



MISSION BORICUA

Identity Guidelines March 2017



Lockup

The Mission Boricua identity is built upon a brilliant star sitting on top of the name. This will be the primary representation of your business.



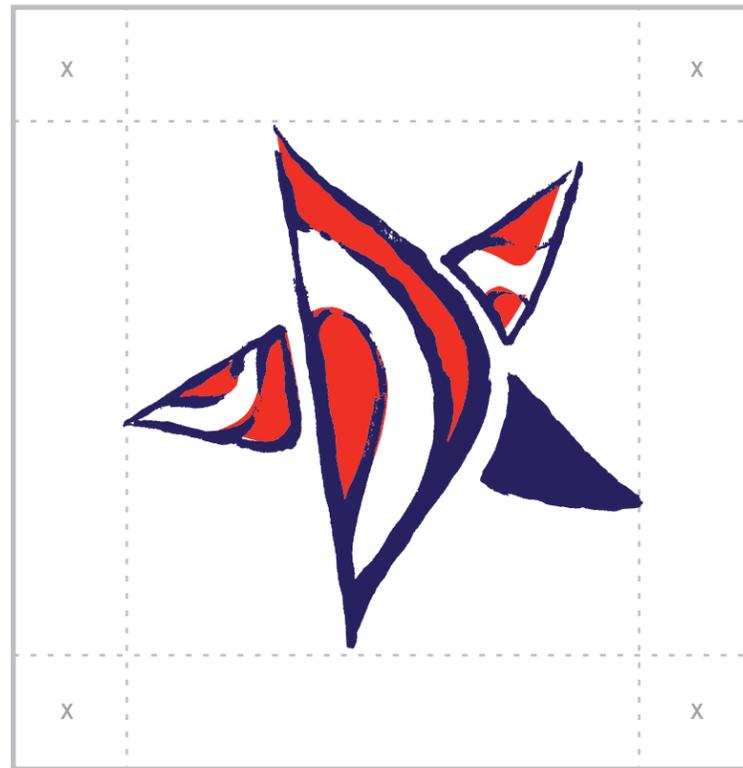
Symbol

The star alone can serve as a symbol used in merchandise, packaging, or decoration. The symbol can be moved, scaled, or rotated but must have some proximity to the wordmark in order to associate it with the name.



Wordmark

The wordmark alone can serve to establish the identity without the symbol. The wordmark can be used in circumstances where the full logotype does not have enough vertical space.



Clear Space

In order to keep the identity clear and unobstructed, a consistent space is needed when applying the lockup, symbol, or wordmark. No other predominant graphic elements should appear within this space.

Full Color



**MISSION
BORICUA**

PMS: mission_logo_full_pms
CMYK: mission_logo_full_cmyk

**MISSION
BORICUA**

PMS: mission_word_full_pms
CMYK: mission_word_full_cmyk



PMS: mission_symb_full_pms
CMYK: mission_symb_full_cmyk

1-Color (Blue)



**MISSION
BORICUA**

PMS: mission_logo_1c_blue
CMYK: mission_logo_1c_blue

**MISSION
BORICUA**

PMS: mission_word_1c_blue
CMYK: mission_word_1c_blue



PMS: mission_symb_1c_blue
CMYK: mission_symb_1c_blue

1-Color (Black)



**MISSION
BORICUA**

mission_logo_1c

**MISSION
BORICUA**

mission_word_1c



mission_symb_1c

1-Color (Reverse)



**MISSION
BORICUA**

mission_logo_1c_reverse

**MISSION
BORICUA**

mission_word_1c_reverse



mission_symb_1c_reverse

Artwork Files

The Full Color versions of the identity should be used whenever possible. Both 1-Color (Black & Reverse) reverse versions may be used when appropriate or necessary.

They may also be used when background colors cannot be controlled (i.e., if logo is appearing in materials being designed by someone else). For print, files are available in PMS and CMYK color formats. For web and on-screen usage, files are provided in RGB format.

All artwork files are named as noted on this page. Refer to this page to ensure you find the artwork needed for any particular case and printing method.

All files are provided in Adobe Illustrator (AI) format. Only the Full Color versions are provided in JPEG format. Any other pixel-based formats that become necessary (PNG, GIF, etc.) should be generated—using the AI files as source—according to the exact size & resolution required for any given application.

Folder

Primary_Elements

Full Color



PMS: mission_horizontal_full_pms
CMYK: mission_horizontal_full_cmyk

1-Color (Blue)



PMS: mission_horizontal_1c_blue_pms
CMYK: mission_horizontal_1c_blue_cmyk

1-Color (Black)



mission_horizontal_1c

1-Color (Reverse)



mission_horizontal_1c_reverse

Horizontal Alternate

The Horizontal alternate is used when proportions or space limitations are not as well suited for the primary elements.

As with the previous elements, a consistent space is needed when applying the element in order to keep the identity unobstructed.

Folder

Primary_Elements

AA

MISSION BORICUA
ANTOJITOS
GRAND OPENING

FV Almelo

This is the main typeface that is used for the Mission Boricua wordmark and should be used during instances of display text such as titles or menu sections.

Aa

Puerto Rican Soul food.

Empanadas are deep-fried turnovers filled with meat, seafood, vegetables, cheese.

2948 Folsom St, San Francisco, CA 94110

(415)871-8007

Montserrat

This typeface is used for body text. Paragraphs of type, menu descriptions, and important content needs to be legible and easily read. Body text should be used when appropriate and not for titles or display text.

Red



PMS 485c
CMYK 0c 95m 100y 0k
RGB 238r 49g 36b
HEX #ee3124

Blue



PMS 2755c
CMYK 97c 100m 0y 30k
RGB 37r 14g 98b
HEX #250e62

Colors

Mission Boricua's colors are red and blue. These colors should always be reproduced carefully to ensure that they remain consistent.



pattern_moon



pattern_sun



pattern_star_1



pattern_star_2



pattern_star_3

Pattern

Along with the primary elements, secondary elements are provided. These designs are not meant to represent your identity on their own; the patterns are provided to compliment the Mission Boricua brand.

The imperfect nature of these painted symbols draws inspiration from the murals and artwork that covers the Mission District. The designs need to be applied playfully to represent the lively spirit of Puerto Rican culture and the diverse hustle and bustle of the streets of San Francisco and the Mission.

Folder

Secondary_Elements > Pattern



Texture

Another element of the Mission Boricua identity is the use of paint textures. The messy and playful brush strokes are reminiscent of mural painting and the ocean waves that surround the island of Puerto Rico.

These elements are purely decoration, and must be used sparingly as to not overwhelm the identity when applied to packaging or materials.

Folders

Secondary_Elements > Textures



Full Color

Proper File Usage

Full color

These files should be applied on white surfaces. This will allow the logo to have proper contrast against the printed surface. Do not apply full color to craft paper or on darker colors.

1-Color (Blue)

These files may also be used on white surfaces but only when the application is limited to one color. This file is applied best on craft paper and should never be applied on dark colors.

1-Color (Black)

These files are also used on white surfaces but only when the application is limited to one color. This file may be printed on craft paper, only if 1-Color (Blue) cannot be used. This file should never be applied on dark colors.

1-Color (Reverse)

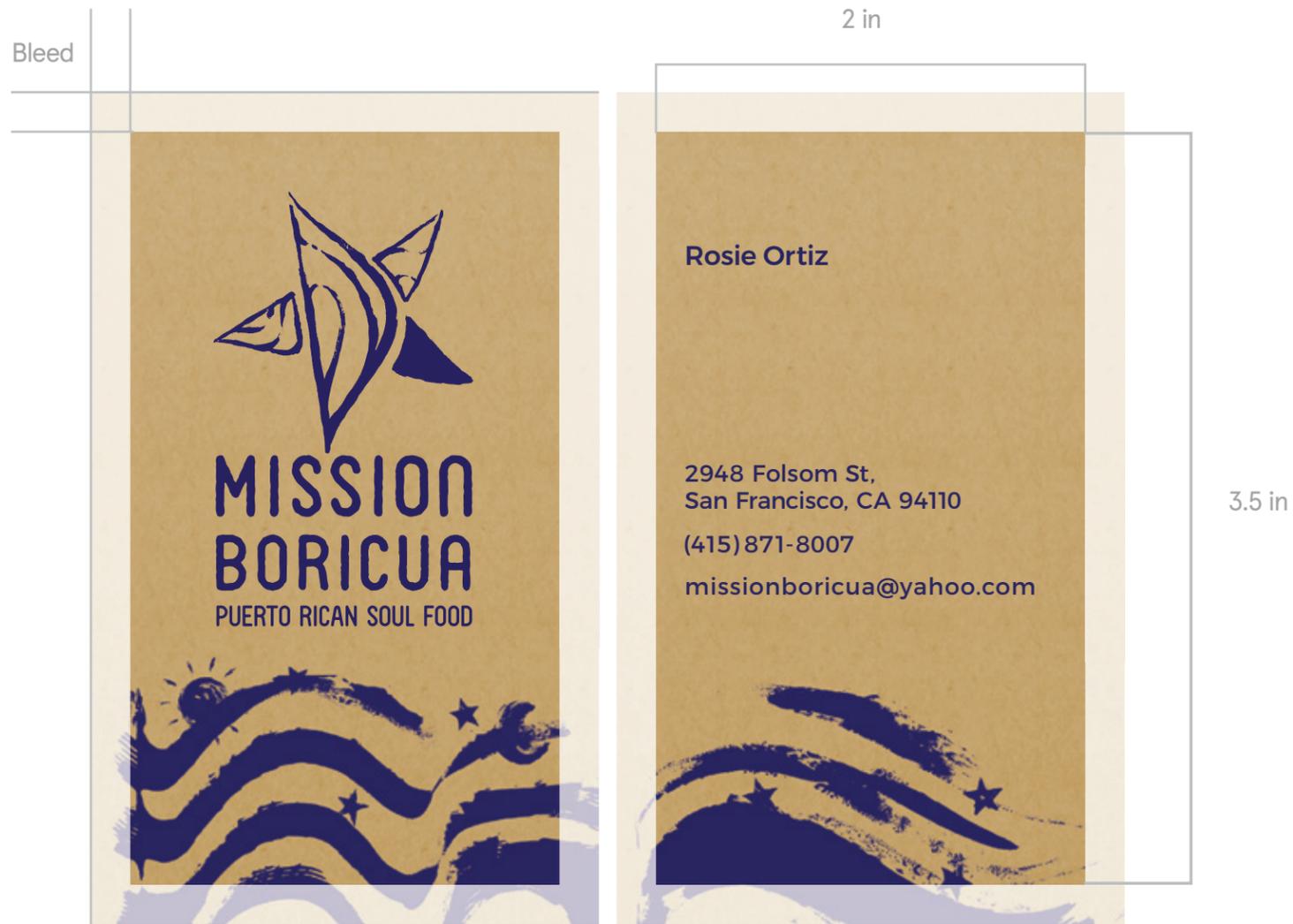
These files should be used on dark colored surfaces. Do not apply 1-Color (Reverse) on craft paper or on lighter colors as it may become difficult to read.



1-Color (Blue)



1-Color (Black)
1-Color (Reverse)



Front

Back

Application

Business Card

The business card files that are included are to be printed at 2 in x 3.5 in. A bleed of 0.25 in is added to the sides making the file dimensions 2.25 in x 3.75 in. A bleed is required by a printing service in order for the contents of the cards to be displayed properly.

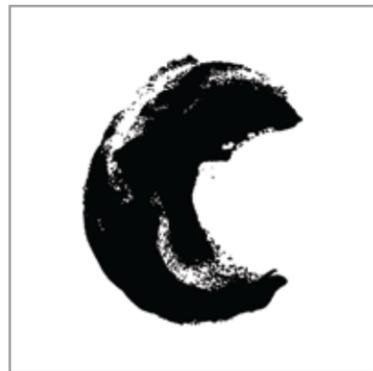
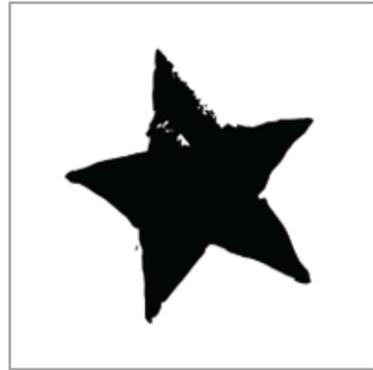
For all printed materials, Mission Boricua should limit itself to single colors. Printed materials should be made with brown craft paper and use the proper blue associated with the identity.

Folder

Business_Card



Small Stamp (2x2 in)



small_stamp_1
small_stamp_2
small_stamp_3

Medium Stamp (3x3 in)



medium_stamp_1
medium_stamp_2

Large Stamp (4x6 in)



Large_stamp

Stamps

Using stamps will allow for more economic approaches to branding your print material and paperware. As mentioned previously, print material for Mission Boricua should be presented on brown craft paper with blue ink when possible. Stamps can be custom made to the sizes featured here.

Folder Stamps



THANK YOU

If you have any questions regarding this identity, please contact Josue Cruz at:

hello@josuecruz.com

