



BRAND DEVELOPMENT & STORE DESIGN



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1 / BRAND PLATFORM

OUR BRAND STATEMENT

We believe
LESS IS MORE
except when it comes to our
VALUES & STANDARDS.

We bring
**FRESH, HEALTHY, &
AFFORDABLE FOOD**
to more people in more places
EVERY DAY.

OUR PROMISE
WHAT PEOPLE CAN EXPECT



***CREATING
REALLY
AWESOME
VALUE
EVERY DAY !**

OUR VOICE & PERSONALITY

WE
ARE
RE
F

ENERGETIC

NIMBLE

FUN

DIRECT

APPROACHABLE

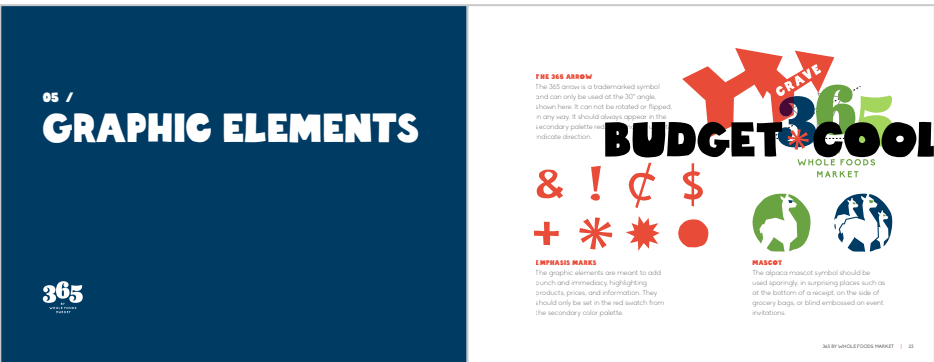
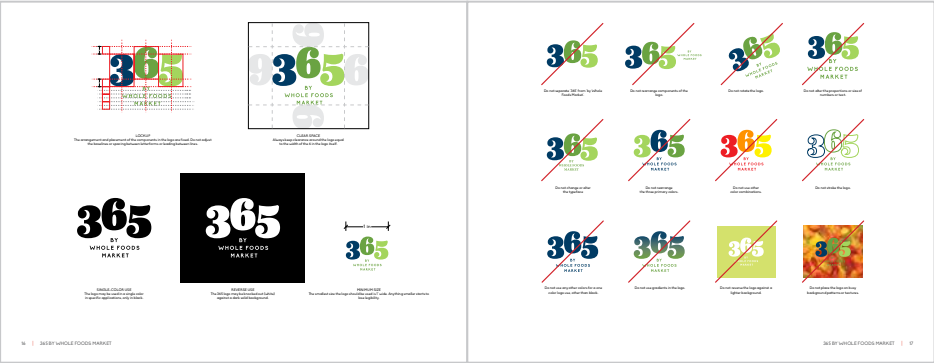
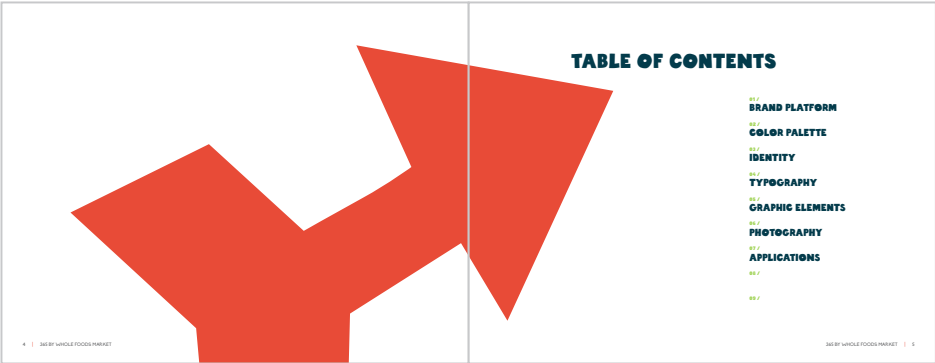
Our voice is the way we talk, on paper, with each other, with customers, and in all verbal and written communications to our key audiences.

The 365 voice is direct and plain-spoken. Anything that can be said shortly should — but never at the expense of real information that our customer would find relevant. We also never preach or take ourselves too seriously. We sound casual and friendly. We speak to our audience as peers—in clear, approachable, and honest terms that help build trust and comfort.

There is a positive energy to what we say and how we say it. We can be playful, but informed; to-the-point, but warm. We are all about sharing new solutions and ideas that help our customers in their everyday lives.

2 / BRAND BOOK

BRAND BOOK DESIGN



COLOR PALETTE

PMS 2188C
CMYK 100 / 39 / 0 / 63
RGB 0 / 66 / 106
HEX 00426A

PMS 7737C
CMYK 60 / 0 / 98 / 7
RGB 107 / 165 / 57
HEX 6BA539

PMS 367C
CMYK 40 / 0 / 68 / 0
RGB 164 / 214 / 94
HEX A4D65E

PRIMARY COLOR PALETTE

The primary color palette is used in the logo and in most branded applications.

SECONDARY COLOR PALETTE

The secondary color palette is used sparingly to add graphic punch.

PMS 543C
CMYK 37 / 9 / 0 / 1
RGB 164 / 200 / 225
HEX A4C8E1

PMS BLACK
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

PMS WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

PMS 7409C
CMYK 0 / 31 / 100 / 0
RGB 240 / 179 / 35
HEX F0B323

PMS 7640C
CMYK 0 / 79 / 24 / 41
RGB 147 / 64 / 84
HEX 934054

PMS 7417C
CMYK 1 / 83 / 85 / 0
RGB 224 / 78 / 57
HEX E04E39

PMS 113C
CMYK 0 / 2 / 83 / 0
RGB 250 / 224 / 83
HEX FAE053

RESERVED COLOR PALETTE

The red and yellow swatches are reserved colors, intended only for use on sale-specific marketing. Additionally, the red swatch is the only color that the the 365 arrow and emphasis marks are used in.

DESIGN PRINCIPLES

365 by Whole Foods Market design principles are defined by three core concepts: "Less is More", "Fresh & Healthy Every Day", and "Truthful & Connected." These principles provide a guidance for creating a strong unifying visual vocabulary for the brand.



Less is More

is about celebrating simplicity. We avoid over-design to reinforce how easy and simple fresh food can be. We are playful but not over the top, modern but not sterile. Less expensive, less serious, less ingredients, less materials, less complicated.



Fresh & Healthy Every Day

is crisp, bright and familiar. It's the fresh foods we eat every day because they're easy, simple and delicious. We avoid complicated and difficult-looking food combinations, unfamiliar settings, and unrelatable experiences. 365 is for every type of person, every day of the year, and we reinforce that in all communication.



Truthful & Connected

is honest and comforting, like a good friend. We are clear and direct because we're passionate about our business and our values, but we are never preachy and we don't take ourselves too seriously. Faces and settings are diverse but familiar, like your friends and family. Foods and scenery are simple and realistic because 365 means real people enjoying every day life.

TYPOGRAPHY

COMBINING TYPEFACES

The following combinations assign specific hierarchical roles to our family of typefaces. These combinations work well and provide the right amount of emphasis for each classification of information.

Headline
365 Condensed

Subhead
Biko Regular

Body
Biko Light



WEEKNIGHT
ENTERTAINING

WITHOUT ALL THE FUSS

We've got this one covered.
10 minutes in the store.
20 minutes in the kitchen.

IT'S
ALL
GOOD

365
BY
WHOLE FOODS
MARKET

Easy cherry
turnovers with
365 vanilla
bean gelato.

Headline
365 Heavy

Accent
365 Condensed

Accent
365 Heavy

Caption
Biko Light



EAT GOOD
THINGS

TASTES
LIKE
SUMMER

365
BY
WHOLE FOODS
MARKET

Watermelon, fresh
off the vine and
into the store.

* Spoon not required!

Body
Biko Light

Caption
Biko Light

DECORATIVE GRAPHICS

SELTZER

WATERMELON

MUFFINS

TOMATO

MILK

JUICY



CRUNCHY

APPLE

3 / EXTERIOR DESIGN GUIDELINES

RENDERINGS OVERALL



RENDERINGS VIEWS



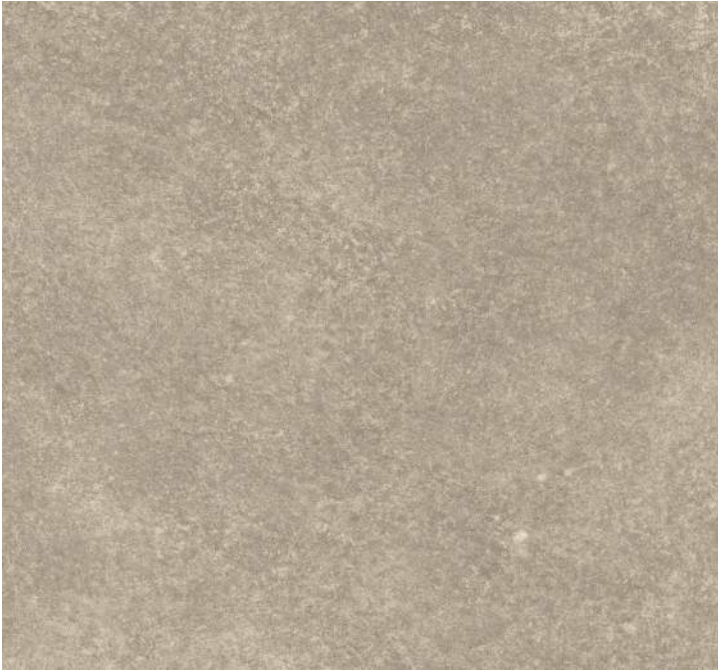
ELEVATION LARGE MARQUEE



ELEVATION SMALL MARQUEE



CONSTRUCTION MATERIALS



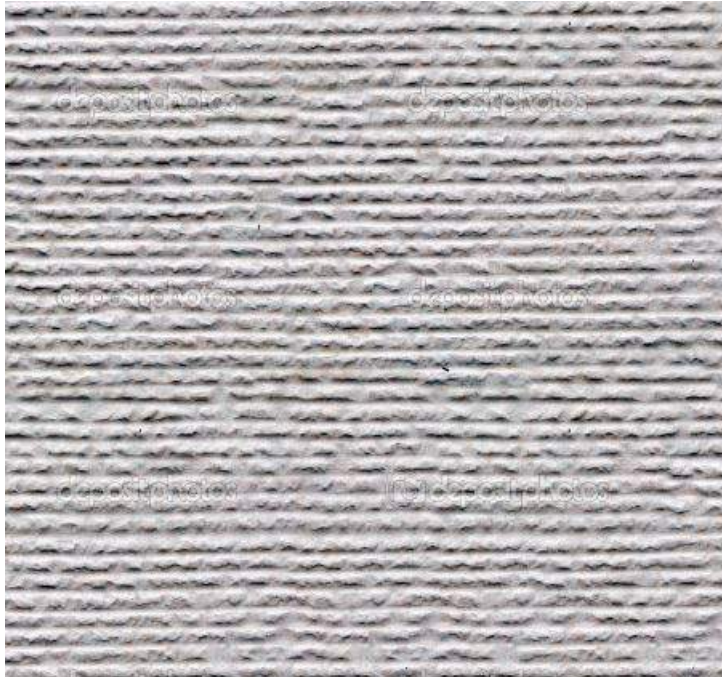
MARQUEE: COMPOSITE RESIN PANEL
Trespa NA 13 Silver Quartzite; rock texture



BASE BUILDING: PRECAST PANEL
Gate Precast: Color 152
Sandblasted white w/ granite aggregate.



BASE BUILDING AND LOW WALLS: MASONRY
Surface Matters masonry: color: Fire Ash,
dry block. Stack bond.



BASE BUILDING: GROOVED STUCCO
Horizontal and vertical parallel grooved stucco, w/
4'-0" O.C. black expansion joints. Color: Benjamin
Moore (low VOC) - Snow White 2212-70.



MULLION COLOR + STOREFRONT SYSTEM
Natural annodized aluminum mullions.
Clear glazing.



COLORED GLAZING FILM
3M
Colors to match 365 logo + arrow red



AUTOMATIC SLIDING DOOR
TORMAX: TX9430 Full breakout telescoping
slider RH, SX-SX-SO Conf: color: PMS 2188



EYEBROW - DARK BLUE
Morin: metal panels. Dark blue custom color, PMS
2188 part solid / part perforated.

SIGNAGE ILLUMINATED EXTERIOR



1 OVERALL ELEVATION



3 OPTION A - EXTERNALLY ILLUMINATED

PAINT APPLICATION APPLIED DIRECTLY ON BUILDING FACADE.

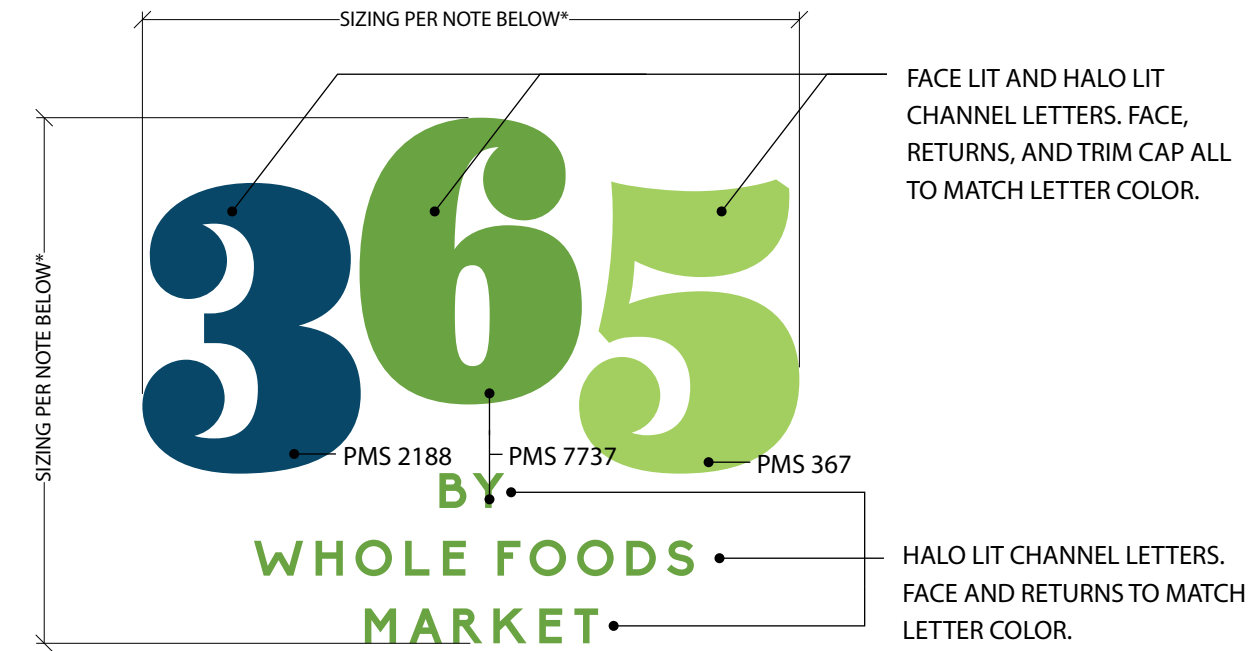
UPLIGHT FIXTURE TYPE: IGUZZINI LINEALUCE B752, LED WARM WHITE, 4'-0" LINEAR
FIXTURE SPACED 2'-0" APART. MOUNT AT BASE OF EYEBROW.

LOGO FILES TO BE PROVIDED.

*FINAL SIZE TO BE DETERMINED BASED ON LOCAL ZONING REQUIREMENTS AND FACADE DESIGN.



2 DETAIL ELEVATION



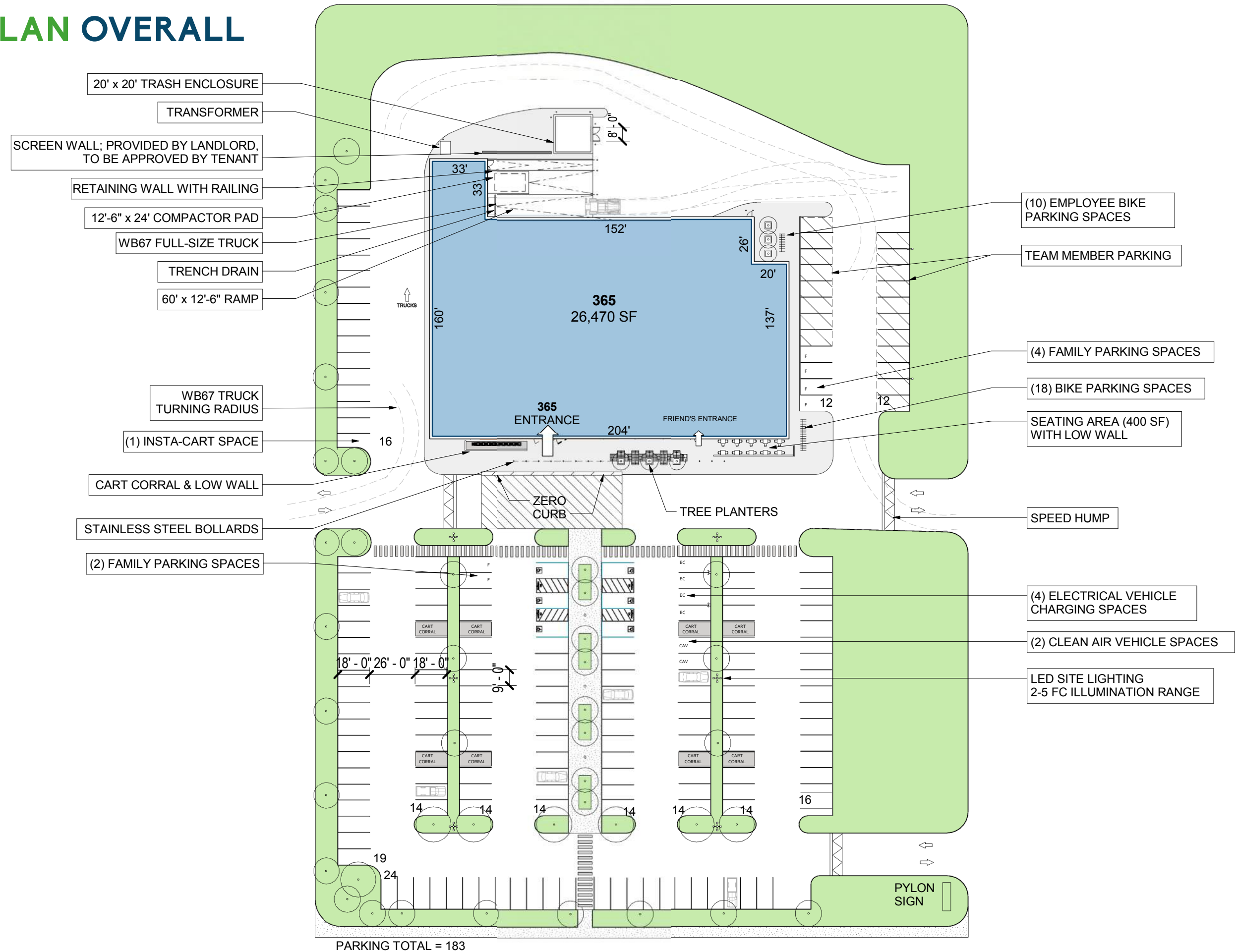
4 OPTION A - INTERNALLY ILLUMINATED

POWER SUPPLY TO BE LOCATED BEHIND BUILDING FACADE. RACEWAY MOUNTING TO BE AVOIDED.

LOGO FILES TO BE PROVIDED.

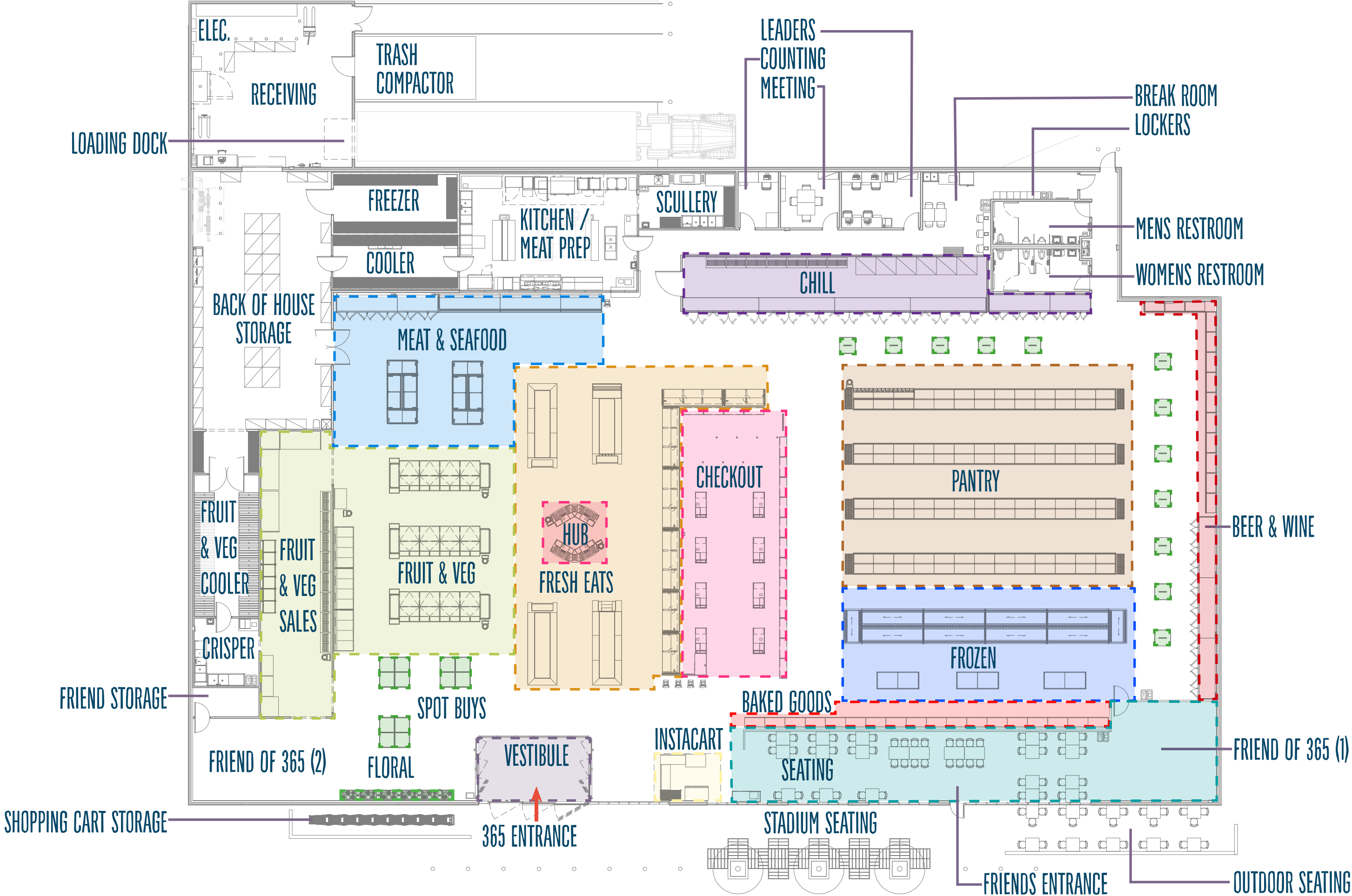
*FINAL SIZE TO BE DETERMINED BASED ON LOCAL ZONING REQUIREMENTS AND FACADE DESIGN.

SITE PLAN OVERALL



4 / STORE PLAN

STORE PLAN DEPARTMENT ZONING



Seal / Signature

Project Name	
65 by Whole Foods Market PROTOTYPE - A2	

Project Number	
3.2330.000	

Scale	Gensler
1/8" = 1'-0"	

Description	
TEST FIT	

Gensler

5 / INTERIOR DESIGN

















