

# Burrito Masala Brand Book

## Who We Are

Burrito Masala is a Portland food cart specializing in delicious southern Indian (Kerala) and Mexican foods, served as burritos or bowls. We're all about giving our customers choice, with fun and interesting options for them to combine. No other food cart provides our unique combination of authentic Indian and Mexican offerings, prepared by award-winning chefs, while letting the customer be in charge of the mixing and matching.

## Our Value and Message to Customers

### Adventure

We bring the best of two extremely compatible culinary worlds together. We're here for the adventurous, the foodies who want to spice up their dining.

### Customization

Many diners know exactly what they like but are stuck with an approximation on the menu. Burrito Masala is proud to use the build-your-own model to let the customer be in charge.

### Bang for the Buck

"Not enough" is never a problem at Burrito Masala. Busy Portlanders shouldn't have to run on empty during those long, exhausting days; at Burrito Masala, they can expect to be *stuffed*.

We meet Portlanders' need for adventure, customization, and value. No more boring lunches. No more post-lunch cravings.

## Our Customers

The people we serve are busy and on the go. They have a big appetite and want to get a lot of value for their money. They are social, whether online or offline, and love to discover and share new experiences. They enjoy ethnic and fusion food. Our customers are fairly health-conscious and want to feel in control of what they eat.

When people think of Burrito Masala, they should think "exciting", "choice", "flavorful", and both "Indian" and "Mexican".

## Our Look

The overall look of our content should lean toward "casual" on the formal-casual scale. We are excited about our food and want to convey that excitement visually. We want to be vibrant but clean to fit Portland aesthetics.

### Fonts

#### Font 1: Tillana

Source: <https://fonts.google.com/specimen/Tillana>

Use: title, headings, navigation links

Explanation: Tillana is a font inspired by Indian handwriting with subtle calligraphic features. It's casual but clean and has a degree of stylization suitable for prominent text

Tillana

Indian Type Foundry

*Burrito Masala*

*Menu*

*Contact*

*About*

## Kalam

Indian Type Foundry

*Burrito Masala will be a food cart located in downtown Portland, OR that specializes in delicious southern Indian (Kerala) and Mexican foods... stuffed in a flour tortilla!*

## Font 2: Kalam

Source:

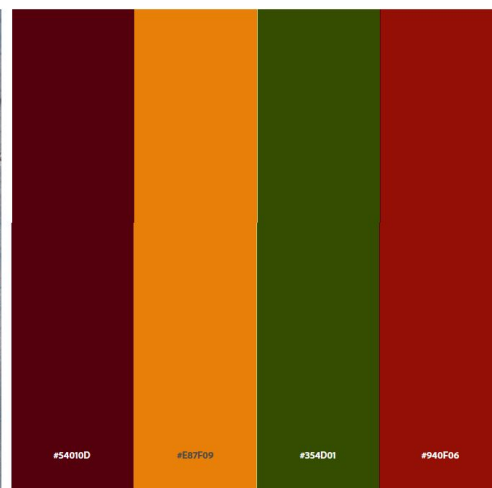
<https://fonts.google.com/specimen/Kalam>

Use: body text

Explanation: Kalam is another font inspired by Indian handwriting, but it's even more casual and smooth. It pairs well with Tillana and its less stylized look is better suited for general text.

## Color Palette

This color palette was chosen to reflect the Indian and Mexican culinary influences of Burrito Masala and go well with the images of food that will be used on the site. The palette is vibrant and offers multiple pairing possibilities. Black and white are understood to be options as well. The savory purplish red



(#5A0B09) from the red onion will be used for the header and footer background. The curry-powder orange (#E87F09) will be used for certain pieces of prominent text/links and accents. The cilantro green (#354D01) evokes a “fresh” and “healthy” vibe and will be used as a background color for certain portions of the page. The tomato red (#940F06) gives an impression of “juicy” and “fresh”. This color may not be necessary but could also be used for calls to action or accents.

## Visuals

Visuals for our brand will consist mainly of colorful, professional-looking photographs of our food possibilities. They should show the visitor what unique meals from our offerings they can create and serve as visual samples that will whet their appetite. Food imagery containing Indian- or Mexican-inspired designs are a plus. The following are examples of the kinds of visuals we will use:

