



Fuēgo



About

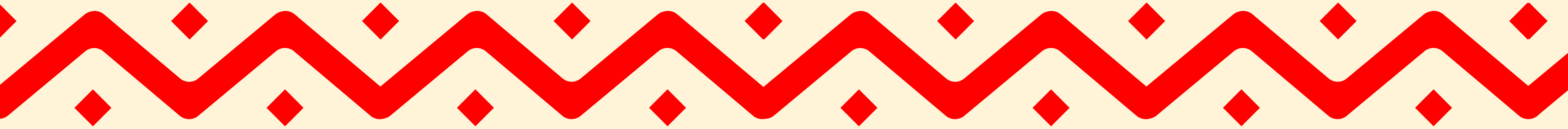
Fuego is a fast food rebellion—born from heat, built on instinct, and driven by flavor that refuses to play nice. It's for the bold. The hungry. The rule-breakers and heat-chasers. Every bite, Charged with smoke, spice, and soul. Because at Fuego, food isn't just fuel. It's fire.

Mission

To ignite appetites and awaken instincts.
Fuego exists to serve bold, fire-born Mexican food that hits hard, moves fast, and leaves a mark.
We're here to fuel the hungry and thrill the fearless—one dangerously good bite at a time

Vision

To become the world's most electrifying fast food brand—where heat, heart, and hustle collide. Fuego isn't just a place to eat. It's where spice meets spirit. Where flavor is freedom. We see a future where fire is the standard—and bland gets left behind.







BRAND MARK

Fuēgo

WORD MARK

Pure Red

Hex: #FF0000
RGB: 255, 0, 0
CMYK: 0, 100, 100, 0
Pantone: PANTONE 485 C

Sunburst Gold

Hex Code: #FFC400
RGB: 255, 196, 0
CMYK: 0, 23, 100, 0
Pantone: 123 C

Pure Black

Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
Pantone: Black C

Bright White

Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: 11-0602 TPX

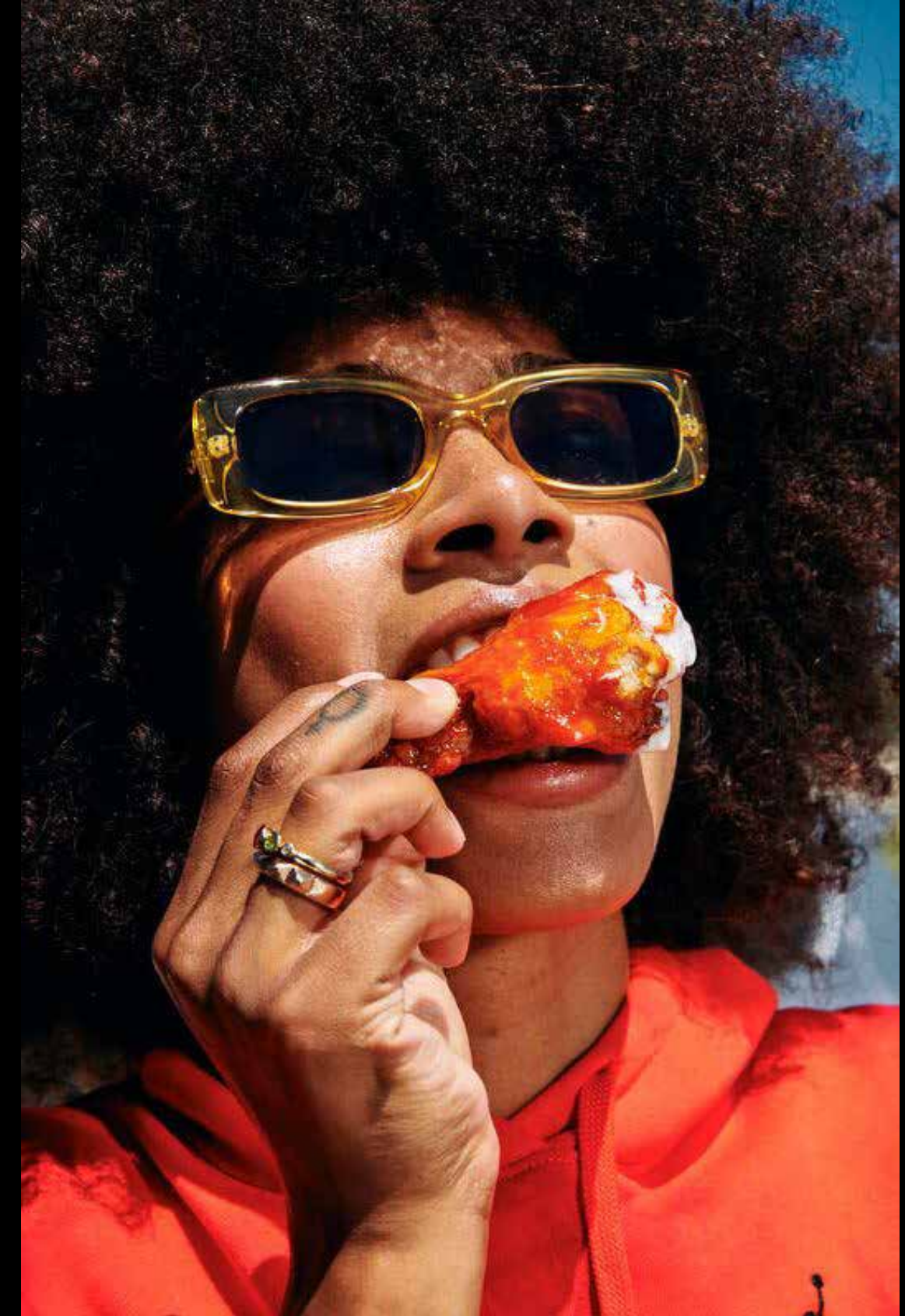
Vanilla Dust

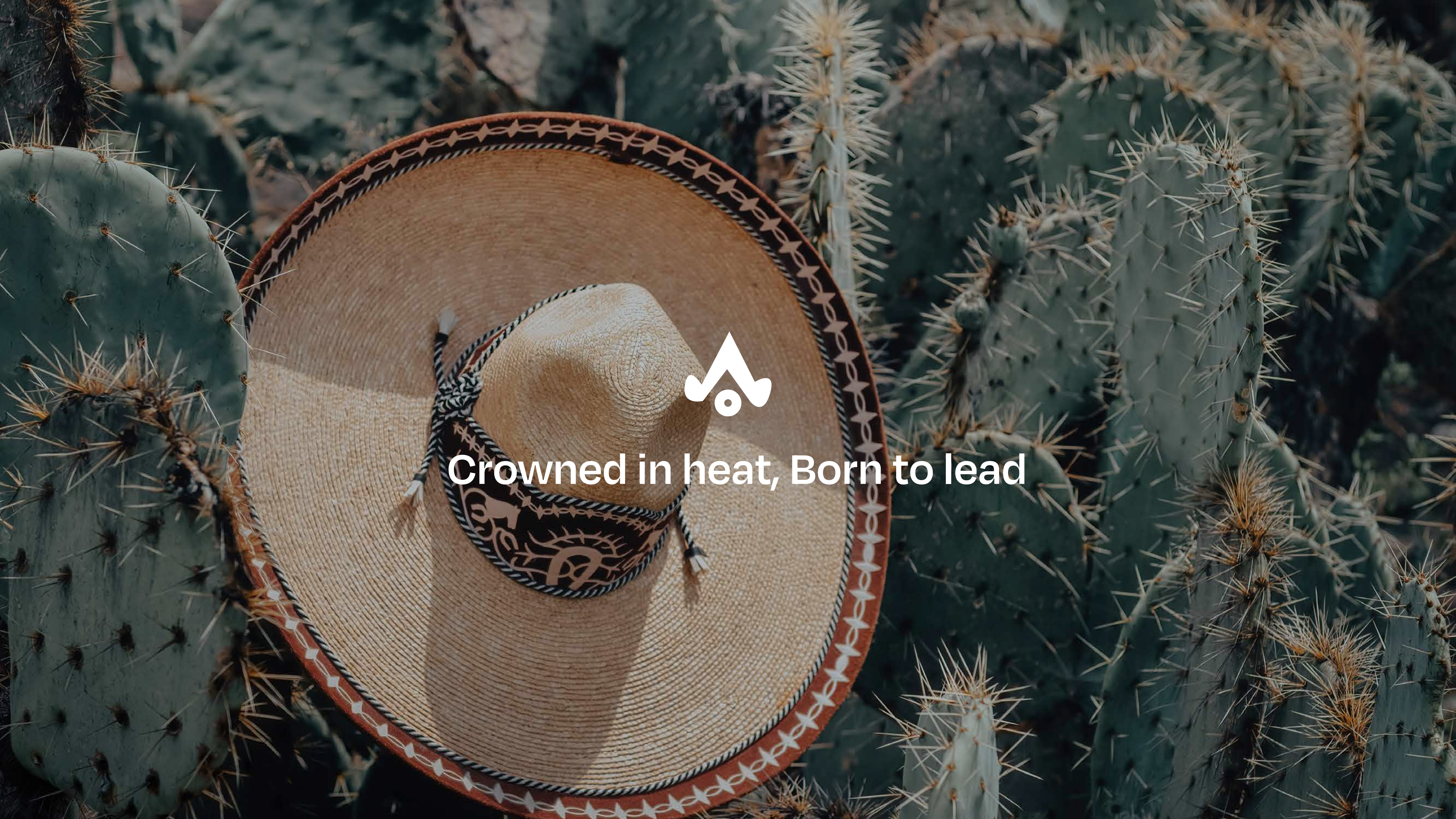
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Pantone: 7499 C

Verde Vigor

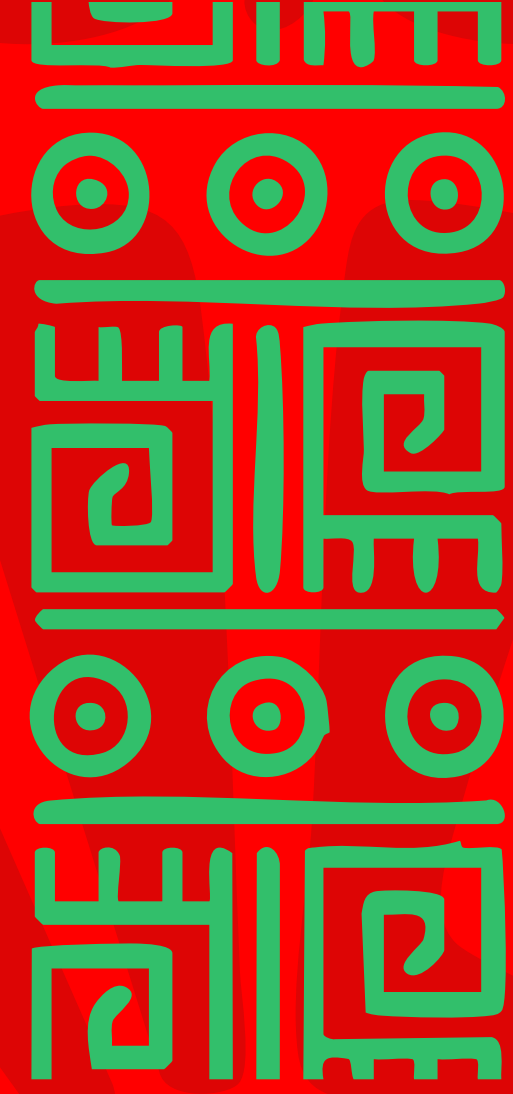
Hex: #32BF6B
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Pantone: 7481 C





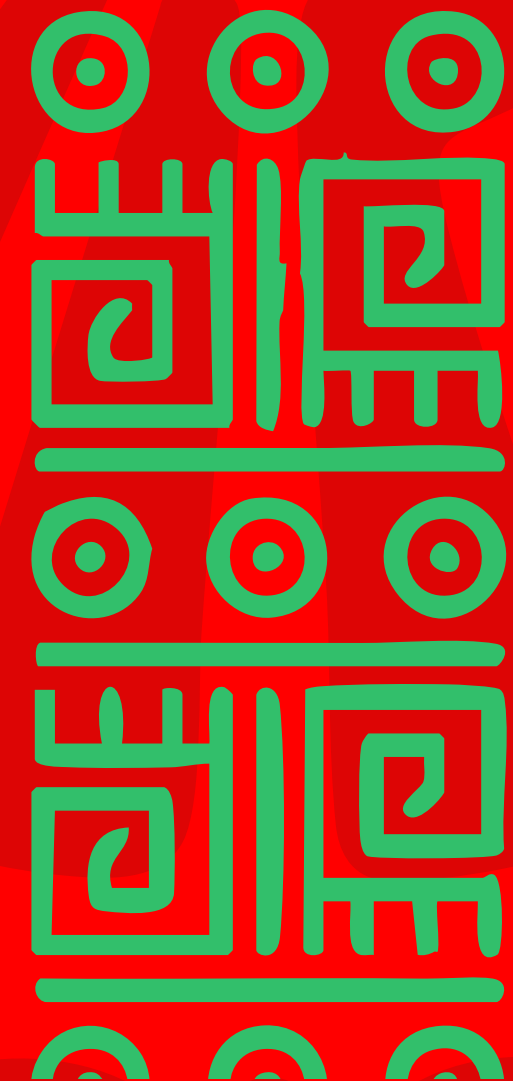


Crowned in heat, Born to lead



Fuēgo

No rules. Just fire



Pattern Language

Fuego's patterns take cues from Mexican folk art, ancient glyphs, and bold street design—reinterpreted with grit and rhythm.

Angular forms recall traditional textiles, Aztec carvings, and the controlled chaos of city walls and lucha posters. Repeating symbols—flames, feathers, claws—carry a pulse that feels alive.

These patterns aren't background.

They bring energy, movement, and meaning to everything they touch.

Logo Concept

The Fuego logo is built on instinct, heat, and heritage.

At the center is a crow—clever, wild, and fiercely independent. In Mexican symbolism, crows are not just tricksters or messengers—they're survivors. Ours wears a crown, not for show, but for dominance. It's earned, not given.

Behind it, the flame burns hot. Fire in Mexican culture is sacred—used in cooking, rituals, and resistance. It's how we mark beginnings, celebrate intensity, and bring flavor to life.

This logo isn't decoration. It's an attitude.
Sharp-eyed. Heat-born. Made to rule.



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No rules. Just fire





 **Fuêgo**

Crowned in heat, Born to lead



 **Fuēgo**

Crownec... n to lead



**Where
Flavor
Strikes
First.**





Fuēgo



A RIOT OF SPICE



PICK UP HERE





Fuēgo



Main:

The Heatlord	\$8.50
The Carnal Crow	\$9.00
Plantónico	\$8.00
Fuego Trio	\$7.50
El Diablo	\$8.00
Holy Smoke	\$7.00

Side Dishes:

Molten Queso + Chips	\$4.00
Fuego Fries	\$4.50
Corn Carnage	\$3.50
Agua de Sandía	\$2.50
Tamarind Kick	\$2.50
Fuego Cola	\$3.00
Bottled Heat	\$3.50



11:52



Fuego



Calendar



Photo



Maps



Clock









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**WHERE
FLAVOR
STRIKES
FIRST**



Fuego
Fastfood



Fuêgo

No rules. Just fire





