

The Wellness Organization

supporting people & changing the industry



Contents

Wellness	Pg. 04
M/V/V	Pg. 05
Delivering Care	Pg. 06
Naming	Pg. 08
Logo Information	
- Logo & Variants	Pg. 10
- Sizing	Pg. 14
- Spacing	Pg. 16
- Rules	Pg. 18
Typography	Pg. 20
Colours	Pg. 24
Illustrations	Pg. 26

Wellness

Why is Wellness needed

Wellness is about a lot more than just caring for peoples mental health need. In Canada, the need for mental health services far outweigh the actual support we have. This becomes complicated for people with chronic conditions because they are at higher risk of mental illness compared to healthy Canadians.

Wellness brings a dedicated organization for Ontarians with chronic conditions to get the mental health support they need. We collaborate directly with medical professionals to make sure that we can get a full picture of the condition of our patients. And we use this connection to make sure our patients get the best care possible.

In addition, we are also lobbying for change to the systems currently in place. We need to move away from focusing on one issue at a problem, and instead look at the full picture for our patients.

M/V/V

Mission

The Wellness Organization strives to deliver quality mental health care for Ontarians dealing with chronic conditions, while raising awareness of the problems and lack of a whole body approach in the health care system in Ontario.

Vision

To support the needs of all Canadians with chronic conditions, and change the narrative of health care in Canadian institutions.

Value

People-Oriented

- Focusing on each person individually, and addressing their needs

Awareness

- Informing people of the need for more mental health related services

Health

- Integrating mental health care into the conversation with doctors

Delivering Care

As the Wellness Organization is outside of the established system, we have a lot of freedom to be able to set a new precedent for how mental health care can be intertwined with the care of chronic conditions. This is what allows us to implement the 4 step user journey and from the diagnosis of a patient all the way through their healthcare journey.

The Wellness Organization partners with research hospitals, and healthcare facilities that deal with chronic conditions. Partnering with these institutions, we are able to work with the medical professionals caring for chronic conditions and form a direct line of communication. When an mental illness is discovered, it can play an important role in how patients are treated. By understanding that some symptoms may be separate to their condition, we can better address the needs of these patients and find solutions that work for their situations.

Each person is unique, and that is why our care programs are personalized to the individual. The Wellness Organization hires trained professionals in therapy and social work to help run our organization smoothly. We have dedicated spaces within our partner institutions that make it easy for our clients to get help when the need it. By being on site, we have a direct line to the people and services they are interacting with and can be sure that the care we give them is what they need.

The Wellness Organization Flow

Partner with Medical Institutions



Hire Professional Talent in Therapy and Social Work



Give our clients the support they need



Lobby for change so everyone gets support

Naming

We are a multifaceted organization which seeks to aid in the mental health care of patients with chronic illness, lobby for change to the healthcare system and form new paths for communication between healthcare professionals. As we are an organization with wide ranging goals, we needed a name which was as versatile, organic and caring as we are.

Wellness can mean many things to many people, but at its core its about being happy, healthy and comfortable. Wellness is more than just one area of your life, and this is what the Wellness Organization is all about. Our name represents our core goals and values, we want healthcare which looks at people from a whole body perspective, rather than issue by issue.



Logo & Variants

Full logo & tagline

The Wellness Organization
supporting people & changing the industry

Secondary logo

Wellness

The Wellness Organization
supporting people & changing the industry

Wellness

Logo & Variants

Logo mark



Logo seal



Logo Sizing

Adaptive logo sizing



As the size requirements for our logo application decrease, it's important to use a properly sized variant. For example, the single "W" is perfect for social media icons, while the largest logo variant would be impossible to see at that size.

Minimum logo size

Full logo & tagline

The Wellness Organization

supporting people & changing the industry

Minimum Width | 5.5" / 14cm / 1650px

Full logo

The Wellness Organization

Minimum Width | 3.5" / 9cm / 1050px

Secondary logo

Wellness

Minimum Width | 1" / 2.5cm / 300px

Logo seal



Minimum Width | 2" / 5 cm / 600px

Logo mark

W

Minimum Width | .2" / .5 cm / 60px

The minimum logo size is set so that when placed digitally or for print, our logo will be easily readable. In order to ensure that our branding stays clear and consistent it is recommended that the logo go no smaller than the measurements listed above.

Logo Space

Clear space

Wordmark's & Mark



Logo Seal



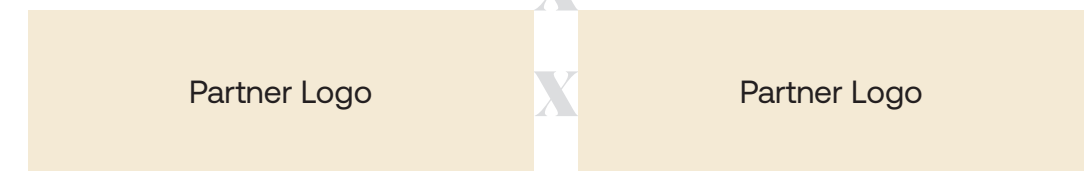
Its important that in all applications which include the Wellness Organization's logo that you include enough clear space. For our wordmarks that would be equal to the x-height all around. The logo seal uses a clear space of half (1/2) the height of the central "W"

Partner logo spacing

Vertical Placement

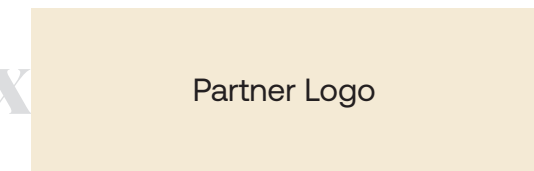
The Wellness Organization

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Horizontal Placement

Wellness



When placing any of the Wellness Organization logos next to a partner logo, it is vital that you provide enough spacing between. For both the vertical and horizontal placements, the space between the logos should equal to twice the x-height plus a 1pt stroke between.

Logo Rules

Do not change the colour

~~Wellness~~

Do not use a different font

~~Wellness~~

Do not use multiple colours

~~Wellness~~

Do not add gradients

~~Wellness~~

Do not add effects

~~Wellness~~

Do not use drop shadows

~~Wellness~~

Do not skew the logo

~~Wellness~~

Do not rotate the logo

~~Wellness~~

Do not use low contrast

~~Wellness~~

Keeping our logo consistent across all our media and publications is vital and raising brand awareness. Adding to or adjusting or manipulating our logo is not allowed.

Typography

Ivy Presto

Aa Jj Qq Yy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Light

Hello *Hello*

Regular

Hello *Hello*

Semibold

Hello *Hello*

Bold

Hello *Hello*

Aeonik

Aa Jj Qq Yy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Light

Hello

Regular

Hello

Bold

Hello

Type Guides

Print

Sample

Hello!

Hows it going

Lets have a chat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Fine More Info](#)

Title

Example

IvyPresto Display
Bold 36pt

Header

Example

Aeonik Pro
Bold 20pt

Sub-header

Example

Aeonik Pro
Bold 12pt

Body copy

Example

Aeonik Pro
Regular 12pt

Detail

Example

Aeonik Pro
Regular 10pt | 50% black

Digital

Sample

Hello!

Hows it going

Lets have a chat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

[Fine More Info](#)

Title

Example

IvyPresto Display
Bold 40pt

Header

Example

Aeonik Pro
Bold 30pt

Sub-header

Example

Aeonik Pro
Bold 20pt

Body copy

Example

Aeonik Pro
Regular 20pt

Detail

Example

Aeonik Pro
Regular 15pt | 50% black

Colour

Colour is one of the most important aspects of the Wellness Organization brand. Colour makes up our illustrations, our brand tone and how we express ourselves.

When using these colours be sure to consider the message you are trying to convey. Our palette is warm in tone, but depending on how you utilize these colours you can create a wide range of expressions.

Black
0 / 0 / 0
0 / 0 / 0 / 100

White
255 / 255 / 255
0 / 0 / 0 / 0

Pantone P 15-7 C
202 / 148 / 47
21 / 42 / 98 / 2

Pantone 2726 C
66 / 92 / 199
80 / 69 / 0 / 0

Pantone P 40-8 C
238 / 84 / 55
1 / 82 / 86 / 0

Pantone 40-1 C
252 / 212 / 194
0 / 19 / 20 / 0

Illustrations

Illustrations are extremely important to the brand of the Wellness Organization. These illustrations were designed in a way that anyone can see themselves in it. Our illustrations are meant to be used in place of imagery, making it easier to personalize branded materials while being inclusive of everyone.

The illustration colour palette is based off of our core brand colours, and allows for freedom of expression and tones of colour. The texturing is what makes our illustrations stand out and feel more inviting.



