

# Wheel of Well-being



**Our brand guidelines**

# Contents

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# Our brand

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## What is the Wheel of Well-being all about?

The Wheel of Well-being is a way to think about and describe well-being that everyone can understand. The wheel is made up of six themes, each linked with a positive suggestion for action.

**Body:** be active

**Mind:** keep learning

**Spirit:** give

**People:** connect

**Place:** take notice

**Planet:** care



## What is the Wheel of Well-being all about?

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### Body: be active

Your body is the engine that powers your well-being. It's designed to move. Physical activities like walking, walking or wii-ing can positively influence the way you think, feel and function. Practicing an activity you enjoy for 30 minutes a day, 5 days a week, is a necessary ingredient for a long and happy life.

### People: connect

Close relationships with friends and family can add up to 7 years to our lives. That's the same benefit as giving up smoking! So plan a party or get together for a gossip to connect more with the people around you.

### Mind: keep learning

Studies are showing that life-long learners are some of the healthiest, happiest people around. Our well-being can improve by taking up a new hobby, practicing the piano or even struggling with Scrabble.

### Place: take notice

Noticing nature helps us press the pause button. It reduces the stress of our 21st-century 'hurry-worry' lives. Savouring our surroundings gives us, quite literally, more breathing space.

### Spirit: give

Did you know that giving to others does amazing things like reducing your blood pressure and improving your sleep? Practicing random acts of kindness, volunteering time, or simply saying 'thank-you' all work wonders for your well-being.

### Planet: care

Keeping our blue planet in tip top shape is the best recipe for world well-being. It can sometimes feel like a hopeless task, but small positive changes like getting on your bike and switching off your charger, can make a big difference.

## What is the Wheel of Well-being all about?

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The Wheel of Well-being was designed and developed in 2008, by Uscreates and the Mental Health Promotion team at South London and Maudsley NHS Foundation Trust (SLaM).

SLaM's core message is simple: just as we look after our physical health through healthy eating and physical activity, there are things that each one of us can do more of, to look after our mental health.

Worldwide, research is showing that people with higher levels of well-being are more creative, more productive, and better at problem-solving. From a health perspective, they are less likely to catch a cold, recover from surgery more quickly, feel pain less acutely, and even live seven years longer on average.

Not long ago, people thought that well-being was mostly up to our parents, and that our happiness level was genetic. Now we know better: we know that our genes and our upbringing only accounts for 50% of the picture. Another 10% is the contribution made by our circumstances. The remaining 40% is actually down to the things we choose to do with our time – and our general attitude to life.

So the big news is that we can learn how to be happier – and, as a result, live longer, more satisfying lives. The wheel of well-being brand is for all of us, to show us very clearly the things we can do to be healthy and happy.

Every day, SLaM is hearing from people who are keen to integrate the Wheel of Well-being brand into their strategies, organisations, services, and communications. There are no limitations to where the brand might be applied. In the past, we have used it to brand a happiness game, a 'Happier @Work' programme, signage at a community event, and a well-being passport.



**How can the WoW help your organisation to communicate well-being messages and actions to your audience?**

## Why is it important to refer to these brand guidelines?

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We created these guidelines to help you use the Wheel of Well-being brand in your communications, services, events and interventions. The guidelines are practical. They help to maintain an appropriate level of brand consistency across applications and maximise the impact, recognition and the high quality of the Wheel of Well-being brand.

For quality control purposes, it is important that all design materials your organisation produces are signed off by SLaM before printing, production, or dissemination. Please send artwork files for sign off to: **[hello@wheelofwellbeing.org](mailto:hello@wheelofwellbeing.org)**

## Who are these brand guidelines for?

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These guidelines are for designers and communication teams working within, or commissioned by, organisations interested in adopting the Wheel of Well-being brand. Brand application requires design expertise and design software. If you do not have access to these and require support please contact: **[hello@wheelofwellbeing.org](mailto:hello@wheelofwellbeing.org)**

# Our tone of voice

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## Tone of voice

The way we talk and write about the Wheel of Well-being is just as important as the way we communicate our brand visually. Our tone of voice is a very powerful tool. Using it to communicate in a consistent way strengthens the impact we can all have collectively.

When communicating The Wheel of Well-being in spoken or written form, remember to keep the message:



**Positive and optimistic:** Use a positive and optimistic tone to communicate your information. For example, you could say, “Recycling is great for the environment,” rather than, “Don’t drop litter. It’s bad for the environment.”



**Light, friendly and informal:** When you communicate issues around well-being, try to minimise your use of jargon. Keep your language light, friendly and informal to reflect the brand’s conversational tone.



**Informative and concise:** Ensure the well-being information you use is accurate, up-to-date and relevant. Keep your facts and statistics concise. Avoid waffle. People are more able to understand pieces of information that are manageable.



**Crowd-sourced and in the people’s voice:** Whenever possible, your language should reflect our crowd-sourced ethos. Your tone should reflect the opinion of lots of people, representing the collective and not just the individual.



**Practical and engaging:** We want lots of people to get involved. Your messages should get people excited about the Wheel of Well-being. They should be practical and give people something to get their teeth into. Be engaging and exciting in your tone.

# Our visual elements

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## The Wheel and its components

We have put together a number of visual assets to help you communicate the Wheel of Well-being brand in an effective and coherent way.

The Wheel of Well-being logo is our primary visual asset and effectively acts as our logo. However, we use the term 'logo' loosely. We like to think of the Wheel of Well-being logo as having more of an experiential function. Much more than an attractive image, it has been designed to help you engage your audiences in the various themes of well-being.

The Wheel of Well-being logo is made up of 6 well-being themes - **body**, **mind**, **spirit**, **people**, **place** and **planet**. Each has been brought to life using an icon and colour within the wheel.





There are several ways to use the Wheel of Well-being logo and its component parts. This section shows you appropriate ways to apply the various components alone or in combination in your communication materials.

The 5 main components include:

- a Logo
- b Logotype
- c Theme logos
- d Theme labels
- e Theme icons

The matrix on the following pages helps you explore these multiple brand components.



## The wheel and its components: a matrix

Our  
WoW  
logo

Wheel of Well-being



Wheel of  
Well-being

Our  
theme  
logos



Our  
theme  
icons



## The wheel and its components: a matrix

Our  
WoW  
logo

Wheel of Well-being



Wheel of  
Well-being

Our  
theme  
logos



Our  
theme  
icons



## The logo & logotype

Our Wheel of Well-being logo is the most important element of our brand and must be used on all communication materials. Presenting it in a consistent way is an important factor to ensure that we communicate our brand and well-being topics professionally and without confusion or contradiction.

The Wheel of Well-being logo is made up of three key elements, **(a)** the logo, **(b)** the logotype and **(c)** the theme labels. The logo must be used with the logotype at all times. One exception to this is where the logo is being used experientially on a canvas where another copy of the logo with the logotype exists, for example on the website homepage **here**.

See **here** for guidance on when to use the logo with all theme labels omitted **(d)**, **(e)** as shown opposite.



# The logo & logotype

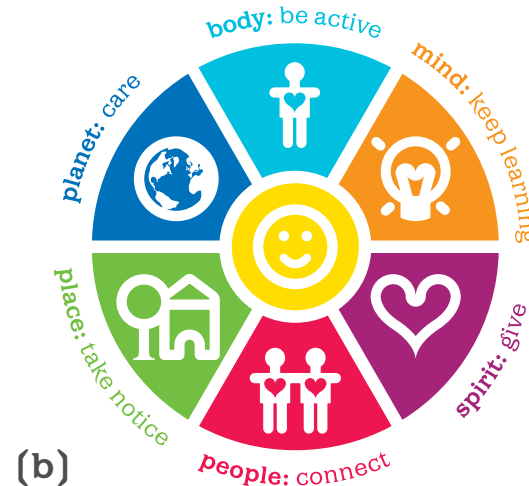
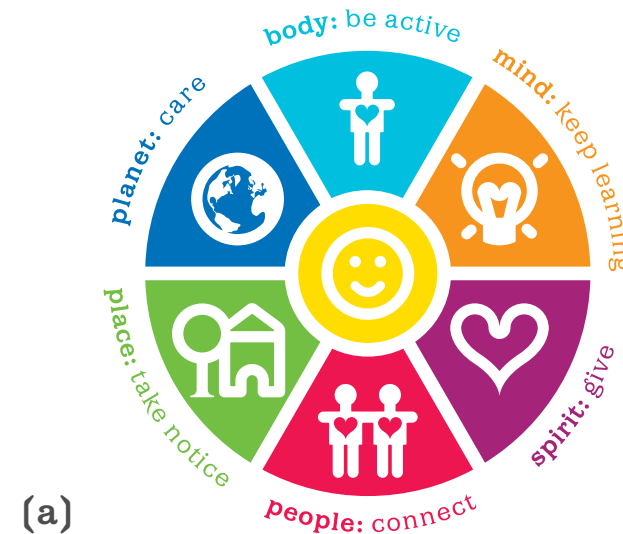
## Logo variations

We created both landscape and portrait variations of our logo for you to use. Your choice of logo and logotype variation should depend on your application, its size, and format you need to work with.

**(a) Portrait variation:** should be applied where horizontal space is limited to avoid constraining of the logo proportions, i.e. on round or square applications such as badges or stickers.

**(b) Landscape variation:** should be applied where horizontal space is abundant, to offer an adequate type size to communicate the Wheel of Well-being logotype.

## Wheel of Well-being



# Wheel of Well-being

# The logo & logotype

## Clearance zone

A minimum clearance zone was set to protect our logo from adjacent visual noise and to help it stand out. This clearance zone may be calculated by using the diameter of the central smile circle, and positioning it around the four sides of the logo. This technique is illustrated below.

## Minimum size

To keep the logo legible, it should ideally not be printed smaller than **25 mm** in height for print use, and **100 pixels** in height for screen use.

When using the minimum size guidelines you should omit all theme labels as shown in the example opposite to prevent any type being rendered illegible.



# The logo & logotype

## How to apply the logo

When using the logo in full colour, it must be presented on a white or yellow block background as shown opposite.



# Wheel of Well-being



# Wheel of Well-being

# The logo & logotype

## Logo don't do's

- (a) Do not change the x & y proportions of the logo
- (b) Do not use the logo against a photographic background
- (c) Do not alter the colour of the logo
- (d) Do not use any colour other than our lead yellow as a block background.



(a)

Wheel of  
Well-being

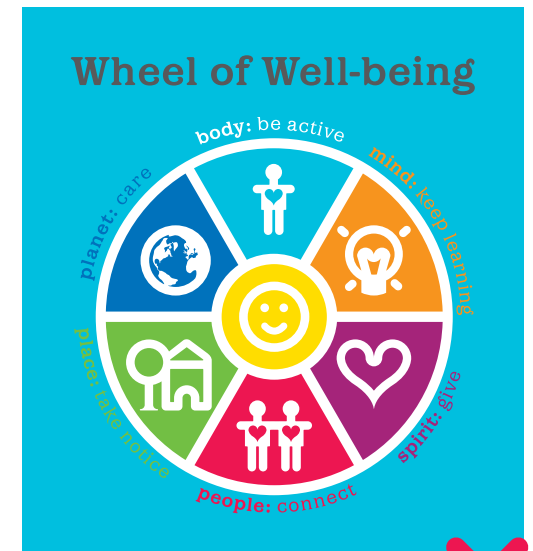


(b)



(c)

Wheel of  
Well-being

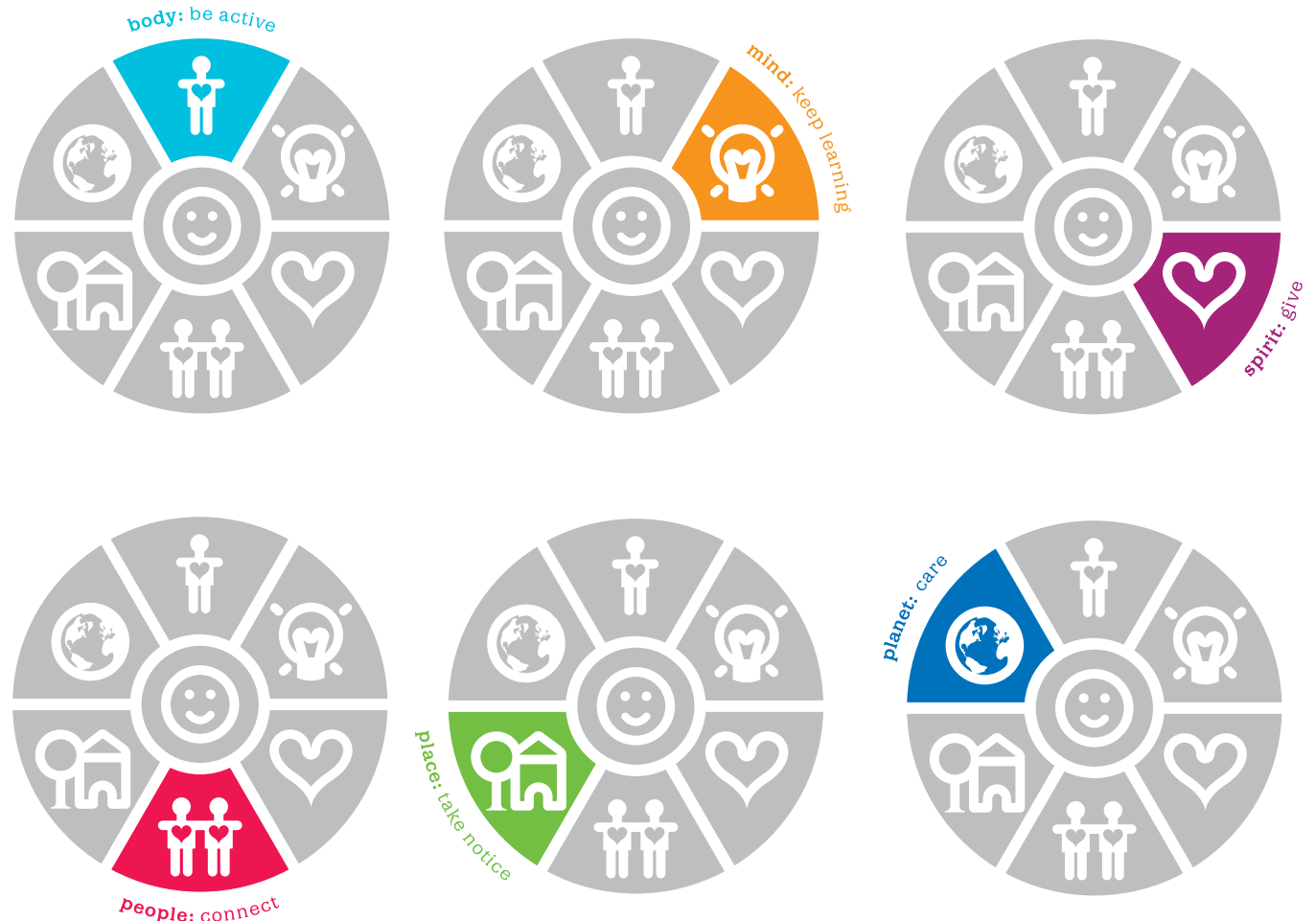


(d)

## Theme logos and labels

When your materials are highlighting one theme in particular, we have created 6 theme logos. Whenever possible, you should use our theme logos together with their labels, as shown opposite.

The theme logos are not intended to replace our main Wheel of Well-being logo. When applying the theme logos, the WoW logo must have been used elsewhere on your materials or collateral.



# Theme logos and labels

## Inverse

We have created a set of inverted theme logos for you to use on your communication materials. These must always be used against a background in the corresponding theme colour.

## How to apply the theme logos and labels

When applying the theme logos they must be presented on a white background as shown on the previous page, or the theme colour background as shown opposite.



# Theme logos and labels

## Clearance zone

To protect our theme logos from adjacent noise, we have created a minimum clearance zone. For guidelines on how to apply them, please see the logo and logotype section [here](#).

## Minimum size

To keep theme logos legible, they should ideally not be printed smaller than **25 mm** in height for print use, and **100 pixels** in height for screen use.

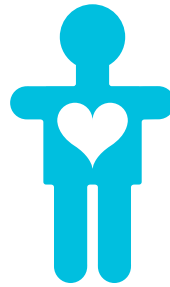
When using the minimum size restrictions you should omit the theme label as shown opposite to prevent any type being rendered illegible.



## Theme icons

We created a suite of theme icons for you to use on your materials. These icons are only intended for very small applications where adding a theme logo would make the graphic details illegible. Examples could include filtering themes on a web application or tagging sets on a card game.

Similar to our theme logos, these icons are not intended to replace our main Wheel logo. When applying these icons, the Wheel logo must have been used elsewhere else on your materials.



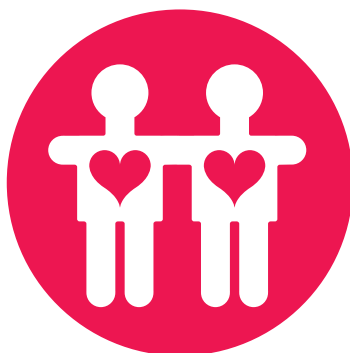
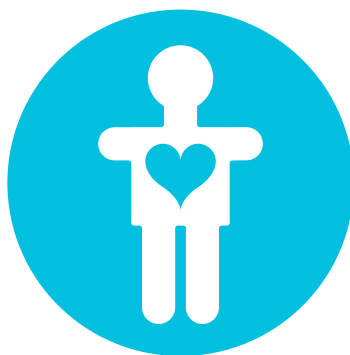
## Minimum size

To maintain maximum visual impact, our theme icons should not be used smaller than **15 mm** in diameter for print use and **30 pixels** for screen use.



## Inverse

We have created a set of inverted theme icons for you to use on your communication materials. These must always be used against a background in the corresponding theme colour.



## Colour Palette

To compliment the Wheel of Well-being's primary yellow, we have suggested 6 bright, colourful and eye-catching secondary colours; each corresponding with a Wheel of Well-being theme. Each of these colours sits well both independent of, or collectively within, the Wheel logo.

The colour palette has been carefully selected to enhance the brand's personality and to create a visual recognition for each theme. Please apply the correct colour to the relevant theme when making use of the secondary palette. Theme colours must never be swapped or replaced with other colours.

G0 M50 Y100 K0  
R225 G221 B0  
PANTONE 803C  
WEB #FFDD00



80%

60%

40%

20%



80%

60%

40%

20%

G70 M0 Y10 K0  
R0 G191 B223  
PANTONE 311C  
WEB #00BFD5

G0 M50 Y100 K0  
R247 G148 B30  
PANTONE 1375C  
WEB #F7941E

G40 M100 Y20 K0  
R165 G36 B122  
PANTONE 241C  
WEB #A5247A

G0 M100 Y60 K0  
R237 G22 B81  
PANTONE 1925C  
WEB #ED1651

G60 M0 Y100 K0  
R114 G191 B68  
PANTONE 360C  
WEB #72BF44

G100 M50 Y0 K0  
R0 G114 B188  
PANTONE 660C  
WEB #0072BC

Running  
text only

G0 M0 Y0 K85  
R77 G77 B79  
Pantone 11C  
WEB #4C4D4F

G0 M0 Y0 K15  
R 220 G 221 B 222  
Pantone 7541C  
WEB #dcdde

>

We also recommend using the dark grey colour for any copy in place of black. It is much softer and compliments the brand's approachable tone. Dark grey must never be used as a background colour as it contradicts with the bright and cheerful colour palette

We recommend a range of tints in order to create a more dynamic colour palette.

G0 M50 Y100 K0  
R225 G221 B0  
PANTONE 803C  
WEB #FFDD00



80%

60%

40%

20%



80%

60%

40%

20%

G70 M0 Y10 K0  
R0 G191 B223  
PANTONE 311C  
WEB #00BFDF

G0 M50 Y100 K0  
R247 G148 B30  
PANTONE 1375C  
WEB #F7941E

G40 M100 Y20 K0  
R165 G36 B122  
PANTONE 241C  
WEB #A5247A

G0 M100 Y60 K0  
R237 G22 B81  
PANTONE 1925C  
WEB #ED1651

G60 M0 Y100 K0  
R114 G191 B68  
PANTONE 360C  
WEB #72BF44

G100 M50 Y0 K0  
R0 G114 B188  
PANTONE 660C  
WEB #0072BC

Running  
text only

G0 M0 Y0 K85  
R77 G77 B79  
Pantone 11C  
WEB #4C4D4F

G0 M0 Y0 K15  
R 220 G 221 B 222  
Pantone 7541C  
WEB #dcdde

# Typography

Barcelona EF should be used for both headline and running text across all communication applications. It is available in a number of different weights.

We have chosen this typeface for its friendly and functional form. The choice of a serif font also creates a strong but effective contrast with the brand's colourful and iconographic style.

In any instance where Barcelona EF is not available, we recommend Georgia as a suitable substitute.

To maintain legibility and quality the minimum type size should 10pt on printed applications and 15pt for screen applications.

**BarcelonaEF-Heavy (pt 24)**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !?"\£%&@.,**

**BarcelonaEF-Bold (pt 15)**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !?"\£%&@.,**

BarcelonaEF-Book (pt 10)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !?"\£%&@.,

# Photography

When selected carefully and applied appropriately, photography can help illustrate powerful and emotive messages about our brand. When selecting your images, be positive. Select images that are colourful, represent real people and real scenarios, and convey optimism.

It is important to respect all copyright laws when using photography. We advise that you use your own photography where possible, and seek permission from the owner before reproducing any images.

It is also important, when taking photographs of people, particularly close-up shots, that all issues of privacy are respected and permission for use is granted.



✓ Positive ✓ Real people ✓ Colourful ✓ High quality

# Photography

All photography should be of high quality and in full colour where possible. Stock photography should be avoided. Any photography should be a minimum of 72 dpi for screen-based applications and 300dpi for printed applications to maintain professional standards.

✗ Negative ✗ Low-quality ✗ Stock photography



## Iconography

Icons are a core part of the Wheel of Well-being visual identity and are central to the way we communicate our values and messages. Icons are confident, powerful and immediate, and a great way to assist in communicating complex issues in a accessible and friendly way.

We have created a suite of icons for you to use on your materials, alongside those used within the Wheel of Well-being logo.

Our icons are custom-designed and you may also wish to build on our existing suite. When creating new icons, it is important to ensure they are designed to compliment our existing range, encompassing similar weighting and curvature.



Minimum weighting 10 pt

Soft curved edges/ corners

# Our layouts

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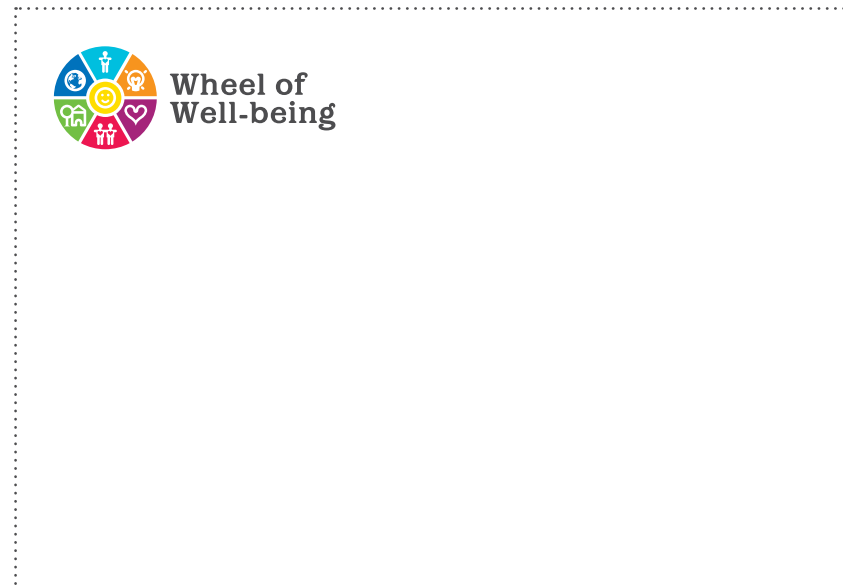
# Layouts

The position on the logo on your materials should depend on the shape and size of your application.

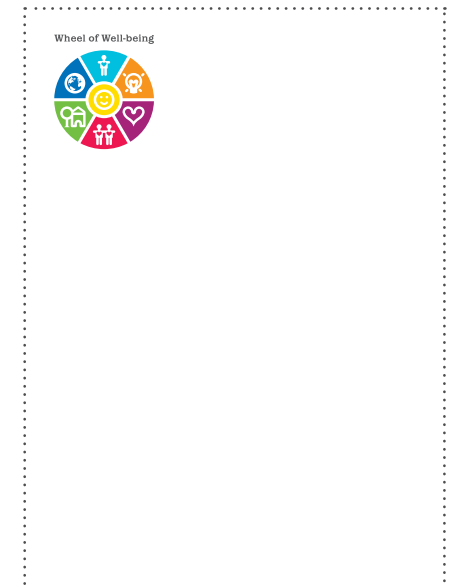
We have illustrated opposite the rough guidelines for logo placement on: **(a)** Square & circular **(b)** landscape and **(c)** portrait canvas.



**(a)**



**(b)**



**(c)**

## Co-branding

There may be occasions when you need to use your organisation's logo in conjunction with the Wheel of Well-being brand. In these instances it is important to remember that the primary brand should always be the Wheel of Well-being and you should never attempt to cross-brand.

Your logo should always sit in the top right corner of any Wheel of Well-being materials. It should also sit on the same base-line as the Wheel of Well-being logo as shown opposite.



Wheel of Well-being



# Copyright

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## Copyright Statement

The Wheel of Well-being brand, materials and resources are owned by SLaM who placed them under a Creative Commons, Attribution Non-Commercial Share-Alike 4.0 International License.

### This means that you are free to:

**Share:** copy and redistribute the material in any medium or format

**Adapt:** remix, transform and build upon the material as long as you adhere to the brand guidelines and receive sign-off for SLaM

### But need to adhere to the following terms:

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# Assets & resources

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## Assets & resources

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### Brand assets:

All of the brand assets described in this document can be downloaded from the Wheel of Well-being website [here](#).

### Resources:

We have developed a large range of resources to use to enhance your activities, events, projects and services. These include: an event toolkit, a DIY Happiness game, passports to well-being and multiple activity sheets. You can download these from the Wheel of Well-being website [here](#). We will be developing lots more too, so remember to check back frequently.

# Frequently Asked Questions (FAQs)

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## Frequently asked questions (FAQs)

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We are currently putting together a list of FAQs to help clarify how to best implement the Wheel of Well-being brand.

If you have any questions regarding these brand guidelines, then please contact:  
**[hello@wheelofwellbeing.org](mailto:hello@wheelofwellbeing.org)**.

## Contact us

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If you have any questions about the Wheel of Well-being we would love to hear from you!

### Sign-off of all materials

For quality control purposes, it is important that all design materials your organisation produces are signed off by SLAM before printing, production, or dissemination. Please send artwork files for sign-off to: **hello@wheelofwellbeing.org**.

### Design support

If you require design support or have any questions around about using the WoW brand, please contact: **hello@wheelofwellbeing.org**.



[hello@wheelofwellbeing.org](mailto:hello@wheelofwellbeing.org)