

BRAND GUIDE, VERSION 1, NOVEMBER 2026

Big balls. Hot broth.

How to use the Big Balls Soup Co. logo, colors, type and voice.

01

Logo

One round mark: the matzo ball with the smirk and crossed arms, sitting in a bowl, inside the ring with the lettering. Always use it whole. Never separate the mascot from the ring or the lettering.



On cream (preferred)



On ink teal



On bowl blue



On white

Clear space

Keep a margin around the logo equal to the height of the B in "BIG" (about 14% of the diameter). Nothing enters that zone.

Minimum size

Print: 1 inch (25 mm) diameter. Screen: 64 px.

Files

The original artwork is raster (PNG, 1024 × 1024). Scale down, never up. No SVG exists; one will be issued only from an authentic vector source.

Do

- Use the full round mark with the ring
- Place on cream, white, bowl blue or ink teal
- Keep the original colors

Don't

- Recolor, outline, add shadows, rotate
- Crop the mascot or separate the lettering
- Stretch, or set on busy photos without a panel
- Put it next to anything that makes the joke mean

02

Color

Teal and cream carry the brand. Bowl blue and broth gold are accents. Deep and ink teal are companions for contrast.

Logo teal
#316E89
Primary. Headlines, logo lines, links.

Warm cream
#F3F0E1
Primary background.

Bowl blue
#A9CCD0
Accent. Panels and chips.

Broth gold
#EADEA6
Accent. Highlight buttons.

Deep teal
#22546B
Buttons, small text on cream.

Ink teal
#163A4B
Dark sections, footer.

Deep cream
#E9E4CE
Alternate bands, borders.

Paprika
#C7552B
Sparingly. Alerts, focus.

Contrast rules

Logo teal on cream is 4.8:1 (AA for body text 16 px and up). For small text and buttons use deep teal on cream (7.3:1) or cream on ink teal (11:1). Never set text in bowl blue or broth gold on cream.

03

Typography

DISPLAY: FRAUNCES 700 TO 800

Two balls. One quart.

BODY: DM SANS 450 TO 700

Two giant matzo balls, a full cup of chicken, and real homemade broth. Frozen by the quart.

Headlines are big, tight and chunky, echoing the logo lettering. Body is plain. Both fonts are open source (SIL OFL). Fallbacks: Georgia for display, system sans for body.

04

Tone of voice

Raunchy, warm, deadpan. The joke is always the balls. The soup is always serious.

Say it straight

"Put our balls in your mouth." No winking emoji, no "if you know what we mean." The deadpan is the joke.

Be warm underneath

Bubbe, sick days, cold nights. The soup is comfort. We're rude about the balls, never about the person.

Keep the facts clean

Ingredients, allergens, reheating and ordering are written plainly, no puns. Nobody decodes a joke to find the allergen line.

Short sentences

Big type needs few words.

Never punch down

No jokes about bodies, religion, or anyone's grandmother but ours.

Approved lines

Big balls. Hot broth.

Not your bubbe's balls.

Put our balls in your mouth.

Two balls. One quart.

Cold balls? We can fix that.

Ball so hard.

Product facts to keep straight

Each frozen quart serves two: two matzo balls, one cup skinless shredded chicken, half a cup carrots and onions, chicken broth to four cups. Noodle-free. Contains wheat and eggs. May contain bone fragments. Reheat to 165°F throughout. Ordering is on Cook to Counter; price and availability live there.