

WholeMade & WholeMade Kitchen BRAND GUIDE

APRIL 30, 2018

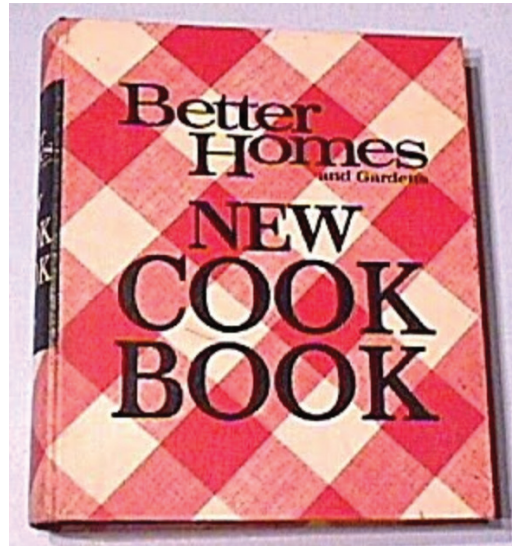
WHOLEMADE BRAND STATEMENT

WholeMade brings the concept of ancestral food within reach everyday. Inspired by the whole foods and cooking techniques of Victorian kitchens, this new, luxury brand is artisanal and highly-customized. WholeMade offers tasty meals and dishes that fill the space between eating out and cooking at home as well as coaching, classes and support to keep you feeling your best. From a visual perspective, the brand references the equipment used to produce home cooked meals that provide good nutrition and protect against health issues like auto-immune diseases and fatigue. Targeting a customer who doesn't simply want to fill themselves with food, the brand represents the opportunity to care for your body and nurture your soul. It's therapeutic and time tested.

The name leverages the nutritional completeness of a whole food meal and intentionally plays on "homemade." The brand is handcrafted and bespoke for each customer.

The brand currently includes a sub-brand for the retail arm of the business. WholeMade Kitchen is used to refer to the retail space on Hale Street as well as the broth cart. WholeMade is used for the counseling and education branch of the business. The lockup for WholeMade Kitchen references the metal plate found on the front of an oven door and the embellishments are handcrafted providing a high-touch feel to the overall brand. The font for Kitchen reversed out in white marries 19th-century cooking with 21st century science in a tasty, luxurious brand. Better than homemade, it's WholeMade.

WHOLEMADE **INSPIRATION**



WHOLEMADE LLC **LOGO**

The WholeMade logo invokes the medallion on a Victorian cast iron stove. It is used only in black or 'cast iron'. Used properly, the graphic appearance is consistent and reinforces the WholeMade messages. Use the logo in black on white or light backgrounds. Use the reversed-out (white) logo on solid black or dark backgrounds only. Never allow typography or other elements to "invade" the logo. Keep the logo clean and easy to read. Never stretch or distort it, modify it, place it on an angle, use it in different colors, or modify the relationship of the elements. See page 6 for examples of incorrect usage.



Filename: WholeMadeLLC_Logo_k.eps



Filename: WholeMadeLLC_Logo_white.eps

WHOLEMADE KITCHEN **CORRECT LOGO USAGE**

As an extension of WholeMade, the WholeMade Kitchen logo is a more articulated and detailed logo made to adorn the storefront and speak to the meal offerings. Again, when used properly, the graphic appearance is consistent and reinforces the WholeMade messages. As with the WholeMade logo, use the WholeMade Kitchen logo in black on white or light backgrounds. Use the reversed-out (white) logo on solid black or dark backgrounds only. Never allow typography or other elements to “invade” the logo. Keep the logo clean and easy to read. Never stretch or distort it, modify it, place it on an angle, use it in different colors, or modify the relationship of the elements. See page 6 for examples of incorrect usage.



Filename: WholeMadeKitchen_Logo_k.eps



Filename: WholeMadeKitchen_Logo_k.eps

WHOLEMADE **LOGO USAGE AND CLEAR SPACE**

To maintain consistency and to provide maximum impact, both the WholeMade LLC and WholeMade Kitchen logos must always have an area of clear space surrounding them. Clear space is an area around the logo that gives it “visual breathing room.” Always observe the clear space requirements shown here when reproducing the WholeMade and WholeMade Kitchen logos. It must never appear to be linked to or crowded by text or graphic elements. The amount of clear space needed is proportional to the height of the letters ‘hole’ (not including the ‘W’) in the WholeMade logo and the word ‘Kitchen’ in the WholeMade Kitchen logo. This is called the x height and is used to identify the minimum space allowance around the logo. Other important logo guidelines are illustrated below.



Do not use the logo on an angle.



Do not stretch or distort the logo.



Do not apply a shadow or glow or any other effect to the logo.



Do not recreate or modify the logo or change the font.

WHOLEMADE LOGO USAGE CONTINUED



Do not change the color of the logo type or elements.



Do not use the logo elements separately.



Do not use the logo on top of a complicated image or graphic.



Do not use the logo with any other words or sentences.

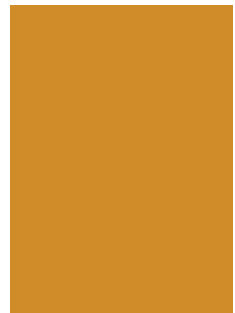
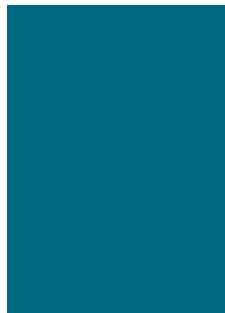
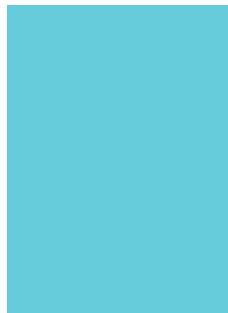
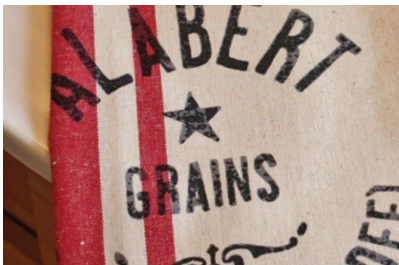
WHOLEMADE KITCHEN **LOGO APPLICATIONS**

The WholeMade logos look great reversed-out on black or used black on white.



WHOLEMADE BRAND COLORS

Color is a powerful brand element. While the primary brand colors are inspired by cast iron skillet and the bright white of a porcelain plate, the secondary colors are derived from natural ingredients such as tomatoes and marigolds as well as integral kitchen items like tea towels and enamel skillets. Together the colors represent healthy eating and are modern enough to appeal to today's audience.



CAST IRON

PMS 432
CMYK:
C78 M65 Y53 K44
RGB:
R51 G62 B72

TEA TOWEL

PMS 3105
CMYK:
C54 M0 Y14 K0
RGB:
R99 G208 B223

ENAMEL BLUE

PMS 315
CMYK:
C100 M46 Y39 K13
RGB:
R0 G101 B128

RED SAUCE

PMS 1665
CMYK:
C6 M87 Y100 K1
RGB:
R226 G67 B1

MARIGOLD

PMS 131
CMYK:
C17 M49 Y100 K2
RGB:
R209 G138 B0

WHOLEMADE FONTS

The primary font (Balford) is inspired by vintage cookbooks, old recipe boxes, gilt signs and lettering on cast iron stoves. It looks hand rendered much the way each dish is prepared by hand in small batches. It is very memorable and exclusive. Given its ornate quality, the Balford font should be used only for the WholeMade name. Other fonts have been chosen for headlines and a condensed font allows for smaller, dense copy in situations such as nutrition labels. Proper usage of the font suite is an important way to promote the unique “look and feel” of the brand.

LOGOS ONLY | Balford Base

DISPLAY FACE DISPLAY FACE

HEADLINES | GOUDY OLD STYLE

Headline Lorem Ipsum Set
HEADLINE LOREM IPSOM SET

SUBHEADS | FILOSOPHIA ALL CAPS AND SMALL CAPS

SUBHEADS LOREM IPSOM SET DEST
SUBHEADS LOREM IPSOM SET DEST

ALTERNATE DISPLAY OR HEADLINES | BIRCH

DISPLAY TEXT FOR ADDITIONAL TEXTURE
Display Text for Additional Texture

BODY COPY | GOUDY OLD STYLE

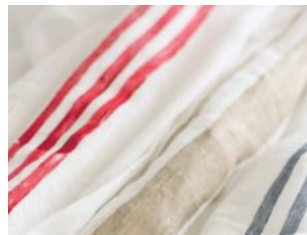
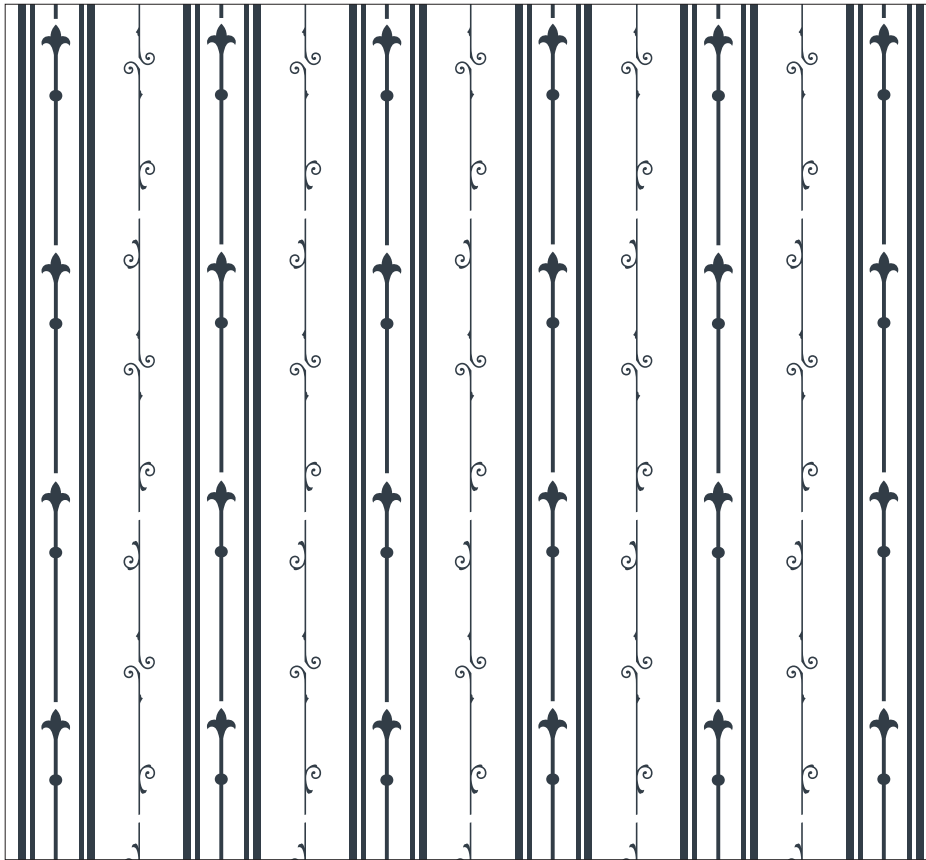
Body copy. Lorem Ipsum Set Dest, unt ad estiur, officii antibus ciliquam que nimnullen ime con recum fuga. Ti quunt ullupis rep. Onsedis comni tenducit, temquiatem ipiente ne pedis seque maio. Ut hitectur accust atem quam quam consequi officite seditibus accae vernatetur, ut ese laccupt atioria si illaut aut minus, ut que et lab in re eos si bea autAgnatios dellorecum dolendi.

BODY COPY | HUMANIST CONDENSED

Condensed font to lots of detailed information. Ti quunt ullupis rep. Onsedis comni tenducit, temquiatem ipiente ne pedis seque maio. Ut hitectur accust atem quam quam consequi officite seditibus accae vernatetur, ut ese laccupt atioria si illaut aut minus, ut que et lab in re eos si bea autAgnatios dellorecum dolendic tem re venimpe rnatiam etur.

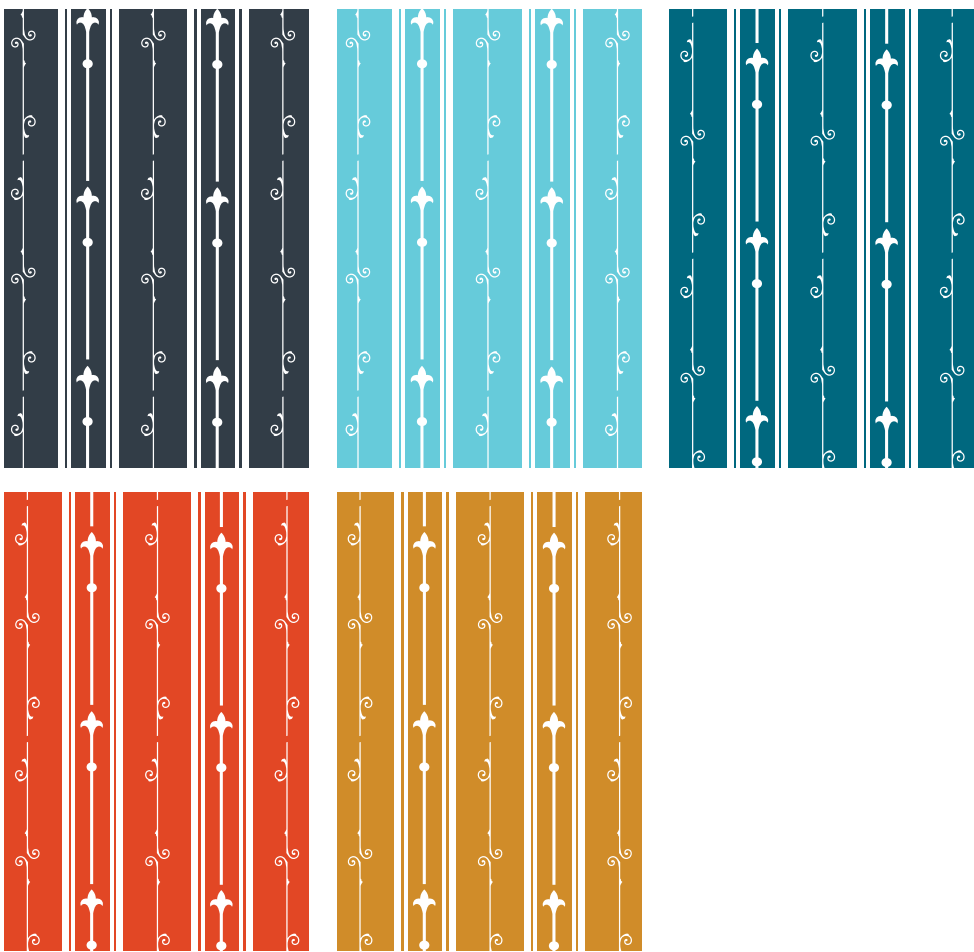
WHOLEMADE **PATTERN**

A custom and unique pattern has been created to coordinate with the WholeMade brand. It is inspired by the classic patterns on tea towels but marries some of the decorative ornaments of the logo. The WholeMade pattern is used as part of the interior and exterior design of the Hale Street location as well as on packaging and merchandise.



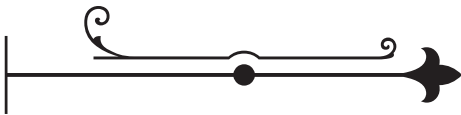
WHOLEMADE **PATTERN WITH BRANDED COLORS**

The WholeMade pattern can be used in white on all of the brand colors.



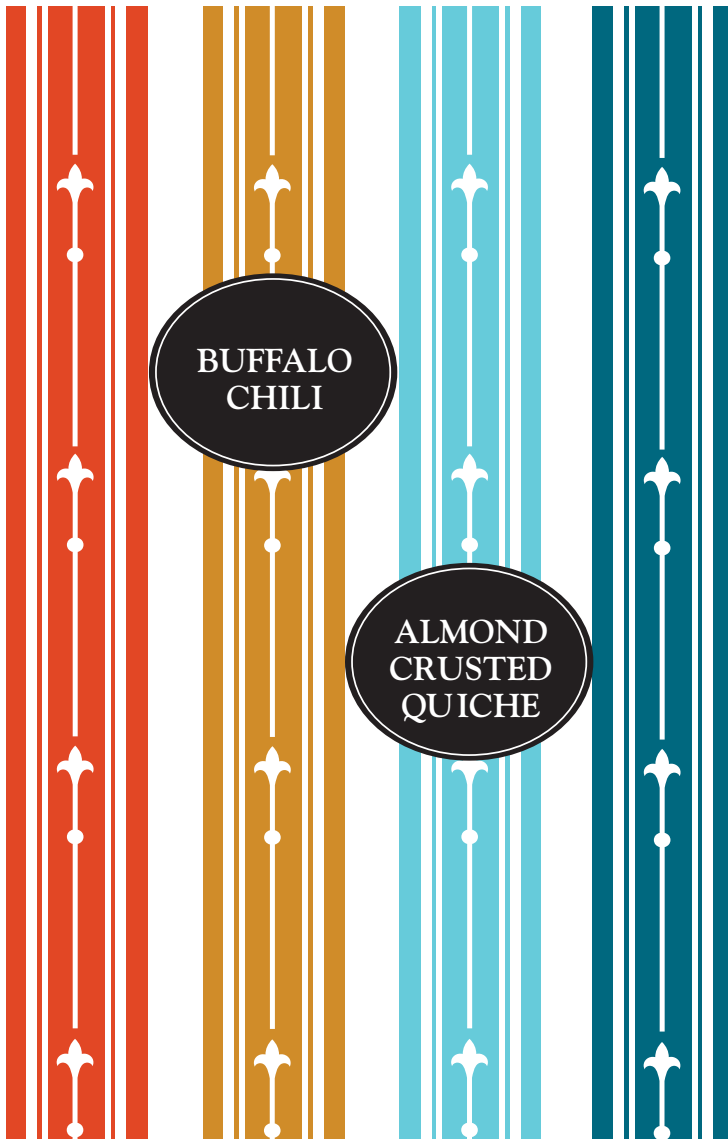
WHOLEMADE KITCHEN **AWNING AND SIGNAGE**

There is one multi-color version of the WholeMade pattern which is used for the awning at the Hale Street location. Additional colorized patterns are made for specific purposes.



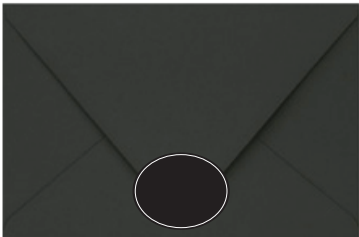
WHOLEMADE KITCHEN **PACKAGING (IN PROGRESS)**

WholeMade Kitchen product packaging is currently being developed. Use of the pattern, brand colors and fonts, etc. are show below as sketches.



WHOLEMADE KITCHEN MENU CONCEPT (IN PROGRESS)

A menu concept and sketch...



A6 Envelope



12.5" x 13.5" Menu
Folds to 4.5" x 6.25"