

BRAND BOOK
TAKOTICO



TAKOTICO

MEXICAN FOOD

BRAND LOGO



VALUES

- JOY
- HOSPOTALITY
- QUALITY
- RESPONSIBILITY
- RESPECT

FONT

Aparajita

EXAMPLE:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod 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 velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

SCHEME COLORS

THE COLORS WE CHOSE ARE THE COLORS OF
THE MEXICAN FLAG BECAUSE OF THE ORIGIN OF
THE TACOS.

GREEN: #006847

WHITE #FFFFFF

RED: #CE1126

