

# WELLMARK BRAND IDENTITY GUIDELINES

An overview of the alternative  
Wellmark brand identity developed  
by Holly Michelmore (aged 10).



## 1.1 INTRODUCING OUR BRANDMARK

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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™* device. The *Wellmagination™* 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.

**TEXTA ORANGE**  
CMYK C0 M38 Y69 K0  
RGB R250 G171 B98  
HTML FAAB62

**TEXTA YELLOW**  
CMYK C3 M100 Y100 K0  
RGB R255 G239 B0  
HTML FFEF00

**TEXTA GREEN**  
CMYK C81 M0 Y100 K0  
RGB R0 G176 B76  
HTML 00B04C

**TEXTA TEAL**  
CMYK C100 M23 Y63 K0  
RGB R0 G142 B125  
HTML 008E7D

**TEXTA PINK**  
CMYK C0 M100 Y9 K0  
RGB R237 G0 B130  
HTML ED0082

**TEXTA PURPLE**  
CMYK C100 M100 Y0 K0  
RGB R47 G49 B145  
HTML 2F3191

**TEXTA RED**  
CMYK C18 M100 Y76 K10  
RGB R185 G30 B59  
HTML B91E38

**SECONDARY COLOURS**

**GLITTER GREY**  
CMYK C53 M45 Y47 K0  
RGB R137 G134 B131  
HTML 898683

**GLITTER PINK**  
CMYK C48 M100 Y35 K13  
RGB R135 G33 B98  
HTML 372162

## 1.5 TYPOGRAPHY

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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!

Thumbs  
up!

### Substitute font

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

## 2. CONTACT US

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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)