

FISHNCHIPS

Born in Texas

BRAND GUIDE & SUPPLIER SPECIFICATIONS · VERSION 3 · 2026



Paper plates. Vented boxes. One fish, one star, one long table.
Everything a printer, packer or franchise partner needs to make it look like us.

REAL INGREDIENTS. REAL PEOPLE. REAL TEXAS.

texasfishnchips.com

STORY

The brand, in one page.

We're Texans at heart. We batter wild-caught fish by hand every morning, cut fries fresh daily, and toss a side salad the day we serve it. Every meal comes with that salad, fries and a cold drink — not as an offer, just as how we feed people.

The brand grows the same way the kitchen does: cloud kitchens and gas station counters first, neighborhood strips next, a downtown room after that. Franchise formats start at a \$35,000 fee.

"This is our Texas. This is our table."



Storefront lockup: FISHNCHIPS over BORN IN TEXAS with the state silhouette. Navy field, cream type, gold star.

PALETTE

Five colors, no more.

	COLOR	HEX	PRINT MATCH	USE
	Gulf Navy	#2C3A57	PMS 534 C · CMYK 88/72/40/28	Primary. Logo, headlines, cup bands, plate rim.
	Buttermilk	#FCF7EA	PMS 7499 C · CMYK 2/3/12/0	Base. Paper goods, plates, caps, tote canvas.
	Lone Star Gold	#D9A94A	PMS 143 C · CMYK 13/33/85/0	Accent. Star, seals, stitching, foil.
	Harvest Oak	#C79A64	PMS 4655 C · CMYK 20/40/65/2	Warmth. Kraft board, trays, rules.
	Saddle	#A9682B	PMS 730 C · CMYK 28/60/95/12	Support. Signage detail, print rules.

Typography

Display — Libre Baskerville Bold

Real food. Made fresh.

Body — IBM Plex Sans

Fish comes in fresh, batter is mixed by hand each morning, salad is cut the day it is served.

Label — IBM Plex Sans Bold, uppercase, 0.22em

FRESH · SIMPLE · DONE RIGHT

Primary logo lockup

The fish emblem above the FISHNCHIPS wordmark with BORN IN TEXAS beneath and the Lone Star Gold star centered above. This is the only approved primary lockup.



SPEC	DETAIL
Files supplied	AI, EPS, PDF (vector); PNG at 1024px and 2048px with transparency
Colorways	Navy on cream · Cream on navy · Single-color navy · Single-color cream
Minimum size	Full lockup 28 mm wide in print, 120 px on screen; below that use the emblem alone
Clear space	Equal to the cap height of the wordmark on all four sides
Never	No gradients, shadows, outlines, stretching, rotation, recoloring or busy photo backgrounds

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

Paper plates

Dine-in and event service runs on our own paper plate — light, honest, made for a busy table. This replaces the enamel plate in all previous versions of the guide.



SPEC	DETAIL
Sizes	9 in dinner and 10.5 in platter; 6 in dessert optional
Stock	Unbleached bagasse / sugarcane board, 350–400 gsm equivalent, compostable
Finish	Grease- and moisture-resistant, PFAS-free, microwave safe
Print	1-color Gulf Navy: 2.5 mm rim stripe set 6 mm in from the edge, plus the 38 mm circular emblem centered
Pack / MOQ	500 per sleeve, 1,000 per case · MOQ 10,000 per size
Notes	No plate is ever printed in gold. Rim stripe must be a solid line, never dashed.

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

Napkins

Cream napkin with the same circular emblem the plate carries. One emblem, bottom-right, never centered on the fold.



SPEC	DETAIL
Sizes	Beverage 5 x 5 in folded; dinner 8 x 8 in folded
Stock	2-ply recycled cream tissue, 17 gsm/ply
Print	1-color Gulf Navy emblem, 28 mm diameter, 12 mm from the fold corner
Pack / MOQ	250 per sleeve · MOQ 20,000

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

Cups

Cold cup and hot cup share one system: cream body, navy base band with a hairline cream rule, emblem centered, gold star above.



SPEC	DETAIL
Sizes	Cold 20 oz and 32 oz; hot 12 oz and 16 oz
Stock	Cold: PET or PLA clear with wrap; Hot: double-wall paper, compostable liner
Print	2-color — Gulf Navy plus Lone Star Gold star only
Lids	Navy flat lid (cold), cream dome lid (hot), emblem debossed
Pack / MOQ	1,000 per case · MOQ 25,000 per size

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

Tees, caps & aprons

Crew wears the brand quietly: mark on the chest, nothing shouted across the back.



SPEC	DETAIL
Tee	Navy 100% cotton, 5.3 oz; cream emblem embroidered left chest, 70 mm wide
Cap	Cream 5-panel unstructured; navy emblem front, gold star on the brim edge
Apron	Navy bib apron, cream screen print, 90 mm emblem centered on the chest panel
Neck label	Woven, gold FISHNCHIPS / BORN IN TEXAS lockup on navy
Sizes / MOQ	XS-3XL · MOQ 150 per style, 50 per size

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

To-go boxes — Texas Freshbox

The box is part of the recipe: vented lid, elevated tray and separate compartments so fish that leaves the kitchen crispy arrives crispy.



SPEC	DETAIL
Sizes	Meal box 9 x 6 x 3 in; family box 12 x 9 x 3.5 in
Stock	Kraft board 400 gsm, compostable grease liner
Structure	Three-hole vented lid, elevated fry tray, salad compartment, sauce pocket
Print	1-color Gulf Navy lid lockup with gold star; navy band on the short side
Pack / MOQ	200 per case · MOQ 10,000 per size

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

To-go bags

Three sizes cover single orders through family runs. One-color navy print keeps unit cost low across all three.



SPEC	DETAIL
Small	Cream kraft, flat handle, 8 x 4.5 x 10 in
Medium	Natural kraft, twisted handle, 10 x 6.5 x 13 in
Large	Natural kraft, twisted handle, 13 x 7 x 17 in
Print	1-color Gulf Navy: emblem over wordmark, gold star beneath (spot, large bag only)
Pack / MOQ	250 per bundle · MOQ 15,000 per size

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

The complete package

Box, bags, fry sleeve, salad bowl, sauce cups, napkin, plate and hot cup — one lockup, one navy base band, one gold star. Everything reads as a set from ten feet away.



SPEC	DETAIL
Fry sleeve	Cream board, navy base band, 3.5 x 2.5 x 5 in
Salad bowl	Kraft bowl 16 oz, clear lid with navy seal sticker
Sauce cup	Cream 2 oz cup, emblem-printed lid
Seal sticker	50 mm navy circle, cream emblem, matte
Supplier note	Match all cream stock to Buttermilk #FCF7EA within Delta-E 2.0

Artwork supplied as vector PDF with spot colors named “Gulf Navy” and “Lone Star Gold”. Send a printed proof on final stock before the first production run.

Keep it honest.

Name in copy

Write FishNChips as one word (capital F, N, C) in body copy and digital handles. The printed lockup always reads FISHNCHIPS with BORN IN TEXAS beneath. Never “Fish N Chips”, “Texas Fish N Chips” or “FISHNCHIPS”.

Tagline

“Born in Texas.” Secondary: “Real food. Texas proud.” Retired: “Made for Texas”.

Est. line

EST. · 2025 — star between the words, never a comma.

Typography

Display: Libre Baskerville Bold. Body: IBM Plex Sans. Labels: IBM Plex Sans Bold, uppercase, 0.22em tracking.

Plates

Paper plates only — the enamel plate is retired brand-wide and must not appear in new artwork, photography or supplier samples.

Voice

Short sentences. Feed, don't sell. People first. Signature line: “Pull up a chair. There's always room at the long table.”

Ordering & approvals

All branded goods are approved centrally before production. Franchise partners order through the approved supplier list; substitutions need written sign-off so cream stock, navy ink and the gold star stay consistent across every market.

texasfishnchips.com · Franchise formats from \$35,000