

# BRAND GUIDELINES

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## MOODBOARD

Welcome to our visual inspiration journey—a curated mood board that encapsulates the essence and atmosphere of the brand. Here, I've assembled a collection of images, colors, textures, and styles that serve as a wellspring of creative direction and emotional resonance. This mood board is a testament to the brand's personality, evoking the feelings, aesthetics, and aspirations I aim to communicate.



**COLOR PALETTE**

Colors are the language of emotions, and our carefully curated color palette speaks volumes about our brand personality. From the vibrant energy of our primary colors to the soothing tones of our secondary hues, our palette captures the essence of our brand's ethos and evokes the desired emotional response from our audience



**MUUCCA**  
TACOS & MORE

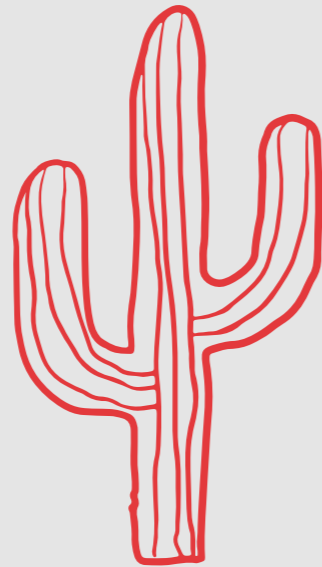
**PRIMARY LOGO**

Introducing your brand-new logo! This carefully crafted emblem embodies the essence of your brand identity, reflecting your values and aspirations. With its sleek lines, vibrant colors, and powerful symbolism, your logo sets the stage for a memorable and impactful brand experience.



## SECONDARY LOGO

Introducing your secondary logo—a versatile companion to our primary emblem. Designed to adapt to different contexts and applications, the secondary logo retains the essence of our brand while offering a fresh and unique visual representation. With its distinctive features and complementary aesthetics, our secondary logo ensures consistent brand recognition while adding a touch of dynamism to our visual identity.



**ICONOGRAPHY**

Icons speak a universal language, transcending barriers and conveying messages with simplicity and clarity. This carefully designed iconography enhances your brand's visual communication, offering intuitive representations of key concepts and actions. The iconography captures the essence of your brand and aids in seamless navigation and understanding for your audience.



## BRAND PATTERNS

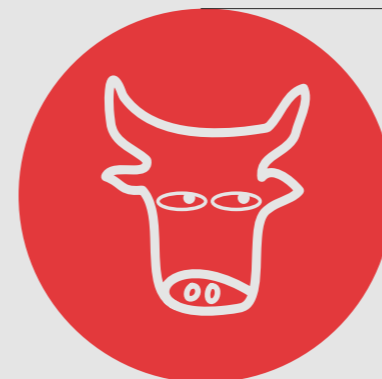
Our carefully curated patterns are more than just visual embellishments; they're a reflection of our brand's character. From the dynamic energy of geometric patterns to the organic flow of nature-inspired motifs, our design choices are deliberate and meaningful. These patterns aren't just graphics; they're an integral part of our brand language, fostering a sense of familiarity and resonating with the emotions we aim to evoke. As we explore the possibilities, envision how these patterns can seamlessly integrate into our collateral, creating a cohesive and visually captivating brand experience.



Storefront & Branded Images



Menu & Branded Documents



Social Media Profile Picture

## LOGO GUIDELINES

Consistency is key when it comes to visual branding. Our logo size guidelines ensure that our emblem is displayed with the utmost clarity and impact across various touchpoints. From tiny icons to larger signage, these guidelines ensure our logo maintains its integrity, allowing it to shine in all its glory.



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

**TF Nukes Regular**  
 Brand Name

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

**Westfilia Regular**  
 Headers

## TYPEFACE GUIDELINES

Typography is the voice of our brand, and our typeface guidelines ensure that every word we communicate echoes our distinctive personality. From bold headlines to elegant body text, our carefully selected fonts strike the perfect balance between legibility and visual appeal, giving our brand its unique voice.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz

**Gopher Regular**  
 Body text



## MOCK UPS

Behold the power of visualization! Our mockups bring our brand to life, showcasing how it seamlessly integrates into real-world applications. From stunning product packaging to captivating digital interfaces, these mockups demonstrate the versatility and impact of our brand across various mediums, leaving a lasting impression on our audience.



# MUUUCA

TACOS & MORE

## TACOS

- Pastor ..... \$10
- Bistec ..... \$10
- Gringa ..... \$10
- Chicharron ..... \$10



## DRINKS

- CocaCola ... \$10
- Margarita .... \$10
- Mezcalita .... \$10
- Cerveza ..... \$10
- Jamaica ..... \$10

## SALSA

- Verde
- Roja
- Habanero

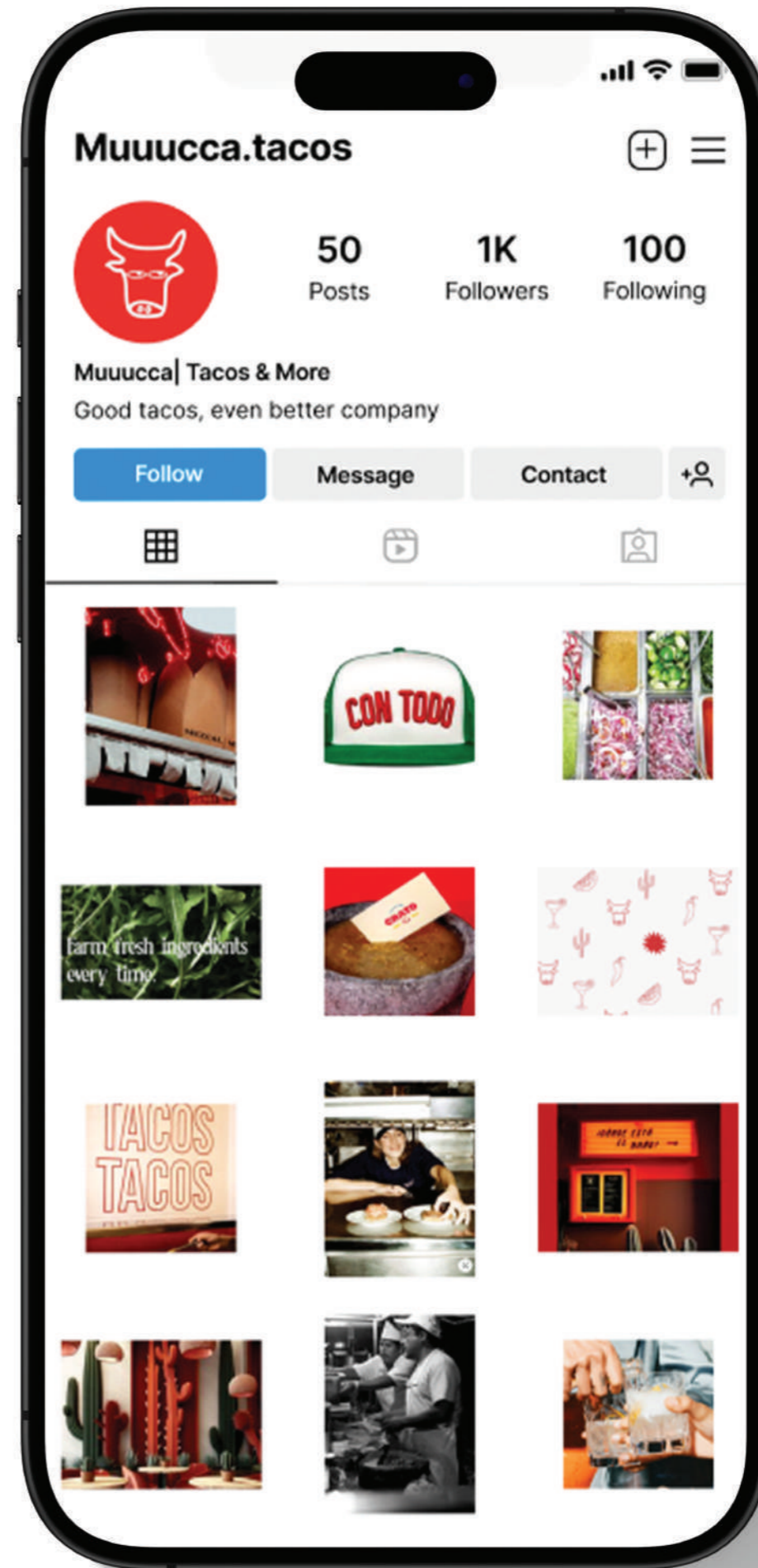


## SWEETS

- Flan ..... \$10
- Cocada ..... \$10
- Churros ..... \$10







**SOCIAL MEDIA**

In the digital realm, our brand’s social media content captivates, engages, and builds meaningful connections with our audience. From eye-catching visuals to compelling captions, our content strategy ensures our brand’s message is delivered with authenticity and resonance, fostering a thriving online community that stands behind our brand.



THANK  
YOU!

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