



WOMEN & WELLNESS



The "Women & Wellness" logo reflects the commitment to "empower", "educate" and "enrich".

The new logo is represented by an animated graphic. It has a sense of a female in a lyrical stance (the pinwheel). Almost dancing, almost taking flight, she embraces the window of colours around her.

Purple is the colour of energy, non-complacency and resonates with risk taking.

Her pinwheel body is in constant motion, her arms celebrating every moment given to her. The smooth, curving lines gives the feeling of a calming, individual form.

Four colours depict different choices that can be chosen when standing vis-a-vis in front of opportunity.

Individually, the colours are soft and harmonic but when used collectively it forms a perfect square denoting strength and stability.

The font chosen for the "Women & Wellness" logotype is classical and timelessly elegant. The capitalization of the letters gives it a promise of vision and determination found in all women.

Opportunities abound in the quadrants before her. Four paths that stretch to the far corners of the globe represents metaphors such as physical health (rose), mental health (purple), spiritual well-being (moss), self-development (ochre).