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1 | INTRODUCTION

This manual does not attempt to provide a set of rules for every conceivable application...

This manual of graphic standards for The WELL attempts to create consistency in the application of the new visual identity. It includes guidelines for the use of the logo, logo-type, typography and color, and should be applied to all the visual communications produced for the facility. This manual does not attempt to provide a set of rules for every conceivable application; instead it sets out detailed specifications for all the existing applications and it outlines guides which can be applied to any new applications.

In this section

Mission Statement
Objectives
The Facility
Keywords
The WELL aims to offer lifetime wellness through collaboration, education and innovation.

~mission statement
OBJECTIVES
The WELL aims to set a new standard in CSU Health and Recreation centers by integrating both programs under one brand and mission statement. By doing this The WELL offers students, faculty and staff the convenience of qualified physicians, state of the art fitness equipment and an opportunity to build a foundation of a healthy and active lifestyle, all under one roof. The ingenuity of this organization is based on the collaboration between the two programs. Students can see a physician, get prescribed a fitness plan as necessary, and workout without ever leaving the building. A primary objective and obligation of The WELL will be to better educate its audiences about the benefits of maintaining a well balanced and healthy lifestyle covering several different dimensions of wellness. The WELL also endeavors to revitalize the Sac State campus, transforming it from a “commuter school” to a more community based campus. The WELL will act as a central hub and social center where audiences can come together and interact with one another both socially and recreationally.
THE FACILITY
The WELL is a multi-use facility with multi-activity courts, weight and fitness rooms, climbing wall, indoor track and a student health center. Students will be able to exercise, participate in group recreational activities, access health-care services, study and socialize.

Located at the north end of Hornet Stadium and near key campus destinations such as the Union, Library and Parking Structure III, the center will be a catalyst for a renewed and vibrant campus life. It will also be a resource for alumni, faculty and staff. At 150,000 square feet, the facility will offer a host of cutting-edge fitness, recreation, and athletic opportunities.
wellness
recreation
vitality
active
hub
balance
progression
collaboration
education
innovation

KEYWORDS
In creating applications for The WELL, please keep in consideration the core keywords that have driven the development of this new identity. Always aim to convey any one, or several of these concepts at all times.
The success of our brand depends on the consistent and frequent use of key elements, which—when used effectively—produce a powerful and lasting impression in the minds of our audience.

In this section
- Signature
- Clear Space
- Scale/Size
- Color Variations
- Color Palette
- Typography
- Naming System
**SIGNATURE**

The WELL signature is a combination of three elements, coming together to expressly represent the mission of the facility to its audience. The symbol conveys a sense of motion and unity while the three arches directly relate to the three key points of the mission statement (Collaboration, Education and Innovation).

The logo-type is set in italics and is in lower case lettering to communicate a personal and dynamic personality. In contrast “Sac State” is set in all caps, but reinforces the dynamic movement also being set in italics. When using the tagline for unit or department naming, unit names must also be set in italics. For further explanation of unit/department names please see page 18.

![SIGNATURE Diagram](image)
CLEAR SPACE
For the signature to communicate effectively, it should not be crowded or overwhelmed by any other elements. “Clear space” refers to the area surrounding the signature that should be kept free from visual distraction.

No graphic element or text of any kind should be placed within this clear space unless otherwise shown within this manual. The minimum clear space equals the x-height of the name “thewell” (logo-type). Keep this minimum area clear of distracting elements on all sides of the signature.

SCALE/SIZE
The WELL signature may be enlarged or reduced in size, as required. The minimum size guideline of any signature is often to make sure the signature is readable. The WELL must be used at a size no smaller than .50” wide. The preferred width of the signature is .75”.

* Please note that these are only minimum measurements.
Shown above are the approved two-color variations. The symbol may only be knocked out in white on The WELL Teal (5473C).

**COLOR VARIATIONS**
A preferred two-color version of the signature has been developed for most applications. The one color versions are intended for applications that are restricted to one-color printing process. Keep in mind how the background color interacts with the one color solution and allow for sufficient contrast.

**ONE COLOR**
The one-color versions can ONLY be reproduced in one of the approved colors*: The WELL Teal (5473C), Wellness Gold (4515C), Metallic Gold (872C), or Black & White.

**PRIMARY COLORS**

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5473C</td>
<td>82-00-28-52</td>
<td>00-106-113</td>
</tr>
<tr>
<td></td>
<td>4515C</td>
<td>00-09-50-24</td>
<td>203-182-119</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>90-90-80-100</td>
<td>00-00-00</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>00-00-00-00</td>
<td>255-255-255</td>
</tr>
<tr>
<td></td>
<td>872C</td>
<td>Alternate to 4515C Metallic Gold</td>
<td></td>
</tr>
</tbody>
</table>
When using the logo knocked out in white, make sure the background is dark enough to offer sufficient contrast.
SECONDARY COLORS

* Please note that the colors represented in this manual are not intended to match the PANTONE standards. For proper color matching please refer to color specifications or a PMS swatch book.
Color plays an important role in communicating The WELL’s image and personality.

The following color palette has been developed specifically for The WELL. It consists of a primary color palette (pg. 12) and a secondary support palette (below) that can be used in developing collateral for The WELL. The secondary colors may serve to organize, clarify and differentiate content as well as emphasize details.

Remember to use only darker ink colors for text. Take caution on your choice of papers and note that the ink color will vary based on the color of paper selected as well as on coated vs. uncoated papers. Be sure to reference the corresponding PMS swatches when printing on coated or uncoated papers.

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5463C</td>
<td>100-00-18-83</td>
<td>00-55-69</td>
<td>003745</td>
</tr>
<tr>
<td></td>
<td>7475C</td>
<td>50-00-25-30</td>
<td>91-155-152</td>
<td>5B9B98</td>
</tr>
<tr>
<td></td>
<td>5575C</td>
<td>20-00-16-17</td>
<td>173-199-189</td>
<td>ADC7BD</td>
</tr>
<tr>
<td></td>
<td>5513C</td>
<td>18-00-07-05</td>
<td>195-223-224</td>
<td>C3DFE0</td>
</tr>
<tr>
<td></td>
<td>5535C</td>
<td>66-00-57-82</td>
<td>00-63-45</td>
<td>003F2D</td>
</tr>
<tr>
<td></td>
<td>576C</td>
<td>49-00-100-39</td>
<td>92-135-39</td>
<td>5C8727</td>
</tr>
<tr>
<td></td>
<td>511C</td>
<td>60-100-45-30</td>
<td>99-27-75</td>
<td>631B4B</td>
</tr>
<tr>
<td></td>
<td>471C</td>
<td>00-59-100-18</td>
<td>206-12-25</td>
<td>CE7019</td>
</tr>
<tr>
<td></td>
<td>7515C</td>
<td>00-35-50-12</td>
<td>222-160-117</td>
<td>DEA075</td>
</tr>
<tr>
<td></td>
<td>124C</td>
<td>00-28-100-06</td>
<td>238-178-17</td>
<td>EEB211</td>
</tr>
<tr>
<td></td>
<td>448C</td>
<td>65-58-100-35</td>
<td>82-79-38</td>
<td>524F26</td>
</tr>
<tr>
<td></td>
<td>4545C</td>
<td>00-03-19-06</td>
<td>241-229-200</td>
<td>F1E5C8</td>
</tr>
</tbody>
</table>
To maintain visual consistency across all of The WELL’s marketing materials, please use the typographic system whenever possible. Gotham should be used for headlines and Whitney for body type in all documents whenever possible. Gotham was chosen for its modern look and flexibility with multiple weights. Whitney likewise offers a broad family of weights and brings a professional but approachable personality.

The name “The WELL” is an acronym which represents Wellness, Education, Leisure and Lifestyles. These core words have provided a foundation of values for The WELL’s identity to be built upon. While the logo-type must always be set in lower case italics, The WELL must always be set in all caps for instances such as body copy or email signatures. For further examples of non-approved logo usage please see page 20.

Helvetica Neue is the preferred Web Safe font.

These typefaces are available for purchase online at:  
www.lucasfonts.com  
www.fontshop.com  
www.typography.com
HEADERS & TITLES

Gotham Book

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY

Whitney Book

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Book Italic

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Bold

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Bold Italic

abcdefgijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
* Pay attention to type hierarchy through weights. Two lines are designated for the unit/department identifier and should be utilized (except for smaller department names).
UNIT/DEPARTMENT LOGOS
Each department, unit and program within The WELL may use an individual presentation of the logo and name. This replaces secondary logos that departments or units have previously used. By bringing programs together under one brand, we reinforce the identity, conveying a voice of stability and uniformity.

RELATIVE UNITS
Membership Services
Insurance Services
Information Technology
Grad Programs
Operations
Research & Assessment
Facilities Operations
Adaptive Recreation
Maintenance
Climbing Programs
Custodial
Research & Intern
Special Events
Fitness
Training & Equipment
Pharmacy
Laboratory
Insurance Services
FIT Help
Medical Clinic
Medical Records
Optometry
Counseling Services
Health & Wellness
X-Ray
Health Education
3 | LOGO USAGE

Section 3 goes over non-approved logo usage. Consistent and proper usage of the logo is essential for ensuring the desired perception.

In this section

*Do–Not’s in logo application*
<table>
<thead>
<tr>
<th>Do not rotate the signature, or create dynamic compositions with the signature.</th>
<th>Do not re-create the logo with any other typeface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not re-create a new logo with any element surrounding or overprinting type.</td>
<td>Do not change colors or use any other non-approved colors.</td>
</tr>
<tr>
<td>Do not rearrange or eliminate any element of the signature.</td>
<td>Do not outline or place a stroke around any portion of the logo.</td>
</tr>
<tr>
<td>Do not use a white border to outline the signature on dark backgrounds.</td>
<td>Do not distort the logo or any elements of the signature.</td>
</tr>
<tr>
<td>Do not put the signature in a containing shape.</td>
<td>Do not re-create the logo with any other typeface.</td>
</tr>
</tbody>
</table>
LOGO USAGE
The integrity of The WELL brand diminishes when the signature is incorrectly applied. The identity should always be used in the configuration in which it was designed and not combined or made part of other design elements. Always use the approved artwork and always follow these guidelines when using it. Any variation or alteration, however small, is unacceptable.

Several examples of incorrect usage are shown on this page, but are not complete. If you are faced with using the logo in an application that you find questionable or not included in this manual, please contact the Design & Visual Communication Department at (916) 278–2871 or branding@unionwellinc.org.
4 | PHOTOGRAPHY

All Images used in The WELL’s communications express the vitality and unity that is inherent within The WELL brand.

All images used in The WELL’s communications should express the quality and strength that is inherent in The WELL brand by illustrating a specific lifestyle, scene, mood or process.

A large number of custom photographs showcasing the beauty of the building as well as students enjoying the many services and programs offered within The WELL are available.
For further examples of approved stock photography for purchase please visit istockphoto.com

01 istock_3119482
02 istock_9513131
03 83016
04 istock_3480908
05 istock_7998011
06 istock_6197751
STOCK PHOTOGRAPHY
The following images shown illustrate the core value of a healthy and active lifestyle that The WELL wishes to promote. If you must use stock photography please use images that relate directly to core concepts such as Health care, recreation, diversity etc. Images with people should focus predominately on faces and diversity while backgrounds should be generic enough to relate to the Sac State campus or interior of The WELL.