

Big Green

SALADS AND MORE

BRAND GUIDELINES

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About Us

Big Green is a contemporary healthy-eating café located in Andheri West, Mumbai. Built around the idea that food can be both nourishing and exciting, Big Green combines fresh, locally sourced produce with innovative recipes. The restaurant caters to urban lifestyles with a menu rich in salads, wraps, smoothies, juices, and plant-forward dishes, delivering a guilt-free dining experience that aligns with modern health and sustainability values.



Mission & Vision

Our Mission

Big Green's mission is to redefine healthy dining by offering meals that are fresh, flavorful, and eco-friendly. We aim to show that nutritious food can be enjoyable and accessible, while staying true to our commitment to sustainability and community wellbeing. Through every dish, we seek to inspire better lifestyle choices that balance taste, health, and responsibility.

Our Vision

Our vision is to lead the healthy café movement in India, creating spaces where people connect over wholesome food and conscious living. We aspire to expand Big Green into a trusted brand that inspires mindful choices and supports a greener future. We see Big Green as more than a café — as a catalyst for a lifestyle shift towards wellness and sustainability.

Logo

The Big Green logo embodies health, sustainability, and freshness. The serif lettering with soft curves conveys warmth and approachability, while the distinctive “g” acts as a unique identity symbol. The green palette reflects nature, growth, and vitality, reinforcing the café’s mission to deliver wholesome, eco-friendly food. Its simplicity ensures versatility across signage, packaging, and digital platforms, while its bold presence creates strong brand recall.

The logo features the words "BigGreen" in a large, bold, green serif font. The "g" is lowercase and has a distinctive, rounded shape. Below "BigGreen", the words "SALADS AND MORE" are written in a smaller, green, all-caps sans-serif font, spaced out evenly.

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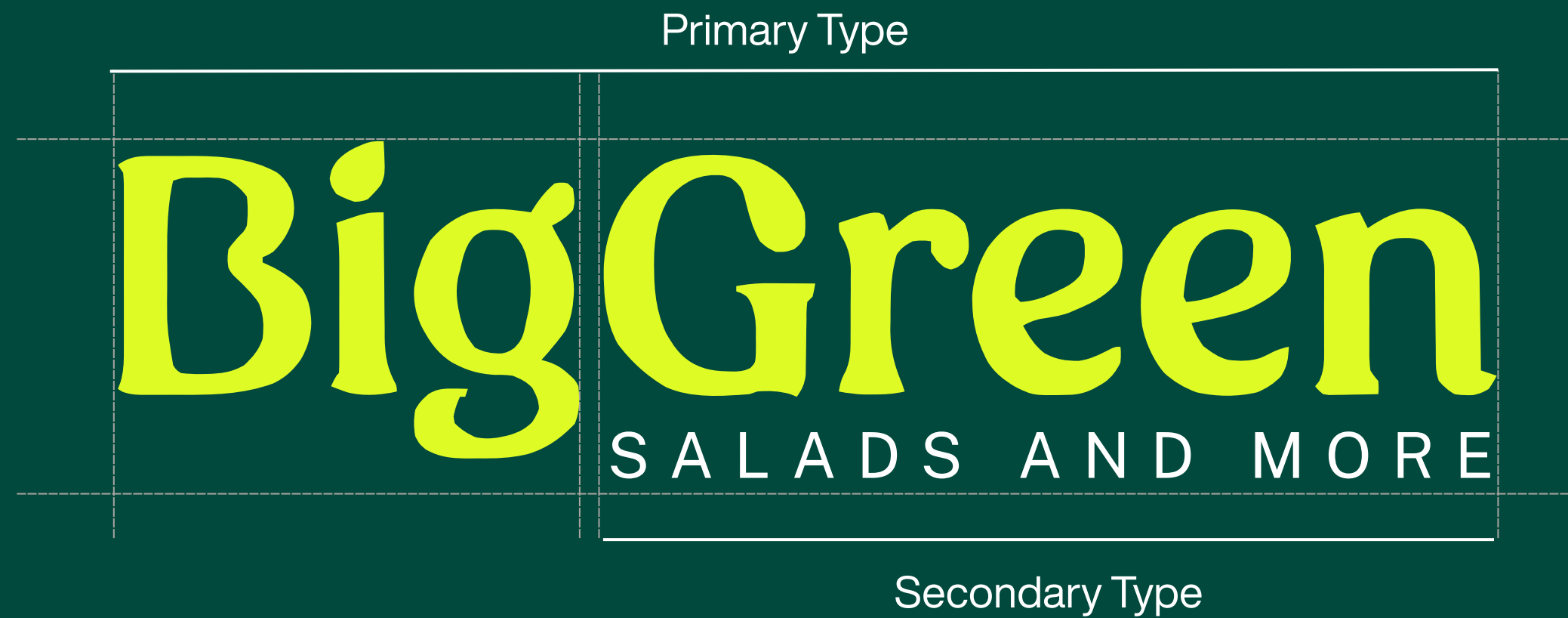
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Logo Grid



Typography

Display Font

Recoleta Medium

Aa

1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Font

Public Sans

Aa

1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Values



Health First

Big Green prioritizes health by ensuring every dish is crafted to be nutritious, wholesome, and full of flavor



Transparency

Big Green maintains honesty in its ingredient sourcing, preparation, and nutrition, building lasting trust with its customers.



Innovation

Big Green continuously experiments with global flavors and modern recipes, proving that healthy food can be exciting and creative.



Community

The café serves as a hub where people connect over shared values of wellness, sustainability, and mindful living.



**Big
Green**
SALADS AND MORE

Color Palette

The colour palette creates a fresh and balanced identity that reflects Big Green’s core values. It combines the essence of nature with vibrancy and optimism, while maintaining clarity, readability, and strength. This harmony ensures that the brand feels both modern and approachable, making it instantly recognizable and memorable across all touchpoints.

Dark Turquoise
#02493d

Vivid Yellow Green
#defb26

White
#FFFFFF

RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)

Black
#000000

RGB: (2, 73, 61)
CMYK: (97%, 0%, 16%, 71%)

RGB: (222,251,38)
CMYK: (12%, 0%, 85%, 2%)

RGB: (0, 0, 0)
CMYK: (0%, 0%, 0%, 100%)

Logo Don'ts

Don't recolour



Don't change the typeface



Don't use a shadow /
outlines / gradients



Don't rotate / tilt / skew



Don't change colour



Don't crop



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Designed by

Oregano[™]
Brandworks