



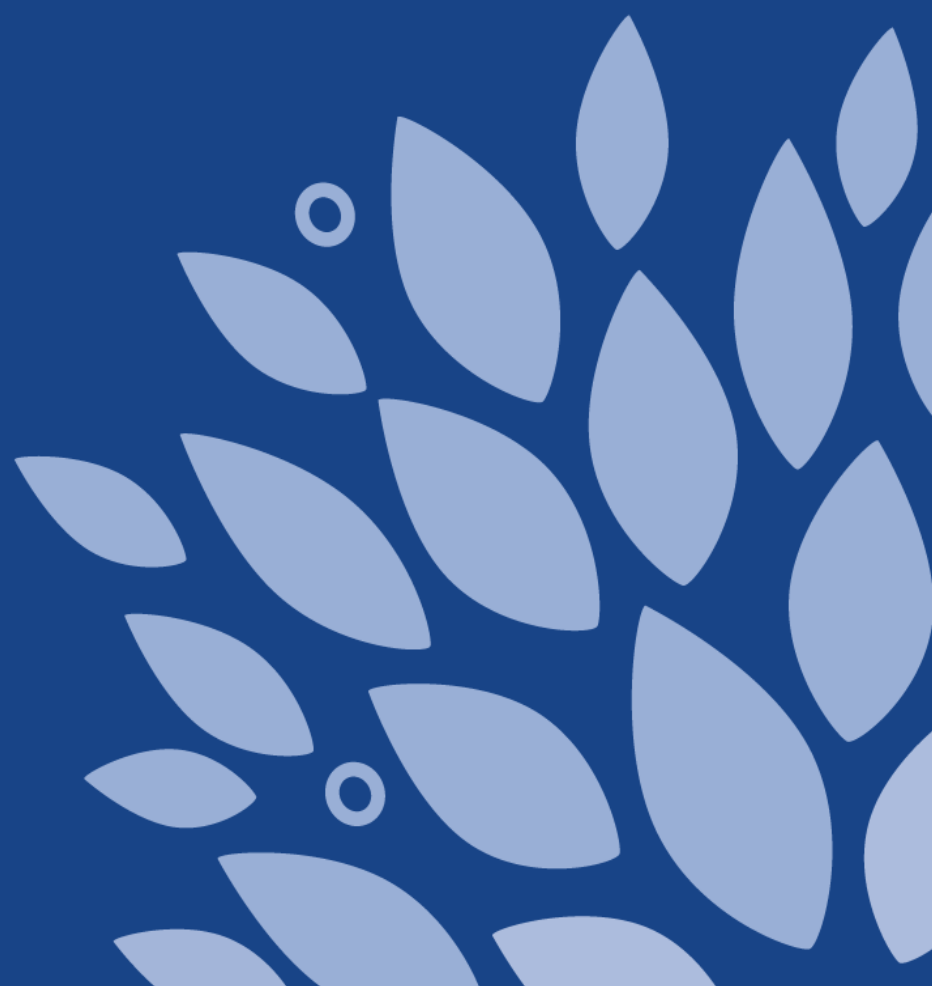
wholespire®

Inspiring wellness in all communities

# BRAND GUIDELINES

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Original version crafted by Trio Solutions Inc. (TRIO)



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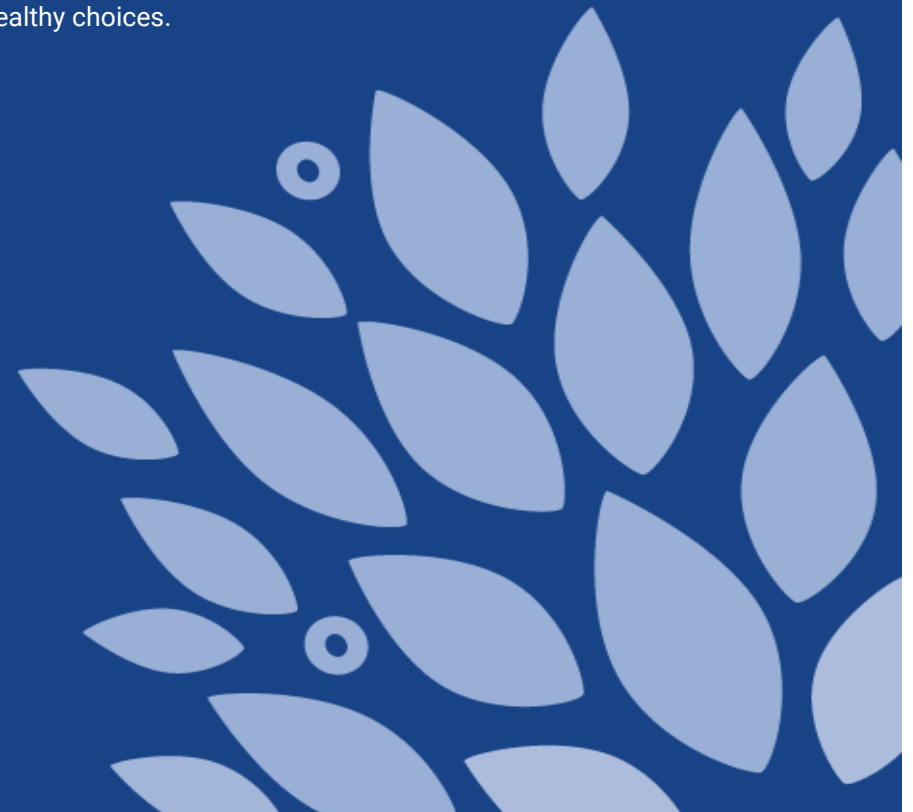


# Introduction

Wholespire inspires wellness in all communities by informing influencers of change about sustainable and evidence-based strategies that increase access to healthy choices. Access to nutritious food and opportunities for physical activity are critical for preventing and managing chronic diseases such as obesity, diabetes and heart disease. However, many people and communities face significant non-medical barriers that impact their health. That's why we prioritize identifying and implementing best practices for expanding access for all people to nutritious food and places to be physically active and thrive.

Our brand is more than just a logo or a tagline—it's the essence of who we are, what we do and the impact we strive to make. These guidelines serve as a compass to ensure consistency in how we present our organization to the world, reinforcing our mission to increase opportunities for everyone in every community to make healthy choices.

**Wholespire combines the word “whole” (referring to all of something; in good health) with the words “aspire” (what you’re striving for) and “inspire” (what you hope to evoke in people). Wholespire is the state in which a complete and harmonious community is achieved.**



# BRAND STRATEGY

Brand Promise

Mission

Vision

Values

Approaches

Our Voice



## **Our Promise**

Our brand promise embodies hope, action and transformation in what we do every day challenging us to innovate, to listen and to act with purpose so that individuals, families and communities can thrive.

## Inspiring Wellness in All Communities

## **Our Mission**

Our purpose and function

We provide communities with proven and sustainable approaches that lead to increased access to healthy choices for all people.

## **Our Vision**

The future state we are working together to achieve

We want informed influencers and empowered communities who work together to ensure access for everyone to healthy choices.



# Values

Our core values are the fundamental beliefs that define our identity, shape our culture and influence how we interact with partners and stakeholders. They serve as a moral compass, guiding both internal operations and external engagements. Our core values provide a strong sense of purpose, guide decision-making and ensure long-term sustainability.



## Trust

We build and maintain strong, reliable relationships based on honesty, integrity and transparency. We foster collaboration, growing our network and being a reliable resource for driving positive change.



## Impact

We prioritize meaningful, measurable, tangible results by implementing innovative, data-driven solutions that are clear, feasible and consistent with all aspects of our work. We continuously evaluate our efforts to ensure that our actions are purposeful, accountable and focused on the greatest possible outcomes.



## Excellence

We strive for the highest standards in all aspects of our work. Our commitment to excellence drives us to continuously improve, deliver exceptional results and empower others to reach their full potential in the pursuit of positive community health outcomes.



## Authenticity

We build trust through open, honest communication and cultivate genuine partnerships by listening to the community and staying true to our mission. We ensure that our actions align with our words, fostering meaningful collaboration and driving real and lasting health improvements for all.



# Our Approaches

Our approaches define the key methods and strategies that drive our efforts. They shape how we plan, implement and sustain initiatives, ensuring our work is strategic, collaborative and impactful.

## Policy, Systems, and Environment (PSE)



PSE strategies are critical components of our mission. We foster sustainable change and promote holistic well-being at the community level. These types of strategies focus on shifting standards, the way things are organized (systems) and the places where people live (environments) so that it's easier for everyone to make healthy choices.

## Advocate



Wholespire advocacy focuses on building alliances, informing decision-makers and empowering communities to shape policies and systems that promote health. We support local governments and educate communities to create environments where healthy choices are accessible to all.

## Knowledge Sharing



Wholespire strives to create a cycle of continuous learning and application where each component strengthens the others and builds capacity for individual and organizational growth. We educate, train and provide technical assistance that helps individuals refine their approach, align actions with goals and continue improving.

## Connect, Convene and Collaborate



Wholespire connects individuals and groups with shared interests, fostering partnerships and resource sharing. As conveners, we facilitate conversations that bring varying perspectives together to address challenges and opportunities. Through collaboration, we engage multi-sector stakeholders to develop solutions, drive innovation and create lasting change.



# Our Voice

Our voice reflects our commitment to creating long-term, sustainable change for healthier communities.

## Empowering

We equip individuals, organizations and communities with the tools, knowledge and support they need to drive meaningful change. Our language inspires confidence and action.

**Example:** *"You have the power to create lasting change in your community—let's make it happen together."*

## Passionate

We are driven by a deep passion for health without barriers and lasting change. Our voice reflects energy, enthusiasm and an unwavering belief in a healthier future for all.

**Example:** *"Together, we can build a future where every person—no matter where they live—has access to wellness."*

## Community-Centered

The communities we serve are at the heart of everything we do. We amplify their voices, celebrate their successes and ensure that solutions are driven by their needs and priorities.

**Example:** *"The best solutions come from within the community. We're here to listen, support, and help bring your vision to life."*

## Supportive

We are champions for change, walking alongside communities as they work toward healthier environments. Our tone is warm, understanding and solutions-focused.

**Example:** *"Every step toward a healthier community matters. We're here to support you with tools, resources, and guidance."*

## Collaborative

Change happens when we work together. Our messaging fosters partnerships, encourages dialogue and emphasizes shared goals.

**Example:** *"By bringing together schools, local leaders, and families, we create solutions that work for everyone."*

## Knowledgeable & Action-Oriented

We use research, best practices and real-world examples to educate and inform, ensuring our messaging is trusted and backed by evidence. Our words inspire action and drive meaningful progress.

**Example:** *"Studies show that policy and environmental changes have a lasting impact on community health outcomes. Here's how you can make a difference."*





# LOGO

Logo Anatomy

Primary Logo

Secondary Logo

Horizontal Logo

Minimum Size

Clear Space

Logo Misuse

Partnerships and Co-Branding



# Logo Anatomy

Our logo is made up of four parts—the brand symbol, the wordmark, the tagline and the trademark symbol. The brand symbol and wordmark must always be used together.



**!** The brand symbol and wordmark must always be used together.

# Primary & Secondary Logo

Wholespire has two logo variations: Primary Logo (with tagline) and Secondary Logo (without tagline). These guidelines ensure proper use for clarity, consistency and brand recognition.

## Primary Logo

The primary logo includes the tagline and should be used when space allows for full visibility and legibility. Best uses include:

- Website headers
- Large printed materials (e.g., banners, signs, event materials)
- Marketing collateral (e.g., brochures, guides, toolkits)
- Digital graphics with enough space to display the tagline clearly

## Secondary Logo

The secondary logo is a simplified version without the tagline. It should be used when space is limited or when the tagline would become unreadable. Best uses include:

- Small digital applications (e.g., social media profile pictures)
- Embroidery and small promotional items (e.g., badges, merchandise)
- Where branding is needed but the tagline is not essential

## Background Use

To maintain visibility and brand consistency, the Wholespire logo should always be placed on an appropriate background.



Primary Full Color Logo



Secondary Full Color Logo



Primary Combo Logo



Secondary Combo Logo



Primary White Logo



Secondary White Logo



Primary Blue Logo



Secondary Blue Logo



## Horizontal Logo

At times, the Wholespire logo with and without the tagline cannot be clearly legible on specific promotional items, such as ink pens. Use the small space logo **for promotional items only**.



Horizontal Full Color Logo



Horizontal White Logo

## Minimum Size

Our logo must always be clearly legible. The recommended minimum sizes are the smallest the logo can appear, in width, without loss of detail.



**On-screen: 75 px  
Print: 1"**



**On-screen: 54 px  
Print: 0.75"**

## Clear Space

Clear space around the Wholespire logo is essential for maintaining its visibility, readability and overall impact. It prevents overcrowding from surrounding text, images or design elements, ensuring the logo remains distinct and recognizable. Proper spacing enhances brand professionalism and consistency, allowing the logo to stand out and communicate clearly in all applications.

To maintain visibility and impact, leave clear space around the logo equal to the height of the "W" in Wholespire.



# Logo Misuse

Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



Do not squeeze or stretch the logo. Always scale it proportionally.



Do not add effects to the logo.



Do not add a border around the logo.



Do not remove any element from the logo.



Avoid backgrounds that provide insufficient contrast.



Do not place the logo over busy backgrounds or patterns.

## Partnerships & Co-Branding

Co-branding and partnership lockups ensure clarity, brand integrity and visual balance when multiple organizations collaborate. Proper lockups maintain equal representation of all partners while preventing confusion or dominance by one brand. They also enhance professionalism and credibility, making joint initiatives more recognizable and impactful.

The Wholespire and partner logos should appear equal in weight, with the Wholespire logo always followed by the partner's logos.

Set co-branded logos next to or under the Wholespire logo with a very thin rule divider.

For vertical lockups, stack the logos with a rule divider. Center align the partner logo to the width of the Wholespire logo.

## Example



# COLOR

Brand Palette  
Psychology of Color  
Accessibility



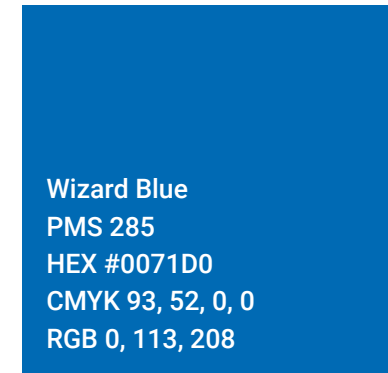
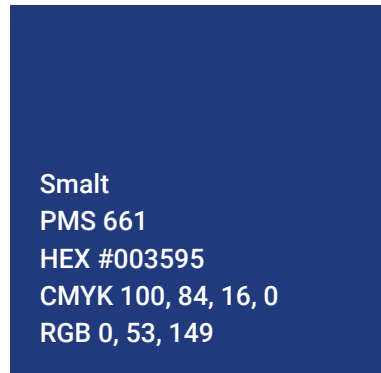


# Brand Palette

Color plays the role of a silent yet powerful storyteller. Each hue, shade and tint is a brushstroke that paints not just a visual picture, but an emotional landscape that speaks volumes about our personality.

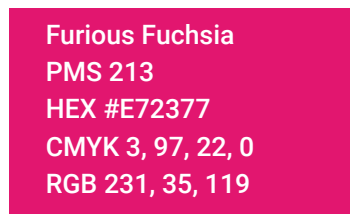
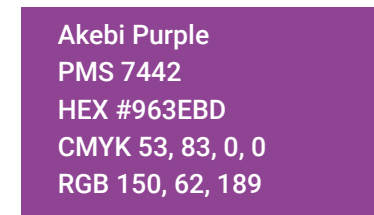
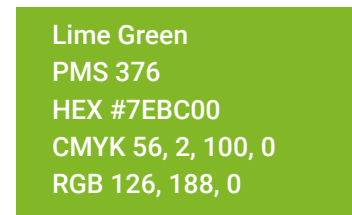
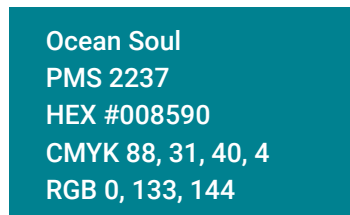
## Primary Palette

The primary color palette is the foundation of our visual identity. The primary color palette helps establish a distinct visual presence, ensuring that the brand is instantly identifiable and communicates its core values effectively.



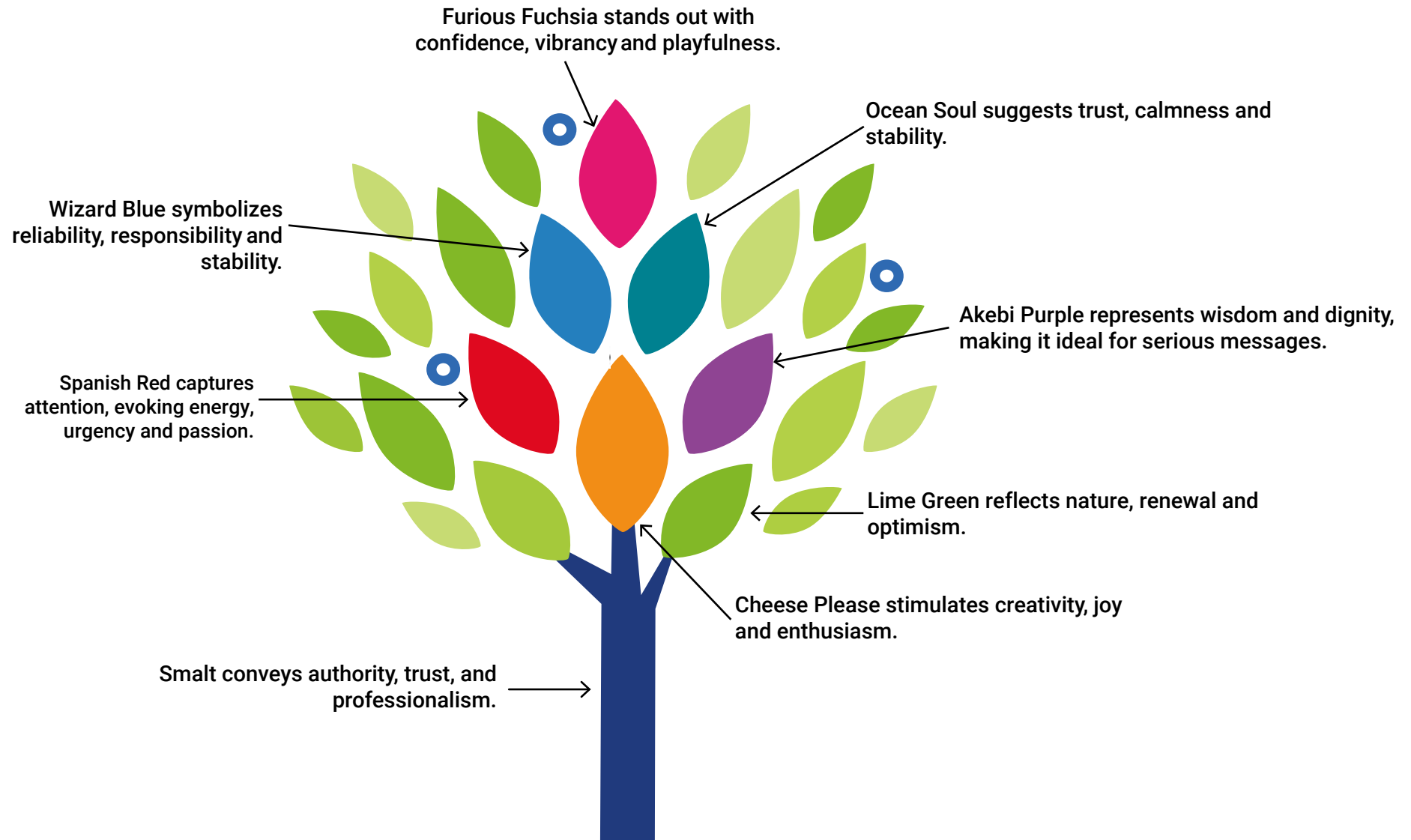
## Secondary Palette

Our secondary colors complement our primary colors by providing flexibility and variety in design. Secondary colors are used to highlight key elements, create emphasis and support the overall design while maintaining harmony with the primary brand colors.



# Psychology of Color

Color plays a significant role in shaping how our audiences perceive and engage with a brand. It can influence emotions, behaviors and decisions, creating a strong emotional connection. By strategically using color, we can shape emotions, reinforce messages, build trust and influence behavior, ultimately creating a loyal and engaged following.



# Accessibility

Accessible design ensures that everyone can engage with and understand visual content. It focuses on removing barriers and creating inclusive experiences for individuals with visual, auditory, cognitive and mobility impairments. We follow the [Web Content Accessibility Guidelines \(WCAG\)](#), a set of internationally recognized standards for making digital content more accessible to people with disabilities. Our goal is to meet the Level AA of conformance, which is the industry standard.

## Color & Contrast

Ensure sufficient contrast between text and background for readability and avoid color reliance for conveying meaning.

Aim for a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text.

## Typography & Readability

Use legible fonts, appropriate font sizes and sufficient line spacing for easy reading.

## Alternative Text

Provide alt text for images, icons and infographics so screen readers can interpret visual content.

## Clear Focus Indicators

Highlight active elements (e.g., buttons, links) with visible focus states.

## Scalability & Responsiveness

Design content to work across different screen sizes and zoom levels without loss of functionality.

## Consistent Layout & Structure

Use predictable layouts with clear headings and navigation to improve usability.

## Motion & Animations

Avoid excessive motion effects that could trigger discomfort, while providing options to reduce animations.

**!** More detailed considerations can be found on the [WCAG website](#).



# TYPEFACE

Primary Typeface  
Typography and Flexibility



## Primary Typefaces

Our typography is central to the visual identity of our brand. We use a combination of Poppins and Roboto to create a modern, accessible and professional aesthetic across all platforms. These fonts work together to provide clarity, structure and emphasis in all of our communications.

### Poppins

Poppins is a modern, sans serif typeface available in multiple weights, making it suitable for a wide variety of typographic needs. It is widely used in web and graphic design due to its contemporary feel and excellent legibility, even in small sizes.

### Roboto

Roboto is also a sans serif typeface, designed with an emphasis on legibility and readability on screens, which makes it widely used for both web and mobile applications.

## Layout Hierarchy for Internal Documents, Reports and Downloads

Messaging hierarchy refers to the structured way of presenting information to draw the audience's attention to the most important information in the most logical order.. While both marketing and business writing require clarity and persuasion, their priorities differ based on audience, purpose and desired outcome.

Headlines and Titles:

**Poppins Light**  
*Title Case*

Advancing Impact:  
Implementing our New  
Four-Year Strategic  
Plan

Subheadlines:

**Poppins Bold**  
*Title Case*

**The Importance of  
Strategic Planning**

Body Text:

**Roboto**  
*Sentence Case*

A strategic plan is more than a roadmap—it is a living document that guides an organization's direction, priorities, and decision-making. It reflects evolving challenges, opportunities, and community needs.



# Typography and Flexibility

Typography should be adaptable to different design contexts while maintaining the brand's established primary fonts and layout hierarchy. This ensures consistency across materials while allowing flexibility to differentiate content for clarity, emphasis and accessibility for marketing and design purposes.

Key factors influencing typographic adjustments include scale, line height, typeface weights and spacing, which should be modified based on space, color contrast and other design considerations.

By adhering to the established primary typography and layout hierarchy while allowing strategic differentiation, brand materials remain cohesive, adaptable and accessible across all touchpoints.

## To determine line height:

**Font Size x Multiplier = Line Height**

**12pt x 1.5 = 18pt**

Avoid line heights below 1.2 times (x) the font size, as it can make reading dense and difficult.

**Headlines:** Use tighter line spacing (1.1-1.3x) to maintain impact without excessive white space.

**Body Text:** Maintain a comfortable line height (1.2-1.6x) to improve legibility, especially for longer content.

**Small Text & Captions:** Maintain a good line height (1.3-1.5x)

## Scale & Hierarchy

Use primary typefaces to reinforce brand identity. Larger text sizes signal importance, while smaller text sizes help users navigate the content instinctively. Maintain hierarchy but allow subtle variations for differentiation.

## Line Height & Spacing for Readability

As a general rule of thumb, the line-height of text should be reduced as the size of the text increases. For body text, the line-height should increase to give the texts room to breathe and space for the reader's eye to rest. The ideal line height depends on font size, typeface, and content format:

## Typeface Weights & Differentiation

Using different weights within the same typeface helps create contrast and guide the reader's attention. Use 2-3 weights in a single design or document for clarity and consistency. Bold weights create emphasis. Medium/regular weights (e.g., Poppins Medium) ensure readability. Light weights are good for secondary content. Align weight with brand tone—light for elegance, bold for impact. Differentiate with weight, case or color while maintaining hierarchy.

## Space & Color Contrast

For tight spaces, adjust letter spacing or choose a slightly condensed font style to preserve readability. In low-contrast environments, avoid thin or light fonts and opt for bolder weights to improve visibility. Adhere to WCAG accessibility guidelines to ensure legibility across all platforms.



# PHOTOGRAPHY

Photo Guidelines  
Photos to Avoid



# Photo Guidelines

Consider what the image is being used for from an organizational perspective vs. project perspective. Can this be used elsewhere? Does this appropriately represent the organization and what it stands for?

Always credit photographer when appropriate.

Sources for free stock imagery:

- [unsplash.com](https://unsplash.com)
- [pixabay.com](https://pixabay.com)
- [pexels.com](https://pexels.com)



**Colorful**



**Happy**



**Inspirational**



**Healthy**



**Diverse**



**Area-Specific**





## Photos to Avoid

Do not “steal” images from Google, Pinterest or other third-party sites without purchase or consent.

Do not use photography without receiving permission or crediting the photographer when appropriate.



**Black & White**



**Dark**



**Sad**



**Confusing**



**Depressing**



**Blurry**



wholespire<sup>®</sup>

[wholespire.org](https://wholespire.org)

