



Sun & Moon

Thai, Ramen



- **Content**

- 01. Branding Guide
- 02. Collateral
- 03. Advertisement
- 04. Website
- 05. Menu
- 06. In-restaurant Display



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- 01.1 The Official Mark
- 01.2 Clearspace & Minimum Size
- 01.3 Brand Colors
- 01.4 Brand Type
- 01.5 Forbidden Usages

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01.1 The Official Mark

White Background



Sun & Moon



Sun & Moon

Dark Background



Sun & Moon



Sun & Moon



01. Branding Guide

02. Collateral

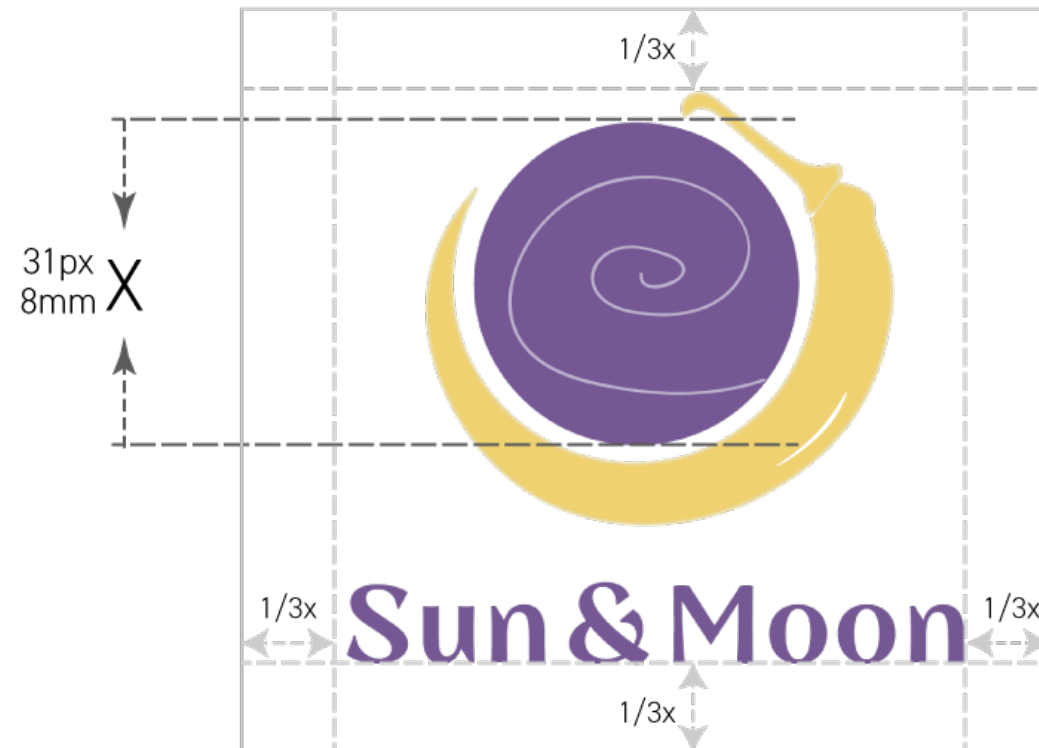
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01.2 Clearspace & Minimum Size





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01.3 Brand Colors

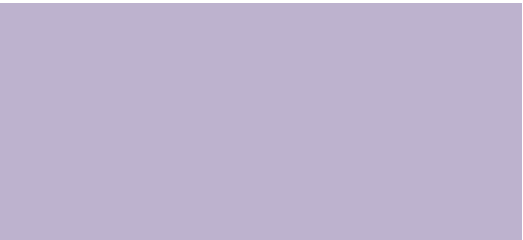
Sun & Moon Purple

CMYK 64/75/13/1
RGB 116/87/147
HEX #745793
PMS 668C



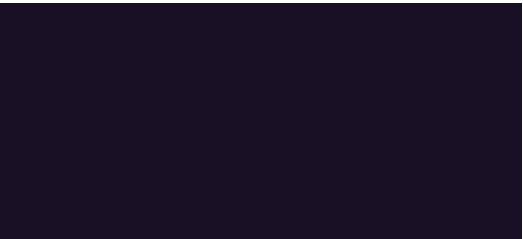
Sun & Moon Surimi Purple

CMYK 25/28/5/0
RGB 189/178/206
HEX #bdb2ce
PMS 5285C



Sun & Moon Night Blue

CMYK 82/84/52/70
RGB 25/16/38
HEX #191026
PMS 5255C



Sun & Moon Yellow

CMYK 7/15/67/0
RGB 239/209/112
HEX #efd170
PMS 460C





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01.4 Brand Type

Nazare

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

DIN

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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01.5 Forbidden Usages

01 ✕



Sun & Moon

Do not change the logo and wordmark color

02 ✕



Sun & Moon

Do not rotate the logo

03 ✕



Sun & Moon

Do not distort the logo

04 ✕



Sun & Moon

Do not outline the logo

05 ✕



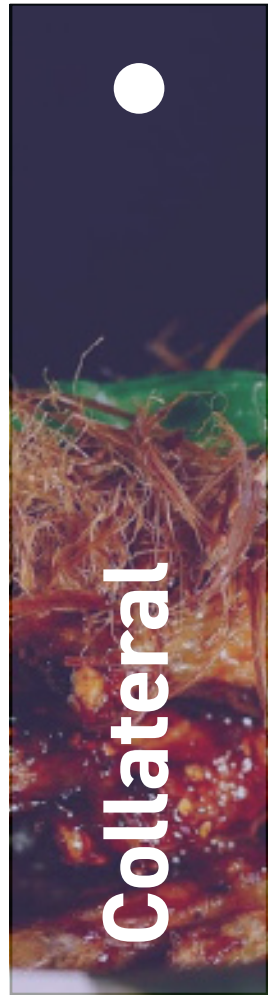
Sun & Moon

Do not change typeface of the wordmark

06 ✕

Sun & Moon

Do not use wordmark without icon



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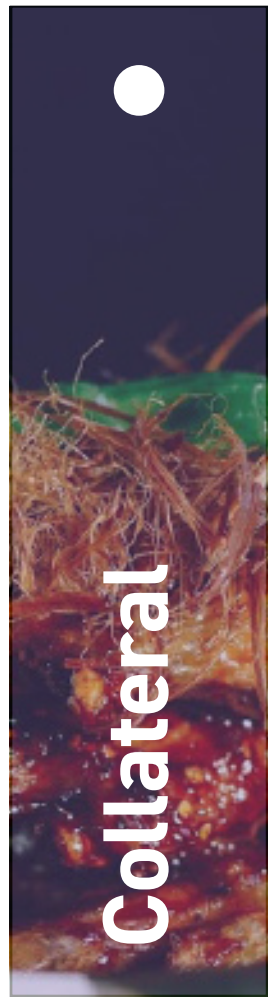
06. In-restaurant Display

02. Collateral

02.1 Business Card

02.2 Signage

02.3 Plate



02.1 Business Card

01. Branding Guide

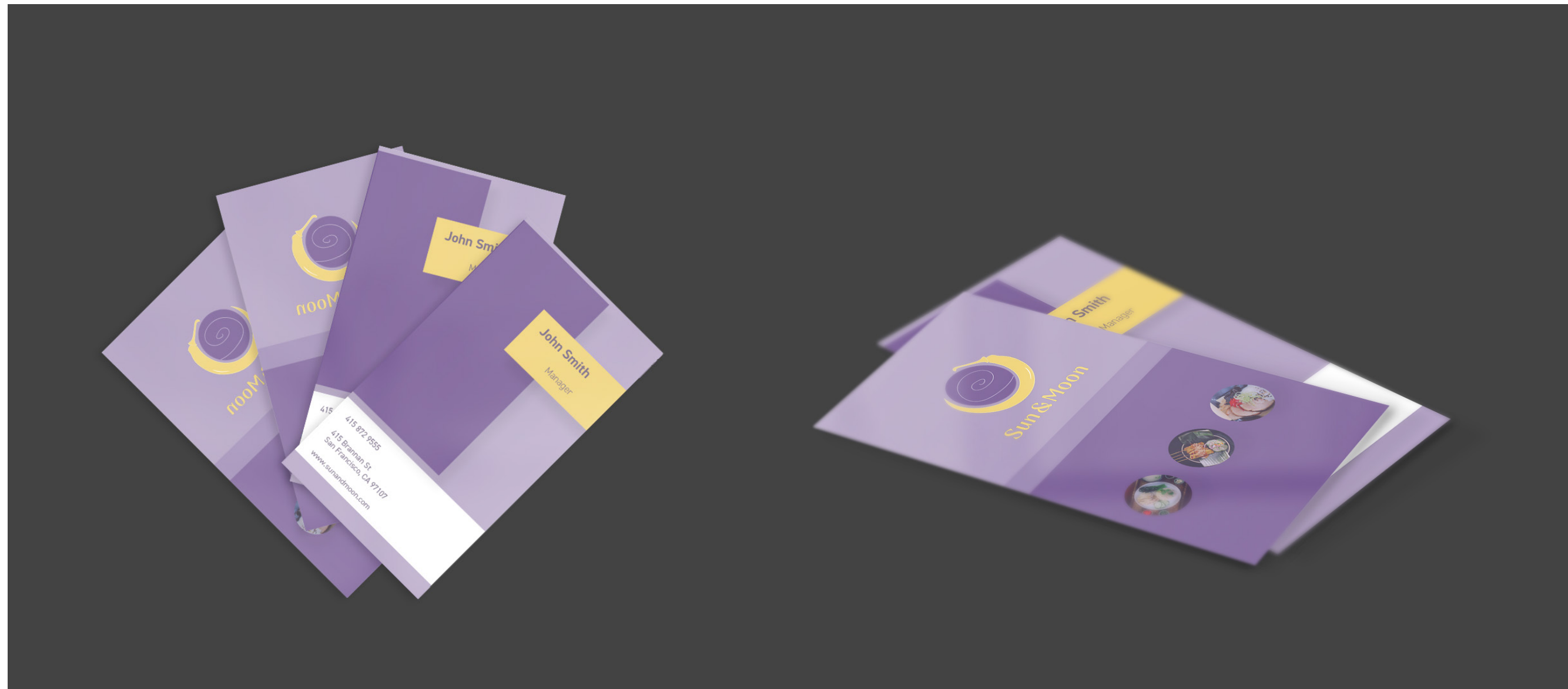
02. Collateral

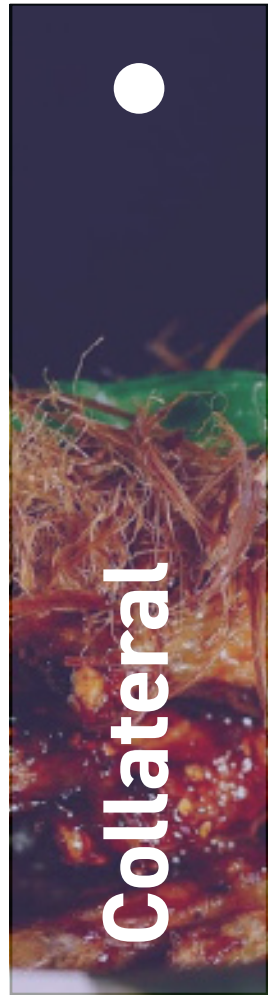
03. Advertisement

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02.2 Signage

01. Branding Guide

02. Collateral

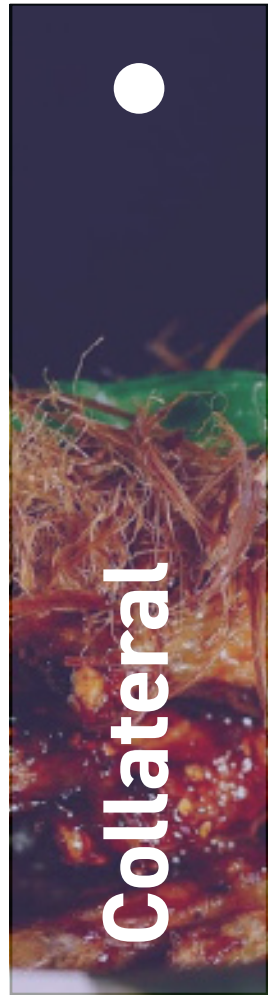
03. Advertisement

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02.3 Plate



01. Branding Guide

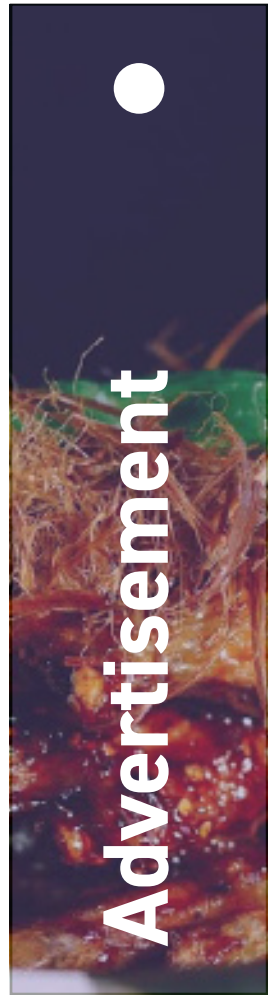
02. Collateral

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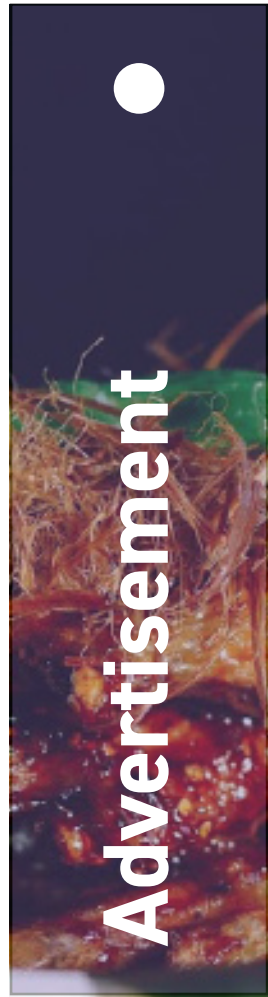
05. Menu

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03. Advertisement

03.1 Poster

03.2 Advertisement Mock-up



03.1 Poster

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Advertisement

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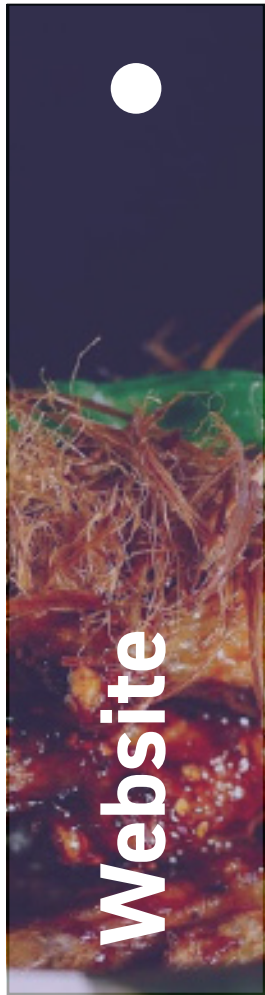
04. Website

05. Menu

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03.2 Advertisement Mock-up





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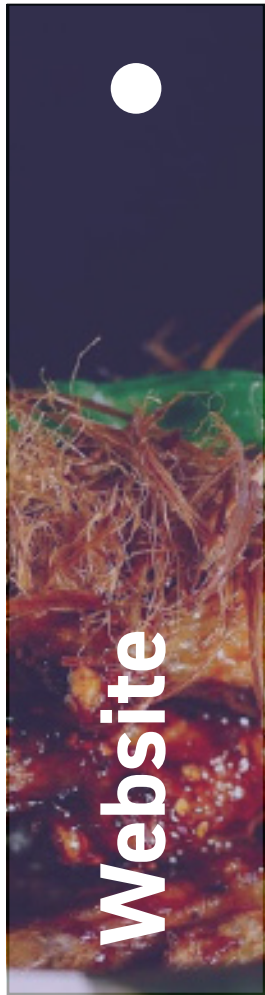
05. Menu

06. In-restaurant Display

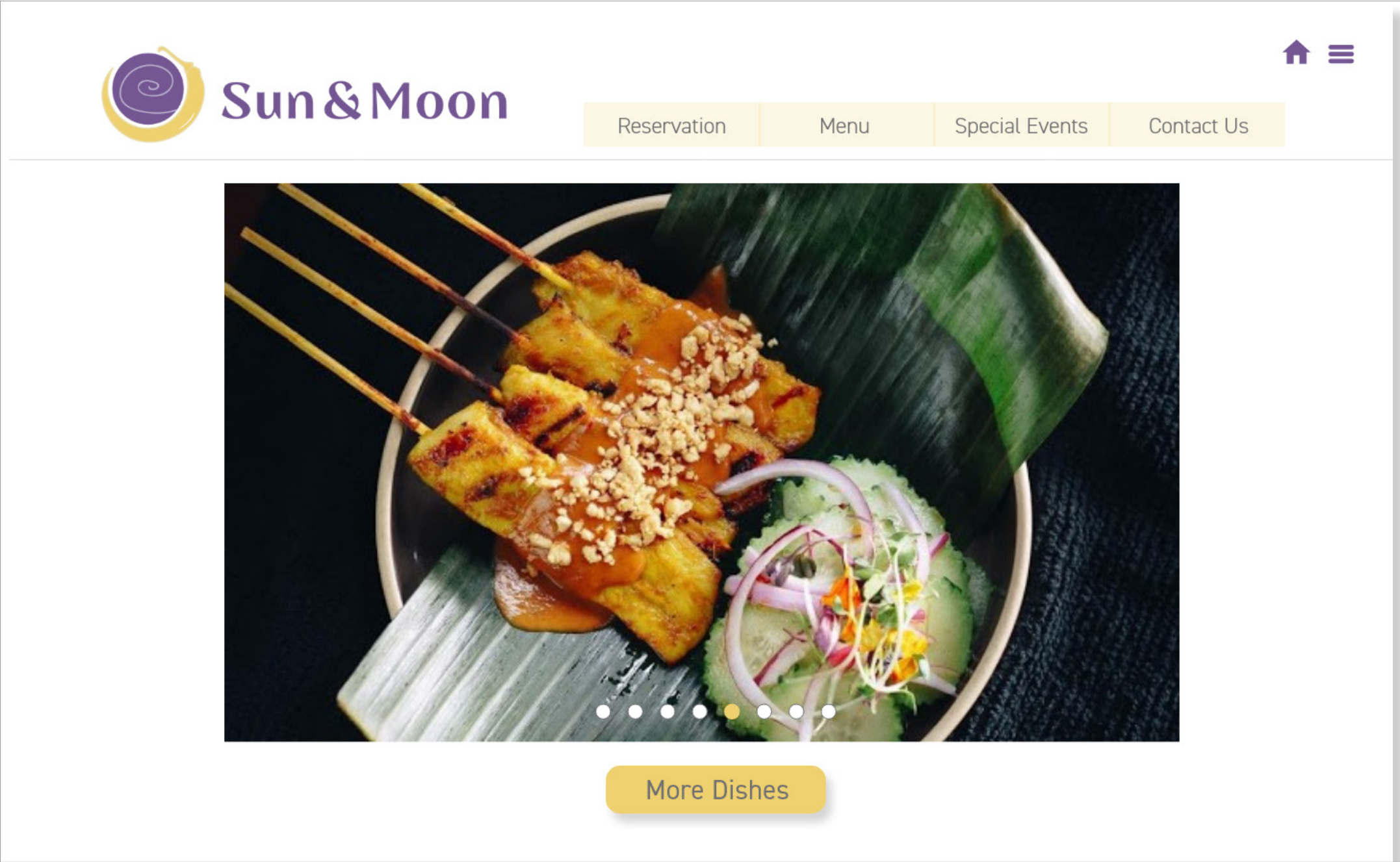
04. Website

04.1 Web Page

04.2 Web Page Mock-up and Prototype



04.1 Web Page



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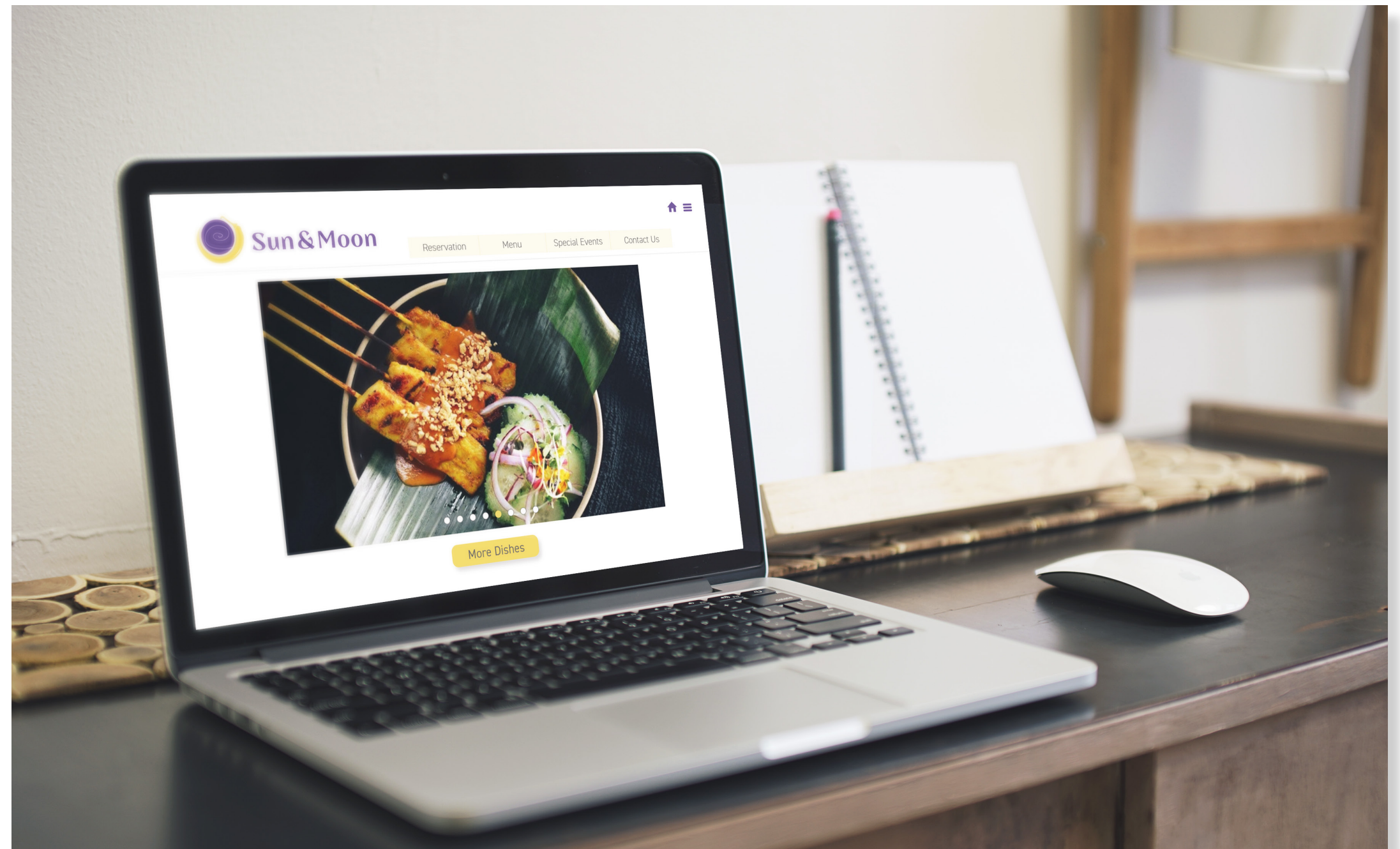
04. Website

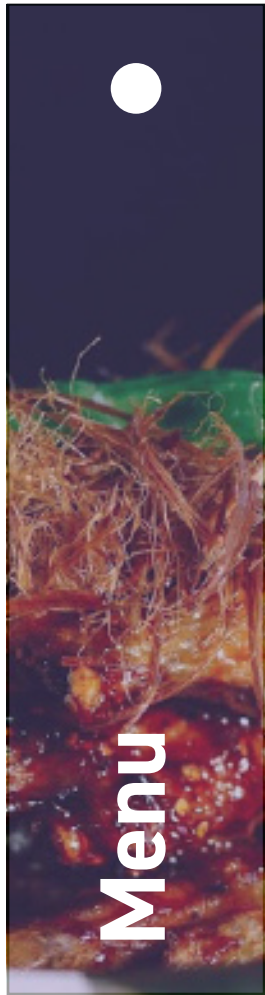
05. Menu

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04.2 Web Page Mock-up and Prototype

[Click Me](#)





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05. Menu

05.1 Menu Mock-up and Prototype



05.1 Menu Mock-up and Prototype

[Click Me](#)



01. Branding Guide

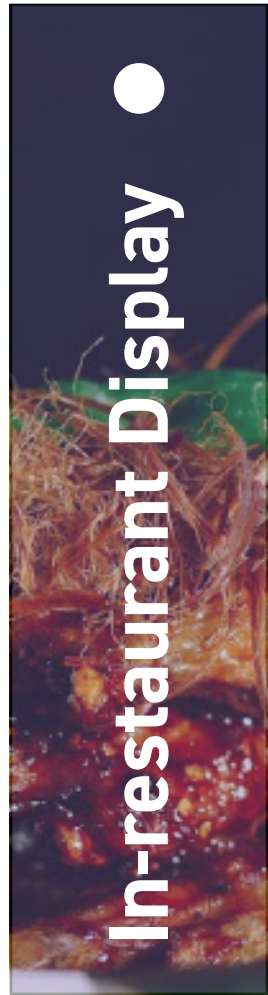
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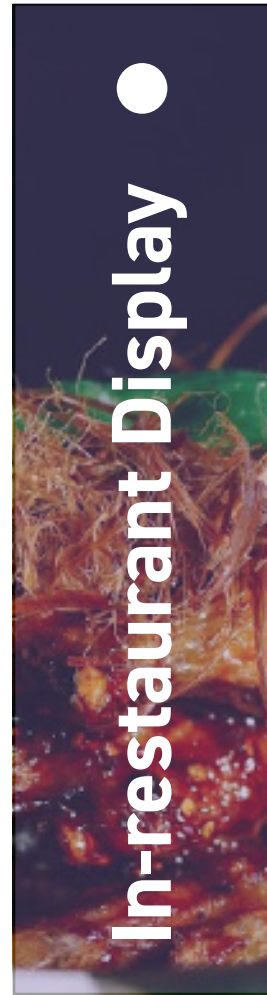
04. Website

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06. In-restaurant Display

06.1 In-restaurant Display Mock-up



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06.1 In-restaurant Display Mock-up

