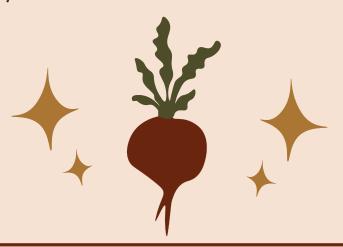
# Mission Statement and Brand Identity

**Whole Foods Market** 

Our purpose is to nourish people and the planet. We're a purpose-driven company that aims to set the standards of excellence for food retailers.

Quality is a state of mind at Whole Foods Market.



#### **Brand Identity**

Whole Foods Market

#### **Pysique**

Earthy tones; High quality organic food; Healthy lifestyle

#### Relationship

Community of individuals who strive for a healthy lifestyle; family; lifestyle

#### Reflection

Feeding your body rich and organic food which is deserves



#### Personality

Natural/ Down to Earth; Inviting yet upscale

#### Culture

High quality experience and foods Higher end food for a better life

#### Self Image

Impactful products and positive growth for all customers

# Style Guide

### Logo Rebrand





Other Graphic **Elements** 



## **Typeface**

**BLT Heirloom Regular**: Used for titles and subtitles

Myriad Pro: Paragraphs and smaller text

#### **Color Scheme**











#F2D0A5 #865C25

#50502C

#2F2C1A

#6A2813

# **Business Card**



# Whole Foods Market

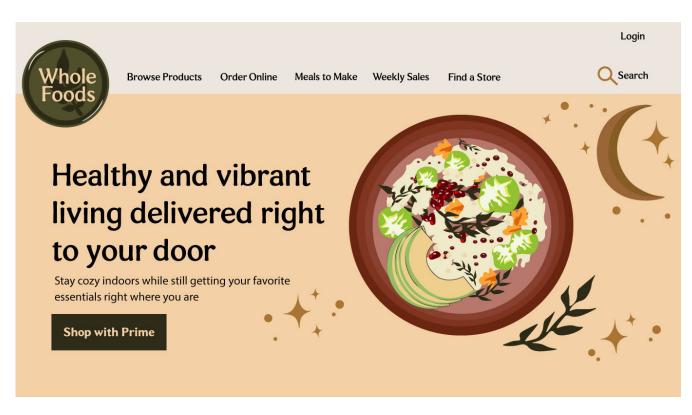
Whole Foods Market, Inc. 550 Bowie Street Austin, TX 78703-4644

1 (844) 936-8255

https://www.wholefoodsmarket.com/

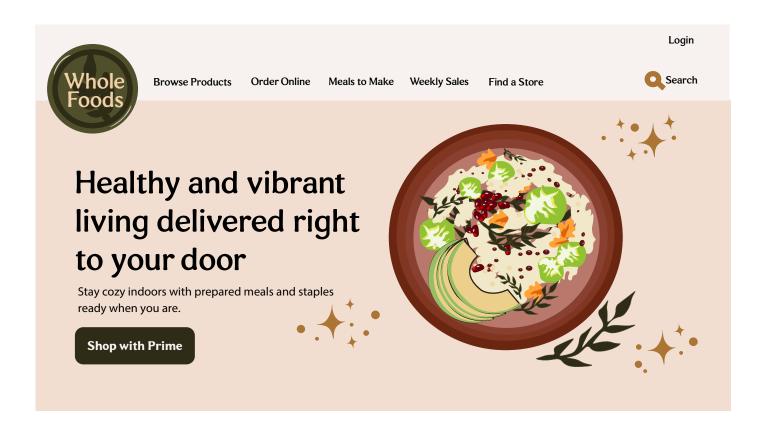


# Website Iterations





# Final Website Interface



The final iteration of the front page of the website.

I went with the lighter color for the background because it gave some air and cleanliness to the website. While Whole Foods is homey, it also is all about organic and clean eating. I ended up taking out the moon graphic and only going with the bowl, because I wanted that to be the centerpiece. I also rounded out the corners of the "Shop with Prime" button to give it that modern feel and make it match the rounded font. Overall, I am very happy with the feel of the website!

# **Example Event Poster**

