What should a menu do for a fusion restaurant?

Identity and menu design for Moon Restaurant in Poland.



Put the moon inside the name.

One O takes the shape of a dimpled moon. The other holds a crossed fork and knife. The round forms carry the restaurant cue directly into the wordmark.

ORIGINAL LOGO CONCEPT ARTWORK

Logo Concept



MOON

RESTAURANT

Work on light and dark.

The moon and the utensils stay in the same positions when the wordmark reverses. That makes the name recognisable on pale stock and deep brown surfaces.

Logo Variations

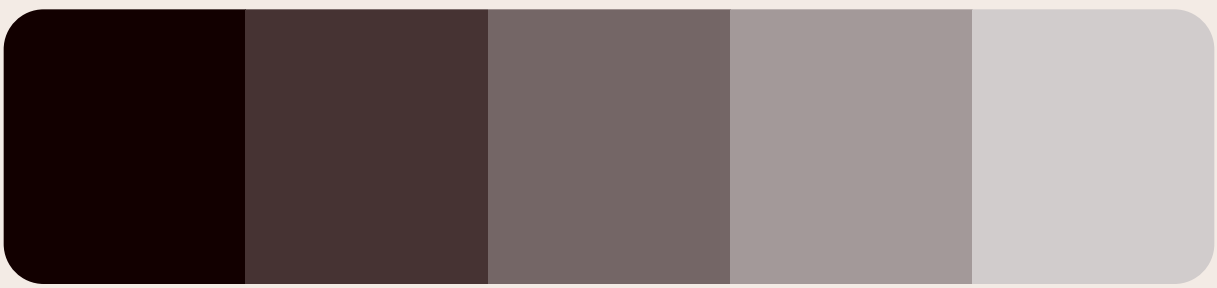




ORIGINAL LIGHT AND DARK LOGO VERSIONS

Build the palette around brown.

The five original tones run from near-black brown to warm grey. On the menus, the darker tones sit behind the type and let the food photography carry colour.



Deep brown	Brown	Umber grey	Warm grey	Pale grey
#120000	#463333	#746666	#A39999	#D1CCCC

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Make the menu easy to scan.

The guide sets out Barlow for headings and body text, and also shows Cinzel Decorative. Together the type studies establish a contrast between display and reading.

ORIGINAL MENU TYPOGRAPHY HIERARCHY

Typography (For Menu)

Display Headline Size: 100pts	Barlow | Regular
Heading 1 Size: 80pts	Barlow | Regular
Heading 2 Size: 50pts	Barlow | Regular
Sub-Heading Size: 30pts	Barlow | Light
Body Text Size: 20pts	Barlow | Regular

*All fonts have natural leading and tracking.

Give dietary choices a visible place.

The menu mockup uses a short key for heat levels and dietary indicators. A separate sides strip keeps additions beside the choices they accompany.

ORIGINAL MENU KEY AND DRINKS SPREAD

Dietary Inclusive Section

Spicy Medium Spicy Very Spicy

Glutten-Free Vegeterian Vega

SIDES

Rice 6 PLN	Plain Naan 5 PLN	Butter Naan 6 PLN	Garlic Naan 7 PLN

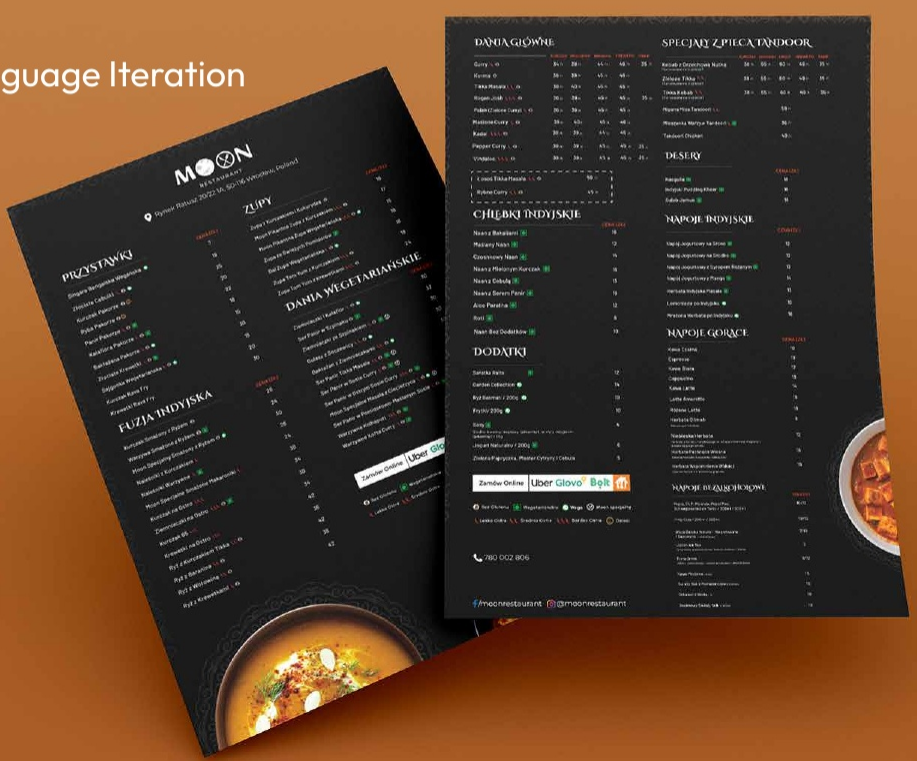


Carry the same layout across languages.

The Polish iteration keeps the dark field, type hierarchy and food imagery of the English version. The same layout gives both versions a recognisable relationship.

ORIGINAL POLISH-LANGUAGE MENU ITERATION

Polish Language Iteration



Put the identity on the table.

The booklet keeps the cover concise, then opens into organised sections. Warm food images and fine border details tie the longer pages to the cover.



ORIGINAL MENU BOOKLET MOCKUP

Let the full name meet the street.

The white lockup reads against the dark wall in the signage mockup. At that scale the moon and utensils still sit clearly inside the name.

ORIGINAL EXTERIOR SIGNAGE MOCKUP



Carry the identity from the sign to the menu.

The wordmark makes the restaurant easy to recognise. The type, language versions and menu key give diners clear ways to read the choices.

RESTAURANT IDENTITY AND BILINGUAL MENU DESIGN

The original Yellow Raptor case study credits Sharon Rahman and Rezwan Ahmed for the design work.

Connect the unconnected.



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