



Branding and Visual Identity Guideline 2025

CONTENT

The package you are currently looking through is a guide which lays out the corporate identity standards for **GLOBAL WELLNESS DAY**, a branded special day. The purpose of this package is to provide guidance for brands which would like to support **GLOBAL WELLNESS DAY** regarding graphic design and production, so that this special day is celebrated with the same visual codes and standards to create a branding unity throughout the world.

This guide starts with brand idea and slogan, continues with the visual identity guideline, and finishes with the details of promotional materials. We hope that this guide helps you to add value to your brand's **GLOBAL WELLNESS DAY** promotional activities.

INTEGRATED WELLNESS

Global Wellness Day is an international day that is celebrated on the second Saturday of June every year as a public event which turns everyone's shared dream of 'living well' into reality. GWD has no relation to **ANY** institution or **ANY** organization and it is without **ANY** commercial purpose.



GLOBAL WELLNESS DAY®

APART FROM THE LISTED COLORS, THE LOGO

CAN ONLY BE USED IN WHITE.



THE LOGO SHOULD BE DISTINGUISHED FROM THE BACKGROUND.





EFFECTS SUCH AS CONTOURING, SHADING AND GRADATION SHOULD NOT BE USED ON THE LOGO.





THE BACKGROUND USED FOR THE LOGO SHOULD NOT HAVE ANY COMPLEX COLORS OR PATTERNS.

Main Colors

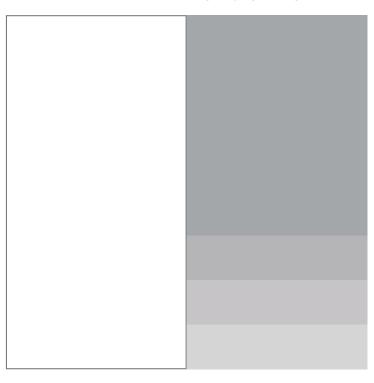
Text Colors

PANTONE 225C C12 M93 Y0 KO R213 G51 B147

PANTONE 389C C21 M0 Y85 KO R211 G223 B78

CO MO YO KO R255 G255 B255 PANTONE COOL GRAY 6C C16 M11 Y11 K27 R164 G167 B169







LUBALIN GRAPH

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HELVETICA LT PRO FAMILY

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Lorem ipsum dolor sit amet.

Turkey's Gift to the World

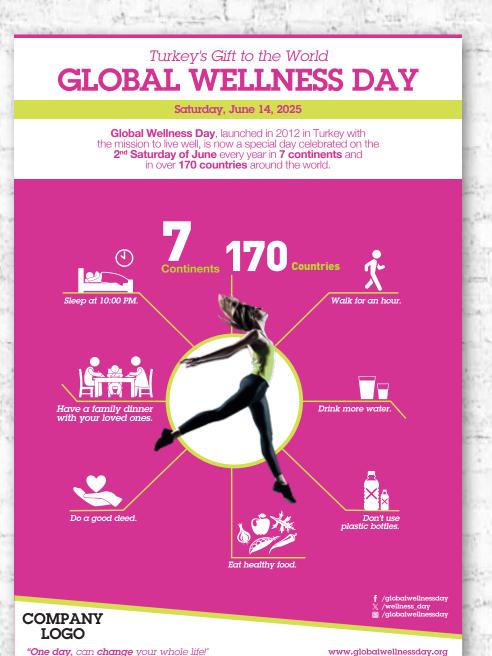
GLOBAL WELLNESS DAY

Saturday, June 14, 2025

Global Wellness Day, launched in 2012 in Turkey with the mission to live well, is now a special day celebrated on the 2nd Saturday of June every year in 7 continents and in over 170 countries around the world.



Click to download



Click to download





Single Color 1+1 Print Color: Magenta 6 x 6 cm 300 gr Matte Coated Paper Matte Cellophane

Click to download

Features

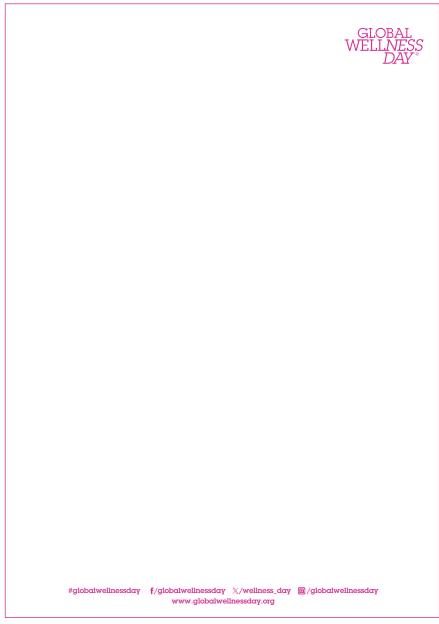
Single Color Print Color: Magenta 24 x 10,6 cm 200 gr First Quality Pulp Regular Cut



 $\textbf{f} \hspace{0.1cm} / \hspace{0.1cm} global wellness day \hspace{0.1cm} \underline{\textbf{www.global wellnessday.org}} \hspace{0.1cm} \bullet \hspace{0.1cm} www.global wellness day.org \\$

Features

Single Color Print Color: Magenta 23 x 32 cm 200 gr First Quality Pulp Regular Cut



Click to download

Features

Single Color Print Color: Magenta 21 x 29.7 cm 100 gr First Quality Pulp Regular Cut



I SAY YES!

GLOBAL WELL*NESS*

EVETDİYORUM!

Country's Language

Front

Back

Features

Double Color

Color: Magenta + Pantone 225c

Photo Block Print

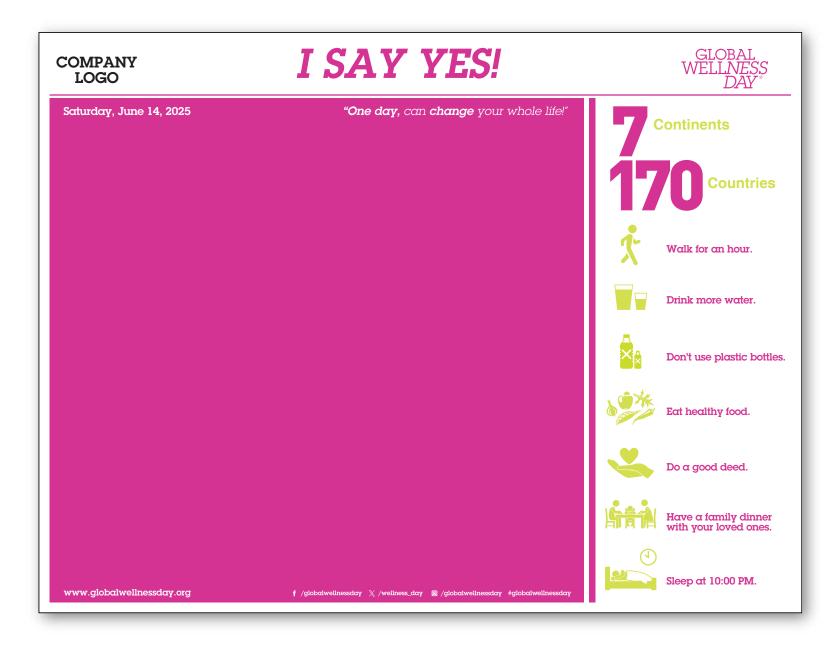
23 x 23 cm Special Cut

Click to download





Features Mug Color: Magenta



Color 2 Print Magenta + Pantone 389C 46 x 35 cm 250 gr Matt Coated Paper





T-shirt

Color: Magenta

Single Color Heat based Press Print

Click to download





Vest

Color: Magenta Single Color

Heat based Press Print





Color: Magenta

Single Color Heat based Press Print



Color: Magenta

Front Logo Print Area: 13 cm Back Logo Print Area: 25 cm White and Magenta raincoat Single Color Heat based Press Print



Global Wellness Day organizes volunteer aid activities for the communities in need in different countries. Wearing GWD Volunteer Vests during these activities will attract the attention of communities to the project with the branding unity.

Features

Color: Magenta





To reach the younger generation and develop mindfulness on healthy eating, Global Wellness Day Japan team has created this lunch box design and distributed the lunch boxes at schools.

You can use this design, to reach out to schools in your country to highlight the importance of healthy eating.

Features

Color: Magenta

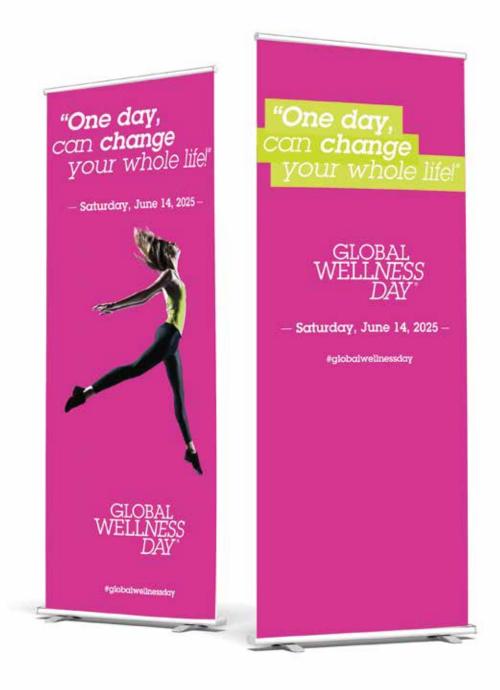




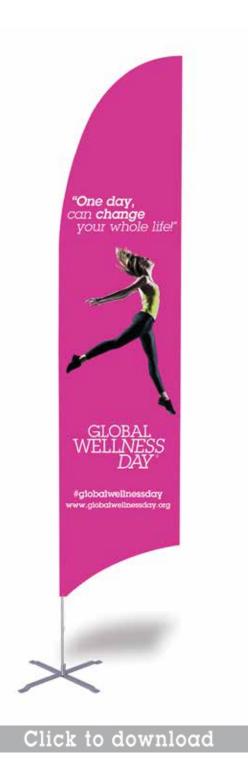


45x38 cm

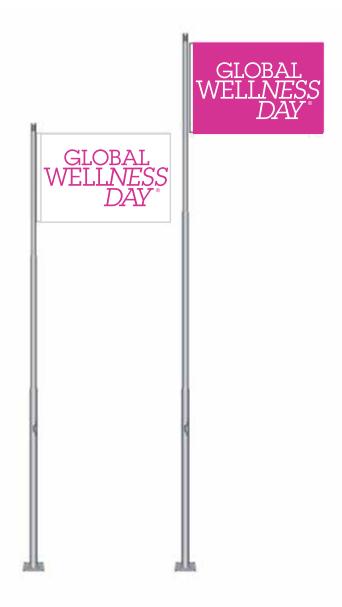
Cloth material: Linen/Cotton



Features 85x200 cm



Features 85x200 cm



Click to download



4x

www.globalwellnessday.org

#globalwellnessday

"One day, can change your whole life!"

GLOBAL WELL*NESS DAY**



Features 1000 x 1000 px

GLOBAL WELLNESS DAY

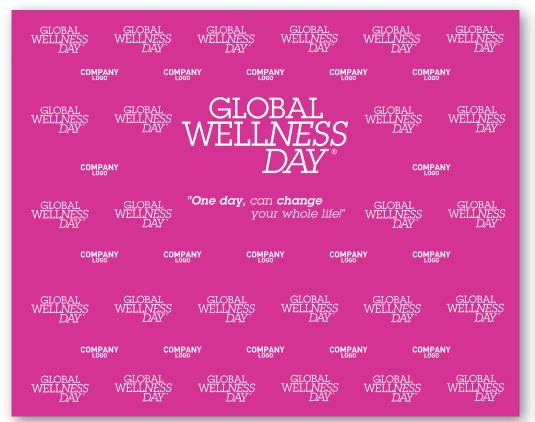
"One day, can change your whole life!"

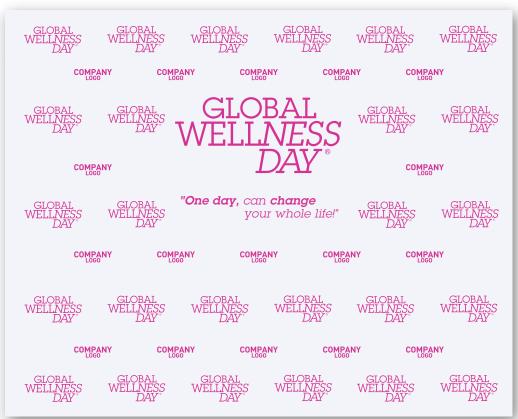


Click to download

Features

Color: Magenta Double Colored Photo block Custom cut 120 x 70 cm







Features Logo print area 4 cm

Logo print area 4 cm Laser Carving





Dear Sir.

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Regards

John Doe Manager

> Address Automortioner, 1254 Olystoner, Country

Phone (DL2) 5454, FBS (PRS 5454, RC2) Ordine Support







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Dear Sir.

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Regards

John Doe Manager

Address

Authors Hirset, 12141

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GWD





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	GLOBAL WELL <i>NES</i> <i>DA</i> Y	SS S		CERTIFICATE OF APPRECIATION
	This certificate of appreciation is presented to			
	for supporting Global Wellness Day			
	We are so grateful for your engagement, time and effort. Thank you for joining us in our path to change the lives of millions of people through Wellness.			
"One day, can change your whole life!"				
	Belgin Aksoy Founder Global Wellness Day		Aı	mbassador of
		Date	Place	

The Certificate of Appreciation is prepared to be presented to the Sponsor brands by GWD Ambassadors to thank them for their support.





"One day, can change your whole life!"

www.globalwellnessday.org

For further information please contact Deniz Yücel, GWD Communications Executive.

deniz.yucel@globalwellnessday.org