



**bian dang**

brand book

# contents

01 welcome

02 logo

03 colors

04 typography

05 illustrations

06 graphic motif



# 歡迎光臨！

This brand book guides the ethos of 便當, bringing our favorite parts of Taiwan and its cuisine quirks together into one cohesive design palette.

Enjoy!

林潔絲

Jessica Lin

李孟真

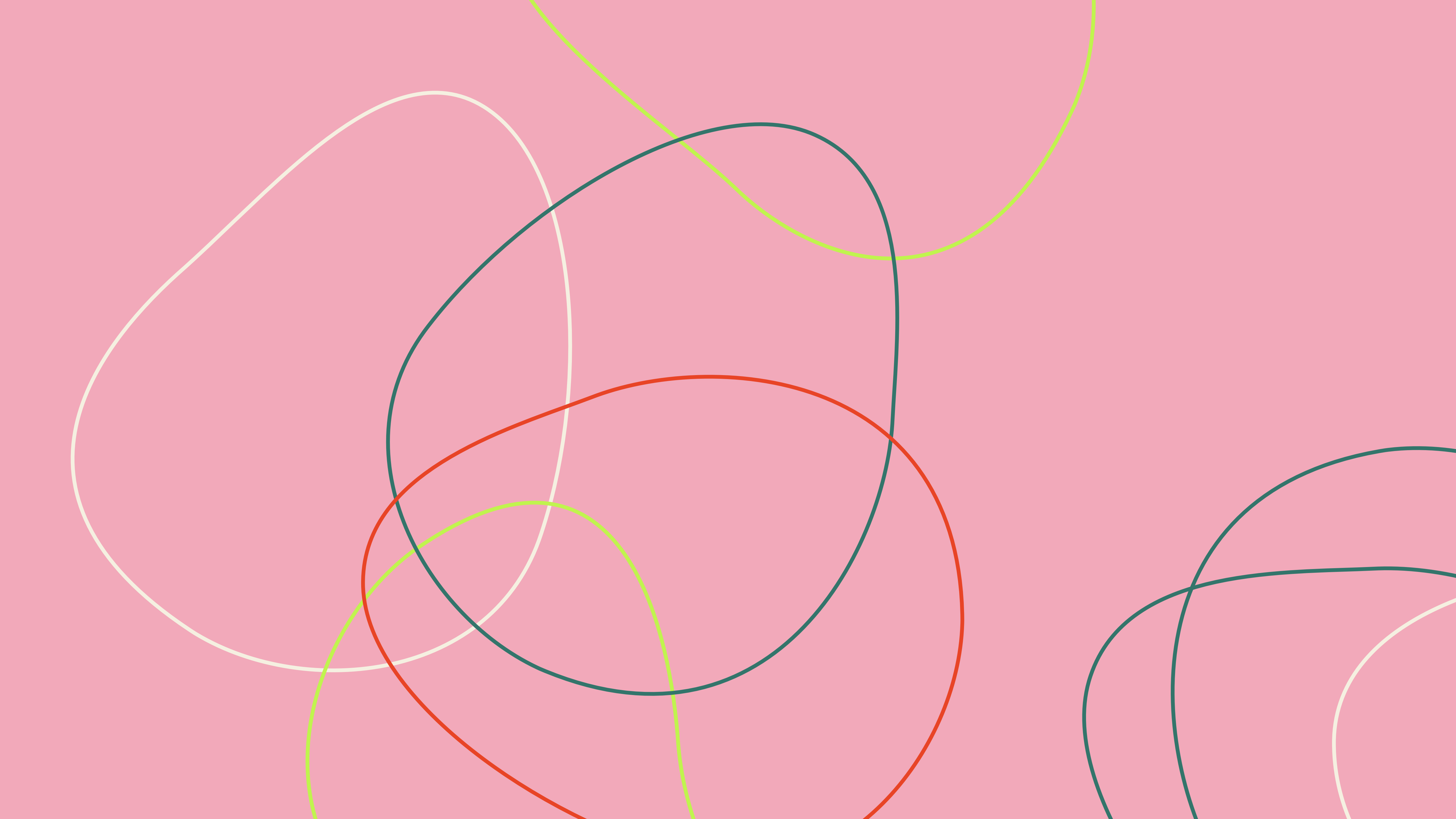
Jane Li

胡維翰

Jason Hu

黃于庭

Carolyn Huang



# logo

An ode to the Taiwanese and Asian snacks we had growing up, this logo is playful and nostalgic. It is inspired by both the logos we see in the chips aisle at 7-11, 全家, or OK mart, and by the store signs lining the busy streets of Taipei.

It is also a “thank you” to our parents and generations before who built the foundation of our memories and experiences. We want this logo to embody our shared love for Taiwan and expand on our concept of the nurturing power of food.



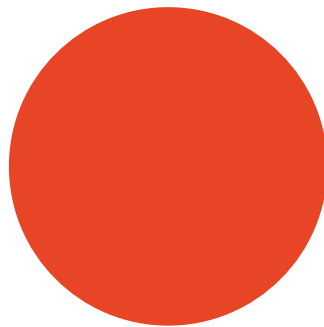
bian dang

# colors

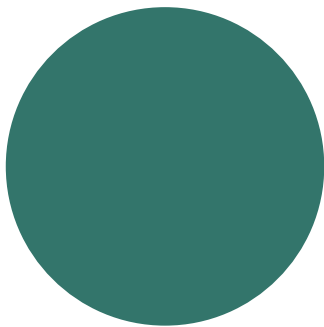
primary



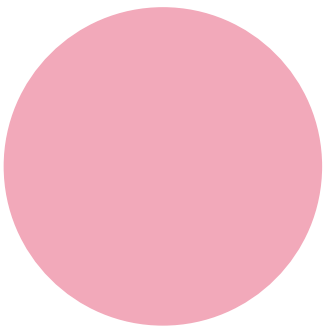
memories  
#f5f0e1



福  
#e84426

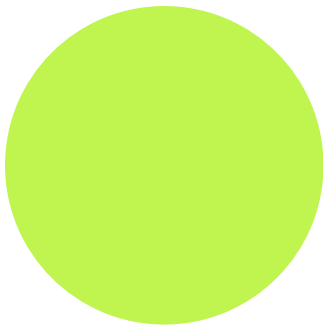


101  
#33756b

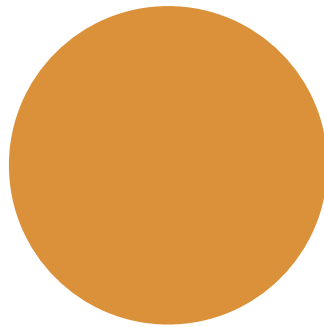


snacks  
#f2a9ba

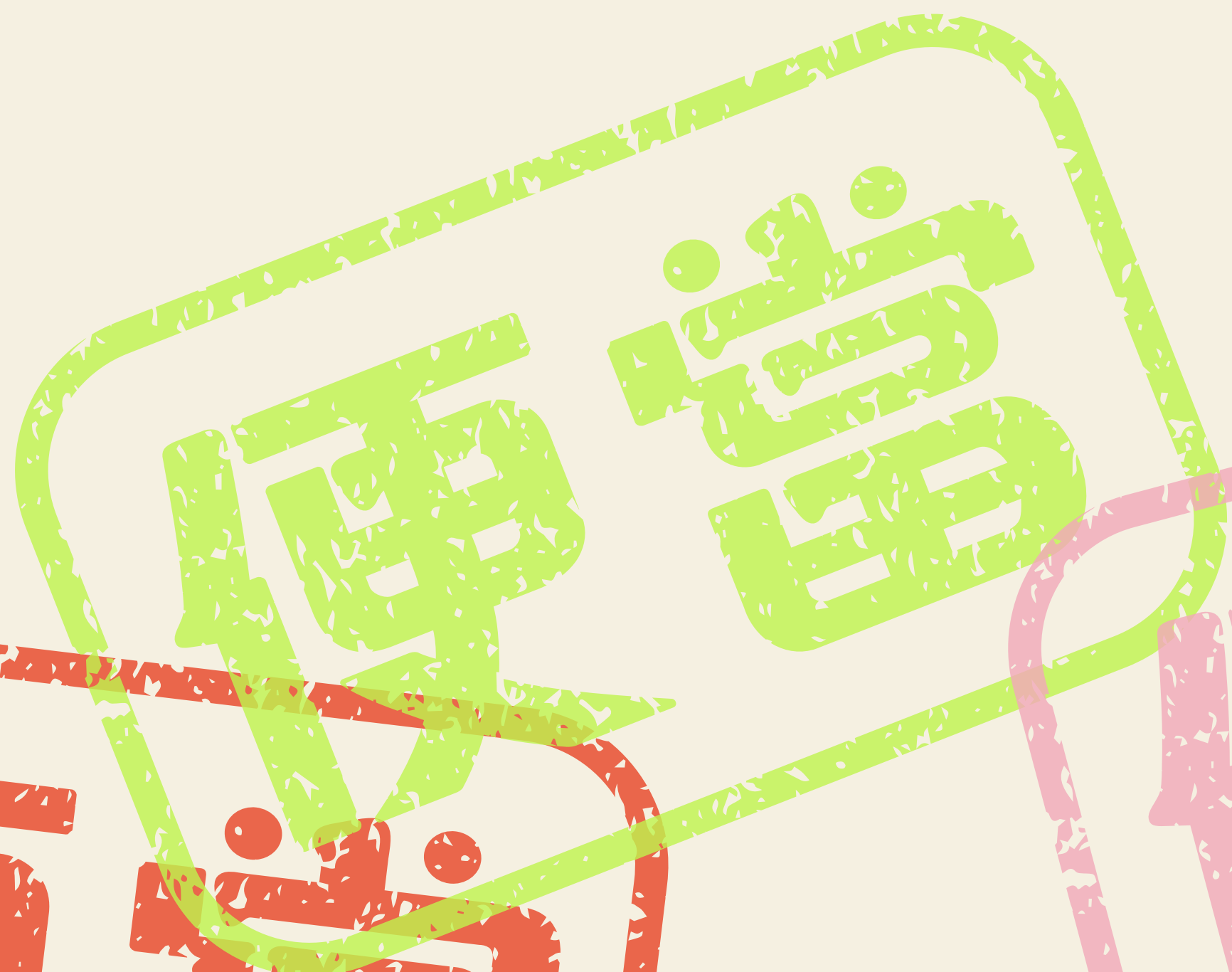
additional  
illustration



street lights  
#c0f44e



golden carbs  
#db913a



# typography

中文標題

headers

*sub-headers or byline*

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

LABEL TEXT

Caption text

MQingHuaHK XBold

MADE Dillan

Optima Italic

Optima Regular

All-caps Optima Regular, 50pt tracking

Optima Regular, 25pt tracking



# illustrations

Illustrations call forward a sense of wonder that surrounds our fondest memories of Taiwanese food and culture. While unique, our experiences growing up as Taiwanese-Americans overlap in the warmth and comfort that food has brought us over the years. Whimsical illustrations add a youthful and reminiscent touch while tying our experiences together with a shared visual connection.

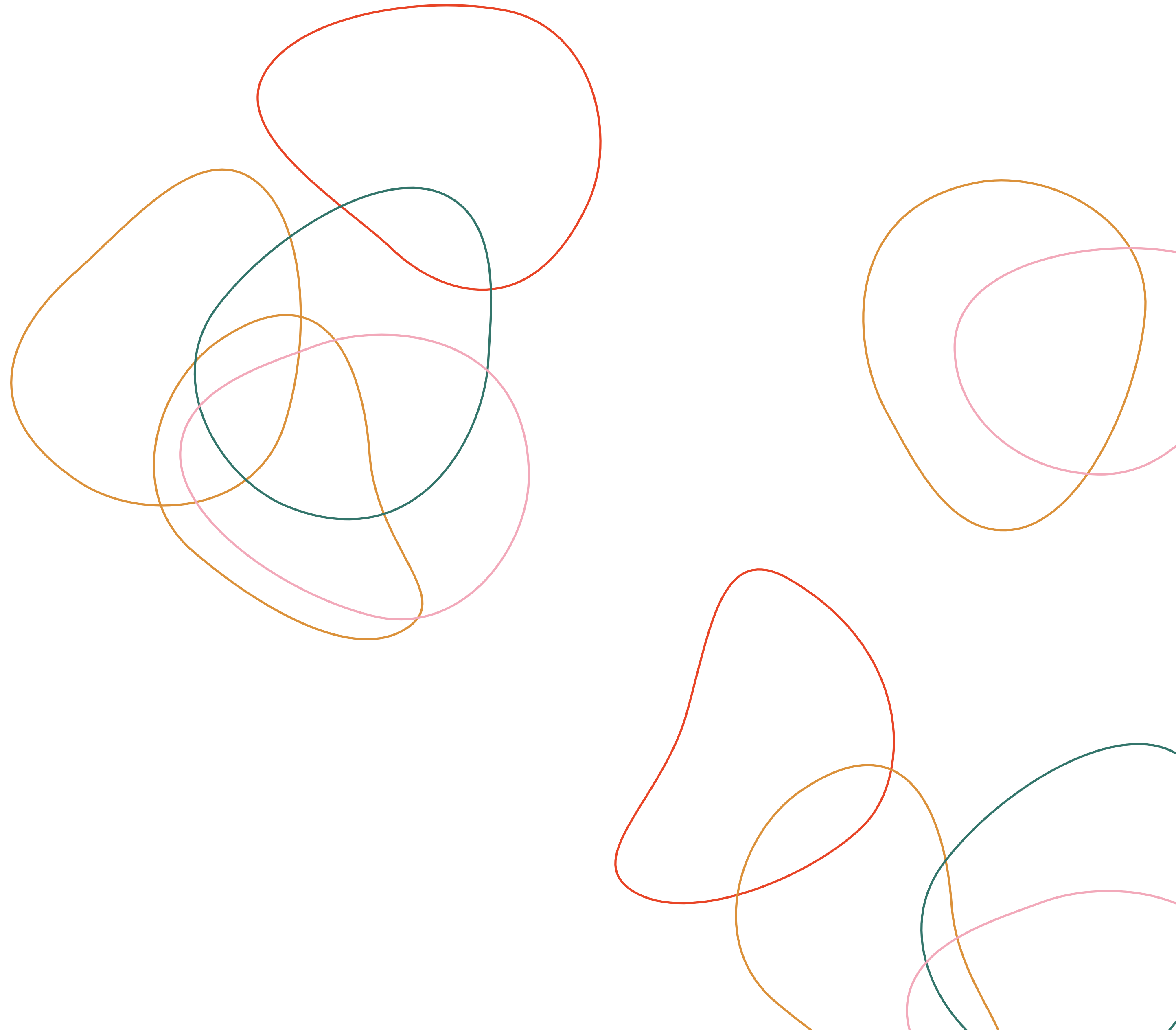
All illustrations by Jane Li.



# graphic motifs

Nothing embodies the excitement of enjoying a 便當 better than the elastic bands wrapped around two corners of a sandwich box. These bands safely carry our takeout from stall to table, chef to hungry diner, taut with eager anticipation.

This motif should be used with care. They should always be used as supporting elements.



開飯

