# BRAND BOOK TAKOTICO



# BRAND LOGO







## **VALUES**

- JOY
- HOSPOTALITY
- QUALITY
- RESPONSIBILITY
- RESPECT

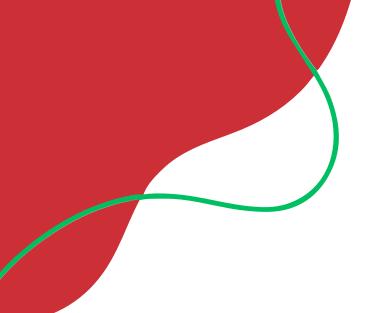


# Aparajita

#### **EXAMPLE:**

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### 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** 

