

A little warmth on the way home.

Small handmade evening batches for people heading home from work. A crescent moon with bread scores connects the quiet of evening to the warmth of the oven.



Moonlight Bread

Color

Cream

#F4EEDD

RGB 244 / 238 / 221

Ink Blue

#22364A

RGB 34 / 54 / 74

Pale Gold

#D8C58F

RGB 216 / 197 / 143

Cream is the main paper color; Ink Blue carries text and dark backgrounds. Pale Gold is a small moon accent on dark fields. Use Ink Blue, not gold, for small text on cream. Print colors require a proof on the chosen stock.

Typography

P052 ROMAN

Take a little
warmth home.

Wordmark, headings, product names.
Use the supplied outlined logos for the name.

NIMBUS SANS REGULAR

Small batches.
Baked in the evening.

Prices, descriptions, labels, body copy.
Keep practical information clear.

Application rhythm: 8 px steps on screen; generous margins on paper. Use sentence case for headings and products, with small spaced capitals for supporting labels.

One mark. Consistent proportions.



Minimum reproduction sizes

Logo	Screen width	Print width
Horizontal	180 px	40 mm
Stacked	100 px	25 mm
Symbol only	24 px	6 mm

Minimums apply to the core logo without a tagline. Below the full-logo minimum, use the symbol alone; never go below its minimum. Check bread scores remain open in the final print.

Clear space

Leave at least one quarter of the crescent symbol’s height around the entire logo. Measure from the outer edges of the artwork, not the SVG canvas. Supporting text sits outside this space.

Correct use

Use the ink logo on cream and the cream-lettered, gold-moon logo on ink blue. Preserve the aspect ratio and open scores. Do not stretch, rotate, add shadows to the logo, recolor its letters gold, or place it over busy imagery.

Six actual SVG files are supplied: horizontal, stacked, and symbol-only, each for light and dark backgrounds. Lettering is outlined; no font installation is needed to use the logos. Backgrounds are transparent.

The same shop, wherever you see it.



Paper bag: stacked ink logo on cream paper, centered with generous clear space. **Menu:** the same stacked logo, P052 product names and Nimbus Sans prices; align all prices to one right edge.



Storefront: horizontal cream lettering and a pale gold moon on ink blue. Keep the supporting line outside the logo's clear space. The shared line is "Small batches · Baked in the evening"; the takeaway message is "Take a little warmth home."

Fictional evening menu

Baguette — 18 yuan · Sourdough — 32 yuan · Cinnamon roll — 16 yuan

All application images are concept mockups. Match the three brand colors, supplied logo proportions, typefaces, and spacing when preparing production artwork.