

MOON DELIGHT BRAND MANUAL

Version 1.0 May 2022



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Logo

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LOGO OVERVIEW

The Logo

Moon Delight's identity is a persistent evolution of our brand, products and services.

The Moon Delight logo comprises the Chinese plaque symbol and the brand name. The logo demonstrates a powerful image evoking the look and philosophy of Moon Delight's brand - a family meal brand dedicated to creating happy family relationships and healthy eating styles in Melbourne, Australia.



Moon Delight Logo

LOGO

Logo Lockups

Optical kerning, refined weight, defined clear space, and all lockups help to make the logo instantly recognisable at all sizes and in all contexts.

Vertical

The vertical lockup option is our primary and preferred option for most applications.



Logo

Logo Lockups



Vertical Lockup



Vertical Lockup (Alternative)



LOGO

Logo Lockups

Horizontal

The horizontal lockup option is our secondary option and best used in tight or horizontally oriented applications such as landscape oriented business cards, 9x16 vertical video and presentation slides, etc.



Horizontal Lockup



Horizontal Lockup (Reversed)

LOGO

Logo Lockups

Alternative

The alternative option is another option and best used in a particular language setting and when vertical and horizontal lockups are not applicable.



Alternative wordmark (Chinese)

MOON
DELIGHT

Alternative wordmark (English)



Alternative wordmark (Chinese Reversed)

MOON
DELIGHT

Alternative wordmark (English Reversed)

LOGO

Logo Lockups

Cameo

The Cameo option is another option and best used when there is a symbol-only occasion and the other lockups are not applicable, such as small social media profile photo and website favicon, etc.



Cameo



Cameo (Reversed)

LOGO

Logo Lockups

Monochromatic Lockups

The fill and stroke variations are alternative options and best used when the background is monochromatic and vertical and horizontal lockups are not applicable.

Other Lockups

The other lockups are used when all the other lockups are not applicable. Please find rest of them in the Brand Package.



MOON DELIGHT

Monochromatic Lockup (Stroke)



MOON DELIGHT

Monochromatic Lockup (Fill)



MOON DELIGHT

Monochromatic Lockup (Stroke Reversed)



MOON DELIGHT

Monochromatic Lockup (Fill Reversed)

LOGO

Colour Variations

Full-colour

Full-colour logo should only be used on Pantone 130 C, 138 C and 476 C backgrounds, black or white backgrounds.



Full Colour on White Background



Full Colour on Pantone 130 C Background



Full Colour on Pantone 138 C Background



Full Colour on Pantone 476 C Background

LOGO

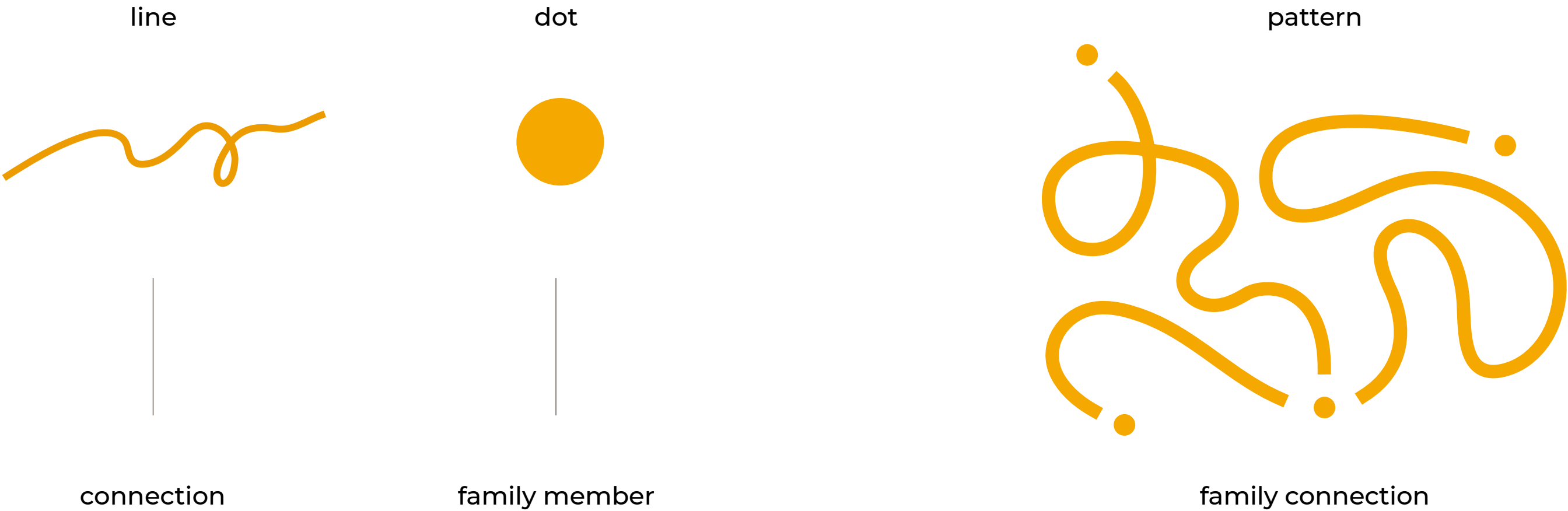
Logo Construction

Our logo is developed based on the representative of Chinese food - noodles (staple food) and dishes, and we visualise them into two important elements - dots and organic lines, which represent family members and the emotional connection between them. ‘悦’ and ‘食’, a happy family relationship and a healthy way of eating, are presented through the brand vision. In addition, the logo form is inspired by traditional Chinese plaques, creating a sense of family atmosphere.



Logo

Logo Construction



LOGO

Logo Construction

In the vertical lockup, the English wordmark is set to the middle of the plaque symbol, separated from the symbol by a distance equal to the height of the English wordmark.



LOGO

Scale

Our logo is designed to scale to small sizes on print and screen. Two orientations have been provided to accommodate for portrait and landscape oriented applications.

Vertical Smallest Size

80px tall (26.7mm).

Horizontal Smallest Size

40px tall (13.3mm).



80px tall (26.7mm)



120px tall (40mm)



40px tall (13.3mm)

LOGO

Clearspace

Clearspace around the logo is equal to three times the height of the “P” for both horizontal and vertical logo lockups.



LOGO

Things to Avoid

- 1. Do not re-create the logo by typing it with a font.
- 2. Do not stretch, distort, or manipulate the logo.
- 3. Do not add effects like drop shadows or gradients.
- 4. Do not change the logo colour.
- 5. Do not place the logo on a background that reduces its legibility.
- 6. Do not outline or create a keyline around the logo.



1



2



3



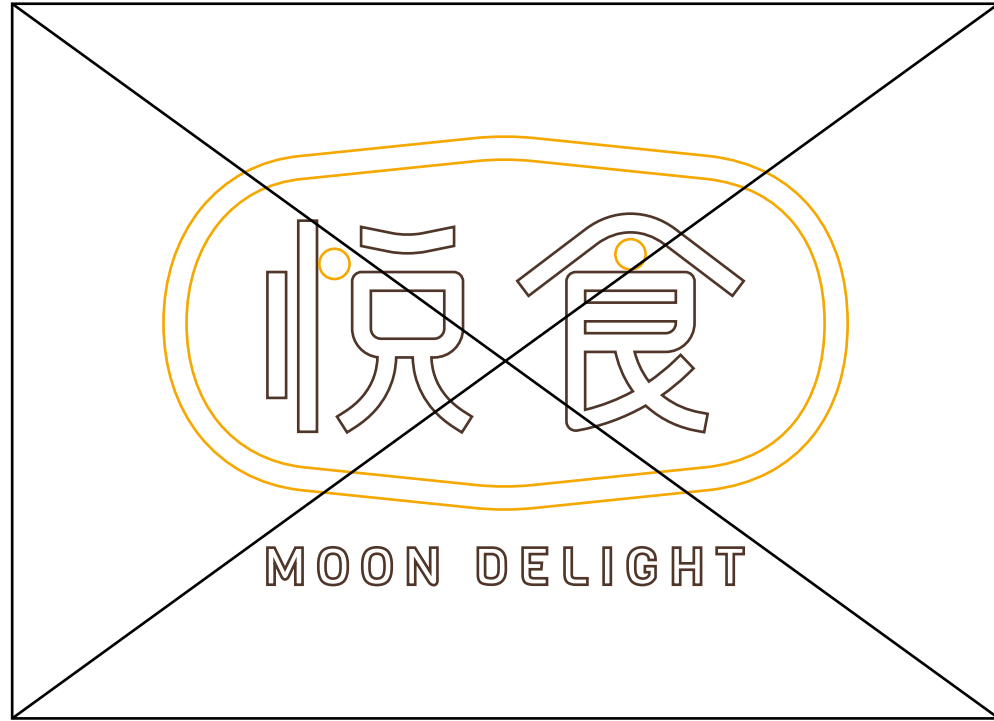
4



5



6



Colour

- Primary Colour System
- Secondary Colour System
- Things to Avoid

COLOUR

Primary Colour System

Colour is an instantly recognisable and important element of Moon Delight brand. The primary colours are two colours representing an idea of warmth and happiness - Moon Delight Orange (PMS 130 C) and Moon Delight Rosewood (PMS 476 C). When applied by the primary colours, the logo could be perceived as a combination of organic lines and dots for the message of the brand – “Creating happy family relationships and healthy eating styles.”



Moon Delight Orange

R 245	C 6
G 168	M 43
B 0	Y 92
	K 0

H 41
S 100
B 96

HEX F5A800
PMS 130 C

Moon Delight Rosewood

R 80	C 65
G 54	M 75
B 41	Y 82
	K 43

H 20
S 49
B 31

HEX 503629
PMS 476 C

COLOUR

Secondary Colour System

The secondary colours are carefully chosen to be best for all digital applications. They are Moon Delight Apricot (#E07C00), Moon Delight Buttermilk (#FFECC1) and Moon Delight Latte (#F3E0CE).

Moon Delight Apricot

R 224
G 124
B 0

C 15
M 62
Y 99
K 0

H 33
S 100
B 88

HEX E07C00
PMS 138 C

Moon Delight Buttermilk

R 255
G 236
B 100

C 2
M 11
Y 29
K 0

H 41
S 24
B 100

HEX FFECC1

Moon Delight Latte

R 243
G 224
B 206

C 6
M 15
Y 20
K 0

H 29
S 15
B 95

HEX F3E0CE

COLOUR

Things to Avoid

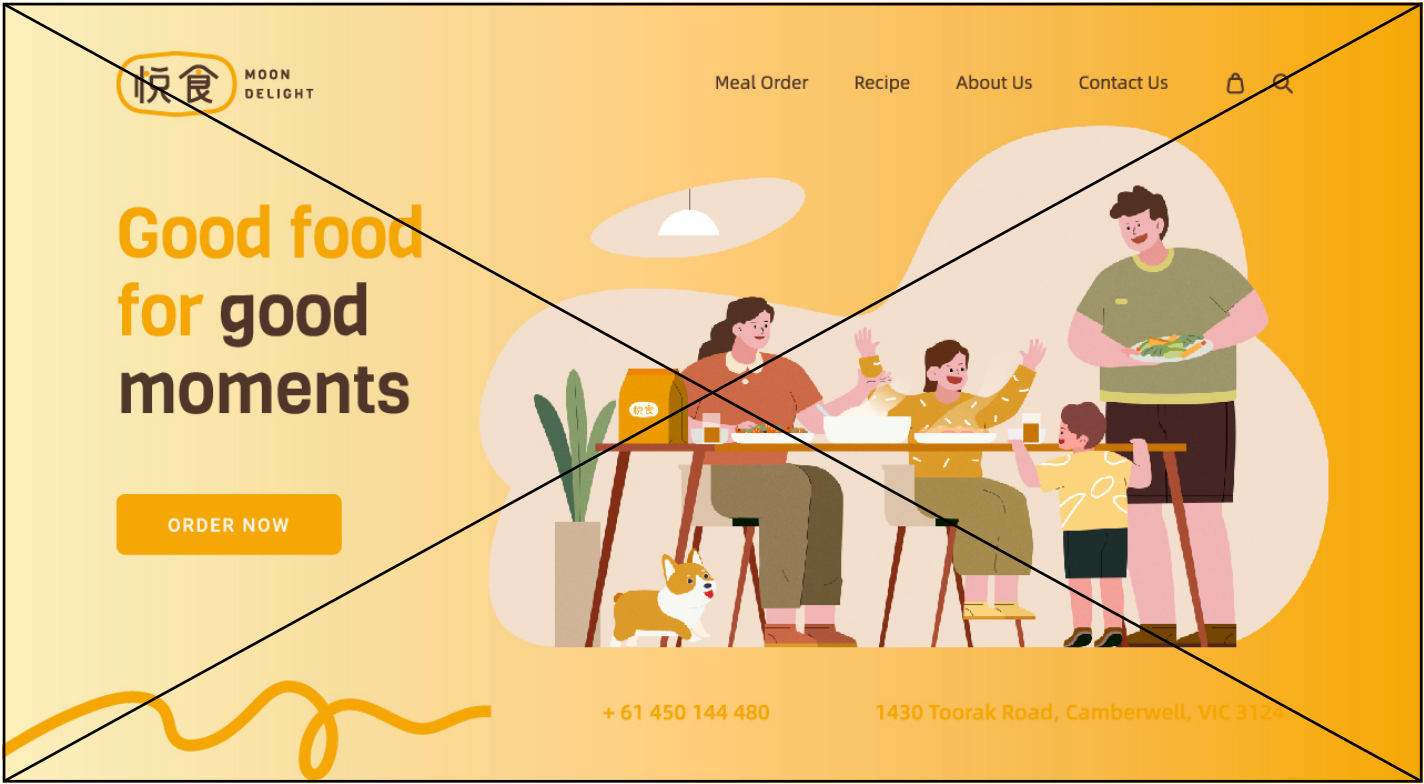
- 1. Do not use gradients as backgrounds.
- 2. Do not create new colours.
- 3. Do not use more than two emphasis colours to highlight a headline.
- 4. Do not use Moon Delight Buttermilk and Latte to emphasise words on a white background.



Colour

Things to Avoid

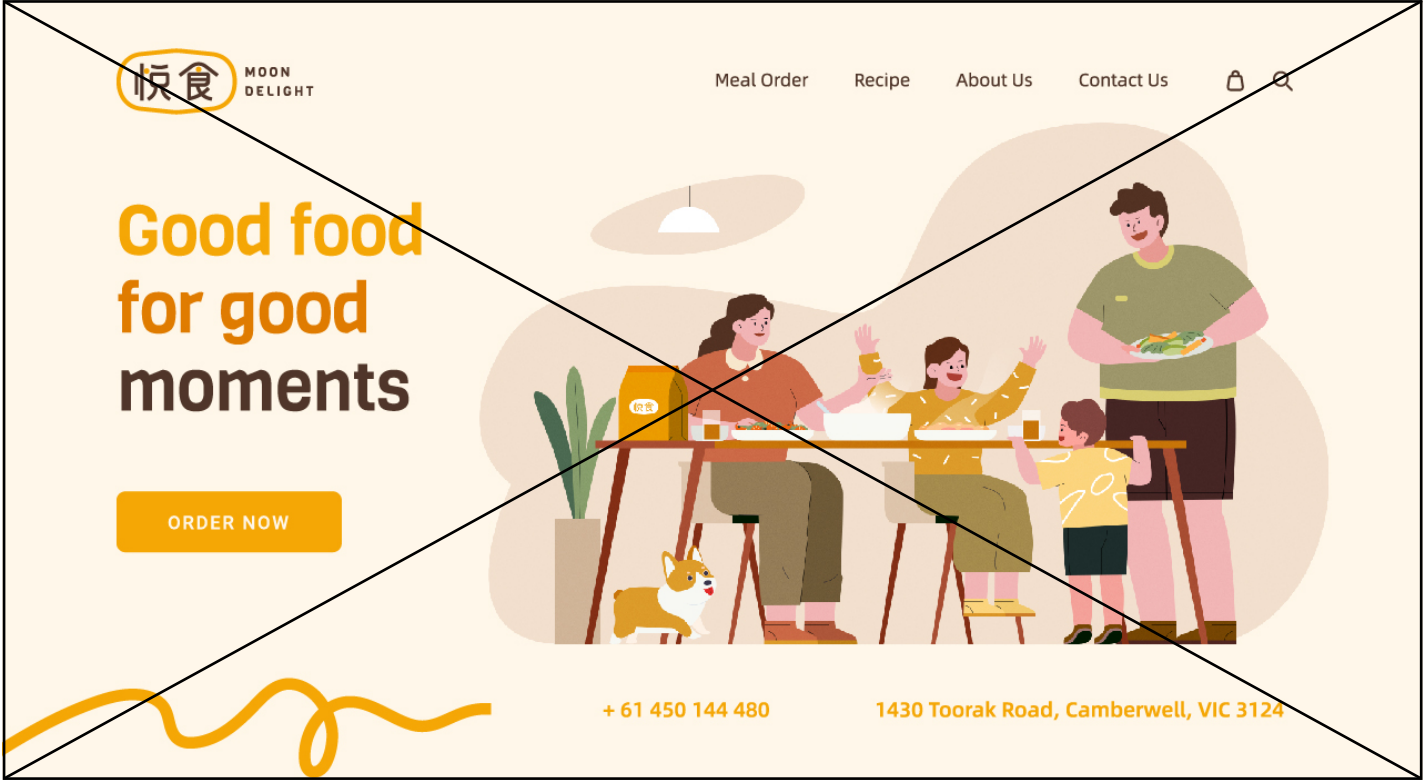
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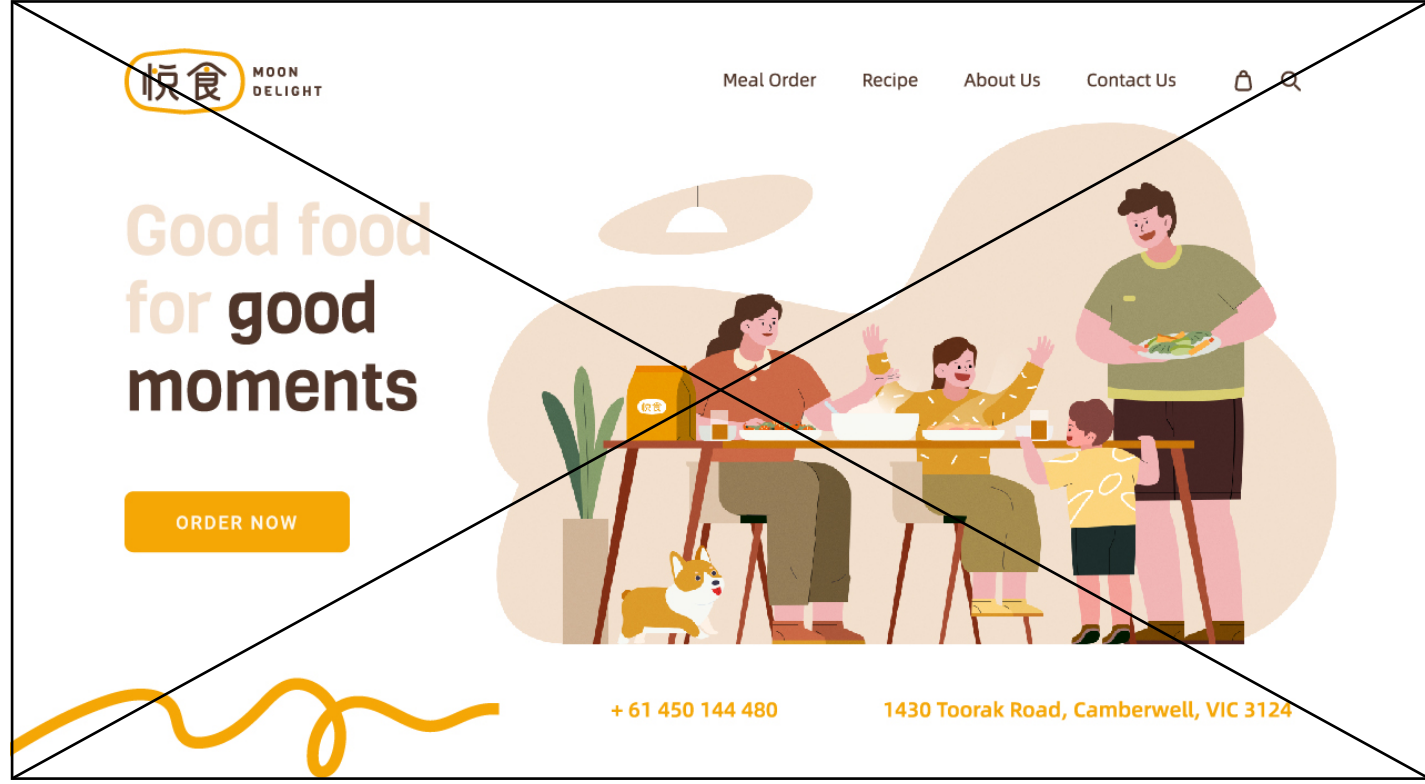
2



3



4



Typography

Brand Typefaces

Typographic Hierarchy

Things to Avoid

TYPOGRAPHY OVERVIEW

Brand
Typefaces

Our corporate typefaces - Viga and Alibaba Sans are key elements to create a distinctive and consistent look across all our communications.

Viga is used for headlines and sub-headlines, while Alibaba Sans for body text, and it is also used for all Chinese text.

Viga

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;¿i?!/|\•¶@®©™
«»<>“”‘’‚„””… ---_†‡¬+<=>≠≤≥±÷-×∞~≈°
\$¢£¥€\$#%‰

Alibaba Sans

Light
Regular
Medium
Bold
Heavy
Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;¿i?!/|\•¶@®©™
«»<>“”‘’‚„””… ---_†‡¬+<=>≠≤≥±÷-×∞~≈°
\$¢£¥€\$#%‰

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;¿i?!/|\•¶@®©™
«»<>“”‘’‚„””… ---_†‡¬+<=>≠≤≥±÷-×∞~≈°
\$¢£¥€\$#%‰

TYPOGRAPHY

Typographic Hierarchy

Headline Level 1

Size: 4.5x. Weight: Regular. Tracking: Opts.
Leading: 120%. Alignment: left, center.

Headline Level 2

Size: 3x. Weight: Regular. Tracking: Opts.
Leading: 120%. Alignment: left, center.

Subhead

Size: 1.5x. Weight: Regular. Tracking: Opts.
Leading: 120%. Alignment: left, center.

Body

Size: 1x. Weight: Regular. Tracking: Opts.
Leading: 140%. Alignment: left, center.

Caption

Size: 0.5x. Weight: Light. Tracking: Opts.
Leading: 140%. Alignment: left, center.



Headline Level 1

H1 - 4.5x - Viga Regular

Headline Level 2

H2 - 3x - Viga Regular

Subhead

Subhead - 1.5x - Viga Regular

Body

Body - 1x - Alibaba Regular

Caption

Caption - 0.5x - Alibaba Light

TYPOGRAPHY

Things to Avoid

- 1. Don't use the wrong typeface.
- 2. Don't apply gradients to type.
- 3. Don't put pictures or patterns in type.
- 4. Don't lead too much.
- 5. Don't lead too little.
- 6. Don't tightly track type.
- 7. Don't loosely track type.
- 8. Don't stretch, skew, or distort text in any way.
- 9. Don't apply drop shadows or other effects.



1

Good food
for good
moments

2

Good food for
good moments

3

Good food for
good moments

4

Good food for
good moments

5

Good food for
good moments

6

Good food for
good moments

7

Good food for
good moments

8

Good food for
good moments

9

Good food for
good moments

Design Tool Kit

- Tool Kit Overview
- Patterns
- Icons
- Illustrations
- Things to Avoid

DESIGN TOOL KIT OVERVIEW

Tool Kit

Our design tool kit is composed of three core elements: patterns, icons and illustrations.

These elements are designed to be used in conjunction with the brand logo, colour, typography, and imagery.

The patterns have been derived from the organic lines and dots which are also used in the logo. They tie back to the Moon Delight brand while allowing for playfulness and creativity.



Icons



Illustrations



Patterns



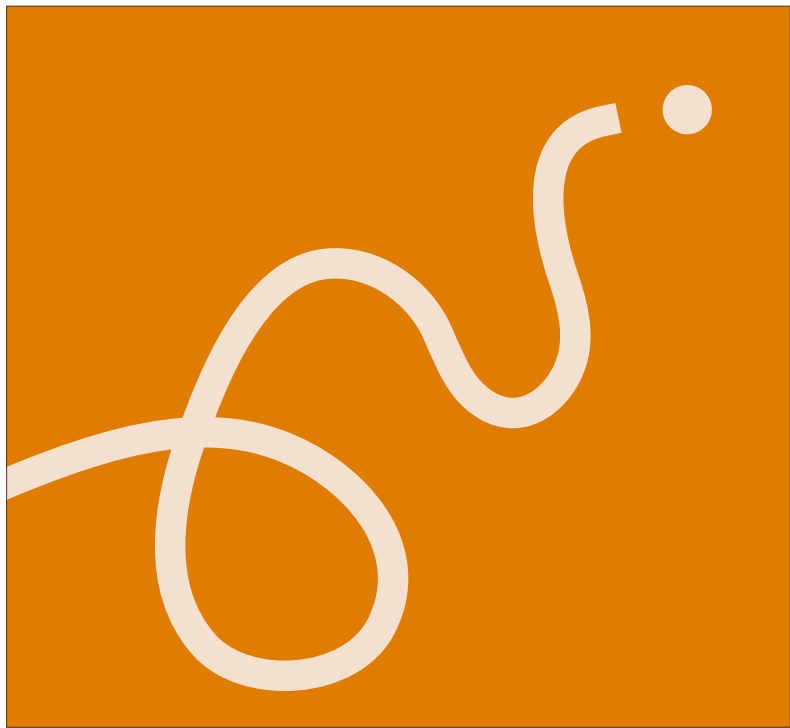
DESIGN TOOL KIT

Patterns

The pattern design elements are derived from the two brand shapes - organic lines and dots. The patterns add a level of playfulness and creativity while tying back to the Moon Delight brand.

Patterns are used to bring visual interest to compositions as graphic elements. Patterns can be used as background elements and may be used on backgrounds that provide high contrast to aid in accessibility.

Patterns based on a 2x2 grid



DESIGN TOOL KIT

Icons

The icons are pictograms displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icons are a set of small pictures or symbols serving as a quick, “intuitive” representation of a digital tool, function or category, etc.

The icons are primarily used with the brand pattern and illustration. All icons should have consistent line weights and visual style.



Choose Soup



Choose Meal



Heat Up Food



Use Microwave



Meal Order



Fast Delivery



Door to Door Service



Real Time Tracking



Bird's Nest



Home Cuisine



Nourishing Soup



Rice and Noodle



Dessert



Chef's Choice

DESIGN TOOL KIT

Illustrations

We use illustrations to speak directly to people and show stories about people enjoying Moon Delight products. The illustrations accomplished through shapes, colour, softness and curves to achieve an inviting, warm and engaging experience.



Health

DESIGN TOOL KIT

Illustrations



Family

DESIGN TOOL KIT

Illustrations



Nutrition

DESIGN TOOL KIT

Illustrations



Dining

DESIGN TOOL KIT

Things to Avoid

1. Do not use a pattern, icon or illustration on a background with a clashing colour or any image.

2. Do not use a pattern, icon or illustration on a background of the same colour, that colour will get lost.

3. Do not create new colours.

4. Do not use gradients as backgrounds.

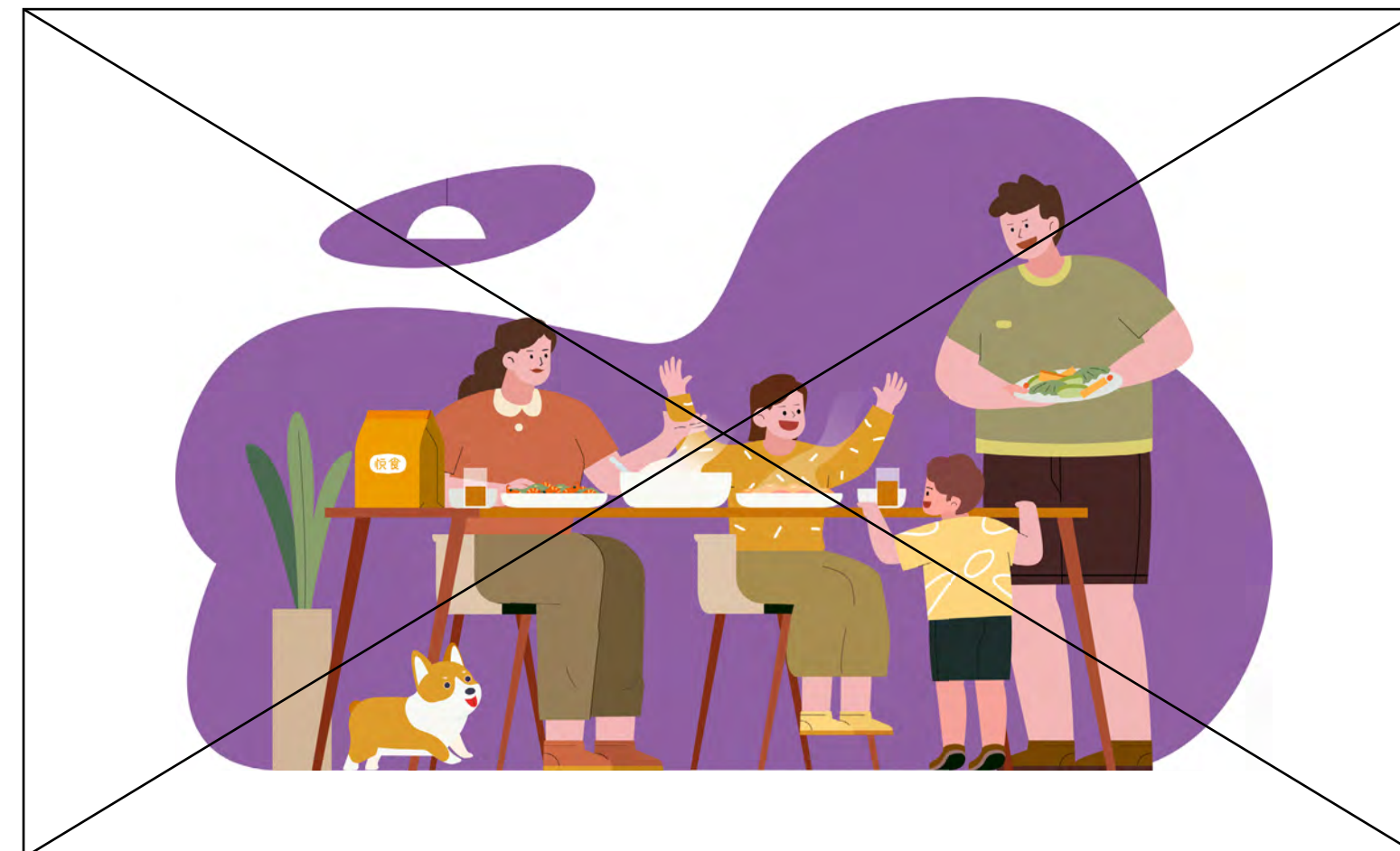
1



2



3



4



Auxiliary Usage

Letterpress Logo

Business Card

Welcome Package

Food Container Sticker

Chopsticks

Food Container Band

Juice Cup

Delivery Bag

Brochure

Gift Card

Paper Bag

Juice Bottle

T-shirt

Webpage

Social Media Page

AUXILIARY USAGE

Letterpress
Logo



AUXILIARY USAGE

Business Card



AUXILIARY USAGE

Welcome Package



AUXILIARY USAGE

Food
Container
Sticker



AUXILIARY USAGE

Chopsticks



AUXILIARY USAGE

Food
Container
Band



AUXILIARY USAGE

Juice Cup



AUXILIARY USAGE

Delivery Bag



AUXILIARY USAGE

Brochure



AUXILIARY USAGE

Gift Card



AUXILIARY USAGE

Paper Bag



AUXILIARY USAGE

Juice Bottle



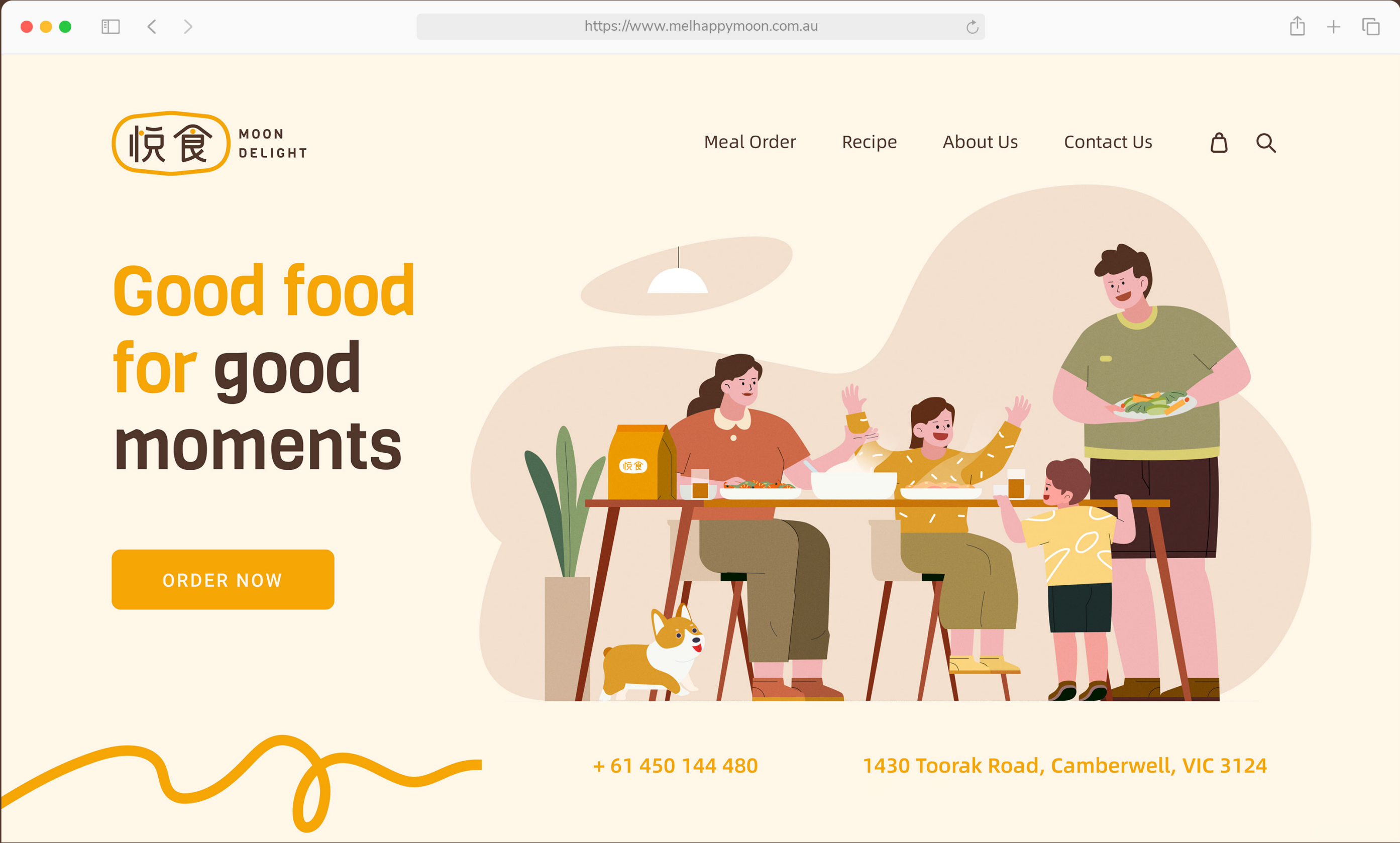
AUXILIARY USAGE

T-shirt



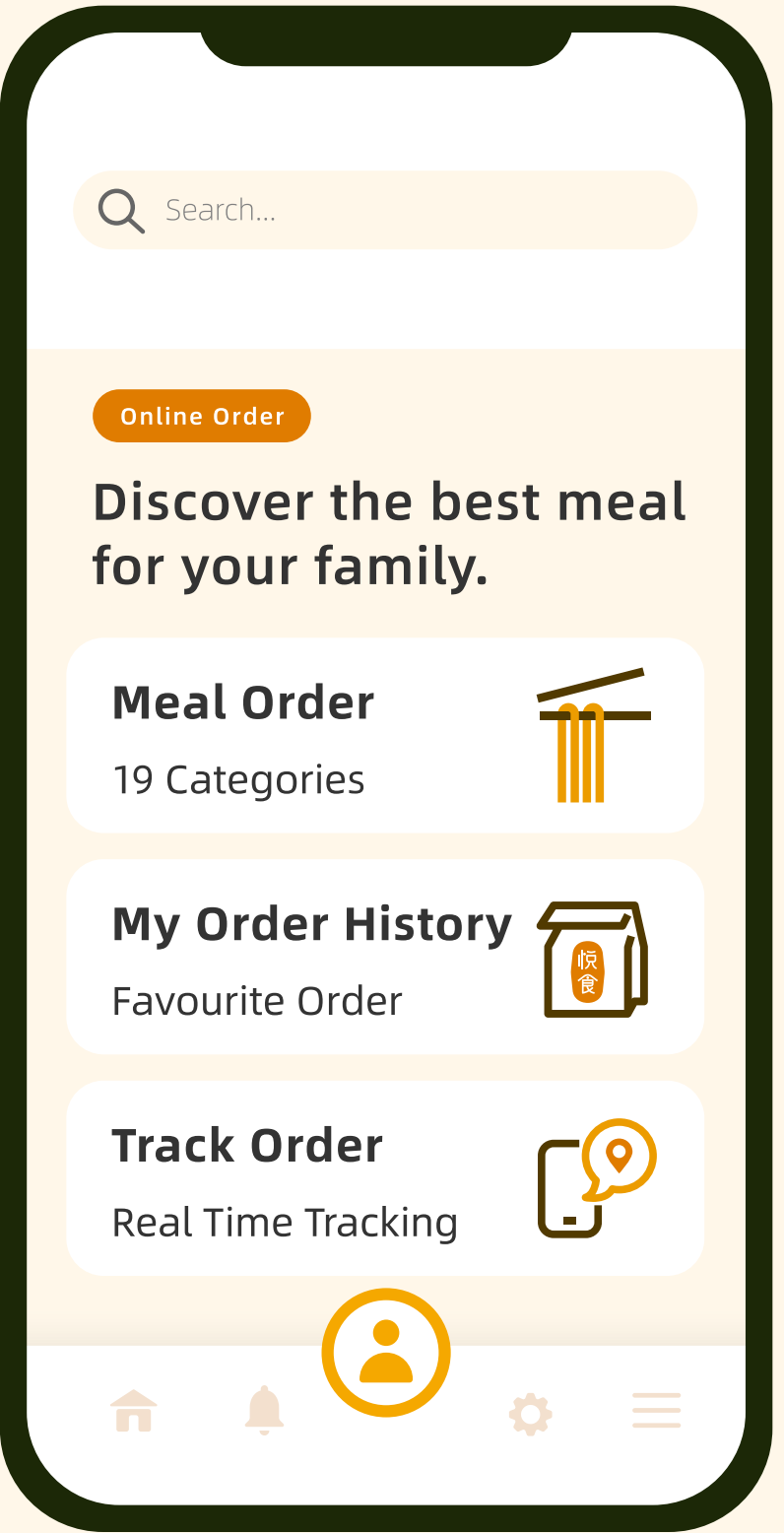
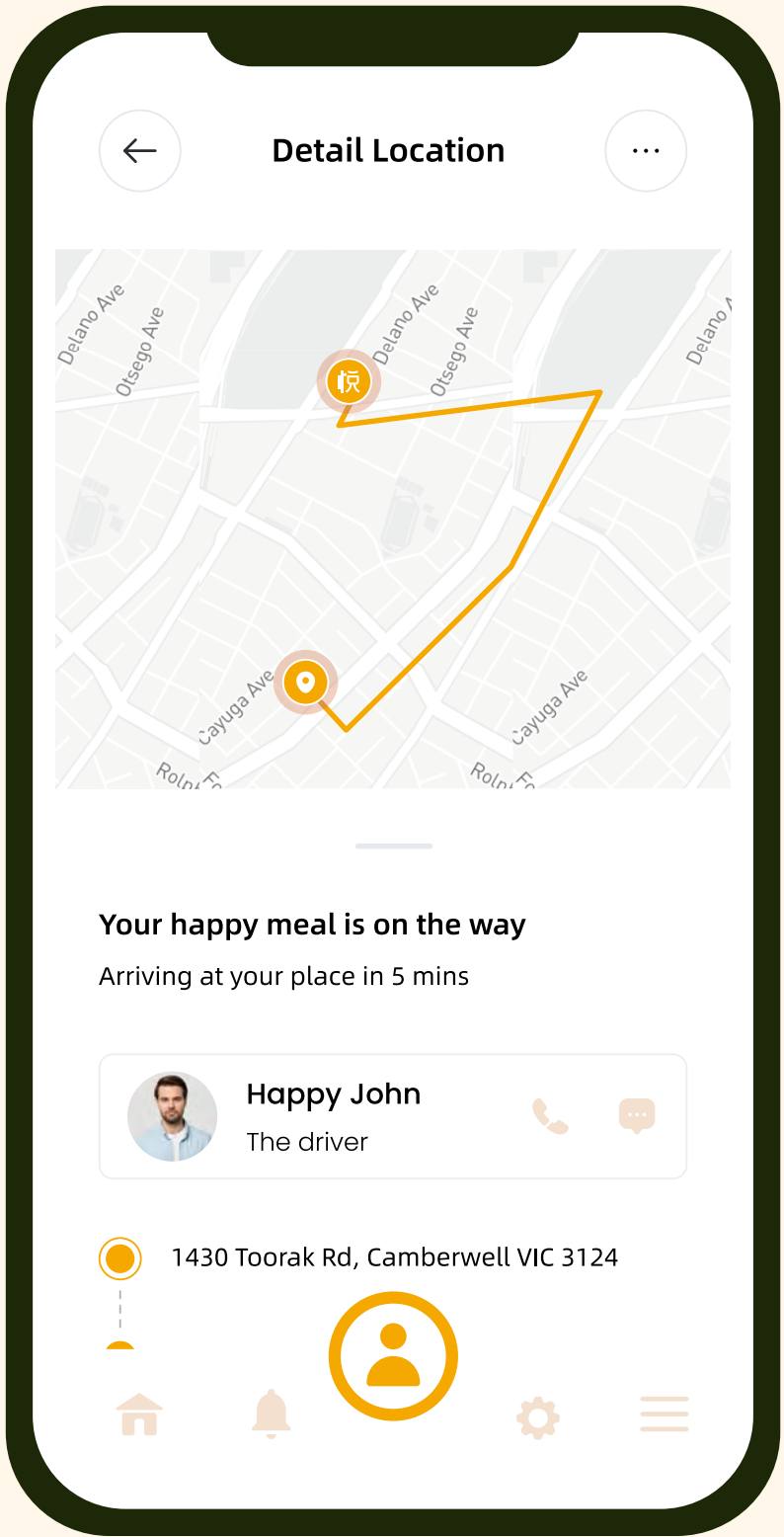
AUXILIARY USAGE

Webpage
(Desktop)



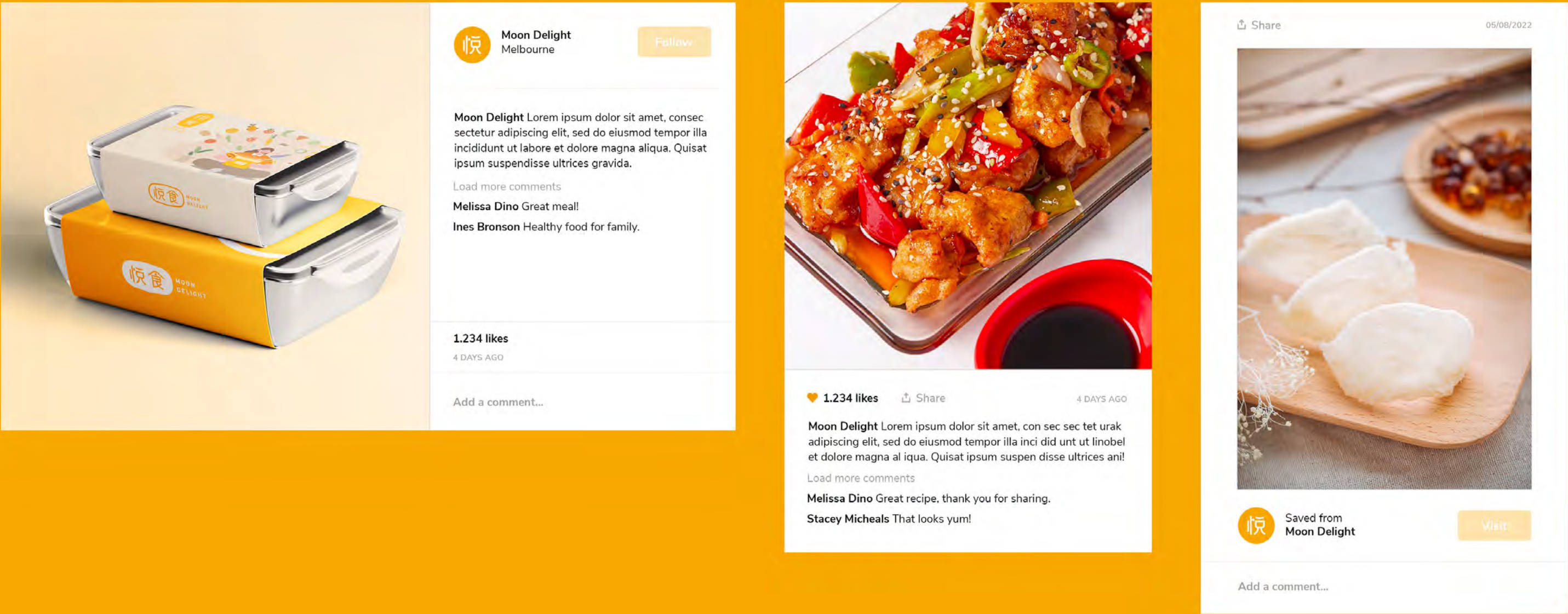
AUXILIARY USAGE

Webpage
(Mobile)



AUXILIARY USAGE

Social Media Page



Questions?

If you are having trouble with anything in this brand manual, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Moon Delight Brand, please contact Cheee design team.

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