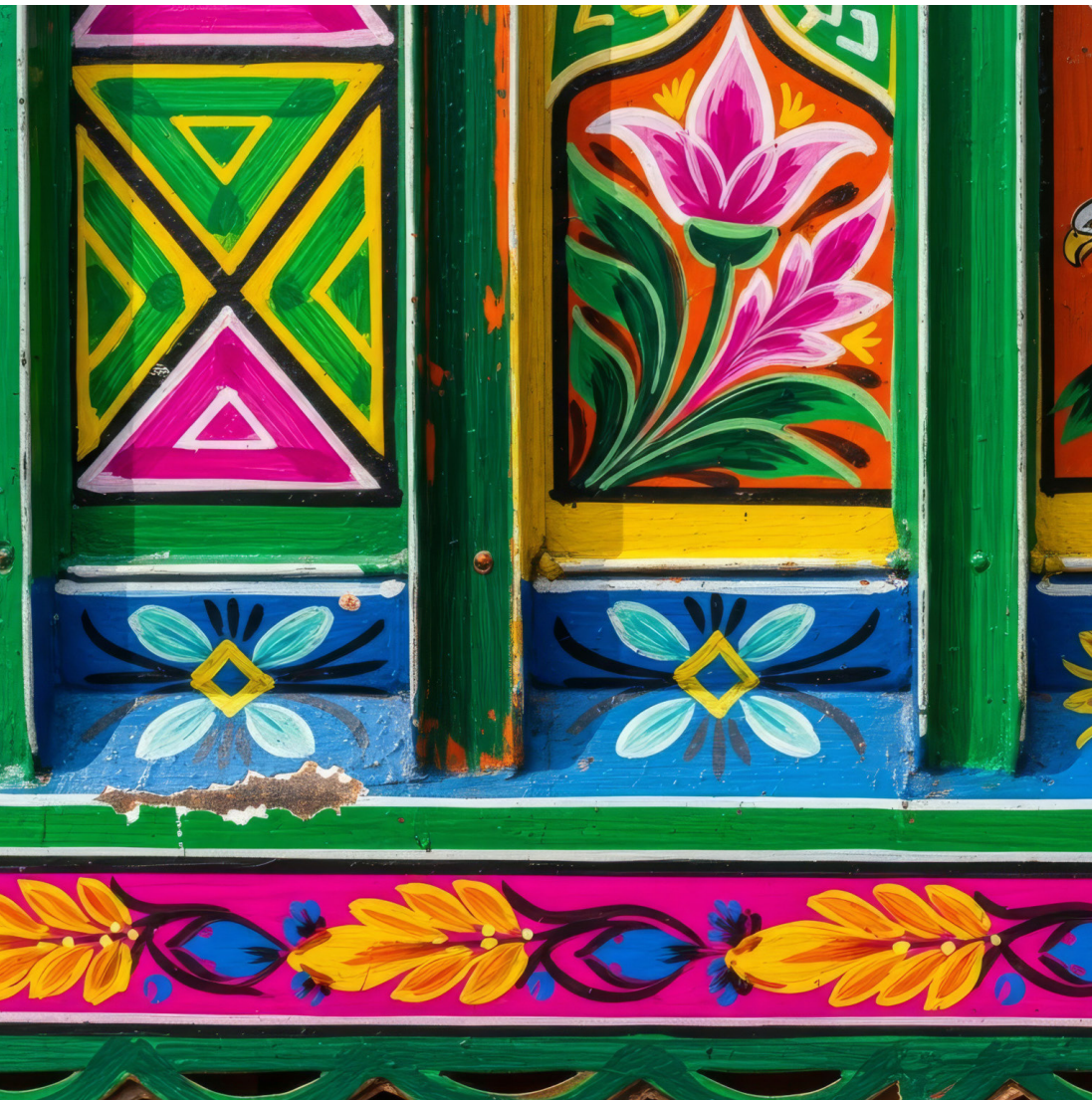


Food Truck Brand Identity

Concept Pitch



Gali Kitchen



Vowels

आ इ ई उ ऊ
ए ओ औ अं अः

Consonants

क ख ग घ ङ



ffin

ffi.ligature

ffin



voxas.

A FONT FAMILY *designed by* Anthony James Typography® | ©2026

54 FONTS | 9 WEIGHTS | 3 STYLES

54 WEIGHTS (27 ITALICS) / adj & noun. [DIDONE] Serif Font Family
[Incl.] Regular / Book / Display / Demo

Each individual serif contains 590+ GLYPHS incl. EXTENDED-LATIN

Concept_brief

Gali Kitchen

The Big Idea

A regional Indian street food truck that celebrates the loud, layered, delicious chaos of the roadside dhaba rotating dishes from across India’s culinary map, served with the energy of a festival and the soul of a home kitchen.

Unique Differentiator

Gali Kitchen doesn’t flatten Indian food into one generic “curry.” Every week features a different regional menu Punjabi one week, Coastal Konkani the next, Tamil Nadu the week after. The brand’s maximalist visual identity mirrors this plurality nothing is simplified, sanitized, or made palatable for a Western gaze. It’s unapologetically vibrant.

Target Customer

Age: 18–38

Gender: All genders

Lifestyle:

Culturally curious eaters, South Asian diaspora communities, college students, street food enthusiasts, social media food culture followers

Psychographic:

Drawn to authenticity and bold experiences; eats with their eyes first; values cultural story-telling through food; highly shareable moments matter

Image to Communicate

Festive, maximalist, and proudly loud. The brand should feel like stepping into a Holi celebration crossed with a Bollywood poster layered, colorful, patterned, and full of personality. No minimalism, no apology.

Cuisine

Indian Street Food · Dhaba Culture ·
Regional Specialties · Rotating Curries

Visual Direction

Bold Maximalism Celebratory
Layered Pattern

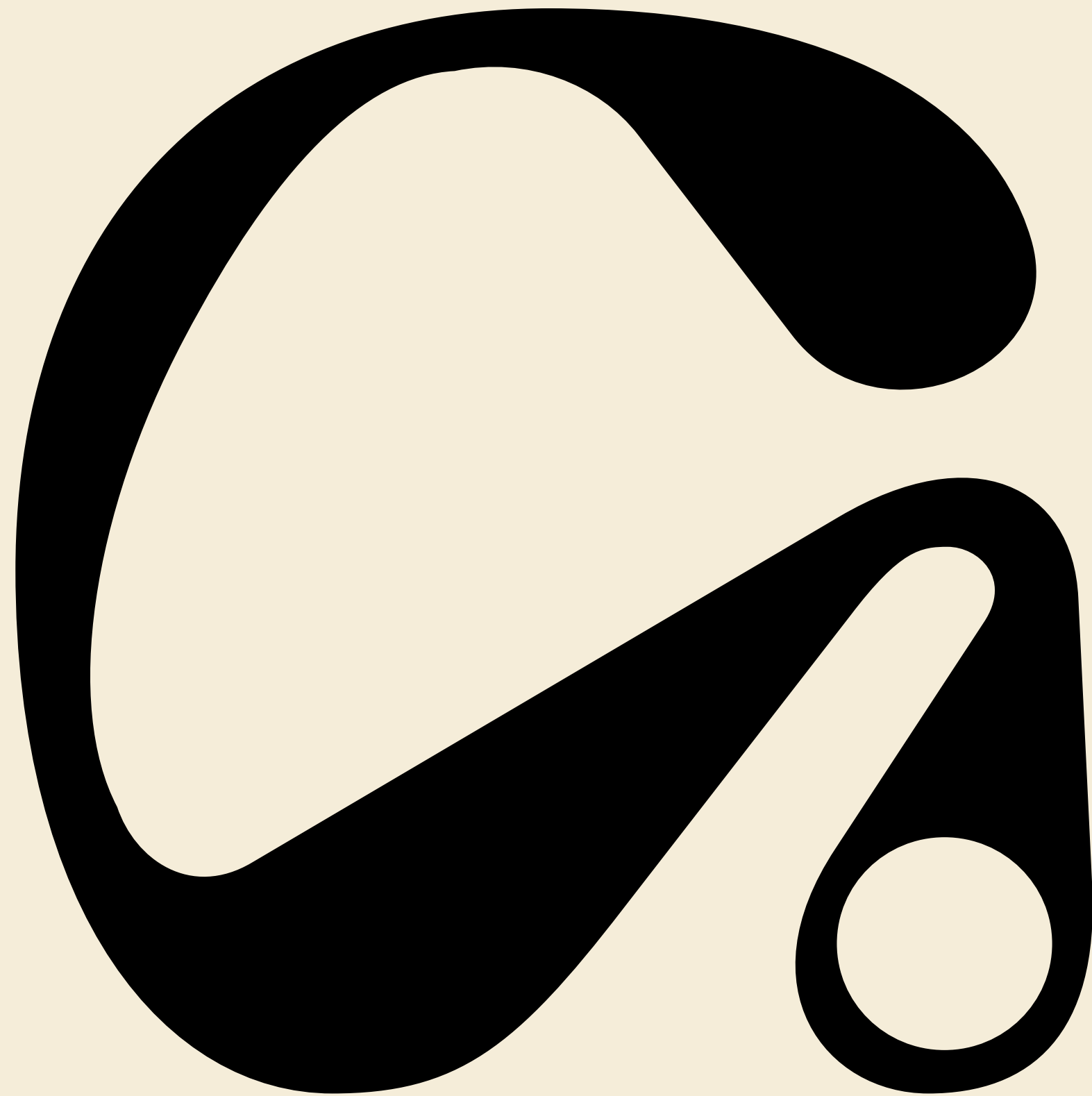


THE

Identity.

OUR
Logo.

The Icon



Logo with Type



Gali Kitchen



Gali Kitchen

Dhaba Red

#d03a1f
R 208 / G 58 / B 31

Turmeric Gold

#e8b84b
R 232 / G 184 / B 75

Marigold

#f07d2a
R 240 / G 125 / B 42

Curry Leaf

#2d5e3a
R 45 / G 94 / B 58

Chai Cream

#f5edd8
R 245 / G 237 / B 216

Gali Black

#16120E
R 22 / G 18 / B 14

OUR

System.

Typography:

Primary Typeface :

Subjectivity Variable

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456780

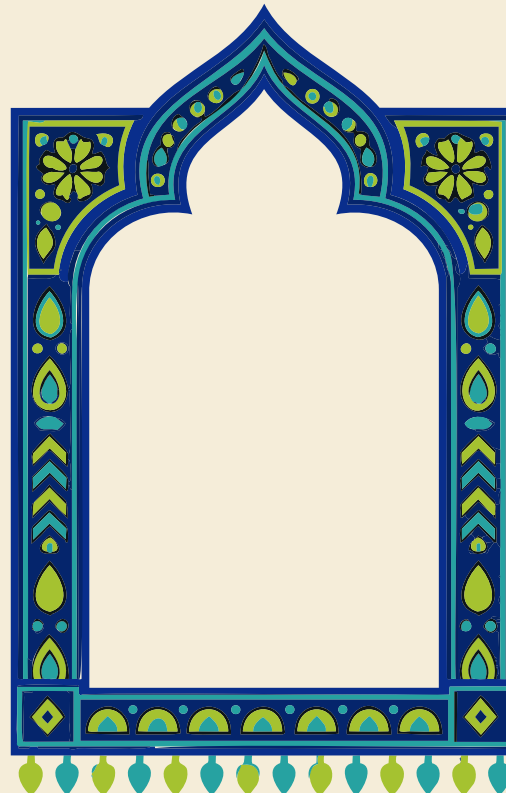
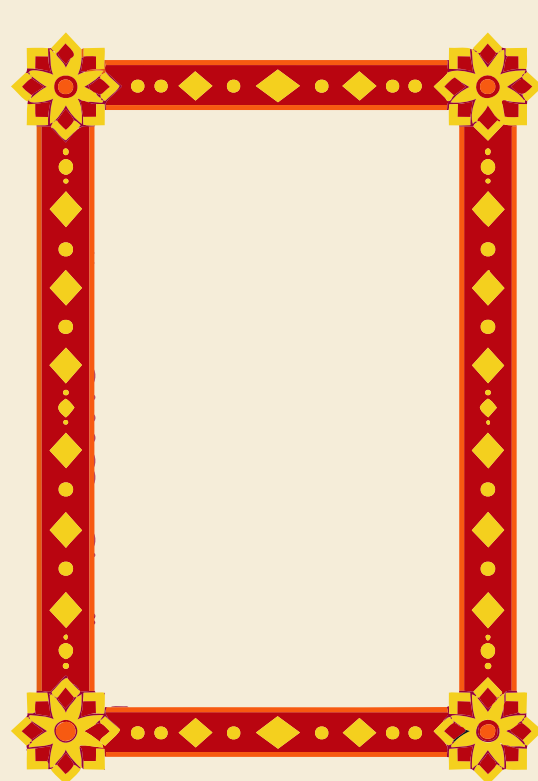
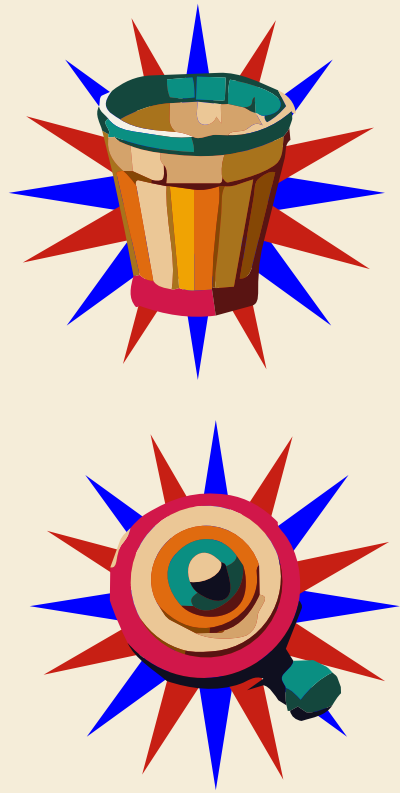
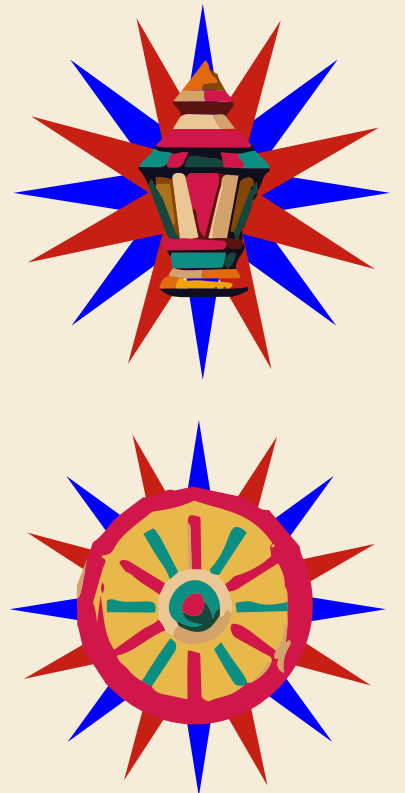
Primary Typeface :

Neue Haas Grotesk

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456780

Brand Elements:



EXPERIENCE

Gali



Gali Kitchen

Small Plates

Masala Pav \$6
Aloo Tikki Chaat \$7
Keema Slider \$8
Paneer Skewers \$9
Dahi Puri \$7
Chicken 65 Bites \$9

Curry of the Month

Dal Makhani \$13
Goan Fish Curry \$15

Appetizers

Samosa Platter \$7
Onion Bhajis \$6
Seekh Kebab \$10
Papdi Chaat \$8

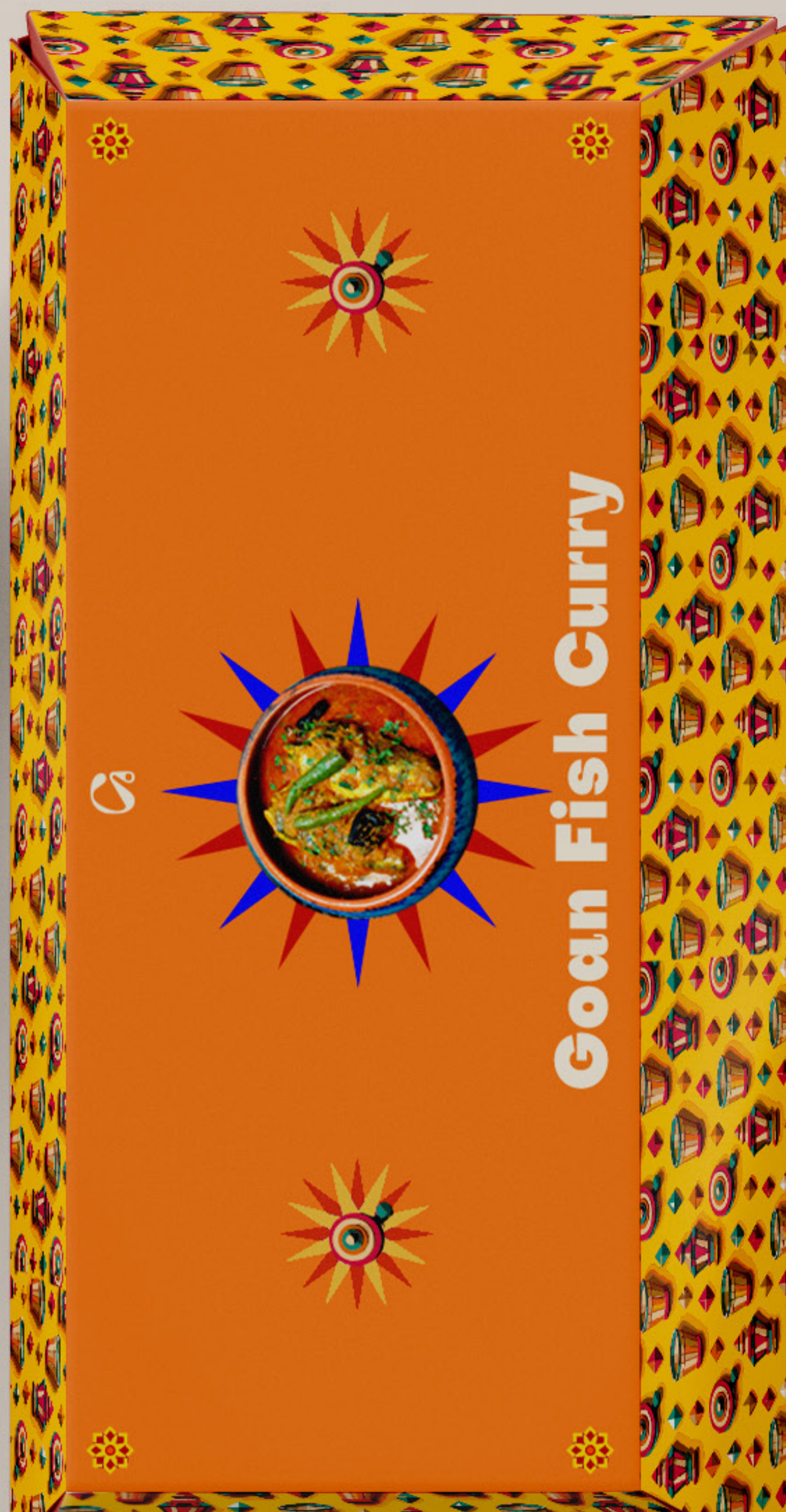
Appetizers

Cutting Chai \$3
Mango Lassi \$5
Nimbu Soda \$4





Gali Kitchen





Gali Kitchen

Small Plates

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Masala Shikanji	\$4



THE GALI KITCHEN

Website



A vibrant yellow and blue food truck named 'Gali Kitchen' is shown against a background of large, stylized orange and yellow starburst shapes. The truck's body is primarily yellow, while the cab and the area around the service window are decorated with a dense, colorful pattern of geometric shapes (diamonds, triangles, circles) in blue, red, green, and white. The name 'Gali Kitchen' is written in large, bold, red letters on the yellow side panel. A menu board is mounted on the side of the truck, featuring a red and white starburst border. The menu lists various items and their prices, categorized into 'Small Plates', 'Appetizers', 'Curry of the Month', and 'Set Menus'. The truck has a large service window with a black frame and a silver metal counter. A red logo, resembling a stylized 'G' or a flame, is visible on the yellow side panel below the menu board. The truck is parked on a dark surface, and its wheels are visible.

Find Us

HOME

MENU

ABOUT

CONTACT

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Goan Fish Curry

Seekh Kebab

Samosa Platter

Masala Pav



THE GALI KITCHEN

Overview



Gali Kitchen