

MAKING LIVES BETTER

BORDER FOODS BRAND GUIDE 2026



2026 BRAND GUIDE



Border Foods is family-focused, dynamic and always on trend. If Taco Bell was a hotdish: a classic crowd pleaser, proud of their Midwest roots and always inviting others to “pull up a chair.” Copy is written in first person using “we” and “our” with occasional references to “Border Foods family.” Our brand voice is welcoming and authentic; we’re heartfelt storytellers.

BRAND VOICE

Border Foods is family-focused, dynamic and always on trend. If Taco Bell was a hotdish: a classic crowd pleaser, proud of their Midwest roots and always inviting others to “pull up a chair.” Copy is written in first person using “we” and “our” with occasional references to “Border Foods family.” Our brand voice is welcoming and authentic; we’re heartfelt storytellers.

tone

Approachable, playful, casual and energized!

NAME USE

- External copy - Border Foods;
- Internal copy - Border;
- In some instances - Border Foods family;
- If not clearly Taco Bell related (outside of a restaurant), supplement “Border Foods” with “Border Foods Taco Bell” (ex. Swinging for Scholarships, Volunteering at a charitable event);
- Always “restaurants,” never “stores”;
- Always “team member” never “employee.”

COPY SAMPLES



BECKY WENGER: TRAINING LEADER SUPREME

Celebrating more than 30 years with us, Becky has enjoyed diversity in her Border Foods career — first rising up the ranks in the Taco Bell restaurant setting, spending two years in administrative office support, and eventually, becoming an integral member of our Training Department as it was being built from the ground up.



SMALL TOWN, BIG WINS: ST. CROIX FALLS TACO BELL OPENING THRIVES

From the moment the doors opened, the St. Croix Falls community showed up in full force. The lobby and drive-thru stayed busy throughout the day, creating a buzz of excitement that continues to grow. This incredible start is just the beginning, and we’re thrilled to be a part of the future of Taco Bell in this vibrant town.



BORDER OPENS 99TH RESTAURANT IN MINNESOTA

“We are thrilled to be joining the Virginia community and look forward to welcoming everyone to our brand-new restaurant,” said our President Aaron Engler. “From new customers to future employees, we can’t wait to provide good food and good service to the fine folks of the Iron Range.”

LOGO



LOGO LOCKUP

All external-facing pieces must use the logo lockup or have the Taco Bell bell present in some form.

— BORDER FOODS —

— BORDER FOODS —

TEXT LOGO

In instances where there is lots of visual clutter, or if space is severely constrained, a typed out version of the logo may be used. This text logo must be displayed in either Trump or Proxima Nova typefaces, in all caps and book-ended with en dashes.



SIMPLIFIED LOGO

For internally-facing materials, or in situations where space is limited, the simplified Border Foods Logo may be used.



TACO BELL®

TACO BELL LOGO

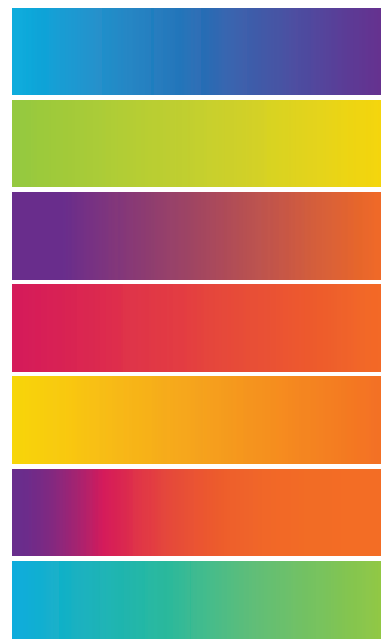
The Taco Bell logo may appear on any Border Foods materials. The Taco Bell logo can be cropped, transparent, flipped and overlaid with different colors to create textures but must be recognizable. For external materials that focus on restaurant locations and offerings, refer to Taco Bell style guidelines.

LOGO GUIDELINES

The logo should be primarily seen in either purple-to-orange gradient or Border Foods orange (shown below). It is preferred that the logo is presented on a white background. If used on a white background, the logo may be used in any color or gradient from the Border Foods palette, or solid black. The logo may not be skewed, cropped or altered in any way. Care should be taken to leave reasonable white space around the logo. The logo may not be in any color outside of the Border Foods company palette other than black or white.



BORDER FOODS SOLID & GRADIENT COLORS



LOGO GUIDELINES

USING THE LOGO ON A BACKGROUND

If placed on a solid color or gradient background, it is preferred that the background be from the Border Foods color palette. However, if necessary, the logo may be placed on a background color that is not in the Border Foods color palette. If placed on a background color or gradient, the logo must be solid white (or solid black if on a very light colored background). If used over a photo, busy background, or very light background, legibility should be taken into consideration.



EXAMPLES OF ACCEPTABLE USE

A solid white logo on color and gradient backgrounds, and a solid black logo on a light colored background.



EXAMPLES OF UNACCEPTABLE USE

Logos in color and gradient on a color or gradient background, and a hard-to-see white logo on a very light colored background.



TYPOGRAPHY

We're kicking the type up a notch to match the enthusiastic substance behind the words. To maintain the Border feel, we're keeping the two main typefaces, Proxima Nova and Trump but switching up how they are presented. We're ditching the angled type in favor of simple, bold usage. Additionally, we're adding a hand written typeface that feels more like the human voice, for when the message feels more casual or personal.

Other typefaces or hand-lettering may be introduced and paired with Border Food brand fonts for special campaigns or events. They may be used to provide a special emphasis. Any other fonts must appear with one or more of the brand fonts.

Headlines & Highlights

TRUMP SOFT BOLD PRO
(ALL CAPS)

Headlines, Subheads & Body

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extra Bold

Accents & Highlights

Have a Heart

One taco at a time

USAGE EXAMPLES:



COLOR PALETTE

Orange is Border's iconic color and it's not going anywhere! When people see orange, they see Border Foods, but they also see bold, bright colors that cover nearly every hue. With this refresh we are defining the palette even further with color variations across the spectrum to allow for even more fun and flexibility.

When applying this color palette, orange should be seen first and foremost. Any colors across the palette may be used in support of Border Orange. In some internal or special applications, secondary colors may become the main character to highlight a specific topic, at Border's discretion.

Pantone: 3564 C Hex: f36d24 BORDER ORANGE	Pantone: Rubine Red C Hex: d41c5a BORDER PINK	Pantone: 526 C Hex: 692c8b BORDER PURPLE	Pantone: 638 C Hex: 00addc BORDER BLUE	Pantone: 375 C Hex: 97c93f BORDER GREEN	Pantone: Yellow C Hex: fbd603 BORDER YELLOW
f68b3c	ee4664	704796	6bcce6	b3d354	fbdd3f
faa92e	ed8280	8a5fa1	afe1f1	ccde6f	fae585
fed196	efc7c3	d1c6e1	e7f5f7	e6efc5	fff7e7

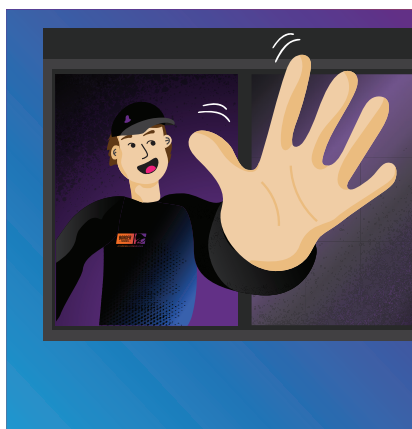
GRADIENT HUES

Gradients are unapologetically back, and while any gradient of colors in the Border palette are acceptable, a combination with orange should be the most visible to external facing materials. Gradient colors can dynamically reflect of mood, time of day, or cultural moments, rather than being purely decorative.



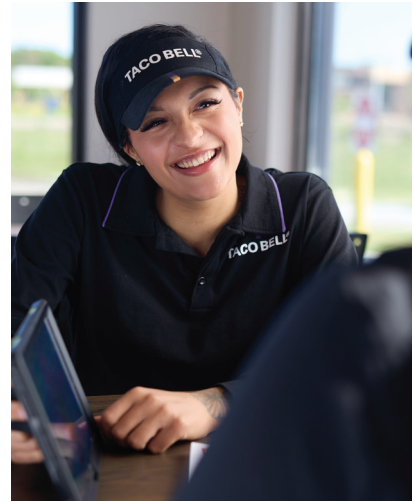
ILLUSTRATIVE ELEMENTS

We're ditching tired, old illustrative elements for bigger, bolder and human-centric aesthetics. These playfully imperfect renderings embody the spirit of Border Foods through approachable human figures, infused with the Taco Bell brand. Textured grains, in combination with the Border color palette adds an urban edge, and makes otherwise 2D art feel tangible. Perspective makes these illustrations appear larger than life.



Gradients continue to be infused across the brand with dynamic iconography.

2026 BRAND GUIDE



PHOTOGRAPHY

Story-telling through photography. The images should strive to reflect the Border culture with authentic, humanizing and casual portraiture. A focus on human faces and expression, encapsulated in the Taco Bell environment. These images convey an energized and diverse company.

DESIGN EXAMPLES

OUR DOOR IS ALWAYS OPEN.



A TACO BELL FRANCHISEE



At Border Foods, we're working to make lives better. It takes collaboration and communication from every team member to bring that mission to life. If you're concerned about something happening in your workplace, contact your General Manager, Area Coach or submit your feedback here.



We value your feedback. Share concerns here.

763-489-2999
employeerelations@borderfoods.com

GENERAL MANAGER

AREA COACH



Stronger Communities. Brighter Futures.

BETTER TOGETHER.

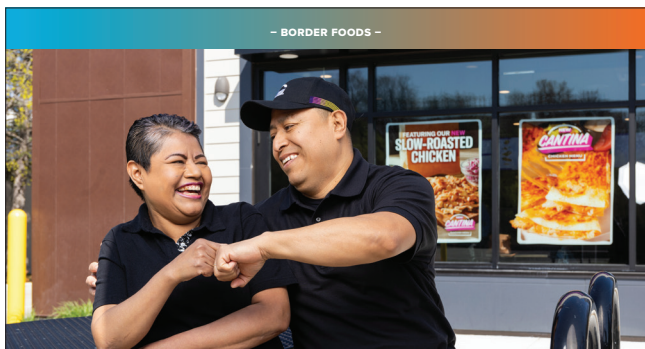
Border Foods is honored to partner with Boys & Girls Clubs of the Twin Cities to support the next generation of leaders.



A TACO BELL FRANCHISEE

BORDERFOODS.COM

- BORDER FOODS -



YOUR JOB COMES WITH SERIOUS PERKS



We're doing more than just providing a place to work.

Every restaurant in our organization is a springboard ready to propel managers and leaders into a life-long career with our company. And we take that career commitment seriously. To say "thanks" for your hard work, we provide some pretty awesome perks.

HEALTH AND DENTAL
Team members with 1-plus year of employment and an average of 30 hours worked per week are eligible for health and dental coverage.

WE LIVE BY THIS SECRET SAUCE TO SUCCESS




A TACO BELL FRANCHISEE



A TACO BELL FRANCHISEE

-VIDEO- NEWSLETTER



REC: 56 12:580 14 3340x2160 01:15:00

