Delicias CABRERA

Tel:6357-0872

Branding Strategy

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Who we are

Pupusas Salvadoreñas “Delicias Cabrera” has been in the works for more than 15 years.
Quality products and quality service has always been at the core of it.
The story begins with my mom, Denia Chavarria, in Costa Rica where she has always been refining her skills in the kitchen since I have memory.
My dad, Orlando Cabrera is from El Salvador where their national dish is called “Pupusa”.
The pupusa is a tortilla filled with seasoned ground pork,
a special mix of cheeses and tasty refried beans full of flavour, it is accompanied by a special cabbage vinaigrette
and a homemade tomato sauce. This recipe is very laborious since many core ingredients need to be prepare before being able to make
and fill the tortilla and my mom mastered it as her desire to remind my dad about his culture and please him with his favourite dish
so every now and then she would prepare it for the family or for special events.
However the demand from everyone who who would try it was too big thus “Pupusas salvadoreñas Delicias Cabrera” was born.

LOGO

Main Logo Features

Our logo features our name “Delicias Cabrera” as well as the some of the ingredients and kitchen tools we use to prepare the pupusas.

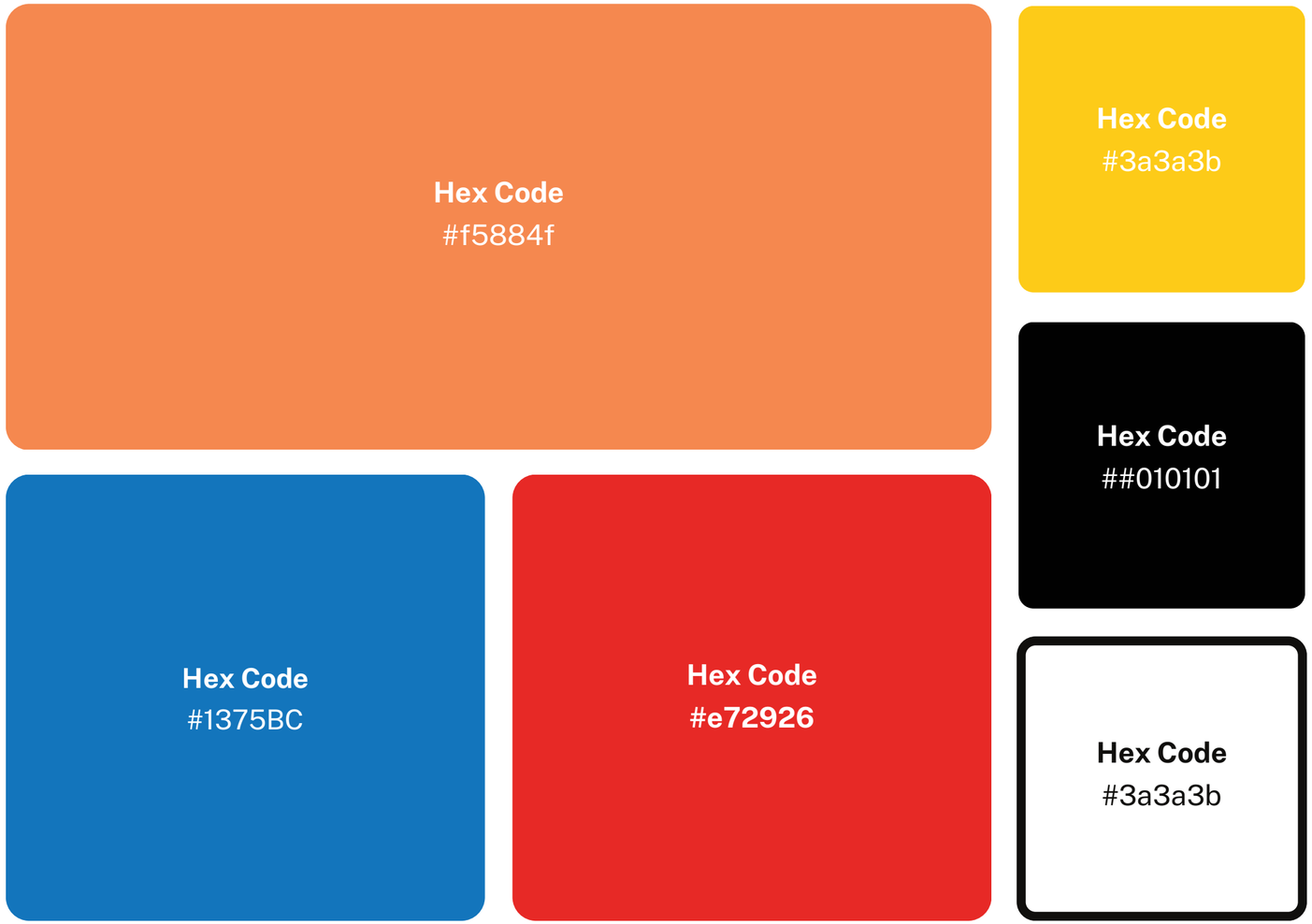
In Depth:

“Delicias” is a word in spanish that means: Delicious. Refering to the delicious recipes offered in the restaurant.
“Cabrera” is our last name.

The spoon, fork and the toque are the visual queue of our commitment to our craftmanship in the kitchen.

Color Pallete

These colors reflect our brand's identity and personality



FONT

Font Overview

Agbalumo

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz1234
567890!@#$%^&*()

Hagrid

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWX
YZabcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Type Application

Pupusa mixta

PUPUSA DE QUESO

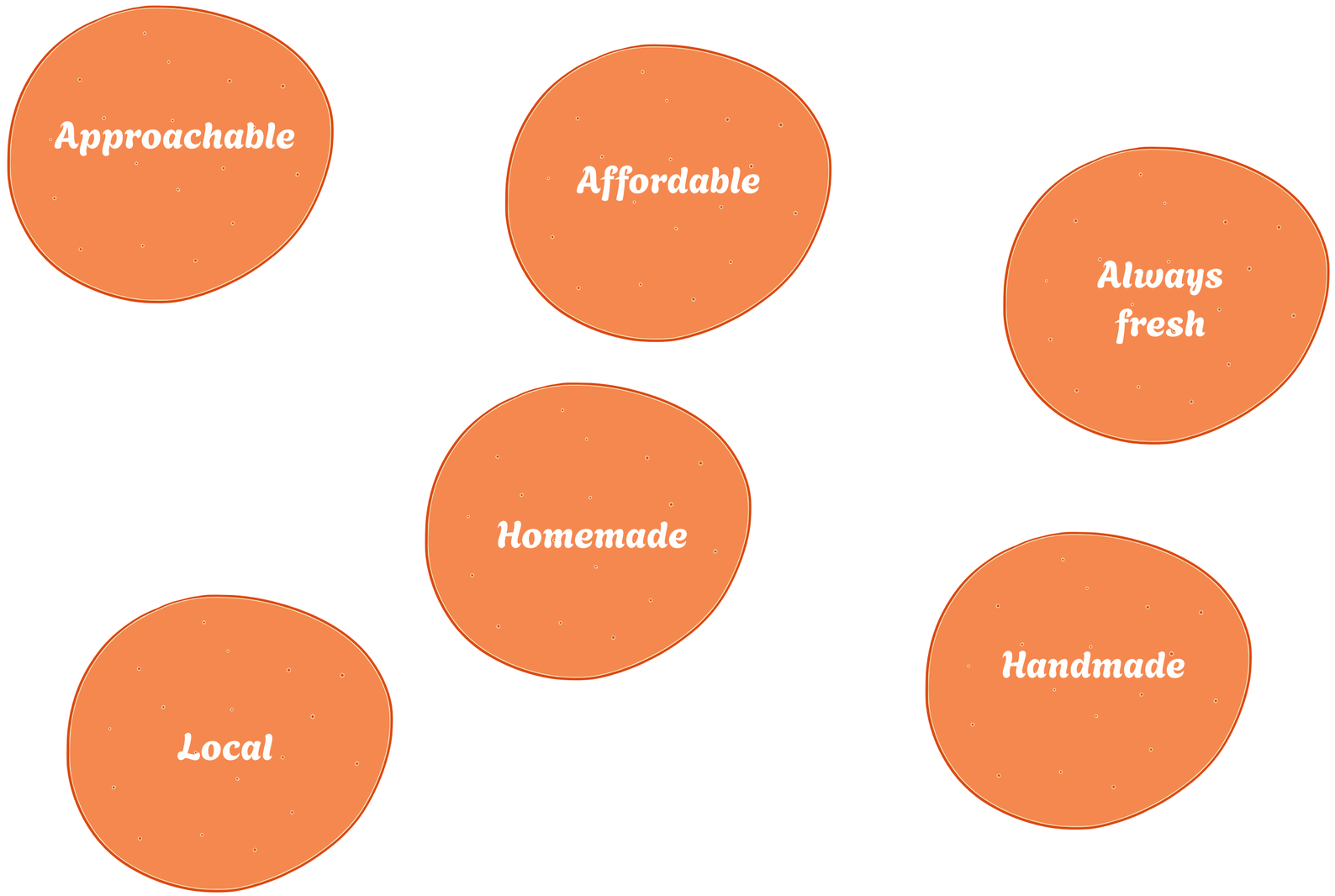
Font Hierarchy

PUPUSAS SALVADOREÑAS “DELICIAS CABRERA”

Empanadas XL

Delicious empanada XL twice the size of a regular one. Filled with cheese, special refried beans and seasoned meat.

Brand Personality



Target. audience

Brand Persona

MarinaVillalobos

Female

33 years old

Alajuela, Costa Rica

Education

Bachelors degree

Universidad de Costa Rica

Skills

Appreciates local food

Supports the community

Active on social media

Looks for quality products

Favorite food

El Salvador

Colombian

North American

Desserts

Costa Rican

Challenges

Finding a restaurant that prepares food with fresh and top quality ingredients yet still offer affordable prices.

My Profile

I love to buy my groceries at the farmer's market because it offers fresh produce at affordable prices while supporting our farmers. Every time I go to buy my weekly supply I have to stop at "Delicias Cabrera" for a tasty pupusa!.

Personality

Charisma

Foodie

Extroverted

Looks for quality and flavour over location experience

Background

Marina loves going to "sodas" in Costa Rica because she knows that the most authentic cuisine is found there. She values the quality of the ingredients and the flavour over how fancy the restaurant is. She is an active "google local guide"

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Menú

Pupusas salvadoreñas "Delicias Cabrera" is proud to be the best option for you who is looking for a delicious pupusa or empanada, with quality ingredients and made always fresh in front of you. Our moto is "always fresh right out of the griddle" and we are passionate about every single one of our recipes.

After a market research done on our facebook business page the results show how our brand persona looks like.

In this depiction we have envisioned a 33 year old single woman from Alajuela however, there are several others that fit the criteria such as:

-Families.

-Men from 24 to 50 years old.

Our keywords

Quality service

Artisan

Local

Local economy

Quality ingredients

Handmade

support

Homemade

Community

farmer's market

Delicious

Moodboard

This compilation of colours, shapes, words and patterns define us as a brand.

Unique Selling Proposition

Our pupusas are “always fresh out of the griddle”.
Our crunchy empanadas are always made fresh by order.

We serve with love and use the best quality products at an affordable price to support our
local community.

find us

Google maps

Pupusas salvadoreñas “delicias cabrera”

Pupusas salvadoreñas “delicias cabrera”

Pupusas salvadoreñas “delicias cabrera”

6420 5511

Colour Theory worksheet:

What is the purpose of a color wheel?

To be able to understand and master the use of colours and their importance in delivering a message.

How are secondary colors created? Tertiary colors?

secondary: a fix of the adjacent primary.

Terciary: a mix of the adjacent secondary

If white is added to a color, that color becomes a lighter shade. If black is added to a color, that color becomes a darker shade.

What are two complementary color schemes?

Green and yellow

How could an analogous color scheme be described?

Comfortable like blue and light blue.

Create your own triadic color scheme.

Orange, purple and green

How is a split-complementary color scheme different from a complementary color scheme?

Split complementary has 1 main colour+2 more adjacent complementary colours to offer a more balanced vibe.

Which color scheme is especially bad for text?

Low colour contrast making it impossible to read

How many colors are included in a rectangle or square color scheme?

4

What are the three neutral colors on the color wheel?

Monochrome: Black, white and grey

Leading: ***Vertical distance between characters***

Kerning: ***Horizontal distance between characters***

What size font is recommended when it comes to rendering a paragraph for easy readability? Business card?

Sans Serif or modern font

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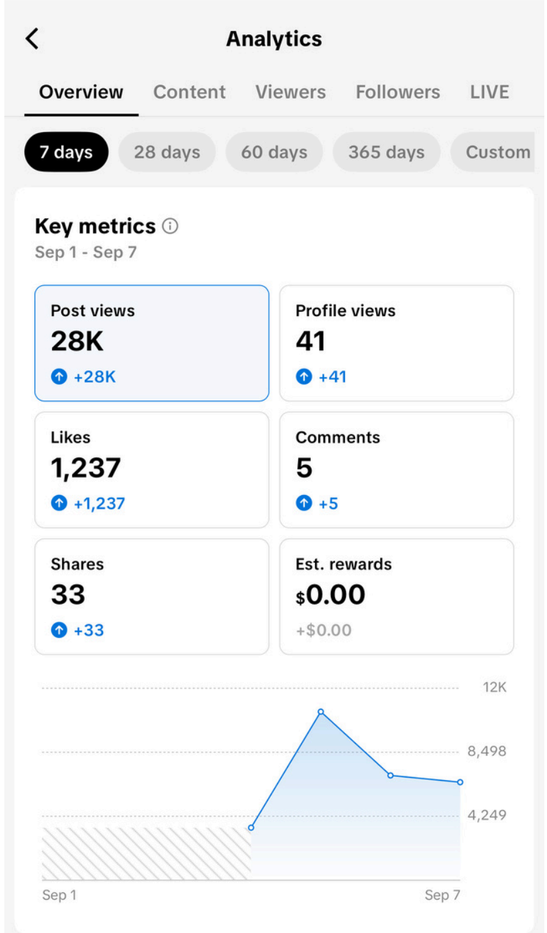
S.M.A.R.T. Goal for 2025

Earnings: Increase our earnings by 30% compared to the average per month of last year. This we will achieve bycomparing the date gathered last year every month.

Marketing: To invest 5% of our weekly earnings in social media marketing and compare t he ROI monthly.

As part of our marketing strategy we decided to invest a small amount ($30 USD) on tiktok paid ads last weekend which proved to be highly successful.

The data gathered during this 3 day trial that used the demographics obtained through facebook business suite show the following: