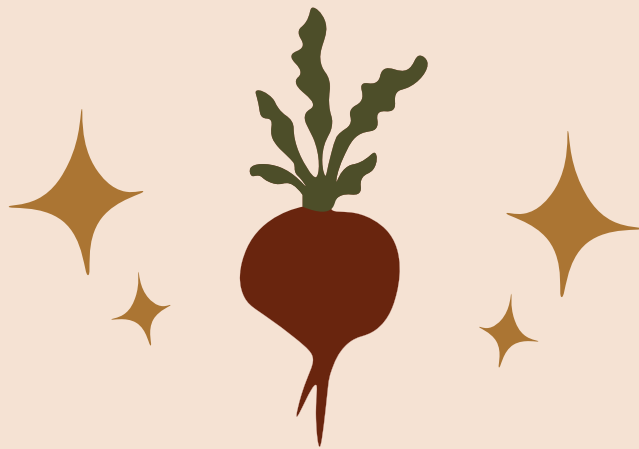


Mission Statement and Brand Identity

Whole Foods Market

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.



Style Guide

Logo Rebrand



Old Logo



New Logo

Other Graphic Elements



Typeface

BLT Heirloom Regular : Used for titles and subtitles

Myriad Pro: Paragraphs and smaller text

Color Scheme



#F2D0A5



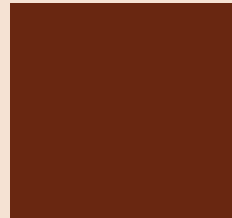
#865C25



#50502C



#2E2C1A



#6A2813

Business Card



Whole Foods Market

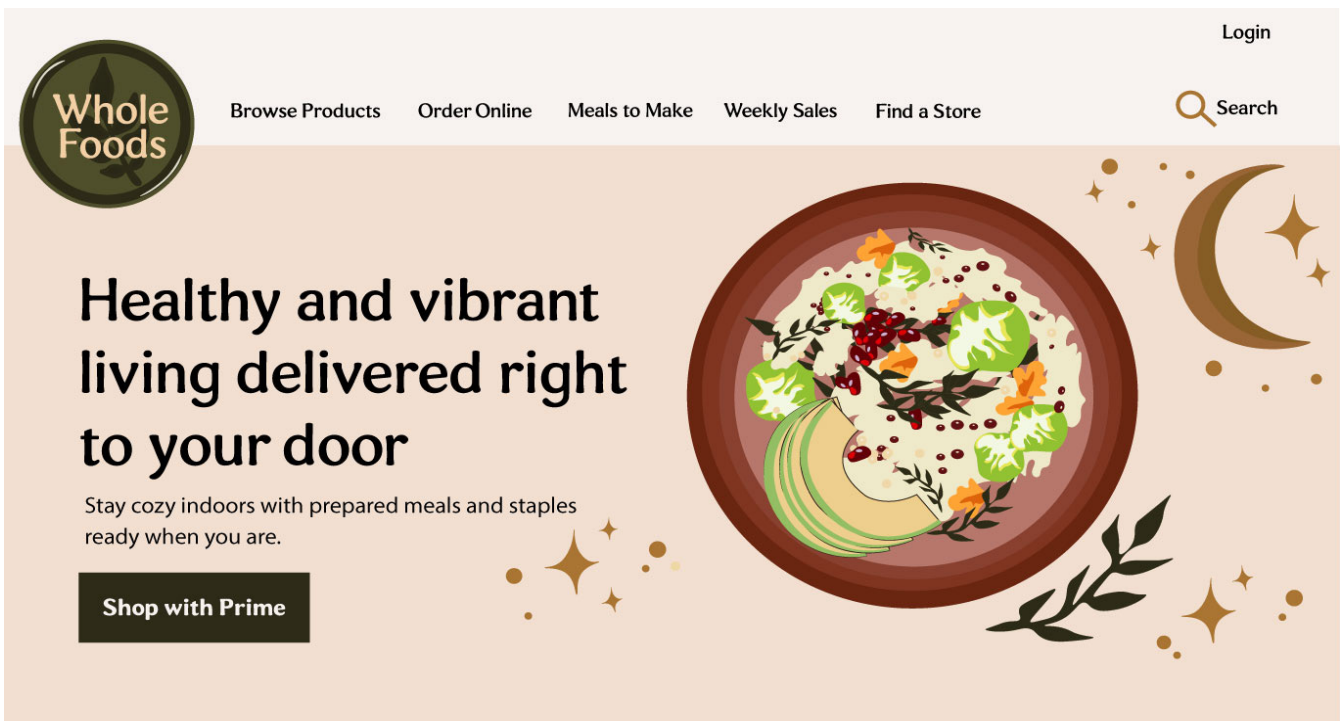
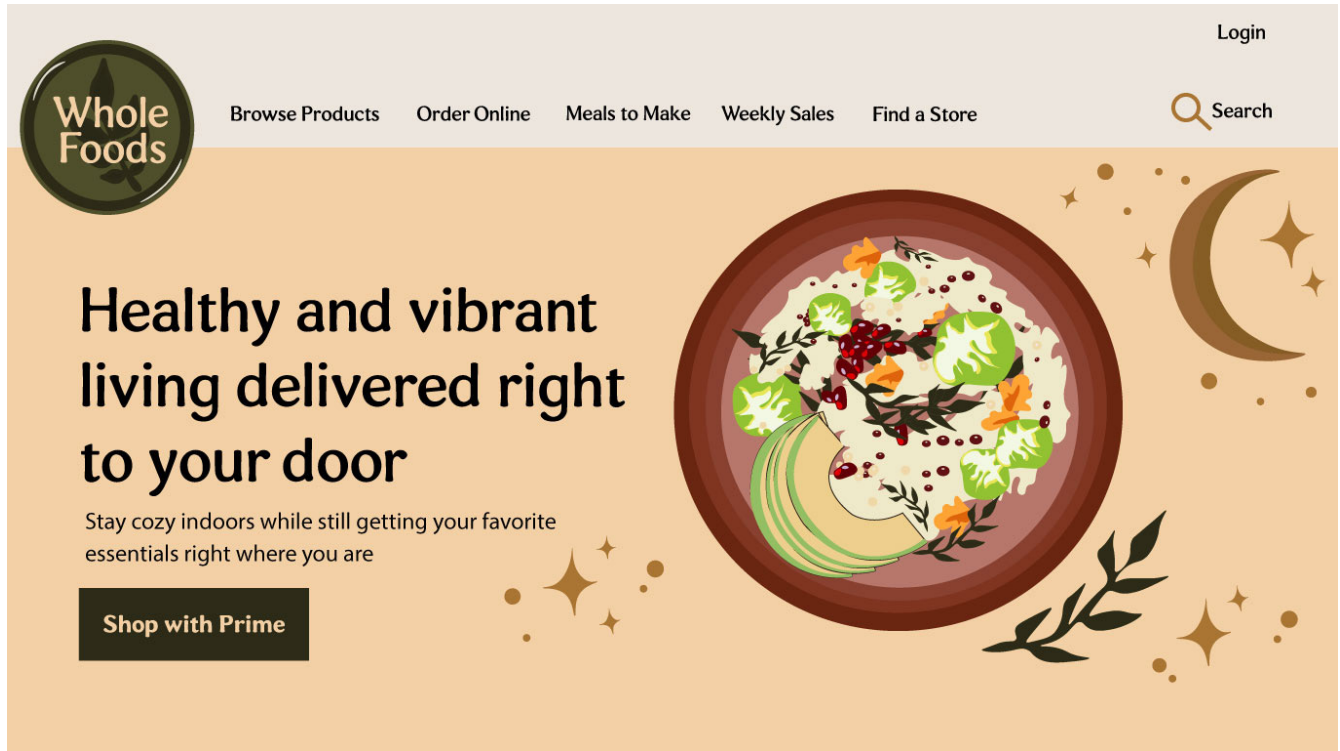
Whole Foods Market, Inc.
550 Bowie Street
Austin, TX 78703-4644

1 (844) 936-8255

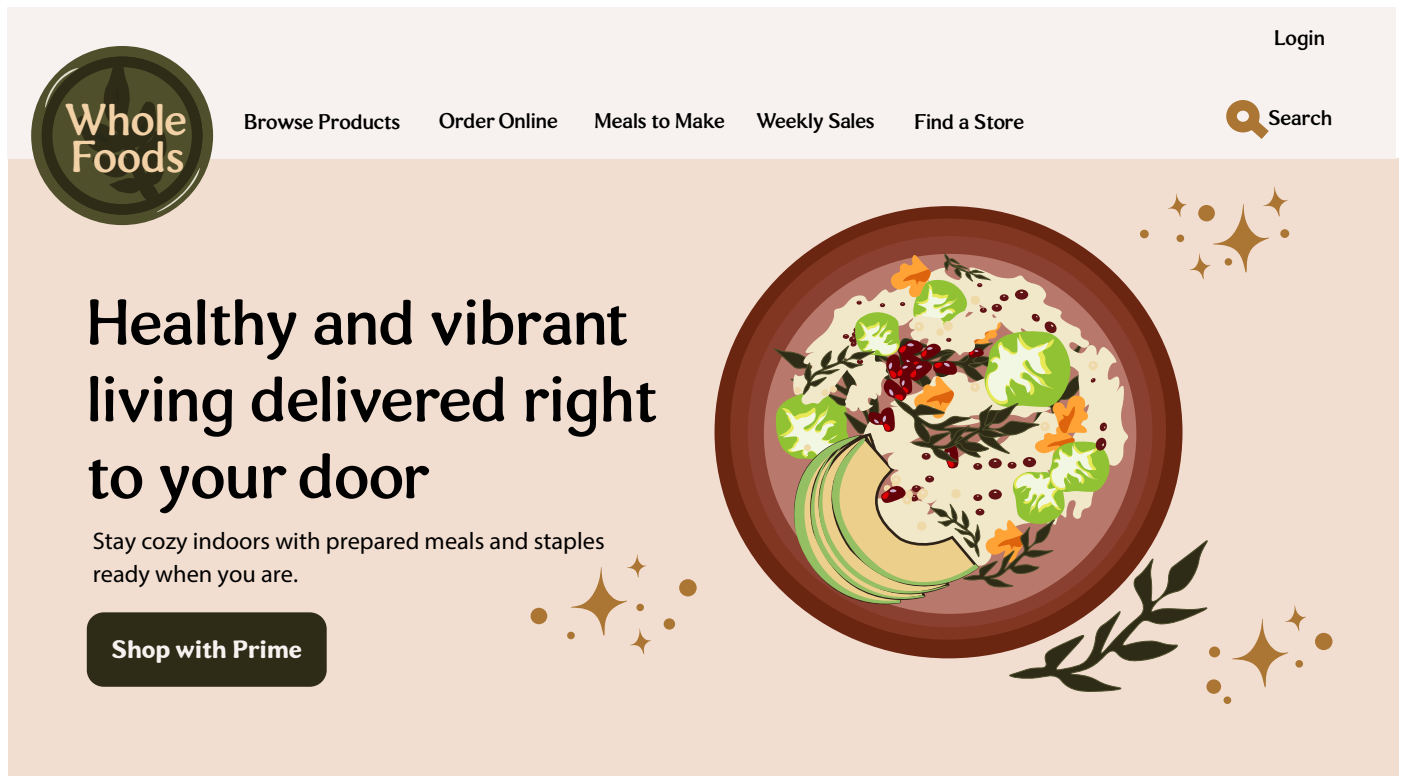
<https://www.wholefoodsmarket.com/>



Website Iterations



Final Website Interface



The final iteration of the front page of the website.

I went with the lighter color for the background because it gave some air and cleanliness to the website. While Whole Foods is homey, it also is all about organic and clean eating. I ended up taking out the moon graphic and only going with the bowl, because I wanted that to be the centerpiece. I also rounded out the corners of the “Shop with Prime” button to give it that modern feel and make it match the rounded font. Overall, I am very happy with the feel of the website!

Example Event Poster



Cheeseboard Workshop

December 3, 2020

4:00 - 5:00 pm

Whole Foods at Avalon

