

TACO TICO

Identity Guide!

Introduction

What is this guide for?

Reference this guide when making any materials promoting or involving Taco Tico. The information is simple, and those familiar with the brand will already have an understanding of the elements of this guide.

The trick is to adhere to these guidelines - reference this document often, resist the urge to deviate from what is provided here, and ask questions when you find a situation that forces you to go away from these rules. The result will be a consistent brand aesthetic across the board, creating a lasting impact on those who interact with Taco Tico.



INWARD-FACING FOUNDATIONS

Approach, Tone & Takeaways

Inward Facing Foundations

The way we write on brand. This is how we maintain a consistent voice in all of our messaging.

Our Approach

The very nature of the brand.

Serving up timeless experiences and great food.

Our Tone

The specific way that our brand speaks.

Our brand likes an audience, because Taco Tico has always been about people. Our voice is conversational, friendly, and playful. We’re in our element holding court over fresh food — telling stories, making memories, and poking a little lighthearted fun.

Conversational

- Our voice is natural and down to earth, not forced or overly clever.
- Say what you mean: be direct and straightforward
- Use contractions like you do in everyday conversation.
- Choose short words, sentences, and paragraphs over longer ones.

Friendly

- We write like we’re talking to a new friend: upbeat, welcoming, and warm.
- Talk directly to your reader. Avoid the third person; use you and we instead.
- Use familiar, relatable language. Don’t shy away from an idiom or interjection.

Playful

- We’re not snarky, but we’re witty when it feels natural and willing to crack a friendly joke.
- Use exclamation points with intention. They add personality to our headlines, but they’re most effective in moderation.
- Jokes about food and competitors are fair game, but steer clear of self-deprecation or jokes about individuals.

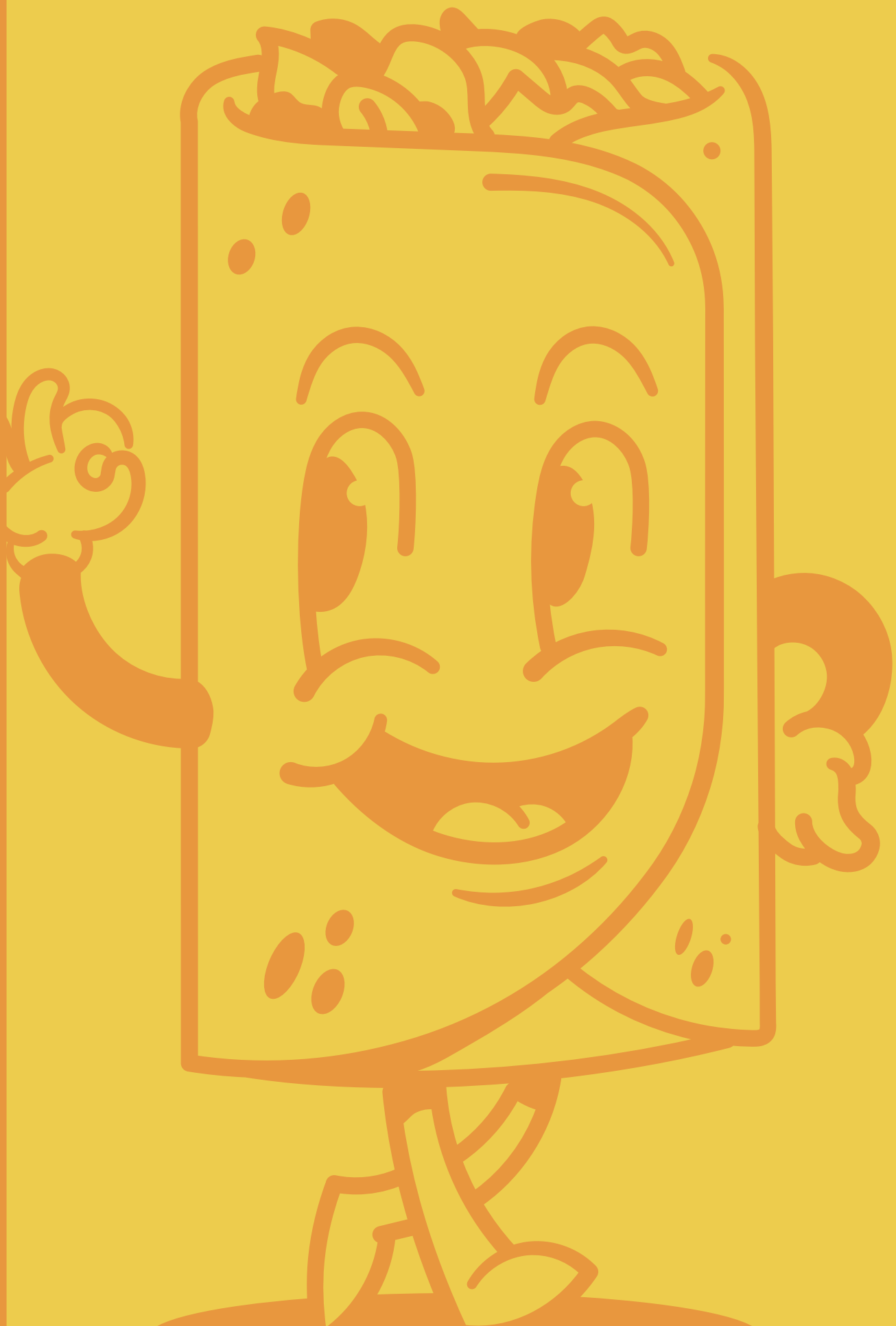
Inward Facing Foundations (continued)

The way we write on brand. This is how we maintain a consistent voice in all of our messaging.

Audience Takeaways

The core messages behind everything we say.

- We make good food with fresh ingredients
- We provide a better experience with better service than big national chains
- We’re an affordable choice, for one taco or dinner for the whole family
- We’re tried and true — we’ve been making memories since the 60s



VERBAL IDENTITY

Approach, Tone & Takeaways

External
Messaging

The basics we use daily;
examples of how to use
our brand voice.

Tagline

The spirit of our brand in one statement.

It’s all about the taste!

Icebreaker

Our brand in a few sentences. Use it as a quick pitch or conversational hook.

Call it a throwback, but we think good food comes from good ingredients. And quick service doesn’t mean you can’t stick around (if you want to, that is). Stop by for delicious, crispy tacos or our famous taco burgers. Buy ‘em by the sackful or take just a few. No pressure.

Elevator Ride

A (slightly) longer introduction to our brand. This is who we are in one paragraph.

A lot’s changed since we first put our name on a signature taco in the 60’s. Like credit cards. Or electric cars in the drive-through. But we still use fresh ingredients and treat everyone like a friend. We’re still the neighborhood spot for good food and good times. And we’re still serving up tacos, burritos, taco burgers and more with the same, unforgettable taste.

External
Messaging

The basics we use daily;
examples of how to use
our brand voice.

Headlines

Good food fast!

Buy ‘em by the sackful!

Slingin’ tacos since the sixties

Any fresher and you’d be in the garden

Taste comes first. Marketing’s seventh.

We’d call ‘em one of a kind, but we do this every day

All friends, no fans

Serve fast eat slow

Come one, come all!

Make yourself at home (just keep your shoes on)

:15 Script

Taste Comes First

At Taco Tico, taste comes first. Marketing’s like... seventh. So we only have 15 seconds to tell you about our delicious crispy tacos, our burritos, and our famous taco burgers. Oh yeah, and you can get all three for five bucks.

Try Taco Tico. It’s all about the taste.

Social Captions

Writing for social media

Our voice on social media is a little more casual than it is in print. Think texting a friend, not emailing a coworker. For captions that are only a phrase or short sentence, don’t worry about capitalizing the first letter or ending with a period. Use emojis in moderation to add personality to your writing.

Hashtags can help users (and algorithms) discover our content. Aim for 1-5 short, specific, and relevant hashtags per post. To keep things clean, leave a few empty lines between your caption and hashtags.



LOGO USAGE

Do's & Don'ts



Primary
Logo Usage

These are Taco Tico’s primary logos. You may alternate between either lockup depending on what the layout calls for.

Option 1



Option 2



Option 1



Option 2



Secondary
Logo Usage

These are Taco Tico’s secondary logos. You may alternate between either lockup depending on what the layout calls for. These lockups should be used sparingly when the layout calls for them. Do not over use these lockups.

Option 1



Option 2



Option 1



Option 2

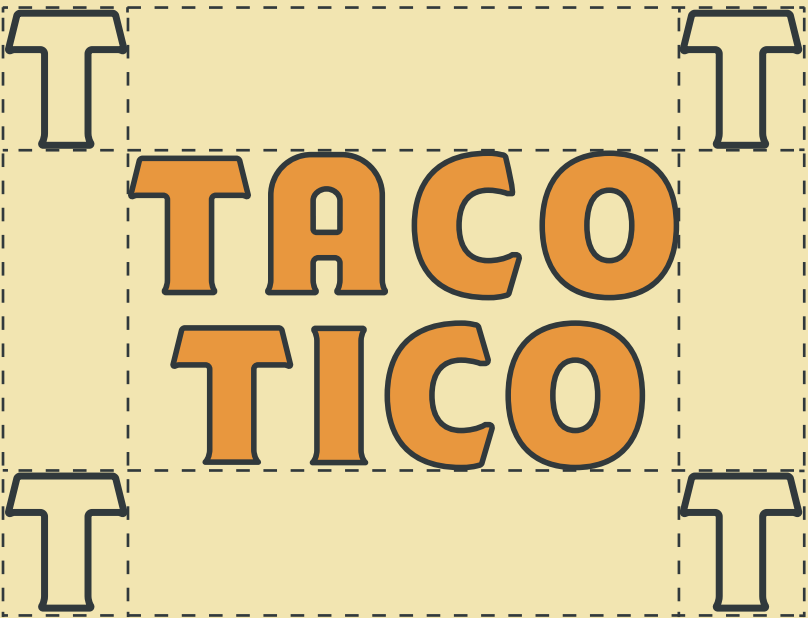


Logo Best Practices

Resist the urge to deviate from these guides. Making our works appear consistent across mediums will elevate the brand.

Safe Area

Leave adequate breathing room for wordmarks. The safe area should be equivalent to the size of the T.



Minimum Size

Don't go too small (when printed, this file is to scale). The logo should never be less than 1.25"



Wordmark Don'ts

Don't stretch, distort, or rotate the wordmarks in any way. Do not change the weight of the stroke in the logo. Do not use unapproved colors in the logo or place the logo on an unapproved background color.

Stretch & Distort



Stretch & Distort



Change stroke



Rotate



Unapproved colors & backgrounds





TYPE & COLOR GUIDE

Fonts & Colors



Brand Fonts

Adherence to these typefaces ensures consistency across all Taco Tico collateral.

Refer to the following application page for example typeface usage.

Headlines

The tracking (spacing between letters) on headlines should be kept fairly tight for headlines and subheadlines.

Bemio Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()?

Accents

This is a script font, so use it sparingly. Do not use all caps—only use this for short phrases. Do not use this font in full sentences.

Las Vegas Fabulous
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()?*

Body & Paragraphs

Use this font for most typed content.

Neue Kabel
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()?

Brand Colors

These colors are the foundational palette for all of Taco Tico’s media.

Taco Tico’s primary brand colors are the first choice for application. Use the secondary colors to accent the main brand palette—not to replace it. The size of each color block represents how often it should be used.

Queso Blanco

CMYK: 3, 4, 27, 2
HEX: #F2E5B1
RGB: 242, 229, 177
PANTONE: 7500 U

Habanero Orange

CMYK: 0, 31, 90, 0
HEX: #E8973E
RGB: 232, 151, 62
PANTONE: 130 U

Maize Yellow

CMYK: 0, 15, 82, 1
HEX: #EDCC4D
RGB: 237, 204, 77
PANTONE: 128 U

Peppercorn

CMYK: 90, 60, 45, 55
HEX: #31393C
RGB: 49, 57, 60
PANTONE: 546 U

Reaper Red

CMYK: 0, 71, 94, 4
HEX: #C45133
RGB: 196, 81, 51
PANTONE: 173 U



ILLUSTRATIONS & CHARACTER LOCKUPS

Utilizing Our Characters



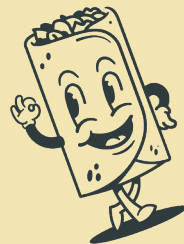
*Keep it
Real*



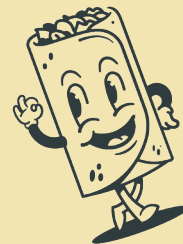
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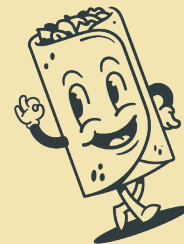
*Keep it
Real*



TACO
TICO



TACO
TICO



TACO
TICO



*Since
1962*

The Taste!



*Since
1962*

The Taste!



*Since
1962*

The Taste!



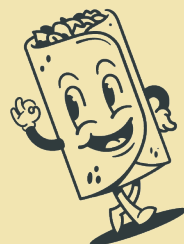
*Keep it
Real*



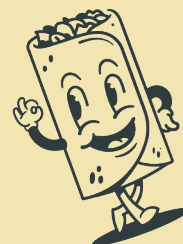
*Keep it
Real*



*Keep it
Real*



TACO
TICO



TACO
TICO



TACO
TICO



*Since
1962*

The Taste!



*Since
1962*

The Taste!



*Since
1962*

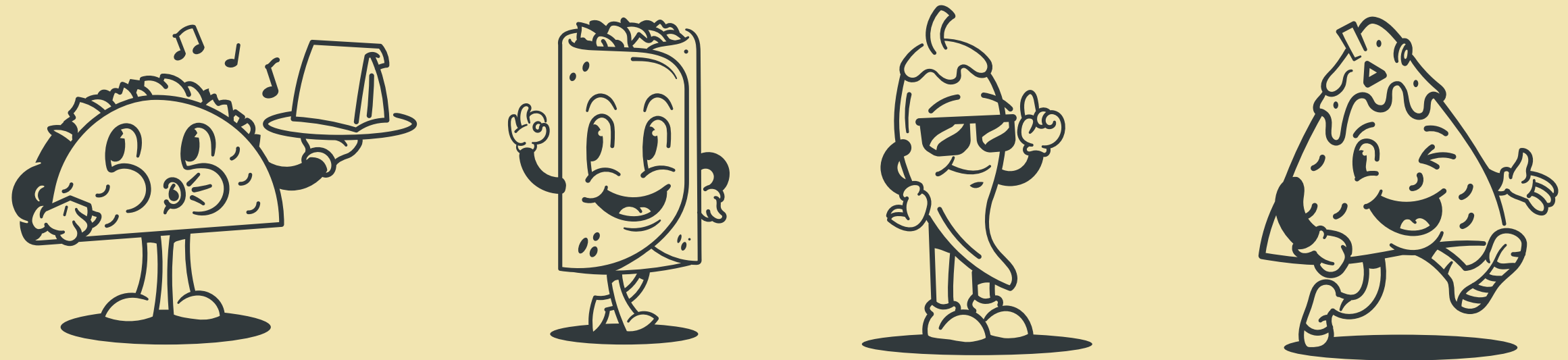
The Taste!



Character Illustrations & Lockups

Our character illustrations are extensions of the Taco Taco brand. Use them as supportive graphic elements, rather than primary brand identifiers.

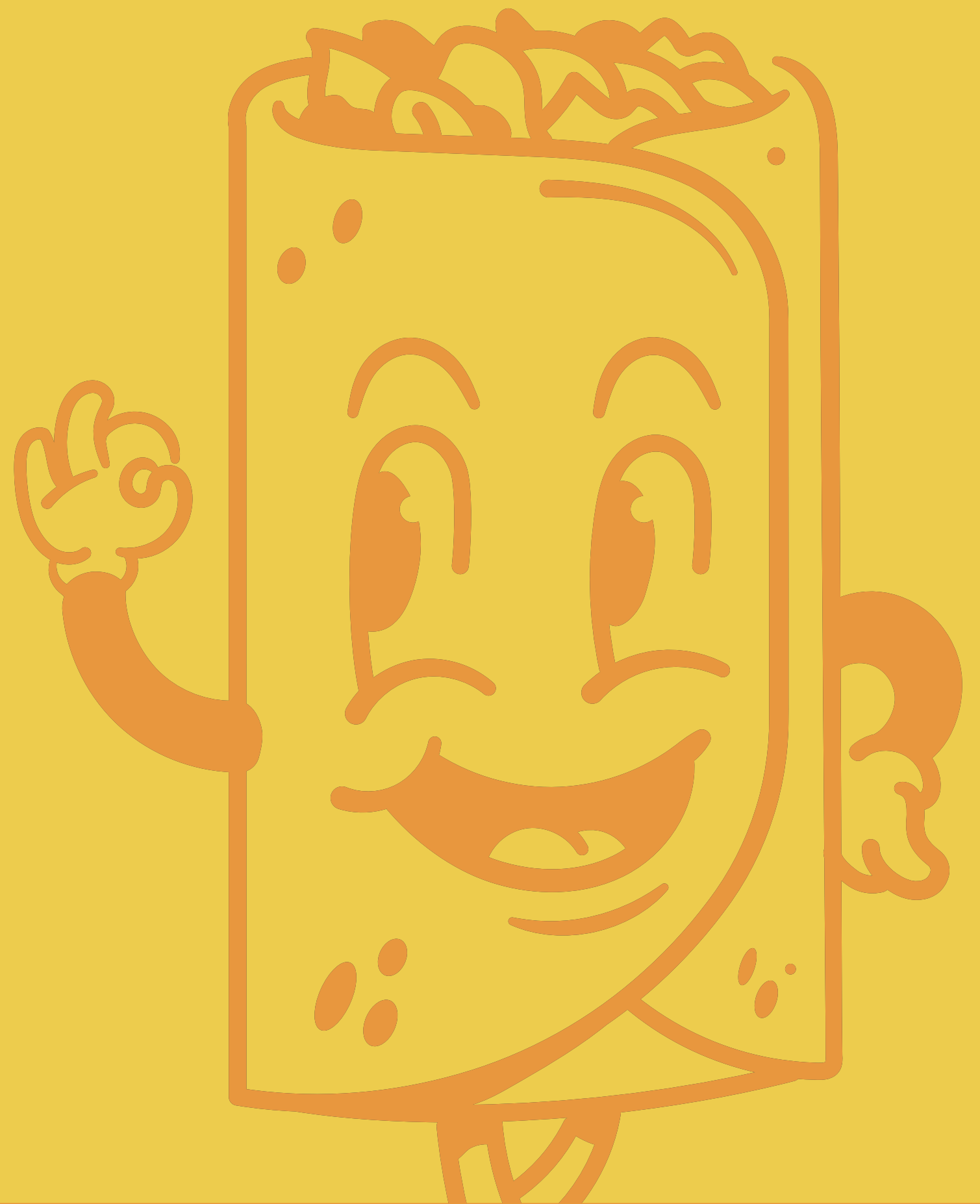
Acceptable use cases are merchandise & food packaging (cups, paper bags, etc.)—or areas that exist within the context of the larger Taco Taco brand environment. In these applications, the illustrations amplify the Taco Taco brand.





PHOTOGRAPHY & GRAPHICS

Look & Feel



Photography Guide

Taco Taco photography should convey the fun, memorable experience that Taco Taco offers, and entice people to visit the restaurants. We focus our photo content in four areas:

1. Staged food photography with bright, colorful backgrounds and dramatic lighting.
2. Food-focused lifestyle imagery, where customers are present but not the primary subject.
3. Customer-focused lifestyle imagery, with Taco Taco as a secondary focus either in branding or menu items.
4. Warm and friendly interactions between employees and customers.

Staged Food Photography



Food Focused Lifestyle



Lifestyle



Employee Interaction



Graphic Design

This page demonstrates how to unite our brand elements in various digital and print executions. By combining Taco Tico colors, typography, and high quality photography, these real-world applications will elevate the Taco Taco brand into a recognizable, top-of mind restaurant that provides a desirable experience for customers.

To keep our messaging clear and effective, use negative space for brand messaging—do not place typography over photos. Use Bemio Regular Italic for primary messaging, and use Las Vegas Fabulous for secondary messaging. Bemio Outlined Italic is only for use as a graphic element (such as backgrounds).





SOCIAL MEDIA GUIDELINES

Public-Facing Best Practices

Social Media
Best Practices

Social media platforms are often the primary means by which our customers will interact with our brand. Our social media identity should combine photography and graphic design to convey the overall experience that Taco Taco offers, while promoting your main product: menu offerings.

Use typography and logos sparingly in this application. Social media visuals should primarily consist of photography and graphic extensions. Leave text for the captions.

Resist the urge to deviate from these guides. Applying our verbal and visual identity in a consistent way will build brand recognition for our brand.

