

wellnessgroup

Corporate Identity Manual



Introduction

This manual has been compiled in order to guide the use and applications of one of the most important tools of our business - our identity. Before I introduce the manual and express the importance of the consistency of its applications, I wish to introduce our identity and what it represents to all the parties involved in the group.

Our identity is more than a logo. It is the symbol of everything we value and everything we represent. It is an icon representative of movement and growth - not only of our company but also of the environment in which we operate. Our identity not only represents a brand with a positive attitude and a fresh and energetic approach, but it also represents our continual commitment to ourselves, each other, the industry, the environment and to a bright and prosperous future.

Our identity is progressive is simple and world-class. It is The Wellness Group.

It is with these sentiments that I stress the importance of maintaining a unified and consistent image across every platform and every application. This manual has been compiled to facilitate the task of implementing our identity in a consistent style. It defines our overall graphic policy and the standards that need to be strictly adhered to. It will indicate clear and specific guidelines for every project and it will outline any uncertainties with regards to the application of our identity and our corporate style.

This manual is your tool and guide for applying our visual standards and its adherence is vital to maintain the strength and impact of our identity.

Cala & Gloudine van der Westhuizen

Colour Specifications

**Process Colours:**

Cyan = 100
Magenta = 80
Yellow = 0
Black = 15

Pantone Colours:

Pantone 287C

**Process Colours:**

Cyan = 25
Magenta = 0
Yellow = 100
Black = 38

Pantone Colours:

Pantone 375C

**Process Colours:**

Cyan = 0
Magenta = 0
Yellow = 0
Black = 100

Pantone Colours:

Pantone Black C

How to use the Wellness Group colours

Our primary colour palette is an intrinsic part of our corporate signature, both through colour and intensity and is as important as the graphic elements and requires the same consistency throughout. It is therefore essential that the specifications be adhered to both in terms of hues and tones.

Typography

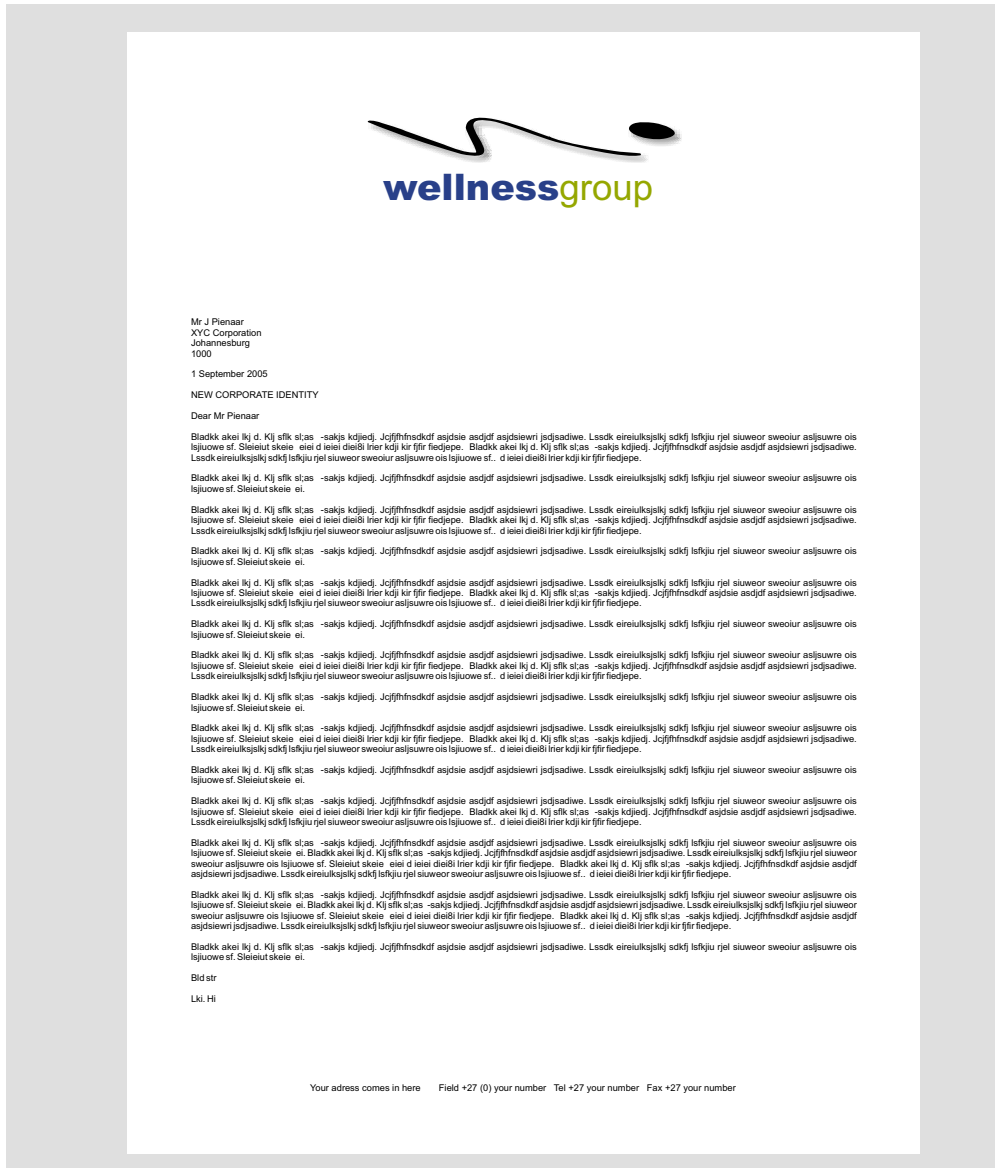
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Typeface
Arial Black

How to use the Wellness Group typeface

One typeface has been specified for the use of the identity. The typeface of preference is Arial Black. It is a versatile typeface that is available in a broad family for use at every occasion. Its legibility makes it appropriate for a wide variety of programmes and operating systems.

Letterhead Layout

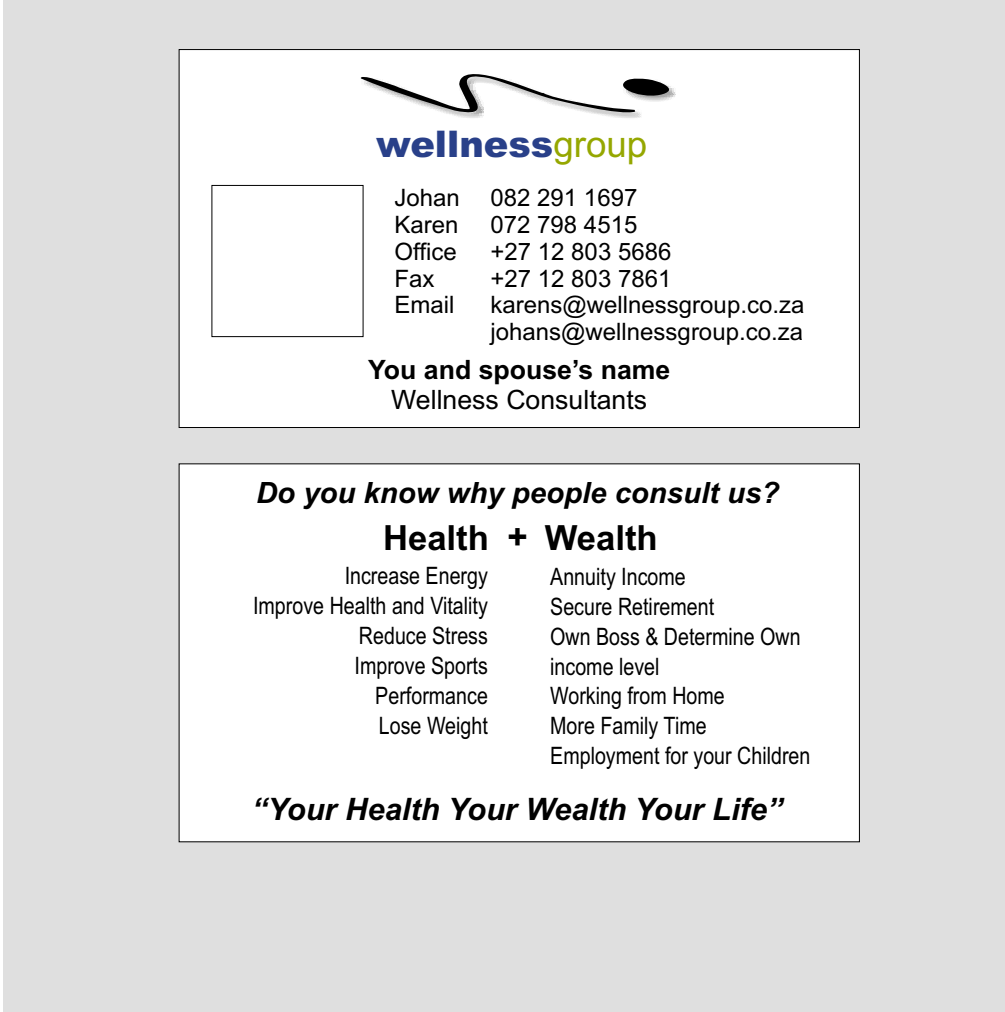


A Letter

This page shows what a typed letter should look like. Please look at the spacing of the logo (centred on page).

Please note that the letterheads are smaller versions on these pages.

Business Card Layout



The image shows a business card layout for Wellness Group. It is divided into two main sections. The top section contains the company logo, contact information for Johan and Karen, and a placeholder for a photo. The bottom section features a headline, a list of benefits under the heading 'Health + Wealth', and a slogan.

wellnessgroup

Johan 082 291 1697
Karen 072 798 4515
Office +27 12 803 5686
Fax +27 12 803 7861
Email karens@wellnessgroup.co.za
johans@wellnessgroup.co.za

You and spouse's name
Wellness Consultants

Do you know why people consult us?

Health + Wealth

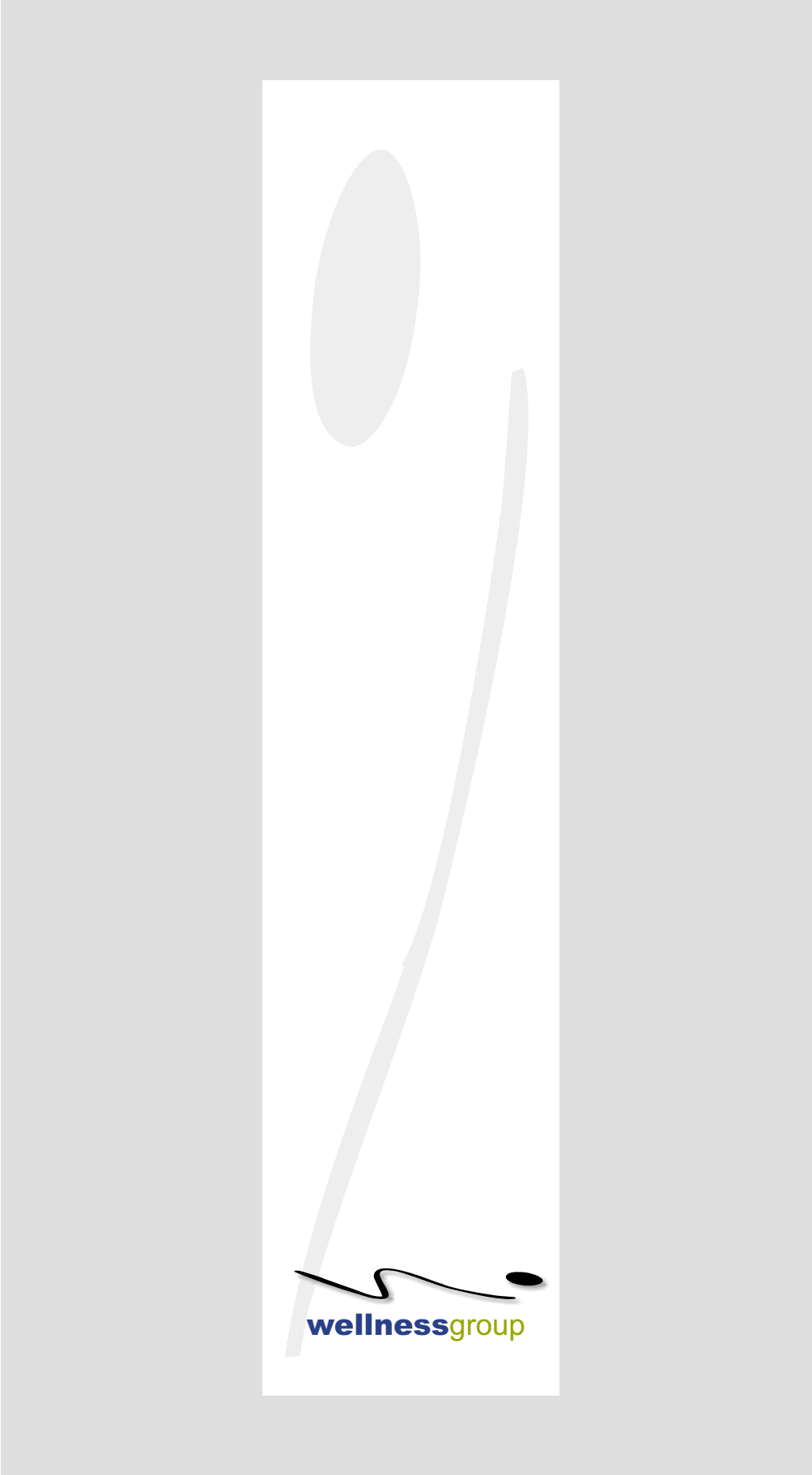
Increase Energy	Annuity Income
Improve Health and Vitality	Secure Retirement
Reduce Stress	Own Boss & Determine Own income level
Improve Sports Performance	Working from Home
Lose Weight	More Family Time
	Employment for your Children

"Your Health Your Wealth Your Life"

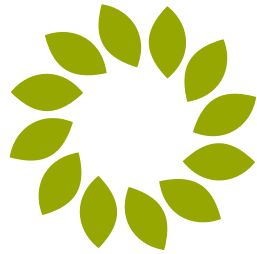
Business Card Layout

This page shows how a business card should be constructed for the Wellness Group.

Signage



Signage



ShapeWorks™

Personalised weight management

Wellness Consultants

Contact telephone number

independent **Herbalife** distributor
& a member of the



www.email/website.com

Work From Home

Wellness Consultants

Contact number

independent **Herbalife** distributor
& a member of the



ShapeWorks™

Personalised weight management

www.email/website.com

Positive and Negative usage

Positive and Negative usage of the Corporate Identity

The corporate identity must always be reproduced accurately to ensure a consistent brand style and to optimise its impact and recognition. This consists of the logo, the logotype and, in some instances, the descriptor. The logo may be used independently in certain applications, but when applying them together as our primary corporate signature, it is important to ensure that all the elements work consistently in relation with each other.



Stationery and branded items

