

Dec 4, 2025  
10:05 AM

Production 3  
Jui Ping Kang (Ariel)



# FINAL BRAND KIT PRESENTATION

IDENTITY

MARK

SILVERMOON

The logo for SILVERMOON features the word in a black serif font. The letter 'O' in 'MOON' is replaced by a 3D-rendered silver sphere with a white highlight and a dark shadow. A thin, elegant black line starts from the bottom of the 'O', loops under the 'N', and extends to the right.

Monochrome

Clean

Minimalistic

Colour wordmark / logo

IDENTITY

MARK

SILVERMOON

The logo for 'SILVERMOON' is presented in a black serif font on a white background. The word 'SILVERMOON' is written in all caps. The letter 'O' is replaced by a three-dimensional sphere with a light gray gradient and a black outline. A thin, elegant black line starts from the bottom of the 'O', loops under the 'N', and extends to the right, ending in a slight curve.

Black on white background

IDENTITY

MARK



White on black background

# TYPOGRAPHY:

# Nomark

Primary fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Subtle curves echoing brand's fluid visual language.



# TYPOGRAPHY:

Secondary fonts

# Savoie

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

Complements primary serif with  
contrast in rhythm & movement.

# TYPOGRAPHY:

In-use

Mockups

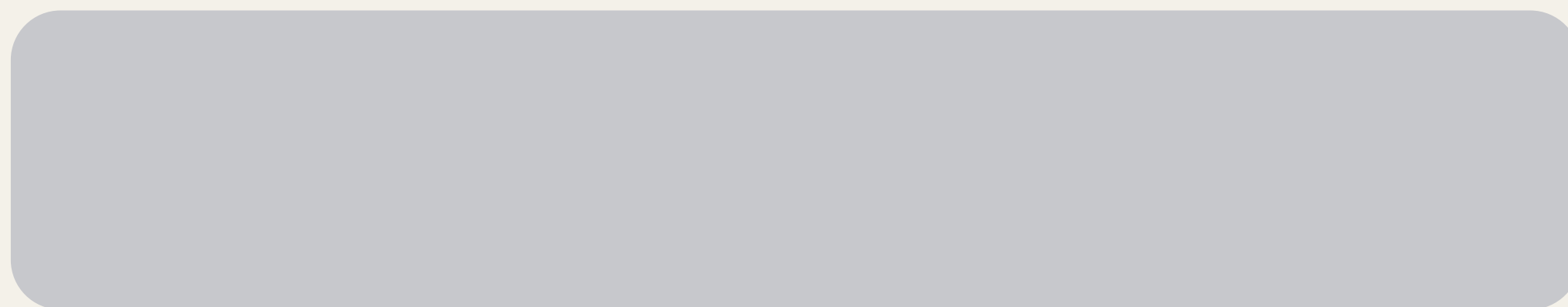
By using these two types, it makes Silver Moon's identity as delicate, mystical, and emotionally rich.



# Animated Logo Identity

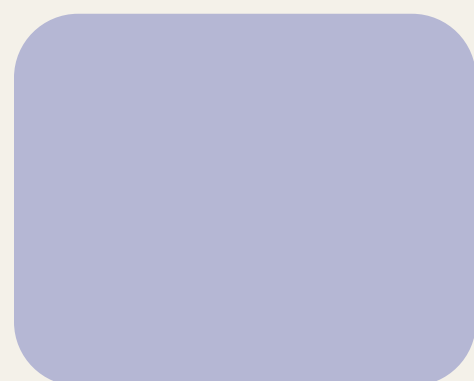
In the animation, it also have a great impact for display the brand with elegant, modest brand voice.

# COLOUR PALETTE



Silver Mist

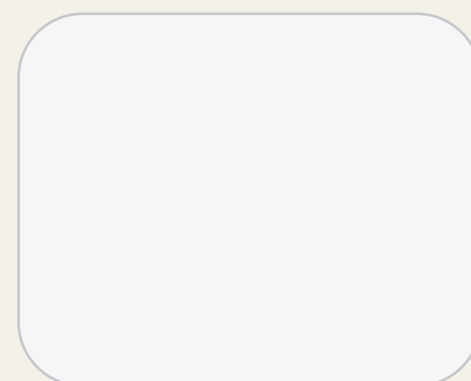
CMYK: 21, 16, 14, 0  
RGB: 200, 201, 205  
HEX: #c8c9cd



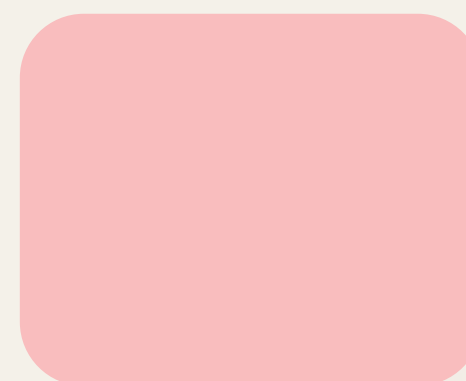
CMYK: 181, 183, 212, 0  
RGB: 28, 24, 4  
HEX: #b5b7d4



CMYK: 167, 179, 209, 0  
RGB: 34, 24, 6  
HEX: #a7b3d1



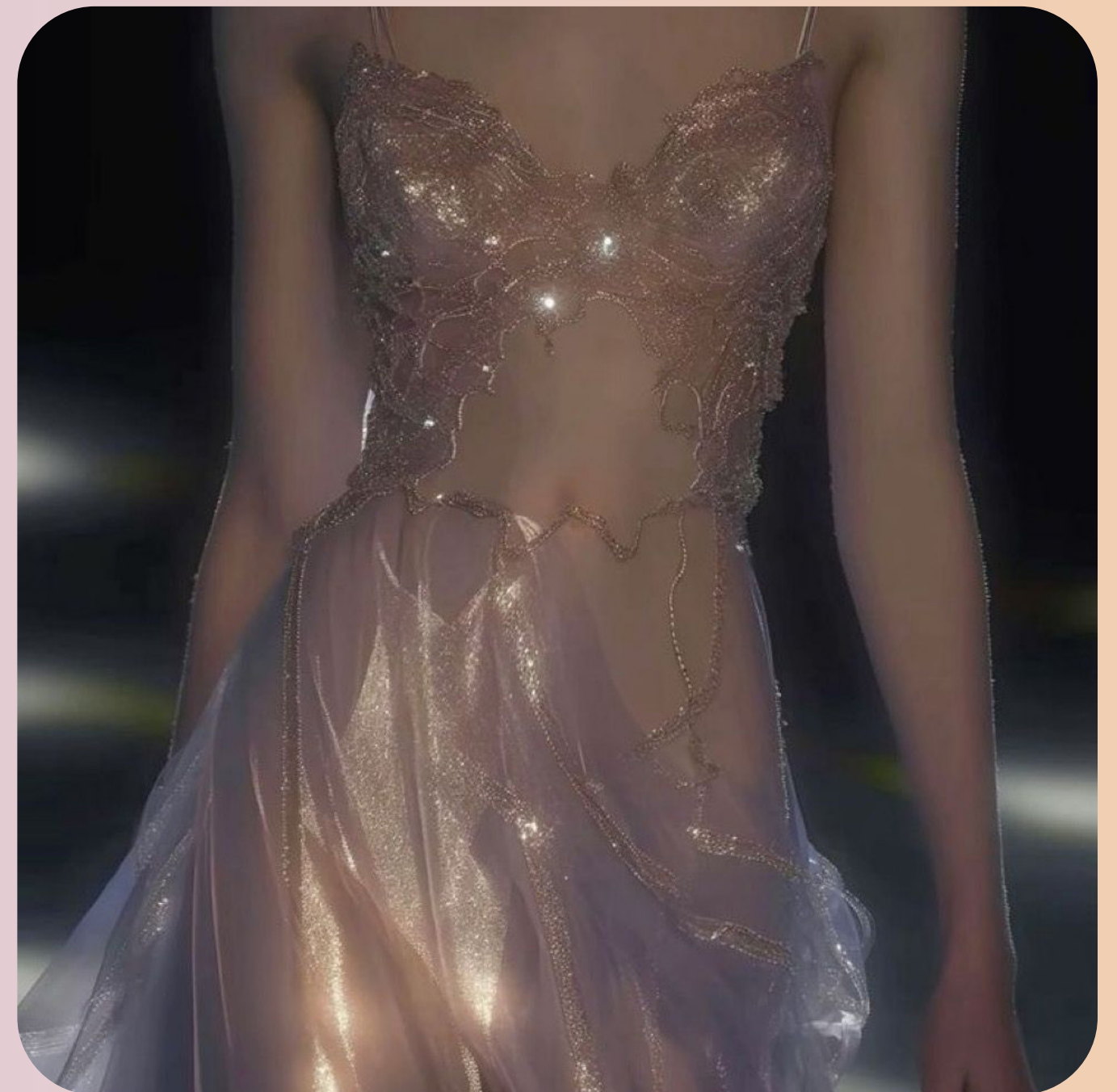
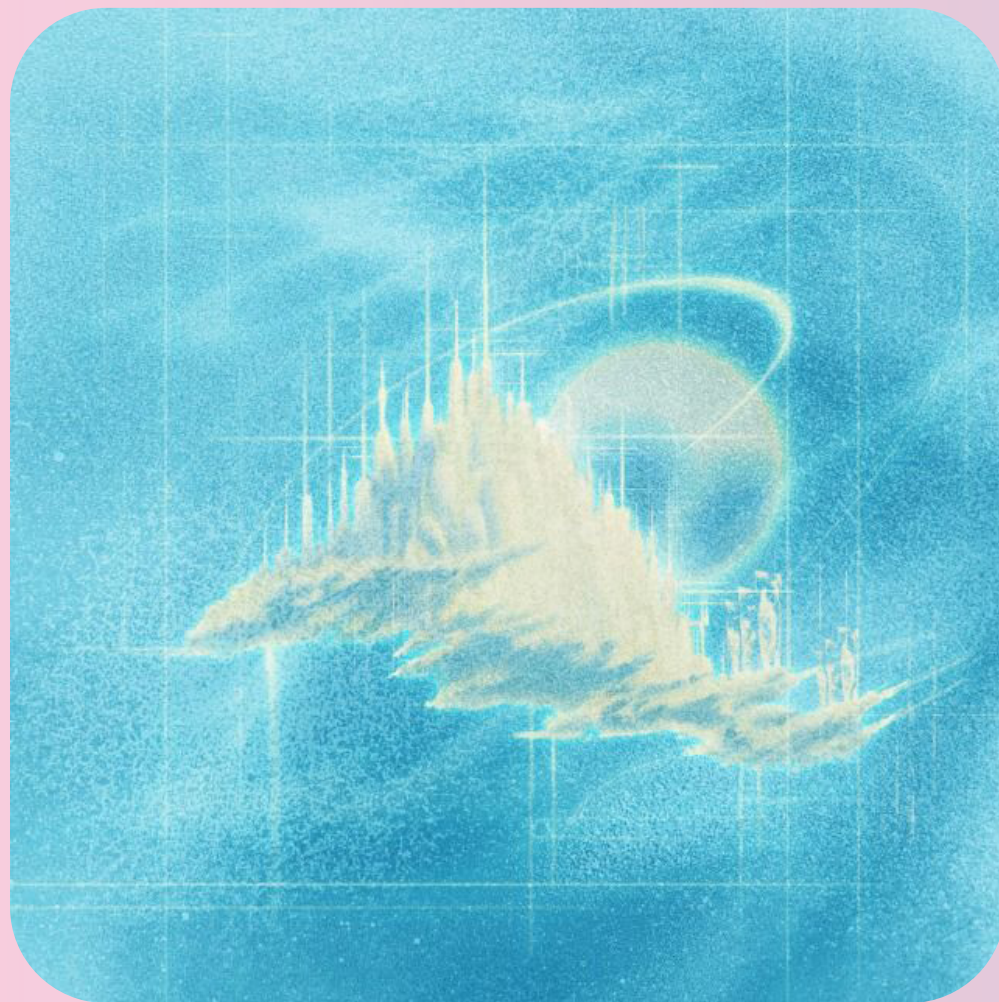
CMYK: 3, 2, 1, 0  
RGB: 245, 244, 246  
HEX: #f5f4f6



CMYK: 33, 100, 38, 10  
RGB: 163, 6, 93  
HEX: #f9bdbf

Lilac Haze  
Moonlight Blue  
Ash White  
Pinky Dream

# ART DIRECTION



The art direction of Silver Moon is built on a dreamlike, spiritual atmosphere inspired by tarot aesthetics and moonlit mysticism and also animation Sailor Moon. The visual world is soft yet mysterious, using diffused glow, grain texture, and flowing forms to create a sense of emotional depth and astral movement.

# POSTERS

- Grain
- Diffusion blur



# BILLBOARD

SILVERMOON BORN UNDER THE MOON

*silvermoon.com*

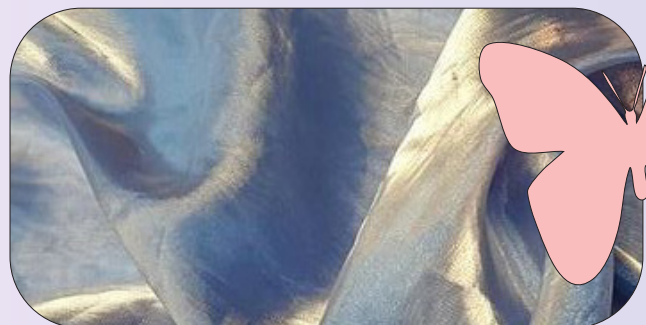
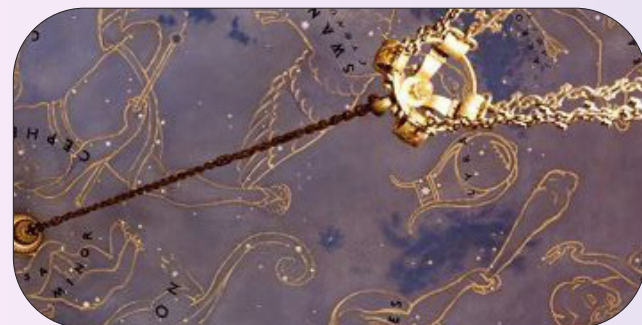
SILVERMOON BORN UNDER THE MOON

*silvermoon.com*



# BRAND BENTO

# SILVERMOON



ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

