



VISUAL IDENTIFY STYLE GUIDE



INTRODUCTION

THE PURPOSE OF GUIDELINE

The purpose of guide line document is to provide guideline and usage specifications for using and syndicating Mad Mex on Mexican Restaurant group.

These guideline contain the information you need to include the Mad Mex branded logo design, spread products about Mad Mex.

**THIS DOCUMENT PROVIDES VISUAL GUIDELINES AND
RECOMMENDATIONS TO IMPLEMENT THE BRANDING FOR MAD MEX.
THESE GUIDELINE CAN HELP ECHO THE MAD MEX'S PRODUCT BRAND
EXPERIENCE INTO YOUR ENVIRONMENT.**

THE GUIDELINE OF MADMEX

Our visual elements express our brand.

Product branding is achieved through a combination of facts. This includes the product name and logo, use of color, text and graphics, the style of various other design elements, marketing and most important, the attributes of the product experience itself.

4. Logo

5.The Basics

6.Clear Space andminimum size

7.Color

8.Combine logo type

9.Misuse

10. Color

11. Typegraphy

12. Unfolded Applications

13.Business card

14.Uniform

15.Menu

16.Tri-fold surface

17.Tri-fold inside

THE BASICS

Elements express for logo mark design

The Mad Mex logo is a sugar skull symbol for what's prospering in Mexico now, and the power of the signal and unique mark that people prefer to come around Mad Mex everyday.



THE BASICS

Elements express for logo type design

The adjustment of space between pairs of letters was manually shifted in order to create a more visually appealing and readable logotype.



CLEAR SPACE AND MINIMUM SIZE

When you are using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.



logo clear space



16 pixels

logo clear space

COLOR

The Mad Mex logo is always red, green and white. It must be legible and maintain the integrity of its form.

When placing the logo on image, always use as same way of any colors.

For image with light background, we suggest applying a 60-80% white tint to the ensure image to maintain legibility of the Mad Mex logo.



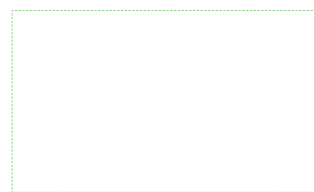
with white or lighty color back ground



with black or darker color back ground



The logo on image back ground



layer 2
60-80% white tin



layer 1
Original image

LOGO

COMBINE LOGO

TYPE

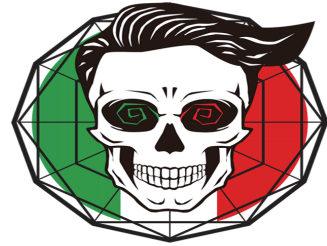
When you use Mad Mex's logo mark in a way that combines to logo type, You could use only these combinations.

logo clear space

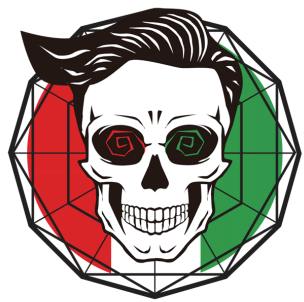
MAD MEX

MEXICAN RESTAURANT

MISUSE



Do Not -
Skew, Rotate or Stretch



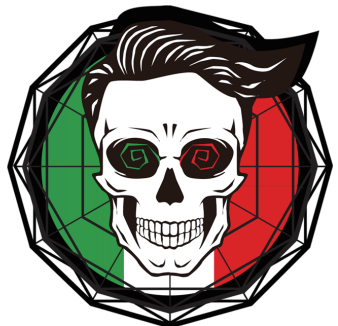
Do Not -
Change Orientation



Do Not -
Multiply



Do Not -
Use Old Logo



Do Not -
Add Elements



Do Not -
Contain In A Shape



Do Not -
Stack Multiple Logos



Do Not -
Combine icon and logotype

Secondary

BLACK

HEX #14171A
RGB 20 23 26

CMYK 76 68 63 78
PANTONE BLACK 7 C

Dark Gray

HEX #657786
RGB 101 119 134

CMYK 65 46 37 8
PANTONE cool gray 9 C

Light Gray

HEX #AAB8C2
RGB 170 184 194

CMYK 34 20 18 0
PANTONE cool gray 7 C

Extra Light Gray

HEX #E1E1E8ED
RGB 225 232 237

CMYK 10 4 4 0
PANTONE cool gray 3 C

Red

HEX #FF0000
RGB 208 18 27

CMYK 15 100 100 0
PANTONE Red 7 C

Primary



White

HEX #FFFFFF
RGB 255 255 255

CMYK 0 0 0 0

Green

HEX #00FF00
RGB 42 167 56

CMYK 75 5 100 0
PANTONE Green 5 C

COLOUR

OUR TYPEFACE

Our typeface is 2 fonts that is simple and unique — it is the common thread throughout our brand and allows us to find easily on restaurant.

For the menu, website, when customers need to read informations, we can use Helvetica Bold.

For the logotype, advertisements, we can use the company name, it's always use Unical Antique Regular.

Bold regular

Helvetica

UNICAL

ANTIQUUE

**UNFOLDED
APPLICATIONS**

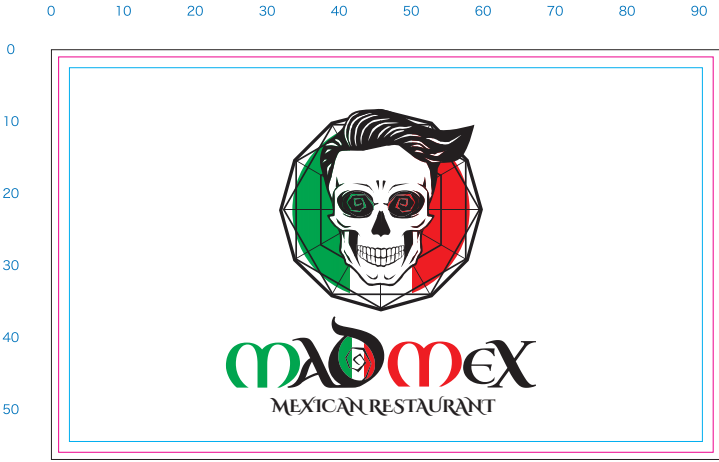


UNFOLDED APPLICATIONS

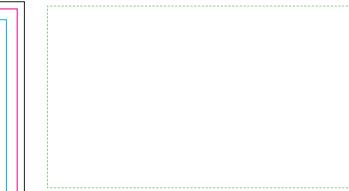
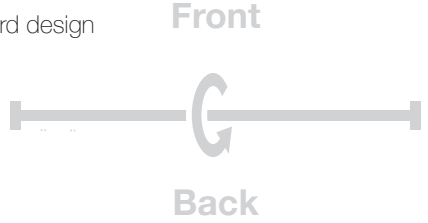
BUSINESS CARD

Our business card design is combined 3 layers that original image is put on bottom, 60-80% white color tint cover on the image, and then original business card design put on top.

This is dubble side design that front is shown only logo design and back is display informations which we need to inform that our company name, address, phone number, fax number,PH, and e-mail address and website address.



layer 3
original card design



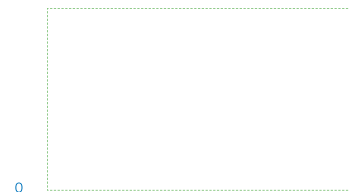
layer 2
60-80% white tint



layer 1
original image



Combined all layer
business card image



layer 2
60-80% white tint



layer 1
original image



Combined all layer
business card image

UNFOLDED APPLICATIONS

UNIFORM

Our uniform design is simple and universal -- it is the common thread our brand and allow us to emphasise the Mad Mex.

This is pro-T-shirt design that front is shown only logo mark and an apron is printed spreaded logotype.

Color is simple use for only 3 color that white, black and reddish brown.



UNFOLDED APPLICATIONS

MENU

Take away menu design is also simple and universal. Overall, it is used white tint color and put words color is back. some of emphasised points that category title is bold font.



TRI-FOLD

FRONT

BACK

TRI-FOLD SURFACE



POPULAR DISHES

Regular Burrito \$11.50

Soft flour tortilla filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce - choose your filling and salsa.

Make It A Combo (with chips, salsa and a soft drink or water)

\$14.50

Nachos \$11.90

Corn tortilla chips piled with black beans, queso (melted nacho cheese), pico de gallo (tomato salsa), salsa, sour cream and lettuce - choose your filling and salsa.

Naked Burrito \$11.50

Naked bowl filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce - choose your filling and salsa.

Make It A Combo (with chips, salsa and a soft drink or water)

\$14.50

SPECIAL TAKE AWAYS

Burrito Box for 5 \$57.50

2x Chicken Burrito, 2x Slow Roasted Beef Burrito and 1x Slow Roasted Pork Burrito. Soft flour tortilla filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce with medium spicy salsa.

Burrito Box for 2 \$23.00

1x Chicken Burrito and 1x Beef Burrito. Soft flour tortilla filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce with medium spicy salsa.

Burrito Box for 10 \$115.00

3x Chicken Burrito, 3x Slow Roasted Beef Burrito, 2x Slow Roasted Pork Burrito and 2x



MAD MEX
MEXICAN RESTAURANT

TEL: (07) 5575 1511



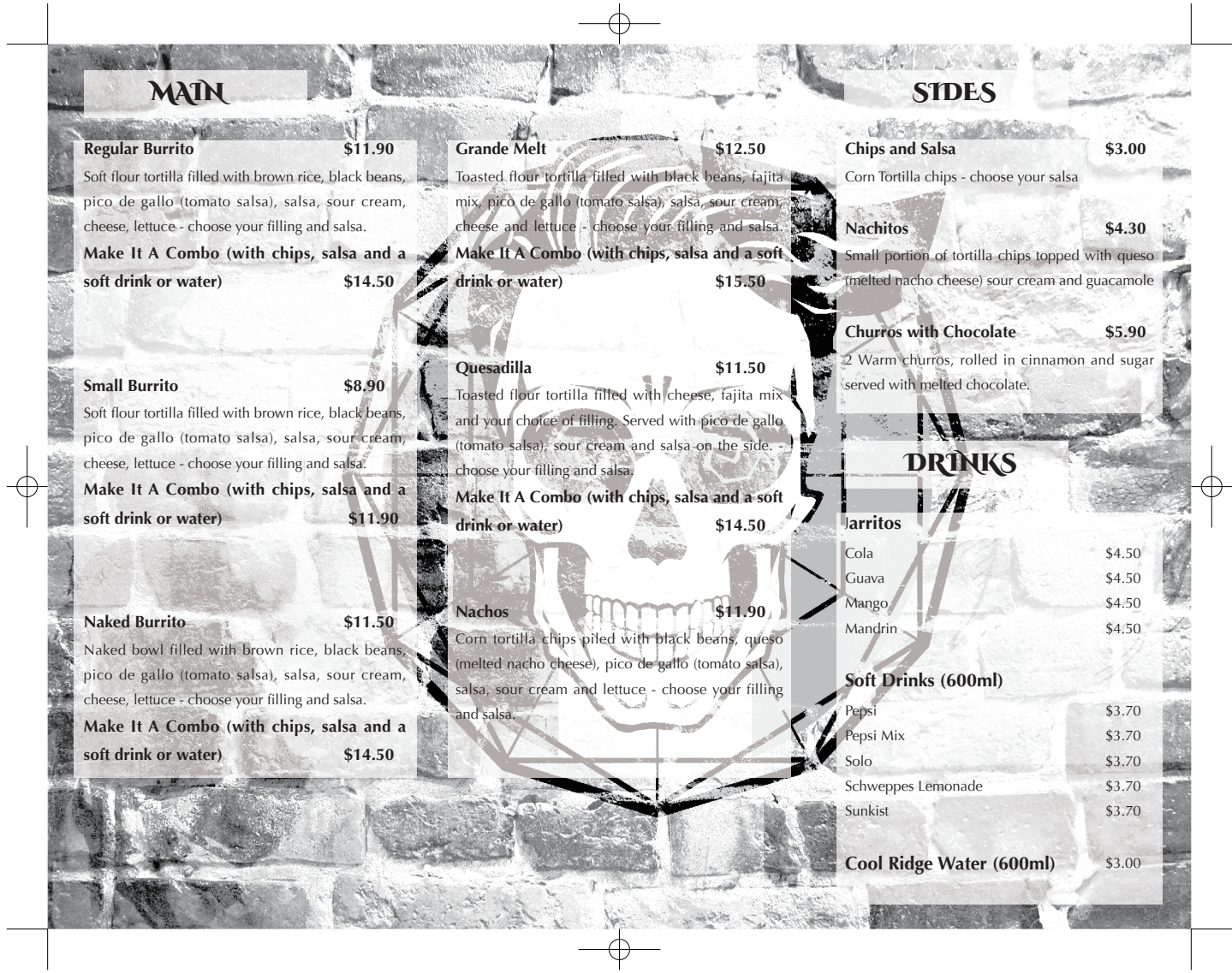
Opening Hours

Sunday - Wednesday 10.30am to 9.00pm
Thursday - Saturday 10.30am to 10.00pm

PACIFIC FAIR

2 Hooker Blvd, Broadbeach, QLD 4218

TRI-FOLD INSIDE



MAIN

Regular Burrito **\$11.90**
Soft flour tortilla filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce - choose your filling and salsa.
Make It A Combo (with chips, salsa and a soft drink or water) **\$14.50**

Small Burrito **\$8.90**
Soft flour tortilla filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce - choose your filling and salsa.
Make It A Combo (with chips, salsa and a soft drink or water) **\$11.90**

Naked Burrito **\$11.50**
Naked bowl filled with brown rice, black beans, pico de gallo (tomato salsa), salsa, sour cream, cheese, lettuce - choose your filling and salsa.
Make It A Combo (with chips, salsa and a soft drink or water) **\$14.50**

Grande Melt **\$12.50**
Toasted flour tortilla filled with black beans, fajita mix, pico de gallo (tomato salsa), salsa, sour cream, cheese and lettuce - choose your filling and salsa.
Make It A Combo (with chips, salsa and a soft drink or water) **\$15.50**

Quesadilla **\$11.50**
Toasted flour tortilla filled with cheese, fajita mix and your choice of filling. Served with pico de gallo (tomato salsa), sour cream and salsa on the side. - choose your filling and salsa.
Make It A Combo (with chips, salsa and a soft drink or water) **\$14.50**

Nachos **\$11.90**
Corn tortilla chips piled with black beans, queso (melted nacho cheese), pico de gallo (tomato salsa), salsa, sour cream and lettuce - choose your filling and salsa.

SIDES

Chips and Salsa **\$3.00**
Corn Tortilla chips - choose your salsa

Nachitos **\$4.30**
Small portion of tortilla chips topped with queso (melted nacho cheese) sour cream and guacamole

Churros with Chocolate **\$5.90**
2 Warm churros, rolled in cinnamon and sugar served with melted chocolate.

DRINKS

Tarritos

- Cola \$4.50
- Guava \$4.50
- Mango \$4.50
- Mandrin \$4.50

Soft Drinks (600ml)

- Pepsi \$3.70
- Pepsi Mix \$3.70
- Solo \$3.70
- Schweppes Lemonade \$3.70
- Sunkist \$3.70

Cool Ridge Water (600ml) \$3.00