

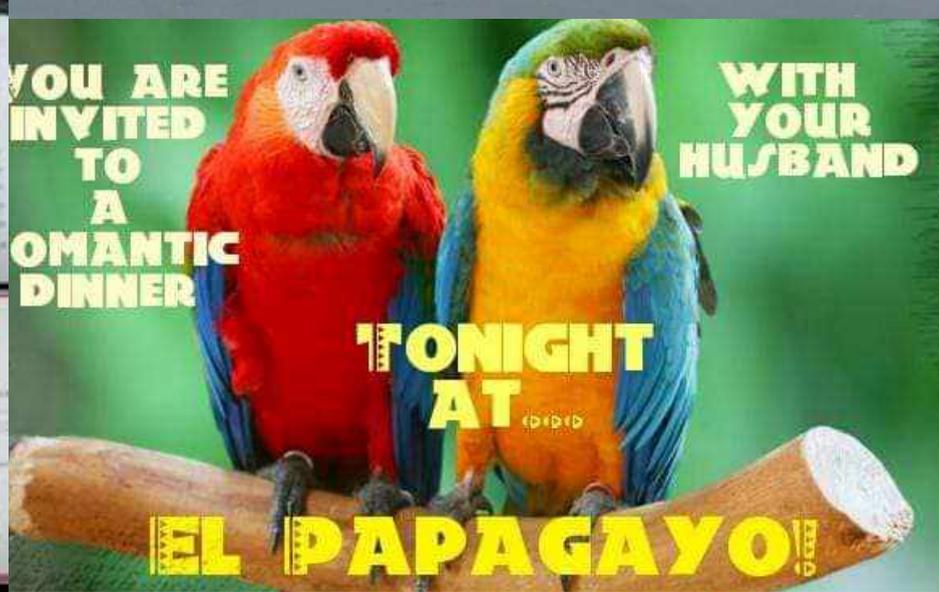
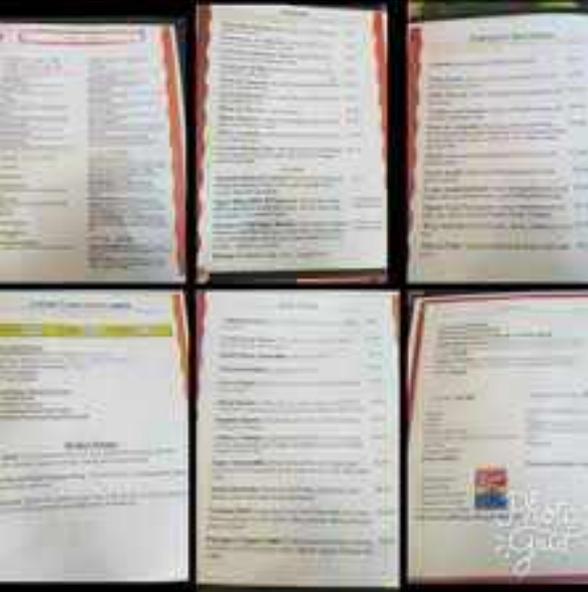
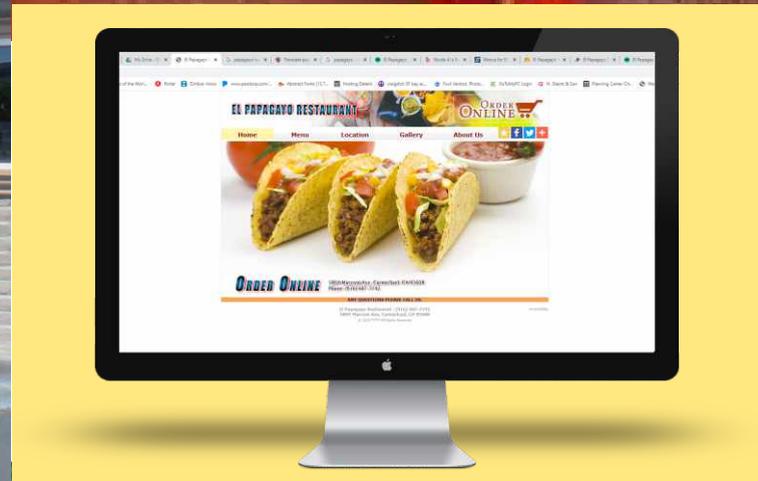
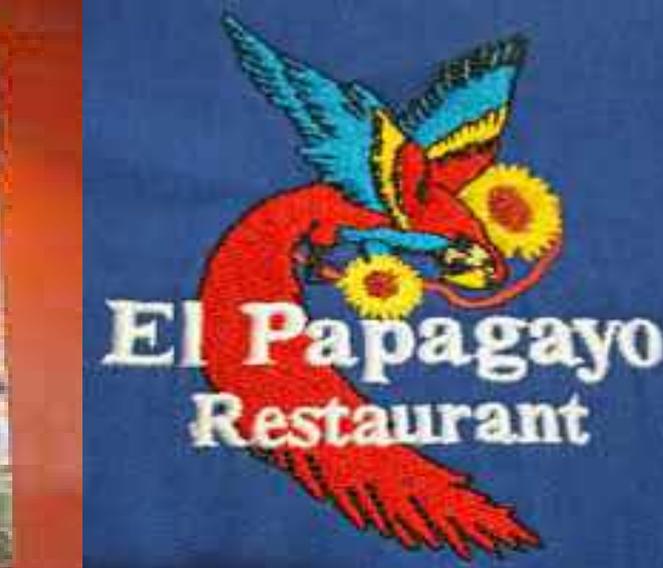


El Papagayo

MEXICAN GRILL

BRAND GUIDELINES

2020





Who we are?

El Papagayo Mexican Grill is a family own restaurant, serving authentic and traditional dishes from different regions of Mexico.

For years, the Aceves family has focused on creative and healthy cuisines which offer the unique and exquisite flavors of traditional Mexican recipes, including vegan and vegetarian options.

This brand guidelines demonstrate the key brand elements and simple instructions on how to use them. It's important these guidelines are followed correctly in order to maintain brand recognition and consistency.

Our logo

The El Papagayo logo is the key identifier of the brand and should be as consistent as possible.

This section demonstrates when to use which logo, as well as rules around how to use them.

Primary logo

As a preference the full color logo over dark navy blue background should be used. Where this isn't possible, or on dark backgrounds the mono white logo should be used.



Stacked logo

The stacked logo can be used as an option to utilize space better.

As a preference the full color primary logo, over dark navy background should be used.

Where this isn't possible, or on dark backgrounds the mono white logo should be used.



The icon

As a preference the full color primary logo, over dark navy background should be used.

Where this isn't possible, due the sized the icon should be used whiteout the background.



300 PX



144 PX



100 PX



32 PX



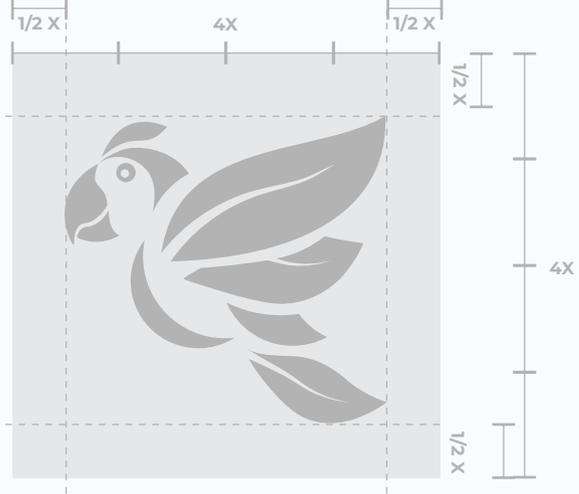
Rules of usage

To ensure that the El Papagayo brand looks as professional and consistent as possible, please follow the rules and guidelines around usage detailed in this section.

Clearspace

The primary logo needs to be surrounded by an area of uninterrupted clear space to allow legibility and prominence in all communications.

Clear space is the non-print area surrounding the logo. Wherever possible, apply more clear space than the minimum specified.



Incorrect use

The logo should only be used as described on previous pages. These are some common incorrect usages we should try to avoid.



Don't add any effects



Don't add gradients



Don't change the colors



Don't move the type



Don't move the icon



Don't outline



Don't skew or shear



Don't stretch or compress



Don't change the type

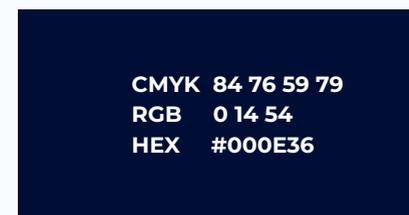
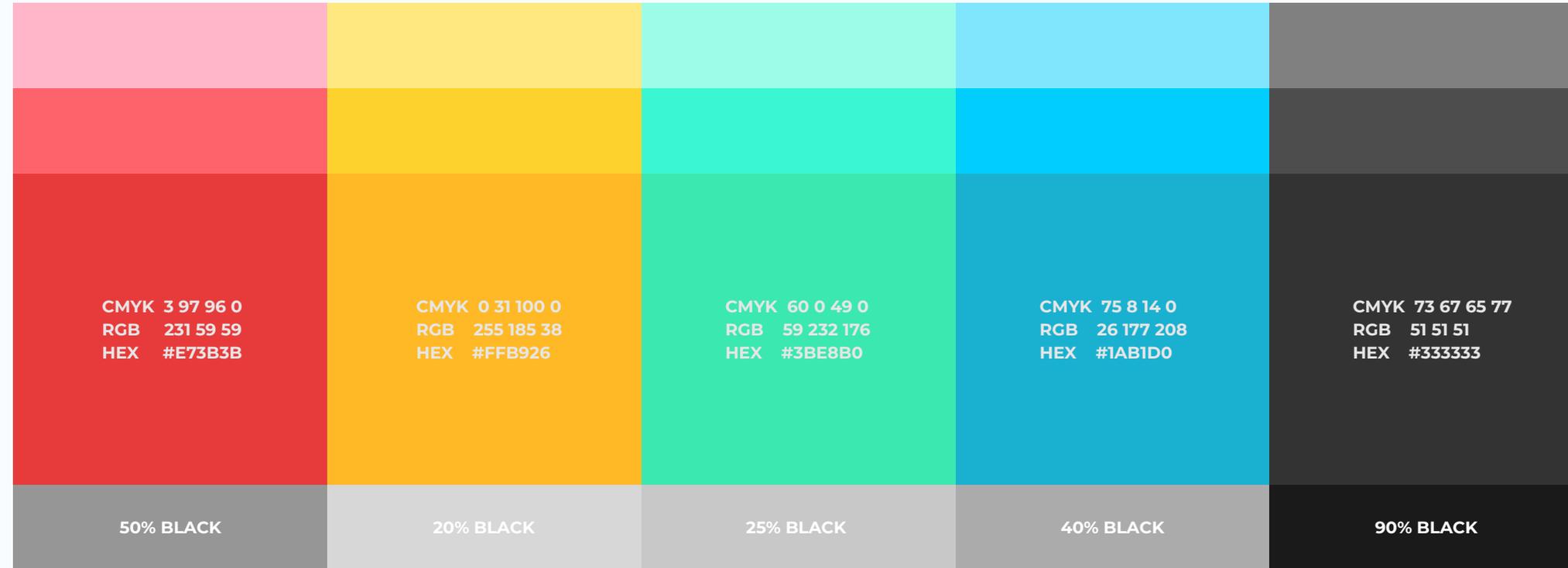
Our Colors

Colours are super important to the El Papagayo brand.

The following specify their values and uses

Colors

El Papagayo is a large South American parrot with mostly blue top parts and light orange underparts, with gradient hues of green on top of its head.



Typography

Typography enhances brand recognition. To ensure all communications are consistent please use the typefaces detailed in this section.

Escrow Black

“Escrow is the spectacular element holding the whole thing together”

-Joe Dizney
Wall Street Journal Design Director

DESIGNED BY
Richard Lipton
Cyrus Highsmith
David Berlow
Dyana Weissman

Montserrat

Montserrat is a new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires.

DESIGNED BY
Julieta Ulanovsky

Headings

Escrow Black

Sub-headings

Montserrat Bold

Text

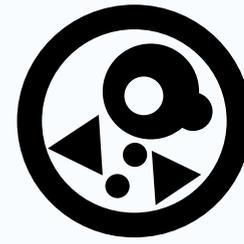
Montserrat Regular

Iconography

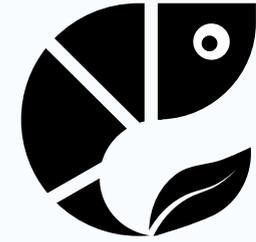
We use icons to express visual interest to our communications. They are an integral part of the brand look and feel and are an extension of our brand property.

Icons

The icon style is very simple and works in conjunction with the other elements of our brand.



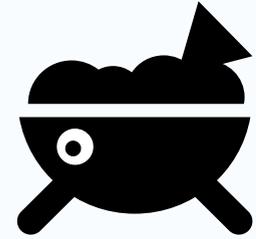
Breakfast



Seafood



Lunch



Appetizers



House
Specials



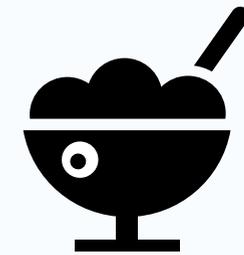
Kids Menu



Veggie



Drinks



Desserts



Alcoholic
Drinks

Collaterals

Brand Collateral is the collection of media used to promote our the brand and support the sales and marketing of our services. It's the tangible evidence of the brand, designed congruent with the brands core values and personality.



Bebidas
Soft Drinks

- Jarritos \$ 2.50
- Coca Mexicana \$ 3.00
- Aguas Frescas \$ 2.50
- Horchata, Pineapple or Jamaica \$ 1.50
- Soda Bote
- Can Soda \$ 2.50
- Soda Dispensador \$ 1.50
- Dispenser Soda \$ 2.50
- Ice Tea \$ 2.50
- Raspberry and Black tea \$ 1.50
- Coffee \$ 1.50



Now curbside pick-up,
and free delivery
available!

Cervezas
Beer

- Cerveza Nacional \$ 4.00
- Cerveza Importada \$ 4.00



Margaritas
y Micheladas

- Margaritas \$ 6.50
- Micheladas \$ 7.50
- Chavala \$ 6.50



Follow us...



(916) 487-7742

BIENVENIDOS



El Papagayo
MEXICAN GRILL

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Carmichael, CA
(916) 487-7742

www.elpapagayocarmichael.com

Environmental design



El
Papagayo
MEXICAN GRILL



Interactive menu

El Papagayo
MEXICAN GRILL

- Appetizer
- Breakfast
- Lunch
- Seafood
- Specialities
- Kids Menu
- Vegetarian
- Desserts
- Drinks
- Liquor

Bienvenidos

TODAY'S SPECIALS

MOLCAJETE \$ 8.00	NACHOS \$ 8.00	TACO PLATE \$ 8.00
+ 0 -	+ 0 -	+ 0 -



Website

