WELLNESS



OIL

Brand Guidelines



"N’ayez pas peur de ce qui vous arrive car c’est vous qui le générez. Trouvez simplement le courage nécessaire pour gérer cette peur et ainsi aller jusqu’au bout de vos choix (conscients ou non)."

~ Michel Odoul

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VISUAL IDENTITY

Logo

The logo is the core of a brand's identity.
Find out about the logo's elements,
variations and how to apply it in
a consistent way.

Architecture

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

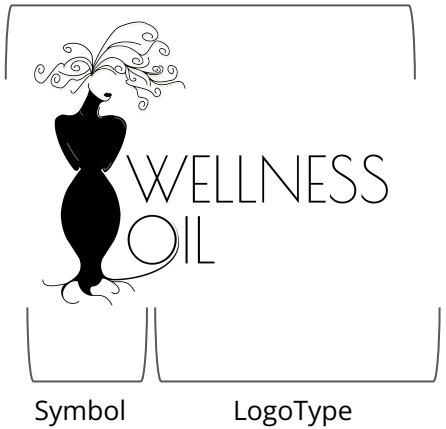
The lettering is created using the Poiret One typeface, and the curvy body of a tree-woman nestled in a circle.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the Wellness Oil website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.

Logo



Horizontal Version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the Wellness Oil logo.

You should avoid using this version unless it is strictly necessary





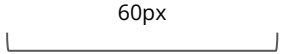
Vertical Version

The vertical version of the logo is the officious version, and should be used wherever and whenever suitable.

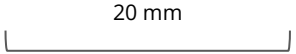


Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.



Minimum size Online

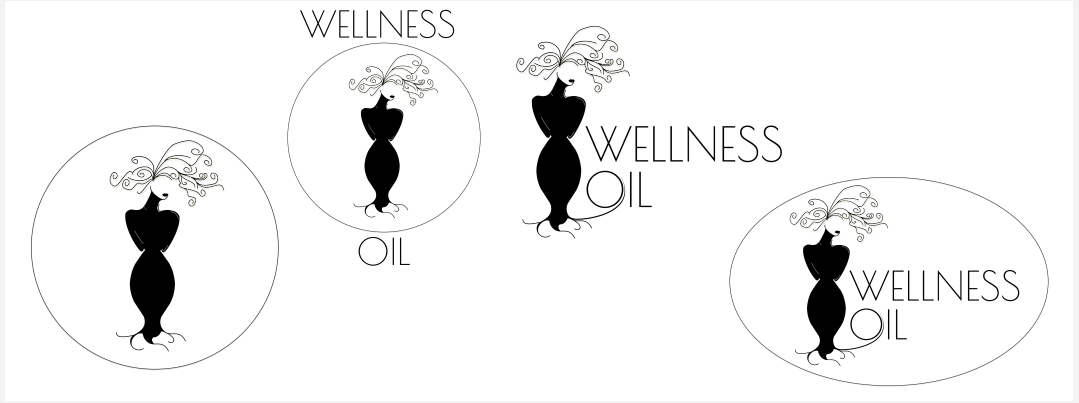


Minimum size offline

Positives & Negatives

Green details of the figurative mark (the woman-tree) must remain green in positive and negative versions of the logo.



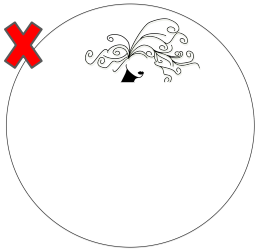


Don’ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Turn the logo



Remove or alter parts of the logo



Insert shadows

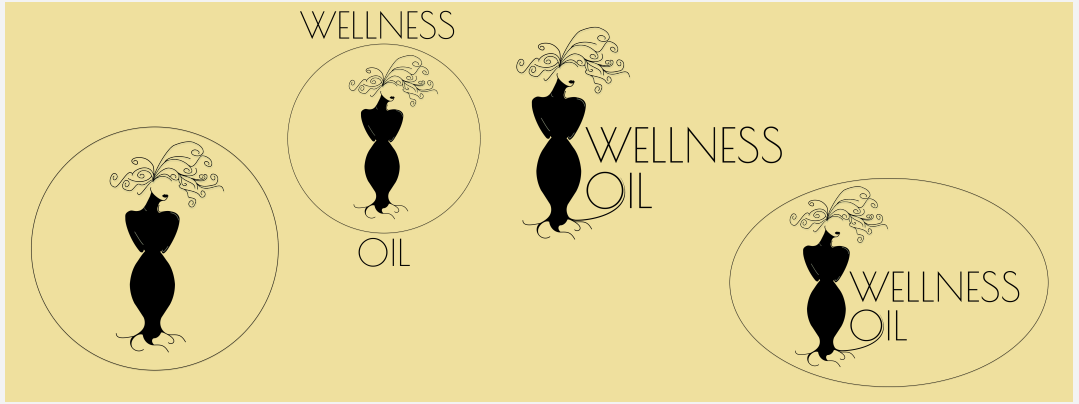


Modify recommended px and sizes

Background Colours

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.





Background Images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

Favicon

The Wellness Oil favicon graphic is linked with the Wellness Oil website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon can be used as 32x32px.





VISUAL IDENTITY
Visual Elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.

Moodboard

Wellness Oil mood-board includes photography, designs color palettes that help defining the direction of the branding.

The branding is elegant, fresh, delicate, green and organic. Spreading light, positive energy of nature. Equilibred, biologic and harmonic.



Colour Palette

<u>Main colours</u>
The main colour of the Wellness Oil identity is hex ***#E8E2D3*** that has the strongest presence on the brand.

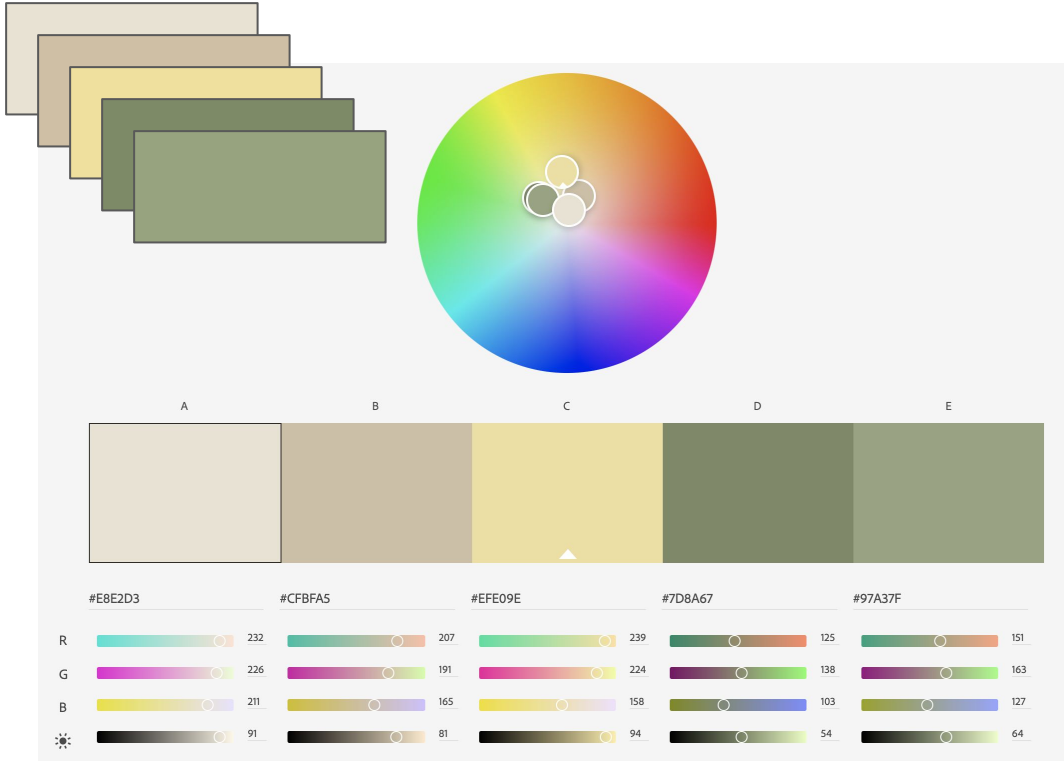
The colour hex ***#CFBFA5*** complements the Wellness Oil main colour, balancing darker shades and making the palette more elegant and sophisticated.

Wellness Oil hex ***#EFE09E*** balances the other colours and gives space to elements.

<u>Secondary colours</u>
These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.

Wellness Oil hex ***#7D8A67*** contrasts the main hex colour (#E8E2D3) and is used mainly in text.

Wellness Oil hex ***<u>#97A37F</u>*** provides dynamism and a contemporary and minimalist look.



Typography

Poiret One is a font with fresh decorative geometric grotesque with a hint of Art Deco and constructivism.
Poiret One is a unique typeface with light forms and pure elegance and can be used for titles, especially for T1.

Use Open Sans for generic content and paragraphs and Poiret One to highlight specific content.

Poiret One

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<–+÷×=> $€:;,.*

Open Sans

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*



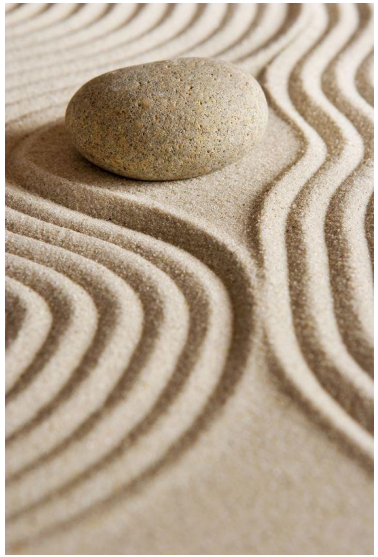
VISUAL IDENTITY
Imagery

Our images inspire the audience, but also add value and further develop the brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer

Nature

Natural images are a great way to persuade potential customers. Use pictures of nature spectacular fields, high mountains or beautiful horizons where possible.







Interior Design

You can also inspire potential clients by demonstrating the balance, elegance and simplicity through objects and styles.

Interior design images must look bright, simple and natural. Images will show details of organic and bio environments in equilibrium and respect of the nature as the target audience require.

Objects in images should be related to the specific content or message they appear alongside.









Selection Criteria

Choose neutral and natural images, with no retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features the corporate colours where possible.

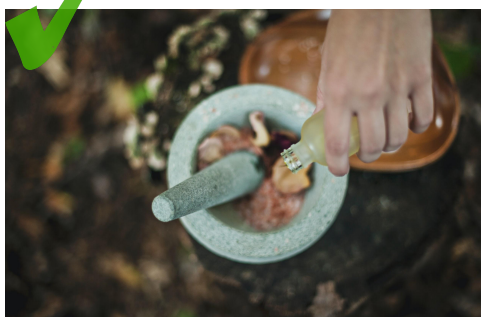
Choose the best image:
1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique?

If you answered “yes” to all these questions, then you can use the picture.









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