



bian dang

brand book

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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!

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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.

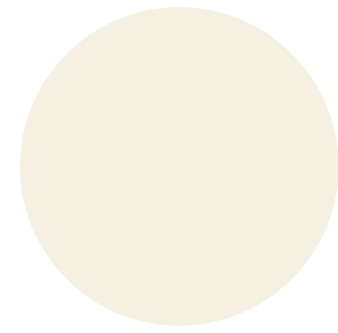
It is also a “thank you” to our parents and generations before who built the foundation of our memories and experiences. We want this logo to embody our shared love for Taiwan and expand on our concept of the nurturing power of food.



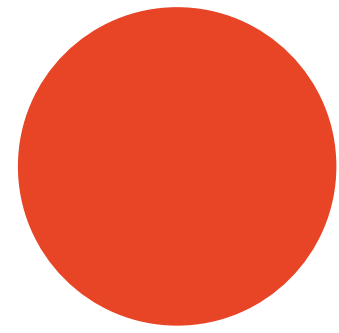
bian dang

colors

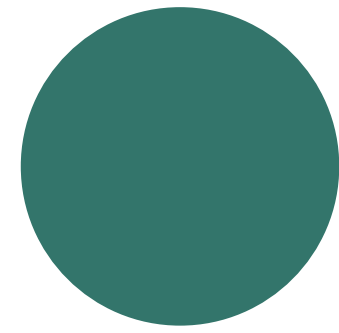
primary



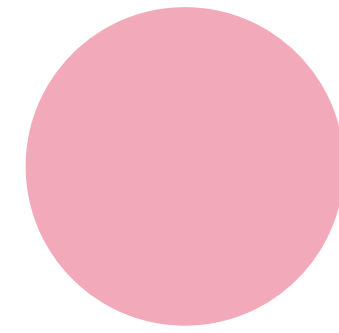
memories
#f5f0e1



福
#e84426

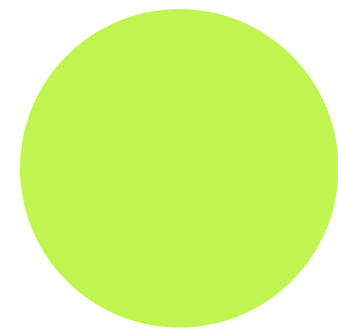


101
#33756b

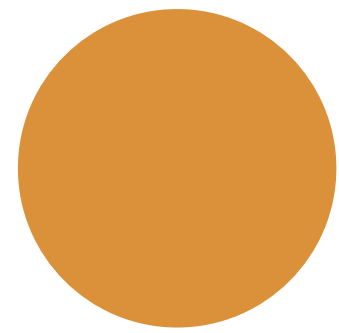


snacks
#f2a9ba

additional
illustrations



street lights
#c0f44e



golden carbs
#db913a

便郵

便郵

便郵

便郵

便郵

typography

中文標題

MQingHuaHK XBold

headers

MADE Dillan

sub-headers or byline

Optima Italic

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.

Optima Regular

LABEL TEXT

All-caps Optima Regular, 50pt tracking

Caption text

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.

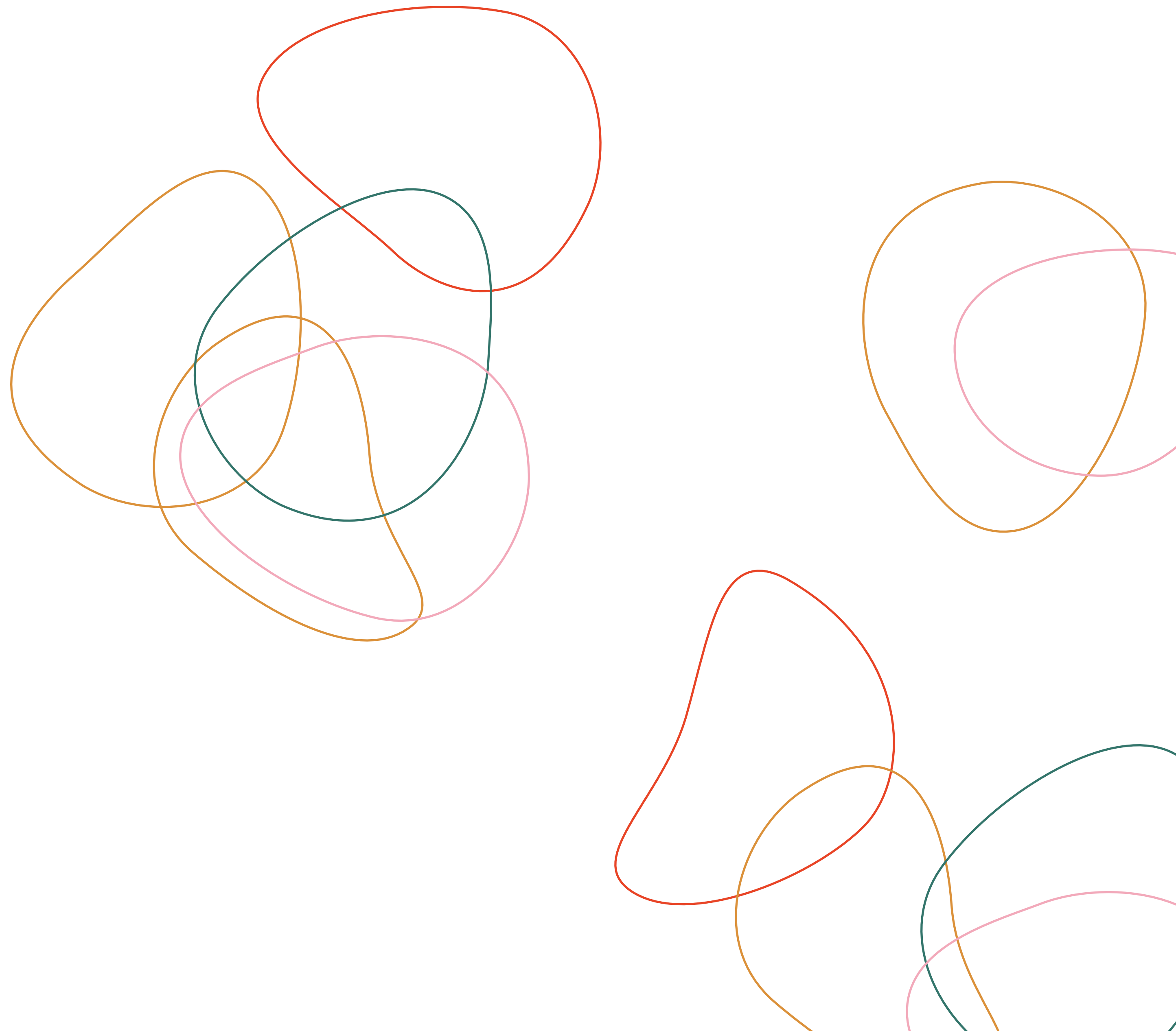
All illustrations by Jane Li.



graphic motif

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

