



BRAND BOOK

LA PATRONA MEXICAN RESTAURANT

Identity • Voice • Visual Standards • Guest Experience

WELCOME HOME. WELCOME TO LA PATRONA.

Valdosta, Georgia | 2026 Final Edition

BRAND AT A GLANCE

The essentials that should stay consistent everywhere the brand appears.

BRAND NAME

La Patrona Mexican Restaurant

BRAND PROMISE

Welcome Home. Welcome to La Patrona.

BRAND DNA

Family • Flavor • Hospitality

CORE EXPERIENCE

Warm, generous Mexican hospitality with a polished, premium presentation.

VISUAL SIGNATURE

Deep black backgrounds, warm gold typography and borders, rich red accents, and authentic restaurant photography. The look should feel premium without becoming distant or overly formal.

Every touchpoint should answer one question: does this feel unmistakably like La Patrona - welcoming, flavorful, family-rooted, and confidently presented?

OUR STORY

A family-rooted restaurant identity built around legacy, welcome and resilience.

La Patrona began in 2021, first operating under the name San Judas Tadeo before evolving into La Patrona. The brand was shaped by family, hard work and the desire to create a restaurant where guests feel genuinely welcomed.

At the heart of the identity is the legacy of Rosa Baquedano. The rose in the brand language represents remembrance, strength, care and the family roots behind La Patrona.

Founding leadership includes Lucila R. Parker and Gloria Vázquez, with Héctor Baquedano later taking an active management role in the restaurant's growth and presentation.



LEGACY STATEMENT

La Patrona is more than a place to eat. It is a family table expressed through Mexican flavor, hospitality and a sense of belonging. The brand should always protect that emotional connection.

MISSION, VISION & VALUES

The principles behind decisions, service and communication.

MISSION

Serve authentic Mexican food with generous hospitality, consistent quality and an atmosphere that makes every guest feel welcome at home.

VISION

Grow La Patrona into a trusted and recognizable restaurant brand known for family warmth, bold flavor, dependable service and a polished guest experience.

FAMILY

We treat the restaurant as an extension of the family table.

FLAVOR

Food should feel abundant, satisfying and unmistakably Mexican.

HOSPITALITY

Guests should feel seen, welcomed and comfortable.

CONSISTENCY

Menus, service, pricing and presentation should be dependable.

PRIDE

Every detail should reflect care in the restaurant and the brand.

POSITIONING & AUDIENCE

Who La Patrona is for, and how the brand should feel.

POSITIONING

A welcoming Mexican restaurant with authentic flavor and a more polished visual presence than a typical casual neighborhood menu.

PRIMARY GUEST FEELING

Comfortable, hungry, welcomed, confident in the value, and excited to return with family or friends.

Audience priorities

- Local families and regular neighborhood guests
- Moody AFB community and American diners looking for Mexican food
- Hispanic guests who value familiar flavors and hospitality
- Groups celebrating birthdays, weekends, drinks and shared meals

POSITIONING RULE

Premium does not mean cold or exclusive. La Patrona should look refined while still feeling generous, lively and approachable. Avoid visual choices that make the restaurant feel corporate, generic or disconnected from its family identity.

LOGO SYSTEM

Protect the recognizable mark and its family legacy.



PRIMARY USE

Use the complete original La Patrona logo whenever space allows. Preserve the rose, circular thorn motif, lettering and supporting elements as one unit.

CLEAR SPACE

Keep breathing room around the logo. As a working rule, leave at least the height of the "LA PATRONA" capital letters on every side.

Do not

- Do not redraw, simplify or replace the rose with another rose graphic.
- Do not stretch, compress, rotate or skew the logo.
- Do not recolor the complete logo to random palette combinations.
- Do not place it over busy photography when legibility is compromised.
- Do not crop the logo or allow the outer mark or lettering to be cut off.

COLOR PALETTE

A dark premium base with warm metallic and heritage accents.

MATTE BLACK

MATTE BLACK #090909

Primary background

WARM GOLD

WARM GOLD #D4AF37

Headlines, rules, borders, prices

DEEP RED

DEEP RED #A6191E

Accent, emphasis, energy

WARM IVORY

WARM IVORY #F4EFE3

Body copy on dark backgrounds

HERITAGE GREEN

HERITAGE GREEN #1E6A3A

Logo-led supporting accent only

COLOR RULE

Black + gold should carry most branded communications. Red is an accent, not the main field color. Green should remain secondary and is strongest when tied to the original logo rather than used broadly across layouts.

TYPOGRAPHY

Clear, confident and easy to read - especially on printed menus.

LA PATRONA

Authentic Mexican Flavor

Welcome Home. Welcome to La Patrona.

DISPLAY STYLE

Use a classic serif or strong premium display face for major section titles. Gold on black is the preferred treatment.

BODY STYLE

Use a clean sans serif for descriptions, hours, addresses and digital content. Prioritize legibility over decoration.

MENU LEGIBILITY

Avoid tiny type, low contrast, excessive scripts and overly condensed fonts. Prices should be easy to locate. Older guests should be able to read the menu comfortably in normal restaurant lighting.

PHOTOGRAPHY DIRECTION

Real food. Real restaurant. Real La Patrona.



Approved principle

Use original La Patrona photography whenever possible. The purpose is to show what guests can actually expect, not an idealized or artificial replacement.

- Keep food recognizable and true to the actual plate.
- Natural cleanup, cropping and exposure correction may be used only when they do not change the food itself.
- Avoid AI-generated replacement dishes, invented garnishes or unrealistic plating.
- Do not remove or alter food elements simply to make an image look more "perfect."
- If a good original photo is not available, use a placeholder until the restaurant provides one.

VOICE & TONE

Warm, confident, appetizing and easy to understand.

WARM

Speak like a welcoming host. Friendly, clear and respectful - never stiff.

CONFIDENT

State specials, dishes and offers directly. Avoid over-explaining or hype that sounds unbelievable.

APPETIZING

Use sensory but accurate language. Focus on flavor, freshness, sharing and satisfaction.

ACCESSIBLE

English-first for public-facing materials when appropriate, with Spanish support where it helps guests or staff.

Examples

PREFERRED Bring the family and enjoy bold Mexican flavor at La Patrona.

PREFERRED Saturday Special: La Patrona Fajita for two.

AVOID The ultimate best Mexican food you will ever taste!!!

AVOID Overly formal corporate language that loses the family personality.

MESSAGING SYSTEM

Repeatable language that makes the brand easier to recognize.

PRIMARY BRAND PROMISE

WELCOME HOME. WELCOME TO LA PATRONA.

BRAND DNA

FAMILY • FLAVOR • HOSPITALITY

SUPPORTING THOUGHT

Authentic Mexican cuisine served with the warmth of home.

Use the primary promise consistently on brand-building materials such as menus, website pages, signage, catering materials, social covers and printed collateral. Promotional posts may use shorter calls to action, but should still sound like La Patrona.

CALL-TO-ACTION STYLE

Join us today • Bring the family • Dine in with us • Call to order • Ask your server about today's special • Follow La Patrona for weekly specials

BRAND APPLICATIONS

How the identity translates across guest touchpoints.

MENUS

Black-and-gold foundation, strong hierarchy, real dish photos, readable prices, limited clutter and consistent section structure.

WEBSITE

Use the same visual language as the menus. Make MENU, DRINKS, DESSERTS, LOCATION and CALL TO ORDER easy to find.

SOCIAL MEDIA

Use real food photos, simple promotional headlines, clear offer details and the La Patrona logo. Avoid over-designed templates that overpower the food.

PRINT COLLATERAL

Flyers and trifold should feel like extensions of the menu - same colors, logo protection, typography and photography rules.



Website QR

Use this QR on printed menus, flyers, trifolds and table pieces when space allows. Always test the code after resizing and before sending a file to print.

THE GUEST EXPERIENCE

The brand is not only what guests see - it is what they feel.

The strongest expression of La Patrona happens inside the restaurant. Visual identity and service should reinforce each other.

ARRIVAL A clean, welcoming entrance and clear signage.

GREETING Warm acknowledgement and helpful seating guidance.

ORDERING Menus that are easy to understand and servers who can explain dishes confidently.

MEAL Generous presentation, consistent flavor and attentive service.

FAREWELL A genuine thank-you and invitation to return.

ALWAYS WELCOME STANDARD

Every guest interaction should feel respectful, relaxed and personal. The goal is not scripted service; it is consistent hospitality that feels natural and sincere.

BRAND GOVERNANCE

Use this book as the reference point for future design and communication.

Before approving a new menu, poster, website change, sign or promotional item, confirm the following:

- Original La Patrona logo is used correctly and not cropped.
- Black, gold and deep red remain the dominant visual system.
- Food photography is original to La Patrona unless specifically approved otherwise.
- Prices, dish names and descriptions match the current approved menu.
- The layout is readable and not overcrowded.
- The tone feels welcoming, confident and family-centered.
- The final file is checked on screen and, for print, at actual size before production.

RESTAURANT INFORMATION

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Final Brand Book • 2026