



BRANDING GUIDE 2017-2018

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Company Overview/ TOC

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.



2. Company Overview/ TOC
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Logo Application

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

C: 71
M: 64
Y: 61
K: 57

C: 3
M: 1
Y: 1
K: 0

C: 3
M: 43
Y: 96
K: 0

C: 18
M: 91
Y: 100
K: 7

C: 27
M: 93
Y: 93
K: 26



Font Selection

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



Business Cards



Poster/Flyer



Banner



**THE BIGGER
THE STACHE
THE HOTTER
THE SAUCE.**

SAMUELI
ACADEMY



elbigote_vei



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