

Expert Juror Logo: Brand Guidelines

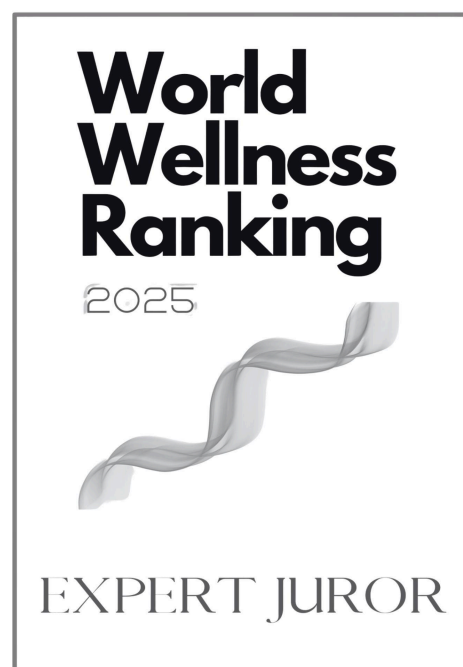
Importance of this Guidelines:

The **Expert Juror Logo Brand Guidelines** ensure consistency, credibility, and professionalism in representing the **World Wellness Ranking**. By following these guidelines, jurors maintain the integrity of the brand, enhance recognition, and align with the global standards of excellence in the wellness industry.

These guidelines outline the proper usage of the official logo, color palette, and branding elements to ensure consistency, professionalism, and brand integrity across all platforms.

1. Logo/Visual Identity:

- The official visual identity includes the provided image, "**World Wellness Ranking 2025 - Expert Juror**," along with its black-and-white variation.



- This image serves as the core representation of the Expert Juror role within the World Wellness Ranking 2025.

2. Color Palette:



- **Color Lock:** The colors within the provided image are **fixed and unchangeable**.
 - This includes the specific shades of white, black, gold, and orange present in the ribbon and border.
 - **No alterations** to the color palette are permitted to maintain brand consistency and recognition.

- The authorized color palette is as follows:

#EAE7E2	RGB(234, 231, 226)
#050505	RGB(5, 5, 5)
#9A8475	RGB(154, 132, 117)
#CBA626	RGB(203, 166, 38)
#EBC587	RGB(235, 197, 135)
#6C6C6C	RGB(108, 108, 108)
#646464	RGB(100, 100, 100)
#5C5C5C	RGB(92, 92, 92)
#EAE7E2	RGB(234,231,226)

- **Rationale:** The established colors have been carefully selected to convey a specific tone and message associated with the World Wellness Ranking 2025. Any alterations would compromise this established visual communication.

3. Size and Scaling:

- **Scalability:** The image can be scaled to fit various applications, from small social media icons to large print materials.
- **Aspect Ratio:** The aspect ratio of the image **must be maintained** during scaling to prevent distortion.
- **Minimum Size:** While the image can be scaled, it should remain legible and visually clear. Avoid excessively small sizes that compromise the clarity of the text and graphic.

4. Usage:

- **Approved Applications:** The image is approved for use in all official communications related to the Expert Juror role within the World Wellness Ranking 2025. This includes:



- Social media profiles and posts.
- Website and digital content.
- Print materials (brochures, reports, etc.).
- Presentations and documents.
- **Prohibited Alterations:**
 - **Color Changes:** As stated, no alterations to the color palette are permitted.
 - **Distortion:** The image must not be stretched, skewed, or distorted in any way.
 - **Element Removal:** No elements (text, ribbon, border) should be removed or altered.
 - **Additions:** No additional elements (graphics, text) should be added to the image.

5. File Formats:

- **Preferred Format:** PNG for digital use (maintains quality and transparency if needed).
- **Alternative Format:** JPG for print use (if transparency is not required).

6. Clear Space:

- Maintain adequate clear space around the image to ensure its visibility and impact. Avoid placing other elements too close to the image.

7. Tone and Representation:

- The image should be used in a manner that reflects the professionalism, authority, and positive tone associated with the World Wellness Ranking 2025.

Summary:

These guidelines emphasize the importance of maintaining the integrity of the image's color palette while allowing flexibility in size. By adhering to these guidelines, consistent and impactful visual representation of the Expert Juror role can be ensured across all media platforms.