The Whole Bean Co.

Mission Statement

"To provide organic, locally-sourced, artisanal coffee, teas, and snacks in an industrial chic environment where people come to gather and connect with friends or relax and unwind."

Who We Are
The Whole Bean is a modern, artisanal coffee shop that uses locally-sourced organic ingredients in all of our products.

Our Brand Personality
is marked by being:
- Modern
- Chic
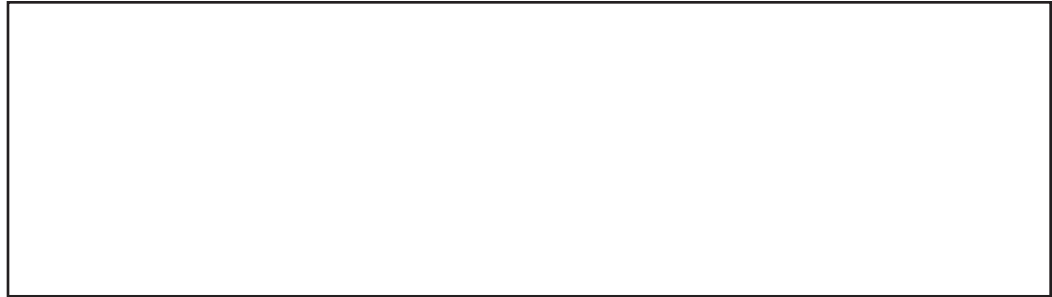- Artisanal
- Industrial
- Inviting

Color Scheme

Main Color
Hex: #ffffff
RGB: [255, 255, 255]
CMYK: [0, 0, 0, 0]

Secondary Color
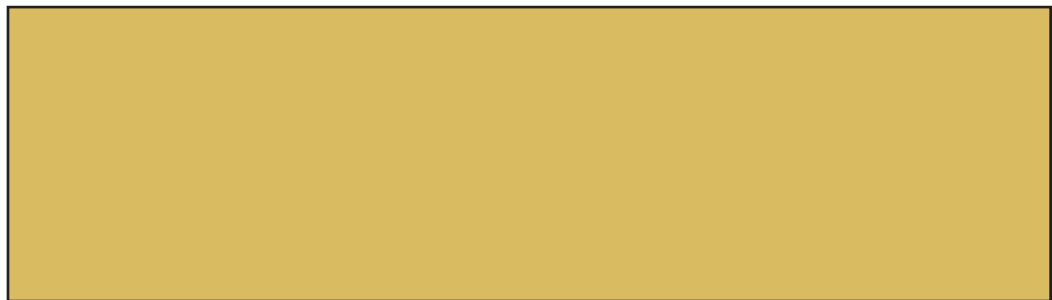Hex: #000000
RGB: [0, 0, 0]
CMYK: [0, 0, 0, 100]

Accent Color
Hex: #d9bb62
RGB: [217, 187, 98]
CMYK: [16, 23, 74, 0]

Typography & Sizes

Main Brand Font
Cormorant Garamond
Free on Google Fonts

The Whole Bean Co.

Body/Small Text Font
Quattrocento Sans
Free on Google Fonts

Providing organic, locally–sourced, artisanal coffee, teas, and snacks in an industrial chic environment where people come to gather and connect with friends or relax and unwind.

Typescale

48px

The Whole Bean Co.

36px

## Large blocks of text

18px

NAVIGATION MENU

16px

Paragraph body text – some extra text here so we can get a sense for the sizing.

Logo & Variations

LOGO DO'S

- Use original logo in areas with dark colors and variation in areas of white or light color
- Adjust size of logo as needed with proportions kept the same and text always legible
- Always include "The" when displaying the shop name
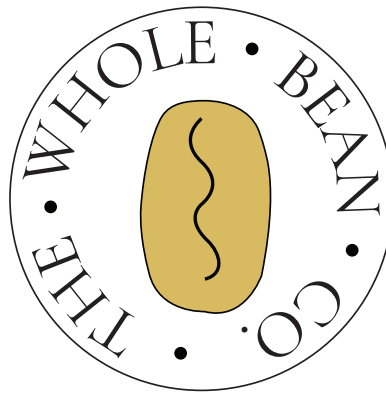
LOGO DONT'S

- Change anything
- within the logo (font, color, layout, etc.)
- Use the logo without the surrounding circle
- Make background of logo within the circle transparent (keep white for original logo and black for variation)
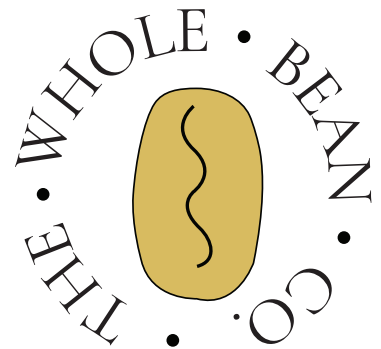
Iconography

Standards for Icons
- Must be in same design style and use only colors from the designated color scheme
- Should not replace the logo
- Should reflect the brand personality (modern, sleek, industrial chic)
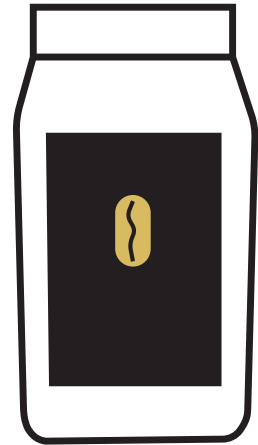
Icons can be used for:
- Website navigation
- Pamphlets and fliers
- Menu and in-store signage

MENU

PRODUCTS

Imagery

Image Guidelines

Imagery should reflect our brand personality. Focusing on images that are:

- Artisanal
- Modern
- Industrial chic
- Show connection/ friends gathering
- Inviting

Imagery

Image Guidelines

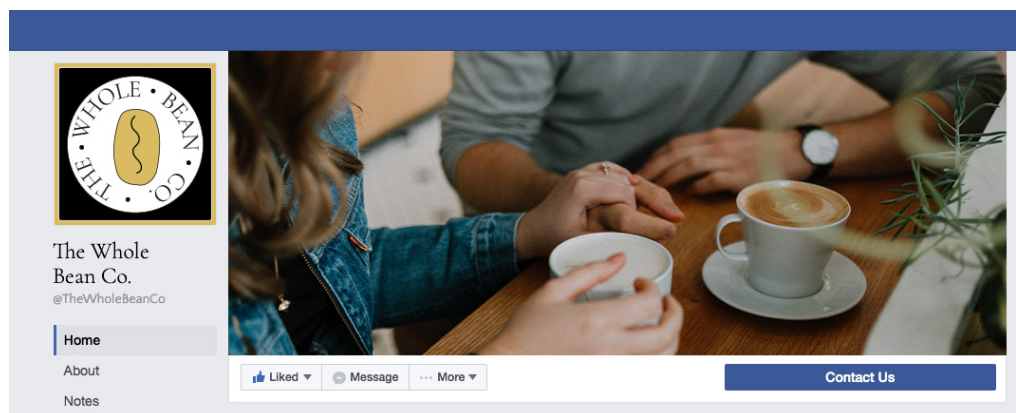Imagery should reflect our brand personality. Focusing on images that are:
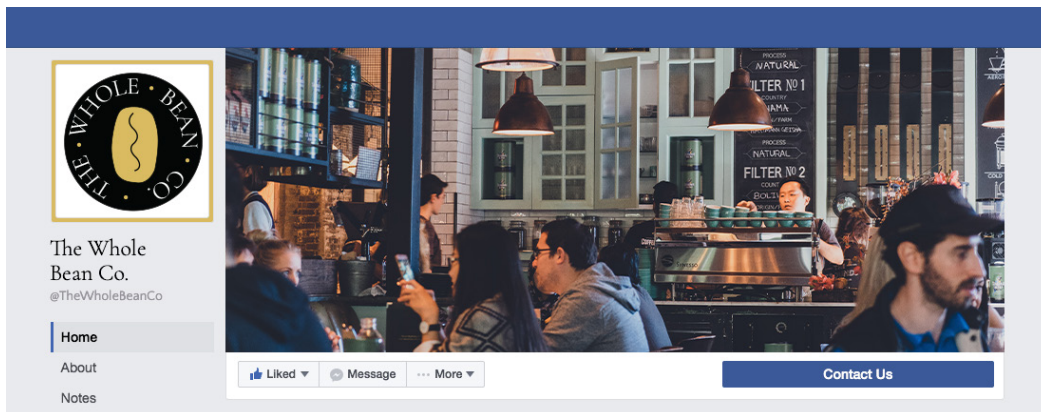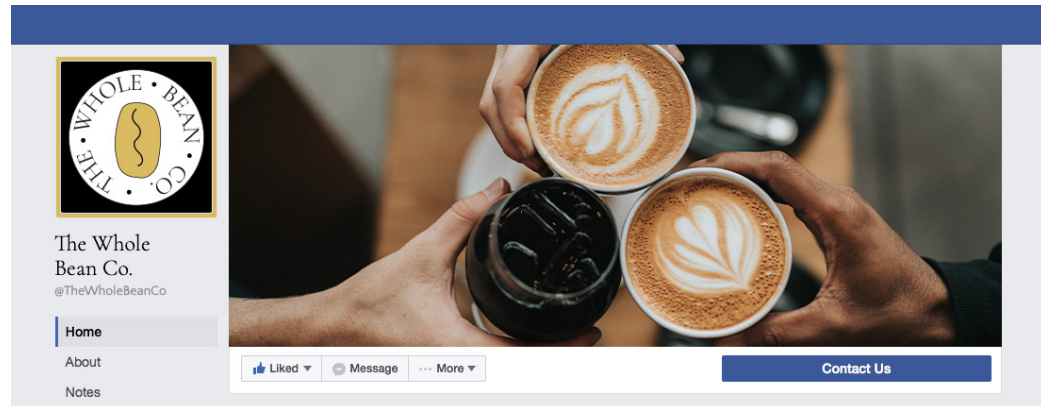
- Artisanal
- Modern
- Industrial chic
- Show connection/ friends gathering
- Inviting

Social Media Headers

Cover Image Guidelines

- Keep it simple and modern
- Must align with brand personality
- Use only colors from designated color scheme
- Make sure imagery used is from designated image collection
- Wording should align with mission and brand

The End

THANK YOU