



Taco Love

BRAND GUIDELINES




ABOUT THIS GUIDE

With any brand, it is important that all elements follow a pre-defined set of usage guidelines. This helps to ensure the brand remains strong, keeps consistency and continues to build brand familiarity when used across all channels.

This guide is designed to set out a few rules for how to use the Taco Love brand, and covers topics such as logo and icon usage, color palette, brand patterns, typefaces, and imagery.

Please take the time to read this guide and ensure it is correctly followed for all avenues under the Taco Love brand.



CONTENT

01.

LOGOTYPE

- Logo lockup
- Logo Variation
- Logo clearance

02.

LOGO USAGE

- Logo colors
- Incorrect usage

03.

COLOR PALETTE

04.

TYPOGRAPHY

- Typeface suite
- Type in use

05.

BRAND ELEMENTS

- Patterns

06.

BRAND IN ACTION

- Website homepage
- Mobilbe app
- Signage
 - Exterior
 - Interior
 - Restroom
 - A frame
- Wallpaper
- Menu
- Food packaging
 - To-go-container
 - Buritto wrapper
 - Cups
 - Swag
 - T-shirts
 - Hoodies
 - Hats



LOGOTYPE - Logo Lockup

This is the primary logo variation for all brand collateral and brand in action usage. This logo variation can be used in all colors of the color palette. Use discretion when applying color as well as combining the logo with any of the brand graphics.

Horizontal



Vertical





LOGOTYPE - Logo Variation





LOGO - Logo Variation 01

This Logo variation will only be used when applying to T-shirts/sweatshirts etc. This logo variation can also exist in full brand color palette. Use discretion when applying color as well as combining the logo with any of the brand graphics.

Horizontal



Vertical



Alternative





LOGO - Logo Variation

This Logo variation will only be used for special events and/or promotional marketing and therefore must not be used as a primary logo variation in any way.





LOGOTYPE - Logo Clearance

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone. Clear space is determined by the height of X. To ensure legibility, follow the minimum size guideline detailed below.



Minimum
.75in Print
72px Digital



Minimum
1in Print
96px Digital



LOGO USAGE - Logo Colors

Primary Logo variation



Variation





LOGO USAGE - Incorrect use

The Taco Love logo has been developed to ensure optimal results upon reproduction across mediums and scales. This guide will help you avoid common mistakes, and applies to all versions of the logo. Breaking any of these guidelines risks the integrity of your brand identity and recognition.

X

Drop shadow



X

Extra stroke



X

Stretched



X

Off brand colors





COLOR PALETTE

The color palette leans heavily on Dia De Los Muertos theme. It's bright, and lively which will help emphasize the expressiveness of culture and tradition. Note: These bright color should only be used as accent colors throughout the brands collateralls and assets.

Illuminating Emerald
Pantone: 3278C
C84 145 Y68 K3
R0 G147 B114
#009372

Sherpa Blue
Pantone: 548C
C95 M62 Y50 K36
R3 G64 B84
#034554

Bright Grey
Pantone: 7706C
C92 M54 Y33 K10
R2 G101 B132
#026584

CG Red
Pantone: Bright RedC
C0 M90 Y100 K0
R238 G64 B35
#EE4023

Saffron
Pantone: 7409C
C6 M30 Y93 K0
R238 G181 B47
#EEB52F

Deep Ruby
Pantone: 7658C
C51 M85 Y39 K21
R120 G59 B95
#783B5F



TYPOGRAHY - Suite

The best usage of the typeface is to use the different weights to create visual hierarchy in all applications. The Display font, below serves as a supportive typeface that can be use judiciously and sparingly. Never use it as a substitute as a typeface for any of the logo variations.

HEADLINE, SUBHEADER,
AND BODY COPY

Basic Sans

Aa

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

EXTRA
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”*

DISPLAY

Emily Austin

REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$(%)”**

Aa



TYPOGRAHY - Type in use

The best usage of the typeface is to use the different weights to create visual hierarchy in all applications. The Display font, below serves as a supportive typeface that can be use judiciously and sparingly. Never use it as a substitute as a typeface for any of the logo variations.

This is Display font

HEADLINE

SUBHEADER

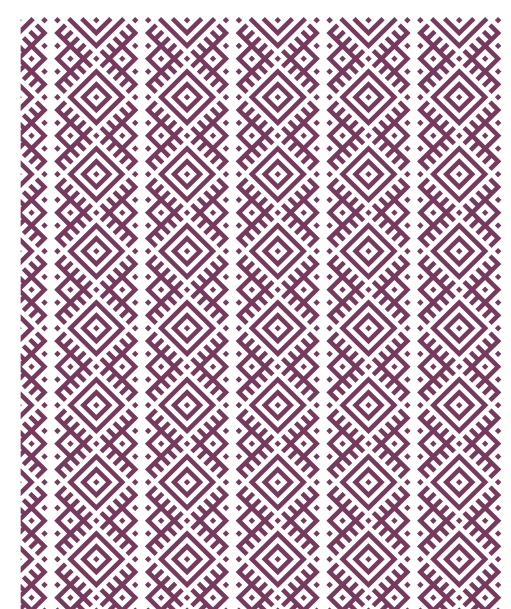
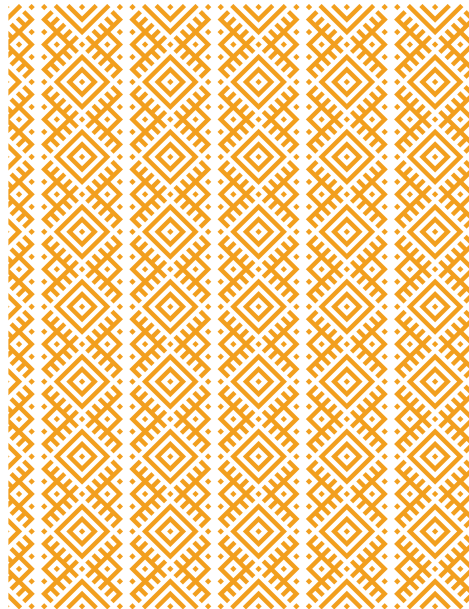
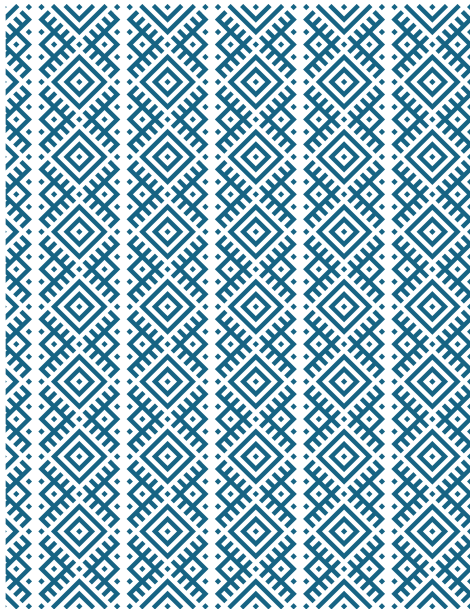
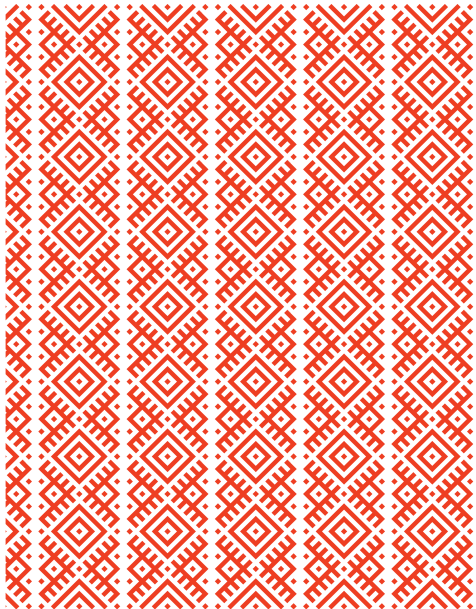
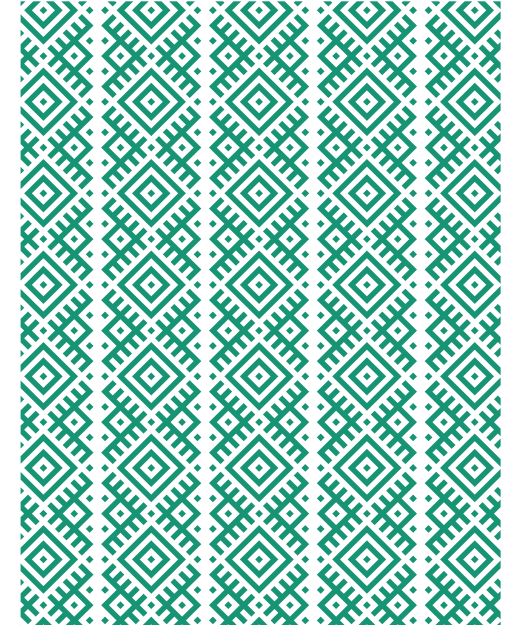
Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate. Gendicae aciatisque verae ipsapera vid que nihil et fuga. Ximaionsed magnime venis eos dolupis dem ariam dis eost minulpa es volluptat voluptu sciendae simenitatur, suntiatur, veliqui doloratquam, con cuptius. Am, nostiis ma sitatium quatatur aliqui volut rehendande estrum nam, quodita ceriatatius eossi tentiosamet aut am, asit fuga. Tio. Namet ellacca turerit ulla nientur iatusaere, apiciae eserion sequiam, cum dis rem ius dellest iumquis dolor ante ab inis et vel enisquidit ex everum volore necupti debis volupic tem andercipis ulpa et id ma deliquamet vel maio ium nimpor mo magnatu restrum, odit doloreiciis ad quam, vit quisi- ma ximosapero blatibus. Et eos volupti andipsa ndignat voluptas disquia et ut facillat laborestis et a dolenis res paruptatque non cum eumet maio valoribus, sunt mo tota pore periten denecabor sequo vit modi ut deniscil illab

THIS IS CAPTION TYPE



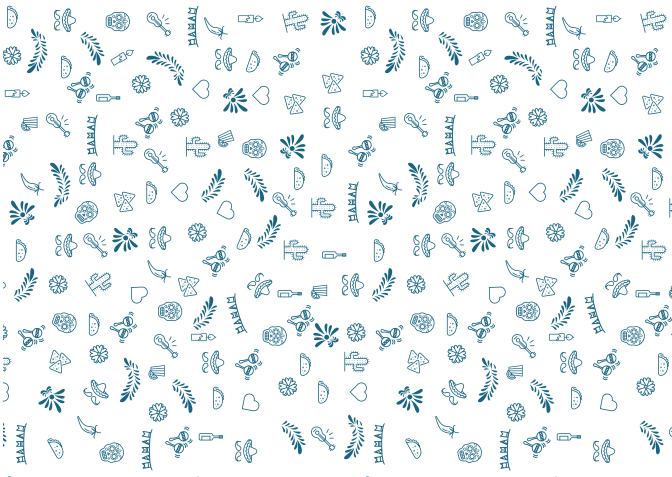
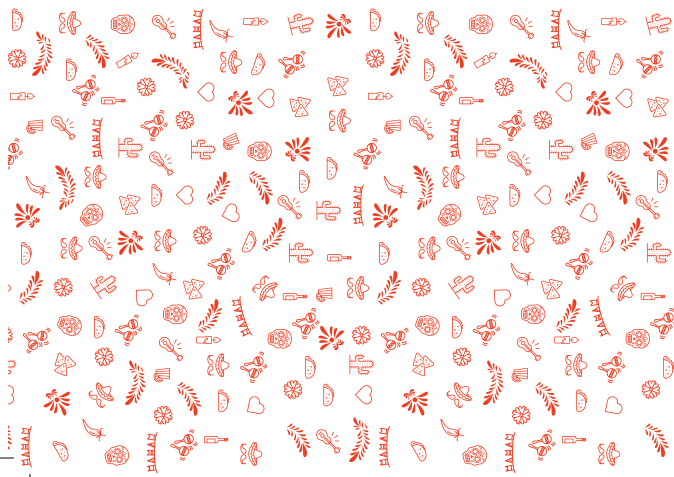
BRAND PATTERNS - 01

There are three distinct brand patterns (The Fiesta, and the Textile, Kissing lips). Each pattern can serve specific purposes. The Textile pattern can function as a graphic/decorative border. Note: combining colors for the border is optional. The Fiesta pattern can be used heavily on product placements such as wrapping paper, wallpaper/background image, and on clothing items.





BRAND PATTERNS - 02

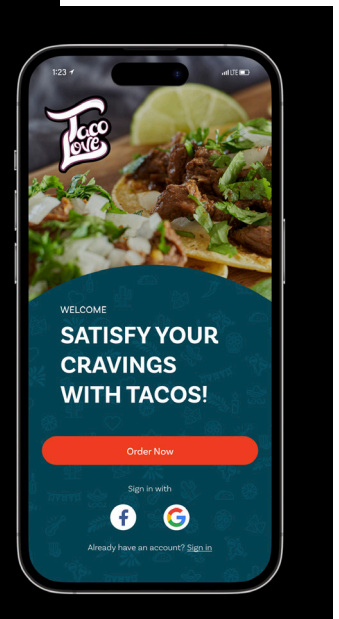
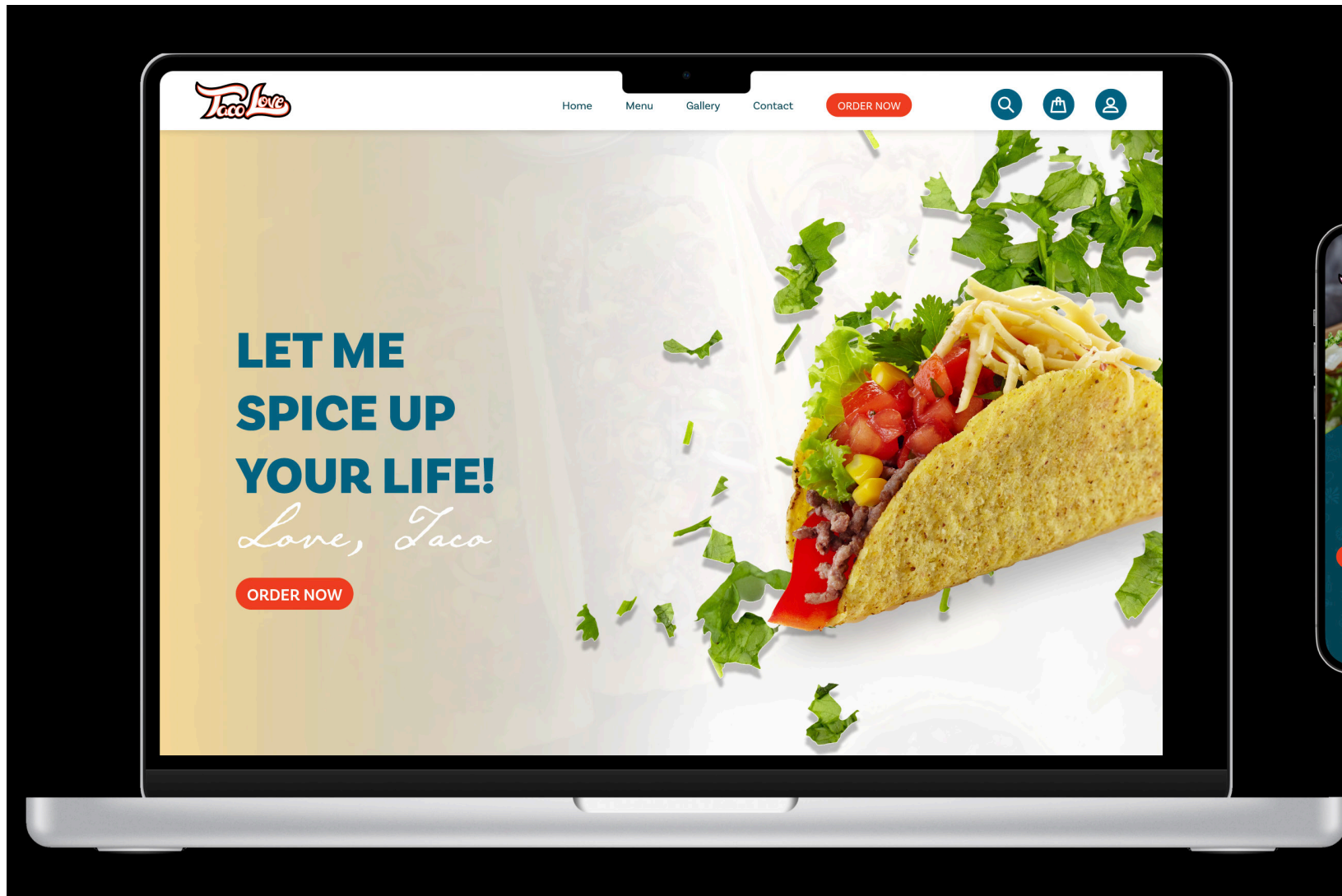




BRAND PATTERNS - 03

This third pattern can be used along side the special event logo variation. Please use discretion when applying this pattern since the logo variation already consist of a kissing icon.







EXTERIOR SIGNAGE - 01





EXTERIOR SIGNAGE - 02

Taco Love





INTERIOR SIGNAGE - 03





RESTROOM SIGNAGE - 03





WALLPAPER





MENU



THE TACO

ALL OUR CORN TORTILLAS ARE HAND MADE BY OUR CHEF/COOK ANY TORTILLA

Pollos

- TINGA \$ 4.45**
Marinated chicken thigh, cotija cheese, mexican crema, white onion, fresh cilantro
- THE FUNKY CHICKEN \$4.45**
Crispy buttermilk fried chicken, cochino slaw, house mustard, serrano honey chiles

Cevada

- TACO AL CABRON \$4.45**
Adobo marinated pork, cabbage, pickled red onion, cilantro, chile morita salsa
- CARNITAS \$4.45**
Traditional tender carnitas, jalapeno crema, pickled red onion, fresh cilantro
- SAY WHAT? \$4.45**
Fried battered pig ears, cochino slaw white onion, serrano salsa, fresh cilantro
- GET INTO MY BELLY! \$4.45**
Pork belly slow roasted then fried cabbage onion and jalapeno slaw, avocado tomatillo, pickled red onion, fresh cilantro
- AL PASTOR \$4.45**
Guajillo rubbed marinated pork shoulder pineapple, radish, avocado tomatillo white cilantro

Carne

- CARNE ASADA \$4.75**
Flank steak, avocado tomatillo, white onion, cotija, fresh cilantro
- BARBACOAS \$4.45**
Slow braised beef, chile seco crema, pickled red onion, fresh cilantro

PLATES

Enchiladas

- CHEESE ENCHILADAS \$11.00**
Topped with salsa verde, crema, cotija onions, lettuce, served with rice and beans
- CRISPY JUANTON CHILE RELLENOS \$13.00**
fried wonton wrapped poblanos stuffed with asadero cheese, topped with cochino green chile, pickled red onion, fresh cilantro served with rice and beans

BEVERAGES

Bebida

- JARRITOS \$ 2.99**
Mexican Natural Flavor Soda
- Pineapple, Orange
- HOUSE MARGARITA \$9.99**
Our traditional margarita
Flavors: Original, Jalapeno, Mango or Strawberry
- MEZCALITA DE PIÑA \$12.99**
Peloton Mezcal, pineapple juice, cilantro & jalapeno

*We proudly employ an amazing team of professionals that make your dining experience with us a great time for all, we are asking this charge to ensure we can employ and pay a equitable wage to all employees.
* these items may be served raw or uncooked or contain raw or undercooked ingredients containing raw or undercooked meats poultry seafood, shellfish, or eggs may increase your risk of foodborne illness.



CUPS





Napkin - Option 02





TACO HOLDER





TACO HOLDER





BURRITO WRAPPER





BURRITO WRAPPER





TAKEOUT





TAKEOUT





HOODIE





T-SHIRT





HAT



