



ARROYO FUEGO

KITCHEN

**BRAND
GUIDE**

TACO TRUCK AND CATERER · GOLETA AND ISLA VISTA

Sample brand guide, prepared by Gabriel Knapp Photography



THE BUSINESS AT A GLANCE

Tacos from the truck all week, and a full taco bar when your crew needs feeding.

Who it serves

Students, families, and local crews in Goleta and Isla Vista, plus anyone planning a party, team lunch, or event.

What it does

Street tacos, burritos, and bowls from the truck, and full taco-bar catering for groups.

What makes it different

Salsas made fresh each morning, a weekly truck schedule posted every Monday, and catering that shows up ready to serve.

WHERE

Goleta and Isla Vista

WHAT

Truck service and catering

HOW PEOPLE FIND THEM

Weekly schedule, Instagram, catering form

FEEL

Bold, warm, playful

1

Bold

Short lines, big flavor words, confident.

"Al pastor is back. Get it while the trompo spins."

2

Warm

Friendly like the person at the window who remembers your order.

"Good to see you again. Extra verde, right?"

3

Playful

A little fun, never silly. Food first, jokes second.

"Rain or shine, the salsa stays spicy."

WORDS WE USE

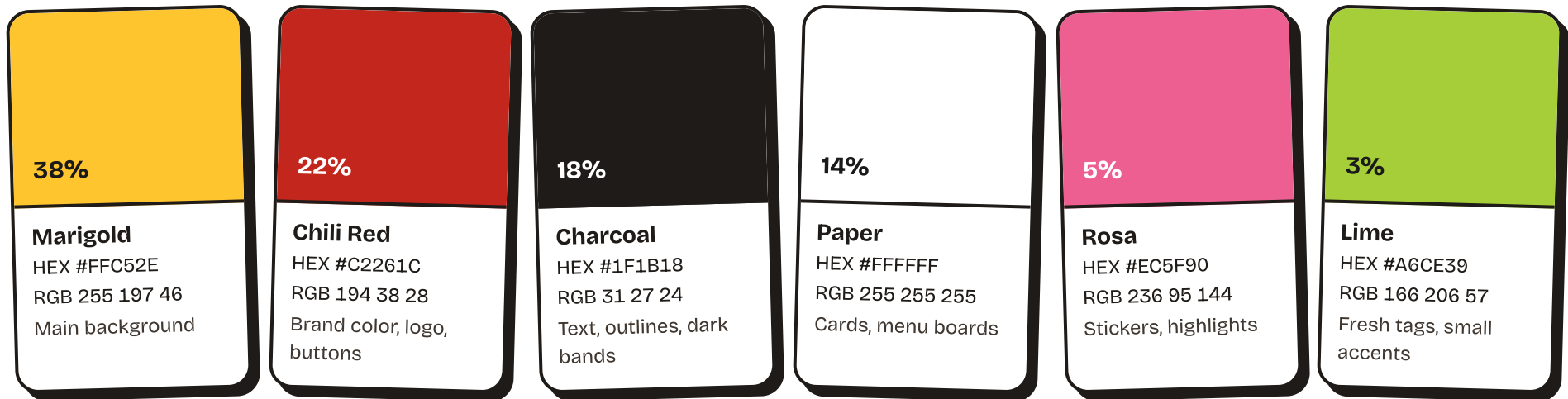
- ✓ Fresh daily
- ✓ Hot off the plancha
- ✓ This week's stops
- ✓ Taco bar
- ✓ Made from scratch
- ✓ Feed the crew

WORDS WE AVOID

- ✗ Authentic
- ✗ World-famous
- ✗ Fusion
- ✗ Gourmet
- ✗ Mind-blowing
- ✗ Insane

SOUNDS LIKE THIS

This week's stops are up. Salsa's fresh, the plancha's hot, and catering for your crew is one form away.



HOW MUCH OF EACH



Use the main background for most of the space, the brand color for headings and key shapes, and accents sparingly.

TEXT CONTRAST (WCAG 2.1 AA NEEDS 4.5:1, OR 3:1 FOR LARGE TEXT)

Aa	Charcoal on Marigold	10.8:1	Safe for all text
Aa	Chili Red on Paper	5.9:1	Safe for all text
Aa	Paper on Chili Red	5.9:1	Safe for all text
Aa	Charcoal on Paper	17.1:1	Safe for all text
Aa	Marigold on Charcoal	10.8:1	Safe for all text
Aa	Charcoal on Rosa	5.4:1	Safe for all text
Aa	Charcoal on Lime	9.4:1	Safe for all text
Aa	Chili Red on Marigold	3.7:1	Large text only (24px+, or 19px bold)

HEADINGS

AA

BUNGEE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Bungee is chunky and full of character. It reads from across a parking lot.

BODY

Aa

Bricolage Grotesque

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 & ? ! ,

Bricolage Grotesque is clean and friendly, so menus, schedules, and catering details stay easy to scan.

SIZES ON THE WEB

Web H1	48px / 1.1	Bungee
Web H2	32px / 1.2	Bungee
Web H3	22px / 1.3	Bungee
Body	17px / 1.6	Bricolage Grotesque
Small and captions	14px / 1.5	Bricolage Grotesque
Buttons	16px bold	Bricolage Grotesque

**FRESH TACOS. BIG
FLAVOR. RIGHT AROUND
THE CORNER.**

Find the truck in Goleta and Isla Vista, or bring us to your next event.

Book catering

Both fonts are free from Google Fonts.

PRIMARY LOCKUP



ICON ALONE



For social avatars, favicons, stickers, and small spaces.

ON DARK



CLEAR SPACE



Keep empty space around the logo equal to the icon's height divided by two (shown as the dashed area).

MINIMUM SIZE



Lockup: 150px wide on screen, 1.25 in. in print. Icon alone: 24px, 0.25 in.

DO

Use the supplied files. Place the logo on the main background or the dark brand color, with room to breathe. Use the icon alone only where the full lockup won't fit.



Don't stretch or squash



Don't change the colors



Don't rotate



Don't add effects

PHOTO DIRECTION

Light

Bright and punchy. Daylight at the window, with direct flash at night or at events for a crisp, colorful look.

Subject

Food up close, hands passing plates, the truck in its spots, and crowds enjoying the food at events.

Framing

Tight overhead food shots, bold color, and the truck shot square-on. Leave space for stickers and type.



FOOD

Overhead of three tacos on paper, salsa cups, lime wedges



ACTION

Hands passing a plate through the truck window



PLACE

Truck square-on at dusk with the menu board lit



EVENT

Flash shot of a taco-bar line at a team lunch



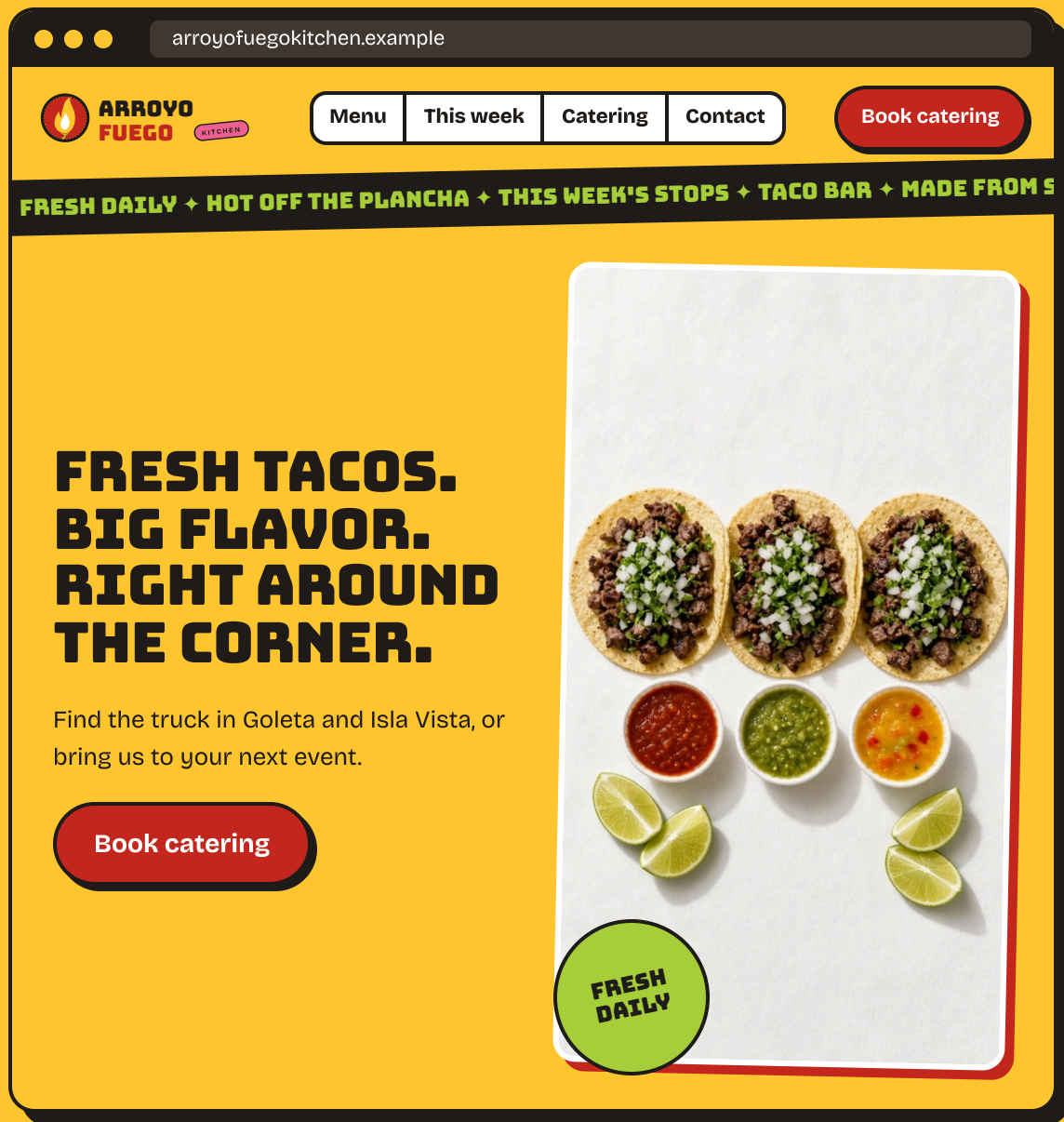
DETAIL

Salsa being spooned, steam and color



PORTRAIT

Cook at the plancha, laughing, flash at night



SOCIAL POST



TRUCK MENU BOARD

