



HECTOR

Hector Brand Guidelines

ENGLISH VERSION

Hello, and welcome to **Hector. We are an eatery located in the Gothic Quarter of Barcelona, who creates fusion Peruvian & Spanish cuisine food that brings people together. This is a guide to our branding system and all the ways it may be used appropriately.**

Table of Contents

Introduction

Logo

Colors

Typography

In Use

Introduction

Who are we? | What do we do? | Our Goals

Our Story

Hector humbly started in Barcelona, Spain by Chef Hector Vasquez. In the early 2010s, Hector, along with his wife Liz, began hosting international students in their home and provided hot meals for them every day, sharing their love of cooking. In 2024, Hector decided to open this experience to the masses and provide that same hospitality with good Peruvian & Spanish food to the city.



Mission

Our mission is to take Hector's Peruvian roots and homestyle cooking and fuse it with traditional Spanish food and culture to create food that is inviting, bold, and new.

Vision

We want to elevate the perception of Peruvian & Spanish food across Europe and provide a friendly, inviting place where people can enjoy life together and build community.

Adjectives

Inviting

We want our patrons to feel like they belong.

Friendly

We build personal relationships with every patron.

Convenient

Our food is straightforward and easily accessible.

Exciting

Our food explores flavors unique to Peru & Spain.

Hearty

We strive to fill the stomach and soul with good.

Holistic

Everything is key in making Hector, Hector.

Supporting Language

While Hector may exist in many different places, our goal is to never complicate the simple, colloquial language we use. Whenever we need to communicate something straightforward, we like to keep it to simple, 2-5 word phrases that are kept in Spanish. Please refer to the **Typography** section of this guide for further instructions on usage.

**HOLA,
PATA**

**¡BUEN
PROVECHO!**

**PARA
DESPUÉS**

Logo

Usage & Guidelines

Primary Logo

This is the primary logo for Hector. The loose forms of the letters are meant to emulate the passion and fluidity of our cooking, marrying Peruvian & Spanish cuisine. Our colors are bold but warm, similar to the flavors of our food. True to our roots, the logo contains Peru within the "o."



Secondary Logo

In the case that a horizontal logo is needed, the secondary logo can be utilized to fit the space better.

The image shows a secondary logo for the brand 'HECTOR'. The word 'HECTOR' is rendered in a bold, orange, 3D-style font with a red shadow. The letters are thick and blocky, with a slight curve to the top. The 'H' is particularly tall and has a curved top. The 'E' has a horizontal bar that is slightly curved. The 'C' is a simple, rounded shape. The 'T' has a vertical stem and a horizontal top bar. The 'O' is a simple, rounded shape. The 'R' has a vertical stem and a curved top. The entire logo is set against a light beige background. On the left side of the image, there is a large, abstract, red shape that resembles a stylized 'H' or a similar letter, which is partially cut off by the edge of the frame.

Logos with Tagline

When the logo is used without any additional copy or needs context as to what it is for, utilize the logo with the tagline for further clarity



cocina fusión peruana y española



cocina fusión peruana y española

Logomark

The “o” in “Hector” can be used sparingly by itself on clothing items and small items, but it cannot be used to fully replace the primary “Hector” logo. See the **In Use** section for examples that reflect typical use cases.



Monomark

For situations in which the 3D effect is too small to be recognizable anymore (generally, less than 1cm) or only a limited amount of colors are needed, these one color versions can be used. They can also be used as black and white versions, with preference given to the black on white background if possible.

The monomark logo is displayed in orange on a red background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.The monomark logo is displayed in green on a light beige background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.The monomark logo is displayed in red on an orange background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.The monomark logo is displayed in white on a green background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.The monomark logo is displayed in black on a white background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.The monomark logo is displayed in white on a black background. The logo consists of a stylized 'H' symbol above the word 'HECTOR' in a bold, sans-serif font, with 'TOR' on a second line.

Safe Area

The safe area around the logos is equivalent to one and a half Perus.



Incorrect Usage

Our logo is important to communicating our mission, so please treat it with the utmost care. If you have any additional questions, please reach out to brand@hectoreatery.com.



Do not stretch or alter the logo in any way.



Do not change the colors of the primary logo.



Do not use 3D effect by itself.



Do not add a dropshadow to the logo.



Do not put the primary logo on green



Do not rotate the logo.

Colors

BRAND PALETTE



Color Palette

These are the colors used within our branding system.



Tasty Orange

CMYK: 0 69 100 0
RGB: 252 112 15
HEX: #FC700F
Pantone: Bright Orange C



Flame Red

CMYK: 10 96 94 1.5
RGB: 214 45 45
HEX: #D62D2D
Pantone: 711 C



Sauce Green

CMYK: 79 27 100 13
RGB: 60 128 51
HEX: #3C8033
Pantone: 363 C

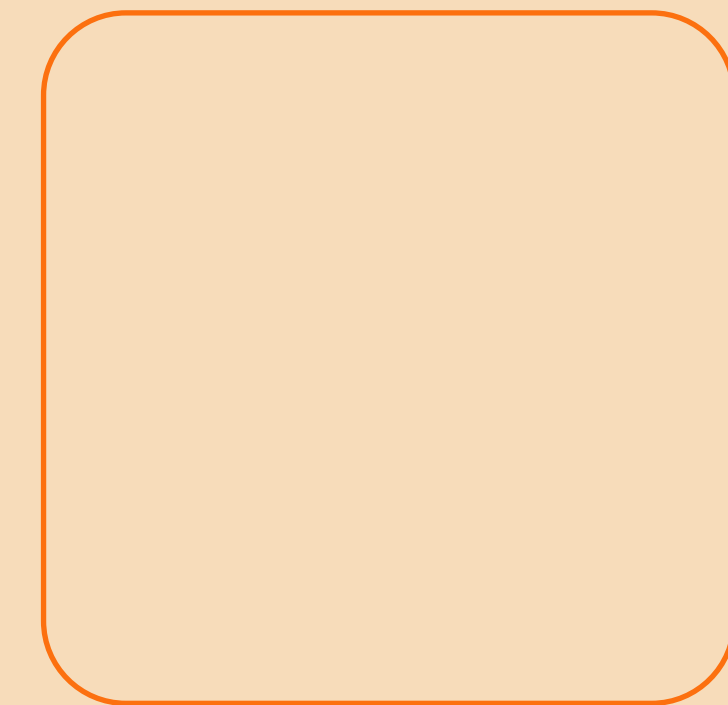


Plate White

CMYK: 2 13 28 0
RGB: 247 220 186
HEX: #F7DCBA
Pantone: 7506 C

Typography

What fonts to use and when

Nicholas

Nicholas is a fun but sophisticated serif font we use primarily for headers, items, and descriptions.

Nicholas

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ0123456789!@£\$%^&

IN USE

Lomo Saltado

Beef stir fry served over french fries and rice

Pork & Pesto

Thin pork served over pesto noodles

Ají de Gallina

Spicy cream chicken, served over boiled potato slices

Especial del Día

Rotating dish every Monday through Thursday

Barlow

Barlow is primarily used for copy and times when clear communication is most important.

Barlow

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
WXYZ0123456789!@£\$%^&

IN USE

Thank you for your online order! Your food will be ready in approximately **23 minutes.**

Druk Text & Druk Text Wide

Druk is used exclusively for the boldest headers and our signature “catchphrases.” Druk Text & Druk Text Wide can be mixed and matched, depending on the size requirements

DRUK TEXT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOSTUV
WXYZ0123456789!@£%^&

DRUK TEXT WIDE

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOSTUV
WXYZ0123456789!@£%^&

IN USE

**HOLA,
PATA**

In Use

Examples of correct implementation of our Brand

¡BUEN PROVECHO!



Fusion Peruvian & Spanish Cuisine

MENU DEL DÍA
STARTERS
DESSERTS
DRINKS
MAIN COURSES

MENU ————— ENGLISH

MON-THUR 12-4PM
One Starter + One Main Course + One Dessert & Drink

€15.00

Choose a Starter:

- Beef Empanada**
Crispy outer, tender beef inside, served with a side of aji verde
- Cup-a-Chicken-Foot Soup**
Includes lettuce and thin noodles. Served hot or cold
- Chopped Salad**
Lima beans, corn, peppers, tomato, queso fresco, dressed with vinaigrette
- Rocoto Relleno**
Two stuffed rocoto peppers with pork and vegetables

Choose a Main Course:

- Lomo Saltado**
Beef stir fry served over french fries and rice
- Pork & Pesto**
Thin pork served over pesto noodles
- Aji de Gallina**
Spicy cream chicken, served over boiled potato slices
- Especial del Día**
Rotating dish every Monday through Thursday

Choose a Dessert:

- Picarones**
Deep-fried sweet potato batter served with syrup
- Crepes**
Chocolate, caramel, or strawberry. Served with condensed milk
- Crema Catalana**
Citrus flavored custard with cinnamon and caramelized sugar
- Slice of Almond Cake**
Nutty and moist. Served with a candied orange peel

MENU DEL DÍA

Cold Starters

- House Salad** €10.00
Lettuce, lima beans, corn, peppers, tomato, queso fresco, dressed with vinaigrette
- Lentils with Chorizo** €8.00
Stew made with chorizo, vegetables, and garlic
- Rocoto Relleno** €7.00
Four stuffed rocoto peppers with pork and vegetables

Hot Starters

- 3 Shrimp Empanadas** €9.00
Crispy outside, fresh shrimp inside; served with a side of aji verde
- Cup-a-Chicken-Foot Soup** €8.00
Includes lettuce and thin noodles; served hot or cold
- Patatas Peruana** €10.00
Crispy yuca slices topped with aioli and aji amarillo

Tapas

- Pan con Tomate** €5.00
Toasted slices of sweet potato bread topped with tomato and olive oil
- Pork Croquettes** €6.00
Deep-fried rolls stuffed with pork
- Quinoa Fritters** €6.00
Crispy lean patties served with aji verde
- Cheesy Yuca Balls** €7.00
Fried yuca balls filled with cheese sauce
- Anticuchos de Corazón** €11.00
Grilled skewers of beef heart


STARTERS







**¿QUIERES
COMER?**

A photograph of a brown ceramic bowl filled with a hearty meal. On the right side of the bowl is a mound of white rice. The rest of the bowl is filled with a mixture of sliced potatoes, onions, and pieces of meat, possibly beef or pork, all coated in a dark, rich sauce. The bowl is set against a light-colored background with green and orange accents.

HECTOR

cocina fusión peruana y española

 hectoreats.com

Instagram

hectoreatery · 5h

¿QUIERES COMER?

Lomo Saltado
€13.00



HECTOR
cocina fusión peruana y española

716 likes

hectoreatery ¿Tienes hambre? Lomo Saltado está ahora en el menú del día

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HECTOR / IN USE



CHEF WHITES / STORE FRONT



HECTOR

cocina fusión peruana y española

HOLA, PATA

LUNES-VIERNES 12:00-04:00
 €15.00
MENU DEL DÍA
 Un Entrante:
 Best Empanada
 Cuy a la Chimichu Food Story
 Chopped Salad
 Un Plato Principal:
 Lomo Saltado
 Pork & Panko
 Ají de Gallina
 Especial del Día
 Una Postre:
 Pigeon
 Crepes
 Crema Catalana
 Slice of Amondado Cake

HECTOR

GUESS
 70% - 90%
 DIESEL
 ck
 -70% - 90%
 Pepe Jeans
 -70% - 90%

HECTOR

If you have any further questions, please reach out to brand@hectoreatery.com.