



WHOLESOME BAE

C.I. GUIDE

LOGO

Logo & Icon

WB

WHOLESOME BAE

LOGO

Logo & Icon in
different colours



WHOLESOME BAE



WHOLESOME BAE



WHOLESOME BAE

COLOURS

Three different colours and
distribution of colour usage.



LAYOUT EXAMPLE



How do get started

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tempus sapien at pulvinar tincidunt. Aliquam aliquam orci quis pretium iaculis. Sed malesuada consectetur sem. Cras gravida condimentum turpis a consectetur. Sed orci arcu, pulvinar eu odio sit amet, pharetra fringilla metus. Aenean euismod, nunc ac malesuada porta, mauris libero laoreet nunc, vitae pellentesque arcu quam vitae ex. Donec facilisis lorem sapien, sed hendrerit dui cursus non. Vestibulum augue eros, dictum sed neque a, ullamcorper euismod metus. Etiam elementum consequat mauris nec molestie.

FONTS

Two different fonts
for the brand.

Gotham XLight - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

High Summit

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & **

FONTS

Different combinations of font usage.

WHOLESAME BAE

Healthy Life

How do get started

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tempus sapien at pulvinar tincidunt. Aliquam aliquam orci quis pretium iaculis. Sed malesuada consectetur sem. Cras gravida condimentum turpis a consectetur. Sed orci arcu, pulvinar eu odio sit amet, pharetra fringilla metus. Aenean euismod, nunc ac malesuada porta, mauris libero laoreet nunc, vitae pellentesque arcu quam vitae ex. Donec facilisis lorem sapien, sed hendrerit dui cursus non. Vestibulum augue eros, dictum sed neque a, ullamcorper euismod metus. Etiam elementum consequat mauris nec molestie.

FONTS

Headlines in Gotham
XLight - Regular

HEADLINES
DNA TESTING
YOGA
NUTRICIAN
ABOUT ME

WB

WHOLESOME BAE

#e3bd93

WB

WHOLESOME BAE

#bbccc2

WB

WHOLESOME BAE

#384d3c