Design Brief – Taco Addicts

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Who is Taco Addicts and what do they do?

Amber hails from the most [taco obsessed](http://www.thisisinsider.com/austin-texas-taco-2016-11) city in the USA, that being Austin, Texas. Amber uses seasonal fruits and veggies from NZ to create handmade and wholesome kai, bringing the flavours of Austin and Mexico to Wellington to share the tacos she grew up eating in Austin. [Taco Addicts](http://www.easyaskai.nz) has been going since September 2016, with taco delivery to offices during the week, and tacos to order at markets and festivals in the weekend. The idea is to grow the business through more local markets as well as catering to offices for events, meetings and shared lunches. Taco Addicts would also like to expand by selling some of the products – the tortillas, salsa, and possibly some of the fillings, in local supermarkets. She needs a logo that will fit all of these endeavours.

Taco Addicts has a small catch phrase – ‘seven days without a taco makes one weak’

With vegetarian, vegan, gluten free and carnivorous options, there is a taco for everyone. Praised by Mexican expats as tacos with the taste that reminds them of home, Amber grew up eating tacos for breakfast, lunch and dinner in her [taco obsessed](http://www.thisisinsider.com/austin-texas-taco-2016-11) hometown of Austin, Texas. Melding the flavours of her home, Mexican influence and the bounty of New Zealand ingredients, she creates tacos that are flavourful, healthy, handmade and sustainable eating. Handmade, soft flour tortilla wrapped around delicious savoury combinations - the menu is seasonal, and reflects ingredients that we have available in New Zealand. Eggs and meat are free range and ethically treated, and vegetables are seasonally sourced.

Scope of project:

Looking for a new logo that stands out and tells a story – Taco Addicts. Good tacos that you go to when you need your taco fix. Fresh, delicious and healthy ingredients. Always soft tacos – none of that Americanised crispy taco stuff.

Audience or target market?

People who live in NZ and miss decent Mexican food, or Tex-Mex food. Vegans and vegetarians looking for something different. People who care about ethical eating choices. People who want tasty food that is value for money, made with quality ingredients.

Available materials:

I have a current Easy as Kai logo, and I like the colours, but it doesn’t tell a story that says tacos. I have a few drawings of fruits and veggies, especially the chili that I use regularly on flyers and branding. I like the chili – what it stands for in terms of Mexican/Tex-Mex food and how much influence it has on the flavours of my creations.

Competition?

There are other Mexican restaurants and food trucks in Wellington. Most of them are not considered to be authentic. There is one restaurant that has been around 5-6 years – their logo is teal and orange, so I don’t want to use these colours. There is already a range of taco things in NZ using the Dia de los Muertos skull as their logo. I don’t want to use this, as I’m not selling ‘authentic Mexican food,’ I’m selling authentic Austin tacos and taco related ingredients.

Tone or image I want to portray?

I want to be colourful, full of life – the food is fresh, delicious, tasty. Everything is handmade, and there’s no crap ingredients used.

I like reds, greens and yellows – the sort of colours that you find in chili peppers, tomatoes, salsas. My current website is [www.easyaskai.nz](http://www.easyaskai.nz). I’m happy to rebrand this site with the new logo, but I like the general set up of this site, and don’t have time to do a complete redesign.

The logo will be used on business cards, flyers and brochures, food labels, the website, signage, invoices, etc. So it needs to print clearly in colour but also black and white for things like invoices. At the end, I’d like to have the RGB code for each colour so I can use throughout.

Ultimate goal and how to measure?

Get more clients, sell products in local stores in Wellington, eventually branching out into NZ.

As a new logo only – it fits into my business plan by getting more awareness around the brand. Having a logo that I can really go to. I want something eye catching, colourful – that jumps out and screams delicious, fresh food. Is fun and playful, but not childish.

Budget?

If going through Design Crowd, around $200NZD. If looking at hiring a professional graphic design artist, I would need to discuss this further.

Approvals and presentation:

The main contact person is Amber Sturtz [easyaskai@gmail.com](mailto:easyaskai@gmail.com), or +64 21 2390744.