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Luna Mesquite

BAKERY · SAN ANTONIO

Brand guide

How Luna Mesquite Bakery looks and sounds, everywhere it shows up.

SAN ANTONIO, TEXAS · VERSION 1.0 · OCTOBER 2026

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START HERE

What's inside

This guide keeps Luna Mesquite looking like itself, whoever is making the sign, the post or the menu. Hand it to your printer, your sign shop, a new hire or a designer.

The one-page cheat sheet in the same folder has the essentials.

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01

Your why

Everything else in this guide grows from here. When you're not sure what to say or how something should look, come back to this page.

Bread worth getting up early for.

Marisol started baking at her grandmother's kitchen table on the West Side, pan dulce on Saturdays and mesquite-smoked loaves for every family party. Luna Mesquite opened in 2019 so the neighborhood could have both, still warm, before work.

OUR PROMISE

Baked here, before sunrise, every day we're open.

WHAT MAKES US DIFFERENT

Everything is baked on site the same morning, and the mesquite comes from a family ranch outside Hondo. Nobody else in town smokes their flour.

HOW PEOPLE SHOULD FEEL

Welcome **Warm** **At home**

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02

Your message

The tagline goes on the sign, the card and the website. The one-liner answers "so what do you do?" The three messages are what every post, flyer and menu comes back to.

TAGLINE

Baked before sunrise.

IN ONE SENTENCE

Luna Mesquite is a neighborhood bakery in San Antonio for pan dulce, mesquite bread and breakfast trays, baked fresh every morning.

MESSAGE 1

Fresh every morning

Everything on the shelf was baked here today.

MESSAGE 2

Family recipes

Pan dulce the way Marisol's grandmother made it, every Saturday since she was nine.

MESSAGE 3

Trays for the office

Breakfast for 10 to 100, ready by 7 a.m. with a day's notice.

WHO LOVES US NOW	WHO WE WANT MORE OF
Neighbors on the way to work, parents after school drop-off.	Offices ordering breakfast trays, and weekend visitors.

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03

Your voice

How Luna Mesquite sounds in a post, a sign or an email. Read a draft out loud: if it doesn't sound like you at the counter, rewrite it.

WE ARE

Warm

We talk like a neighbor, by first name, never like a chain.

WE ARE

Simple

Short sentences, real words. "Fresh conchas at 6," not "artisanal offerings."

WE ARE

Proud, not fancy

We say where things come from and let the bread do the bragging.

SAY THIS	NOT THIS
Conchas are out of the oven. Come say hi.	Indulge in our artisanal sweet bread selection.
Sold out today, sorry! Back at 6 tomorrow.	Due to high demand, inventory is currently unavailable.

LANGUAGES

English and Spanish, side by side on signs and the menu. Social posts can mix them the way the neighborhood does. Dish names stay in Spanish.

NEVER

Fancy · Pushy · Trendy

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04

Your logo

Use the full-color logo whenever you can. On a dark or busy background, use the dark-background version. When only one ink is possible (a stamp, embroidery, a fax), use one color.

The icon is for small, square spots: your profile picture, the browser tab, a sticker.



Full color, for light backgrounds



Icon



For dark backgrounds



One color, black



One color, white

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05

Using the logo

Give it room. Keep a clear space around the logo at least the height of the moon. Nothing else goes inside it: no text, no edges, no other logos.

Keep it readable. Never smaller than 1 inch wide in print or 120 pixels on screen. Smaller than that, use the icon.



The dashed line is the clear space. Measure it with the height of the moon, so it grows and shrinks with the logo.

PLEASE DON'T



Stretch or squash it



Change its colors



Tilt or rotate it



Add shadows, glows or outlines



Put it where it's hard to read



Set it on a busy photo without a plate

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06

Your colors

Use HEX and RGB on screens. Give printers the CMYK numbers, and ask for a proof first: these CMYK values are a starting conversion, and a printed proof is the final word.

MAIN
Night Sky

HEX
#1F3A5F
RGB
31 58 95
CMYK
67 39 0 63

Logo, headers, the sign, buttons

SECOND
Concha Pink

HEX
#E8A6A1
RGB
232 166 161
CMYK
0 28 31 9

Highlights, stickers, boxes

ACCENT
Mesquite

HEX
#9A5420
RGB
154 84 32
CMYK
0 45 79 40

Small accents, prices, icons

BACKGROUND
Masa

HEX
#FBF6EE
RGB
251 246 238
CMYK
0 2 5 2

Backgrounds, menus, paper

TEXT
Café

HEX
#2B1D14
RGB
43 29 20
CMYK
0 33 53 83

Text

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07

Colors for text

Text has to be easy to read for everyone, including people with low vision and anyone reading a sign in the sun. Every pair here passes the web's accessibility standard (WCAG 2.2 AA, 4.5:1 or more).

Any pair not listed here is for decoration only: shapes, borders, backgrounds. Never for words.

SAFE FOR ANY TEXT

Aa Text Café on White 16.3:1 · AAA	**Aa Text** Café on Masa 15.1:1 · AAA	**Aa Text** Masa on Café 15.1:1 · AAA	**Aa Text** Night Sky on White 11.5:1 · AAA
Aa Text Masa on Night Sky 10.7:1 · AAA	**Aa Text** Night Sky on Masa 10.7:1 · AAA	**Aa Text** Café on Concha Pink 8.1:1 · AAA	**Aa Text** Concha Pink on Café 8.1:1 · AAA
Aa Text Mesquite on White 5.7:1 · AA	**Aa Text** Concha Pink on Night Sky 5.7:1 · AA	**Aa Text** Night Sky on Concha Pink 5.7:1 · AA	**Aa Text** Masa on Mesquite 5.3:1 · AA

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08

Your fonts

Two fonts, used the same way everywhere. Both are free to use on the web, in print and on merch, and the files are in your kit.

No fonts installed? Georgia for headlines and Arial for text, when the brand fonts aren't installed.

HEADLINES

DM Serif Display

Headlines, the sign, menu sections

SIL Open Font License (free for web, print and merch)
fonts.google.com/specimen/DM+Serif+Display

TEXT

DM Sans

Everything else

SIL Open Font License (free for web, print and merch)
fonts.google.com/specimen/DM+Sans

Big headline	**Baked before sunrise.**
Headline	**Fresh every morning**
Label · bold, spaced capitals	**BAKERY AND CAFÉ · SAN ANTONIO, TEXAS**
Text	Luna Mesquite is a neighborhood bakery in San Antonio for pan dulce, mesquite bread and breakfast trays, baked fresh every morning.

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09

Shapes and photos

Small, repeated touches make things feel like they came from the same place.

YOUR EDGE



The curve edge is the shape where one color meets the next, the same one your website uses between sections. Use one per page or screen, along the bottom of a colored band, in the color of what comes next.

PHOTOS

Morning light, close up, real bread on the real counter. People's hands, not posed faces. No filters that change the color of the bread.

PHOTOS	BY	LICENSE
Storefront and counter photos	Sample Photographer	Owned by Luna Mesquite (work for hire)

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10

The brand in use

A few examples of the rules working together. The templates for the card and the posts are in your kit, ready to edit.



Business card, front



Social post



Box sticker



Business card, back



Window lettering in white vinyl

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11

Your files

Everything in your kit, and what each one is for. "Read me first" in the same folder says which file to send to whom.

You own these files. The fonts stay under their own free license, listed on page 10.

FOLDER	WHAT'S IN IT	FORMATS
1 Logo files	Full logo, dark-background version, one-color black and white, square icon, favicon set	SVG, PNG (2,000 and 600 px), PDF for printers
2 Social profile set	Profile picture and cover for Facebook, Instagram, LinkedIn, Google, YouTube and X	PNG, with an upload-size cheat sheet
3 Business card	Front and back, print-ready with bleed, plus an editable version for new names	Print PDF, Word and Google Docs, Canva
4 Letterhead and documents	Letterhead, invoice and quote templates, a simple document template	Word and Google Docs
5 Email signature	Ready to paste into Gmail or Outlook, with a how-to	HTML and PNG
6 Social post templates	6 editable posts: announcement, special or offer, event, quote or review, hours or closure, meet the team	Canva (free account), square and story sizes
7 Flyer	A flyer or poster template	Canva and print PDF
8 Brand guide	This guide, plus a one-page cheat sheet and this Read me first	PDF

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Luna Mesquite

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Baked before sunrise.

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