SAMPLE · NOT A REAL BUSINESS

# Luna Mesquite

BAKERY · SAN ANTONIO

# Brand cheat sheet

SEND THIS TO ANYONE MAKING SOMETHING FOR YOU

## Logo




Clear space: the height of the moon on every side. Smallest: 1 in wide in print, 120 px on screen; use the icon below that. Never stretch, recolor, tilt or add effects.

## Colors

| Night Sky | Concha Pink | Mesquite | Masa | Café |
|---|---|---|---|---|
| #1F3A5F | #E8A6A1 | #9A5420 | #FBF6EE | #2B1D14 |
| RGB 31 58 95 | RGB 232 166 161 | RGB 154 84 32 | RGB 251 246 238 | RGB 43 29 20 |
| CMYK 67 39 0 63 | CMYK 0 28 31 9 | CMYK 0 45 79 40 | CMYK 0 2 5 2 | CMYK 0 33 53 83 |

CMYK is a starting conversion. Ask your printer for a proof.

## Safe for text

- Café on White
- Café on Masa
- Masa on Café
- Night Sky on White
- Masa on Night Sky
- Night Sky on Masa
- Café on Concha Pink
- Concha Pink on Café

All 4.5:1 or more. Other pairs are for shapes and backgrounds only.

## Fonts

**DM Serif Display**
Headlines, the sign, menu sections

**DM Sans**
Everything else

Both free for web, print and merch.

## Tagline

**Baked before sunrise.**

## Our voice

- **Warm.** We talk like a neighbor, by first name, never like a chain.
- **Simple.** Short sentences, real words. "Fresh conchas at 6," not "artisanal offerings."
- **Proud, not fancy.** We say where things come from and let the bread do the bragging.



COOLGRASS MEDIA SAMPLE