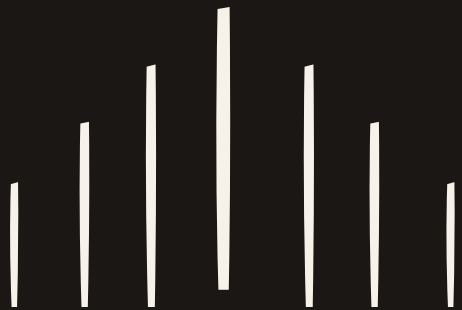




THE WELL HOME.

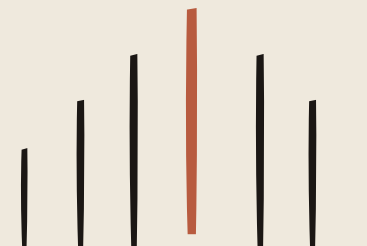
BRAND GUIDELINES · VERSION 3.0

RESTORATIVE LUXURY · ARCHITECTURAL WELLNESS

JULY 2026

Contents

- The brand
FOUNDATION
- Descriptors
FOUNDATION
- Descriptors by format
FOUNDATION
- Values
FOUNDATION
- Positioning
FOUNDATION
- What we are not
FOUNDATION
- The Logomark
IDENTITY
- Colourways
IDENTITY
- Clear space & misuse
IDENTITY
- Badge & app icons
IDENTITY
- Lockups
IDENTITY
- Secondary wordmark
IDENTITY
- Colour
SYSTEM
- Typography
SYSTEM
- The Seven Levers
SYSTEM
- Home Determinants of Health
SYSTEM
- The Seven Levers of BioHarmony
SYSTEM
- The Oculus
SYSTEM
- The Anatomy of a Home
SYSTEM
- The Anatomy of a Home, applied
SYSTEM
- Applications
APPLIED
- Presentations
APPLIED
- Presentation specification
APPLIED
- Presentation setup
APPLIED
- Merchandise & embroidery
APPLIED
- Imagery
APPLIED
- The persona
VOICE
- Writing formulas
VOICE
- Proprietary language
VOICE
- Named programs
VOICE
- Lexicon
VOICE
- Channels & audiences
VOICE
- Publishing checklist
VOICE
- Case studies
PROJECT WORK + CASE STUDIES
- The Template
PROJECT WORK + CASE STUDIES
- What changed
REFERENCE
- Open questions
REFERENCE



Foundation

Who we are, what we believe, and the single idea everything else follows.

IN THIS SECTION

THE BRAND • DESCRIPTORS • DESCRIPTORS BY FORMAT • VALUES • POSITIONING • WHAT WE ARE NOT

The brand

The best medicine is not found in a pill. It is found in the spaces we live, starting with our home.

Mission

To seamlessly weave evidence-based wellness principles into every home, transforming spaces into healing sanctuaries that optimize healthspan and build resilience against chronic disease.

Vision

To establish a bold new global real estate standard where health is our default way of living, and our built environment actively optimizes healthspan.

The promise

The most powerful medicine is not found in a bottle. It is cultivated within the four walls of your home. This is where life unfolds. Where you sleep, eat, connect, think, and rejuvenate.

Brand axiom

Function follows feeling. The deepest feeling a well-designed home produces is: I can still be myself here.

The refrain

Your home is either working for your health or working against it. There is no neutral.

Signature quote

If you show me your home, I can predict your health.

The invisible design principle

Nobody wants to do health. They want to feel extraordinary. Alive. More themselves than when they arrived. The best design disappears. The feeling remains.

Descriptors

One brand, several true answers. A descriptor is not a tagline and there is no single correct one. What changes is the lens you lead with, and the right lens is the one that matters to whoever is asking. A developer does not need to hear about a physician. A journalist does. Lead with the angle that earns attention in the room you are in, and let the rest of the story arrive afterwards.

Outcome

Lead with what the client gets. The broadest and most repeatable angle, and the safest default when you do not know the room.

We turn the places you live into the reason you live longer.

Doctor-led

Lead with the credential. Unmatched for press, clinical partners, and any room that is deciding whether to trust the science. One angle among several, not the default.

A doctor-led design studio crafting luxury spaces that extend your lifespan and enhance your healthspan.

Craft

Lead with how the work is made. Best with designers, architects, and clients who buy on taste and process rather than proof.

Architects of wellbeing. We craft luxurious sanctuaries where healthy living feels effortless.

Descriptors

Category

Lead with the category we named. Use when the goal is to own the space rather than win the project, and in any room that thinks in standards.

Restorative Luxury. Thoughtfully designed for residential, hospitality, and community spaces where health isn't an afterthought: it's the foundation.

Scope

Lead with the range. The angle for developers, operators and institutional capital, who need to know you can work at their scale before anything else lands.

Bespoke luxury wellness design and advisory services tailored for residential, hospitality, senior living, commercial, and multifamily real estate.

Belief

Lead with the argument. The angle for stages, features and social, where the job is to change how someone thinks before you tell them what you sell.

The best medicine is not found in a pill. It is found in the spaces we live, starting with our home.

Lighthearted

Lead with the wit. The angle for social captions and anywhere the brand can afford to smile before it makes its case. Pair with a straighter angle nearby so the whole piece isn't a joke.

We curate, design, and integrate wellness amenities for your space that feels so luxurious, you'll want to start charging your friends an entry fee.

Descriptors by format

The same brand, cut to the space available.

THE SPOKEN ANSWER

A doctor-led design studio that crafts luxury spaces to help you live better, and longer. (When someone asks what you do. Fifteen words, and the comma is the beat that makes it land aloud.)

THE WEBSITE SUBLINE

We are a multi-disciplinary wellness real estate design and advisory firm, redefining the intersection of health, longevity, and luxury living. (Under the wordmark. Carries the scope and reframes wellness from an add-on into a standard.)

THE CAMPAIGN LINE

Where you live should support how you live. We make that possible. (Covers, keynote titles, campaign openers. Promises an outcome instead of describing a service. Loses force if it appears everywhere.)

THE FIRST-PERSON BIO

I'm an award-winning doctor who designs luxury spaces that help you live healthier, for longer. (Speaker programmes, LinkedIn headline, panel introductions.)

THE SIGNATURE BLOCK

Where bespoke luxury meets longevity. (Email signatures, name badges, anywhere with six words of room.)

THE SOCIAL BIO

We design bespoke luxury wellness spaces, for your home and beyond, expertly crafted to elevate your health, wellbeing, and longevity. Founded by doctor & designer, Dr. Gautam Gulati. (Instagram and LinkedIn company profiles. Runs to about 183 characters, over the old 160-character bio convention; most platforms no longer enforce that limit, but trim the founder credit first if a specific field does.)

Picking one

LUXURY HOMEOWNER • OUTCOME OR CRAFT

They are buying a feeling and a standard of making, not a credential.

Descriptors by format

BUILDER OR DEVELOPER · SCOPE OR CATEGORY

They need to know you work at their scale, and that this is a standard rather than a bespoke favour.

INTERIOR DESIGNER OR ARCHITECT · CRAFT

Peer to peer. Lead with process and they will not read you as a threat to their vision.

CLINICAL OR LONGEVITY PARTNER · DOCTOR-LED

The credential is the entire reason the conversation is happening.

HOSPITALITY OPERATOR · CATEGORY

They want to own a category, so hand them one.

SENIOR LIVING LEADER · OUTCOME

Frame around quality of life. Never around decline.

PRESS AND MEDIA · DOCTOR-LED OR BELIEF

A doctor who became a designer is the story. So is a contrarian argument.

STAGE, SOCIAL, GENERAL PUBLIC · BELIEF

Change the thinking first. The service explains itself afterwards.

Rules

- One descriptor per piece. Two in the same document reads as indecision about what the firm is.
- Never stack angles. A line that leads with the doctor, the category and the scope at once leads with nothing.
- When you do not know the room, use the Outcome angle. It is true for every audience and it never needs a caveat.
- Descriptors are not the signature line. “A home well designed gives you a life well lived” closes a piece. A descriptor opens one.
- Do not claim to be premier, leading or the best. The credential, the category and the work carry it. Self-declared superiority reads as insecurity.
- Avoid opulent, lavish and exquisite. Restorative Luxury is not opulence, and our own brochure says so.
- Name the sectors or say nothing. “And beyond” is a hedge that costs a line its authority.

Values

These govern behaviour, not just copy. When a decision is close, the values break the tie. They are also the most quotable thing the brand owns: Kindness as Currency and Architects of Awe say something no competitor is saying.

01 • KINDNESS AS CURRENCY

We provide the rare luxury of genuine care, elevating every interaction with deep, soulful service that resonates long after the moment has passed.

02 • RADICAL INTEGRITY

We build trust as durable as our foundations, honouring the silent promises made when no one is watching to ensure total transparency.

03 • HARMONIZED INTELLIGENCE

We balance the art of intuition with the science of data, making decisions that are as wise as they are empathetic to create truly responsive spaces.

04 • ARCHITECTS OF AWE

We weave the extraordinary into the everyday, crafting unexpected moments of magic that turn mere living into an art form.

05 • THE CURIOUS EDGE

We relentlessly chase the what-if, fuelled by an insatiable hunger to unlock the secrets of longevity and a thriving life.

06 • THE EMPATHETIC BLUEPRINT

We fuse hard data with deep feeling, designing responsive environments that listen to human biology and answer with grace.

07 • EVOLUTION BY DESIGN

We disrupt the status quo not to make noise, but to rewrite the future of wellness real estate with purposeful, life-enhancing innovation.

08 • THE COLLECTIVE RISE

We climb higher together, believing that true success is a shared ecosystem where every partner and client flourishes in unison.

Positioning

Category

Restorative Luxury

Sub-category

Architectural Wellness

Founder

Dr. Gautam Gulati, physician-founder, doctor-turned-designer

Core differentiator

The first and only firm led by a doctor-designer. Evidence-based clinical thinking applied to how homes are built, specified, and experienced.

Approach

Artisanal, story-first, bespoke. The way a tailor works: measurements first, then the garment is cut.

What we are not

Guardrails when reviewing any work.

WELLNESS LIFESTYLE BLOG

Not a wellness lifestyle blog. Every piece connects to design, home, or the built environment.

FEAR-BASED HEALTH BRAND

Not a fear-based health brand. We lead with possibility and empowerment, never disease or doom.

TECHNOLOGY COMPANY

Not a technology company. Technology is one tool. We sell transformation, not gadgets.

ALTERNATIVE MEDICINE

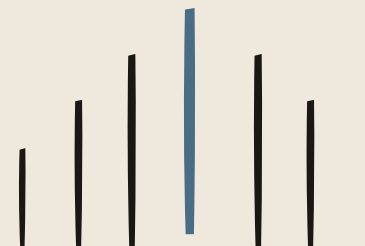
Not alternative medicine. Everything is evidence-based, bridging Eastern wellness philosophy with Western medical science.

Identity

The mark, wordmarks, lockups, and the rules that keep them intact.

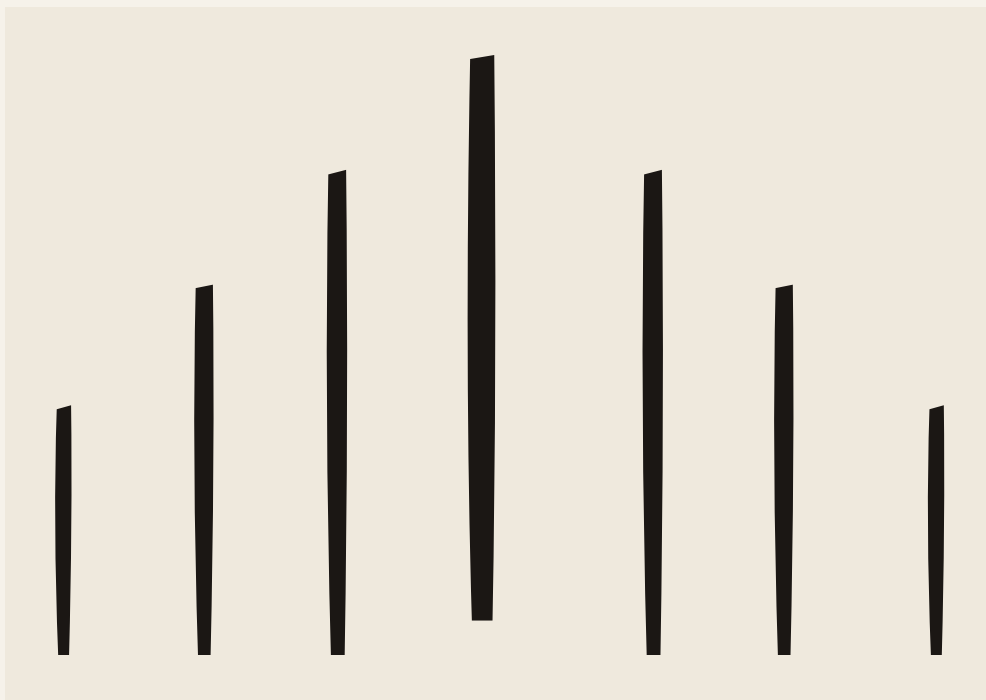
IN THIS SECTION

THE LOGOMARK • COLOURWAYS • CLEAR SPACE & MISUSE • BADGE & APP ICONS • LOCKUPS • SECONDARY WORDMARK



The Logomark

CLEAR SPACE · ONE STROKE-GAP ALL SIDES



Construction

Seven vertical strokes, quadratic-curved, rising to a steep central pitch. A roofline read at a glance, with no construction lines to decode. The centre stroke is drawn slightly heavier than its neighbours, and its base stops short of the line the other six reach, leaving an open gap in its lower third.

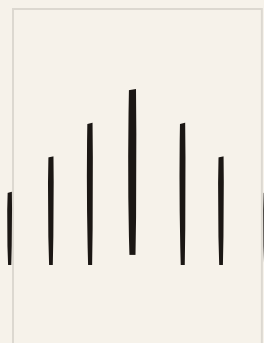
The gap

The gap is negative space, not a drawn shape. It is formed by the centre stroke stopping 12 units above the baseline -- never an arch, doorway, or other literal opening cut into the stroke. It reads as a threshold by being absent, not by being illustrated. Because it is part of the base geometry rather than a separate small-scale feature, it holds at any size or weight without needing its own version.

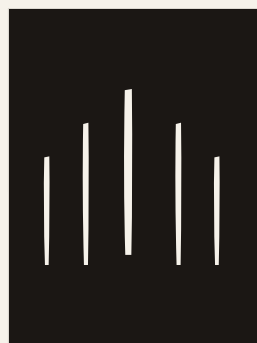
MINIMUM SIZE

Legible from roughly 24px, since every stroke, including the shortened centre one, is drawn geometry rather than a mask or mask-like feature. Do not render below 16px outside a favicon context.

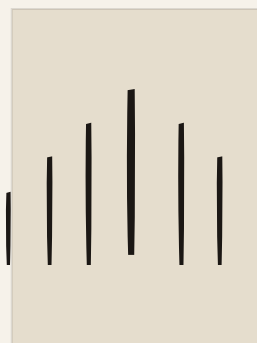
Colourways



Ink on Bone



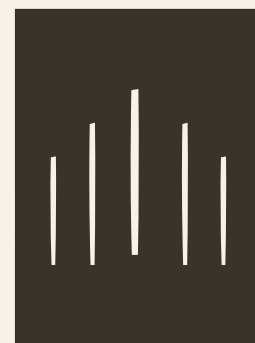
Bone on Ink



Ink on Linen



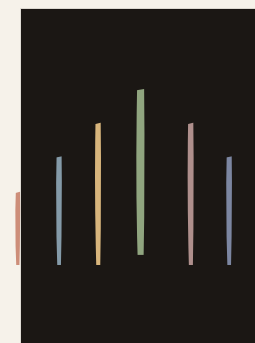
Stone on Bone



Bone on Graphite



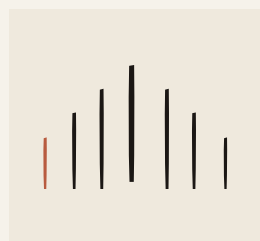
Chroma



Chroma (dark grounds)

Lever tints

A single stroke may carry a Chroma colour when the context is a specific Lever. Never recolour the whole mark. Never tint for decoration.



01

Sleep



02

Movement



03

Nutrition



04

Connection



05

Mindfulness



06

Purpose



07

Environmental Safety

Clear space & misuse

Clear space

At least the height of one stroke-gap on all sides, roughly one times the centre-to-outer-line spacing.

Minimum size

Legible from roughly 24px, since every stroke, including the shortened centre one, is drawn geometry rather than a mask or mask-like feature. Do not render below 16px outside a favicon context.

Do

- Keep the seven-stroke rhythm and steep pitch exact. This is the recognisable silhouette.
- Use Ink-on-Bone or Bone-on-Ink as the default pairing.

- Let the centre stroke's extra weight and open base be the only irregularity.
- Give the mark at least one stroke-gap of clear space on every side.

Do not

- Do not recolour all seven strokes for decoration. Multi-colour is reserved for Lever-specific data contexts.
- Do not enlarge the gap beneath the centre stroke, and never render it as an arch, doorway, or other literal opening -- it is negative space, not a drawn shape.
- Do not add a container around the free-standing mark. The arch and keyhole containers were explored and superseded.
- Do not distort proportions, add shadow or glow, outline the mark, or use it as a background fill.

Badge & app icons

The badge is the one approved exception to the no-container rule. Use it only where the placement itself is a locked square or circle and the free-standing mark cannot survive: app icons, favicons, social avatars, and stamps. Everywhere else, the mark stands alone.

Small sizes

At 16px the seven-stroke mark blurs into a grey block. The favicon set uses a seven strokes at every size, bolded at 16px so each one stays distinct. The mark is never reduced, at any size, in any process.

Supplied sizes

- favicon.ico bundling 16, 32 and 48px
- apple-touch-icon at 180px, rounded
- android-chrome at 192 and 512px
- Square, rounded and circle badges at 256 to 2048px, Ink and Bone grounds
- Outline badge, transparent, for stamps and embossing
- Mark + wordmark badges at 256 to 2048px, for social profile photos and app icons: white, black, and full-colour Chroma, across the same three shapes

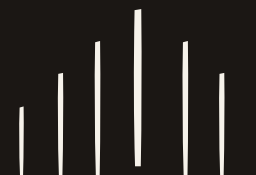
IDENTITY

Lockups



THE WELL HOME.

RESTORATIVE LUXURY



THE WELL HOME.

ARCHITECTURAL WELLNESS



THE WELL HOME.

RESTORATIVE LUXURY

Secondary wordmark

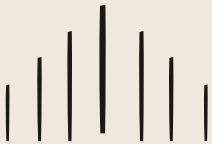
Cormorant Garamond is the identity wordmark and stays the default everywhere. Jost is the secondary: a geometric sans for the places a high-contrast serif physically fails. Jost 300 is the only permitted weight, because its stroke weight sits closest to Cormorant 400 and the two need to read as siblings rather than as two different companies.

THE WELL HOME.

PRIMARY • CORMORANT GARAMOND 400 • 0.20

THE WELL HOME.

SECONDARY • JOST 300 • 0.16



THE WELL HOME.



THE WELL HOME.

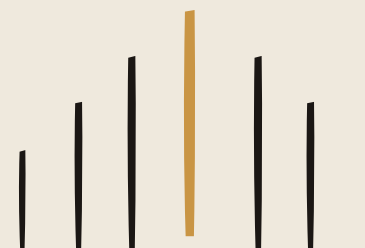
Jost 300 only. Tracking locked at 0.16. One wordmark per artefact.

System

Colour, type, motion, and the iconography and schematics built on them.

IN THIS SECTION

COLOUR • TYPOGRAPHY • THE SEVEN LEVERS • HOME DETERMINANTS OF HEALTH • THE SEVEN LEVERS OF BIOHARMONY • THE OCULUS • THE ANATOMY OF A HOME •
THE ANATOMY OF A HOME, APPLIED



Colour

Seven Chroma colours, one per Lever, over a six-step neutral foundation. Bone is the default canvas. Ink is the default text.



01	02	03	04	05	06	07
Sleep Terracotta	Tidewater Slate	Honey Ochre	Olive Grove	Mauve Clay	Deep Indigo	Sanctuary Olive
#B85B3F	#4A6D86	#C99544	#5C7E48	#8A5C5C	#3D4F7C	#7D8B3F

Chroma Light · for Ink and other dark grounds



#CD8E79	#849AA8	#D8B57C	#90A57F	#AF8F8C	#7C86A1	#A6AE79
---------	---------	---------	---------	---------	---------	---------

The Neutral Foundation



Bone	Paper	Linen	Stone	Graphite	Ink
#F6F2EA	#EFE9DD	#E5DDCD	#8C857A	#3A332B	#1B1714

Typography

Three faces, all open source. No custom family to license, distribute, or maintain.

Cormorant Garamond

DISPLAY

Function follows feeling.

Hanken Grotesk

TEXT

The most powerful medicine is not found in a bottle.

JetBrains Mono

DATA

BIOHARMONY LEVER 01 • SLEEP

The Seven Levers



01

Sleep



02

Movement



03

Nutrition



04

Connection



05

Mindfulness



06

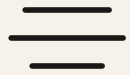
Purpose



07

Environmental
Safety

Home Determinants of Health



01

Air Quality



02

Water Quality



03

Lighting



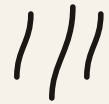
04

Thermal



05

Acoustics



06

Aromas



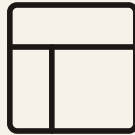
07

Biophilia



08

Materials



09

Layouts



10

Safety



11

Toxins



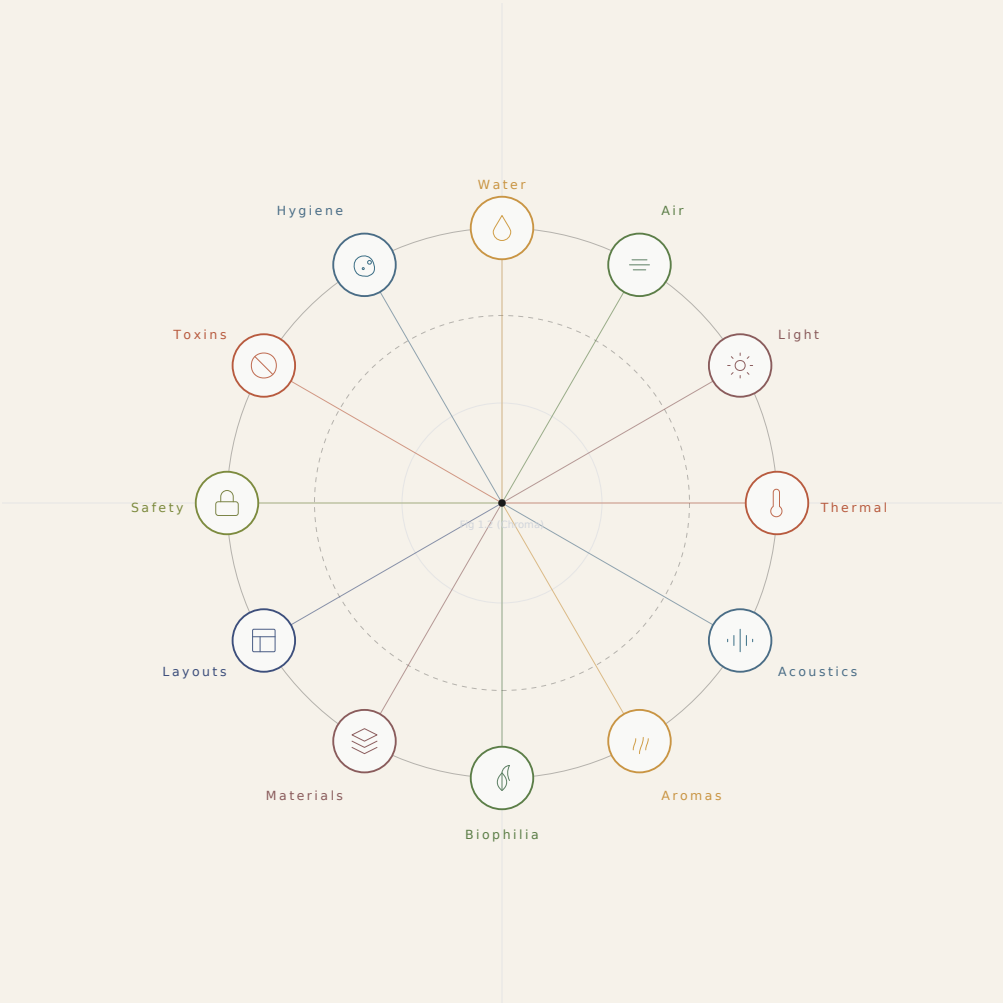
12

Hygiene

The Seven Levers of BioHarmony



The Oculus



The Anatomy of a Home

A house is not a set of rooms. It is a living organism. The living room is the heart, the kitchen is the gut, the hallway is the muscle nobody uses, and the ventilation is a pair of lungs working twenty thousand times a day whether anyone specified them or not. Once a client sees the house this way, they stop shopping for features and start thinking about systems, which is the only way this work makes sense.

This earns its place because it fills a real gap rather than decorating one. The Seven Levers are functions. The Home Determinants are inputs. Neither of them is a place, and a place is the only thing a client is actually standing in. The Anatomy is the third lens: it takes a framework built for clinicians and makes it navigable by someone in their own hallway. It is also the reason a walkthrough can be structured rather than improvised, and it turns the whole system into something a homeowner can repeat to a friend without a diagram.

THE BRAIN • BEDROOM, STUDY, QUIET ROOM

Rest, repair, and focus. The consolidation that only happens in the dark, and the architectural capacity to be still.

THE HEART • LIVING ROOM, DINING ROOM, GATHERING SPACES

Circulation. Where the household collects, and how often it does.

THE LUNGS • VENTILATION, WINDOWS, AIR HANDLING

Twenty thousand breaths a day, almost none of them specified.

THE GUT • KITCHEN AND PANTRY

Nourishment and metabolic health. Everything that enters the body starts in this room.

THE MUSCLES • HALLWAYS, STAIRS, THRESHOLDS

Movement built into the day rather than scheduled into a calendar.

THE KIDNEYS • BATHROOMS

Water in, water out. The room that decides what the household drinks, washes in and breathes while it does.

The Anatomy of a Home

THE LIVER • LAUNDRY ROOM, MUDROOM, UTILITY

First-pass filtration. Where what the household carries in is stripped off before it reaches anything else.

Where is the skin?

An eighth organ was left out on purpose. The skin, meaning the envelope of walls, windows and roof, is not one room among the seven, so it is not one entry among the seven. It is the shape of the diagram itself: the outer wall the whole body sits inside. Everything the house admits or keeps out passes through it before it reaches any organ.

The Anatomy of a Home, applied

The metaphor is strong, which is exactly why it needs a fence around it.

Where it earns its keep

THE WALKTHROUGH

Structure a site visit organ by organ. It gives a tour a spine and stops it becoming a list of upgrades.

HOMEOWNER COPY

Clients think in rooms, not determinants. Lead with the organ and the determinant arrives painlessly.

THE DISCOVERY SESSION

Seven organs is seven conversations. It is a ready-made agenda for the Vision Blueprint.

SOCIAL

A series of seven, one per organ. The only place the full anatomy should appear in short form.

PRESS AND KEYNOTE

The fastest way to make an invisible argument tangible in under a minute.

PROPOSALS

Use as section architecture, not as copy. The organ names title the sections; the body stays technical.

Where to stop

- Seven organs, one skin. An organ can cover more than one room; a room does not have to have an organ. Do not invent an eighth to make a point, and do not split one to fill a layout.
- Seven organs is not the Seven Levers. The count is a coincidence and there is no row-by-row mapping between them. If someone draws a line from an organ to a Lever, correct it: the Levers are functions, the Anatomy is a place, and the two are different lenses on the same house.
- The metaphor explains, it never diagnoses. A home is not sick, does not have a disease, and never needs surgery.
- Nothing grotesque. No bowels, no bladder, no organ anyone would rather not picture over dinner.

The Anatomy of a Home, applied

- It is a way in, not the framework. The Seven Levers remain the framework. The Anatomy is how you explain a Lever to someone standing in their hallway.
- One organ per short piece. The full anatomy belongs to a walkthrough, a tour, or a long feature, never a caption.
- Never present the mapping as physiology. It is a teaching metaphor. The science lives in the Levers and the Determinants, and that is where proof belongs.
- Resist the pun. “Heart of the home” is already a cliché in real estate. Ours works because it is followed by an actual system, not because it sounds warm.

The Anatomy of a Home

THE ANATOMY OF A HOME

Our house is not just a set of rooms. It is a living organism.



The brain

BEDROOM, STUDY, QUIET ROOM

Rest, repair, and focus. The consolidation that only happens in the dark, and the architectural capacity to be still.



The muscles

HALLWAYS, STAIRS, THRESHOLDS

Movement built into the day rather than scheduled into a calendar.



The heart

LIVING ROOM, DINING ROOM, GATHERING SPACES

Circulation. Where the household collects, and how often it does.



The kidneys

BATHROOMS

Water in, water out. The room that decides what the household drinks, washes in and breathes while it does.



The lungs

VENTILATION, WINDOWS, AIR HANDLING

Twenty thousand breaths a day, almost none of them specified.



The liver

LAUNDRY ROOM, MUDROOM, UTILITY

First-pass filtration. Where what the household carries in is stripped off before it reaches anything else.



The gut

KITCHEN AND PANTRY

Nourishment and metabolic health. Everything that enters the body starts in this room.



The skin

The envelope: walls, windows, roof. Not one of the seven. It is the outline the whole body sits inside.



Applied

Stationery, decks, imagery, merchandise, and the retired directions kept on file.

IN THIS SECTION

APPLICATIONS · PRESENTATIONS · PRESENTATION SPECIFICATION · PRESENTATION SETUP · MERCHANDISE & EMBROIDERY · IMAGERY

Applications



Business card



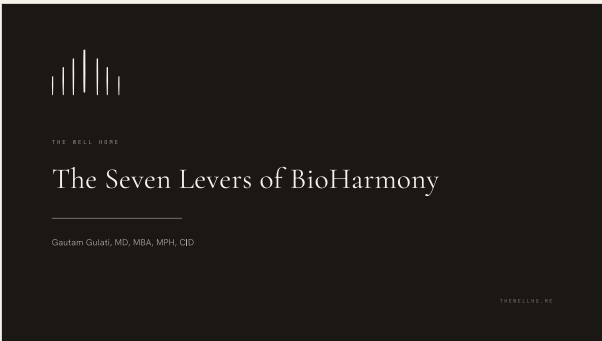
Reverse



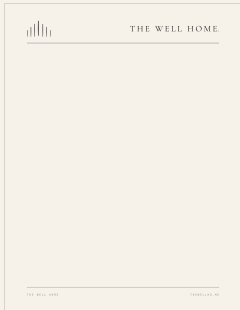
Email signature



LinkedIn banner



Presentation cover



Letterhead

Contact details on stationery are placeholders. Replace before print.

Presentations

One system, two tools. A keynote built in PowerPoint and the same keynote built in Google Slides should be indistinguishable, and both should look like they came from the same studio as the website. The specification below was taken from the XML of a delivered deck rather than estimated from a render, so the sizes are what was actually shipped and worked in a room.

HCIF 2026 · KEYNOTE

Homes that *Heal*.

Meet the fifth caregiver.

© THE WELL HOME

TITLE SLIDE

FOR ACTION

3

Three action principles.

DESIGN FOR THE BODY BUILD FOR THE DECADE MEASURE WHAT MATTERS

© THE WELL HOME

SECTION DIVIDER

FORCE TWO · THE CAREGIVER GAP

355K

the shortfall more than doubles by 2040,
even as demand peaks,

U.S. BUREAU OF LABOR STATISTICS

© THE WELL HOME

STAT CALLOUT

CASE STUDY · RIVERBEND

THE DIAGNOSIS	Residents were waking at 5am to direct east light, with no shading control.
THE PRESCRIPTION	Circadian glazing film, automated shades, and a warm-shift lighting scene.
THE OUTCOME	The household reports falling asleep faster and no longer waking before their alarm.

© THE WELL HOME

CASE STUDY

Presentation specification

Where the deck and the portal disagreed, the portal wins. The delivered keynote used #B25C27 for its orange and #F8F3EC for its cream: both close to the brand tokens but not the same, which is how a palette quietly becomes two palettes. It also approximated the dark ground at roughly #262626, a third black. Terra #B85B3F, Bone #F6F2EA and Ink #1B1714 are canonical everywhere, and the deck is what gets corrected.

Type scale

130PT • CORMORANT GARAMOND, TRACKING TIGHTENED

Hero title

96-99PT • CORMORANT GARAMOND

Big stat numerals, section statements

72PT • CORMORANT GARAMOND

Stat numerals, secondary headlines

63-66PT • CORMORANT GARAMOND

Section and statement headlines

60PT • CORMORANT GARAMOND

Mid-weight statement headline

48PT • CORMORANT GARAMOND ITALIC

Subtitle, editorial voice-over line

44PT • CORMORANT GARAMOND

Pagination digit

27-33PT • CORMORANT GARAMOND

Dates, section numerals, pull quotes

Presentation specification

Oldstyle figures

Cormorant Garamond sets oldstyle figures by default: 3, 4, 5, 7 and 9 drop below the baseline while 6 and 8 rise above it. At 24pt nobody notices. At 240pt on a section divider it is the most conspicuous thing on the slide, and it is why a giant numeral will collide with a headline placed by baseline alone. Three things follow. Leave clearance below any large numeral equal to 0.275 of its point size, because that is how far the 3 actually descends. Expect 151K and 355K to sit unevenly, and treat that as the typographic choice it is rather than a bug to report. And know that the font does carry a lining-figure feature, but neither PowerPoint nor Google Slides exposes OpenType number forms reliably, so it cannot simply be switched on.

Presentation setup

One-time setup per machine building the deck.

PowerPoint

- Install Cormorant Garamond, Hanken Grotesk and JetBrains Mono from Google Fonts on the machine doing the design work.
- Before distributing: File, then Options, then Save, then tick Embed fonts in the file.
- Choose Embed all characters, not just the characters in use, so anyone editing later has the full set.
- Never hand off a .pptx without this step. Without embedding, a recipient sees Calibri and the deck falls apart.

Google Slides

- Open the file, then the font dropdown, then More fonts. Search and add all three faces.
- This is once per Google account, not once per file. Once added they stay available.

- There is no embedding step and none is needed. Slides renders from Google's own font library, so any viewer sees the correct faces in the browser.
- The trade is that Slides gives no OpenType control at all, which is why the figure question above cannot be solved there.

Do

- Terra as the only accent, used sparingly.
- JetBrains Mono exclusively for labels, citations and footers.
- Cormorant Garamond Italic for both inline emphasis and full editorial lines.
- Alternate Bone and Ink grounds at section transitions.
- Embed fonts before sharing a .pptx.
- Rebuild third-party statistics as in-brand slides.

Don't

- Introduce a second accent colour competing with Terra.
- Use a Lever's Chroma colour as a decorative accent on a slide that is not about that Lever.
- Set headlines or body copy in all-caps.

Presentation setup

- Embed third-party-branded stock graphics.
- Hand off a .pptx without embedded fonts.
- Place a large numeral by baseline alone and assume it clears what sits beneath it.

Merchandise & embroidery

The mark is drawn as a hairline. Thread, engraving burrs, foil spread and cut vinyl all have a minimum width the hairline sits below. Reproducing the standard mark through any of those processes will break the strokes up, pucker the ground, or fill the gaps. Use the weighted variants. They hold the same silhouette with strokes cut for the process.

Rules

- Pick the weight by finished width, not by taste. Fine at 90mm and above, Standard from 40 to 80mm, Bold from 25 to 40mm.
- Below 25mm the mark does not embroider cleanly. Use the wordmark alone. The mark is always seven strokes; there is no reduced version.
- The centre stroke's open base holds at every weight without modification -- it is part of the drawn geometry, not a separate feature to drop.
- One thread colour. Never embroider the Chroma tints, and never gradient a stroke.
- Satin stitch along each stroke, running with the stroke direction. No fill stitch, no outline-and-fill.

- Use a cutaway backing on knits and a tearaway on wovens. Puckering between strokes is a stabiliser problem, not an art problem.
- Digitising is the supplier's job, but supply the SVG, the finished width in mm, and the thread colour. Never send a PNG to an embroiderer.

Thread

Match thread to the brand hex values, do not guess from a name. Send the supplier Ink #1B1714 and Bone #F6F2EA and ask for their closest stock match plus a sew-out before the run. No thread codes are specified here because thread ranges differ by manufacturer and change; publishing a number nobody has verified would cost you a full run.

Placement sizes

CAP, FRONT CENTRE • 55MM WIDE

Standard weight. Ink on Bone, or Bone on Ink.

POLO OR SHIRT, LEFT CHEST • 50 TO 55MM WIDE

Standard weight. Keep the full clear space; do not crowd the placket.

Merchandise & embroidery

ROBE, BREAST • 60MM WIDE

Standard weight. Tonal Bone on Bone reads as the most expensive option.

TOWEL, HEM BAND • 45MM WIDE

Standard weight, single colour, centred in the dobby band.

TOTE, CENTRE PANEL • 110MM WIDE

Fine weight. This is the one placement large enough for the hairline feel.

JACKET, BACK YOKE • 180MM WIDE

Fine weight, or the horizontal lockup where the width allows.

CUFF OR COLLAR TAB • 28MM WIDE

Bold weight. Below this, wordmark only.

NOTEBOOK, DEBOSS • 40MM WIDE

Blind deboss, no foil. Deboss minimum 0.8mm stroke.

GLASSWARE OR VESSEL, ENGRAVED • 35MM WIDE

Engraving minimum 0.6mm. Single pass, no shading.

SIGNAGE OR PLAQUE • 200MM AND UP

Fine weight, or the standard mark if the process allows a 2mm stroke.

Tonal is the default

The strongest merchandise application is tonal: Bone thread on a Bone ground, Ink on Ink. It reads as considered rather than branded, which is the whole positioning. Reserve high contrast for items that have to work as identification at distance, like event staff.

No metallic

There is no metallic in this system. No gold, no copper, no metallic silver, in foil, thread or ink. If a supplier offers one, the answer is Ink or Bone. The restraint is the point: a hairline mark in a single tone reads as expensive, and a gold version of it reads as a hotel. Foil as a process is fine at the 0.7mm minimum, in brand colour only.

Imagery

Photography carries the same burden as the copy: it has to feel like a life that is better, not like medicine being administered. If an image reads as a wellness centre, a showroom, or a stock library, it is wrong for this brand.

No example photography is included in this kit. Nothing is licensed for The Well Home, and inventing sample imagery would only set a false standard. What follows is the direction. Commission or select against it.

Do

- Natural light, or light that reads as natural. Early morning or late afternoon, when shadows are long and the cast is warm.
- Rooms that look lived in. One object slightly out of place is correct. Perfect staging reads as a catalogue.
- Materials in focus and close: linen, unlacquered wood, lime plaster, stone, wool, aged brass.
- People shown partially. Hands, a back, a figure crossing a doorway. The reader should be able to imagine themselves in the frame.

- Generous negative space. Architectural lines doing the composing. One clear subject per frame.
- Warm neutrals throughout. Greens and terracottas may appear where they occur naturally in the space.
- Real projects wherever possible, with permission. A real room beats a beautiful stock image every time.

Do not

- No clinical white. No recovery-suite or medical-facility aesthetic, ever.
- No spa stock language: folded towels, orchids, stacked stones, rows of candles, cucumber water.
- No faces looking directly at camera. No stock smiling. No lifestyle models in athleisure.
- No hard flash, no heavy vignette, no crushed blacks, no filters, no cool blue grade.
- No visible technology as hero. Screens, panels and devices stay incidental. We sell transformation, not gadgets.
- No AI-generated homes or people in client-facing work. The brand's entire claim is evidence and real practice; synthetic imagery undercuts it.

Imagery

- No before-and-after framed as damage. We do not lead with disease, danger, or doom in pictures either.

Treatment

Grade

Minimal. Slight lift in the shadows, highlights held back from clipping. Never a preset look.

Contrast

Low to medium. The image should feel like the room felt, not like a magazine cover.

Temperature

Warm neutral, 4800K to 5600K equivalent. Correct any cool cast toward the Bone end.

Saturation

Natural or one step under. Chroma colours should never be pushed to match the palette.

Grain

None added. If the capture has grain, leave it.

Black point

Lift to roughly Ink, not to pure black. Nothing in the brand sits at #000000.

Crop ratios

3:2

Editorial and case study leads

4:5

Portrait editorial, Instagram feed

16:9

Web heroes, presentation fills

1:1

Social tiles, grid layouts

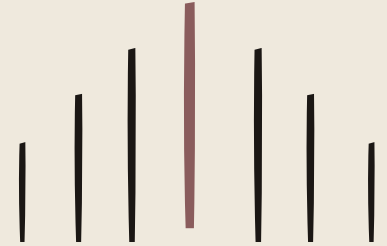
21:9

Full-bleed section breaks

Imagery

Type and mark over imagery

Type over image sits in Bone at 90% opacity over a soft Ink scrim, never over busy detail. The Chroma Period may appear over imagery. The logomark over imagery is Bone only, placed in the calmest quadrant with its full clear space intact.



Voice

How The Well Home sounds: persona, formulas, wit, and channel-by-channel guidance.

IN THIS SECTION

THE PERSONA • WRITING FORMULAS • PROPRIETARY LANGUAGE • NAMED PROGRAMS • LEXICON • CHANNELS & AUDIENCES • PUBLISHING CHECKLIST

The persona

A brilliant, board-certified physician who also happens to have impeccable taste. Deeply knowledgeable but never condescending.

The doctor-designer bridge

Dr. Gulati reads a home the way a physician reads a chart, looking for what the environment is doing to the body over time. He also sees it the way a designer sees a room: light, material, proportion, feeling. When the two perspectives meet in one piece of content, the brand is at its strongest.

Four registers

AUTHORITATIVE

You know this material deeply. You do not hedge unnecessarily.

EMPATHETIC

Chronic illness is exhausting, longevity is personal, and designing a space is a significant investment of trust. Acknowledge the weight of those realities.

ELEVATED

Every word considered. No filler. No fluff. No trends.

WIT

The register that makes us unmistakable. Luxury carries the sentence; wit lands at the end of it. Not a garnish to be rationed, a signature. Seven devices, and a rule for where each one is allowed. See Wit & Humour.

The founder's conviction

Underneath every audience's own formality sits one energy: a founder talking, not a brand announcing. It shows up as a stance, never as a vocabulary, which is what makes it possible to run the same energy from a homeowner sales page to an institutional pitch deck without either one sounding like the other wrote it.

DIRECT, ONE-TO-ONE ADDRESS

Write like a founder talking to one specific person, not a brand talking at a segment. "We're building..." "You'd take an audience already in place..." is a stance, not a formality level. A luxury homeowner can be addressed with the same directness, just in more elevated language.

The persona

GENUINE, STATED BELIEF IN THE MOMENT

A claim about timing and conviction, not a product feature. This is not new: the contrarian belief and the “There is no neutral” refrain already do it. The instinct just has not been pushed into every audience's content consistently. Do that.

CONCRETE SPECIFICITY OVER POLISHED ABSTRACTION

Earn trust with real, precise detail rather than a reach for a superlative. Also not new: the artisanal approach and the ban on a naked statistic already say this. Hold every audience to the same standard, not only the ones that feel casual.

PLAIN CONFIDENCE, NO HEDGING, DELIVERED WARMLY

State things flatly and trust the reader to keep up, while staying warm rather than cold. Authoritative, above, already asks for this. Demonstrate it in a looser, more personal register than the client-facing examples usually show.

None of this needs slang, heavy emoji, or dropping the elevated lexicon. It is stance, not vocabulary, and every audience keeps its own formality level and its own version of the lexicon exactly as written elsewhere in this guide. What does not travel with it: the expanded emoji palette, the loosened humour ceiling, and the exclusivity-signal language documented under Recruiting & Employer Brand Social Posts. Those three mechanics are scoped to that one audience and do not spread to the website or to the other eight.

The vulnerability register

There is a specific gear in the voice that engages when the story gets personal. The writing slows down. Sentences get shorter. Details become very specific. There is no rushing past the hard moment. Dr. Gulati's father went from twelve medications to three. That number sits in a sentence by itself. It is not buried in a paragraph. That restraint is the technique.

Writing formulas

Six structures that carry the voice.

The Home-Health Link

[Design element] is not just [luxury benefit]. It is [physiological benefit].

Filtered air is not just a luxury. It is a nervous system reset.

The Data Reframe

[Surprising stat] + [the implication most people have not considered] + [what The Well Home does about it].

We spend about 90% of our lives indoors. Yet close to zero percent of homes have been designed with your actual biology in mind. We are fixing that.

The Story Bridge

[Specific human moment] + [the insight it revealed] + [the principle behind it] + [what we do with that knowledge].

A client came to us with a condition her doctors had managed for a decade. On our first walkthrough we noticed her bedroom faced due east with no window treatments. She was waking to direct sunlight at 5:30am, cortisol spiking before she could finish a sleep cycle.

The Doctor-Designer Pivot

[What the physician noticed] + [what the designer responded with] + [what changed as a result].

Writing formulas

As a physician, I spent years telling patients to reduce stress. As a designer, I finally understood I had been prescribing a feeling without giving anyone the environment to feel it in.

The Proprietary Pivot

Generic term becomes the owned term.

“Wellness audit” becomes “a BioHarmony™ Assessment via The Oculus.”

The Signature Close

[Statement of empowerment] + [a clear, frictionless call to action].

Your home has always been where life happens. Now, it is where health begins. Book your exploratory call today.

Proprietary language

BIOHARMONY

The state a Well Home creates, where design and biology work in concert.

THE SEVEN LEVERS OF BIOHARMONY

Sleep, Movement, Nutrition, Connection, Mindfulness, Purpose, Environmental Safety.

HOME DETERMINANTS OF HEALTH

The twelve architectural elements that act as the operating system of the home.

WELL ESTATE

A property-level designation for multi-unit, hospitality, senior living, and commercial developments designed or certified to Well Home standards. What LEED is to sustainability, but for human health and longevity.

THE GREAT RESIDENTIAL SHIFT

Home 1.0 (shelter, the fortress) Home 2.0 (comfort and luxury, the cul-de-sac dream) Home 3.0 (the therapeutic system, BioHarmony).

THE FIFTH CAREGIVER

The home itself, as an active member of a client's care team. It never burns out, never calls in sick, and is present 24 hours a day.

THE OCULUS

The framework and diagram for the Twelve Home Determinants of Health. One name for one thing, the same as the Seven Levers: the lens a home's environmental factors are seen through.

TOXIN-FREE TRANSITION

A service deliverable for environmental safety scope.

SALUTOGENIC DESIGN

Design that actively promotes health. Use in professional and B2B contexts.

HEALTHSPAN

Preferred over lifespan. Quality years, not just quantity.

RESTORATIVE LUXURY

The category descriptor, not just a tagline.

Named programs

Two names, one pipeline. The BioHarmony Score is the input; the Longevity Blueprint is the output. Never use them interchangeably.

THE BIOHARMONY SCORE

The consumer-facing self-assessment. A prospective or existing client answers a structured set of questions about their home and health goals and receives a numeric score.

THE LONGEVITY BLUEPRINT

The output. A personalised set of recommendations generated from the client's BioHarmony Score: specific design changes, structural alterations, lifestyle habit modifications, and product recommendations, tailored to their answers.

Lexicon

Embrace

Sanctuary, Longevity, BioHarmony, Well Estate, Healthspan, Salutogenic, Home Determinants of Health, Wellness Real Estate, Bio-optimization, Curated, Clinical-grade, Restorative, Seamless, Intentional, Vitality, Bespoke, Elevated, Transformative, Restorative Luxury, Architectural Wellness, Meticulous, Pioneer, Evidence-based, Holistic, Circadian, Biomarkers, Prevention, White-glove, Immersive, Precision, Artisanal.

Avoid

- “Here's the thing” — Too casual. Everyone uses it.
- Cheap, budget, affordable — Incompatible with the positioning.
- Trendy — The brand is timeless, not trend-led.
- Patient — Use Individual, Homeowner, or Client.
- Clinical, as an aesthetic descriptor — Clinical is a science word, not a design word.
- Gut health, biohacking, detox — Never as standalone buzzwords. Always contextualise.
- Wellness journey — Overused and generic.

- Game-changer — Cliché.
- Unlock your potential — Too vague, too common.
- Simply — Condescending.
- Delve into, dive into, let us explore — AI tells.
- In today's world, in the realm of, it is worth noting — AI tells.
- Em dashes — The clearest signal of AI-generated writing. Use a period, comma, colon, or parentheses instead.

Pricing language

CHEAP / AFFORDABLE

Use: Accessible Entry Points

PACKAGES

Use: Bespoke Engagement Tiers

BASIC PLAN

Use: Essential Blueprint

Lexicon

UPGRADE

Use: Bespoke Consultation

COST

Use: Investment

PRICE

Use: Value

FREE CONSULTATION

Use: Complimentary Exploratory Call

Channels & audiences

Channel settings

WEBSITE · HERO

80% elevated / 20% warm · 2 to 3 sentences · One striking contrast or stat

WEBSITE · SERVICE PAGES

70% authoritative / 30% empathetic · Medium · Home-Health Link required

NEWSLETTER

60% educational / 40% personal · 400 to 600 words · Open with a story, end with one clear CTA

LINKEDIN · BRAND

70% expert / 30% accessible · 150 to 300 words · Data, then insight, then POV

LINKEDIN · GAUTAM PERSONAL

60% personal / 40% expert · 200 to 400 words · First person, one strong opinion, story before stat

INSTAGRAM

60% visual / 40% brand voice · 1 to 3 short paragraphs · Caption supports the image. 8 to 15 hashtags

FACEBOOK

65% personal / 35% brand voice · 100 to 250 words · Warmer and more conversational than LinkedIn. Adapts a LinkedIn or newsletter post, never originates the thought

BUILDER / B2B DECKS

80% business / 20% design · Concise headers with bullets · ROI first, aesthetics second

SENIOR LIVING / HOSPITALITY / COMMERCIAL

70% outcomes / 30% experiential · Medium · Lead with resident or guest wellbeing, close with asset value

PRESS PITCHES

80% credentialed / 20% elevated · 2 paragraphs · Lead with “first physician-founded”

BROCHURE / PRINT

60% elevated / 40% educational · Longer paragraphs acceptable · BioHarmony™ central, a story per section

Channels & audiences

Audiences

HEALTH-CONSCIOUS LUXURY HOMEOWNER

Warm, expert, personal. An informed partner, not a patient. — Use the same directness as the plainest recruiting-copy moments, just in elevated language. Treat the reader as someone being personally let in on something, not marketed to.

CUSTOM HOME BUILDER / DEVELOPER

Precise, business-minded, ROI-first. Lead with numbers and proof. — Open with genuine conviction about timing and category momentum, the ground-floor instinct, before the numbers land cold.

INTERIOR DESIGNER / ARCHITECT

Peer-to-peer, collaborative, design-fluent. Never talk down. — Be more direct and specific about what is actually being built together. Less abstraction about wellness design as a category.

LONGEVITY CLINIC / MEDICAL PARTNER

Rigorous, credentialed, evidence-first. — The audience that changes least. Clinical trust is earned through rigour, not momentum. Where anything is added, add specificity, a concrete case framing, not founder energy.

SENIOR LIVING LEADERS

Credentialed and outcomes-focused, with warmth. Resident wellbeing first, then the business case. — More direct address to the operator as a person making a real decision. Less institutional third-person framing.

HOSPITALITY DEVELOPERS AND OPERATORS

Sophisticated, experiential, aspirational. Speak to their desire to own a category. — Pairs naturally with stated conviction and category-of-one language. Safe to lean in further here.

MULTIFAMILY AND COMMERCIAL DEVELOPERS

ROI-first with forward-looking market awareness. A competitive moat. — Genuine urgency about the category shift, delivered through conviction rather than pressure, ahead of the numbers.

WELLNESS AND LONGEVITY ENTHUSIAST

Peer level. Be the person who told them the one thing they had not considered. — Closest in spirit to the register already. Lean into direct, plainly stated belief and specific detail. The second-safest place to push it further, after hospitality.

Channels & audiences

PROSPECTIVE TEAM MEMBER

Direct, plain-spoken, self-aware. A founder recruiting a peer, not a brand posting a listing. — The source register itself, not a calibration of it: a loosened humour ceiling, an expanded emoji palette, plainer contraction-heavy lexicon, and exclusivity-signal language. See Recruiting & Employer Brand Social Posts. These four mechanics are specific to this audience and do not transfer to the other eight or to the website.

Publishing checklist

Confirm every line before anything publishes.

- Does it connect design to a physiological benefit?
- Does it open with a story, observation, or human moment before any data or definition?
- Does it use “you” and “your” to speak directly to the reader?
- Does it avoid every word on the Avoid list?
- Is pricing language elevated?
- Is every proprietary term introduced with an immediate human explanation?
- Does every statistic have context, not just a naked number?
- Does it end with empowerment and a clear call to action?
- Is the tone authoritative without being cold?
- Is there exactly one wit device, landing late rather than opening the piece?
- Would the line survive being read by someone who is unwell?
- Does it avoid fear-based framing?
- Are there zero em dashes?
- Is it free of AI-giveaway phrases?
- For B2B and institutional audiences, does it lead with outcomes before design language?
- Does the doctor-designer perspective come through at least once?
- At the emotional peak, did the writing slow down and give it space?
- In long-form, does a core brand belief return near the close, earned by the evidence between?
- Does every design feature read as a life that is better, rather than medicine being administered?



Project Work + Case Studies

How client work gets diagnosed, prescribed, and shared: the case study format.

IN THIS SECTION

CASE STUDIES • THE TEMPLATE

Case studies

A case study is a chart, not a brag sheet. It exists to show how a specific problem in someone's home was diagnosed, treated, and resolved, in that order, the same way Dr. G would present a case at grand rounds. Most of the wellness real estate industry publishes projects the way a magazine does: beautiful, undated, and impossible to verify. This is the opposite of that. If a claim cannot be sourced to something the household actually said or something that was actually observed, it does not go in.

Why this exists

Every design and architecture firm publishes a portfolio. Almost none of them publish a diagnosis. That gap is the entire credibility difference between a firm that decorates and a firm that treats. A case study that names the specific health problem, in physician language, before it shows a single beautiful photograph, is doing something a portfolio page cannot: proving the work started with a person, not a mood board.

The three parts

The Diagnosis

What was actually wrong, stated the way it would appear on a chart, not the way a designer would complain about it.

Residents were waking at 5am to direct east light, with no way to control it from bed.

The Prescription

The specific intervention, named plainly, tied to the Lever and the Anatomy system it treats. This is where the doctor-designer bridge does its work.

Circadian glazing film, automated shading, and a warm-shift lighting scene tied to sunrise.

Case studies

The Outcome

A real, observed or reported outcome. Qualitative by default, since most projects will not have a measured number, and a household's own words are evidence, not decoration.

The household reports falling asleep faster and no longer waking before their alarm.

The outcome is usually qualitative

Default to qualitative. "The household sleeps better" is a real outcome if it is what they told you; "31 percent improvement in sleep quality" is not a real outcome unless something actually measured a 31 percent improvement in sleep quality. If a number exists, source it exactly like the Stat Pack: state where it came from and how confident it is. If no number exists, do not manufacture one to fill the slot. A specific, well-observed sentence outperforms a vague statistic anyway.

The testimonial rule

Every case study should carry a testimonial where one exists. A testimonial is a direct quote from the household, attributed, used with their permission. It is not a paraphrase, not a composite of several conversations, and never a line written in their voice on their behalf. If a client has not given a quotable line yet, the block is left out or marked pending, not filled with an invented one. Get permission before anything is published, and confirm how they want to be identified: first name, initials, or anonymous. A verbal confirmation or an email is sufficient; no separate release form is required.

A real precedent, not yet a case study

The Camp Denman engagement, a real and current Well Home project (a Phase 1 presentation for a creators' retreat on Denman Island, BC), shows the Prescription voice this format extends: the narrative, the Lever and Home Determinants language, the material specificity. It is a concept-phase document, not a completed project, so it has no Outcome section yet and is not used as the worked example here. Once it closes, it is a strong candidate to become the first real case study.

Case studies

The page anatomy

EYEBROW

“CASE STUDY” plus the project name, mono, wide-tracked.

TITLE

The outcome, not the address. “A bedroom that finally lets you sleep past 5am,” not “The Smith Residence.”

PROJECT

The project name, stated plainly as its own labelled line. Required on every case study, even one already named in the Eyebrow.

CATEGORY

The type of development, in plain terms: a single-family residence, a senior living development, a medical clinic, and so on. Required on every case study, so the collection can be filtered by building type the same way it is filtered by Lever.

SUBLINE

Location (city and state is enough) and the Lever(s) addressed.

LEVER & ANATOMY TAGS

Small chips naming which of the Seven Levers and which Anatomy system the project treated.

HERO PHOTOGRAPH

One image, full width. The space after, not the render before.

THE DIAGNOSIS / PRESCRIPTION / OUTCOME

Three ruled columns or stacked blocks, in that order, every time.

TESTIMONIAL

A direct, permissioned quote, or omitted entirely. Never invented.

PHOTO GALLERY

Three to six supporting images. Follows the Imagery direction and treatment rules.

CREDIT LINE

Design credit and photography credit, every time a photographer is owed one.

Case studies

Rules

- Diagnosis, Prescription, Outcome, in that order, every time. The order is the argument.
- Lead the title with the outcome, not the address or the square footage.
- State the Project name and its Category (the type of development) as their own labelled lines on every case study. Required, not optional, even when the project name also appears in the Eyebrow.
- Tag every case study to at least one Lever so the collection can be filtered and cross-referenced.
- Default every outcome to qualitative language. Only publish a number that was actually measured, sourced the way the Stat Pack sources one.
- Never write a testimonial on a client's behalf, even a flattering one. Quote them or leave the block out.
- Get written permission before publishing a client's name, likeness, or address. Anonymise on request.
- Photography follows the same direction and treatment rules as the rest of the brand. No exception for 'the client's own photos.'
- A case study with a strong diagnosis and prescription is still worth publishing with no measured outcome and no testimonial yet. Do not force either one to look finished before it is.

The Template

THE TEMPLATE · WORKED EXAMPLE, RIVERBEND (ILLUSTRATIVE, NOT REAL)

CASE STUDY · RIVERBEND

A bedroom that finally lets you sleep past 5am

PROJECT · Riverbend

CATEGORY · Single-Family Residential

Illustrative placeholder · Sleep & Circadian

LEVER · SLEEP & CIRCADIAN

ANATOMY · BEDROOM / BRAIN

HERO PHOTOGRAPH

THE DIAGNOSIS

Residents were waking at 5am to direct east light, with no way to control it from bed.

THE PRESCRIPTION

Circadian glazing film, automated shading, and a warm-shift lighting scene tied to sunrise.

THE OUTCOME

The household reports falling asleep faster and no longer waking before their alarm.

"We didn't know how much the light was running our mornings until it stopped. I wake up now feeling like I chose to, not like I was told to."

— PLACEHOLDER CLIENT, ILLUSTRATIVE ONLY, NOT A REAL QUOTE

PHOTOGRAPH

PHOTOGRAPH

PHOTOGRAPH

DESIGN · THE WELL HOME · PHOTOGRAPHY · [CREDIT]

The Diagnosis

The Prescription

The Outcome

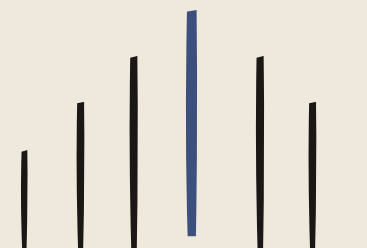
THE TESTIMONIAL RULE

Every case study should carry a testimonial where one exists. A testimonial is a direct quote from the household, attributed, used with their permission. It is not a paraphrase, not a composite of several conversations, and never a line written in their voice on their behalf. If a client has not given a quotable line yet, the block is left out or marked pending, not filled with an invented one. Get permission before anything is published, and confirm how they want to be identified: first name, initials, or anonymous. A verbal confirmation or an email is sufficient; no separate release form is required.

PROJECT WORK + CASE STUDIES

© 2026 THE WELL HOME · CONFIDENTIAL — DO NOT DISTRIBUTE

61



Reference

Stats, bios, downloads, and what changed. Built for lookup, not reading start to end.

IN THIS SECTION

WHAT CHANGED · OPEN QUESTIONS

What changed

Differences from the previous guide at thewellho.me/brandguide.

LOGOMARK AND BADGE REPLACED

Study 37, the seven-stroke roofline, replaces the arched-window mark across every asset, lockup, badge, favicon, and application. The Square Badge now inscribes Study 37 rather than the arch, approved for locked-aspect placements only.

WELL SANS RETIRED

The system consolidates to three open-source faces: Cormorant Garamond, Hanken Grotesk, JetBrains Mono. No custom family to license, distribute, or maintain.

THE MARK IS ALWAYS SEVEN STROKES

The five-stroke reduction has been removed from the system entirely: the 16px favicon, the embroidery asset, and every reference to it. At 16px the bolded seven-stroke mark actually resolves better than the reduction did, so nothing was lost. Below 25mm in embroidery the answer is now the wordmark alone.

SECONDARY WORDMARK ADDED

A Jost 300 wordmark joins the system as a technical fallback for small sizes, embroidery, signage, motion and any process a hairline serif cannot survive. Every display option the primary has, the secondary has. Cormorant Garamond remains the identity wordmark and the default.

THE ANATOMY ADDED

The house read as a living organism: seven organs, each mapped to the rooms it stands for. It is the third lens alongside the Levers and the Oculus, and the one a client can actually stand inside.

CHROMA LIGHT ADDED

A lifted seven-colour set for use on Ink and other dark grounds, where the original Chroma values fall below comfortable contrast.

What changed

CASE STUDIES ADDED

A seventh portal page for how client work gets shared: the Diagnosis, Prescription, Result format, testimonial sourcing rules, and a page template shown both annotated and worked through with the Riverbend placeholder. The presentation slide component and its written description were relabeled to match: Problem and Design Response became Diagnosis and Prescription, and the result dropped its invented 31 percent stat in favour of a qualitative outcome, consistent with the new rule that results default to qualitative unless something was actually measured.

LOGOMARK GAP REPLACES THE ARCH

The centre stroke's entryway is no longer a carved arch: the stroke's own base now stops 12 units above the baseline the other six strokes reach, leaving an open gap of the same size and width. It reads as a threshold by being absent rather than being drawn, and because it is base geometry rather than a mask-like feature, it now holds at every size and every weighted variant without special-casing.

BADGE & APP ICONS EXPANDED

The badge family gains a combined mark-and-wordmark lockup for social profile photos and app icons, in Ink, Bone, and a Chroma full-colour version, each on a solid ground in the existing square, rounded, and circle shapes.

CASE STUDIES RENAMED AND RESTRUCTURED

The portal section is now Project Work + Case Studies. The Result is renamed The Outcome throughout the format, the slide component, and the written guidance. Project and Category are added as their own required, labelled lines on every case study, alongside the existing Eyebrow and Subline.

FOUNDER ENERGY THREADED THROUGH THE VOICE SYSTEM

A new cross-audience layer, direct address, a genuinely stated belief about the moment, concrete specificity, and plain confidence delivered warmly, is documented near The Persona and instructed into all nine audiences and the Facebook row added to the channel table, as a stance rather than a vocabulary. Two illustrative, unapproved drafts in Before & After show it applied at two different formality levels.

What changed

RECRUITING & EMPLOYER BRAND SOCIAL POSTS ADDED

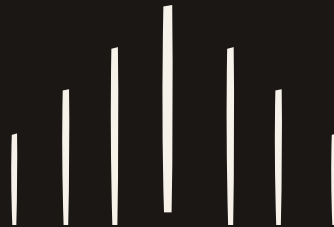
A new subsection of the LinkedIn Playbook, and Audience 9, The Prospective Team Member, in Channels & Audiences, document the loosened humour ceiling, expanded emoji palette, plainer lexicon, and exclusivity-signal language already in use in hiring social copy. Scoped to that one audience; none of the four mechanics travel to the website or the other eight audiences.

Open questions

Decisions still open. Nothing here has been invented to fill a gap.

EMBROIDERY BELOW 25MM NEEDS A SUPPLIER CHECK

Removing the five-stroke reduction means the guidance below 25mm is now wordmark only. Whether a more heavily bolded seven-stroke mark could stitch cleanly at that size is a thread-and-needle question, not a design one. Confirm with the embroiderer and this rule can be tightened.



THE WELL HOME

RESTORATIVE LUXURY

A home well designed
gives you a life well lived.

THEWELLHO.ME