



Wellbeing Waterloo Region



BRAND GUIDE | OCTOBER 2021

WHAT IS A BRAND GUIDELINE?

Brand Guidelines, also commonly referred to as brand standards, are essentially a set of rules to help you understand how your brand works.

Within this guide you'll find useful information regarding the different components of your brand, and how to use them. This is a resource your team can refer to for accuracy and alignment of your brand outputs.

For any questions about unique use-cases not addressed within this document, please contact your brand manager.



SECTION 1

BRAND IDENTITY



LOGO RATIONALE

The inspiration behind the logo comes from connecting the community. The logo represents this by the coloured lines coming together to create the final product which in this case, is the 'W' to represent Wellbeing Waterloo Region.

It is energetic, clean and strong. The coloured sections overlapping and "creating" new colours brings a sense of togetherness, alignment and collaboration - all important values for Wellbeing Waterloo Region.

In the middle of the "W", the different sections come together to make a pin point shape, as it would be presented on an online map. This symbolizes Wellbeing Waterloo Region being the point which it connects people to other parts of the community



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



FULL COLOUR



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region

BLACK



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region

WHITE



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



Wellbeing
Waterloo Region



FULL COLOUR



BLACK



WHITE



RULES FOR LOGO APPLICATION

Your logos should be respected when being used in marketing collateral and applied on other materials. These are a few simple rules that you can follow to maintain the consistency and integrity of your brand mark.

Note these rules also apply for the alternative logo and glyph.

REFERENCE:



3.7" OR 276.8 px



2.4" OR 170.5 px



2.4" OR 170.5 px



2.4" OR 170.5 px



SECTION 2

COLOUR AND TYPE



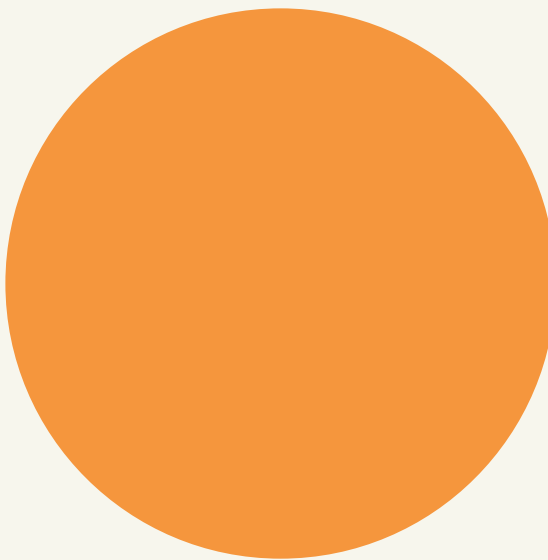
COLOUR PALETTE



HEX: #219FB0

C: 77
M: 19
Y: 29
K: 0

R: 33
G: 159
B: 176



HEX: #F5963D

C: 1
M: 49
Y: 85
K: 0

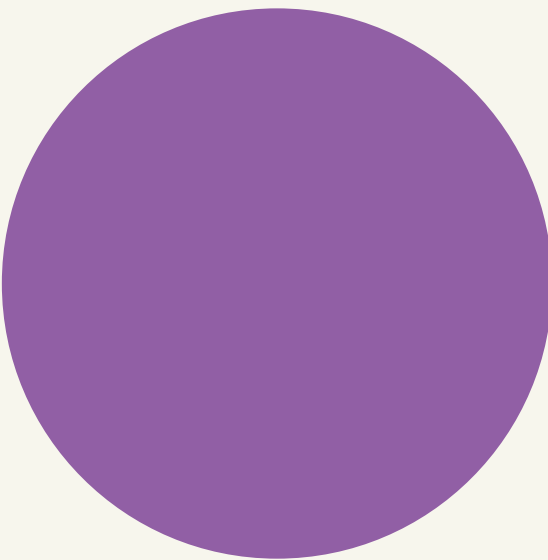
R: 245
G: 150
B: 61



HEX: #F5CB33

C: 4
M: 18
Y: 91
K: 0

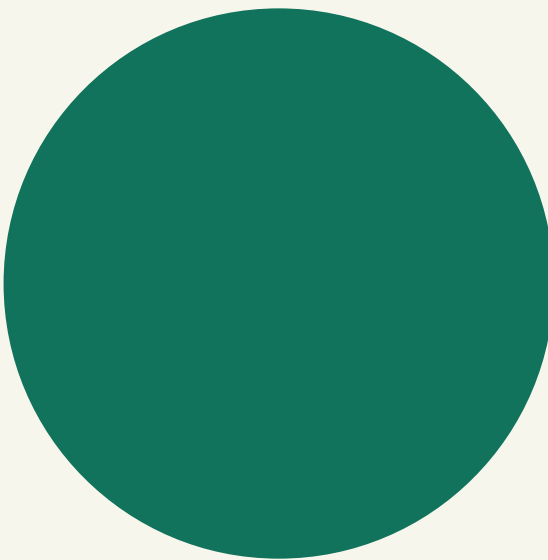
R: 245
G: 203
B: 51



HEX: #915FA3

C: 48
M: 73
Y: 2
K: 0

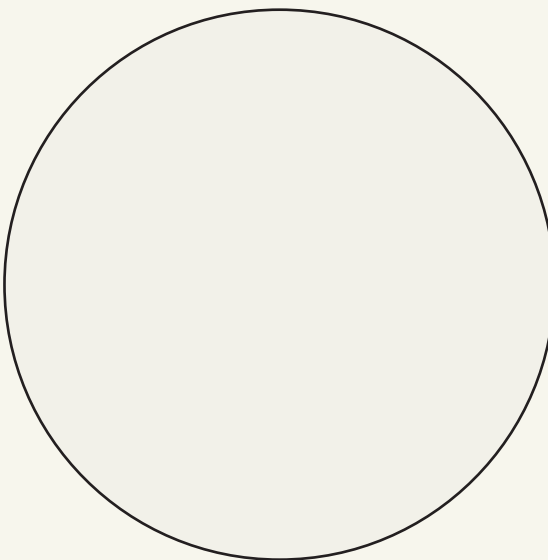
R: 145
G: 95
B: 163



HEX: #11735C

C: 87
M: 33
Y: 70
K: 18

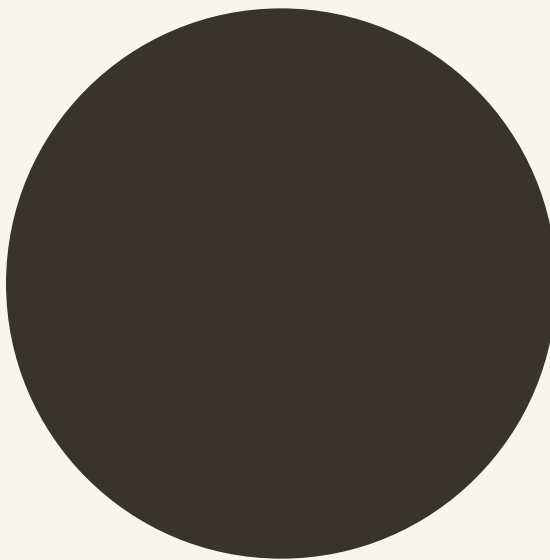
R: 17
G: 115
B: 92



HEX: #F2F1E9

C: 4
M: 2
Y: 7
K: 0

R: 242
G: 241
B: 233



HEX: #38332B

C: 63
M: 61
Y: 69
K: 61

R: 56
G: 51
B: 43



BRAND TYPOGRAPHY

Montserrat Bold is the typeface used in the “Wellbeing Waterloo Region” text of the logo. It is recommended to pair it with sans-serif typefaces such as Proxima Nova.



Wellbeing
Waterloo Region

LOGO TYPEFACE

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! " \$ % = () [] : + ? ;

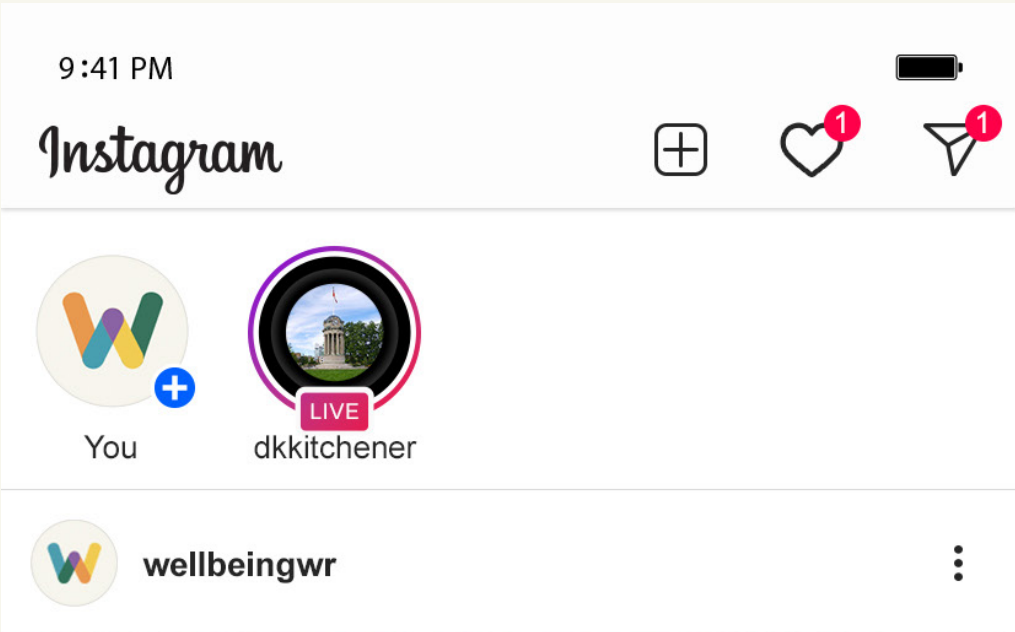
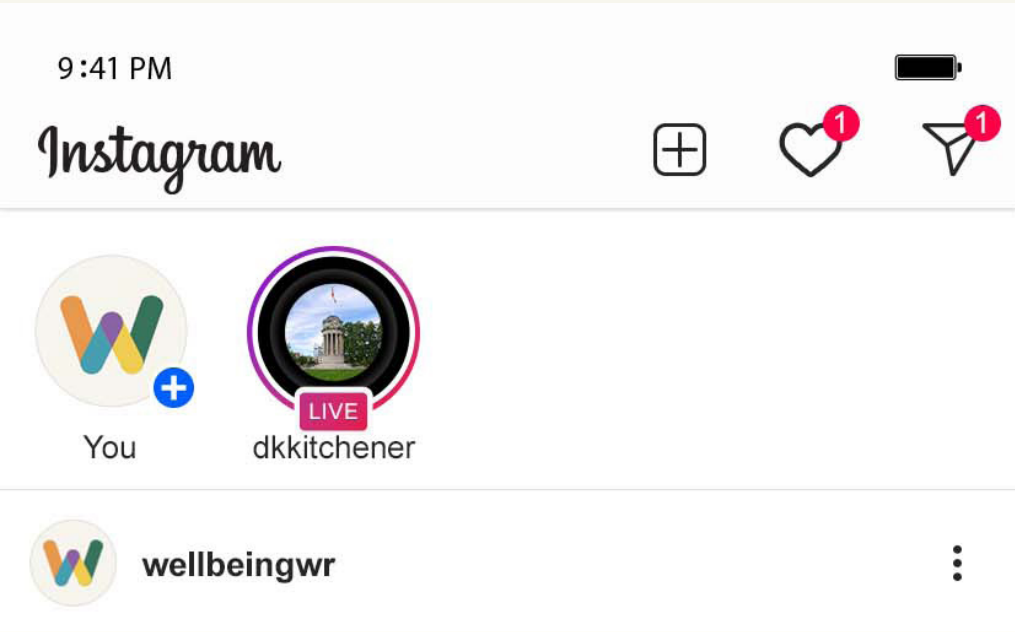
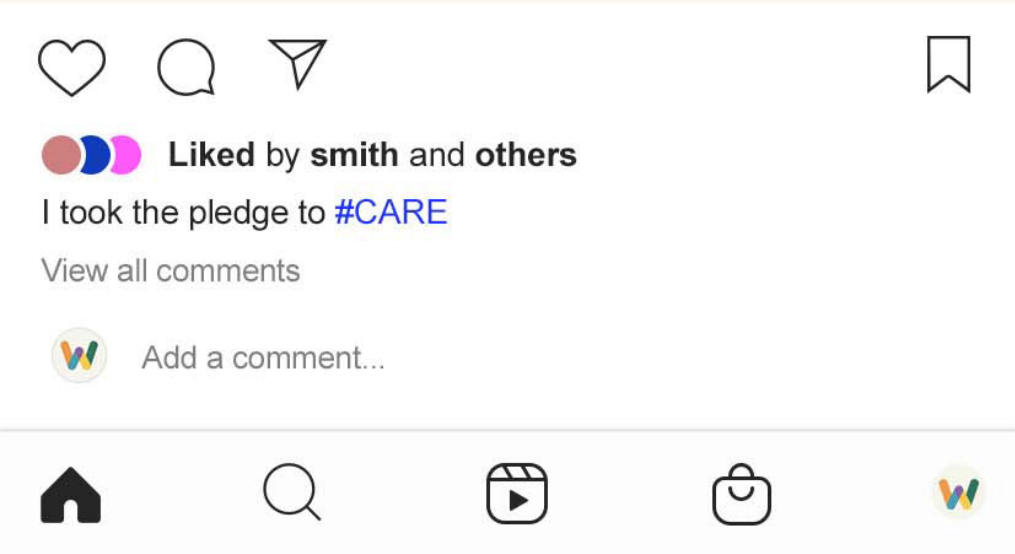
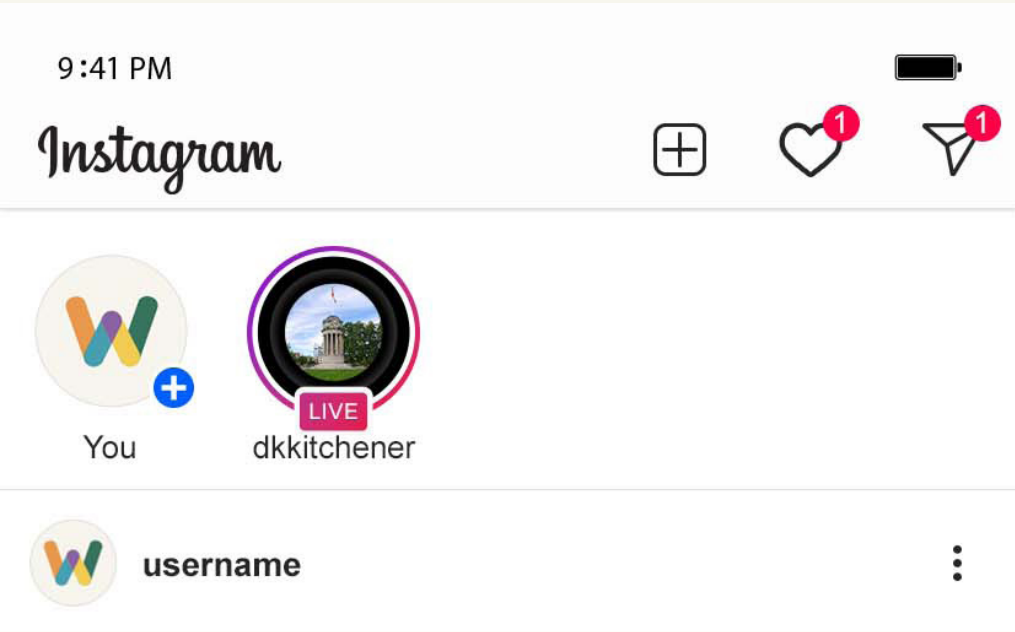


SECTION 3

APPLICATIONS



INSTAGRAM











We Have A New Look

We can't wait to show you what we have been doing with our brand

Thanks to support from Capacity Canada, the students at Conestoga College and professionals who volunteered their time on October 21 and 22 to the Creative Day for Social Good, our rebrand process has been completed!

Wellbeing Waterloo Region officially has a new logo, web-site, and much more. We are so excited to show you all of the incredible work that these students and their mentors did for CD4SG. Keep your eyes on our social media and we will share it all with you soon!



[Check Out Our Brandguide!](#)

[Visit our website here >](#)

We CARE!

Make a pledge today, and join our growing network of businesses and community partners.

Care stands for: Connect, Align, Respond and Educate. Wellbeing Waterloo Region wants to connect with you and work together across different sectors to make transformational change whether it be an educational seminar or fundraiser in our community.

Take the Pledge, and Show us You CARE!

[Learn More](#)

