
ABOUT THE FOUNDATION

The mission of Whole Planet Foundation® is to create economic partnerships with the poor in those developing-world communities that supply our stores with product. Through innovative assistance for entrepreneurship—including direct micro-credit loans and tangible support for other community partnership projects—we seek to unleash the energy and creativity of every human being we work with in order to create wealth and prosperity in emerging economies.

Whole Planet Foundation represents a significant expansion of Whole Foods Market's mission to actively participate in our communities. With more than 330 stores, we now have the scale and scope to give back to the global community. The creation of this foundation directly connects Whole Foods Market customers and Team Members to the villages in developing countries that supply us with products. Establishing these community partnerships will not only ensure the expansion of equitable trade with deserving producers but will improve the economic well being of everyone involved.

LOGOS

The primary brand marks are the two-color orange and brown logos.



WHOLE PLANET
FOUNDATION®



WHOLE
PLANET
FOUNDATION®

When necessary, the logos can also be used in black or white as shown:



WHOLE PLANET
FOUNDATION®



WHOLE
PLANET
FOUNDATION®



*Note: the black box is not a part of the logo. It is only shown to illustrate how the white logo should look.

PARTNERSHIP LOGOS

Whole Planet Foundation partners with suppliers to empower impoverished families in communities that supply Whole Foods Market stores with products. The different levels of support and their brand marks are listed below.



The Supplier Alliance for Microcredit® brand mark is used to promote the generosity of Whole Planet Foundation's Supplier Alliance for Microcredit partners who each contribute \$50,000 annually to fund micro-lending projects.



The Poverty is Unnecessary Fund® brand mark is used to promote the generosity of Whole Planet Foundation's Poverty is Unnecessary Fund supplier partners who each contribute \$25,000 annually to fund micro-lending projects.



The Ten Thousand Dollar Fund® brand mark is used to promote the generosity of Whole Planet Foundation's Ten Thousand Dollar Fund supplier partners who each contribute \$10,000 annually to fund micro-lending projects.



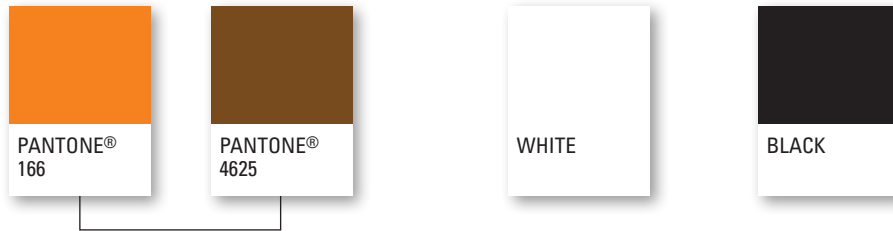
The Microloan a Month Fund™ brand mark is used to promote the generosity of Whole Planet Foundation's Microloan a Month Fund supplier partners who each contribute the current average loan size each month to fund 12 new microloans a year.



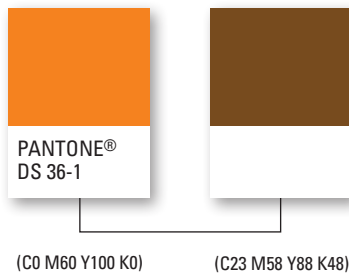
The Musicians for Microcredit® brand mark is used to promote the Whole Planet Foundation's Musicians for Microcredit initiative, which includes benefit concert events, artist compilations, digital download music programs and Whole Foods Team Member music projects in support of the Foundation.

APPROVED LOGO COLORS

The Whole Planet Foundation logo should be shown only in the approved colors below. For color logos, the orange and brown must be used in conjunction with one another—**do not create a one-color brown or a one-color orange logo!**



For 4-color printing, the following process colors are acceptable:



IMAGERY

The imagery associated with Whole Planet Foundation plays a huge part in creating its visual identity. These images must embody the spirit and philosophy behind the Foundation. For this reason, it is important to follow the guidelines below when choosing imagery for any Whole Planet Foundation materials.

Note: Whole Planet Foundation is a legally separate entity from Whole Foods Market. Therefore, any materials created to represent the Foundation must be approved by the Whole Planet Foundation Director of Partnership Development and Internal Programs.

- Since we're providing a way for impoverished people to lift themselves out of poverty, it is important to show imagery that portrays these people as being strong, independent and capable.
- In general, images should send a message of feeling good or happiness—like an “after” picture showing people’s lives after they have received a micro-loan.
- Accordingly, do not use images that portray people as weak, waiting for a handout, unhappy, filthy or starving.

- Make sure the imagery is pertinent to the areas in which we are funding microcredit. To see where Whole Planet Foundation works, please visit wholeplanetfoundation.org/where-we-work.
- When possible, it is great to show people in the process of running their own businesses, funded through microcredit.
- Both close-up and wide shots are acceptable.

For a good representation of the types of imagery that are acceptable to use, visit Whole Planet Foundation's website at www.wholeplanetfoundation.org. There you'll find images that correctly embody the look of the Foundation. However, many of these images are on loan to us from other groups, so please do not repurpose them without first obtaining permission.

TYPEFACES

The primary typeface for all Whole Planet Foundation materials is WFM Scala Sans. However, Winchester New ITC is also acceptable. Please see the "Typefaces" section for more information on these typefaces.

Do not use Grace's Hand or Molly for Whole Planet Foundation materials.