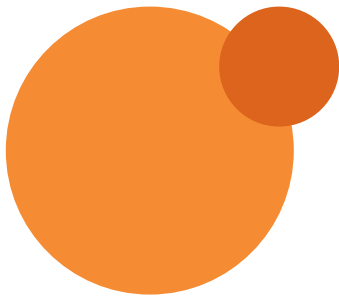


2020 Communities Campaign Design Toolkit

COLOR PALETTE

Primary Palette

Orange is used as the unifying color for the assets that encompass all 3 foundations.

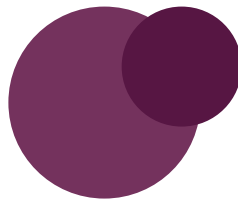


C0 M55 Y90 K0
#F68B33

Secondary:
C0 M70 Y100 K10
#DC661E

Secondary Palette

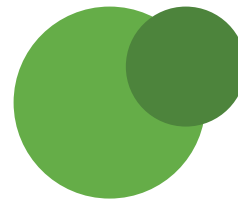
The secondary palette is used for assets that highlight an individual foundation. Each foundation has their own primary and secondary color. The primary should be used for solid backgrounds, text, etc... The secondary color should only be used for the foundation's corresponding pattern.



Whole Planet Foundation

Primary:
C55 M90 Y40 K20
#F68B33

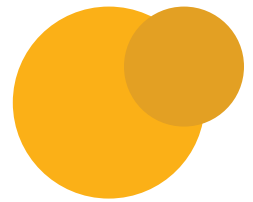
Secondary:
C59 M96 Y43 K41
#571B44



Whole Kids Foundation

Primary:
C60 M1 Y93 K10
#67AC47

Secondary:
C73 M27 Y100 K12
#50843D



Whole Cities Foundation

Primary:
C10 M34 Y100 K0
#F6BC18

Secondary:
C10 M40 Y100 K0
#E4A025

FONTS

Please refer to the WFM Brand Guidelines for specific information on how to use these fonts.

Circular

Headline & Body

Corda

Subhead

PATTERN

Each foundation has its own unique pattern that follows its brand. The pattern must always use the darker corresponding color in the secondary palette above. The patterns should only be used on assets that highlight that individual foundation. They should NOT be combined on one asset. If the asset is highlighting more than one foundation then use the primary orange color only. Do not use alternative colors for an individual asset than what is assigned above.



Whole Planet Foundation
100k



Whole Planet Foundation
50k



Whole Kids Foundation



Whole Cities Foundation

EXAMPLES (not final, for reference only)

Combined foundations examples:

Donate to support communities.
100% of your donation benefits:

WHOLE PLANET FOUNDATION
Alleviating global poverty

WHOLE KIDS FOUNDATION
Improving children's nutrition

WHOLE CITIES FOUNDATION
Expanding healthy food access

Thanks to our supplier donors!

How to Give

Text FOUNDATIONS to 243725.

Scan Learn Give

Ask your cashier to add a donation.

\$2 **\$5** **Your Choice**

Register Plexi Sign 5.5x8.5"

Support our local and global communities.

Alleviating global poverty | Improving children's nutrition | Expanding healthy food access

Donate today at bit.ly/wfmfoundations

Register Graphic 475x225 px

Support local and global communities.

Donate today! Text FOUNDATIONS to 243725.

Alleviating global poverty | Improving children's nutrition | Expanding healthy food access

Thanks to our supplier donors!

Learn more at bit.ly/wfmfoundations

Enviroboard 48x24"

Individual foundation examples:

WHOLE PLANET FOUNDATION

Alleviating Poverty
in our local and global communities

Chobani
is a proud member of the
SUPPLIER ALLIANCE
for the world's poorest microentrepreneurs

wholeplanetfoundation.org

WPF 50k Aisle Blade 5x16.5"

WHOLE PLANET FOUNDATION

Alleviating Poverty
in our local and global communities

ALLEGRO COFFEE
is a proud member of the
100K
\$100,000 FUND
SUPPORTING THE WORLD'S POOREST MICROENTREPRENEURS

wholeplanetfoundation.org

WPF 100k Aisle Blade 5x16.5"

WHOLE KIDS FOUNDATION

Growing Healthy Kids
in our local and global communities

A special thanks to

wholekidsfoundation.org

WKF Aisle Blade 5x16.5"

Growing Healthy Kids
in our local and global communities

Brand **Product**

Brand will donate 5% of sales of product to Whole Kids Foundation to grow school gardens. Together we are helping kids make healthier choices.

WKF Scanback 6up

Alleviating Poverty
in our local and global communities

Brand **Product**

From October 1-31, 1% of sales of these items will be donation to fund microloans for the world's poorest microentrepreneurs where Whole Foods Market sources products.

WPF Scanback 6up

Alleviating Poverty
in our local and global communities

WHOLE PLANET FOUNDATION

WPF 25k Supplier 6up