



WTF!?! WHERE'S THE FOODTRUCK?

Company Branding Guidelines

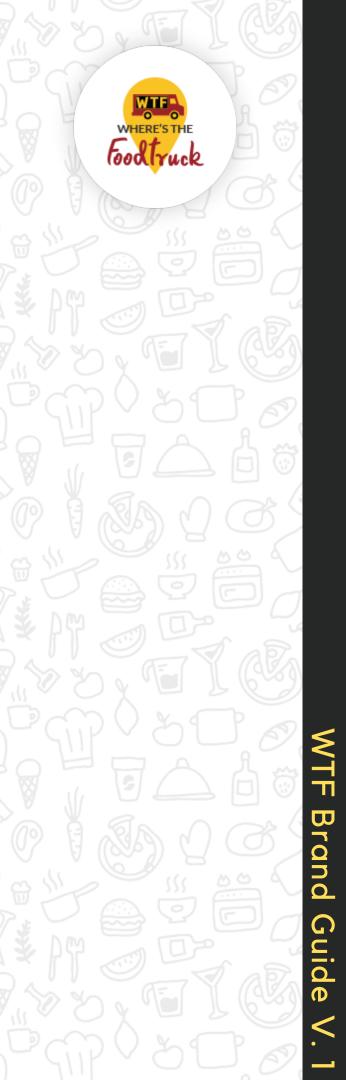
V.1 June 2019



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About WTF!?! Where's The Foodtruck?

OUR COMPANY'S HISTORY

In planning to open our own foodtruck, the need for better marketing tools and services became very apparent. To ensure the success of other small business owners in our industry, we are building the tools and services to make the difference.





WTF's Roadmap

THE VISION

We will be the hub of the foodtruck world.

THE MISSION

We will contribute to increase success for small business owners in the mobile food industry.

THE OBJECTIVE

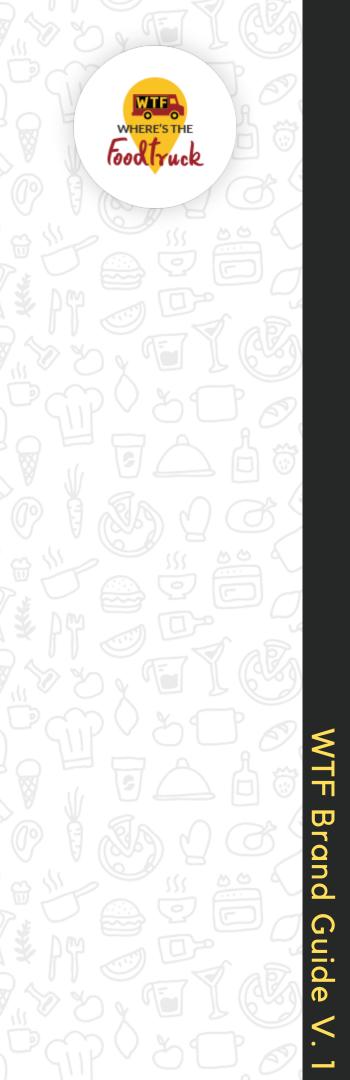
To provide access to the tools, services, and educational materials that mobile food vendors need to succeed.

2019









Our Values



We provide tools, services, and education to help mobile food vendors grow their businesses.



We commit to do our best for every small business owner who trusts us with their business.



COMMUNITY

Forming a community for foodtruck owners, both locally and nationally, will bring awareness to our industry.



FAMILY

Family is the reason we do this. Our vendors are a part of our family, welcomed with open arms.

Our Logo INSPIRATION AND BACKSTORY



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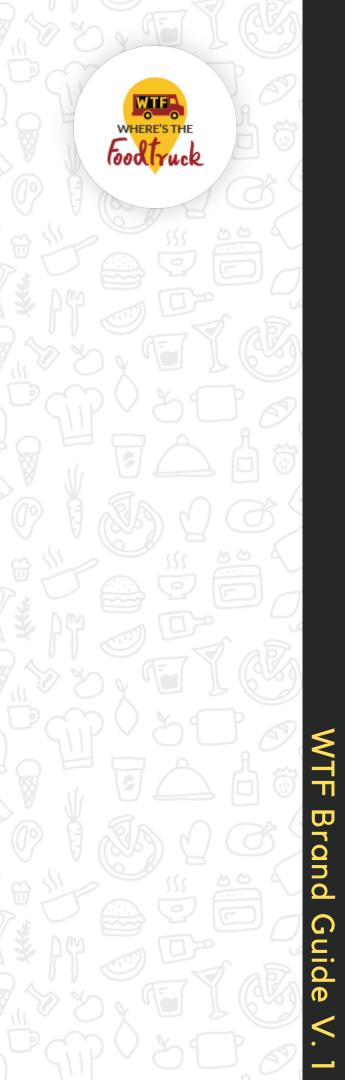
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Our logo is composed of a map place-marker to demonstrate our core app feature of locating foodtrucks for customers to find.

The foodtruck has the acronym "WTF" on it, representing the name of our business, and making our brand memorable in a jest to the other definition of "WTF".

The word "Foodtruck" is written in a playful script, sharing the energy associated with the experience of visiting a foodtruck.





Logo Variations

std. teardrop, placed against a light background; no stroke; teardrop shadow visible





std. teardrop situated on white circular background, shadowed; to be used on light background





std. teardrop, placed against a dark background; stroked; no teardrop shadow visible

std. teardrop situated on 'food' background; to be used on print materials



Styling for Our Brand





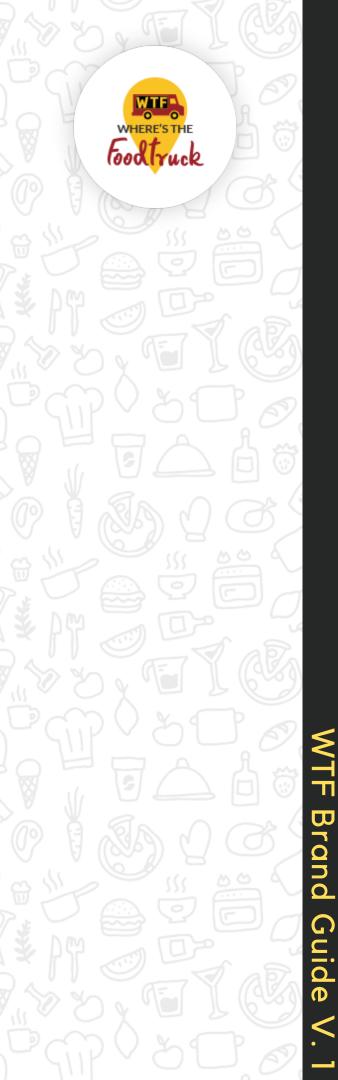
Color Palette yellow #F9C124 red #9E2127 black #000000

Symbols and Logos max. 25% of message/banner whitespace





Font: Lato or Lato Black Pref. Color: Black Spacing: 1.15





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@WTFWHERESTHEFOODTRUCK

@W_T_FOODTRUCK

WTF!?! WHERE'S THE FOODTRUCK?



Contact Us For clarifications and questions

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