# The Whole Bean

BRAND STYLE GUIDE

# Mission Statement

"The Whole Bean will pick you up, hit the spot with the perfect cup of coffee, in a local warm and comforting environment. You can meet up with friends, catch up on emails, read a book or have a casual business meeting."

## Who We Are

We live locally and want to bring the community together with quality coffee in a warm and beautiful space. We want The Whole Bean to be a place that resonates with the neighborhood.

## Our Brand Personality
is marked by being:

- Relaxing
- Comforting
- Hip
- Friendly
- Down-to-Earth

# Color Scheme

## Main Color
Hex Number: #f04c26
RGB: [240, 76, 38]
CMYK: [0, 86, 97, 0]

## Secondary Color
Hex Number: #360b00
RGB: [54, 11, 0]
CMYK: [51, 78, 76, 76]

## Accent Color
Hex Number: #8bcfb7
RGB: [139, 207, 183]
CMYK: [45, 0, 35, 0]

# Typography & Sizes

## Main Brand Font
**Poiret One**
*Free on Google Fonts*

# The Whole Bean

## Body/Small Text Font
**Futura**
*In Standard Fonts*

"The Whole Bean will pick you up, hit the spot with the perfect cup of coffee, in a warm and comforting local environment. You can meet up with friends, catch up on emails, read a book or have a casual business meeting."

## *Typescale*

48px

# The Whole Bean

36px

## Large blocks of text

18px

### Navigation Menu

16px

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

# Logo & Variations

## Logo Do's

- Use our color logo against a white background
- Use our logo variation on top of our main color, but only once in a while for a pop of color and to make a splash
- Eliminate 'The Whole Bean' title if it suits the design
- Use the secondary color as the background color

## Logo Dont's

- Don't use either our logo or variation on any other background color other than our main brand color or secondary color
- Don't use it on any patterned backgrounds or imagery

# Iconography

## Standards for Icons

- Icons should be in the same design style
- Should be outlined in the main color
- Fills should be in secondary or the accent color
- They should be designed with the same friendly and upbeat style as the logo that fits the brand personality
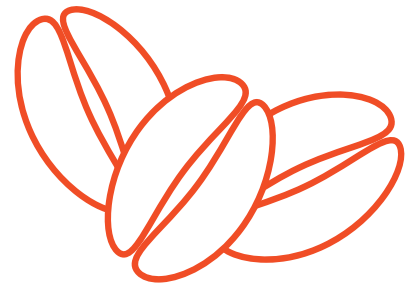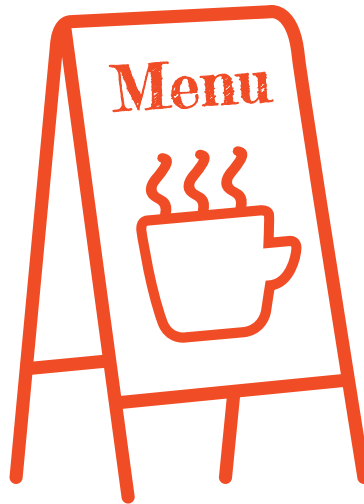
## Icons can be used for:

- Web Navigation
- Promotional fliers
- Shop signage and decor
- Business cards & Posters
- Napkins, to go cups, bean bags, apparel and mugs
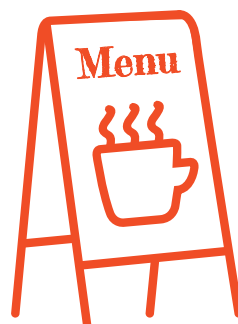
Menu

Products

# Imagery

## Image Guidelines

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

- Friendly
- Comforting
- Rustic
- Enviting
- Hip
- Down-to-Earth
- Sincere
- Genuine
- Clean

# Imagery

## Image Guidelines

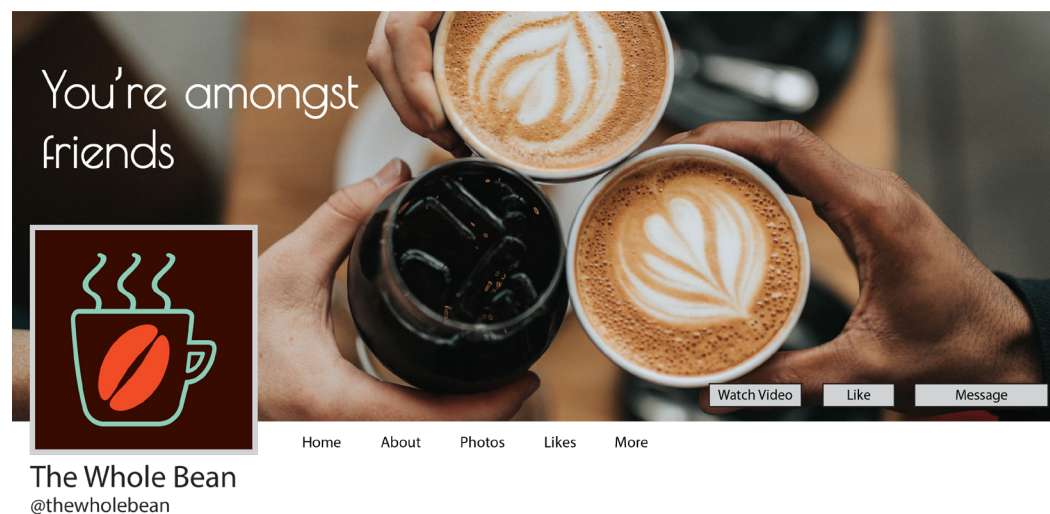Images should reflect our brand personality. Focusing on imagery that is:
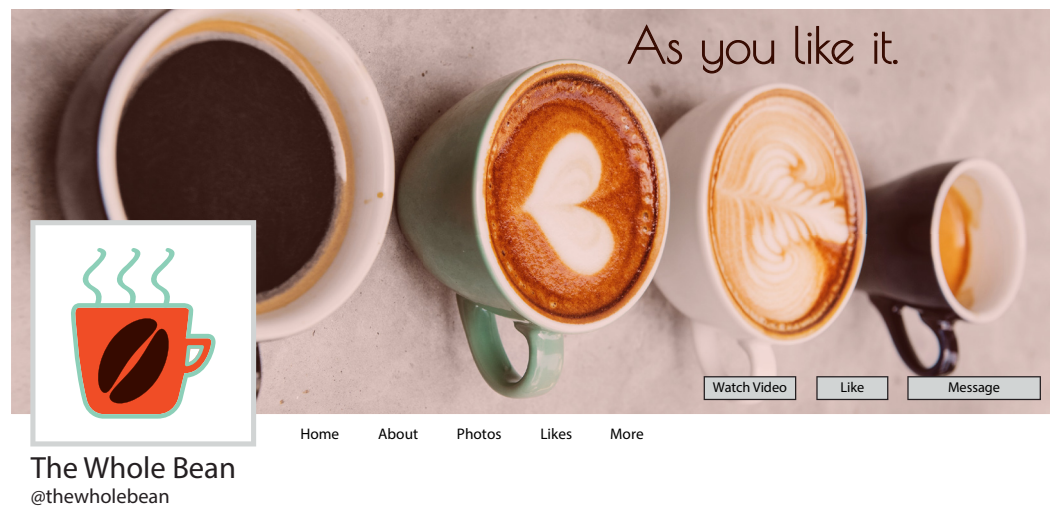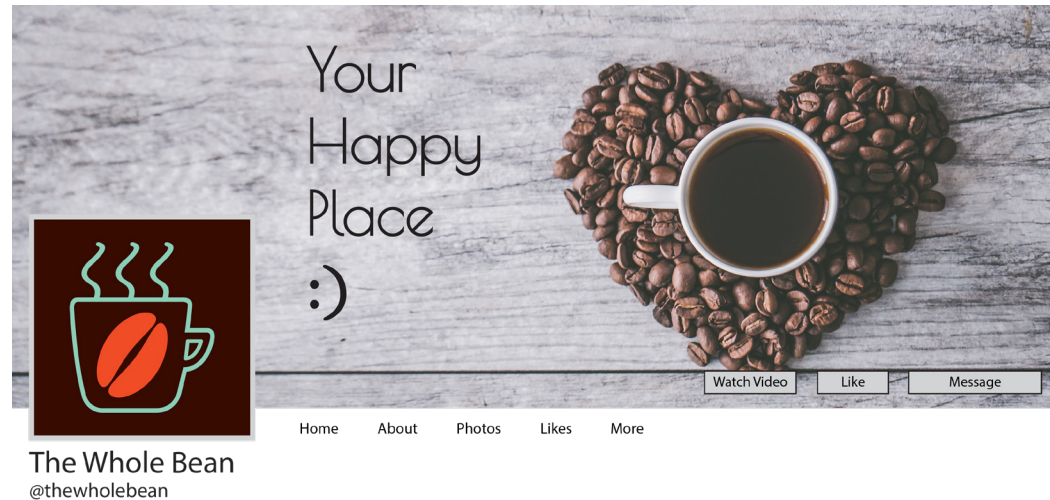
- Friendly
- Comforting
- Rustic
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# Social Media Headers

## Cover Image Guidelines

- Simple, less is more
- Compliments logo
- Matches brand personality
- Keep text minimal and fun and inviting
- Matches brand colors
- Enticing coffee drinks and promotional specials of the season



Your Happy Place :)

Watch Video | Like | Message

Home    About    Photos    Likes    More

**The Whole Bean**
@thewholebean



As you like it.

Watch Video | Like | Message

Home    About    Photos    Likes    More

**The Whole Bean**
@thewholebean



You're amongst friends

Watch Video | Like | Message

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# Ciao...

*we'll bean seeing you!*

:)