



EL AZTECA

BRAND GUIDE

DILLON HICKEY - FEBRUARY 27, 2020

PRIMARY LOGO



SOCIAL MEDIA LOGO SIZES

TWITTER PROFILE (400 PX WIDE)



EL **AZTECA**

FACEBOOK PROFILE (160 PX WIDE)



EL **AZTECA**

INSTAGRAM PROFILE (110 PX WIDE)



BRAND COLORS

PRIMARY COLORS

CHEESE

CMYK
3/14/100/0

RGB
249/211/9

HEX/HTML
#F⁹D³⁰⁹

Pantone
Yellow ⁰¹² C

SALSA

CMYK
13/98/97/3

RGB
206/40/41

HEX/HTML
#CE²⁸²⁹

Pantone
173 C

ACCENT COLORS

GULF

CMYK
63/0/23/0

RGB
76/195/202

HEX/HTML
#⁴CC³CA

Pantone
325C

OCEAN

CMYK
81/23/32/0

RGB
3/150/166

HEX/HTML
#⁰³⁹⁶A⁶

Pantone
3135C

TYPOGRAPHY

BLACK BEAN

CMYK
50/84/67/72

RGB
58/18/25

HEX/HTML
#^{3A}1219

Pantone
Black ⁴ C

WHITE RICE

CMYK
5/8/6/0

RGB
239/230/229

HEX/HTML
#EFE⁶E⁵

Pantone
663C

BRAND COLOR USAGE

BRAND COLORS



ACCENT COLORS



TYPOGRAPHY COLORS

Use Black Bean on light backgrounds, and White Rice on dark Backgrounds

Use one or both accent colors with both primary colors

CLEAR LOGO SPACE



APPROVED LOGO USAGE



BLACK AND WHITE LOGO USAGE



LOGOS FOR SIGNAGE

FULL LOGO



FULL LOGO - HORIZONTAL



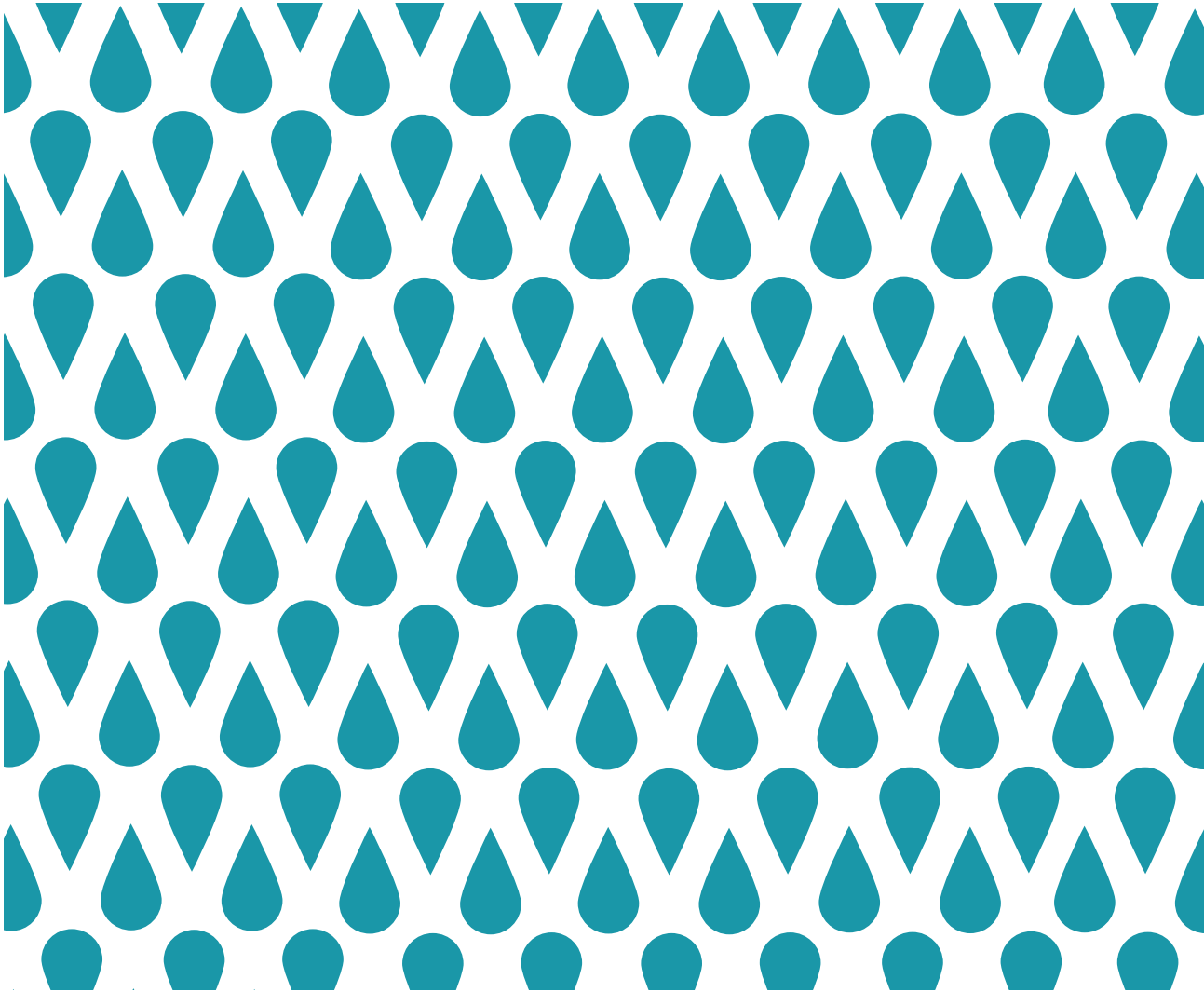
WORDMARK



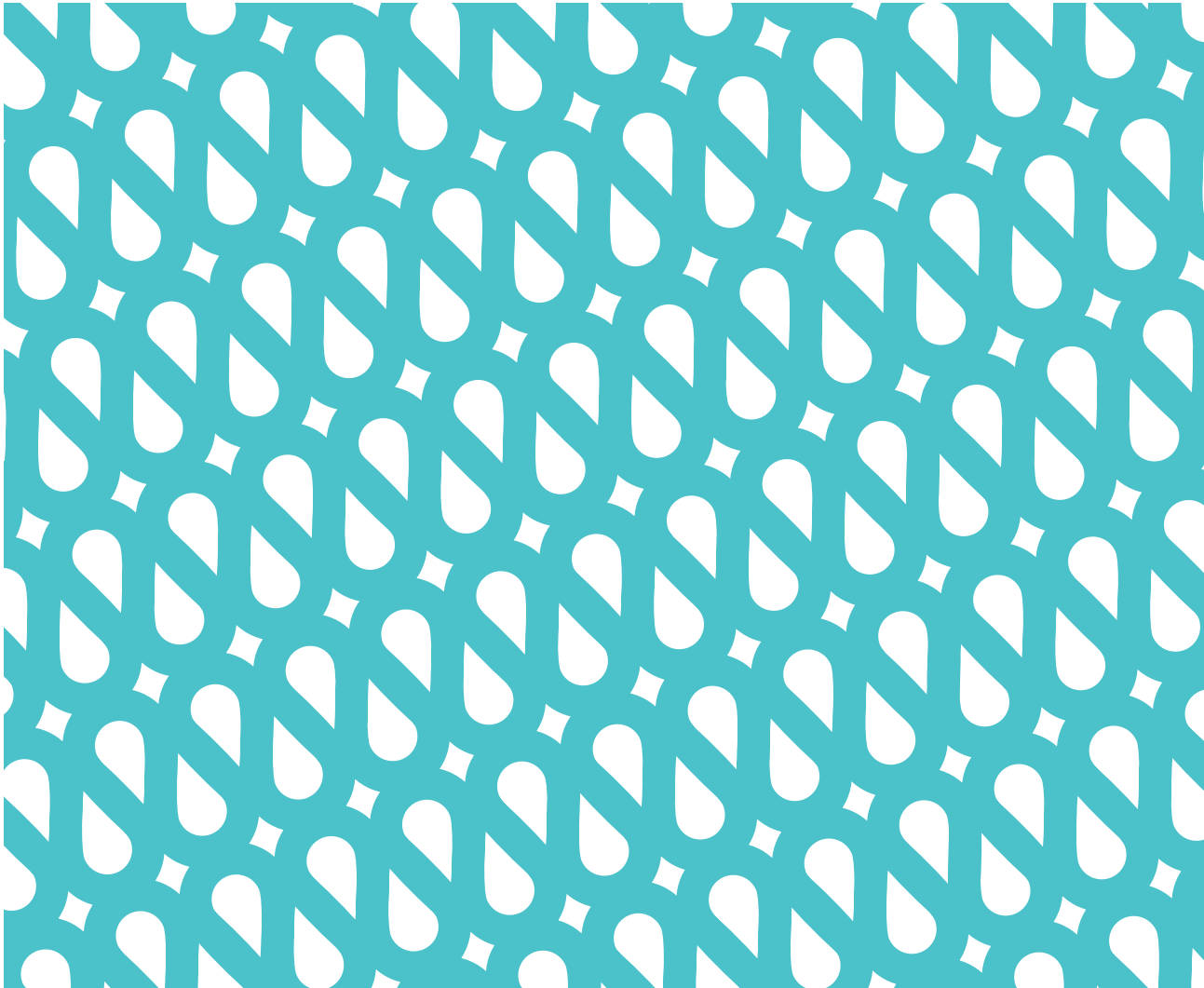
ICON



BRAND PATTERN 1



BRAND PATTERN 2



BRAND PATTERN 3



EL AZTECA



EL AZTI

TECA



EL AZTECA



EL AZTECA



EL AZTI

TECA



EL AZTECA



EL AZTECA



EL AZTI

BRAND TYPEFACES

HEADLINES AND SUBHEADLINES

ALFARN

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
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

BODY COPY

Freight Macro Pro

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
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

2.5 times body copy size

THIS IS A HEADLINE

1.5 times body copy size

THIS IS A SUBHEADLINE

This is body copy bacon ipsum dolor amet kevin shankle boudin alcatra kielbasa porchetta meatball spare ribs pig capicola cow burgdoggen bresaola. Rump landjaeger cupim prosciutto. Shank filet mignon ribeye jowl. Pastrami t-bone meatloaf pork chop short ribs, hamburger shank pork belly burgdoggen landjaeger tri-tip venison ham hock shankle. Ground round alcatra bacon, cupim porchetta t-bone.

Kevin cow meatball tenderloin. Cow salami fatback, rump cupim prosciutto jerky. Ground round hamburger cow alcatra short ribs. Short ribs strip steak pork chop porchetta meatball, landjaeger filet mignon sirloin spare ribs ribeye pork ham.



EL AZTECA

CAMPAIGN

HOUSE TEQUILA AND MARGARITA LAUNCH



BUS STOP LAUNCH AD



LAUNCH POSTERS

TAKE LIFE WITH
A GRAIN OF SALT,
A SLICE OF LIME,
AND A SHOT OF
TEQUILA

MARCH 1st, 2020



ONLY AT **EL AZTECA**

LOVE IS LIKE **TEQUILA**.
IT'S NOT THE QUANTITY,
BUT THE STRENGTH
THAT MATTERS.

MARCH 1st, 2020



ONLY AT **EL AZTECA**



PROMOTIONAL INSTAGRAM STORIES





EL AZTECA

APPLICATIONS

UNIFORM



WEBSITE



MENU



FOOD MENU

EL AZTECA

APPETIZERS

- CHEESE DIP** \$10.00
Cheddar, cheddar, white or mild cheddar, melted, (top) 1/2 cup. Served with tortilla chips.
- CHICKEN PASTITA QUISADA** \$12.00
Cream sauce, melted cheddar, chicken, onion, and mushrooms. Served with rice and beans.
- ARROZ DE POLLO** \$10.00
Chicken, rice, tomatoes, onions, and green peas. Served with rice and beans.
- CHICKEN QUESADILLA** \$10.00
Chicken, melted cheddar, onions, and mushrooms. Served with rice and beans.
- BEEF & CHEESE DIP** \$10.00
Beef, melted cheddar, onions, and mushrooms. Served with tortilla chips.
- SPINACH & MUSHROOM DIP** \$10.00
Spinach, mushrooms, melted cheddar, and cream. Served with tortilla chips.
- FRUITO QUESADILLA** \$10.00
Fruit, melted cheddar, onions, and mushrooms. Served with rice and beans.
- TEXAS PASTITA QUESADILLA** \$12.00
Texas-style ground beef, melted cheddar, onions, and mushrooms. Served with rice and beans.
- SOFT ICE CREAM** \$10.00
Vanilla, chocolate, and strawberry. Served with waffle cones.
- CHICKEN QUESADILLA** \$10.00
Chicken, melted cheddar, onions, and mushrooms. Served with rice and beans.
- FRUITO QUESADILLA** \$10.00
Fruit, melted cheddar, onions, and mushrooms. Served with rice and beans.
- TEXAS PASTITA QUESADILLA** \$12.00
Texas-style ground beef, melted cheddar, onions, and mushrooms. Served with rice and beans.



TABLE

