

1.1 INTRODUCING OUR BRANDMARK

Our logo is a stylised heart enclosing an understated combination of a rainbow, a butterfly, a star, a thumbs-up symbol and the head of a unicorn seamlessly blended with the 'W' of Wellmark: the $Wellmagination^{TM}$ device. The $Wellmagination^{TM}$ device represents freedom from constraints – since this is integral to our brand identity, it must always be used within the constraints of these guidelines.

Our logo also features a liberal use of glitter, symbolising the youthful exuberance and dynamism that we bring to our work. Also, it looks ace.

The tagline 'The Brand that excites you!' must always appear with our logo. It tells people that our brand is exciting – and that it will excite them. To avoid any ambiguity about this subtle message, inclusion of the exclamation mark is non-negotiable.



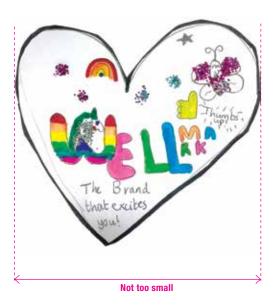
1.2 LOGO CLEARSPACE AND MINIMUM SIZE

CLEARSPACE





MINIMUM SIZE



1.3 BRANDMARK INCORRECT USE

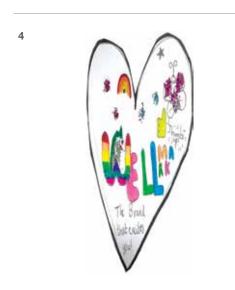
It is imperative that our brandmark is used correctly. Incorrect use makes it look silly and could undermine our professional credibility.

- 1. DO NOT alter the positional relationship between any of our Wellmark brandmark elements.
- 2. ALWAYS ensure our Wellmark brandmark sits on a white background.
- 3. DO NOT alter any of the Wellmark brandmark colours (including glitter components).
- 4. DO NOT distort the Wellmark brandmark in any way.
- 5. DO NOT reproduce the Wellmark brandmark in any colour other than our approved variations.
- 6. DO NOT reproduce the Wellmark brandmark backwards.













1.4 BRAND COLOURS

Colours play a crucial role in our new visual identity. Accurate reproduction of these colours is essential.

The Wellmagination™ device informs our colour palette. Whereas other companies use sky blue (BORING!), we use all the colours of the rainbow.

The original texta and pencil colours, with glitter overlay, must be used on all print materials. While not ideal, RGB approximations may be used on digital applications.

PLEASE NOTE: There is no such thing as too much glitter. If in doubt, add more.



1.5 TYPOGRAPHY

Our super-awesome typefaces have been painstakingly created and must not be substituted with mundane alternatives.

Primary font

'Rainbow Bubble' has been chosen as our brand's lead font and should be used for headlines and pull-out copy. This font is highly adaptable – the first few letters may appear to be oversized, but the point size of subsequent letters will automatically re-adjust to fit the space available.



Secondary font

'Holly Handwriting' is our brand's support font and should be used for body copy. The inclusion of apparently random capital letters is fully intentional and must not be modified. The Brand that excites you!



Substitute font

Can't you read? Substitute fonts are forbiddden, on pain of death by unicorn goring.

2. CONTACT US

Want to make your brand really stand out from the competition?

To see some recent examples of our branding work, or all the other stuff we do for our healthcare clients, contact:

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Special thanks to Holly Michelmore (Chief Glitter Officer)