

FAJITA PETE'S™



BRAND SYSTEM

2021



WHAT'S COVERED IN THIS DOCUMENT?

THE BRAND SYSTEM DEFINED... 03

The heart of the organization (heritage, culture, values) summed up in a few words.

BRAND STRATEGY & POSITIONING... 08

Long term plan for the relationship between the organization and key audiences, to enhance both reputation and relevance. Our brand position is a statement that summarizes how to position the brand in the marketplace and therefore consumers' minds in a way that differentiates and provides competitive advantage.

VISUAL IDENTITY STANDARDS... 11

A planned method of identification including the use of a company's name, logotype, color palette and secondary typography; a company's graphic "look and feel," applied to a wide cross-section of media to create a cohesive brand presence.

OUR TARGET CUSTOMER... 23

We want to create the most meaningful brand experiences possible. And the more we know about our most impactful customer groups, the better we can target them to introduce the brand and then foster loyalty through an authentic relationship with them.

MAXIMIZING THE BRAND SYSTEM... 30

To make the most of the brand system, its guidelines must be followed consistently in all inward and outward facing promotions.

THE BRAND SYSTEM DEFINED



MATCHING WHO WE ARE
WITH WHAT WE DO

OUR BRAND SYSTEM

MATCHING WHO WE ARE WITH WHAT WE DO

Our goal is to grow the Fajita Pete's brand by developing a passionate fan base. As the brand grows, it is critical that we remain focused on our brand system which is designed to enhance brand identity, improve consistency, and leverage standard design templates.

In today's environment, it's increasingly difficult for a brand to be noticed and remembered. The volume of competing brand messages can be overwhelming to consumers. As a result, brands develop a uniform, easily recognized brand system to help cut through the clutter and communicate who they are to the public.

The brand system influences every interaction consumers have with the Fajita Pete's brand. It's what increases brand awareness, and what sustains loyalty.

BRAND = The relationship people have
with an organization, built through
reputation and relevance



OUR BRAND SYSTEM

Every brand has an identity with certain visual cues that help consumers recognize the brand, strengthen the brand's reputation in their hearts and minds, and raise their perception of what the brand offers to them. Consistency in how the brand is presented across all channels will help to increase brand awareness, brand salience, and brand differentiation. This applies not just to the logo, but the colors, the kinds of imagery, and the types of messages we use.

A “Brand System” is the full set of brand standards that serve as guardrails for delivering on the brand’s strategy and identity.

We all have a stake in the equity of the Fajita Pete’s brand. The value of our brand assets all working together enhances our ability to shift consumer demand and change consumer behavior around delicious fajitas – catered and delivered.

NOTES

BRAND SALIENCE: How top of mind a brand is (how quickly and readily the brand comes to mind)

BRAND DIFFERENTIATION: How easily consumers differentiate the brand from others in its category

THE BRAND

OUR BRAND PURPOSE

why we exist

Bringing people together through everything we do.

OUR ESSENCE

who we are

Passionate food-lovers who take pride in their work and value the guest above else. Where convenience meets fresh-prepared ingredients, healthy portions, and affordable prices.

OUR POSITIONING

how we'll be known

For fajita lovers looking for quality & convenience, Fajita Pete's delivers fresh fajitas and fajita-inspired dishes from our kitchen to your table.



THE BRAND CONT.

OUR MISSION

what we're focused on

To deliver fresh fajitas from our grill to your table.

OUR VALUES

how that mission comes to life

Integrity

We act with honesty and sincerity in all of our actions.

We inspire trust by saying what we mean and matching our words with our behaviors.

Teamwork

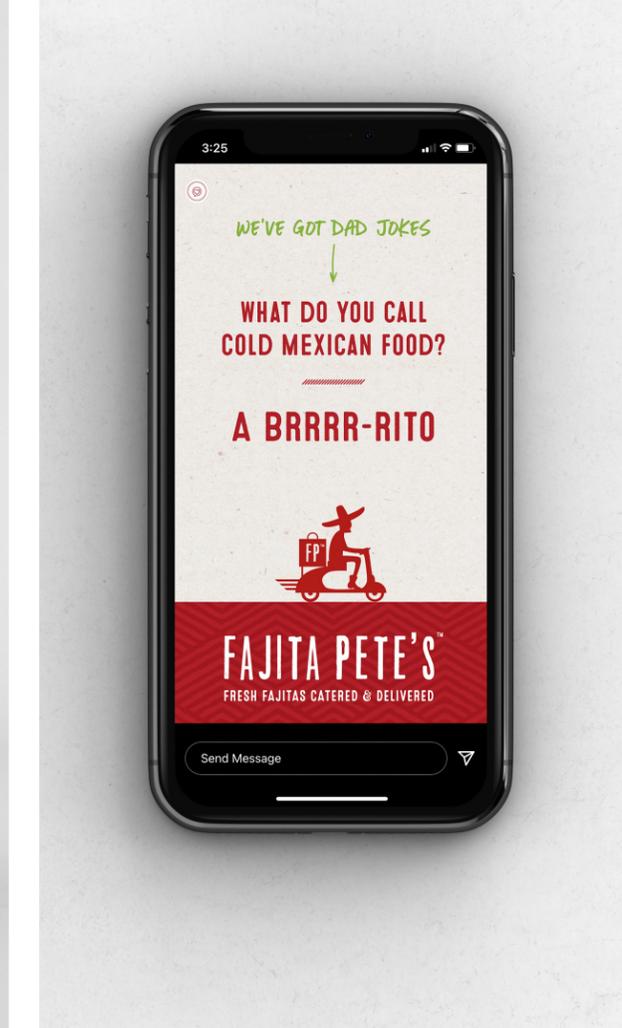
We bring together the best in all of us by valuing and respecting one another equally and working towards common goals.

Innovation

We are never satisfied and constantly seek new and innovative ideas in order to remain functional and fresh.

Commitment

We commit daily to quality product, processes, and people that impact lives within our organization and community.



BRAND STRATEGY & POSITIONING

BRAND STRATEGY & POSITIONING

Fajita Pete's is a best-in-class option, offering delicious convenience that brings people together.



DELICIOUS CONVENIENCE
AUTHENTIC RELATIONSHIPS
GRASSROOTS MARKETING



BRAND STRATEGY & POSITIONING

CREATE A MEANINGFUL BRAND IN A COMPETITIVE ENVIRONMENT

Fajita Pete's is focused on changing the consumer mindset regarding delivery.

By reinforcing the simplicity of delicious, fresh fajitas delivered to you whenever, wherever, however – our message is clear and our value proposition strong:

Fresh and affordable restaurant-quality fajitas can be delivered to you anywhere, anytime.



VISUAL IDENTITY STANDARDS

VISUAL IDENTITY STANDARDS

To achieve a stronger identity, we have developed and will implement resources and tools to create a unique brand image for Fajita Pete's. Our brand image works to differentiate us from our competitors and appeal to our target consumers.

Visual Identity Standards are the building blocks of our brand's unique look and feel. These standards help to make marketing more effective and efficient, and ensure our brand grows stronger by sharing the best version of ourselves to potential guests.

Implementation of these guidelines ensures Fajita Pete's is more memorable, relevant, and accessible to consumers. Consistent use of the brand standards supports brand awareness growth and loyalty among our target consumers.



WANT TO LEARN MORE?



WE'D LOVE TO MEET YOU

[FRANCHISEFAJITAPETES.COM/PROCESS](https://franchisefajitapetes.com/process)