

BRAND guide



INTERNATIONAL
WELL
BUILDING
INSTITUTE™

The marketing team at the International WELL Building Institute™ (IWBI™) created this guide to communicate our trademark and brand guidelines to the community of WELL users, WELL APs, partners and collaborators. Whether you're placing the WELL Certified™ seal into a brochure, or creating a social media post about your company's involvement with WELL, these guidelines will help ensure you're using IWBI and WELL trademarks and branding elements appropriately, legally and artfully.

Our goal is to support our community in furthering an accurate, consistent and current look and feel for the IWBI and WELL brands across all uses, for all projects and in all places of the world. Our brands are a powerful indication of achievement in health and wellness for buildings and communities, and we are focused on preserving their integrity and style. We sincerely thank you for your support in this mission.

Have questions, or want to request the use of an official brand logo like the IWBI logo, WELL Certification™ seals or WELL AP mark? Please contact marketing@wellcertified.com, and be sure to consult the various sections in this guide for specific information on appropriate usage and requests for each of these marks.

Note: The following guidelines are provided for any third-party authorized by IWBI to use a trademark, certification mark or logo, which IWBI owns or has a license to use (referenced below as "a mark" or "the mark"). While this policy generally outlines third parties' usage of the marks in particular limited ways, IWBI retains the right to revoke such permission in its sole discretion. Any unauthorized use of an IWBI proprietary mark may result in legal action.

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Designing with our brand assets

When using IWBI brand logos, assets and other trademarks:

DO:

- » Contact IWBI to request permission to use the logo and other trademarked brand assets at marketing@wellcertified.com.
- » Use only artwork files provided by IWBI, along with the TM symbol.
- » Include the following acknowledgment when applying IWBI branding: "International WELL Building InstituteTM and the related logo are trademarks used with permission from the International WELL Building InstituteTM."
- » Link IWBI logos and other trademarks to wellcertified.com when using on websites. Linking to sites other than wellcertified.com, other pages on websites belonging to IWBI, the owner or any other third-party websites is prohibited.

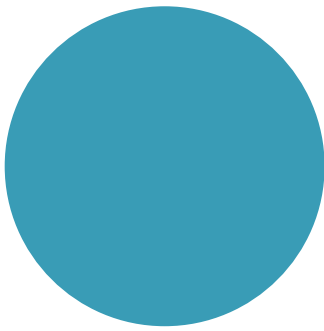
DO NOT:

- » Use the marks on products, labels and packaging. This includes online resources, digital products, educational offerings, WELL Certification resources, etc. IWBI does not review, certify or endorse products or services, and the marks must not be used in the following ways:
 - Use to indicate any kind of endorsement by IWBI of any product or service
 - Use to indicate that an official status for any product or service has been conferred by, or is otherwise associated with IWBI
 - Use In connection with any disparaging statements about IWBI (The International WELL Building Institute) or its products, services or statements that otherwise reflect poorly on IWBI or the WELL Building Standard.
 - Alter the marks in any way. Do not animate, color, rotate, skew or apply any effects to the marks.
 - Wrap additional text around the marks.
 - Use the marks as the most prominent visual element on materials. The user's name and logo must be significantly larger than the marks.
 - Integrate the marks into other logos. The marks are intended to stand-alone.

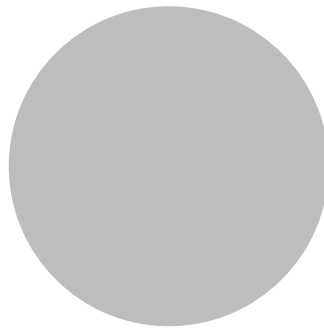
Brand colors

IWBI's core color palette unites official IWBI brand assets across all media within a cohesive range of blue and grays, intended to reflect strength and innovation. IWBI's colors are simple and universal. Being the most universally preferred color used to express trust, honesty, reliability and dependability, blue is highly favored in the business world to help build consumer loyalty. This calming color is also used to reduce fear and tension. The primary colors shown are essential components of the IWBI visual identity.

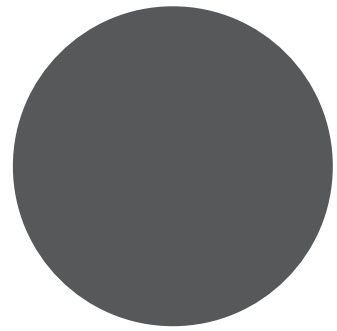
In order to bring color to the main identity system without putting undue emphasis on any single category color "WELL blue" has been introduced. This blue should never be used for the logo itself but it can be a recurring secondary color for print and web applications. Careful use of white space is important. WELL blue is best accentuated by contrasting it with a bright, clean, white background.

**WELL BLUE**

C73 M23 Y22 K0
R60 G156 B183
#3c9cb6

**COOL GRAY 4**

C26 M21 Y19 K0
R189 G188 B192
#bdbcc0

**COOL GRAY 11**

C64 M56 Y53 K0
R88 G89 B91
#58595b

IWBI logo

The International WELL Building Institute (IWBI) logo is formed by a series of seven concentric arc segments representing the seven concepts of the original WELL Building Standard™ (WELL™). Together, these individual concepts converge to create a ground-breaking program. The IWBI logo represents the strength that these elements have when assembled together in a clean, sophisticated and modern arrangement.

The organization name is set in the IWBI brand's official sans-serif typeface, Museo Sans, filling the gap between arc segments.



Third-party application of IWBI logo

IWBI permits use of its marks to official IWBI partners and collaborators, including for the uses of conference or event sponsorships and promotional partnerships. The IWBI logo may be used on approved digital assets, print pieces or event/experiential signage. WELL Certified projects should use the corresponding WELL Certification seal provided to them by the IWBI team in order to market or showcase their achievement, and WELL APs can use the official WELL AP mark to indicate their status. However, neither of these cases are appropriate nor approved uses of the IWBI logo. If you would like to request use of the IWBI logo for an approved use case, please email marketing@wellcertified.com.

Logo integrity

The IWBI logo should always be used as-is, with appropriate sizing, with no modification (stretching, separation) to the logo's elements. IWBI at times uses the concentric arcs as a separate design element. However, third parties leveraging the IWBI logo should never separate the arcs from the logo text.

Logo color

Cool gray 11 (see "Brand Color Palette" section for more information)

Alternate logo usage: Use white when logo is not legible in gray or when background is a dark color or photograph.

Logo sizing

To maintain legibility the IWBI logo should never be used at a width of less than one inch (or 300 px wide). The IWBI logo should always be scaled to equal proportions to ensure no stretching of the logo occurs.

Clear space

The clear space should never be less than 100px. Clear space standards are provided in order to ensure that the IWBI logo is clearly distinguishable in all applications.

WELL Certification seals

The WELL Certification seals leverage elements of the IWBI logo to showcase and celebrate WELL Certification achievements at the Silver, Gold and Platinum levels. The arcs have been rearranged around the “WELL” program name.



PLATINUM

C31 M14 Y15 K0
R176 G197 B204
#b0c5cc



GOLD

C20 M21 Y18 K0
R209 G189 B113
#d1bd71



SILVER

C23 M17 Y18 K0
R195 G197 B197
#c3c5c5

Third-party application of the WELL Certification seal

The WELL Certification seals may only be used by WELL Certified projects at the year and level that corresponds with the project's certification award. WELL Certification is finalized when the project team confirms the WELL report from Green Business Certification Inc (GBCI) as final. Certified projects will receive a WELL Certification seal graphic package from the IWBI team at this time, as well as instructions for how to order official plaques, certificates and stickers via Green Plaque. The guidelines here pertain to the use of WELL Certification marks on website and hard copy collateral only. WELL Certified projects should only use the WELL seal that corresponds with their official certification level. WELL-registered projects or private WELL Certified projects are not permitted to use the WELL Certification seal in any capacity.

Seal integrity

The WELL Certification seals should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors) to the mark's elements.

Seal colors

Each of the certification levels have a corresponding color, Silver, Gold or Platinum. Text is always set in cool gray 11. The WELL Certified seal is best used on a clean, white background.

Seal sizing

To maintain legibility, the WELL Certification seals should never be used at a width of less than 200px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL Certification seals are clearly distinguishable in all applications.

WELL Community Standard™

pilot seals

The WELL Community Standard^a has a separate, dedicated set of certification seals. These unique marks help differentiate WELL Community Standard projects from WELL Certified buildings. The WELL Community Standard seals contain 10 arcs to reflect the 10 concepts within the WELL Community Standard: Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Mind, Materials and Community.



PLATINUM

C31 M14 Y15 K0
R176 G197 B204
#b0c5cc



GOLD

C20 M21 Y18 K0
R209 G189 B113
#d1bd71



SILVER

C23 M17 Y18 K0
R195 G197 B197
#c3c5c5

Third-party application of the WELL Community seal

The WELL Community seals may only be used by certified WELL Community projects. WELL Community Certification is finalized when the project team confirms the WELL report from Green Business Certification Inc (GBCI) as final. Community projects will receive a WELL Community seal graphic package from the IWBI team at this time, as well as instructions for how to order official plaques, certificates and stickers via Green Plaque. The guidelines here pertain to the use of WELL Community marks on website and hard copy collateral only. WELL Community projects should only use the WELL seal that corresponds with their official certification level. WELL Community-registered projects or private WELL Community Certified projects are not permitted to use the WELL Community Certification seal in any capacity.

Seal integrity

The WELL Community seals should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors) to the mark's elements.

Seal colors

Each of the certification levels have a corresponding color, Silver, Gold or Platinum. Text is always set in cool gray 11. The WELL Certified seal is best used on a clean, white background.

Seal sizing

To maintain legibility, the WELL Community seals should never be used at a width of less than 200px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL Community seals are clearly distinguishable in all applications.

WELL Core™ seals

WELL Core projects have a separate, dedicated set of seals. These unique marks help differentiate certified WELL Core projects from WELL Certified buildings. The WELL Core seals contain 10 arcs to reflect the 10 concepts within the WELL Building Standard: Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Mind, Materials and Community.



PLATINUM

C31 M14 Y15 K0
R176 G197 B204
#b0c5cc



GOLD

C20 M21 Y18 K0
R209 G189 B113
#d1bd71



SILVER

C23 M17 Y18 K0
R195 G197 B197
#c3c5c5



BRONZE

C15 M37 Y63 K0
R265 G116 B111
#d9a56f

Third-party application of the WELL Core seal

The WELL Core seals may only be used by certified WELL Core projects. WELL Core Certification is finalized when the project team confirms the WELL report from Green Business Certification Inc (GBCI) as final. WELL Core projects will receive a WELL Core seal graphic package from the IWBI team at this time, as well as instructions for how to order official plaques, certificates and stickers via Green Plaque. The guidelines here pertain to the use of WELL Core marks on website and hard copy collateral only. WELL Core projects should only use the WELL Core seal that corresponds with their official certification level. WELL Core-registered projects or private WELL Core Certified projects are not permitted to use the WELL Core Certification seal in any capacity.

Seal integrity

The WELL Core seals should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors) to the mark's elements.

Seal colors

Each of the certification levels have a corresponding color, Bronze, Silver, Gold or Platinum. Text is always set in cool gray 11. The WELL Core seal is best used on a clean, white background.

Seal sizing

To maintain legibility, the WELL Core seals should never be used at a width of less than 200px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL Core seals are clearly distinguishable in all applications.

WELL Performance Testing Organization™ and WELL Performance Testing Agent™ marks

WELL Performance Testing Agents and WELL Performance Testing Organizations are approved to conduct various on-site performance testing for WELL v2 projects. To help these individuals and organizations market themselves, IWBI provides these marks to be used in marketing and communications efforts.

WELL™
PERFORMANCE TESTING
ORGANIZATION

WELL™
PERFORMANCE TESTING

Third-party application of these marks

The marks associated with WELL Performance Testing may only be used by individuals and organizations who have completed the proper training and met all requirements of the program. The marks may be used digitally (appropriate uses include social media posts, inclusion in marketing brochures and PDF documents, on websites, business cards, in email signatures and in bios.) or on limited physical marketing pieces (printed brochures, business cards, signage and collateral).

Mark integrity

The marks associated with WELL Performance Testing should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors outside of the approved scenarios) to the mark's elements.

Mark colors

The marks associated with WELL Performance Testing should be used in only the colors displayed, two colors are provided for use on light and dark backgrounds,

Mark sizing

To maintain legibility, the the marks associated with WELL Performance Testing should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL D&O mark is clearly distinguishable in all applications.

WELL Precertified™ mark

In WELL v2™ and the WELL Community Standard, project teams can submit for an early phase review by Green Business Certification Inc. (GBCI) and, when successful, earn a designation of WELL Precertified™. This documentation review precedes performance testing review, and covers completion of or intention to adhere to WELL feature intents. This optional pursuit not only helps projects prepare for a successful performance verification, but provides projects who receive the designation a special mark to be used in their marketing and communications efforts.



Third-party application of the WELL Precertified mark

The WELL Precertified mark may only be used by projects who have successfully completed the early phase review and received confirmation from GBCI. The mark may only be used to represent the project's achievement digitally (appropriate uses include social media posts, inclusion in marketing brochures and PDF documents, on websites) or on limited physical marketing pieces (printed brochures, signage and collateral). The mark may not be used on the building itself in lieu of the WELL Certification or WELL Community plaque. The mark must also be removed and replaced with the WELL Certification seal or WELL Community seal once the milestone is achieved, or removed all together once the WELL registration expires, whichever occurs first.

Mark integrity

The WELL Precertified mark should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors outside of the approved scenarios) to the mark's elements.

Mark colors

The WELL Precertified mark should be used in only the colors displayed, two colors are provided for use on light and dark backgrounds,

Mark sizing

To maintain legibility, the WELL Precertified mark should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL Precertified mark is clearly distinguishable in all applications.

Seven concept icons

Each of the seven concepts within the WELL Building Standard v1- Air, Water, Nourishment, Light, Fitness, Comfort, and Mind - corresponds to an individual icon and dedicated color. This provides each WELL concept with a branded identity for visual expression across official WELL resources. The icon colors should not be interchanged.



AIR
#3399cc



WATER
#6C879E



NOURISHMENT
#A6BF95



LIGHT
#ECBA58



COMFORT
#EBCDC6



FITNESS
#D4C0AD



MIND
#88C5D0

Third-party application of the WELL concept icons

The WELL concept icons are proprietary to IWBI. IWBI does not share the concept icons with certified projects, consultants or other third-parties at this time to avoid marketplace confusion on official WELL resources vs. derivative content created by community members. To reference the seven concepts in a third-party piece, use the concept names and colors with no iconography.

Icon integrity

Concept colors and icons should never be interchanged - these colors and icons represent the official pairings.

Icon colors

Concept colors are identified by their hex # under their icon. Colors should not be interchanged.

Icon sizing

To maintain legibility, the 7 concept icons should never be used at a width of less than 100px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the concept icons are clearly distinguishable in all applications.

Ten concept icons

Each of the ten concepts within the The WELL v2 Pilot™ - Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind and Community - corresponds to an individual icon and dedicated color. This provides each WELL concept with a branded identity for visual expression across official WELL resources. The gradient color scheme provides connection between the ten concepts themselves, visually bringing to light how they build upon one and other to enhance human health. Blue is used to suggest trust while green shades promote health, tranquility, relaxation, power, and nature. Blue is IWBI's main color, but green will help promote these facets of our brand as well.



AIR
#144249



WATER
#07667f



NOURISHMENT
#0b7b97



LIGHT
#3b9db6



MOVEMENT
#91cbd3



THERMAL
COMFORT
#a7d6ad



SOUND
#63a984



MATERIALS
#40927d



MIND
#2f6b5e



COMMUNITY
#23483d

Third-party application of the WELL concept icons

The WELL concept icons are proprietary to IWBI. IWBI does not share the concept icons with certified projects, consultants or other third-parties at this time to avoid marketplace confusion on official WELL resources vs. derivative content created by community members. To reference the ten concepts in a third-party piece, use the concept names and colors with no iconography.

Icon integrity

Concept colors and icons should never be interchanged - these colors and icons represent the official pairings.

Icon colors

Concept colors are identified by their hex # under their icon. Colors should not be interchanged.

Icon sizing

To maintain legibility, the 10 concept icons should never be used at a width of less than 100px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the concept icons are clearly distinguishable in all applications.

WELL APTM mark

The WELL Accredited Professional (WELL AP) mark leverages elements of the IWBI logo to showcase and celebrate the WELL AP community.



Third-party application of the WELL AP mark

The WELL AP mark may only be used by individuals who have passed the WELL AP exam and received formal access to the WELL AP marks. Individuals who have registered for the WELL AP exam but have not yet taken or passed the exam are not permitted to use the mark in any capacity. The WELL AP mark may be used on a WELL AP's personal brand assets, including on business cards, in email signatures and in bios. Companies with one or more WELL APs on staff may also use the WELL AP logo on their company website, for various digital uses, or in print/digital collateral. The WELL AP logo should always be used in conjunction with clarifying text indicating that one or more staff members have received the credential.

Mark integrity

The WELL AP mark should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors outside of the approved scenarios) to the mark's elements.

Mark colors

The WELL AP mark should be used in cool gray 11 when on a light background, and white with the rings and text knocked out on a dark background or photograph.

Mark sizing

To maintain legibility, the WELL AP mark should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the WELL AP mark is clearly distinguishable in all applications.

IWBI member mark

The member program at the International WELL Building Institute (IWBI) is how we convene, celebrate and collaborate with companies and organizations who are leading the movement to advance human health in buildings and communities around the world. IWBI membership comes with a list of benefits and also provides projects who receive the designation a special mark to be used in their marketing and communications efforts. There is a member mark available for each membership level, Keystone and Cornerstone. IWBI will provide the appropriate member mark to member organizations.

CORNERSTONE:



KEYSTONE:



Third-party application of the IWBI member mark

The IWBI member mark may only be used by active member organizations who have successfully completed registration and payment for their IWBI membership. The mark may only be used to represent the project's achievement digitally (appropriate uses include social media posts, inclusion in marketing brochures and PDF documents, on websites) or on limited physical marketing pieces (printed brochures, signage and collateral). The mark may not be used for display purposes in lieu of the WELL Certification or WELL Community plaque. The mark must also be removed all together if the company's membership lapses.

Mark integrity

The IWBI member mark should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors outside of the approved scenarios) to the mark's elements.

Mark colors

The IWBI member mark should be used in only the colors displayed, two colors are provided for use on light and dark backgrounds.

Mark sizing

To maintain legibility, the IWBI member mark should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the IWBI member mark is clearly distinguishable in all applications.

WELL Portfolio™ member mark

The WELL Portfolio program enables organizations/organisations to enhance building performance and improve human well-being at scale. Demonstrate your leadership by applying the world's leading health-focused building standard – WELL – across multiple spaces in a streamlined and cost-effective approach. Designed to maximize the positive outcomes related to human health and well-being along with the value of your spaces, WELL Portfolio is a program for companies at the leading edge of the movement to improve global health.

Organizations that join the WELL Portfolio program also receive IWBI membership as part of their suite of benefits, and receive a specialized member seal denoting their WELL Portfolio status that they can use to represent their commitment.



Third-party application of the WELL Portfolio mark

The WELL Portfolio mark may only be used by organizations that are enrolled in the WELL Portfolio program. The mark may only be used to represent the company's participating in the program digitally (appropriate uses include social media posts, inclusion in marketing brochures and PDF documents, on websites) or on limited physical marketing pieces (printed brochures, signage and collateral). The mark may not be used for display purposes in lieu of the WELL Certification or WELL Community plaque. The mark must also be removed all together if the company's enrollment in WELL Portfolio lapses. If an organizations leaves the WELL Portfolio program but would like to retain their IWBI membership, they must purchase IWBI membership at either the Keystone or Cornerstone level and replace their WELL Portfolio member badge with the appropriate Keystone or Cornerstone mark.

Mark integrity

The WELL Portfolio mark should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors outside of the approved scenarios) to the mark's elements.

Mark colors

The IWBI member mark should be used in only the colors displayed, two colors are provided for use on light and dark backgrounds.

Mark sizing

To maintain legibility, the WELL Portfolio mark should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the IWBI member mark is clearly distinguishable in all applications.

Typeface

The typeface Museo Sans, designed by Dutch typographer Jos Buivenga for exljbris Font Foundry, is used as the main font family throughout the IWBI identity. It is a sturdy, low contrast, geometric, highly legible sans serif typeface that is very well suited to display and text use. Released in 2008, the font is still a best selling typeface, attesting to its timelessness. The lightest weight of Museo Sans 100 should be used for body text. Museo Sans 500 should be used for headers, but heavier weights are provided if they are needed to increase legibility. This range of font weights provides the maximum amount of flexibility to ensure that text is always highly legible at all sizes, in all applications. Font should be displayed in Cool Gray 11, white or WELL blue only.

MUSEO SANS 100
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MUSEO SANS 300
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MUSEO SANS 500
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MUSEO SANS 700
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MUSEO SANS 900
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sample graphics

WE ARE WELL



The second wave of sustainability:
**HUMAN HEALTH
AND WELLNESS**



WeAre**WELL**™

THE SECOND WAVE

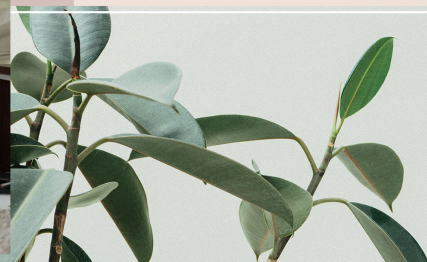
PEOPLE & PLANET

OF SUSTAINABILITY



SHORT MODULE

WELL v2
CERTIFICATION

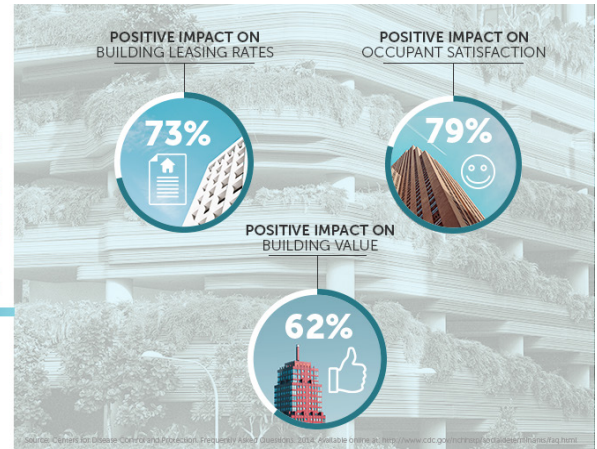


The Business Case
— for —
WELL





**OWNERS VIEW
THESE AS THE
TOP BENEFITS
OF HEALTHY
BUILDINGS**



WELLCERTIFIED.COM



Photography moodboard





Photography guidelines

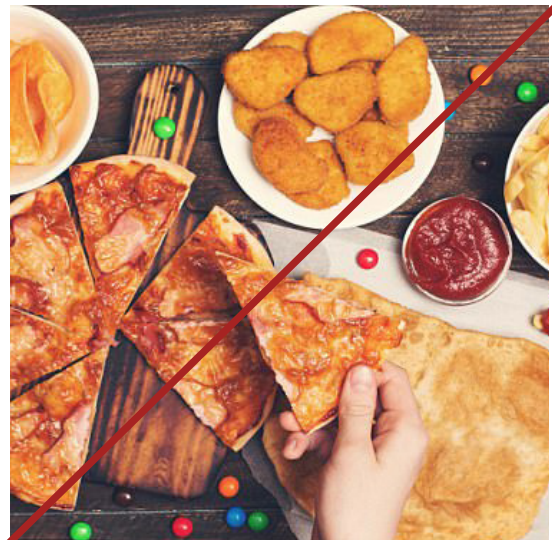
DO:

- » natural bright lighting
- » aspirational, attainable fitness
- » bright colors, candid
- » energetic, vibrant colors
- » healthy, stylized food shots
- » modern, well-lit buildings
- » models that portray a diversity of age, ethnicity, gender and disabilities



DO NOT:

- » dark or low lighting
- » people looking unhappy
- » unstyled food shots
- » unhealthy food
- » flash photography
- » overly posed models
- » cluttered or messy spaces
- » overly corporate offices/attire



Please contact the IWBI Marketing
team at marketing@wellcertified.com
for any questions regarding branding.

Thank you.



381 Park Ave. South, Suite 1101
New York, NY 10016
wellcertified.com

