



# Greta's

Come  
& enjoy  
what —

Greta  
gathers.

## greta's

The mandate — To imagine and design the visual identity for *Greta's*, a new sustainable cafe in the centre of Nørrebro.

The premise — *Greta's* offers fresh healthy meals using exclusively organic and sustainable produce. But *Greta's* also offers something much more purposeful : a place to gather and belong in the heart of one of Copenhagen's most multicultural neighbourhoods. *Greta's* fosters diversity and community empowerment through initiatives such as serving a mix of ethnic-inspired meals, a hiring policy that strives for integration, and the creation of a common space that celebrates diversity.

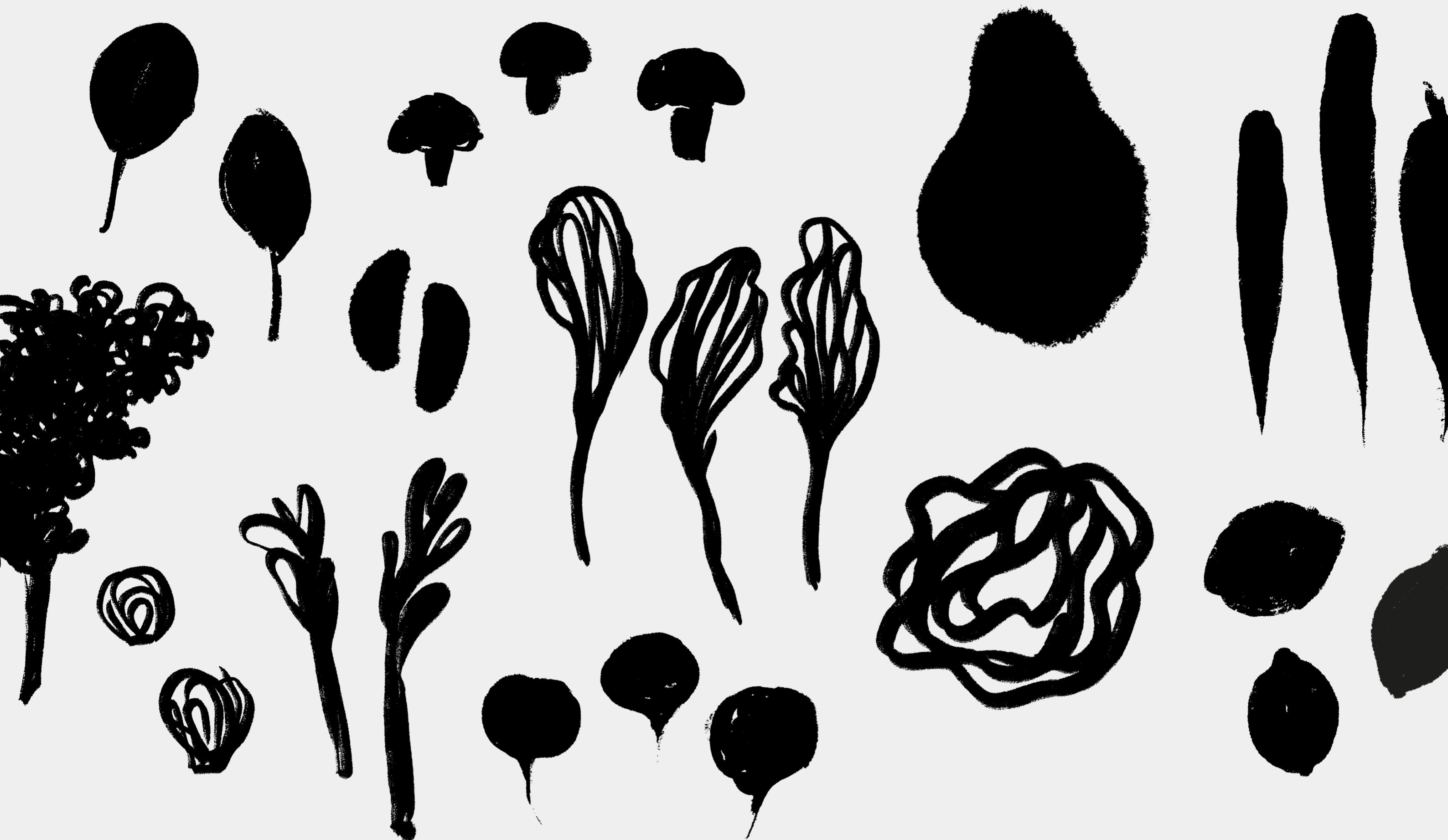
The idea — *Come and enjoy what Greta gathers : fresh produce, a multicultural cuisine, the local community and good vibes.*

The execution — In order to put forward *Greta's* culturally diverse identity, the design centers around a vibrant colour palette inspired by food from around the world, lively hand drawn illustrations, a quirky typeface, and a multicultural tone of voice.



Community  
vibes

Greta's resides vibrantly in the heart Nørrebro, Copenhagen's cultural meltingpot, nestled amongst the constant traffic of bikes and passers-by.



# Otoño Taze

Fresh autumn menu

Otoño —  
Spanish for Autumn

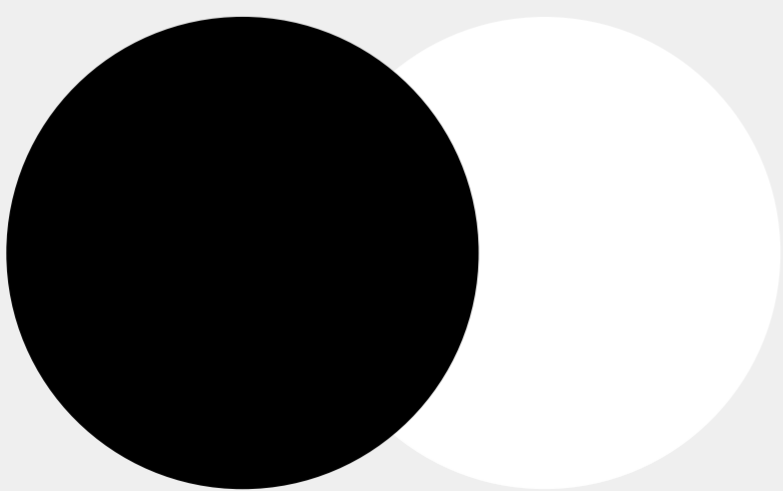
Taze —  
Turkish for Fresh

Tone of voice — In order to hint to *Greta's* multicultural and diverse offering, a combination of words from different languages, such as Danish, Turkish, Spanish, Polish and Italian, are used in various communications.

greta's

Freshly gathered

Seasonal veggies  
Sustainable produce  
Community talks  
Multicultural feels  
Nørrebro vibes



Primary & secondary colours —  
Like a blank canvas, *Greta's* main hues set the table for a fresh vibrant plate; while the secondary colours, inspired

by the fresh produce, create a seasonal colour palette that hints to the ever-changing and diverse cuisine.



Spring



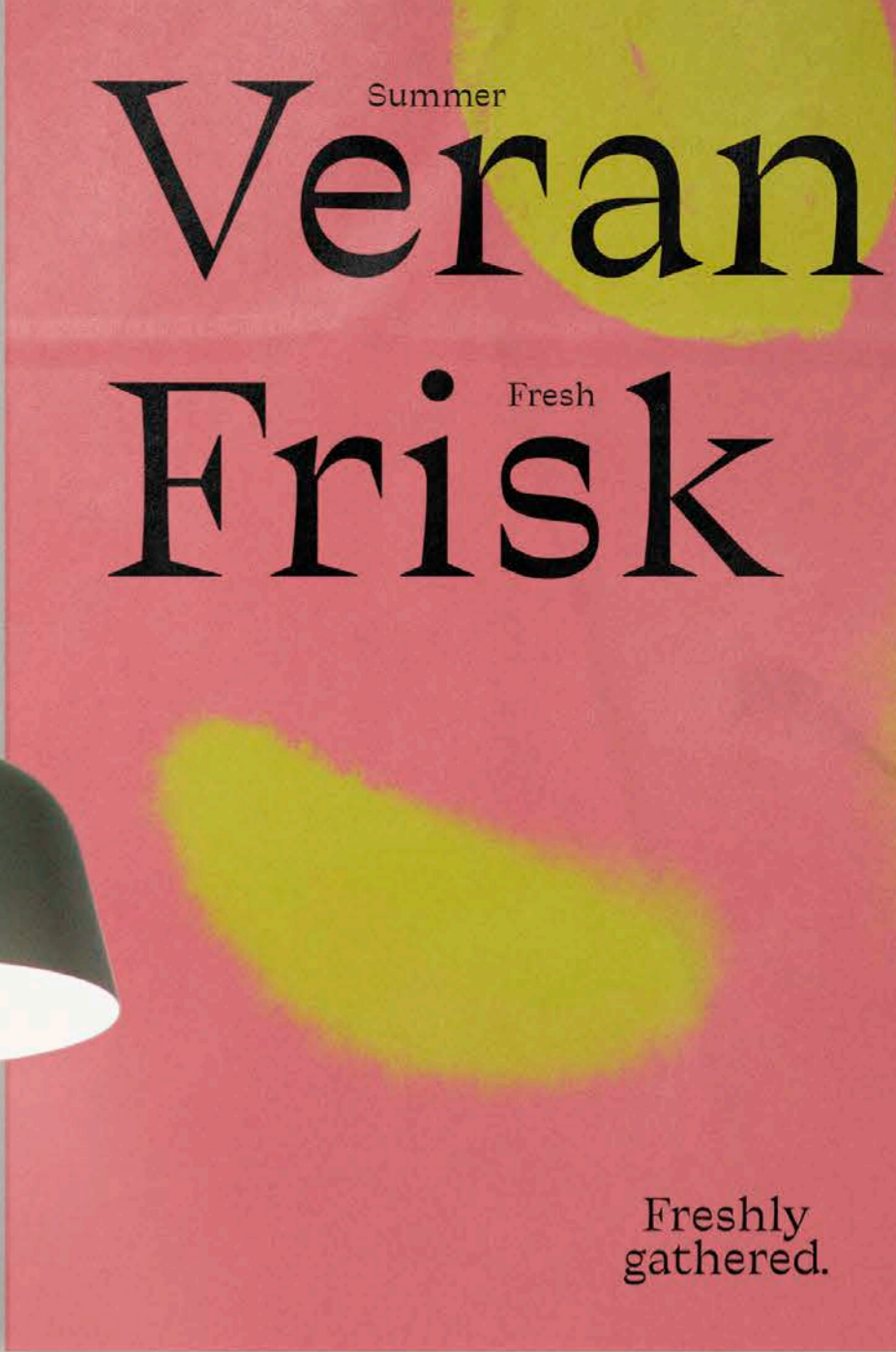
Summer



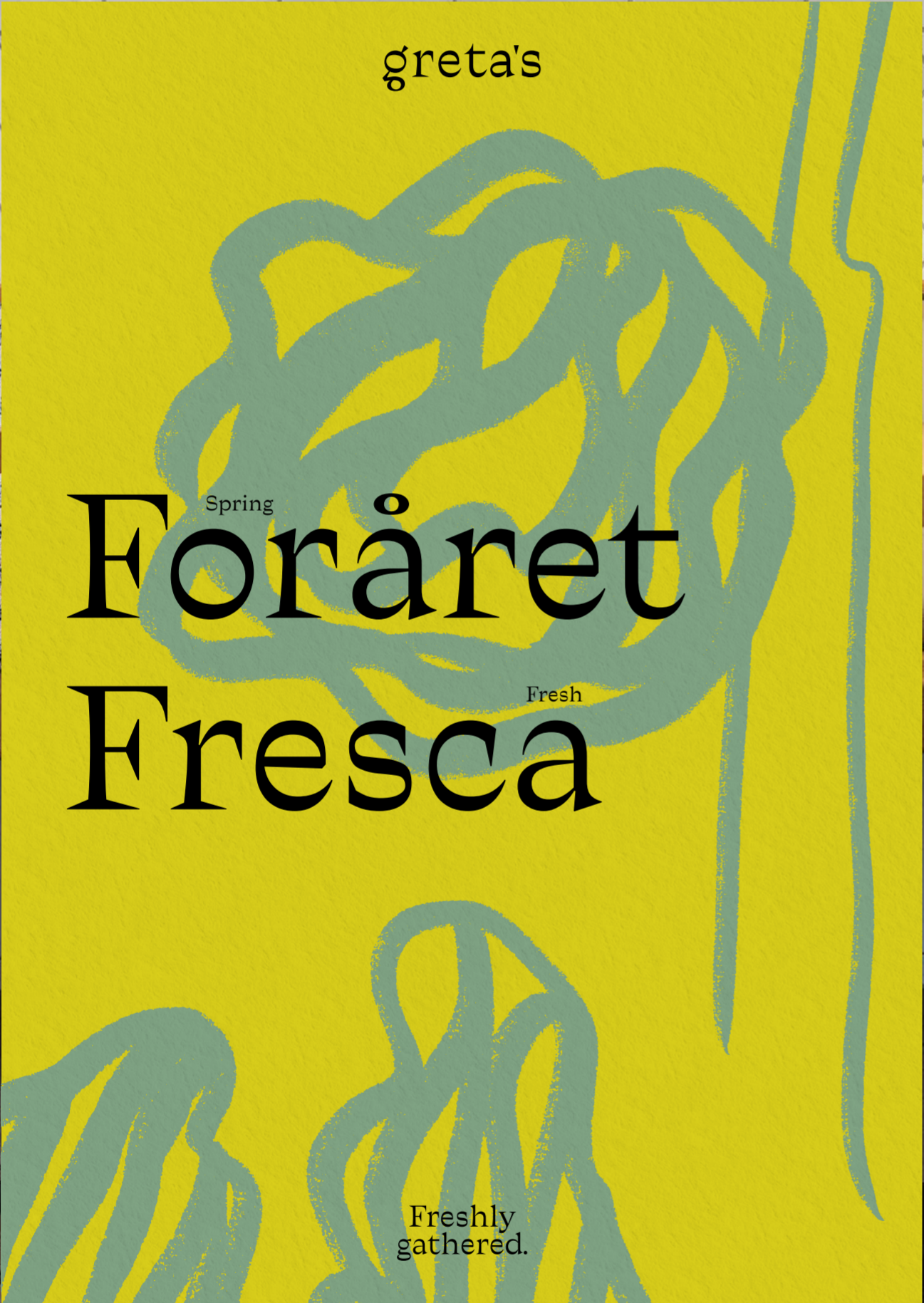
Autumn



Winter



Verano —  
Spanish for Spring  
Frisk —  
Danish for Fresh



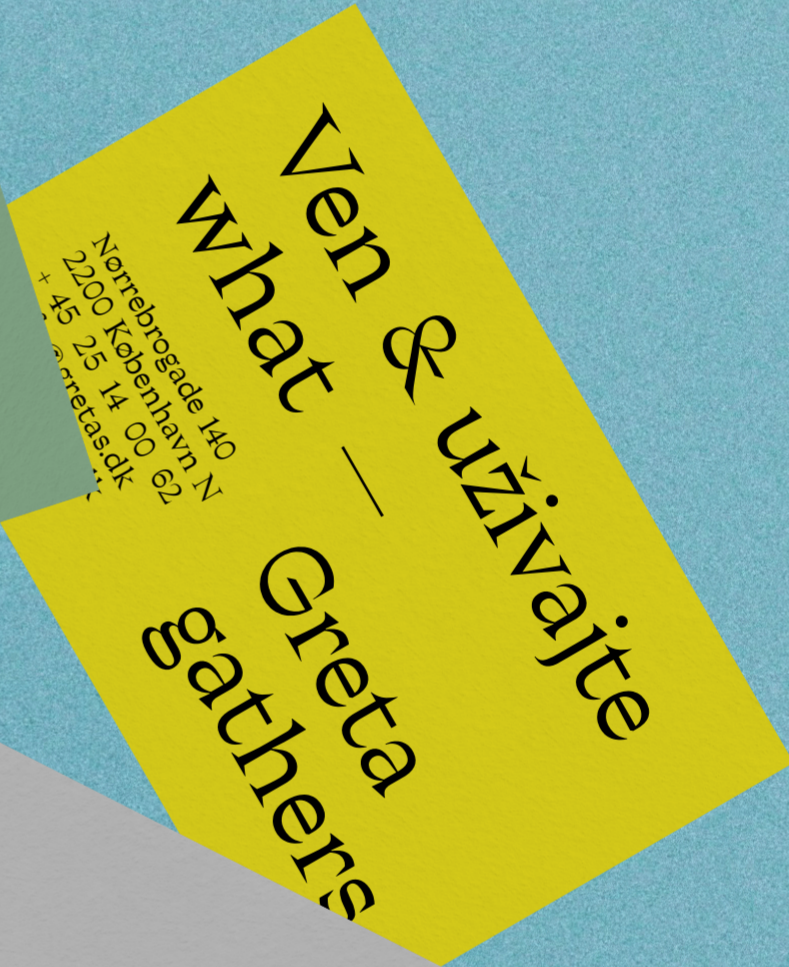
Foråret —  
Danish for Spring  
Fresca —  
Italian for Fresh



Autunno —  
Italian for Autumn  
Frais —  
French for Fresh

Fresh &  
diverse

A series of colourful posters indicate the arrival of new seasonal menus. The combination of words from different languages in the headlines and the lively hand drawn illustrations, hint to the diversity of the dishes.



Warm & welcoming

The colourful business cards are a multi-language invitation to come and enjoy everything that Greta gathers.



Vibrant  
take away

A series of sustainable take away items are designed to be colourful and eye catching, in order to be brightly spotted and easily recognised around the city.

