

# The Whole Bean

## Brand Style Guide

# Mission Statement

“The Whole Bean is committed to delivering high-quality coffee in a welcoming and familiar atmosphere where the community can connect.”

## Who We Are

We embody a wholesome small-town, local coffee shop with friendly employees and delicious, high-quality drinks and baked goods. To give back to the community, we donate 10% of our profits back to local non-profits.

## Brand Personality

We care about providing a warm and friendly atmosphere where people can connect with others.



# Color Scheme

## Main Color

Hex: #C74102  
RGB: 199/65/2  
CMYK: 16/87/100/6



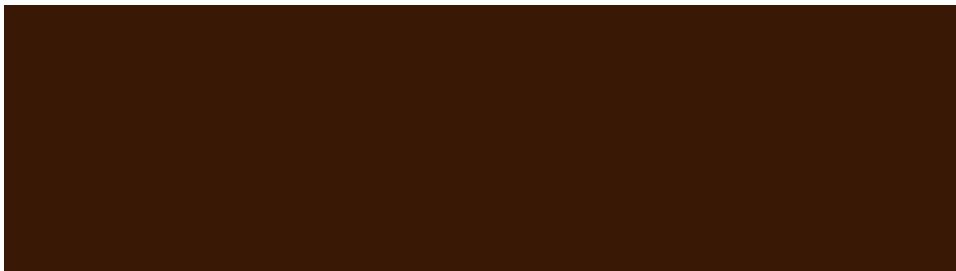
## Secondary Color

Hex: #C74102  
RGB: 199/65/2  
CMYK: 16/87/100/6



## Accent Color 1

Hex: #391805  
RGB: 57/24/5  
CMYK: 50/75/80/74



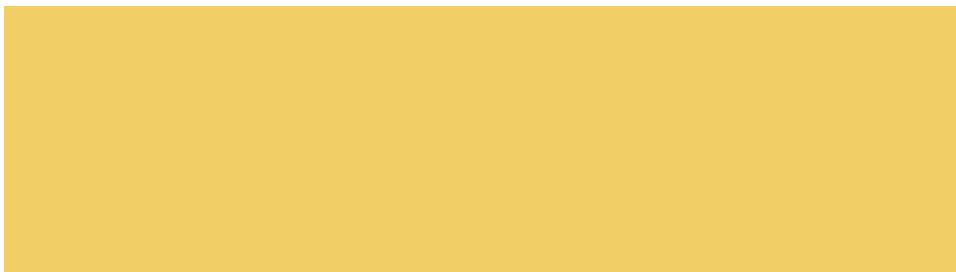
## Accent Color 2

Hex: #F29A2E  
RGB: 242/154/45  
CMYK: 2/46/93/0



## Accent Color 3

Hex: #F2CF66  
RGB: 242/207/102  
CMYK: 5/16/71/0



# Typography & Sizes

## Main Brand Font

Nixie One  
Free on Google Fonts

## Body/ Small Text Font

Libre Baskerville  
Free on Google Fonts

## Typescale

60pt

The Whole Bean

The Whole Bean is committed to delivering high-quality coffee in a welcoming and familiar atmosphere where the community can connect.

36pt

Whole Bean

Large blocks of  
text

18pt

NAVIGATION MENU

16pt

Paragraph body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. sequat.

## Logo & Variations

### Logo Do's

- Use our color logo against a white background

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### Logo Don't's

- Don't stretch or shrink the logo
- Do not use any background color or image other than the Main Color shown.

The Whole Bean

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Whole  
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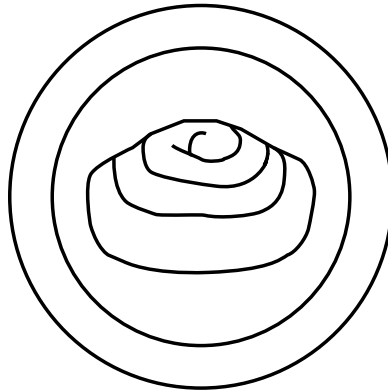
# Iconography

## Standards for Icons

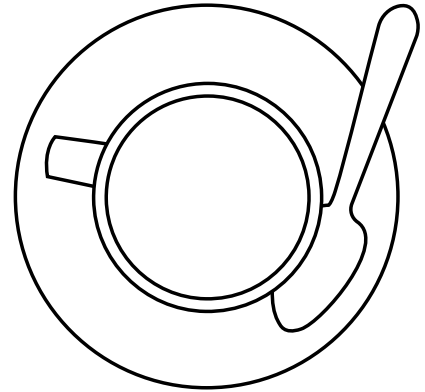
- Icons should be in the same design style- clean, simple lines with little to no shading and minimal color
- Should be outlined in black, white, or the Main brand color
- Should mimick the warm and welcoming feeling of our logo and brand personality

## Icons to be used for

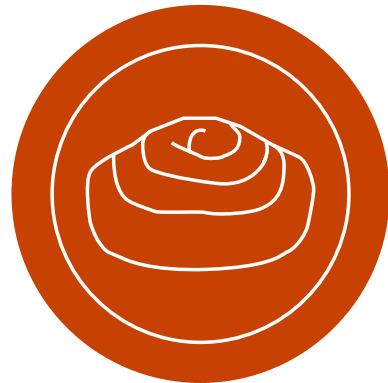
- Web Navigation
- Promotional fliers
- Shop signage and decor
- Business cards
- Posters



Menu



Products



Menu



Products

# Imagery

## Images Guidelines

Images should reflect our brand personality by selecting imagery that is:

- Friendly
- Sincere
- Warm
- Familiar
- Community





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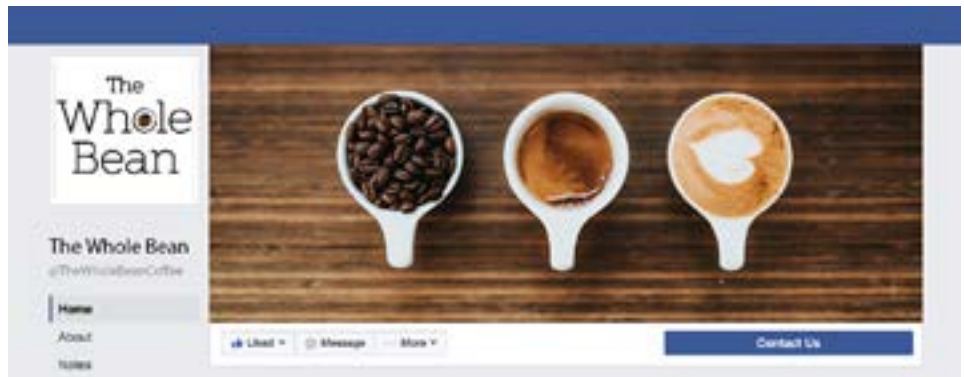




# Social Media Headers

## Cover Image Guidelines

- Matches the brand's personality
- Matches brand colors
- Keep text minimal and fun
- Compliments logo



**thanks for stopping by.**  
come back soon!