

whole
some
goods.

whole some goods.

INTRODUCTION

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We are
Wholesome
People

Our Values

Our values are there to remind us of who we are, and what we want to be.
They guide everything we do, from our approach to work, to how we treat people.
We are intentionally aspirational and aspirationally intentional.





Our Mission

WE'RE ALL IN THIS TOGETHER

You know some things, we know some things. Together we know a lot of things.
We believe the best work happens when we don't think of ourselves as a corporation
but as one big messy team.

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DEDICATED TO QUALITY

Our Logo

Our logo is our seal of approval. It represents our promise to mother nature to source rich ingredients that are meant to enhance your natural beauty.

**wholesome
goods.**

wholesome goods.

HORIZONTAL LOGO

Our horizontal logo gives flexibility to designers to place our logo in any given scenario. This gives our brand the opportunity to shine at all times.

WORD MARK

Our word mark gives us simplicity and purity. It allows us to maintain brand recognition in hard-to-read places.



FULL LOGO

Minimum Size



30mm | A4/A5



45mm | A3



70mm | A2

HORIZONTAL LOGO

Minimum Size



30mm | A4/A5



45mm | A3



70mm | A2

WORD MARK

Minimum Size



30mm | A4/A5



45mm | A3



70mm | A2



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo to a color that is not within our palette.



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



DO NOT display the logo with limited legibility



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ON-WHITE

We use our full color logo for white backgrounds.
75% Solid White or Gradient on image
are acceptable as well.



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ON-COLOR

Use the white or black version of logo for
color backgrounds. Choose the appropriate
colors from the palette.



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ON-PHOTO

Depending on the brightness of the image
use the appropriate black or white
version of the logo.



IMPROPER USE

Do not use solid color logo on white backgrounds. Our full color logo is designed to shine on white.



TOO MANY COLORS

Do not use full color logo on a color background. It complicated the image with too many colors.



TOO BUSY

Do not use full color logo on image. It creates a busy image with many conflicting elements.

DEDICATED TO QUALITY

Our Colors

Our colors depict the image of an oasis that shines down and brings life to our brand.

RGB	CMYK	HEX
252, 239, 212	1, 4, 17, 0	FCEFD4

RGB	CMYK	HEX
192, 18, 31	17, 100, 100, 7	C0121F

RGB	CMYK	HEX
102, 154, 187	62, 29, 16, 0	669ABB

RGB	CMYK	HEX
120, 0, 0	30, 100, 100	780000

RGB	CMYK	HEX
0, 48, 73	100, 76, 46, 44	003049

Syne

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Semi Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

CAPTURING THE ESSENCE

Wholesome goods

SECTION

Font: Syne
Weight: Regular
Size: 18pt

Tracking: 50
Case: Uppercase

HEADER

Font: Syne
Weight: Medium
Size: 120pt

Tracking: 0
Case: Sentence Case

WE ARE WHOLESOME PEOPLE

Why is she gonna get angry with you? I think we need a rematch. The appropriate question is, weren't the hell are they. Einstein has just become the world's first time traveler. I sent him into the future. One minute into the future to be exact. And at exactly 1:21 a.m. we should catch up with him and the time machine. Okay, alright, I'll prove it to you. Look at my driver's license, expires 1987. Look at my birthday, for crying out load I haven't even been born yet. And, look at this picture, my brother, my sister, and me. Look at the sweatshirt, Doc, class of 1984. I have to tell you about the future.

SUB-HEADER

Font: Syne
Weight: Regular
Size: 27pt

Tracking: 50
Case: Uppercase

BODY COPY

Font: Syne
Weight: Regular
Size: 18pt

Leading: 30pt
Tracking: 0
Case: Sentence Case

Last Update: 11/2021

Originally Published: 11/2021

Created by: Adrian Martell

Questions: adrian.martell@wholesomegoods.com

NOTES

Font: Syne
Weight: Regular
Size: 12pt

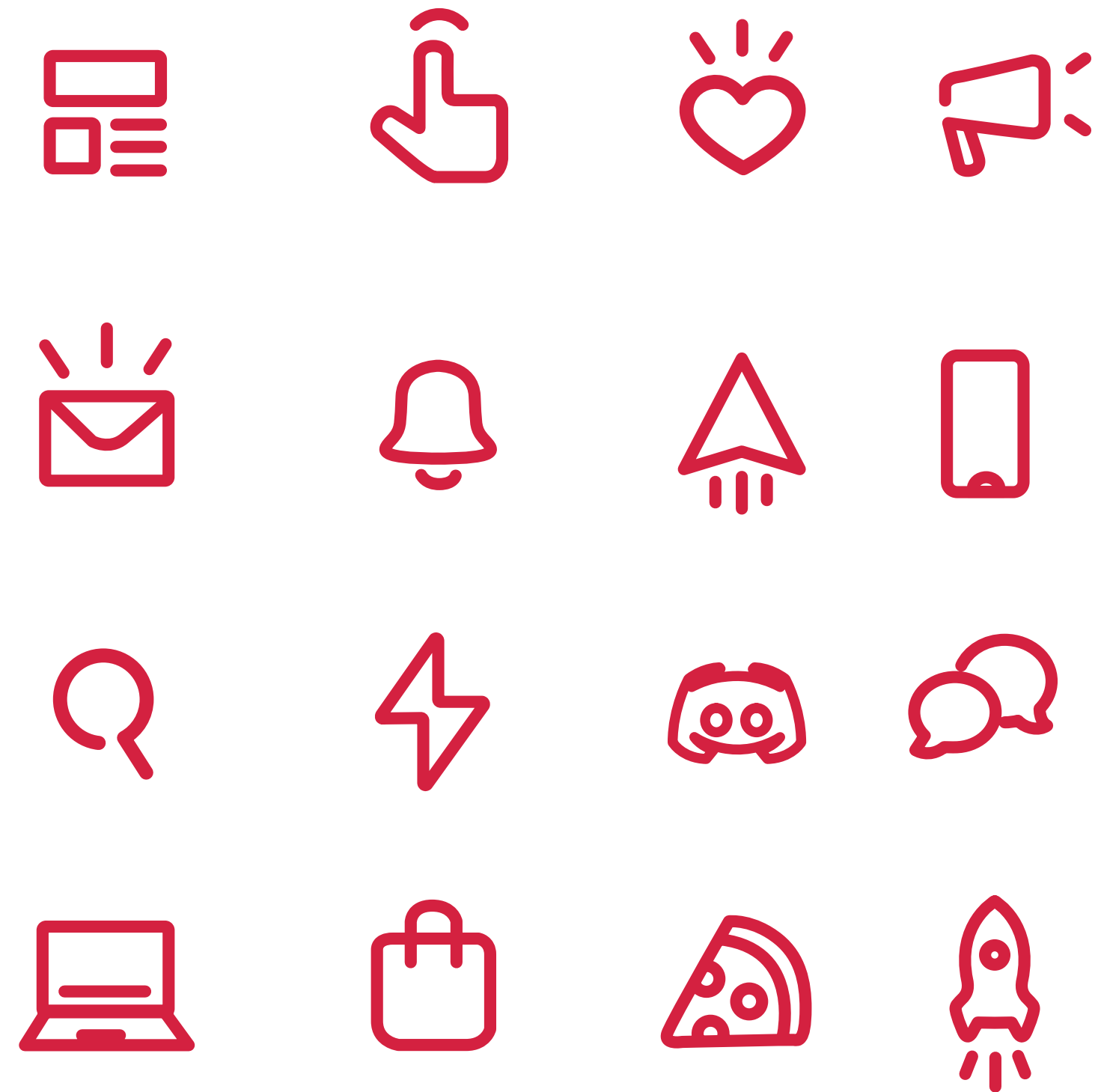
Leading: 20pt
Tracking: 100
Case: Sentence Case

CAPTURING THE ESSENCE

Design Elements

ICONS

Our illustrations are representations of the high-quality, natural ingredients we use in all of our products. It brings forth a textural element to our design that speaks to our beloved Mother Nature.





CAPTURING THE ESSENCE

Photography

Our products are made from the finest and most natural ingredients, so we can bring an enriching experience that helps accentuate the natural beauty of our customers.

BEAUTY IN A BOX

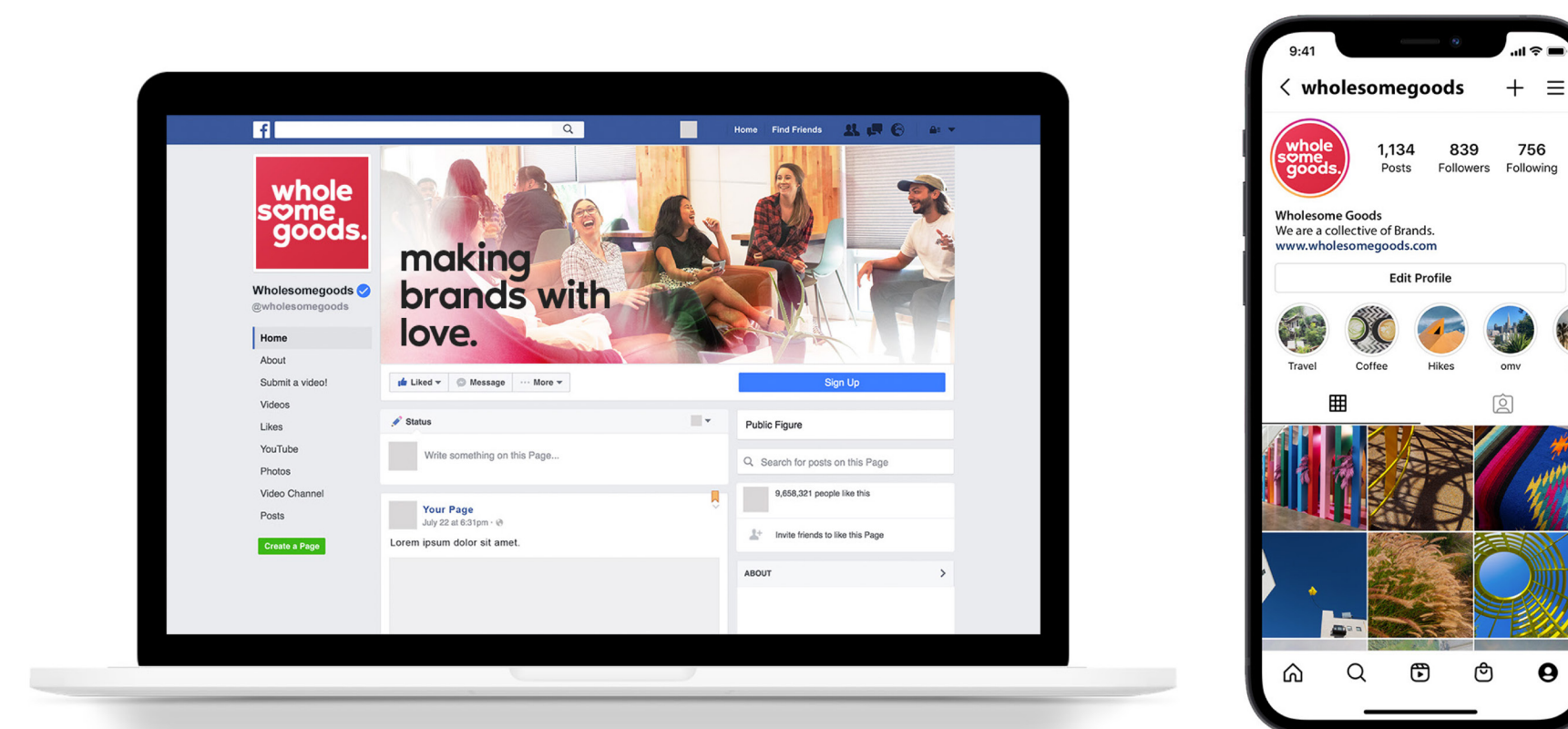
Web assets

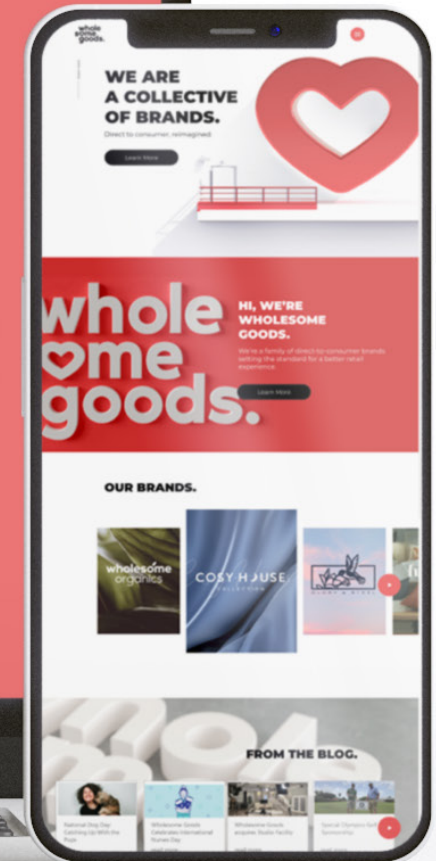
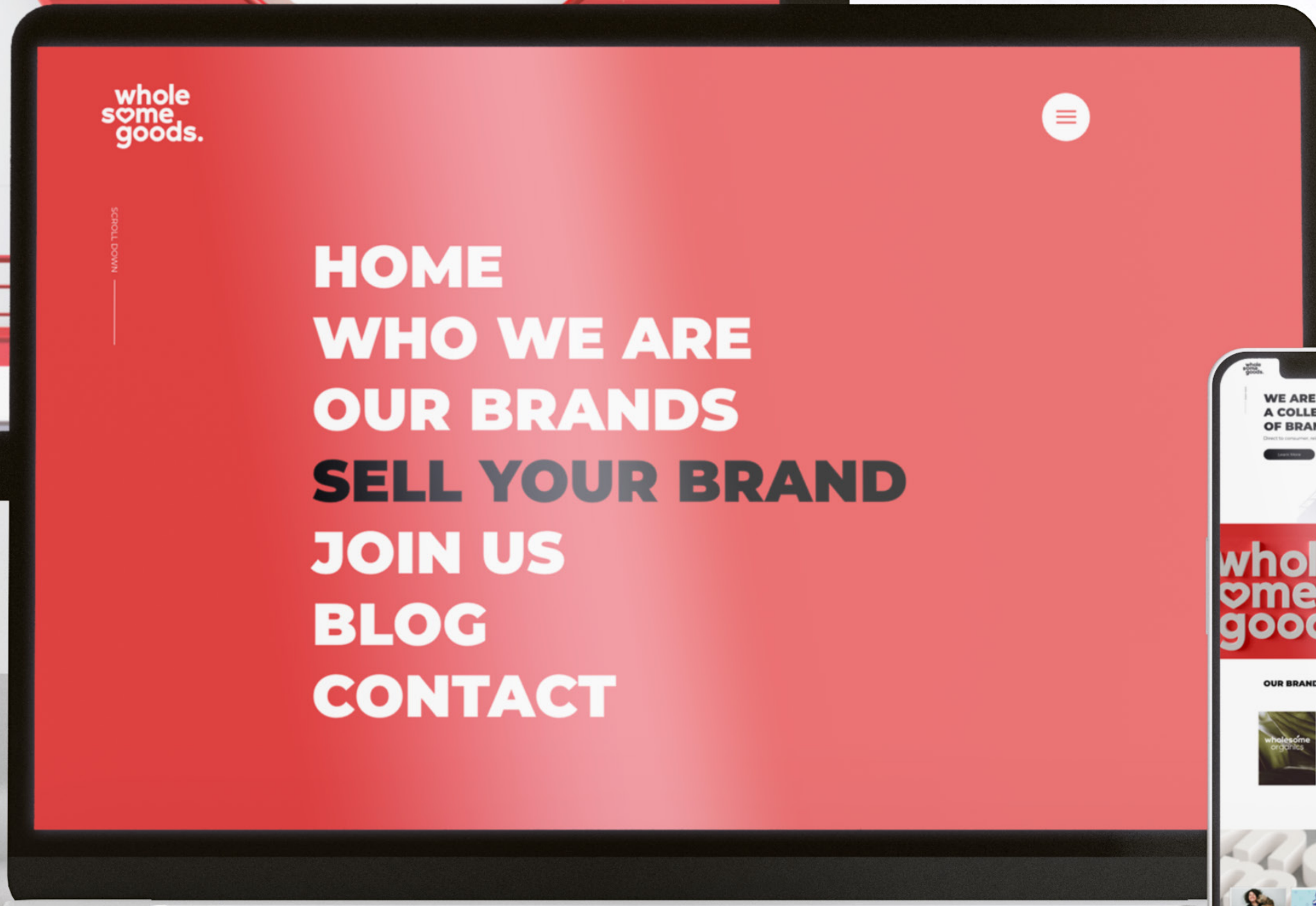
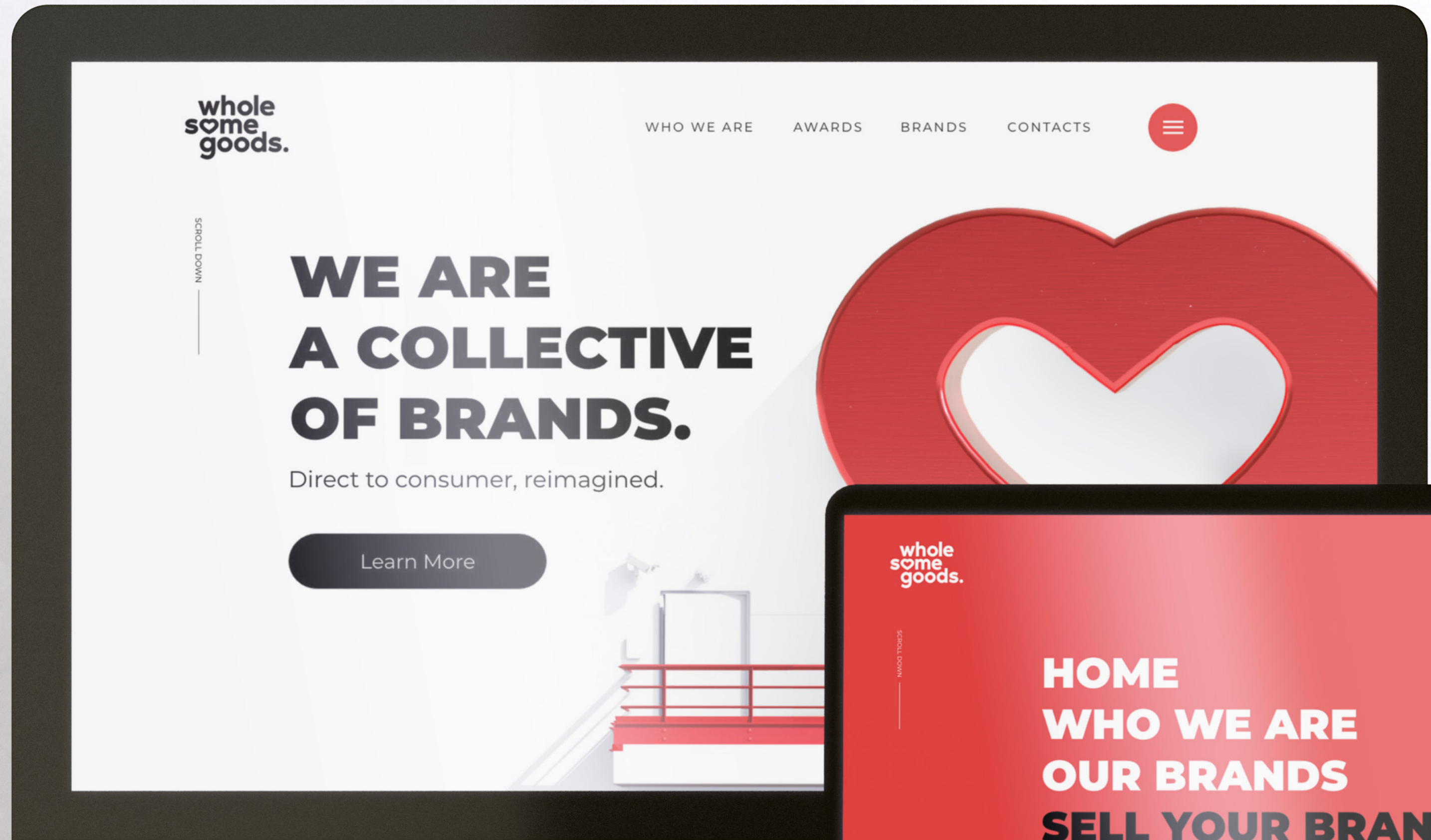
Our product is clean and shimmers in the light, so we decided to do the same with our packaging. We hold great pride in our quality ingredients, that is why we proudly display them on our packaging.

E-MAIL SIGNATURE



SOCIAL MEDIA







BEAUTY IN A BOX

Stationery

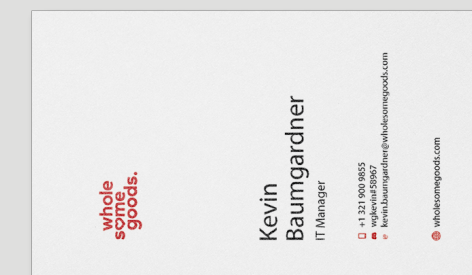
Our product is clean and shimmers in the light, so we decided to do the same with our packaging. We hold great pride in our quality ingredients, that is why we proudly display them on our packaging.

Brand.

A brand is a feature or set of features that distinguish one organization from another. A brand is typically comprised of a name, tagline, logo or symbol, design, brand voice, and more. It also refers to the overall experience a customer undergoes when interacting with a business — as a shopper, customer, social media follower, or mere passerby.

Branding is the process of researching, developing, and applying a distinctive feature or set of features to your organization so that consumers can begin to associate your brand with your products or services.

For example, the Coca-Cola brand is one of the most recognizable logos and color stories around the world. The classic red and white lettering, vibrant artwork, and distinctive font have lasted for over a century.







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Thank you

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