

How to Keep our Brand Healthy

WellRight Brand Guidelines
September 2022



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We are driven by purpose and passion

to create a **personalized** and **complete experience** that caters to every person's well-being. Achieving this is our challenge, and one we willingly accept.



We believe in continuous innovation and ideas

that **inspire** us to set the course for the well-being of all. **Innovations** like our **unique technology** let participants pivot effortlessly with their needs. And our **holistic approach** leads to happier, more engaged, and culturally aware individuals.



Helping people live a more fulfilling life

is the **foundation** for what makes
WellRight the most **engaging**
and **innovative** partner to each
individual's well-being journey.





Welcome to our brand.

What we do as a company is as unique as the customers we serve. Simply put, we tailor our holistic wellness offerings to help everyone live their best lives.

So, we set out to create a visualization of our brand that was as unique as the offerings we provide. The following pages provide direction on how WellRight should be experienced. This applies internally as well as externally. Communication consistency is key to developing loyalty and trust for our brand.

We can't wait to see how you bring us to life.

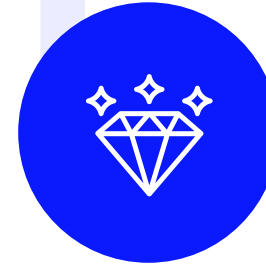
**As unique as our customers,
we tailor offerings that help
everyone live their best lives.**



The brand pillars

are **foundational** brand **attributes** that define our **approach**. Every aspect of our brand — messaging and visuals — should reflect these pillars to ensure we present a consistent experience at every touchpoint.

01



The value we offer

Industry-leading technology allows effortless modification to clients' and individuals' program needs

02



How it feels to work with us

Our passionate partners genuinely care for the people they work with

03



Our lasting impact

Our leaders are evolving the well-being journey

WellRight is driven to support each individual's holistic well-being with an innovative and engaging approach, leveraging proprietary technology that leads to happier and healthier people. So, we want our brand personality to reflect these words:

**Knowledgeable guides
driven by innovation
and purpose.**

It is important that we consistently live out this personality. Our unique point of view and tone create and sustain our brand equity and define the WellRight difference within the marketplace — a key factor of successful marketing.

Tone of voice

What we do and all we offer comes from a genuine desire to improve lives. So, we want the way we communicate these offerings to feel just as genuine and authentic.

Our tone should feel
**knowledgeable, guiding,
informed, and friendly.**

Brand visuals

The following pages give direction on how elements of the brand should be executed. Delivering a consistent visual experience helps create brand awareness and credibility.



Primary logos

The WellRight green logo is the primary logo and should be used in all communications. The white and green logo is the preferred reverse logo, but if legibility is an issue, the all-white version can be used.



Reverse



Horizontal logo

Use this version only when vertical space does not allow for primary logo usage, such as on premium items, display ads, or email signatures.



Reverse



Small-sized applications

The smallest acceptable size for the primary logo is 44 pixels high. 24 pixels is the smallest allowable height for the horizontal logo.



Email signature

Paul Danao

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App icon and favicon



Social identity



Do not re-typeset the WellRight logo in a different font.



Do not contain the WellRight logo in a shape.



Do not stretch, skew or rotate the WellRight logo.



Do not modify the WellRight logo with drop shadows or different effects.



Do not modify the color of the WellRight logo.



Make sure to use the appropriate WellRight logo so that it is readable over a background image.



Do not outline the WellRight logo.



Do not place the WellRight logo within body text.

The **WellRight** corporate wellness platform delivers a customizable wellness program to support employees in their wellness journey.



Clear space

When using the WellRight logo in applications where it will appear with other logos, the height and width of the large leaf should determine the amount of clear space around the logo. Providing clear space protects the logo's legibility.



Primary typeface

Gotham is a modern, clean, sans serif typeface. It appears warm and friendly, authentic and straightforward.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Alternate typeface

Montserrat should be used when Gotham is not available.

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Hello!

This is **Gotham Bold**. This is Gotham Book.

This is an example of a headline with kerning at -25.

This is an example of a sub headline.

This is a paragraph header

This is an example of body copy. Gotham Bold is the preferred font for prominent messaging. It can also be used when differentiation in style, such as weight, is needed to define and organize content.

Gotham Book is a secondary font within the typeface family and plays an important role in setting information hierarchy by categorizing content according to contrast and variation in typographic style. The minimum size for body copy is 9 pt (10 pt if reversed on a gradient).

Gradient versus solid color text

Gradients may be applied to the text of main (H1) or prominent headings in print and digital pieces to add energy and exuberance to their messaging. In web content, gradients are reserved for H1 headlines only.

Solid color text should be used for any smaller headlines/subheads, email text, and body copy. Solid color can be used for headlines when a gradient cannot be achieved. In this case, purple pulse is the recommended solid color for headlines.

This is an example of a large headline with a gradient applied.

This is an example of a large headline in a solid color.

This is an example of a subhead in a solid color.

This is an example of a paragraph header in a solid color

This is an example of body copy in a solid color. Gotham Bold is the preferred font for prominent messaging. It can also be used when differentiation in style, such as weight, is needed to define and organize content.

The WellRight color palette has been curated to feel distinct within the wellness industry. The three differentiating blue tones, paired with our green and purple, feel fresh, energetic, and high-tech. When combined, the colors feel vibrant, friendly, accessible, and innovative.

Primary colors

Spark blue, radiant navy, and leaf green are the dominant colors of the palette. They should be used most prominently in elements such as headlines, subheads, and large fields of color.

Radiant navy or black should be used for large bodies of text.

White is included in the palette as a reminder of the importance to utilize white space within designs.

Secondary colors

Turquoise water and purple pulse are accent colors to be used to highlight information or draw attention.

Gradient

A unique blend of purple pulse, turquoise water, and leaf green is used to create the “Alive” gradient, which can be used for backgrounds or headlines. Care should be taken to apply gradients consistently and at the same angle in each communication piece.

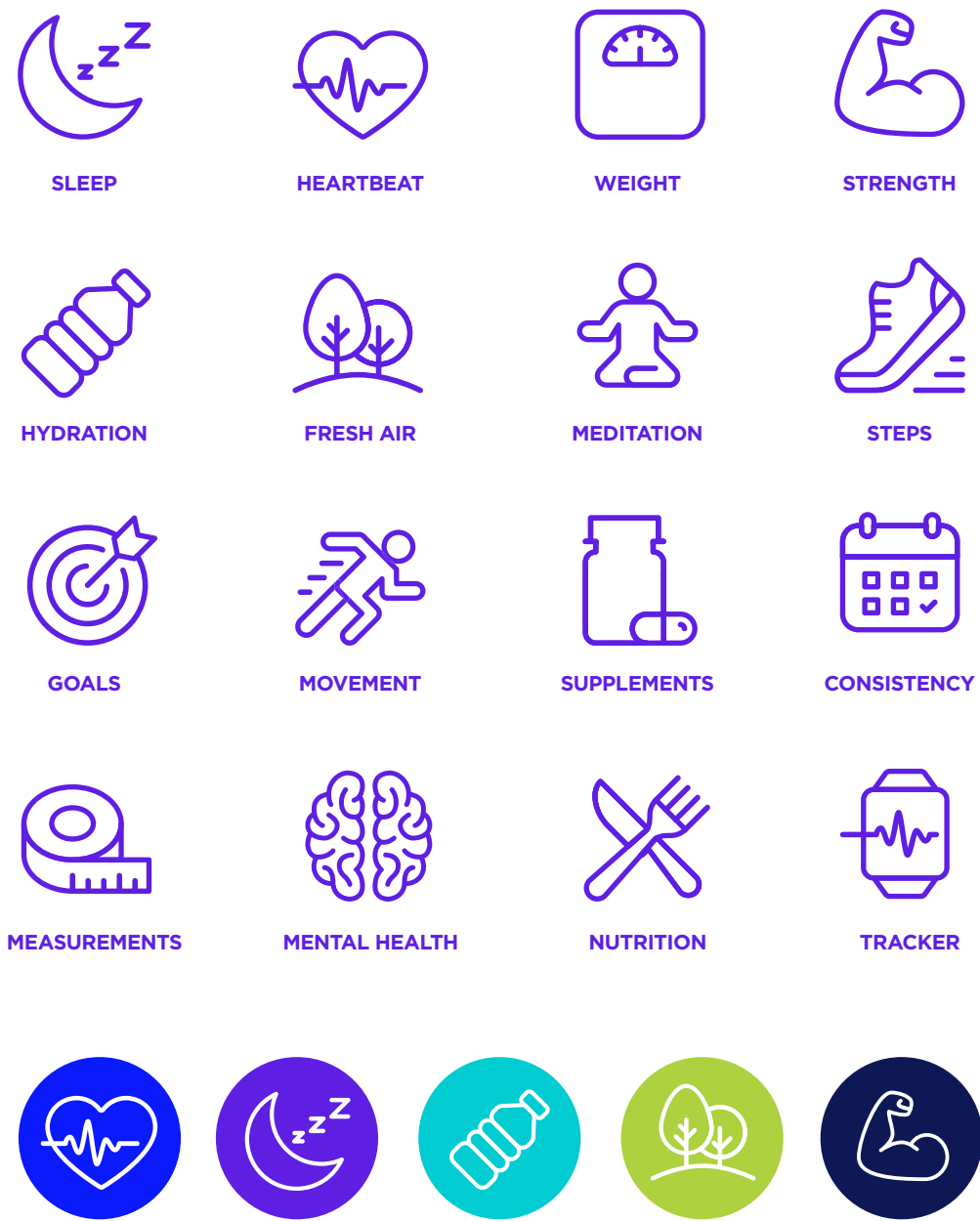


Graphic elements should consist of simple lines and shapes, giving them a modern and tech-oriented feel. Simplicity of style presents information in the most straightforward and authentic way.

Icons can be shown in any of the color palette options, with or without a circular background, as long as legibility is not an issue.

Illustration vignettes are used to convey concepts with more detail than an icon can represent. They should appear almost monochromatic, using different tones of blue and accentuated in a subtle way by thoughtful pops of color to highlight information or help visually balance the elements.

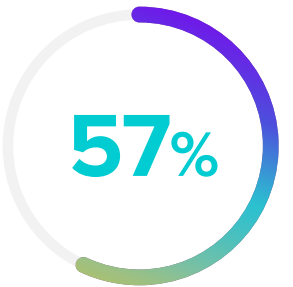
ICONOGRAPHY STYLE



VIGNETTE ILLUSTRATION STYLE



DATA VISUALIZATION



WellRight photography should capture the energy and radiance of people living their best lives. Selecting photography that pulls in the bright brand colors creates a unique, curated set, which conveys the vibrancy of maintaining good health while also drawing on the high-tech aspects of healthcare.

Natural lighting should be used to convey warmth, healing and overall well-being. Facial expression and body language should convey achievement, satisfaction and happiness.

The photos should have a range of interesting crops, close-ups and angles to convey different individual perspectives and captured moments during each person's individual wellness journey.

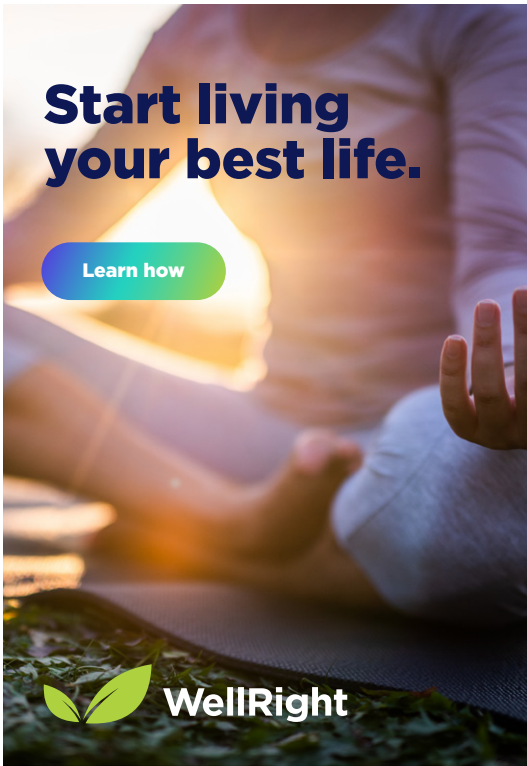


WORDS TO INFORM PHOTO SELECTION

**individuality/creating better habits/
holistic approach/engagement/
passionate/vibrancy/sunlight/emotion/
balanced life/living your best life/
connections/innovation/technology**

Click [here](#) to view our curated library of Getty images and icons.





DISPLAY AD



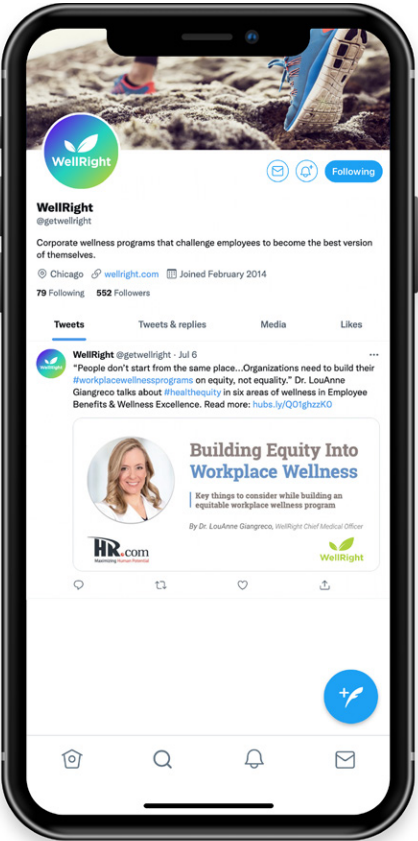
FLYER



SOCIAL AD



APP ICON



SOCIAL



T-SHIRT



For questions regarding brand usage,
please email brand@wellright.com.