



Brand Guidelines

VERSION 1.0

A close-up photograph of a plate of food, likely seafood and vegetables, served on a dark metal plate. The food includes pieces of grilled fish, squid, and various vegetables like bell peppers and onions. A green rectangular box with a white, stylized script logo 'Laga' is overlaid on the center of the image. Below the logo, a light blue rectangular box contains a paragraph of text.

Laga

Our logo captures the spirit of Carlos O'Kelly's—bold, welcoming, and full of flavor. Use it with care and consistency so it always looks clear, balanced, and unmistakably ours.

Primary Logo

Our primary logo is the heart of the Carlos O’Kelly’s brand. With its bold red wordmark, vibrant striped pepper, and colorful accent details, it captures the energy, warmth, and flavor that define Inspired Mex.

This version delivers strong recognition and presence, making it ideal for most applications—from signage and packaging to advertising and digital. Use it whenever you want to showcase the full spirit of the brand: lively, confident, and unmistakably Carlos O’Kelly’s.



Secondary Logo

Our secondary logo delivers the same bold flavor and festive spirit as our primary mark—just in a more flexible layout. Featuring the stacked wordmark and signature striped pepper, it's designed for balance and clarity while maintaining strong brand recognition.

Use this version when you need a longer, more horizontal composition—such as on menus, merchandise, or digital placements—where vertical space is limited. It keeps telling the Carlos O'Kelly's brand unmistakable, even when the stacked primary logo won't fit in certain spaces.



Alternative Lockups

The alternative logo lockups give Carlos O’Kelly’s flexibility while keeping its bold, colorful personality. Both the straight and stacked versions feature our signature pepper, wordmark, and “Inspired Mex” tagline for instant recognition.

The straight variation works best in wide spaces like signage, menus, and digital headers. The stacked variation fits tighter areas such as merchandise, packaging, or social media.

Always use approved logo files to maintain consistency and the unmistakable Carlos O’Kelly’s spirit.

STRAIGHT VARIATION

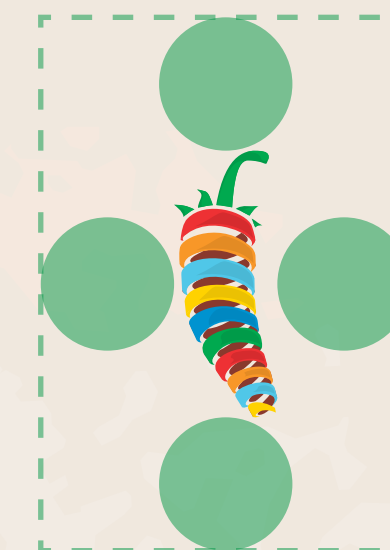


STACKED VARIATION



Clear Space

To keep the Carlos O'Kelly's logo legible and full of impact, always give it room to breathe. Maintain clear space around the logo equal to half the height of the pepper icon on all sides. This buffer keeps the logo from feeling crowded and ensures it stands out in any setting. Never place text, graphics, or other elements within this protected area.



Logo Sizing

The Carlos O'Kelly's logo should always be sized for clarity and balance. It must be large enough to stay legible but never so big that it overpowers the design. Scale it thoughtfully across all applications—menus, digital platforms, signage, and merchandise—so it feels natural and well-proportioned. When in doubt, prioritize readability and a confident, welcoming brand presence.

Print - .25" height



Digital - 24px height



Color Guidance

For the best visibility and a consistent brand look, always choose the logo color that provides strong contrast with its background.

Use the full-color logo on light or neutral backgrounds to showcase the vibrancy of the brand. On dark backgrounds, use the white logo for maximum readability. The red and black single-color versions work well when color is limited or when a bold, simplified look is needed.

When placing the logo over photos or textured backgrounds, ensure it remains clear and legible—using a white or solid color container if needed. Avoid unapproved colors, outlines, or effects. The goal is simple: keep the Carlos O’Kelly’s logo bright, readable, and unmistakably full of life.



Incorrect Uses

To protect the integrity of our brand, the logo must never be altered or misused. Avoid the following at all times:



✗ Never rotate or skew the logotype



✗ Never alter the proportion of the logotype



✗ Never render the logotype in an unapproved color combination



✗ Never use low resolution logos



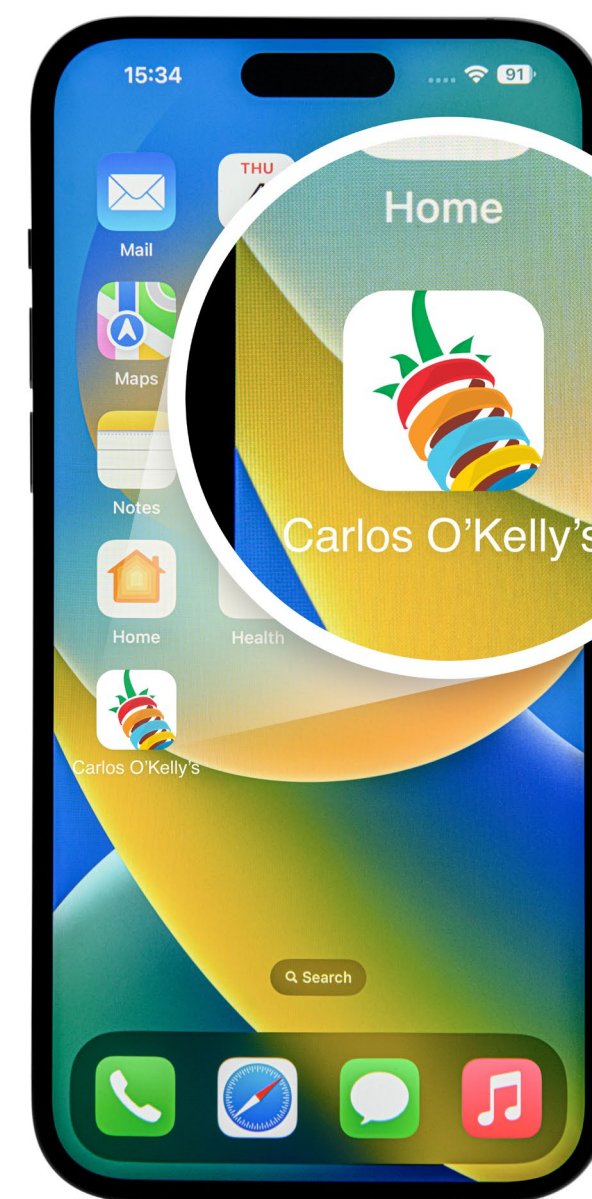
✗ Please refrain from making the logo too large per logo application.



✗ Please refrain from making the logo too small per logo application.

Icon Mark

Our pepper icon is a bold, simple expression of the Carlos O’Kelly’s brand—full of flavor, warmth, and personality. It’s designed for small-scale use where the full logo isn’t practical, such as social media avatars, app icons, or subtle touches on packaging and merchandise. Though minimal, it captures the heart of our brand: vibrant, energetic, and unmistakably Carlos O’Kelly’s. Use it purposefully and never as a replacement for the primary or secondary logo in brand-forward applications.



The background image shows a plate of food, likely Mexican or Latin American, featuring several dumplings (pasaños) topped with a white sauce and salsa. There is also a bowl of rice and a bowl of salsa. The plate is set on a colorful, patterned tablecloth. A blue banner with the word "Color" in white script font is overlaid on the image. Below the banner, a red text box contains a paragraph of text.

Color

Our color palette is vibrant, warm, and full of personality—just like our restaurants. Bright, lively hues pair with grounded neutrals to capture the flavor, energy, and hospitality at the heart of Carlos O'Kelly's. Used consistently, these colors keep our brand inviting, distinctive, and unmistakably us.

Color Palette

Our primary palette is bold, bright, and full of life—just like the Carlos O’Kelly’s experience. Red brings warmth and excitement, blue and green introduce balance and freshness, while yellow and orange add energy and optimism. Together, these colors capture the flavor, fun, and vibrancy that define Inspired Mex.

Green

RGB: 0, 150, 69
CMYK: 86, 16, 100, 3
HEX: #009645

Red

RGB: 234, 0, 41
CMYK: 2, 100, 93, 0
HEX: #EA0029

Orange

RGB: 242, 125, 0
CMYK: 2, 62, 100, 0
HEX: #F27D00

Light Blue

RGB: 87, 191, 227
CMYK: 59, 5, 5, 0
HEX: #57BFE3

Yellow

RGB: 247, 209, 23
CMYK: 4, 15, 97, 0
HEX: #F7D117

Blue

RGB: 0, 136, 193
CMYK: 82, 36, 5, 0
HEX: #0088C1

Color Palette

Our supporting colors provide balance and versatility to our bright, energetic palette. White and off-white offer space and warmth, allowing our bolder hues to shine. Black and charcoal ground the brand with contrast, strength, and clarity. Together, these tones bring harmony to our visual system—creating a foundation that feels clean, inviting, and distinctly Carlos O’Kelly’s.

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

Off-White

RGB: 242, 235, 227
CMYK: 4, 6, 9, 0
HEX: #F2EBE3

Black

RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: #000000

Charcoal

RGB: 47, 46, 43
CMYK: 68, 63, 65, 64
HEX: #2F2E2B

Color Guidance

Our logo and color palette work together to create a bold, energetic expression of the Carlos O'Kelly's brand. Always prioritize contrast and readability to keep the logo clear and vibrant.

Use the full-color logo on white or light backgrounds for the most authentic look. On dark or saturated colors, use the white logo to maintain strong contrast and legibility. Each approved brand color, from red and orange to green and blue, can serve as a background when paired with the white logo. Avoid unapproved color combinations or effects. The goal is always a bright, balanced presentation that keeps the Carlos O'Kelly's brand fun, flavorful, and easy to recognize.



A close-up photograph of a bowl of chicken soup. The soup is a vibrant orange-red color, likely from a tomato-based broth. It is filled with shredded white chicken, yellow corn kernels, diced tomatoes, and black olives. Fresh green herbs are sprinkled on top. Slices of ripe avocado are arranged on the right side of the bowl. The bowl is dark-colored and sits on a dark wooden surface. In the background, a lime wedge and a knife are partially visible.

Type

Our typography is bold, friendly, and full of character—capturing the same warmth and energy found in every Carlos O’Kelly’s experience. It keeps our message clear and consistent across all touchpoints, from lively headlines to easy-to-read body copy. Used with care, our type system adds flavor, balance, and a welcoming rhythm to everything we create.

Veneer

Veneer is our primary typeface, chosen for its bold texture and handcrafted feel. Its rugged, imperfect character captures the warmth, energy, and authenticity at the heart of Carlos O’Kelly’s. Best used for headlines, signage, and key brand moments, Veneer adds flavor and personality—bringing our spirited, approachable identity to life.

STYLES AND WEIGHTS

Veneer has one weight that comes in three different textured styles. It works best at larger sizes and should be reserved for headlines, key messaging, and short, impactful statements that showcase the brand’s handcrafted, energetic character.

Veneer, Veneer Two, Veneer Three

CHARACTER SETS

Veneer includes a full set of upper- and lowercase characters, numerals, punctuation, and diacritics. It supports clean, legible typography across various applications while maintaining the distinct personality of the brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Thirsty Rough

Thirsty Rough brings a handcrafted, vintage feel to the Carlos O’Kelly’s brand. With its textured edges and nostalgic charm, it adds a sense of warmth and authenticity that perfectly complements our bold, lively aesthetic. Best used for short headlines, tags, or accent phrases, Thirsty Rough injects flavor and personality wherever a little extra character is needed.

STYLES AND WEIGHTS

We use Thirsty Rough for short, high-impact moments that call for extra attention. It’s ideal for headings, menu highlights, promotional phrases, or callouts that need a burst of character and energy.

Regular, Bold, Black

CHARACTER SETS

Thirsty Rough includes a full set of upper- and lowercase characters, numerals, punctuation, and diacritics. It supports clean, legible typography across various applications while maintaining the distinct personality of the brand.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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