



Wellness Check
Services

Brand Guide



Logos

There are twelve variations of the logo in total: four layouts with three styles each.

Each logo variation serves a specific purpose, and should be used accordingly.

Usage guidelines:

- Don't stretch, skew, or crop the logo
- Don't use the logo on backgrounds with insufficient contrast
- Don't alter the colors
- Don't recreate the logo with another font
- Don't alter the shape, size, or position of elements
- Don't add extra elements to the logo
- Don't add a stroke, shadow, or glow effect to the logo



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Logo Layouts



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Vertical Layout

The vertical layout is used on letterhead and branded clothing.



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Logo Layouts



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Staying safe in unsafe times

Vertical Layout with Slogan

The vertical layout can be accompanied by the slogan, when appropriate or necessary to add value.



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Logo Layouts



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Horizontal Layout

The horizontal layout is used in website and app headers, as well as other applications that lack space for the vertical layout.

The horizontal layout should never be accompanied by the slogan.



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Logo Layouts



Icon-Only Layout

The icon-only layout is used for Progressive Web App icons and social media profile photos.

The icon-only layout should never be accompanied by the slogan.



Logo Styles



Standard Style

The standard logo style should be used in most cases.



Flat Style

The flat logo style should only be used when it is absolutely necessary to reduce the complexity of the logo, e.g.: if the standard icon becomes indiscernible when printing or embroidering.



Knockout Style

The knockout logo style should only ever be used on a dark background, e.g.: if printing on a black shirt.



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Logo Variations



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Vertical Layout
Standard Style



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Vertical Layout
Flat Style



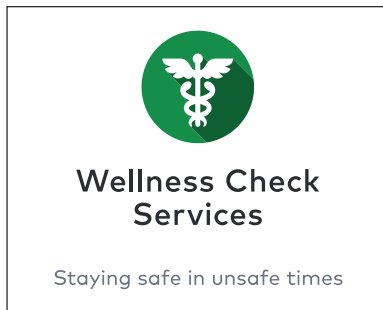
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Vertical Layout
Knockout Style

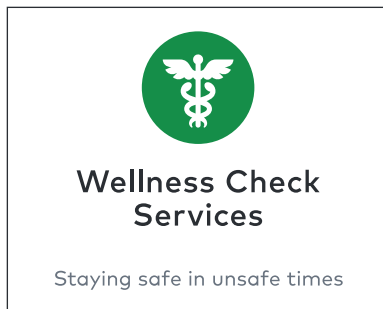


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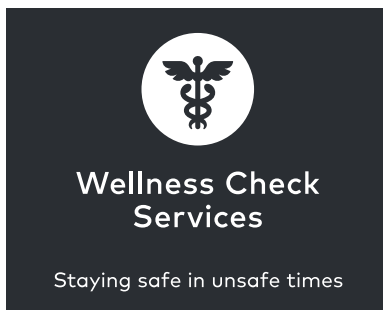
Logo Variations



Vertical Layout
with Slogan
Standard Style



Vertical Layout
with Slogan
Flat Style



Vertical Layout
with Slogan
Knockout Style



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Logo Variations



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Horizontal
Layout
Standard Style



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Horizontal
Layout
Flat Style



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Horizontal
Layout
Knockout Style



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Logo Variations



Icon-Only Layout
Standard Style



Icon-Only Layout
Flat Style

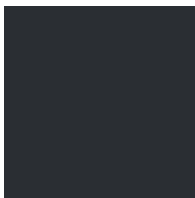


Icon-Only Layout
Knockout Style

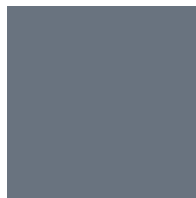


Color Palette

Neutral Range



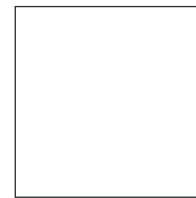
#2a2e33



#69737f



#eeff1



#ffffff

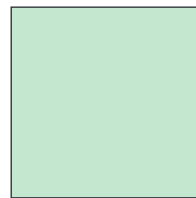
Accent Range



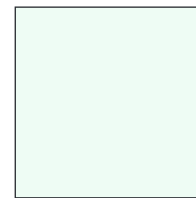
#0e5f31



#158e49

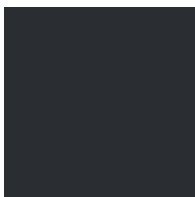


#c4e7cf



#eefcf4

Accessible Feedback Colors



#2a2e33



#148745



#ee7015



#d12c0b



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Primary Typeface

Mark Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mark Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mark Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



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Web Typeface

Nunito Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Nunito Semi-bold 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Nunito Regular 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Icons

Informational



Success



Alert



Error

