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# TACOLÉ



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## Brand name

**TACOLÉ** Tacolé

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= taco + olé



Our offering



Our vision

## Brand logo

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Mexican-style hat

Traditional decorations such as embroidery, metal wires and ribbons.

Football

The most popular sport in Mexico.

Brand name

Taco Image

A taco is made using a corn tortilla as its base.

Corn tortilla



# Brand slogan

**"Share the Bite, Share the Cheer!"**

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- Shareable Dishes
- Game-Friendly Social Space
- A Passion for Celebration



**TACOLÉ**

<https://images.app.goo.gl/jduu4c2zWMFAZAuA7>

# Brand mascot

Mexican-style hat



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Corn Man

## Brand souvenir



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## Brand takeaway bag

- **Cowhide paper bag:**  
Suitable for 1 - 3 tacos,  
convenient and lightweight

- **Mexican hat-shaped large bag:**  
Can hold 4 - 6 tacos, creative  
design strengthens brand  
memorability.

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# Brand uniform



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- Eye-catching color can quickly identify the staff
- Use mascot to reinforce brand image
- T-shirts are usually paired with aprons, so no repetitive patterns are used

# Brand coupon



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Add Taco Elements

Brand logo and Brand name-  
**TACOLÉ**

Mascot- Corn Man

## Brand tableware



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Add the elements related to our Taco store, such as Taco brand, logo and mascot



# THANK YOU

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