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Primary Logo

The primary logo identifies Whole Foods Market as an authentic, fresh, and aspirational brand that can build trust with their customers because of their affordable quality.

The Whole Foods Market wordmark is based on the font Gotham Rounded. It was chosen for its simplicity and geometric letter forms. The symbol of the grocery bag containing food uses rounded corners to represent the friendly personality in the Whole Foods Market brand. Each item in the grocery bag is symbolizes a department in Whole Foods Market. The reverse version of the logo can only be used when the positive version cannot be used.

Positive Version

WHOLE FOODS MARKET
Reverse Version

WHOLE FOODS
· MARKET ·
Primary Logo: Black

The black version of the logo should only be used when colour is not permitted.

Positive Black Version

Whole Foods Market

Reverse Black Version

Whole Foods Market
Primary Logo: Alternate Colours

The grey, orange, and yellow versions of the logo can be used as alternate background colours.

Positive Version

Reverse Version
Alternate Logo

The horizontal version of the logo can only be used when the primary logo cannot be applied due to format restrictions or legibility reasons.

The symbol can only be used when the wordmark is not legible. It is ideal for vertical applications on materials that will be used for external purposes.

Secondary Type Version

WHOLE FOODS MARKET

Secondary Type Reverse Version

WHOLE FOODS MARKET

Symbol

Symbol Reverse
Alternate Logo: Black

The black version of the logo should only be used when colour is not permitted.

The symbol can only be used when the wordmark is not legible. It is ideal for vertical applications on materials that will be used for external purposes.

Secondary Type Version

WHOLE FOODS MARKET

Secondary Type Reverse Version

Symbol

Symbol Reverse
Clear Space

The logo must be surrounded by the area of visual clear space. The clear space should be maintained around the logo that is equal to or greater than the distance “W” as indicated in the diagram.

**Primary Logo**

```

W

WHOLE FOODS

MARKET

W
```

\( w = \text{the height of the wordmark} \)

**Secondary Type Version**

```

WHOLE FOODS MARKET

W
```

\( w = \text{the height of the wordmark} \)

**Symbol**

```

W

W

W

W

W

W

W
```

\( w = \text{half width of symbol} \)
Minimum Size

The minimum size of the logo maintains legibility and clarity. The minimum size of the logos are based on the size of the symbol. The minimum size of the primary logo is 17 mm. The minimum size of the secondary type version is 10 mm and the minimum size of the symbol is 15 mm high. If the primary logo is smaller than 17 mm the secondary type version can be used. If the secondary type version must be smaller, the symbol can be used.

Primary Logo

![Whole Foods Primary Logo]

Secondary Type Version

![Whole Foods Secondary Type Version]

Symbol

![Whole Foods Symbol]
Improper Application

These examples show easy mistakes and improper use of the logo to avoid when using the logo. By modifying the logo means diminishing its visual impact.

- Do not stretch, condense, or distort the logo.
- Do not tilt, rotate, or skew.
- Do not use unapproved colours.
- Do not change the position of the logo elements.
- Do not add a shadows, gradients or other effects.
- Do not alter the typeface.
Do not put the white version of the logo on a light image where the logo is illegible.

Do not put the black version of the logo on a dark image where the logo is illegible.

Do not put the logo on any shape.

Do not create new logos.

Do not repeat to make a pattern.

Do not add or subtract elements from the logo.
The Whole Foods Market colour palette is a major element of the organization’s visual identity and should be used consistently across all communication materials - web and print.

Primary Colour Palette

- **HEX: #8CE054**  
  **CMYK: C.47 M.0 Y.87 K.0**  
  **RGB: R.139 G.224 B.83**

- **HEX: #D5B9AA**  
  **CMYK: C.16 M.43 Y.56 K.18**  
  **RGB: R.213 G.185 B.170**

- **HEX: #FFD806**  
  **CMYK: C.1 M.12 Y.100 K.0**  
  **RGB: R.255 G.216 B.6**

- **HEX: #FFA324**  
  **CMYK: C.0 M.42 Y.95 K.0**  
  **RGB: R.255 G.163 B.36**

- **HEX: #607067**  
  **CMYK: C.63 M.43 Y.56 K.18**  
  **RGB: R.97 G.113 B.103**
Secondary Colour Palette

- **HEX:** #67B434
  - **CMYK:** C.65 M.5 Y.100 K.0
  - **RGB:** R.102 G.179 B.69

- **HEX:** #F29314
  - **CMYK:** C.2 M.49 Y.100 K.0
  - **RGB:** R.242 G.148 B.20

- **HEX:** #EFCC07
  - **CMYK:** C.7 M.16 Y.100 K.0
  - **RGB:** R.240 G.204 B.8

- **HEX:** #BFA093
  - **CMYK:** C.26 M.36 Y.39 K.0
  - **RGB:** R.191 G.161 B.148
Iconography

Each icon below represents a separate department in the Whole Foods Market store. These icons will be placed on all communication materials and on the 365 Everyday Value Brand packaging.

Prepared Foods  Meat  Produce  Bakery  Dairy
Poultry  Grains  Dessert  Seafood  Pasta

Icons Reverse Version
Use of Pattern

The Whole Foods Market pattern displays icons from different departments of the store. The pattern is used to invite and engage customers, expressing the friendly personality of the brand. The pattern will not include the ice cream and pasta icon in order to focus on what the Whole Foods Market brand offers to their customers, and help them easily identify their products.
Use of Pattern

The Whole Foods Market pattern can be only be used on the colours below. These particular colours are used to represent the bright and fresh products that Whole Foods Market sell.

1. **Background:**
   - HEX: #8CE054
   - CMYK: C.47 M.0 Y.87 K.0
   - RGB: R.139 G.224 B.83

2. **Icon:**
   - HEX: #67B434
   - CMYK: C.65 M.5 Y.100 K.0
   - RGB: R.102 G.179 B.69

3. **Background:**
   - HEX: #FFD806
   - CMYK: C.1 M.12 Y.100 K.0
   - RGB: R.255 G.216 B.6

4. **Icon:**
   - HEX: #EFCC07
   - CMYK: C.7 M.16 Y.100 K.0
   - RGB: R.240 G.204 B.8

5. **Background:**
   - HEX: #FFA324
   - CMYK: C.0 M.42 Y.95 K.0
   - RGB: R.255 G.163 B.36

6. **Icon:**
   - HEX: #F29314
   - CMYK: C.2 M.49 Y.100 K.0
   - RGB: R.242 G.148 B.20

7. **Background:**
   - HEX: #FFA324
   - CMYK: C.0 M.42 Y.95 K.0
   - RGB: R.255 G.163 B.36

8. **Icon:**
   - HEX: #BFA093
   - CMYK: C.26 M.36 Y.39 K.0
   - RGB: R.191 G.161 B.148
Text on top of the pattern can alternate between white (#FFFFFF) or grey (#FFD806) on web. However for print, text must be grey (#FFD806).

The Whole Foods Market 365 Everyday Value brand should use the green background pattern along with the grey text (#FFD806) for the packaging. If the icons are competing with the text on any communication material, the icons behind the text can be removed to create legibility.

**Background:**
- HEX: #8CE054
- CMYK: C.47 M.0 Y.87 K.0
- RGB: R.139 G.224 B.83

**Icon:**
- HEX: #67B434
- CMYK: C.65 M.5 Y.100 K.0
- RGB: R.102 G.179 B.69

**Text:**
- HEX: #FFD806
- CMYK: C.1 M.12 Y.100 K.0
- RGB: R.255 G.216 B.6
Typography: Gotham Rounded

Clean, simple, and rounded typography is used to represent the brand’s personality. The primary brand typeface is Gotham Rounded and is to be used on all communication materials. Use all other weights listed for emphasis and contrast.

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()  
Gotham Rounded Light

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()  
Gotham Rounded Book

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()  
Gotham Rounded Medium

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()  
Gotham Rounded Bold
Web Safe Font

When Gotham Rounded is not available or cannot be used (i.e., web), Helvetica may be used instead.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Photography

Whole Foods Market photography should be natural, fresh, authentic, and engaging. The imagery should be bright and colourful, expressing the personality of the brand to create a positive, lasting impression. With images of natural landscapes, food, and animals, customers will see a part of themselves or something familiar and meaningful allowing them to create an instant connection with the Whole Foods Market brand.

Landscape Photography

To express the support of local farmers and to show where the customer’s food is coming from, the imagery must be shot with daylight photography of natural features of land, sky and waters, at a far distance. The landscape imagery should be clean and minimal with only two or three elements throughout the image.

Food Photography

To show prepared and cooked meals, the food must be flat lay and organized. The photography must be taken from above to show the food and have a bright colour palette.
Produce Photography

All produce/raw foods will be taken close up (mirco) to show the natural, and authentic foods that can be purchased at Whole Foods Market. The produce photography should have a bright colour palette to show consumers the fresh and organic produce farmer’s grow. The photos should be simple and not have too many details and elements that would confused the viewer.

Animal Photography

Imagery of animals should be taken from a distance in an outdoor setting (a farm or natural landscape) to show the consumers that the animals Whole Foods Market raises are fed organic, given fresh air, and have outdoor access.
Department Colours

The Whole Foods Market department colour palette is a major element of the organization’s interior visual identity and should be used consistently across all communication materials - web and print.

**Produce**
- HEX: #8CE054
- CMYK: C.47 M.0 Y.87 K.0
- RGB: R.139 G.224 B.83

**Seafood**
- HEX: #70BCFF
- CMYK: C.48 M.15 Y.0 K.0
- RGB: R.113 G.188 B.255

**Bakery**
- HEX: #D5B9AA
- CMYK: C.16 M.26 Y.30 K.0
- RGB: R.213 G.185 B.170

**Prepared Foods**
- HEX: #FFA324
- CMYK: C.0 M.42 Y.95 K.0
- RGB: R.255 G.163 B.36

**Meat**
- HEX: #ED4C4C
- CMYK: C.1 M.86 Y.69 K.0
- RGB: R.237 G.77 B.77

**Dairy**
- HEX: #FFD806
- CMYK: C.1 M.12 Y.100 K.0
- RGB: R.255 G.216 B.6
Department Logos

- Produce
- Seafood
- Bakery
- Dairy
- Meat
- Prepared Foods
Typography on Colour

Below are examples of how text can be used on different coloured backgrounds.

**PREPARED FRESH**

- **Background:**
  - HEX: #FFFFFF
  - CMYK: C.0 M.0 Y.0 K.0
  - RGB: R.255 G.255 B.255

- **Text:**
  - HEX: #FFD806
  - CMYK: C.1 M.12 Y.100 K.0
  - RGB: R.255 G.216 B.6

Grey text must be on top of the white background for legibility.

**WE’RE HERE FOR YOU**

- **Background:**
  - HEX: #8CE054
  - CMYK: C.47 M.0 Y.87 K.0
  - RGB: R.139 G.224 B.83

- **Text:**
  - HEX: #FFFFFF
  - CMYK: C.0 M.0 Y.0 K.0
  - RGB: R.255 G.255 B.255

White text must be on top of the green background for legibility.

**FRESH & ORGANIC**

- **Background:**
  - HEX: #FFA324
  - CMYK: C.0 M.42 Y.95 K.0
  - RGB: R.255 G.163 B.36

- **Text:**
  - HEX: #FFFFFF
  - CMYK: C.0 M.0 Y.0 K.0
  - RGB: R.255 G.255 B.255

White text must be on top of the orange background for legibility.

**KNOW YOUR FOOD**

- **Background:**
  - HEX: #607067
  - CMYK: C.63 M.43 Y.56 K.18
  - RGB: R.97 G.113 B.103

- **Text:**
  - HEX: #FFD806
  - CMYK: C.1 M.12 Y.100 K.0
  - RGB: R.255 G.216 B.6

Grey text must be on top of the yellow background for legibility.
Text on Photography

There should be no image that should be in a pale or light colour. The main header and copy should all be in white text on top of the image. The images should be a cropping of a larger image and must focus on one particular element. The photography should not fight with the typography and the text should be overlayed on top of the darker areas of the photos.

Header:
Gotham Rounded Bold
UPPERCASE
HEX: #FFFFFF
CMYK: C.0 M.0 Y.0 K.0
RGB: R.255 G.255 B.255

Subhead:
Gotham Rounded Bold
UPPERCASE
HEX: #FFFFFF
CMYK: C.0 M.0 Y.0 K.0
RGB: R.255 G.255 B.255
Stationary: Business Card

The staff business cards feature the Whole Foods Market primary logo.

The business card must provide the following information: Name, Job Title, Work Telephone Number, Mobile Number, Email Address, and the Whole Foods Market website address.

**Staff Business Card: Front**

- **Name:**
  - Gotham Rounded Bold
  - 12pts/15pts
  - HEX: #FFD806
  - CMYK: C.1 M.12 Y.100 K.0
  - RGB: R.255 G.216 B.6

- **Job Title:**
  - Gotham Rounded Bold
  - 8pts/9pts
  - UPPERCASE
  - HEX: #8CE054
  - CMYK: C.47 M.0 Y.87 K.0
  - RGB: R.139 G.224 B.83

- **Contact Information:**
  - Gotham Rounded Book
  - 7pts/11pts
  - HEX: #FFD806
  - CMYK: C.1 M.12 Y.100 K.0
  - RGB: R.255 G.216 B.6

**Staff Business Card: Back**
Stationary: Letterhead

To ensure consistency, templates must be used as provided and the width should not be modified. The letterhead file will be supplied as a template and should not be re-created. The primary logo is used on the staff letterhead on the top centred.

---

Contact Information:

Gotham Rounded Book
Flush Right
10pts/14pts
HEX: #FFD806
CMYK: C.1 M.12 Y.100 K.0
RGB: R.255 G.216 B.6

---

Mr. Whole Foods
3997 Highway 7
Markham, ON L3R 5M6
(905) 474-4900
wholefoodsmarket.com

To whom may concern.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec porttitor magna sed eusmod elementum. Nunc semper ligula id eros aliquam, vitae mollis tellus mollis. Duis at justo vitae roque scelerisque condimentum et ante. Proin eget volutpat est, ut malesuada urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque in congue est, sed facilisis quam.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris suscipit leo nec mi commodo, sed venenatis eros cursus. Aliquam aliquam tortor quis elit pellentesque rhoncus. Fusce tincidunt auctor iaculis.


Sincerely,

Mrs. Whole Foods
Store Manager, Unionville
Stationary: Envelope

To ensure consistency, templates must be used as provided. The placement of the logo must maintain the same distance in the top and left edge. The primary Whole Foods Market logo will be used on the envelope.

Envelope: Front

Melanie Wong
Whole Foods Market
3997 Highway &
Markham, ON
L3R 5M6

Contact Information:
Gotham Rounded Book
HEX: #000000
CMYK: C.1 M.12 Y.100 K.0
RGB: R.255 G.216 B.6

Envelope: Back
Promotional: Magazine Masthead

The Whole Foods Market newsletter and Chopped Magazine mastheads and templates will be provided. The Whole Foods Market newsletter the primary logo is set in white with a green background at the top right of the newsletter.

**Whole Foods Market Newsletter**

**Masthead:**
- **Gotham Rounded Bold UPPERCASE**
- **HEX:** #FFFFFF
- **CMYK:** C.0 M.0 Y.0 K.0
- **RGB:** R.255 G.255 B.255

**Headers:**
- **Gotham Rounded Bold UPPERCASE**
- **HEX:** #607067
- **CMYK:** C.63 M.43 Y.56 K.18
- **RGB:** R.97 G.113 B.103

**Chopped Magazine**

**Masthead:**
- **Gotham Rounded Bold UPPERCASE**
- **HEX:** #607067
- **CMYK:** C.63 M.43 Y.56 K.18
- **RGB:** R.97 G.113 B.103

**Header:**
- **Gotham Rounded Bold UPPERCASE**
- **HEX:** #FFD806
- **CMYK:** C.1 M.12 Y.100 K.0
- **RGB:** R.255 G.216 B.6

**Copy:**
- **Gotham Rounded Bold Titlecase**
- **HEX:** #FFFFFF
- **CMYK:** C.0 M.0 Y.0 K.0
- **RGB:** R.255 G.255 B.255
Stationary: Apron

The Whole Foods Market logo can be applied to a wide variety of materials. The colours of the Produce section aprons must be in green (#8CE054), Meat (#D83030), Dairy (#FFD806), Seafood (#70BCFF), Bakery (#D5B9AA) Prepared Foods (#FFA324). It is important to follow the guidelines for consistency of the Whole Foods Market brand.
Seafood

Meat

Dairy

Prepared Foods
Stationary: T-Shirt

The Whole Foods Market logo can be applied to a wide variety of materials. The colours of the t-shirts must be in green (#8CE054) or the colours for each department of the Whole Foods Market store. It is important to follow the guidelines for consistency of the Whole Foods Market brand.

T-Shirt: Front

T-Shirt: Back
Stationary: Grocery Bag

The Whole Foods Market store will be using a recyclable brown grocery bag. The pattern, main logo, symbol can be applied as a design for the brown grocery bag. The pattern must be printed in dark brown and the logo must be printed in white.
Stationary: Tote Bag

The Whole Foods Market store will also be using a recyclable white tote bag. The pattern, main logo, symbol can be applied as a design for the tote bag. The symbol and logo must be printed in green on the white tote bag.

Front

Back
365 Everyday Value Brand: Logo

The 365 Everyday Value Brand is a private label of Whole Foods Market. The logo’s circular shape acts as a stamp to represent the affordable quality that consumers can find at Whole Foods Market. The 365 Everyday Value brand can be found on all of the communication materials.

Positive Version

Reverse Version
Clear Space and Minimum Size

The logo must be surrounded by the area of visual clear space. The clear space should be maintained around the logo that is equal to or greater than the distance “W” as indicated in the diagram.

The minimum size of the logo maintains legibility and clarity. The minimum size of the 365 Everyday Value logo is 25mm.

Clear Space of the 365 Everyday Value Logo

Minimum Size of the 365 Everyday Value Logo
Improper Application of 365 Everyday Value Brand

These examples show easy mistakes and improper use of the logo to avoid when using the logo. By modifying the logo means diminishing its visual impact.

Do not stretch, condense, or distort the logo.

Do not tilt, rotate, or skew.

Do not reverse the logo.

Do not reverse the inside circle of the logo.

Do not use unapproved colours.

Do not take out the circles/dots from the logo.
Do not put the logo on any shape.

Do not put the white version of the logo on a light image where the logo is illegible.

Do not use the white version of the logo on unapproved colours.

The icons should not be as a stand alone logo.

Do not change the colour of the text in the logo.

Do not put the black version of the logo on a dark image where the logo is illegible.

Do not make the icon a different colour from the logo.

Do not change the position of the logo elements.
365 Everyday Value Brand: Label

The 365 Everyday Value Brand is separated into different categories of Whole Foods Market ranging from Produce to Bakery to Prepared Foods. The 365 Everyday Value brand can be found on all of the communication materials including packaging and advertisements.

Positive Version
365 Everyday Value Brand: Packaging

The 365 Everyday Value brand is applied to packaging.
365 Everyday Value Label

Handmade Tortilla Chips
Perfect for Snacking

LIGHTLY SALTED

YELLOW CORN

NET WT 16OZ (454g)

Subhead:
Gotham Rounded Bold
UPPERCASE
HEX: #8CE054
CMYK: C.47 M.0 Y.87 K.0
RGB: R.139 G.224 B.83

Header:
Gotham Rounded Bold
HEX: #FFD806
CMYK: C.1 M.12 Y.100 K.0
RGB: R.255 G.216 B.6

Description:
Gotham Rounded Medium
HEX: #FFD806
CMYK: C.1 M.12 Y.100 K.0
RGB: R.255 G.216 B.6
Promotional: Advertisements

Each advertisement showcases the brand of each major department in the Whole Foods Market (Produce, Seafood, Prepared Foods, Bakery, Meat, and Dairy). Other elements in the store such as 365 Everyday Value and supporting local farmers are also included in the poster and magazine advertisements to promote a healthy lifestyle.
Whole Foods Market Website

The Whole Foods Market website provides customers information about the company, what products are on sale, finding a store, and recipes. In addition, the website allows the customer to shop online.
POPULAR RECIPES

Bigné di San Giuseppe
(Italian Cream Puff)

Quinoa and Lentil Salad

HEALTHY EATING
HOW TO EAT HEALTHY YOUR WAY

Whether you crave healthy cooking tips, kid-friendly recipes or savings suggestions, we’re here to help with resources that suit the way you live.
Whole Foods Market Mobile App

The Whole Foods Market mobile app provides customers easy access to information on the latest recipes and when products are on sale in their local store.
The batter for bigné di San Giuseppe is incredibly simple to make and only requires a handful of ingredients: water, butter, flour, and eggs (sugar is optional). There's no need for rising agents as the high content of water in this sticky dough creates steam that makes these ping-pong-ball-sized blobs puff and rise to the size of a fist while frying.

**For the pastry cream:**
- 4 egg yolks
- 2/3 cup (120 grams) granulated sugar
- 2 tablespoons (1 ounce or 30 grams) cornstarch
- 2 cups (500 milliliters) milk, warmed
- 1 teaspoon vanilla extract (or half a vanilla pod, seeds scraped)

**For the bigné:**
- 1 cup (250 milliliters) water
- 1/3 cup (75 grams or 5 tablespoons) butter
- 3 tablespoons granulated sugar
- 1 cup (155 grams) flour
- 4 eggs
Signage: Exterior

The Whole Foods Market logo must be visible from public streets, including banners, window clings, on-building, freestanding, or interior installations.
Signage: Interior - Produce

The example shows the produce section layout and the interior signage. The produce section of Whole Foods Market is typeset in Gotham Rounded Bold. The signage also includes the produce icon to help customers easily identify the section within the store. The green colour corresponds to the produce section.
Signage: Interior - Meat & Seafood

The examples below show the meat and seafood section layout and the interior signage. The meat and seafood section of Whole Foods Market is typeset in Gotham Rounded Bold. The signage includes the meat and seafood icon to help customers easily identify the section within the store. The red colour corresponds to the meat section and blue corresponds to the seafood section.
Signage: Interior - Dairy

The example below shows the dairy section layout and the interior signage. The dairy section of Whole Foods Market is typeset in Gotham Rounded Bold. The signage includes the dairy icon to help customers easily identify the section within the store. The yellow colour corresponds to the dairy section.