



BRAND BOOK

Fuego Hospitality Group

A complete brand architecture, visual system, and identity guidelines for a multi-concept restaurant group.

Prepared by The Digital Restaurant · April 2026 · Confidential



Miami · Dallas · Phoenix · Scottsdale

Three Concepts · Nine Locations · Est. 2004

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Section 01

Brand Audit.

The brief — where we started and what alignment required.

01

The Brief: Where We Started

BEFORE — The Starting Point

- Three logo variants in active use across concepts and locations
- No parent brand system — each concept operated as a visual island
- Six font combinations across menus, signage, social, and digital
- Brand red varied up to 20% — vendors approximating from memory
- No voice guide — social copy ranged from formal to emoji-heavy
- Photography with no brief — UGC, stock, and vendor shots mixed
- No brand document — onboarding new partners took weeks of ad hoc explanation

AFTER — Brand Alignment

- One parent brand identity with three visually related concept systems
- Defined brand architecture with clearspace rules and approved lockups
- Two-typeface system across every touchpoint — from headers to menus
- Exact hex, RGB, and CMYK values for all colors — no more approximation
- Voice guide with pillar words and channel-specific tone per concept
- Photography brief with shoot direction, lighting, and emotion target
- This document — cuts vendor onboarding from weeks to hours

Section 02

The Fuego Story.

Origins, mission, and the foundation every decision rests on.

From a Window on Calle Ocho.

In 2004, Rafael Reyes opened a ten-table taqueria on SW 8th Street in Miami. The menu was four items. The kitchen was eight feet wide. The line was out the door by noon.

By 2012, Casa Fuego opened in Dallas — reservation-only, with a tequila list longer than the food menu. In 2017, Fuego Cantina launched in Phoenix, the bar-forward late-night concept the family had always envisioned.

Today, nine locations across four markets. The kitchen is no longer eight feet wide. But we still write the menu by hand.

2004 9

Founded

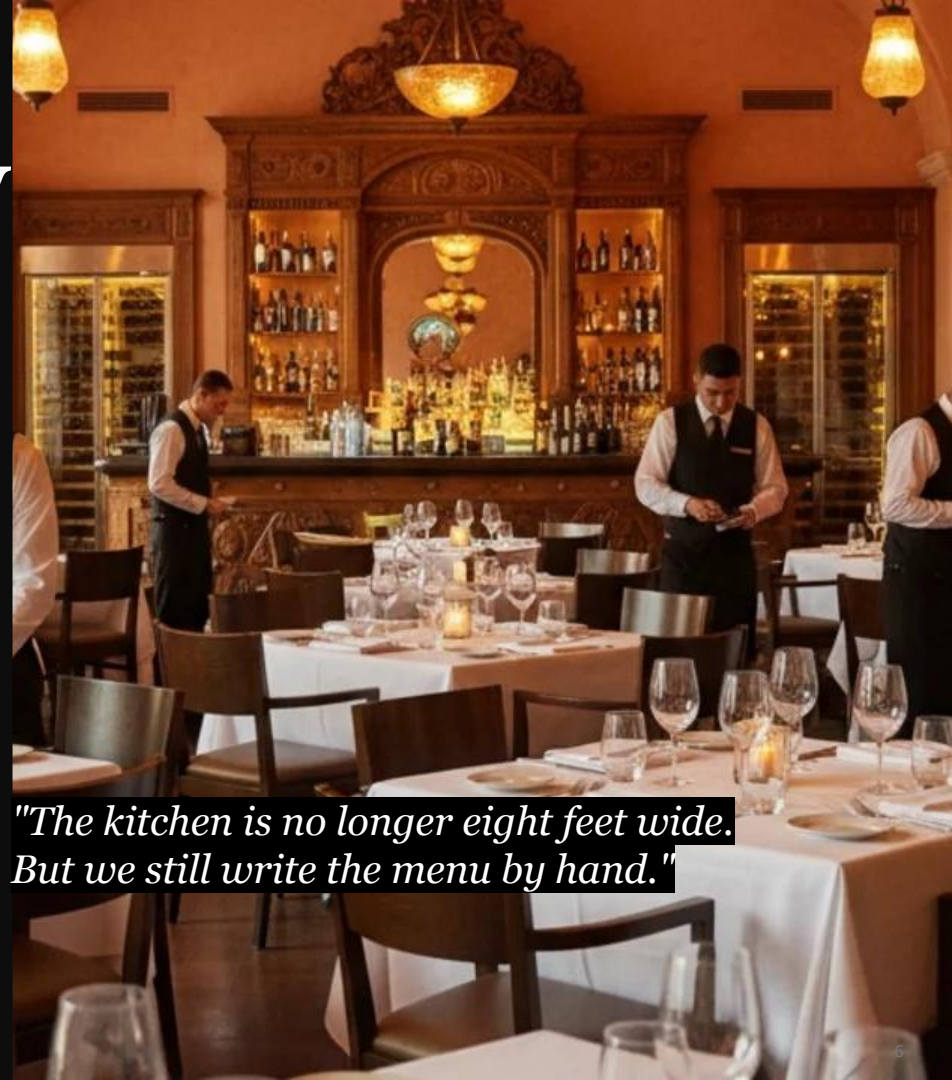
Locations

3

Concepts

4

Markets



*"The kitchen is no longer eight feet wide.
But we still write the menu by hand."*

Section 03

Brand Architecture.

The group identity and three-concept system.

One Group. Three Concepts.



FUEGO HOSPITALITY GROUP

Parent Brand · Miami, FL · Est. 2004 · Corporate, Franchise, Press & Investor Contexts

Casa Fuego

CONCEPT 01 · FINE DINING

Reservation-only elevated Mexican dining. Seasonal menus, lingering encouraged, sourcing never compromised.

Dallas · Miami · Scottsdale

Est. 2012 · 3 Locations · 120 Seats

FUEGO
TAQUERÍA

CONCEPT 02 · FAST CASUAL

The original. Counter-service tacos built from scratch every morning. Where the Fuego story began.

Miami · Dallas · Phoenix

Est. 2004 · 3 Locations · 60 Covers

Fuego Cantina

CONCEPT 03 · BAR & CANTINA

Bar-forward late-night concept. 60+ agave spirits. Kitchen open until close. The boldest chapter.

Phoenix · Dallas · Miami

Est. 2017 · 3 Locations · 80 Seats

Casa Fuego

*Elevated Mexican dining.
Reservations recommended.*

Casa Fuego opened in Dallas Uptown in 2012 as the Reyes family's answer to a simple question: what if we slowed down? Same kitchen standards and sourcing philosophy — but a room designed for lingering.

Three locations across Dallas, Miami, and Scottsdale.
Reservation-only. 120 seats per location. The same rule every night:
nothing leaves the kitchen we wouldn't serve to family.

3

Locations

4.8★

Rating

2012

Founded

120

Seats



CONCEPT 02 · FAST CASUAL

FUEGO

TAQUERÍA

Tacos built for the real world.

Fuego Taquería is where the whole story began — a ten-table window on Calle Ocho with four items on the menu and a line out the door at noon. Today, three cities. Same salsa verde. Same obsession.

Everything made from scratch. Every tortilla pressed that morning. Counter service, walk-ins welcome, no margin for mediocrity.

3

Locations

\$10.50

3 Tacos

2004

Founded

11am

Opens



Fuego Cantina

*Drink well.
Stay late.*

Fuego Cantina opened in Phoenix in 2017 as the third and boldest concept from the Reyes family. Where Fuego Taquería feeds the lunch crowd and Casa Fuego hosts the dinner table, Cantina owns the night.

A 60+ bottle mezcal and tequila program. Kitchen open until 2am. Live music Thursdays. The bar that the other two earned us the right to open.

3

Locations

60+

Agave Spirits

2am

Nightly Close

2017

Founded



Section 04

Logo System.

Approved lockups, clearspace rules, and misuse guidelines.

Approved Lockups & Usage Rules



PRIMARY — DARK BACKGROUND



PRIMARY — LIGHT BACKGROUND



REVERSED — BRAND RED

CONCEPT LOGO SYSTEM — Each concept carries its own distinct logo mark



Casa Fuego · Fine Dining



Fuego Taquería · Fast Casual



Fuego Cantina · Bar & Cantina

Clearspace & Misuse Rules

CLEARSPACE RULE



← *minimum 1x logo height clearspace on all sides* →

LOGO MISUSE — NEVER

- ✘ Do not stretch or skew the logo in any direction
- ✘ Do not apply unapproved colors, gradients, shadows, or outlines
- ✘ Do not place the logo on low-contrast backgrounds
- ✘ Do not combine concept logos with the group mark at equal scale
- ✘ Do not use the logo below minimum size (25mm / 95px wide)
- ✘ Do not recreate the logo in any other typeface or arrangement

ARCHITECTURE RULE —

Each concept carries its own logo mark and is never displayed alongside the group mark at equal scale in dining environments. The parent brand (FHG) appears only in a footer credit at concept properties. When communicating on behalf of the group (franchise, press, investor), the FHG mark leads.

Section 05

Color Palette.

Brand colors, concept accents, and exact values for all contexts.

05

The Colors of Fire.

PRIMARY GROUP PALETTE



Brand Red

#D93025

RGB 217, 48, 37

CMYK 0 78 83 15

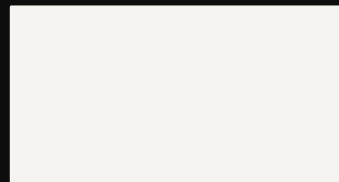


White

#FFFFFF

RGB 255, 255, 255

CMYK 0 0 0 0



Off White

#F5F4F0

RGB 245, 244, 240

CMYK 0 0 2 4



Mid Gray

#6B6B6B

RGB 107, 107, 107

CMYK 0 0 0 58

CONCEPT ACCENT PALETTES — Verified from live website theme.json

CASA FUEGO

Deep Espresso Burnt Orange Amber Brown Warm Cream

#1C0F0A #C2410C #92400E #FEF3C7

FUEGO TAQUERÍA

Warm White Taqueria Orange Warm Cream Warm Beige

##FFBF5 #F97316 #FEF3C7 #E8D8C4

FUEGO CANTINA

Smoke Black Agave Gold Mezcal Amber Mid Gray

#1A1507 #C8922A #E8A020 #6B6B6B

Section 06

Typography System.

Typefaces, hierarchy, and usage rules across every context.

Two Typefaces. One System.

DISPLAY & HEADLINES — Georgia Bold

Where Every Table Feels Like Home.

Georgia Bold · 36–72pt · Tight tracking · Line height 1.05 | Hero headlines, section titles, concept names

BRAND ITALIC — EMPHASIS

"The kitchen is no longer eight feet wide."

Georgia Italic · 18–28pt · Brand Red #D93025 | Pull quotes, key brand statements, emotional emphasis

UI HEADING — Calibri Bold

Reservations Recommended.

Calibri Bold · 18–28pt · Slight tight tracking | Navigation, subheads, UI labels, price headers

BODY COPY — Calibri Regular

Scratch-made flavors. Fast execution. No compromises on quality — ever.

Calibri Regular · 10–13pt · Line height 1.7 | Paragraph copy, descriptions, website body, menu text

Section 07

Voice & Tone.

Brand language, pillars, and real-world examples.

07

How Fuego Speaks.

Confident

We know the food. We don't apologize for it.

Warm

This brand comes from a family kitchen on Calle Ocho.

Specific

We say '36-ingredient mole negro,' not 'rich sauce.'

Unhurried

No urgency tactics. We write like the table is already yours.

CASA FUEGO — Fine Dining

"A reservation is a promise. We keep ours. The table at the back — it's been ready since 5pm. Linger as long as you like."

Elegant, unhurried, hospitality-first. Never salesy.

FUEGO TAQUERÍA — Fast Casual

"Every tortilla, pressed this morning. Every salsa, made in house. The line moves fast. The flavor doesn't."

Direct, proud, zero filler. Short sentences.

FUEGO CANTINA — Bar & Social

"If you can name five mezcals blind, respect. If you can't, we'll teach you. Either way, the night's yours."

Playful authority. In-the-know but welcoming.

FHG — Corporate & Franchise

"People don't come back for the concept. They come back for how it made them feel."

Thoughtful, experienced, investor-ready.

Section 08

Photography Direction.

Shoot briefs, visual mood, and universal rules by concept.

What the Camera Looks For.



Casa Fuego — Fine Dining

Dark, candlelit interiors. Shallow depth of field. Plated food at 45° or overhead. Tableside moments — the pour, the presentation. Warm tungsten color temperature. No flash. No bright whites.

Moody

Intimate

Precise

Warm



Fuego Taquería — Fast Casual

Bright natural light. Hands in frame — assembling, folding, passing. Real counter moments. Ingredients in motion. High contrast with clean backgrounds. Energy and authenticity over perfection.

Bright

Kinetic

Real

Fresh



Fuego Cantina — Bar & Late Night

Backlit glassware. Smoke and amber. The pour, the ice, the rim. Late-evening crowd with intentional motion blur. Deep shadows with gold highlights. Agave, not garnish, as the hero.

Cinematic

Golden

Smoky

Late

UNIVERSAL RULE — Real staff. Real guests. No stock photography. Caption every image with location, concept, dish, photographer, and date.

Section 09

Brand Applications.

Digital, physical, menu, and staff touchpoints.

The Brand, Everywhere It Lives.

DIGITAL — WEBSITE

- Parent site: near-black background, group mark, concept selector — no menus or pricing
- Each concept site carries its own color palette, logo, and photography direction
- Consistent typographic system (Georgia + Calibri) runs across all four sites
- Structured data on every location page for Google, Maps, and AI search visibility

PRINT — MENUS

- Menus use the concept color palette, not the group palette, in dining environments
- Item names: Title Case. Descriptions: sentence case, no bold within body copy
- Minimum font size: 9pt for menu body. Edit copy before reducing size
- Digital QR menus link to live website page — never to PDF downloads

DIGITAL — SOCIAL MEDIA

- Each concept maintains its own Instagram. Group account reposts and links only
- Caption: one strong opening sentence. 3–5 hashtags max in first comment
- Grid: no forced alternation — photography creates visual rhythm naturally
- Story templates match the brand color system exactly — no off-palette elements

PHYSICAL — SIGNAGE & UNIFORMS

- Exterior signage: concept logo only. FHG group mark stays off building exteriors
- Staff uniforms: concept color primary — Casa black apron, Taquería orange, Cantina gold
- Takeout packaging: concept logo centered. Concepts never mixed on shared packaging
- All print materials: 300dpi minimum, CMYK profile, 3mm bleed on all

FRANCHISE NOTE — All materials for franchise locations must be approved by the FHG brand team before production. Templates available via the FHG partner portal.



FUEGO HOSPITALITY GROUP

Brand Identity System 2026

This document governs the visual identity, voice, photography standards, and application rules for all Fuego Hospitality Group brands and concepts. It is a living document — updated as the brand grows and new markets are entered.

Three Concepts. One Fire.

Brand Identity developed by The Digital Restaurant · thedigitalrestaurant.com ·
Chicago, IL · April 2026

