



Well-Being Wheel *Brand Guide*

Revised July 2026

New Well-Being Wheel and Icons



Standard Icons should be used on white / light backgrounds.

Inverse Icons should be used on dark / busy backgrounds.

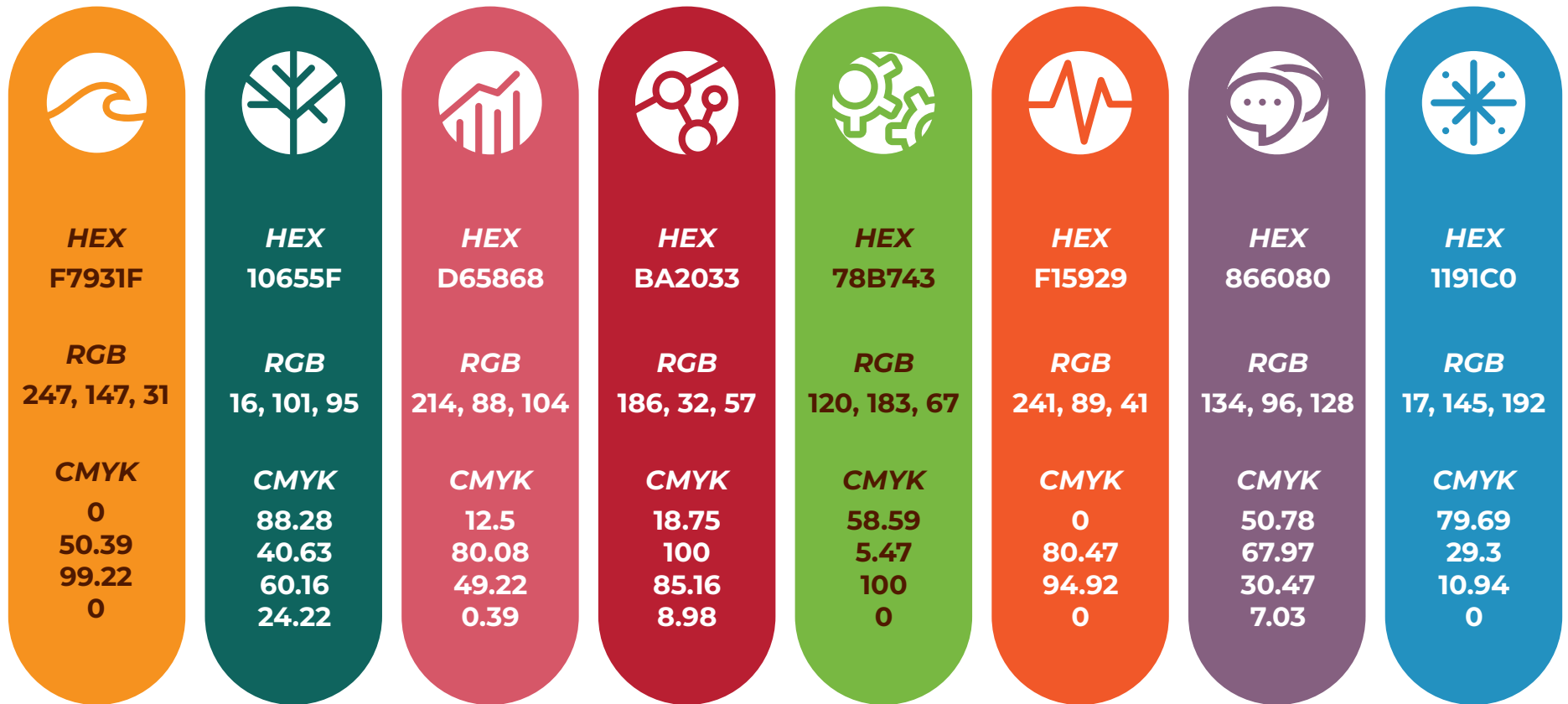
Standard
Icons



Inverse
Icons



Branding



Do not change the colors of the wheel or icons.

The typeface used on the Well-Being Wheel is **Montserrat**. Montserrat is the University's preferred typeface for all marketing and communication materials.

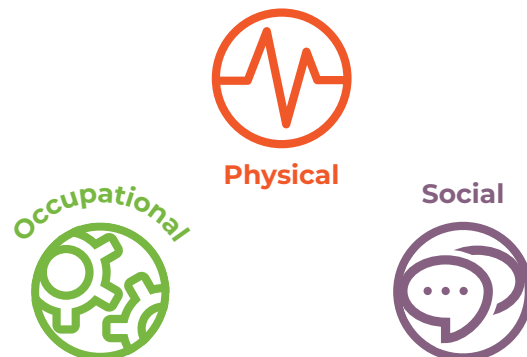
Usage Guidelines

Consider the main focus and goals of the event being promoted and choose the dimensions that most closely align.

We recommend *no more than 2 icons per event / promotion*.

Add the dimension label above or below the icons when being used without the full wheel.

Examples:



Do not distort the proportions of the wheel or icons.

Do not rotate or flip the wheel or icons.



Use your judgement: the full wheel should only be used if it will be displayed large enough for all text to be legible.

Digital Resources: Alt Text

Full Wheel alt text: “A circle with 3 sections of the areas of well-being. The very middle of the circle is your identity. Surrounding that are the eight dimensions of wellness: social, emotional, intellectual, occupational, spiritual, financial, environmental, and physical. The outer ring contains outside factors that impact wellness: public/organizational policy, equity, community/cultural norms, living and working environment, sustainability, and socioeconomic conditions / access.”

Icon alt text: Indicate which icon used and label it as such. Ex: “Emotional wellness icon.”

Questions?

What should we do with existing wheel handouts, stickers, etc?: To avoid being wasteful, do not throw away old printed items. You can continue to hand them out. However, when designing and printing new materials, be sure to use the new wheel / icons.

Do you have a question that wasn't addressed in this guide?: If you have questions about the wheel, icons, or anything related, please reach out to the Well-Being Collective:

<https://wmich.edu/well-being/contact-us>