

1901 N Fairview Street Santa Ana, CA 92706 elbigoteca.wixsite.com/elbigote elbigote.ca@veinternational.org (714)649-0245



El Bigote, established in September of 2017, is a sauce subscription company created to connect people with the various peppers from across the globe. Our mission at El Bigote is to culturally influence and improve our customers' food with the unique and savory flavors that our sauces provide. With our monthly subscriptions, our customers will be able to enjoy the taste of peppers from around the world.



Company Overview/ TOC
Logo Application
Font Selection
Business Cards
Poster/ Flyer
Banner





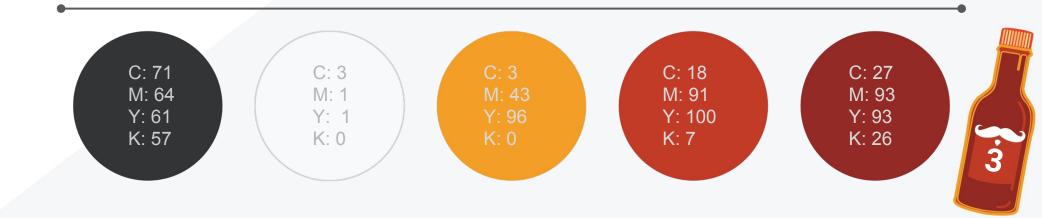
Bigote means mustache in Spanish which is why we decided on a mustache on the El Bigote logo. Our logo can be place over any color because of the black and white outlines which help distinguish the logo. The hot sauce bottle is mostly used for our branding alongside our logo



- Used on documents
- Simple Color Scheme
- Clear symbol of company



- Used on branding
- Advertisements
- Symbol of product





El Bigote uses Roboto as it's primary font for body text and Passion One for titles. These two fonts and their bold variations, help deliver our marketing message in a consistent and professional manner.

## Roboto

Thin: The bigger the stache the hotter the sauce.

Light: The bigger the stache the hotter the sauce.

Normal: The bigger the stache the hotter the sauce.

Medium: The bigger the stache the hotter the sauce.

**Bold: The bigger the stache the hotter the sauce.** 

Black: The bigger the stache the hotter the sauce.

## **Passion One**

## Normal: El Bigote Bold: El Bigote **Black: El Bigote**





















