# Chez Luna, *the logo*

*Their round seal, the sign that hangs above the door, carries the website: it turns as you scroll to bring Coffee, Goods and Moments into reading position, while the moon stays upright.*




Original file: the vector seal of their online menu (ring, dots, moon, roof, star) with the letters traced from their Instagram profile picture (1080 px). Never redrawn.

## VERSIONS




Colour: ink and moon blue on white




Light on dark: white and moon blue on ink




Dark: one colour, ink on sky

## CLEAR SPACE




Keep one eighth of the diameter free all around the seal.

## MINIMUM SIZE




Seal: 20 mm in print, 64 px on screen. Smaller: the moon symbol alone (site icon).

## DO NOT



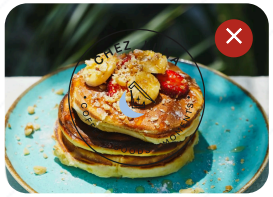

Stretch it




Recolour it




Add a shadow



Put it on a busy photo

# The colours, *white and moon blue*

The palette comes from their logo and their online menu: white, the blue of the moon, and an ink black. One accent only, the blue. Light theme only.

### White
HEX #FFFFFF
RGB 255 255 255
CMYK ≈ 0 0 0 0

Page background, cards, the seal disc

### Mist
HEX #F4F8FC
RGB 244 248 252
CMYK ≈ 3 2 0 1

Alternate sections (story, menu, visit)

### Sky
HEX #DCEAF7
RGB 220 234 247
CMYK ≈ 11 5 0 3

Moon reveal, language switch, image placeholders

### Moon blue
HEX #A0C1E6
RGB 160 193 230
CMYK ≈ 30 16 0 10

The moon of the logo, card borders, stars

### Blue
HEX #4F6F92
RGB 79 111 146
CMYK ≈ 46 24 0 43

Accent: buttons, italic words, prices, active word of the seal

### Deep blue
HEX #3F5C7C
RGB 63 92 124
CMYK ≈ 49 26 0 51

Button hover

### Ink
HEX #1A1A1A
RGB 26 26 26
CMYK ≈ 0 0 0 90

Text, titles, logo, active menu tab

### Slate
HEX #5F7285
RGB 95 114 133
CMYK ≈ 29 14 0 48

Secondary text, ingredients, notes

### Line
HEX #E3EAF2
RGB 227 234 242
CMYK ≈ 6 3 0 5

Dividers, outlines

#### PROPORTIONS

About 80 % white and mist, 15 % ink, 5 % blue. The blue is for what you click and what you should read first.

# The typefaces, *from their menu*

MAIN TYPEFACE: TITLES

## Cormorant Garamond

Aa *Aa*

Your French café
*& store* in town.

Titles, prices on the menu cards, quotes and reviews. Italic in blue for the word that matters. Already the typeface of their online menu.

ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ ab
cçdefgğhıijklmnoöprsştuüvyz 0123456789 ₺

| | |
|---|---|
| Weights | Regular 400, Medium 500, Italic 400 to 500 |
| Sizes | Main title 72 px on computer, 42 px on phone. Section titles 58 px / 37 px |
| Where | Google Fonts, by Christian Thalmann |
| Licence | SIL Open Font License, free for all uses |

HANDWRITING

## Dancing Script

*Aa*

*La vie est faite*
*de petits bonheurs*

The words of their wall, written at the opening of the site; their signature “Good Coffee, Good Mood, Good Moments”. Short lines only.

*ABCÇDEFGĞHIİJKLMNOÖPRSŞTU*
*ÜVYZ abcçdefgğhıijklmnoöprsştuüvyz 0*
*123456789*

| | |
|---|---|
| Weights | Medium 500, SemiBold 600 |
| Sizes | 49 px on computer, 32 px on phone |
| Where | Google Fonts, by Pablo Impallari |
| Licence | SIL Open Font License |

TEXT AND LABELS

## Jost

Aa

A place to create happy moments in everyday life.

COFFEE GOODS MOMENTS

Body text, menu items, buttons, navigation. In capitals with wide spacing it echoes the letters of the seal.

ABCÇDEFGĞHIİJKLMNOÖPRSŞTU
ÜVYZ abcçdefgğhıijklmnoöprsştuü
vyz 0123456789 ₺

| | |
|---|---|
| Weights | Regular 400, Medium 500, SemiBold 600 |
| Sizes | Text 17 px on computer, 16 px on phone. Labels 13 px, spacing 0.18 em |
| Where | Google Fonts, by Owen Earl |
| Licence | SIL Open Font License |

# Shapes and photos, *little joys in daylight*

## SIGNATURE SHAPES

The circle: the seal and the moon. Videos and the storefront appear like a waxing moon.

Diagonal slats: the white wall of the café.

The four-point star of their logo and of their printed cards.

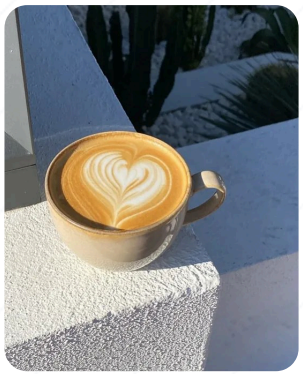
> *"Slow down and enjoy the simple pleasures in life."*

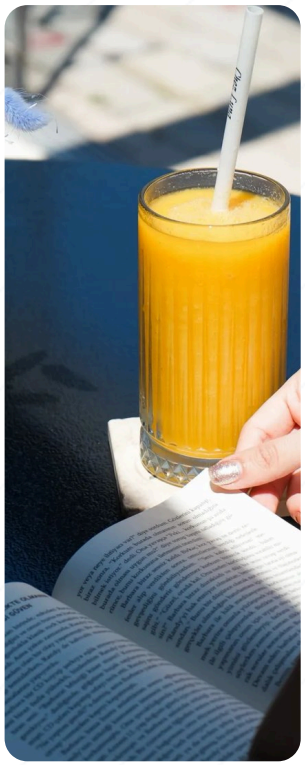
Their quote cards: thin blue border, italic.

Icons: Phosphor, regular line, in ink or blue. Never hand drawn.

## THEIR PHOTOS















## WE DO

- Daylight, white walls, the turquoise of their plates.
- Top-down tables with a book, a cup, a plate.
- The real products of the menu and of the store.
- Square or 4:5 crops, rounded 16 px; circles for the moon.

## WE AVOID

- Stock photos and images of other accounts.
- Dark, moody filters and strong colour casts.
- Text or tags printed over a photo.
- Reposts with a media watermark.

# In use, *Instagram and the counter*




Instagram post: their photo, their caption on a quote card.




Story: the sign in its moon circle.

CHEZ LUNA
COFFEE · GOODS · MOMENTS

## Chez Luna

CAFÉ & STORE

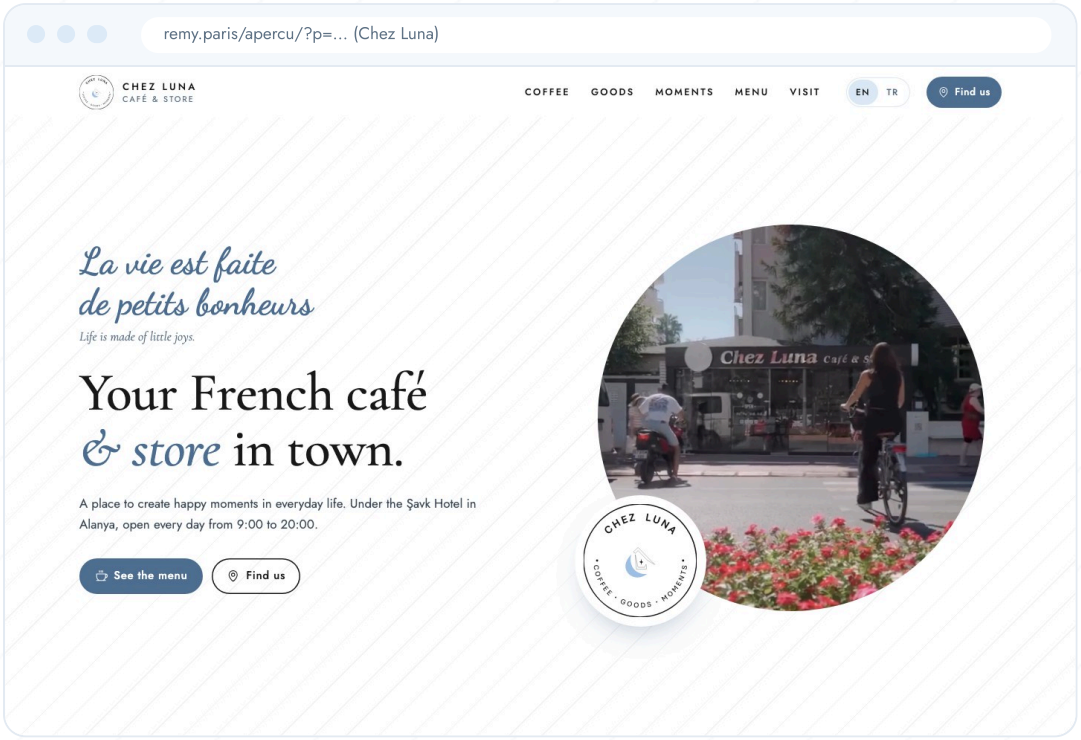
Şavk Otel altı, Atatürk Blv. No:147
07400 Alanya
(0242) 513 77 19
@chezluna_alanya

*Good Coffee, Good Mood, Good Moments*

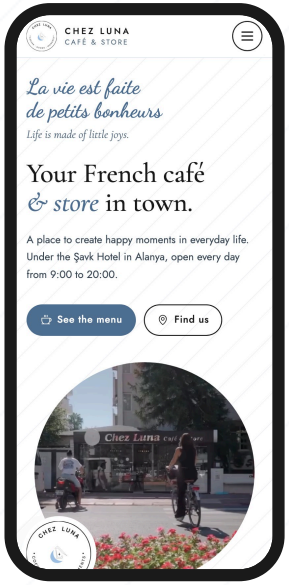
COFFEE GOODS MOMENTS

Card for the counter and the shopping bags: front and back.

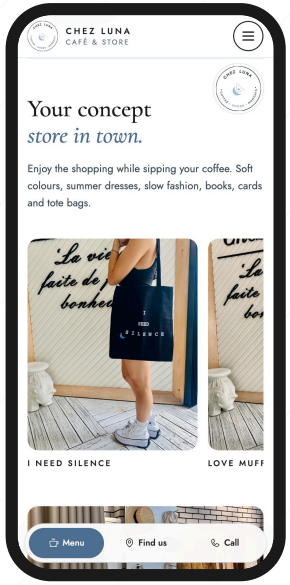
# The website, *computer and phone*



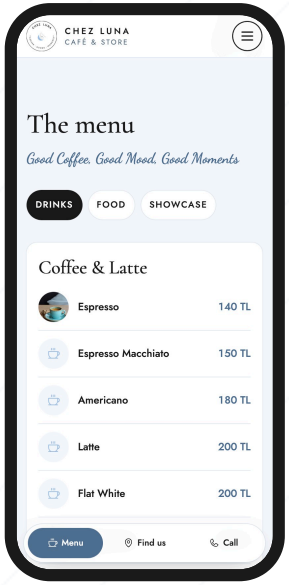

Computer, 1440 × 900. The words of their wall write themselves, the sign video waxes like the moon, the seal arrives like a stamp. English and Turkish, switched without reloading.




Home




Goods: the seal turns to its word




The whole menu, in TL