

MEN'S **WELLNESS CENTERS**

FIND YOUR EDGE OVER AGE.

IDENTITY

NAME

Always 'Men's Wellness Centers' on first reference.

'MWC' acceptable on second reference in informal or internal contexts only.

TAGLINE

Find Your Edge Over Age.

Use as-written. Title case. Period included. The earlier

'Finding Your Edge Over Age.' wording is RETIRED.

MEMBERS

Refer to patients as 'members' in all member-facing copy.

POSITIONING

Local, in-person, physician-led, brick-and-mortar Virginia clinics.

Compete locally vs. Gameday Men's Health, not nationally vs. mail-order telehealth.

VOICE

Assertive, respectful, inclusive.

Modern masculine without macho posturing.

Address men as leaders, protectors, providers.

LOGO

CRITICAL RULE

The logo is a custom-drawn mark. Do NOT re-render or substitute.
Always composite the PNG / SVG files shipped in the brand pack.
Typing 'Men's Wellness Centers' in Oswald, Bebas Neue, or any other font is NOT the logo and must never appear as a header logo or brand mark.

MARKS IN THE PACK

- Wordmark — lowercase 'men's' in heavy rounded display face with
- 'WELLNESS CENTERS' tracked uppercase below
- 'm' bug — lowercase rounded m, for favicons / app icons / tight UI

COLOR VARIANTS

- 01_all_navy — primary single-color navy
- 02_navy_top_orange_bottom — two-color: navy 'men's' + orange 'WELLNESS CENTERS'
- white_on_navy and navy_on_transparent variants for every surface

CLEAR SPACE

Maintain clear space equal to the cap height of the lowercase 'm' on all sides.

MINIMUM SIZES

- Horizontal wordmark: 120px / 1.25 in wide
- 'm' bug: 16px

03 · PALETTE

COLOR

DEFAULT SURFACE

- Warm Off-White #F5F3F0 — default across most touchpoints

BRAND ANCHOR

- Midnight Navy #0B1029 — hero sections, footers, accent moments

ACCENT

- Accent Orange #E8670A — accents, links, two-color logo variant
- Orange Button #B84A08 — CTA buttons only (WCAG AA)

EXTENDED

- Navy Mid #161B3A — dark section bg, cards on dark
- Navy Light #1E244A — elevated dark surfaces, borders
- Body Gray #B0ADA8 — body copy on dark
- Muted Gray #9CA3AF — secondary text, captions
- Success Green #5DD68A — success states (replaces banned teal)

PROHIBITIONS

- No teal anywhere · ever
- No blue gradients or multi-color gradients
- No pure black on brand surfaces

TYPOGRAPHY

CRITICAL RULE

None of these fonts are used to render the logo.

The logo is the custom artwork shipped in the brand pack.

FAMILIES

- Display — Oswald (variable, weight 600 default), UPPERCASE
- Body — Montserrat (Regular, SemiBold)
- Data / mono — Inter Regular

TYPE SCALE

- Hero 96px Oswald 600
- H1 64px Oswald 600
- H2 48px Oswald 600
- H3 32px Oswald 600
- Lead 22px Montserrat Regular
- Body 17px Montserrat Regular
- Caption 14px Montserrat SemiBold (tracked 0.18em)
- Eyebrow 12px Montserrat SemiBold (tracked 0.32em, UPPERCASE)

RETIRED

- Bebas Neue — replaced by Oswald in v2026.06
- Open Sans — replaced by Montserrat Medium and Inter Regular

VOICE

ALWAYS SAY

- Men's Wellness Centers
- members (in member-facing copy)
- no-cost consultation
- 60-minute in-person consultation
- physician-led
- locally owned
- LegitScript certified
- Find Your Edge Over Age. (the tagline, exact text)

NEVER SAY

- clinic / practice / office / facility
- patients / clients / customers / users
- free (use 'no-cost')
- guy / guys
- em-dashes (—) anywhere
- Finding Your Edge Over Age. (retired tagline)
- Age Well. MensWell. (retired tagline)
- 15-minute call · video consult · telehealth visit

COMPLIANCE

TRT

- Use 'low testosterone', 'men's hormone health', 'physician-led men's health'
- Avoid 'Testosterone Replacement Therapy' in ad headlines or display URLs

ED

- Use 'men's sexual health', 'ED treatment options', 'physician-led ED care'
- Avoid Rx brand names in ad copy (Viagra, Cialis, sildenafil, tadalafil)

WEIGHT LOSS

- Use 'medical weight loss', 'physician-led weight loss', 'metabolic health'
- Avoid GLP-1 brand names in ad copy (Ozempic, Wegovy, Mounjaro, Zepbound)
- Never use before/after photos, BMI numbers, or pound-loss promises

REQUIRED DISCLOSURES (FOOTER OF EVERY FUNNEL PAGE)

- 'Treatment requires a clinical evaluation and is provided only when medically appropriate.'
- 'Individual results vary. Treatment is provided by licensed physicians at Men's Wellness Centers.'
- LegitScript badge with link