

# The Whole Bean

Brand Style Guide



## Mission Statement

“To nourish and inspire the body and mind.”

### Who We Are:

Welcome to a comforting space for a quick snack of healthy offerings, enter a relaxing vibe, nourish, restore energies, unwind, focus, get into a creative zone, or come together to collaborate with like minds.

### Our Brand Personality is marked by being:

- Sincere
- Wholesome
- Down-to-Earth
- Welcoming
- Relaxed



# Color Scheme

## Main Color

Hex Number: #3E1E00  
RGB: [62, 30, 0]  
CMYK: [0, 52, 100, 76]  
-Dark Brown



## Secondary Color

Hex Number: #25401E  
RGB: [37, 64, 30]  
CMYK: [42, 0, 53, 75]  
-Dark Green



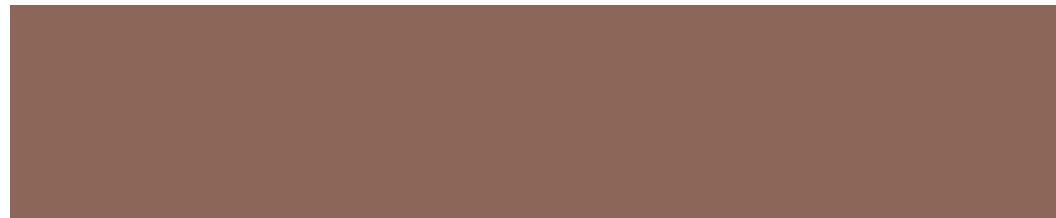
## Accent Color 1

Hex Number: #708C46  
RGB: [112, 140, 70]  
CMYK: [20, 0, 50, 45]  
-Light Green



## Accent Color 2

Hex Number: #8C6658  
RGB: [140, 102, 88]  
CMYK: [0, 27, 37, 45]  
-Light Brown



## Accent Color 3

Hex Number: #BF947A  
RGB: [191, 148, 122]  
CMYK: [0, 23, 36, 25]  
-Tan



## Typography & Sizes

### Main Brand Font

Noteworthy - Light  
Free on FreeFontsPro

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### Body/Small Text Font

Roboto - Bold & Regular  
Free on Google Fonts

To nourish and inspire the body and mind.

### Body/Small Text Font

Nunito Sans - Regular  
Free on Google Fonts

The menu is completely plant-based with a focus on Whole Foods and offering gluten-free options.

### Typescale

60px **Heading | Noteworthy**

36px **Blocks of text | Roboto**

18px **NAVIGATION MENU | Nunito Sans**

16px Paragraph body text - Sans-Serif: Respectable, Reliable, Comfort, simplicity. Some Display for heading: Friendly, originality.

## Logo & Variations



### LOGO DO'S

- Use our color logo against a white background.
- Use our logo variation on top of white, but only once in a while for a pop of color and to make a splash.
- Use the logos with either accent colors in moderation or with white only.

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### LOGO DONT'S

- Don't use either our logo or variation on any other background color other than our brand colors or plain white.
- Don't use the logos with any effects, or on any patterned backgrounds or imagery.

# Iconography

## Standards for Icons

- Icons should be in the same design style
- Should be used in our selected brand color
- Should mimick the earthy feeling and simplicity of our logo and brand personality



## Icons can be used for:

- Web Navigation
- Menu Items
- Brand Values Section
- Promotional fliers
- Shop signage and decor
- Business cards & Posters



## Icon Variations



# Imagery

## Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

- Welcoming
- Healthy
- Peaceful
- Family Oriented
- Comforting
- Earthy





# Imagery

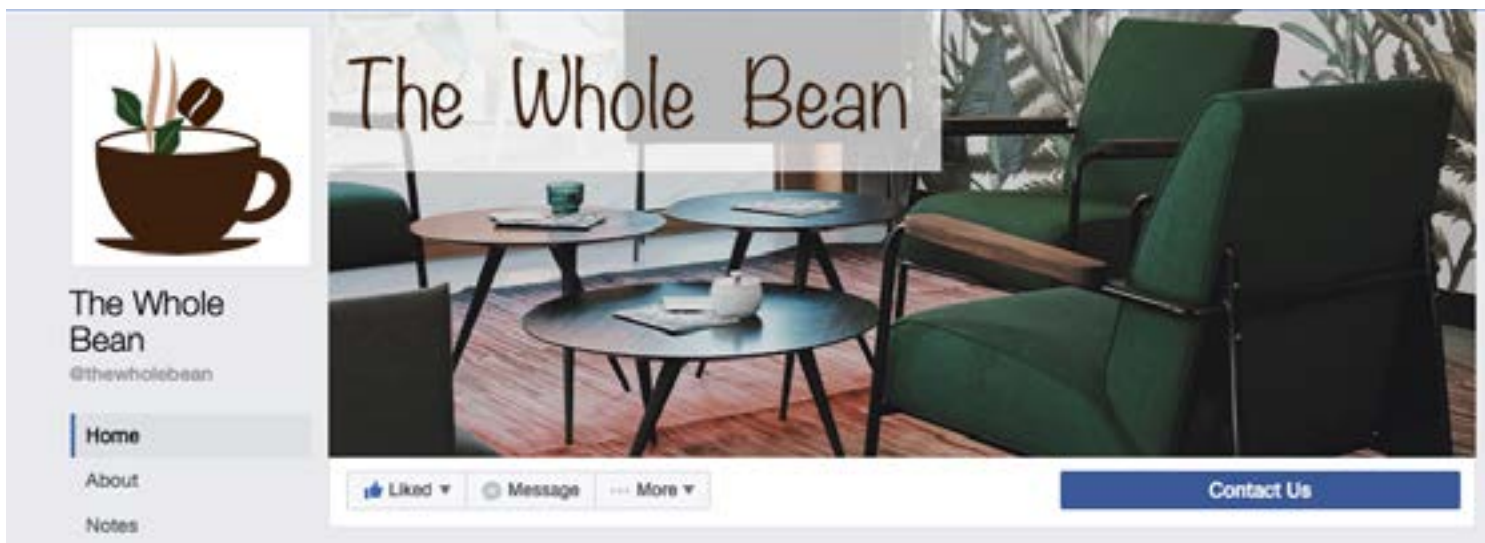




# Social Media Headers

## Cover Image Guidelines

- Warm & Welcoming
- Incorporates logo
- Compliments logo
- Keep text minimal and clean
- Text may include brand
- Text may be announcement
- Matches brand personality
- Matches brand colors
- No excess patterns / effects
- Consider photo guidelines
- Maintain earthy brand vibe
- Use logo as profile image



The End.

Peace and good health.