



Brand Guidelines

08.21.2021



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Our Mission is to Nourish and Strengthen our Community through Ethical Food Choices that support Sustainability, Stewardship and Fairness across the Globe.

Our brand identity uses imagery and voice to support our mission. We use it with pride knowing that it represents all that we stand for and who we are as a company.



Principle Of Our Brand's Design

These are the core beliefs that define New Moon's brand. Whether during the creative process or the final output, our work should always answer to the principle of our brand's design.

Communication not decoration.

This is our key visual principle. Always ask yourself, is the work clearly conveying the intended message? Only then should aesthetics be addressed in your design process. It's better to be clear and simple than beautiful and confusing.

Clarity before cleverness.

In our messaging/writing, be direct first, then infuse personality. People will only care about how smart and passionate we are if they understand our key point.

Convince with head and heart.

Whenever possible, design and write with a balance of retail messaging and emotion. Depending on each use-case, one may have priority over the other, but except in the case of tactical wayfinding/price and item signage, rarely should one be without the other.



Brand Positioning

Target

- Health-conscious, family-focused women ages 30-60. They are the primary decision makers on food and wellness products for their families whether it is children, grandchildren, or a partner. They live busy lives and are looking for solution providers they trust and that make their lives easier. They believe in supporting and growing their communities.

Benefit

- Functional: High-quality consciously-sourced products; made-to-order food and drinks, quick answers and guidance on food choices; products suitable for all dietary needs; variety and hard-to-find products all in one place; opportunity to order in special products
- Emotional: Joy, love and respect from staff and shopping experience; comfort and pride knowing customers are providing the best food for themselves and family; delight; supported by a trusted company; good conscience knowing they are buying the most consciously sourced products; sense of belonging and contribution to a community

Brand Proof

- Independent, locally owned and sourced; all 100% organic products; strong guiding values; knowledgeable, passionate staff; environmental stewardship; high quality consciously sourced products

Personality

- Conscientious, independent, trusted, helpful, positive (non-confrontational), fun and unconventional

Brand Promise

- New Moon Natural Foods provides consciously sourced products and a shopping experience that are good for the body, mind, and soul.



Brand Positioning

Brand Positioning Statement

- For health-conscious, family-focused shoppers (primarily women), New Moon Natural Foods provides consciously sourced natural foods and wellness products in a welcoming environment. We do this by maintaining high standards and values, curating ethical food choices, educating our staff and fostering relationships with local suppliers.

Brand Essence

Do the right thing for people, the environment, and the greater good

Tagline

- Nourishing healthy communities
- Nourishing _____ communities

02.

Logo

Our logo is a symbol for all that we stand for. Use it with pride, knowing that it not only represents our quality standards, but the quality of our design.



Primary Logo

Our primary logo in blue and white should be used whenever possible and is our “go to” design and symbol of our brand. However in some cases it is necessary to use our secondary logo, the white logo.

Use your best judgment when choosing a logo’s color and what strikes the best balance. For example, if the design background is light, use the blue logo so that it stands out. If the design background is dark, use the white logo.

PRIMARY LOGO

The logo works best and should appear blue on white whenever possible.



SECONDARY LOGO

Use the white logo on darker backgrounds. Besides in photography, it should be used on a blue background.



BLACK AND WHITE LOGOS

Black and white logos should only be used only in instances when absolutely necessary.





Interchangeable Logos

The interchangeable logo allows for our primary logo to adapt into a variety of situations while maintaining a visual consistency.

For example, placing the words "Natural Foods" under the logo allows for a "completion" of the name for use in instances when we are defining our identity broadly, like an advertisement or somewhere else away from the store. You can also use the interchangeable logo for in store branding like employee name tags, rewards program etc...

Interchangeable text should be sized as large as possible while following these rules:

1. Text does not exceed the logo's circle width.
2. Text size is not larger than the font size used in the words New Moon.
3. Use your best judgement to add a second line of text for times longer words are used together. Think about balance, legibility and where the logo and text will be seen. Bigger is better.
4. When using two lines of text, both lines should use the same size, or very close sized, fonts.
5. Avoid using more than two lines of text.



Natural Foods

Logo Circle Width



Rewards



Kids Club



Employee
Parking

One Line, One Word

The words "New Moon" and "Rewards" are the same sized font without exceeding logo circle width.

One Line, Two Words

The words "New Moon" and "Kids Club" are the same sized font without exceeding logo circle width.

Two Lines, Two Words

Both words "Employee" and "Parking" are the same sized text to each other, but are slightly smaller than the words "New Moon".



Transparent Logo

Using the New Moon logo where the inside elements are a transparent space is for unique instances only. These can include:

- Apparel
- Tote bags
- Other non-food merchandise:
Utensil cases, koozies, hats etc..

In the above applications that use our transparent logo, it is okay to use a color combination from our primary brand colors. This is the only time our logo can appear in colors other than New Moon Blue and White.

- **Special applications**
Wood engraving, vinyl decals, metal work, masonry

Execution of special application projects are determined on a case by case basis by staff of the design team to ensure the projects stays within brand guidelines.

Primary Brand Colors



Some of the many color combinations



Note: When searching for fabrics or other material that match our primary brand colors, it is impossible to always find exact matches. This is okay, just look to find colors that are closely similar.

The ink used for printing the transparent logo should always match our primary brand colors. See page 22 for PANTONE color codes.

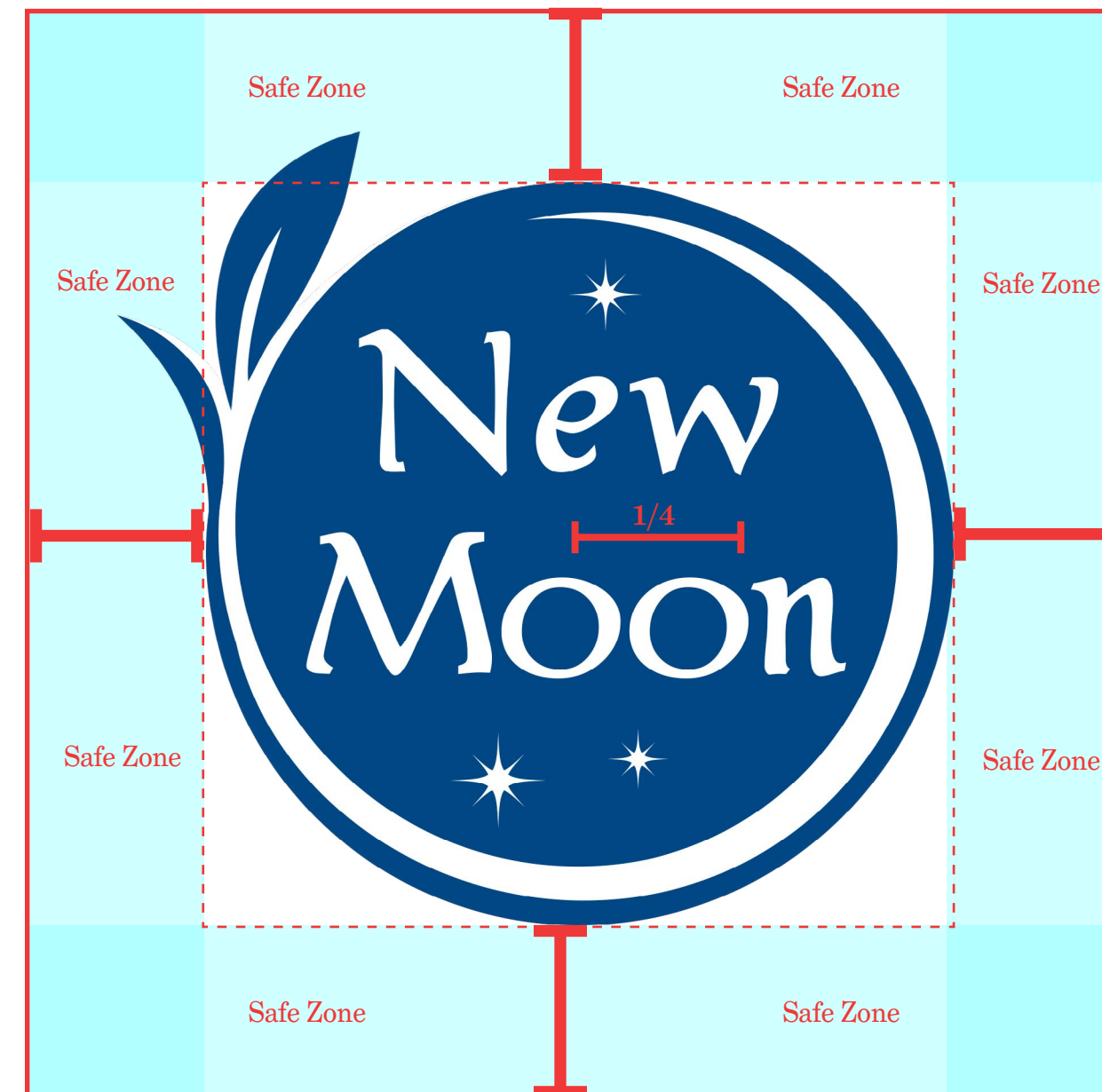




Safe Zone & Minimum Size

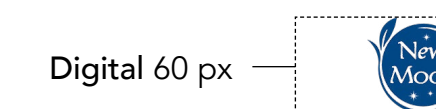
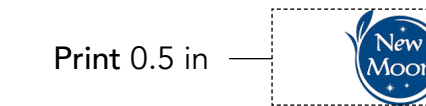
The safe zone and minimum sizes for the New Moon logo is intended to maintain the logo's integrity, visibility and to avoid visual confusion.

The logo needs breathing room and no other type or graphic element should fall within the safe zone shown. For reference, the safe zone is equal width to 1/4 of the blue inner circle.



MINIMUM SIZE

Do not use the logo smaller than the minimum size.





Logo On Photography

- The New Moon logo should always be used on an image's negative space.
- When placing the New Moon logo with photography, make sure that there is adequate contrast between the logo and the imagery. use your best judgment if the blue or white logo should be used.
- The logo should always be used in either blue white or white blue.
- Do not use transparent logos on photography.



WHAT TO AVOID



Placing logo over busy photography



Placing logo over photography with Improper contrast



Placing logo over faces

03.

Typography

We use two juxtaposed brand fonts with different aesthetics. Using just two fonts across brand platforms provides a focused and clear brand aesthetic.



Avenir

Primary Typeface

Avenir is a sans serif font that we use as the primary font for New Moon. It's clean, modern, easy to read and versatile. Its bold and simple geometry helps the font stand out in our visually busy store environment.

Grad

Secondary Typeface

Grad is a contemporary serif typeface. It is fun and elegant while maintaining a legible appearance to easily communicate messages.

Grad is our secondary type face and should be used sparingly. It's best applied in subtitles, and headlines

Being a serif font, Grad also works as a "cousin" and nods its head towards the less versatile, Marsdale font used in our logo.

Marsdale

Logo Typeface

The font used in the logo has been slightly altered, but Marsdale is the basis to our logo font.

Due to the traditional Marsdale's font thin lines, creative aesthetic, and limited font family variations, we only use the Marsdale font in our logo and not anywhere else.



Avenir

Avenir (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Book)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Medium)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Heavy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Black)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Oblique)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Oblique)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Oblique)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Heavy Oblique)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir (Black Oblique)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Grad

Grad (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Grad (Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Grad (Extra Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Grad (Italic)

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Grad (Bold Italic)

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Grad (Extra Bold Italic)

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***



Using Fonts Together

The juxtaposition of the Avenir and Grad fonts can be used a variety of ways. Here are some examples of how the two fonts can live together.

Limiting ourselves to just two font families ensures that the use of our fonts in a creative environment maintains a visually consistent framework.

organic
PRODUCE

EAT*fresh*

Tonight's
AVOCADOS!
Guacamole?

HEALTH + BEAUTY
Body Care & Supplement
DEPARTMENT

MADE TO ORDER
Juice
& Smoothies

Quality
Craft
Beer

Kombucha
on tap

Fresh
Squeezed
Juice

FRESHLY
ROASTED
Coffee



We know the rancher who raised this beef.

Our employees visit local farms and spend time with the farmers who grow the food that we offer.

Did you know?

Organic food is often fresher because it doesn't contain preservatives.

Customer Appreciation Day

First Friday of every month.

Salud!

To health.

Love Juice?

We have you covered.

04.

Color

By using a strategic color pallet we assist customers in their shopping experience. We also use our colors as a foundation of our brand's entire visual identity.

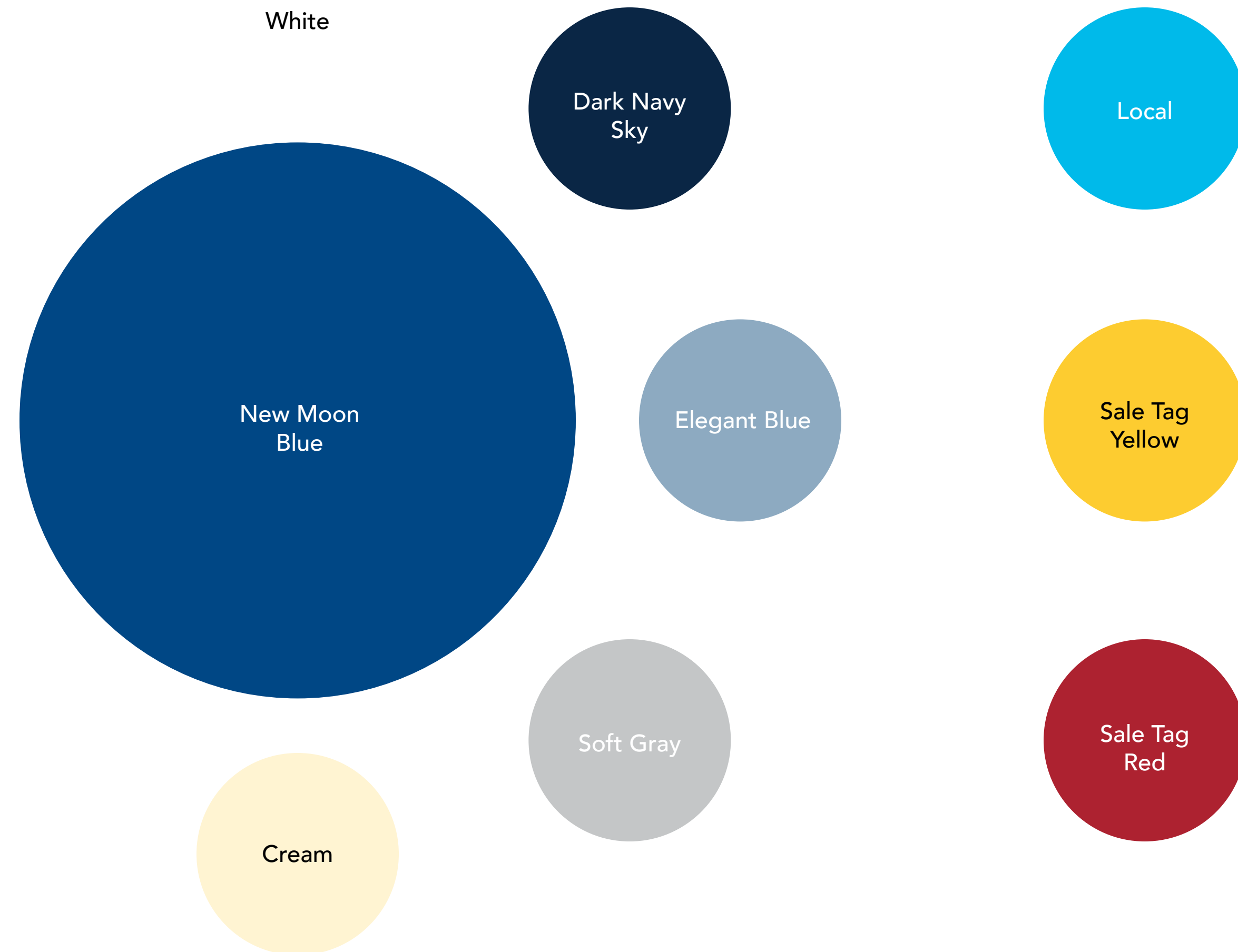


Strategic Color Pallet

We want to make sure that as a brand we use our colors as not only a creative asset, but also as a tool to help customers easily navigate our store and brand experience.

Brand Colors: Our brand color pallet is simple and made of just 6 colors. Primarily we want to use the blue and white, to make the brand feel more iconic.

Wayfinding Colors: Inside the store we use these three non-primary brand colors as a wayfinding system to point customers in the direction of key benefits, those being sale and local items.





Primary Brand Colors

New Moon's most recognized brand color combination is New Moon Blue and White.

Blue is the color of the sky and sea. It is often associated with depth, stability, health, tranquillity and calmness. It symbolizes trust, loyalty, wisdom, confidence, intelligence, and integrity. New Moon Blue is the perfect color for a company whose mission and values parallel all that the color can represent.

White is associated with light, goodness, safety, cleanliness and purity. White can also represent a beginning, just like the phase of a New Moon.

Our four additional brand colors play in harmony with the blue and white and give us some room to play, while allowing New Moon Blue and white to remain as our recognized brand colors.

New Moon Blue

R0 G58 B112 // HEX #003A70 // C=100 M=65 Y=0 K=30 // PANTONE 288 CVU

White

R255 G255 B255 // HEX #ffffff // C=0 M=0 Y=0 K=0 // PANTONE WHITE

Dark Navy Sky

R10 G38 B69 // HEX #0A2645 // C100 M0 Y0 K83 // PANTONE 289 XGC

Elegant Blue

R141 G170 B193 // HEX #8DAAC1 // C36 M7 Y0 K22 // PANTONE P 114-10 C

Light Grey

R191 G191 B192 // HEX #BFBFC0 // C0 M0 Y0 K27 // PANTONE P 179-4 C

Cream

R253 G242 B214 // HEX #FDF2D6 // C0 M2 Y12 K0 // PANTONE P 7-1 U



Green

We only use the colors Nature Green #1 and Nature Green #2 sparingly. These are not part of our primary brand colors.

Green, the color of life, renewal, nature and energy, is also associated with meanings of growth, harmony, freshness, safety, fertility, and environment.

We use these colors of green ONLY inside our illustrations. Avoid over using the color and having it become dominant inside a composition.

See page 26 for examples of how green can be used.

Nature Green #1

R138 G187 B79 // HEX #8abb4f // C51 M6 Y91 K0

Nature Green #2

R117 G151 B84 // HEX #759754 // C58 M24 Y83 K5



Wayfinding Colors

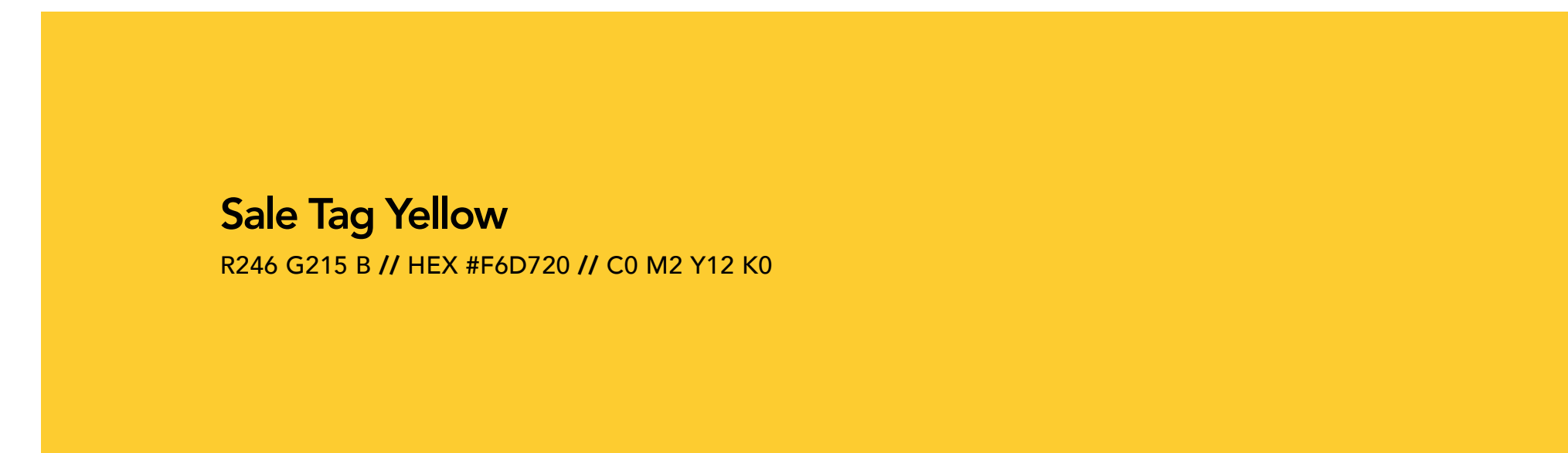
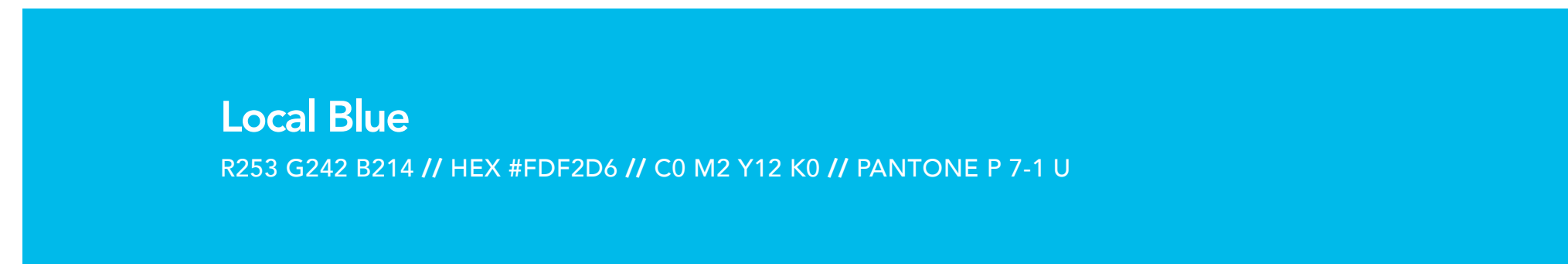
Our store has a lot to look at and can become a sensory overload for anyone. Between the bright and colorful produce, our massive bulk selection or the hundreds of other unique products competing to be "seen", these wayfinding colors help make our store more shoppable.

Local Blue

The Local Blue used for our local tags represents the landscape of Tahoe. The blue simulates the vibrancy of Lake Tahoe's water, California blue bird skies and also a symbol for our famous winters of snow and cold.

Sale Tag Yellow & Sale Tag Red

The colors yellow and red have a great contrast to our New Moon Blue and stand out with a punch. The yellow sale tag and red sale tags rotate month to month to help keep an evolving shopping experience that is easily navigated.





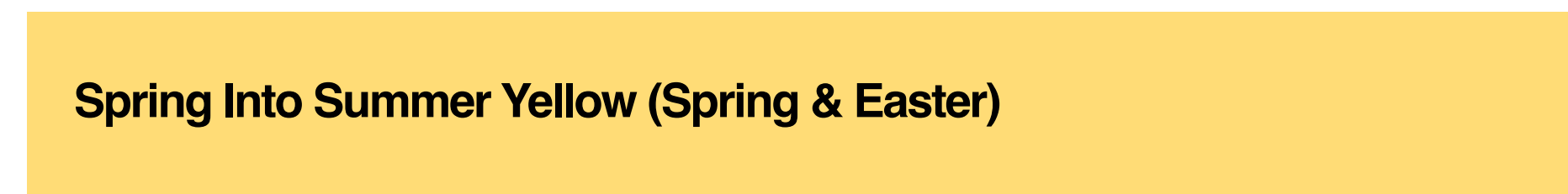
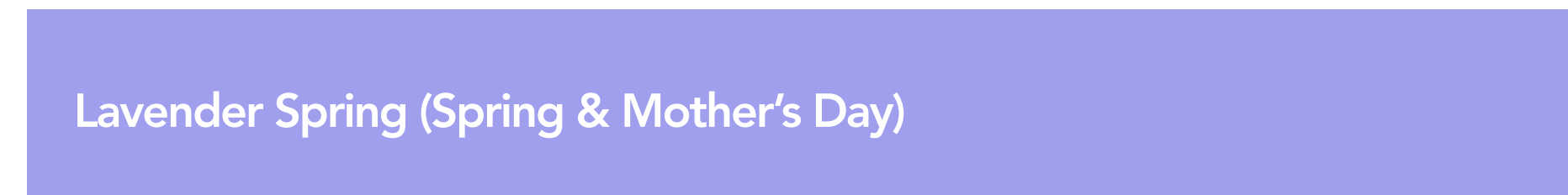
Seasonal Colors

Use of our brand's primary color scheme is ideal in most circumstances. However, seasonal holidays are a popular shopping times and it makes sense to join them with relevant colors. (And its fun!)

Our seasonal and holiday colors should only be used for the short period of time when the season or holiday is relative and it makes sense.



White



05.

Illustration

Our illustration style works as a vehicle to help carry on our tradition of hand drawn signage in a new, modern and graphical way.

This section is still being worked on and will be updated.

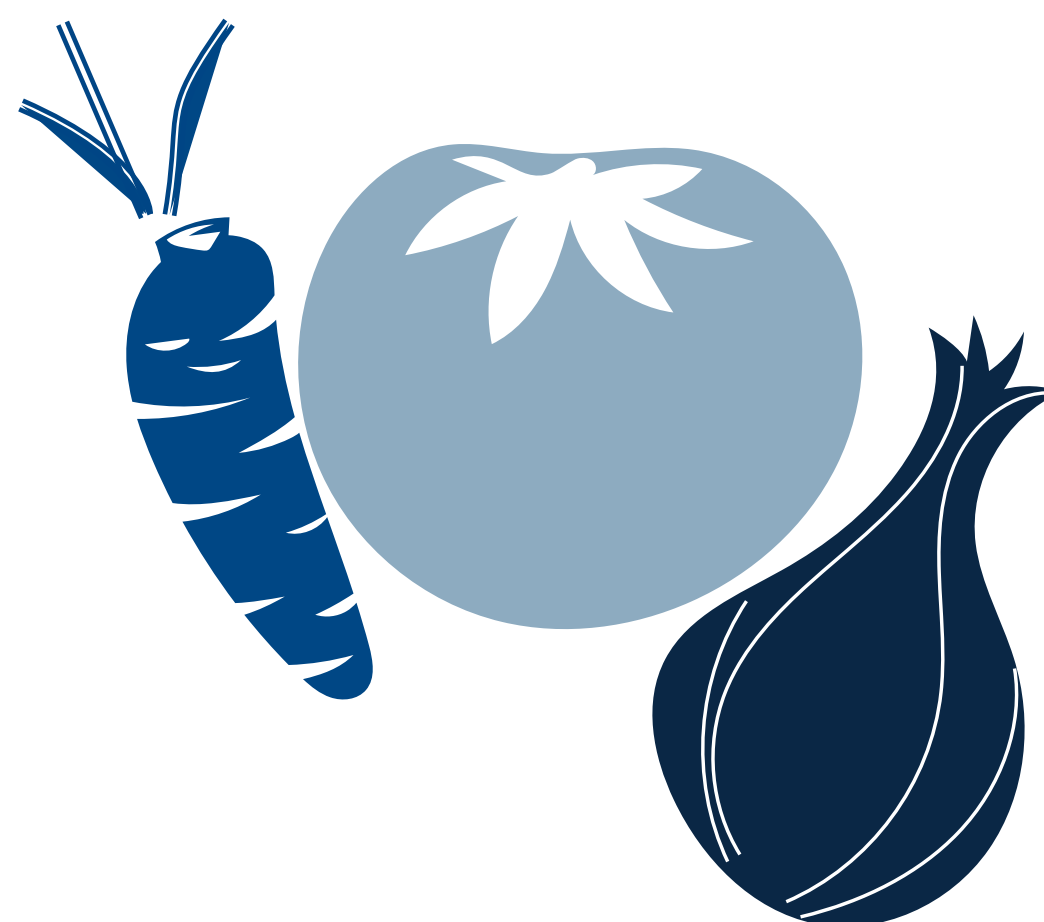
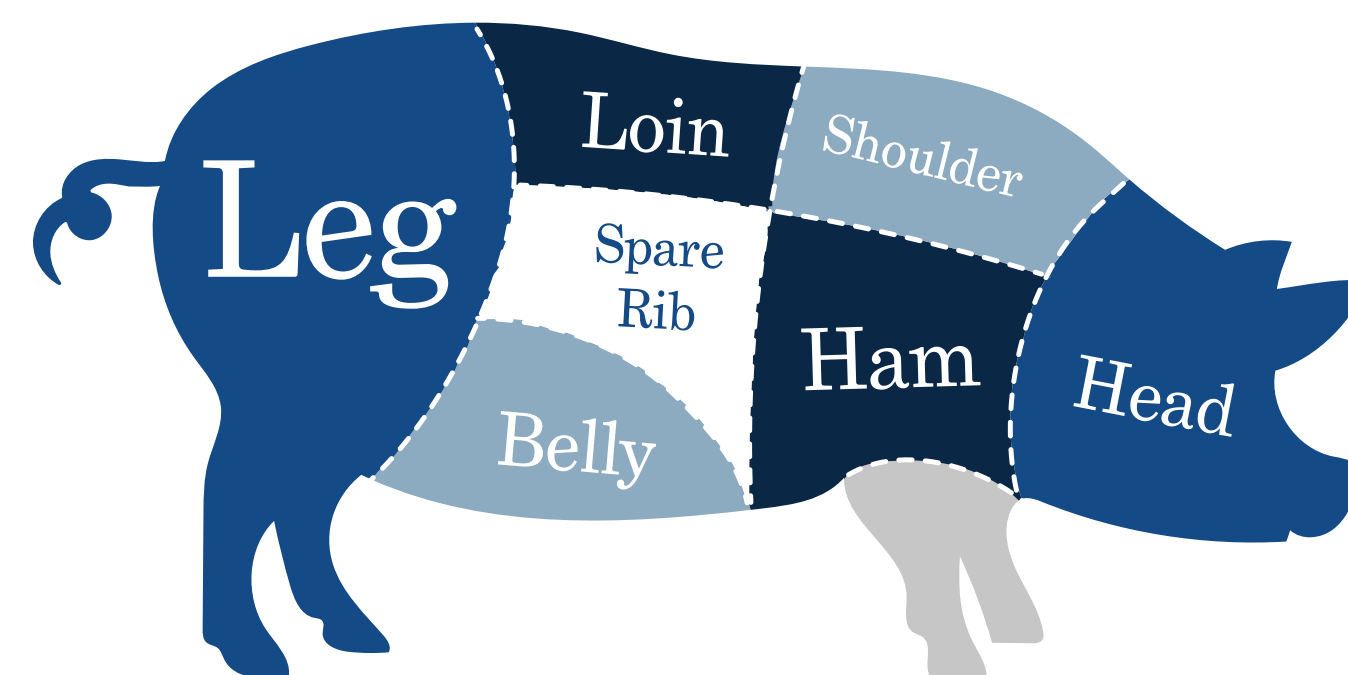
Illustration

OUR STYLE IS:

- Graphical
- Elegant
- Modern
- Natural
- Communicative
- Creative
- Fun

OUR STYLE IS NOT:

- Childlike
- Geometric
- Retro
- Serious
- Abstract
- Hand drawn





Only occasionally do we use Natural Green #1 and #2 as colors in our illustrations. These colors help create contrast, depth and are highly recognized to represent natural and organic.



Nature Green #1
R138 G187 B79 // HEX #8abb4f // C51 M6 Y91 K0

Nature Green #2
R117 G151 B84 // HEX #759754 // C58 M24 Y83 K5

Graphical Illustrations

OUR GRAPHICS ARE:

- Modern
- Simple
- Elegant
- Minimal
- Natural
- Communicative

OUR GRAPHICS ARE NOT:

- Hand drawn
- Childlike
- Geometric
- Retro
- Serious



06.

Photography

Authentic, clean, natural, delicious, colorful, inspiring, and real.

Our photography should be bright, vibrant and full of life, just like our store and the products we carry. Capture the food and environment's colors and textures to create a clear and inspiring experience for the viewer.

Clean, Sharp & Colorful

Our primary photography style is high resolution photography that uses a clean color along with saturation to help provide contrast and show off the vibrant, life and textures of our food.

Use Contrast

The color white, in various shades and textures, should be used only to help show off the colors and textures of a product. Never use an image that has muted or dull colors or is washed out in white.



Lighting

Use lighting as a tool to help make food even more appetizing. Let the light brings out natural textures and contours of the food or packaging.

- Be directional (not flat or direct) to help create shadows and depth.



Dark Background

While the use of white is our primary photography style, it can be nice to switch it up sometimes and have a secondary option too. In this case use darker, high contrast images that also help show off colors and let food texture and vibrancy stand out.





Store & Team Member Photography

Our team members and the community of people we attract are truly what makes the New Moon experience so special and unmatched. Use imagery to capture authentic interactions between customers and Team Members and the positive experiences our store provides.

This lets viewers know that we're a one of a kind store full of fun, open, inspiring, people who care.





Stock Photography Resources

Paid (recommended)

Adobe Stock : <https://www.stock.adobe.com>

Shutterstock : <https://www.shutterstock.com>

Free

Pixabay : <https://pixabay.com>

Burst : <https://burst.shopify.com/>

Pexels : <https://www.pexels.com>

Photography Licensing

- It is essential to ensure that all creative assets being used in designs are properly licensed to avoid legal ramifications.
- All linked photography resources provided to the left, paid and unpaid, mostly offer unlimited use licensing, but it is always important to double check.
- While online stock photography is convenient, it does make a difference to hire a photographer to take unique and original images. When working with freelancers, make sure that a licensing agreement is negotiated and executed prior to the start of work.
- Try having trained employees take photographs in house to avoid licensing all together. Maybe even look into purchasing a small light box photography studio set and hire a Team Member to take photographs.

07.

Website & Social Media



Website & Social Media

- All aspects of the New Moon Brand Style Guide should be implemented across all digital media platforms.

To log in and view progress of website currently being re-built:

1. Go to <https://newmoonnaturalfoods.squarespace.com>
2. Use password : whiterussian