

ESCORPIÓN CALIENTE

Brand Guidelines & Elements

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ABOUT



Who We Are:

At Escorpión Caliente, we are the spirit of adventure, the thrill of the unknown, and the heat that fuels exploration. We are a fearless group of flavor creators who refuse to settle for ordinary. We believe life is meant to be lived boldly, and every meal should reflect that ethos. With a heart that beats for those who dare to go beyond the familiar, Escorpión Caliente is the brand for those who crave excitement, challenge, and a taste of liberation.

We are explorers at heart, daring to embrace new flavors, new experiences, and new adventures. And, above all, we are here to inspire others to do the same. Our brand isn't just about hot sauce—it's about living life on your own terms and savoring every moment of the journey.

What We Do:

We craft bold, authentic, and adventurous hot sauces designed to push boundaries and spark excitement. Each bottle of Escorpión Caliente is a carefully crafted blend of the highest quality ingredients, designed to ignite passion and bring an unforgettable intensity to every dish.

Whether you're spicing up your favorite meal or experimenting with something new, we create flavors that stand out—just like the daring souls who choose us. We don't just add heat to your food; we add heat to your life.

We do more than just make hot sauce—we fuel the exploration of bold flavors, the courage to try something new, and the satisfaction of living fearlessly. Every drop of Escorpión Caliente is an invitation to embrace adventure, challenge the limits, and discover the untamed side of life.

MISSION, VISION, & VALUES



Mission:

“To ignite bold adventures with every drop, bringing the heat of daring exploration into kitchens worldwide. Escorpión Caliente isn’t just a hot sauce; it’s the catalyst for those who seek adventure, challenge, and flavor beyond the ordinary.”

Vision:

“To inspire fearless living, one fiery taste at a time. Escorpión Caliente envisions a world where every meal is an opportunity for self-discovery and liberation—where bold flavors push boundaries, and every adventure, no matter how spicy, is embraced.”

Values:

Adventure & Fearlessness:

Life is a journey of discovery, and we fuel your desire to embrace the unknown. We believe in stepping out of your comfort zone, taking risks, and facing challenges with unwavering courage. We’re not just about heat; we’re about embracing what others won’t—without hesitation.

Daring Spirit:

We dare to push the limits, experiment with bold flavors, and inspire others to live audaciously. At Escorpión Caliente, we believe every bite should feel like a daring adventure.

Self-Discovery:

Every journey is an opportunity to discover something new about yourself. Our sauce is a reminder to embrace the path of self-exploration, to find new sides of yourself in every challenge, and to celebrate your growth along the way.

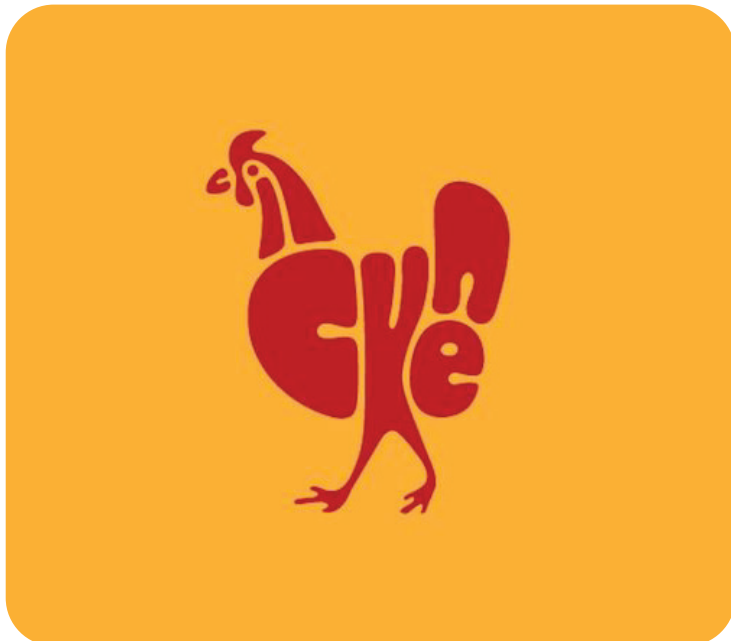
Liberation:

We believe in breaking free from the ordinary and living authentically. Escorpión Caliente is a symbol of freedom—encouraging you to live fully, taste boldly, and be unapologetically yourself.

MOODBOARD



PIENTE
LAGHAN



PRIMARY LOGO



MINIMUM LOGO SIZE

The I logo should always be larger than 35 mm in print and 100 px in digital formats.

BACKGROUND

When creating graphics for Escorpión Caliente, backgrounds may vary. Please ensure proper color contrast by utilizing only the brand colors of Spicy Tamale, Amarillo Sunset, and Saguaro Green in the below format.



LOGO DON'TS



DON'T:

- Use any colors other than those provided (Page 10).
- Use any fonts other than those provided (Page 11).
- Turn, shear, or distort the logo in any way.
- Simplify the logo in any way other than stated in guidelines.

COLOR PALETTE



PRIMARY



SPICY TAMALE

AMARILLO SUNSET

#ee3823

#f1a31e

RGB: 239 56 36

RGB: 242 164 30

CMYK: 0 93 100 0

CMYK: 3 40 100 0

SECONDARY



SAGUARO GREEN

PRICKLY PEAR PURPLE

#114f43

#30225e

RGB: 17 79 68

RGB: 48 34 94

CMYK: 88 45 70 41

CMYK: 95 100 29 25

TYPOGRAPHY



Primary Typeface

Gravita HUM

Extra Light

Light

Medium

Bold

ABCDEFGHIJKL
MNOPQRSTUV
TWYZ

abcdefghijklm
nopqrstuvwxyz

0123456789?!^#*

ABCDEFGHIJKL
MNOPQRSTUV
TWYZ

abcdefghijklm
nopqrstuvwxyz

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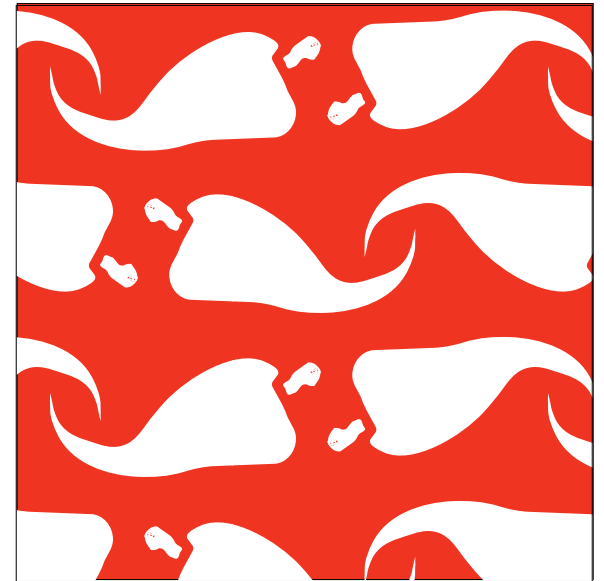
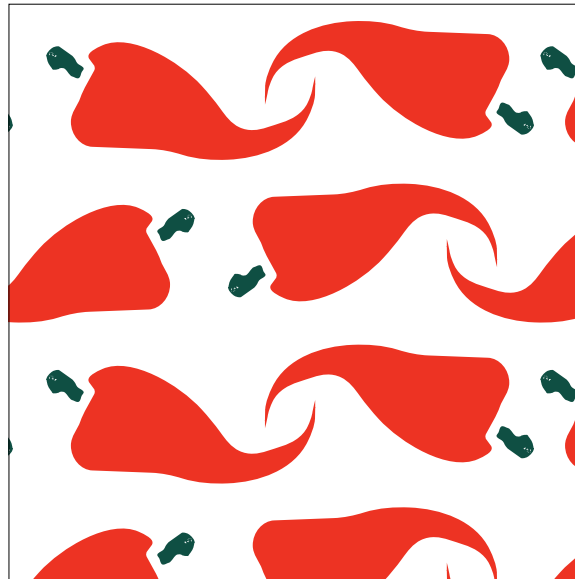
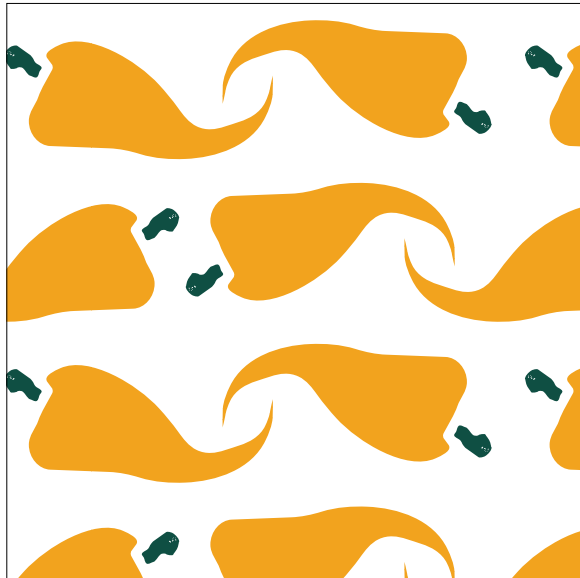
0123456789?!^#*

**ABCDEFGHIJKL
MNOPQRSTUV
TWYZ**

**abcdefghijklm
nopqrstuvwxyz**

0123456789?!^#*

PATTERNS



MOCKUPS/APPLICATIONS

