



BRAND GUIDELINES

THE TAPATÍO[®]

BRAND

TAPATÍO[®]

Hot Sauce
10 FL. OZ. - 296 ml
#TheHundred

WHAT IS A BRAND?

A brand is more than a logo. A logo can graphically represent a company, but a brand is what truly defines it. A brand is made up of all the things that come to mind when people hear your name or see your logo and products.

A brand is a collection of characteristics and values that live in the minds of customers — but we can do things that help strengthen our brand. The more we can present ourselves to consumers consistently, the stronger our brand will become. The Tapatío brand represents authentic flavors and a festive spirit. Our brand is seen in our heritage and history. It is seen in our passion and dedication. It shines through in every single bottle of our hot sauce.



Since 1972, Tapatío® Hot Sauce has been a staple for hot sauce lovers around the world. Made from the finest spices and ingredients, it captures the authentic flavor of Southern California in every bottle.

The brand essence reflects the authentic feel and flavor of the Tapatío brand and a rich history and cultural influence. All aspects of the product, including the packaging and design elements, are created to enhance and build up the Tapatío brand. Through a specific blend of typography, color, texture and design, the personality and uniqueness of Tapatío products shine through.

Our typography reflects the bright, bold character of the Tapatío brand and was uniquely created. The colors and textures provide an added layer of authenticity to the product experience and add credibility for the consumer. All of the design elements work together and speak to the food lovers who crave and seek out the savory flavors of Southern California and the American Southwest.



The Tapatío brand represents the authentic ingredients and flavors of Southern California. The unique Charro figure on our label has become an icon that people identify with our brand. They look for him on the shelf.

These guidelines demonstrate proper use of the Tapatío core brand elements including our character, logos, fonts, colors and imagery. Also included in these guidelines are graphic treatments that may be used for branded elements as well as licenses products.

TAPATÍO®



LOGOS & TRADEMARKS

TAPATÍO®

TAPATÍO BRAND LOGOS



THE LOGO

The Tapatío Man is the face of the brand. The image of our man in the sombrero is the primary visual that people identify with our products. His image coupled with the Tapatío arched logo type treatment distinguish our products from all others.

The primary logo for the Tapatío brand is the arched logotype, smiling man and the ribbon banner. This is the preferred logo and should be used whenever possible. It is important to use the logo as shown and not alter or modify it any way, and keep all elements in relation to each other. Please use the ® as shown after the arched logotype and ribbon banner.

For certain executions and instances, the main Tapatío logo may be used without the words “Hot Sauce” under it. Approval from the Tapatío Marketing Team must be obtained.

The secondary logo consists of just the arched Tapatío logotype. This logo may be used for smaller format designs, or as needed to compensate for various layouts. This logo should only be used where use of the primary logo would hinder the design. Please use the ® as shown after the logo.

THE TAPATÍO MAN

The man depicted in the logo may be used as a mascot of sorts for various promotional and marketing purposes, with permission. He may only be shown from the chest up, as depicted within the logo.



PRIMARY TAPATÍO LOGO



PRIMARY TAPATÍO LOGO
WITHOUT “HOT SAUCE”



SECONDARY TAPATÍO LOGO
(ARCHED LOGOTYPE)



THE TAPATÍO MAN

TAPATÍO BOTTLE ART



THE BOTTLE

The Tapatío Hot Sauce bottle is one of the most recognizable symbols for the brand. The simple and straight-forward design is easily identified by people all over the world. In certain instances, the Tapatío bottle may be used as a representation of the brand, but is not intended to be a substitute for the primary or secondary logos. If it is used in marketing materials, it should be used to supplement and enhance the main brand elements. The bottle may only be used in place of the main logo with the permission of the Tapatío Marketing Team.

The packaging comes in a variety of sizes and configurations, but when used in marketing materials, the 5 oz. and 10 oz. bottles are the preferred configurations, unless the communications are designed to highlight a specific product size/serving. To obtain art files for use in printed or online materials,



5 OZ. BOTTLE PHOTO



10 OZ. BOTTLE PHOTO

LOGO SIZING & SPACING



LOGO CLEARANCE

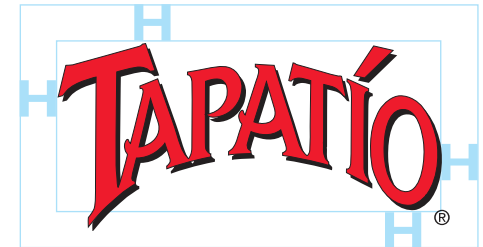
It is important to maintain appropriate spacing around the logo for maximum legibility and brand recognition. When other elements infringe upon the logo it detracts and hurts brand awareness. Please refer to the diagram at the right for logo safe clearance areas. The minimum clearance around the logo is equal to the size of the letter “H” in the words “Hot Sauce.” On occasion, outside design elements may creep into the logo safe area, but approval from the Tapatío Marketing Team must be acquired.

MINIMUM SIZES

There is no maximum size that the Tapatío logo must not exceed, but there is a minimum size. The Primary Tapatío logo may not be reproduced smaller than 1.25” and the secondary logo may not be reproduced smaller than .75” wide. Because of the fine details in the image of our man and the type, reproduction at small sizes effects the readability and recognition of the logo.



Hot Sauce



LOGO RESTRICTIONS



NEVER, EVER, EVER

The proportions of the man to the logotype should never be altered or changed in any way. The logo may be scaled larger or smaller depending on the use, but the main elements should always remain in this exact proportion. Logo elements may also not be separated from each other. The logo should also never be distorted, stretched or skewed.

The logo should never be placed on overly complex background patterns or photos because it effects readability. Simple backgrounds allow for maximum readability. If the logo must be used over a visually complex background, it is permitted to enclose the logo in a holding shape or outer border. These uses are determined and permitted on a case-by-case basis and approval must be given by the Tapatío brand Team.



TAPATÍO

BRAND COLORS



TAPATÍO

Hot Sauce
1 FL. OZ. - 148 ML

BRAND COLORS



These colors that represent the Tapatío brand are inspired by the savory cuisine and vibrant Hispanic culture. Tapatío is a festive brand that literally adds flavor to any occasion, and the color palette reflects that spirit. The color palettes are intended to work together to highlight the personality of the Tapatío brand.

PRIMARY COLORS

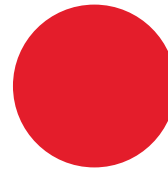
The primary colors are rooted in our logo. The bright red color symbolizes strength and also represents the color of our hot sauce, while the yellow represents the vibrancy of the sun. The black, although a primary color, should be used in a supportive role and not a dominant one.

These colors give the brand personality. When combined with typography and other imagery, color will help define the overall look and feel of the Tapatío brand.

SUPPLEMENTAL COLORS

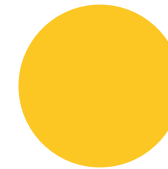
The main three colors of the Tapatío brand can appear very dominant and overbearing if over used. For that reason, a supplemental color palette has been selected to compliment and enhance the primary brand colors. These colors are inspired by the food and dishes our sauce enhances.

PRIMARY COLOR PALETTE



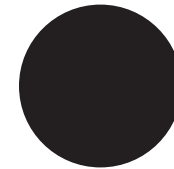
TAPATÍO RED

5C / 100M / 94Y / 0K
225R / 26G / 43B



TAPATÍO YELLOW

5C / 22M / 94Y / 0K
252R / 199G / 38B



TAPATÍO BLACK

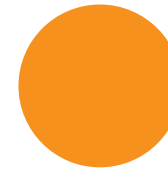
0C / 0M / 0Y / 100K
0R / 0G / 0B

SUPPLEMENTAL COLOR PALETTE



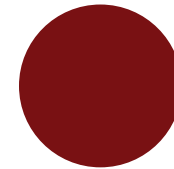
GUACAMOLE

37C / 9M / 100Y / 0K
174R / 194G / 55B



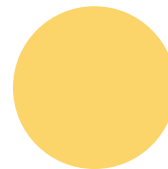
FIESTA

0C / 51M / 100Y / 0K
247R / 146G / 30B



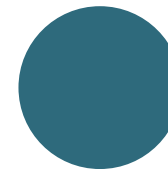
SALSA

30C / 100M / 100Y / 40K
122R / 19G / 21B



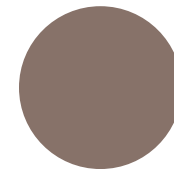
TORTILLA

1C / 15M / 69Y / 0K
253R / 213G / 107B



AGAVE

82C / 48M / 40Y / 13K
54R / 107G / 124B



PUTTY

0C / 18M / 21Y / 56K
136R / 116G / 106B



BRAND TYPOGRAPHY

TAPATÍO®

BRAND TYPOGRAPHY



Another important item that identifies the brand is typography. Type is another design element that reflects our brand personality. Fonts convey style and feeling, and our brand typography reflects a festive attitude with a contemporary flair. The following are typefaces to use in brand communications. We refer to them as Tapatío brand fonts.

PRIMARY FONTS

Garage Gothic is the main typeface used to represent the brand. Its simple letter shapes allow for easy readability while the letter forms reflect a slightly hand lettered feel. The font is available in three weights – light, bold and black to allow for variety.

Hefty Regular is another font used in brand communications to compliment Garage Gothic. The slab serif and wide letter forms serve as a nice contrast to the tall and skinny shapes of Garage Gothic. The font has a slightly southwestern feel to it, making it approachable to people who already have an affinity for Southwestern and Mexican cuisine.

SUPPLEMENTAL FONTS

For legal copy and other small format text, Helvetica Neue Condensed may be used. The font is available in several weights to allow for emphasizing specific content.

Garage Gothic Regular

AaBbCcDdEe

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?\$#

Garage Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?\$#

Garage Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?\$#

Hefty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890!?\$

Helvetica Neue Light Condensed

Helvetica Neue Condensed

Helvetica Neue Bold Condensed

Helvetica Neue Black Condensed

TYPOGRAPHY COMBINATIONS



Here are some examples of how Garage works with Hefty in various executions. There is no hard and fast rule for how the fonts relate to each other and are created on a case by case basis. However, a general rule to follow is to use Garage for words that require more emphasis and allow type set in Hefty to serve as an accent in a supporting role. Color can also play an important role in creating interesting type relationships.

Type and headlines may also be skewed on an angle to give a layout more energy and visual interest. In the example provided, the type has been skewed vertically at 11° but there is no preferred angle. Type should not be rotated or skewed so much where it impacts readability. For questions about proper use of typography, please contact the Tapatio Brand Team.



POINT OF SALE EXAMPLE

CANTINA STYLE
— DARK CHICKEN FOR —
POLLO ASADO

PRODUCT HEADLINE EXAMPLE

— SEASONED —
BEEF *FOR* **FAJITAS**

— ORANGE SPICED —
PORK *FOR* **CARNITAS**

SKEWED PRODUCT HEADLINE EXAMPLES

GRAPHIC ELEMENTS

TAPATÍO®

BACKGROUNDS & TEXTURES



Although our hot sauce bottle has a white background and it's simplicity defines Tapatío on the hot sauce shelves, there are times where additional backgrounds and textures may be used.

Paper, stone, fabric and wood backgrounds provide added texture and color to licensed product packaging and other elements. The natural textures and colors reflect our authentic product as well as our Hispanic roots. They provide an added level of authenticity to our products and communications. There is no one single texture or surface that should be used above others. Textures and backgrounds that may be used are a light-colored plaster or stucco surfaces, natural rustic wood textures, fabrics and light color paper textures – as long as they do not detract or take away from the main Tapatío brand and message,



PHOTOGRAPHY



PRODUCT PHOTOGRAPHY

Product photography should always represent the brand in the best possible way. Great care should always be taken to photograph the bottle label clearly and cleanly. The photo should also be lit to highlight the color of the hot sauce.

The Tapatío bottle may be photographed isolated on a white background or as part of an environment.



FOOD & LIFESTYLE PHOTOGRAPHY

When photographing food or lifestyle imagery, or choosing stock photography, it is important to consider how those images will represent the brand. Although original photography is always preferred, time and budget constraints can often make stock photos the best option.

Food photography should always reflect the quality ingredients that go into our products. Food photography should appear as appetizing as possible and should always be represented in color. Background elements in the photography should use bright, festive colors associated with the brand.

Lifestyle photography should reflect the fun, festive nature of the brand. When people discover Tapatio Hot Sauce, they want to share it with friends. When people gather around the table, Tapatio is there to add spice to any event or occasion.

To the right are examples of the type of food and lifestyle photography that stylistically represent the mood and flavor of the Tapatio brand.



GRAPHIC ELEMENTS



SPICY ICONS

Often it is important to communicate the spice intensity on product packaging. To make this easy, we have created a series of icons to quickly identify the level of spice. Please use the colors as indicated, but the icon may be reproduced as is or as a “stamp” with slight overlay and transparency for added visual interest. Please refer to the packaging visuals for an example of how they may be used.



TAPATIO HOT

15C / 100M / 100Y / 0K
210R / 35G / 42B



TAPATIO MEDIUM

0C / 50M / 100Y / 0K
247R / 148G / 30B



TAPATIO MILD

70C / 0M / 100Y / 0K
80R / 184G / 72B

ADD SOME TAPATIO LOCK UP

This graphic lock up is to be used whenever there is a need for an additional call-to-action. It is not intended to replace the Tapatio brand logo, but as an added element that reminds people that Tapatio is a great addition to any food item. It may be used on a light color background or reversed out of a dark background.



NORMAL LOCK UP



REVERSED LOCK UP

RIBBON GRAPHIC

Sometimes it is important to highlight a specific selling point or information so it stands out from other elements. For these instances, we have created a ribbon graphic to allow for short messages and call outs. The size of the ribbon may be scaled larger or smaller to accommodate copy of different lengths. The graphic may be reproduced in any of the approved brand colors, using any of the approved brand fonts.



PACKAGE EXAMPLES



LICENSED PRODUCTS

The Tapatio licensed product packaging examples shown here demonstrate how the brand elements can come together to create a unique look and feel. The combination of rich colors, textures and photography, coupled with the Tapatio logo, represent the strong, and flavorful products inside, while visually communicating a message of authentic and quality ingredients to consumers.

Please note in these examples how the secondary color palette is used to help differentiate the specific meat products from each other – beef, chicken and pork.

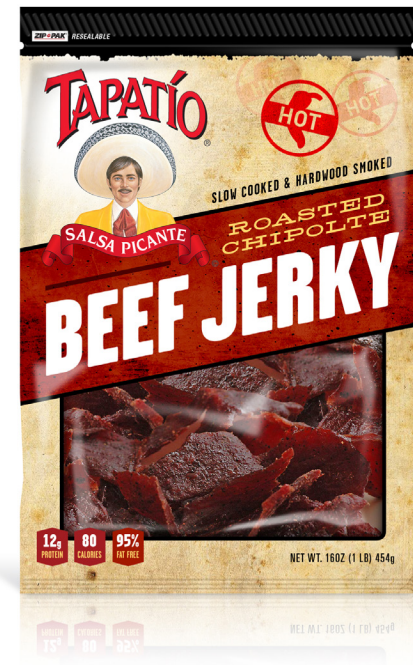


PACKAGE EXAMPLES



LICENSED PRODUCTS

The Tapatio licensed product packaging examples shown here demonstrate how the brand elements can come together to create a unique look and feel. The combination of rich colors, textures and photography, coupled with the Tapatio logo, represent the strong, and flavorful products inside, while visually communicating a message of authentic and quality ingredients to consumers.



PACKAGE EXAMPLES



CO-BRANDED PRODUCTS

You can add Tapatio to just about anything, and these co-branded package examples prove it. When adding Tapatio product branding to an existing brand, please keep the integrity of the brand elements in tact. It is important to ensure that the Tapatio brand is represented in a way consistent with other branded elements, even though they are in support of another brand or product.

The examples here demonstrate how to successfully incorporate and marry the Tapatio brand to an existing product or package.



PACKAGE EXAMPLES



AUTHENTIC PRODUCTS

To ensure consumers that the products they are buying with Tapatío branding on them are genuine, it is important to communicate they are authentic. This can be done with the addition of simple hang tags or belly bands that tell the Tapatío story and are consistent with the brand.

One thing to consider when producing product labels and tags is to use natural, kraft papers. The color and texture of the paper add to the authentic nature and handmade feel of the brand.





TAPATÍO[®]

ATTITUDE

TAPATÍO[®]

THE TAPATÍO PERSONALITY



Tapatío, by its nature, is a spicy product. And that spice carries through in how we talk about ourselves and how our consumers talk about us. People like Tapatío because of our flavor, but also our attitude and personality.

Here are a few things to keep in mind when talking about the Tapatío. Our sense of humor is always playful or fun and never vulgar or gross, but should reflect the family values that the brand stands for. Tapatío makes the ordinary a little more exciting. We do not “party”, we “fiesta.”

Different playful headlines may be used to play off various themes relating to Tapatío Hot Sauce. Examples of previously used headlines are shown to the right.

Addition lines are acceptable, as long as a cohesive theme is maintained and approval from the Tapatío Brand Team is given.

I'D TAP THAT

HOTTER THAN MY GIRLFRIEND

HOTTER THAN YOUR MOM

I PUT TAPATÍO ON MY TAPATÍO

RESPECT THE SAUCE

RESPECT THE STACHE

KEEP CALM AND PASS THE TAPATÍO

YOU HAD ME HOLA

LEGAL REQUIREMENTS



In the event of licensing our trademarks (brand name, logo, imagery, etc) for external use, one of the following legal lines should be displayed to protect our brand:

“Tapatio and all associated logos are the Registered Trademarks of Tapatio Foods, LLC.”

“Tapatio and its associated Charro figure are the Registered Trademarks of Tapatio Foods, LLC.”

For questions or information of proper use of Tapatío brand elements,
please contact Roche McCoy, Esq. at 323-587-8933.

TAPATÍO®