



Brand Guidelines



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Brand Strategy

Scenario
Mission Statement
Audience
Descriptive Attributes
Brand Audit
Competition
Name Development

This Mexican grocery store will take the traditions that we have grown up loving and giving them a fresh, modern look. A place where any generation of Mexicans will recognize the culture and food but be exposed to what our newest generation is bringing to the table. With a cleaner design and layout, this store will still maintain the bright, loud and dynamic vibe of our people.

The goal of this Mexican grocery store is to pay homage to our culture by taking the themes and passion from our childhood while showcasing it in a way that extends past just our people and to others.

El objetivo de esta supermercado Mexicana es rendir homenaje a nuestra cultura. Tomando los temas y la pasión de nuestra infancia y mostrándolos de una manera que se extiende más de nuestra gente y de los demás.

We want to reach the next generation of Mexicans. These customers ideally embrace their culture while not being constrained to tradition. They will come for the food they need and leave with more than they had planned. It wouldn't be just a grocery store to them, but a place to bring friends and proudly show off our culture.

Organized

Traditional / Cultural

Welcoming / Social

Lively

Bold



“Viva” comes from the common phrase, “Viva Mexico!” when a Mexican athlete or team feels pride for winning in competition.

“Placita” is the name given to the downtown square in Urireo, the founder’s hometown. Surrounded by houses and “postes” (stands), this area is where the local residents go to buy their groceries and other necessities.

Put together, “Viva Placita” prides itself in how the past generation has influenced the new generation greatly. Despite the modernization, we want to show respect to our roots.

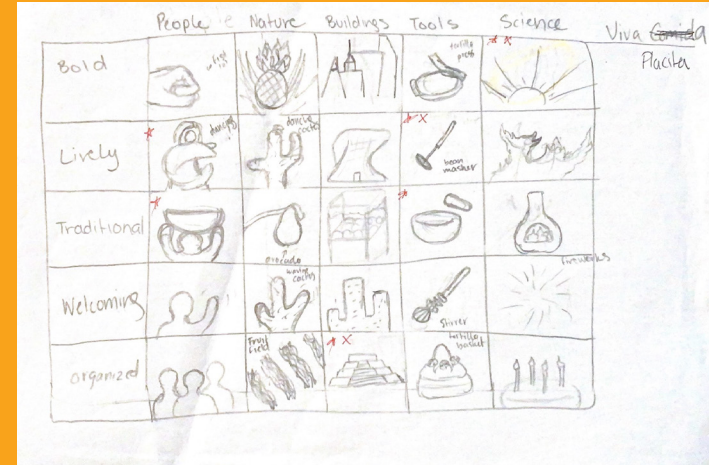


Logo Development

- Process + Sketches
- 1-Color Logo (Positive + Reverse)
- Spacing + Clearance
- Minimum Size
- Full-Color Logo:
- Color Breakdown
- Usage Breakdown

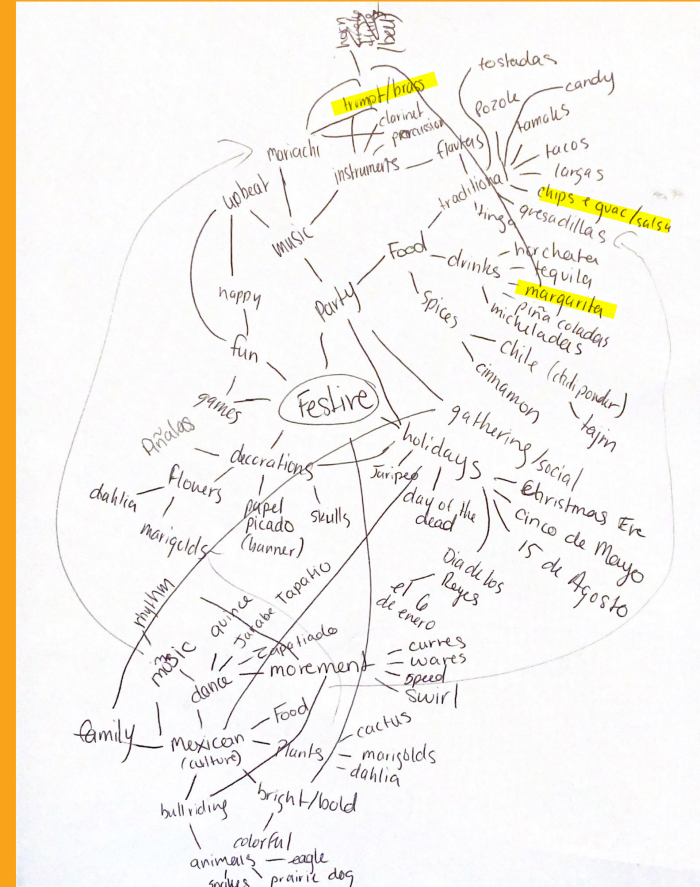
Visual Metaphor Exercise

Using our brand attributes and general topics, visuals were created in order to look for uncommon ideas. The aim was to come up with uncommon ideas that will come together in an isomorphic form.



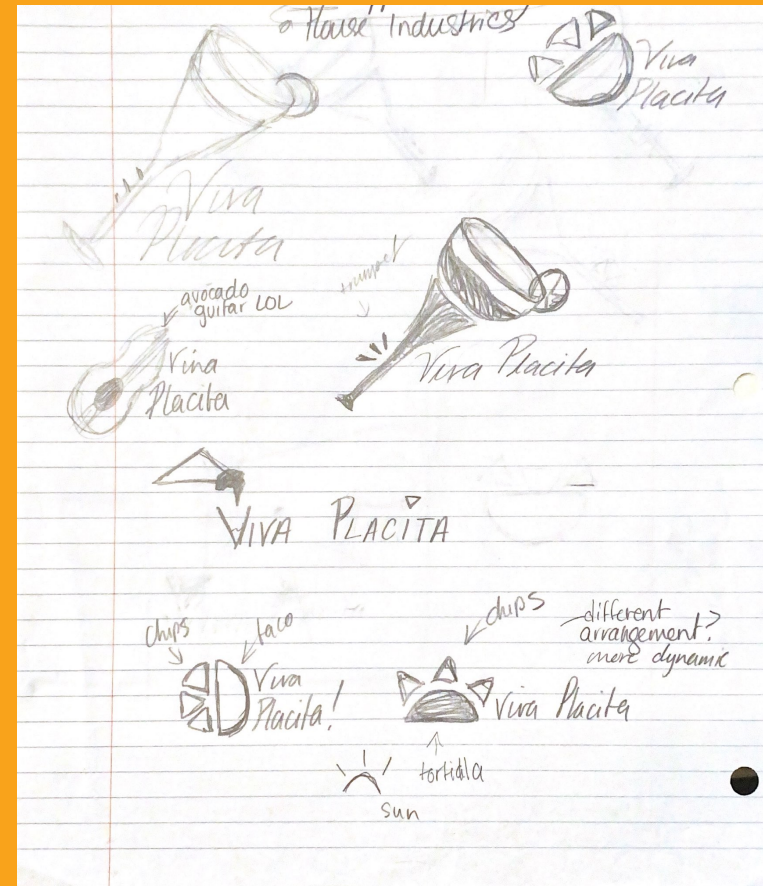
Mindmapping

Starting with a single word that describes Viva Placita the best, I expanded to ideas that related to food and Mexican culture. This lead to chips, margarita and trumpets being highlighted because of their basic shapes being similar.



Sketches of Logo

Using the ideas from the visual exercise and the mindmap, I put together imagery that aligned in shape and form. Four main ideas are presented: a trumpet margarita, bowl and chips and an avocado guitar.



1 Color Logo: Positive & Reverse

Our logo consists of our avocado guitar (avo-tar) that portrays the lively and cultural atmosphere of our Mexican grocery. The handwritten name “Viva Placita” is placed adjacent to the avo-tar.

The logo uses the complementary colors Yellow and Purple Placita. Always use opposite or complementary colors to present the logo in one color. The colors must have high contrast.

Only use black or white if the print is in greyscale (respectively).



Spacing + Clearance

Whenever you use the logo, it should be surrounded with clear space to make sure it is visible and impactful. No elements of any kind should invade this zone.

To work out the clearspace take the height of the last “A” from “Placita” and measure from the main base of the text.



Minimum Size

To maintain the highest legibility for the logo, use these pixel measurements.



The logo contains a logomark and wordmark. The logomark is an avocado guitar that portrays festivity in food and music. The wordmark is hand-lettered to show the dynamic and organizational aspect of the grocery store.

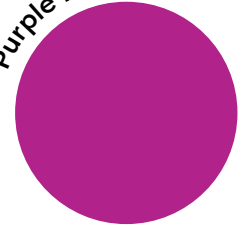


Color Breakdown

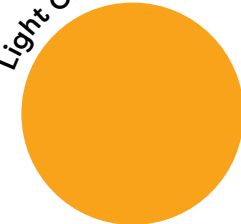
Viva Placita utilizes two colors in our full color logo: Purple Placita and Light Orange. These two secondary colors create a vivid and bold statement. Purple Placita brings a bold, and ceremonious feel that is often used as a cooling color in Mexican celebratory decorations. Light Orange expresses pleasure, brightness, and playfulness. It draws attention and stimulates emotions and appetites! These two colors together bring our festive grocery store to life!



Purple Placita



Light Orange



Do not rotate the avo-tar



Do not use colors that have low contrast



Do not rearrange the logotype and the avo-tar



Do not distort, shear or change the proportions in any way



Do not add any effects



Do not outline



Do not place on busy backgrounds or patterns with low contrast



Do not use more than two colors on the logo



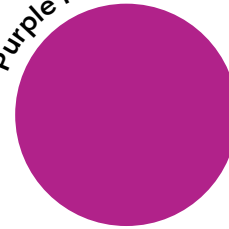


Color Systems

Primary Colors

The primary colors that are used are Purple Placita and Festive Red. These colors are bold and bright in order to portray our festive and cultural vibe. They are ideally used for text and as the 1 color logo.

Purple Placita



PMS 241 C
CMYK 32-9-4-0
RGB 177-35-138
HEX b1238a

Festive Red



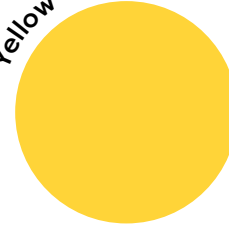
PMS 485 C
CMYK 0-96-100-0
RGB 238-46-36
HEX ee2e24

Accent Colors

The accent colors that are used are Yellow, Light Orange and Viva Verde. These colors are bold and bright in order to portray our festive and cultural vibe. They are ideally used for backgrounds and as the accent avocado filling in our logo. They can be used for text as well when using other colors as the background.

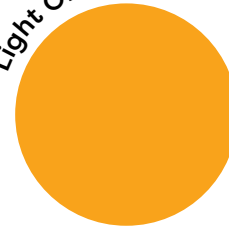
Viva Verde is specifically used as the accent color for our avocado filling when the logo is black. Refrain from using it often and only use when necessary if it's not for our logo.

Yellow



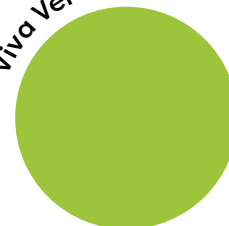
PMS 122 C
CMYK 0-15-87-0
RGB 255-213-58
HEX ffd53a

Light Orange



PMS 1375 C
CMYK 0-41-100-0
RGB 250-164-26
HEX faa41a

Viva Verde



PMS 2300 C
CMYK 44-4-100-0
RGB 157-195-59
HEX 9dc33b



Typographic System

Viva Placita headlines are set in Filson Soft. This type creates an inviting and playful feel with its rounded edges. It maintains our organized nature through its consistent line weight. Never use Thin, Light, Book or Regular (nor the italicized versions) for headlines. Medium and medium italic is only to be used as a subheading.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890**

Medium

Waxy and quivering, jocks fumble the pizza

Medium Italic

The five boxing wizards jump quickly.

Bold

Waxy and quivering, jocks fumble the pizza

Bold Italic

The five boxing wizards jump quickly.

Black

Waxy and quivering, jocks fumble the pizza

Black Italic

The five boxing wizards jump quickly.

Heavy

Waxy and quivering, jocks fumble the pizza

Heavy Italic

The five boxing wizards jump quickly.

Viva Placita captions are set in Lavigne Display. This font family is a high contrast family compared to the Filson Soft and Pro family used in the rest of our typography. It also shares a fun characteristic with its dynamic serifs and counters. Lavigne Display should only be used for captions and for photography and imagery captioning.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Light

Waxy and quivering, jocks fumble the pizza

Light Italic

The five boxing wizards jump quickly.

Regular

Waxy and quivering, jocks fumble the pizza

Italic

The five boxing wizards jump quickly.

Bold

Waxy and quivering, jocks fumble the pizza

Bold Italic

The five boxing wizards jump quickly.

Viva Placita uses Filson Pro for all body text. This type is a part of the Filson family that is also used for our headlines and subheadings. Never substitute the Filson Pro and Filson Soft.

This font continues to create an inviting and playful feel but appears organized with its consistent weight.

Never utilize the Black and Heavy weight styles (not shown).

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890**

Thin

Thin Italic

Light

Light Italic

Book

Book Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Waxy and quivering, jocks fumble the pizza

The five boxing wizards jump quickly.

Waxy and quivering, jocks fumble the pizza

The five boxing wizards jump quickly.

Waxy and quivering, jocks fumble the pizza

The five boxing wizards jump quickly.

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The five boxing wizards jump quickly.



Imagery




Illustration + Secondary Marks
Photography
Textures

Our illustration style is bold, non-dimensional, and hand-drawn. It was created to distinctly capture the authenticity and cultural style of Viva Placita. It is hand-drawn first then smoothed out a bit at the edges. It is colorful and there is nothing completely geometric about it.

Refrain from using geometric tools to create these illustrations. Refrain from making it appear too mechanical.

Illustrations can also be solid with a bright, offset outline to add dimension and fun-ness!



All photography direction is based on the bold, organized and cultural attributes of our brand.

Photos are to be bold and colorful. There should be no distractions in the backgrounds. All of the focus must be on the subject. The backgrounds should be plain but filled with a bright color.



The textures and patterns used in Viva Placita products should be illustrated or wavy and circular in nature.

Do not use completely straight lines nor geometrical textures. Do not make textures or patterns too distracting, they should only enhance the subject.



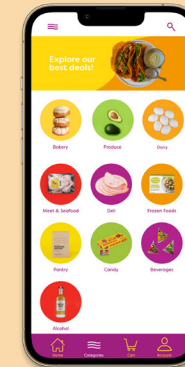
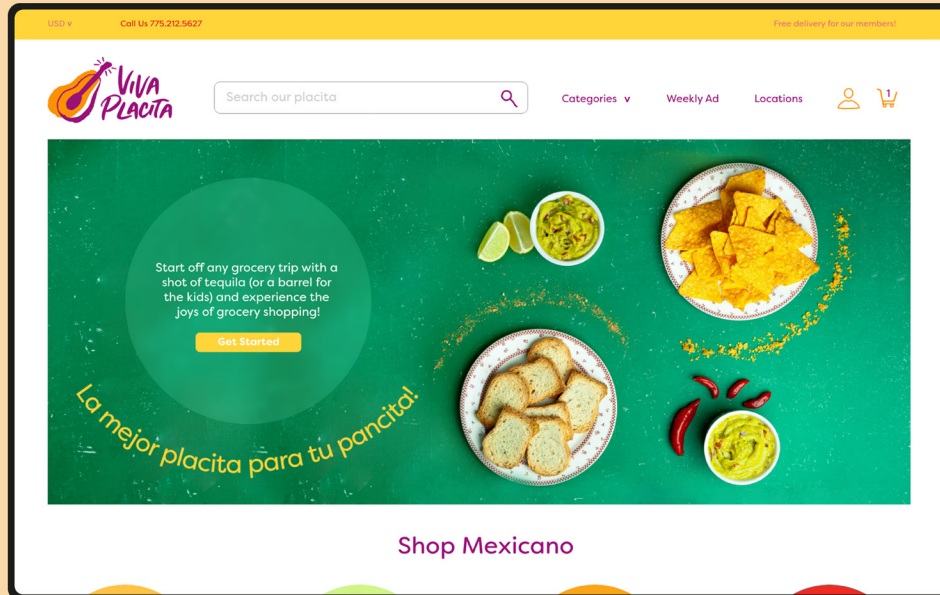
Touchpoints

Stationary Set
Packaging
Grocery Bag
Website+ App
Member + Gift Cards
Uniforms
Store Signs











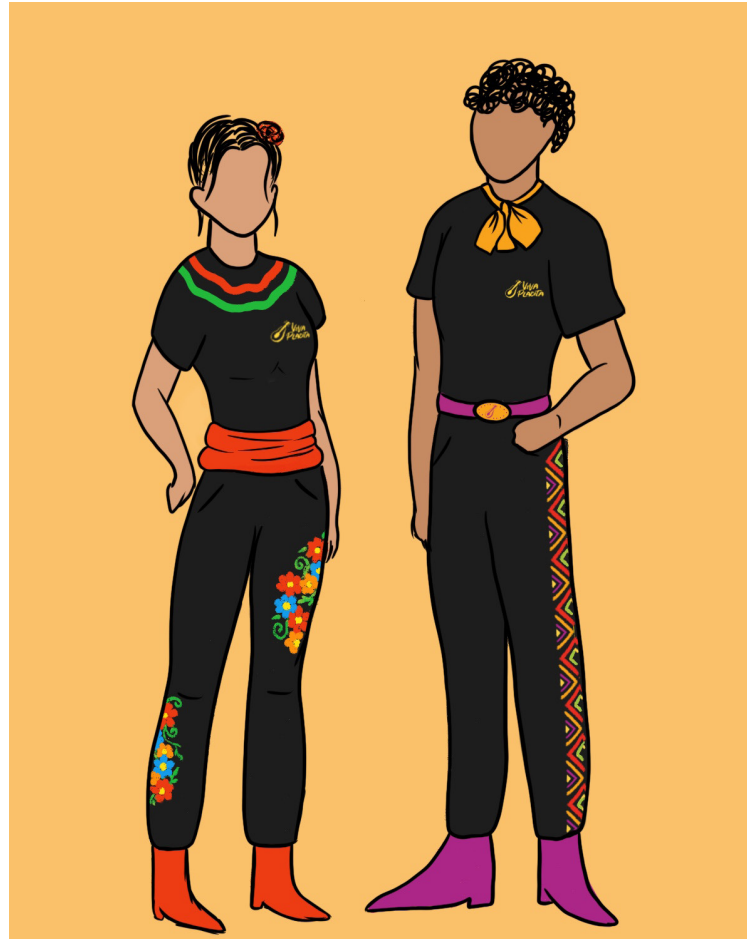
Member Card



Gift Card



Crew Members, “La Banda”



Managers, “Los Cantantes”

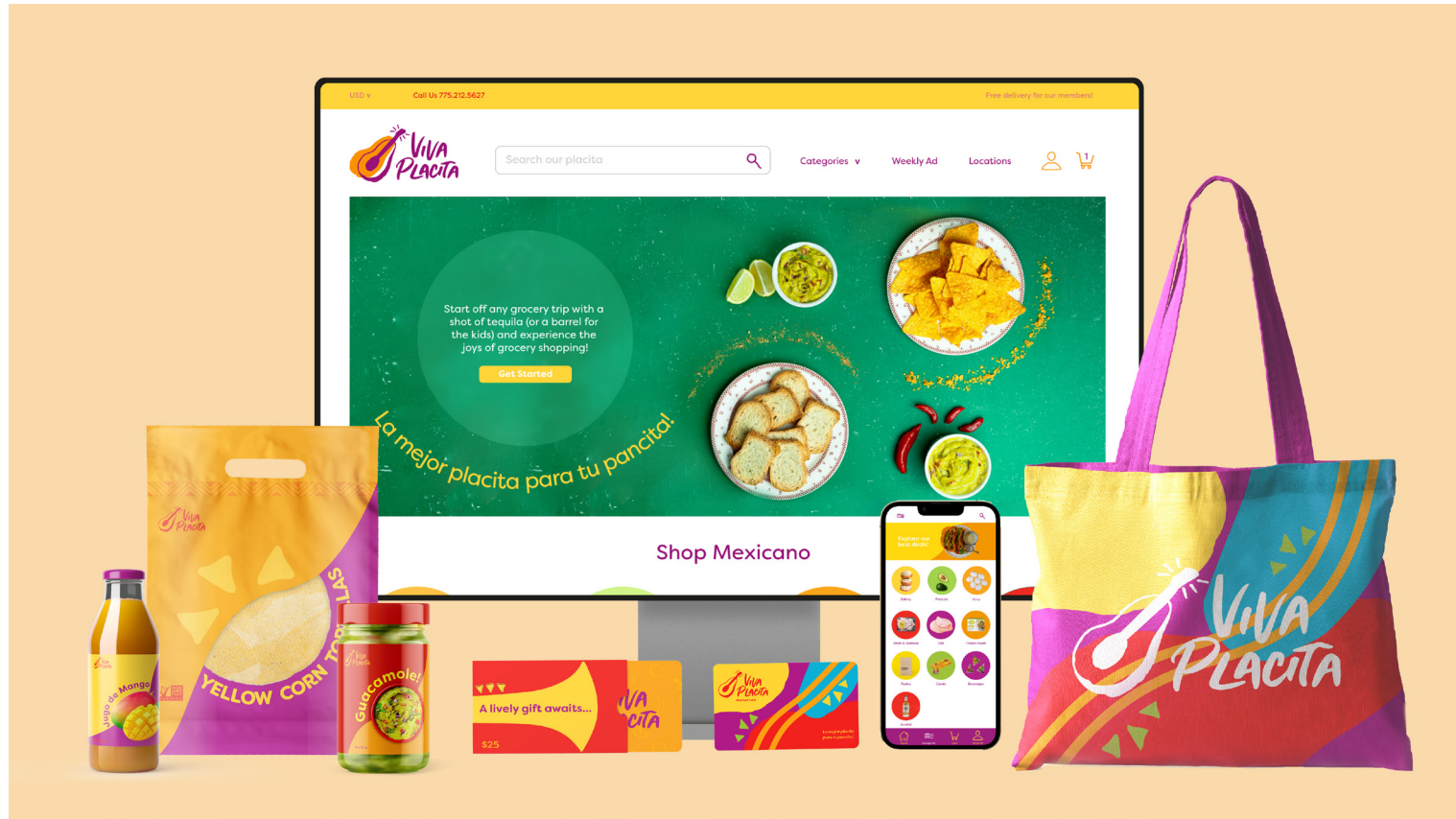
Store Signs



Panaderia / Bakery



Carneceria / Meats



Gracias! Viva Diseño!