

# Whole Bean

Brand Style Guide



## Mission Statement

“Brewing joy, building community, and making every sip count—with ethically sourced beans and a whole lot of heart.”

### Who We Are

Our goal is to create public awareness about the destructiveness of unethically sourced coffee beans to both the environment and humans, while building a community.

### Our Brand Personality

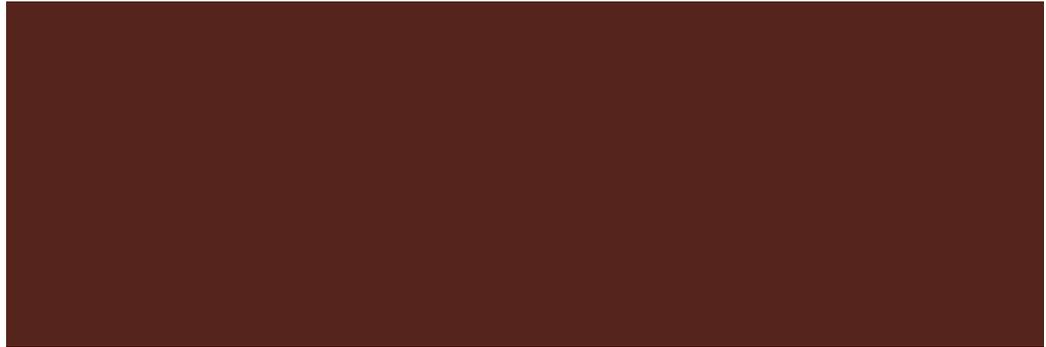
- Sincere
- Warm and Friendly
- Down-to-Earth
- Inclusive
- Comforting



# Colour Scheme

## Primary Colour

**HEX:** #55251D  
**RGB:** 85,37,29  
**CYMK:** 40, 81, 79, 48



## Secondary Colour

**HEX:** #CF6C47  
**RGB:** 207, 108, 71  
**CYMK:** 15, 68, 79, 2



## Accent Colour

**HEX:** #8E9B82  
**RGB:** 142, 155, 130  
**CYMK:** 47, 29, 52, 3



## Neutral Colour

**HEX:** #E6D3A3  
**RGB:** 230, 211, 163  
**CYMK:** 10, 14, 40, 0



## Typography & Sizes

### Main Brand Font

- Le Monde Courier Std
- Adobe Fonts



### Body/Small Text Font

- Graphie Light
- Adobe Fonts

Brewing joy, building community, and making every sip count—with ethically sourced beans and a whole lot of heart.

### Typescale

60 px

# Whole Bean

26 px

## Header 1

18 px

### Header 2

18 px

Large blocks of text

14 px

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

18 px

NAVIGATION MENU

# Logo & Variations

## LOGO DO'S

- The standard logo (a) should be used on websites, in print and places where the logo doesn't need to be condensed.
- Use the standard logo (a) on a plain white background .
- Use the alternative offset logo (b) on a tan coffee sleeve.
- Use the offset logo (c) on moss green or burnt sienna background, ie for coffee mugs or social media profile pics.



## LOGO DONT'S

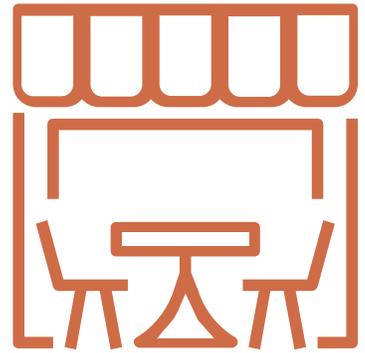
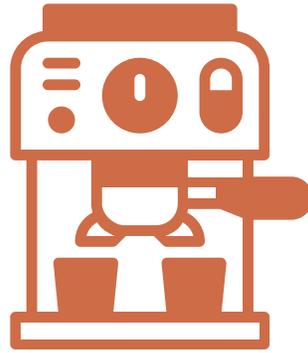
- Do not use any logo on any other background color than white, moss green, or burnt sienna, as stated above.
- Do not use any of our logos on patterned backgrounds or images



# Iconography

## Standards for Icons

- Icons should be in the same design style
- Icons should use the accent brand colour.
- Should follow the feeling of the brand and the mission statement.



## Icons can be used for:

- Web navigation
- Promotional fliers
- Shop signage and decor
- Business cards & posters



**HOME**



**MENU**

# Imagery

## Image Guidelines

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

- Community-oriented
- Down to earth
- Sustainable
- Friendly
- Warm
- Inclusive
- Fun



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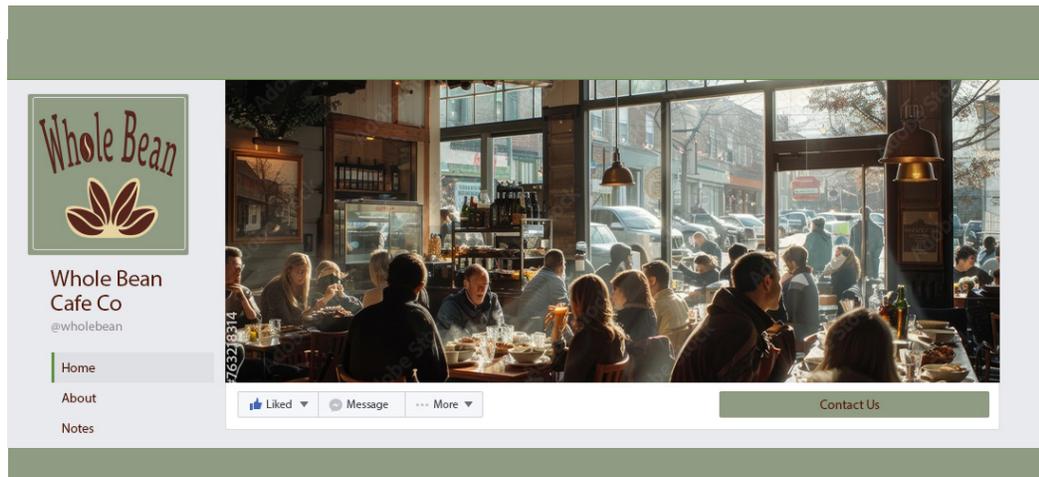
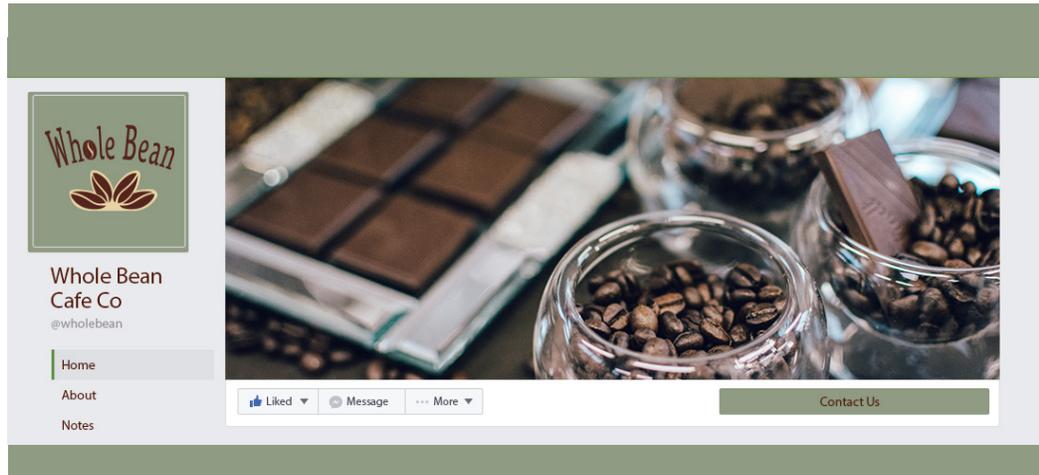
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# Social Media Headers

## Cover Image Guidelines

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



Coffee is life.  
**the end.**