AMBASSADOR
Toolkit

Brand Voice Guidelines

Tone:

- Professional, credible, supportive, and inclusive.
- Avoid slang or overly casual language.
- Always highlight evidence-informed and credential-driven credibility.

Key Phrases to Use:

- "National Board-Certified Health and Wellness Coach" (or NBC-HWC).
- "Setting the gold standard in health and wellness coaching."
- "Advancing the profession through education, certification, and research."

Phrases to Avoid:

- Abbreviations such as "board-certified coach," "b-cc," or any unofficial shorthand.
- Any language implying medical claims or guaranteed outcomes.
- Modifying NBHWC's logos or seals.

Ambassador Brand Kit

What's Provided:

- Pre-made social post templates (graphics, captions, hashtags).
- Logo
- Branding Guidelines: Color palette + font guidelines (for consistency).

How to Use It:

- Always use the approved assets "as is," no alterations to logos, colors, or fonts.
- Ensure disclosures are visible: "Ambassador with NBHWC" or #NBCHWCambassador.
- When creating original posts:
  - Stick to the NBHWC voice.
  - Use approved talking points.
  - Submit content for approval if unsure.

Professional Standards

- Be respectful and inclusive in all communications.
- Protect confidential NBHWC materials.
- Maintain professionalism on personal social media when connected to ambassador activities.

AMBASSADOR

Toolkit

NBHWC Quick Notes

Who NBHWC is (2–3 sentences)

- NBHWC sets and upholds national standards for health and wellness coaching through certification, program approval, and oversight.

What NBHWC does

- Oversees national board certification (NBC-HWC),
- Approves education and training programs
- Maintains professional standards and ethics

What NBHWC does NOT do

NBHWC does not train coaches or provide continuing education.

Who the NBC-HWC credential is for

- Employers, healthcare organizations, educators, and the public

Official language to use

- "National Board-Certified Health and Wellness Coach (NBC-HWC)"

Elevator Pitch

"NBHWC is the national certifying body for health and wellness coaching. We set and uphold standards through board certification and program approval, which helps ensure consistency and credibility across the profession. The NBC-HWC credential signals that a coach has met nationally recognized standards for ethical, evidence-informed practice."

Approved Hashtags

- #NBHWC
- #HealthAndWellnessCoaching
- #ProfessionalStandards
- #HealthcareCoaching (when relevant)
- #NBCHWC
- #NBCHWCAmbassador

Approved Logos



AMBASSADOR

Toolkit

Speaking Guidelines

Do's:

- Introduce yourself as an NBC-HWC.
- Mention NBHWC accurately: "The National Board for Health & Wellness Coaching, a nonprofit that advances the field of health and wellness coaching."
- Share your personal experience as an NBC-HWC, focusing on professionalism and growth.
- Use NBHWC-approved slides or talking points when provided.
- Keep disclosures clear: "I'm proud to serve as an NBHWC Ambassador."

Don'ts:

- Don't present yourself as a spokesperson or official representative of NBHWC.
- Don't provide certification, exam, or training guidance outside of official NBHWC resources.
- Don't alter or misuse NBHWC's name, logos, or digital badge.
- Don't make medical claims, health promises, or endorsements of products unrelated to NBHWC.
- Don't engage in public commentary that conflicts with NBHWC's mission, values, or professional standards.

Summary Checklist for Ambassadors

Before posting:

- [ ] Is this based on your honest experience?
- [ ] Are you clearly disclosing your role as an ambassador?
- [ ] Are you avoiding medical or diagnostic claims?
- [ ] Are you avoiding promotions of outside products without approval?
- [ ] Is your disclosure clear, visible, and in plain language?