

A person with long hair is seen from behind, relaxing in a white hot tub. The hot tub is situated on a wooden deck. In the background, there is a large window or glass wall that looks out onto a desert landscape with large, light-colored rocks and some sparse vegetation. The scene is dimly lit, suggesting dusk or dawn. The overall mood is serene and relaxing.

WE CARE SPA

— SINCE 1986 —

BRAND GUIDE

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A landscape photograph featuring a mountain range in the background under a clear blue sky. In the foreground, a tall, bare tree trunk stands centrally, flanked by green foliage and some autumn-colored leaves. The text 'FONTS & COLORS' is overlaid in white, sans-serif font in the center of the image.

FONTS & COLORS

Remo Pro Usage

We use **Remo Pro** as the typeface for the We Care logo and tagline. Remo Pro is also used for room numbers and select signage on the grounds. It is to only be used in all caps.



REMO PRO 40PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%

Gotham Font Usage

We use **Gotham** as the main typeface for almost all We Care brand materials, including: product boxes and labels, websites, and all other printed items. It is used in different font weights including, Light, Book, Medium and Bold.



GOTHAM BOOK 40PT

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%

GOTHAM MEDIUM 12PT

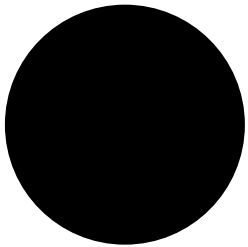
**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%**

GOTHAM BOOK 10PT

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%

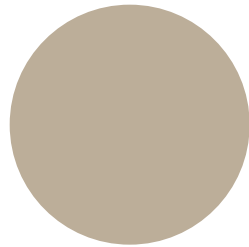
We Care Color Palette

We use only a few select colors for the We Care brand to remain classic and consistent.



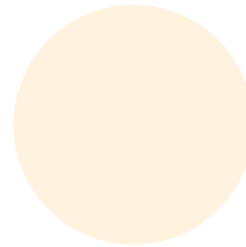
RICH BLACK

HEX: #000000
C40 M30 Y30 K100



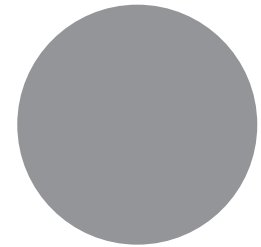
TOPE

HEX: #B8AB99
C28 M28 Y40 K0



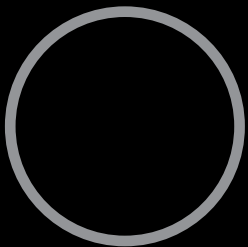
SAND

HEX: #FFF1DE
C0 M4 Y12 K0



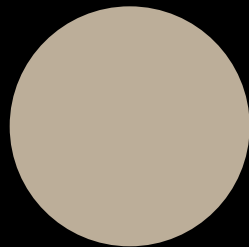
GREY

HEX: #969696
C0 M0 Y0 K50



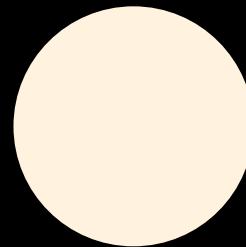
RICH BLACK

HEX: #000000
C40 M30 Y30 K100



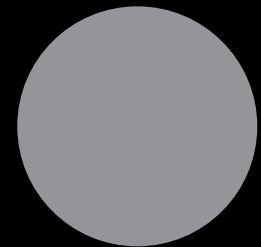
TOPE

HEX: #B8AB99
C28 M28 Y40 K0



SAND

HEX: #FFF1DE
C0 M4 Y12 K0



GREY

HEX: #969696
C40 M30 Y30 K100

The background of the slide is a close-up photograph of palm fronds. The fronds are long, slender, and pointed, with a distinct ribbed texture. They are arranged in a fan-like pattern, with some fronds in sharp focus and others blurred in the background. The lighting is soft and natural, highlighting the green color of the leaves. The overall composition is clean and modern.

LOGOS & USAGE

Logo Designs

There are two different logo designs for the We Care brand—an inline logo and a stacked logo. Depending on the use case, either one is appropriate. The stacked logo is exclusively used on the We Care Product Line but can be used anywhere else as well. There are also versions without the tagline “Since 1986” for the when logo is produced smaller than 1” for print and 100px or smaller for screen. Along with these, there are additional variations in color and treatment to achieve the desired look. These are all covered in the following section.



INLINE LOGO



STACKED LOGO

Outline / Black

This is the most common version of the logo and should be used the majority of the time—it should only be used on white or black backgrounds. It has a solid white background with no transparency and will not be see through.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

Outline / No Tagline / Black

This version is absent of the “Since 1986” tagline and should be used when the logo is going to be reproduced small, at 1” wide or less for print and 100px wide or less for screen. It can also be used if a non-tagline version of the logo is desired.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

No Outline / Black

This version does not have the black outline and should be used on any color background except white. It can also be used on top of photos.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

No Outline / No Tagline / Black

This version is absent of the “Since 1986” tagline and should be used when the logo is going to be reproduced small, at 1” wide or less for print and 100px wide or less for screen. It can also be used if a non-tagline version of the logo is desired.



INLINE LOGO



INLINE LOGO



INLINE LOGO



STACKED LOGO



STACKED LOGO



STACKED LOGO

Outline Transparent / White

This is a white, transparent background version of the logo. It should only be used over medium colored backgrounds or photos to maintain maximum readability.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

Outline Transparent / No Tagline / White

This version is absent of the “Since 1986” tagline and should be used when the logo is going to be reproduced small, at 1” wide or less for print and 100px wide or less for screen. It can also be used if a non-tagline version of the logo is desired.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

No Outline Transparent Reversed / White

This is a white, transparent background version of the logo. It should only be used over medium colored backgrounds or photos to maintain maximum readability.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

No Outline Transparent Reversed / No Tagline / White

This version is absent of the “Since 1986” tagline and should be used when the logo is going to be reproduced small, at 1” wide or less for print and 100px wide or less for screen. It can also be used if a non-tagline version of the logo is desired.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

Outline Transparent / Black

This is a black, transparent background version of the logo. It should only be used over light colored backgrounds or light photos to maintain maximum readability.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

Outline Transparent / No Tagline / Black

This version is absent of the “Since 1986” tagline as should be used when the logo is going to be reproduced small, at 1” wide or less for print and 100px wide or less for screen. It can also be used if a non-tagline version of the logo is desired.



INLINE LOGO



STACKED LOGO



INLINE LOGO



STACKED LOGO

Additional Logo Colors / Tope & Sand

There are also additional color versions of the logos in tope and sand which can be found in the main logo assets.



TOPE



TOPE



SAND



SAND

Additional Logo Colors Reversed / Tope & Sand

There are also additional color versions of the logos in tope and sand which can be found in the main logo assets.



TOPE



TOPE



SAND



SAND

Logo Misuse

No attempt should be made to alter the logo in any way. Its color, composition and orientation should remain as indicated in this guide. To illustrate this point, some of the more likely mistakes are shown on this page.



NO

Do not use the text from the logo by itself without its borders.



NO

Do not change the appearance of the logo into two different colors.



NO

Do not apply a gradient to the logo.



NO

Do not change the logo color or tone outside of what is specified in this guide.



NO

Do not stroke, outline or create a keyline around the logo.



NO

Do not change the typeface or otherwise recreate the wordmark. Only use the provided files.



NO

Do not transform, distort or warp the logo in any way.



NO

Do not rotate the logo.



NO

Do not add drop shadows to the logo for contrast or any other reason.

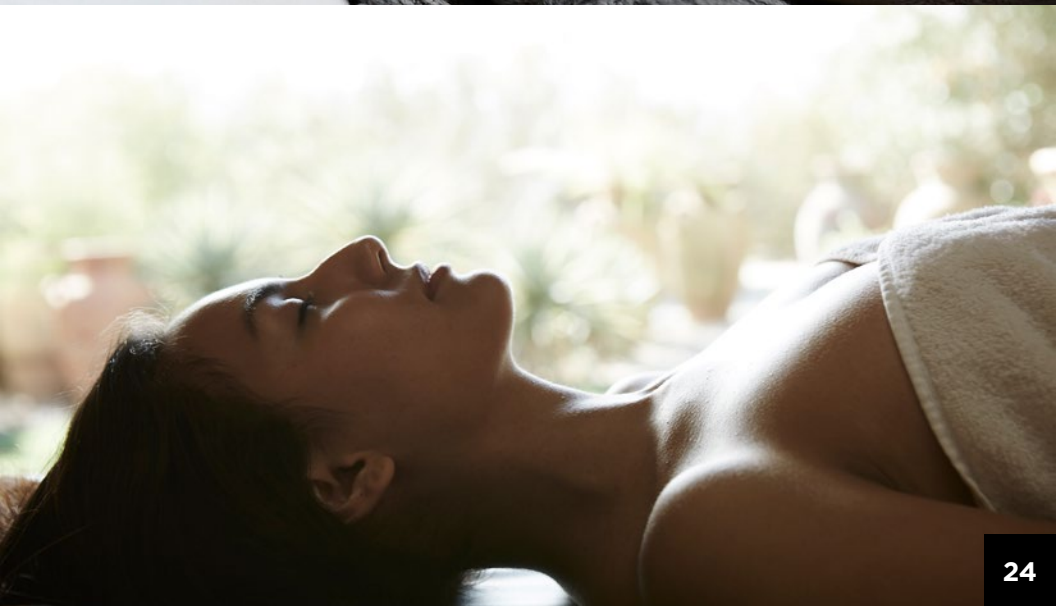


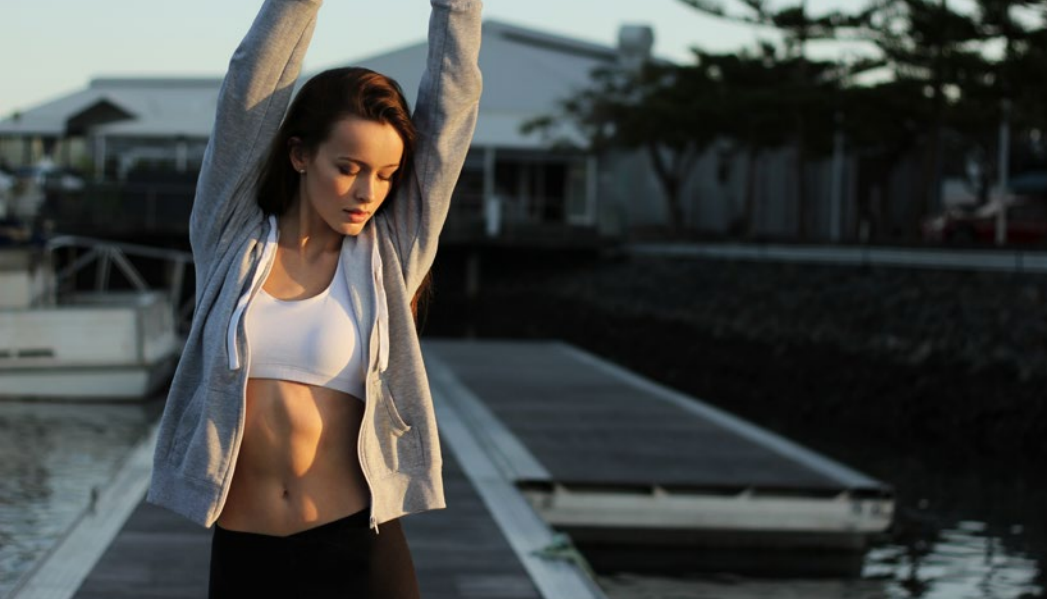
PHOTOS

We Care Photos

We have a definite style of photos to use in printed marketing materials and websites which are either our own, or stock photos. This guide will act as a mood board to ensure proper style is followed.











A photograph of a modern outdoor lounge area. In the foreground, a low-profile, light-colored sofa with several white pillows is visible. Above it, a large, white, curved canopy provides shade. The ground is covered with a light-colored, textured rug. In the background, there is a rocky riverbed or stream, surrounded by lush green trees and foliage. The overall atmosphere is peaceful and natural.

MARKETING MATERIALS

Product Label Example

Description: REGULATOR PLUS was designed to act as a fiber regulator and to provide healthy and gentle laxative support. This product is made with herbs that have natural toxin-removing properties.*

Suggested use: Take **1-3 capsules a day** with an 8 oz. glass of water, or as needed to help promote bowel movements. **For best results:** combine this product with WE CARE SPA's DETOX DRINK PLUS.

Warning: This product contains Cape Aloe (*Aloe ferox*). Read and follow directions carefully. Do not use if you have or develop diarrhea, loose stools, or abdominal pain, because Aloe may worsen these conditions and be harmful to your health.

CAUTION: Do not exceed recommended dose. Pregnant or nursing mothers, children under the age of 18, and individuals taking medication or who have a known medical condition should consult a physician before using this or any dietary supplement. Do not use if you are allergic to any ingredient in this product.

Keep out of the reach of children. Keep cap tightly closed and store in a cool, dry place. Do not use if safety seal is damaged or missing. This product is all-natural, plant-based, and non-irradiated.

FREE OF: Gluten, Animal Derivatives, Preservatives, GMOs, Herbicides, Pesticides, Artificial Flavors/Colors, Stabilizers, Starch, Sugar, Salt, Fat, Artificial Additives.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



· ORGANIC ·
**REGULATOR
PLUS**
NATURAL LAXATIVE
DIETARY SUPPLEMENT
➤ 120 ◀
VEGGIE CAPSULES

SUPPORT FOR HEALTHY REGULATION*
SUPPORT FOR DETOX*

Supplement Facts

Serving Size 2 Capsules
Servings Per Container 60

	Amount Per Serving	% DV
Senna leaf powder* (<i>Senna alexandrina</i>)	250 mg	*
Cape aloe* (<i>Aloe ferox</i>)	240 mg	*
Rhubarb root powder* (<i>Rheum palmatum</i>)	240 mg	*
Fenugreek seed powder* (<i>Trigonella foenum graecum</i>)	150 mg	*
Hyssop herb powder* (<i>Hyssopus officinalis</i>)	40 mg	*
Ginger root powder* (<i>Zingiber officinale</i>)	40 mg	*
Cascara sagrada bark powder (<i>Rhamnus purshiana</i>)	20 mg	*

*Daily Value (DV) not established.

Other ingredients: Vegetable cellulose (capsule) and rice fiber. ^ Organic

Manufactured for and distributed by: **WE CARE SPA**
18000 Long Canyon Rd, Desert Hot Springs, CA 92241 USA
800.888.2523 · wecarespaproducts.com



ITEM NUMBER: WCS110
WCS110-A

Product Bottle Example



Product Kit Front Example



NUTRITIONAL SOLUTIONS KIT

➤ 30-Day Liquid Nutrition ➤

Product Kit Back Example

WHAT'S INCLUDED IN THIS KIT:



GLUTEN FREE



GMO FREE



VEGAN

· ORGANIC · PLANT PROTEIN

Plant Protein is an easily digestible 100% organic plant-based protein and omega-3 fatty acid source to give you the energy you need to be at your best.

· ORGANIC · GREEN FOOD

Green Food provides a full spectrum, 100% Organic plant-based nutrition rich in vitamins and anti-oxidants to keep your cells healthy.*

IONIC MINERALS

Ionic Minerals contains over 72 hard-to-find trace minerals that are essential for proper thousands of biological processes. Helps avoid dehydration for optimum health.*

Nutrition Facts

Serving Size 1 Scoop (15g)
Servings Per Container 30

Amount Per Serving	
Calories 70	Calories from Fat 20
% Daily Value*	
Total Fat 2.5g	4%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrates 2g	1%
Dietary Fiber 1g	4%
Sugars 1g	
Protein 9g	

Vitamin A	0%	Vitamin C	0%
Calcium	15%	Iron	0%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:			
		Calories:	2,000 2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Potassium	Less Than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25 g	30 g
Calories Per Gram			
Fat 9 • Carbohydrate 4 • Protein 4			

Supplement Facts

Serving Size 1 Scoop (8.5 g)
Servings Per Container ~30

Amount Per Serving		%DV
Calories	25	
Calories from Fat	5	
Total Carbohydrates	5 g	2%*
Dietary Fiber	2 g	8%*
Sugars	1 g	**
Protein	1 g	
Vitamin A	3,000 IU	60%

*Daily Value (DV) not established.

Supplement Facts

Serving Size 40 Drops
Servings Per Container Approx. 28

Amount Per Serving	% DV	Amount Per Serving	% DV
Calories	60	Lithium	395 mcg *
Magnesium	250 mg *	Boron	370 mcg *
Chloride	690 mg *	Iodine	3.4 ppm *
Sodium	5 mg *	Iron	3.49 ppm *
Potassium	3 mg *	*Daily Value (DV) not established.	
Sulfate	37 mg *		

Trace Amounts of: Bromine, carbonate, calcium, silicon, selenium, phosphorus, chromium, manganese, titanium, rubidium, cobalt, copper, antimony, molybdenum, strontium, zinc, nickel, tungsten, germanium, scandium, vanadium, tellurium, tin, lanthanum, yttrium, silver, gallium, bismuth, zirconium, cerium, cesium, gold, beryllium, hafnium, samarium, terbium, europium, gadolinium, dysprosium, thorium, holmium, lutetium, erbium, ytterbium, neodymium, praseodymium, niobium, tantalum, thallium, rhenium, indium, and palladium, plus other elements found in sea water.



Ingredients: Organic pea protein isolate, organic flax oil, organic pumpkin seed protein, natural flavor, organic hemp protein, guar gum, silicon dioxide, stevia leaf extract, xanthan gum, and monk fruit extract.



Ingredients: Organic apple fiber, organic alfalfa leaf, organic spinach leaf, natural flavors, organic spirulina, organic Ginkgo biloba leaf, organic rhodiola root, Withania somnifera root (Sensoril®), silicon dioxide, and stevia leaf extract.

Manufactured for and distributed by We Care Spa 18000 Long Canyon Rd., Desert Hot Springs, CA 92241 USA 800.888.2523 • wecaresapproducts.com

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Staff Shirt Examples

The front of the shirt can use either the **Stacked Outline Transparent Reversed / White** or the **Inline Outline Transparent Reversed / White** version of the logo.



FRONT



FRONT

Maintenance Shirt Example

The front of the shirt can use either the **Stacked Outline Transparent Reversed / White** or the **Inline Outline Transparent Reversed / White** version of the logo. The font used on the back is **Gotham Medium**



FRONT



BACK