



¡DIS BURRITO!

FUN. FLAVORFUL. FOXY.



THIS IS A GUIDEBOOK FOR USING THE BRAND ELEMENTS THAT REPRESENT WHO WE ARE.



You know that person who's one way around some people, yet can flip personalities in an instant? You never know which side you're going to get, and he's probably not who you want to bare your soul to.

Branding works the same way. Consistency breeds trust, and trust is key in any relationship. Our clients are making one of the most important financial decisions of their lives, and one way we can be there for them is by remaining consistent—both in how we look and what we say.

In the following pages, you'll get to know the different elements that make up how we present ourselves, and tips for implementing them most effectively.

INTRO



HOW WE LOOK

PUTTING IT TOGETHER



HOW WE LOOK



LOGO VARIATIONS



INTRO

HOW WE LOOK



Logo

Type

Color


Photography

Icons & Branding

Elements

PUTTING IT TOGETHER

LOGO LOCKUPS

HANDMADE WITH  IN DENVER, CO.



 [DISBURRITO.COM](https://disburrito.com)  [DIS.BURRITO](https://www.instagram.com/dis.burrito)

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POLIDORI
SAUSAGE

Violife
100% Plant Based



INTRO

HOW WE LOOK

Logo

Type

Color

Photography

Icons & Branding
Elements

PUTTING IT TOGETHER

LOGO DO'S AND DON'T'S

01 SPACING

Be sure to leave plenty of white space for the logo to breathe! A good way to gauge this is by using the width of the "D" from the logotype to measure the surrounding distance.

02 SIZING

Let's not make people pull out their magnifying glasses—this size is the smallest the primary logo should get.

03 ANGLE

Our logo likes to stay grounded, there's no need to rotate him.

04 COLOR

Our vibrant color scheme was chosen on purpose—don't change it!

05 SHAPE

Be careful when moving or resizing the logo that he doesn't get squashed or stretched.

06 EFFECTS

We know, we know, it needs to "pop", but it actually does that best against a crisp background. Avoid applying special effects like shadows and embossing that ultimately detract from the brand.

INTRO

HOW WE LOOK



Logo

Type

Color

Photography

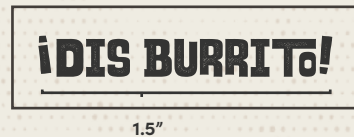
Icons & Branding
Elements

PUTTING IT TOGETHER

✓ 01



✓ 02



✗ 03



✗ 04



✗ 05



✗ 06



COLOR PALETTE

Our colors bring the fiesta! Our muted neutrals evoke the timeless, classic feel of our burritos' traditional ingredients—because why fix what isn't broken? Meanwhile, the bold, vibrant hues in our palette reflect the lively flavors we serve.



SOFT BLACK

RBG 52 52 51
HEX #343433
CMYK 69 62 63 58
PMS Neutral Black



CREAM

RBG 241 237 227
HEX #F1EDE3
CMYK 5 4 10 0
PMS 9801



TEAL (BACON)

RBG 0 174 170
HEX #00AEAA
CMYK 77 7 39 0
PMS 2461



VERDE (VEGGIE)

RBG 155 168 60
HEX #9BA83C
CMYK 44 21 100 2
PMS 2305



ORANGE (SAUSAGE)

RBG 222 133 77
HEX #DE854D
CMYK 10 56 78 1
PMS 7576



RED (CHICKEN CHORIZO)

RBG 238 52 65
HEX #EE3441
CMYK 0 94 76 0
PMS 1795



PINK (GLUTEN-FREE VEGGIE)

RBG 200 124 26
HEX #C8187E
CMYK 19 100 14 0
PMS 233



PURPLE (VEGAN CHORIZO)

RBG 121 90 165
HEX #795AA5
CMYK 61 74 1 0
PMS 2655



GOLD

RBG 249 174 59
HEX #F9AE3B
CMYK 1 36 87 0
PMS 804

INTRO

HOW WE LOOK



Logo

Type

Color

Photography &
Image Treatment

Icons & Branding
Elements

PUTTING IT TOGETHER

PHOTOGRAPHY

We like to use high quality, full color photos featuring our product. Our two favorite ways to show it off is the burrito in the wild, i.e. held up while on an adventure, or cut open so you can see the ooey gooey insides full of quality ingredients. We also like to cut the burritos out from their backgrounds so they can really take the spotlight. in a design (which we'll show you in the next section).



INTRO

HOW WE LOOK

Logo

Type

Color

Photography

Icons & Branding

Elements

PUTTING IT TOGETHER

ICONOGRAPHY & BADGES



GENERIC
INGREDIENT
BUGS:



INTRO

HOW WE LOOK



Logo

Type

Color

Photography

Icons & Branding
Elements

PUTTING IT TOGETHER

BRANDING ELEMENTS



INTRO

HOW WE LOOK

Logo

Type

Color

Photography

Icons & Branding
Elements

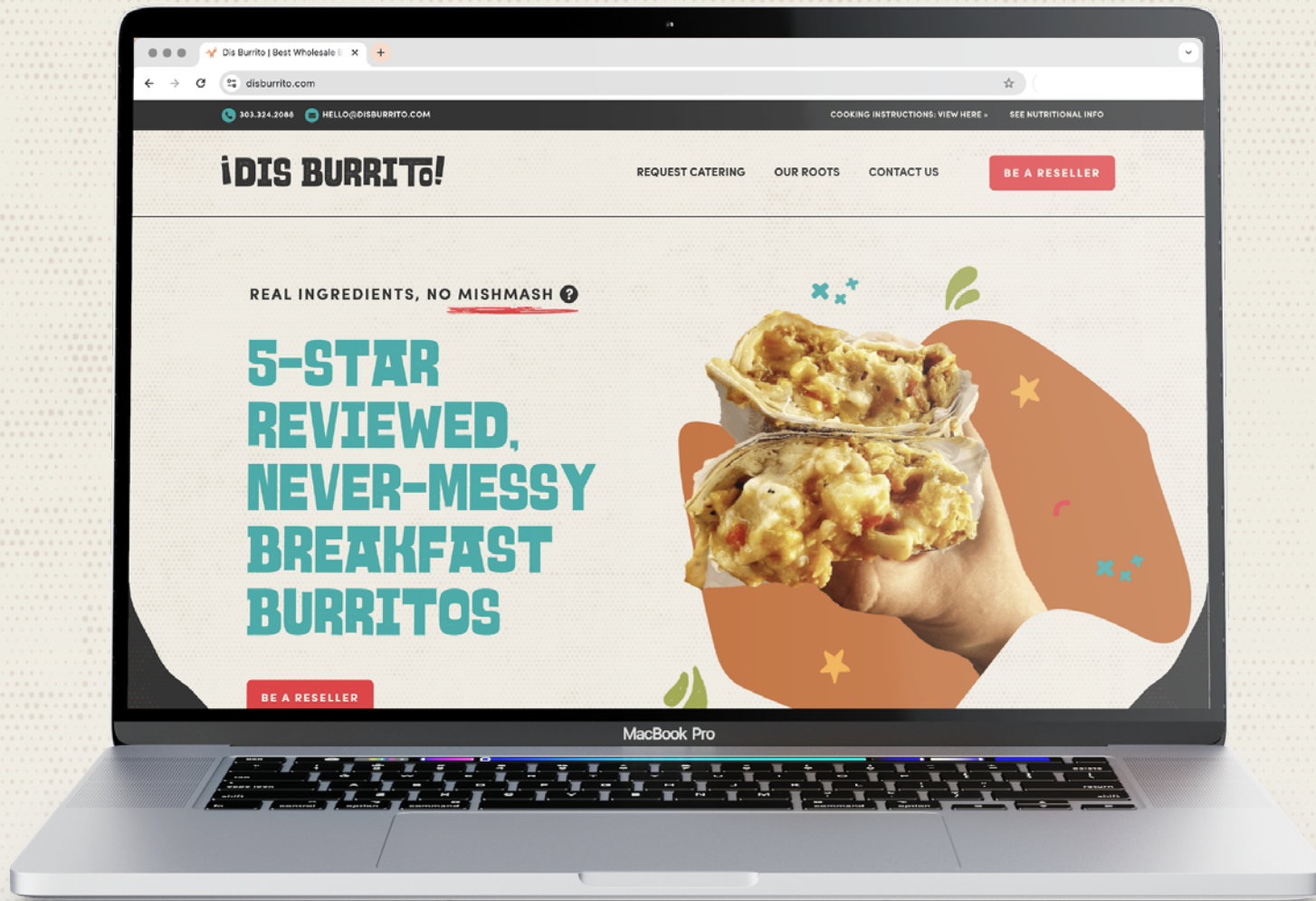
PUTTING IT TOGETHER



PUTTING IT TOGETHER



WEBSITE DESIGN



INTRO

HOW WE LOOK

PUTTING IT TOGETHER



Website

Collateral

COLLATERAL DESIGN

INTRO

HOW WE LOOK

PUTTING IT TOGETHER



Website

Collateral



TYPOGRAPHY HIERARCHY

We like to be friendly and open with our clients, so naturally, as does our font. The Sofia type family should be used as the body font whenever possible. Cucciolo, our display font, should be used sparingly only for headlining words and typographical elements that serve to make the design more fun.

SOFIA FAMILY

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@\$\$%^&*()_+=

CUCCILO ROUGH

ABCDEF GHIJKL MNOPQR STUVWXYZ
1234567890!@\$\$%^&*()_+=

EXAMPLE

HERE'S AN EYEBROW HEADER

HERE'S A HEADLINE

Intro Paragraph. 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.

Body Paragraph. 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.

BODY HEADER

Bullet. 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.

"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."

- PULL QUOTE

INTRO

HOW WE LOOK



Logo

Type

Color

Photography

Icons & Branding
Elements

PUTTING IT TOGETHER