

VTSU Castleton Wellness Center

Overview:
The Castleton Wellness Center is a central resource to students, offering a variety of well-being resources to allow us to meet the needs of our students. The Wellness Center is a place where you can learn how to take control of your health, improve your overall well-being, and create a healthy lifestyle. The Wellness Center provides a variety of resources to help you achieve your goals and improve your overall well-being.

Services:
The Wellness Center offers a variety of services to help you achieve your goals and improve your overall well-being. These services include:

- Personalized health assessments
- Stress management techniques
- Healthy eating plans
- Physical activity recommendations
- Substance use counseling
- Mental health resources
- First aid and injury prevention
- Health fairs and events

Key Messages:
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Icons representing various wellness concepts: a tree, a person, a heart, a leaf, a person with a gear, a person with a lightbulb, a person with a checkmark, a person with a plus sign, a person with a minus sign, a person with a question mark, a person with a star, a person with a flower, a person with a sun, a person with a moon, a person with a star, a person with a flower, a person with a sun, a person with a moon.

Logos for: Vermont State University, Wellness Center at Middlebury College, Wellness Center at Antioch College, and Health & Wellness at VTSU.

Urbanist Black
Urbanist SemiBold

Color palette grid with various shades of green, blue, yellow, red, and purple.

Two sheets of paper with various icons and symbols, including a person, a heart, a gear, a lightbulb, a checkmark, a plus sign, a minus sign, a question mark, a star, a flower, a sun, a moon, a star, a flower, a sun, a moon.

Castleton Wellness

Johnson Wellness

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VTSU Castleton Wellness Center

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Overview:

The Castleton Wellness Center is a service available to students offering nursing and counseling to those in need. Whether you are down with a cold or in a moment of crisis, the Wellness Center is always available to students who are seeking help. The Wellness Center promotes physical, mental, and social wellbeing of all students, regardless of background, age, race, sexuality, or any other means of segmentation. The Wellness Center aims to empower students, and offer a safe space that is not only accessible, but that is catered to their individual needs. The Wellness Center provides student confidentiality as well.

While the Castleton Wellness Center is the group that reached out, as they currently have no logo/identification for their services to help promote themselves and let students know about what they can do for them, VTSU has also expressed interest in a school wide identification for the Wellness Center.

Preference:

The current branding/signage that can be seen outside of the Wellness Center on Castleton's campus currently has no relation to either Castleton or VTSU. The logo created should be able to be part of a system, but still individual and distinct enough to be identifiable. Colors could include VTSU/Castleton colors, but not required. The logo should appear as inviting and give off a sense of security.

Key Messages

The Wellness Center promotes the wellbeing of all physically, socially, and mentally, and aims to empower students to be able to get the help they want/need, and that they aren't alone, that while college and life may be scary, that they are there to help you through whatever you need. Whatever you are going through, the Wellness Center is here to help.

Demographic:

The Wellness Center is focused on giving students a safe space, regardless of anything that could be used to separate one student from another. In other words, every single student across VTSU has access to this service and it shouldn't be catered to one segmentation of students rather than another.

Usage + Deliverables:

The logo will be used both digital and physically, from their social channels and websites, letterhead, signage on campuses, tabling at events, name tags, apparel, brochures, and various other promotional materials. Logo should be able to be recognizable at various scales.



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