



**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.

WTF Brand Guide V.1

2019



Vision



Mission



Objective



# Our Values



## GROWTH

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



## COMMUNITY

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



## COMMITMENT

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



## 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



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



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



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





# Find Us Online



@WTFWHERESTHEFOODTRUCK



@WTFWHERESTHEFOODTRUCK



@W\_T\_FOODTRUCK



WTF!?! WHERE'S THE FOODTRUCK?



# Contact Us

**FOR CLARIFICATIONS AND QUESTIONS**

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