



THREE
Little Figs



WHO WE ARE

Three Little Figs is an innovative fig company. We produce unique, delicious, nutritious treats from all-natural, fresh Greek PDO figs.

Figs have been an integral part of the Mediterranean diet for centuries. They are a nutritious snack and are rich in polyphenols, vitamins A and C, calcium, potassium and magnesium. They are fat and cholesterol-free, high in fibre and prebiotics, contributing to a healthy gut microbiome.

We take all that greatness and craft delicious artisanal fine foods.

FRESH

We use only fresh, non-GMO ingredients from Greece.

NATURAL

Three Little Figs products are all-natural, non-GMO, sourced and made in Greece.

NUTRITIOUS

Nutritious snacks that are rich in polyphenols, vitamins A and C, calcium, potassium and magnesium.



TARGET AUDIENCE

Three Little Figs is for those who love to snack. For those who love innovative and creative foods. For those who love cooking, experimenting, and trying new things.

Three Little Figs is for foodies, charcuterie board aficionados, and those who don't want to choose between a great-tasting treat and a nutritious snack.

Three Little Figs is for those looking for a new favourite treat. For those who love an explosion of fun and delectable flavours in every bite.

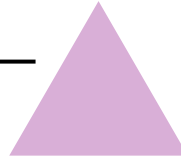
Three Little Figs is for anyone and everyone who enjoys, appreciates, and savours life's little bites full of joy.



BRAND ARCHITECTURE

BRAND PURPOSE

Make life fresh and add flavour and joy to every moment.



BRAND VALUES

Drive innovation and creativity in the food industry and prioritize the well-being of consumers.



BRAND PERSONALITY

Fun, fresh, healthy, creative, and unique.



EMOTIONAL BENEFITS

Encourage indulgence, joy, fun, creativity, and trying new things.



FUNCTIONAL BENEFITS

Affordable, unique, and innovative products that are fresh, delicious, natural, and nutritious.





AWARDS

GREAT TASTE AWARDS

Three Little Figs
Orange Zest & Aleppo
Pepper Fig Salami

Three Little Figs
Pistachio & Pepper
Fig Salami

Three Little Figs
Smoked Paprika & Aleppo
Pepper Fig Salami

Three Little Figs
Moroccan Spice Fig
Salami

2023

GREAT TASTE AWARDS

Three Little Figs
Fig Spread
2022

SUPERIOR TASTE AWARDS

Three Little Figs
Fig Spread
2022



PRODUCT PORTFOLIO



PRODUCT PORTFOLIO

FIG SPREAD

FIG SALAMI



FIG SPREAD

Unlike most commercial fig jams, Three Little Figs award-winning fig jam is made from fresh, not dried figs and is slow-cooked to uphold the rich fig flavour.

We use only hand-picked PDO Kalamata non-GMO Greek figs to ensure the highest quality selection.

Add Three Little Figs Fresh Fig Jam to your daily breakfast ritual, special brunch, or on your curated cheese and charcuterie boards.



FIG SALAMI

Plant-based fig salamis with six delicious flavours to choose from. Each flavour is crafted from the finest non-GMO Greek figs (PDO Kimi) selections. These delightful treats are plant-based, raw, all-natural, contain no added salt or sugar, and are free of preservatives, dairy, and gluten.

Nutritious and flavourful, they are the perfect guilt-free snack and make a great accompaniment to your cheese or charcuterie platter. Add some to your favourite sandwich or flatbread pizza for an exceptional taste!



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MARKETING GUIDEBOOK

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LOGO FONT

Blackstone Script

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

FIG SPREAD FONT

Gotham Condensed Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

FIG SALAMI FONTS

Effra Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Big Shoulders Display Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

LOGO

THREE
Little Figs

COLOUR PALETTE

TIKKA MASALA FIG SALAMI



HEX #D31469
CMYK 0 100 18 3

HEX #D1B5CD
CMYK 13 28 0 0

HEX #483C82
CMYK 82 88 0 0

HEX #EA8D7B
CMYK 0 52 43 0

MOROCCAN SPICE FIG SALAMI



HEX #BDD7E7
CMYK 23 6 0 0

HEX #006CA8
CMYK 90 48 0 0

HEX #CE5929
CMYK 1 75 100 8

HEX #351909
CMYK 26 76 100 78

PISTACHIO AND PEPPER FIG SALAMI



HEX #436735
CMYK 57 11 85 45

HEX #E7E98B
CMYK 33 1 49 4

HEX #508835
CMYK 64 5 100 24

HEX #9B947E
CMYK 11 13 30 32

ORANGE ZEST AND ALEPPO PEPPER FIG SALAMI



HEX #F3B22A
CMYK 0 30 100 0

HEX #FBD692
CMYK 0 15 47 0

HEX #006F90
CMYK 94 16 7 28

HEX #00B4CB
CMYK 73 0 11 0

COLOUR PALETTE

SMOKED PAPRIKA AND ALEPPO PEPPER FIG SALAMI



HEX #F6C488
CMYK 0 24 49 0

HEX #DD5431
CMYK 0 80 94 1

HEX #006A64
CMYK 83 10 41 37

HEX #73BDB3
CMYK 52 1 26 3

ALMONDS AND BLACK PEPPER FIG SALAMI



HEX #FBDEAE
CMYK 0 12 32 0

HEX #60AFD5
CMYK 58 11 0 0

HEX #005B90
CMYK 100 52 2 12

HEX #B49365
CMYK 7 27 55 22

THREE LITTLE FIGS LOGO



HEX #944490

CMYK 44 86 3 4

RGB 139 75 141

THREE *Little Figs*



WWW.EATTHREELITTLEFIGS.COM

 @ORAMABRANDS

