

Atrevida is a concept inspired by Latin American mythology, heritage, and poetry. The name itself translates to “daring,” setting the tone for a brand that is bold, confident, and intentional in every detail.

The brand narrative is rooted in the Mayan myth of the jaguar and the underworld. In this story, the sun god transforms into a jaguar to descend into the underworld, seeking safe passage through darkness. This transformation became a central metaphor for the brand—symbolizing courage, change, and a willingness to venture into the unknown. Another key inspiration came from a line in *Pasaporte*, a poem by Rosario Castellanos:

“But if a definition is necessary for the identification card, note
that I am a woman of good intentions,
and that I have paved
a direct and simple route to hell.”

This excerpt resonated deeply with the client and played a defining role in shaping the brand’s tone and story. The idea of deliberately choosing a daring path—just as the jaguar does—became the emotional core of the identity.

The identity system features three primary symbols, inspired by the Sun God, Moon Goddess, and the jaguar from the myth. **Be Bold. Be Courageous. Be Atrevida** is the main tagline of the brand, capturing both the spirit of the name and the guest experience the brand aims to offer. Paired with custom typography, patterns, and educational applications, Atrevida’s narrative is bold, experiential, and unforgettable.

This is a brand that invites guests into a space where mythology, poetry, and design intersect—offering not just a meal, but an experience defined by intention, transformation, and boldness.