



Brand Guidelines

Welltech

Logo Construction & Safe Zone

The brand mark/logo mark, is the recognizable symbol that connects you with your audience. The clear space around the logo is defined by the cap height of the 'a'.

The colour combinations used depend on how you are using the brand mark, and will be identified further in this document.



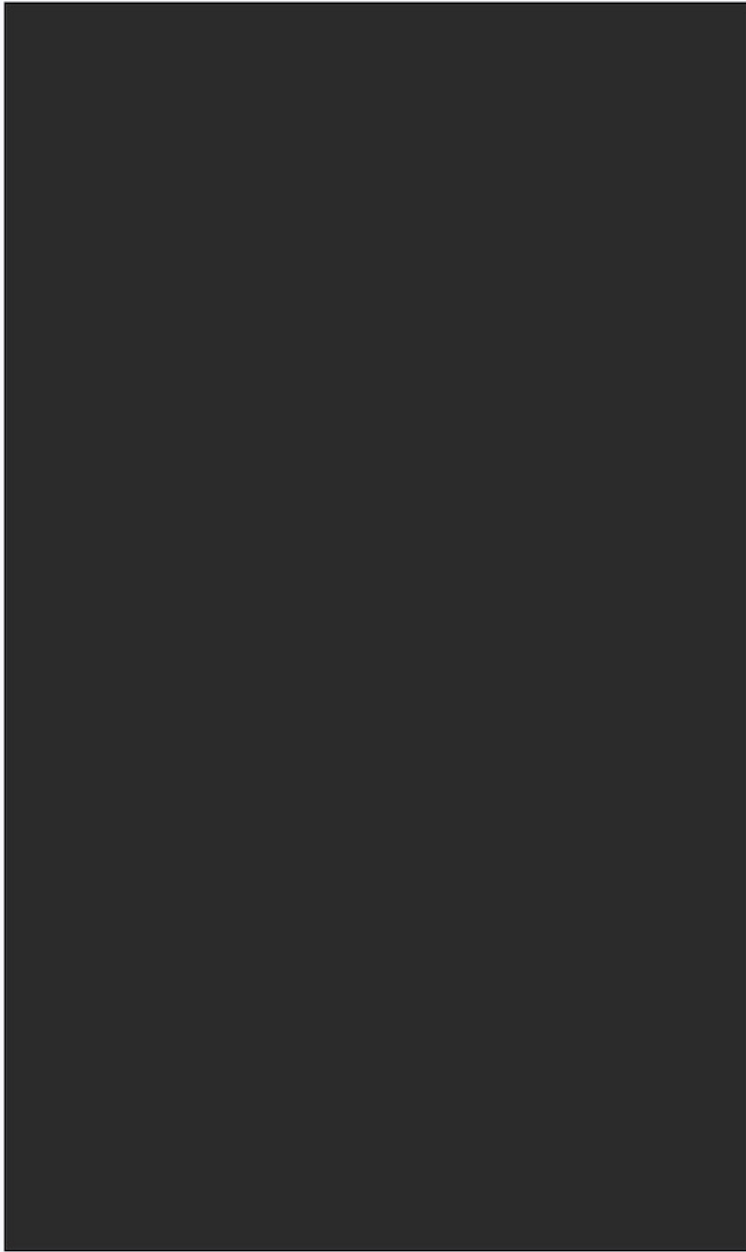
Color Palette

Primary



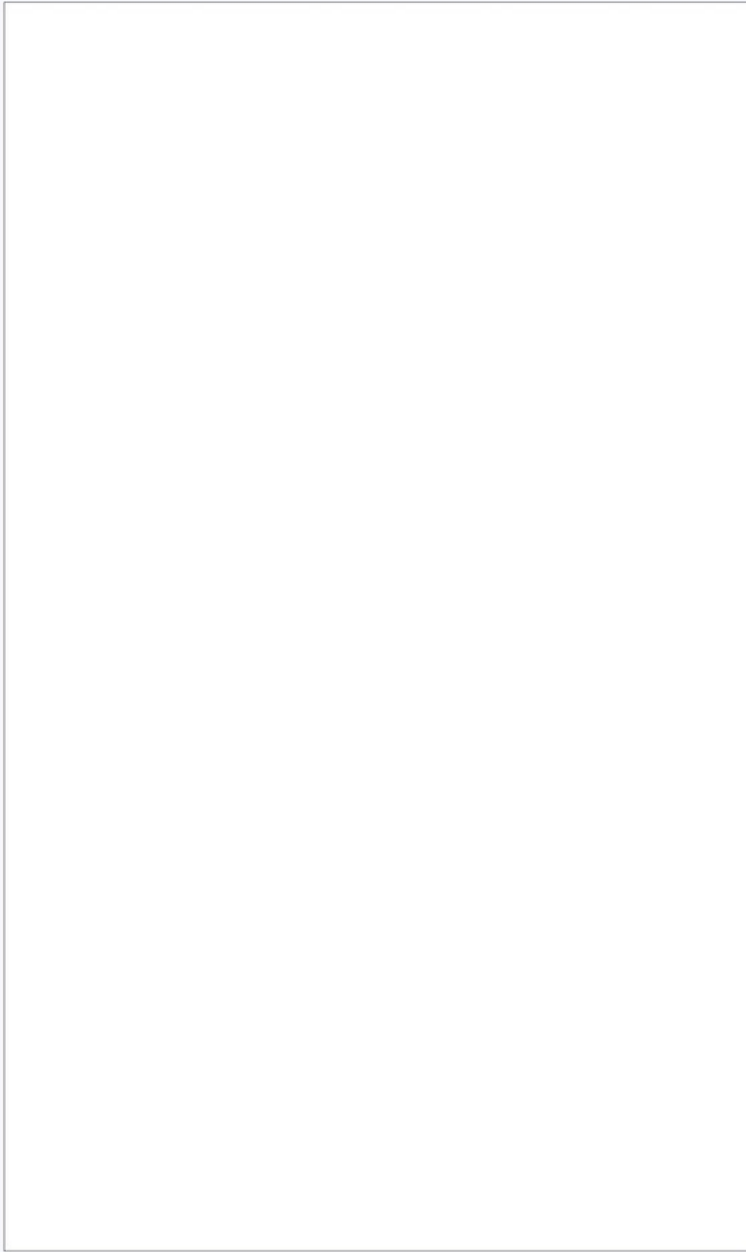
#DC4B4B

Dark



#2B2B2B

Light



#FFFFFF

Highlight



#FFCD04

WalkFit Logos

Welltech

Horizontal Logo

Primary



Primary Dark



Primary Inverted

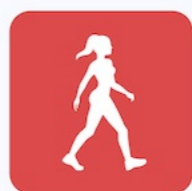


Primary Light



Stacked Logo

Secondary



WalkFit

Secondary Dark



WalkFit

Secondary Inverted



WalkFit

Secondary Light



WalkFit

Icon

Primary Icon



Icon Dark



Primary Icon



Fav Icon (for product)

Square Primary



Square Dark



Square Secondary



Square Light



Logo Usage

Welltech

Logo Misuse



✘ Using Gradients



✘ Cut out logo



✘ Incorrect Scaling



✘ Drop Shadows



✘ Distortion and Alteration



✘ Distortion and Alteration

WalkFit

✘ Using Wordmark

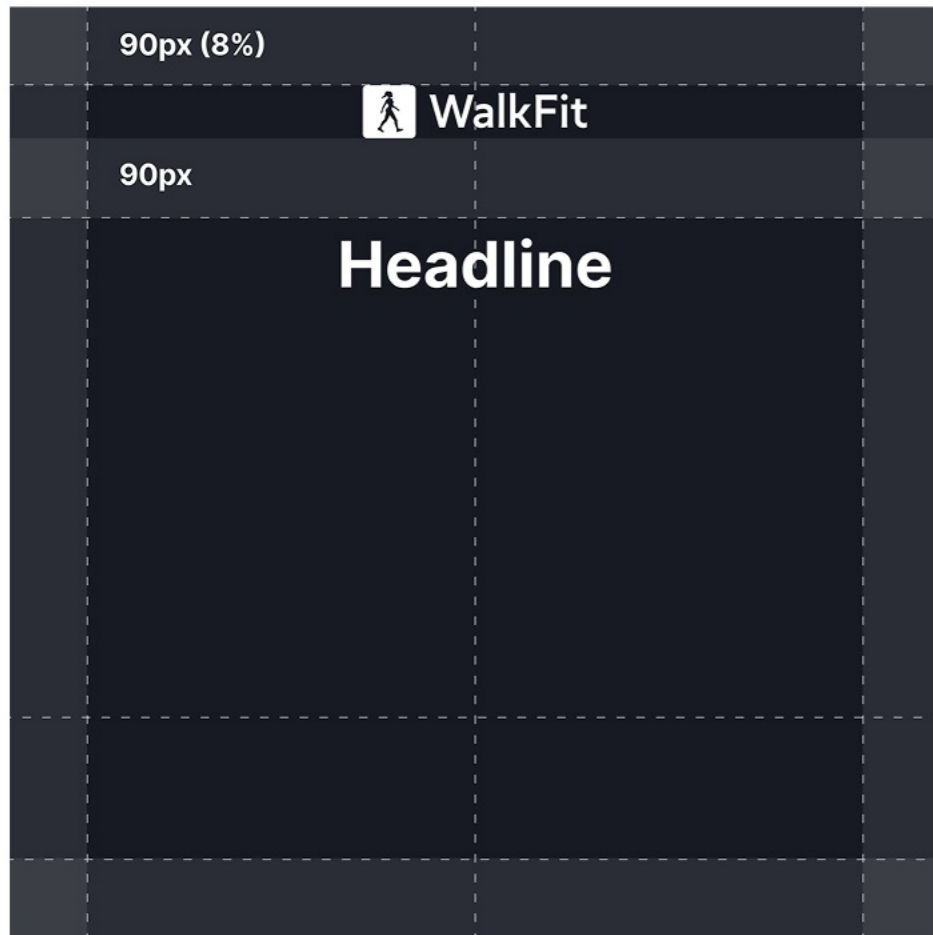


✘ Incorrect Font



✘ Color Manipulation

Minimum Size Guidelines for 1:1 Formats using Logo Lockup



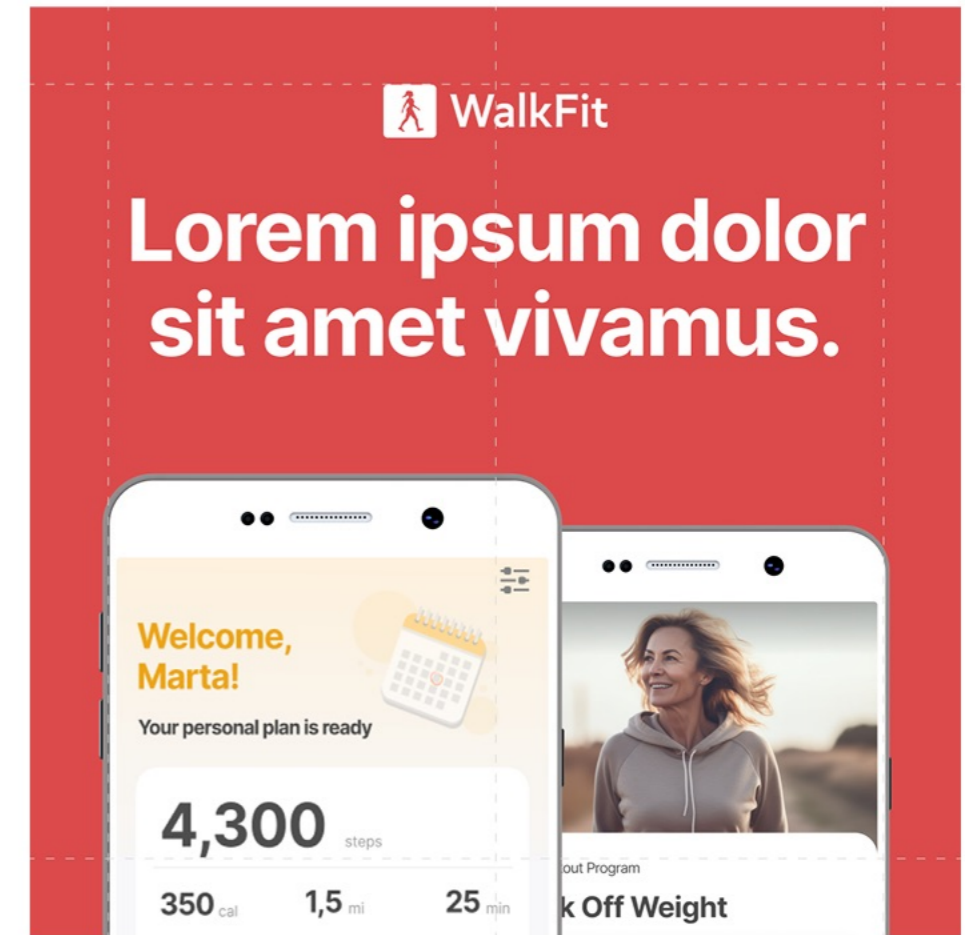
Margins

- Safe margin: 8% minimum padding
- Example shown: **90px on 1080×1080px**
- Text & CTAs should be placed **no closer** than margin-width apart from the logo



Placement

- Minimum size: **260px width**
- Use center-alignment when possible
- Can be used **only** in areas shown above



Example, Center-Aligned

Minimum Size Guidelines for 1:1 Formats using Silhouette



Margins

- Safe margin: 8% minimum padding
- Example shown: **90px on 1080×1080px**
- Text & CTAs should be placed **no closer** than margin-width apart from the brand mark



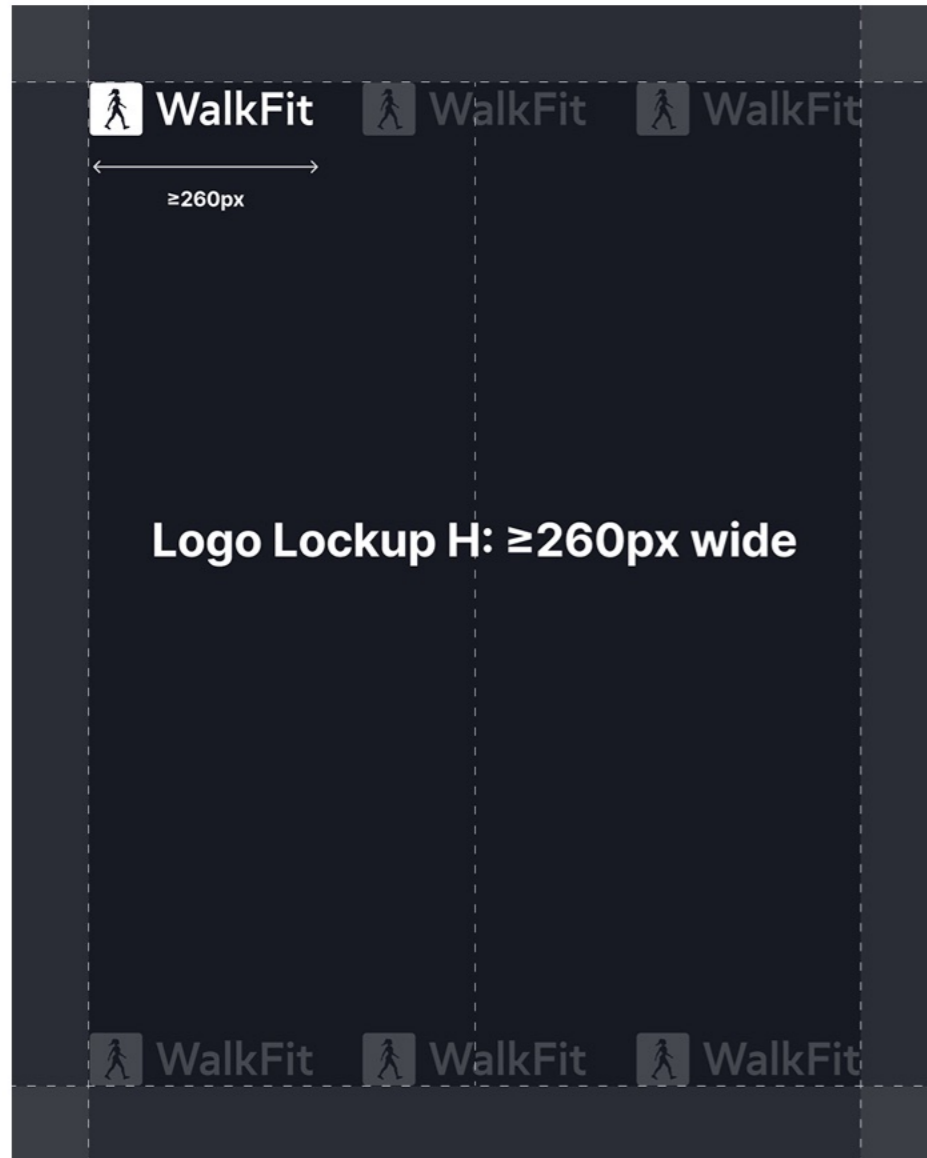
Placement

- Minimum size: **100×100px**
- Use center-alignment when possible
- Can be used **only** in areas shown above

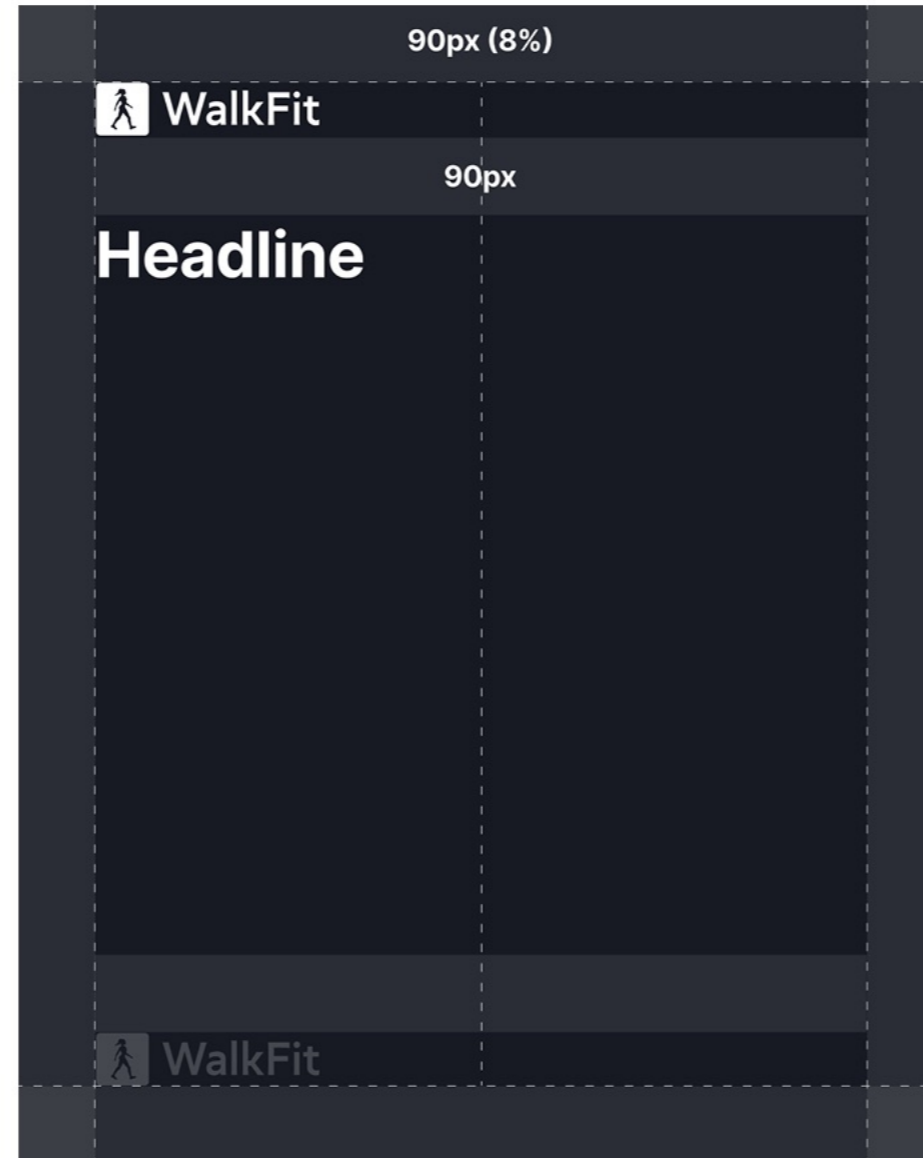


Example, Bottom Left-Aligned

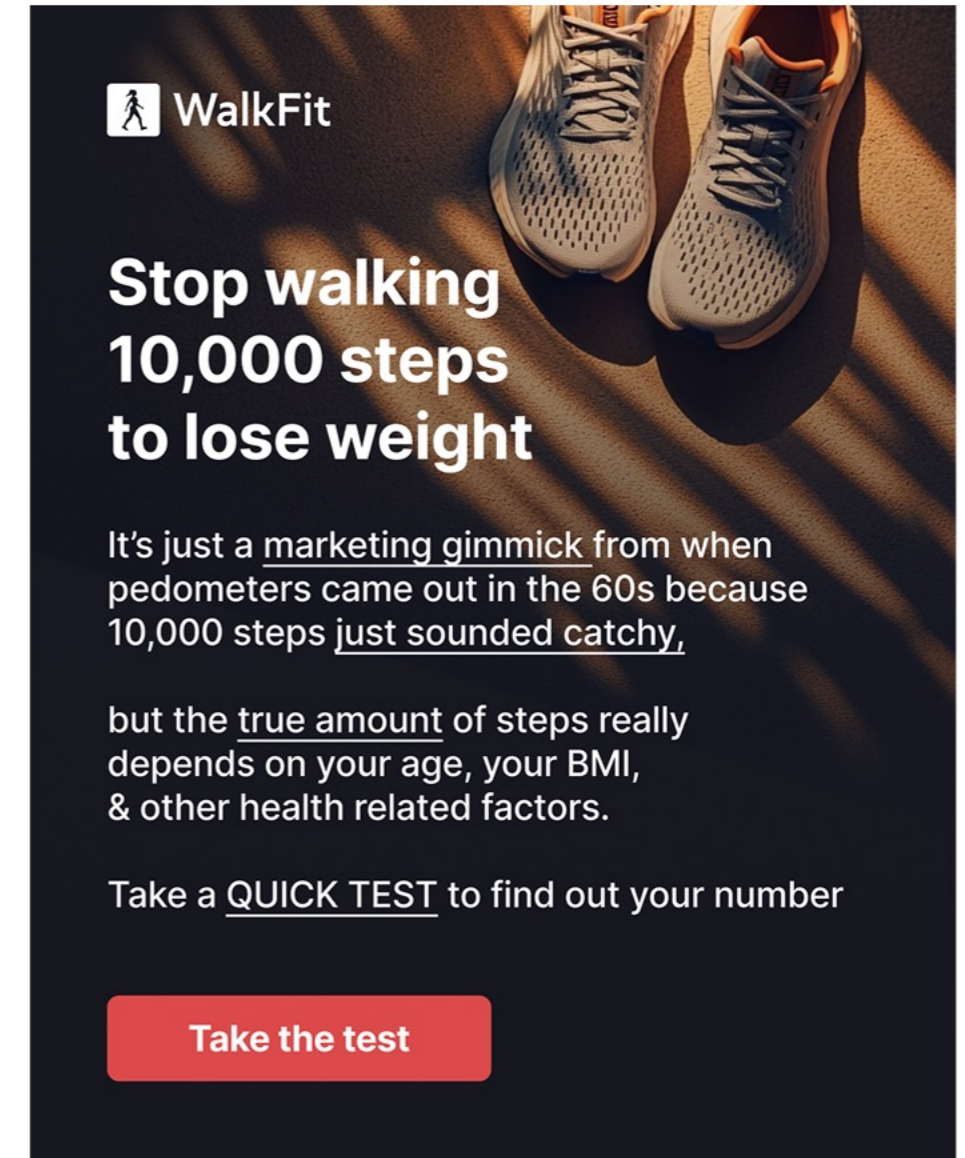
Minimum Size Guidelines for 4:5 Formats using Logo Lockup



Margins

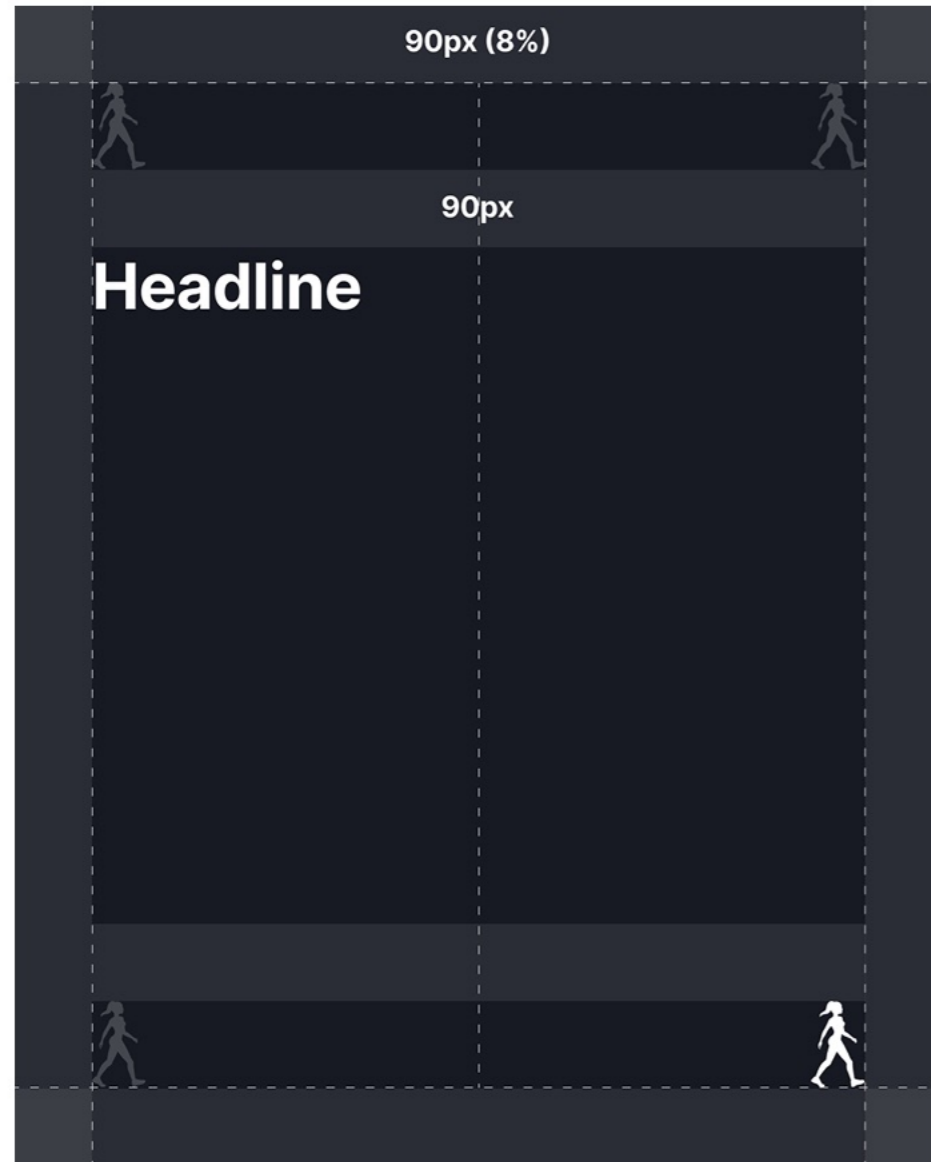


Placement



Example Top, Right-Aligned

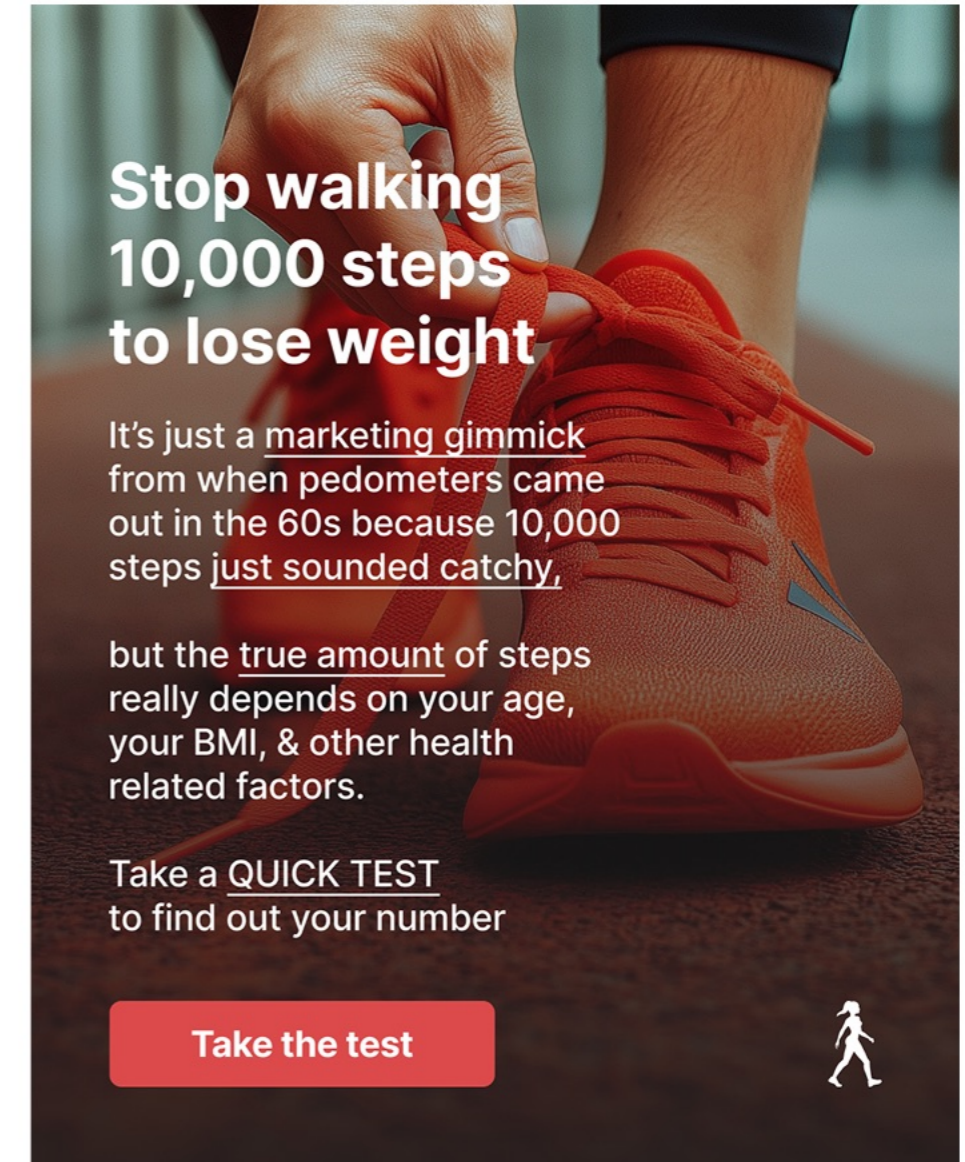
Minimum Size Guidelines for 4:5 Formats using Silhouette



Margins

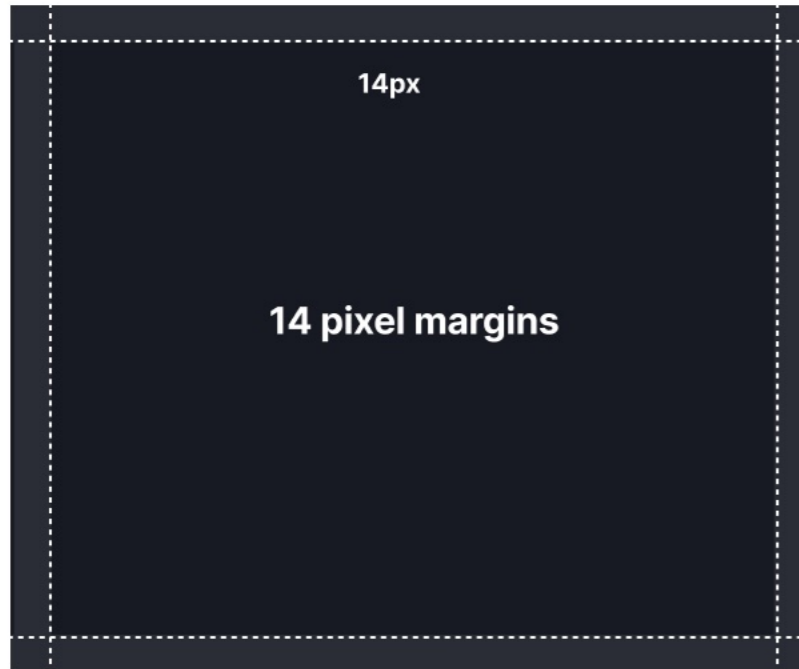


Placement



Example, Bottom Right-Aligned

Minimum Size Guidelines for Display Ad Formats at 300×250px



Margins

- Safe margin: 6.5% minimum padding
- Example shown: **14px on 300×250px**
- Text & CTAs should be placed **no closer** than margin-width apart from the logo



Placement

- Minimum size: **20px wide**
- Use bottom alignment when possible
- Can be used **only** in areas shown above
- due to the small size of the canvas, this is the only format where this size can be used



Example Bottom, Left-Aligned

Logo Usage in User-Generated Videos

UGC videos are created by our community (customers, partners, or creators) sharing their genuine experiences.

✗ **Do not add the brand logo to UGC videos.**

✓ **The logo goes after the UGC in a packshot.**

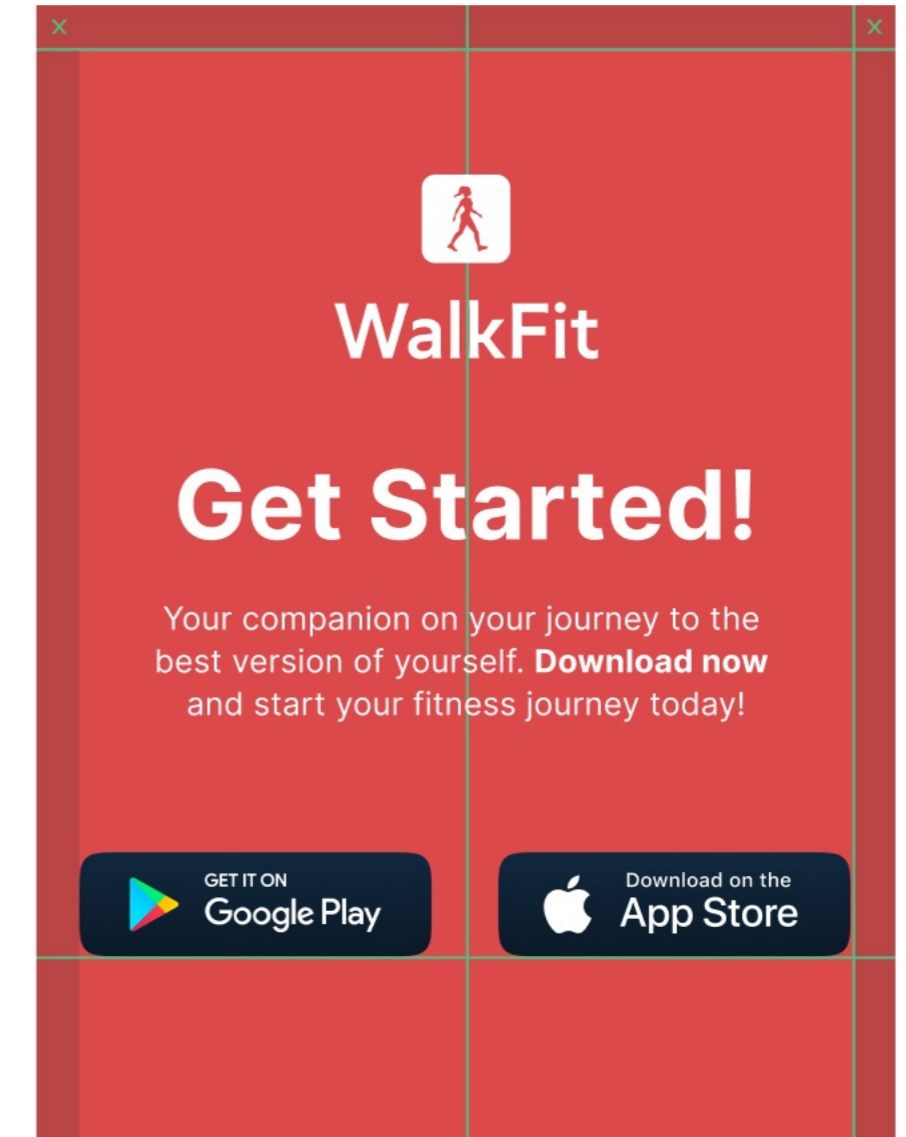
These videos should feel natural & unbranded, allowing the creator's voice to take center stage.

More examples of UGC:

- A customer reviewing WalkFit on Instagram/TikTok
- A testimonial video recorded on a user's phone



4:5 example A testimonial video



4:5 Example of Packshot appearing at the end of the UGC.

Packshot designs & sizes in the link to the left.

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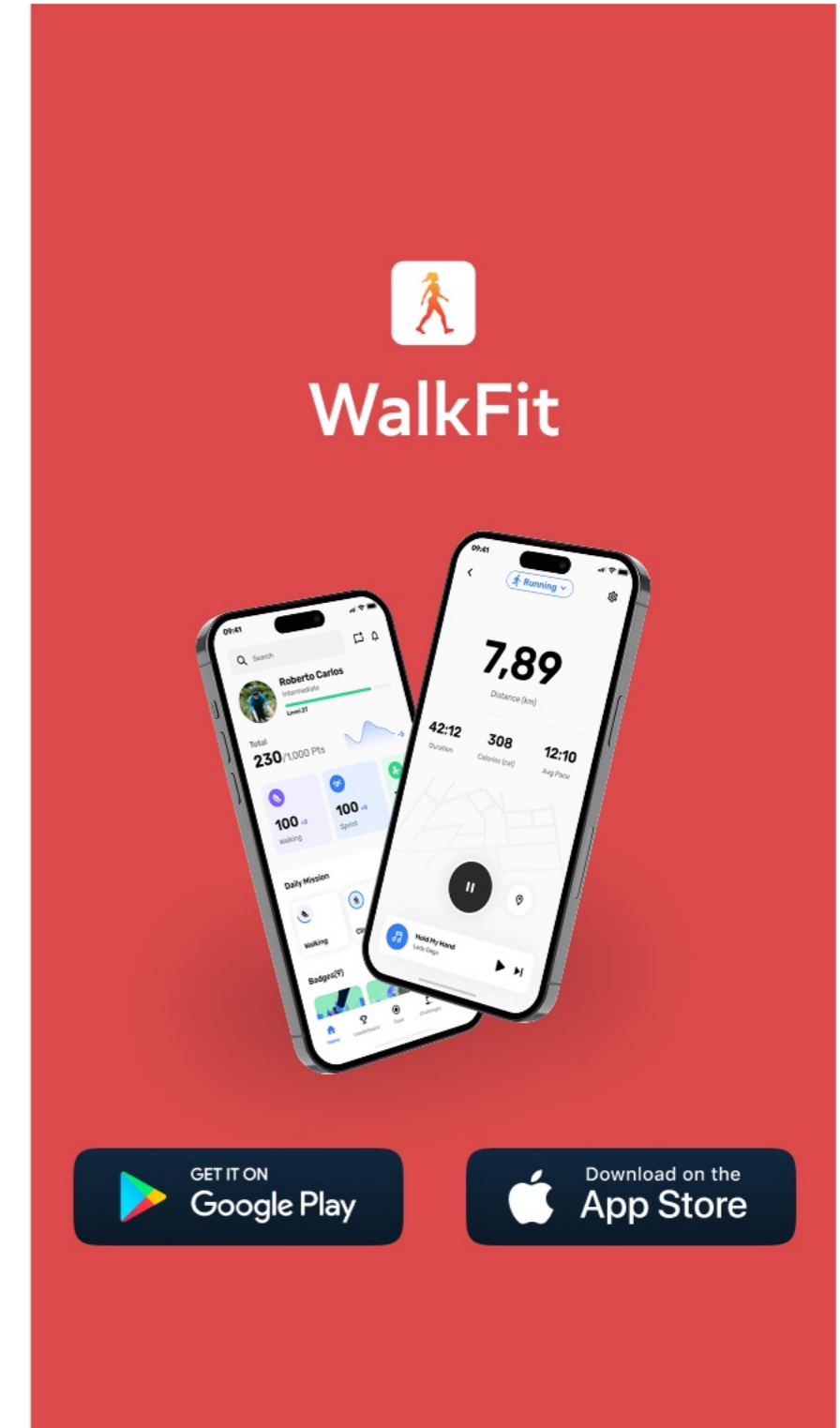
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9:16 example A customer reviewing WalkFit on Instagram/TikTok



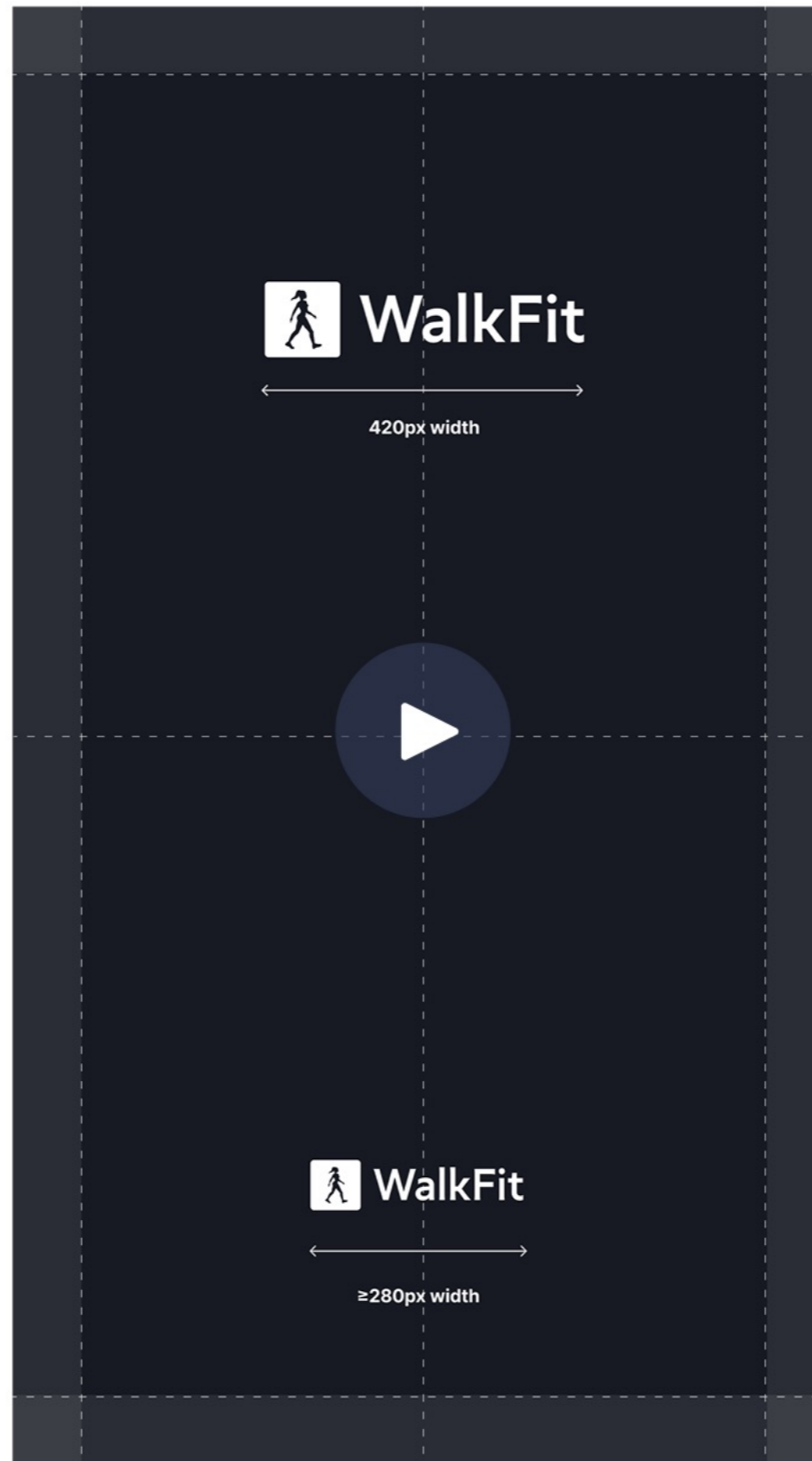
4:5 Example of Packshot appearing at the end of the UGC. Packshot designs & sizes in the link to the left.

Logo Usage in Branded Videos

Branded videos are produced or commissioned by us to represent the company. These must include the brand logo according to the placement and sizing rules defined in this guide. Proper logo usage ensures consistency, professionalism, and clear brand recognition across all channels.

Examples of branded videos:

- An official product launch or trailer
- An official explainer or tutorial from WalkFit

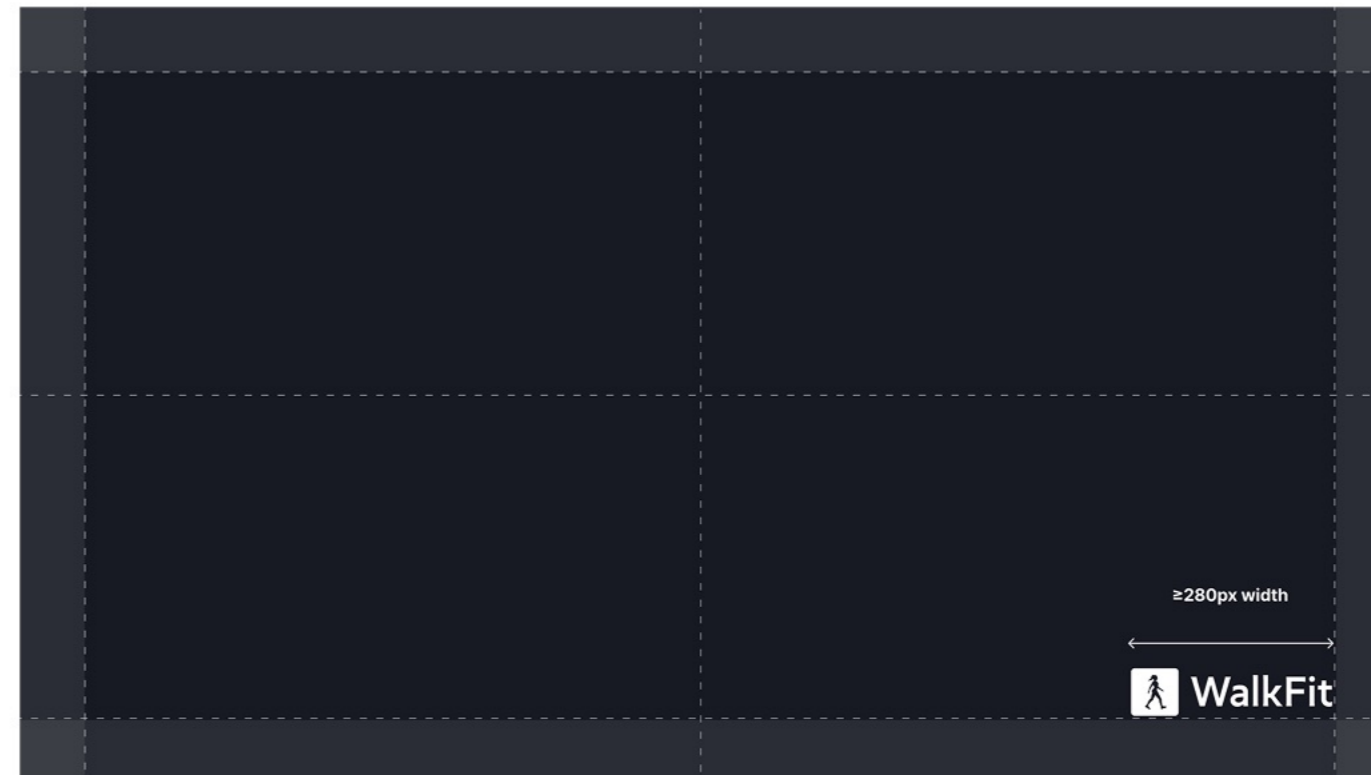


Watermark Usage in Branded Videos

Branded videos are produced or commissioned by us to represent the company. These must include the brand logo according to the placement and sizing rules defined in this guide. Proper logo usage ensures consistency, professionalism, and clear brand recognition across all channels.

Examples of branded videos:

- An official product launch or trailer
- An official explainer or tutorial from WalkFit



Here are some templates for our **top performing static creatives**, with Auto Layout adjustments so it's easy to grab and just change text and font, keeping the main composition.

Templates

Welltech

**4 weeks of this and
by Halloween you'll
be looking fire
in the mirror**

AUTUMN'S HERE.
BACK TO ROUTINE!

ON MONDAY, SEPTEMBER 29

We're starting the Indoor Walking
Challenge. Lose up to 20 lbs in 4 weeks.

By October 6, you'll feel it.
By October 13, you'll see it.
By Halloween, you'll be proud
of your body.

JOIN US



**IF YOU'RE
CARRYING MORE
THAN 25 LBS OF
EXTRA WEIGHT**

Beginning of autumn
& back to routine is here

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TAP TO JOIN US!



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< Notes



HOW MUCH SHOULD I WALK TO LOSE 45 LBS according to my age

Height	5'1"	5'2"	5'3"	5'4"
Weight	215	250	260	285
Age	64	65	66	67
Goal Weight	136	144	154	165
Level	Beginner Intermediate Advanced			

CALCULATE



Winter Arc Goals



OK, beauties, WINTER ARC is here!

ON MONDAY, NOVEMBER 18

We're starting the **28-Day Indoor Walking** for weight loss.

In one week, you'll feel it

In two weeks, you'll see a difference

By Christmas, your besties won't believe your results!

CALCULATE



All



Done

I tried everything... Diets, 10k steps, random workouts and NOTHING worked.

The only time the weight finally moved was when I took a personalized walking quiz that gave me my exact daily step target.

My step goal was 7,890 steps and I completed that in about **15 minutes every day.**

I lost 20 lbs in 4 weeks because I finally stopped guessing and followed a number made for my body.

This app is 61% off for the Winter Sale, so there's no reason not to try it.

CALCULATE



HOW MANY STEPS DO I NEED TO DO DAILY TO DITCH 58 LBS?

46
age
273
lbs
5'6"
height

	2,000	4,000	6,000	8,000	10,000	12,000	14,000	16,000
215 lbs	30	28	25	22	20	18	17	16
200 lbs	32	30	27	24	21	19	18	17
185 lbs	35	32	28	25	22	20	19	18
175 lbs	38		30	27	24	21	20	19
160 lbs	42	38		29	26	23	22	20
140 lbs	46	41	36		28	25	23	21
130 lbs	50	45	39	34		27	25	23
120 lbs	55	49	43	37	33	30	28	26
110 lbs	60	54	47	40	36	32	30	28

CALCULATE



HOW MUCH SHOULD I WALK TO LOSE 45 LBS according to my age

Height	Weight	Age
5'1"	215	64
5'2"	250	65
5'3"	260	66
5'4"	285	67

Level	Goal Weight
Beginner	136
Intermediate	144
Advanced	154

CALCULATE

