



LA CHIRIPIORCA

Paola Arosemena



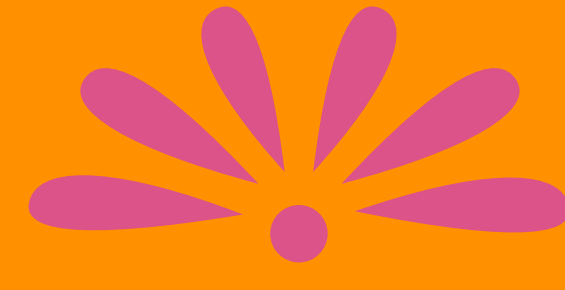


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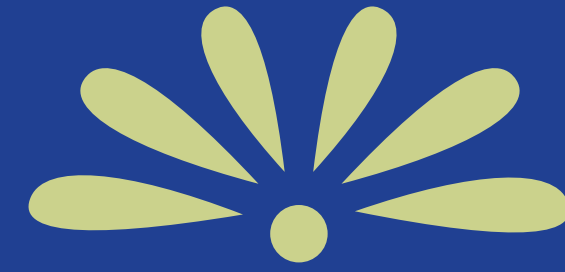
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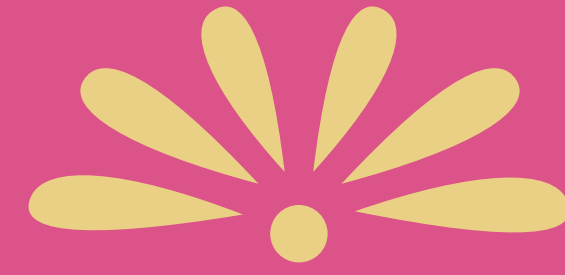


Project Statement

This project develops a complete brand identity for La Chiripiorca, a modern Mexican-inspired restaurant concept. Inspired by my dad's fifteen years living in Mexico and his culinary training, the restaurant blends traditional techniques and bold flavors with a fast, customizable dining experience. Guests can order from the menu or build their own bowls, tacos, burritos, and quesadillas.

La Chiripiorca introduces this format to the Dominican Republic with a fresh, contemporary visual identity rooted in Mexican culture. The goal is to create a cohesive brand system applied across all touchpoints, including logo, menus, website, packaging, and uniforms.

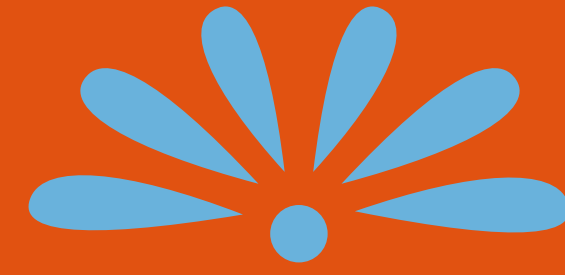
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Problem Statement

While my dad has strong culinary and business expertise, he lacks the branding background to translate La Chiripiorca into a clear, cohesive identity. Additionally, although Mexican restaurants exist in the Dominican Republic, there is a gap in the market for a fast, build-your-own concept focused on bold, filling Mexican flavors. This project addresses both challenges by creating a brand identity that clearly communicates the concept, differentiates it from competitors, and makes the experience modern and approachable.

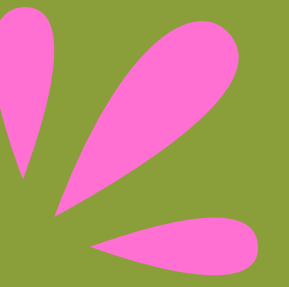
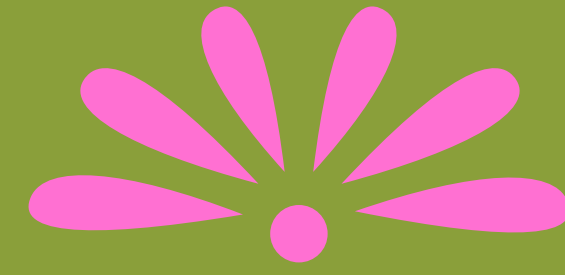
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Audience Statement

La Chiripiorca targets young adults and professionals in Santo Domingo who are looking for a fast, customizable, and flavorful alternative to traditional fast food. The concept appeals to trend-aware, social consumers who value convenience but still want fresh, filling meals with bold flavors. It also attracts middle-income families and office workers seeking a modern, approachable dining experience that feels both satisfying and contemporary.

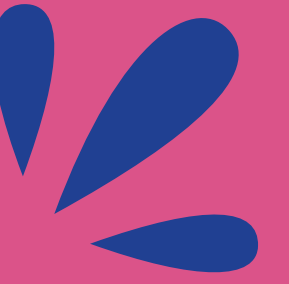
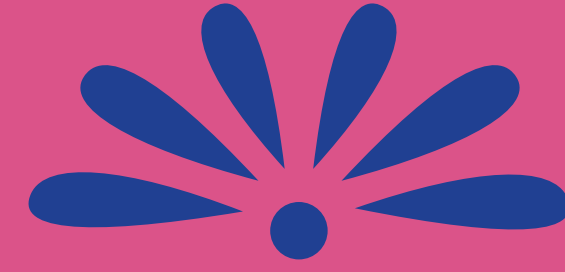
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Deliverables

- Website
- Digital menus
- Uniform design, packaging products

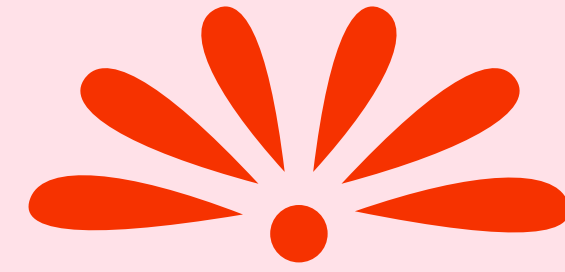
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Research Overview

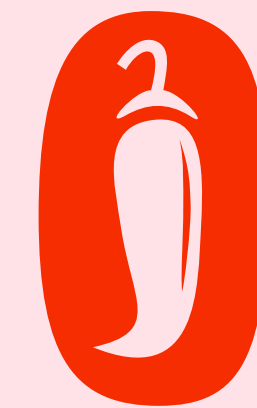
- Use menu layout to promote high-profit items
- Place key dishes in high-attention areas
- Limit menu items and avoid clutter
- De-emphasize price
- Use descriptive language
- Use photos sparingly

LA CHIRIPIORCA

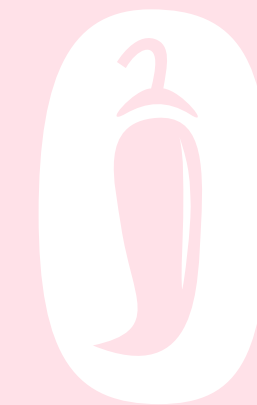


Primary Logos and Icons

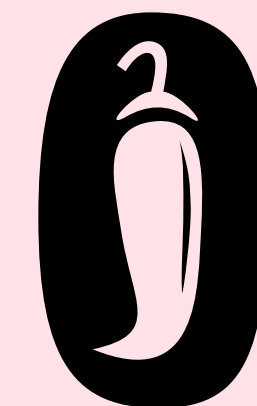
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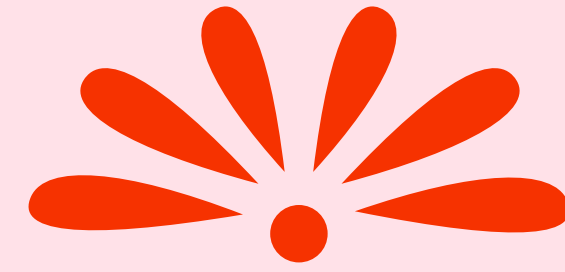


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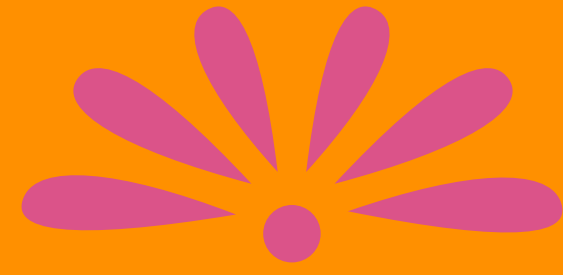


Secondary Logos



Pattern

LA CHIRIPIORCA



Typography

LOGO/HERO

P22 Nudgewink Pro

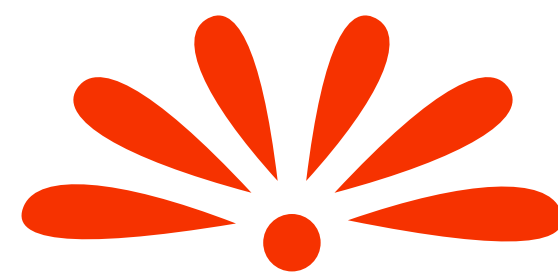
Headers

Cal Sans

Body Text

Gotham

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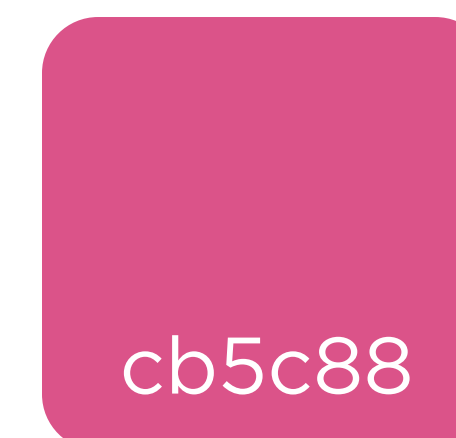
Color Palette



Primary



Secondary

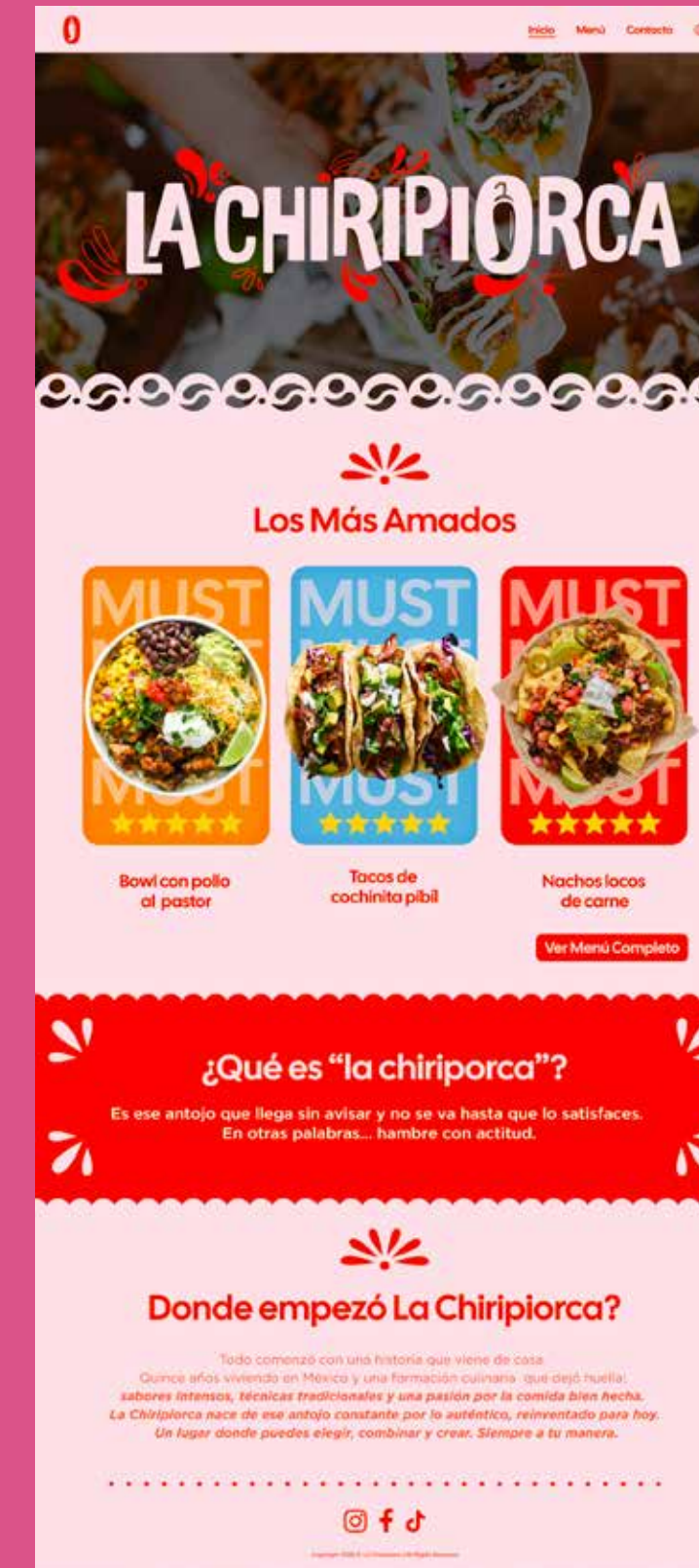


Tertiary

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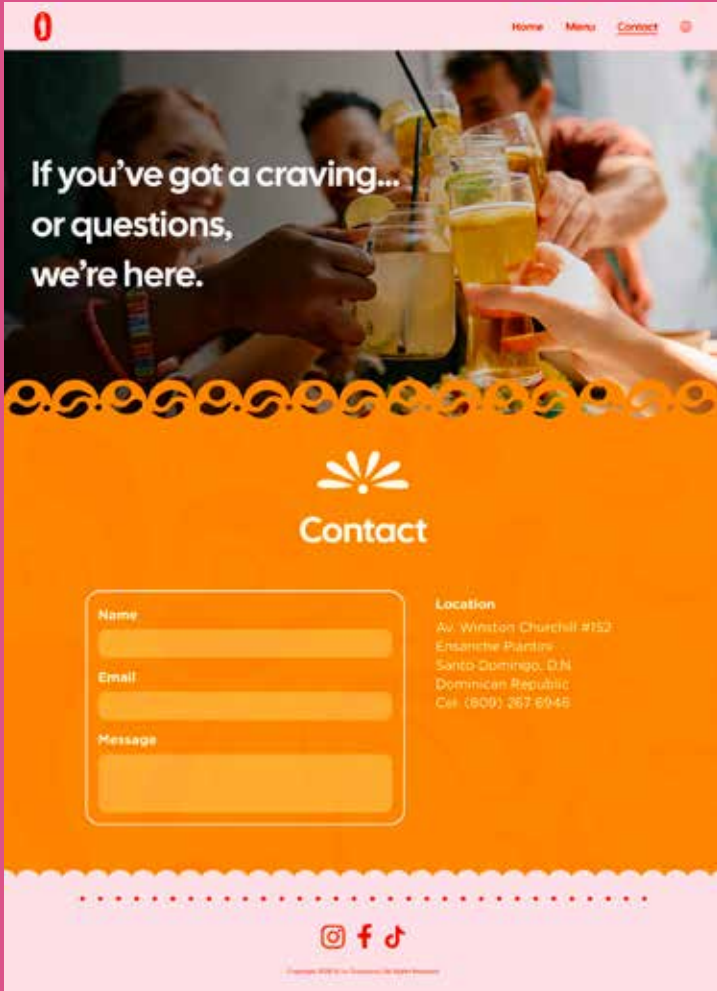
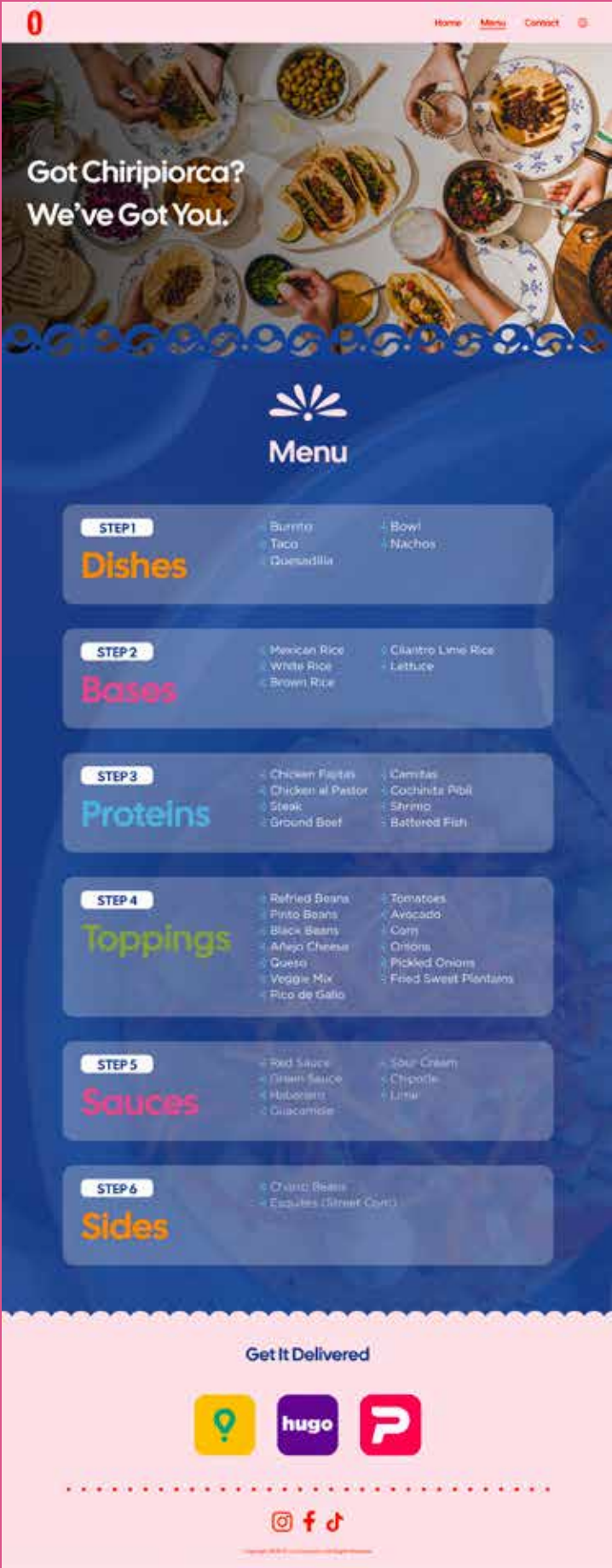
Website (Spanish)

The website defaults to Spanish since the restaurant is in the Dominican Republic, but there's a toggle button on the right of the header that allows for a switch to english for those who prefer it.



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Website (English)



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Menu Screens

PASO 1
PLATOS

- Burrito 00
- Quesadilla 00
- Taco 00
- Bowl 00
- Nachos 00



LA CHIRI PIORCA

PASO 2
BASES

- Arroz a la mexicana 00
- Arroz de cilantro y limón 00
- Arroz blanco 00
- Arroz integral 00
- Lechuga 00

PASO 3
PROTEINAS

- Fajitas de Pollo 00
- Pollo al Pastor 00
- Carnitas 00
- Cochinita Pibil 00
- Carne Asada 00
- Carne Molida 00
- Camarones 00
- Pescado Rebosado 00



LOS QUE MÁS SALEN



Bowl con pollo al pastor



Tacos de cochinita pibil



Nachos locos de carne de res



LA CHIRI PIORCA

PASO 4
TOPPINGS

Frijoles Refritos 00	Maíz 00
Frijoles Negros 00	Plátano Maduro 00
Frijoles Pintos 00	Aguacate 00
Queso Añejo 00	Mix de Vegetales 00
Salsa de Queso 00	Cilantro 00
Pico de Gallo 00	Cebolla 00
Tomate 00	Cebollas Encurtidas 00

PASO 5
SALSAS

Salsa Roja 00	Chipotle 00
Salsa Verde 00	Crema 00
Habanero 00	Limón 00
Guacamole 00	

PASO 6
GUARNICIONES

Frijoles Charros 00
Esquites 00

LA CHIRIPIORCA

PASO 3
PROTEINAS

Fajitas de Pollo	00
Pollo al Pastor	00
Carnitas	00
Cochinita Pibil	00
Carne Asada	00
Carne Molida	00
Camarones	00
Pescado Rebosado	00

LOS QUE MÁS SALEN



MUST

Bowl con pollo al pastor



MUST

Tacos de cochinita pibil



MUST

Nachos locos de carne de res

PASO 4
TOPPINGS

Frijoles Refritos	00	Maíz
Frijoles Negros	00	Plátano Maduro
Frijoles Pintos	00	Aguacate
Queso Añejo	00	Mix de Vegetales
Salsa de Queso	00	Cilantro
Pico de Gallo	00	Cebolla
Tomate	00	Cebollitas

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Uniforms



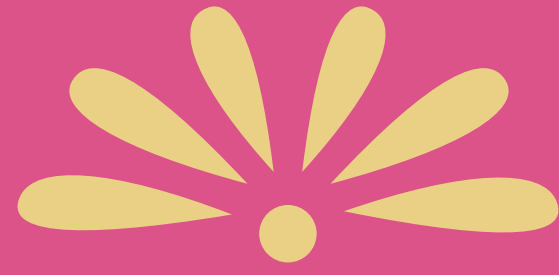
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Branded Products



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Sources

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Resnick, Joshua. tex-mex mexican nachos supreme in basket shot with top down view and isolated. Adobe Stock, file no. 564962358

Moixo Studio. Shopping Bag Mockup on a Pedestal. Customizable Colors. Adobe Stock, file no. 557857004

ResumeInventor. Plastic Food Container Mockup Design. Adobe Stock, file no. 1761892491

Moixo Studio. Shopping Bag Mockup on a Pedestal. Customizable Colors. Adobe Stock, file no. 529976122

VTT Studio. Mock up Blank screen Food Menu shop front Restaurant Business Media Advertisement . Adobe Stock, file no. 557857004

Drazen. Close up of friends toasting with drinks while gathering in restaurant.. Adobe Stock, file no. 733466316

Resnick, Joshua. three mexican pork carnitas tacos flat lay composition. Adobe Stock, file no. 113636348

Verry. website icon. Adobe Stock, file no. 376188268

Eichinger, Julien. Facebook, threads, X, twitter, instagram, youtube, snapchat, pinterest, whatsapp, linkedin, tiktok Collection social media logo. Adobe Stock, file no. 633873839

Sonyakamos. Friends having Mexican Taco dinner. Flat-lay of beef tacos, tomato salsa, tortillas, beer, snacks and peoples hands over white table, top view. Mexican cuisine, gathering, feast, comfort food concept. Adobe Stock, file no. 373363072

GraphyPix. Polo T-Shirt Mockup Front And Back View. Adobe Stock, file no. 1769021093

Eightonesix. Transparent Soda Cup Mockup. Adobe Stock, file no. 693449197

Verry. website icon. Adobe Stock, file no. 557857004

McLittle Stock. Apron on Wooden Hanger Mockup. Adobe Stock, file no. 197112963

mego-studio. Laptop Web Screen Mockup. Adobe Stock, file no. 569323993

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glovoapp.com/en

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