

CUISHE

— COCINA MEXICANA —

BRAND BOOK

## Welcome

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

## Our branding

- 16 *Our Fonts*
- 18 *Our Colors*
- 19 *Our Logotype*
- 22 *Our Short Logo*
- 25 *Our Logotypes*
- 26 *Our Brand in action*
- 34 *Photo Guide*







CUISHE

— COCINA MEXICANA —

# HELLO!

*In your hands you have “Cuishe” brandbook, 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, 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.

## BRAND PERSONALITY

Cuishe, is 48 years old, grew up in central Mexico and forged his identity through native traditions. He has a very strong will which allows him to create and pursue opportunities. Thanks to the fact that he is always focused on the present, he can face any type of situation in life, be it good or bad, creating a series of unforgettable memories. Cuishe is an old soul and feels spiritually connected to Mayahuel, Mexico's goddess of the Maguey.

PARA TODO MAL, MEZCAL;  
PARA TODO BIEN, TAMBIÉN...  
Y SI NO HAY REMEDIO:  
LITRO Y MEDIO

## BRAND PROMISE

**IN AGAVE  
WE TRUST**

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

## OUR ESSENCE

At Cuishe, we celebrate art, music, and traditions. Through our food and our hospitality, we hope to share that joy and beauty with everyone who walks through our doors.

Join us for an unforgettable journey into the heart of Mexican cuisine.

## CREATIVE CONTEXT

Life is full of sorrow and joy, full of achievements and failures, also full of illusions and disappointments; most people are only able to enjoy the sweet side and forget about the bitter. Let's embrace life as it is and start to enjoy and celebrate every moment that it gives.  
Salud!

## MANIFESTO

At Cuishe, we are passionate about sharing the authentic flavors and rich cultural heritage of Mexican cuisine with our community in the USA. Our mission is to provide a truly immersive dining experience that transports our customers to the vibrant streets of Mexico, where food is not just sustenance, but a celebration of life and community. Each dish on our menu is crafted with care and attention to detail, showcasing the diverse range of flavors and textures that make Mexican cuisine so unique. But our restaurant is more than just a place to enjoy delicious food. We believe in creating a warm and welcoming atmosphere that reflects the spirit of hospitality that is so integral to Mexican culture. Whether you're dining with friends, family, or colleagues, we want you to feel like you're part of our community.

## CONTENT PILLARS

- EVERGREEN
- PROMOTIONAL

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

## CONCEPT

- REDISCOVER MEXICAN CUISINE
- SPIRIT OF MÁYAHUEL
- AGAVE MY LOVE

Our concept 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.

## TONE / VOICE

- AUTHENTIC
- PROUD
- RESILIENT
- ROMANTIC

Inspires you to face situations in life head-on, and with courage. Let us cry, laugh together, and cheer to life.

## THE DO'S N DONT'S

### DO'S

- Embrace negative opinions with Mexican humor
- Teach about Mexican culture
- Invite people to celebrate all that life gives us
- Take advantage of trends and communicate them in a Mexican way
- Creatively communicate the insight of the post

### DONT'S

- Do not enter into an argument with a hater
- Do not censor opinions
- Never answer with an aggressive tone without being able to give a solution
- Do not post or reply without using our voice or tone, it could generate mistrust
- Do not get into controversy over a social problem
- Do not undermine Tex-Mex cuisine

OUR BRANDING!

## OUR FONTS

# LIBRE BASKERVILLE

Baskerville is the primary font used for the logotype/ logo wording. Baskerville Regular and italic will be used for headings. Engravers Gothic will be used for standard body text.

AaBbCcDdEeFf GgHhIi

JjKkLlMmNnOoPpQq

RrSsT tUuVvWwXxYyZz

1234567890

## OUR FONTS

### ENGRAVERS GOTHIC

Baskerville is the primary font used for the logotype/ logo wording. Baskerville Regular and italic will be used for headings. Engravers Gothic will be used for standard body text.

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 COLORS

These colors are also commonly used in Mexican art, textiles, and crafts. Brown and green are often seen in traditional pottery and woven textiles, while blue and cream are used in talavera ceramics and embroidery. Using these colors in the restaurant's branding can help to connect it to Mexican cultural traditions and create a sense of authenticity.



DARK GREEN

*CMYK* 100, 0, 24, 82

*RGB* 0, 46, 35

*HEX* #002E23



OXFORD BLUE

*CMYK* 100, 59, 0, 71

*RGB* 0, 30, 73

*HEX* #001E49



REDWOOD

*CMYK* 0, 39, 53, 38

*RGB* 159, 97, 75

*HEX* #9F614B



KAHKI

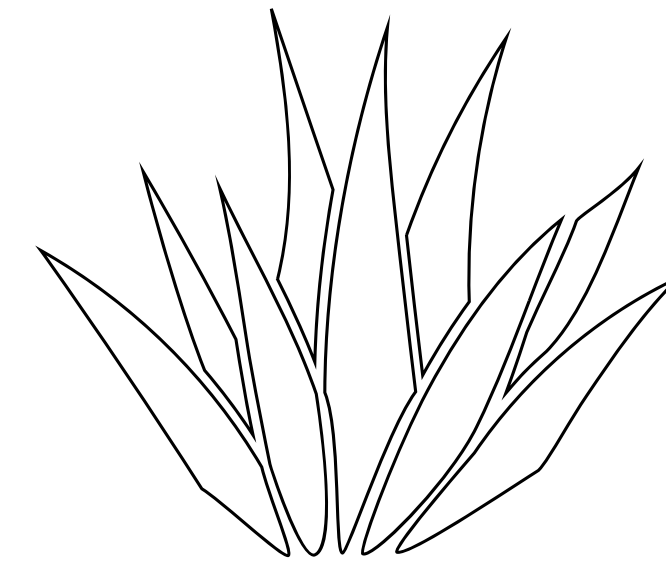
*CMYK* 0, 4, 13, 25

*RGB* 190, 183, 166

*HEX* #BEB7A6

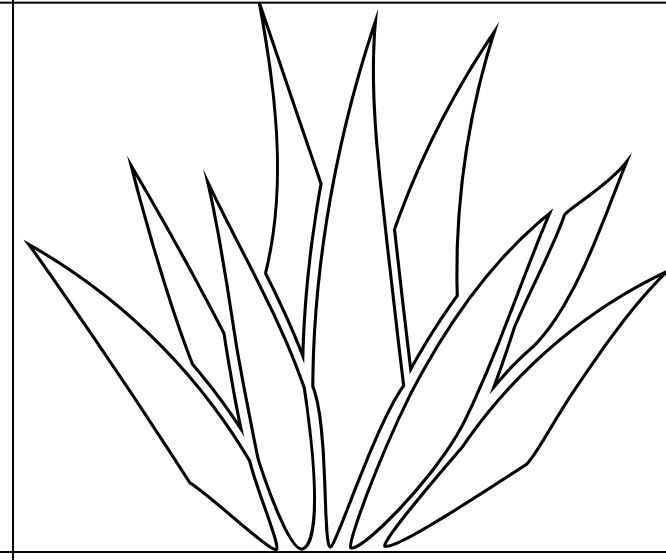
## OUR LOGOTYPE

Agave is a plant that is deeply rooted in Mexican culture and cuisine. It is the primary ingredient in several iconic Mexican drinks, including tequila, mezcal, and pulque. Using an Agave logo would help to convey the authentic and traditional nature of the restaurant's cuisine.



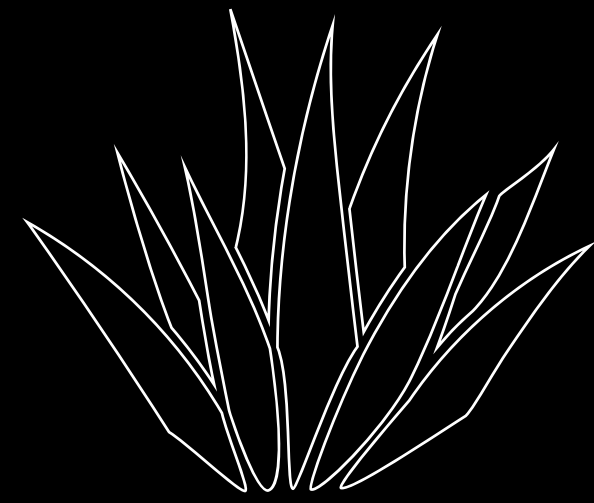
**CUISHE**

— COCINA MEXICANA —



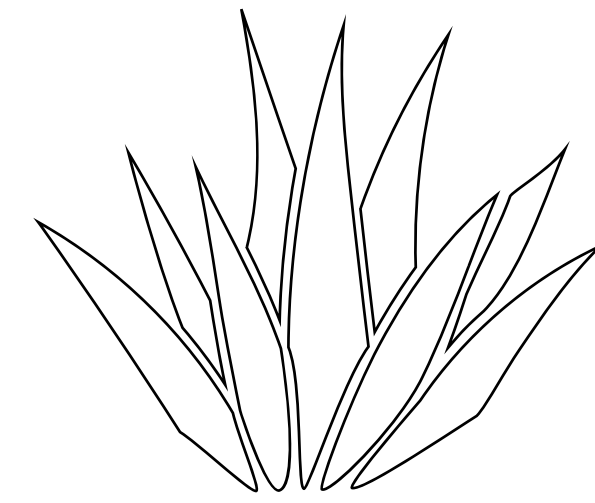
QUI S HE

— COCINA MEXICANA —



CUISHE

— COCINA MEXICANA —

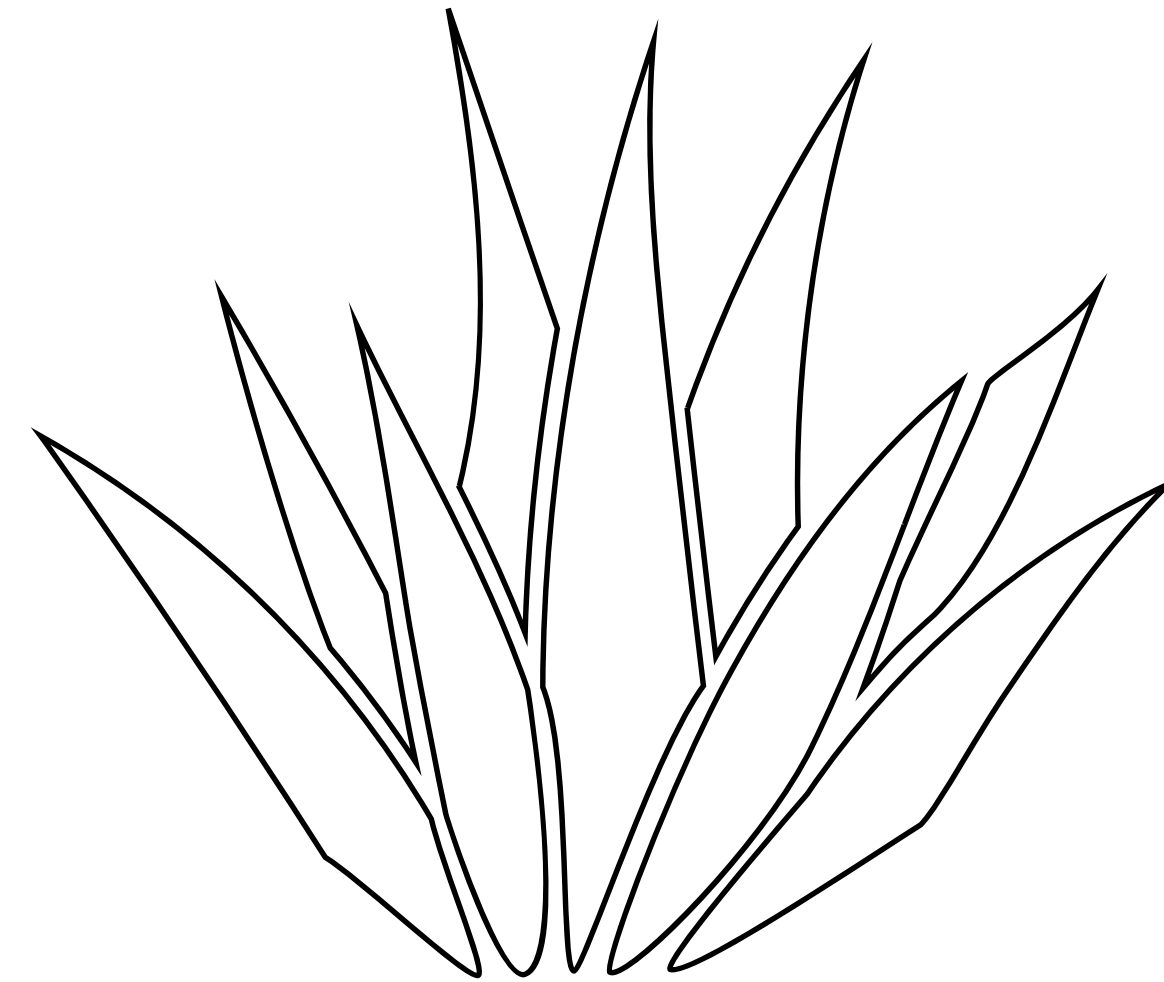


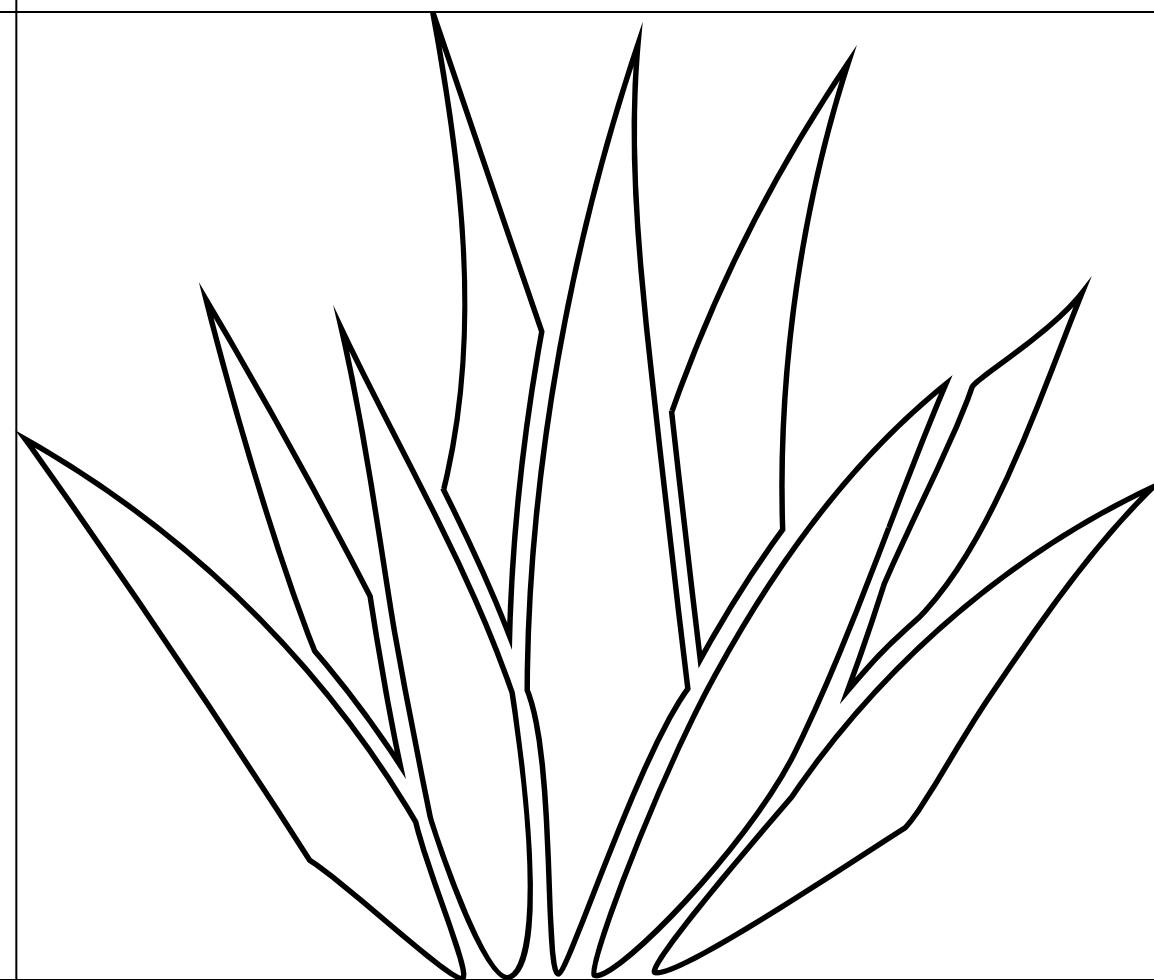
CUISHE

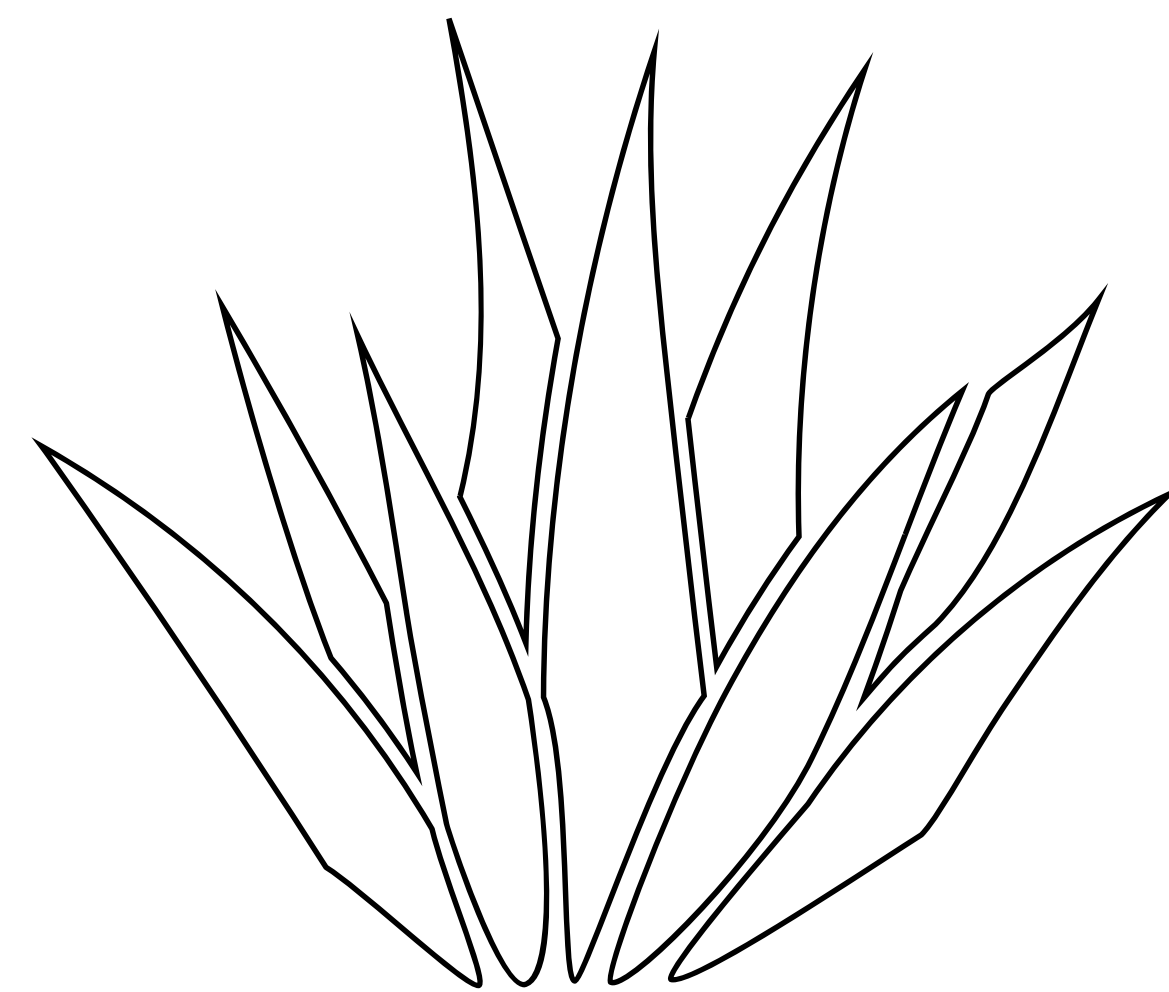
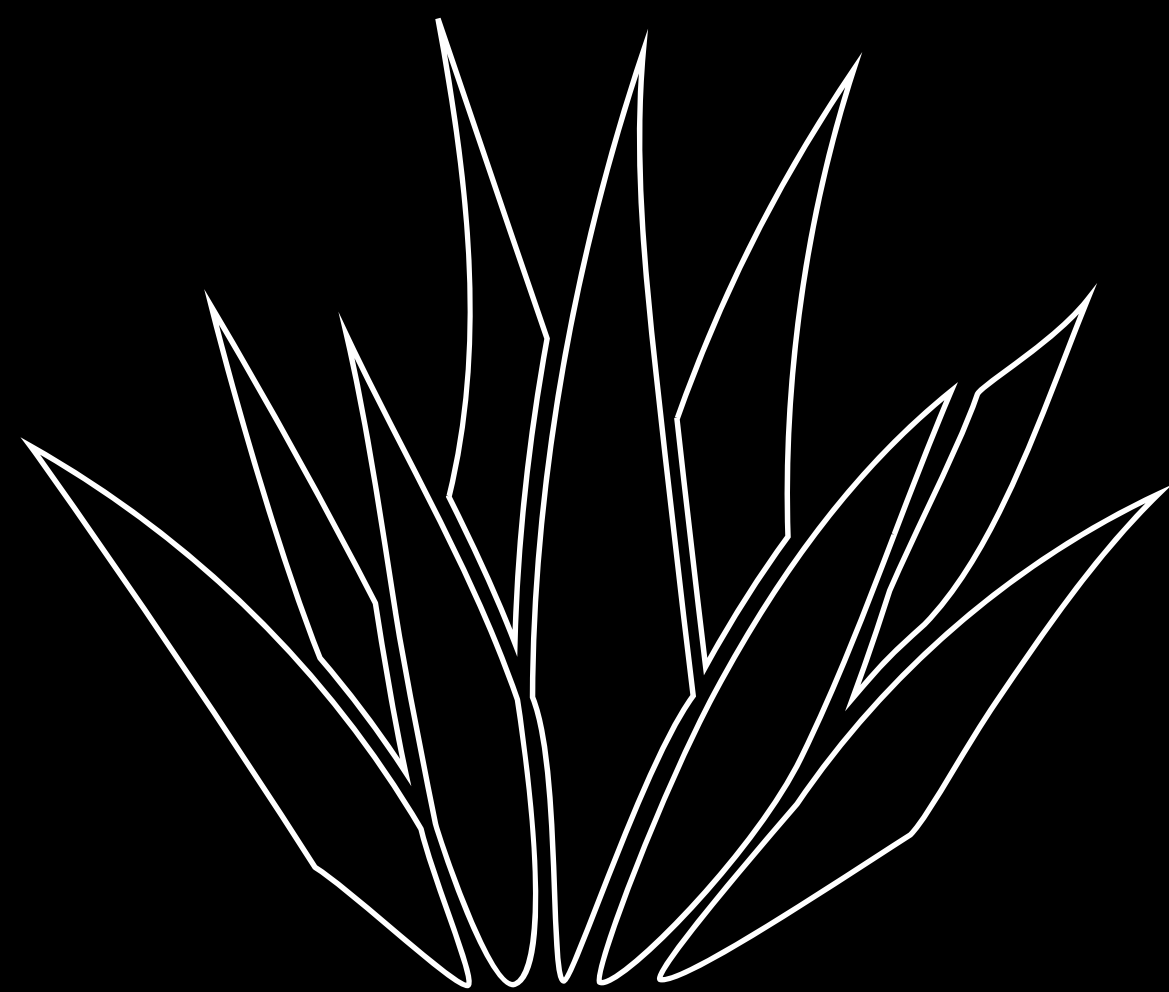
— COCINA MEXICANA —

## OUR SHORT LOGO

Agave plants have a unique and visually striking appearance, with spiky leaves that form a rosette shape. This makes them an excellent candidate for a logo, as they can create a bold and distinctive visual identity for the restaurant.







## OUR LOGOTYPES

Agave is a versatile plant that can be used in a variety of different ways. It can be depicted as a stylized graphic, incorporated into typography, or used as a decorative element in packaging and marketing materials. Cuishe's logo helps to communicate the restaurant's cultural heritage and unique identity to customers.



CUISHE

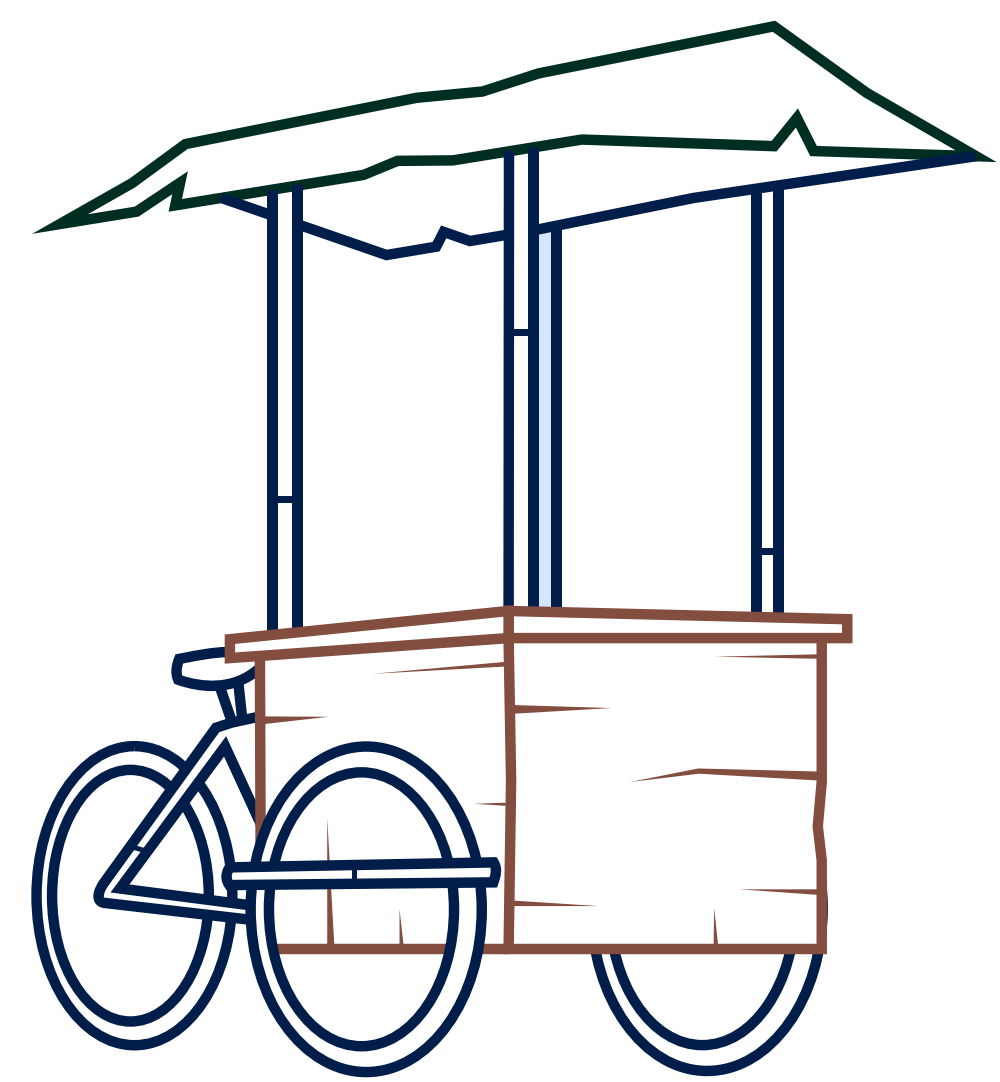
— COCINA MEXICANA —

Official Logo



Short Logo

OUR BRAND  
IN ACTION



BRAND IN ACTION



CUISHE



CUISHE





BRAND IN ACTION



CUISHE



# PHOTO GUIDE



CUISHE





PHOTO GUIDE



CUISHE













CUISHE

— COCINA MEXICANA —