Half Sun



HOW TO USE THE BRAND

v1 · keep it by the bar

ONE LINE

We open when the sky says so.



Half Sun is a cocktail and music bar by the sea. It opens one hour before sunset, every day, so the time is always changing.

WARM · PLAYFUL · A BIT MESSY · ALWAYS ON TIME



PRIMARY · USE IT FIRST

Half Sun



the teal copy behind is part of the logo

WORDMARK · WIDE, SHORT SPACES

Half Sun

HALF SUN · SMALL SPACES, STAMPS, ICONS



COLOUR VERSIONS



COLOUR · ON PAPER



ON BUTTER



REVERSED · ON TEAL



ON FLAMINGO



ONE COLOUR · ESPRESSO



ONE COLOUR · WHITE

Give it one sun.

Keep the height of the half sun clear on every side. Nothing else goes inside that space.

same rule for the wordmark and the symbol



DASHED LINE = THE EDGE OF THE CLEAR SPACE

Never smaller than this.

PRIMARY
160 PX · 35 MM

WORDMARK
110 PX · 25 MM

HALF SUN
32 PX · 8 MM

Shown at real screen size. Under these sizes the misprint fills in, so use the one-colour version or the half sun instead.



Half Sun

✗ Don't stretch it

Half Sun

✗ Don't use other colours

Half Sun

✗ Don't tilt it

Half Sun

✗ Don't add shadows or glow



✗ Don't put it on busy photos

Half Sun

✗ Don't retype it

The last hour of light.

pink up top, gold near the water, teal for the sea

Flamingo	Apricot	Butter	Sea Teal	Espresso	Paper
#F2607E	#F6A25E	#F7E2A0	#1E6F72	#2A1913	#FBF3DF
RGB 242 96 126	RGB 246 162 94	RGB 247 226 160	RGB 30 111 114	RGB 42 25 19	RGB 251 243 223
C0 M60 Y48 K5	C0 M34 Y62 K4	C0 M9 Y35 K3	C74 M3 Y0 K55	C0 M40 Y55 K84	C0 M3 Y11 K2



↑ SKY GRADIENT · FLAMINGO → APRICOT → BUTTER

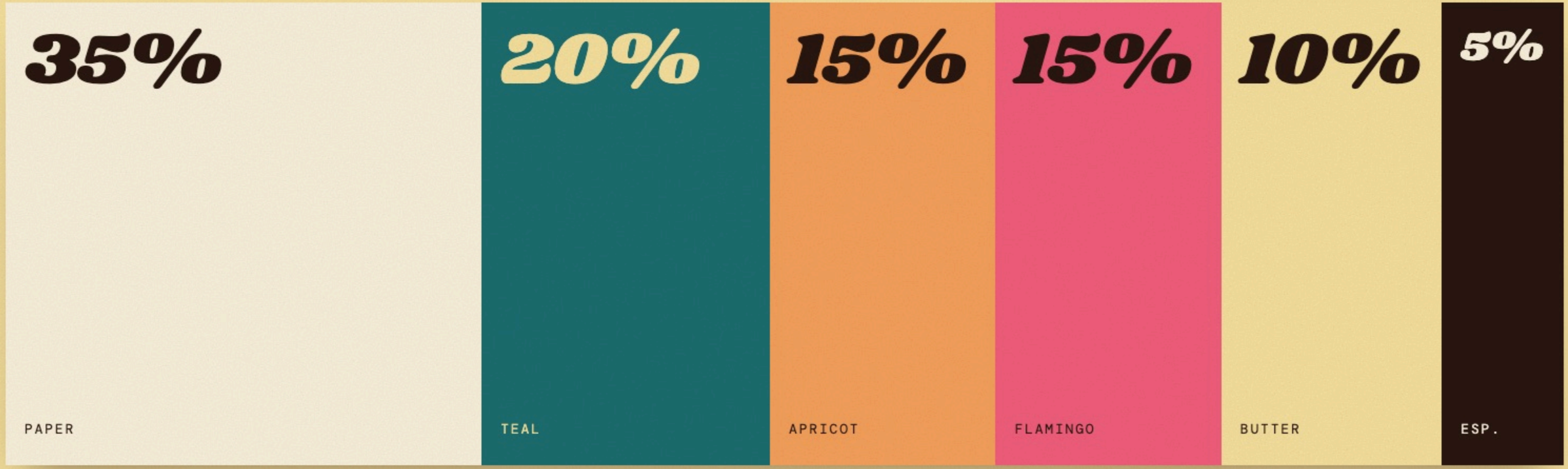
CONTRAST CHECK

Aa	ESPRESSO / PAPER 15.2	✓ text
Aa	ESPRESSO / BUTTER 13.1	✓ text
Aa	ESPRESSO / APRICOT 8.2	✓ text
Aa	ESPRESSO / FLAMINGO 5.4	✓ text
Aa	PAPER / TEAL 5.3	✓ text
Aa	BUTTER / TEAL 4.6	✓ text
Aa	FLAMINGO / PAPER 2.8	✗ big only

WCAG RATIOS. 4.5+ FOR BODY TEXT.
CMYK VALUES ARE A STARTING POINT; PROOF ON THE PAPER YOU PRINT ON.

Mostly paper and sea.

pink and orange are the sunset, keep them special



The sky gradient is for posters, covers and big moments only, never as a background for body text.

SHRIKHAND · DISPLAY, HEADLINES

Last light.

ARCHIVO EXPANDED 800 · LABELS, TIMES, SIGNAGE

BAR OPENS 19:52

DM MONO · TICKETS, MENUS, NUMBERS

SPRITZ 9

CAVEAT · NOTES FROM THE STAFF

the gull took my chips again

DM SANS · BODY COPY

We open one hour before sunset, every day. Bring a friend, find a chair, stay till the stars come out.

HIERARCHY

Golden Hour

TUE 4 NOV · 19:52

DJ Marisol plays records from the van. Spritz half price until the sun touches the water.

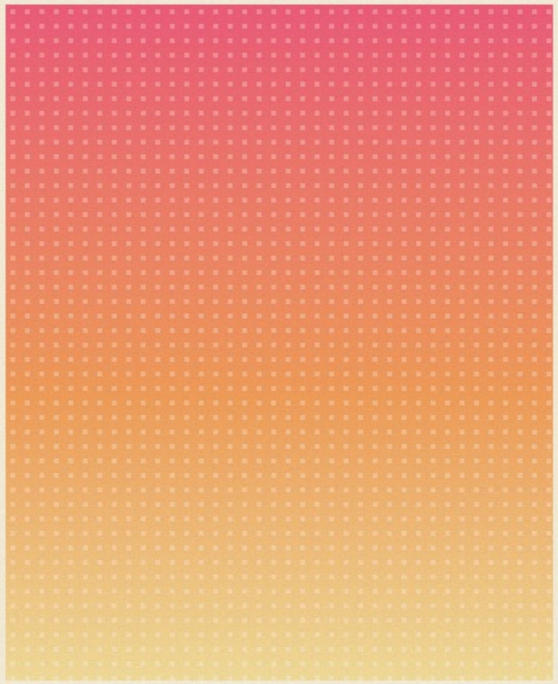
ENTRY FREE · NO 214

come early!



Print it like a riso.

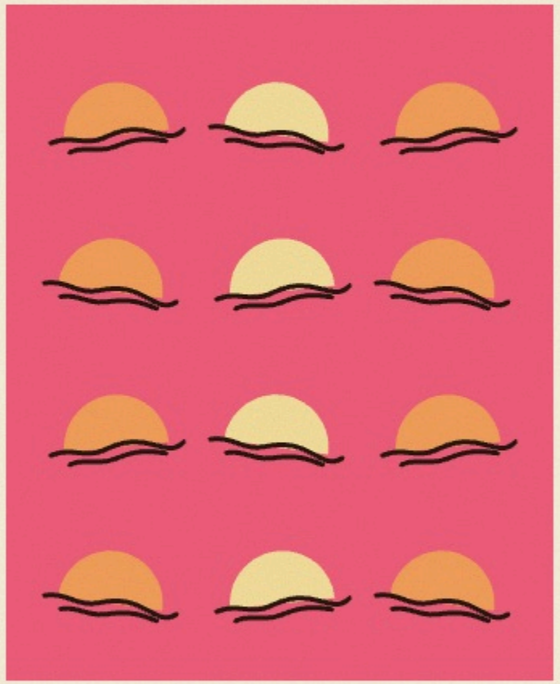
two inks, a little off, never perfect



SKY + HALFTONE DOTS



SEA LINES



HALF-SUN REPEAT



MISPRINTS, STAMPS, DOODLES

Misprint. Every headline gets a teal copy behind it, nudged 4% down and right.

Grain. Paper noise on every surface, so nothing looks too clean.

Doodles. Stars, arrows and circles are drawn by hand, one or two per layout.

Meet Gus.

Chip thief.

A seagull who's always at the bar first. He steals chips, takes the best chair and shows up when something's off.

- ✓ Ink line only, in Espresso, Teal or Paper
- ✓ One Gus per layout, near the edge, doing something
- ✓ Hand-written notes can come from Gus
- ✗ No colour fills, no 3D, no new poses made up on the spot





A new poster every day.

Only the sunset time changes. Printed each morning, pasted on the door, posted to stories.





pasted at the door

people photograph it every night

SAY

sun's going. doors are open.

spritz half price till the sun hits the water.

the gull took my chips again.

see you at sunset.

DON'T SAY

~~Experience the ultimate luxury sunset lounge.~~

~~HAPPY HOUR 5–7PM!!! 🍹🍹🍹~~

~~Curated beverages for discerning guests.~~

Short and in lower case, like a note on the bar

Always give the real time, never "evening"

Gus can talk. The bar never sounds like an ad.

Warm, close, a bit blurry.



hands, glasses



the van, the records



people, not poses

- ✓ Shot between golden hour and blue hour
- ✓ Film grain, warm grade, real flash at night
- ✓ Crop tight, let things bleed off the edge
- ✗ No stock smiles, no midday blue sky

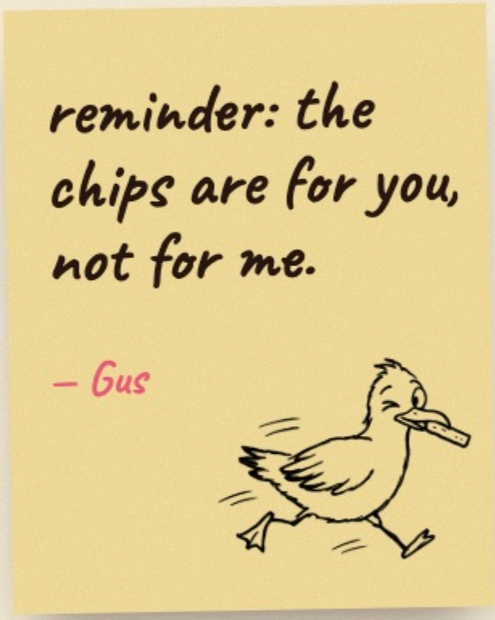
if it looks like an ad, retake it

Feed like a scrapbook.

one poster, one photo, one gus note, repeat











POST GRID 4:5 · STORIES 9:16 · CAPTIONS SHORT, IN LOWER CASE, SIGN-OFF "SEE YOU AT SUNSET"



beach tote



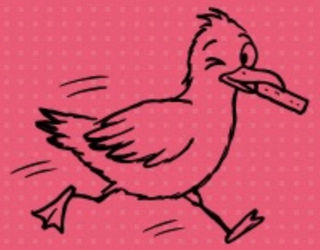
matches, pins, tickets



coaster + napkin



staff tee



Take it home.