

MOON

COFFEE

Personal project
Concept brand identity

CONCEPT

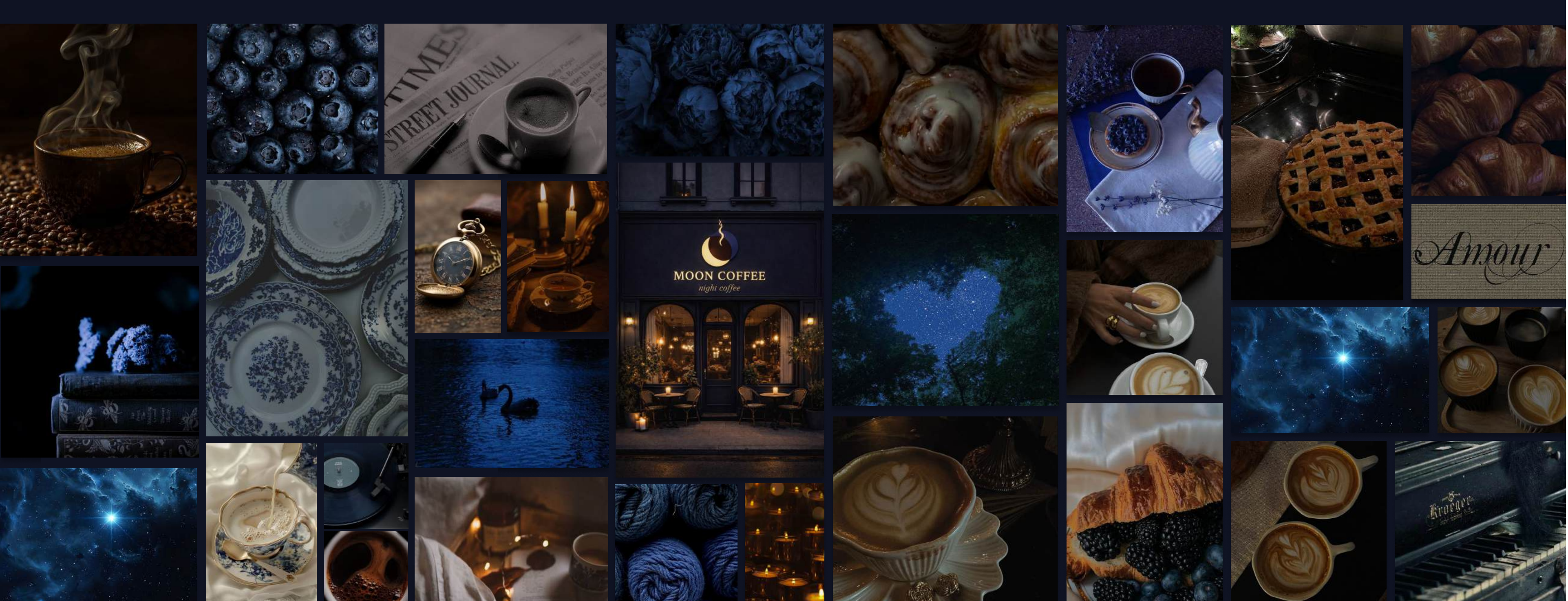
MOON COFFEE IS A CONCEPTUAL
NIGHTTIME CAFÉ.
ITS IDENTITY IS BUILT AROUND THE
IMAGE OF THE MOON AS A SYMBOL OF
SILENCE, CALM, AND THE DAILY
COFFEE RITUAL.



Primary logo

MOODBOARD

Night coffee atmosphere, calm, elegance, cozy comfort



COLOR PALETTE

NOCTURNE
BLUE

#0F1323

INDIGO
NIGHT

#2A3151

SOFT
GRAPHITE

#525251

IVORY
GLOW

#F0F1BB

BRONZED
SILK

#7A5C31

OXBLOOD
NOIR

#2D130F

TYPOGRAPHY

FELIX TITLING

COPPERPLATE GOTHIC LIGHT

Abhaya Libre

Beau Rivage

*Typography inspired by calm nights,
warmth and refined elegance*

BRAND IDENTITY



CUP
DESIGN

BOX
DESIGN

CUP
DESIGN
MOCKUP

*a quiet night atmosphere with warmth,
comfort, and subtle luxury.*

