

Taco Dia is a casual taco restaurant based in Newtown, Connecticut, setting out to bring authentic Mexican flavors and traditional cooking techniques to a community that may not be deeply familiar with them.

To bridge that cultural and culinary gap, the branding needed to feel both approachable and vibrant. We developed a voice that playfully blends Spanish and English, using humor as a tool to invite guests in. Phrases like “Every Dia is Taco Dia” captures the brand’s belief that tacos are worth celebrating daily.

At the center of the brand is *Taquito*, a mischievous and charming mascot who often finds himself in trouble—*especially* around hot sauce. Taquito acts as the brand’s unofficial spokesperson, bringing a sense of levity and energy to everything from signage to social content.

The brand identity is built around bold colors, playful type, and expressive illustrations. The system is designed to feel casual and unpretentious, while still delivering clarity and cohesion across all touchpoints. Humor is woven into nearly every aspect of the brand—often using bilingual puns and cheeky phrases that reflect the restaurant’s personality and culinary point of view.

Taco Dia is about connection and sharing culture through flavor, doing so in a way that feels joyful, authentic, and a little bit *spicy*.