



**TORO**

Kitchen + Bar

BRAND BOOK

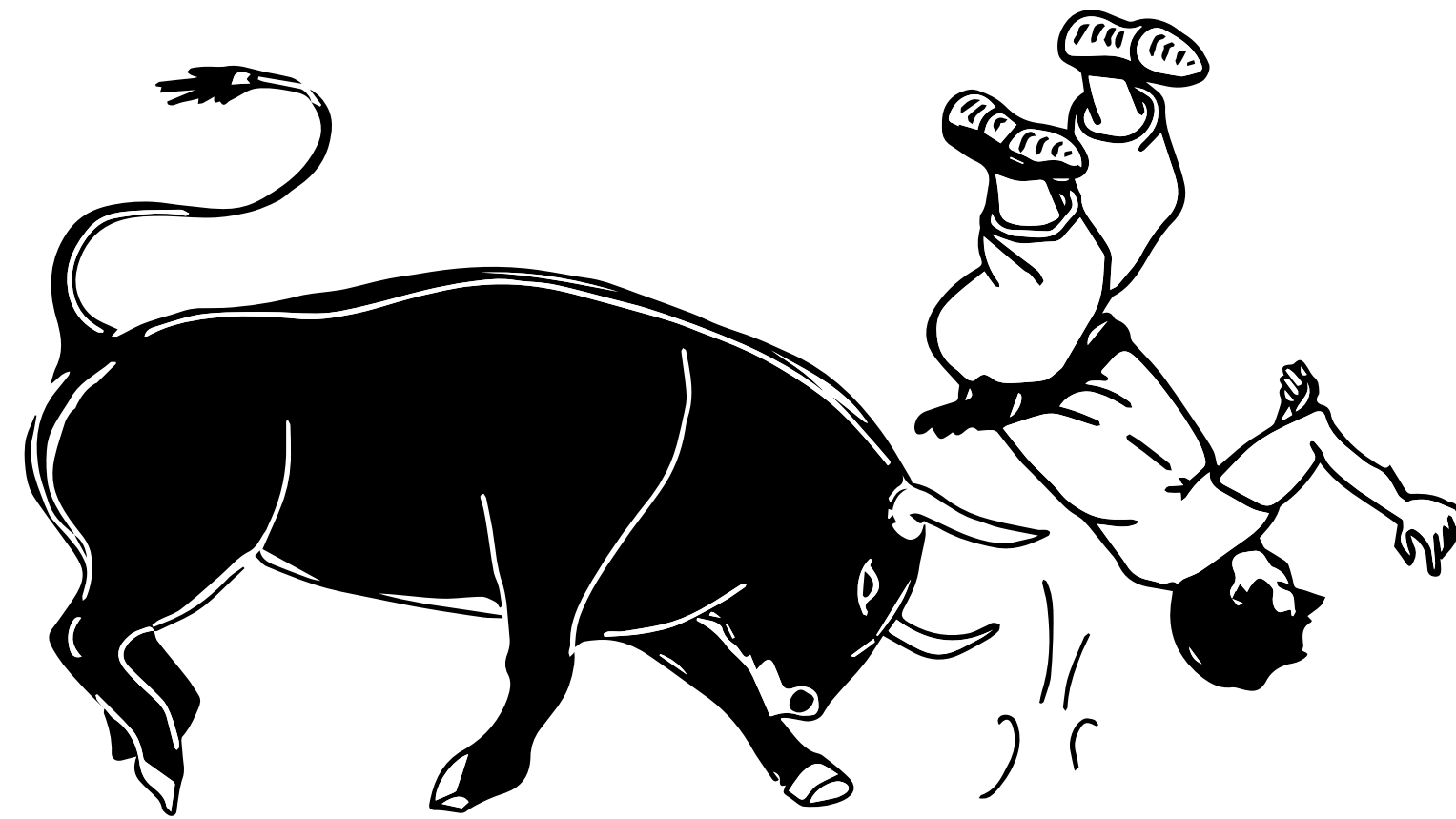
## Welcome

04	<i>Hello!</i>
05	<i>Brand Personality</i>
07	<i>Brand Promise</i>
08	<i>Voice Tone</i>
09	<i>Creative Context</i>
10	<i>Manifesto</i>
11	<i>Content Pillars</i>
12	<i>Concept</i>
13	<i>Our Essence</i>
14	<i>Do's n Dont's</i>

## Our branding

16	<i>Our Fonts</i>
17	<i>Our Colors</i>
18	<i>Our Logotype</i>
21	<i>Our Short Logo</i>
24	<i>Our Logotypes</i>
25	<i>Graphic Elements</i>
26	<i>Our Brand in Action</i>
36	<i>Photo Guide</i>

# INDEX





**PAELLA IS  
OUR ESTRELLA**



**TORO**

Kitchen + Bar

# HELLO!

*In your hands, you have the "Toro Kitchen + Bar" brand book, containing 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, a logo, or the way we sell our services. Our brand represents our principles and how we 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*

## Brand Personality

*At 30 years old and originally from Madrid, the capital at the heart of Spain, Toro is able to maintain a balance between his personal and work life. He has a very cheerful personality, and you often find him with a glass of wine in his hand. He loves the opportunity to meet new people and share the beauty of Spanish cuisine with them. He is open to any type of adventure, and his favorite hobby is walking around new cities and visiting new restaurants. Toro is warm-hearted and a highly confident individual who does not judge a book by its cover.*



EAT LIKE  
ROYALTY

## Brand Promise

**SPAIN IS  
CLOSER THAN  
YOU THINK.**

*We must convey this in all our actions, behavior, communication, and how we perceive each other.*

## **Our Essence**

**We bring traditional Spanish flavors to our menu lineup, offering a lively, casual yet sophisticated atmosphere.**

## Creative context

*Currently, we live our lives very fast, trapped in a routine created by the monotony of the day and saturated with responsibilities. But what if we remember that life is about enjoying ourselves, trying new experiences, and relaxing a little? Let's start breaking the routine. Let's take a moment for ourselves and try, just for a moment. The only thing we'll have to worry about is enjoying it.*

## Manifesto

*Toro's mission is to provide guests with the finest Spanish cuisine and dining experience. We exist to attract and maintain guests. Toro Kitchen + Bar is a locally crafted Spanish culinary experience. We follow our concept throughout all aspects of our restaurant, from our carefully chosen wine selection to our daily promotions and happy hour. We bring traditional Spanish flavors to our menu lineup while incorporating creativity from our chef with our regular specials. We offer a lively, casual yet sophisticated atmosphere, featuring live music and flamenco from time to time.*

## Content pillars

- **EVERGREEN**
- **PROMOTIONAL**

*The core of our brand represents our principles as a company and should guide all our decisions, communications, and personality.*

## Concept

- **ES TORO O NADA**
- **BUEN CAMINO.**

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

## Tone/Voice

- SPONTANEOUS
- CHEERFUL
- SOCIAL
- CONFIDENT

*Our Voice articulates all perceptions of the brand and serves as a distinctive element of our personality, reinforcing our brand promise. It invites people to disconnect from the routine and reminds them to take a moment for themselves.*

## The Do's n Dont's

### DO'S

- *Take negative opinions with humor.*
- *Promote the Spanish lifestyle.*
- *Invite people to take a moment to relax.*

### DONT'S

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

**OUR BRANDING!**

## Our Fonts

# BRANDON GROTESQUE

*Extremely flexible, as its many iterations work for everything, Brandon Grotesque is the main font. While other fonts can be used for long texts, Brandon Grotesque should always be used for titles and subtitles. Any text requiring a larger size should be in this font.*

AaBbCcDdEeFf GgHhIi  
JjKkLlMmNnOoPpQq  
RrSsT tUuVvWwXxYyZz  
1234567890

## Our Colors

*In Spain's flag, the color red symbolizes strength and valor, while yellow represents generosity. We've retained the element of generosity and blended it with strength and valor to impart a new flavor: 'positivity.' We aim to emulate an authentic experience while also infusing it with a sense of fun and warmth for everyone.*



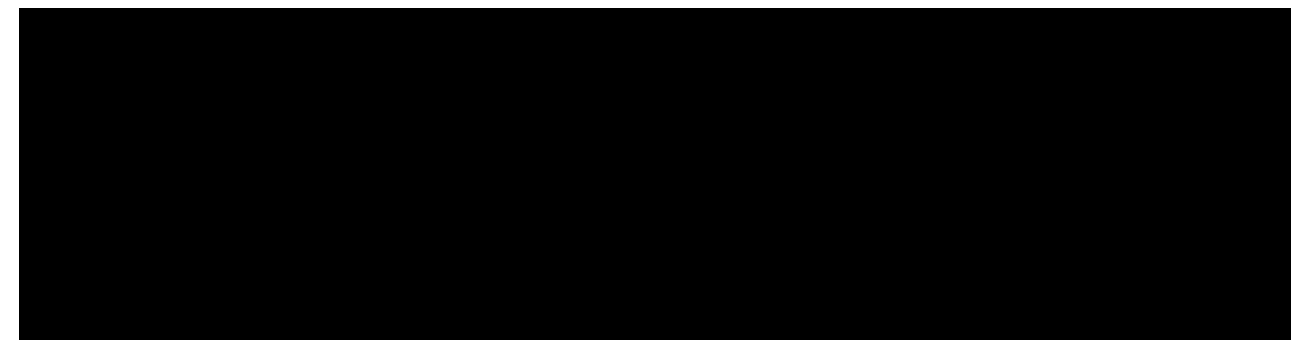
### Cinnabar

CMYK 0, 71, 85, 7  
RGB 238, 69, 36  
HEX #EE4524



### Gold

CMYK 0, 17, 97, 2  
RGB 251, 209, 7  
HEX #FBD107



### Black

CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX #000000



### White

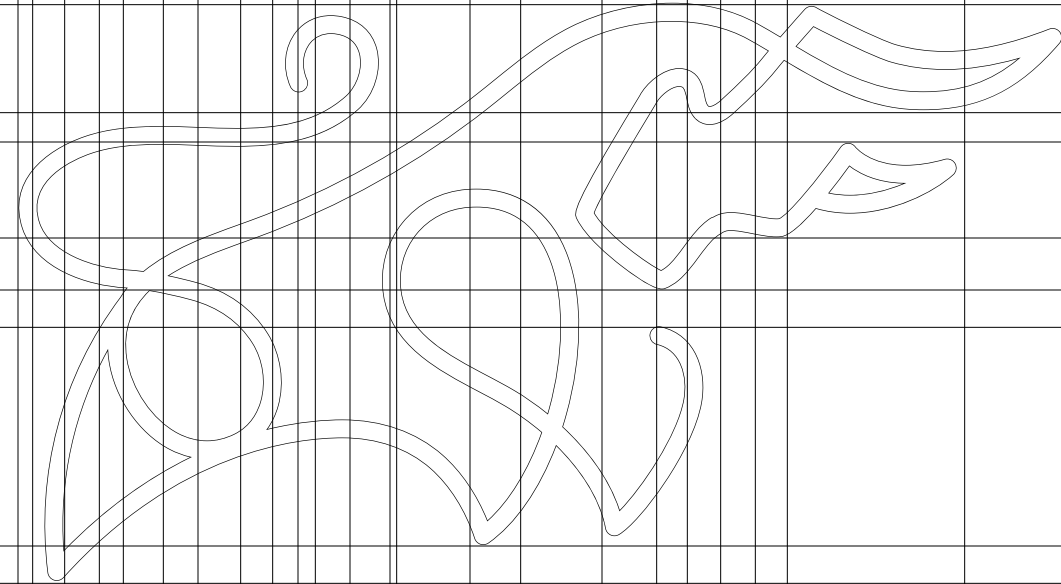
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX #FFFFFF

## Our Logotype

*The bull depicted holds significant importance in Gerardo's (founder) life, as it is the primary reason for his current position. It should serve as the primary welcome to the experience. Both fonts and the logo should be consistently used together in stationery, menus, and all marketing materials.*

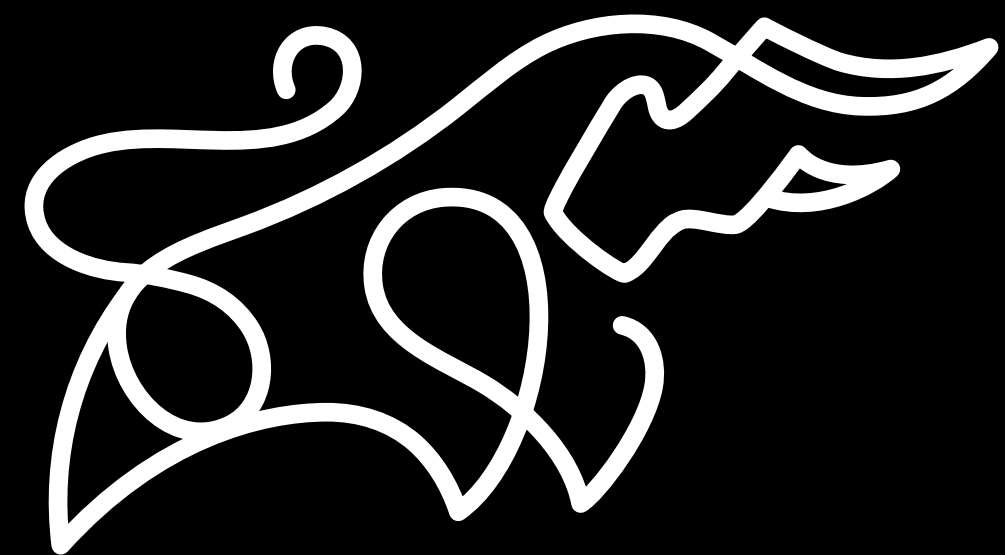
*This represents our identity and should not be altered with other fonts."*





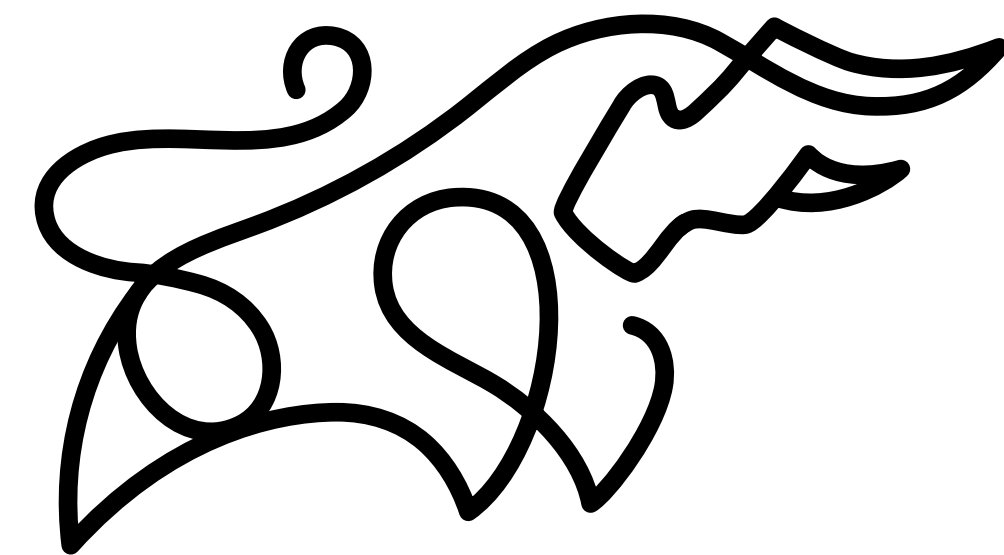
TORIO

Kitchen + Bar



**TORO**

Kitchen + Bar

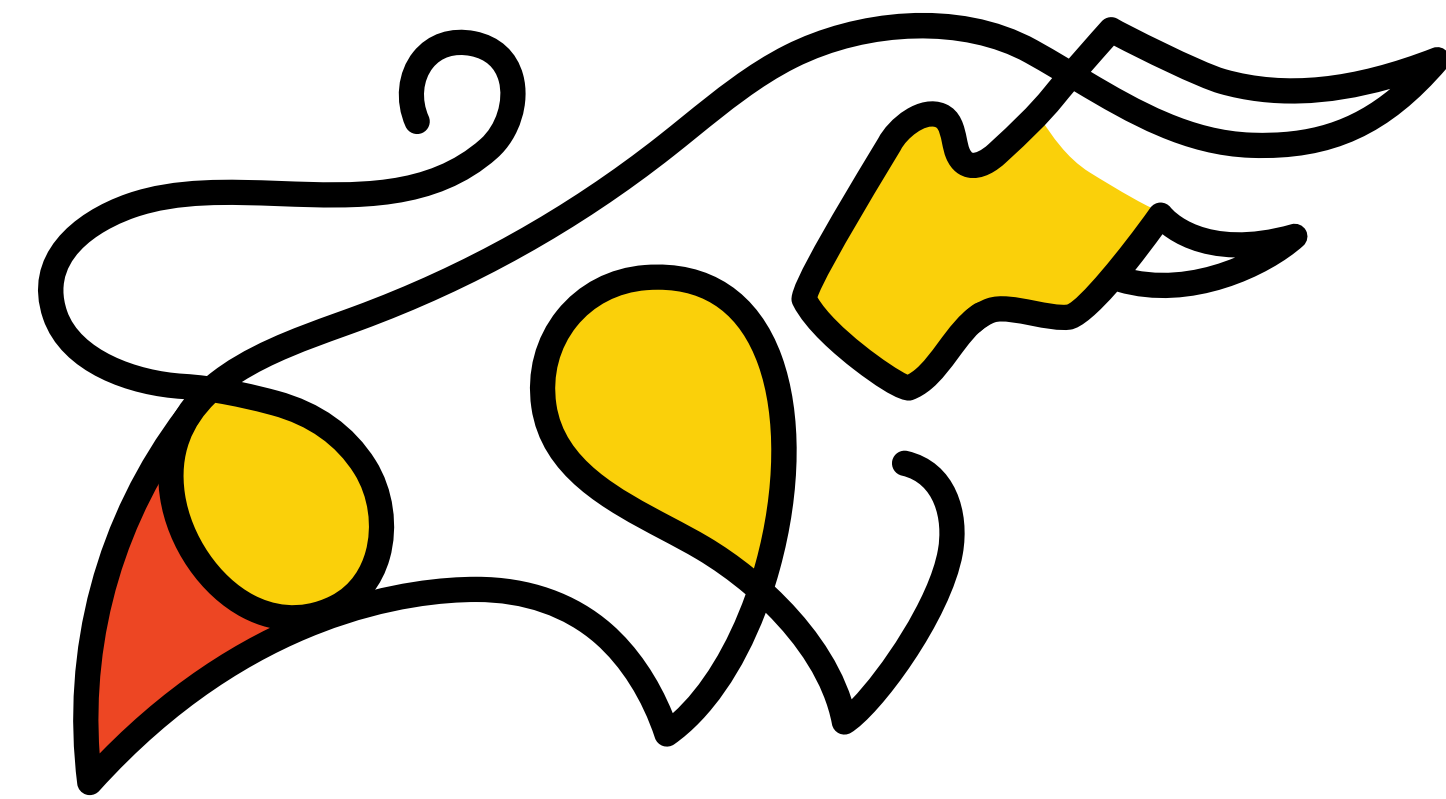


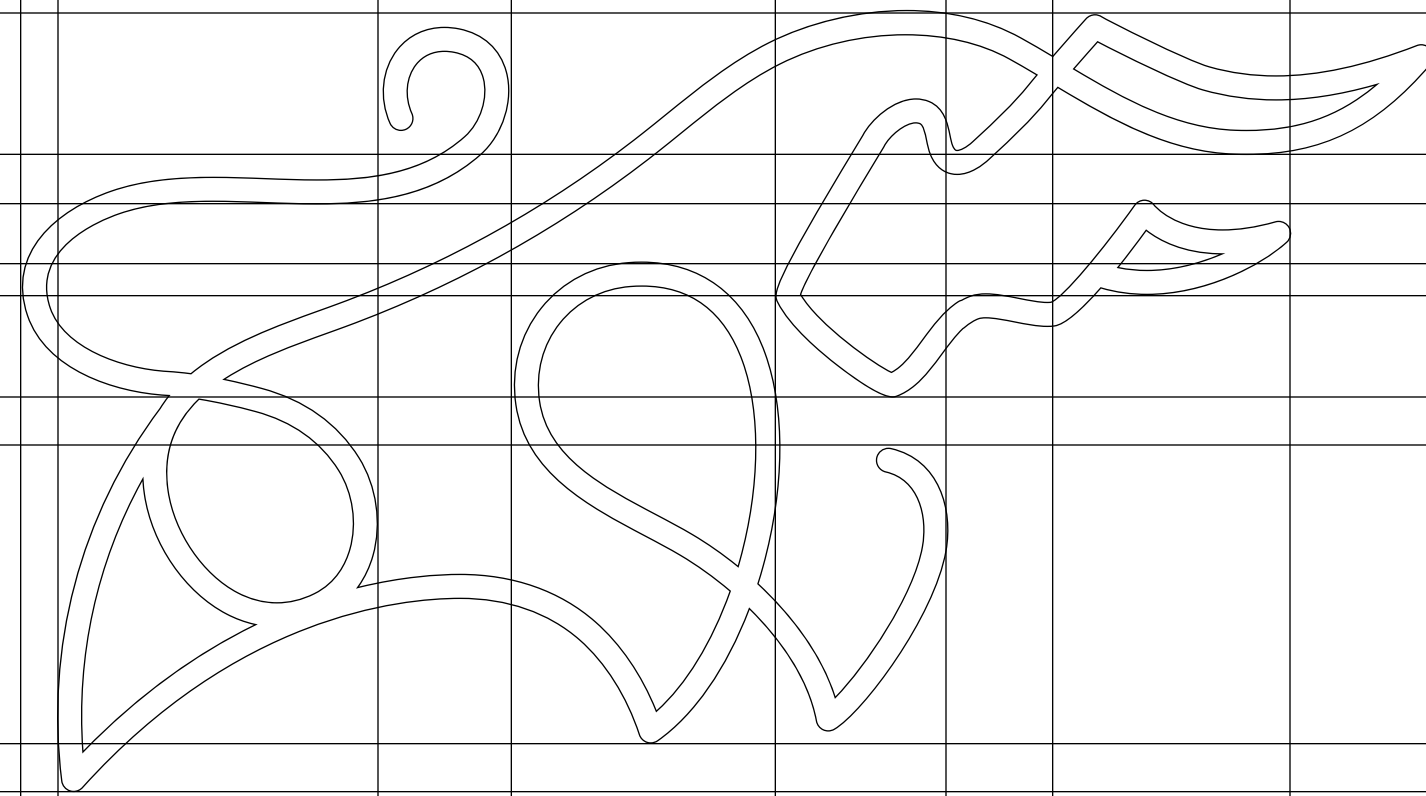
**TORO**

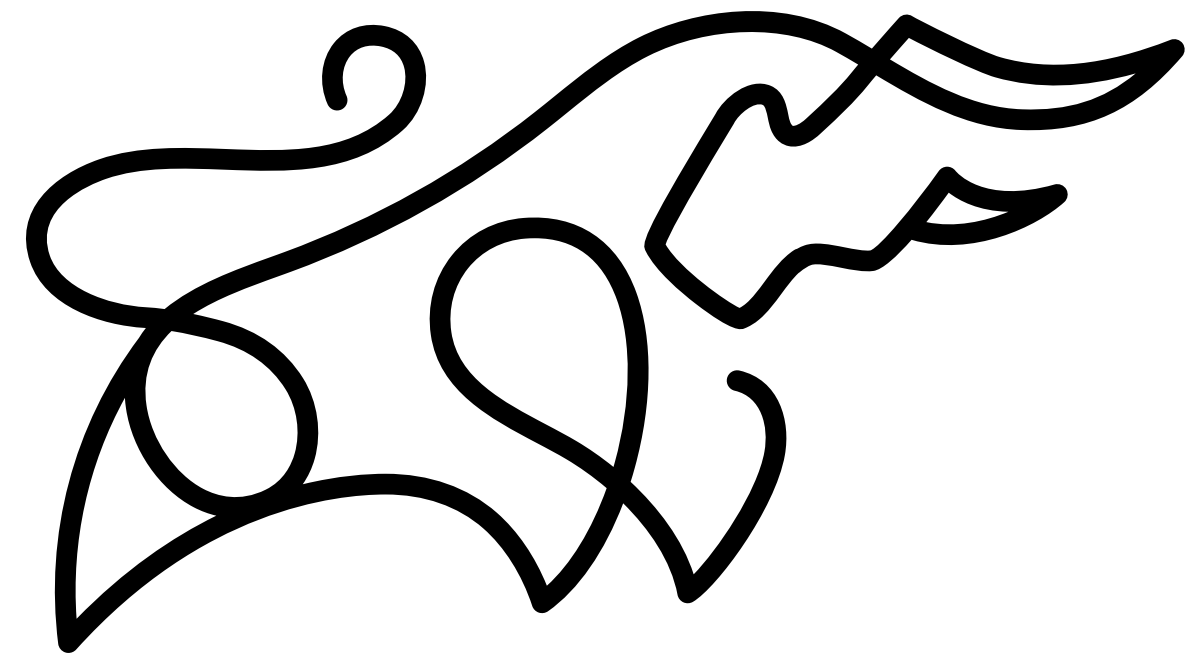
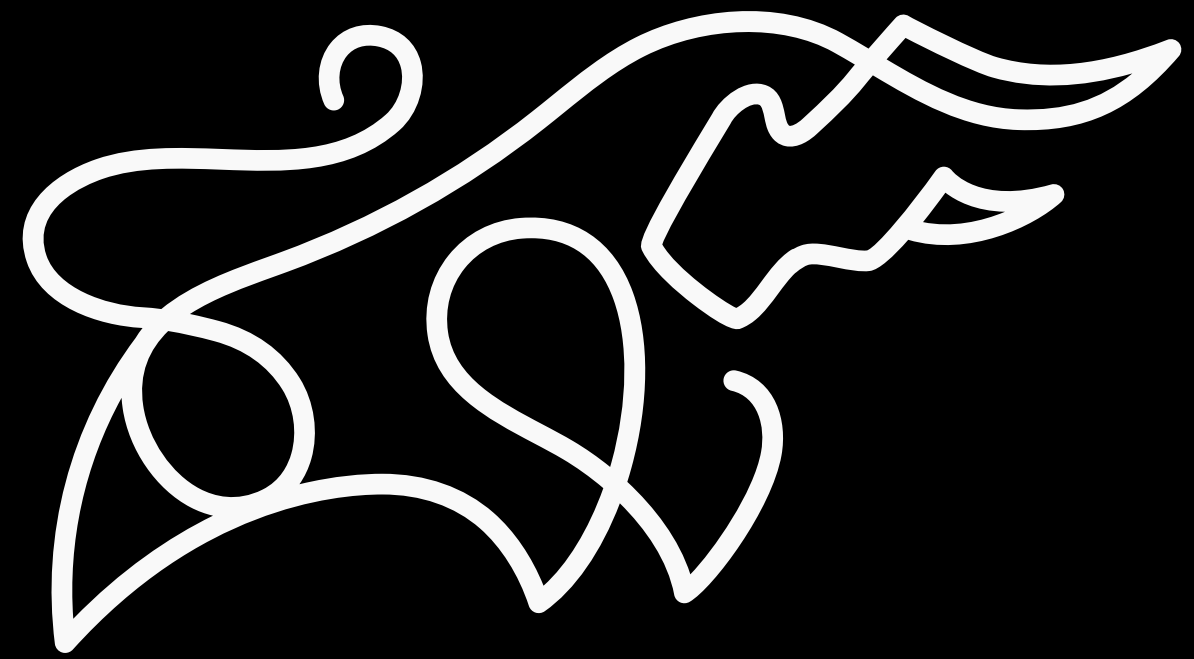
Kitchen + Bar

## Our short logo

*This should be used as freely as desired. The short logo will primarily be utilized in social media, merchandise, and as decoration for gift cards and any other branding needs. It's flexible and easily recognizable.*





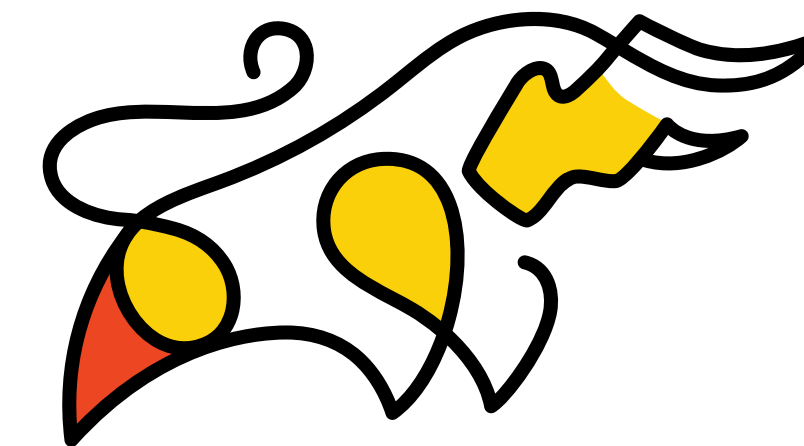


## Our Logotypes

*TORO's focus is to provide people with an unforgettable Spanish experience. Our brand narrative celebrates resilience, emphasizing that despite life's challenges, we always rise again. We cherish the moments that have shaped us into who we are today. The simple lines, resembling a single stroke, seek to emulate a flow or path leading to a new experience. It's as if you're walking in sand, and the trail left behind represents everything that guides you to that moment.*

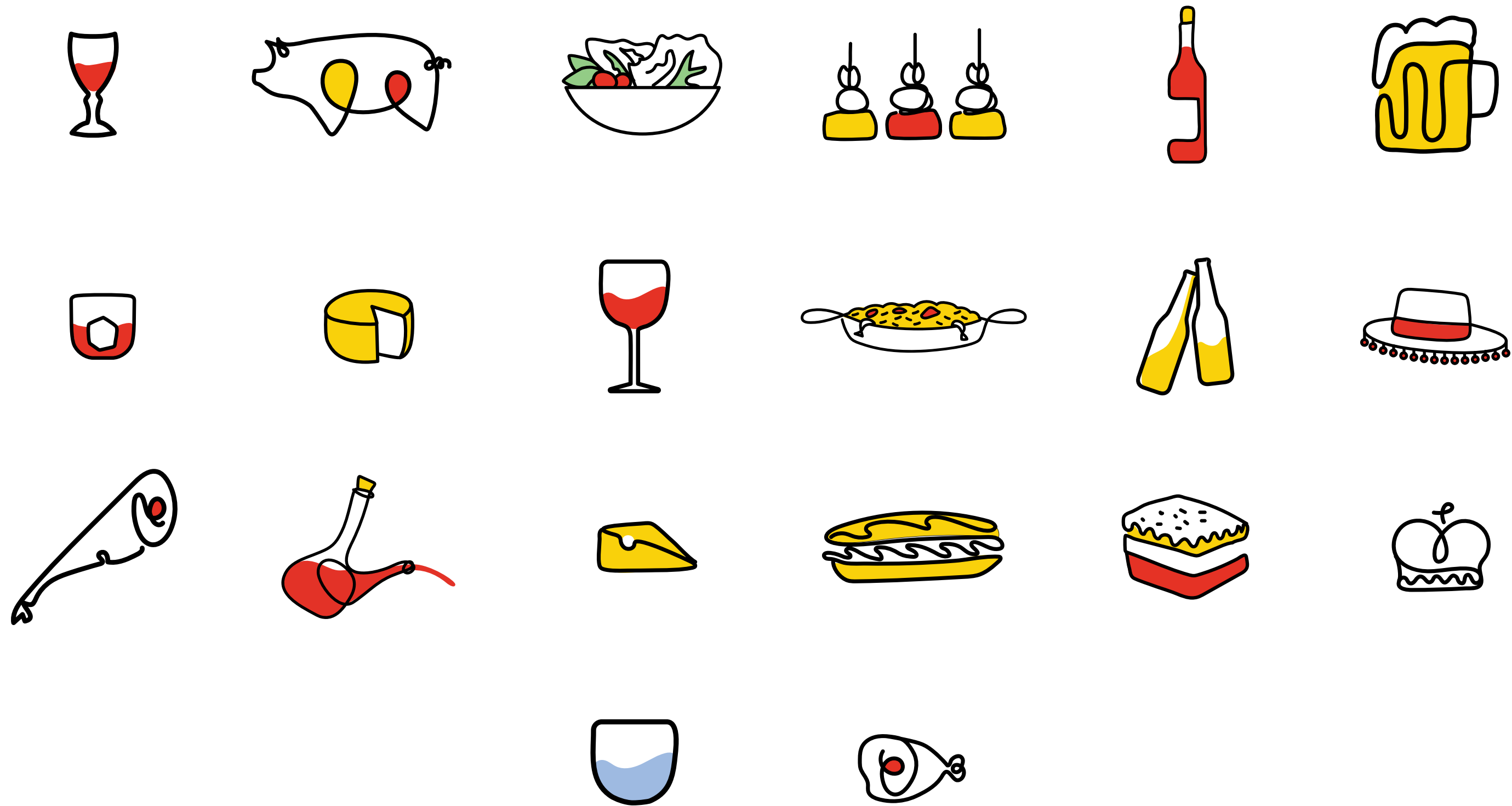


Official Logo

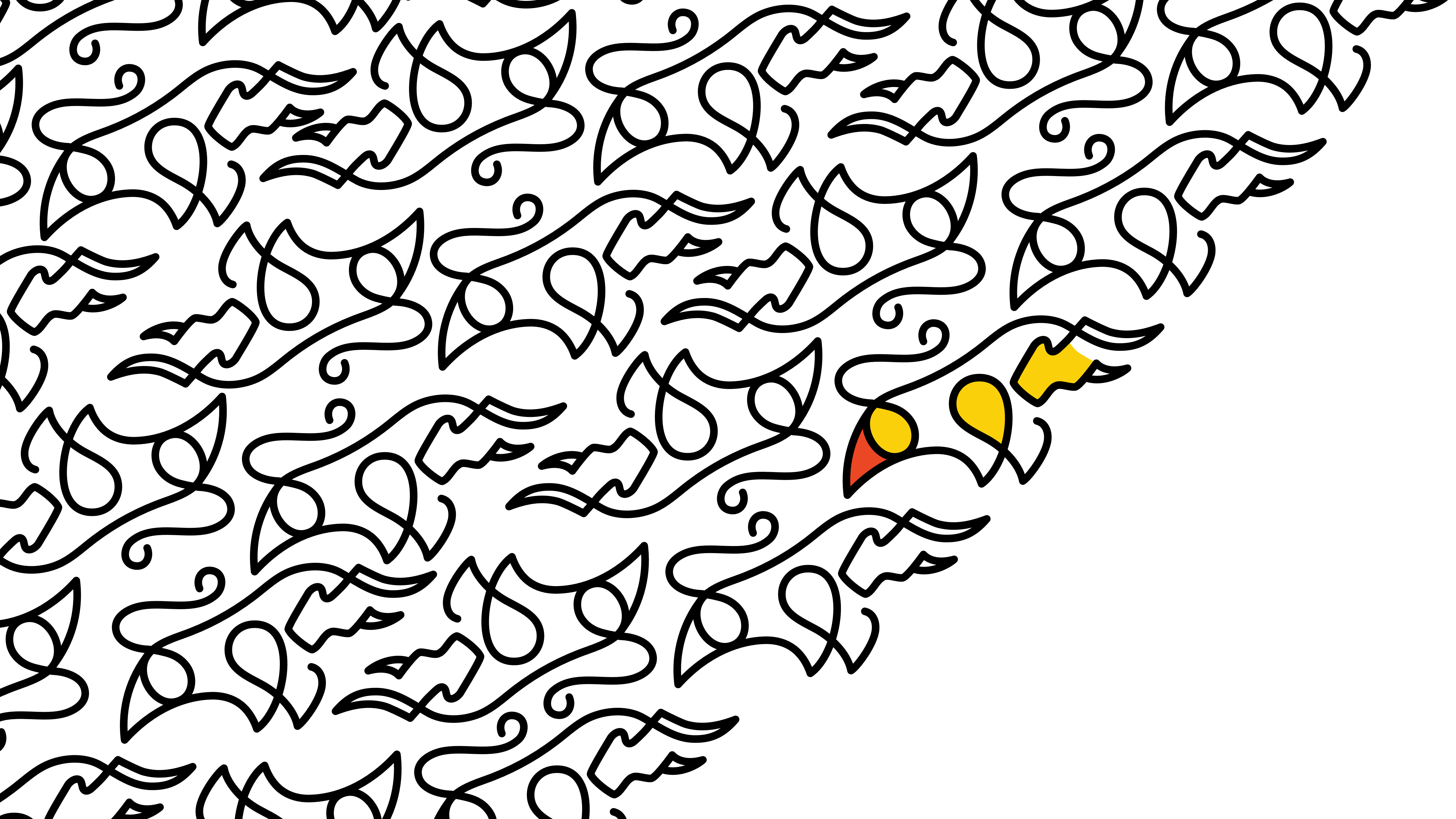


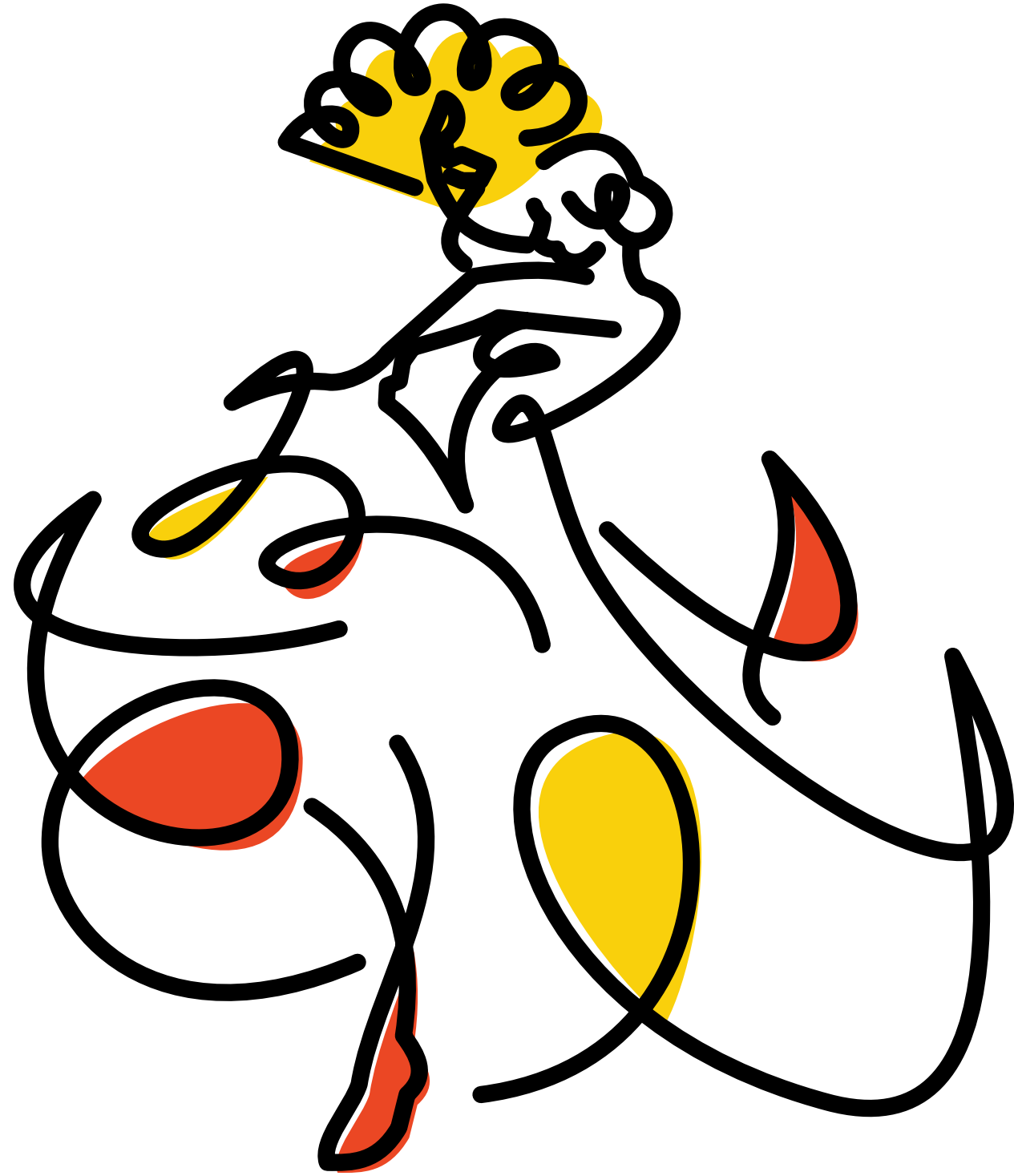
Short Logo

# Graphic Elements



**OUR BRAND  
IN ACTION**













TORO KITCHEN + BAR







# PHOTO GUIDE



















