



Contents

Our Logo

Our Logo—Introduction	1
Our Logo—Variations	2-3
Color Strategy	4
Color Usage	5
Clear Space	6
Minimum Size	7
Incorrect Usage	8

Live Más Logo

Live Más Logo—Introduction	9
Live Más Logo—Variations	10
Clear Space and Minimum Size	11
Incorrect Usage	12

Contact Us

Our Logo — Introduction

Our logo is the simplest, most immediate and recognizable representation of our brand. The logo is composed of two basic elements: the Bell symbol and wordmark.

The unique Bell symbol and custom wordmark shows our confidence and approachable personality. When we use our logo correctly, we reinforce our commitment to strengthening our brand.

Our colors signal our independent spirit, our unexpected way of thinking and our craveability to our audiences.

™ VS. ®

Please use a trademark (™) symbol with the Taco Bell logo. Once it is officially registered, the trademark (™) symbol can be changed to a registration (®) mark.

International

For countries other than the United States, please check with Yum! Trademark Counsel in Dallas to make sure the Trademark (™) symbol or registration (®) mark is the appropriate trademark notice.

Note: Our logo is a valuable asset and care must be taken to ensure correct application in every instance. Please follow the guidelines within this document as they are provided. Following these guidelines will help to reinforce our brand by providing consistent representation wherever our logo appears.

Note: The dark/light purple full-color logo configuration is set as the core logo. This color lock-up should be used for most applications.



Our Logo — Variations

There are six approved variations of the Taco Bell logo. These variations best meet the distinct needs of a given application. Signage, advertising and corporate communications have unique characteristics that, on occasion, dictate the need for a specific logo lockup. The artwork for the Taco Bell logo is fixed, and it should never be altered or changed.

Vertical

The vertical logo is our preferred version; it should be used whenever possible.

Stacked

Use the stacked logo when horizontal space is limited or when applying to heritage lollipop signs.

Horizontal/Horizontal Centered

When vertical space is limited, such as on product packaging, exterior building signage banners and third-party applications, use the horizontal or horizontal centered logos.

Horizontal Stacked

On a limited basis, the horizontal stacked logo may be used for applications where space is very limited.

Symbol

In unique situations symbol may be decoupled from the wordmark. Approval must be granted.

Wordmark Only

When the wordmark is unlocked from the symbol, use a registration (®) mark instead of a trademark (™) symbol.

Non-trademark Versions

Trademark symbol (™) is not applicable for signage applications.

Note: In each logo variation, the symbol and wordmark maintain a fixed position, and the size relationship may not be altered.

Vertical



Stacked



Horizontal



Horizontal Centered



Horizontal Stacked



Symbol




















Our Logo Variations

	Dark Purple Pantone 260 C	Light Purple Pantone 257 C	Black	White
	Full-color Logo	Full-color Logo Reversed	Black	White
Vertical				
Stacked				
Horizontal				
Horizontal Centered				
Horizontal Stacked				

Our Logo — Color Strategy

Does not include use of material or background colors

Applications	Approved Logo Color	Approved Accent Colors	Notes
Highway Sign		None	Highway signage should use dark/light purple logo color configuration whenever possible. However in the event of a single color limitation use dark purple single color or black logo.
Lollipop Sign		None	Dark/light purple logo color configuration is the only approved color.
Standard Exterior Building Sign		None	Dark/light purple logo color configuration is the only approved color.
Exterior Building Sign (Color-changing)			Dark/light purple logo color configuration is the primary color. However exterior building sign can be several changing logo colors if you have a digital sign.
Pop			
Interior Identity Accent			
Uniform			
Packaging			
Website			
Advertising			

Our Logo — Color Usage

Full-color

Our modern and flexible logo palette reflects our independent spirit, our energy and our craveability to our audiences. Each logo color combination has been specifically selected to ensure the proper reproduction of our logo. Whenever possible, use the full-color version of our logo on a white or light-colored background. Please refer to color specifications on this page for details.

Two-color

When full-color reproduction is unavailable, a two-color version of our logo may be used. In the two-color version the Bell symbol takes on the dark color of the full-color logo. The Taco Bell wordmark is black.

One-color

In the rare instance when only one color can be used, the Bell symbol and wordmark take on the dark color of the full-color logo.

Reversed

When using the logo against a dark or black background, use the full-color reversed version to ensure the legibility requirements and proper contrast [see page 3].

Black/Reversed (White)

When color is not available on a light or white background, use the black logo. When color is not available on a dark or black background, use the reversed (white) logo.

The colors and CMYK breakdowns shown on this page may not have been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.

Full-color Logos

PRIMARY USAGE			
			
TACO BELL	TACO BELL	TACO BELL	TACO BELL
Dark Purple Pantone 2603 C72 M100 Y0 K3 R112 G32 B130 Hex #702082	Dark Orange Pantone 1665 CO M82 Y100 K0 R220 G68 B5 Hex #DC4405	Dark Teal Pantone 7713 C100 M0 Y28 K32 RO G120 B138 Hex #00788A	Dark Pink Pantone 198 CO M95 Y45 K0 R223 G70 B97 Hex #DF4661
Light Purple Pantone 2577 C40 M54 Y0 K0 R167 G123 B202 Hex #A77BCA	Light Orange Pantone 144 CO M51 Y100 K0 R237 G139 B0 Hex #ED8B00	Light Teal Pantone 7472 C54 M0 Y25 K5 R92 G184 B178 Hex #5CB8B2	Light Pink Pantone 183 CO M50 Y12 K0 R252 G155 B179 Hex #FC9BB3
			
TACO BELL	TACO BELL	TACO BELL	
Dark Blue Pantone 300 C100 M50 Y0 K2 RO G94 B184 Hex #005EB8	Dark Yellow Pantone 124 CO M33 Y92 K5 R234 G170 B0 Hex #EAAA00	Dark Green Pantone 369 C65 M0 Y97 K0 R100 G167 B11 Hex #64A70B	
Light Blue Pantone 2925 C82 M18 Y0 K0 RO G156 B222 Hex #009CDE	Light Yellow Pantone 7405 CO M11 Y97 K2 R242 G205 B0 Hex #F2CD00	Light Green Pantone 382 C28 M0 Y100 K0 R196 G214 B0 Hex #C4D600	

Our Logo — Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

Vertical/Stacked

The minimum clear space is equal to 150% of the height of the “T” letterform in the Taco Bell wordmark.

Horizontal Stacked/Horizontal/Horizontal Centered

The minimum clear space is equal to 100% of the height of the “T” letterform in the Taco Bell wordmark.

Symbol Only — Unlocked

When the Bell symbol is unlocked from the wordmark, the minimum clear space is equal to 25% of the height of the symbol.

Wordmark Only — Unlocked

When the word mark is unlocked from the symbol, the minimum clear space is equal to 100% of the height of the “T” letterform in the Taco Bell word mark. Also, the wordmark by itself has a registration (®) mark, not a trademark (™) mark.

Vertical



Stacked



Horizontal Stacked



Horizontal



Horizontal Centered



Symbol Only



Our Logo — Minimum Size

Vertical/Horizontal Stacked

To ensure that our logo is always legible, the minimum reproducible size of the vertical and horizontal stacked logo versions is 0.5 inch wide for print and 30 pixels wide for on-screen applications.

Stacked

The minimum reproducible size of the stacked logo version is 0.25 inch wide for print and 15 pixels wide for on-screen applications.

Horizontal/Horizontal centered

The minimum reproducible size of the horizontal and horizontal centered logo versions is 0.75 inch wide for print and 45 pixels wide for on-screen applications.

Symbol Only — Unlocked

The minimum clear space is 0.25 inch wide for print and 15 pixels wide for on-screen applications.

Wordmark Only — Unlocked

The minimum clear space is 0.25 inch wide for print and 15 pixels wide for on-screen applications. Also, the wordmark by itself has a registration (®) mark, not a trademark (™) mark.

Note: The trademarks scale independently of the symbol/wordmark when enlarged or reduced dramatically. For the smallest print size, set the trademarks in Helvetica Regular 4 pt., or large enough to be readable in applications such as embroidery.

Vertical



Print: 0.5 in.
Digital: 30 px.

Horizontal Stacked



Print: 0.5 in.
Digital: 30 px.

Stacked



Print: 0.25 in.
Digital: 15 px.

Horizontal



Print: 0.75 in.
Digital: 45 px.

Horizontal Centered



Print: 0.75 in.
Digital: 45 px.

Symbol Only — Unlocked



Print: 0.25 in.
Digital: 15 px.

Our Logo — Incorrect Usage

Incorrect Logo Usage

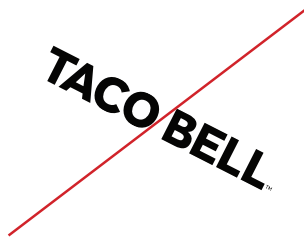
We encourage you to become familiar with the correct use of the Taco Bell logo.

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the Taco Bell logo confuses its meaning and diminishes its impact.

Shown on the right are several examples of the incorrect use of our logo. Keep in mind that this is not an exhaustive list.

- 1. Do not** tilt, italicize or adjust the positioning of the logo elements.
- 2. Do not** typeset the wordmark or create a new font for the logo.
- 3. Do not** stretch, distort or alter our logo in any shape or way.
- 4. Do not** add any graphic effects (e.g., drop shadows) to our Bell or wordmark.
- 5. Do not** alter the relationship of the dark and lighter colors of the Bell.
- 6. Do not** remove the Bell from the arch shape or deviate from approved configurations.
- 7. Do not** place the logo on a similar color background as the Bell symbol.
- 8. Do not** place the Bell on a busy background as this reduces legibility. Please consult with Taco Bell first, before placing any logos on background images.
- 9. Do not** place the Bell in another holding shape or outline it.

1



2



3



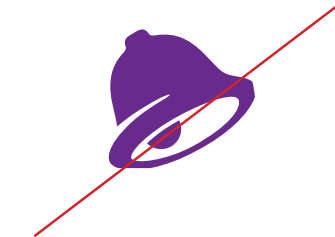
4



5



6



7



8



9



Live Más Logo — Introduction

There are four approved versions of the Live Más logo (primary arrangement shown to the right and variations shown on the following page). Logo usage should best meet the distinct needs of a given application. Artwork for the Live Más logo is fixed and should never be altered or changed.

Full-color

Whenever possible, use the full-color version of our logo on a white or light-colored background. Please refer to color specifications on page 5.

Two-color

When full-color reproduction is unavailable, a two-color version of the Live Más logo may be used. In the two-color version the Bell symbol takes on the dark color of the full-color logo. The Live Más wordmark is black.

One-color

When a full-color or two-color logo reproduction is unavailable, a black or reversed (white) version may be used. Use the black version against a white background. On black backgrounds, use the reversed (white) logo version. This applies to all logo configurations.

Note: In each logo version, the symbol, wordmark and Live Más tagline maintain a fixed position, and the size relationship may not be altered.



Live Más Logo — Variations

Dark Purple
Pantone 2603 C

Light Purple
Pantone 2577 C

Black

White

Full-color Logo with Tagline

Full-color Logo Reversed with Tagline

Black with Tagline

White with Tagline

Horizontal Stacked



Symbol with Horizontal Tagline



Symbol with Horizontal Stacked Tagline



Symbol Stacked Vertical with Tagline



Live Más Logo — Clear Space and Minimum Size

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

Stacked Logo with Stacked Tagline

The minimum clear space is 150% of the height of the letter “T” in the Taco Bell wordmark.

Symbol with Horizontal Tagline/ Symbol with Stacked Tagline/

Symbol with Vertical Stacked Tagline

The minimum clear space is equal to 50% of the height of the symbol.

Minimum Size

To ensure that our logo is always legible, the minimum reproducible size of the stacked logo with horizontal tagline is 1 inch wide for print and 60 pixels wide for on-screen applications.

The minimum reproducible size of the stacked logo with stacked tagline, the symbol with stacked tagline and the symbol with vertical stacked tagline is 0.75 inch wide for print and 45 pixels wide for on-screen applications.

Clear Space

Stacked Logo with Stacked Tagline



Symbol with Horizontal Tagline



Symbol with Stacked Tagline



Symbol with Vertical Stacked Tagline



Minimum Size

Symbol with Horizontal Tagline



Print: 1 in.
Digital: 60 px.

Stacked Logo with Stacked Tagline



Print: 0.75 in.
Digital: 45 px.

Symbol with Stacked Tagline



Print: 0.75 in.
Digital: 45 px.

Symbol with Vertical Stacked Tagline



Print: 0.75 in.
Digital: 45 px.

Live Más Logo — Incorrect Usage

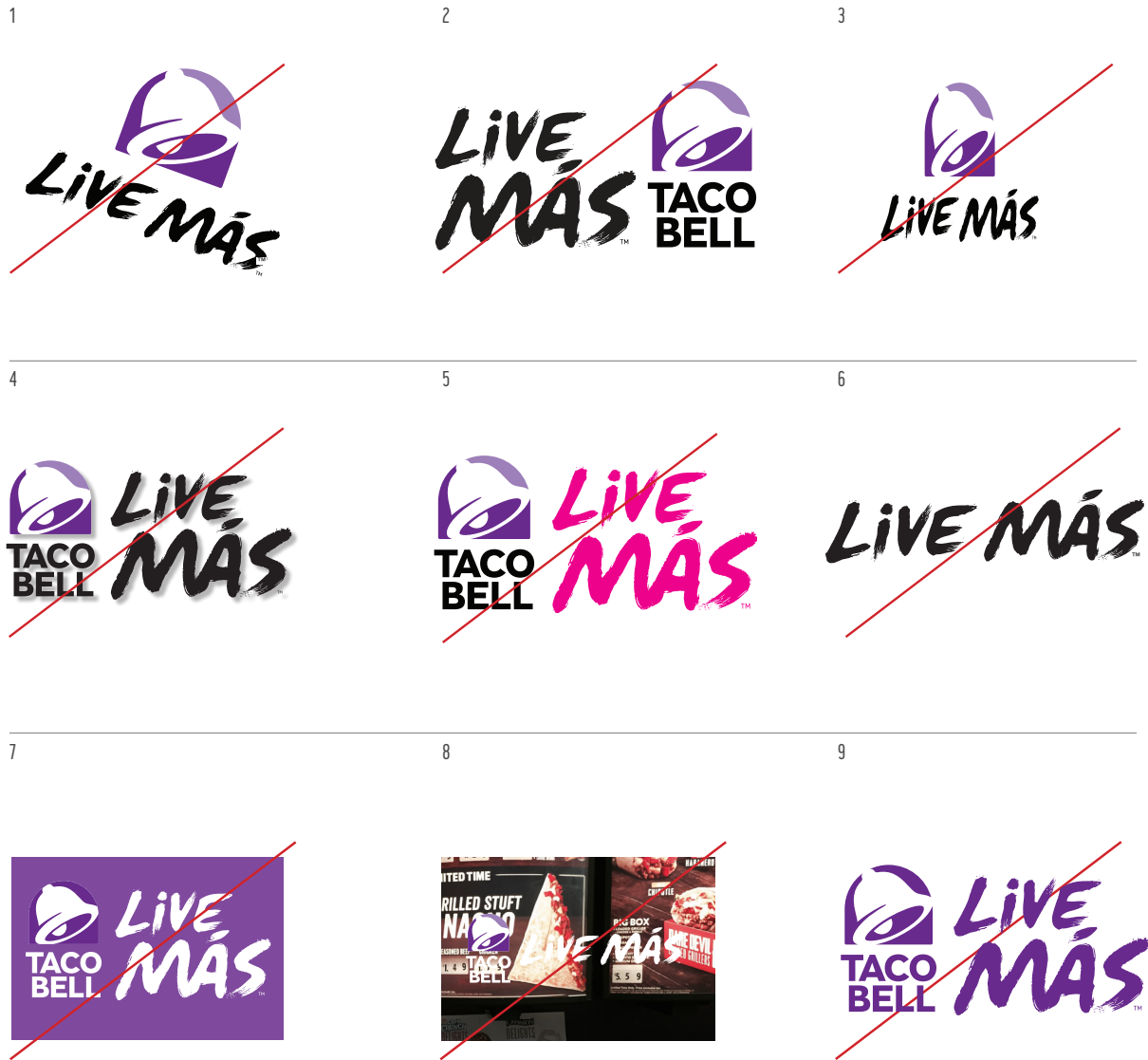
Incorrect Logo with Tagline Usage

We encourage you to become familiar with the correct use of the Taco Bell logo with tagline.

The integrity of the logo with tagline must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the Taco Bell logo with tagline confuses its meaning and diminishes its impact.

Shown on the right are several examples of the incorrect use of our logo with tagline. Keep in mind that this is not an exhaustive list.

1. **Do not** tilt, italicize or adjust the positioning of the logo elements.
2. **Do not** deviate or alter approved configurations.
3. **Do not** stretch, distort or alter our logo with tagline in any shape or way.
4. **Do not** add any graphic effects (e.g., drop shadows) to our logo with tagline.
5. **Do not** change or assign any other colors than specified in the artwork.
6. **Do not** use the Live Más tagline alone, without the Taco Bell logo present within any application.
7. **Do not** place the logo with tagline on a similar color background as the Bell symbol.
8. **Do not** place the logo with tagline on a busy background as this reduces legibility. Please consult with Taco Bell first, before placing any logos on background images.
9. **Do not** assign a color to the one-color logo with tagline other than black or white.



For artwork or questions, please contact:

Jennifer Levin

Retail Experience

Tel 949.863.4464 Fax 949.863.4684

jennifer.levin@yum.com

Taco Bell Corp.

1 Glen Bell Way

Irvine, California 92618

Contact Us