

The Whole Bean

BRAND RESEARCH: 01

MISSION STATEMENT: 02

COLOR: 03

TYPOGRAPHY: 04

LOGO: 05

ICONOGRAPHY: 06

SUPPORTING IMAGES: 07

SOCIAL MEDIA: 09

CUSTOMER PERSONAE: 10

Brand | Identity | Style | Guide

BRAND RESEARCH: 01

The Whole Bean is a new coffee shop in a renovated space with heavy foot traffic. The owners are residents of the neighborhood, and realize the need for not just a place to eat and get coffee, but also a place for the neighbors to get to know each other.

After spending time observing the types of people who currently travel through the area, the other businesses already in place, and those proposed. We feel the main customers of the shop will likely break into two main groups, Moms and Millennials.

Because of this and in keeping with the personalities of the owners, we advise keeping the feel of the visual assets upbeat and lively, with an organic look and feel that compliments the proposed offerings. Further, the offerings themselves will be organic, fair-trade, local, farm-to-table, in keeping with the neighborhood's desires and aesthetic.

The Whole Bean is first and foremost a place to build community, good coffee and good food are just the best ways to do that.

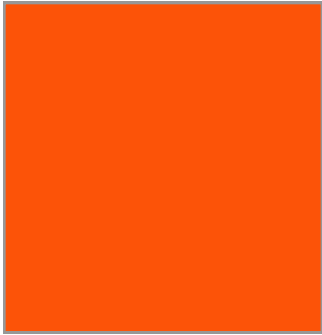
MISSION STATEMENT: 02

**Bringing Together
Good People,
Good Coffee,
and Good Food.**

Brand Image:

Friendly
Authentic
Conscious

COLOR: 03

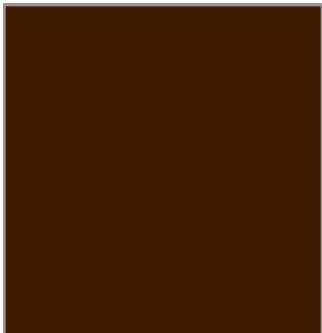


Primary Color

hex: FC5308

rgb: 252, 83, 8

cmyk: 0, .671, .968, .0118

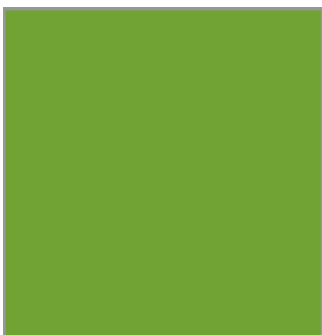


Secondary Color

hex: 411A02

rgb: 65, 26, 2

cmyk: 0, .6, .969, .745



Accent Color

hex: 70A234

rgb: 112, 162, 52

cmyk: .309, 0, .679, .365

TYPOGRAPHY: 04

Consistent use of Montserrat typeface in differing weights temper consistency with surprise. From the boldest weight for signage down to the lightest weight for web body text, the typeface is legible and clear while being strong and directional.

60pt **The Whole Bean**

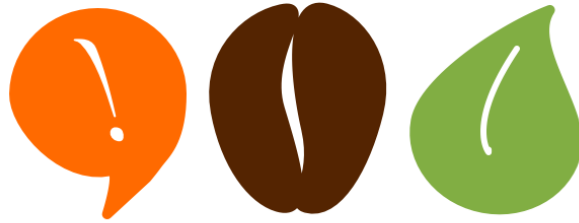
36pt **Large blocks of text**

18pt **NAVIGATION MENU**

16pt Paragraph body text - some extra text here so that we can get a sense for the sizing!

LOGO: 05

The Whole Bean



Good Company | Good Coffee | Good Food

The logo should always include the tagline, even if the name of the shop is omitted. The logo is always on a white background.

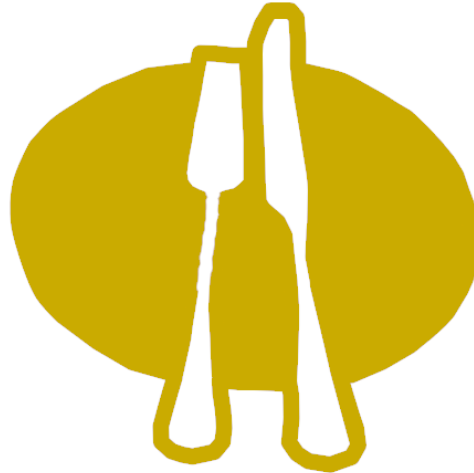


ICONOGRAPHY: 06

Coffee



Entrées



Icons should be bold and blocky, with only enough detail as to make them understandable. Potential use on website, signage, and menu to differentiate categories of items.

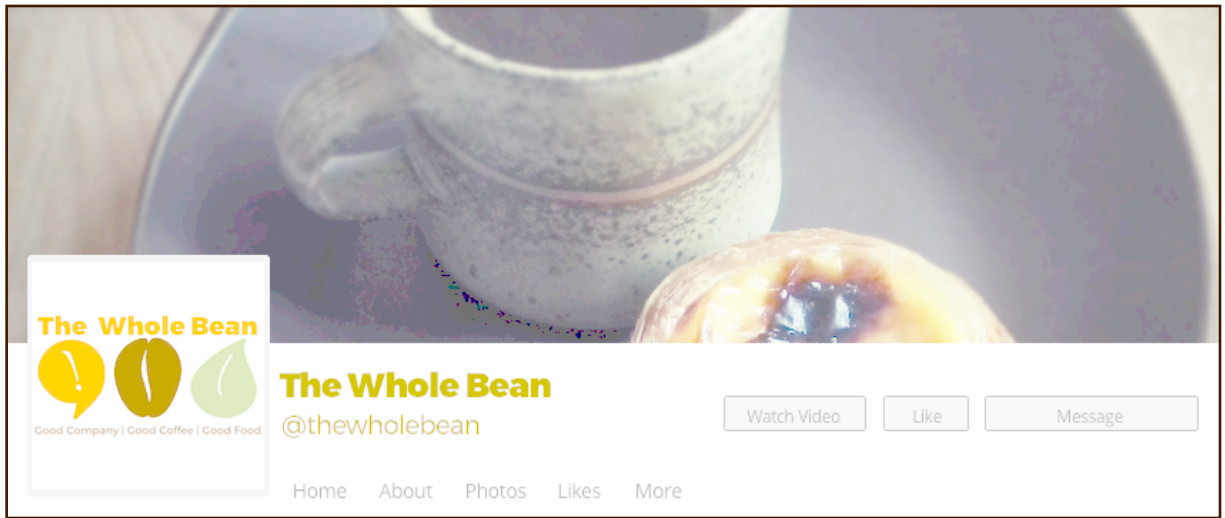
SUPPORTING IMAGES: 07



SUPPORTING IMAGES: 08



SOCIAL MEDIA: 09



CUSTOMER PERSONAE: 10

Brand Identity begins and ends with the customer.

GENDER: Female
AGE: 36
LOCATION: Chicago
OCCUPATION: Child Centered Mom
EDUCATION: BA
INCOME: 125K/yr
FAMILY: Married, 2 kids not yet in school
DAY-TO-DAY LIFE



PERSONALITY TRAITS: Loves her kids but a little bored and lonely
TYPICAL WEEKDAY INVOLVES: Make meals/ find enrichment for the kids/ Carve out time with spouse/ Put the kids to bed/ Crash
CARES MOST ABOUT: Her kids, wanting to be a good mom and being a good partner.
CURRENT CHALLENGE: She is bored and lonely and not entirely sure how to meet people anymore.
CURRENT GOAL: Meet other moms, or even interesting people without kids.
TOP 3 BOOKMARKED SITES: Amazon.com, Refinery29.com, WebMD.com
WHAT I DO IN MY FREE TIME: What free time? If I'm not running around with my kids then I'm recovering. I am worried I'm becoming boring, spending all my time around people under five years old. I love them but I feel like I'm losing track of the rest of the world out there.



GENDER: Male
AGE: 30
LOCATION: Chicago
OCCUPATION: Data Analyst
EDUCATION: BS
INCOME: 65K/yr
FAMILY: Single, 2 Flatmates
DAY-TO-DAY LIFE

PERSONALITY TRAITS: Stressed, Feels like he should be doing more to get ahead.
TYPICAL WEEKDAY INVOLVES: Work/ Working out/ Dinner (either orders in or eats out) / Side Hustle/ Hang with friends/ Deal with roommates/ Crash
CARES MOST ABOUT: Getting ahead, making the most of his time now so he can do what he wants later.
CURRENT CHALLENGE: Lives with roommates so not very motivated to stay home, too much drama, wants to earn more so he can get out of there.
CURRENT GOAL: Make enough money so he can get his own apartment.
TOP 3 BOOKMARKED SITES: Fourhourworkweek.com, sportscenter.com, gruhub.com
WHAT I DO IN MY FREE TIME:
Work my sidehustle, watch sports, game, workout, drink with friends