

The Branding Source

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New logo: Del Taco



The American fast food chain Del Taco, with over 500 locations in 17 states, recently unveiled a new logo, along with a new restaurant prototype in some locations. Del Taco credits both the restaurant design and the new logo to [Tesser Inc.](#), a brand design agency specialized in fast food.



The previous logo was launched in the 1990s. It reintroduced a sun as a part of the Del Taco logo. The chain had previously used a sun as its logo during the 1960s and 1970s.

The new logo is essentially a more modern version of its predecessor. All elements are in their regular places - the sun, the green rolling hills, the angled red script typeface - but have been given less cartoonish and more contemporary interpretations. The sun has regained the "buzz saw" look it had in the 1970s. The new typeface is a "unique brush style font". As chief brand officer John Cappasola explains, "The new logo retains the positive equity we have built up over the years while capturing the energy and confidence of this great brand as we position Del Taco for the future".

A press release announcing new logo and restaurant design was sent out on August 8, but some media coverage had appeared [a few days before that](#). Del Taco says the new logo will be phased in from the fourth quarter.



An example of the new restaurant design.

The Orange County Sun has a gallery with more restaurant interiors.

[Del Taco press release \(archive\)](#)

[Marketwire](#)

The magic of the Internet allows us to take trip down memory lane to see what Del Taco looked like in the past.



A vintage Del Taco restaurant, posted on Flickr by "The Downey Historical Conservancy".



The 1970s Del Taco logo, in a TV ad from 1979, posted on Youtube by seanmc31076.



From an ad dated 1990, posted on Youtube by WhatsAYak