

Torchys

REBRAND

MACKENZIE BRODERICK
SPRING 2025 CLIENT SOLUTIONS

BRAND OVERVIEW

Torchys Tacos is a fast-casual Tex-Mex restaurant with a commitment to inspiring originality. Torchys offers a rotating menu of eccentric flavors inspired by the culture of *'Keeping Austin Weird'*.

With over 130 locations spread across 14 states and growing, Texas holds the most locations with the Flagship on South Congress in Austin, TX.

OUR VALUES?

Damn Good ***FOOD***

Damn Good ***PEOPLE***

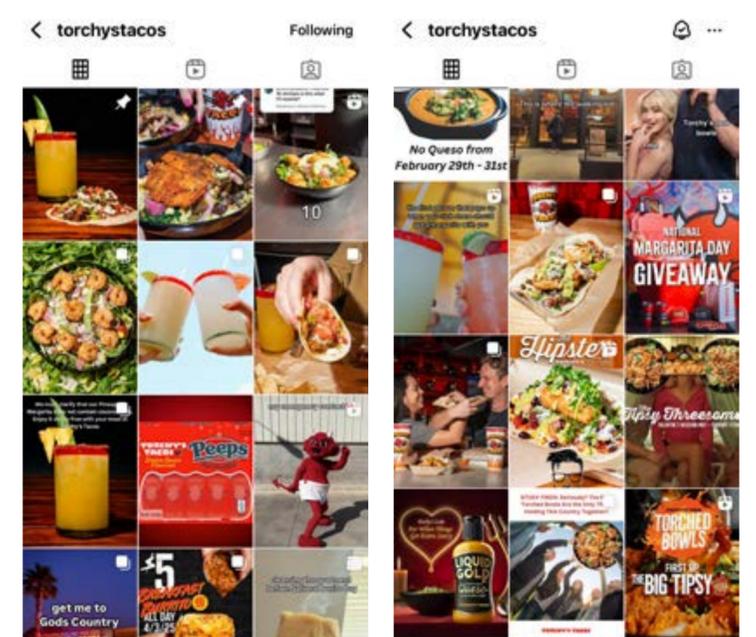
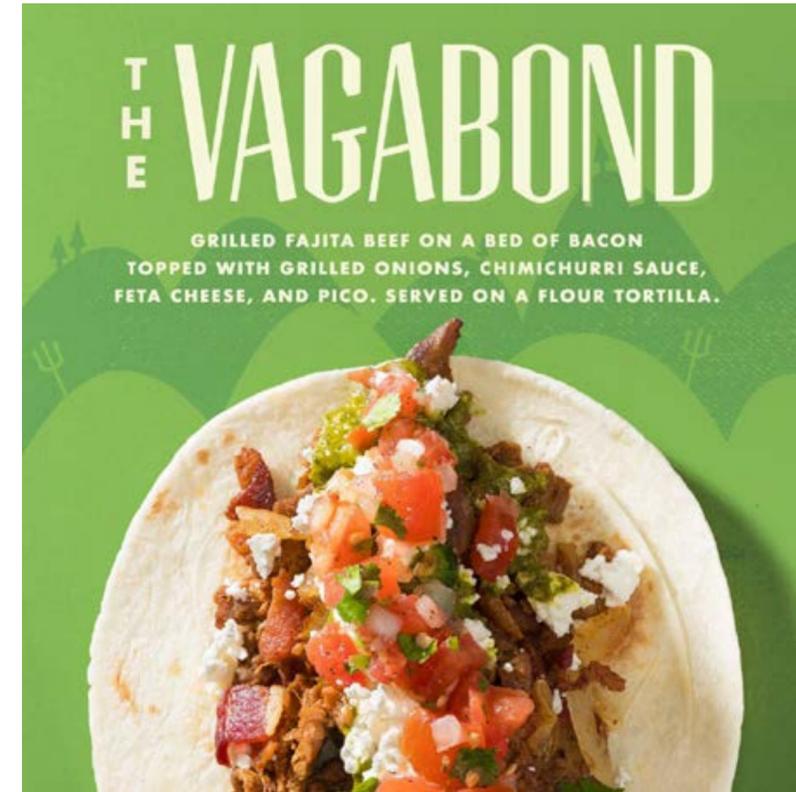
Damn Good ***TIME***

OUR MOTTO?

"DAMN GOOD"



CURRENT BRANDING





BRAND VOICE

Inspired by founder **Mike Rypka's** unapologetically eccentric personality, we make it known loud and proud how killer our food, drinks, and service is. We may be rough around the edges but we get the job done, and we do it damn well!

Torchys is laid back and edgy, we aren't afraid to say that we have the best damn tacos around."

"We pride ourselves on our damn good food, damn good people, and we sure as hell have a damn good time."

"Our hand-crafted margaritas are sure to give you a kick in the ass."

REBRAND GOAL

The goal of this rebrand is to create a memorable and consistent brand with widespread appeal. As Torchys expands outside of Texas, their competition gets bigger, highlighting the need for strong brand equity.



Brand



TORCHYS

LOGO

The Torchys logo pulls inspiration from light religious themes, with an unexpected twist;

Fire inside of the taco, which brings the visual back to the name Torchys, which was derived from the word 'Torch', and is used to describe the firey flavors of the food.

Sparkles that reference hand-painted taquaria signagage



Hands in prayer with a taco in place of a rosary.

Edgy modern blackletter type that allows the brand to stand out amongst their competitors.

TORCHYS

Primary Logo
Texas Soil + Burnt Orange



Primary Logo
Limestone + Burnt Orange
on Texas Soil



Primary Logo
Texas Soil
on Burnt Orange



Primary Logo
Limestone
on Blue Hole



Logo Mark
Limestone + Burnt Orange



Logo Mark
Limestone + Burnt Orange

TORCHYS

Logotype
Texas Soil

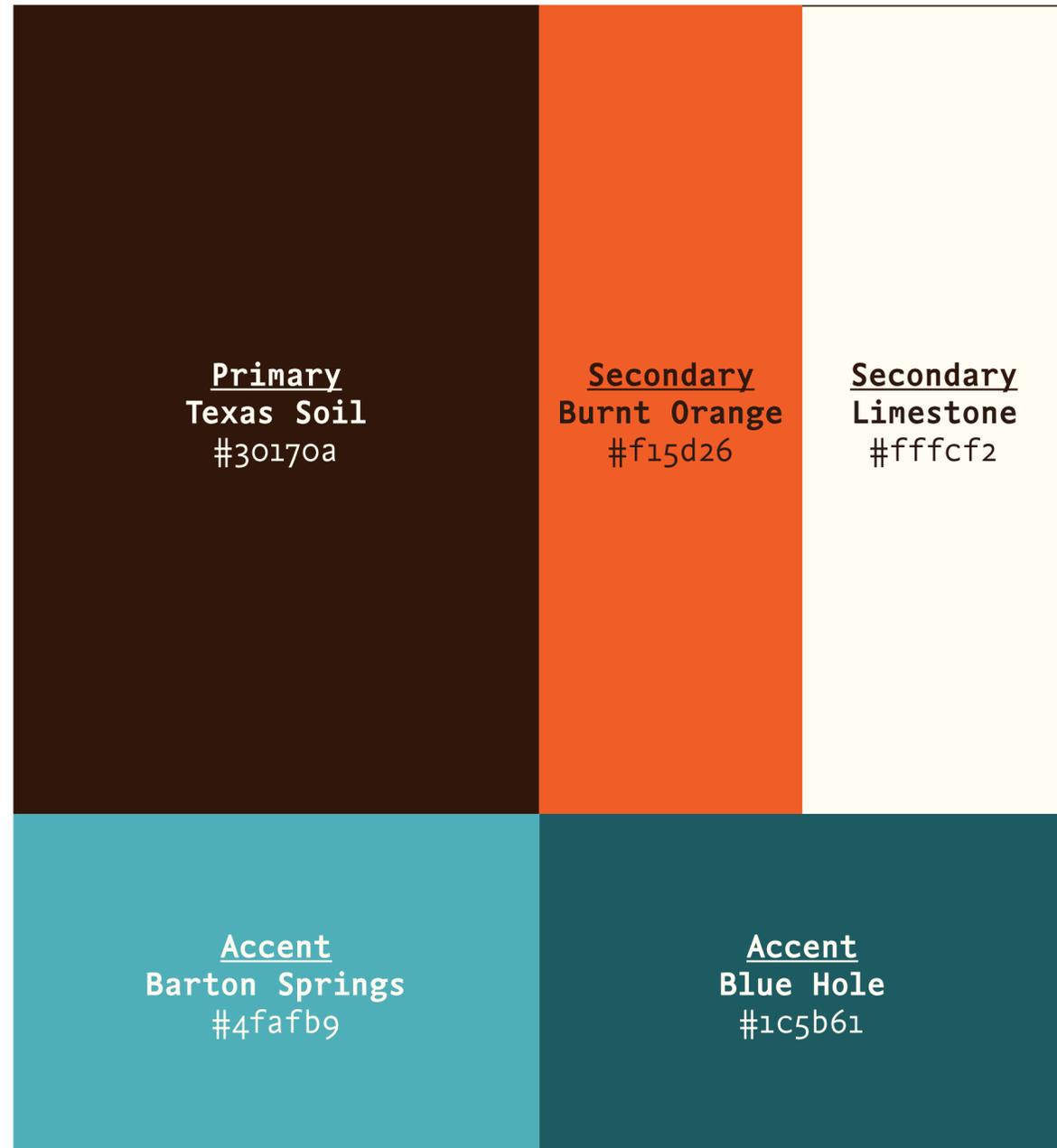
TORCHYS

Logotype
Burnt Orange

TORCHYS

Logotype
Limestone

COLOR

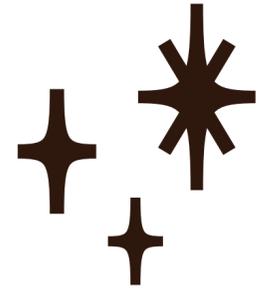
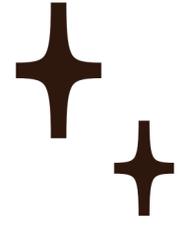
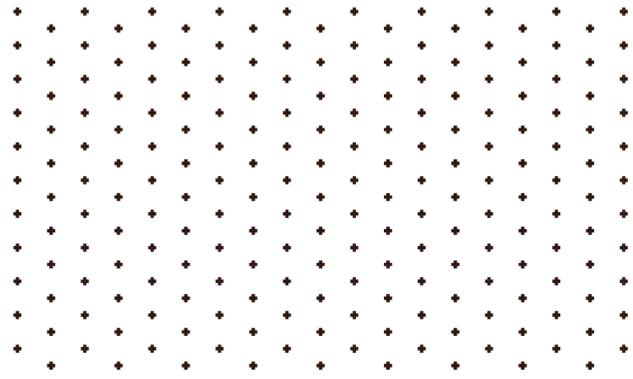


TYPE

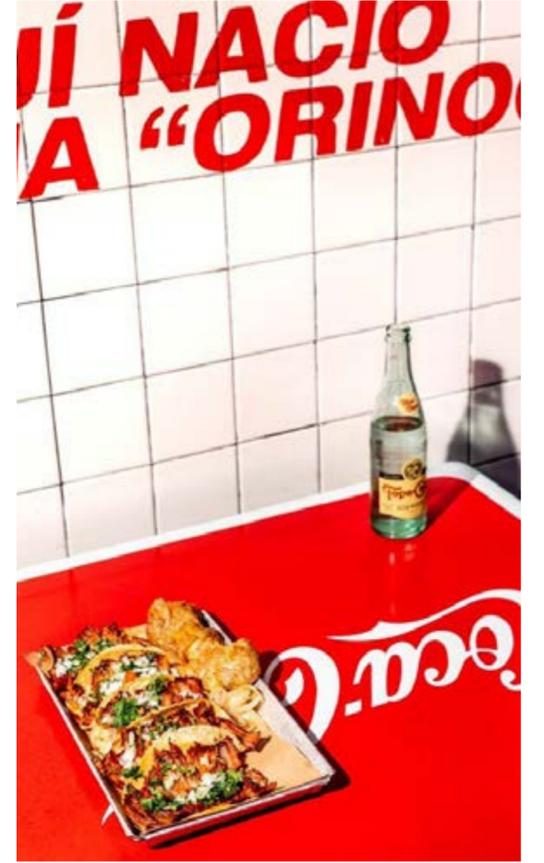
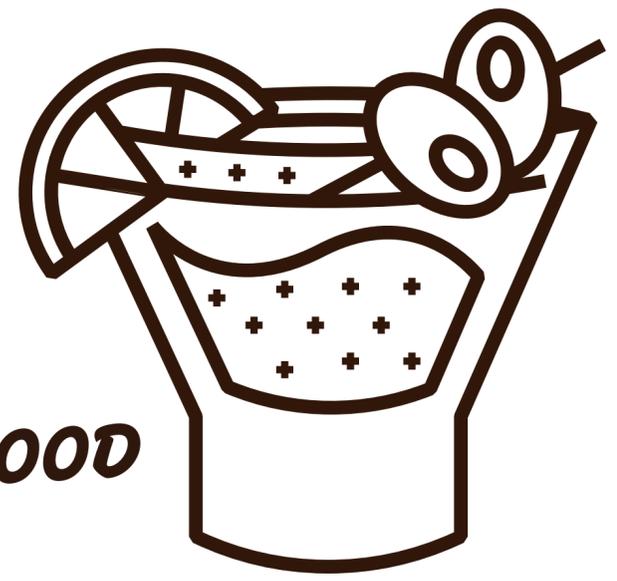
Logo	FERRYMAN MEDIUM
Heading 1	<i>BALNEARIO SCRIPT BOLD CAPS</i>
Heading 2	Autobahn Regular
Subheading	NEXUS TYPEWRITER PRO BOLD CAPS
Body	Nexus Typewriter Pro Regular. Torchys Tacos is a fast-casual Tex-Mex restaurant with a commitment to inspiring originality.
Caption	Nexus Typewriter Pro Regular

- The color palette plays off of their current red and black scheme but with a warmer, modern, Texas touch.
- The type choices are references from hand-painted taquaria signage.

GRAPHIC + PHOTO STYLE



DAMN * GOOD



- Bold graphics and candid flash photography of products/ people interacting with each other and product to show authentic connection and visual appeal.

MASCOT

- Meet lil' Torchy. He is the Mascot and namesake for Torchys. Hes a bit silly and mischievous. Is he giving you the middle finger? We may never know.



Professional Documents



To our **badass** supporters,

A long time ago, in the bustling town of Austin, Texas, I bought a food trailer and a red Vespa with one simple dream: to start a taco joint. Like any chef figuring things out as they go, my first menu was filled with more experiments than meals. I spent my days riding that Vespa around town and my nights listening for feedback at the trailer—especially when I started overhearing people say, “Damn, these tacos are good!” That’s when I knew something special was happening.

The rest is history—well, history in the making. Since those early days, countless tacos have been eaten, more than 130 locations have opened, and thousands of Taco Junkies have joined the Torchy’s family. A lot has changed over the years, but one thing never has: our dedication to making high-quality, cooked-to-order, Damn Good tacos.

Every Torchy’s location has its own unique look and feel, but what happens in our kitchens is always the same. We’re committed to top-notch ingredients and bold flavors. To serve the best of the best, we build partnerships around the world to responsibly source the finest ingredients we can find.

Living by our Damn Good mantra means we never stop pushing ourselves. We’re always innovating, always refining, and always chasing the next great bite—so we can keep delivering the tastiest tacos, queso, and margaritas in the game.

Yours Truly,

Mike Rypka
Founder, Torchy’s Tacos

.....
4501 Springdale Rd. Austin, TX 78723 ✦ Torchystacos.com

Letterhead



Business Card



Collateral

MERCHANDISE



Employee
Uniform

PACKAGING

Drink
Coasters



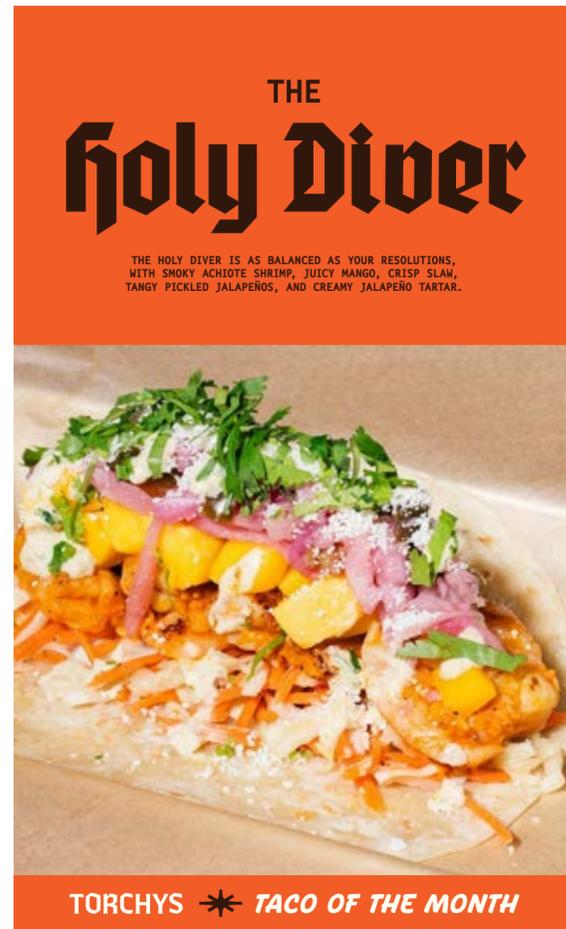
Sticker
Labels



Soft Drink
Cup



ENVIRONMENTAL



Drink Menu + Inserts

TORCHYS

DAMN * GOOD

SIDES

THE THREESOME / \$6

HALF SIZE ORDERS OF AWARD-WINNING GREEN CHILE QUESO, GUACAMOLE, AND YOUR CHOICE OF SALSA.

DAMN GOOD TOTS / \$4

TATER TOTS, QUESO AND BACON. WHAT'S NOT TO LOVE?

GREEN CHILE QUESO / \$4

AWARD-WINNING GREEN CHILE QUESO TOPPED WITH GUACAMOLE, COTIJA CHEESE, CILANTRO AND DIABLO SAUCE, SERVED WITH TORTILLA CHIPS.

HILLBILLY QUESO / \$6

CLASSIC GREEN CHILE QUESO TOPPED WITH GUACAMOLE, COTIJA CHEESE, CILANTRO, DIABLO SAUCE, AND CHORIZO.

STREET CORN / \$3

FRESH ROASTED OFF-THE-COB CORN TOPPED WITH ANCHO AIOLI, COTIJA CHEESE, CILANTRO, AND DUSTED WITH NEW MEXICO RED CHILI POWDER.

MEXICAN RICE / \$3

YOUR CHOICE OF ROJA, TOMATILLO, POBLANO, CHIPOTLE, AVOCADO OR DIABLO.

JUAN'S REFRIED BEANS / \$3

REFRIED PINTO BEANS TOPPED WITH COTIJA CHEESE.

GUACAMOLE / \$6

FRESH GUACAMOLE TOPPED WITH COTIJA CHEESE, SERVED WITH TORTILLA CHIPS.

DAMN GOOD TACOS

GREEN CHILE PORK / \$5

SLOW-ROASTED PORK CARNITAS SIMMERED WITH GREEN CHILIES AND TOPPED WITH QUESO FRESCO, CILANTRO, ONIONS & A WEDGE OF LIME. SERVED WITH TOMATILLO SAUCE ON A CORN TORTILLA.

FRIED AVOCADO / \$4

HAND-BATTERED FROSH AVOCADOS FRIED AND SERVED WITH VEGETARIAN REFRIED BEANS, TOPPED WITH PICO, LETTUCE & CHEESE. SERVED WITH POBLANO SAUCE ON A CORN TORTILLA.

TRAILER PARK / \$5

FRIED CHICKEN, GREEN CHILIES, LETTUCE, PICO DE GALLO AND CHEESE ON A FLOUR TORTILLA WITH POBLANO SAUCE. "GET IT TRASHY" - TAKE OFF THE LETTUCE AND ADD QUESO.

CROSSROADS / \$7

SMOKED BEEF BRISKET WITH GRILLED ONIONS, JALAPEÑOS, CILANTRO, JACK CHEESE & A SLICE OF AVOCADO. SERVED WITH TOMATILLO SAUCE ON A FRESH CORN TORTILLA.

BEEF FAJITA / \$6

MARINATED & GRILLED SKIRT STEAK WITH GRILLED ONIONS AND PEPPERS, TOPPED OFF WITH SHREDDED CHEESE & PICO DE GALLO. SERVED WITH YOUR CHOICE OF HOT SAUCE & TORTILLA.

CHICKEN FAJITA / \$4

TENDER MARINATED & GRILLED CHICKEN BREAST WITH GRILLED ONIONS AND PEPPERS, CHEESE & PICO DE GALLO. SERVED WITH YOUR CHOICE OF TORCHYS HOT SAUCE & TORTILLA.

BRUSHFIRE / \$5

JAMAICAN JERK CHICKEN, GRILLED JALAPEÑOS, MANGO, SOUR CREAM. & CILANTRO. SERVED WITH DIABLO SAUCE ON A FLOUR TORTILLA.

BAJA SHRIMP / \$6

HAND-BATTERED FRIED SHRIMP WITH COOKED CABBAGE SLAW TOPPED WITH PICKLED JALAPEÑOS & ONIONS, QUESO FRESCO, CILANTRO & A WEDGE OF LIME. SERVED WITH CHIPOTLE SAUCE ON YOUR CHOICE OF TORTILLA.

THE DEMOCRAT / \$7

SHREDDED BEEF BARBACOA TOPPED WITH FRESH AVOCADO, QUESO FRESCO, CILANTRO, ONIONS & A WEDGE OF LIME. SERVED WITH TOMATILLO SAUCE ON A FRESH CORN TORTILLA.

THE REPUBLICAN / \$7

GRILLED JALAPEÑO SAUSAGE, SHREDDED CHEESE & PICO DE GALLO. SERVED WITH POBLANO SAUCE ON A FLOUR TORTILLA.



TORCHYS * 8601 S CONGRESS AVE * TORCHYS.COM

Bi-Fold Food Menu
Interior

AD CAMPAIGN PRINT

Campaign Title "More Than Just Tacos"

Campaign Goal Inform existing customers of menu items that are not tacos (drinks, salads, sides).

Deliverables Set of 3 Billboards & 3 organic Instagram posts to be placed in major cities in Texas near Torchys locations.



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AD CAMPAIGN DIGITAL



Instagram Grid Posts
Organic

KEEP IT **SOFISTICADO**
WITH THE

Torchys Tini



100% PURE AGAVE REPOSADO TEQUILA BY MONTE ALBÁN & COINTREAU, SERVED IN A SHAKER WITH FRESHLY SQUEEZED LIME & OLIVE JUICE.

WANNA TRY?
TORCHYS.COM

KEEP IT **CALIENTE**
WITH THE

Hillbilly Queso

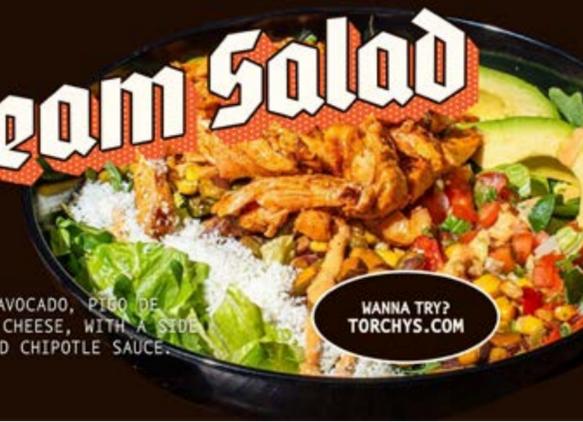


CLASSIC GREEN CHILE QUESO TOPPED WITH GUACAMOLE, COTIJA CHEESE, CILANTRO, DIABLO SAUCE, AND CHORIZO.

WANNA TRY?
TORCHYS.COM

KEEP IT **FRESCO**
WITH THE

Airstream Salad



ROMAINE, SPINACH, ARUGULA, AVOCADO, PINTO DE GALLO, GRILLED CORN, COTIJA CHEESE, WITH A SIDE OF CHAMPAGNE VINAIGRETTE AND CHIPOTLE SAUCE.

WANNA TRY?
TORCHYS.COM

Digital Ad Banners



Thank you