



Brand book

2024

GLOBAL IDENTITY
IMPLEMENTATION STANDARDS

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Hello!

At Alsea, we want to be closer to our customers every day, teach them what we do, what we think and what we dream...

Share our philosophy of life and the way we see the world.



**Creating a business model that
generates value, uniting our
efforts to generate well-being and
positively impacting our planet.**



**We want every meeting to turn
into a smile, in a moment to share,
with the opportunity to spread
our enthusiasm to build a better
future together...**



Today we
offer you

The new Alsea Brand Book

Our new visual identity system is a bold and fresh update to our brand; connects the essence of our history with our vision of the future, and an inspiration to help you consistently create experiences for everyone who sees, lives and tastes Alsea and its brands worldwide.

Our brand strategy is the basis of what we are and how we express our identity. Use it as a guide to creating visual communication pieces with the creative freedom to experiment with clear rules, tools, graphic resources, and application examples to ensure collective work and successfully implement everything we do at Alsea.

Enjoy!



Philosophy

Logo

Typography

Color

Graphics

Images

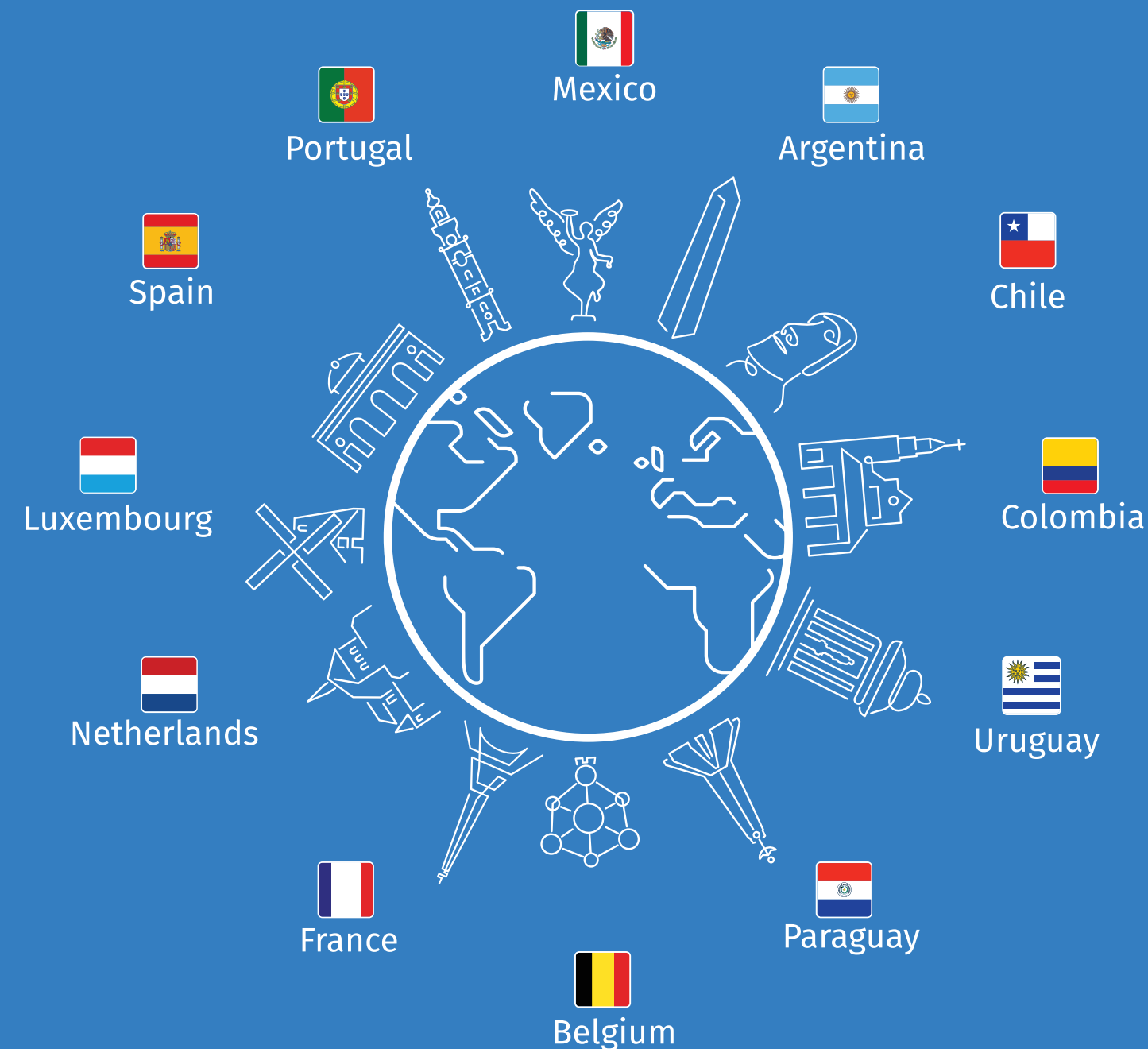
Applications

We Are Alsea

Alsea is the leading restaurant operator in Latin America and Europe of global brands in the quick service, coffee shop, and casual and family dining segments.

3 segments
12 countries
13 brands

+4,500
units





Philosophy

Logo

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Applications

History



P.F. CHANG'S.



1990

Our story begins with the opening of our first Domino's Pizza, to then acquire the master franchise in Mexico.

1992

We inaugurated the first distribution center in Mexico: DIA (Distribuidora e Importadora Alsea).

1999

We began operations in the financial market with the initial public offering on the Mexican Stock Exchange.

2002

Our history with Starbucks started, thanks to a joint venture to begin the brand's operations in Mexico.

Burger King was added to the portfolio in Mexico.

2004

The Alsea, A.C foundation, started its operations, committed to social initiatives.

2005

We entered the Full service restaurants segment with the acquisition of Chili's Grill & Bar in Mexico.

2007

We consolidated our strategic partnership with Starbucks to develop the brand in Argentina and Chile.

2008

We began operations in Colombia by acquiring Domino's Pizza.

2009

P.F. Chang's joins our portfolio starting operations in Mexico.



Philosophy

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History



2012

We continued our growth with the acquisition of Italianni's in Mexico.

2013

We acquired 100% of the Starbucks operation in Mexico, Argentina and Chile.

We signed an agreement to develop and operate Starbucks in Colombia.

2014

We acquired Vips by diversifying and growing in the market.

We opened our first Cheesecake Factory store in Mexico.

We arrived in Spain with the acquisition of Grupo Zena, to operate Foster's Hollywood, Domino's Pizza and Burger King.

2016

We acquired Archies in Colombia.

2017

We signed an agreement to develop and operate Starbucks in Uruguay.

2018

We arrived in Uruguay with our first Starbucks store.

We strengthened our presence in Spain with the purchase of Grupo Vips: VIPS, Starbucks, Ginos, and Fridays.

2019

We acquired the rights to operate Starbucks in France.

We signed a contract to develop Starbucks in Netherlands, Belgium and Luxembourg, expanding our presence in Europe.

2022

Domino's Pizza opens its first store in Uruguay.

Starbucks opens its doors in Paraguay.



Philosophy

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Images

Applications

Culture

At Alsea, we put our heart in everything we do and give our best...

“We are inspired by people; flavors and experiences unite us, and our culture and values guide us to exceed our customers’ expectations and offer them an extraordinary experience every day.”



Philosophy

Logo

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Applications

Purpose

Our DNA is in our purpose,
which means...

Enjoy doing what we do best.
Do everything to make sure our
customers are happy.
Experience happiness in every
detail.
Be passionate about results.

Its use will always be in white on a
colored background, solid or gradient,
taking care of its correct legibility at
all times.





Values

Our values are the unique characteristics that distinguish us and guide us towards our goals; they represent our way of being and doing things.



Winning attitude

We strive, we dare, we reinvent ourselves to exceed expectations.



Involved leadership

We inspire by example and empower our people.



Amazing service

We make each moment unique to offer unparalleled experiences.



Collaborative spirit

We are stronger when we work as a team.



Attention to detail

We take care for everything we do because every detail counts.



Philosophy

Logo

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Applications

Logo

Our brand represents our vision and the way we do things. It conveys leadership and proximity through a sun that guides and drives us.





Protection area and minimum sizes

To protect the brand from any visual invasion that reduces its importance or compromises its legibility and facilitates alignment with other elements or formats, the letter “l” has been defined as the minimum protection area.

In the same manner, a couple of minimum sizes have been established for its reproduction to ensure that its legibility and presence are always optimal.

Protection area

l =x



Minimum sizes (width)



screen - 80px



print - 1cm



Authorized versions

To ensure the brand’s correct reproduction, we must use the authorized versions, according to the printing or reproduction system in question.

The following are examples of illustrative uses and applications of each version. Other backgrounds from the color palette may be used, as long as adequate contrast is ensured.

In case of sponsorship or use on walls, use the most convenient version, depending on the background or specific case.

Positive



Negative



High contrast





Incorrect uses

We present some of the incorrect uses that we should avoid, to eliminate readability problems, misinterpretation or fragmentations.

1. Do not apply shadows or effects
2. Do not distort or alter the proportions of its elements
3. Do not use only the sun
4. Do not use separate elements
5. Do not apply outlines
6. Do not use brand elements to integrate logos or names of campaigns or apps
7. Do not use unauthorized colors
8. Do not reverse the order of the elements
9. Do not use the previous version of the logo
10. Do not use the brand to make sub-brands
11. Do not apply on backgrounds that compromise their legibility
12. Do not display in vertical orientation





Brand architecture

Brand architecture refers to the relationship established between the logo and other organizational structures such as segments, logos of portfolio brands or other internal corporate organizations.

For example, the Alsea Foundation and the segments are internal operational structures that must take place in the corporate brand architecture.

The font used for the names is **Bitter bold** and the hierarchy, location and proportions are shown in the following example.

Each brand comprising the Alsea portfolio represents an operating unit and has a logo and its own application rules.

Segments



Alsea Foundation



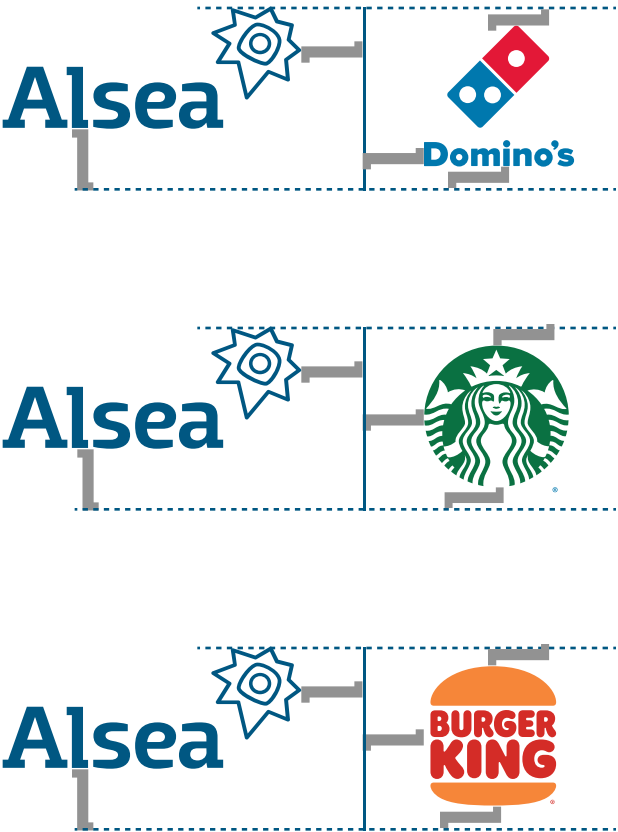


Brand architecture

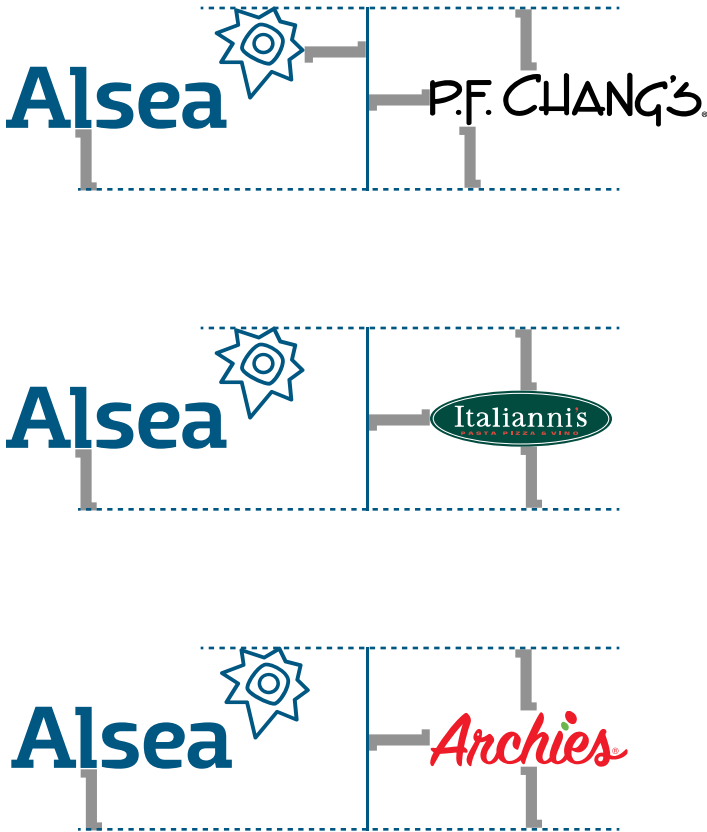
Each brand comprising the Alsea portfolio represents an operating unit and has a logo and its own application rules.

In the following example is the hierarchy and order that these elements must maintain among themselves, to ensure care of the relationship between these entities.

Vertical Brands



Horizontal Brands





Logo Location

The logo must be located in the upper right-hand corner or, in exceptional cases, we must choose the place that favors its visibility. The correct location on web applications is the upper left-hand corner.

We recommend avoiding the lower left-hand corner, since it is the point that least attracts attention in communication pieces.





Typography

*It is a means we use to
transmit the voice and
personality of our brand*

Main fonts

The fonts selected for Alsea communications with all its weights are listed as follows:
Bitter and Fira Sans.

These fonts work harmoniously in a complementary manner because of the difference in their strokes and similar weights.

In the following example we present several suggested uses and the combination of both font families.

Both fonts are part of Google® typographic offering, so they must be used in all print and digital applications.

Download:

<https://fonts.google.com/specimen/Bitter?query=bitter>

<https://fonts.google.com/specimen/Fira+Sans?query=fira+sans>

Fira thin	<i>italic</i>	Bitter thin	<i>italic</i>
Fira extra light	<i>italic</i>	Bitter extra light	<i>italic</i>
Fira light	<i>italic</i>	Bitter light	<i>italic</i>
Fira regular	<i>italic</i>	Bitter regular	<i>italic</i>
Fira medium	<i>italic</i>	Bitter medium	<i>italic</i>
Fira semibold	<i>italic</i>	Bitter semibold	<i>italic</i>
Fira bold	<i>italic</i>	Bitter bold	<i>italic</i>
Fira extrabold	<i>italic</i>	Bitter extrabold	<i>italic</i>
Fira black	<i>italic</i>	Bitter black	<i>italic</i>

Application examples

At Alsea, our purpose is to...

Bring happiness and experiences full of flavor

We are a community determined and committed to excellence and integrity.

WE ARE A DETERMINED COMMUNITY and committed to excellence and integrity. We maximize synergies to deliver an amazing offer and generate extraordinary results, bringing doses of happiness, even in the smallest details to fulfill our purpose of sparking people's spirit.

Our distinctive pillars. These are the attributes that must permeate each stage of the service process, procedures and operations; in addition to differentiating us from the competition in order to achieve our business objectives. Adaptive Thinking, Operational Efficiency and Collaborative Generosity.

	TACC ⁵ 2016-2021	ANNUAL GROWTH	2023	%	2022	%
Net sales	7.2%	38.7%	53,379.5	100.0%	38,495.4	100.0%
Gross profit	7.8%	39.6%	37,788.2	70.8%	27,040.5	70.2%
Operating profit	N.A.	NA	4,132.9	7.7%	(1,517.5)	(3.9%)
EBITDA ²	19.0%	78.0%	12,311.3	23.1%	6,917.7	18.0%
Consolidated Net profit	N.A.	NA	784.5	1.5%	(3,895.5)	(10.1%)

1 Figures in millions of nominal pesos and under IFRS standards. (including the effect of IFRS 16 and the effect of hyperinflationary restatement in Argentina), except per share, number of units and employees.

2 EBITDA is defined as operating income before depreciation and amortization.

3 ROIC is defined as operating income after taxes divided by net operating investment (total assets - cash and cash equivalents and temporary investments - non-cost liabilities).

4 ROE is defined as net income divided by stockholders' equity.

5 CAGR Compounded Annual Growth Rate from 2016 to 2021.

784.5
net income

9.0%
ROE⁴

\$ 6 1/2 3 4/7



- Philosophy
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Secondary typography

The secondary font is **Agbalumo** in its sole weight.

It should only be used for emotional phrases we can use to highlight our brand philosophy.

It should never be used for titles, subtitles or highlighted texts.

Download:

<https://fonts.google.com/specimen/Agbalumo>



The best way to share happiness is by smiling.

~~**Net sales**~~

~~*At Alsea, we aim to offer unique experiences to our customers and generate value for the company, our collaborators and the communities in which we operate.*~~



Color

Color influences our perception and is a means to transmit sensations

Our color palette is now more emotional and intense; represents our wealth of cultures and brands.

The most important consideration regarding the use of color is **looking after the contrast to ensure readability.**

The primary color is Alsea blue.
The secondary palette consists of four ranges with different tonal values: light, medium, dark and neutral.

Light	Medium	Dark	Neutral
sky	pumpkin	berry	cream
lettuce	strawberry	tree	ice
sun	grape	blend	moon
rose	aqua	Alsea blue	
mint	jeans		
sand	kiwi		



- Philosophy
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Color

Colors and reproduction codes

Use PMS only if the material will be printed in direct inks

PMS	WEB	CMYK	RGB
2905C	85CAF0	44 6 0 0	134 201 239

sky

PMS	WEB	CMYK	RGB
585C	D4E165	20 0 75 0	212 225 101

lettuce

PMS	WEB	CMYK	RGB
135C	FFCD5B	0 20 75 0	255 205 91

sun

PMS	WEB	CMYK	RGB
475C	FBC8B7	0 25 23 0	251 200 183

rose

PMS	WEB	CMYK	RGB
565C	9FD7CB	37 0 24 0	159 215 203

mint

PMS	WEB	CMYK	RGB
-	FFFFFF	0 0 0 0	255 255 255

snow

PMS	WEB	CMYK	RGB
164C	F47854	0 66 70 0	244 120 84

pumpkin

PMS	WEB	CMYK	RGB
1785C	F04D62	0 85 51 0	240 77 98

strawberry

PMS	WEB	CMYK	RGB
272C	8970B2	51 61 0 0	137 112 178

grape

PMS	WEB	CMYK	RGB
3125C	00A7C7	76 14 16 0	0 167 199

aqua

PMS	WEB	CMYK	RGB
660C	347DC1	79 45 0 0	52 125 193

jeans

PMS	WEB	CMYK	RGB
360C	71C163	59 0 82 0	113 193 99

kiwi

PMS	WEB	CMYK	RGB
269C	470A68	84 100 23 21	71 10 104

berry

PMS	WEB	CMYK	RGB
3292C	095550	90 46 63 34	9 85 80

tree

PMS	WEB	CMYK	RGB
7631C	5B2D2D	42 78 68 52	91 45 45

blend

PMS	WEB	CMYK	RGB
308C	005782	97 66 28 9	0 87 130

Alsea blue

PMS	WEB	CMYK	RGB
7499C 50%	F3EBDA	4 6 14 0	243 235 218

cream

PMS	WEB	CMYK	RGB
7500C	DDD6B4	13 11 32 0	221 214 180

sand

PMS	WEB	CMYK	RGB
656C	DEE5E9	11 5 5 0	222 229 233

ice

PMS	WEB	CMYK	RGB
7543C	98A1A7	43 31 29 0	152 161 167

moon

Complementary colors

These are the color combinations permitted by Alsea:

- a) Mix of complementary colors (two colors)
- b) Mix of the color palettes (3-5 colors)

 think big	have fun	let's go	it's fine!
good job	good job	Alsea 	good luck 
thank you	thank you		think big
 good luck	why not?	have fun	let's go 
it's fine!	why not?	have fun	thank you



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- Applications

b) Color palettes



Gradient backgrounds





- Philosophy
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b) Color palettes



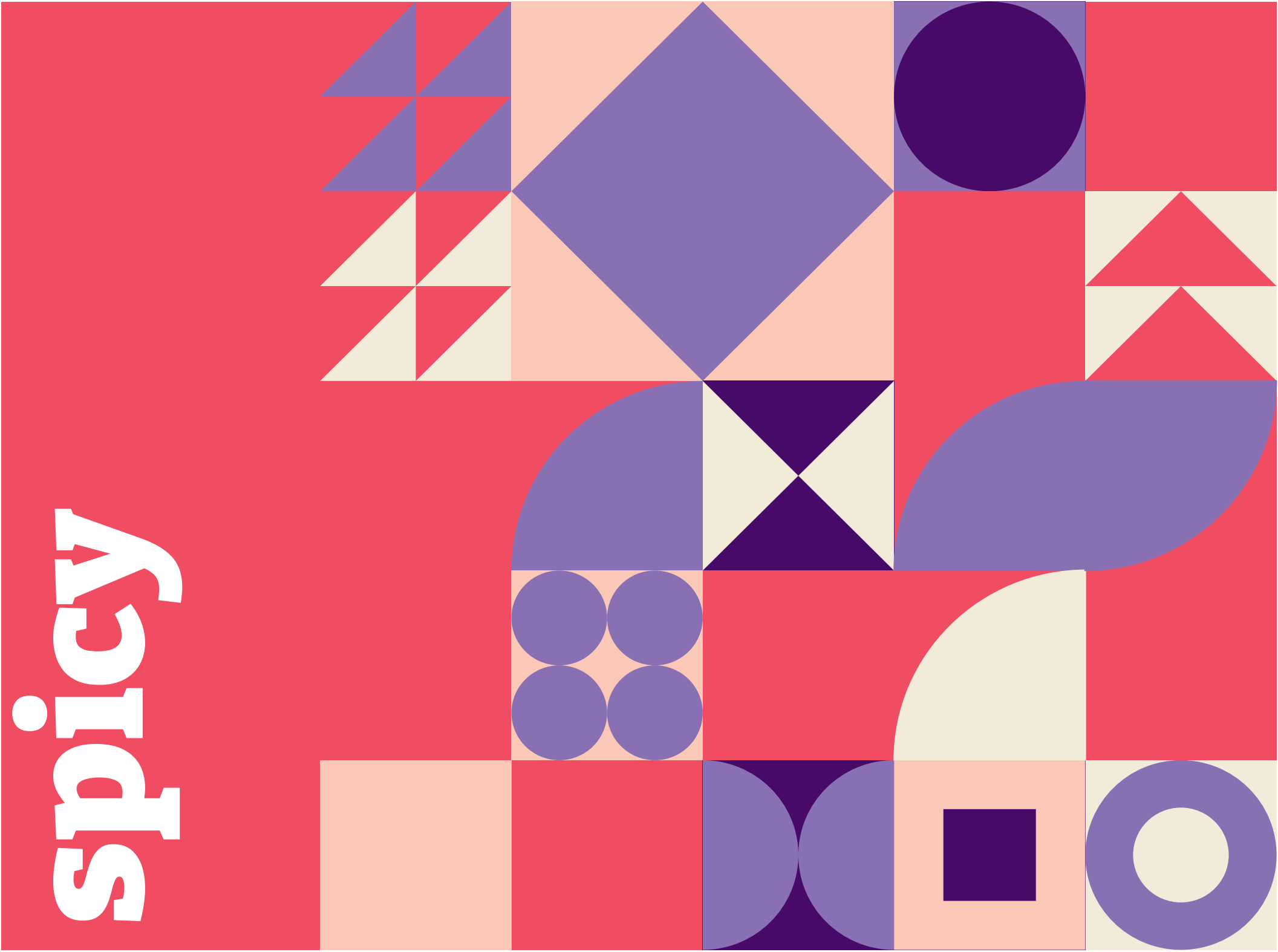
Gradient backgrounds





- Philosophy
- Logo
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- Applications

b) Color palettes



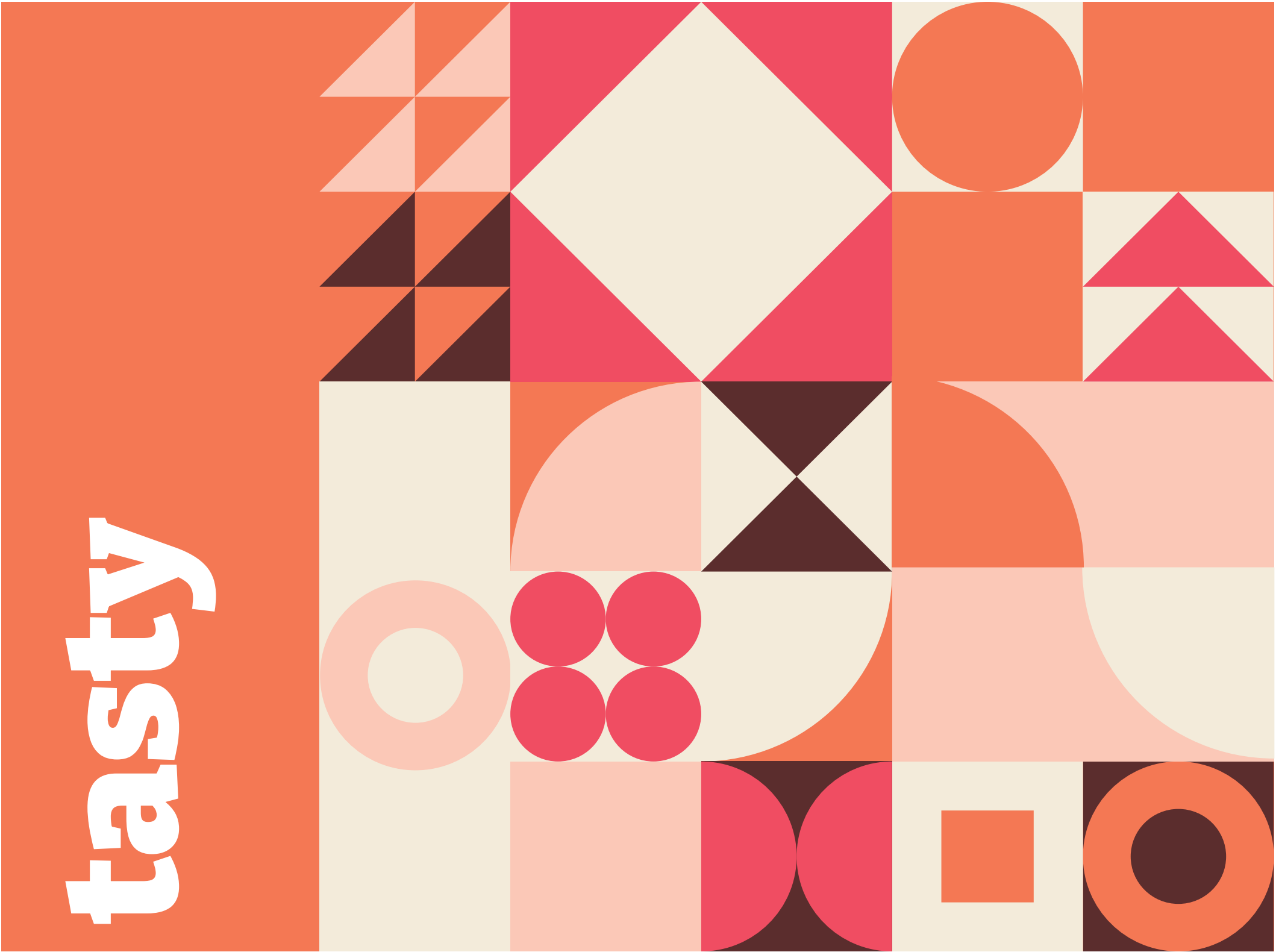
Gradient backgrounds





- Philosophy
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- Graphics
- Images
- Applications

b) Color palettes



Gradient backgrounds



b) Color palettes



Gradient backgrounds



- Philosophy
- Logo
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- Color**
- Graphics
- Images
- Applications



- Philosophy
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b) Color palettes



Gradient backgrounds



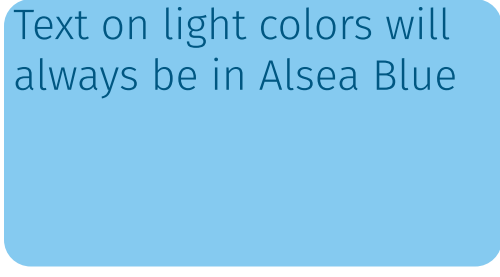
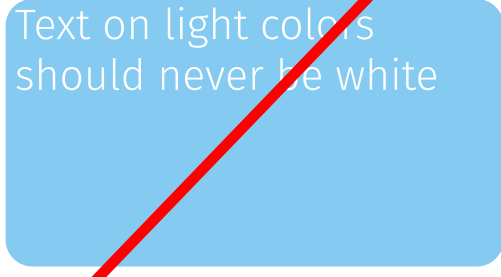
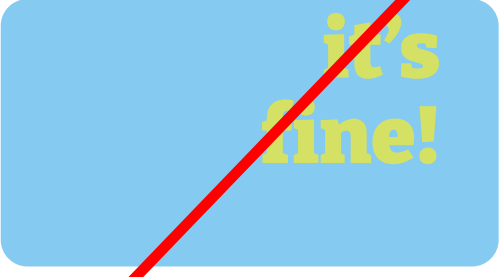
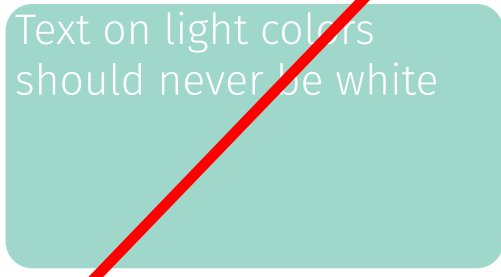
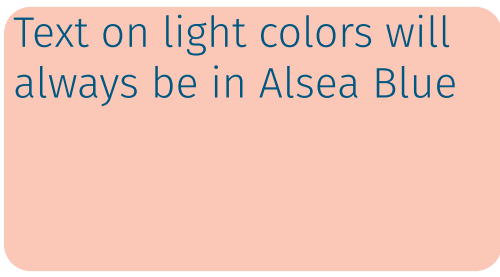
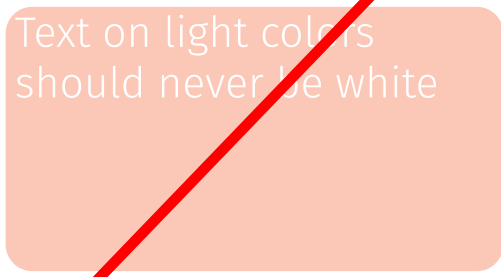
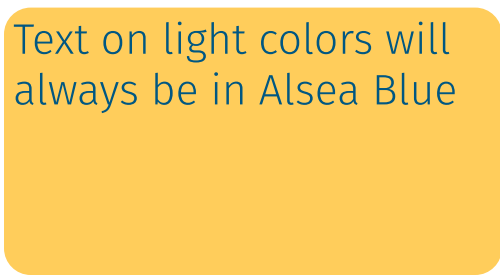
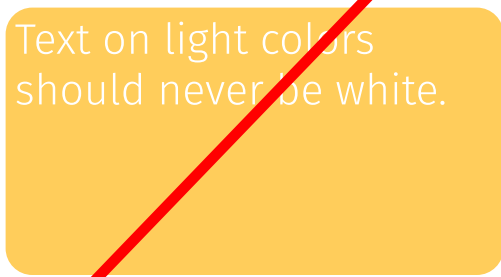
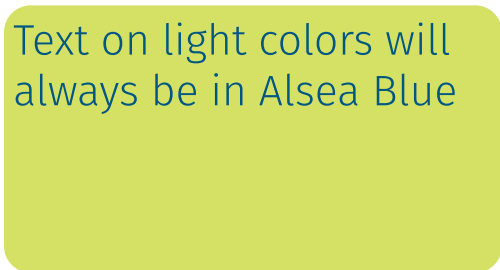
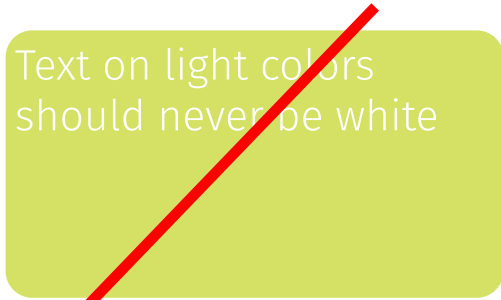
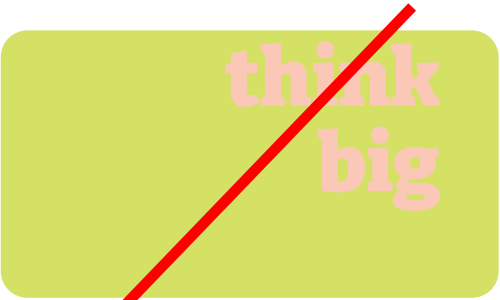


Readability

We have established the following guidelines to ensure legibility and use of color:

- 1. Golden rule: **take advantage of complementary color combinations**
- 2. Do not combine light with light colors
- 3. Do not combine medium with medium-toned colors
- 4. Do not combine dark with dark colors
- 5. The text on light colors must always be Alsea Blue
- 6. Text on medium and dark colors must always be white
- 7. Apply the golden rules to featured texts and main messages that are not part of the text of a publication

Lights





Readability

We have established the following guidelines to ensure legibility and use of color:

- 1. Golden rule: **take advantage of complementary color combinations**
- 2. Do not combine light with light colors
- 3. Do not combine medium with medium-toned colors
- 4. Do not combine dark with dark colors
- 5. The text on light colors must always be Alsea Blue
- 6. Text on medium and dark colors must always be white
- 7. Apply the golden rules to featured texts and main messages that are not part of the text of a publication

Medium



Readability

We have established the following guidelines to ensure legibility and use of color:

- 1. Golden rule: **take advantage of complementary color combinations**
- 2. Do not combine light with light colors
- 3. Do not combine medium with medium-toned colors
- 4. Do not combine dark with dark colors
- 5. The text on light colors must always be Alsea Blue
- 6. Text on medium and dark colors must always be white
- 7. Apply the golden rules to featured texts and main messages that are not part of the text of a publication

Darks



- Philosophy
- Logo
- Typography
- Color**
- Graphics
- Images
- Applications

Gradient

The use of gradients is established only for backgrounds and must be created transversally.

Like the use of backgrounds in solid colors, it is essential to ensure care of legibility in all applications.

The established gradient palette is as follows.

<div>Alsea blue</div> <div>sky</div>	<div>mint</div> <div>aqua</div>	<div>Alsea blue</div> <div>mint</div>	<div>grape</div> <div>berry</div>	<div>grape</div> <div>jeans</div>
<div>tree</div> <div>kiwi</div>	<div>kiwi</div> <div>mint</div>	<div>blend</div> <div>rose</div>	<div>strawberry</div> <div>sun</div>	<div>strawberry</div> <div>rose</div>



Graphics



Alsea Smile

This support graphic comprises a smile representing the experience of savoring something unique; a kind and genuine smile, represented with a simple and legible line.

The composition consists of the graphic accompanied by the four key words of our purpose: entrega, felicidad, experiencias y sabor.

Like our brand, the smile must be applied with the same color guidelines, taking care to ensure its correct legibility at all times.

The use of “the smile” alone is not permitted, and it must always be accompanied by the logo in the upper right-hand corner.

This graphic is reserved for exclusive use of internal communication materials on culture issues.





Philosophy

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Protection area and minimum sizes

To protect the brand from any visual invasion that diminishes its importance or compromises its legibility and facilitates alignment with other elements or formats, the letter 'l' has been defined as the minimum protection area. This comes in the invisible downloadable logo file. It must never be printed.

In like manner, a couple of minimum sizes have been established for its reproduction to ensure its readability and presence are always optimal.

Protection area



Minimum sizes (width)



screen - 160px



print - 2cm



- Philosophy
- Logo
- Typography
- Color
- Graphics**
- Images
- Applications

Iconography

These supporting elements have been created to graphically visualize the Alsea universe, classified as follows:

- a) segments
- b) countries
- c) operation
- d) flavors
- e) others

They will be used to design infographics and as visual support integrated with photographic elements.

We must NEVER use them as decorative elements. On the contrary, their use is limited to those occasions in which the graphics add value to the communication.

Segments

Quick Service



Coffee Shops



Full service restaurants



Regions

Mexico



Europe



South america



Countries



Mexico



Argentina



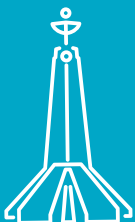
Chile



Colombia



Uruguay



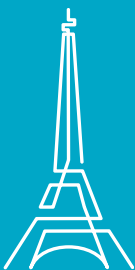
Paraguay



Belgium



Spain



France



Luxembourg



Netherlands



Portugal



- Philosophy
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Iconography

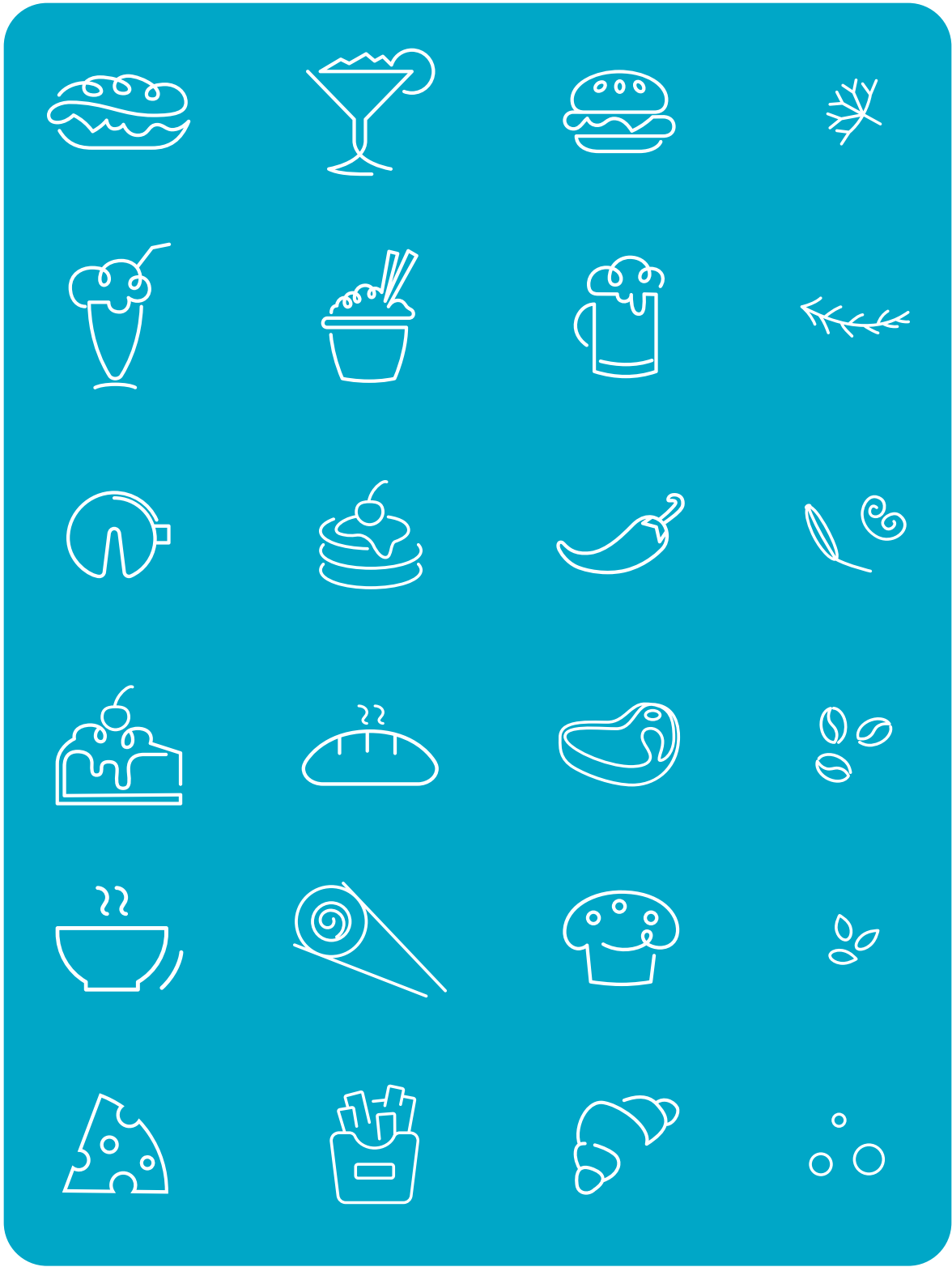
These supporting elements have been created to graphically visualize the Alsea universe, classified as follows:

- a) segments
- b) countries
- c) operation
- d) flavors
- e) others

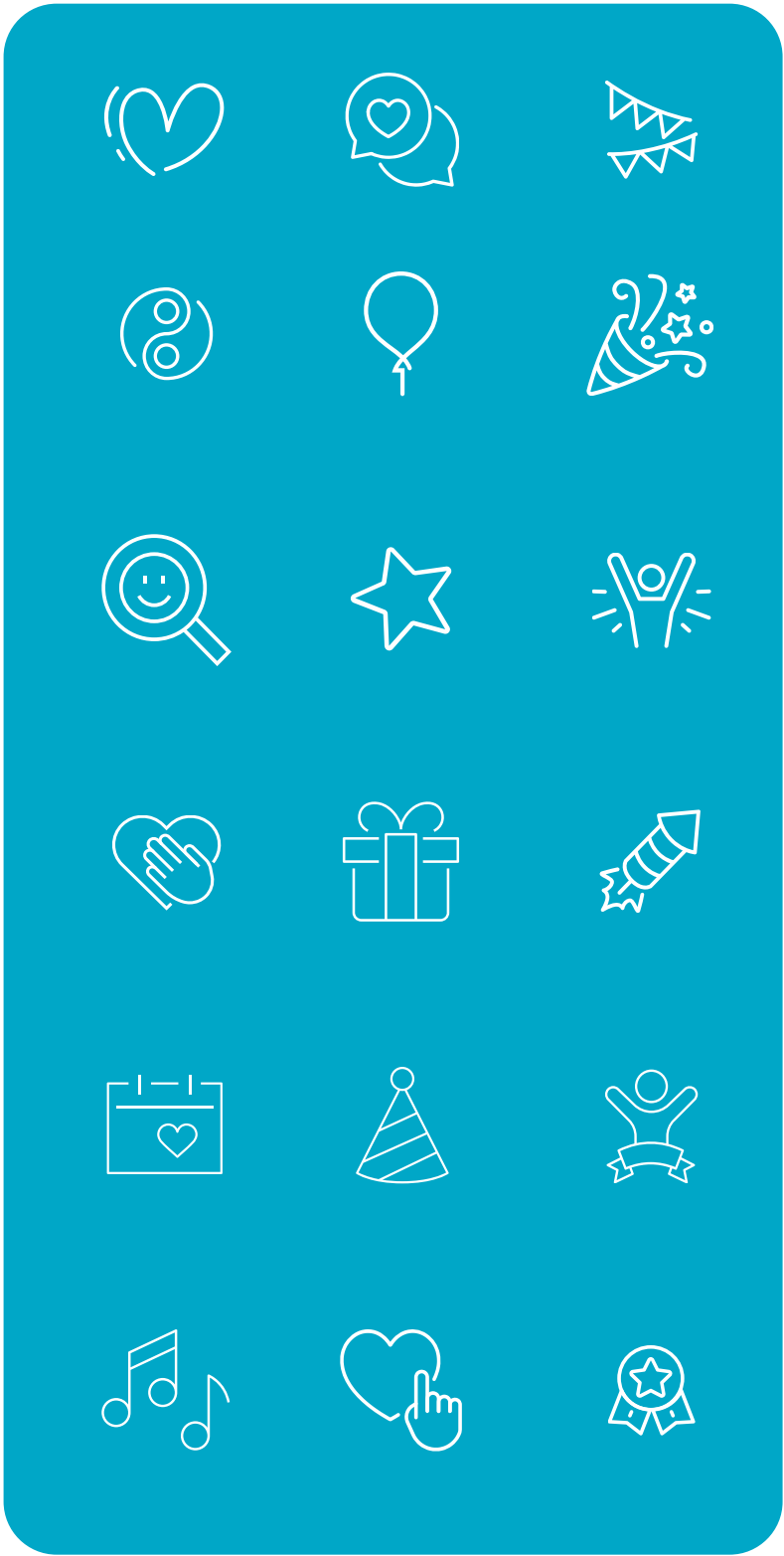
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Flavors



Emotions



Commissions sustainability



Quality of life

Consumption responsible

Environment

Development of community



- Philosophy
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Iconography

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Operation





Philosophy

Logo

Typography

Color

Graphics

Images

Applications

Alsea World

These supporting elements have been created to graphically visualize the diversity of countries and flavors of the Alsea World.

They will be used to design infographics and as visual support.

We must NEVER use them as decorative elements. On the contrary, their use is limited to those occasions in which the graphics add value to the communication.

World Countries



World Flavors





- Philosophy
- Logo
- Typography
- Color
- Graphics**
- Images
- Applications

Shapes

The shapes represent the diversity of the Alsea universe.
The diversity of brands, flavors and cultures...

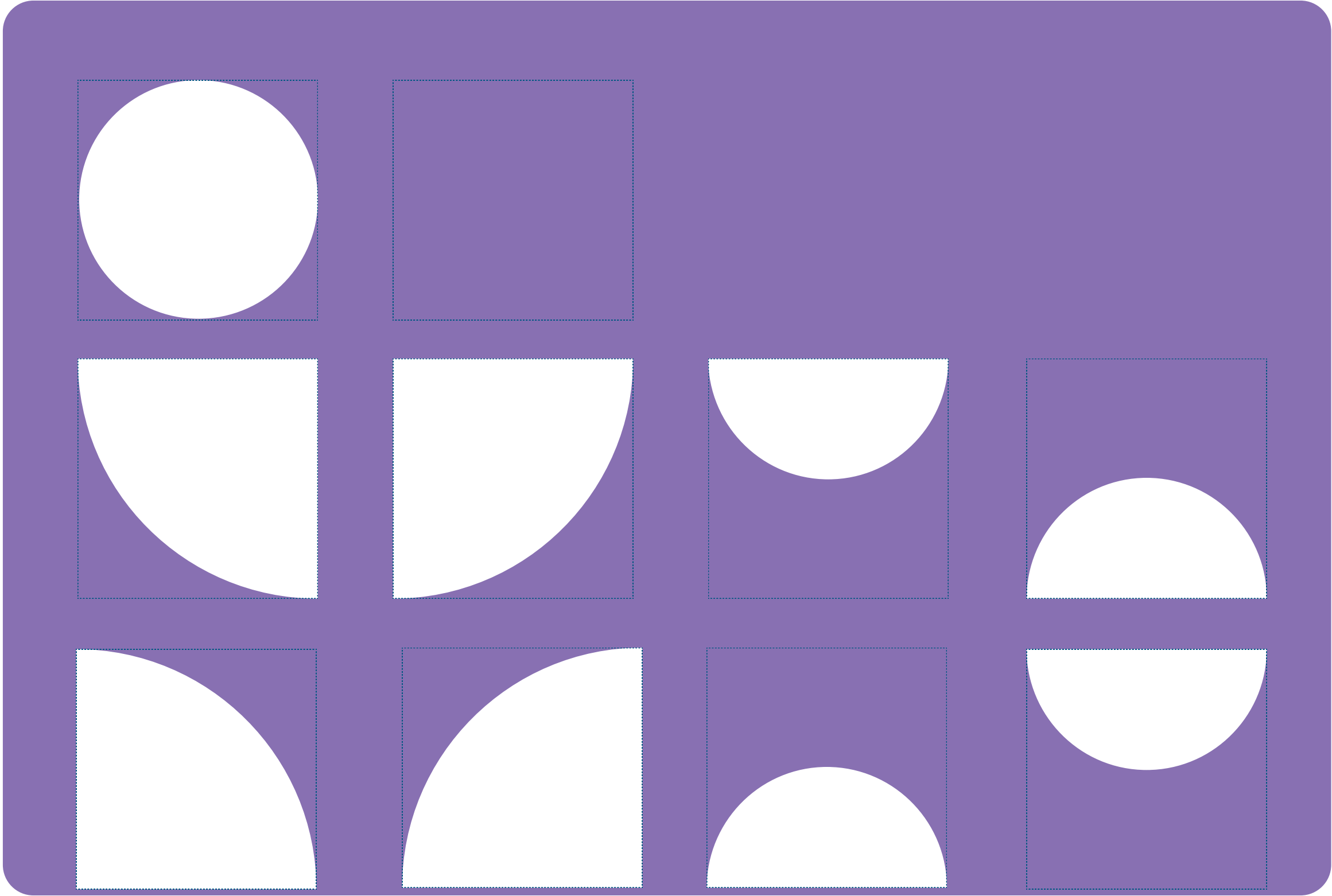
We have chosen basic figures that, combined with each other, produce a very rich universe of creative possibilities.

You can use them in contrast or combination with your background color, to form more complex elements, wrap pictures, design infographics, and highlight texts or figures.

All shapes must be used in their exact proportions, never cut or sectioned; they must always respect the proportions of a square grid.

The most important recommendation is that they are not decorative objects in your design but rather form an integral part of your composition.

Circle, halves and quarters





- Philosophy
- Logo
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Shapes

The shapes represent the diversity of the Alsea universe.
The diversity of brands, flavors and cultures...

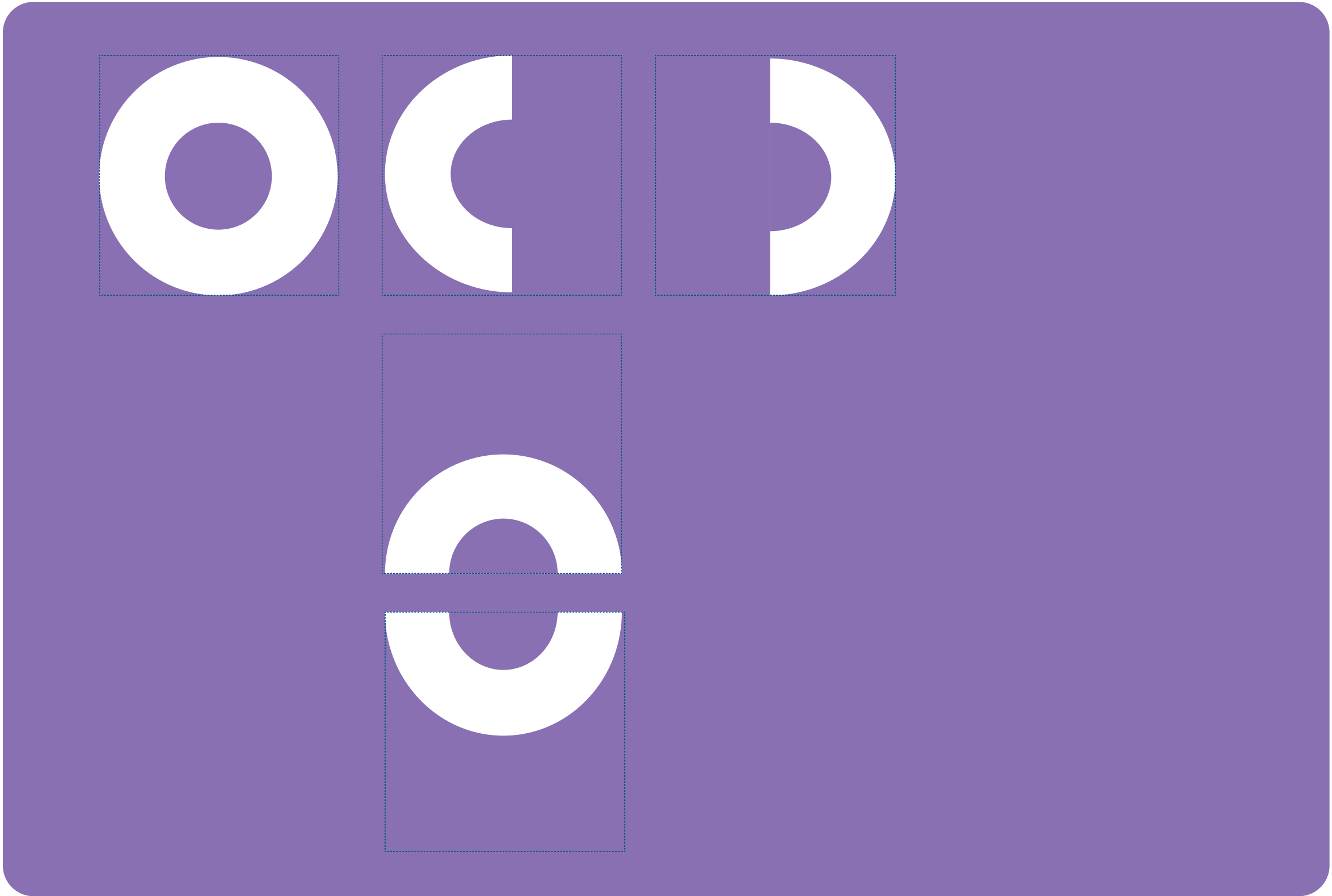
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All shapes must be used in their exact proportions, never cut or sectioned; they must always respect the proportions of a square grid.

The most important recommendation is that they are not decorative objects in your design but rather form an integral part of your composition.

Circles and concentric half circles





- Philosophy
- Logo
- Typography
- Color
- Graphics**
- Images
- Applications

Shapes

The shapes represent the diversity of the Alsea universe.
The diversity of brands, flavors and cultures...

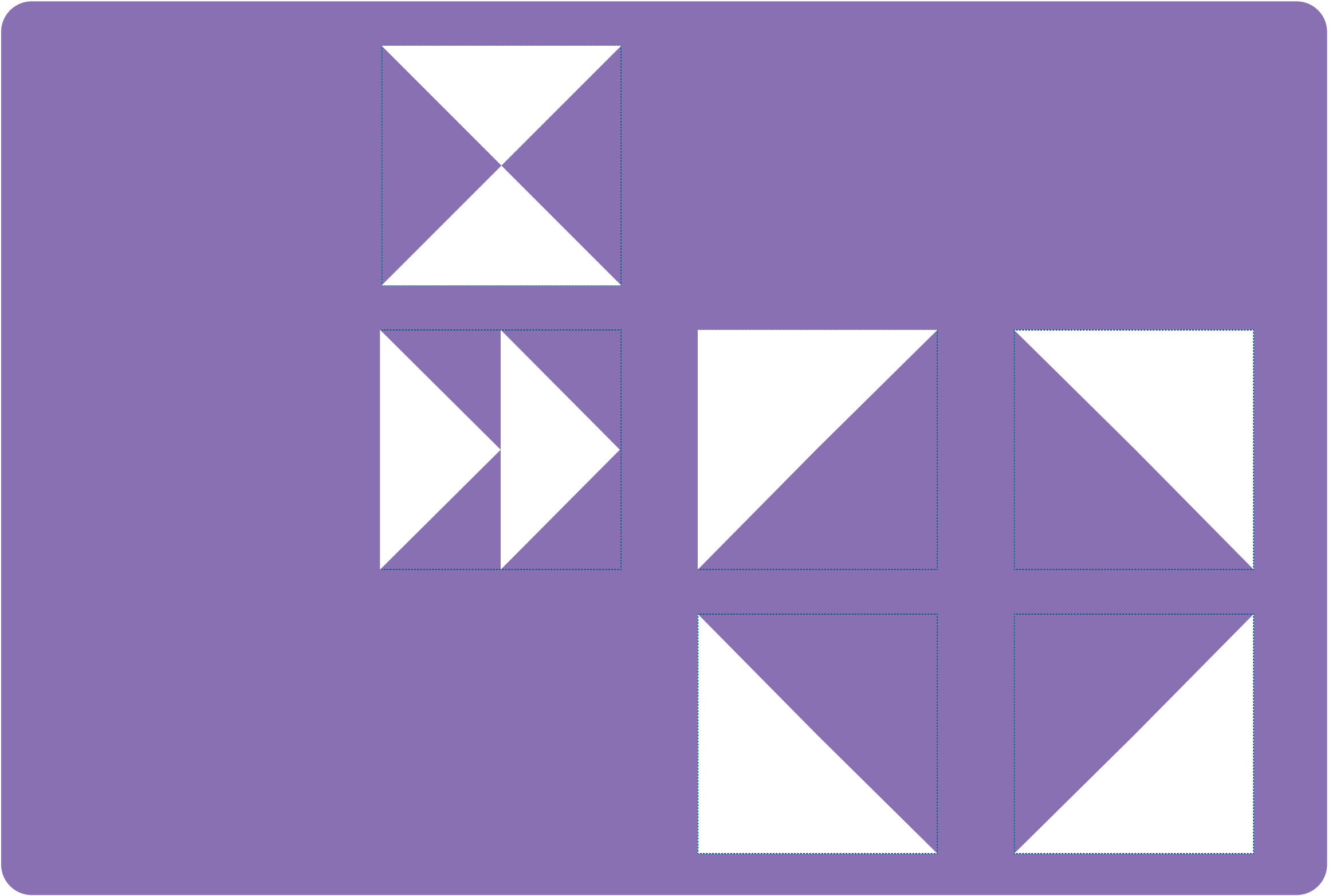
We have chosen basic figures that, combined with each other, produce a very rich universe of creative possibilities.

You can use them in contrast or combination with your background color, to form more complex elements, wrap pictures, design infographics, and highlight texts or figures.

All shapes must be used in their exact proportions, never cut or sectioned; they must always respect the proportions of a square grid.

The most important recommendation is that they are not decorative objects in your design but rather form an integral part of your composition.

Triangles





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Shapes

The shapes represent the diversity of the Alsea universe.
The diversity of brands, flavors and cultures...

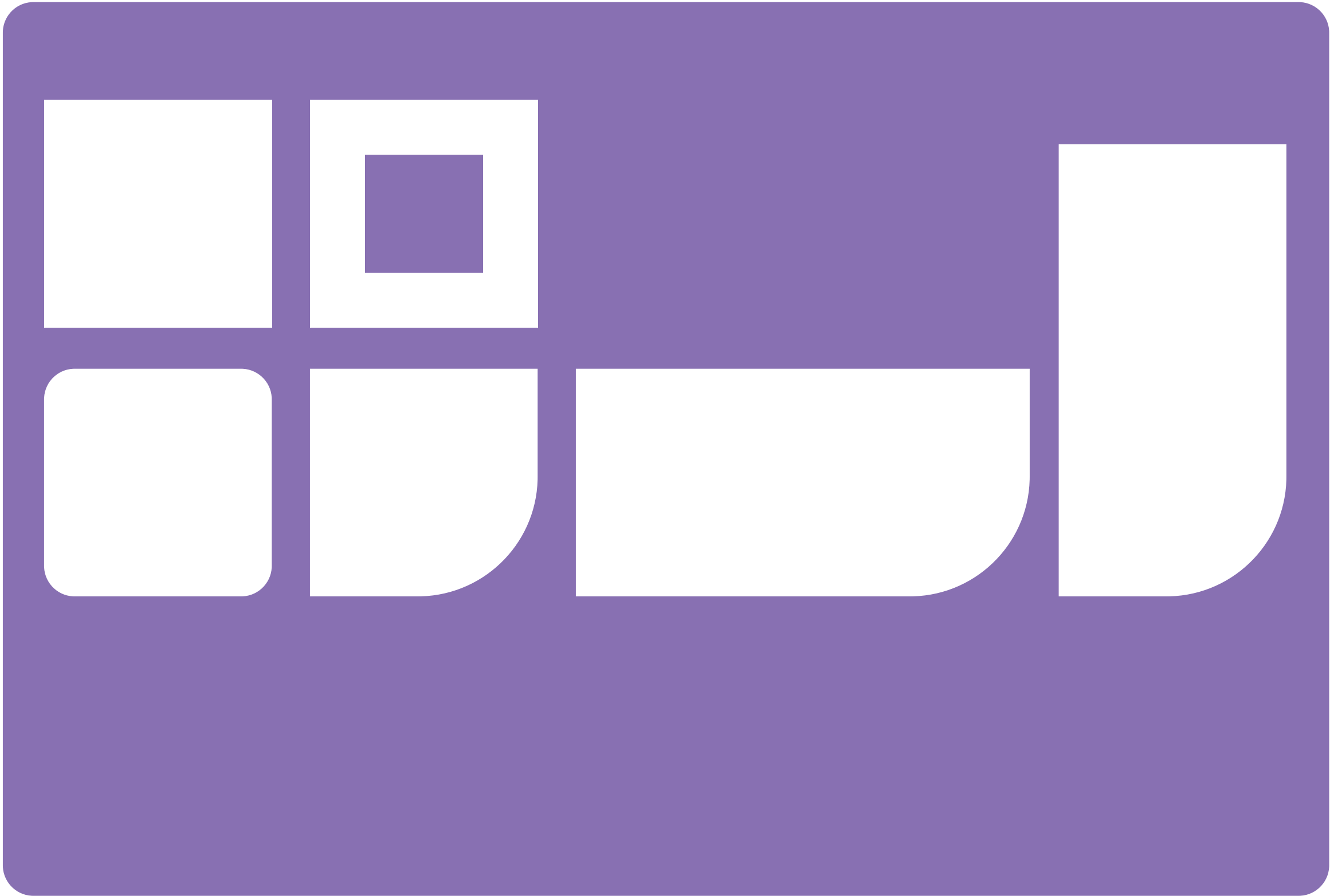
We have chosen basic figures that, combined with each other, produce a very rich universe of creative possibilities.

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All shapes must be used in their exact proportions, never cut or sectioned; they must always respect the proportions of a square grid.

The most important recommendation is that they are not decorative objects in your design but rather form an integral part of your composition.

Square, concentric square / square and rectangle with rounded corners



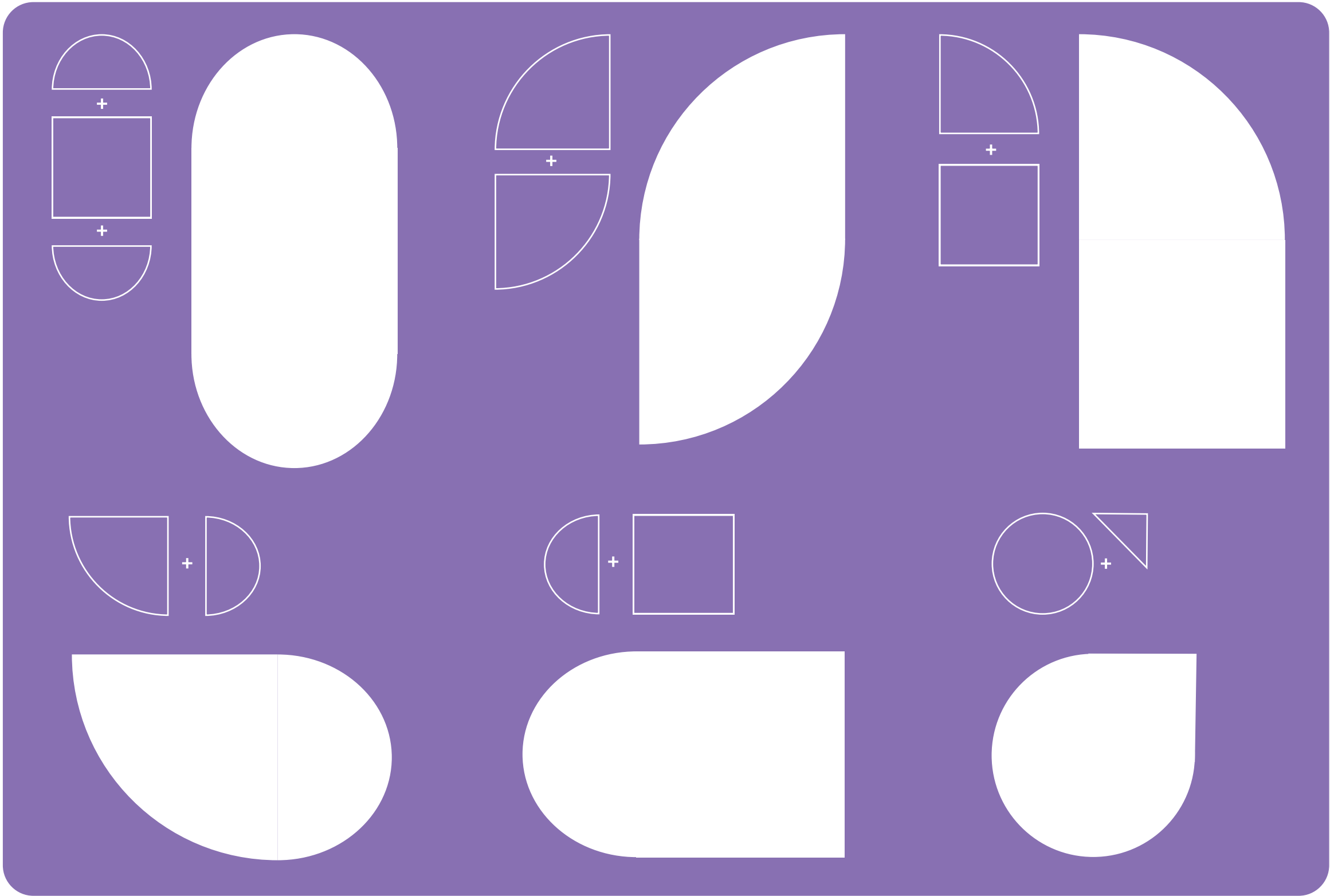


- Philosophy
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Composite shapes

Uniting the collection of shapes allows us to compound shapes like those illustrated in the following examples.

Composite shapes





Shapes

The correct use of forms is very important to maintain unity in all our communication materials. The guidelines to achieve this goal are as follows:

Composition

- 1. The shapes must be BIG.
- 2. Whenever used in combination with a photograph, you must:
 - place an image within a shape,
 - place a photographic silhouette on a composition of shapes
- 3. Never use them to create borders
- 4. Do not use them as decorative elements of typography
- 5. Do not generate textures from their repetition

And most important of all:
Create ASYMMETRIC compositions.

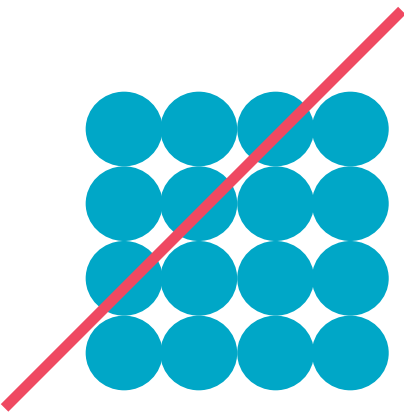
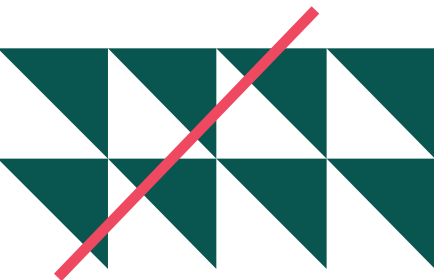
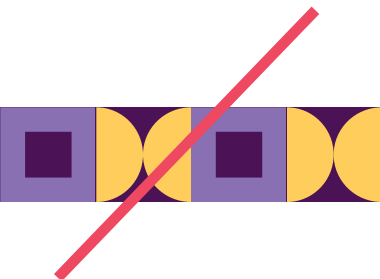
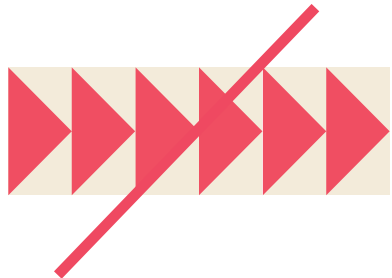


Image **INSIDE** a shape



Photographic silhouette **ON** a composition of shapes.





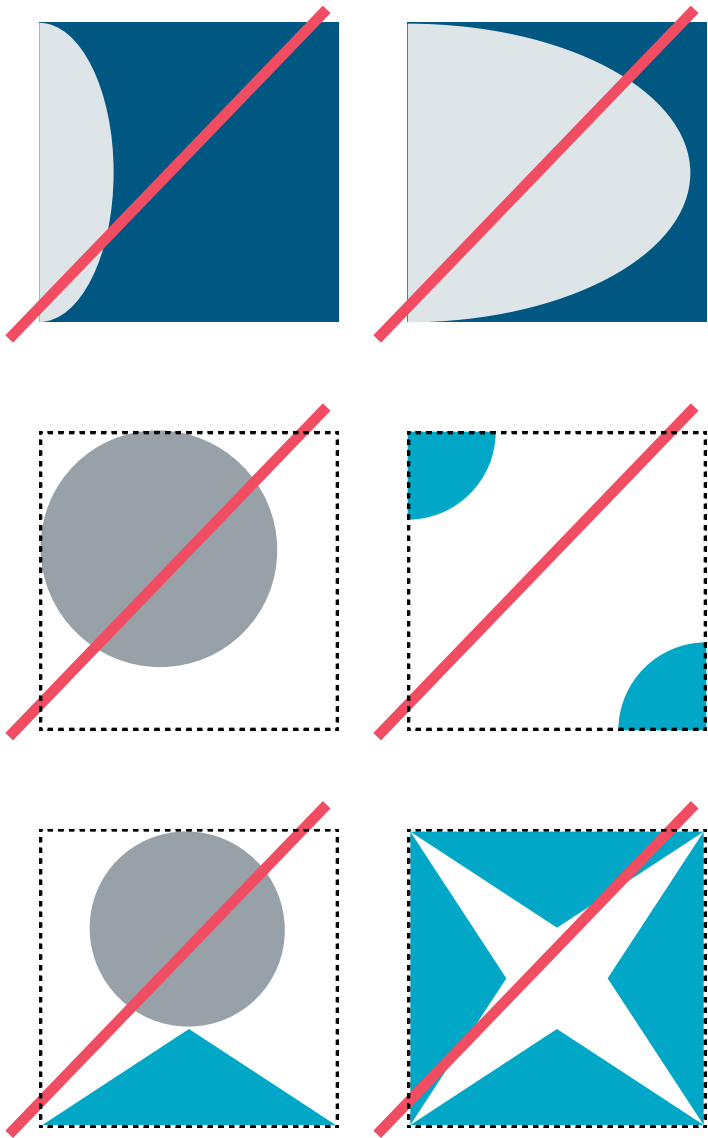
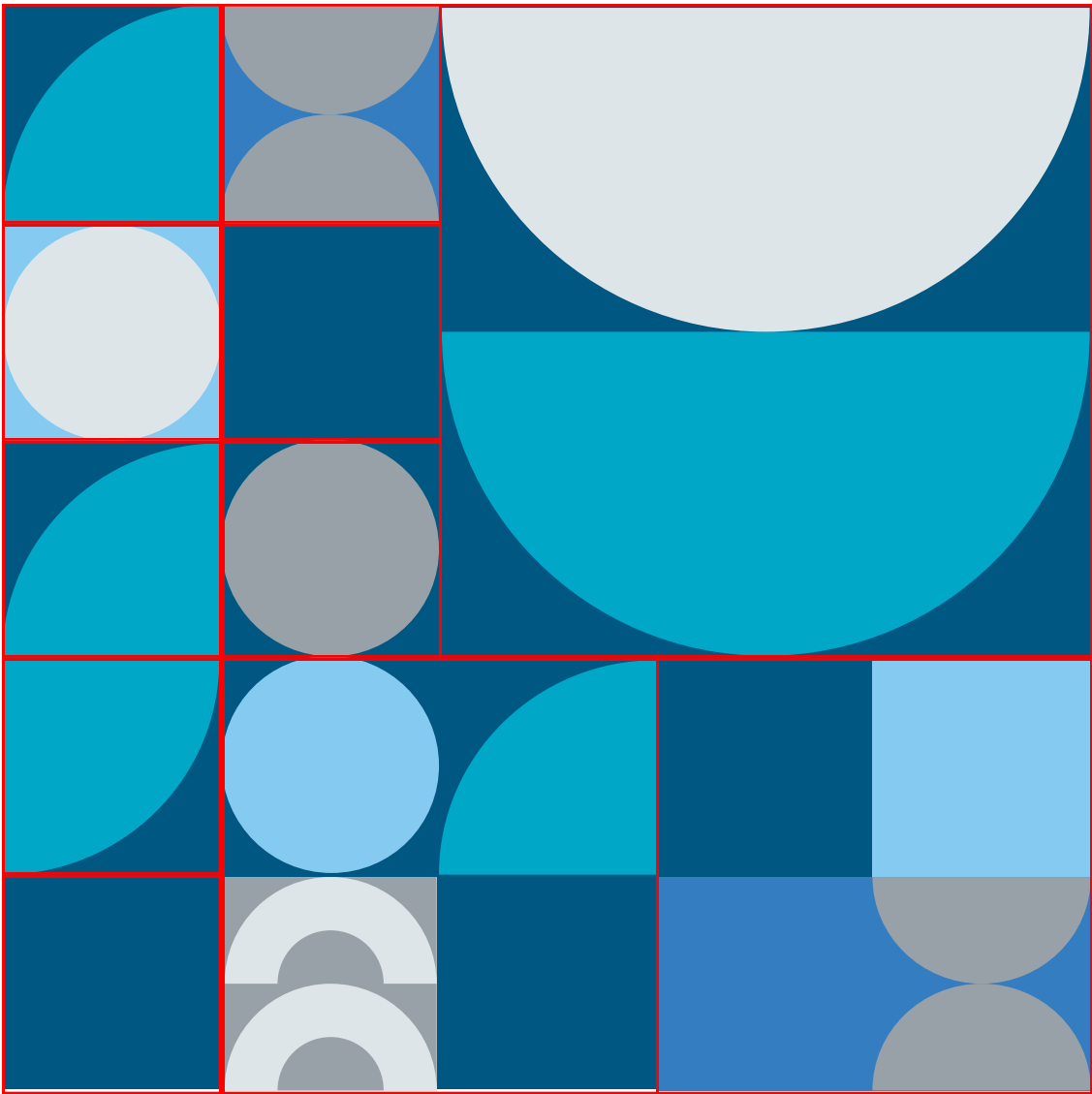
- Philosophy
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Shapes

The shapes must create compositions from a network of uniform square modules. Remember:

- Grid**
- 1. That you must never use fractions of forms
 - 2. Do not vary the shapes’ proportions.
 - 3. Do not use two different shapes within a module.

Shapes within a square grid.





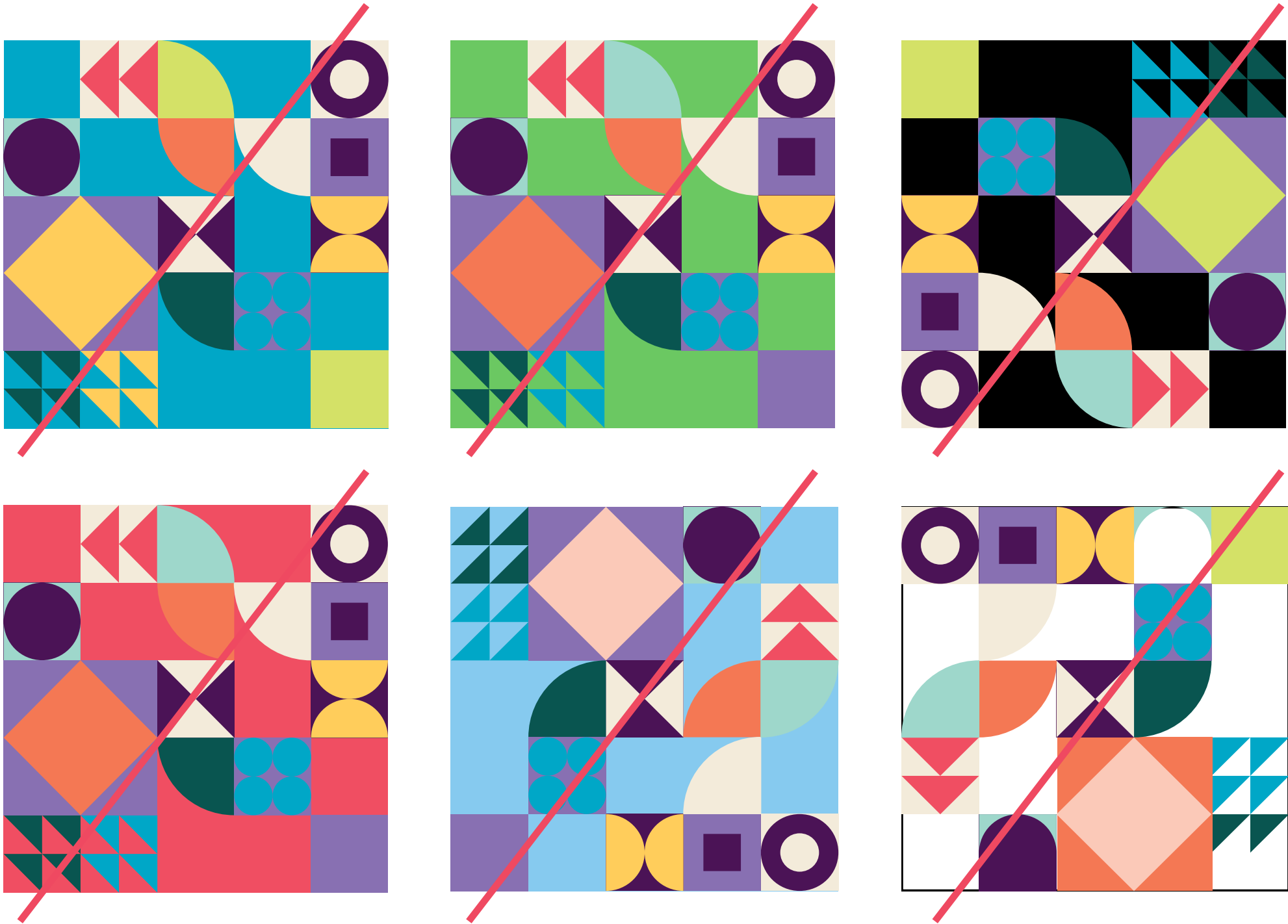
- Philosophy
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- Typography
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Shapes

The correct use of forms is very important to maintain unity in all our communication materials. The guidelines to achieve this goal are as follows:

Color

- 1. The use of color should adhere to complementary color combinations or established color palettes.
- 2. We are not allowed to mix colors from other color palettes.
- 3. The use of black or white as a complement to color palettes is not allowed.





Philosophy

Logo

Typography

Color

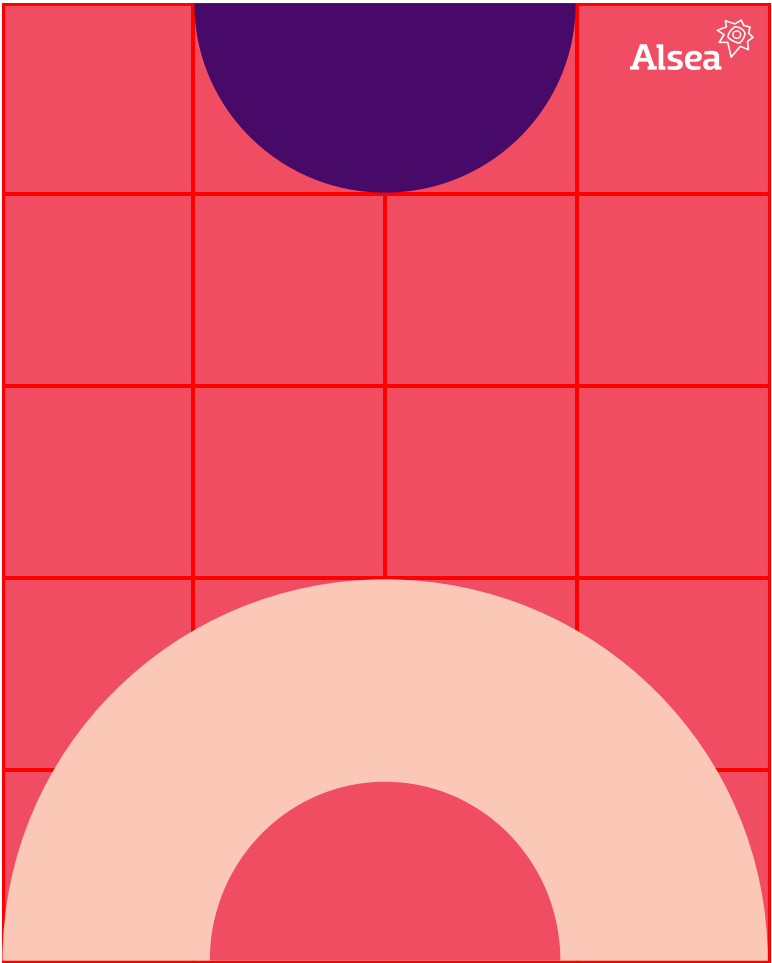
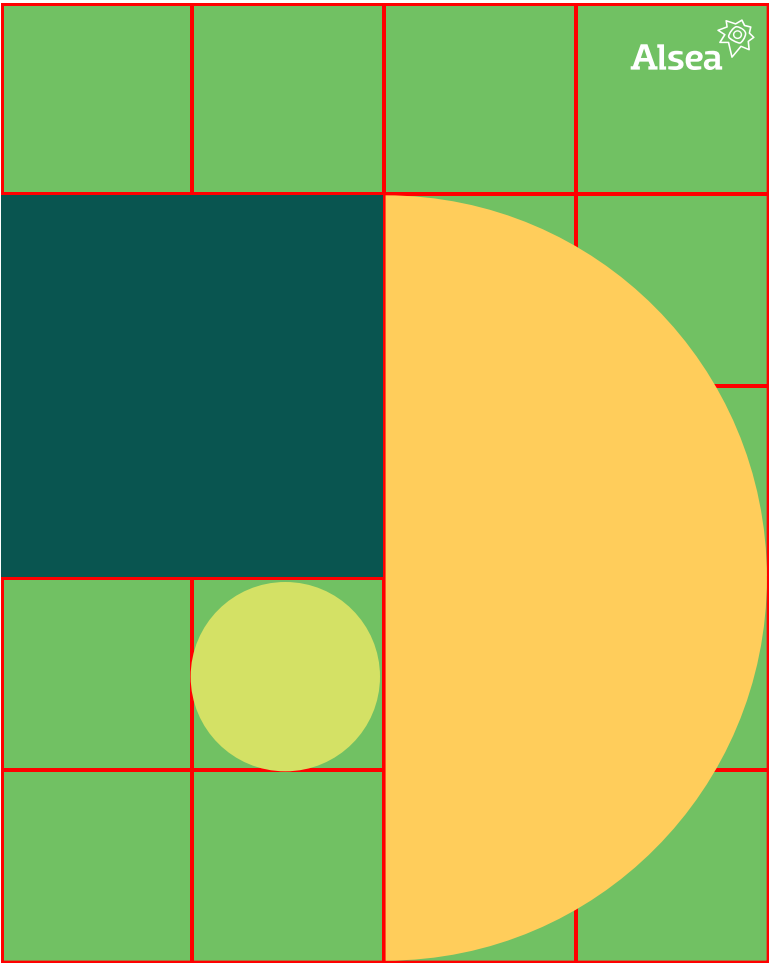
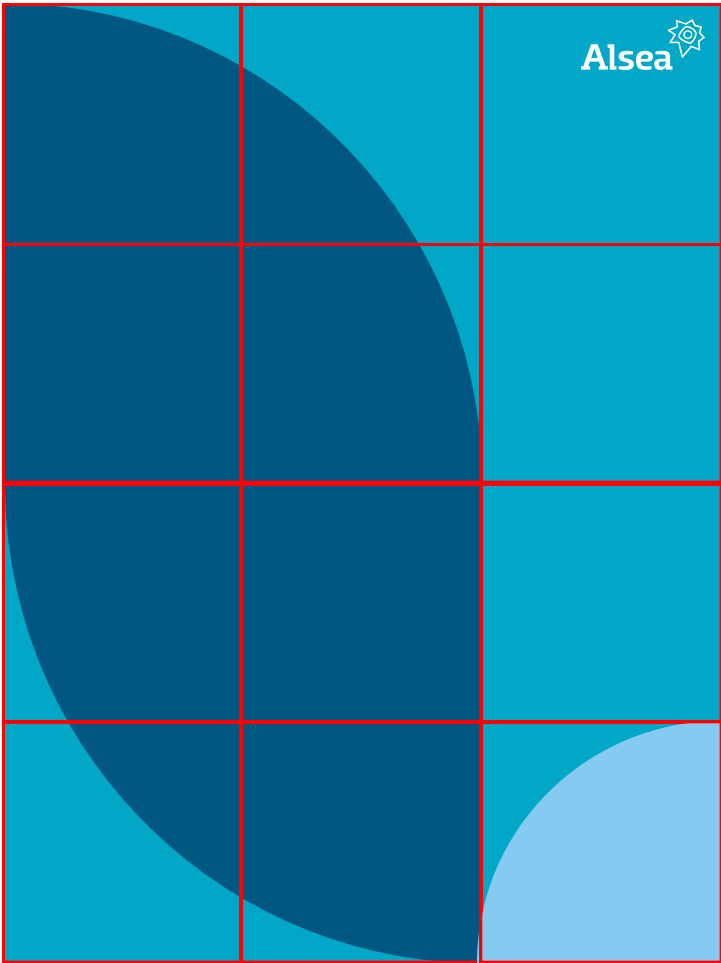
Graphics

Images

Applications

Composition tips

- 1. Choose one main shape and use it on a **large scale**
- 2. Complement it with other smaller shapes
- 3. A key point is that you must always stick to the square grid
- 4. Use shapes to create a composition
- 5. Avoid using shapes to “fill” spaces





Philosophy

Logo

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Color

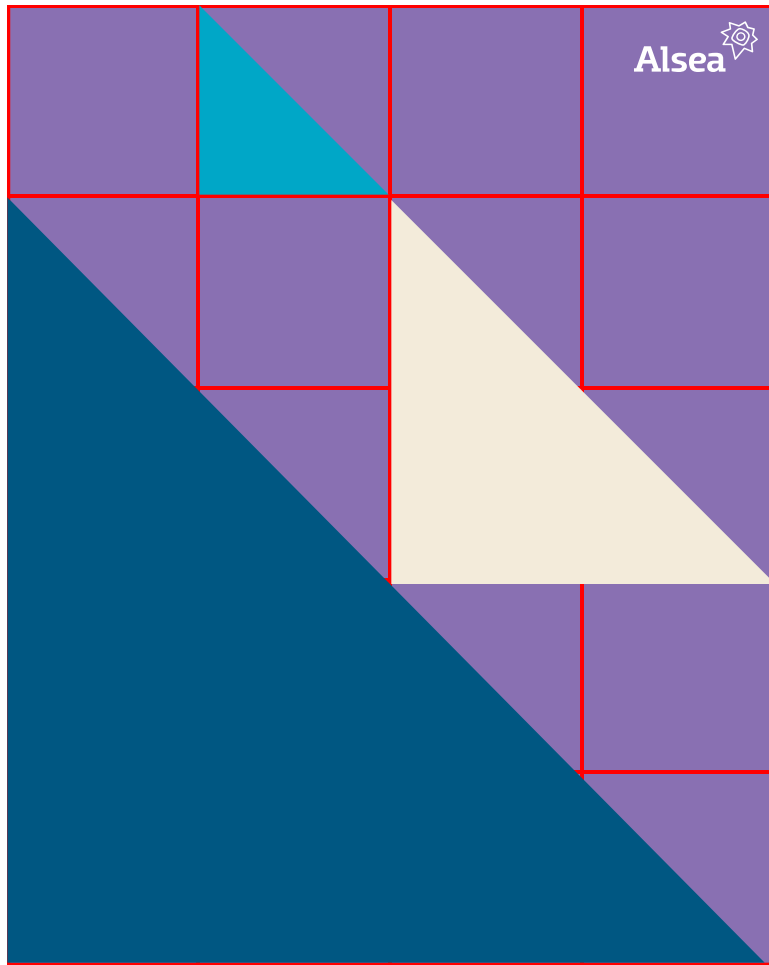
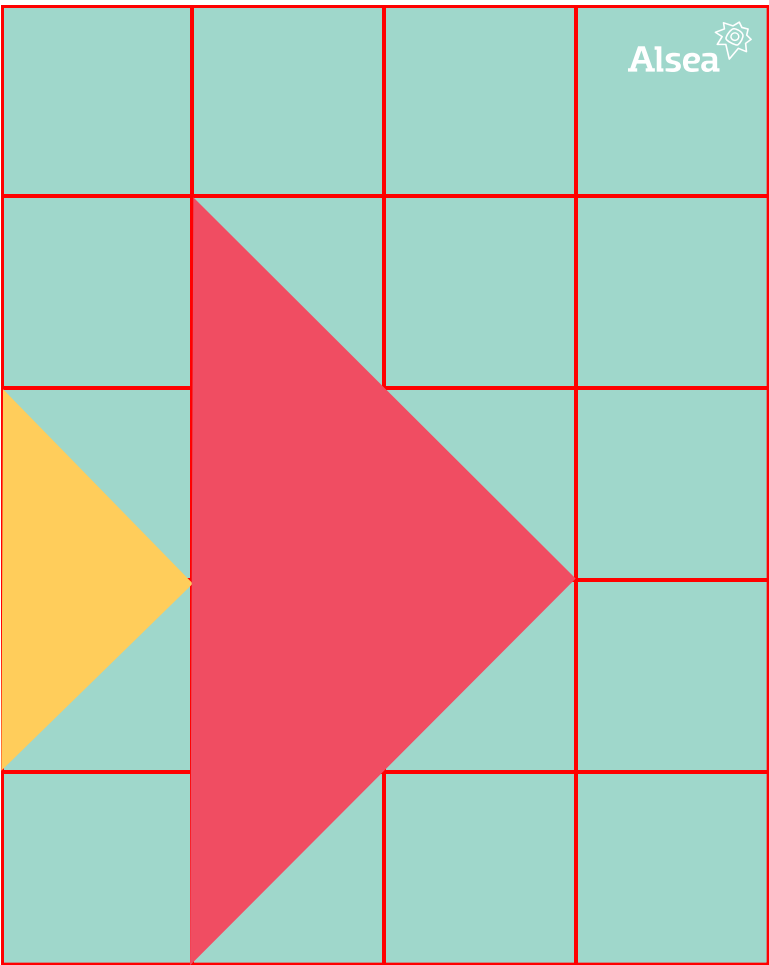
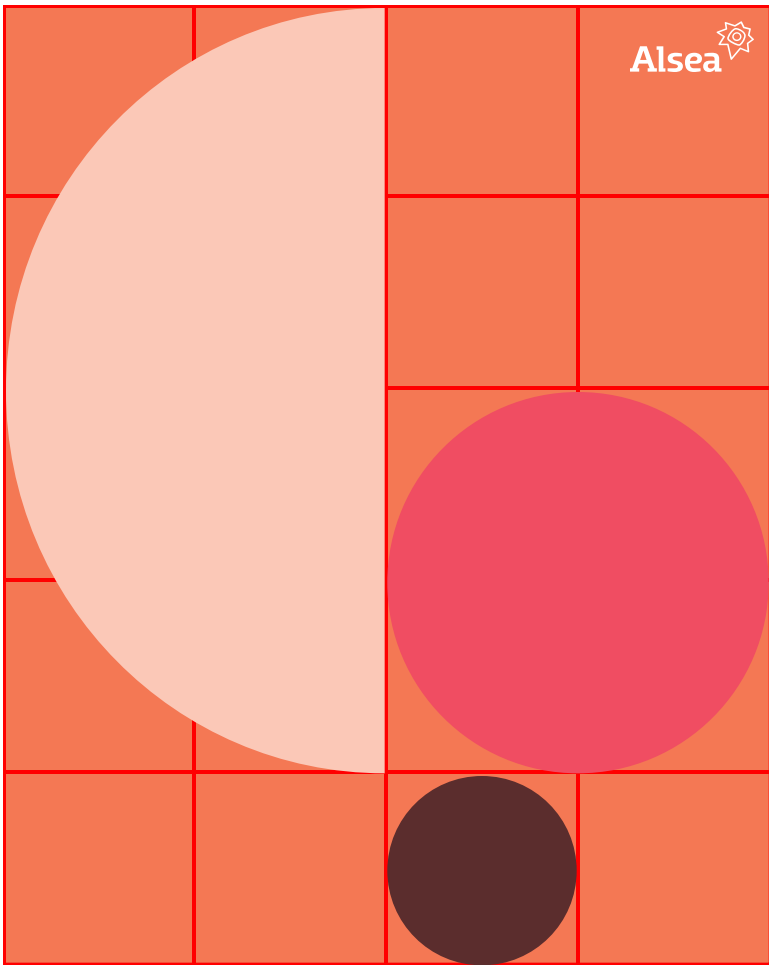
Graphics

Images

Applications

Composition tips

- 1. Choose one main shape and use it on a **large scale**
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Philosophy

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Graphics

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Images

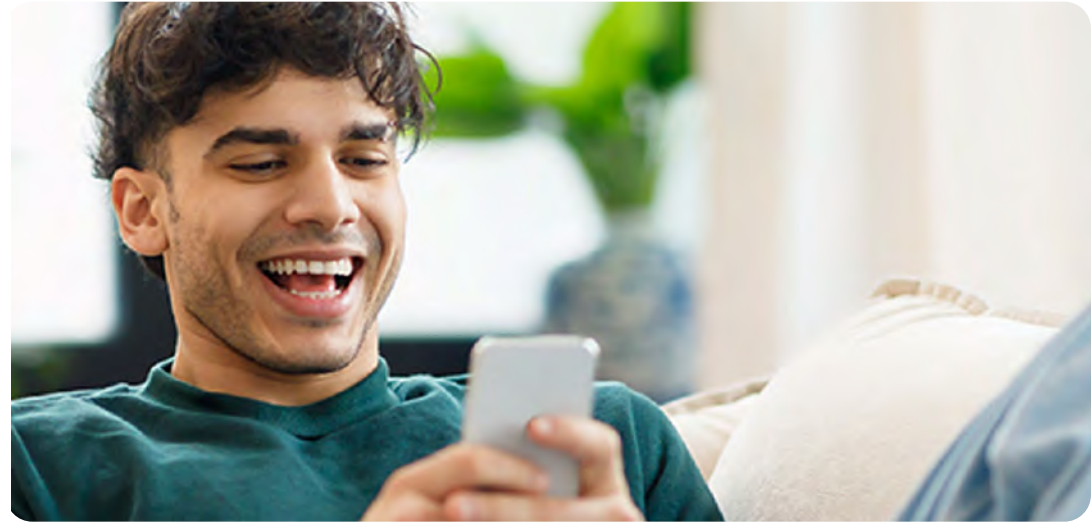
Images are a basic element within a graphic system.

In order to adequately communicate the essence and personality of our brand, we have established three image categories as follows:

a. Conceptual

Communicate moods, lifestyle, emotions, connection, fun, smiles...
(these images do not necessarily have to be inside our restaurants).

Another aspect to consider is that both, the use of images in context and on plain backgrounds, is allowed.





- Philosophy
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b. Consumption

These images must represent moments in context with our brands, in contact with the product, collaborators or inside the restaurants.

The most important thing to consider for this type of image is that people must be in contact with the products **without biting them**.

The use of images of minors is not allowed.

We recommend use pictures of people representing different cultures.





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c. Flavor
These are images of the product, from its preparation to delivery, either in the restaurant or through our delivery systems.

The objective of this category of images is to highlight the flavor and quality of our emblematic products.



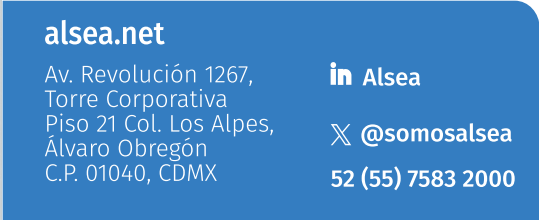


- Philosophy
- Logo
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- Color
- Graphics
- Images
- Applications**

Applications

Basic stationery

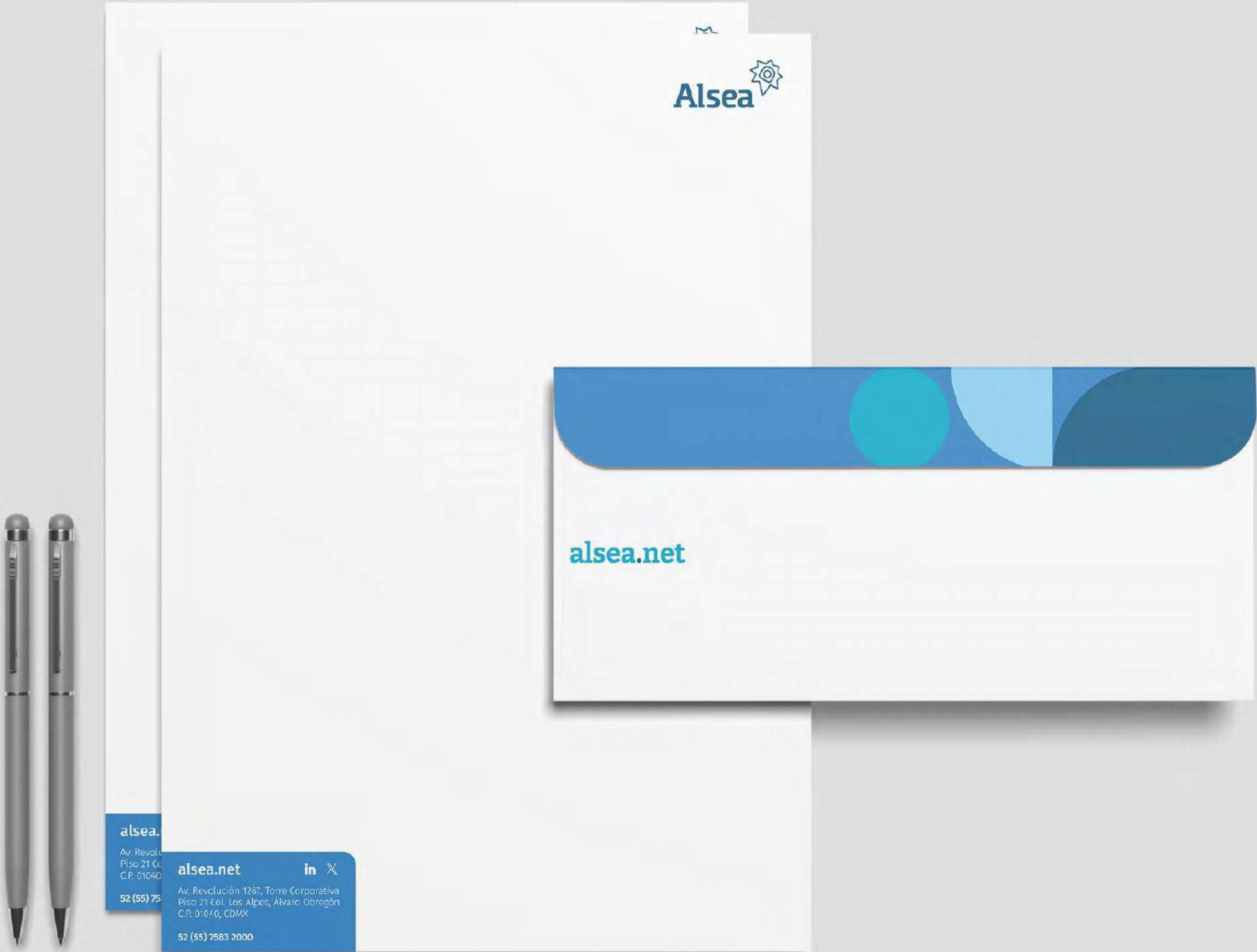
- Letter
- Envelope
- Corporate card



*Each country must change the address and telephone number. Don't forget to include global social networks



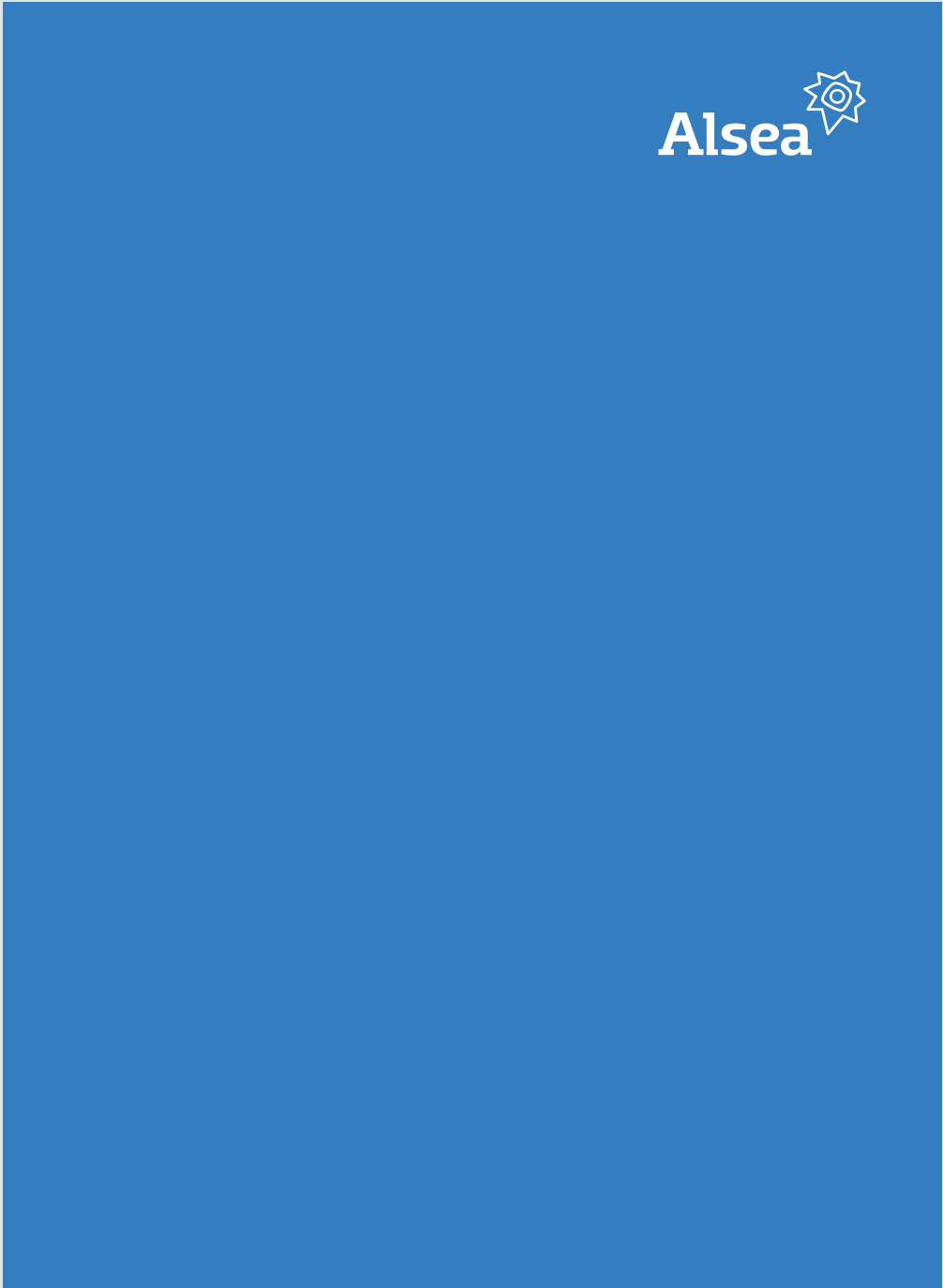
- Philosophy
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- Graphics
- Images
- Applications**





- Philosophy
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- Typography
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- Graphics
- Images
- Applications**

Outer Folder



Inner Folder





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- Color
- Graphics
- Images
- Applications**





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Basic stationery

Card / brands



Alsea



Quick Service

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Domino's

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The Cheesecake Factory.

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Basic stationery

Card / brands



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- Philosophy
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Basic stationery

Card / brands



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Basic stationery

Card / brands

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**Full service
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Archies

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- Philosophy
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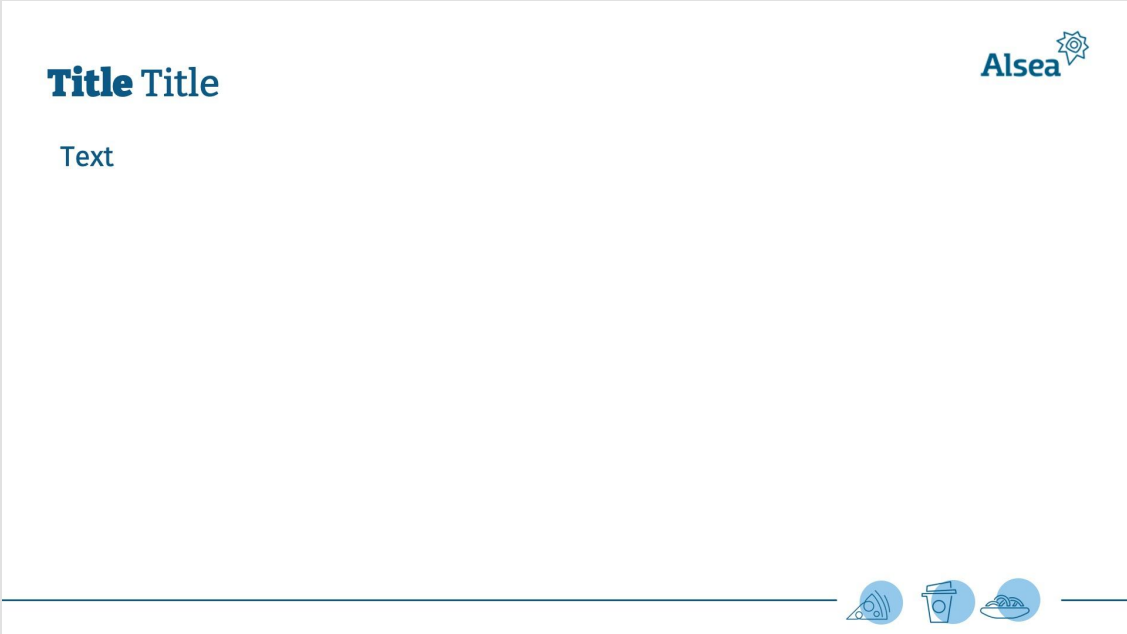
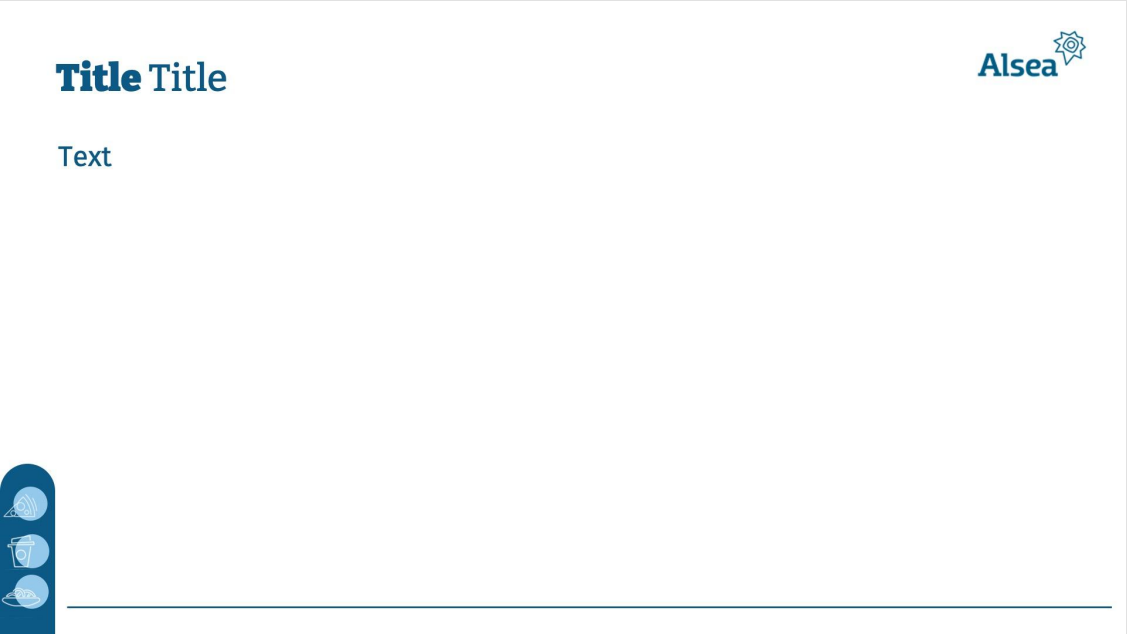
- Philosophy
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PPT presentations





Philosophy

Logo

Typography

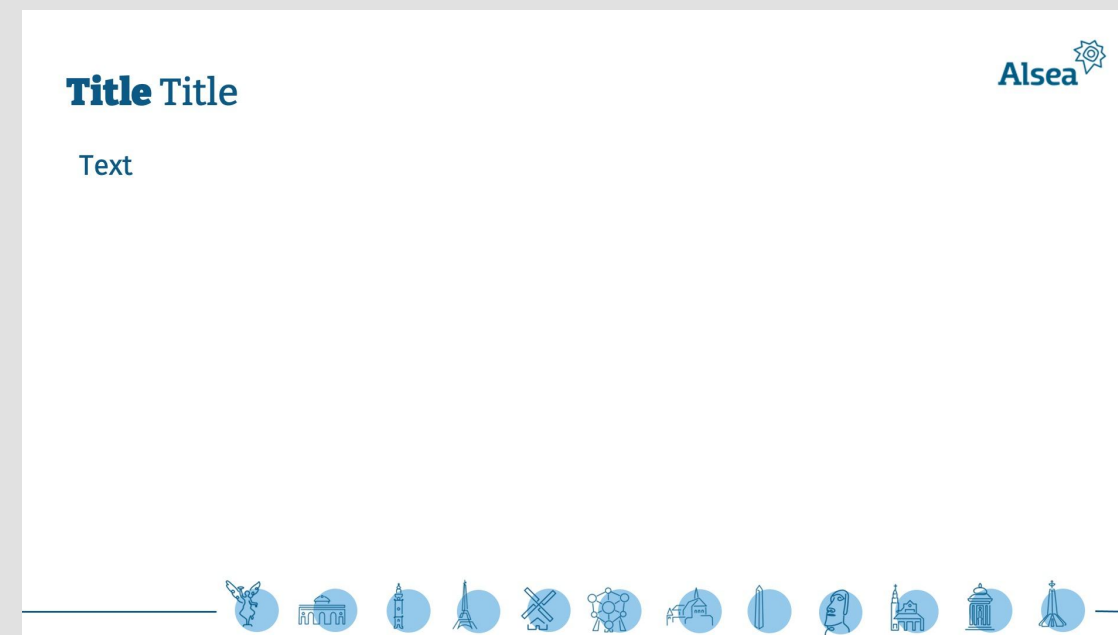
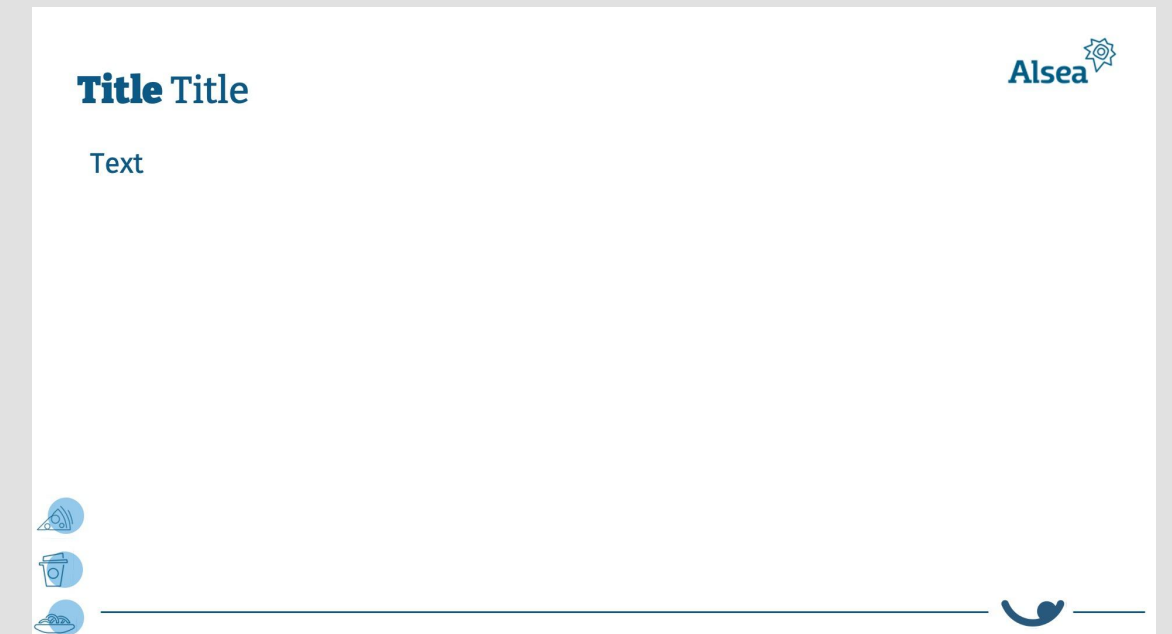
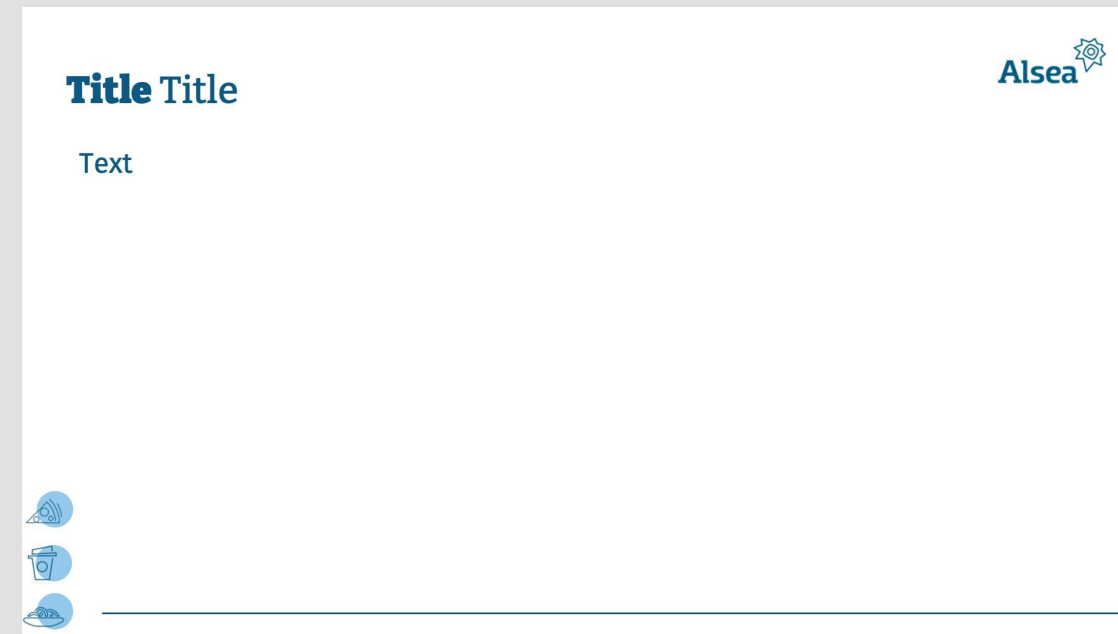
Color

Graphics

Images

Applications

PPT presentations





Philosophy

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Typography

Color

Graphics

Images

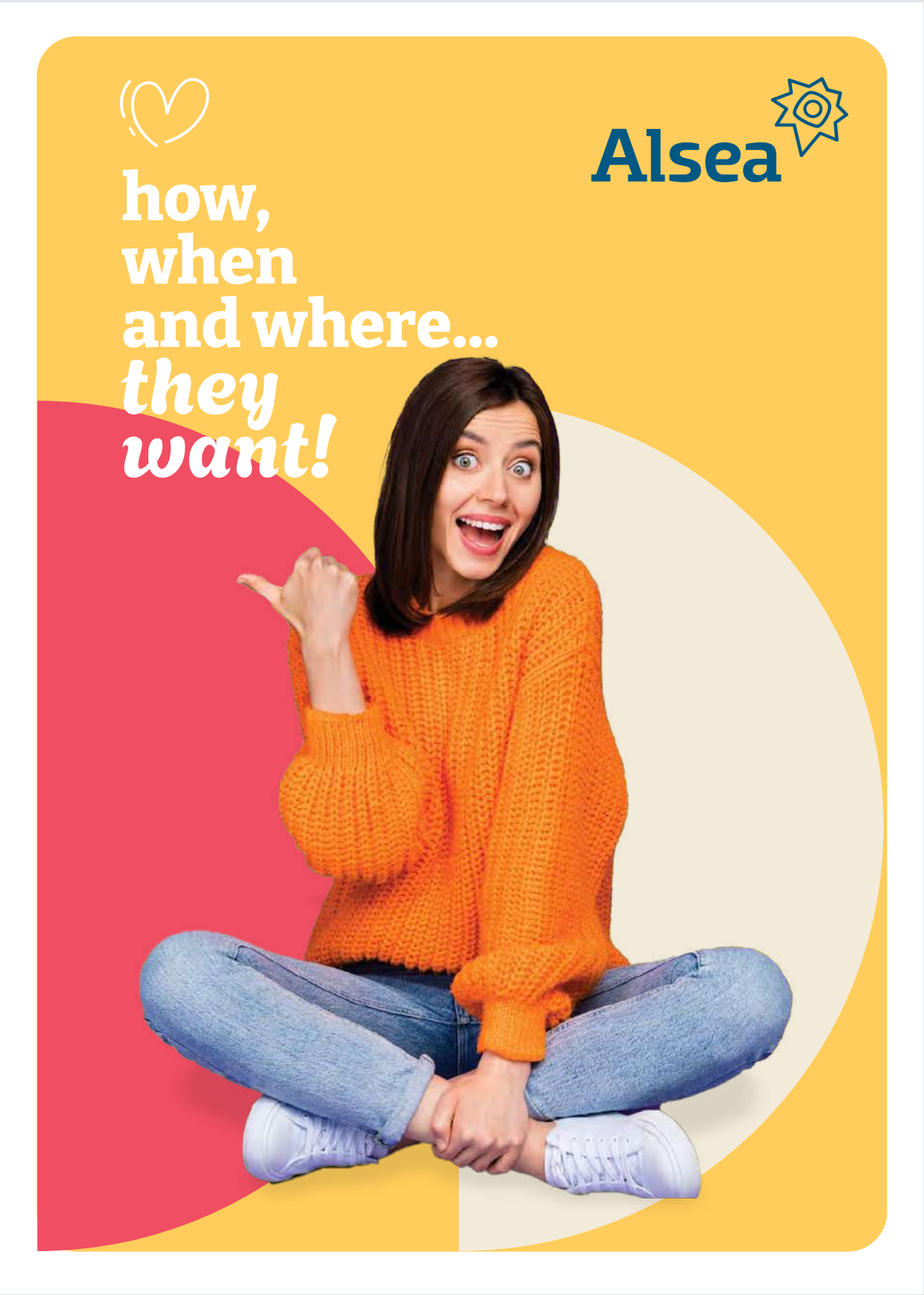
Applications

Poster

Silhouette on shapes

The construction of this poster is based on the following resources:

- a. Plain background
- b. Color palette: yummy
- c. Typography mix
- d. Hard shadow
- e. Silhouette on shape composition





Philosophy

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Philosophy

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Poster

Photography within shapes

The construction of this poster is based on the following resources:

- a. Plain background
- b. Color palette: spicy
- c. Typography mix
- d. Graphics inside and outside of the main photograph
- e. Photograph inside a shape





Philosophy

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Philosophy

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Poster

Silhouette outside of the shapes

The construction of this poster is based on the following resources:

- a. Mint/jeans gradient background
- b. Color palette: Alsea
- c. Typography mix
- d. Photograph within main graph
- e. Character extending outside of the form





Philosophy

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Electronic signature

The electronic signature integrates both personal and corporate/regional contact data.

It also includes social network addresses; the URL of the corporate website and the brands of the company's portfolio.



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Checklist

1. Messages

Define the objective of your communication piece, media and target.

Write short, catchy, clear and easy-to-understand copy.

Complement it with additional specific texts that add value to your objective.

Use the warm and friendly tone of voice that defines us.

2. Images

Choose images that support your communication objective.

The lighting is natural.

Choose images of spontaneous moments with the presence of brands / products.

Photography must comply with any of the three established categories.

3. Shapes

The shapes must be large.

They should never form borders or textures.

Do not use forms that are not described in this manual.

Remember to follow the grid formed based on squares.

Do not use fragmented or distorted shapes.

4. Background

Choose the color combination according to the established guidelines.

Gradients will always be created from the top corner to the opposite bottom corner.

5. Color

Choose combinations of complementary colors or colors chosen from the color palettes.

Remember not to mix other colors that are not part of the established color palettes.

6. Icons

The iconography must be used to support communication messages.

They should never be used as decorative elements, forming textures or as the main element of your communication piece.

Contact

**Please feel free to contact us for
information about this manual.**

Nadia Vizcaíno

CORPORATE COMMUNICATIONS

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