

Wellness Wheel

Style Guide



COLORS

These are the **8 Dimensions of Wellness Wheel** colors. Use these in addition to black and white for “pops” of color. **Emotional, Spiritual, Occupational, Physical, and Environmental** can only have **black text** for readability. **Social, Financial, and Intellectual** can only have **white text** for readability. The **anchor** within the wheel is **GVSU Blue (Hex: #0032A0)**

Emotional Wellness

HEX #: ED6638
CMYK: 2/74/86/0
RGB: 237/102/56

HEX #: F58C60

Spiritual Wellness

HEX #: 4DAD9B
CMYK: 68/11/46/0
RGB: 77/173/155

HEX #: 7EC1B4

Social Wellness

HEX #: 743A8C
CMYK: 67/93/7/1
RGB: 116/58/140

HEX #: 8F60A6

Occupational Wellness

HEX #: F2B54C
CMYK: 4/31/81/0
RGB: 242/181/76

HEX #: F7C976

Financial Wellness

HEX #: 00605D
CMYK: 91/43/59/27
RGB: 0/96/93

HEX #: 3B7C7A

Physical Wellness

HEX #: 00B5D5
CMYK: 72/5/12/0
RGB: 0/181/213

HEX #: 50C7E0

Environmental Wellness

HEX #: 81A94C
CMYK: 5/16/91/1
RGB: 129/169/76

HEX #: A1BF77

Intellectual Wellness

HEX #: 174982
CMYK: 99/80/22/7
RGB: 23/73/130

HEX #: 37649D



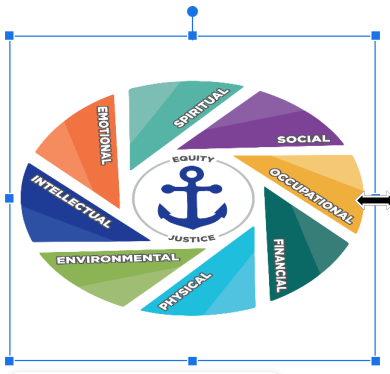
IMAGE

This is the official wellness wheel image for GVSU. For consistency, please use this image when referring to GVSU's 8 dimensions of wellness. To preserve its integrity, it's important to download the wheel at its highest quality (avoiding selecting "small" or "fast download" if those options are given). Once downloaded, keep the image in its original form, including its original dimensions.



[Click this link to download wellness wheel](#)

When changing its size, use the corner, rather than the sides or the top and bottom, to prevent distortion or cut off sections of the image.



TYPOGRAPHY

For accommodation and accessibility in Canva, Proxima Nova is the closest typeface to Gotham (used by Recreation & Wellness). Using the correct typefaces is important for consistency, aesthetics, and readability. **Proxima Nova is the primary font while Lumios Marker is the decorative secondary font.** This font is used by the Center for Health and Well-being and is recommended for use by others.

Main headings and titles: Lumios Marker

Main headings and titles: Proxima Nova Black

Headings and some body text: Proxima Nova Bold

All body text: Proxima Nova Bold

EXAMPLE of all in use:

Wellness Coaching

Your Wellness, Your Way

Wellness coaching is a **free service** for GVSU students. Working with your coach, you will **identify strategies to support your wellness goals** through a collaborative, unbiased partnership. You will spend about 3 months working with your coach.

LOGO MISUSE

As a reminder, GVSU sets logo use standards and we suggest utilizing these standards for the wellness wheel graphic as well. <https://www.gvsu.edu/identity/logos-88.htm>



Do not stretch, distort, or rotate the logo.



Do not obscure, delete, or alter elements of the logo.



Do not display the logo without the trademark ®.



Do not create a decorative pattern using the logo.



Do not change the logo's color.



Do not add other artwork to the logo.



Do not combine the logo with other logos, designs, or marks.



Do not use the logo on a background that provides insufficient contrast.



Do not place the logo where a hole-punch or binding may interfere.



Do not reverse logo out to a color other than white.



Do not attempt to replicate the logo in a different font.



Do not use the logotype without the logomark.