What if a map pin could make you hungry?

A small joke at the start of a search.



The search is part of the pleasure.

Find Munchys is about discovering good cafés, busy eateries and places you might otherwise walk past. The identity had to make that prospect feel inviting before you read a word.

Start with a shape people already know how to read.

Take a bite out of the pin.

The point tells you it is a place. The missing piece tells you what you might find there. Together they give a familiar map symbol a reason to be remembered.

ORIGINAL SIDE-BY-SIDE WORDMARK AND PIN



Give the pin two ways to sit.

Beside the name, the pin acts as an opening gesture. Above the name, it can read first from the centre of the composition.

SIDE-BY-SIDE LOCKUP



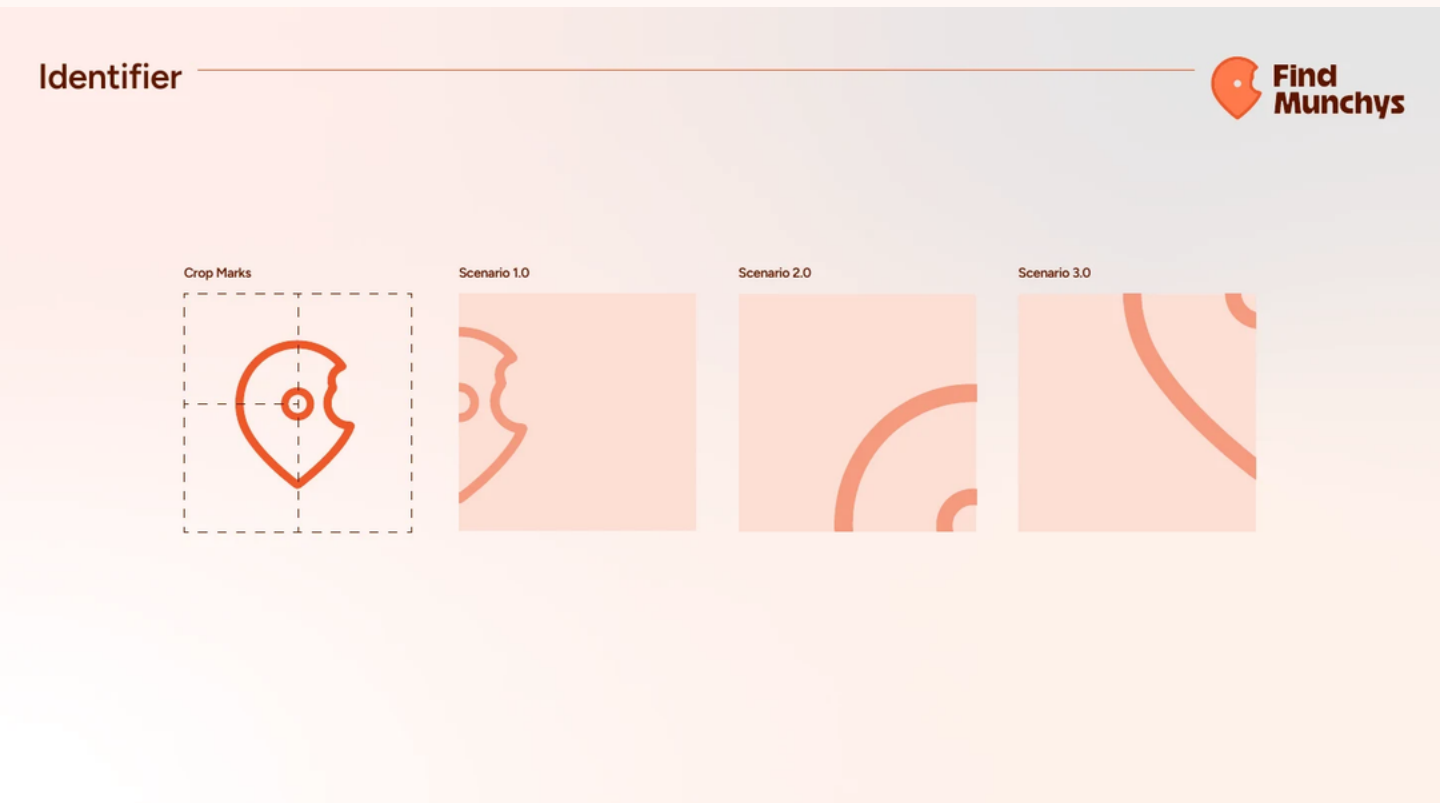
STACKED LOCKUP



A detail of the mark can fill a page.

The guide pulls out curves and cropped portions of the pin. An enlarged fragment of the symbol gives a layout character while the full mark stays small.

THREE ORIGINAL EXAMPLES OF HOW TO CROP THE SYMBOL



Orange is the first thing you see.

The guide pairs orange and peach with a deep-brown wordmark. The orange carries the energy, while the brown gives the name a firm outline.



Deep brown	Pale peach	Orange	Orange red
#5E1600	#FCDED4	#FE794B	#EF582A

COLOURS FROM THE ORIGINAL STYLE GUIDE

One small subtraction gave the pin a purpose.

Once you see the bite, the symbol tells you why the place matters.

Connect the unconnected.



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Let's get connected!

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