Moonwax brand guide

Small Hours

Moonwax is for late-night listening. A warm lamp lights a record player under a deep blue sky. The paintings establish that setting. Album covers carry their own color into the charts, cream italic headlines introduce each section, and amber identifies the next action.

Four rules

The listening scene guides these choices on iPhone and web.

1

Deep blue surfaces.

Use Night for the page, Dusk for panels and Horizon for selected surfaces.

2

Give records room.

Show the cover at a legible size and keep the artist beside the title.

3

Use amber for action.

A selected tab, primary button or keyboard focus receives the warm accent.

4

Keep scores readable.

Set headlines in Fraunces Italic and use tabular Inter figures for ranks and scores.

Waxing crescent

A warm crescent curves through a deep blue sky. Brushwork and shallow craters give the moon its surface. Keep both tips visible at every size.



iPhone artwork · 1024 × 1024



iPhone Home Screen



App navigation



Browser tab

Logotype

The illustrated tile sits beside Moonwax in Fraunces Italic. The letters are cream on dark surfaces and deep blue on light surfaces. Both versions keep the painting in its original colors.



Dark surfaces: lockup-dark.svg



Light surfaces: lockup-light.svg

Typeface

Fraunces Italic 400, optical size 144

Case

Moonwax, with a capital M

Mark size

1.3 × the cap height of the word

Gap

0.4 × the mark's diameter

Clear space

0.25 × the mark's diameter

Smallest

96 px wide. Use the illustrated icon at smaller sizes.

Colour

Night carries every screen. Moonlight and Mist carry words. Lamp is the only warm colour, so it always means something: the next action, the current choice, where the keyboard is.

Night
#0A1222

Page background and text on Lamp

Moonlight
#F3ECDF

Primary text, titles, scores
15.9:1 on Night, 14.5:1 on Dusk

Lamp
#F2B661

Primary action, active selection and keyboard focus
10.4:1 on Night

Dusk
#111C32

Cards, inputs, segmented controls

Horizon
#1A2A47

Hover, pressed and selected surfaces

Sky
#24406B

Atmospheric glow at the top of a page. Gradients only, never text

Line
#253551

Hairline dividers

Line Strong
#566B90

Boundaries that define a control: inputs, outlined buttons
3.5:1 on Night, 3.2:1 on Dusk

Mist
#A9B5CA

Secondary text: artist, year, descriptions
9:1 on Night, 8.2:1 on Dusk

Dim
#7B8BA8

Ranks and captions. Do not place on Horizon
5.4:1 on Night, 4.9:1 on Dusk

Lamp Bright
#F7CB8A

Lamp hover

Lamp Deep
#D99A45

Lamp pressed

Type

Fraunces Italic speaks in headlines. Inter does the work: titles, artists, buttons, and every rank and score in tabular figures so columns line up.

Fraunces Italic 400 · headlines

Rank the records that raised you.

Inter 400, 500, 600 · titles, artists, controls

Community scores from listener rankings.

Artist names and years sit in Mist beneath every title.

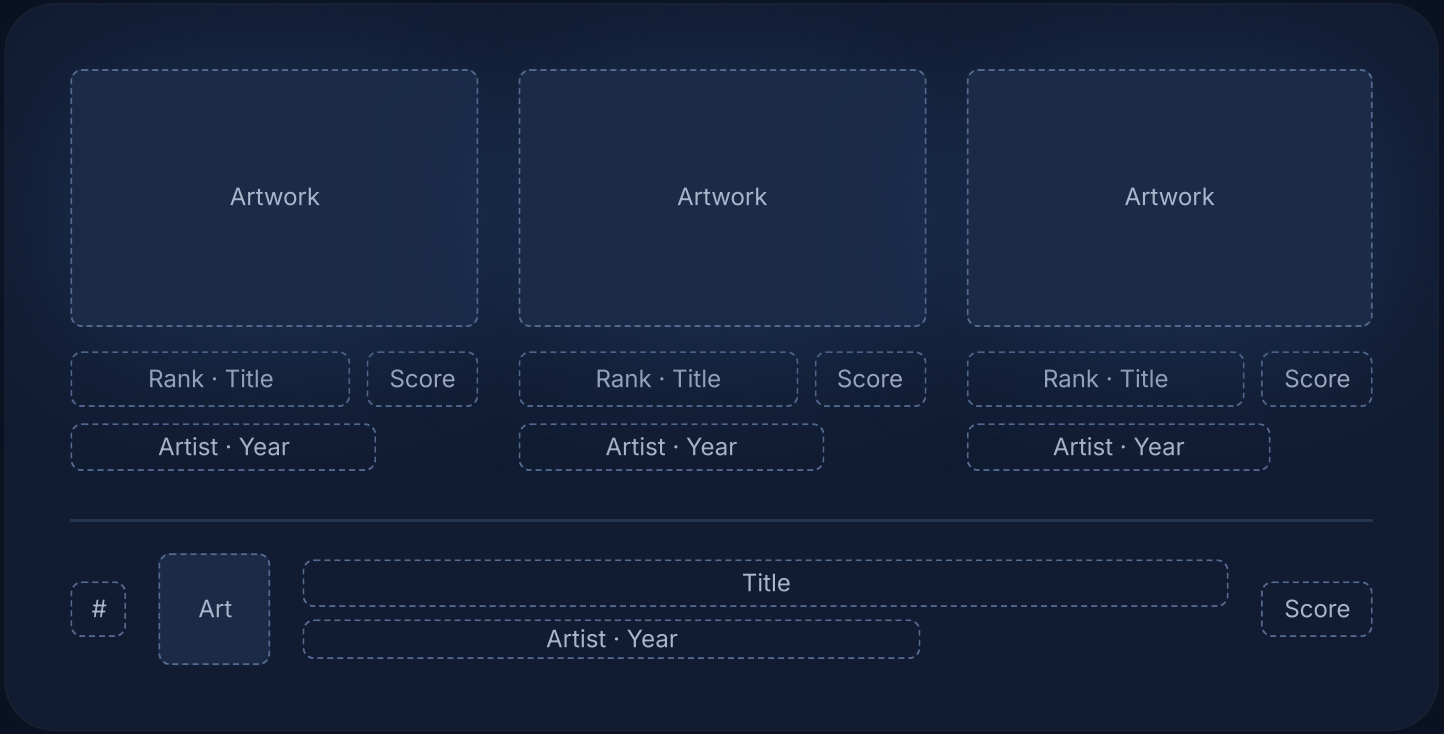
Inter 600, tabular figures · ranks and scores

0123456789

Every figure has the same width, so scores stay in a column.

Charts

Artwork leads every chart. The top three records sit on a shelf at full width; every other row keeps rank, cover, title, artist and score on one line, with the score in a fixed column at the trailing edge.



Artwork first. Covers are the largest element. A blurred copy of each top-three cover lights the night behind it.

Scores in a column. Moonlight, Inter 600, tabular figures, right-aligned at the trailing edge. Never Lamp.

One stop per row. The whole row is one link that reads rank, title, artist, year, then score.

Lamp shows the choice. The current tab and filter carry Lamp; everything else stays in Mist.

On iPhone

The same night, in native iOS patterns. The full reference ships as iphone.md.

App icon. The waxing crescent sits inside the iPhone mask with space around both tips.

Charts. Large Fraunces title, a segmented control for Albums, Songs and Trending, a lit lead record, then 56 pt rows.

Sign-in. The night scene behind, Sign in with Apple in white, and everything in one scroll view so large text never hides a button.

Feedback. A selection haptic when a segment changes. With Reduce Motion on, changes are instant.

Read the iPhone guide moonwax.space/brand/iphone.md

Downloads

Use the SVG lockups for anything printed or scaled. The kit contains every file listed here.

Full brand kit
Every file below, ZIP moonwax.space/brand/moonwax-brand-kit.zip

Brand guide
This page, PDF moonwax.space/brand/guide.pdf

App icon
Opaque PNG, 1024 × 1024 moonwax.space/brand/mark.png

Lockup for dark surfaces
SVG moonwax.space/brand/lockup-dark.svg

Lockup for light surfaces
SVG moonwax.space/brand/lockup-light.svg

App icon
PNG, 512 px moonwax.space/brand/icon-512.png

Social card
PNG, 1200 × 630 moonwax.space/brand/social-card.png

Night scene
WebP, 2560 × 1440 moonwax.space/brand/scene.webp

Design tokens
JSON moonwax.space/brand/tokens.json

iPhone guide
Markdown moonwax.space/brand/iphone.md