



The TACO PROJECT

BRAND GUIDELINES

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ETHOS

CREATION STORY

Creation Story



IT BEGAN AS A SIMPLE IDEA AND A DESIRE FOR SOMETHING NEW.

It was 2014 when Nick, a seasoned restaurant professional, spotted a an empty storefront next to his close friend Sebastian’s barber shop in Tarrytown, New York. With a dream of creating a neighborhood taco spot that captured the light, vibrant spirit of Southern California without the heaviness of TexMex, he partnered with Sebastian and got to work.

The name “The Taco Project” stuck early on. It was originally a placeholder name, borrowed from a creative pop-up Nick admired, but ended up being the perfect name for their business, reflecting the ever-evolving, purpose-driven nature of what they’re building.

The Taco Project opened its doors as a 14-seat taqueria full of energy, color, and freshly made food.

Soon after, Carmelo joined the team to help guide the brand through steady, intentional growth.

Together, the trio opened six locations (with a seventh on the way) across New York and Connecticut, always prioritizing quality over quantity or speed.

While the business has grown, the approach remains rooted in being honest about who they are: passionate food-lovers creating flavorful, chef-forward tacos made fresh to order.

VISION

Vision

To grow a neighborhood-loved taqueria into a chef-driven, thoughtfully scaled brand known for fresh, made-to-order food, vibrant energy, and a polished casual vibe – one carefully chosen location at a time.



AUDIENCE

Audience Overview

The Taco Project attracts a lively, food-appreciating audience – from young adults in their 20s and 30s looking for an elevated-yet-casual hangout spot, to families and loyal regulars who treat it as a go-to for easy, flavorful meals any day of the week.

It’s a local favorite built for community, convenience, and good times.



Audience Persona



ON-THE-GO WESTCHESTER MOM: BECKY, 36

Becky is a friendly and intelligent Westchester mom of 3 who loves a quiet local spot where she can have a cocktail (judgment-free) while she waits for her to-go order of food. She usually always orders to go and picks it up in her Range Rover Sport – it’s easier for both her and her family’s busy schedule. She’s often hurried by the hustle and bustle of life as a mom, but does her best to keep up with the impression that she’s got it all under control (even if it doesn’t always feel that way). She cares about her and her family’s health, and reads the ingredient label on anything she picks up. She’s very active, always running around with the kids and her husband, on the lookout for quick, cute, and healthy places to grab food from to fuel her day. She isn’t too worried about money – but is definitely concerned about setting an example of a healthy lifestyle for her children.

Traits

- Health-conscious
- Friendly, Respectful
- Social
- Relaxed
- Under control

Likes

- Spending time with family & friends
- Friendly, honest people
- Superior service
- Exercise
- Healthy food options
- Life hacks

Desires

- Convenience
- Quality
- To eat clean
- Get kids to activities on time

Says/Does

- Tells EVERYONE when she loves a brand
- Thinks positively
- Acts of generosity, like charity work
- Encourages kids to eat better

Hears

- “Family-friendly spots in Westchester”
- Kids screaming, family asking for things
- Friends wanting to get the kids together
- Doctors online telling her what to stay away from
- She needs to role model for her kids
- “That place is kid friendly!”
- Heath & longevity conversations

Thinks & Feels

- Brainstorming activities to do with her family
- Thinking her and her family’s health
- How can I give my children quality food, quickly?
- Worried about being on time in a hectic schedule
- Worried about doing well at her job
- Stress when the food is taking too long
- Wonders if the packaging eco-conscious
- Worried about getting fresh food
- How to keep her sanity in a hectic world
- Keeping her family happy, healthy, and well-fed

Sees

- Family engaging in activities
- Social media influencers, Mom groups
- Competitors
- Her order gets delayed or missed sometimes

PERSONALITY

Personality

The Taco Project's personality is bold, fun, and full of heart. They are a confident, free spirit with good taste, good energy, and zero pretension, always creating space for connection, good vibes, and great food.



Celebrity Persona

BRADLEY COOPER

Bradley Cooper, like The Taco Project, is effortlessly cool, emotionally intelligent, stylish without ego, and always brings good energy. Like The Taco Project, Bradley is fun and friendly, grounded and driven, artsy and approachable – the kind of person everyone wants to be around.

Charismatic but grounded

- Bradley’s known for having a big personality when he needs to, but he’s also down-to-earth and self-aware. He feels accessible, not elite.

Stylish but not flashy

- He dresses well, but he’s never overdressed. His personal style is cool and clean – somewhere between timeless and on-trend, never trying too hard.

Multi-dimensional

- He’s an actor, a musician, a director. He is creative, driven, and not boxed in. The Taco Project has that same layered energy: fun but focused, artsy but smart, playful but motivated.

Positive vibes + emotionally intelligent

- Bradley gives off that “windows down, good music, let’s go to a concert” energy – relaxed but present. He can read the room, knows when to joke and when to connect seriously.

Dog & food lover

- He’s often photographed with his dog and spotted at healthy cafés or markets. He’s a health-conscious, dog-loving, tattoo-appreciating, outdoorsy guy.



The Taco Project Personified

TRAITS

Unique
Big personality
Down-to-Earth
Self-aware
Trendy
Doesn't take anything too seriously
Kind
Outgoing
Focused
Happy
Motivated
Cool
Clean
Fun
Able to read the room
Friendly
Artsy
No-frills
Chill
Respectful



JACOB, 25 YEARS OLD
ENTREPRENEUR / ART FREELANCER

LIKES

Spending time with family
Being with friends
Windows down in the car
The beach
Wearing hats
Healthy food
Ambiance
Good Music
Being outside
Tattoos
Dogs
Dancing
A solid cocktail
Travel

DISLIKES

Pessimistic people
Unhealthy people
Lazy people
Fast food
Cold weather (Winter)
Inconsistency
Lack of communication
Chaotic behavior
Hard conversations

MY PERFECT MATCH

A happy, positive person that enjoys food and a good time. A free spirit with similar interests. A self-aware travel-lover that likes to have fun.

HOBBIES

Exploring new places
Outdoor activities
Live music
Running
Skateboarding
Art & Design

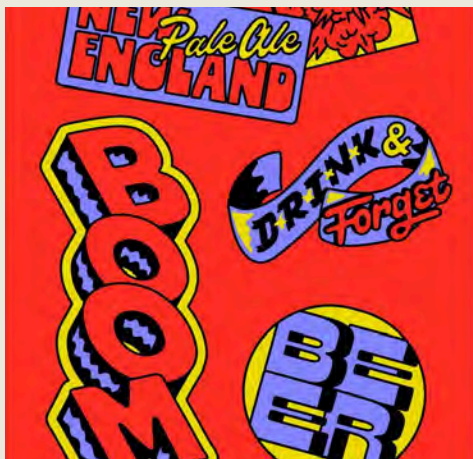
NOT A MATCH

Judgmental, pessimistic, unhealthy, lazy people.

Visual Overview

The Taco Project’s visual identity should feel unapologetically fun, vibrant, and retro-inspired – a bold, rustic blend of artful eclecticism that stands out from the crowd without ever feeling too polished, too precious, or too expected.





We Are

Retro

Vibrant

Fun

Rustic

Louder than our neighbors

A bit eclectic

Somewhere in between
timeless and on-trend

We Are Not

Metropolitan

Overly refined

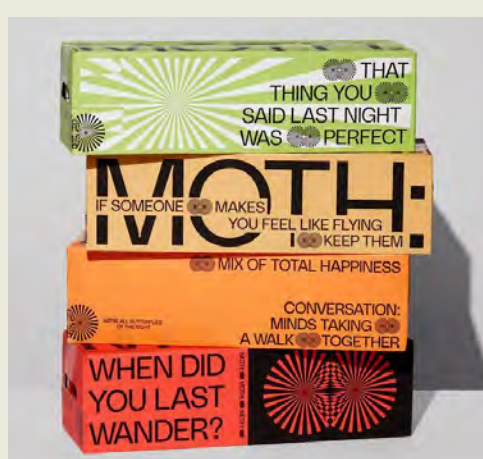
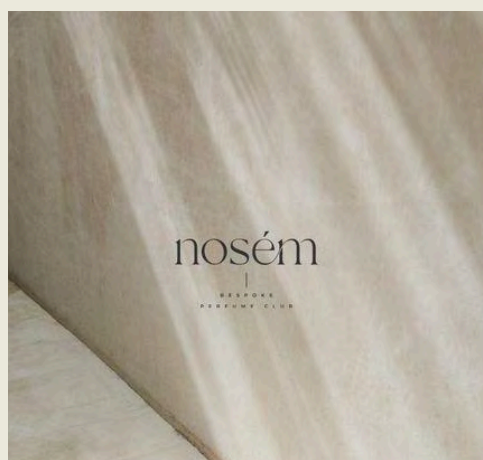
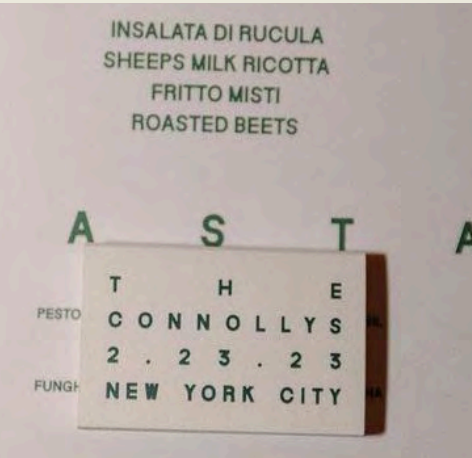
Hyper-modern

Quiet or shy

Expected

Too serious

Muted or dull



VOICE & TONE

Voice and Tone

The Taco Project speaks like your stylish, artsy neighbor who always has a great playlist on and a creative recipe recommendation ready.

They are energetic, casual, and down-to-earth, oftentimes peppering subtle metaphors into their conversations to spark inspiration.



Our Voice IS

Lighthearted

Humble

Chill and casual

Outgoing and friendly

Respectful

Poetic

Collaborative

A bit aspirational

Our voice IS NOT

Serious

Braggadocious

Stuffy or formal

Reserved or shy

The class clown

Dry

Exclusive

Flat

EMBODIMENT

LOGOS & WORDMARKS

[All marks exported as jpegs, svgs, pdfs & pngs here](#)

1 Horizontal Wordmark

Horizontal Wordmark

The Taco Project redesigned wordmark is fully custom. It maintains familiarity for your audience with the raised "o"s, while at the same time embracing the brand direction of “nostalgic cool”.

It places emphasis on "Taco Project" and de-emphasizes "The" with a slightly retro script, giving the mark a casual and down-to-earth vibe.



The **TACO PROJECT**

2 **Stacked Wordmark**

Stacked Wordmark

A stacked version for situations where you need the wordmark to take up more vertical (and less horizontal) space.



3 Logomark

Logomark

Our logomark is derived from The Taco Project's origin story of friendship.

Crossed arrows represent the friendship that started the business, while the sun represents vitality, life, and light – all of which fall directly in line with The Taco Project's energetic, positive, and vibrant brand.



COLOR

Color Palette

INK #202020 CYMK 72/66/65/74 RGB 32/32/32 PMS 419 C 419 U	TORTILLA #DBD6C0 CYMK 14/11/24/0 RGB 219/214/192 PMS 4248 C 4248 U	CREMA #EBE9DC CYMK 7/5/13/0 RGB 235/233/220 PMS 7527 C 7527 U	HOT SAUCE #E24B1D CYMK 6/85/100/1 RGB 226/75/29 PMS 165 C 165 U	PEACH #FAB7A4 CYMK 0/34/30/0 RGB 250/183/164 PMS 162 C 162 U	CITRUS #EE701B CYMK 2/69/100/0 RGB 238/112/27 PMS 2018 C 2018 U	AIOLI #FACBA4 CYMK 1/22/36/0 RGB 250/203/164 PMS 712 C 712 U	OCEAN #3F9A95 CYMK 74/21/44/1 RGB 63/154/149 PMS 7711 C 7711 U	SKY #A1D3CE CYMK 37/2/21/0 RGB 161/211/206 PMS 629 C 629 U
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Color Palette

Accepted Combinations: Duotones

Duotone pairings are as follows:

- Citrus & Aioli
- Hot Sauce & Peach
- Ocean & Sky

Any other color pairings in any composition should be avoided to keep the brand consistent and intentional.



Citrus on Aioli
/ Aioli on Citrus



Hot Sauce on Peach
/ Peach on Hot Sauce



Ocean on Sky
/ Sky on Ocean

Color Palette

Accepted Combinations:

Neutral Tones

Pairing colors with neutral tones (Ink, Tortilla, and Crema) is also acceptable as follows.



Citrus paired with
Tortilla or Crema



Hot Sauce paired with
Tortilla or Crema



Ocean paired with
Tortilla or Crema

Color Palette

Accepted Combinations:

Neutral Tones

Pairing colors with neutral tones (Ink, Tortilla, and Crema) is also acceptable as follows.



Ink paired with
Tortilla or Crema



Ink paired with
Hot Sauce or Peach



Ink paired with
Ocean or Sky

Color Palette Don'ts

- Do not combine Ink with Citrus or Aioli – feels too Halloween
- Do not combine colors outside of their assigned duotone pairing



! Do not combine Ink with Citrus or Aioli – feels too Halloween

! Do not combine colors outside of their assigned duotone pairing

TYPOGRAPHY

[Purchased fonts & licenses here](#)

Type Palette

FUTURA NOW HEADLINE
CONDENSED EXTRABLACK

Futura Now Headline
Condensed Extrablack

Monotype

Geist Mono Regular

Google Font

Holiday 2

AlphArtype (via Creative Market)

HEADLINES

SUBHEADLINES

BODY

ACCENTS

HAPPY
HOUR

Project Nachos \$10.95

Corn tortilla chips with melted queso, black beans, pico de gallo, guacamole, jalapeños, sour cream, radish, cilantro.

+ *Beef* \$3 + *Chicken* \$3 + *Chorizo* \$3

Headlines

FUTURA NOW HEADLINE
CONDENSED EXTRABLACK

For Use In	Headlines Stand-alone copy Large copy
Line Height (Leading)	88%
Letter Spacing (Tracking)	-5%
Capitalization	Uppercase

HAPPY
HOUR

Project Nachos \$10.95

Corn tortilla chips with melted queso, black beans, pico de gallo, guacamole, jalapeños, sour cream, radish, cilantro.

+ *Beef* \$3 + *Chicken* \$3 + *Chorizo* \$3

Subheadlines

Futura Now Headline
Condensed Extrablack

For Use In	Sub-headlines Menu items Important details
Line Height (Leading)	100%
Letter Spacing (Tracking)	-5%
Capitalization	Sentence Case or Title Case

HAPPY
HOUR

Project Nachos \$10.95

Corn tortilla chips with melted queso, black beans, pico de gallo, guacamole, jalapeños, sour cream, radish, cilantro.

+ *Beef* \$3 + *Chicken* \$3 + *Chorizo* \$3

Body Copy

Geist Mono Regular

For Use In	Body copy Paragraphs Secondary copy under a headline or statement
Line Height (Leading)	140%
Letter Spacing (Tracking)	0% (Default)
Capitalization	Sentence case

HAPPY
HOUR

Project Nachos \$10.95

Corn tortilla chips with melted queso, black beans, pico de gallo, guacamole, jalapeños, sour cream, radish, cilantro.

+Beef \$3 +Chicken \$3 +Chorizo \$3

Label Copy

Holiday 2

For Use In	Labels Eyebrow Text Small Notes or Details
Line Height (Leading)	N/A – Should never run onto 2 lines
Letter Spacing (Tracking)	0%
Capitalization	Sentence Case or Title Case

HAPPY
HOUR

Project Nachos \$10.95

Corn tortilla chips with melted queso, black beans, pico de gallo, guacamole, jalapeños, sour cream, radish, cilantro.

+ *Beef* \$3 + *Chicken* \$3 + *Chorizo* \$3



! Important !

Never under any circumstance should you use any font or font weight not explicitly listed in these Brand Guidelines.

We always want you to show up consistently for your audience, as consistency builds trust, and trust builds brand advocates, and brand advocates allow for continued growth.



SUPPORTING ASSETS

1 Badges

Tagline Badge

Our tagline badge is for instances that warrant a more official asset.

The simple sun background is nostalgic and bold – reminiscent of magazine ads from the 90s.

Inside of the sun is our main wordmark that sits above our tagline.

As a local favorite built for community, convenience, and good times, our tagline represents the simplicity and soul of The Taco Project, in our casual and lighthearted brand voice.



2014 Badge

A version of our badge without our tagline for instances where the tagline is not needed.



2 Wordmark Lockups

Tagline Lockup

The typographic lockup of our badge, outside of the sun shape.

This can be used in instances where the badge feels too bold, and more delicacy is needed.



2014 Lockup

The typographic lockup of our secondary badge, outside of the sun shape.

This can be used in instances where the badge feels too bold, and more delicacy is needed.



3 Illustrations

[All illustrations exported as jpegs, svgs, pdfs & pngs here](#)

Illustration Set

The Taco Project’s illustration set is reflective of composition notebook doodles we were all guilty of in high school. They are intentionally unrefined and charismatic.

Subject matter includes:

- Sunglasses
 - Sun
 - Skull
 - Peace sign
 - Bottle
 - Avocado
 - Lighter
 - Lime Wedge
 - Lime Half
 - Large Taco
 - Small Taco
 - Cactus
 - Bull
- Boot
 - 3 Tacos with Arrow
 - Spray Paint
 - Taco Heart
 - Chili Pepper
 - Scorpion
 - Carnation
 - Good Vibes
 - Peace Sign
 - Bottle with Flower
 - Margarita
 - Food Truck



Illustration Colorways

All accepted illustration colorways are exported and saved in your Brand Guidelines folder here.



Hot Sauce on Peach



Citrus on Aioli



Ocean on Sky



Peach on Hot Sauce



Aioli on Citrus



Sky on Ocean



Dark Shades on
Crema or Tortilla



Ink on Dark Shades



Ink on Light Shades



Tortilla or Crema
on Dark Shades

Illustration Colorways to Avoid

! Do not use Ink as a background color.

! Do not combine colors outside of their duotone pairing.



! Do not use
Ink as a sticker background color



! Do not combine
colors outside of their duotone pairing

Illustration Usage

Illustrations are not the entree of the brand, but the garnishes that enhance the brand as a whole.

They are meant to add a bit of eclectic fun to our nostalgia-inspired brand.

They add vibrancy and energy to structured typography and layout to bring the “casual” to the “polish”.

That being said, **illustrations should always be used at small sizes** – never large.

They should be complimentary to the image or text it sits adjacent to, never the center of attention.

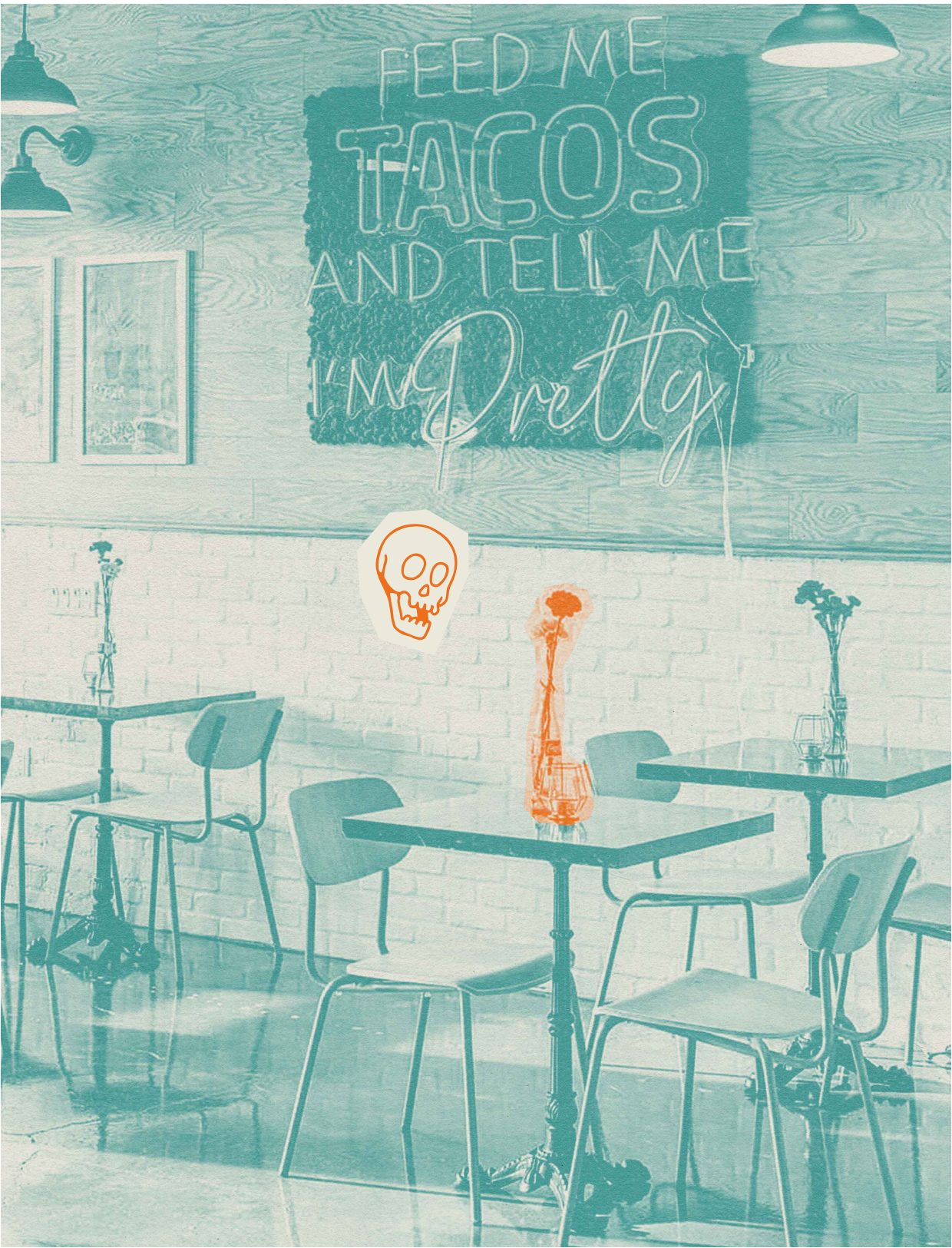


Illustration Don'ts

- ! Do not overuse the illustrations – keep it between 1 and 3 illustrations per asset*
- ! Do not use the illustrations at large sizes



*Unless it's the food truck, which is meant to be tastefully sprinkled with stickers

4 Photo Treatment

[Photo treatment templates here](#)

Duotone Treatment

This treatment feels very “skate magazine”, and alludes to self-published zines, which have historically provided a platform for self-expression and activism.

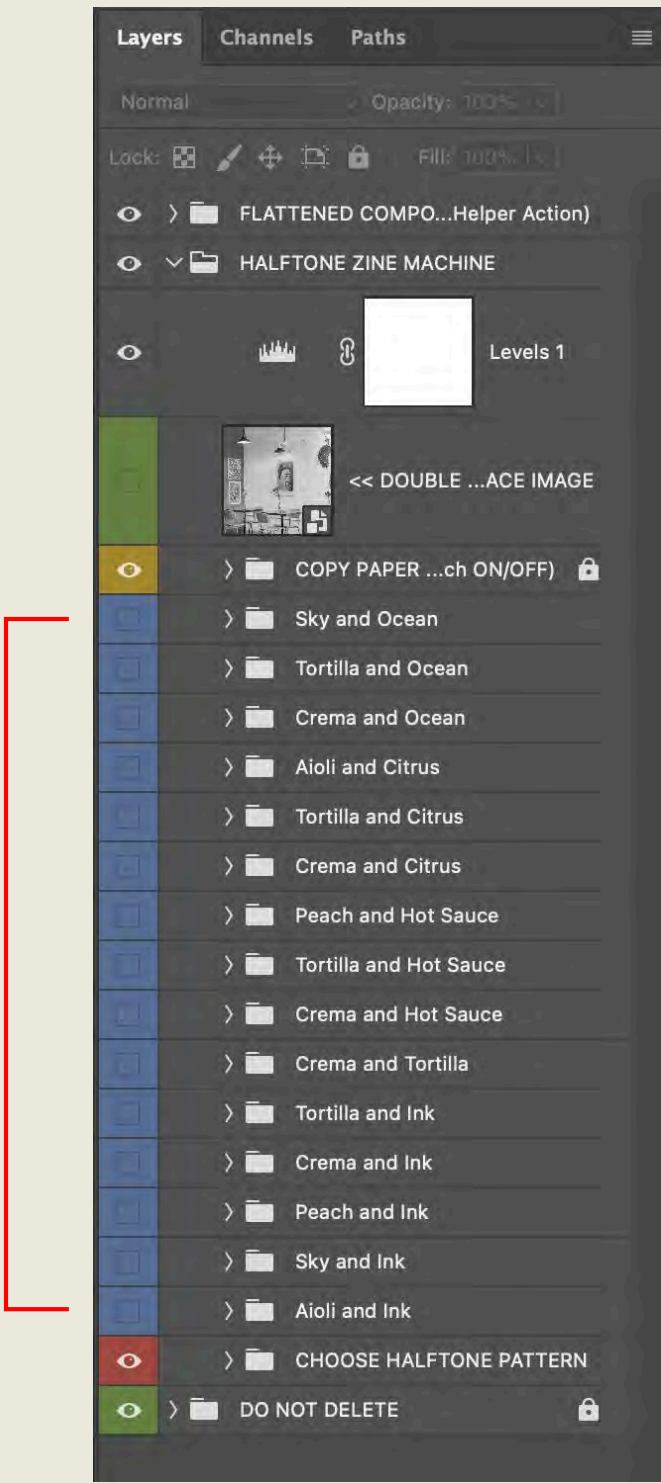
This fits directly into your brand personality – a little artsy, a little rebellious, and eclectic.

We’ve created a custom [Duotone Photoshop template](#) for you to use to create this effect easily with any image, in 3 simple steps.



Duotone Combinations

There are 15 possible color combinations you can customize any image to within the Duotone Photoshop template we set up for your brand.



> Sky and Ocean



> Aioli and Citrus



> Peach and Hot Sauce



> Crema and Tortilla



> Peach and Ink



> Tortilla and Ocean



> Tortilla and Citrus



> Tortilla and Hot Sauce



> Tortilla and Ink



> Sky and Ink



> Crema and Ocean



> Crema and Citrus



> Crema and Hot Sauce



> Crema and Ink



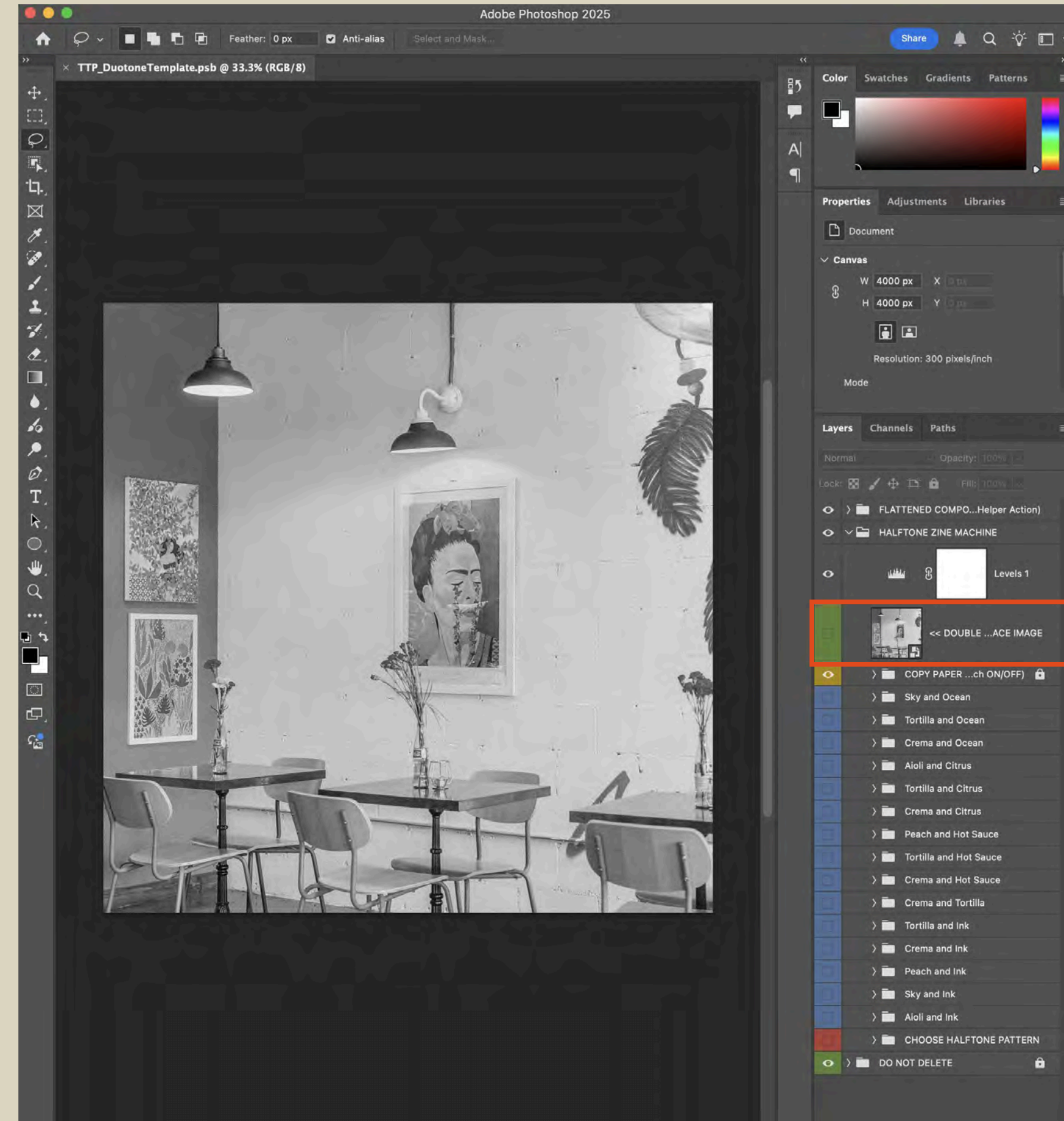
> Aioli and Ink

Duotone Effect: How to Use

Step 1

Open file in Photoshop.

Double click the layer labeled
“DOUBLE CLICK TO PLACE IMAGE”



Duotone Effect: How to Use

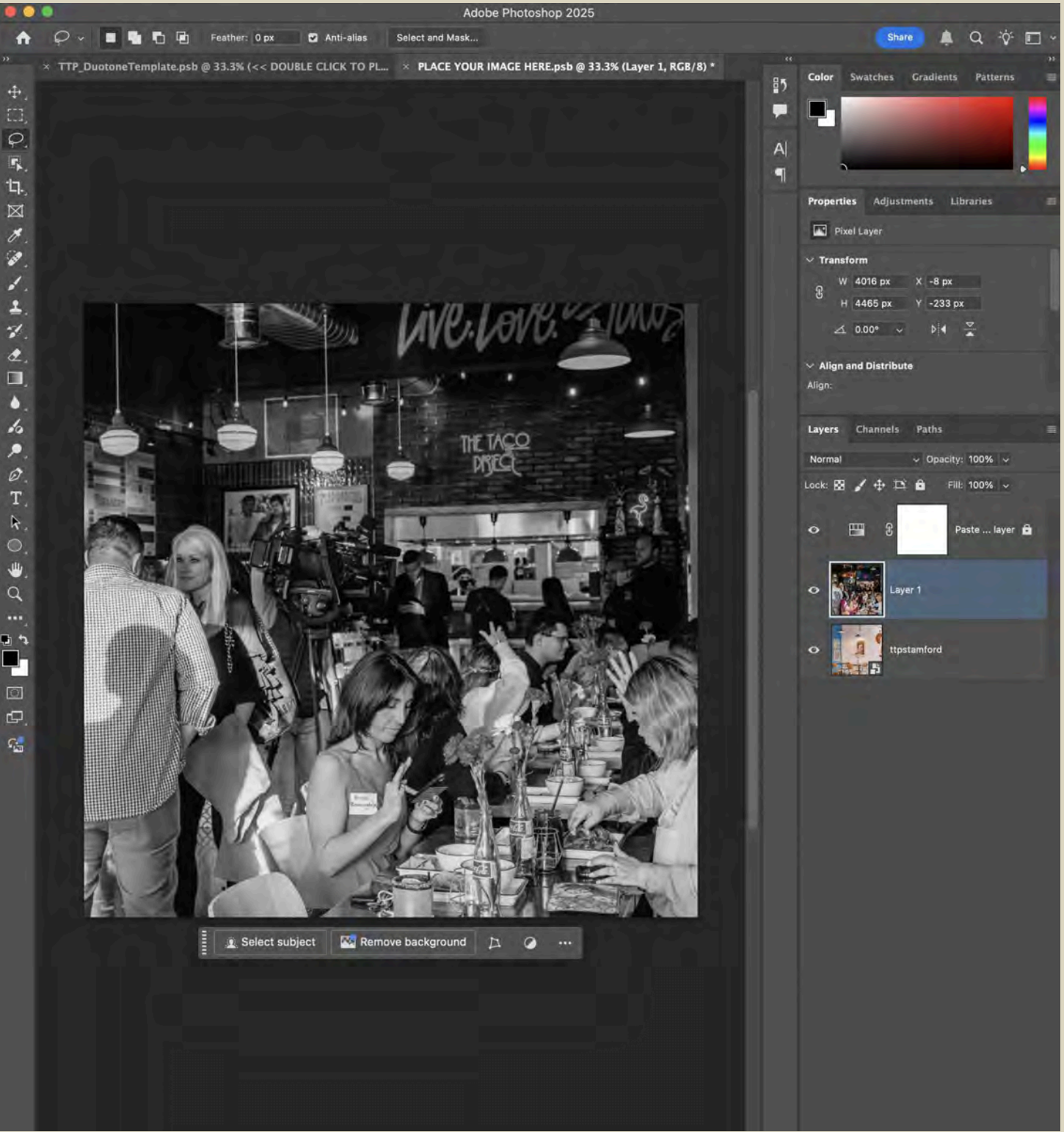
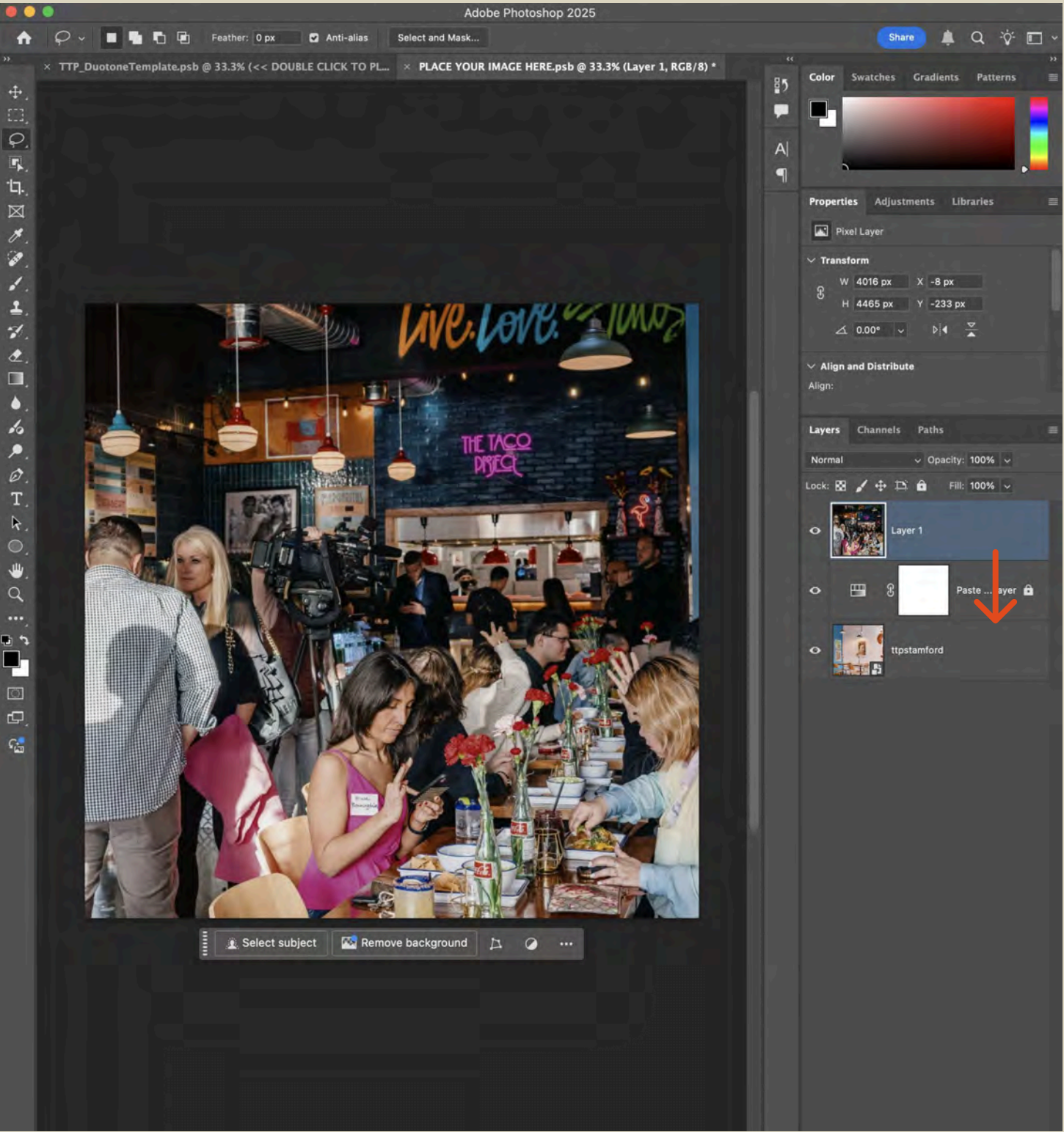
Step 2

Place your image in the newly opened tab, either by dragging and dropping from your machine, or copy>pasting.

You may need to resize the image to fit the frame.

! Be sure to click and drag your image UNDER the “Paste Image(s) BELOW this layer” layer.

It should turn black and white after you do this.



Duotone Effect: How to Use

Step 3

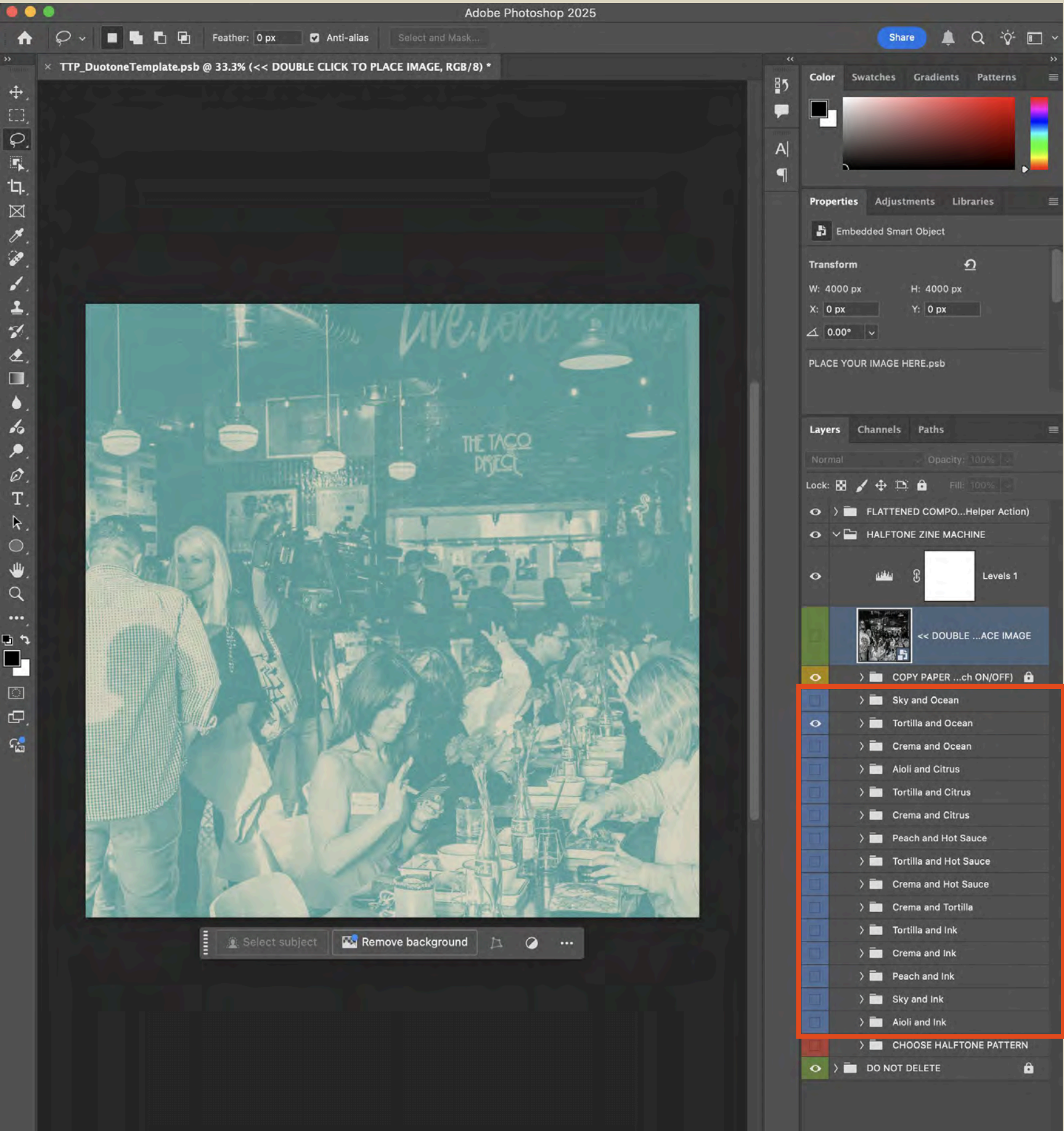
File > Save the open file.

You will then be returned to the original template. You will see your new image has updated.

You can now toggle the eyeball on whichever color layer you’d like.

From here, you can export your image by going to File > Export.

! Be sure to only have ONE color layer “visible” (eyeball icon showing) at a time.



Film Treatment

Not all of your photos can be duotoned – it would begin to make the brand look flat if every image were Duotone.

There will be many times you want to highlight your beautiful meals or aspects of your restaurant that just couldn't be done with duotone.



Film Effect: How to Use

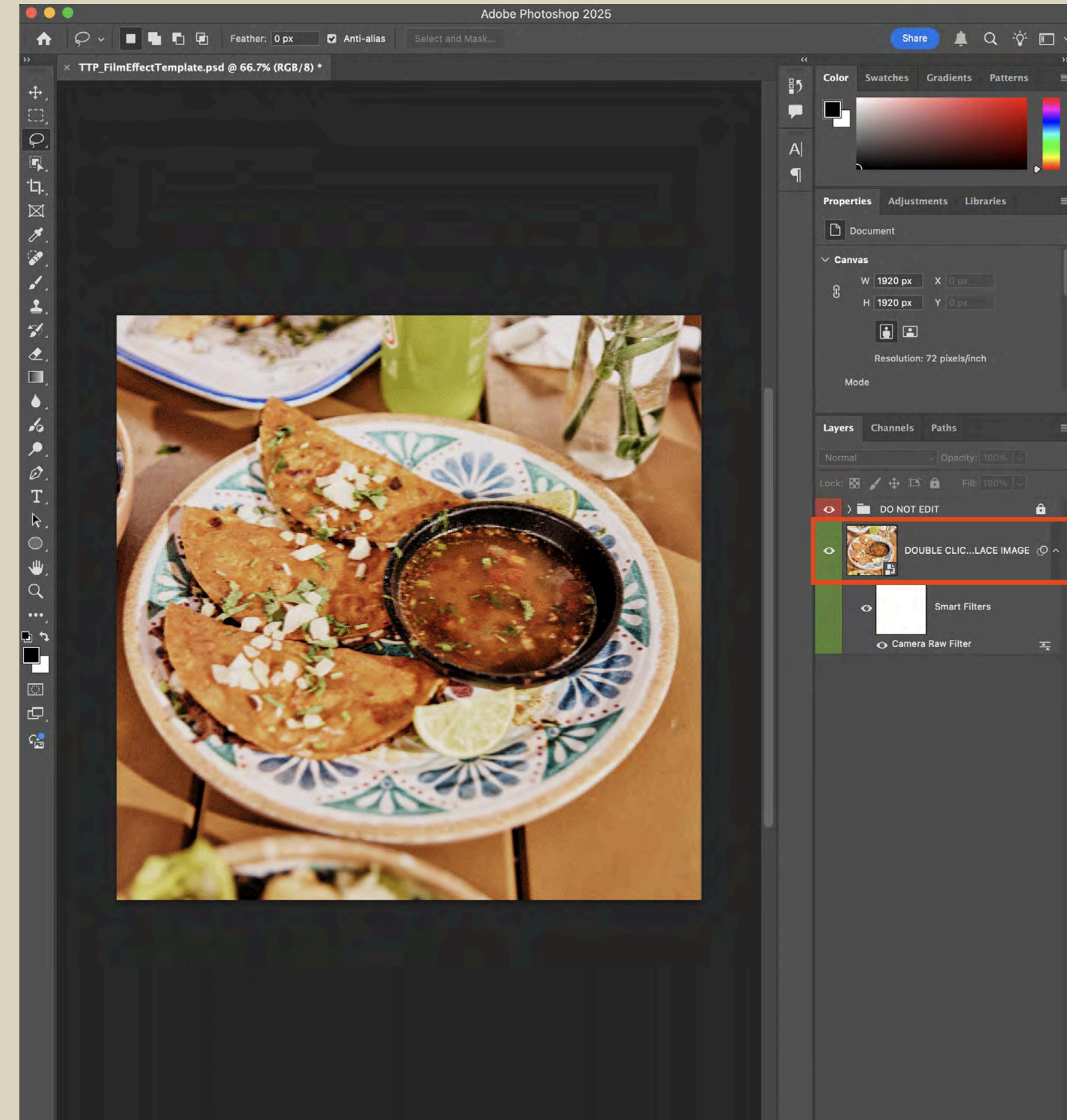
We created a [custom photoshop film effect template](#) for all other imagery that unifies them into a single, film-inspired look.

It is a subtle but impactful effect that embraces the grain of old film cameras.

Step 1

Open file in Photoshop.

Double click the layer labeled
“DOUBLE CLICK TO PLACE IMAGE”



Film Effect: How to Use

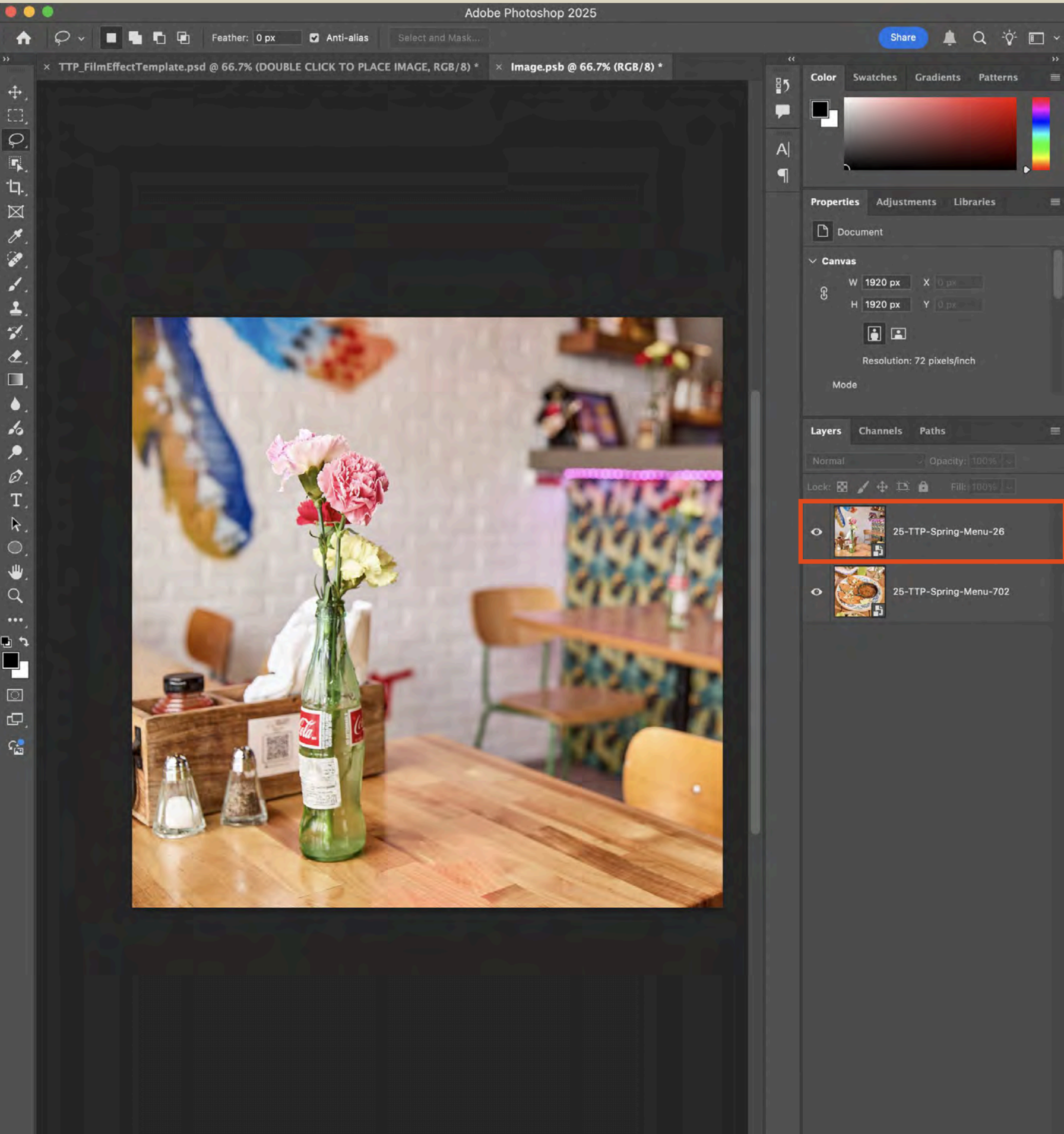
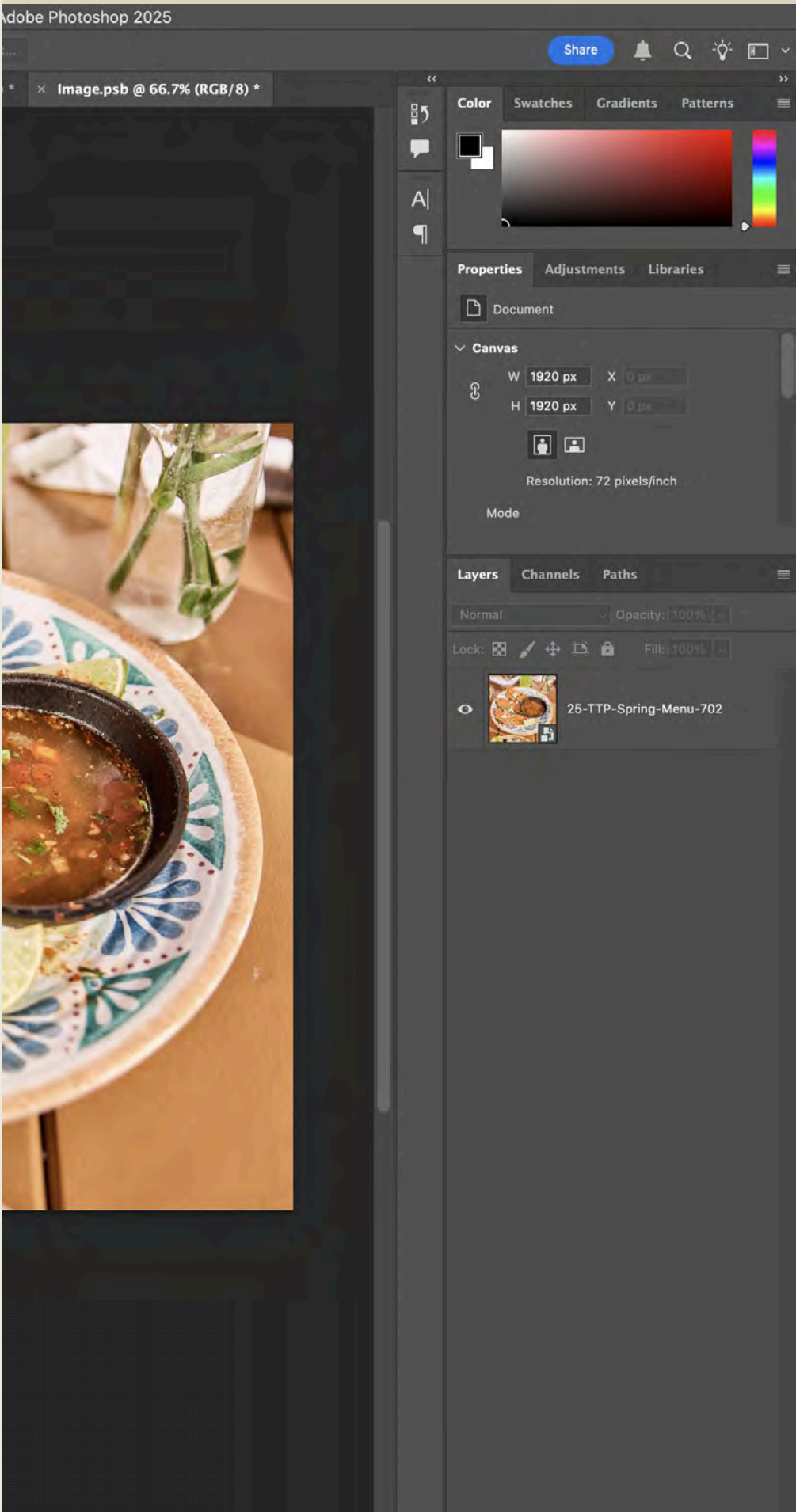
We created a [custom photoshop film effect template](#) for all other imagery that unifies them into a single, film-inspired look.

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Step 2

Place your image in the newly opened tab, either by dragging and dropping from your machine, or copy>pasting.

You may need to resize the image to fit the frame.



Film Effect: How to Use

We created a [custom photoshop film effect template](#) for all other imagery that unifies them into a single, film-inspired look.

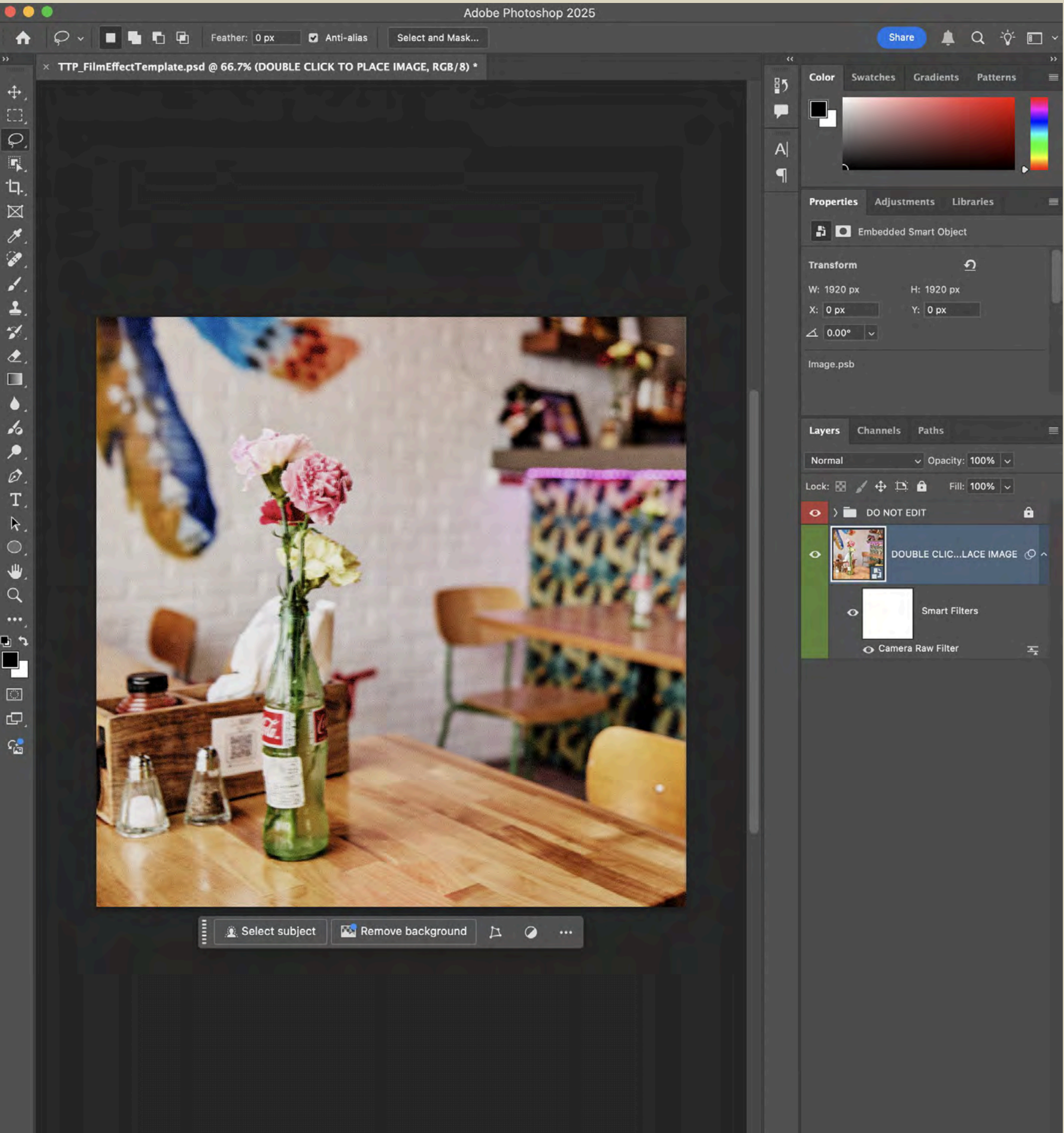
It is a subtle but impactful effect that embraces the grain of old film cameras.

Step 3

File > Save the open file.

You will then be returned to the original template. You will see your new image has updated.

From here, you can export your image by going to File > Export.



5 Image Frame

Image frame shape in all colors here

Image Frame

Based off of our icon and badge, we have a [geometric sun-shaped image container](#) that we use sparingly in certain collateral to draw emphasis to a photo.



Image Frame Do's

- The image frame can contain either Duotone or Film Effect images
- The image frame should ALWAYS bleed off of the shape it lives within. You should never see all points of the star shape.



Image Frame Don'ts

- ! Do not use image frame to contain text.
- ! Do not create new image frames. Use only the sun vector provided.

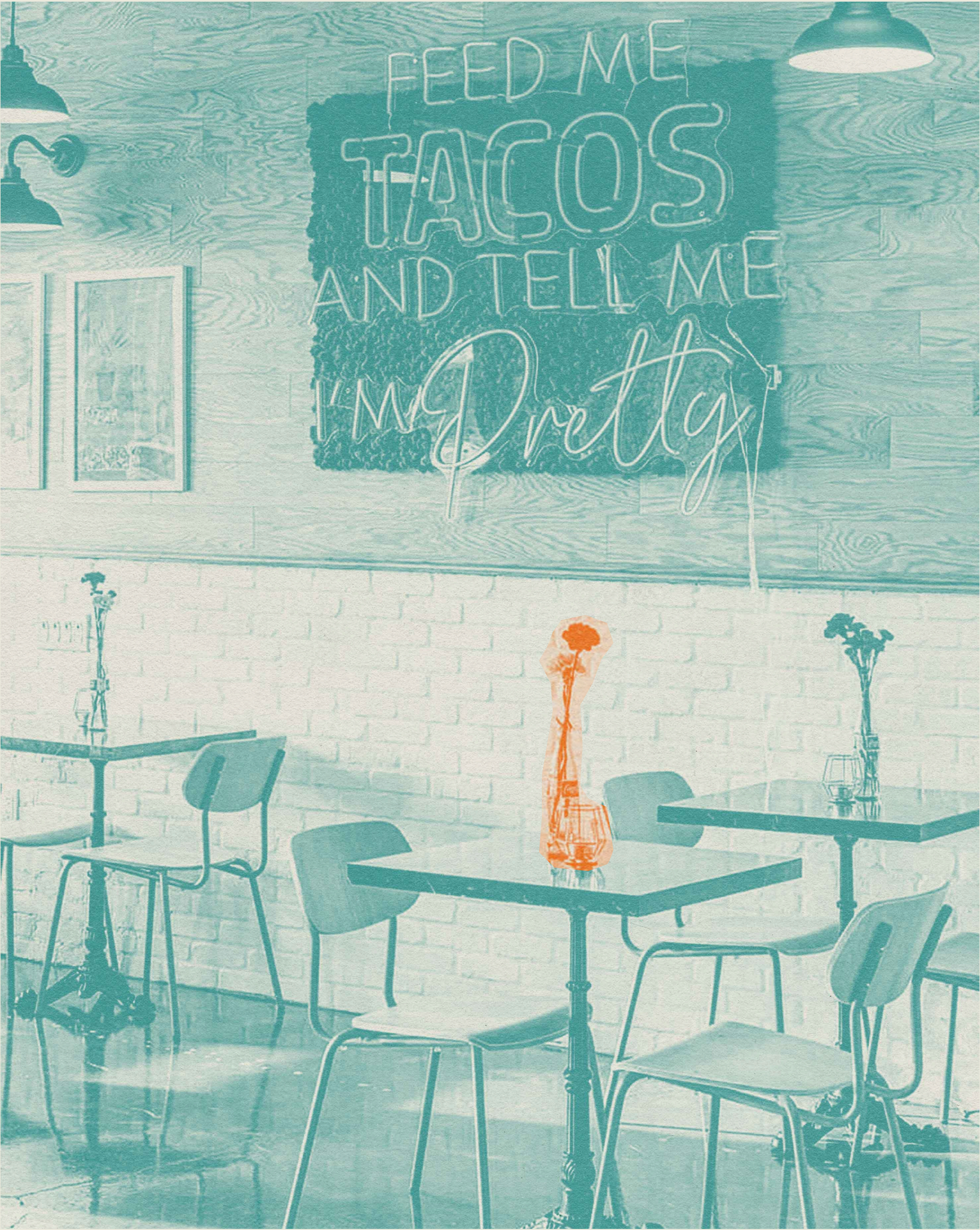


6 Collage Elements

Collage Elements

To highlight an element within an image, you can create two Duotone versions of it, crop the element out, and lay it on top of the other image.

This effect is in line with our sticker illustrations – fun, eclectic, and meant to add energy to any design.



Collage Element Do's

- Only highlight 1 element per image at a time.
- The image should overlay the exact part of the image it was derived from.
- Make sure to combine colors that stand out from one another.



Collage Element Don'ts

- ! Do not highlight multiple elements per image.
- ! Do not overlay elements that did not belong to the original image.
- ! Do not overlay elements anywhere but the original location of the element.
- ! Do not use duotones that are visually close, otherwise the element won't stand out.



! Do not highlight multiple elements per image



! Do not overlay elements that did not belong to the original image.



! Do not overlay elements anywhere but the original location of the element.



! Do not use duotones that are visually close, otherwise the element won't stand out.

Collage Element: How to Use

Step 1

Export 2 versions of the same photo, each in a different duotone.



Collage Element: How to Use

Step 2

Using your program of choice (we recommend the pen tool in Photoshop), loosely trace around the element you want to highlight from one of the images.

Use the path you traced to mask the image.



Collage Element: How to Use

Step 3

Place the cut out element directly on top of where it sits in the original image.

Voilà!



7 Messaging

Tagline

At the end of the day, the taco project is a social place that seeks to foster connections between anyone who walks through the door.

This tagline embraces that sentiment, while also highlighting the fact that The Taco Project doesn't only encourage connection – it was created through it.

MADE BY FRIENDS, FOR FRIENDS

Extended Messaging

For campaign purposes, this tagline could be extended to include more than just friends. The Taco Project is for everyone, after all.

MADE BY FRIENDS, FOR FRIENDS

FAMILY

NEIGHBORS

COWORKERS

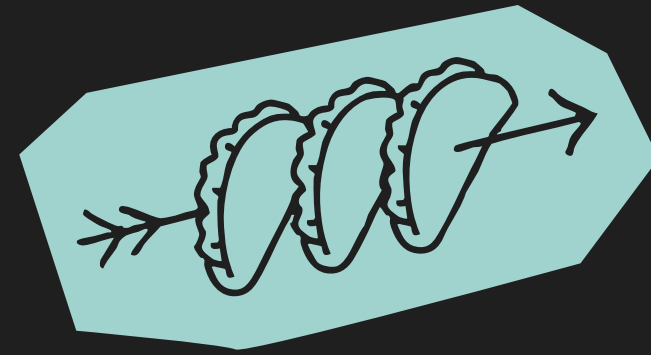
LOVERS

EX-LOVERS

SOULMATES

STRANGERS

FREE SPIRITS



QUESTIONS ON USE?

contact team@box8creative.com