



BRAND & WEB CONCEPTS

Golden Grains

Homepage concepts, colour palettes & logo directions for
client review

PREPARED BY



June 2026 • Clyde North, VIC

— INDIAN PANTRY · NATUROPATHIC WELLNESS

Everyday groceries, *elevated by nature.*

From trusted Indian staples to small-batch naturopathic granolas — sourced clean, chosen well, delivered to your door.

SHOP THE PANTRY

EXPLORE WELLNESS

Stone-milled & sorted

Sourced from heritage Indian farms

100% authentic sourcing

Naturopath-formulated range

Same-day local delivery

No preservatives, ever

★ EXCLUSIVE TO GOLDEN GRAINS

The Sheetal Wellness Range

curated by a certified naturopathy specialist

A premium line of naturopathic breakfast granolas and functional wellness foods — formulated by our partner Sheetal and available nowhere else. Clean ingredients, clinical intent, genuinely delicious.

12

SIGNATURE BLENDS

0

REFINED SUGAR

100%

NATUROPATH-LED

DISCOVER THE RANGE

SHEETAL SIGNATURE WELLNESS

— SHOP BY AISLE —

Every category, thoughtfully stocked

Deep, well-organised hierarchies — easy to manage, easy to browse.



Granola & Cereals

Naturopathic blends



Rice, Atta & Dals

Heritage staples



Spices & Masalas

Whole & ground



Wellness & Herbs

Sheetal range

— LOVED BY OUR COMMUNITY —

Bestsellers this week

EXCLUSIVE

SHEETAL WELLNESS

Ayur-Berry Naturopathic Granola

★★★★★ (214)

₹540 ₹620



ORGANIC

RICE & GRAINS

Aged Basmati Rice — 5kg

★★★★☆ (98)

₹720



EXCLUSIVE

SHEETAL WELLNESS

Cacao-Almond Protein Muesli

★★★★★ (176)

₹495



WHOLE SPICE

SPICES

Single-Origin Turmeric — 250g

★★★★★ (312)

₹180 ₹210



— LIVING STYLE GUIDE —

One system, applied everywhere

Concept shown: Naturopathy & Heritage

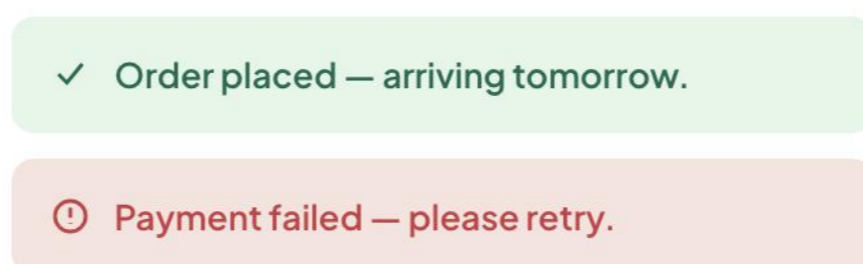
COLOUR PALETTE



BUTTONS & CTA



FEEDBACK STATES



TAGS

Organic Exclusive

TYPOGRAPHY

Aa — Headings

Rozha One · Display serif

The quick brown fox jumps over the lazy dog. Body copy stays crisp and readable at 16px with comfortable line-height for product detail and wellness articles.

Plus Jakarta Sans · 16px / 1.6

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ORGANIC

RICE & GRAINS

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EXCLUSIVE

SHEETAL WELLNESS

Cacao-Almond Protein Muesli

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₹495

+

WHOLE SPICE

SPICES

Single-Origin Turmeric — 250g

★★★★★ (312)

₹180 ₹210

+

— LIVING STYLE GUIDE —

One system, applied everywhere

Concept shown: Royal Spice & Modern Organic

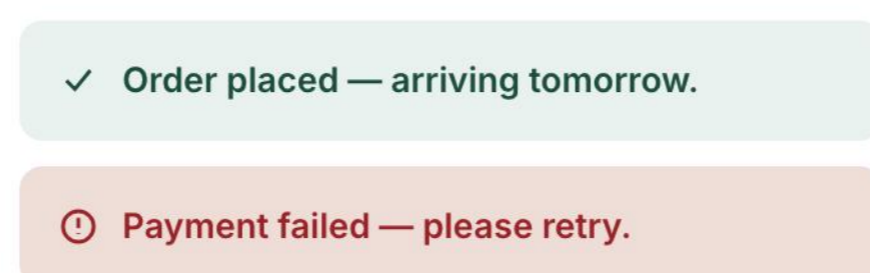
COLOUR PALETTE



BUTTONS & CTA



FEEDBACK STATES



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Organic Exclusive

TYPOGRAPHY

Aa — Headings

Playfair Display · Boutique serif

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Inter · 16px / 1.7

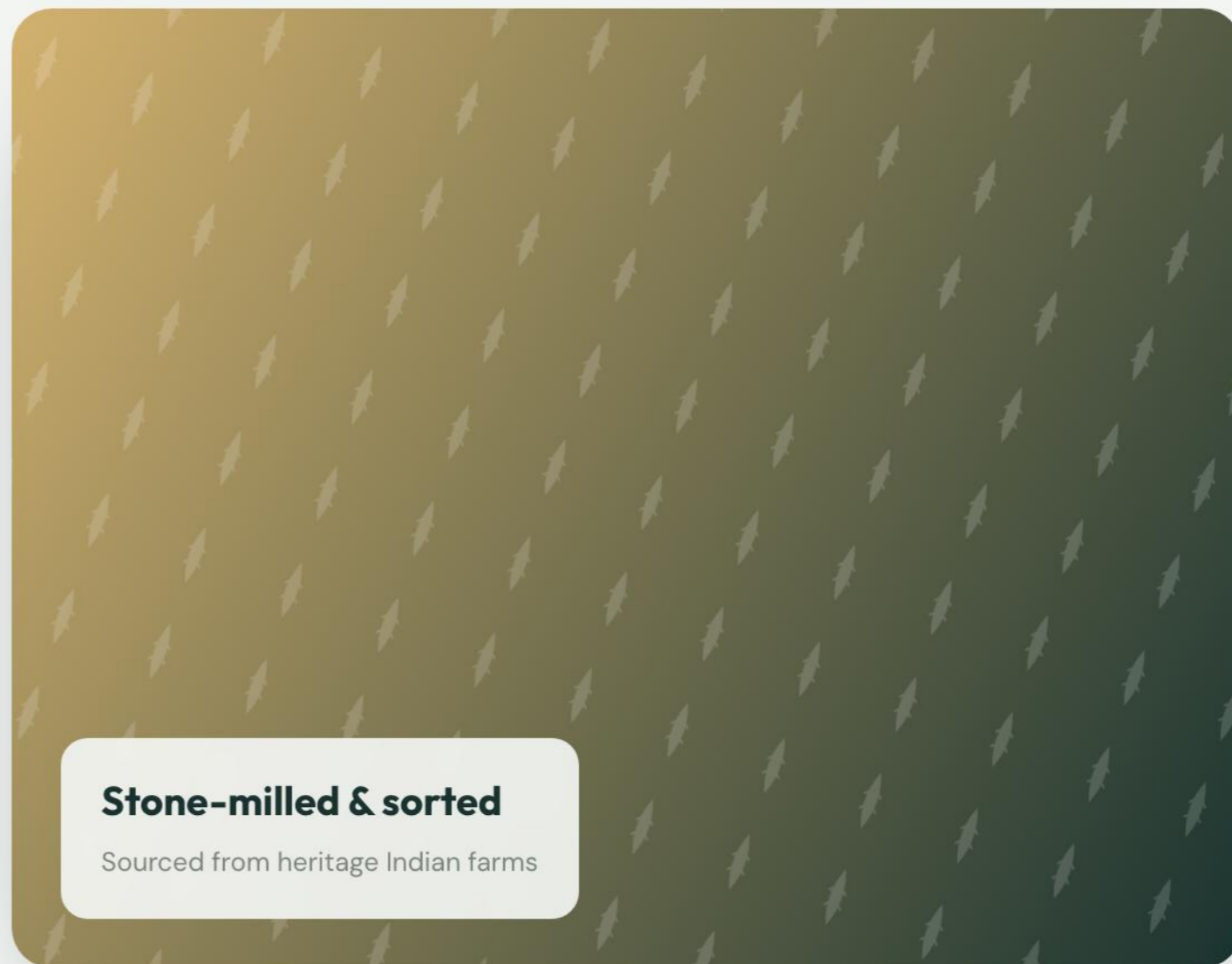
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EXPLORE WELLNESS



100% authentic sourcing

Naturopath-formulated range

Same-day local delivery

No preservatives, ever

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DISCOVER THE RANGE

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Bestsellers this week

EXCLUSIVE

SHEETAL WELLNESS

Ayur-Berry Naturopathic Granola

★★★★★ (214)

₹540 ₹629

+

ORGANIC

RICE & GRAINS

Aged Basmati Rice — 5kg

★★★★☆ (99)

₹720

+

EXCLUSIVE

SHEETAL WELLNESS

Cacao-Almond Protein Muesli

★★★★★ (176)

₹495

+

WHOLE SPICE

SPICES

Single-Origin Turmeric — 250g

★★★★★ (312)

₹180 ₹210

+

— LIVING STYLE GUIDE —

One system, applied everywhere

Concept shown: Eucalyptus & Gilded Wheat

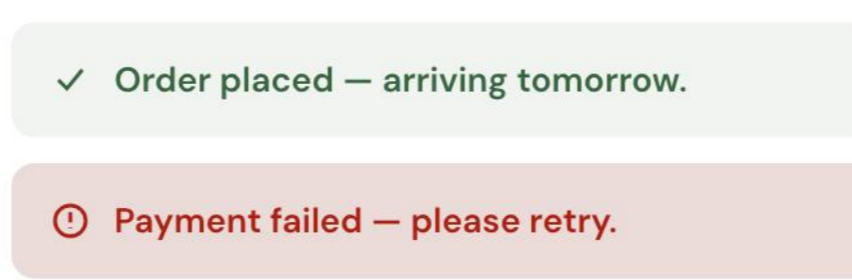
COLOUR PALETTE



BUTTONS & CTA



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Outfit · Modern sans

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DM Sans · 15px / 1.55

★ EXCLUSIVE TO GOLDEN GRAINS


The Sheetal Wellness Range

naturopathy, on your breakfast table


A premium line of naturopathic breakfast granolas and functional wellness foods — formulated by certified naturopath Sheetal, and found nowhere else.

SHOP THE RANGE

MEET SHEETAL


 Certified naturopath formulated

 No refined sugar, ever

 Small-batch & fresh

 Only at Golden Grains

S

Sheetal

Certified Naturopathy Specialist

— MEET THE MAKER —

Two decades of naturopathy, in every blend

Sheetal is a certified naturopathy specialist who has spent over twenty years helping people eat for genuine wellbeing — not fads. Her philosophy is simple: food should nourish, never compromise.

Each product in the range is formulated by hand, balancing traditional naturopathic principles with modern nutrition. The result is a breakfast range that's as considered as it is delicious — and available exclusively through Golden Grains.

Sheetal

FOUNDER · SHEETAL WELLNESS RANGE

— THE PHILOSOPHY —

What makes it naturopathic

Three principles guide every recipe — from sourcing to the final jar.

01

Rooted in naturopathy

Ingredients chosen for their functional benefits — seeds, nuts, ancient grains and botanicals that support digestion, energy and balance.

02

Genuinely clean

No refined sugar, no preservatives, no fillers. Sweetened only with natural sources, and nothing on the label you can't pronounce.

03

Small-batch by design

Made in small batches for freshness and consistency, so every jar tastes exactly as Sheetal intended.

— SIGNATURE BLENDS —

The granola collection

Twelve naturopath-formulated blends. Here are the ones to start with.

EXCLUSIVE

BESTSELLER

Ayur-Berry Granola

Rolled oats, goji, almond & ashwagandha — for calm, sustained mornings.

★★★★★ (214)

₹540



EXCLUSIVE

HIGH PROTEIN

Cacao-Almond Muesli

Raw cacao, sprouted almonds & pumpkin seed — 14g plant protein per serve.

★★★★★ (176)

₹495



EXCLUSIVE

GUT HEALTH

Golden Turmeric Crunch

Turmeric, ginger, coconut & flax — an anti-inflammatory morning ritual.

★★★★☆ (132)

₹560



VIEW ALL 12 BLENDS

— WHY IT'S DIFFERENT —

Not your supermarket granola

Most breakfast cereals are built for shelf-life and sugar. The Sheetal range is built for how you feel afterwards.



Formulated, not flavoured

Every blend is designed around a wellness goal, then made to taste exceptional.



Exclusive to this store

You won't find the Sheetal range on any other shelf — online or off.



Expert-backed

Created by a practising naturopath with 20+ years of clinical experience.

★★★★★

“I've finally found a breakfast that's genuinely good for me and that I actually look forward to. The turmeric crunch is unreal.”

PRIYA M. · VERIFIED CUSTOMER · MELBOURNE

Wellness, exclusively yours

The full Sheetal Wellness Range — available only at Golden Grains.

SHOP THE COLLECTION

★ EXCLUSIVE TO GOLDEN GRAINS

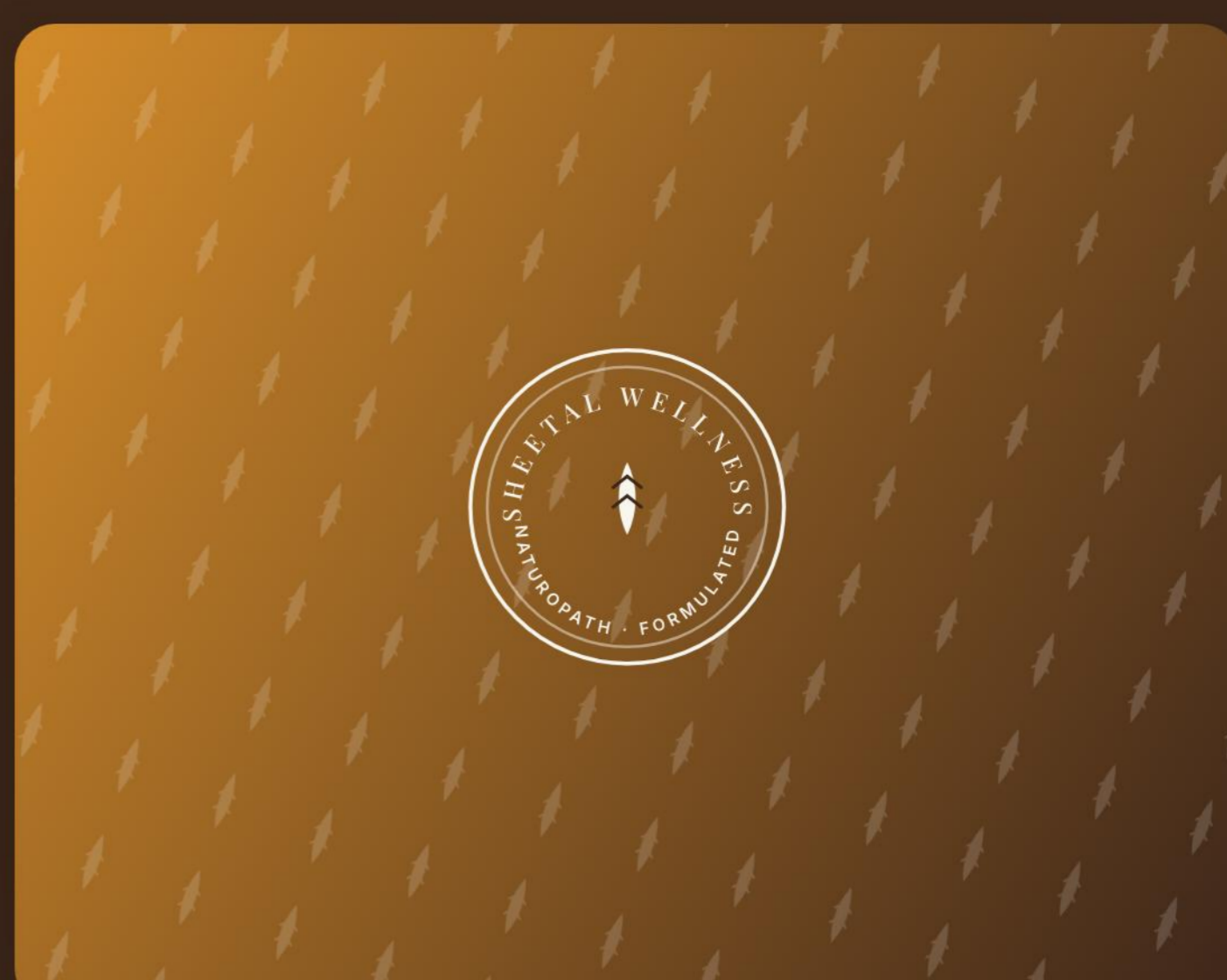
The Sheetal Wellness Range

naturopathy, on your breakfast table

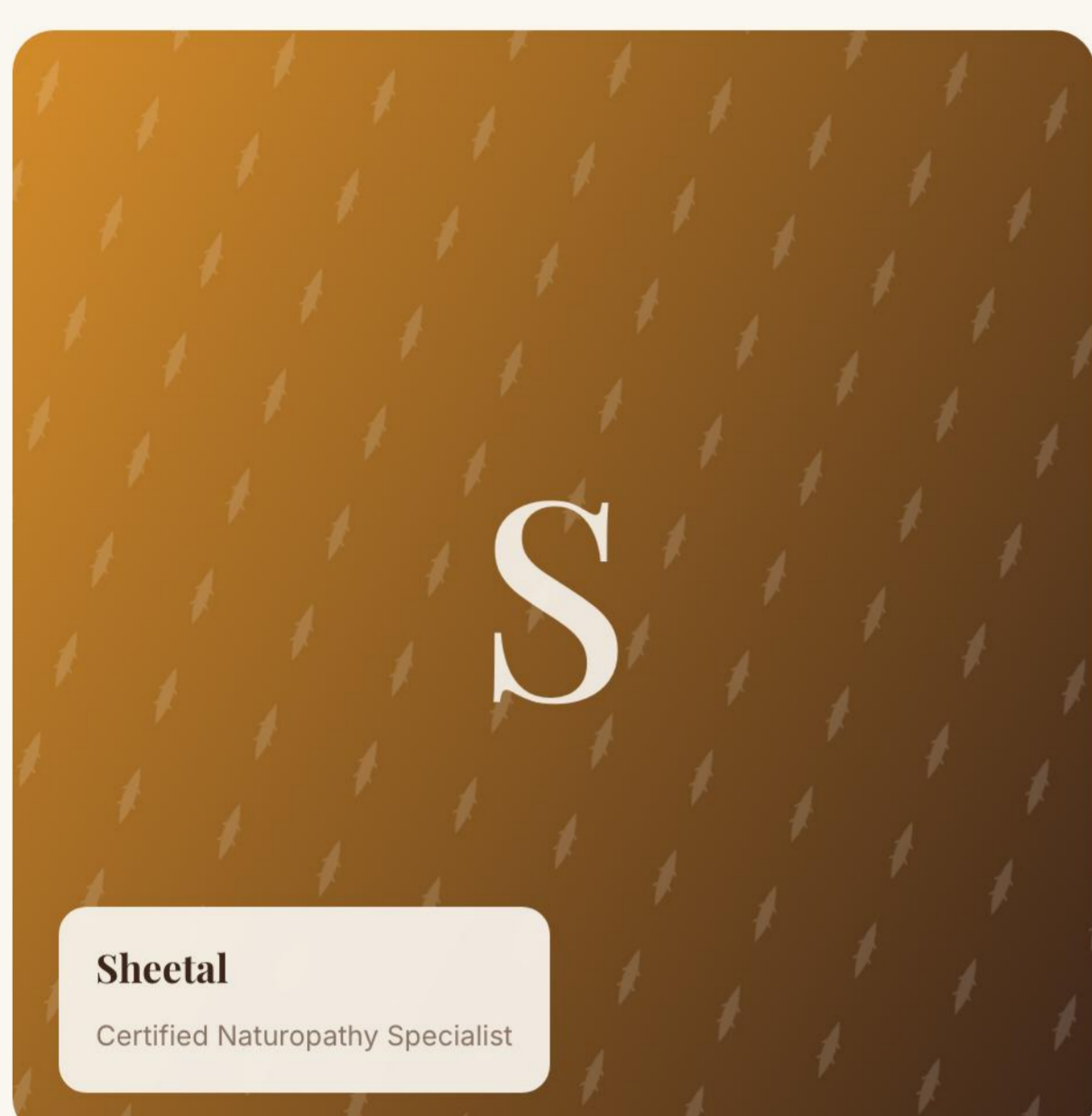
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SHOP THE RANGE

MEET SHEETAL



- Certified naturopath formulated
- No refined sugar, ever
- Small-batch & fresh
- Only at Golden Grains



— MEET THE MAKER

Two decades of naturopathy, in every blend

Sheetal is a certified naturopathy specialist who has spent over twenty years helping people eat for genuine wellbeing — not fads. Her philosophy is simple: food should nourish, never compromise.

Each product in the range is formulated by hand, balancing traditional naturopathic principles with modern nutrition. The result is a breakfast range that's as considered as it is delicious — and available exclusively through Golden Grains.

Sheetal

FOUNDER · SHEETAL WELLNESS RANGE

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02

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03

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— SIGNATURE BLENDS —

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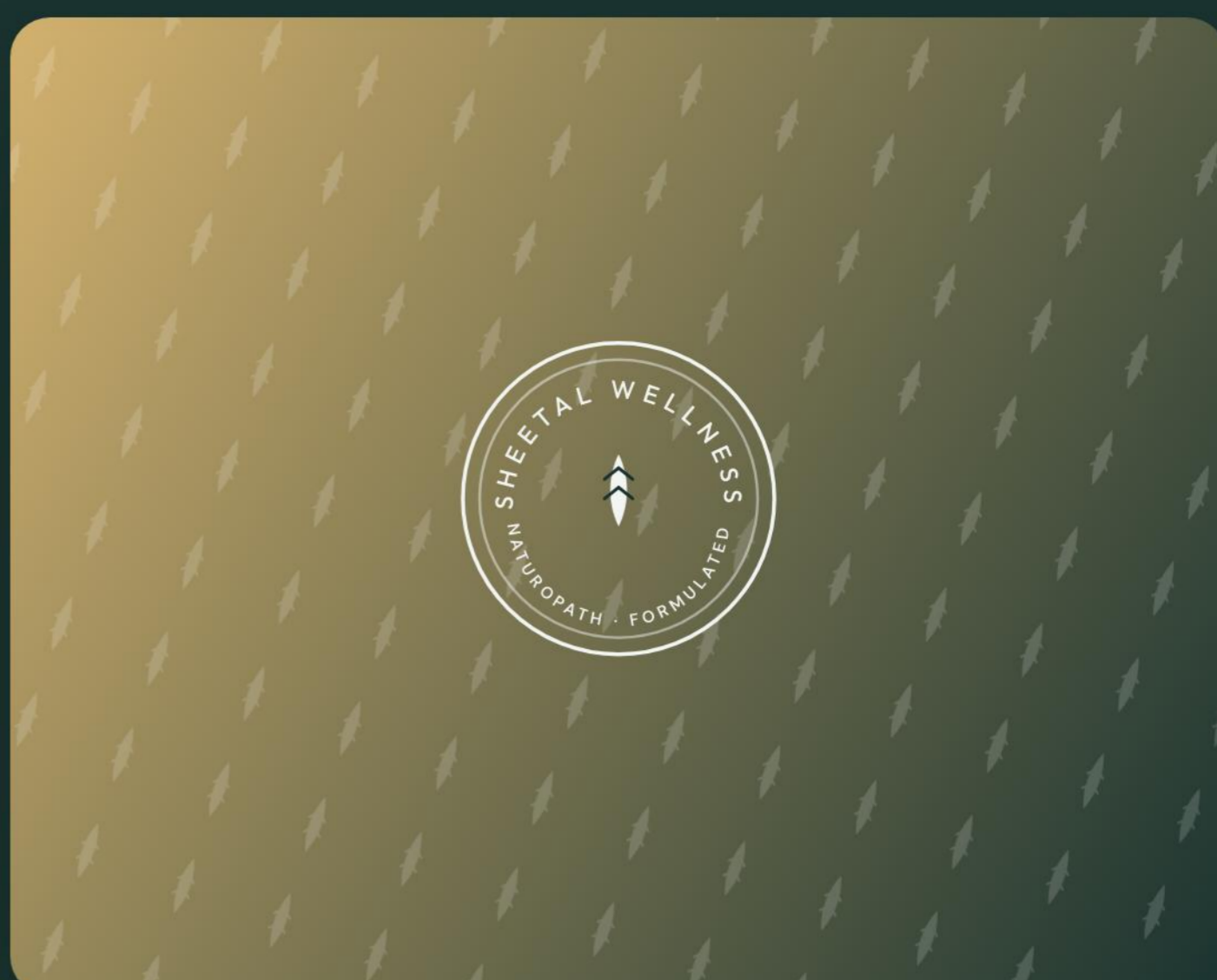
The Sheetal Wellness Range

naturopathy, on your breakfast table

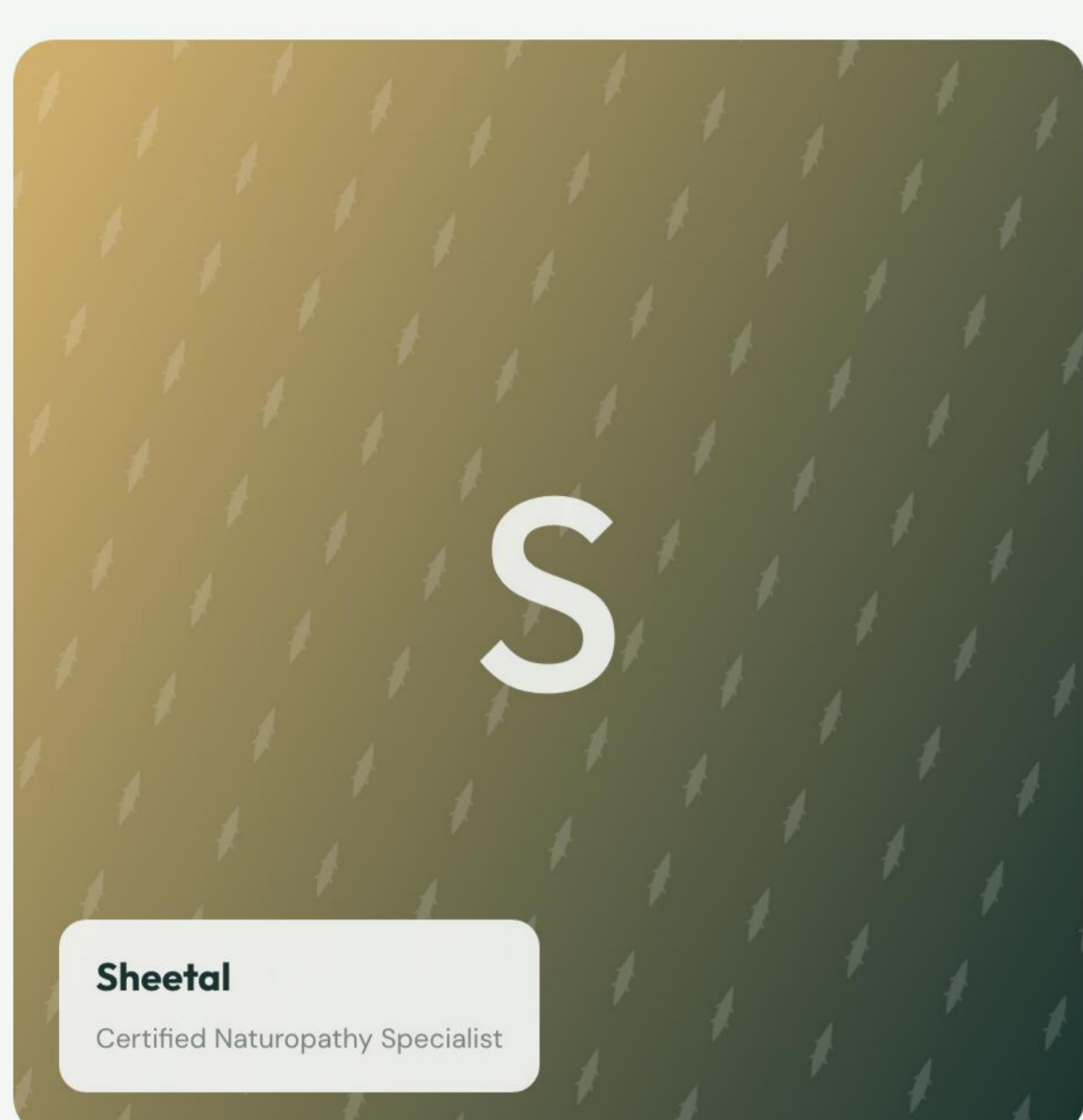
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Four logo directions

Each shown on light & dark, with favicon sizing. Use the switcher below to view every concept in all three palettes.

01 • Grain Symbol + Wordmark

PRIMARY / VERSATILE



FAVICON / APP ICON



02 • GG Monogram

BOUTIQUE / ICONIC



FAVICON / APP ICON



03 • Typographic Wordmark

MINIMAL / PREMIUM



FAVICON / APP ICON



04 • Heritage Emblem

APOTHECARY / SEAL



FAVICON / APP ICON



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