Brand
Guidelines

Clothing
Company

wellvest.

brand guideline.

wellvest.

Clothing
Company

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about brand.

At Wellfest, we believe fashion is more than just clothing—it's a statement of individuality and a celebration of the bold, the creative, and the daring.

Our brand is designed for the trendsetters and the rule-breakers, those who aren't afraid to express themselves and challenge the status quo.

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wellvest.

history

Drawing inspiration from the vibrant energy of streetwear, the creativity of youth culture, and the simplicity of modern design, Wellfest offers a unique blend of style and comfort. Each piece in our collection is thoughtfully crafted to be versatile, sustainable, and accessible, ensuring that everyone can find their voice in our designs.

2017

We stand for inclusivity, innovation, and empowerment, embracing diversity in all its forms. Our mission is to inspire the next generation to define their own fashion narrative, one outfit at a time.

Wellfest logo is the visual cornerstone of our brand identity.

main logo.

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main logo

The Wellfest logo is the visual cornerstone of our brand identity. It embodies the essence of our brand and is designed to be instantly recognizable and memorable. The logo is a symbol of our commitment to quality, innovation, and the values we stand for.

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structure

The grid provides precise alignment for each element of the logo, helping to maintain visual harmony.

The logo grid is a geometric framework that defines the structure, proportions, and spacing of the logo. It ensures consistency in the logo's reproduction across different mediums and scales.

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primary logo

wellvest.

Primary logo is the primary visual representation of a brand. It's the most recognizable and frequently used version of the logo, often appearing on stationery, websites, and marketing materials.

A well-designed primary logo should be simple, memorable, and versatile.

logomark

A logo mark, also known as a symbol or emblem, is the simplified and iconic representation of a brand. It's the most basic element of a logo, often used on its own or in combination with a wordmark.

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pattern

Primary logo is the primary visual representation of a brand. It's the most recognizable and frequently used version of the logo, often appearing on stationery, websites, and marketing materials. A well-designed primary logo should be simple, memorable, and versatile.

A wordmark is combined with a symbol, creating a cohesive and recognizable visual.

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clearspace

The logo safe area, also known as the clear space, is the minimum amount of space that should be maintained around the logo to ensure its visibility and impact. This area is free from any text, graphics, or other design elements that could clutter or compromise the logo's appearance.

Geometric forms or abstract patterns that can create a unique and memorable visual identity.

Wellfest color palette is a key component of our visual identity.

color guidance.

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color system

Wellfest color palette is a key component of our visual identity. Each color has been carefully selected to convey specific emotions and values that align with our brand's mission and personality.

These colors should be used consistently across all brand materials to create a cohesive and recognizable brand presence.

orange.

RGB	241 . 90 . 34
CMYK	00 . 80 . 100 . 00
HEX	#f15a22

black.

RGB	00 . 00 . 00
CMYK	75 . 68 . 67 . 90
HEX	#000000

white.

RGB	255 . 255 . 255
CMYK	00 . 00 . 00 . 00
HEX	#ffffff

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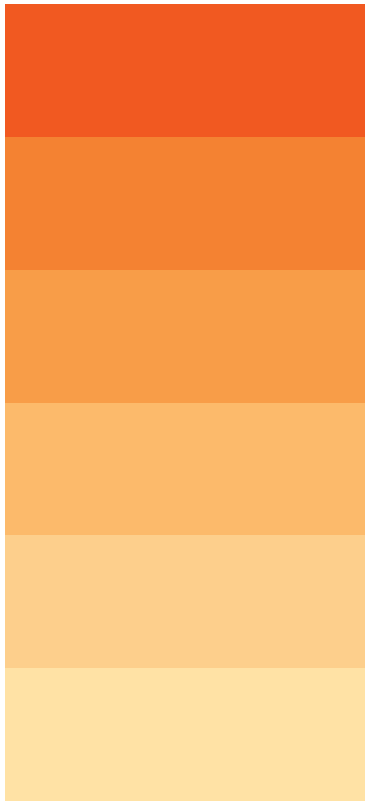
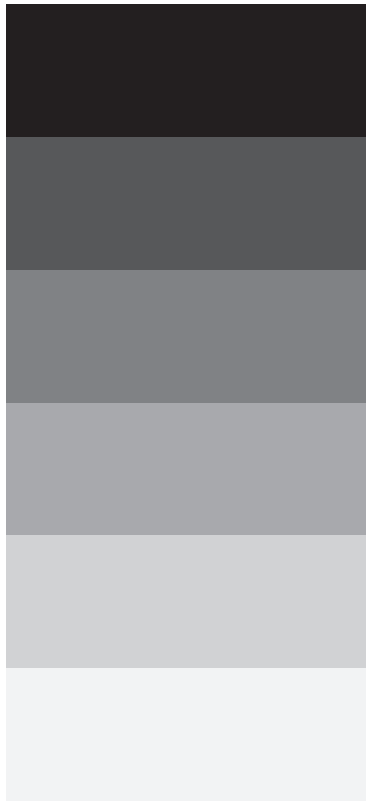
RGB	241 . 90 . 34
CMYK	00 . 80 . 100 . 00
HEX	#f15a22

RGB	00 . 00 . 00
CMYK	75 . 68 . 67 . 90
HEX	#000000





Typography plays a vital role in conveying the tone and personality of the Wellfest brand.

typography.

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typography

Typography plays a vital role in conveying the tone and personality of the Wellfest brand. The typefaces we use are carefully selected to reflect our brand's identity, ensuring clarity, consistency, and a professional appearance across all communications.

Primary Font

DM Sans

(bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

Secondary Font

DM Sans

(reguler)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

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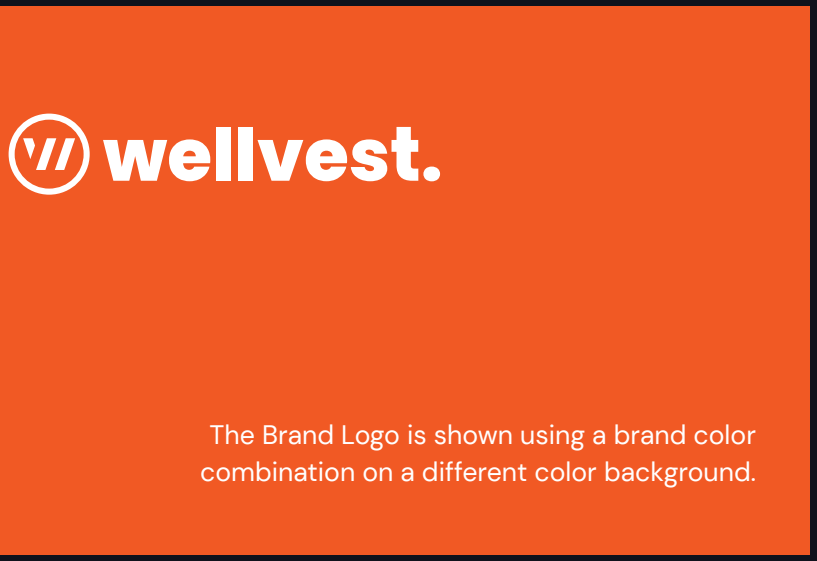
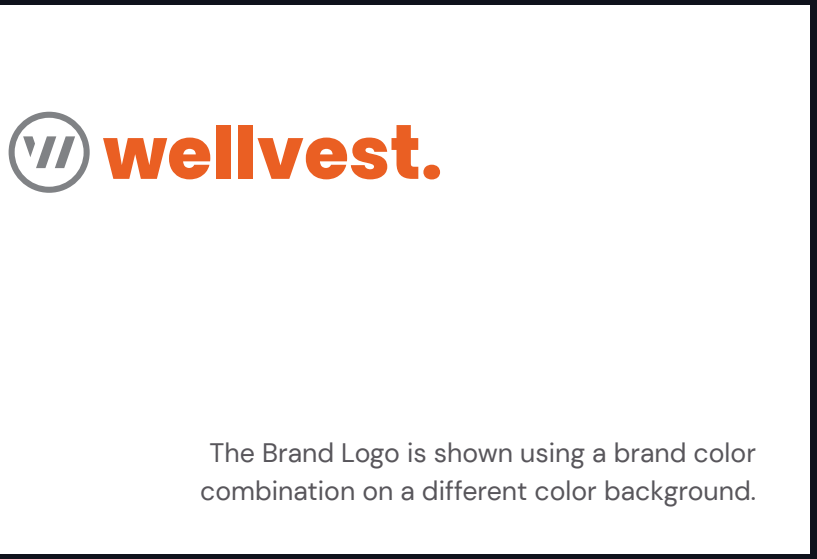
on background



The Brand Logo is shown using a brand color combination on a different color background.



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use prohibited

The Brand Logo is shown using a brand color combination on a different color background.

- Do not scale the logo disproportionately. The text should remain proportional when scaled
- Do not alter the placement of the text or icon
- Do not alter the icon portion of the logo
- Do not display the full-color logo on colored backgrounds or colored paper.

Wellfest stationery suite is an essential extension of our brand identity.

logo application.

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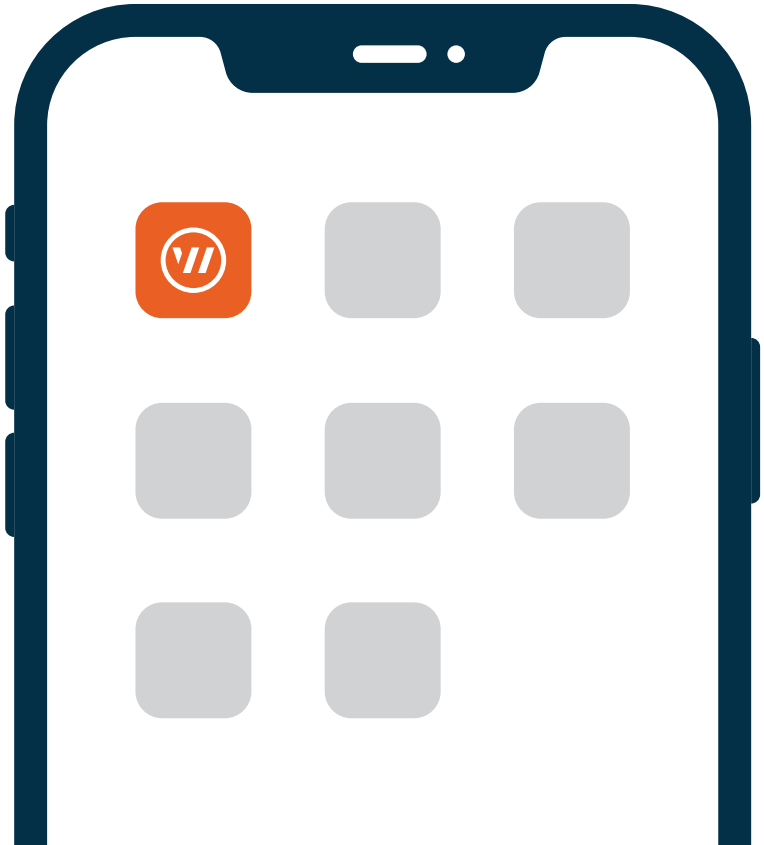
app icon

Grids ensure that elements are aligned properly, creating a harmonious and visually appealing composition.



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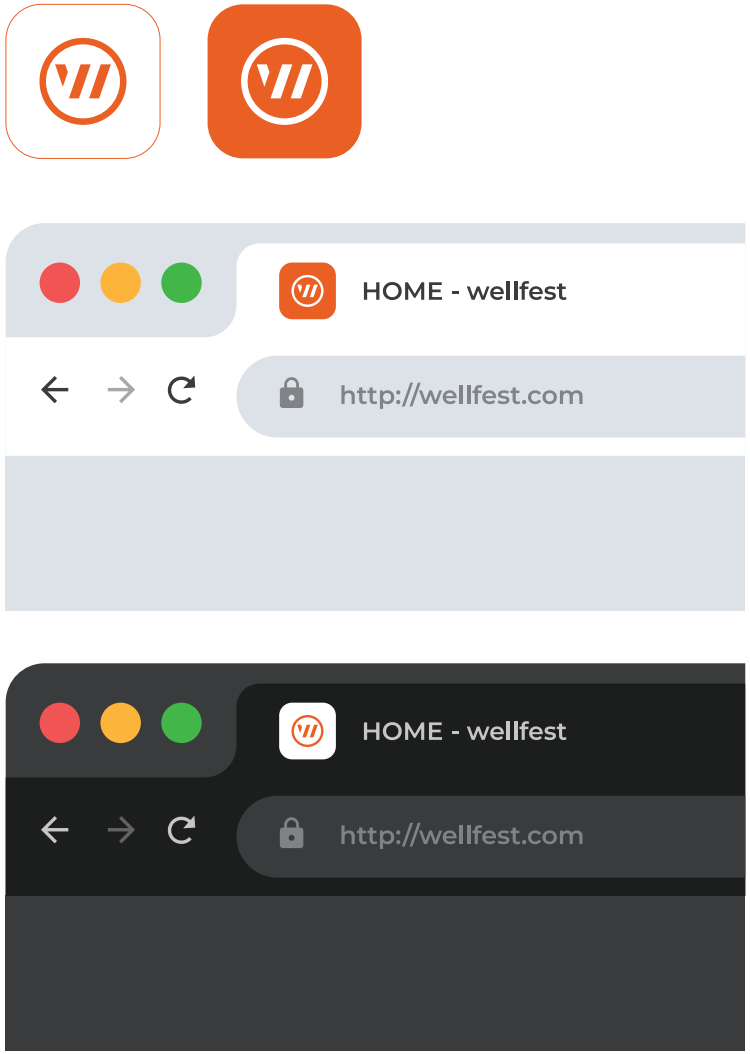
favicon

Grids ensure that elements are aligned properly, creating a harmonious and visually appealing composition.



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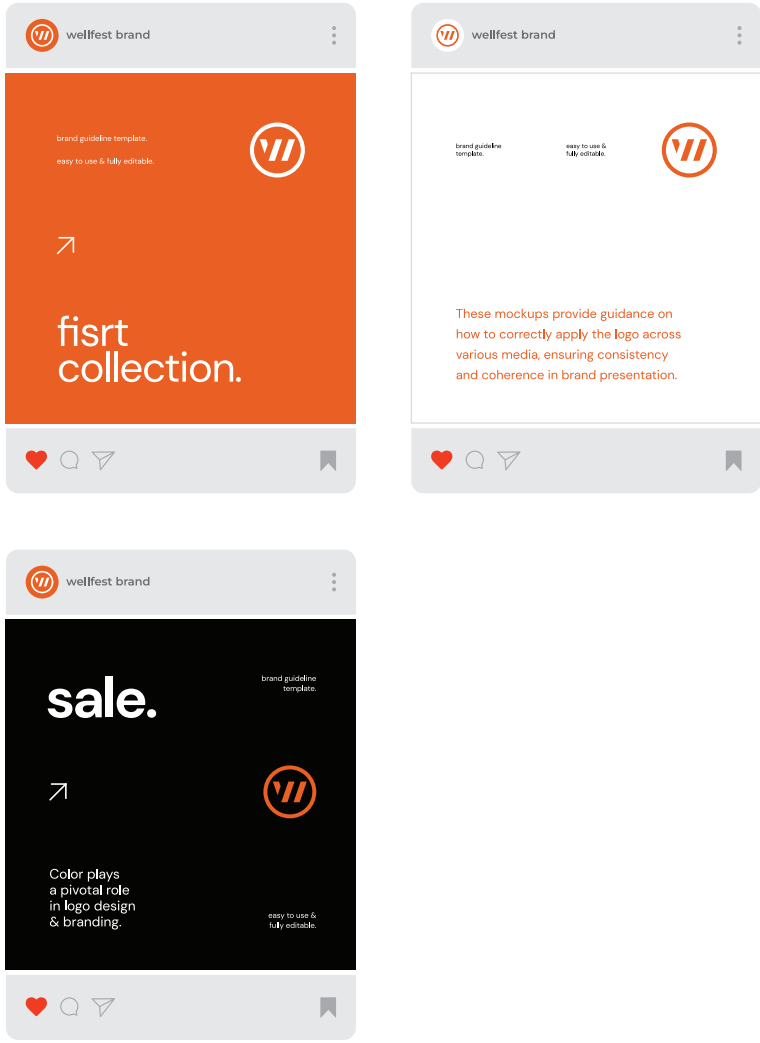
social media

Grids ensure that elements are aligned properly, creating a harmonious and visually appealing composition.



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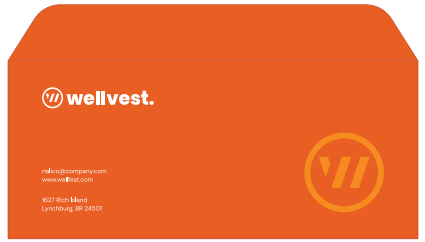
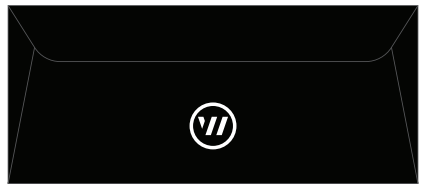
stationery kit

Wellfest stationery suite is an essential extension of our brand identity. It reflects the professionalism, consistency, and attention to detail that we strive to embody in every aspect of our business.





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id card

Wellfest ID Card suite is an essential extension of our brand identity. It reflects the professionalism, consistency, and attention to detail that we strive to embody in every aspect of our business.

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totebag

Wellfest totebag suite is an essential extension of our brand identity. It reflects the professionalism, consistency, and attention to detail that we strive to embody in every aspect of our business.

Feel free to reach out to our friendly customer support team for any assistance or information you may need.

wellvest.

contact.

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Feel free to reach out to our friendly customer support team for any assistance or information you may need.

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