

BRAND
GUIDE

TABLE OF CONTENTS

Statement Of Purpose	4
Mission Statement	6
Services	8
Color Palette	10
Logo	12
Typography	24
Marketing Materials	26
Website	28
Contact	30

STATEMENT OF PURPOSE

The purpose of this document is to ensure that the WHOL identity is consistently and effectively portrayed. The proper recognition of our identity, both culturally and visually, is essential to DO WELL.





WHOL MISSION STATEMENT

WHOL Professional Development compassionately facilitate physician well-being while helping to develop their leadership capacity. We help physicians thrive by equipping them with the skills and abilities to drive change within themselves and the systems in which they find themselves working and living.



WHAT WE DO

We employ and teach processes that can help to remove barriers and reveal pathways that will assist physicians in attaining their desired goals.

LEADERSHIP DEVELOPMENT

From the inside out, one conversation at a time...

PHYSICIAN RE-EMPOWERMENT

Becoming what we were meant to become.

COMMUNITY BUILDING

Building the capacity to stand alone and together at the same time.

SUSTAINABILITY

Building lasting personal and organizational capacities and practices.

WELL-BEING

Learning to take care of ourselves, each other and our larger community.

EVALUATION

Learning to measure what is important to be measured.

WHŌL
INDIVIDUALS

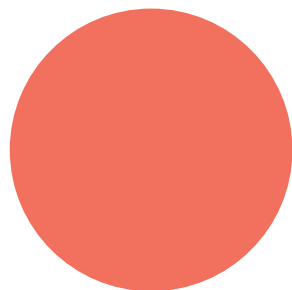
WHŌL
ORGANIZATIONS

WHOL SERVICES

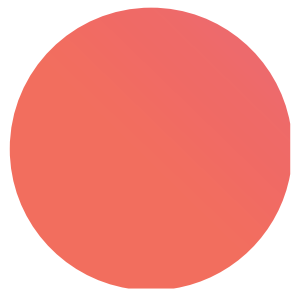
The WHOL name isn't to be reserved to simply a logo. It is an organizational symbol that stands alongside our goals, services, and more.

WHOL COLOR PALETTE

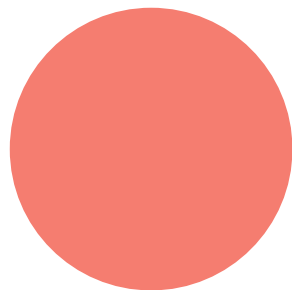
Consistent use of the brand colors across any and all mediums is vital to maintaining the WHOL brand. The WHOL brand is restricted to these five colors. If additional colors should be needed please contact WHOL before doing so.



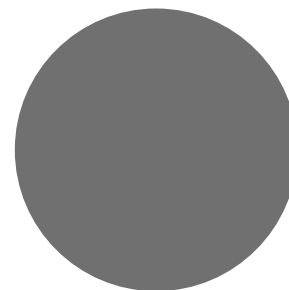
DARK CORAL
HEX #F2705E



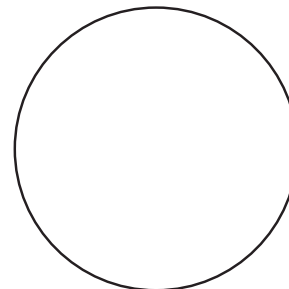
WHOL GRADIENT



LIGHT CORAL
HEX #F57D70



BURNOUT
HEX #707070



WHOL WHITE
HEX #FFFFFF



LOGO

The WHOL logo symbolizes our organization and clients' goal to become whole. The following pages detail freedoms and restriction you will have when using the WHOL logo.

WHOL LOGO NARRATIVE

The WHOL logo features the Futura typeface, which is based on geometric shapes, especially the circle hence the bold “O”. The letters all connect to reinforce the WHOL name, while featuring an exclusive bar to both clarify pronunciation and symbolize the effect partnering with WHOL makes on individuals and organizations.



WHOL LOGO INTEGRITIES

The following are the WHOL logo integrities as well as the minimum clearance recommended to have a clean visual presence.

WHOL COLOR APPLICATIONS

The following are approved logo variations for color applications. The WHOL color palette can be found on page 20.



WHŌL

WHŌL

WHŌL

WHŌL

WHÖL

WHÖL

WHÖL

WHÖL

WHOL GRAYSCALE APPLICATIONS

The following are approved logo variations for grayscale applications. The WHOL color palette can be found on page 20.

WHOL

NO THANK YOU'S

Changing the graphic elements of the brand in any way will weaken the impact of a consistent image. The following illustrations show some, but not all, inappropriate uses of the logo.



Do not use low contrast colors



Do not alter integrities



Do not add effects



Do not alter proportions



Do not stroke the logo

FUTURA PT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

FUTURA PT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

FUTURA PT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

FUTURA PT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

universal font

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

WHOL TYPOGRAPHY

WHOL's primary typeface is Futura. Futura is a modern sans serif typeface. It is readable and has 22 styles, available from Adobe Typekit for sync and web use. With a wide range of weights and widths, Futura is a versatile typeface.



WHOL

STEPHANIE
WELLMAN COSTA, MD
+1 614 370 2636
stephanie@whol.co

WHOL

STEPHANIE
WELLMAN COSTA, MD
+1 614 370 2636
stephanie@whol.co
www.whol.co

WHOL

STEPHANIE
WELLMAN COSTA, MD
+1 614 370 2636
stephanie@whol.co
www.whol.co

WHOL
we do well

WHOL
we

WHOL
we do

WHOL
stephanie@whol.co
www.whol.co

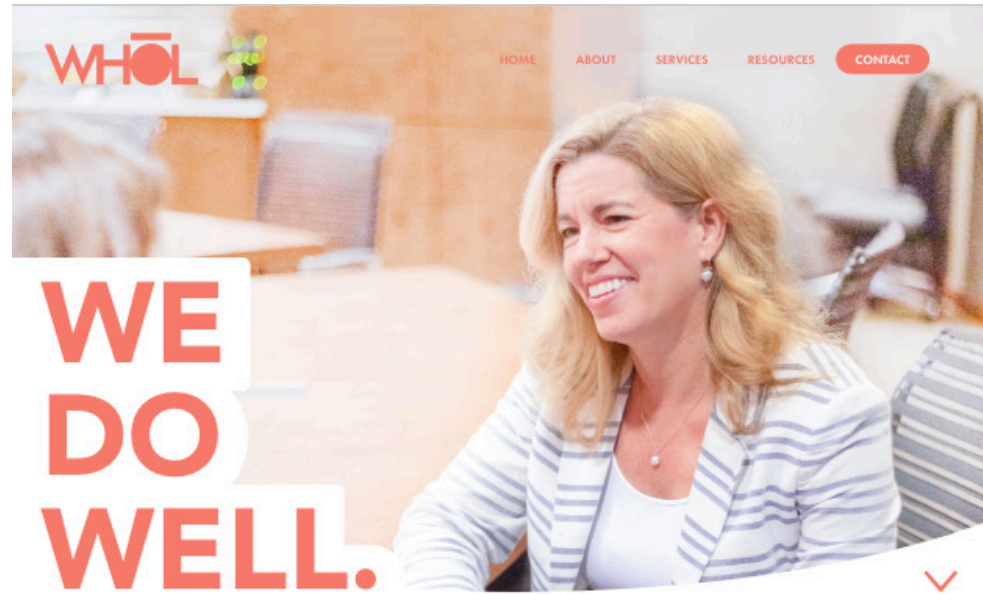


WHOL MARKETING MATERIALS

Any WHOL marketing materials should reflect the general aesthetic set forth by the materials shown in this document (i.e. business cards, website, etc.).

WHOL WEBSITE

The WHOL website was designed and created to reflect their bold yet simple, clean yet energetic characteristics. Any updates and changes made to the WHOL website should reflect the same aesthetic seen right.



We help physicians thrive and rediscover their **WHOL** purpose.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Learn How](#)



Well-being and leadership exist within every **WHOL** physician.





STEPHANIE
WELLMAN COSTA, MD

Contact Me

I was a curious child, observant of people and the world in which I lived. I enjoyed exploring the trees, streams and fields on the eighty acres on which I grew up north of Defiance, Ohio. My love of learning and this curiosity led me to pursue a career in medicine, the human body being the perfect example of nature's most amazing creation. Completing a degree in biology at Bowling Green State University deepened my interest in living systems, and medical school at Ohio State certainly provided ample opportunity to continue to learn. While working at a migrant farm worker's clinic in Okanogan, Washington I cared for many pregnant women and was able to participate when the women delivered their babies. This was my first exposure to continuity in a doctor patient relationship, and I yearned to have a career where I could impact others so deeply. I understood that this would also be an opportunity to be deeply impacted by my work. My interest in Obstetrics and Gynecology was sparked and later work in the inner city obstetric clinics with the Columbus Health Department solidified my career path. I then completed residency in OB/Gyn at OSU and have enjoyed private practice since 1998.

SCROLL DOWN
TO READ MORE



Start being the best you

Contact Us



Well-being and leadership exist within every **WHOL** physician.

lorem ipsum dolor sit amet, dicunt aliquam an sea, ad epicurei sadipscing eos. Veni atiam laborum mai te. Sums medicorum at eu, pri diam posuio id. Eam dict solut maxiam an.

Explore Services

WHOL Individuals

lorem ipsum dolor sit amet, dicunt aliquam an sea, ad epicurei sadipscing eos. Veni atiam laborum mai te. Sums medicorum at eu, pri diam posuio id. Eam dict solut maxiam an.

Learn More



WHOL Organizations

lorem ipsum dolor sit amet, dicunt aliquam an sea, ad epicurei sadipscing eos. Veni atiam laborum mai te. Sums medicorum at eu, pri diam posuio id. Eam dict solut maxiam an.

Explore Services

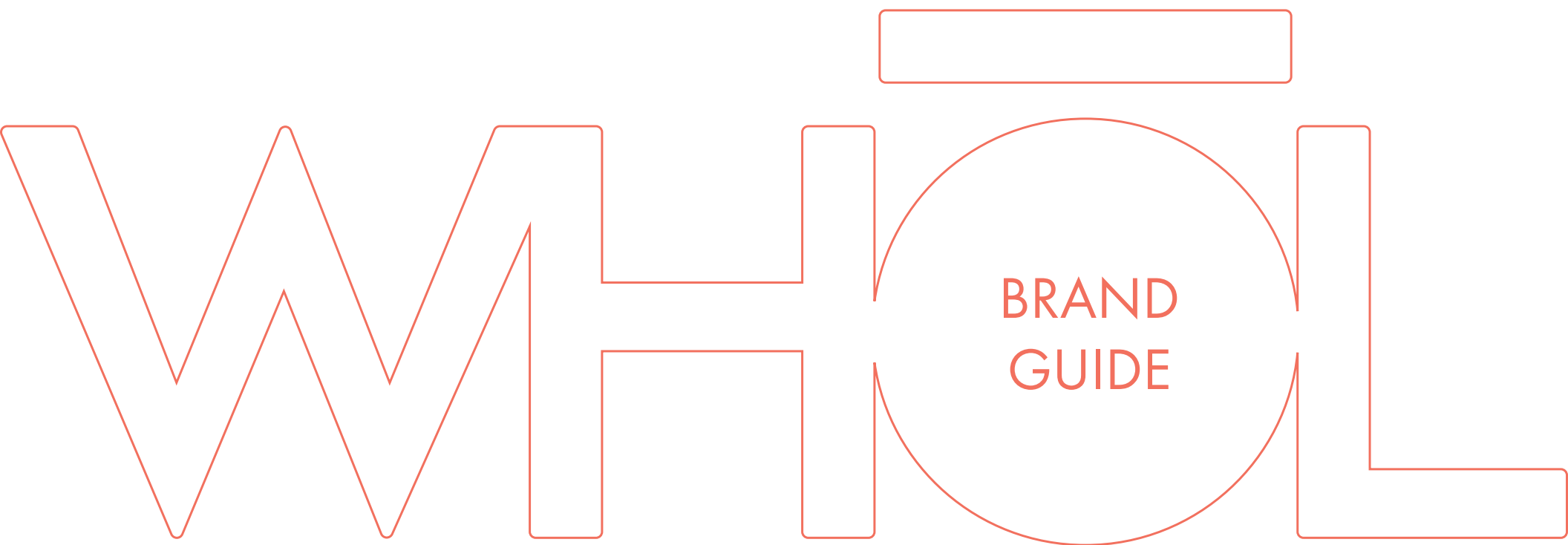


WHOL
CONTACT
INFORMATION

Phone: +1 614 370 2636

Email: stephanie@whol.co

Website: www.whol.co



BRAND
GUIDE