



Brand Style Guide



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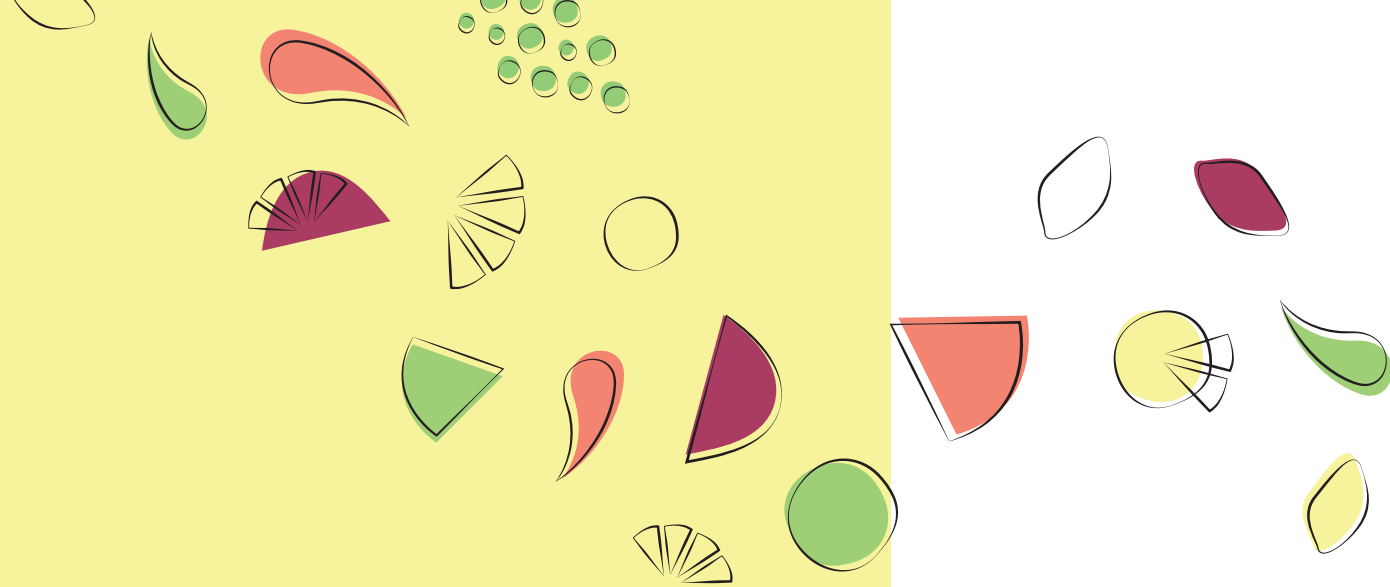
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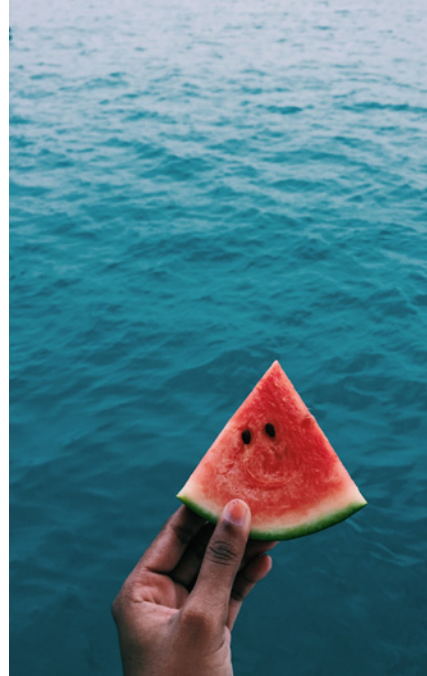
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About Dulce Isla

For the thirsty families and individuals of Eastex/Jensen, Dulce Isla is a mobile aguas frescas business which best delivers refreshing, healthy, affordable fruity beverages. Dulce Isla's aguas are freshly made for each customer from locally-sourced ingredients, providing an escape with a sweet treat during their busy day.



Brand Promise

Dulce Isla's promise is to bring an affordable, healthy treat to thirsty customers throughout the Eastex/Jensen area.

Healthy

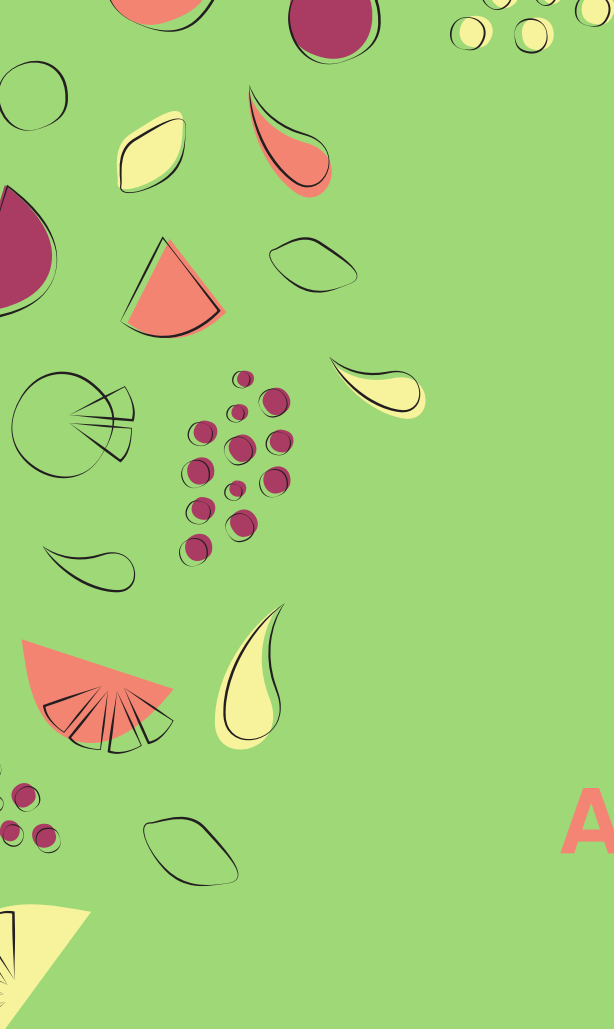
Affordable

Fresh

Fun

Refreshing

Flavorful



About the logo

The Dulce Isla logo is both fun and fresh. It uses fruity colors, round edges, filled counters and a tilted “u” in order to convey the shop’s fun, refreshing and flavorful qualities. The green symbol not only adds contrast in terms of color, but also represents Dulce Isla’s fresh beverages, known as aguas frescas. The logo should only be used within the rules set by this style guide.

Primary Logo



Secondary Logo & Usage



Clear Space

There should be sufficient clear space around the logo to let it breath and prevent its visual impact from being obstructed.



Minimum Size

The primary and secondary logos should never be smaller than half an inch.



Incorrect Logo Usage



Don't use without green symbol



Don't use without filled counters



Don't invert colors



Don't use on dark background



Don't stretch



Don't stack

Color Palette

Dulce Isla's color palette consists of vibrant and energetic colors that portray the shop's fun and fresh atmosphere.



Pantone 220 U
RGB 170 61 99
CMYK 30 89 43 8
#AA3D63



Pantone 170 U
RGB 243 131 115
CMYK 0 61 50 0
#F38373



Pantone 366 U
RGB 158 216 119
CMYK 41 0 70 0
#9ED877



Pantone 600 U
RGB 248 242 154
CMYK 4 0 49 0
#F8F29A

Typography

Dulce Isla's primary typeface is Gilroy, used in bold, medium and regular.

Gilroy Bold
title

AaBbCcDdEeFfGgHhIiGgKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Gilroy Medium
secondary info

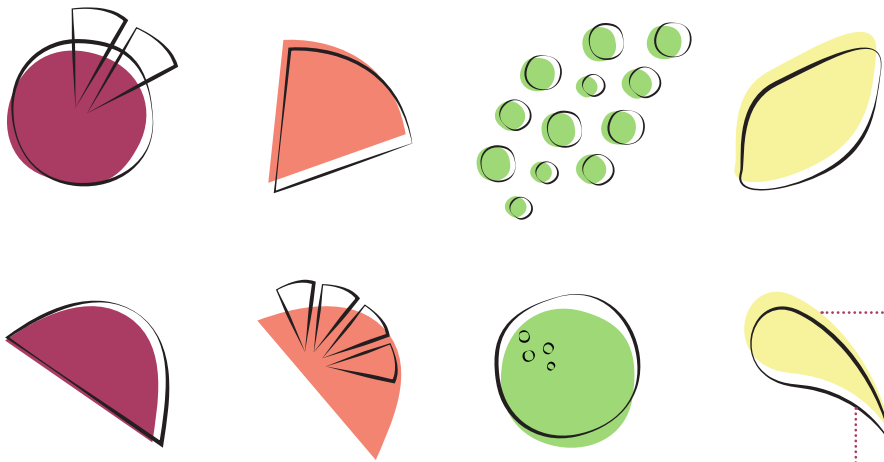
AaBbCcDdEeFfGgHhIiGgKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Gilroy Regular
body text

AaBbCcDdEeFfGgHhIiGgKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Iconography

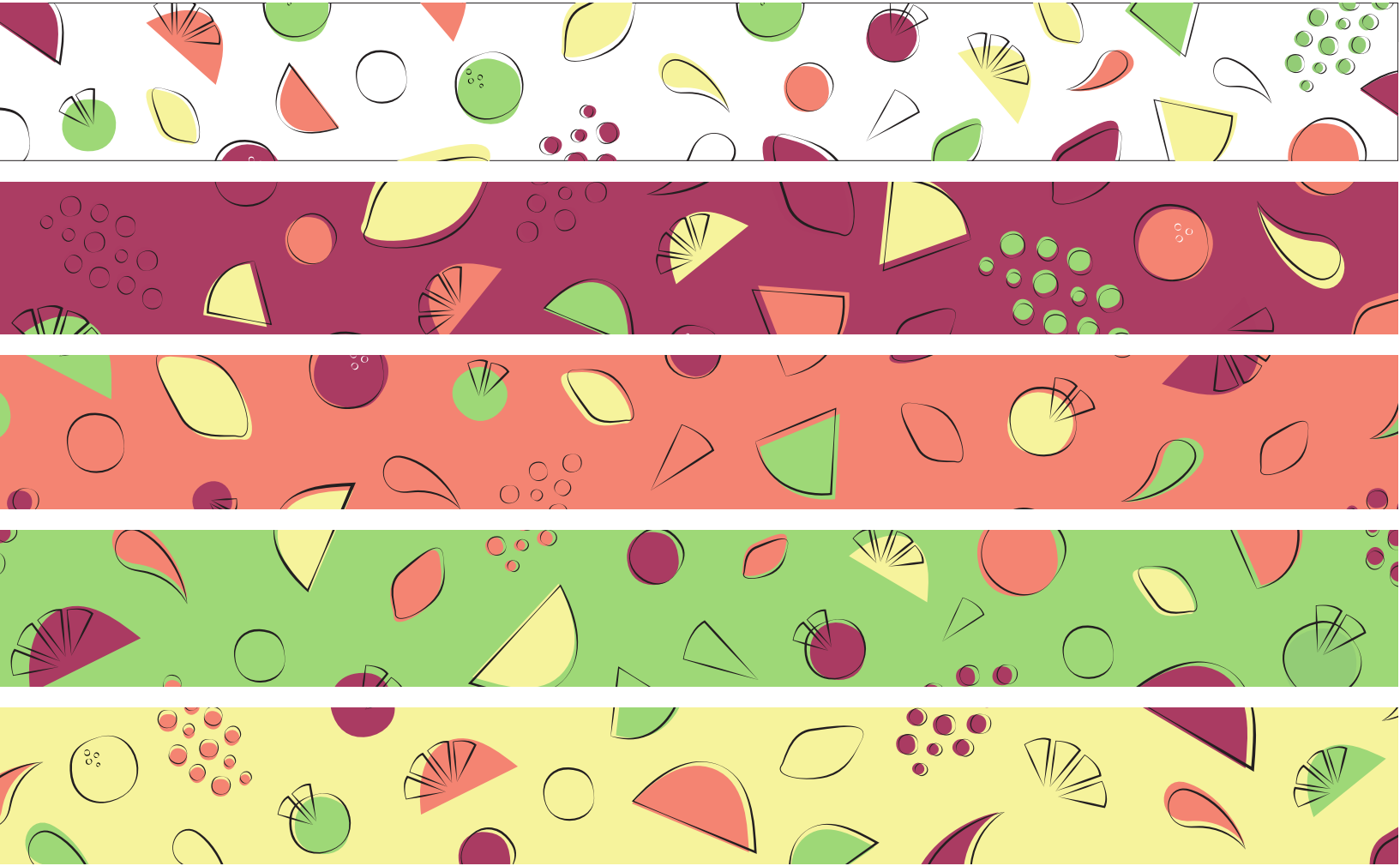
Dulce Isla's simple and abstract icons are based on its delicious variety of fruits. They are meant to be used in a pattern.



color change permitted as long as it's within the brand's colors

black outline only (100% k)
color change not permitted

Pattern





Stationery

In order for the shop to be identifiable, the Dulce Isla brand is applied in various ways. The logo, pattern and colors are carefully situated on letterheads, business cards, envelopes and other brand applications.

Letterhead

Paper Size
8.5"x11"

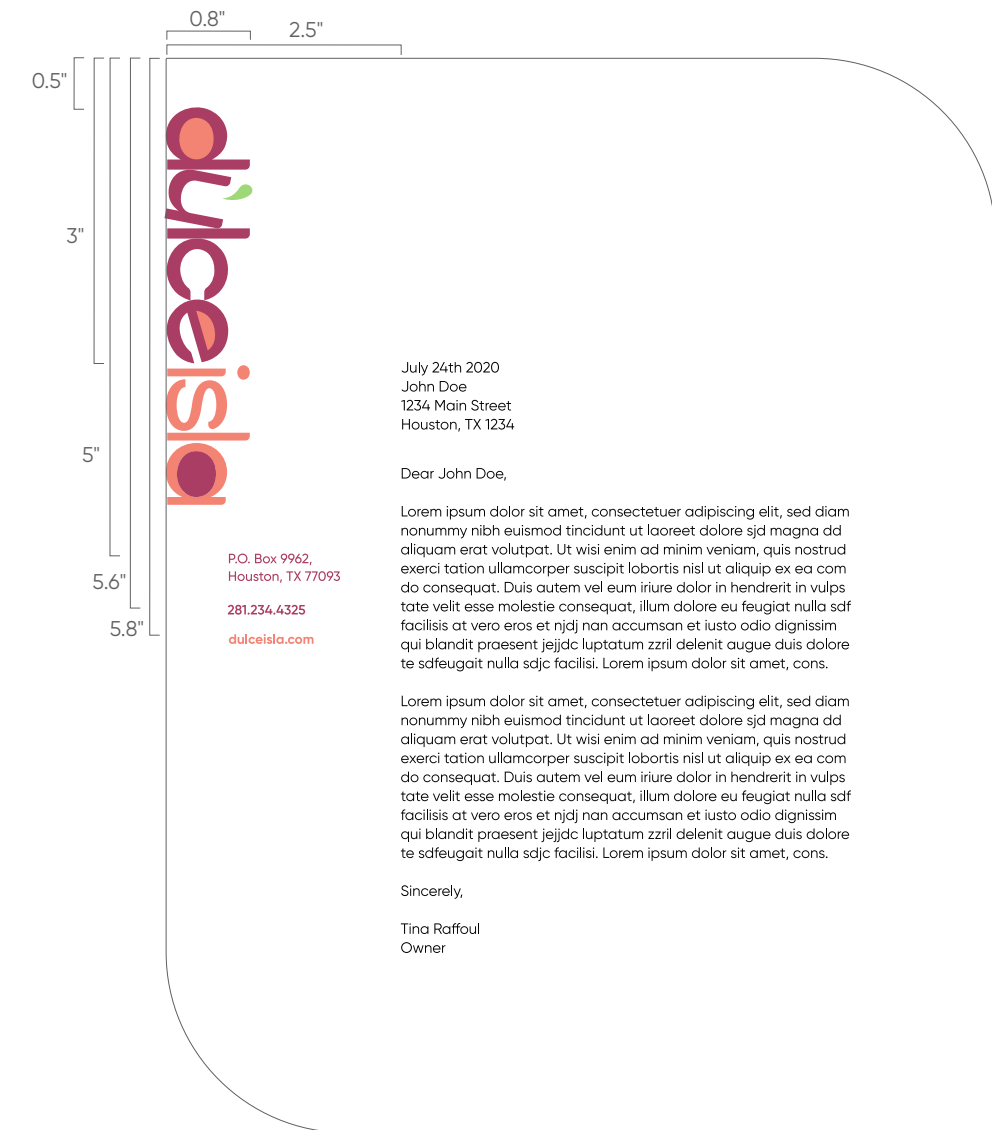
Paper Corners
Top right 1.85"
Bottom Left 1.85"

Body text
Gilroy Regular 11/14pt

Address
Gilroy Medium 10/13pt

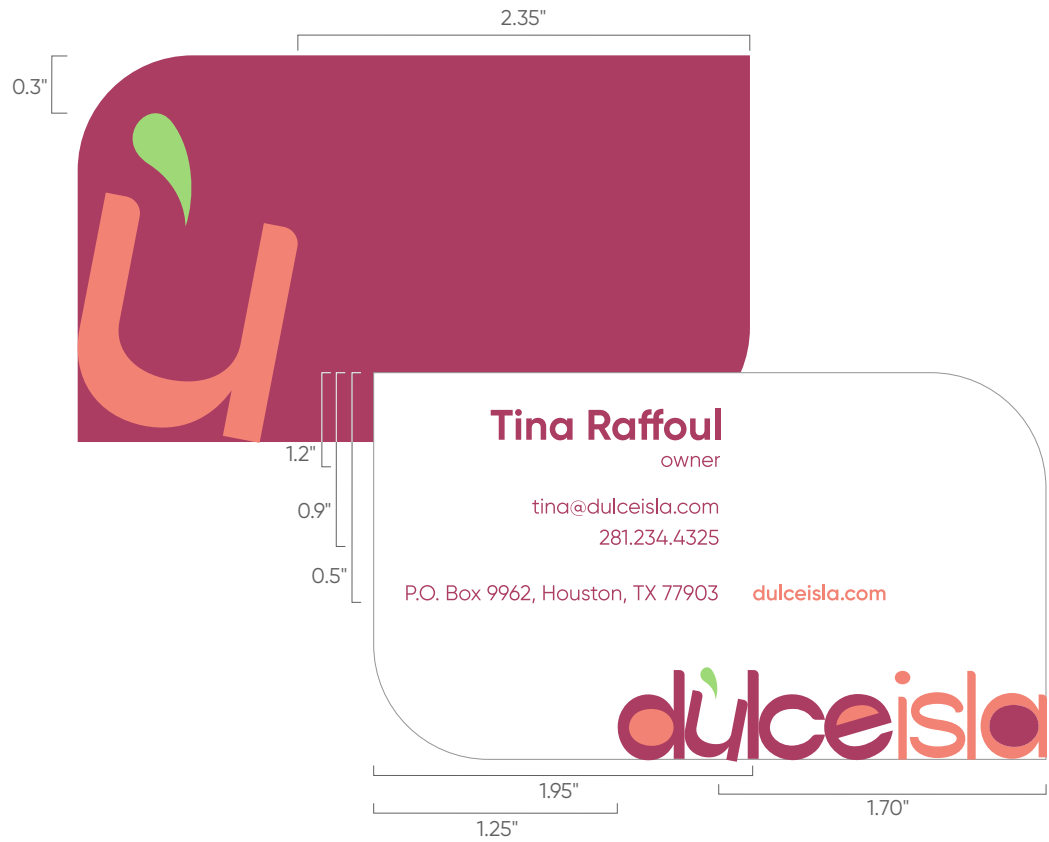
Phone Number
Gilroy Bold 10pt

Web Address
Gilroy Bold 10pt



Business Card

- Paper Size**
3.5"x2"
- Paper Corners**
Top right 0.6"
Bottom Left 0.6"
- Name**
Gilroy Bold 16pt
- Title/ Email Address**
Gilroy Regular 8pt
- Phone Number**
Gilroy Regular 8pt
- Address**
Gilroy Regular 8pt
- Web Address**
Gilroy SemiBold 8pt



Envelope

- Paper Size #10**
4 1/8" x 9 1/2"
- Address**
Gilroy Medium 10/13pt



Brand Applications



juice bottle



smoothie cup



paper bag



napkin

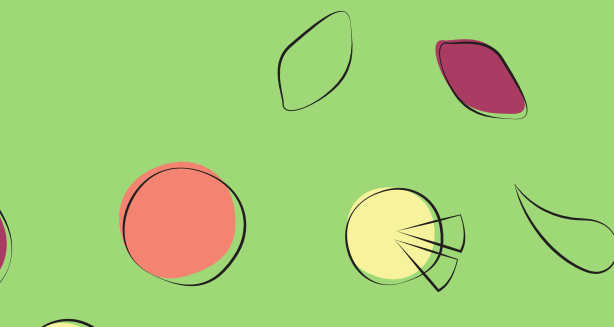
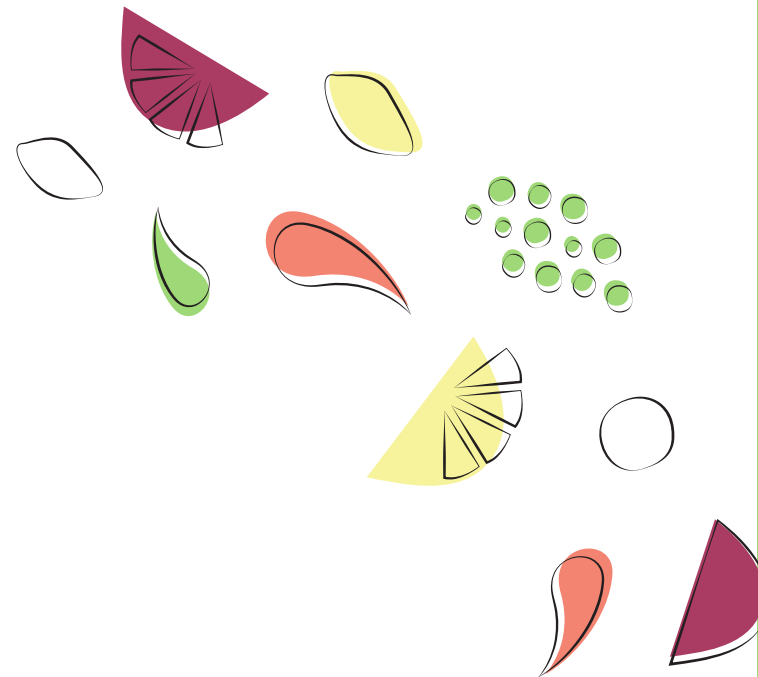


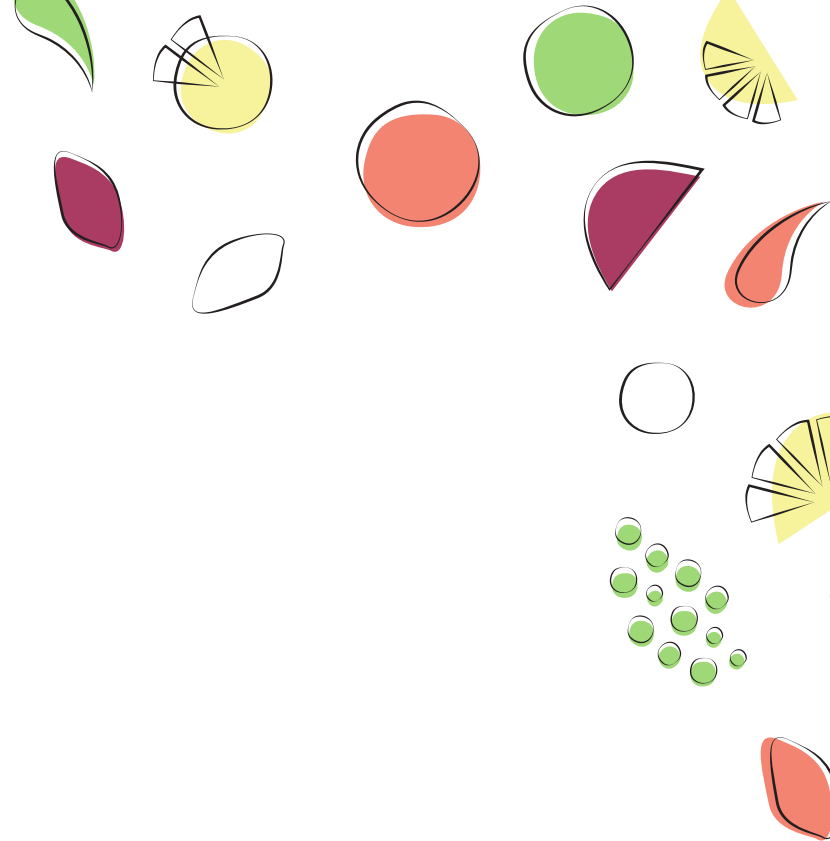
coasters



Final Thoughts

By following this brand style guide, customers will be able to easily distinguish Dulce Isla's presence in all brand applications. It is vital that this guide is followed with caution in order to preserve the brand's identity.





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