



# Brand Guidelines



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## About these Guidelines

On the following pages, you will find an analysis and explanation of research completed on the brand Whole Foods Market.

Characteristics of the Whole Foods Market brand and detailed instructions on how to reproduce and apply the visual identity system are estimated from the research. If some elements are actual brand characteristics this will be noted, otherwise please understand the information in this book is an educated approximation.

As consistency in visual presentation is one of the keys to the success of the Whole Foods Market brand, please notice this book's system design. It is designed to resemble a consistent treatment of the visual identity system from the Whole Foods Market brand.

Furthermore, the last page describes how the Whole Foods Market brand is differentiated from its competitors—an important distinction when analyzing brands.

# Every Action Counts.

## Mission

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.

## Core Values

- We Sell the Highest Quality Natural & Organic Foods
- We satisfy and delight our customers
- We promote team member growth and happiness
- We practice win-win partnerships with our suppliers
- We create profits and prosperity
- We Care About our Community and the Environment



# Identity

Whole Foods Market's brand identity centers around its mission to provide high-quality, natural, and organic products to its customers while promoting a healthy lifestyle and sustainable practices.

# Voice

Whole Foods Market's voice in their branding is characterized by a commitment to quality, authenticity, and sustainability. They use a range of messaging techniques to reinforce this voice, including their mission statement, website content, product descriptions, and social media posts. They also use a friendly and approachable tone in their posts, which helps to build trust and rapport with their audience.

By maintaining a consistent and authentic voice across all channels, Whole Foods Market has built a strong brand that resonates with health conscious consumers who value transparency and sustainability in their food choices.

Whole Foods' tagline "to nourish people and the planet" succinctly captures the company's mission to provide high-quality, natural, and sustainable food options while promoting environmental responsibility. The tagline communicates a sense of social responsibility and a commitment to health and sustainability that resonates with a growing number of consumers who are increasingly interested in these values.

# Nourish people and the planet.



# Brandmarks



**Touching Os:** The two Os in “Foods” represent the idea of “Whole” and “Fresh,” which are core values of the Whole Foods brand. The touching circles also suggest a sense of community, connectedness, and unity, which aligns with Whole Foods Market’s focus on ethical and sustainable business practices.

**The Leaf:** The leaf is a symbol of the brand’s focus on natural, organic, and sustainable products. It represents the idea of freshness and quality, as well as the connection between people and the environment. The leaf also serves as a visual cue that distinguishes Whole Foods Market from other grocery stores and reinforces the brand’s commitment to healthy, eco-friendly food options.



The Whole Foods 365 private label brandmark features the words “365” in white, stylized lettering on a black background. The black background is to emphasize a more high-end product. The white lettering is clean and modern, conveying a sense of simplicity and affordability.

The design of the Whole Foods 365 brandmark is intended to be both recognizable and distinct from the Whole Foods Market brandmark. The bold, stylized lettering and simple color palette make the brandmark easy to read and memorable. The brandmark effectively communicates the brand’s mission to offer high-quality, natural and organic products at a more accessible price point.

AaBbCcDdEe  
Corda

AaBbCcDdEe  
Circular Std

# Typography

Whole Foods Market utilizes two font families in their visual identity system.

Their primary typeface is Corda; an elegant serif family. This typeface is often used for primary headers across marketing collateral.

The secondary typeface is Circular Std; a humanist sans serif font created with geometric and organic forms. This typeface contrasts the primary well bringing a modern and simplistic nature to the branding.

A Classic Roast  
Turkey You  
Don't Have  
to Cook



How to buy,  
prep and  
cook lamb



Crushed red  
chile flakes

Chopped  
shallots



=new=  
ONLY AT  
WHOLE FOODS  
MARKET



We're Growing  
Something Good  
THIS IS JUST THE BEGINNING

WHOLE FOODS MARKET + amazon



Bring your whole  
self to work.

RGB:249/247/245  
CMYK: 2/2/2/0  
HEX: f9f7f5  
PANTONE: 1C

RGB: 130/195/66  
CMYK:54/0/99/0  
HEX: 82c342  
PANTONE: 360C

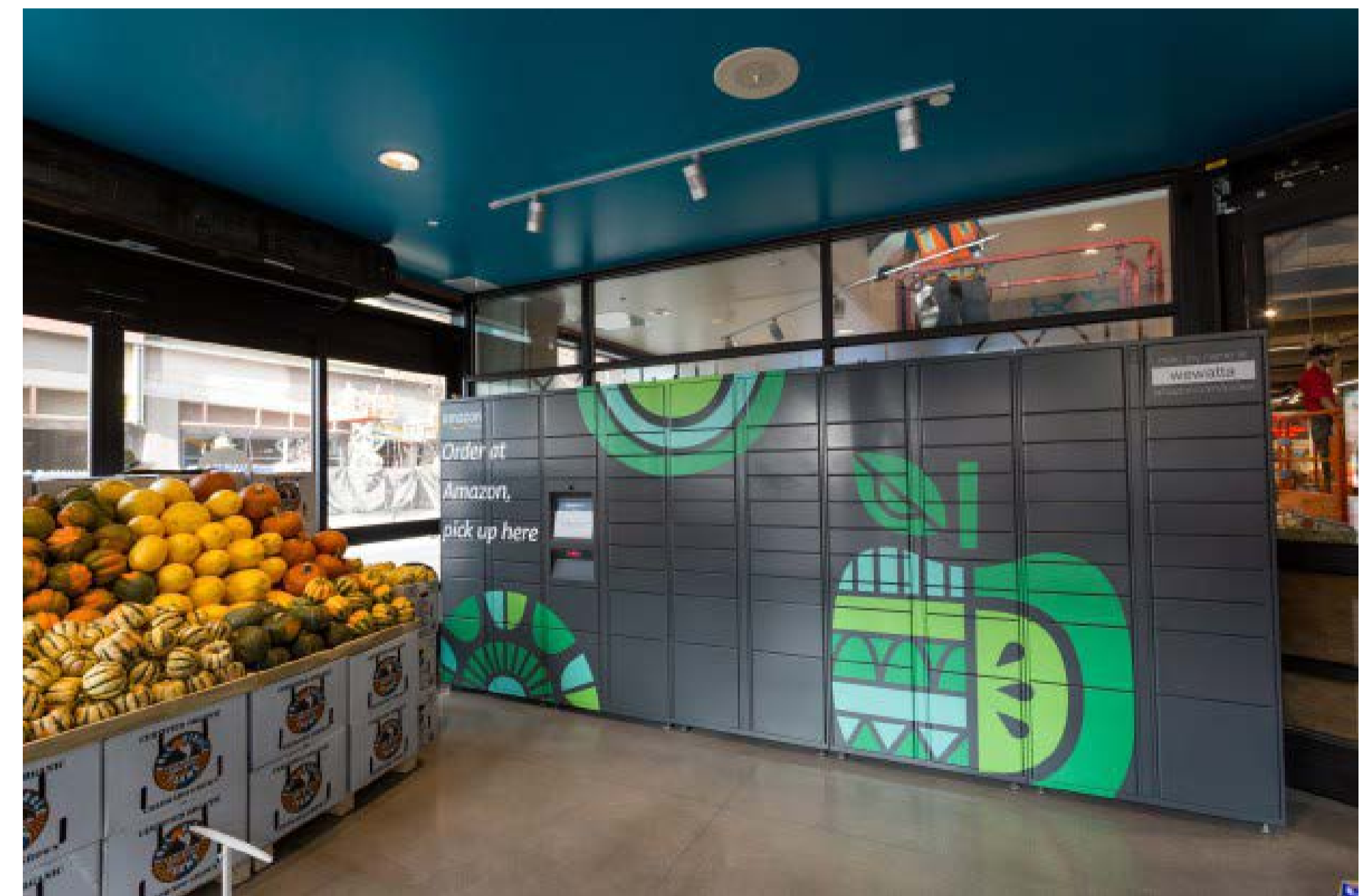
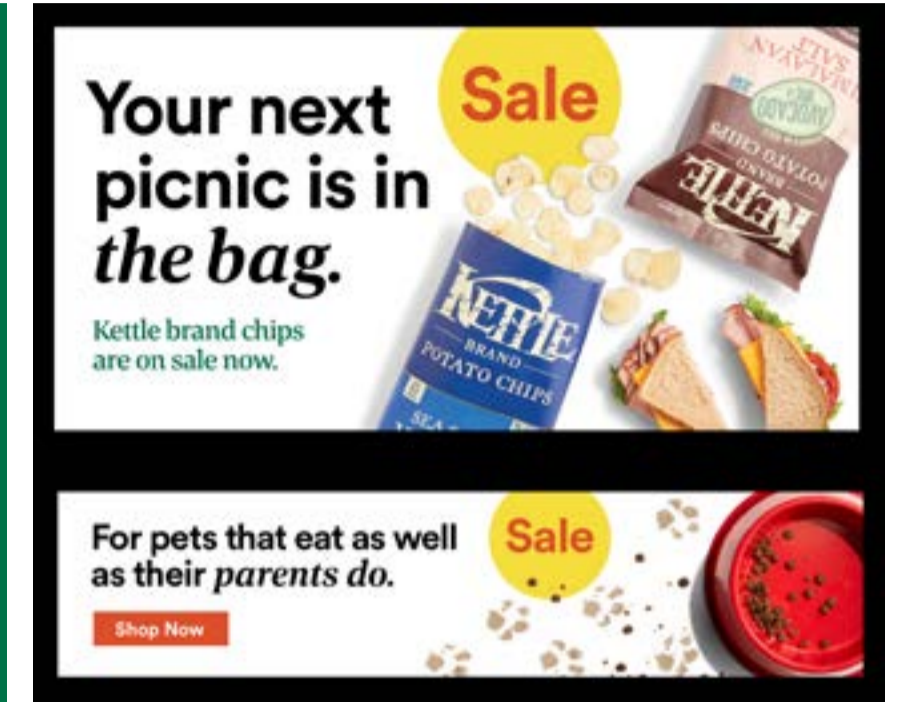
RGB: 0/112/66  
CMYK:89/31/91/21  
HEX: 007042  
PANTONE: 342C

RGB: 0/0/0  
CMYK:0/0/0/100  
HEX: 000000  
PANTONE: 6C

# Color

Whole Foods Market's color palette for branding primarily consists of shades of green, which are often associated with health, nature, and eco-friendliness. The company's main shade of green is a vibrant, fresh-looking hue that

is used for its logo and most prominently featured in its branding materials. This green color is often paired with a clean, white background, which helps to make the green stand out and creates a sense of freshness and simplicity.



# Photography

Whole Foods Market's photography showcases natural and organic products in a visually appealing and authentic manner. The images often feature vibrant fruits and vegetables, artisanal cheeses, and freshly baked bread, shot in natural light with a shallow depth of field. Real people, such as farmers and chefs, are often included in the photos,

adding a sense of authenticity and reinforcing the connection between people and the food they eat. Whole Foods Market's commitment to inclusivity and sustainability is reflected in the diversity of people and food products featured in the photography, as well as the focus on sustainable farming and fishing practices.





# Graphics

Whole Foods branding uses a unique and recognizable vegetable and fruit pattern as a key element of its visual identity. The pattern features a series of stylized illustrations of fruits and vegetables,

arranged in a repeating, symmetrical pattern. The use of this pattern is intended to convey the store's commitment to healthy, natural, and sustainable food products.

# Website

Whole Foods Market's website design is reminiscent of the rest of its branding design. As a virtual hub for its business model, it is crucial for it to look and feel cohesive with

the rest of the company. The mix of serif and sans serif fonts, the bold green and white contrasting design, and large photographs featuring their products and clean food.



Rao's Pasta Sauce, Pasta and more 32% off with Prime. See terms.



90% Lean Ground Beef \$4.94 lb with Prime. See terms.

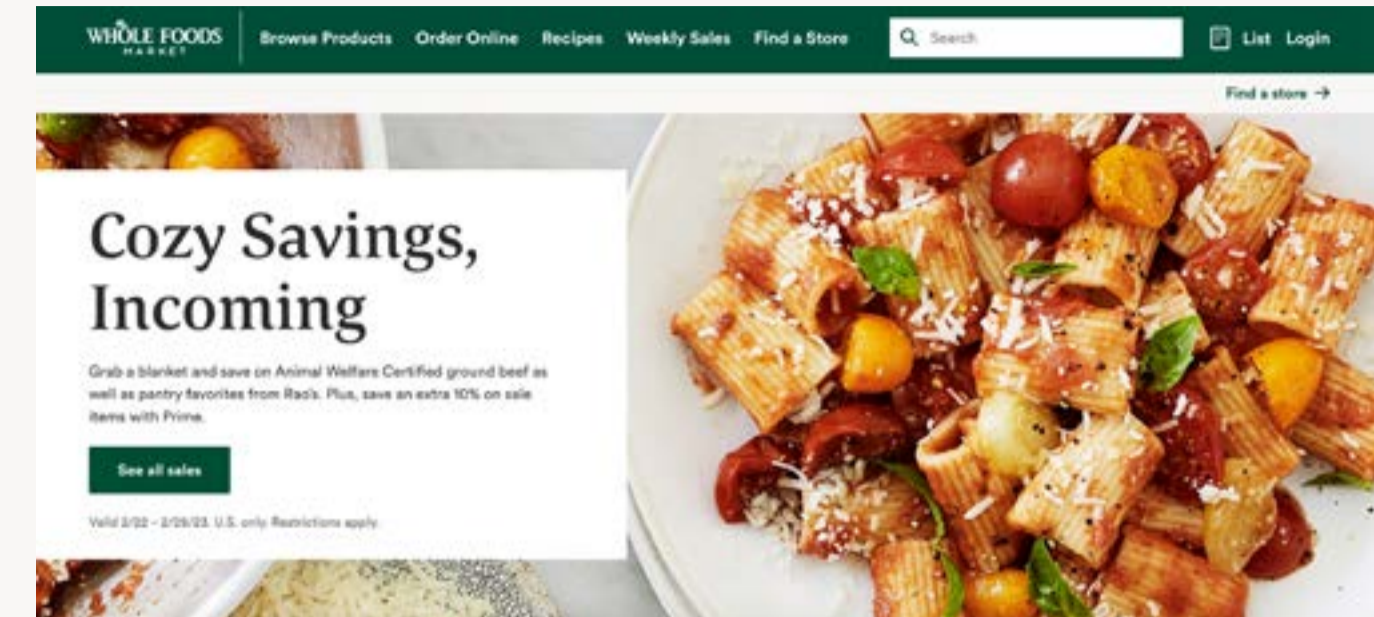


Chilean Sea Bass Fillets 20% off with Prime. See terms.



Deals every day of the week. Exclusions apply.

Our purpose is to nourish people and the planet.



Sweater-weather staples at chill prices.

Heartwarming pantry pleasers from 365 by Whole Foods Market will bring a whole lotta happiness to you and your wallet.

Shop 365 brand

Free pickup for orders \$35 or more. Delivery exclusive for Prime members in select ZIP codes.



The grid system used on Whole Foods Market's website is based on a 12-column layout, which allows for flexible design and content placement. The grid system is evident on the homepage, where the products are organized in a grid format. The grid system ensures that each product is aligned and spaced

evenly, making it easy for customers to browse and compare products.

Additionally, the website uses a grid system for their promotions, which are displayed in a banner format on the homepage. The banner is divided into two sections, displaying informative typography and a cover image.

# WHOLE FOODS MARKET

## Environmentals

Whole Foods Market utilizes Environmental methods of branding as an essential marketing tool. Display in stores, trucks delivering food, grocery bags, and packaging on products are essential ways to spread their brand into the world.



# Packaging

The design of their packaging is clean, modern, and minimalistic. It focuses on clean sans-serif type with simple imagery of the product itself. This cohesive design pushes forward their aspiration to be clean and whole while allowing their packaging to easily stand out on the shelves.

In terms of packaging, Whole Foods Market has made a commitment to reducing its impact on the environment.

The company has implemented various initiatives to minimize packaging waste and promote sustainable packaging solutions.

Like many supermarket brands, Whole Foods utilizes a private label for their packaged products. Their “365” brand emphasizes clean eating and natural ingredients. The packaging embodies that with a clean, modern, and minimalistic packaging design.





**Signage**

The signage in Whole Foods Market is clear and simple, highlighting special promotions and important information to customers.



# Store Layout

Whole Foods store layout is designed to create an immersive shopping experience that emphasizes the store's commitment to quality, sustainability, and healthy living. The store's use of bright lighting, clear signage, and open layouts

help customers easily navigate the store and find the products they are looking for. Additionally, the store's use of specialized areas for prepared foods and hot foods provide customers with convenient, healthy meal options.



Whole Foods Market Apron



Whole Foods Market Hat

# Clothing

Whole Foods clothing and uniforms often feature the company logo, which helps to identify employees and promote the brand. This can create a sense of unity among the staff and reinforce the company's

commitment to sustainability and natural products.

Employees may wear their own clothing as long as it meets certain standards (such as being clean and appropriate for the workplace).

# Competitors

Whole Foods Market differentiates itself from competitors by emphasizing natural and organic products, implementing strict quality standards, offering a wide selection of prepared foods, providing in-store dining options, and prioritizing customer service. Its focus on organic and natural products, commitment to animal welfare and environmental sustainability, and non-GMO ingredients

sets it apart from other grocery store chains. Whole Foods Market's prepared foods, cafes, and restaurants, as well as its knowledgeable staff and personalized customer service, create a convenient and welcoming shopping experience for customers.

The branding differentiates in its ability to demonstrate community, unity, and a natural/organic focus.



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Amazonfresh and Whole Foods Market compete in the same market of providing fresh, local, and organically focused produce and products. Both brands are owned by the parent company Amazon and while they share a

similar market space they differ in what they offer. The main difference is that Whole Foods Market caters towards a higher-end market with a higher price point than Amazon Fresh.



**TRADER  
JOE'S**

**SPROUTS**  
FARMERS MARKET

*Wegmans*

 **NATURAL  
GROCERS**

