

The Whole Bean

Style Guide

Mission Statement

Who we are

We are very passionate about coffee and love our community. That's why we wanted to provide a place that you could have a break from busy life.

Our brand personality

is marked by being:

- Comfortable
- Cozy
- Trust
- Care
- Friendly
- Balance

We serve coffee with top quality beans and some gluten free food, because we care about our customers.



Color Scheme

Main Color
Hex Number: #f28f16



Secondary Color
Hex Number: #03a65a



Accent Color
Hex Number: #733a19



Typography and Sizes

Main Font Type:
Bauhaus 93
Free on Google Font

The Whole Bean

Body/small text:
Reem Kufi
Free on Google Font

Scooping out fun, delightful flavors and experiences for families and friends to share in celebrating the joy and vibrancy of our neighborhood.

Typescale

60px

The Whole Bean

36px

Large blocks of text

18px

NAGIGATION MENU

16px

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

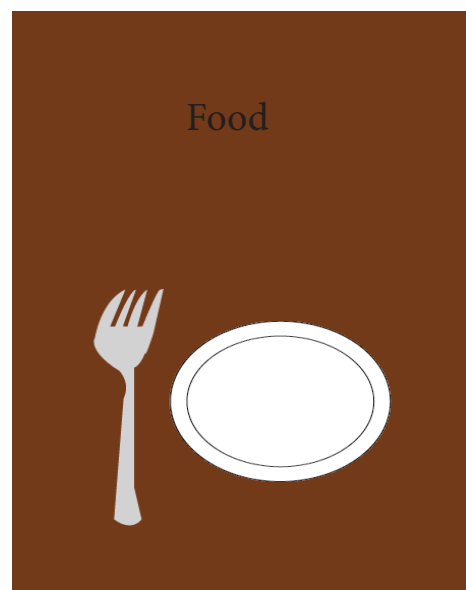
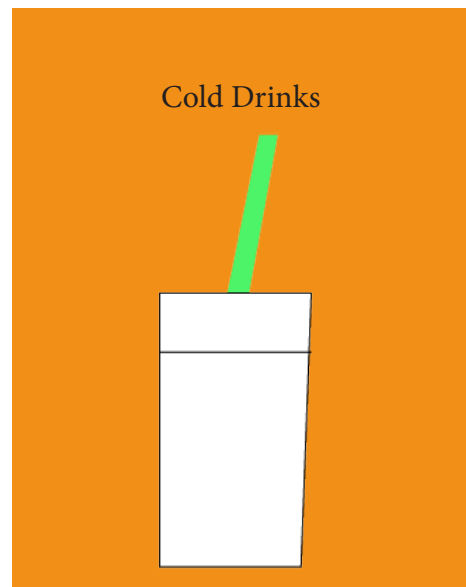
Iconography

Standards for Icons

- Icons should be in the same design style
- Should be outlined and in our secondary brand color
- Should mimick the happy, simple feeling of our logo and brand personality

Icons can be used for:

- Web Navigation
- Promotional fliers
- Shop signage and decor
- Business cards & Posters



Imagery

Image Guidelines

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

- Happy
- Bright
- Cheerful
- Family Oriented
- Playful
- Fresh



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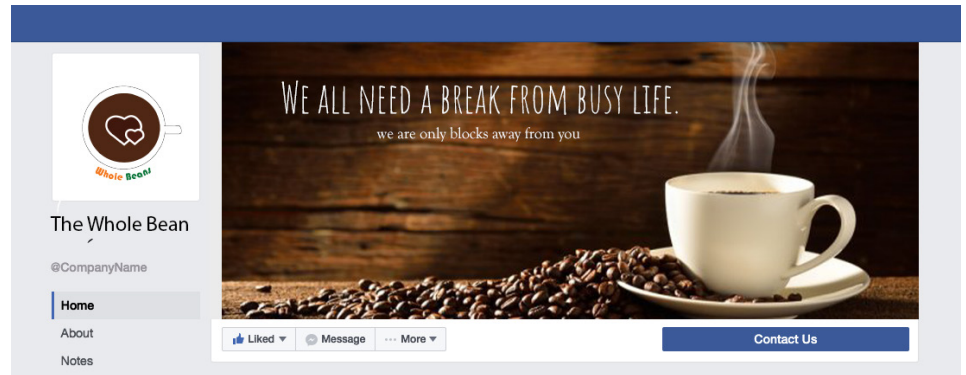
Imagery



Social Media Headers

Cover Image Guidelines

- Simple, less is more
- Compliments logo
- Matches brand personality
- Keep text minimal and fun
- Matches brand colors



Logo & Variations

LOGO DO'S

- Use our color logo against a white background



LOGO DONT'S

- Don't use either our logo or variation on any other background color other than white color or any color that has been used in the logo.



The End

Let's have a break with us!