

# BRAND BOOK – BURRITO MASALA



Burrito Masala is food cart all about offering southern Indian and Mexican foods that can be customized to the customers' liking wrapped in a tortilla. Our burritos are HUGE and quick and delicious. We have one location among the Downtown Portland food carts.

We offer Chipotle-style customizations so that customers can pick exactly what they want and skip everything they don't. Eliminate the lunch-time indecision and the time-consuming food descriptions and go straight for what you really want.

Run by a husband and wife team, Burrito Masala has both vegetarian and meat options to create a great lunch experience (and possibly have leftovers for dinner!). Our food cart is interactive, fun, and convenient.



flavorful, awesome, and easy.

We're looking for customers that are hungry (our burritos are huge!). Our customers should also be eager to try new combos or flavors. Proximity is huge, so we want to attract people who live and/or work downtown. Ideally, our customers will be excited and interested in the interactive aspect of our menu.

Burrito Masala has great food and many options for you to try out.

When you take a bite of our burritos we want you to be thinking that they are delicious, fresh,

#### Fonts:

We're using Nexa Rust for header text. Nexa Rust is bold and beautiful and gives Burrito Masala a fun atmosphere. Our body text will be Open Sans – a super readable and simple font to contrast Nexa Rust. This will help us maintain a clean and consistent design for our brand.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789** AVAILABLE IN THE FULL VERSION **@** AVAILABLE IN THE FULL VERSION **&.,?** AVAILABLE IN THE FULL VERSION

**PENULTIMATE**

**THE SPIRIT IS WILLING BUT THE FLESH IS WEAK**

**SCHADENFREUDE**

**3964 ELM STREET AND 1370 RT. 21**

**THE LEFT HAND DOES NOT KNOW WHAT THE RIGHT HAND IS DOING.**

#### Open Sans

- ☐ Light 300
- ☐ Light 300 *Italic*
- ☒ Normal 400
- ☐ Normal 400 *Italic*
- ☐ Semi-Bold 600
- ☐ Semi-Bold 600 *Italic*
- ☐ Bold 700
- ☐ Bold 700 *Italic*
- ☐ Extra-Bold 800
- ☐ Extra-Bold 800 *Italic*

Grumpy wizards make toxic brew for the evil Queen and Jack.  
*Grumpy wizards make toxic brew for the evil Queen and Jack.*  
Grumpy wizards make toxic brew for the evil Queen and Jack.  
*Grumpy wizards make toxic brew for the evil Queen and Jack.*  
Grumpy wizards make toxic brew for the evil Queen and Jack.  
*Grumpy wizards make toxic brew for the evil Queen and Jack.*  
**Grumpy wizards make toxic brew for the evil Queen and Jack.**  
*Grumpy wizards make toxic brew for the evil Queen and Jack.*  
**Grumpy wizards make toxic brew for the evil Queen and Jack.**  
*Grumpy wizards make toxic brew for the evil Queen and Jack.*

#### Colors:

We want fun and modern colors that will represent our business and awesome burritos. In addition to black and white, we'll be using a shade of teal, yellow, red, and dark brown to accent the brand.



#6EC7AB



#F3AF20



#D42127



#41110F

The Burrito Masala website and brand will be modern, clean, and easy to understand and use. The website will be a flat design with prominent visual features. Our style will be bold and sophisticated to appeal to the modern crowds while still catching attention.



