



*teresitas*  
➤ FRUITERIA ✧

BRAND MANUAL



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# BRAND OVERVIEW

BRAND  
OVERVIEW

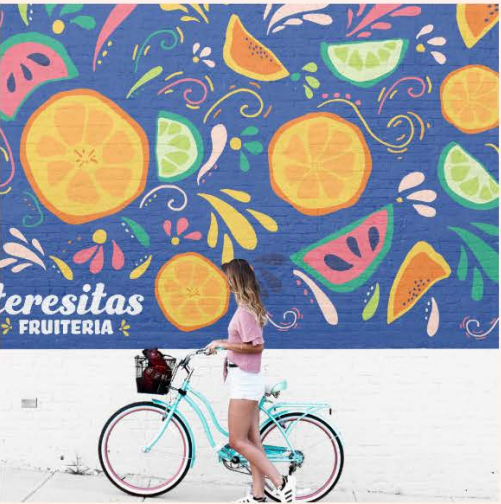


BRAND OVERVIEW / MISSION

Teresitas Fruiteria is a quick service restaurant that is close to the community of Palm Ave. This restaurant offers breakfast, lunch and speciality drinks i.e their chamangos while also having many healthy food choices. Teresitas Fruiteria brings the community together with their food and fun atmosphere in store. This restaurant not only has a fun atmosphere in store but you also have the opportunity to have their food delivered to your home. Teresitas Fruiteria’s goal for this rebranding is to bring more customers to their store and advertise their new delivery option.

BRAND ATTRIBUTES

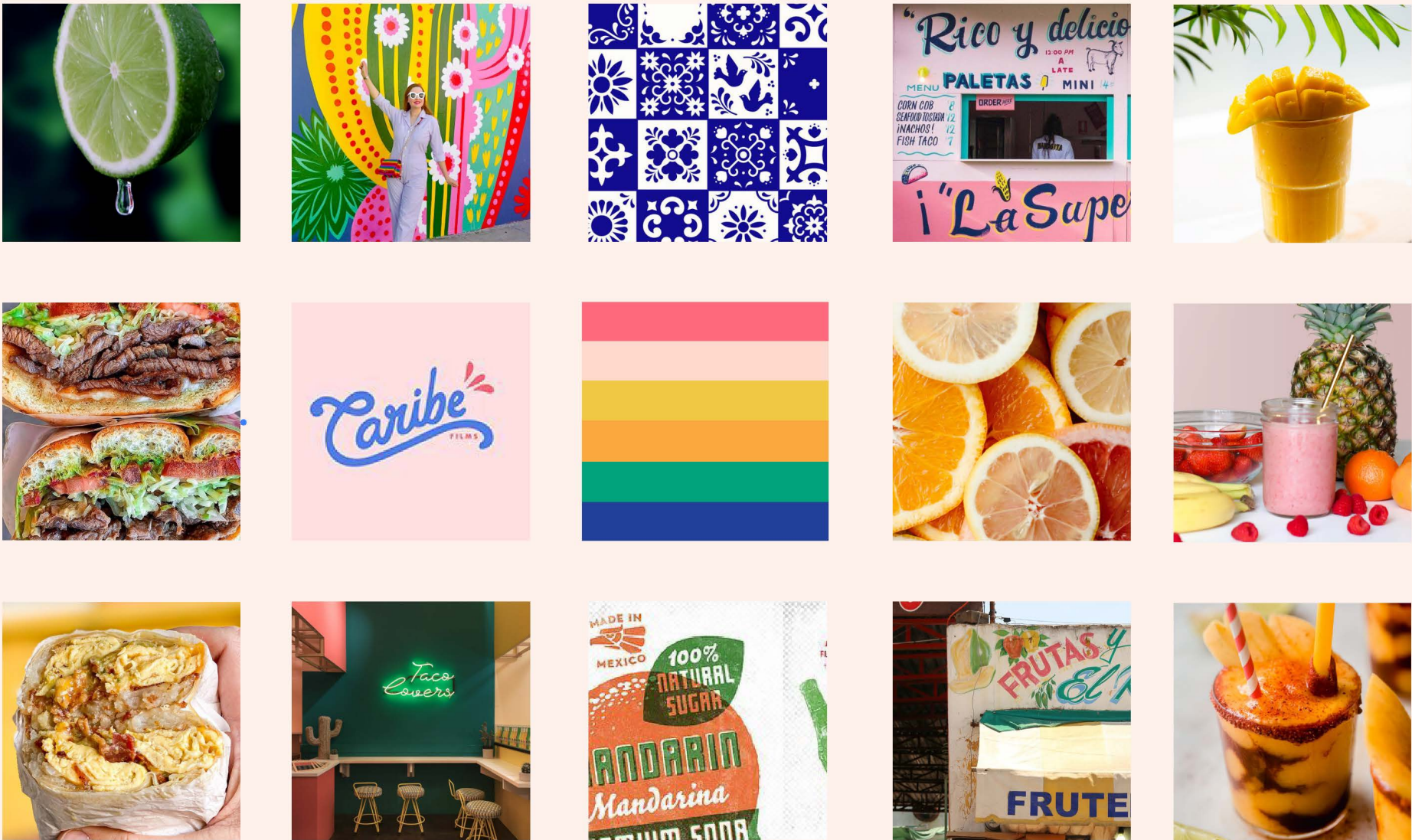
<b>Culture</b>	<b>Feeling</b>
Food Enthusiat	Healthy
Family Oriented	Energetic
Organic	Fun
Healthy	Tasty
<b>Customer</b>	<b>Impact</b>
Food Enthusiat	Satisfy your cravings
Health Enthusiat	Eat with family and friends
Families	Quick Service
<b>Voice</b>	<b>X-Factor</b>
Fun	Quick Service
Welcoming	Order Online
Energetic	Home Delivery



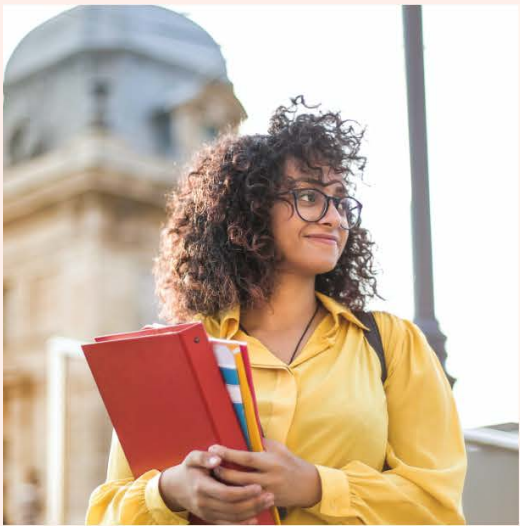


MOODBOARD

The direction for Teresitas Fruiteria consisted with key words like energetic, healthy, fun, inviting, and delicious food. The overall feeling of Teresitas Fruiteria is to have a good time with family and friends while having options to eat a fruit salad or a thick carne asada torta. For this moodboard I researched photography that consists of bright colors to relate with the fun and energetic feel of Teresitas Fruiteria. The moodboard has organic elements like fruit as well as the curves of some typographic inspiration. The direction I decided to go with the moodboard is organic, energetic and fun.







Jessica

24 years old  
Full Time Student

Interest

Reading  
Socialize  
Social Media  
Photography

Why Teresitas Fruiteria?

Warm enviroment and good food.



Ana

7 years old  
Second Grade

Interest

Drawing  
Running  
Reading  
Talking

Why Teresitas Fruiteria?

Obsessed with their chamangos.



Valentino

35 years old  
Graphic Designer

Interest

Drawing  
Boxing  
Museums  
Health

Why Teresitas Fruiteria?

Home delivery is a great feature.



LOGO LINES

LOGO

LOGO

GUIDELINES

GUIDELINES



PRIMARY LOGO

This primary logo is the main voice of Teresitas Fruiteria it consist the organic elements that fruit provides. This logo has a visual representation of fruit being squeezed. This primary logo works well with your brand pattern and can be used with any colors from your brand color palette.





LOGO VARIATIONS

- 1. This pictorial mark can be used for social media profile pictures. It is still successful relating to your primary logo because it delivers the organic feeling of fruit.
- 2. For the emblem it can also be used as tags just in case if in the future you decide to sell merchandise.

1.



2.





RESTRICTIONS

- 1. Do not use colors that are not from the color palette.
- 2. Do not stretch the logo , it will become illegible.
- 3. Do not change logo positioning.
- 4. Do not outline the logo, always keep it solid.
- 5. Do not make logo upside down.
- 6. Do not not put box around logo.
- 7. Do not take icons away from logo.
- 8. Do not take icons and make fruiteria text big.

1.



2.



3.



4.



5.



6.



7.



8.



SPACING

The spacing around the logo should be the size of the letter “S”.





# GUIDELINE TYPEFACE GUIDELINES

TYPEFACE GUIDELINES

The typeface named Diazo MVB Rough1 Cond was chosen because it is bold and fun. The other two typefaces called Sofia Pro Soft - Regular and Sofia Pro Soft - Light were chosen because they are softer and clearly legible.

DIAZO MVB ROUGH1 COND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) + { } ?

Sofia pro soft - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) + { } ?

Sofia pro soft - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) + { } ?



TYPEFACE GUIDELINES

This is the best way to pair these fonts. A great example is how your menu is set up.

CAPS

HEADLINE

Scale & Spacing

subhead

Scale & Spacing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

# COLOR COLOR GUIDELINES

# COLOR GUIDELINES

COLOR GUIDELINES

This is your color palette for Teresitas Fruiteria. It resembles the delicious fruit salads that your store serves to your patrons.



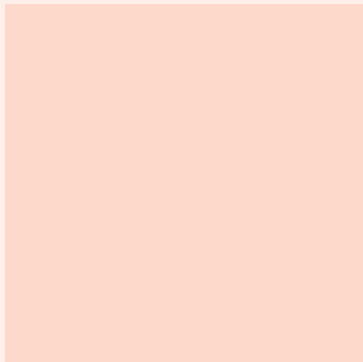




#F1697E

C: 0  
M: 74  
Y: 34  
K: 0

R: 241  
G: 105  
B: 126



#FDD9CC

C: 0  
M: 17  
Y: 15  
K: 0

R: 253  
G: 217  
B: 204



#F2CA44

C: 5  
M: 18  
Y: 85  
K: 0

R: 242  
G: 202  
B: 68



#FAA93F

C: 0  
M: 38  
Y: 85  
K: 0

R: 250  
G: 169  
B: 63



#00A37C

C: 81  
M: 11  
Y: 67  
K: 0

R: 0  
G: 163  
B: 124



#233065

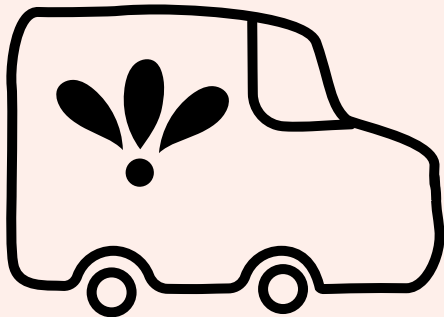
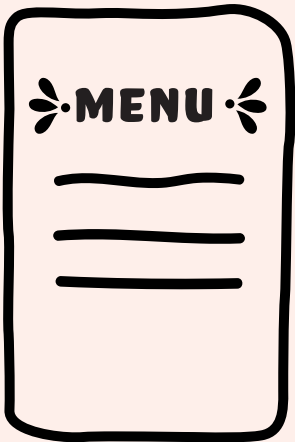
C: 100  
M: 92  
Y: 31  
K: 21

R: 35  
G: 48  
B: 126

ICONS & PATTERNS

ICONS

These are the icons you will use for your highlights on your instagram. These are hand drawn and correlates with the idea of fruit and healthy choices.





PATTERN

These patterns are also hand drawn and represent the fun nature of eating at Teresitas Fruiteria. Both of these patterns work with any color from your palette

- 1. I suggest always keeping the outlines of the pattern white.
- 2. You can change the background to any color from your color palette and it will always be successful.

1.



2.

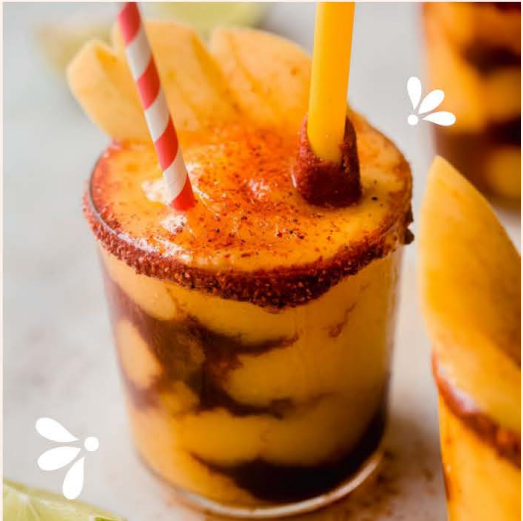
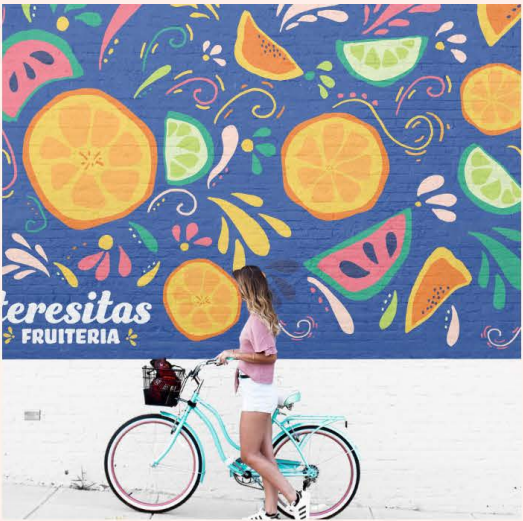


IMAGE  
TREATMENT



IMAGE TREATMENT

I would suggest for all of your imagery to be close up of the food you serve. This will make it more personal to the viewer and it will show the good quality you serve. I would also suggest for the pictures that involve your signature drinks to involve the ingredients in the background so the viewer will know what they are drinking. Something else I would highly suggest is adding weekly post on your instagram with your customers taking pictures infront of your mural. This will show how much you care for your customers but also free advertising. A fun element that can relate with Teresitas Fruiteria is drawing on some of the images and it does not have to be perfect because it will relate with the organic look of fruit.





# BRAND APPLICATION

















❖ BREAKFAST ❖

BREAKFAST SERVED FROM 7 AM - 11 AM.



**California Burrito**

Steak or grilled chicken, fries, sour cream, cheese and salsa fresca. **12.15**



**Chorizo Plate**

Served with beans, rice, guacamole and tortillas. **12.66**



**Machaca Burrito**

Marinated skirt steak, peppers, and onions. **10.99**



**Chilaquiles**

Fried corn tortillas topped with chipotle or green sauce. **10.99**

**Machaca Plate**

Served with beans, rice, guacamole and tortillas. **12.66**

**Chilaquiles**

Fried corn tortillas topped with chipotle or green sauce. **10.99**

**Cottage Cheese Bowl**

Fruit with cottage cheese. **10.99**

**Fruit Salad**

Topped with honey and granola. **12.15**

**Oatmeal**

Oatmeal topped with fruit honey and walnuts. **10.99**

**Breakfast Croissant**

Fried egg, ham, bacon cheese. **10.99**

❖ EXTRA ❖

WITH A CHARGE OF 1 DOLLAR OR MORE.

Guacamole, Cheese, Rice, Bean, Fries, Sour Cream, Chipotle Sauce, Green Sauce, Egg (1.29), Carne Asada (2.99), Grilled Chicken(1.99), Bacon(1.79), Ham(1.79)

❖ LUNCH ❖

LUNCH SERVED FROM 11 AM - 11 PM.



**Carne Asada Burrito**

Steak sour cream, cheese and salsa fresca. **12.15**



**Carne Asada Fries**

Steak, fries, sour cream, cheese and salsa fresca. **12.15**



**Adobada Burrito**

Marinated pork, cheese, and salsa fresca. **10.99**



**Ceviche**

Served with aguacate and hot sauce. **10.99**

**Carne Asada Tacos**

Served with beans, rice, guacamole. **12.66**

**Caldo De Res**

Served with rice, and tortillas. **12.66**

❖ RASPADOS & SMOOTHIES ❖

SERVED DURING BREAKFAST & LUNCH

**Raspados**

Strawberry, Lemon, Pineapple.

**sm**

**6.05**

**med**

**7.05**

**lrg**

**8.05**

**Aguas Frescas**

Strawberry, Lemon, Pineapple

**3.97**

**4.54**

**5.11**

**Vegatable Juices**

Orange, Vampiro, Carrot, Green

**6.84**

**7.84**

**8.84**

**Smoothies**

Diablito, Chamango, Diablito Fresa


**7.52**

**8.52**

**9.52**



Teresitas Fruiteria



78

Post

836

Followers

752


Following

Teresitas Fruiteria


Restaurant

4370 Palm Ave, San Diego, CA 92154


teresitasfruteria.com/







Our Customers









Menu




Delivery














Teresitas Fruiteria






Teresitas Fruiteria - San Diego, CA





400 likes

Check out our new mural! Make sure to take pictures and tag us so we can share you on our story.



30







STATIONERY



(619) 662-7575  
info@teresitasfruiteria.com  
4370 Palm Ave San Diego CA 92154

Date : 28 April 2022

Dear John Smith  
Proposal to work with us at Terestitas Fruiteria

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

Manager  
Teresita Guzman



Order Number: \_\_\_\_\_

Date: \_\_\_\_\_

ORDER FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Description	QTY	Unit Price	Price

SUBTOTAL

TAX

DEPOSIT

TOTAL

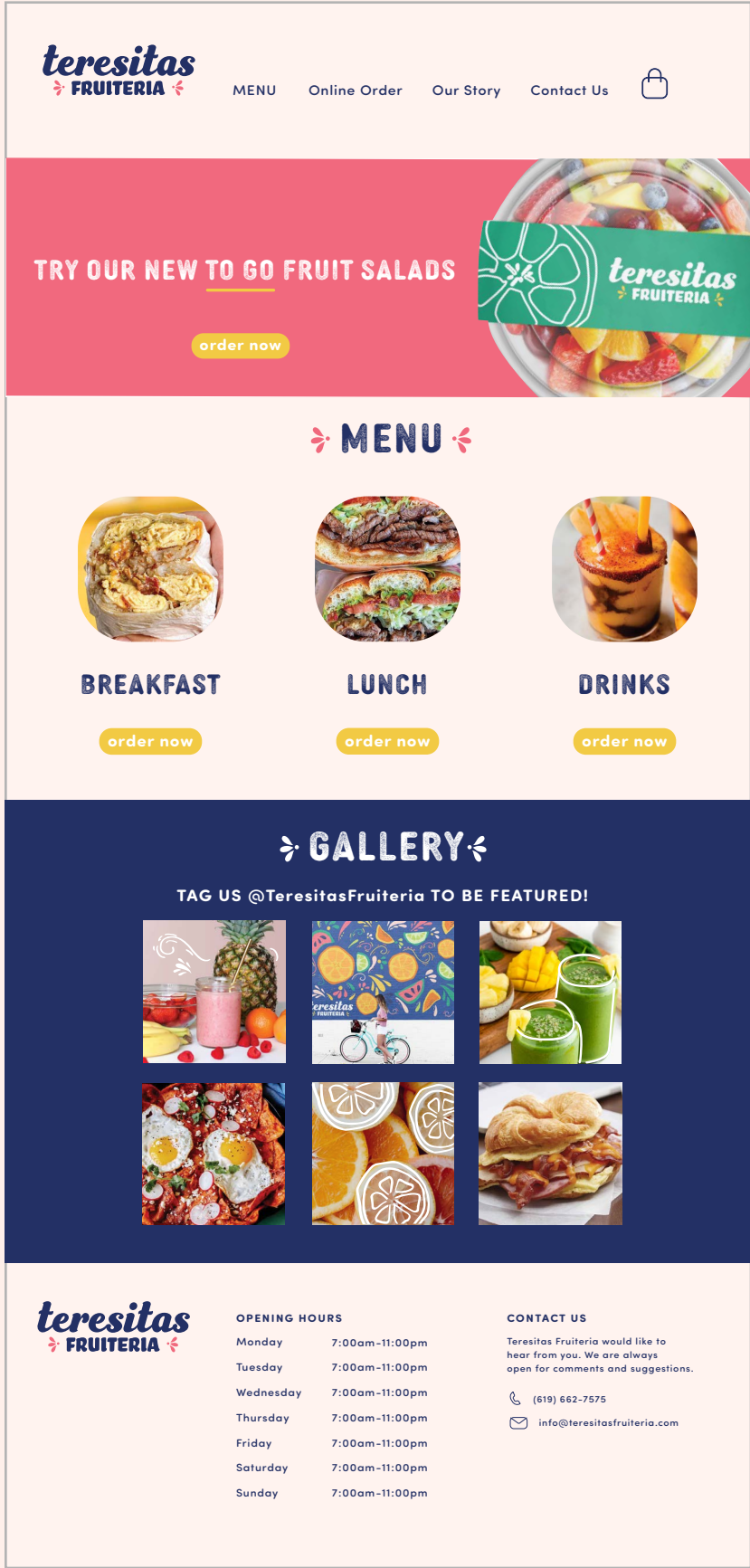






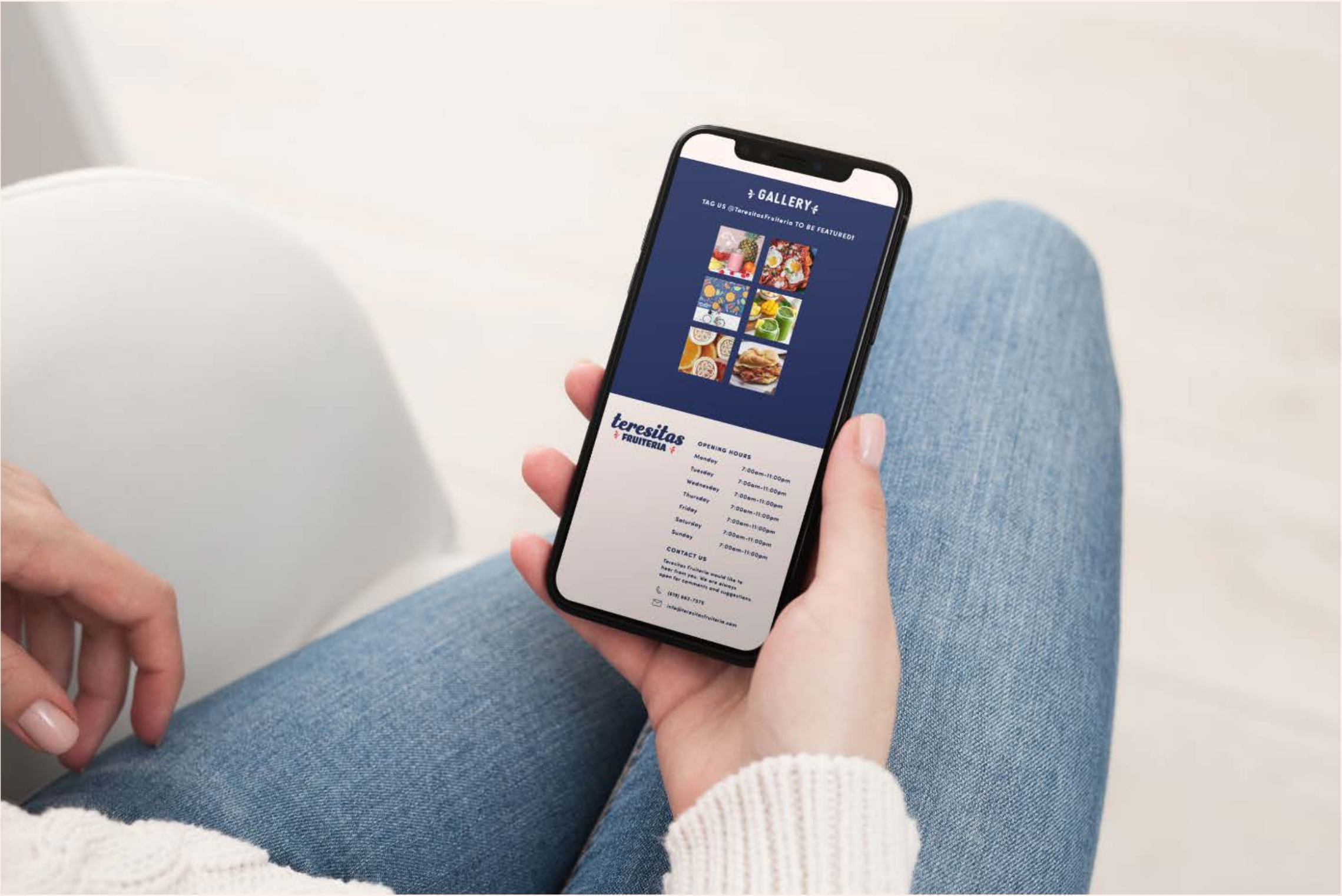
WEBSITE & MOBILE





Website Prototype Link

[https://www.figma.com/proto/OfAR9IKLtbdsRHJFYw11z/Teresitas\\_Fruiteria\\_Desktop?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2](https://www.figma.com/proto/OfAR9IKLtbdsRHJFYw11z/Teresitas_Fruiteria_Desktop?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2)



Mobile Prototype Link

<https://www.figma.com/proto/Y7GxHU24hhDo0Ey3zb8t73/Teresitas-Fruiteria-Mobile?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&node-id=2%3A2>



