



Brand & usage guide

July 2021

Wellby logo and tagline

The Wellby logo and tagline was developed in 2021 to be the public face of a new social connection initiative. The brand is designed to be friendly, human and approachable.

Logo with tagline - preferred version



Everyone belongs



Suitable for:

- full colour applications (white background)
- digital and print
- tagline must be legible

Logo only - no tagline



Suitable for:

- full colour applications
- digital and print
- can be used smaller without the tagline

Logo only - positive version - colour and black/white



Suitable for:

- full colour applications
- digital and print
- can be used smaller without the tagline



Suitable for:

- black and white applications
- use over an image (in white)

Fonts and colours



Everyone belongs

The word 'Wellby' is shown in the font Baloo 2 Bold. This font can be used sparingly, for **titles and headlines**.

The tagline is shown in the font Comfortaa Semibold. This can be used for **sub-headings and small amounts of text**.

Calluna Regular

Calluna Italic

Calluna Bold

Calluna Bold Italic

Body copy:

This text is shown in Calluna. Use 'Calluna regular' for body copy and large amounts of text.

Baloo 2 Regular

Baloo 2 Semibold

Baloo 2 Bold


Comfortaa Regular


Comfortaa Semibold


Comfortaa Bold



The Wellby logo uses a gradient blend from purple to fuchsia pink, on a 45 degree angle.

	Purple:	RGB:	Hex:
	C70	R 108	#6c3b96
	M92	G 59	
	Y0	B 150	
	K0		

	Green - complimentary:		
	C70	RGB:	Hex:
	M0	R 63	#3fba8c
	Y60	G 186	
	K0	B 140	

	Fuchsia:	RGB:	Hex:
	C12	R 214	#d63176
	M94	G 49	
	Y26	B 118	
	K0		

Basic guidelines

The following are some basic guidelines for using and presenting the Wellby brand.

1. Do not stretch, distort, or change the colours of the logo in any way.
2. Do not add a drop shadow or alter any parts of the logo.
3. Do not use the logo so small so that any part of it is not legible.
4. Do not use the logo against a background or image that is too busy or of such similar colour/s that the Wellby logo cannot be clearly made out.
5. Always try and maintain some clear space around the logo - so that it stands out and is not crowded. Use the 'e' in Wellby as a guide for the space required.



6. If you make the logo too small, the tagline 'Everyone belongs' will be very hard to read. The minimum size for this logo is 30mm high.
7. Only use photography and messaging that has been signed off by the Wellby committee. Do not use clip art.