

EL
TACO —
— **GRILL**

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EAT TACOS
EAT TACOS
Enjoy Tacos
EAT TACOS

TA'CON
MADRE

Hello!

In your hands you have the El Taco Grill's brandbook, which contain tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

THIS IS WHERE IT ALL BEGINS

Our brand is not only a name or a logo. Is much more; It represents who we are, our purpose and ideas that we communicate

Taco Grill was born in northern Mexico, Monterrey. Growing up, his dad worked as a construction worker while his mom sold homemade gorditas to the locals. To help provide for his family, Taco Grill left school to work full-time. His first job was at a butcher shop, where meat became a big part of his life. After work, the owner of the butcher shop would give his staff the leftovers and Taco Grill would cook it in a small homemade grill in the parking lot, his best memories were created through gatherings around the grill. He started noticing at work that the owner would distribute high-quality meat only to higher-end restaurants. His dream quickly became to provide high-quality food available for everyone at an affordable price. At 28 years old, in search of a better quality of life, Taco Grill took the opportunity to move to the US to work. He started working at a Tex-Mex restaurant as a dishwasher. He slowly moved up the ranks to head cook. His passion and respect for authentic Mexican food grew even stronger as he saw everyone enjoying this non-authentic Mexican food. He knew he had a plan, so he saved up as much money as he could through the years and once, he turned 40 he decided to open up his own Mexican food restaurant. After so many years of hard work, dedication, and passion, he was able to bring his parents to the US, so they could proudly watch Taco Grill carrying on with their legacy of making affordable good quality food for everyone.

PERSONALITY

- **REGIO**
- **PASSIONATE**

Our personality defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

VOICE TONE

- **DEVOTED**
- **HUMBLE**
- **DISCIPLINED**
- **RELENTLESS**

Teaches people about the various meanings that food can have. But especially focusing on how it can represent comfort, happiness, love, and family. It's all about creating a home where everyone who enjoys good quality food and good times, is part of the family.

CREATIVE CONTEXT

Living a life full of work, personal commitments, and struggles, there's no time left to enjoy good homemade food. This is why Monterrey's street flavors always sound like a good option. Everything about street food is handcrafted to give you that home warmth and a family where you'll always be welcomed.

**MAKE YOU FEEL LIKE PART OF
THE FAMILY WITH WARM WORDS**

BRAND PROMISE

**TRULY GRILLED
MONTERREY
STREET FOOD.**

*We must transmit in all our actions,
behavior, in the way we we communicate
and how we see each other.*

OUR ESSENCE

**EXPRESSING THE WARMTH OF
FAMILY THROUGH QUALITY FOOD.**

Summary of our brand promise and personality in one sentence.

MANIFESTO

We will take you back to the streets of Monterrey by providing you with the best Mexican treats in town at an affordable price. We only use quality ingredients to bring a unique flavor you won't find anywhere else. Our clients are invited to experience a welcoming and traditional ambiance brought from Monterrey to Texas. We are more than our food, we are a passionate and experienced restaurant ready to bring the very best of Monterrey to your table.

- El Taco Grill

CONCEPTS

- **TRULY GRILLED**
- **TACOS O Q?**
- **LET'S TALK TACOS**
- **TACON'MADRE**
- **TA' BIEN BUENO**

Core ideas behind El Taco Grill's branding that pull together its purpose and goals. A company typically creates a brand concept to set itself apart from the competition, establish what it stands for and to emphasize what makes the company unique

THE DO'S N DONT'S

Do's

- Educate about authentic food from Monterrey's street gastronomy.
- Highlight our high-quality meat and the flavors provided by the grill.
- Share the home warmth our food provides.
- Create a family dynamic within our community.

Dont's

- Do not enter into an argument with a hater.
- Do not censor opinions.
- Do not post or replay without using our voice and tones, could generate mistrust.
- Do not get into controversy over a social problem.

Our Branding!

OUR FONTS

HOARSE SOLID 01

Organic display typeface inspired by vintage type with handdrawn feel. We aim for an urban style, we are not high end our consumers should feel welcome no matter who they are, this is why we use a font that displays familiarity. Should only be used for Titles our logo and brand related phrases.

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

OUR FONTS

Calgary Script

Inspired by a brush script, used to add a bit of spice.

EL TACO GRILL is a brand that will be associated with family but we also like to be genuine. Should only be used for short sentences representing someone shouting or excited.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

OUR FONTS

Roboto

Roboto is a simple font that should only be used in long scripts like stationary documents.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

OUR COLORS

We used a combination of colors between red and yellow that awakens a feeling of happiness and gathers the customer's attention. We want people to identify the brand without thinking about the logo, that only the colors are sufficient indicators. We want to pay homage to what **EL TACO GRILL** is, maintaining a similar color palette.



Persian Red

CMYK 14 - 94 - 88 - 4
RGB 204 - 51 - 51
HEX #CC3333



Sandy Brown

CMYK 6 - 38 - 69 - 0
RGB 235 - 167 - 99
HEX #EBA763



Onyx

CMYK 73 - 63 - 60 - 55
RGB 49 - 54 - 56
HEX #313638



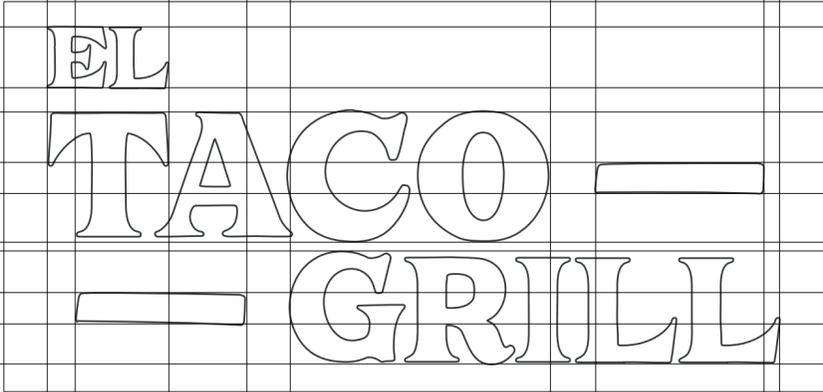
White

CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX #FFFFFF

OUR LOGOTYPE

We seek to give a similar look to the original, with some arrangements to balance the logo, it seeks to resemble other fast food brands, but not lose that touch that makes us different. We use a combination of red and yellow to appeal a feeling of happiness and warmth plus adding gray to resemble a grill. The Yellow lines represent stability and also represent tortillas

The logo for El Taco Grill features the word 'EL' in red above 'TACO' in red. Below 'TACO' is a yellow horizontal line. To the right of this line is another yellow horizontal line. Below these elements is the word 'GRILL' in a bold, black, serif font.



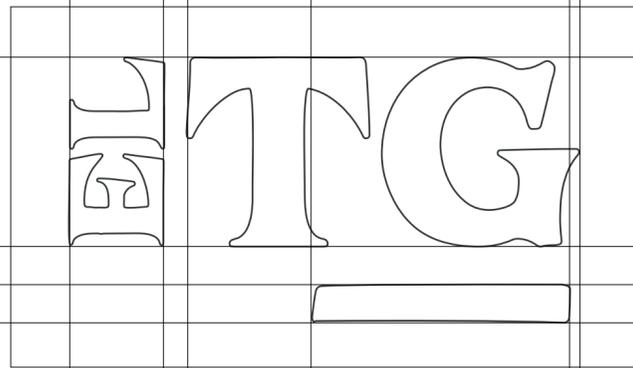
**EL
TACO —
— GRILL**

**EL
TACO —
— GRILL**

OUR SHORT LOGO

This is our short logo, we keep what makes us easy to recognize and our base colors. We kept everything that makes el taco grill recognizable. Our short logo should only be used on social media or merch when needed.





ETG
|

ETG
|

ELTACO GRILL

OUR LOGOTYPES

The El Taco Grill logo will have 2 versions, official and short logo. It should be used according to format and piece where it is applied. The simplified version of the official logo should only be used when applied in an official or promotional statement if the tagline is unreadable at small sizes.

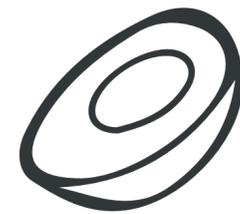
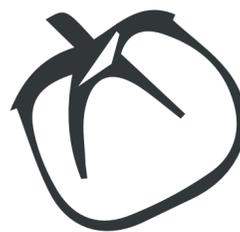
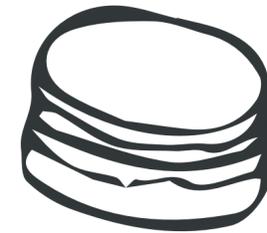
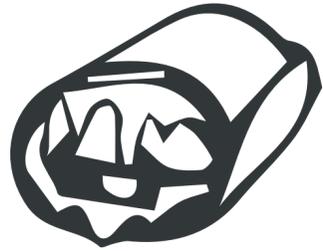
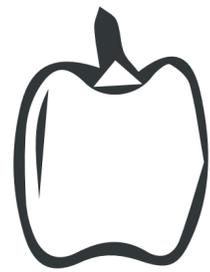


Official Logo



Short Logo

GRAPHIC ELEMENTS



OUR BRAND
In Action!

OUR BRANDING



EL
TACO —
— GRILL



EL
TACO —
— GRILL



EL TACO GRILL

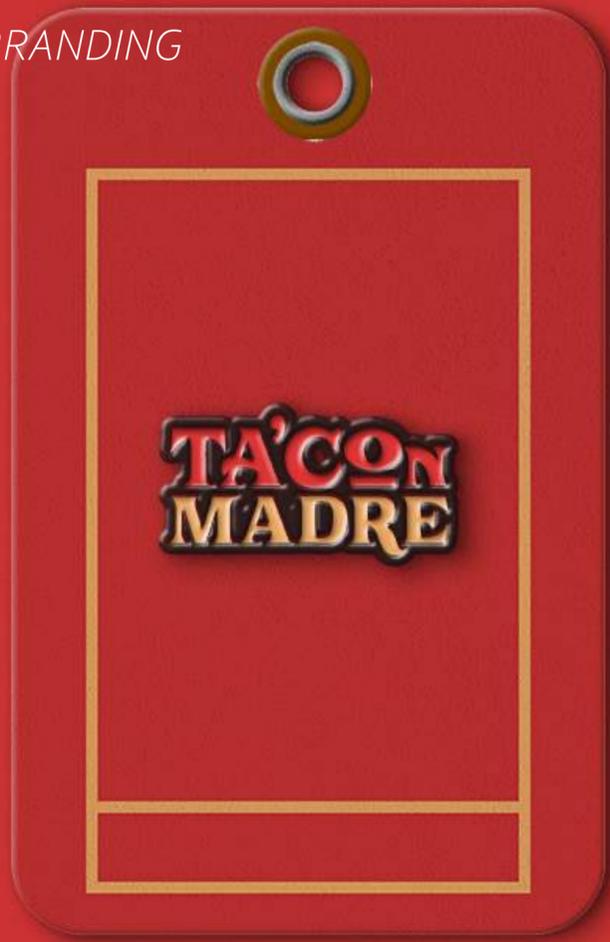
EL
TACO —
— **GRILL**

OPEN DAILY

9am — 6pm



OUR BRANDING



EL TACO GRILL



Photo Guide!







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