THE NATIONAL BOARD FOR HEALTH & WELLNESS COACHING

NBHWC™

AMBASSADOR BRAND GUIDELINES

BRANDING TOOLKIT

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Introduction

Welcome to the National Board for Health & Wellness Coaching (NBHWC) External Branding Guidelines. These guidelines are designed to help our external partners—such as coaches, training groups, and affiliated organizations—represent the NBHWC brand consistently and professionally across all platforms and materials.

NBHWC MISSION

To champion the advancement of health and wellness coaching through evidence-informed standards of education, training, credentialing and research.

NBHWC VISION

The NBHWC envisions a world where all people have the opportunity to thrive, including with the support of qualified health and wellness coaches.

OUR COMMITMENT

Advance the health and wellness coaching profession by establishing and maintaining standards of equitable, evidence-informed education, training, certification, and maintenance of certification that result in quality professional practice.

Facilitate the integration of health and wellness coaches into the healthcare team to foster a whole-person approach to care.

Support research initiatives to elevate the field of health and wellness coaching.

Promote access for individuals across diverse communities to work with National Board Certified Health and Wellness Coaches (NBC-HWC) as well as for professionals to complete quality coach training, certification and continuing education.

NBHWC Ambassador Logo (COLOR)

- **Permitted Uses:** Display the NBHWC Ambassador logo on websites, social media posts, business cards, brochures, and other marketing materials.
- **Prohibited Uses:** Do not use the NBHWC Ambassador logo on resale items, clothing, or other products.
- **Customization:** While the size can be adjusted to fit different formats, the colors and shape must remain unchanged. (e.g., for marketing handouts or business cards).
- **Compliance:** Ensure ongoing compliance with NBC-HWC requirements to retain the right to use the NBHWC Ambassador logo. Non-compliance requires immediate removal from all materials.
- **Alternate Treatments**
  - Reversed Logo: Use the white version of the logo on dark backgrounds to ensure visibility and readability.
  - Monochrome Logo: If color printing is unavailable, use the logo in 100% black.
- **Unapproved Treatments**
  - Do Not Alter: Do not modify the logo's colors, proportions, or elements.
  - Do Not Rotate or Skew: Maintain the logo's original orientation and shape.
  - Do Not Add Effects: Avoid adding shadows, gradients, or other effects to the logo.







Legal and Compliance

Permitted Use:

The NBHWC Ambassador logo may only be used on business cards, websites, brochures, social media posts, and other digital marketing materials.

Prohibited Use:

The use of the NBHWC Ambassador logo is strictly prohibited in all forms, including but not limited to resale items, clothing, merchandise, or any other material goods. Unauthorized modification of the NBHWC Ambassador logo, such as altering colors, proportions, or design elements, is also not allowed. Failure to follow these guidelines may result in the revocation of permission to use these brand elements.

Non-Exclusive License:

The use of the NBHWC Ambassador logo is a non-exclusive, revocable license. NBHWC reserves the right to revoke this license if the guidelines are violated or if the partner fails to maintain compliance with certification or approval standards.

PRIMARY COLOR PALETTE

PANTONE 3035 C
CMYK 97/67/47/38
RGB 0/62/82
HEX #003e52

PANTONE Cool Gray 4 C
CMYK 26/22/22/0
RGB 190/187/186
HEX #bdbaba

PANTONE 423 C
CMYK 48/39/39/4
RGB 138/140/140
HEX #8a8b8c

SECONDARY / SUPPLEMENTARY COLOR PALETTE

PANTONE 7699 C
CMYK 84/54/35/12
RGB 52/101/127
HEX #34647f

PANTONE 7696 C
CMYK 64/29/24/0
RGB 99/153/175
HEX #6298af

TERTIARY COLOR PALETTE

PANTONE 713 C
CMYK 0 / 25 / 49 / 0
RGB 255 / 191 / 129
HEX #FFBF81

PANTONE 1765 C
CMYK 0 / 36 / 35 / 0
RGB 255 / 163 / 165
HEX #FFA3A5

PANTONE 120 C
CMYK 0 / 14 / 63 / 0
RGB 255 / 220 / 94
HEX #FFDC5E

PANTONE 804 C
CMYK 0 / 35 / 69 / 5
RGB 242 / 158 / 76
HEX #F29E4C

PRIMARY TYPE*

GOTHAM (MEDIUM)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM (BOLD)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ALTERNATE / SUPPLEMENTARY TYPE **

MONTSERRAT (MEDIUM)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT (BOLD)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

If Applicable:

*GOTHAM can be purchased online at https://www.typography.com/fonts/gotham/overview/

**MONTSERRAT is a passable alternative to Gotham, and can be downloaded for free at https://fonts.google.com/specimen/Montserrat