



## 2018 BRAND GUIDELINES





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## BRAND PROMISE



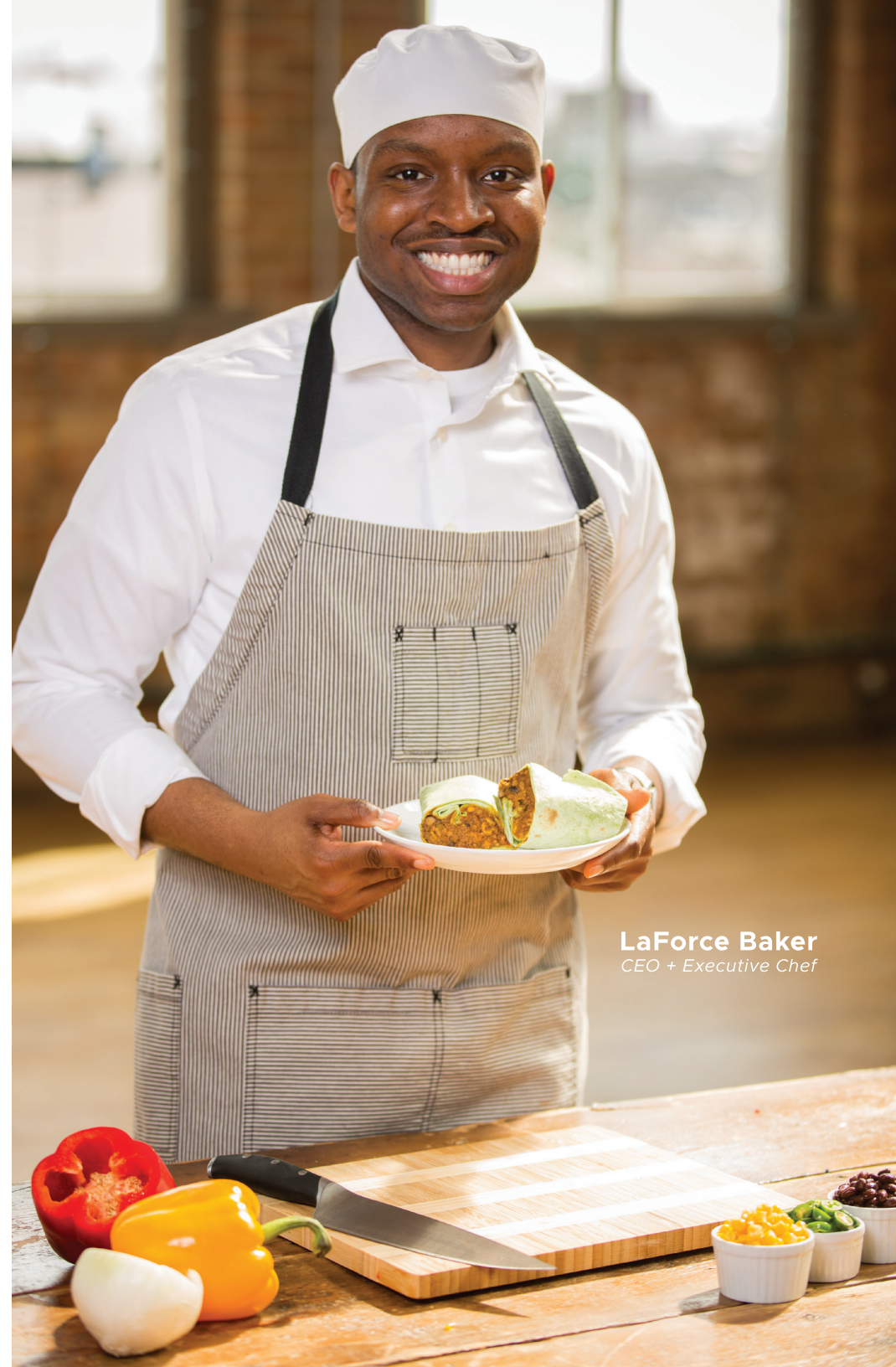
### moonmEALS™

Our founders' success using food to reclaim his health, after growing up impoverished in Chicago, guides the company mission to make delicious, healthy plant-based foods accessible to everyone. Using only the finest ingredients (organic whenever possible), we produce plant-based products using our propriety vegan meats, vegan cheeses and sauces. Our flagship offering, FiestaWrap™, is available at major retailers and foodservice operators nationwide. **In good health!**

**www.MoonMeals.com**

sales: (312) 880-9521

info@moonmeals.com



**LaForce Baker**  
CEO + Executive Chef



## moonmEALS BRAND GUIDELINES

### MASTER LOGOS



The primary logotype lockup is composed of the company name, ‘**Moon Meals**’, combined with an owl icon. It is displayed in two colors (black and teal). This is our primary ‘badge’.

Optional 1-color applications include: black, teal, or reversed out of a background. Apply 50% color tint to ‘moon’ and owl ‘wing/leaf’.

A 1:1 scale proportion, without moving or eliminating any graphic elements, is mandatory (exception: owl icon alone used as social media profile image where it must also fill available image dimensions).



**Black**  
(plus 50% tints)



**Teal**  
(plus 50% tints)



**Reversed**  
(plus 50% tints)



**Icon**  
(social media profiles)





## ALTERNATE LOGOS



The alternate logotype lockup is composed of the owl icon and company name, ‘**Moon Meals**’, with brand tagline. It is displayed in two colors (black and teal). Use this lockup when vertical space is limited.

Optional 1-color applications include: black, teal, or reversed out of a background. Apply 50% color tint to ‘moon’ and owl ‘wing/leaf’.

A 1:1 scale proportion, without moving or eliminating any graphic elements, is mandatory (exception: owl icon alone used as social media profile image where it must also fill available image dimensions).



## LOGO USAGE



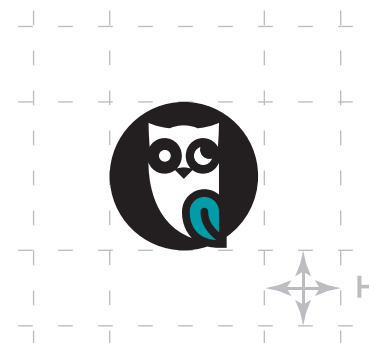
Consistent use of our logo and wordmark are necessary to maximize brand recognition, clarity, and to inspire customer confidence.

Minimum clear space ('H') equal to 1/2 height of owl icon is required and as demonstrated at right. Minimum height of icon is 20 pixels (or .2778 inches) to ensure legibility.

The wordmark (without owl icon) may be used if either the primary 'badge' or alternate horizontal logotype has already been used prior to the wordmark within in a document, ad, webpage, or package design.

When 'Moon Meals' is used in a paragraph of text it must appear as two separate words with initial caps (example below):

Moon Meals





## FontS & TYPOGRAPHY



Two primary open type font families are used to communicate the brand voice in consumer facing retail or foodservice materials:

- **Montserrat Alternatives** (HEADINGS)  
<https://www.fontsquirrel.com/montserrat>
- **Metropolis** (Body Copy & HEADINGS)  
<https://www.fontsquirrel.com/metropolis>

Preferred usage of available font weights in each font family is shown at right. Italic fonts are also permitted. All headings should be set in ALL CAPS text. Product names and paragraphs of body copy must be set with mixed case characters.

A mix of **black**, **teal**, and **white** colors may be used sparingly for differentiation and where emphasis is needed.



## Montserrat Alternatives

Semi Bold

**my QUAINt GARDEN**

Bold

**my QUAINt GARDEN**

Extra Bold

**my QUAINt GARDEN**

Black

**my QUAINt GARDEN**

## Metropolis

Regular

Back in my quaint garden, jaunty  
zinnias vie with flaunting phlox.

Semi Bold

**Back in my quaint garden, jaunty  
zinnias vie with flaunting phlox.**

Extra Bold

**Back in my quaint garden, jaunty  
zinnias vie with flaunting phlox.**

## COLOR PALETTE



Use of the approved brand color palette is mandatory. Color formula equivalents (see chart) utilize the Pantone Matching System (PMS) standard for print (cmyk process) and web (hex, rgb) use as applicable.

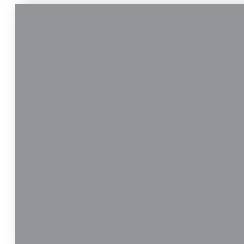
*NOTE: If target print output does not support color artwork then tints of black may be used in place of PMS colors (or equivalents) to achieve visual differentiation.*



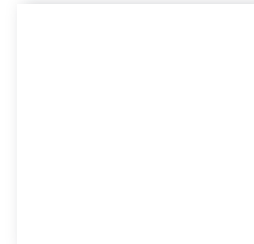
**PMS 320C (Teal)**  
HEX 009CA6  
R0 G156 B166  
C96 M0 Y31 K2



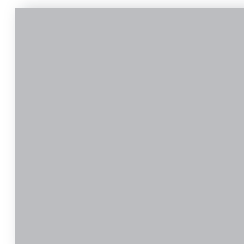
**PMS Black 6C**  
HEX 101820  
R16 G24 B32  
C0 M0 Y0 K100\*  
(\*cmyk process Black)



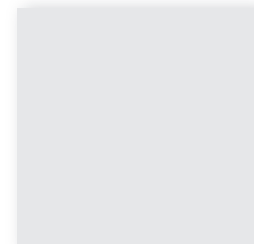
**50% Black Tint**  
HEX 7F7F7F  
R127 G127 B127  
C0 M0 Y0 K50



**White**  
HEX FFFFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



**30% Black Tint**  
HEX B2B2B2  
R178 G178 B178  
C0 M0 Y0 K30



**10% Black Tint**  
HEX E5E5E5  
R229 G229 B229  
C0 M0 Y0 K10





# BRAND APPLICATION



Sell Sheet Template Specifications:

- 8-1/2" x 11" (Portrait)
- 2-sided
- Full bleed (front)
- Prints CMYK process color



## BRAND APPLICATION



### Business Card Template Specifications:

- 3-1/2" x 2" (Horizontal)
- 2-sided
- No bleed (front)
- Full bleed (back)
- Prints CMYK process color
- Glossy card stock





## BRAND APPLICATION



### Social Media Image Use Specifications:

- Profile images (owl ICON only)
- Cover/Header images (zoomed in)
- Social media posts (square cropping)
- Lifestyle images (fun, casual, genuine, reflective of health and diversity; short depth of field photographic style)
- Food images (feature appetite appeal and ingredients; short depth of field photographic style)





## moonmEALS BRAND GUIDELINES

# IMAGE ASSETS



Contact us directly for access to our library of currently available hi-resolution product and lifestyle images.

**moonmEALS**<sup>™</sup>  
PLANT-BASED MEALS & INGREDIENTS

**Phone: (312) 880-9521**  
**info@moonmeals.com**

Moon Meals, Inc. is a minority-owned business.

