BRANDING GUIDELINES

VERSION 1

A MODPACK FOR ALL MODERN VERSIONS OF MINECRAFT!

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TONE OF VOICE

Our tone of voice ensures that each piece of communication is consistent across our brand. It's from how we write and share exciting narratives and comms. Our tone is seen in our products, website and internal documents.

IN OUR COMMUNICATIONS, CLARITY IS KEY

*Clarity

It's essential we are specific with our wording/phrasing. Keeping everything clear and direct enables us to maximise the reach. We have outlined a few scenarios of what to do versus what not to do.

Incorrect Use:

Client

The word is a fragment; it isn't clear ✖

Correct Use:

Minecraft Client

Uses a topic, clear example ✔

BRAND WORDS

Alongside our tone of voice, our branded words must be consistent, from letter styling to spelling. Please respect the capitalization, spacing and word choices.

Lunar Client is an official trademark; please ensure the styling is consistent.

Incorrect Use:

Lunar + or Lunar Plus

Don’t separate the plus icon or use Plus

Correct Use:

Lunar+

Keep Lunar+ all one word

Incorrect Use:

LunarClient or Lunar

Brand continuity is lost

Correct Use:

Lunar Client or LC

Both words separated

Incorrect Use:

Mod Pack

Inconsistent styling

Correct Use:

Modpack

Consistent styling

BRAND MESSAGING

Our messaging and communication must capture the important features of Lunar Client, for example, the attractive words to the correct terminology. Furthermore, being consistent with our messages allows us to broaden our reach.

A FREE MODPACK FOR ALL MODERN VERSIONS OF MINECRAFT

In our voice, we use words that engage the user, for example, announcing our Minecraft Client is free. In addition, explaining it supports all modern versions. These two words stand out.

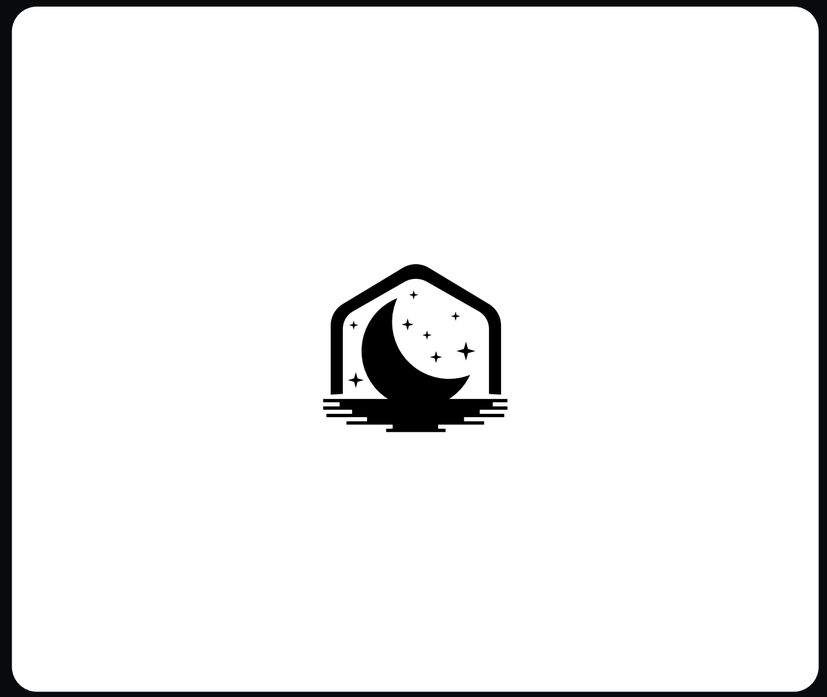
CLOAKS ALL AROUND, NO CAPES

It's important to use official terminology; in this case, Lunar Client doesn't use the word cape; instead, we use cloak.

LOGO

OUR LOGO

Our logo is simple and clean, designed to be universal for any medium, from online to print. It's easily recognisable and echoes the importance placed on our products.



DOWNLOAD LOGO

CLEARSPACE

When using the logo in different mediums or placing it next to other elements in a composite, ensure there is equal and adequate space. To do this, use half of the Lunar Client logo height.

Minimum size

The logo shouldn't be scaled below the accepted guidelines to preserve visibility and clarity across print and digital applications.

LOGO USAGE

Here are examples of our logo being used in different applications.

① Wordmark

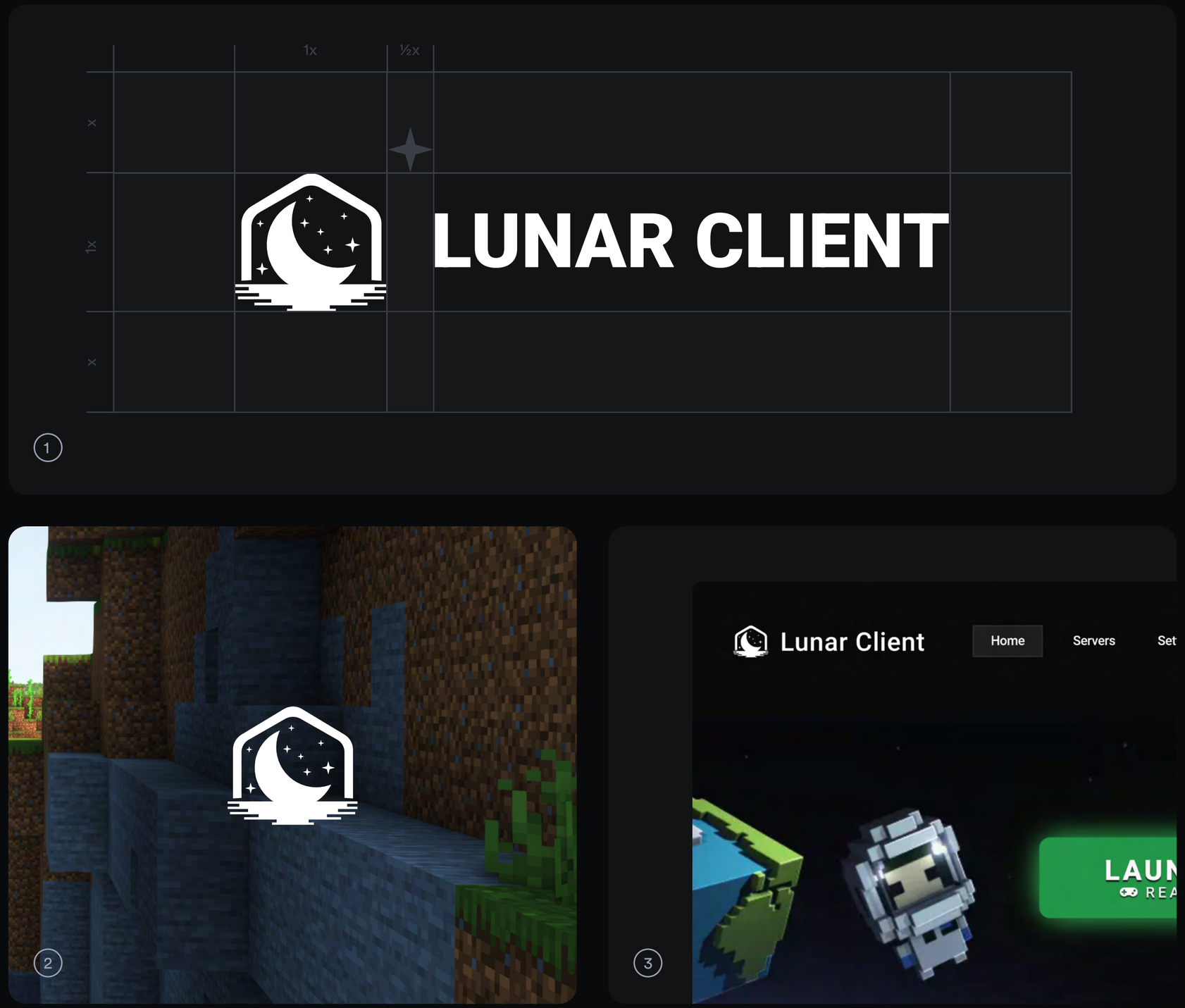
Use 1/2x, as shown in the diagram, to calculate adequate space for the icon and name.

② Primary logo

Incorporating imagery into the composite with the logo in plain view.

③ Secondary logo

Here the logo wordmark has been displayed on our product clearly with no obstructions from the interface.



① ② ③

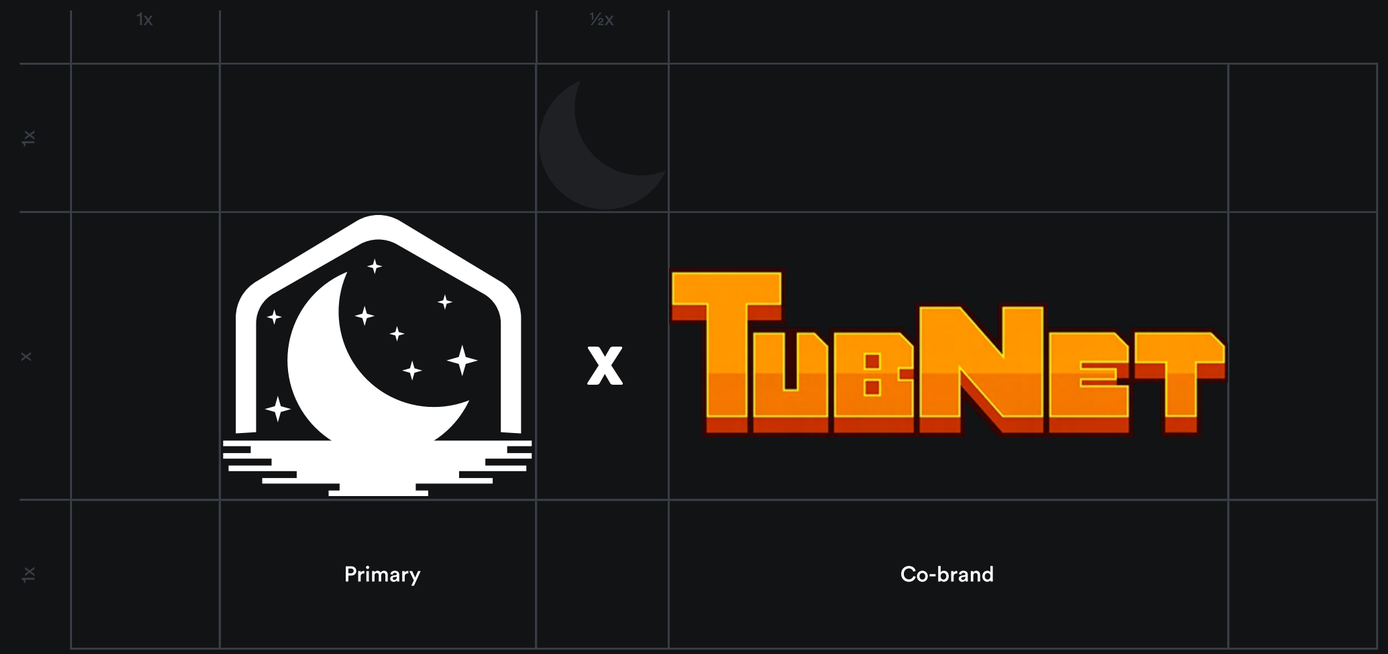
CO-BRAND LOCKUP

When it comes to presenting our logo in conjunction with the co-branded logo, both should maintain the same treatment. To ensure this, we will scale the co-brand logo to reach the size of the Lunar Client crest.

We will place an 'x' to indicate coordination between the two brands to finalise the partnership lockup.

Format of the X symbol

In certain situations, we often apply an outline to the X; this provides variation in our co-branded lockups.



TubNet is an official trademark.

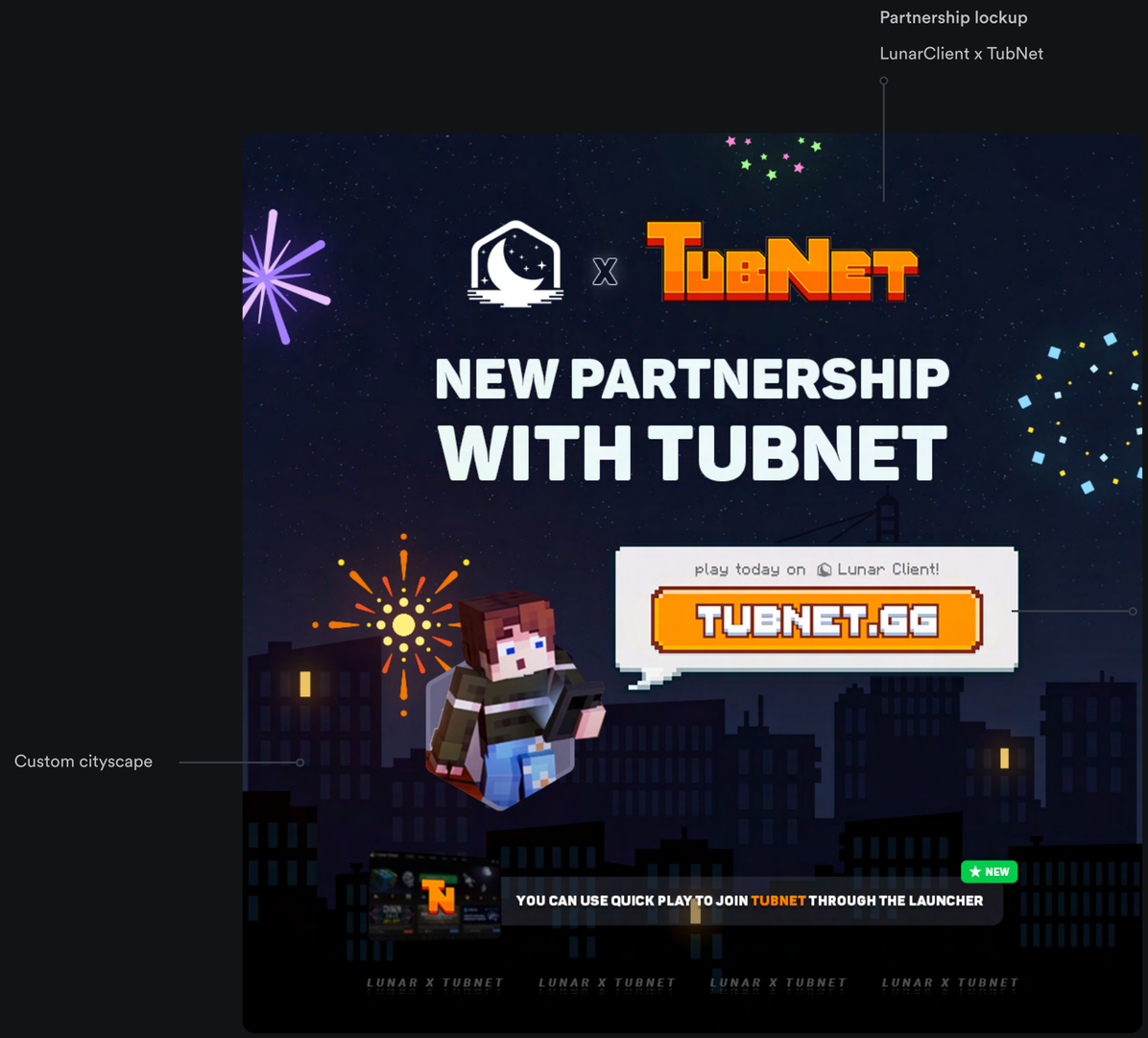
PARTNERSHIP DESIGNS

When we think about partnership visuals, we want to bring the co-brand into the Lunar Client universe. To do so, we'll consider color and brand elements while drawing upon previous promotional material.

Our partnership with TubNet has resulted in an example inspired by its picturesque cityscape. Alongside integrating dialogue into the scene using chat bubbles, highlighting the server IP address to entice new users to join.

Overall the final look is very much Lunar Client but with an added energy of TubNet's unique flair.

TubNet is an official trademark. Assets used in the promotional poster have followed its brand policy.



Lunar Client Xmas Vault

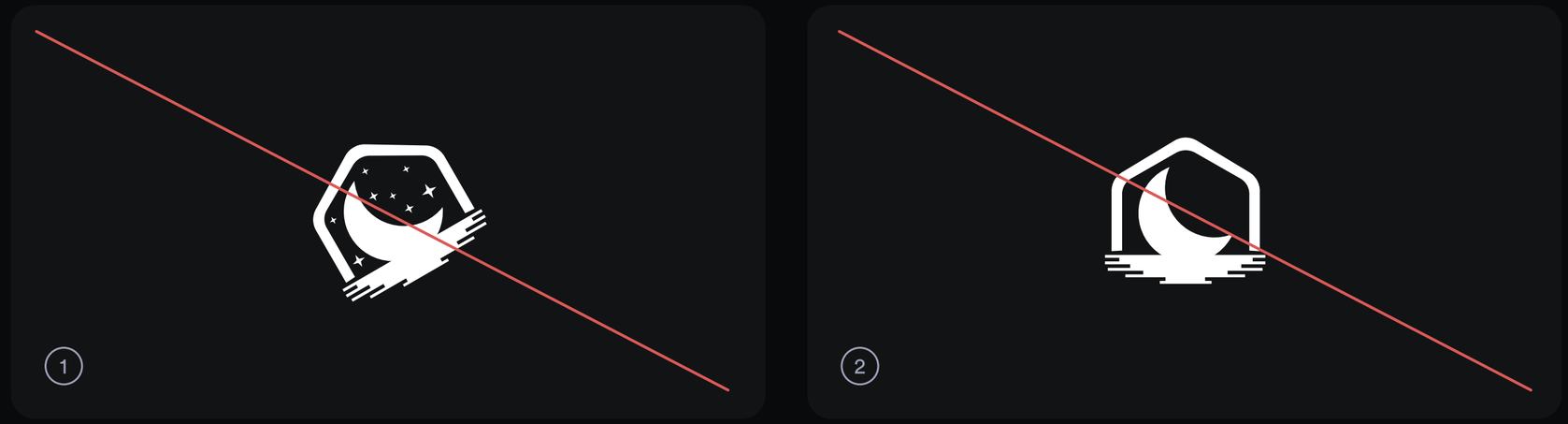
Co-brand integration

Lunar Client launches 1.19.3

LOGO MISUSE

Our logo is a valuable asset of our brand, so please show it respect.

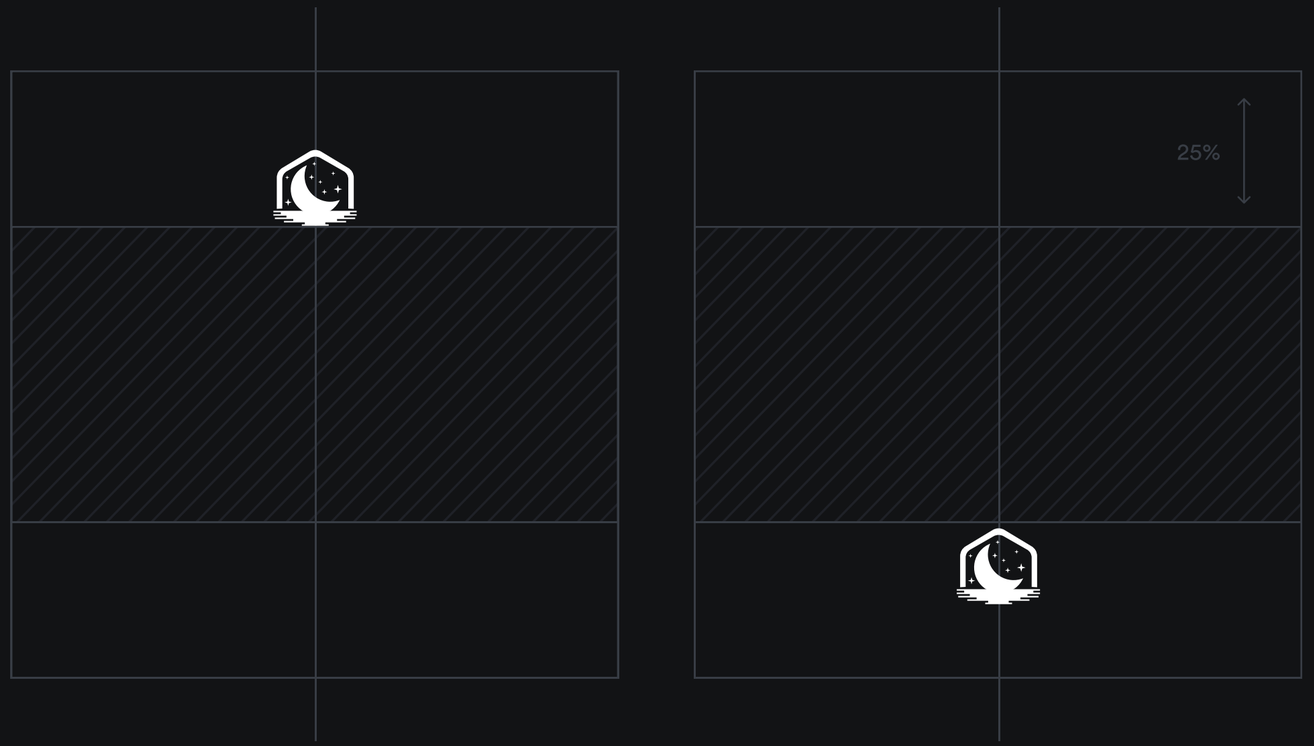
1. Don’t alter the rotation.
2. Don’t modify the original logo.
3. Don’t apply gradients.
4. Don’t fill in the shape.
5. Don’t apply outlines/strokes.
6. Don’t use colors not defined.



LOGO PLACEMENT

Across all communications, our logo plays a vital role in representing our brand; therefore, its placement is crucial. When using our logo, ensure it is visible clearly and doesn't interfere with other composition elements.

We reccomend the placement is in the top 25% or bottom 25%.



COLOR

COLOR

Drawing from the shadows of our world, black and white are our main color options for all communications. We use these tones across our typography and other visuals.

Accent colors

Our accent colors are featured on our website, documents, and presentations to emphasize essential elements and organize demographic data.

BLACK

Hex
#0A0A0A

RGB
10 10 10

WHITE

Hex
#FFFFFF

RGB
255 255 255

DARK GREY

Hex
#121315

RGB
18 19 21

RED

Hex
#DA5A57

RGB
218 90 87

BLUE

Hex
#49ADD7

RGB
73 173 215

PURPLE

Hex
#BA3EE9

RGB
186 62 233

ORANGE

Hex
#E79238

RGB
231 146 56

GREEN

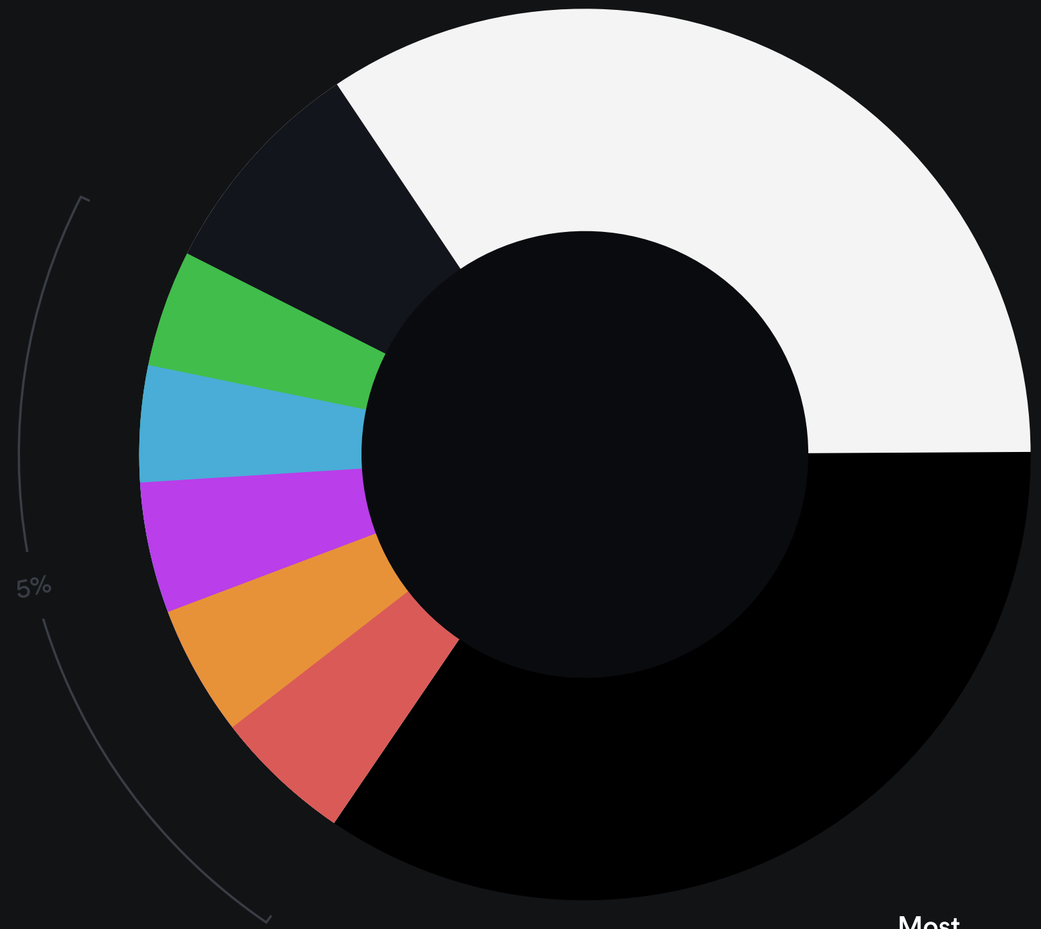
Hex
#41BD4B

RGB
65 189 75

DOWNLOAD .ASE

COLOR RATIO

When deciding color use within our brand, it is essential to remain consistent. For this, we can look to our color ratio for guidance; this breakdown organizes our primary and accent colors.



Most	Black & White
Less	Dark Grey
Least	Accents

TYPOGRAPHY

HERO TYPEFACE

As the main font of our brand, Panton is a standout hero in all our marketing communications. Its unique design offers playfulness and clear visibility across each character, making it create a first impression across our presentations, documents, and posts.

Panton font family is a licensed typeface. Learn more: https://www.fonts.com/font/fontfabric/panton

PANTON IS OUR HERO. IT'S JUST MISSING A SUPER LUNAR CLOAK.

CLOAKS, EMOTES, PETS, YOU NAME IT, WE PROBABLY HAVE IT.

Panton Black Caps

ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890!
@#$%^&*

SUBLINE TYPEFACE

Our secondary typeface is Circular Std. It is used across most body copies when communicating a clear point. We usually use book up to bold; however, we base this on the situation.

Cirular Std font family is a licensed typeface. Learn more: https://lineto.com/typefaces/circular/pricing

Circular Std Medium

Enjoy the finest Minecraft client experience.

Cloaks, emotes, pets, you name it, we probably have it.

Circular Std Medium

abcdefghijklmnopqrstu
vwxyz 1234567890!
@#$%^&*

Circular Std Bold

abcdefghijklmnopqrstu
vwxyz 1234567890!
@#$%^&*

HIERARCHY

When writing, please refer to our hierarchy for typography specifications and guidance.

Hero

Panton Black Caps • 54pt

Subline

Panton Black Caps • 23pt

Body copy

Circular Std Book • 18pt

Annotate

Circular Std Book • 15pt

Button

Panton Black Caps • 16pt

Hero

ONE LAUNCHER, SO MUCH FUN

Subline

LAUNCH INTO INFINITE PLAY. REPRESENT YOUR CHARACTER WITH OUR STUNNING COSMETICS.

Body copy

Lunar Client is a modpack built to work with the latest versions of Minecraft, but it's more than that; it's a way to connect, customise and enhance your experience.

Annotate

Discover more at lunarclient.com

Button

DOWNLOAD

TYPE COLOR

When combining our primary and accent colors, they must be legible across all communications; for example, blue with white or black text. However, do not overlay accent colors with another accent, as this makes it more challenging to read.

ONE LAUNCHER,
SO MUCH FUN

ONE LAUNCHER,
SO MUCH FUN

ONE LAUNCHER,
SO MUCH FUN

ONE LAUNCHER,
SO MUCH FUN

ONE LAUNCHER,
SO MUCH FUN

ONE LAUNCHER,
SO MUCH FUN

TYPE ALIGNMENT

In most cases, we usually use left-aligned and centred alignment. When considering the alignment option, it's important to consider legibility, clarity and consistency across previous communications.

① Center alignment

Keep the text in clear view, away from any obstructions in the scene.

② Left alignment

Keep the text closest to the border, maintain a suitable vertical height.

①

Panton Subline
Size: 23pt
Spacing: 5%

Panton Button
Size: 11pt
Spacing: 5%

②

Panton Subline
Size: 23pt
Spacing: 5%

Circular Std Annotate
Size: 15pt
Spacing: 0%

ICONOGRAPHY

ICONOGRAPHY

Our icon set is inspired by our hero typeface, panton, from its rounded corners to its playfulness. Each icon is uniform and captures elements from the speech bubble to the flag's motion.

EXQUISITE ICONS DESIGNED TO HELP YOU.

Outlined

Solid

Construction

DATA VISUALS

DATA VISUALS

Data is everywhere, and the way we present it should be brand appropriate. So we used our typefaces, colors and styling to make this excellent visual set.

1 Grouped bar stack

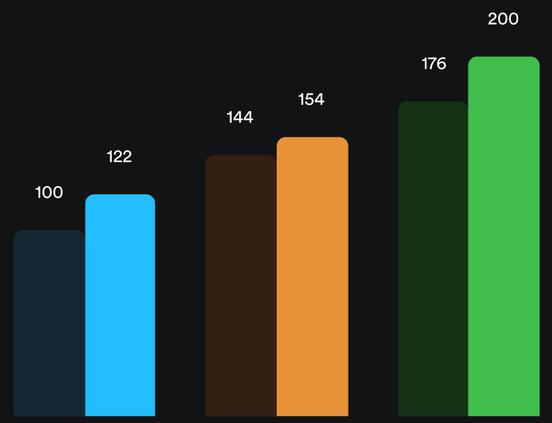
We used our brand colors with a subtle shade difference to compare the two data sets.

2 Bar stack

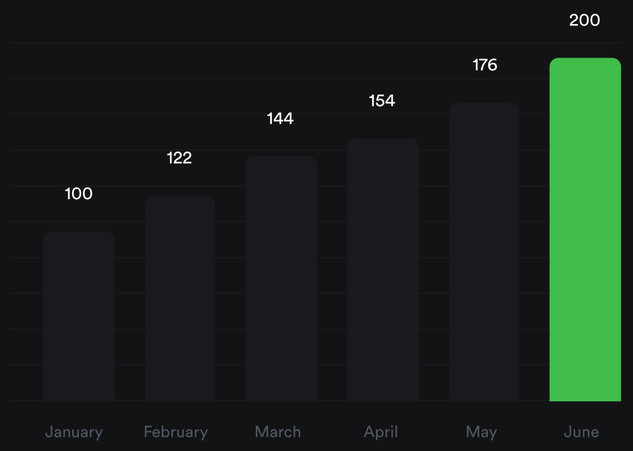
Our bar stack features titles, ordering and legends with stunning rounded corners.

3 Data cycle

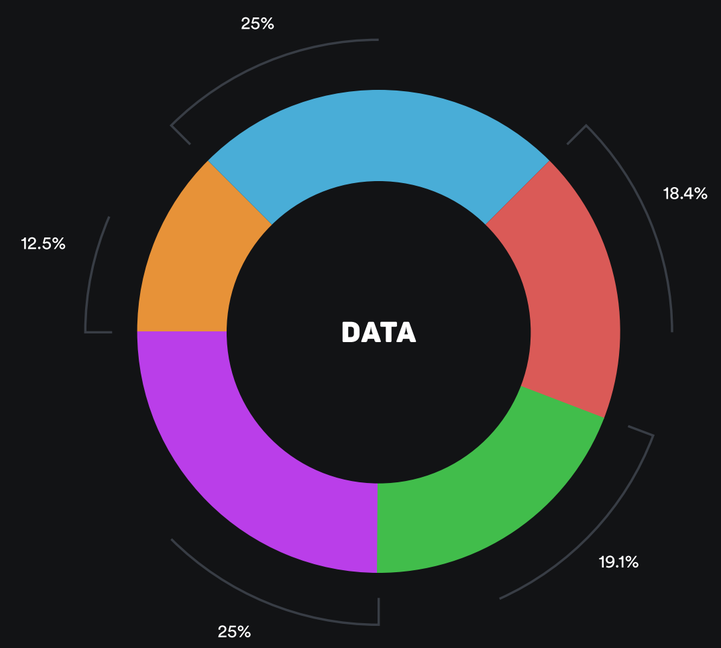
The data cycle provides an alternative visual way to express data using our vibrant brand colors.



1



2



3

DATA VISUALS

1 Line chart

An individual line chart to showcase one set of data.

2 Line chart comparison

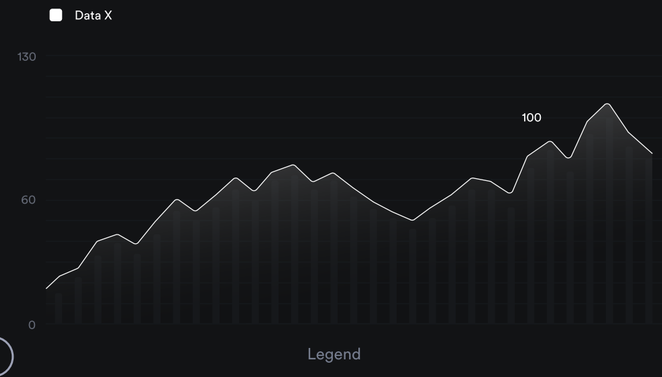
We use the line chart comparison model to compare multiple data sets, allowing up to 3 pieces to be marked in various accent colors.

3 Numbers

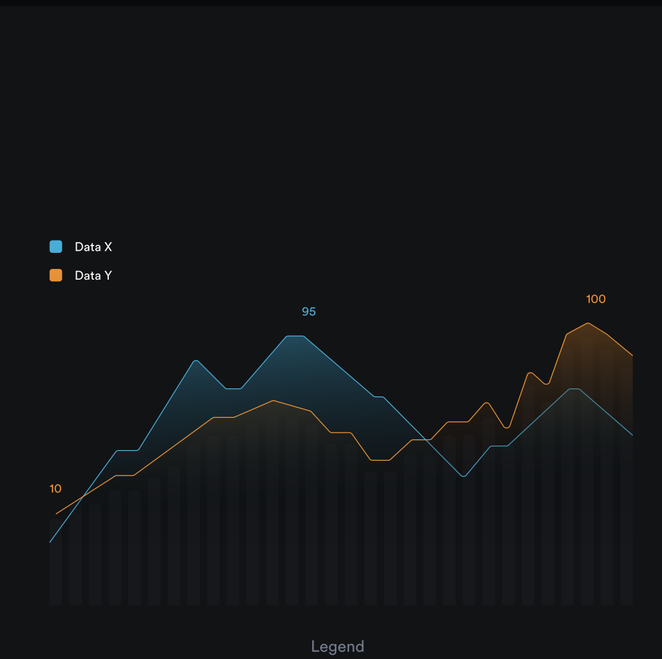
In certain situations, we use our hero font to spotlight bold stats.

5 Gantt chart

We also have a gantt chart option to use across our brand for timeline events to further build on our data set. Again, it is consistent with our design language.



1



2

Positive

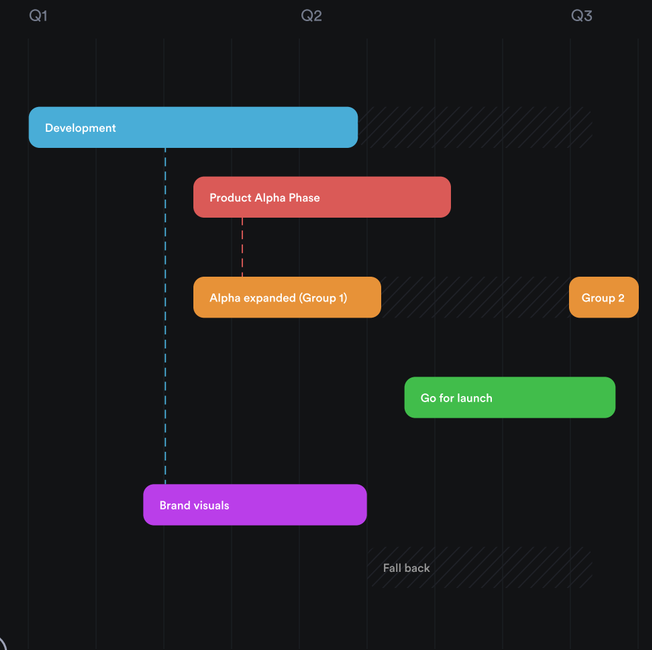
+1.3M

3

Negative

-1.2K

4



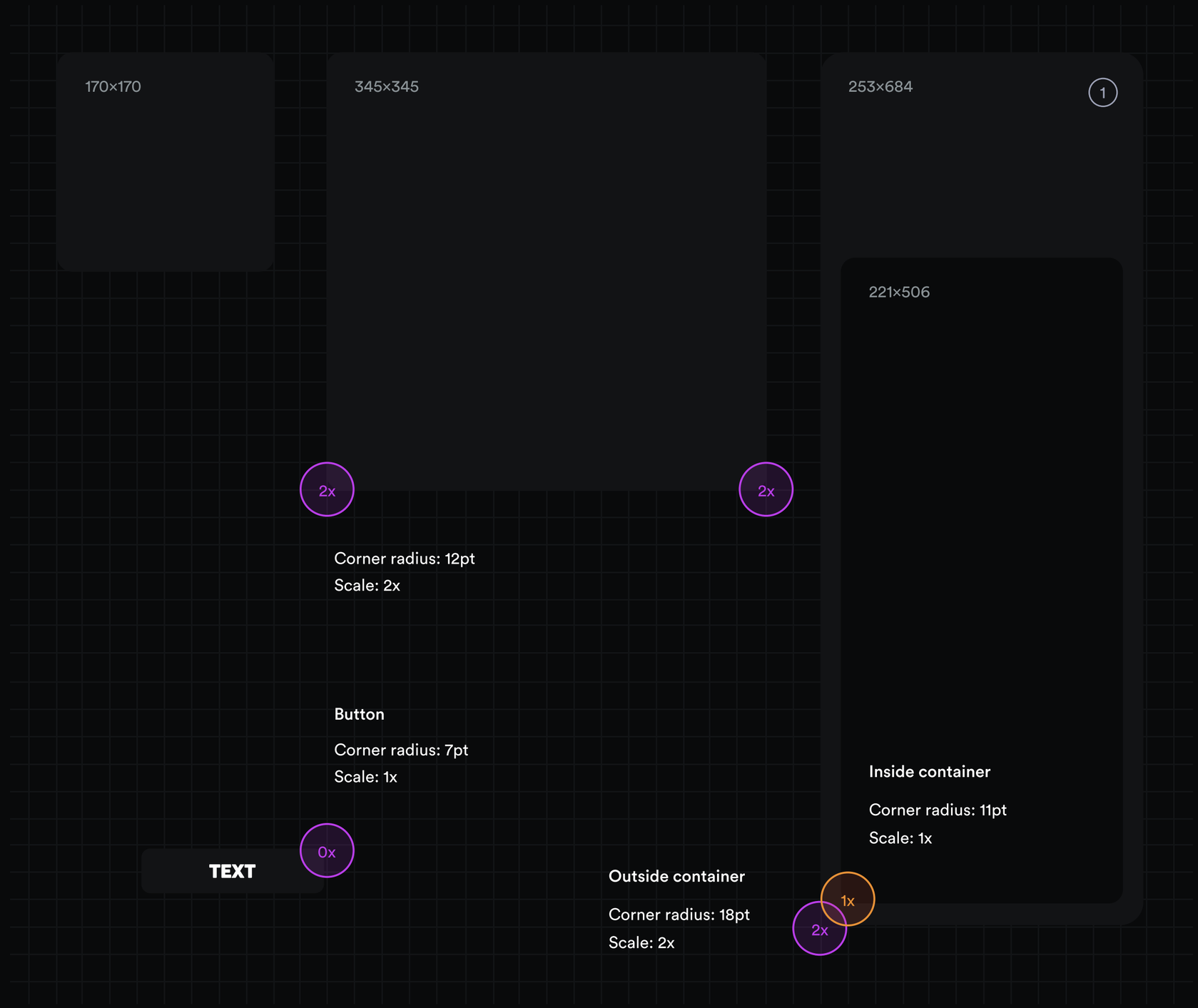
5

CONTAINERS

CONTAINERS

Containers can be seen from our website to social media posts; they're unified with consistent rounded corners and can be used to mask imagery and text. As a result, it provides a way to divide content in busy environments.

Buttons should be treated the same as containers with rounded corners and scales.



1 Keeping it optically correct

In example 1, if the inside and outside radius were 11pt, it would be optically incorrect. Therefore the outer radius should be 18pt, which provides extra room before the shape curve. Use +7 to calculate the outer radius of the shape.

CONTAINER EXAMPLES

As mentioned, we use containers across our website and social media posts. Here are some additional examples of use.

1 Development update

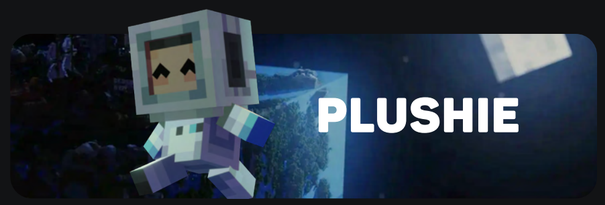
We use a bold image masked inside the shape with a subtle overlay to provide enough contrast between the background and the overlaying elements. This ensures legibility and clarity.

2 Quick links

Quick links will be seen across our main website and store; they follow the same design language as a container and provide effortless movement around the site.

1

2



CONTAINER MISUSE

Our containers should be consistent, these examples show what you shouldn't do.

1 Transforming cards

Don’t modify the original rounded corners.

2 Maintain the container shape

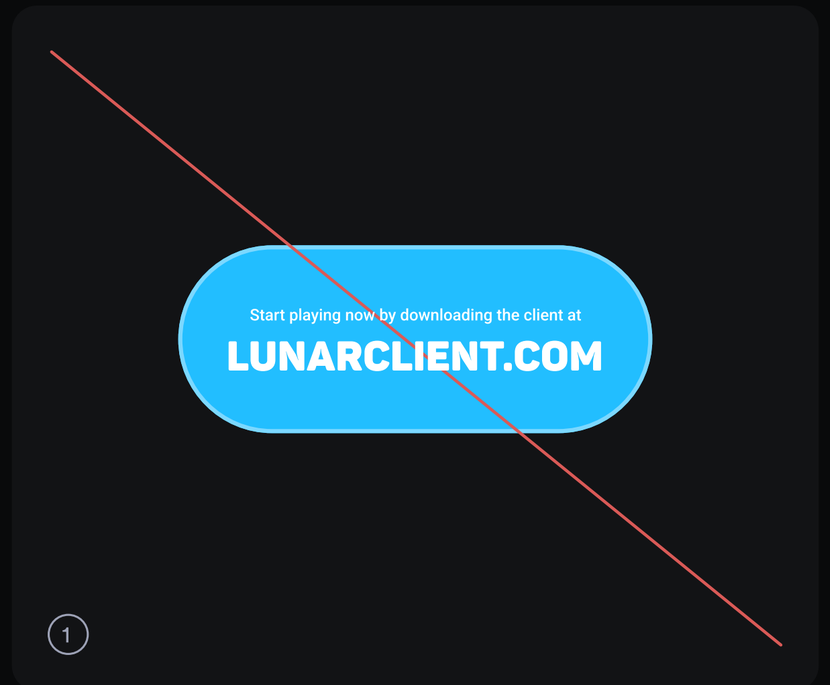
Don't transform, edit the rounded corner anchors or manipulate the initial container shape.

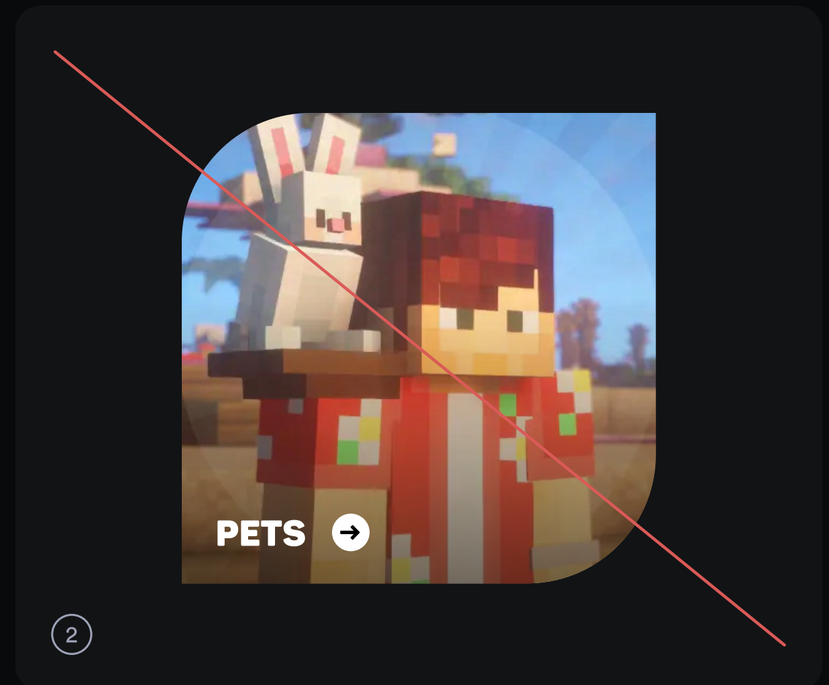
3 Modifying quick link scale

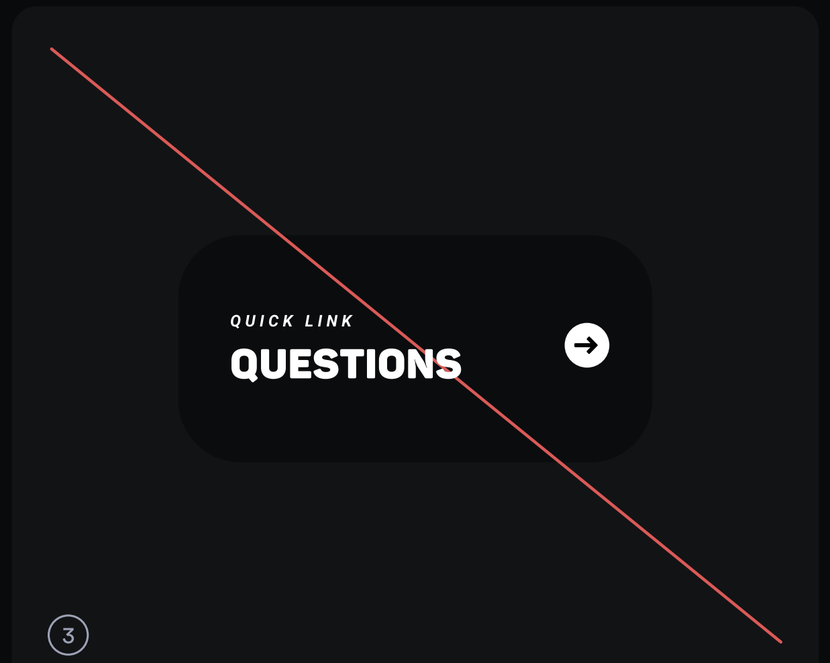
Don't adjust the proportions from the original shape. Instead, keep the height close to the center text.

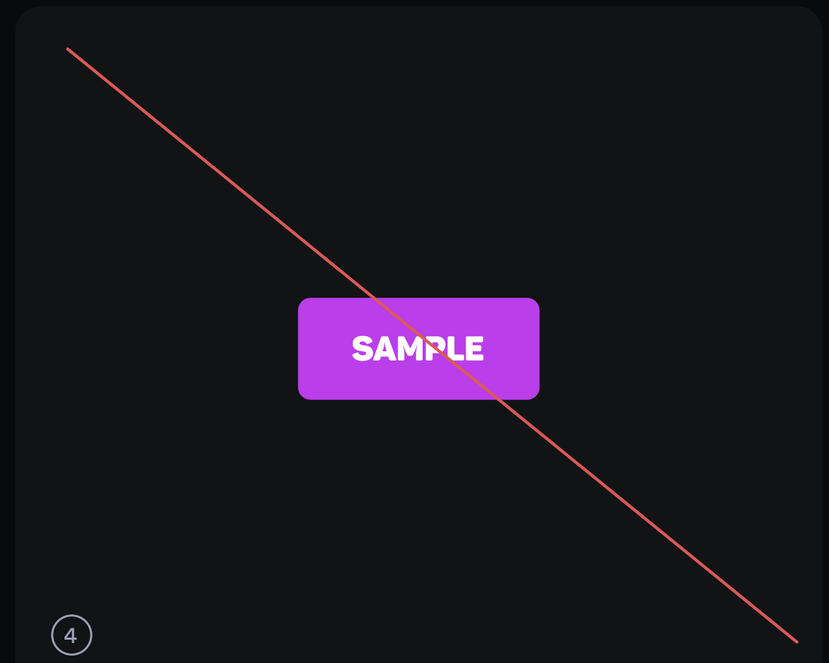
4 Button shape

Don't distort the shape, and don't revise the spacing between the border and the text.







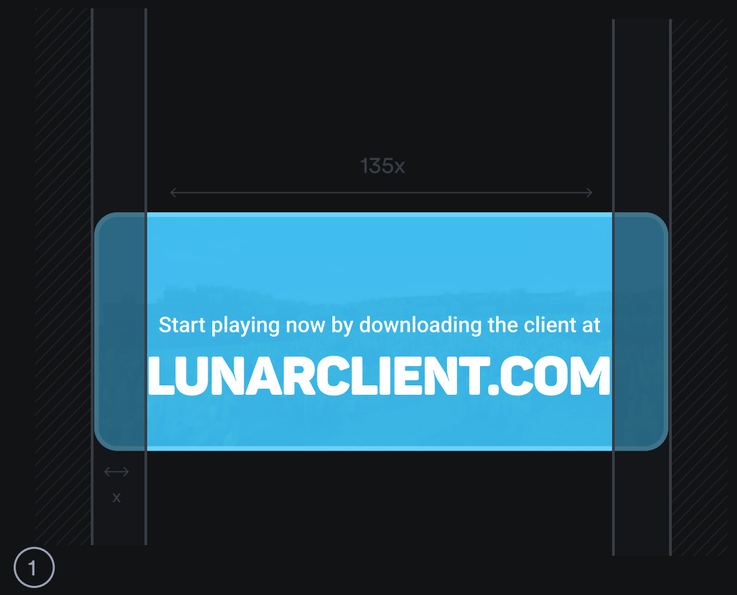


CARDS

Here are examples of link cards from our special Twitch variant to our standard blue component.

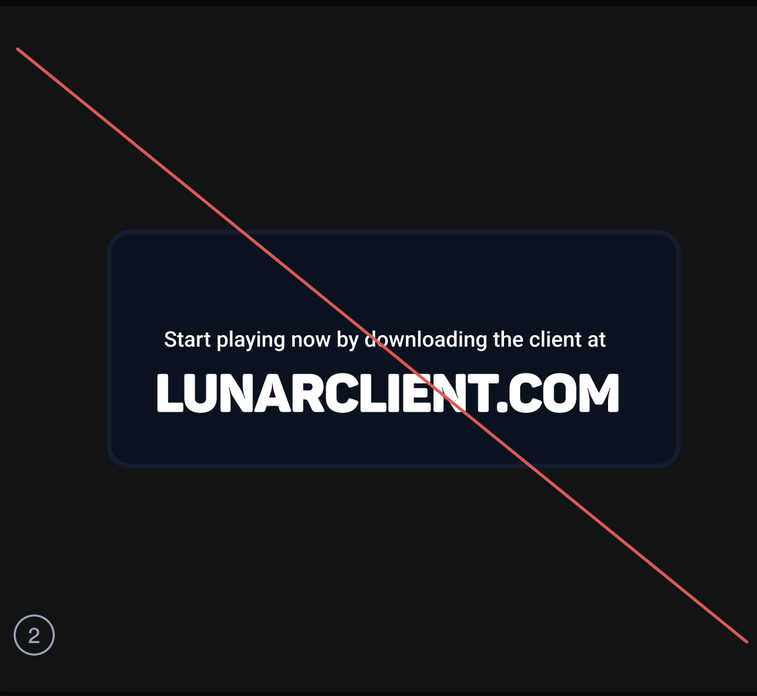
1 Ensure equivalent spacing

When using or adding a link component, ensure the spacing on both sides are equal to keep consistent across our brand.



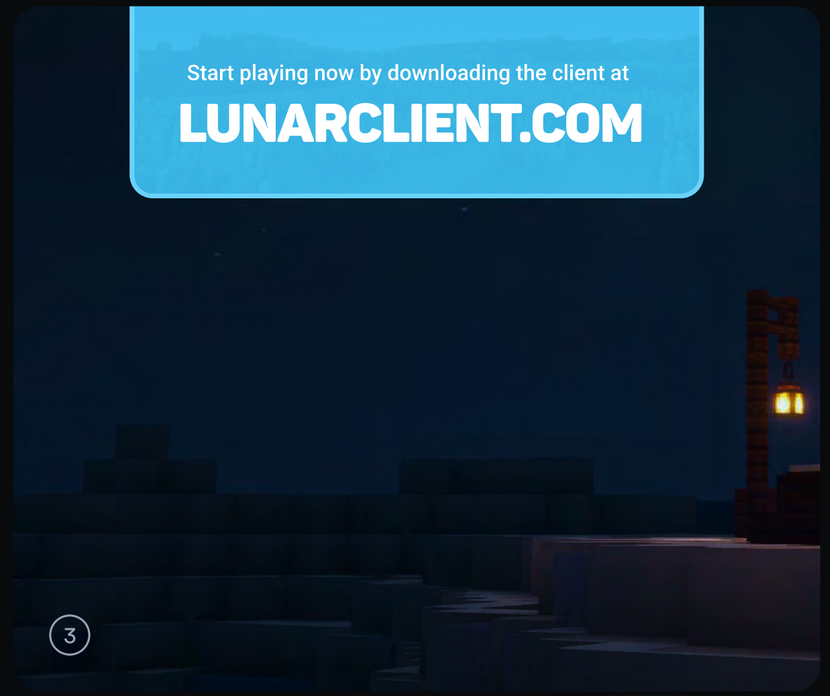
2 Do not modify the color balance

Keep the colors as they where and, if other colors are used ensure suitable contrast.



3 Link card on imagery

When using the card component, try to avoid obstructing structures or other elements featured in a photo (Minecraft or real-life).



CARDS MISUSE

When link cards are in use across our brand, it’s important that we maintain consistency and clarity. To do so, we ask that you don’t:

1 Incorrect font

Don’t use an alternative font than our hero typeface: Panton.

2 Obstructions

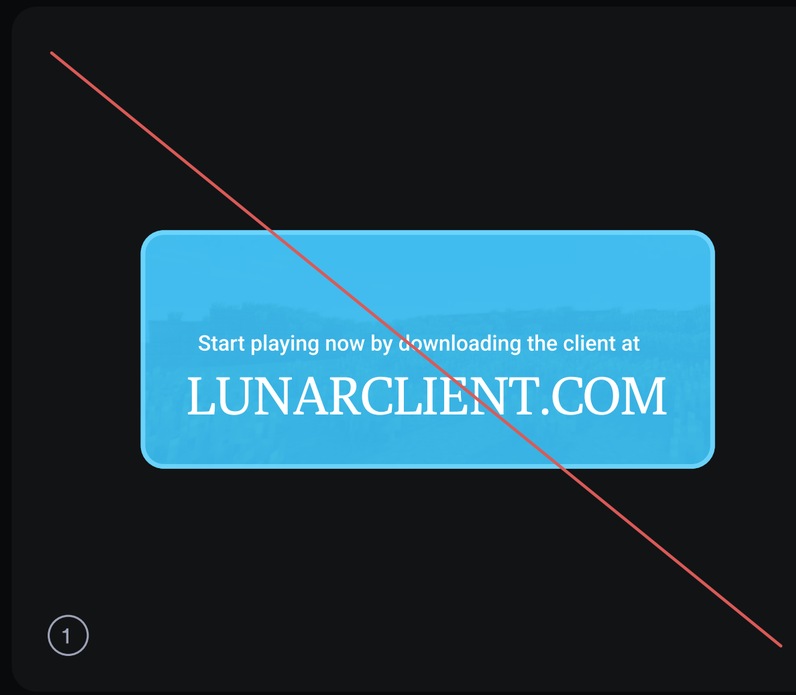
Don’t overlay other assets that would render legibility problems.

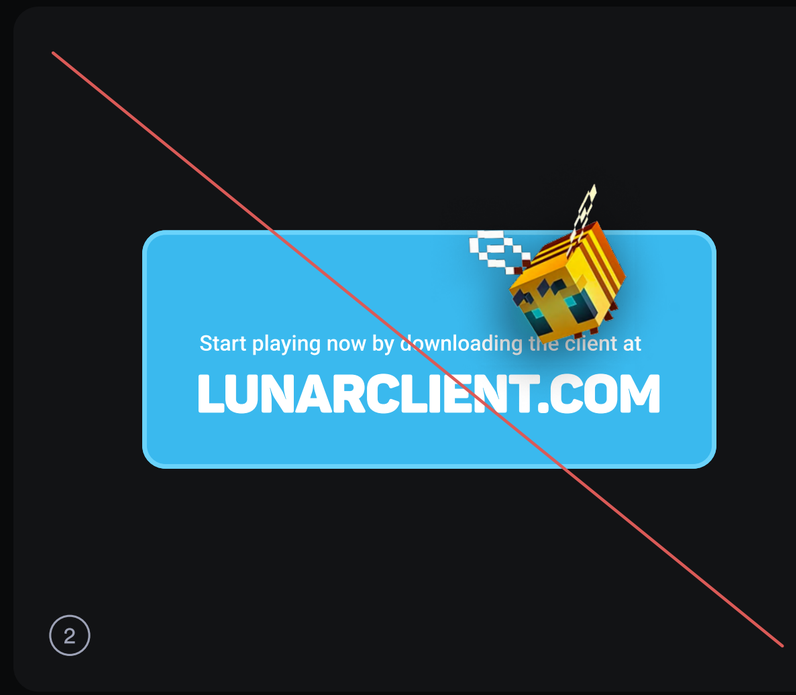
3 Don’t warp the container

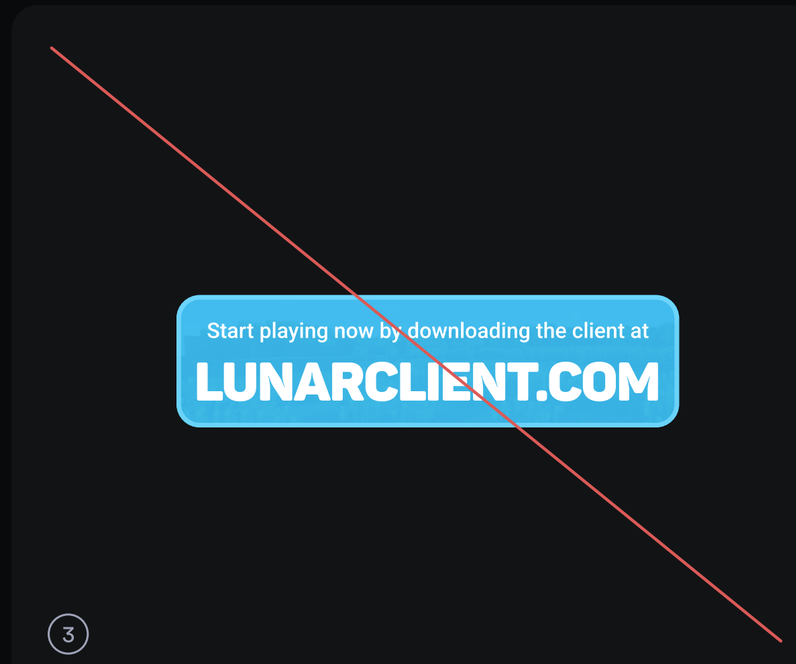
Do not modify the spacing or dimensions of the box.

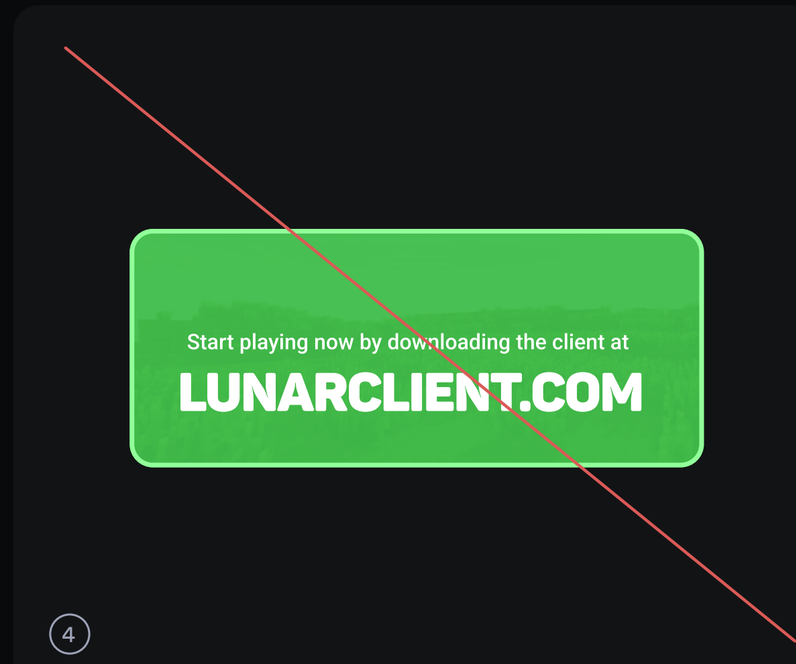
4 Don’t edit the color

Do not alter the color from our accent blue, unless stated for certain events.









LABELS

LABELS

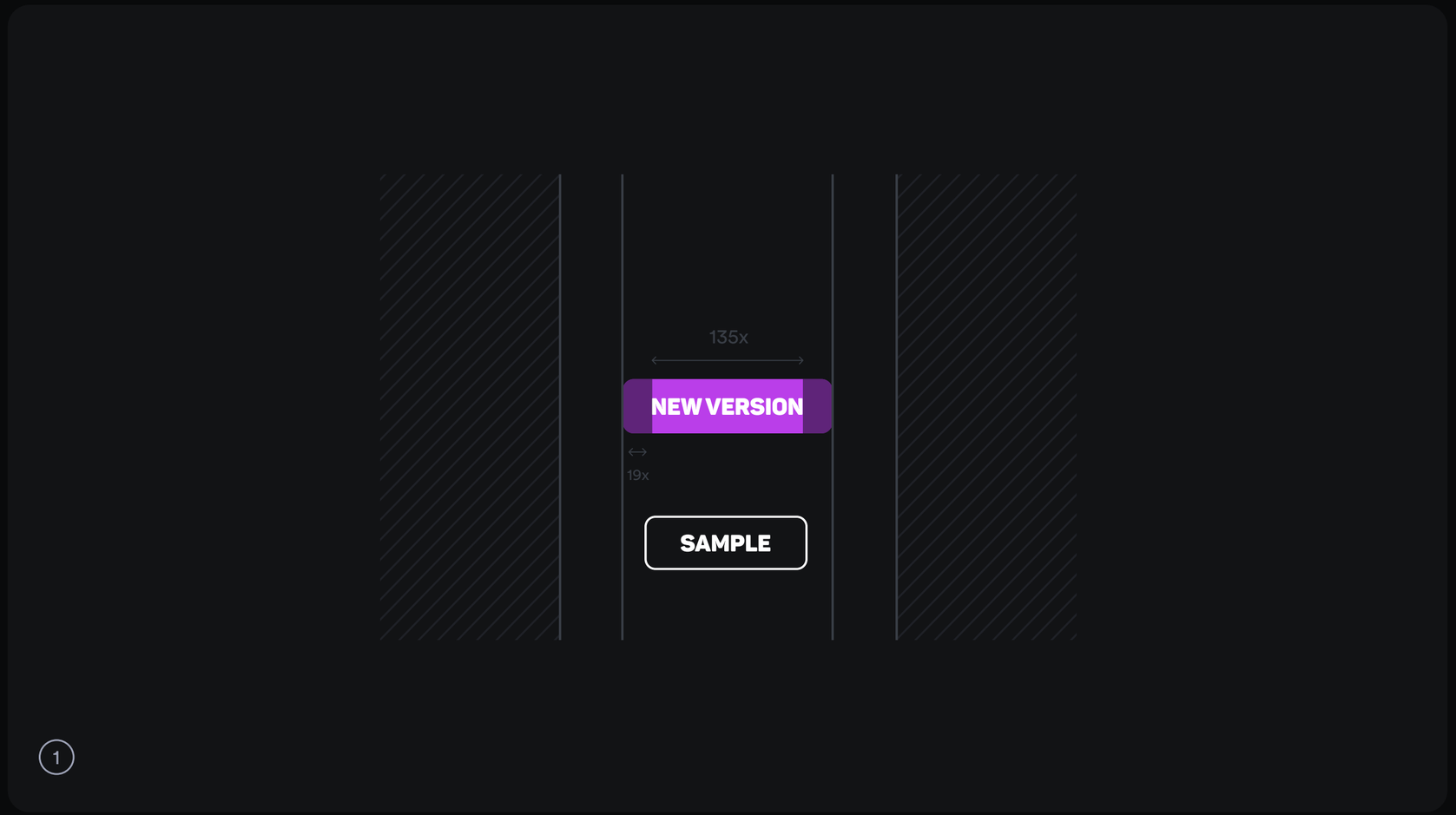
Labels build into our foundation for communication; they're small and compact to fit different areas. In addition, it allows us to add more information that stands out due to its vibrancy across our accent colors.

1 Label layout

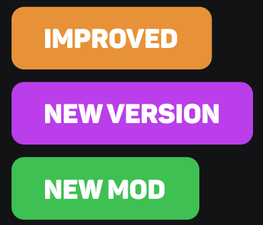
Consistency across everything we do and labels are no exception. To main legibility, we add a 19x buffer to provide adequate spacing for the text to have enough room to breathe.

2 Multiple options

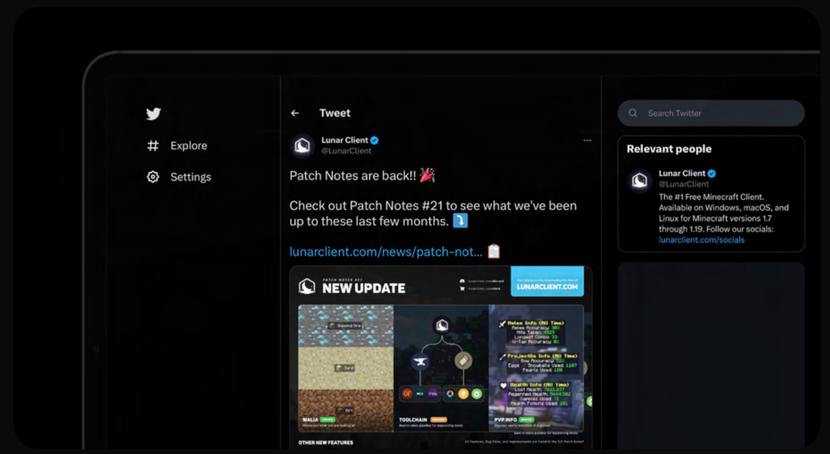
Here are a few standard samples of labels we use. They can be found in our variable kit.



1



2

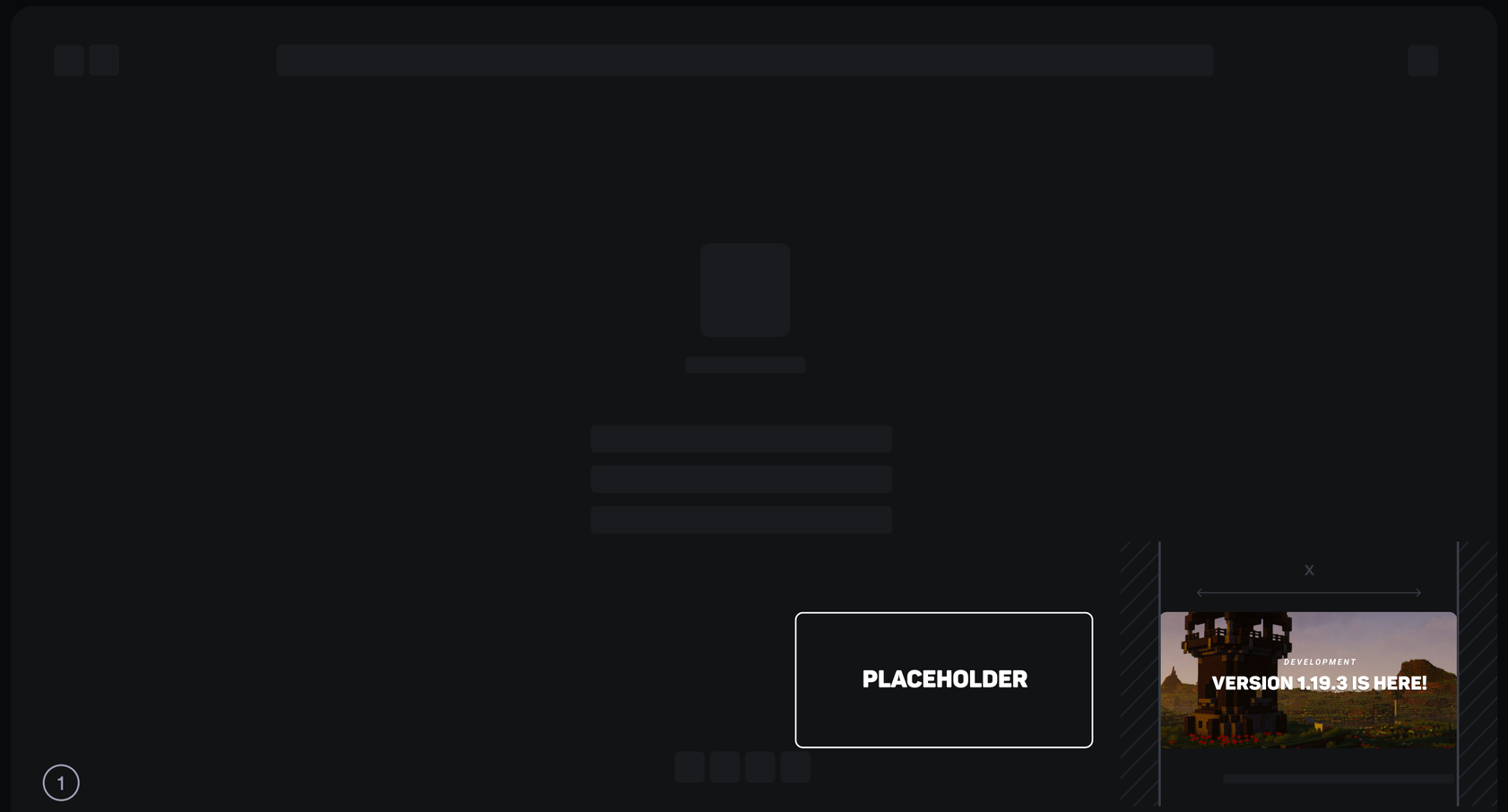


NOTIFICATION BADGE

Communication in-game is just as important as the outside. To do this, we use notification badges, a small clickable CTA at the bottom of the interface. It allows us to share important updates, sales and more.

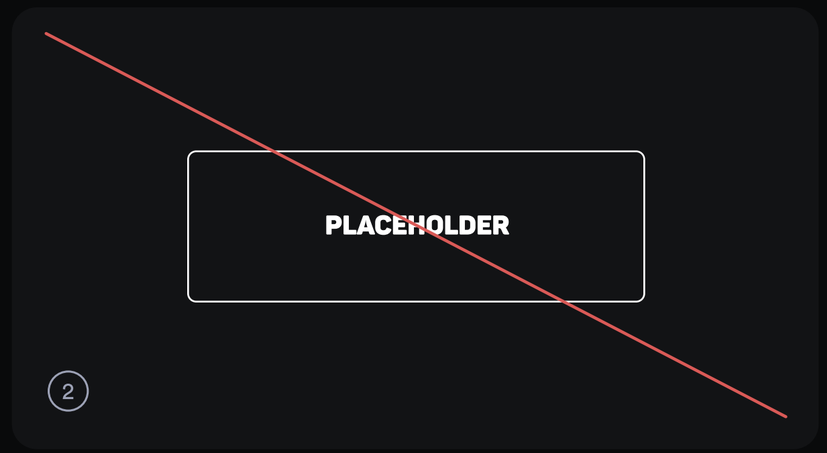
1 Notification example

The notification call-out follows our container style, reiterating that consistent visual look throughout the brand. Following the principles of other containers like on our store or the launcher, it can hold bold imagery, allowing unique ways to express the message.



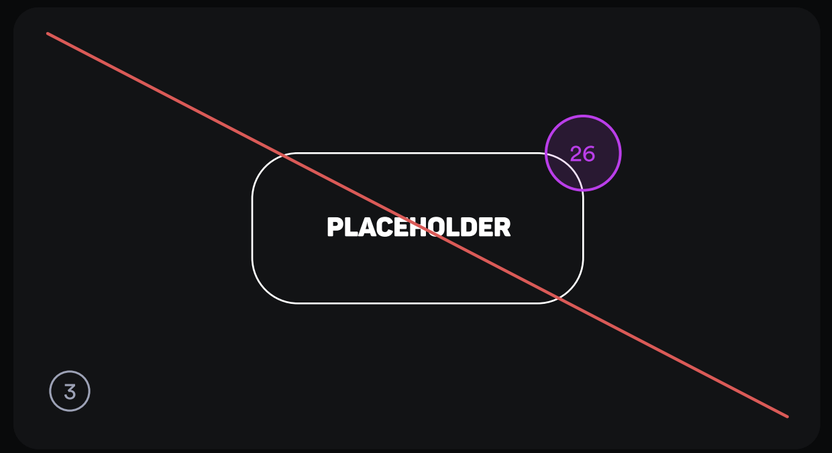
1

2 Don’t extend the shape width.



2

3 Don’t modify the container corners.

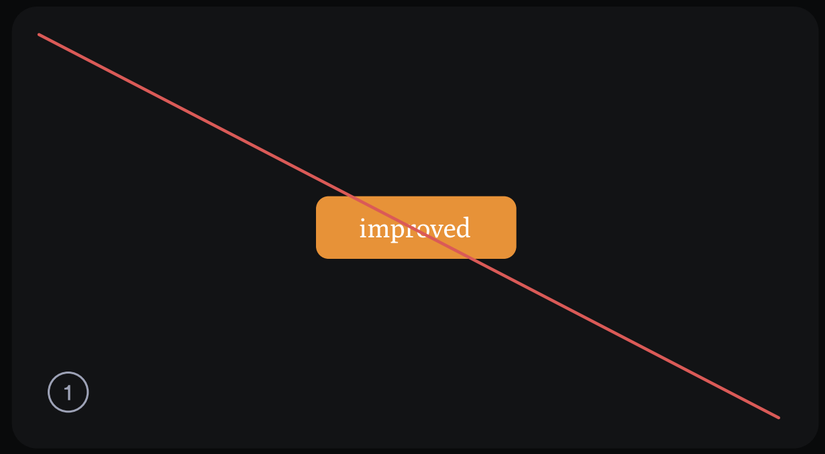


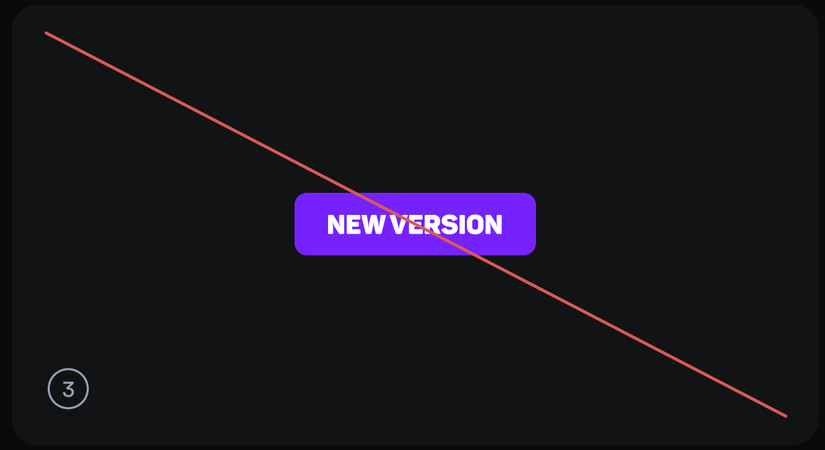
3

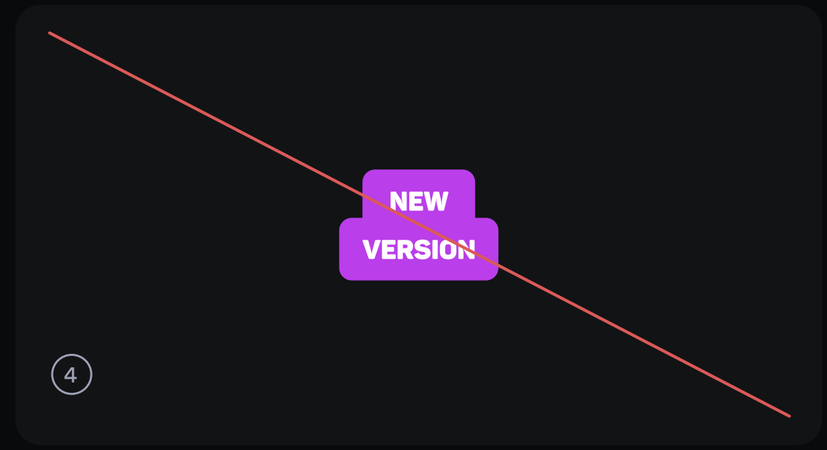
LABEL MISUSE

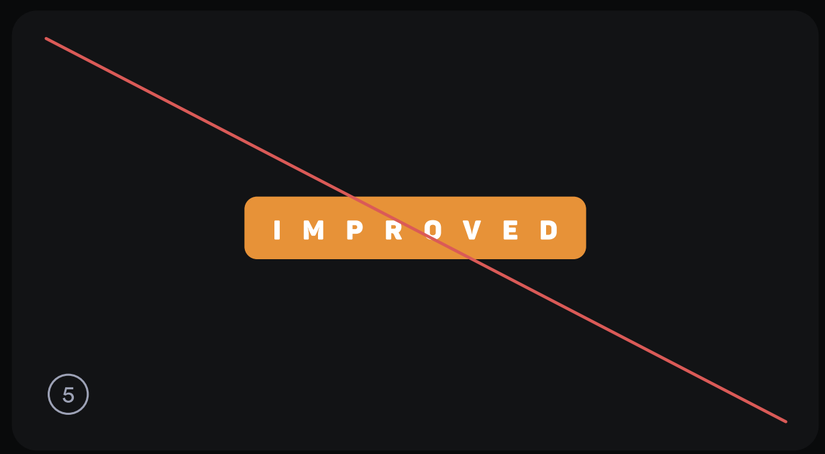
When using labels, they must be represented correctly from font choice, color and layout.

1. Don’t use fonts not defined.
2. Don’t extend the shape width.
3. Don’t use alternative colors.
4. Keep the label one line only, don’t stack.
5. Don’t modify the letter kerning.
6. Don’t transform the original shape.









OUR MASCOT

MEET ASTRO

A small animated character who orbits the universe. The astronaut character is the front and centre of the Lunar Client brand both in-game and now in real life with our limited edition collaboration with YouTooz. He can float around you or join you on your next space expedition.

YouTooz is an official trademark. Therefore, assets used in the promotion followed their brand policy.

A FRIENDLY, VIBRANT CHARACTER

Game model

Physical YouTooz

IT CAN JUMP, SPIN AND BE WITH YOU EVERY STEP OF THE WAY.

INTEGRATING ASTRO

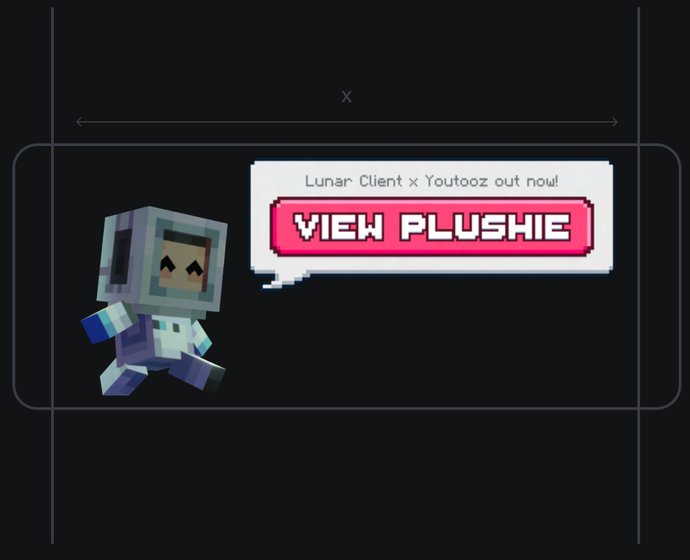
As part of the promotion for the physical YouTooz, it was essential to use notification badges and quick links to make meeting the small companion as easy as possible.

① Notification badge

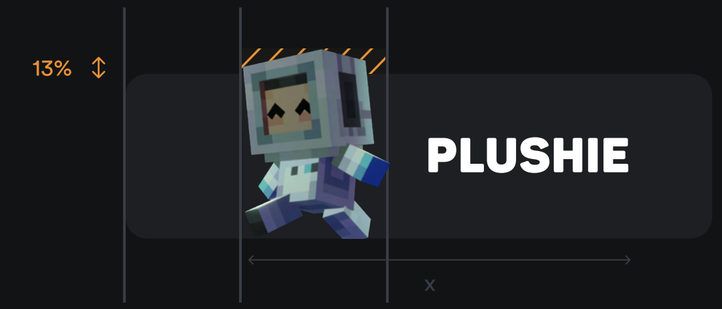
To share the announcement about the launch of the YouTooz, we added the rendered astronaut mascot with a call out to let people know how to see the plushie. It was a clear CTA.

② Quick link

For people in the store, we utilised our quick link component with the same render in a smaller container which would be easier to access on mobile devices.



①



②

Overlap

We added overlap on the character from the top of the container to create dimension and emphasise the astronaut model.

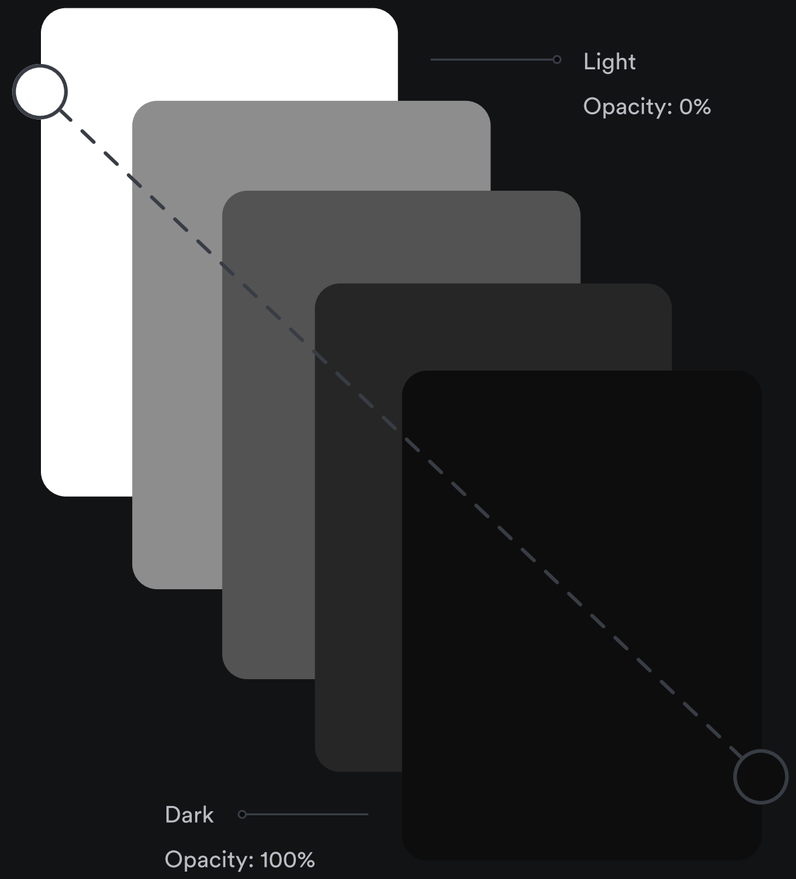
DROP SHADOWS

SHADOWS

Drop shadows are everywhere in our brand, from text styles and objects. They help provide a subtle distinction between the background and other elements.

1 Light scale

In primarily white scenes, we would use a darker shadow to provide enough contrast for it to be noticeable. Whereas in a dark background, we would do the opposite. We would use a dark grey rather than a solid black to avoid harsh shadows.



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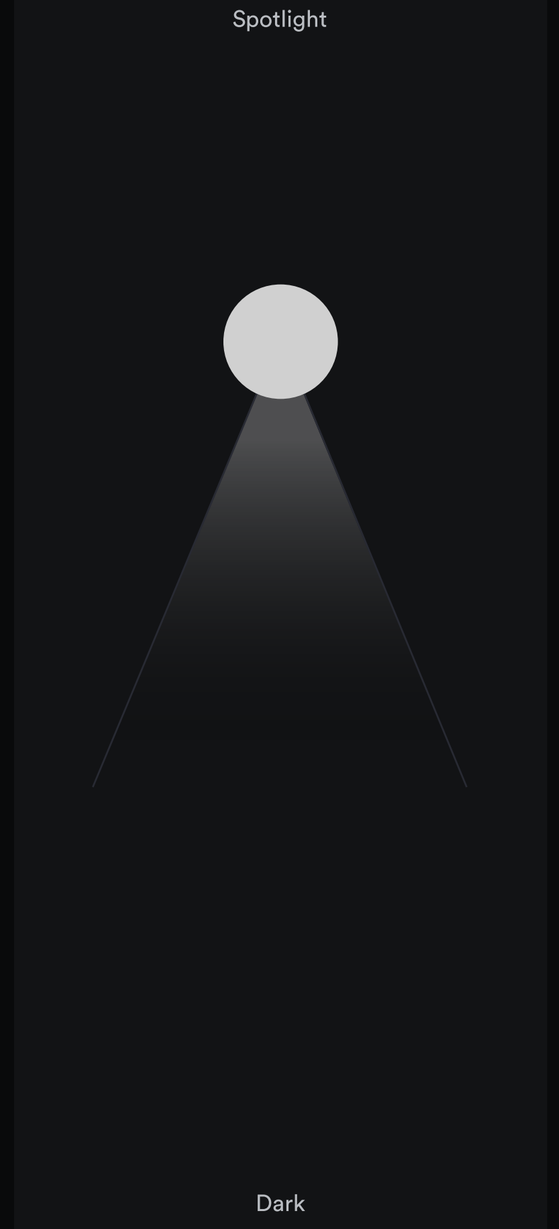
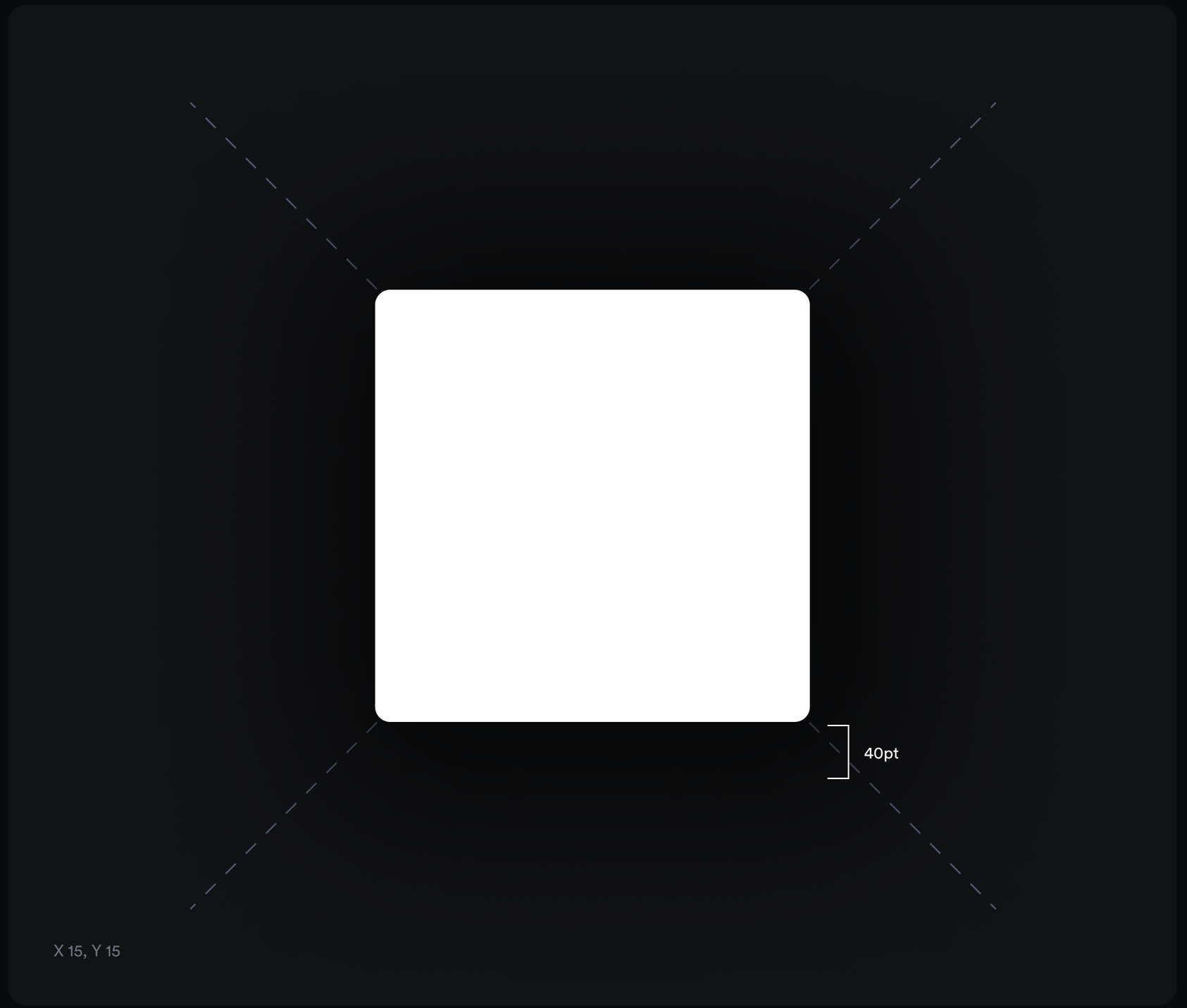


DROP SHADOWS

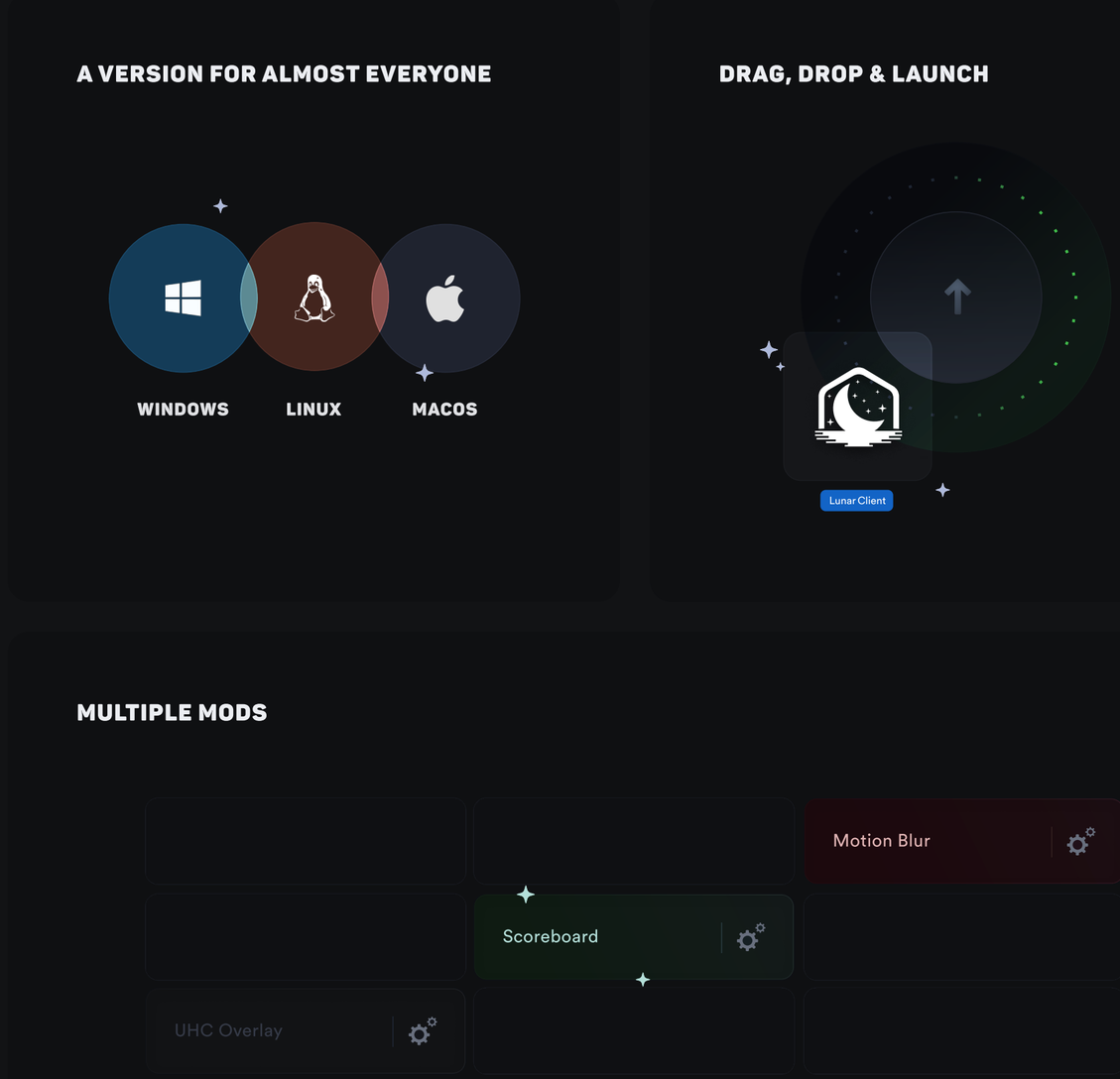
We must keep shadows consistent; in this example, we have highlighted our exclusion zone where the shadow shouldn't exit. This rounded shape has a shadow of 40pt.

If the shadow feels harsh, apply a subtle blur in the mean of 11 - 20pt.



SHADOW USAGE

Shadows can also be used in product imagery and visual assets to help overlay objects on one another. For example, in these experimental visuals, you can see shadows used.



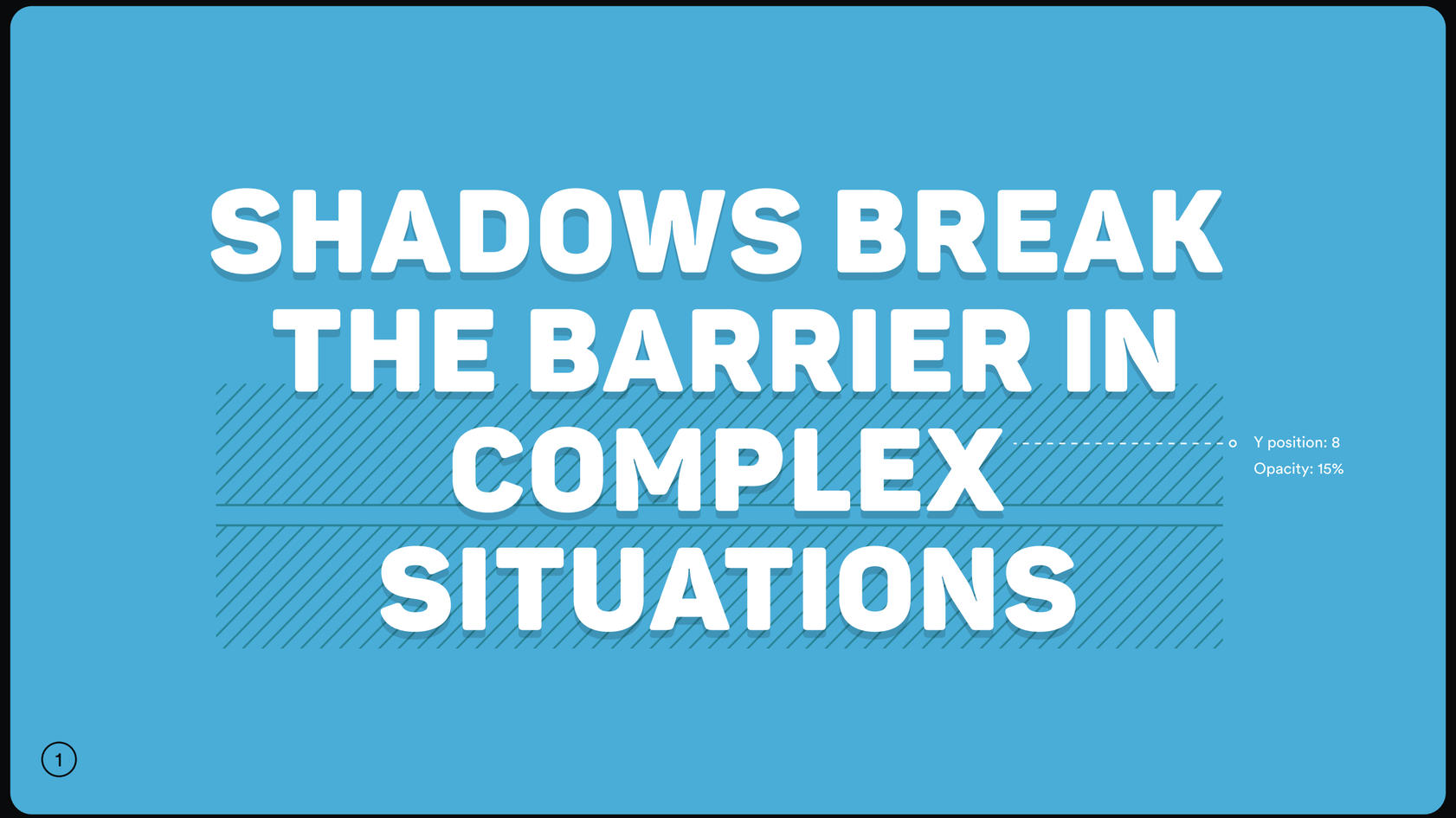
TEXT DROP SHADOW

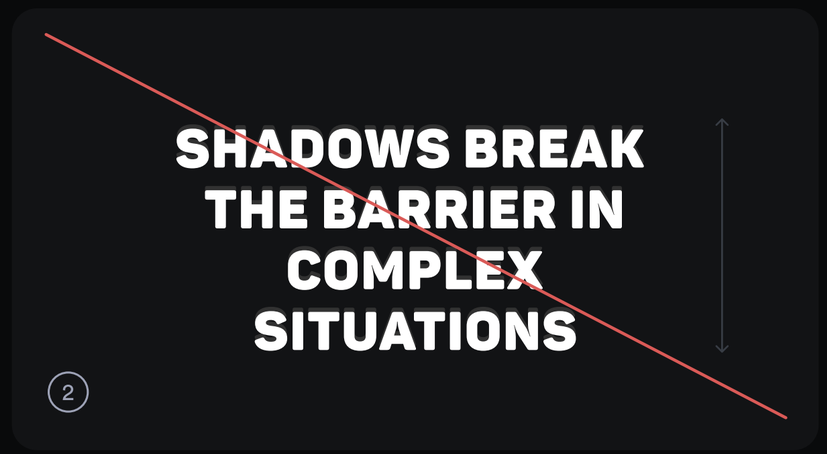
Across our brand, clear communication is essential to ensure the message is shared; however, when the scene becomes complex from other visual elements, we use shadows to shift the focus back to the objective.

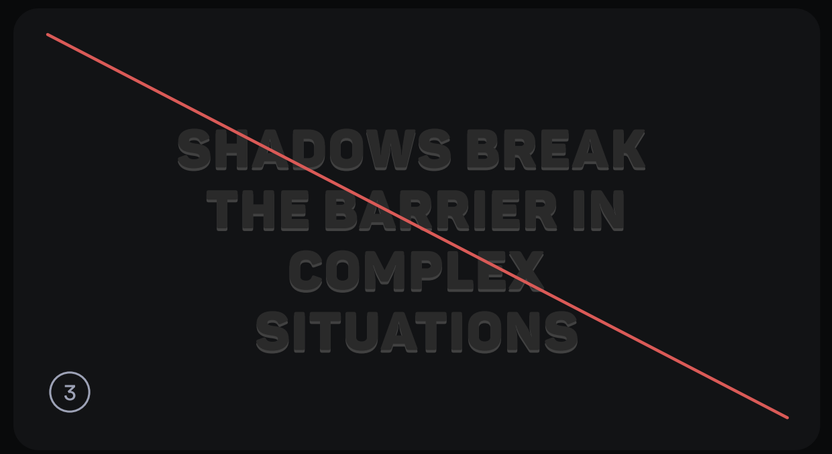
To maintain consistency, we don't apply a blur to the shadow.

2. Don’t invert the shadow position.

3. Limited contrast between the two colors.



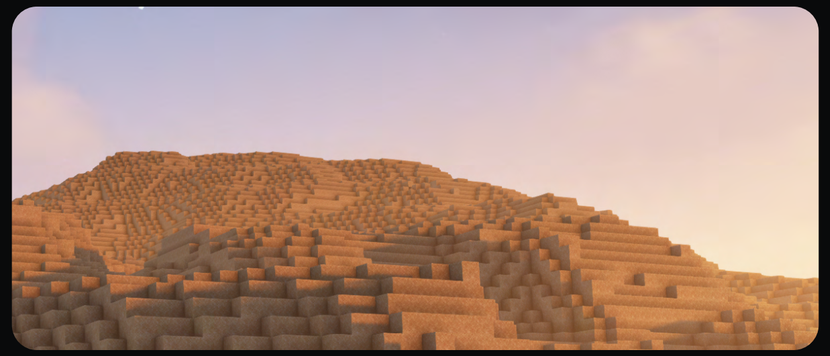


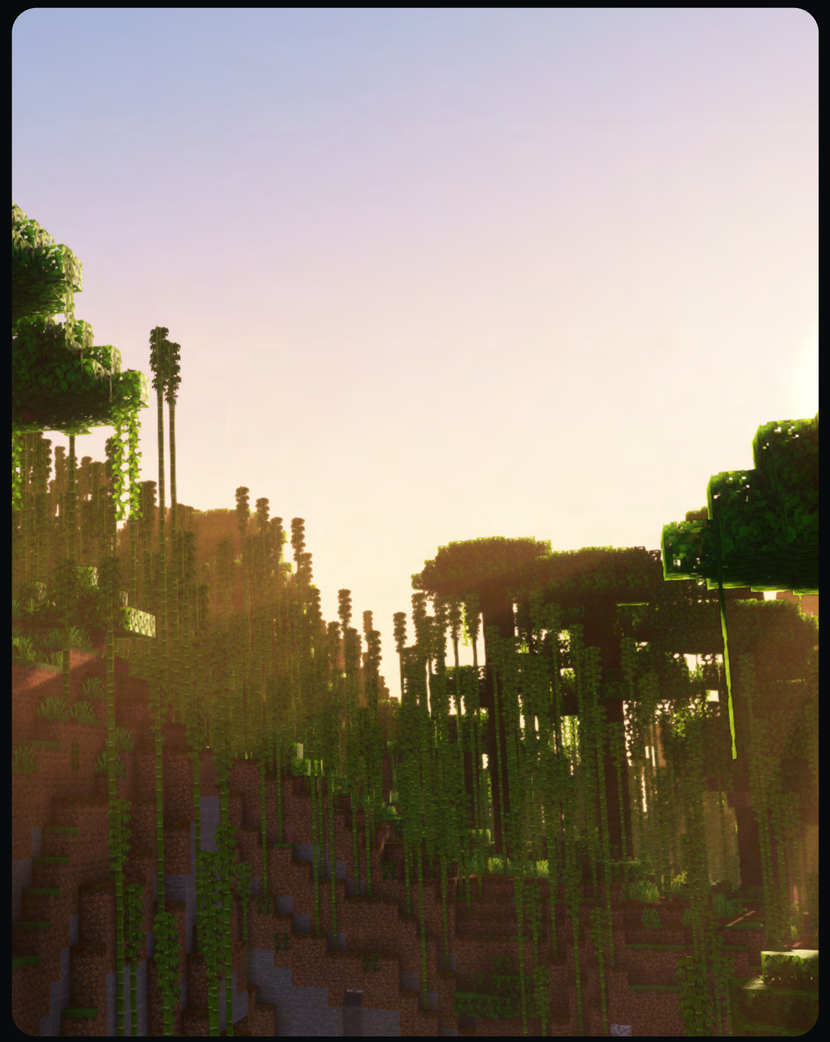


IMAGES

IMAGE SELECTION

Imagery plays a massive role, from product imagery to backgrounds on our website and digital media. Therefore, these photos should be simple, with little interaction in the surrounding scene. Photos help tell stories, connect and express.





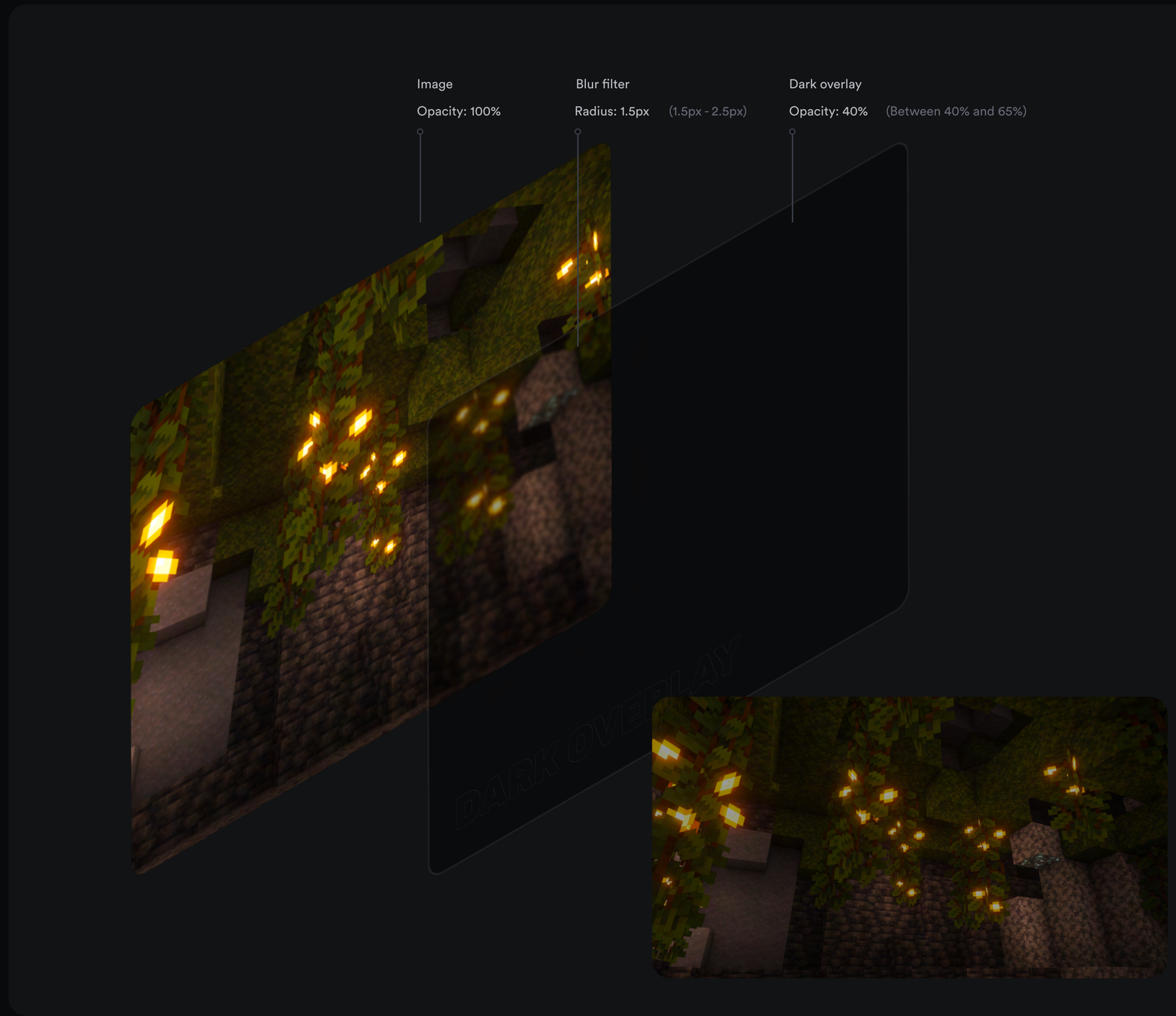
IMAGERY

When we have found the perfect image for a piece of work, it mustn't take the full focus; therefore, we apply a subtle overlay which helps darken the image. This overlay can be between 40-60%, although this depends on the existing lighting conditions of the picture.

Blur

We use blur when the background elements are complex and interact so much that the communication has been lost. Typically this is seen in our blog posts and store, where the emphasis is on the information rather than the visual.

In the example, we use a blur radius between 1.5px and 2.5px however; this can vary.



IMAGERY RULES

While our image selection is flexible from what is featured, we want bold and consistent photos, and these examples don't meet that motive.

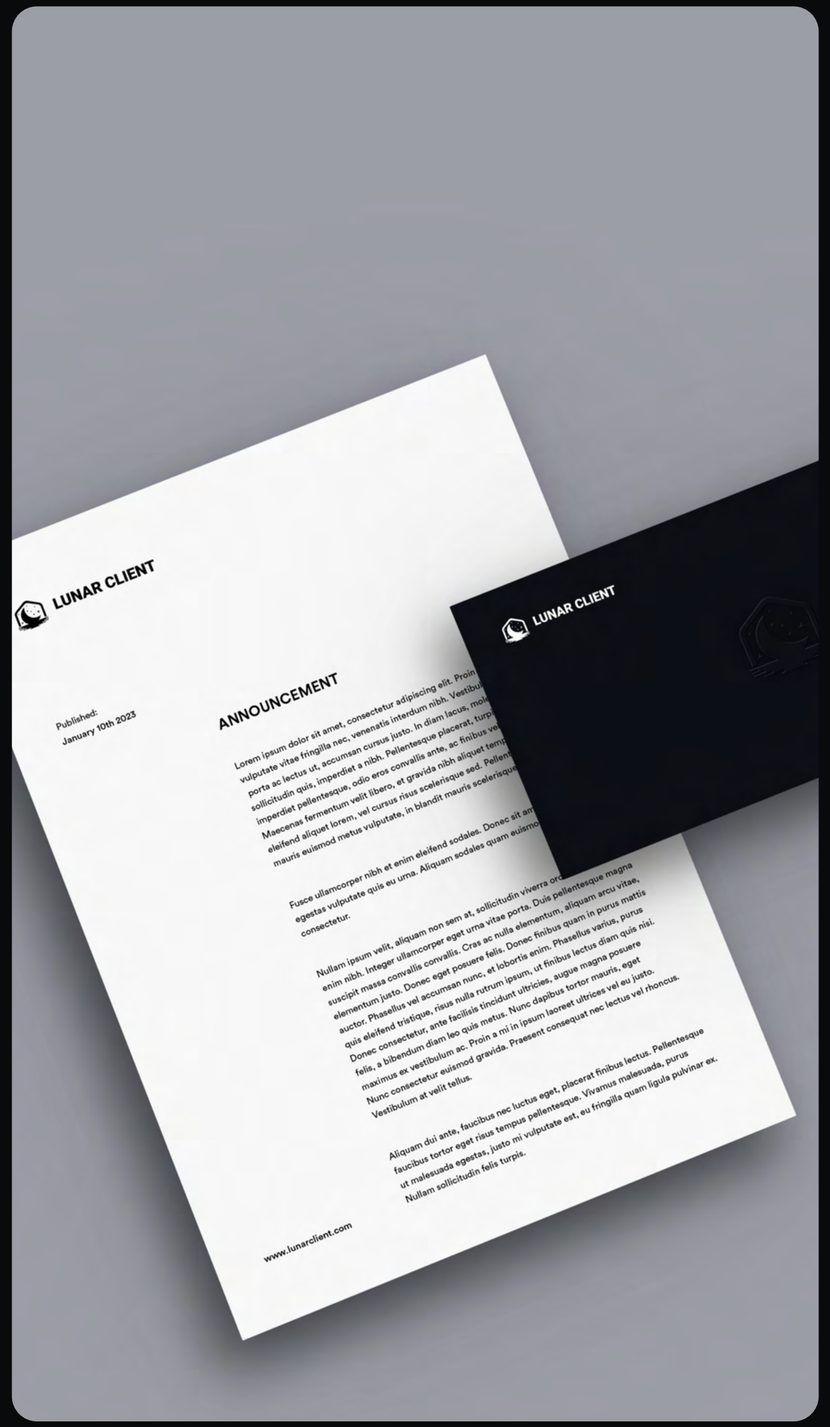
1 Glare intensity

In this example of the hill scene, the glare reflecting from the sun is intense. This means when we apply a darkened filter, it would have a yellow tint in a particular area which could become a distraction.

2 Reflections

We want to avoid saturated imagery, especially with a lot of lighting; in this case, the lava pool is the primary source for lighting the scene.

APPLICATION


LUNAR CLIENT
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THANK YOU
FOR YOUR ORDER!
Your support means the world to us.
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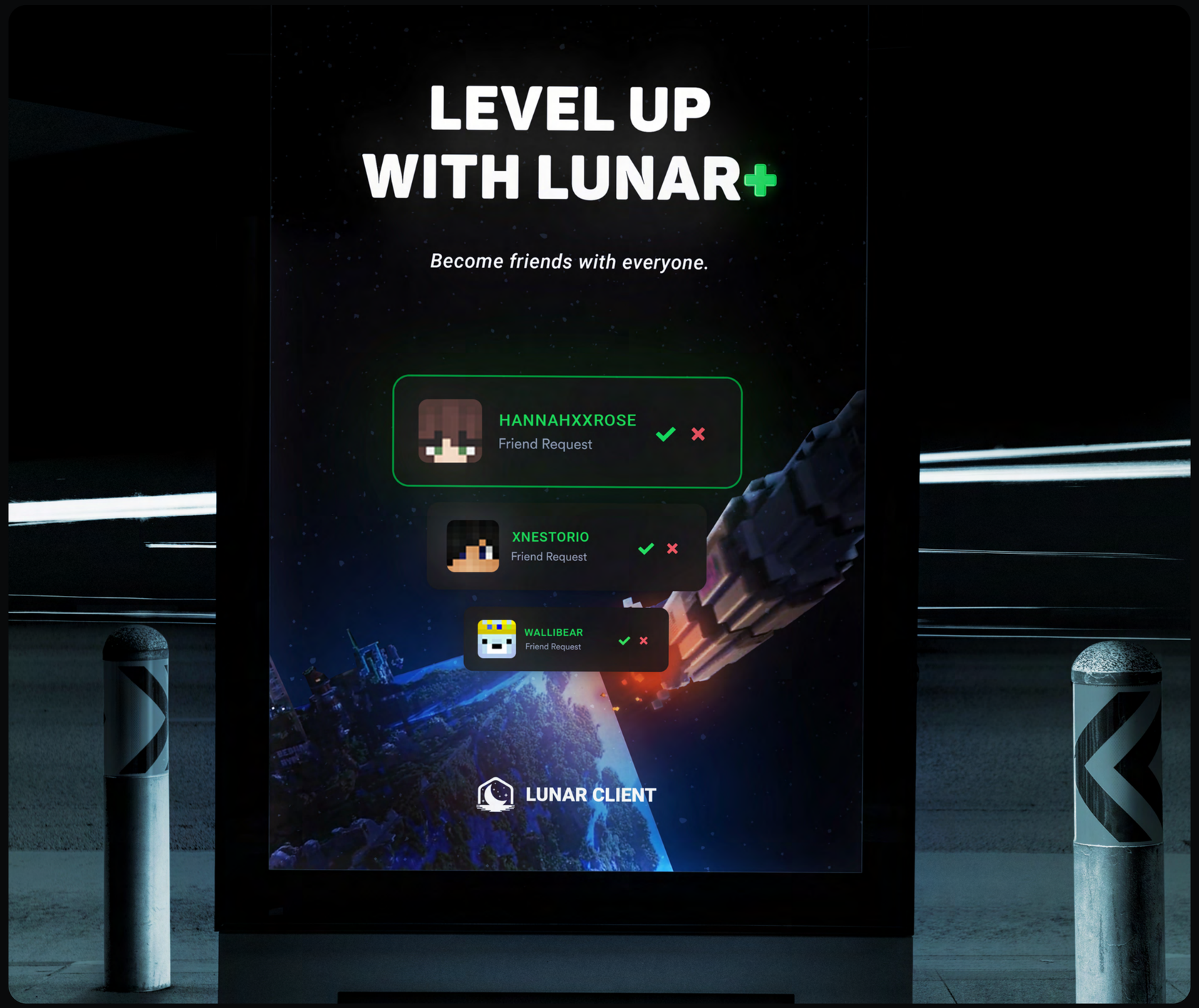
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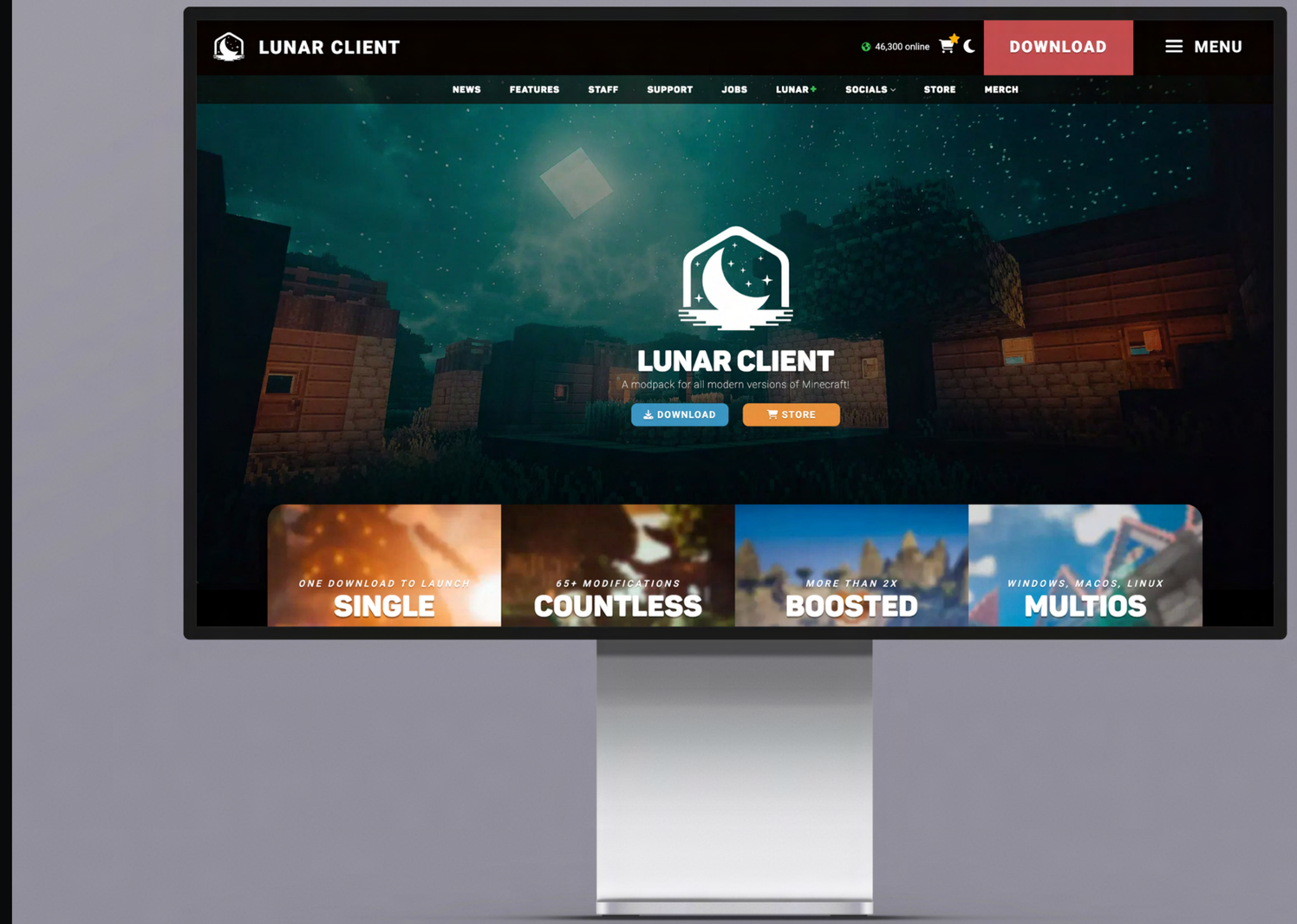
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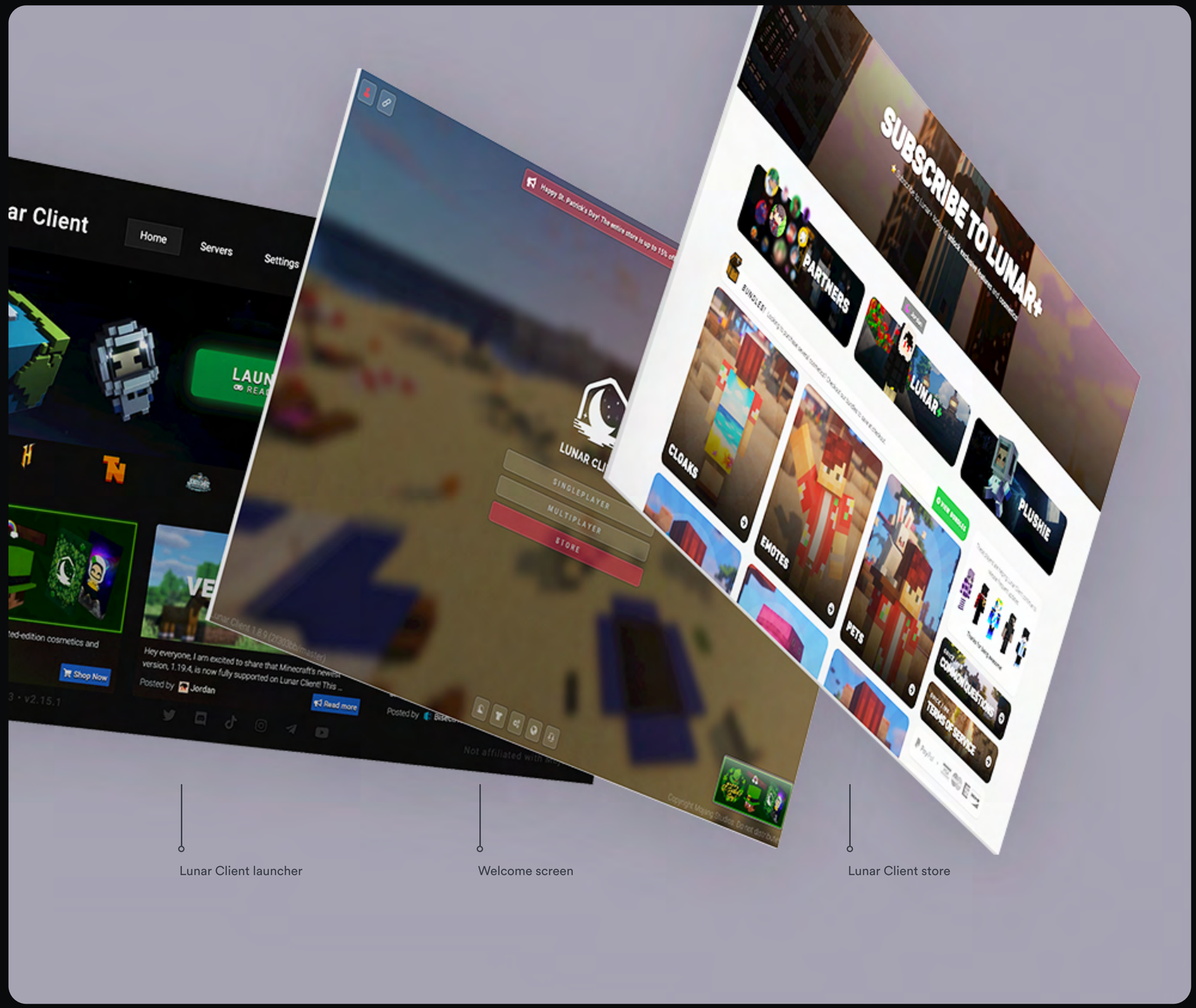

Lunar Client launcher

Welcome screen

Lunar Client store

GLOSSARY

GLOSSARY

Lockup

A lockup is the configuration of one or multiple elements in one area. For example, this could be a logo with a co-brand.

Hero

When we refer to our main heading, we use the term hero, our bold and standout typeface for communication.

Subline

Like our hero, the subline is our secondary typeface — typically used for more important messaging.

Container

A container is an area which can hold imagery or other objects inside. It is used throughout our brand system.

Astro

Astro, or astronaut, is our small companion in the front and centre of the Lunar Client brand. You'll see him around much more.

Iconography

Iconography is a set of unified icons that follow a similar design style. These icons can help guide users or improve the UX experience.

CONTACT

Please contact us if you have any questions about our brand guidelines or would like to request additional images or assets for press reasons.

contact@lunarclient.com