

The Whole Bean

BRAND GUIDE TEMPLATE

Mission Statement

“To bring together global responsibility and small-town community through really good coffee.”

Who We Are

We're members of the community with a passion for good coffee, serving our neighbors, and protecting our planet.

Our Brand Personality

At our core, we're:

- Sincere
- Authentic
- Small-town
- Down-to-earth
- Connected
- Warm
- Inviting



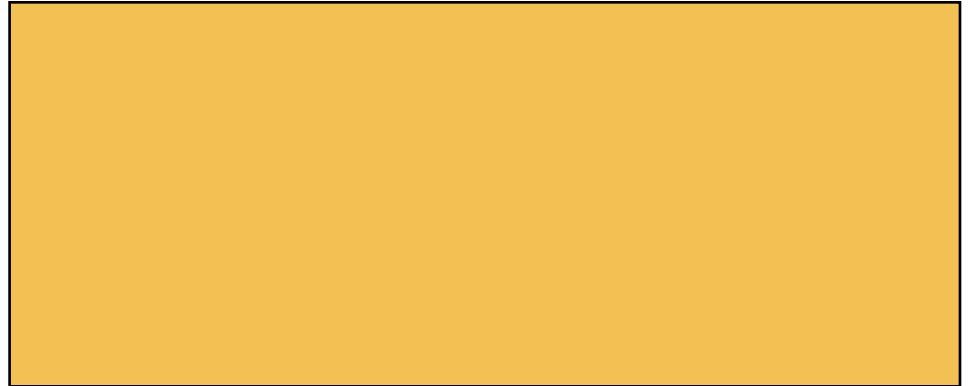
Color Scheme

Main Color

Hex Number: #F3C053

RGB: [243, 293, 83]

CMYK: [0, 21,66, 5]



Secondary Color

Hex Number: #775631

RGB: [19, 86, 49]

CMYK: [0, 28, 59, 53]



Accent Color #1

Hex Number: # F9A03F

RGB: [249, 160, 63]

CMYK: [0, 36, 75, 2]



Accent Color #2

Hex Number: #ACBD6D

RGB: [172, 189, 109]

CMYK: [9, 0, 42, 26]



Accent Color #3

Hex Number: #778D41

RGB: [119, 141, 65]

CMYK: [16, 0, 54, 45]



Accent Color #4

Hex Number: #475427

RGB: [71, 84, 39]

CMYK: [15, 0, 54, 67]



Typography & Sizes

Main Brand Font

Ice Cream
Free on Adobe

The Whole Bean

Body/Small Text Font

Karmina Sans
Free on Adobe

Bringing together global responsibility and small-town community through really good coffee

Brand Guidance

Use Ice Cream sparingly and for emphasis, in order to preserve legibility. When “The Whole Bean” is free-standing, use either the Ice Cream font or, when feasible, the full “The Whole Bean” logo. When pairing text and background colors, text in both fonts should follow the allowed color combination guidance below; the only exception is if the text is in the Ice Cream font and is lined in a color that is allowed with both the text and background colors, per the guidance.

Allowed Color Combinations for Text Guidance

Black background: Yellow, orange, light green, or medium green text

White background: Dark green or brown text

Brown (secondary) background: Yellow, orange, light green, or medium green text

Dark green background: Yellow text

Typscale

60 px

The Whole Bean

36px

Large blocks of text

18px, Bold

NAVIGATION MENU

16px

Paragraphy body text - some extra text here so that we can get a sense for the sizing!

Logo & Variations

LOGO DO'S

Use yellow logos whenever possible; orange and green should be used only when they offer a more cohesive feel

Logos with or without outlines should be used in accordance with the color combination guidance below; if the logo is placed on a busy image that limits legibility, a small background should be added to the logo that is allowed with the logo's brown outlining.

Prioritize using long logos whenever prudent

Use alt tex for all logos

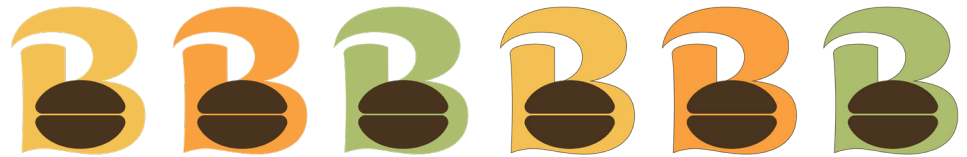
Allowed Color Combinations for Logos Guidance

Black background: Any logo, with or without outlining

White background: Logos with outlining

Brown (secondary) background: Logos without outlining

Dark green background: Yellow logo without outlining



The Whole Bean **The Whole Bean**

The Whole Bean **The Whole Bean**

The Whole Bean **The Whole Bean**

Logos without outlines

Logos with outlines

LOGO DON'TS

Do not place logos on brightly patterned backgrounds, colors that don't meet the above guidance, or busy images; use a small background in an allowed color as needed to avoid this.



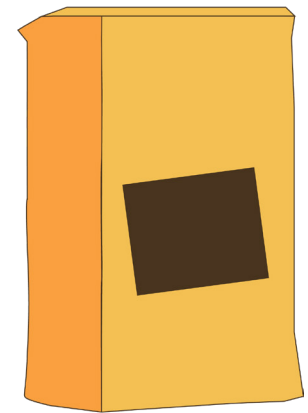
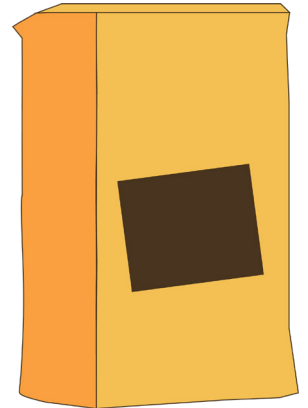
Iconography

Standards for Icons

Icons should remain as colored and should be placed on solid, plain backgrounds (white, black, brand-specific brown, or brand-specific dark green); if the desired placement doesn't meet these standards, a small background in an approved color may be added behind the icon

The overall feel should be consistent with the warm, connected, sincere tone of the business as a whole

Icons can be used for any promotional materials by the business or its employees, and can be used for web or print uses



MENU

PRODUCTS

Imagery

Images should prioritize:

Greenery, especially images featuring coffee plants and habitats

Happy and cozy people of all races, genders, and abilities

Small-town cozy coffee shops

Warm, cozy colors

Inviting and funny messages



Imagery

Images should prioritize:

Greenery, especially images featuring coffee plants and habitats

Happy and cozy people of all races, genders, and abilities

Small-town cozy coffee shops

Warm, cozy colors

Inviting and funny messages



Social Media Headers

Social Media Guidelines

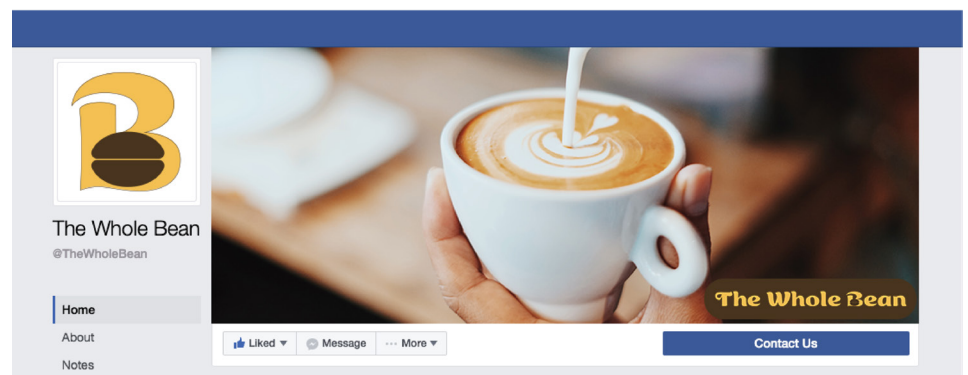
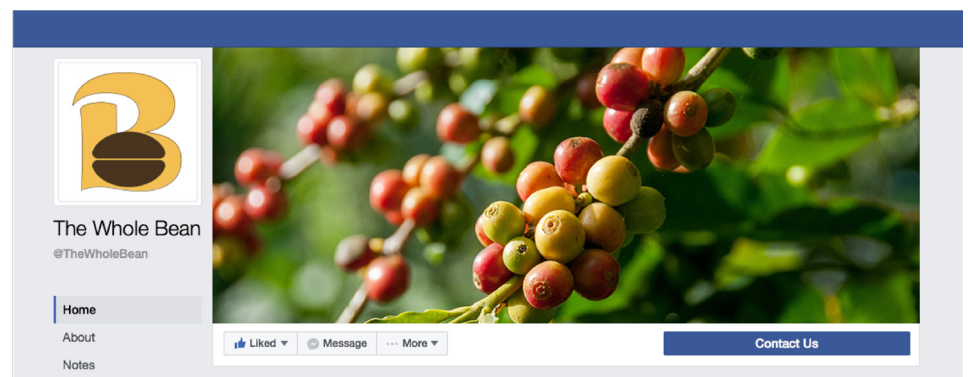
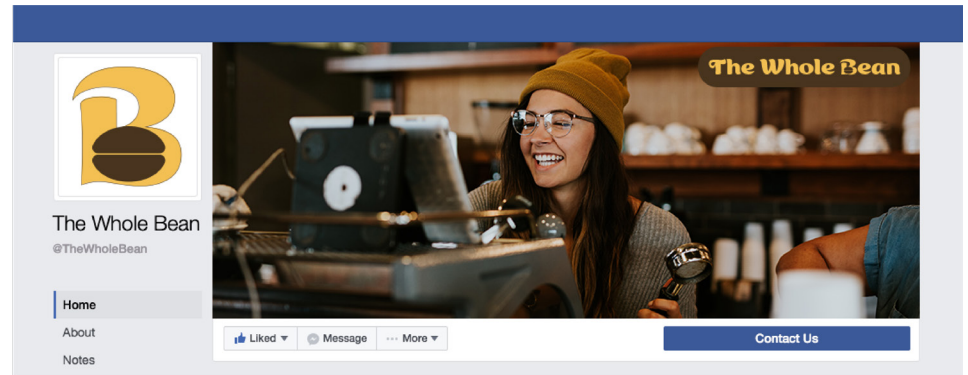
Social media posts should match brand colors and personality

Use text as needed for clarity, but otherwise as sparingly as possible

All text, logos, and icons should follow color guidances from the applicable section(s); if they do not, then small, appropriately colored backgrounds may be used to increase visibility and legibility against images and backgrounds

Always use alt text for images and logos

Use posts and images that emphasize community and global connection



the end.

THANK YOU FOR BEING A PART OF THE WHOLE BEAN FAMILY!