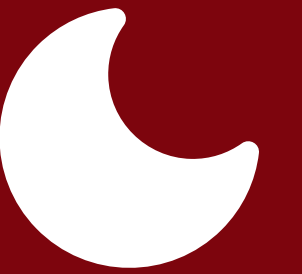


**birb.**



# Content

**03** **LOGO**

**09** **TYPOGRAPHY**

**12** **BRAND PALETTE**

**15** **BRAND IMAGERY**

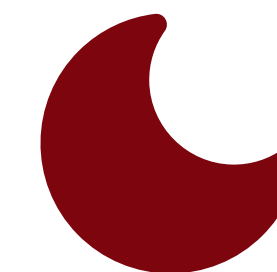
**18** **VISUAL IDENTITY**

**LOGO**



**Moonbirds**  
Primary Logo

# Logo Breakdown

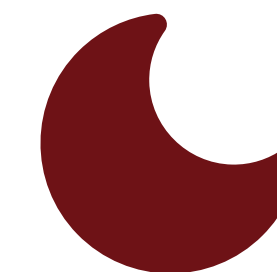


Birbs are expressive and mischievous by nature and the logo is designed to reflect that. It is constructed from two basic shapes, making use of negative space to form the distinct parts of Birb's face that give the character a rather cheeky expression.



**Moonbirds**  
Primary Logo

# Alternates



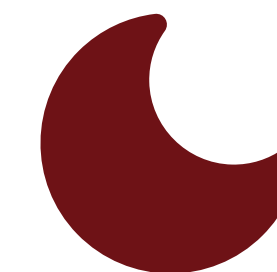
The alternate logo and wordmark serve as an inverse of the primary logo. Its use should be for placement on a medium to dark background.



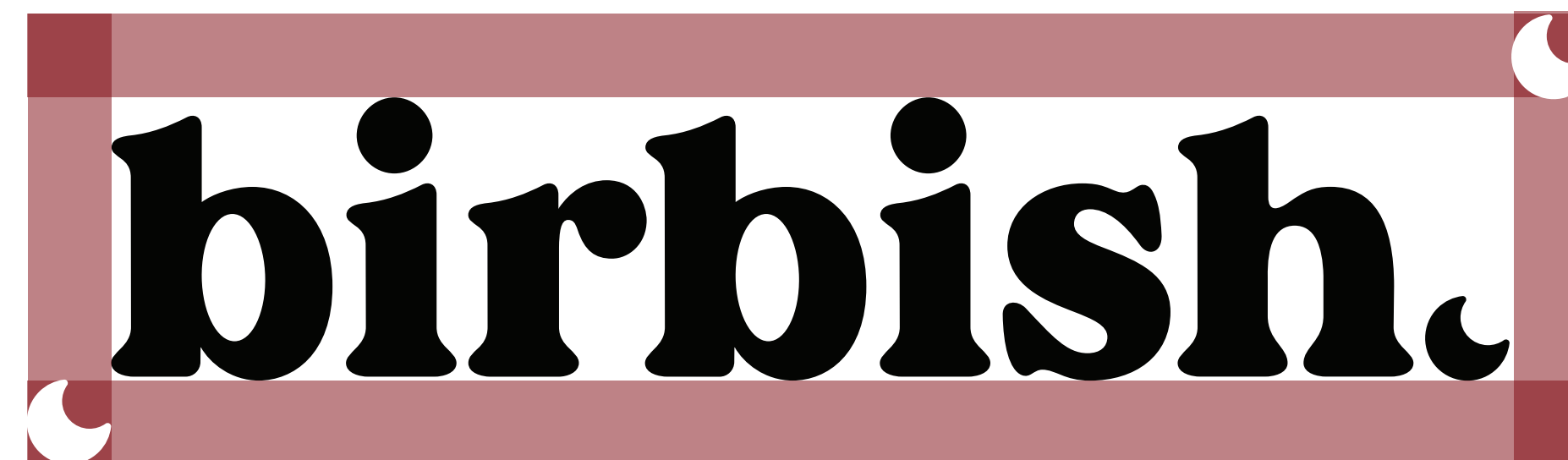
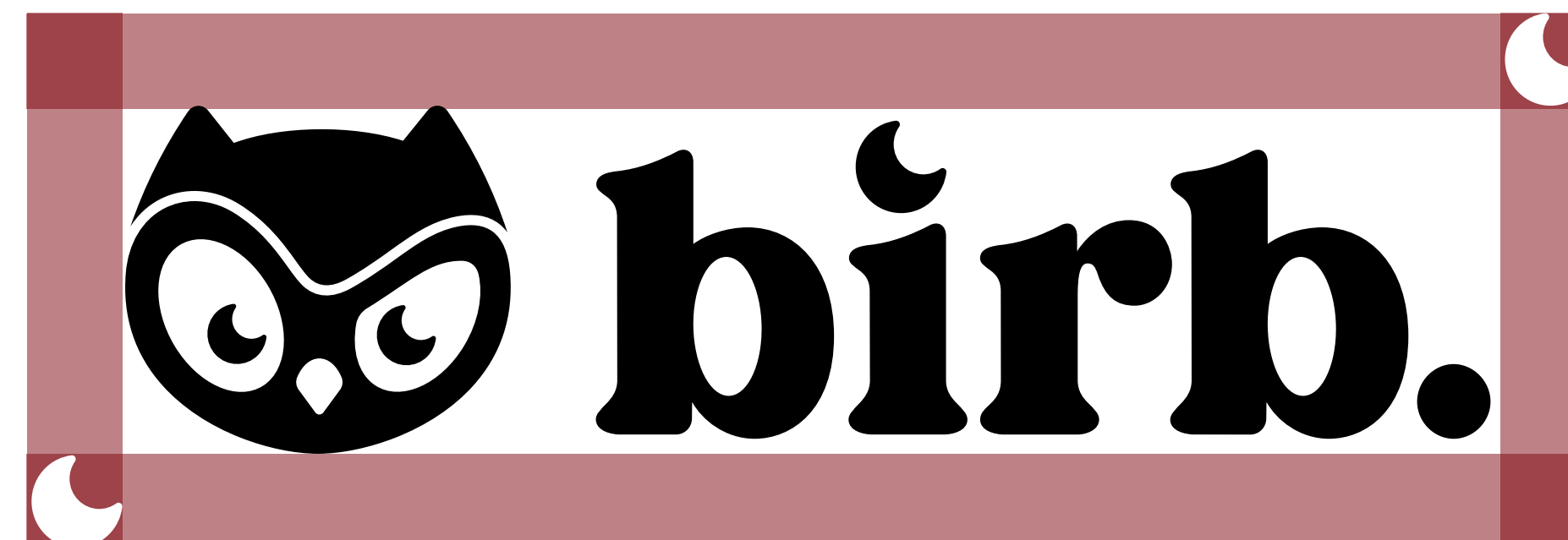
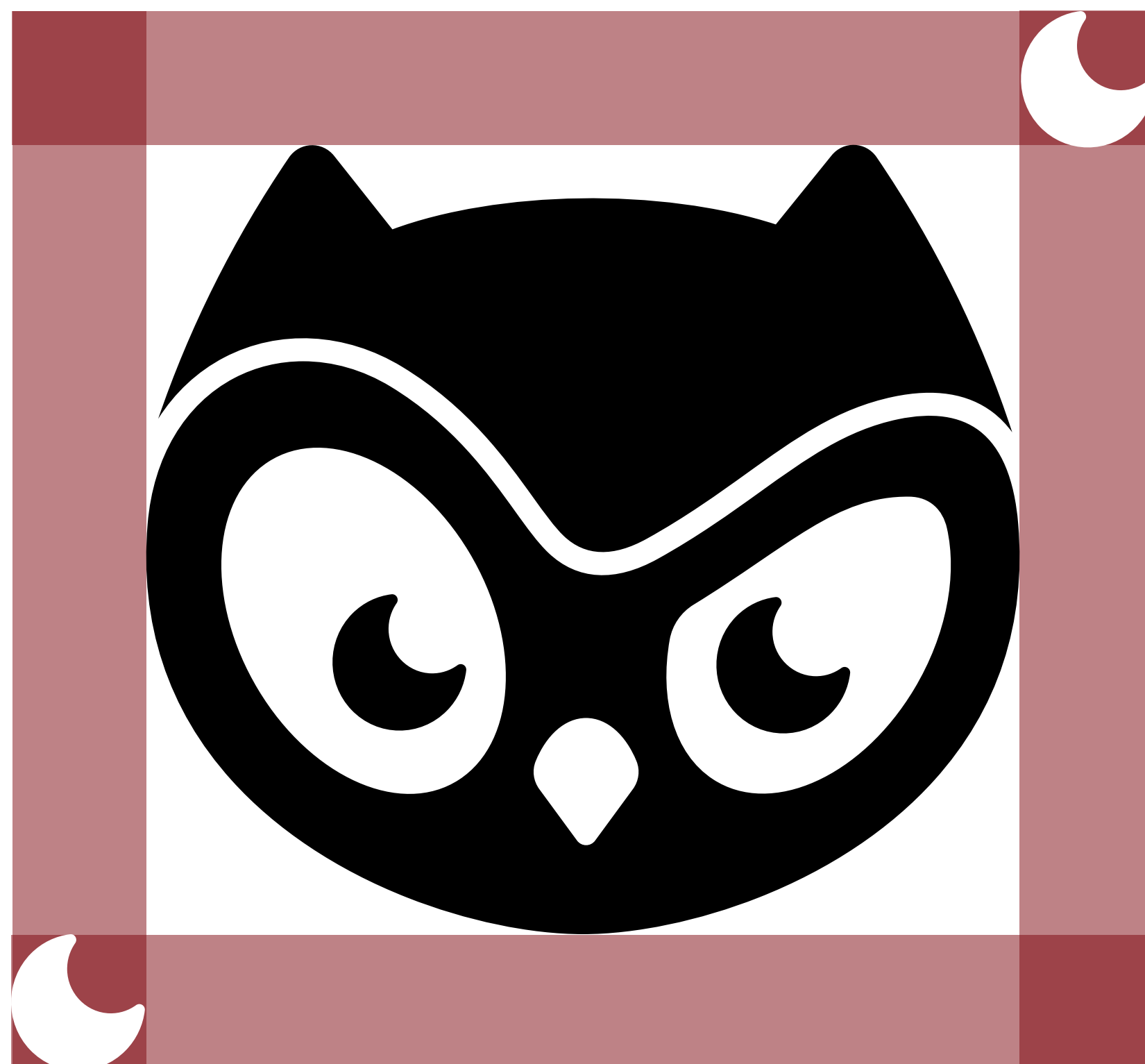
**birb.**



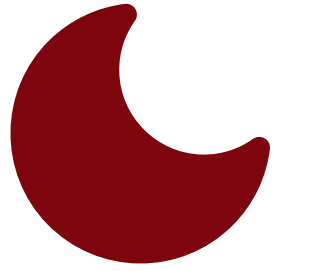
**birb.**



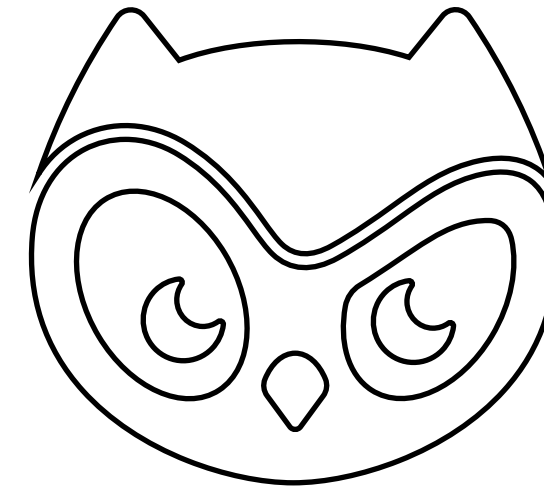
Clearspace is the minimum distance required between the logo and surrounding artwork. This space should be equal in height and width to the moon pupil of the birb.



# Things to Avoid



Avoid stretching or compressing the logo



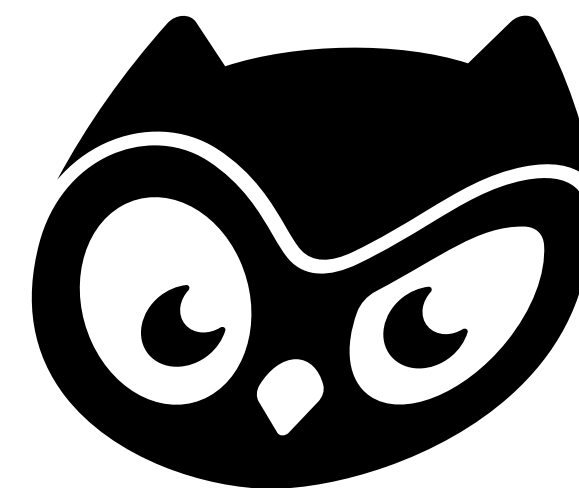
Logo should not be shown as outlines only



Logo should not be shown in more than one color



**Primary** logo should not be colored light/white, use the **alternate** in this case!

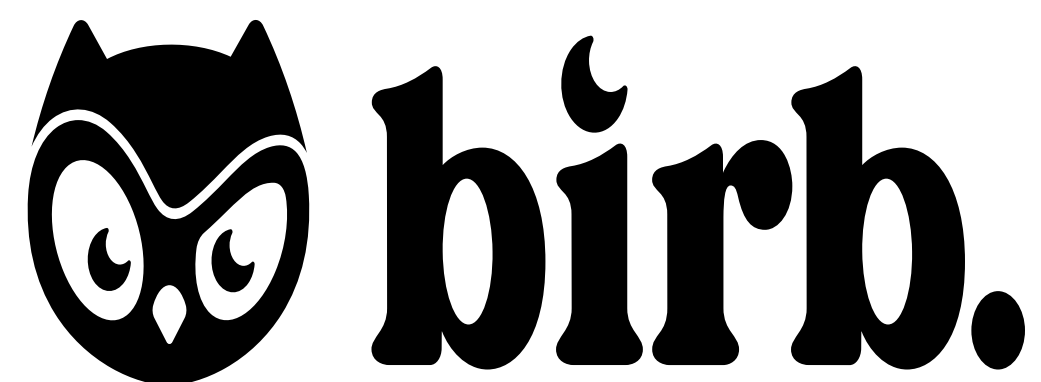
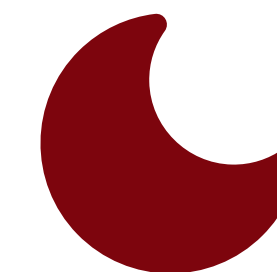


Logo should not be skewed/sheared



Do not add effects to the Logo (ex. drop shadows)

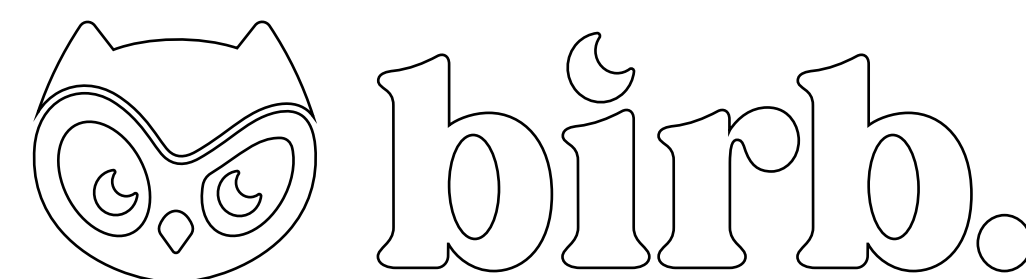
# Things to Avoid



Avoid stretching or compressing the logo



Do not place on low contrast background



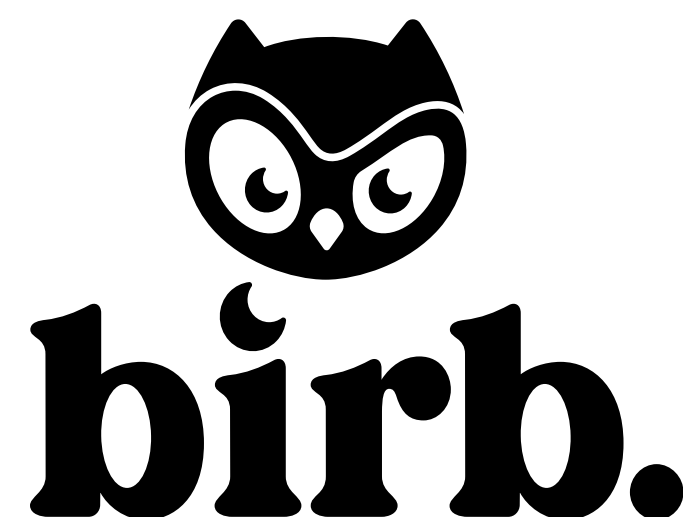
Logo should not be shown as outlines only



Lockups should not be shown in multiple colors



Only use approved variations/ color specs



Lockup arrangement should not be altered



Logo should not be skewed/sheared



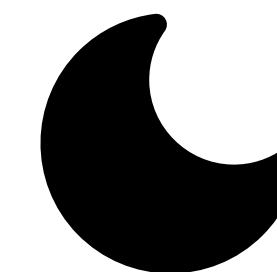
Do not add effects to the Logo (ex. drop shadows)



**TYPOGRAPHY**



# Oscine



**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**! “ # \$ % & ‘ ( ) \* + , - . / : ; < = > ?**

**@ [ \ ] ^ \_ ` { | } ~**

**.,,:;! ? “ ” — ... © ® ™ ° ± × ÷**

**\$ € £ ¥ @ # % & \***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! “ # \$ % & ‘ ( ) \* + , - . / : ; < = > ?

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.,,:;! ? “ ” — ... © ® ™ ° ± × ÷

\$ € £ ¥ @ # % & \*

# Pridi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**! “ # \$ % & ‘ ( ) \* + , - . / : ; < = > ?**

**@ [ \ ] ^ \_ ` { | } ~**

**.,,:;! ? “ ” — ... © ® ™ ° ± × ÷**

**\$ € £ ¥ @ # % & \***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

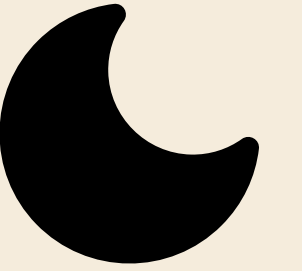
! “ # \$ % & ‘ ( ) \* + , - . / : ; < = > ?

@ [ \ ] ^ \_ ` { | } ~

.,,:;! ? “ ” — ... © ® ™ ° ± × ÷

\$ € £ ¥ @ # % & \*

# How to Use Type



Moonbirds uses **Oscine** and **Pridi** to balance edge with warmth. Oscine is our go-to for bold headlines and punchy phrases such as titles and short captions. Pridi handles the longer reads, offering clarity and softness for body text. Together, they create a clear hierarchy and reflect the brand's dual personality: commanding and inviting.

## Feeling Good, Lookin' Birbish.

Following Moonbirds' acquisition by Orange Cap Games in May 2025, the project saw a resurgence in both market value and cultural relevance. But while price floors soared and Mythics got their moment, it was the rise of "Birbish" that truly signaled the vibe shift.

### What Is Birbish?

No one knows. And that's the point. Birbish is not a product, a roadmap, or even a coherent sentence. It's a mood. A pixelated shrug. A wink. It's the kind of brand that doesn't ask for your understanding, it demands your participation and attention.



## Who's Birbish?

What is birbish? what is birb?  
what is the meaning of life if  
not birb?



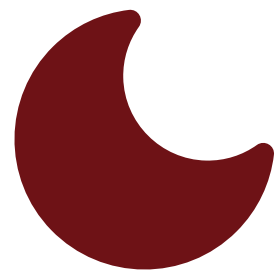
**Birbs in  
Control**  
Are you ready?



# **BRAND PALETTE**

The background of the image features a series of stylized, flowing waves in a light beige or tan color. These waves are set against a white background, creating a sense of movement and depth. The waves are composed of smooth, curved lines that sweep across the frame from the bottom left towards the top right. The overall aesthetic is clean, modern, and organic.

# Main Palette



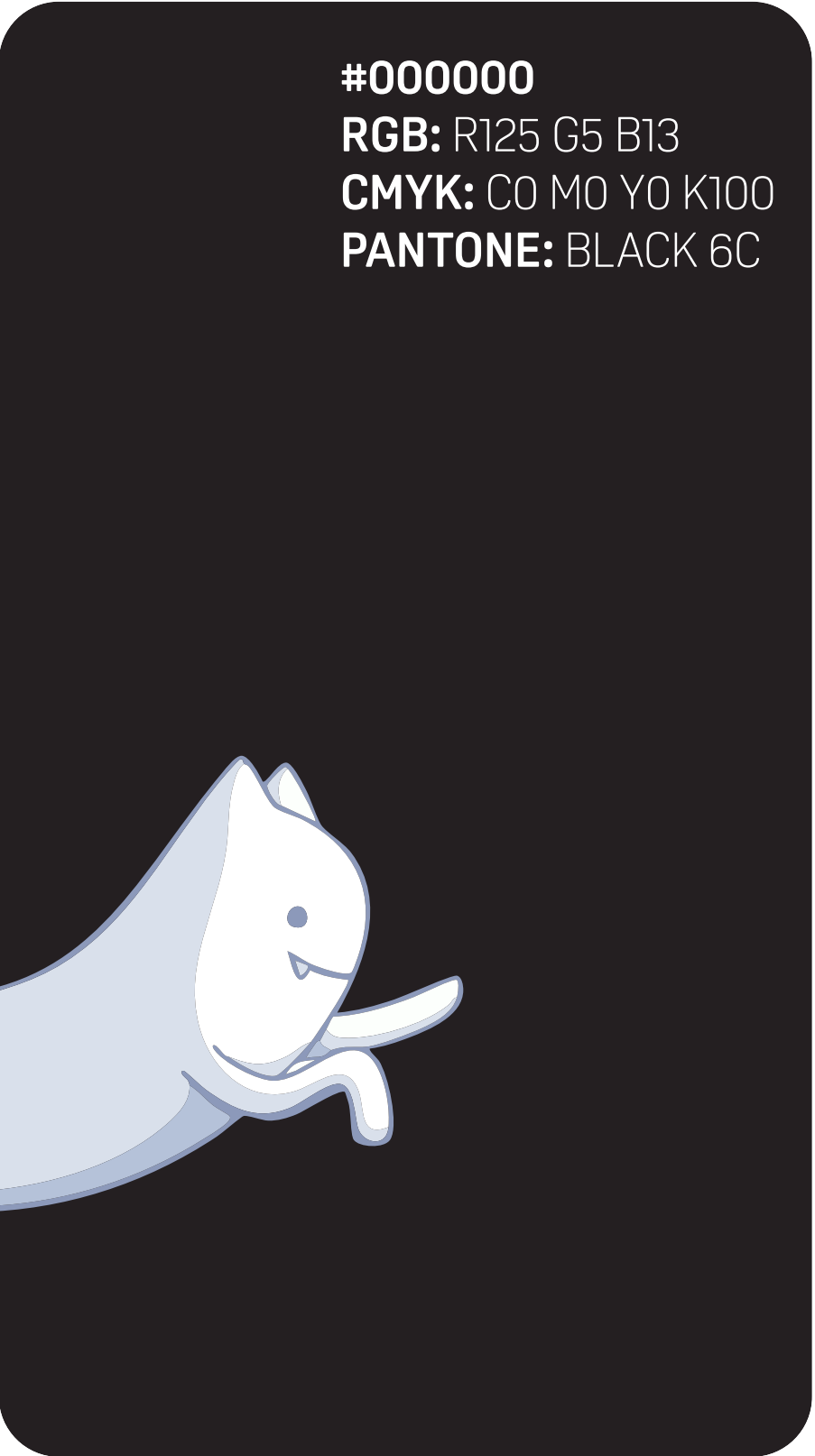
Our brand colors are warm, moody, and versatile—perfect for balancing playful character art with a slight edge.



**#7d050d**  
**RGB:** R125 G5 B13  
**CMYK:** C29 M100 Y100 K39  
**PANTONE:** 1815 C



**#d12429**  
**RGB:** R209 G36 B41  
**CMYK:** C29 M100 Y100 K39  
**PANTONE:** 1795 C



**#000000**  
**RGB:** R125 G5 B13  
**CMYK:** C0 M0 Y0 K100  
**PANTONE:** BLACK 6C



**#ecd9ba**  
**RGB:** R236 G217 B186  
**CMYK:** C7 M13 Y28 K0  
**PANTONE:** 7506 C

**#ffffff**  
**RGB:** 255 G255 B255  
**CMYK:** C0 M0 Y0 K0  
**PANTONE:** 000 C

# Secondary Palette



The secondary palette adds depth and attitude to the brand; moody blues and pinks amplify contrast and character. These colors support the main palette while still pushing the brand’s expressive edge.

#1e1a34  
RGB: R40 G36 B69  
CMYK: C M100 Y100 K39  
PANTONE: 5255 C



#1a265e  
RGB: R26 G38 B94  
CMYK: C100 M95 Y33 K26  
PANTONE: 281 C



#616b96  
RGB: R97 G107 B150  
CMYK: C69 M59 Y21 K3  
PANTONE: 7668 C



#e84294  
RGB: R232 G66 B148  
CMYK: C2 M88 Y2 K0  
PANTONE: 212 C



#783859  
RGB: R120 G56 B89  
CMYK: C48 M86 Y42 K23  
PANTONE: 683 C



#ed7abd  
RGB: R237 G122 B189  
CMYK: C5 M65 Y0 K0  
PANTONE: 231 C

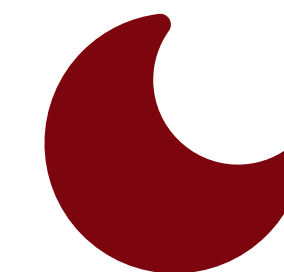


# BRAND IMAGERY

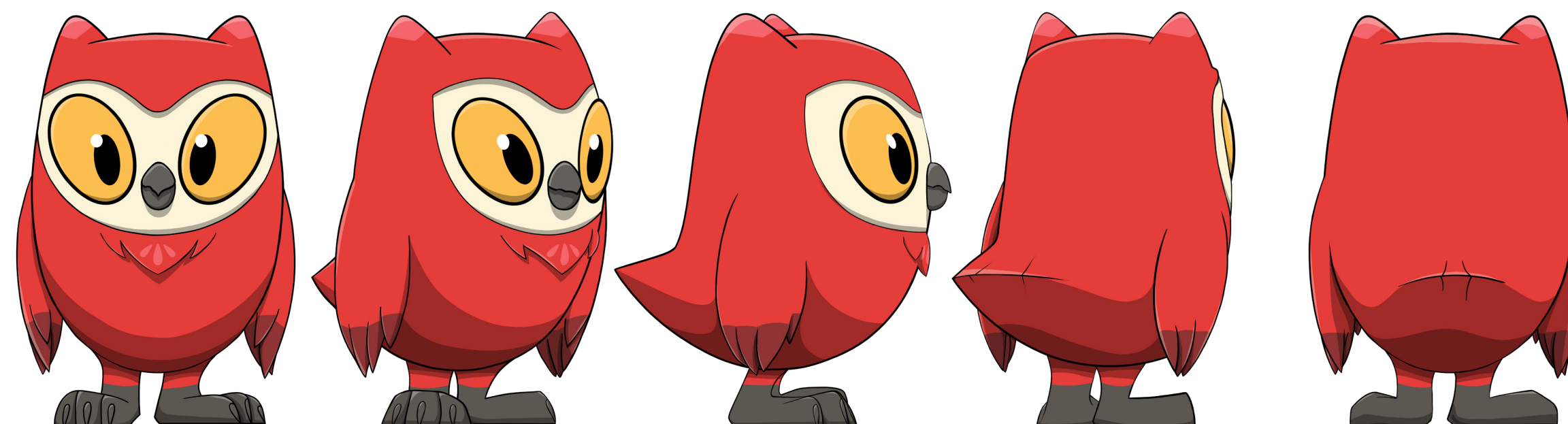




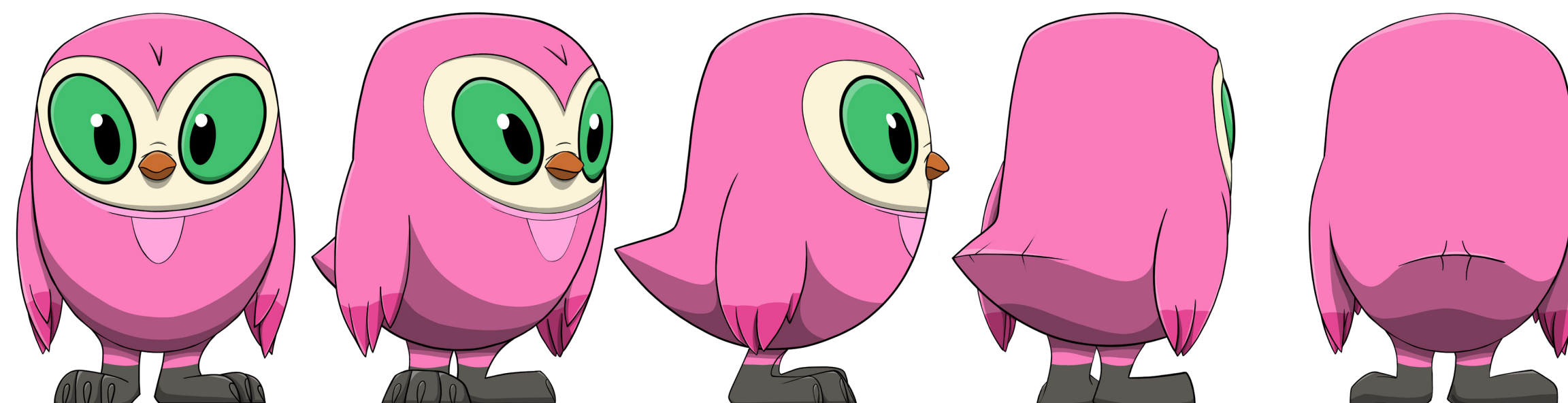
# Character



**Birb**



**Pip**



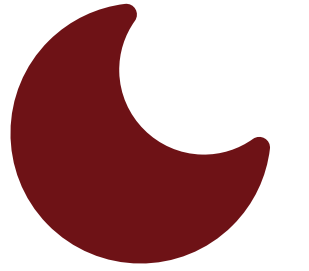
**Zen**



Birb is the main character and mascot of the brand. Pip and Zen are supporting characters who add range: Pip brings playful energy, Zen offers calm focus. Each one reinforces Moonbirds' tone and storytelling.



# Tertiary Character



## Toobins



## Droobins



Toobins and Droobins started as quirky Moonbirds traits and evolved into lore-rich characters. Toobins is a surreal, worm-like entity tied to collectibles and community drops, while Droobins adds playful chaos and contrast. Both deepen the brand's worldbuilding.

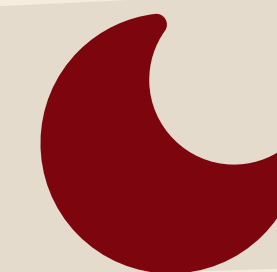


# VISUAL IDENTITY

## Moonbirds Visual Identity

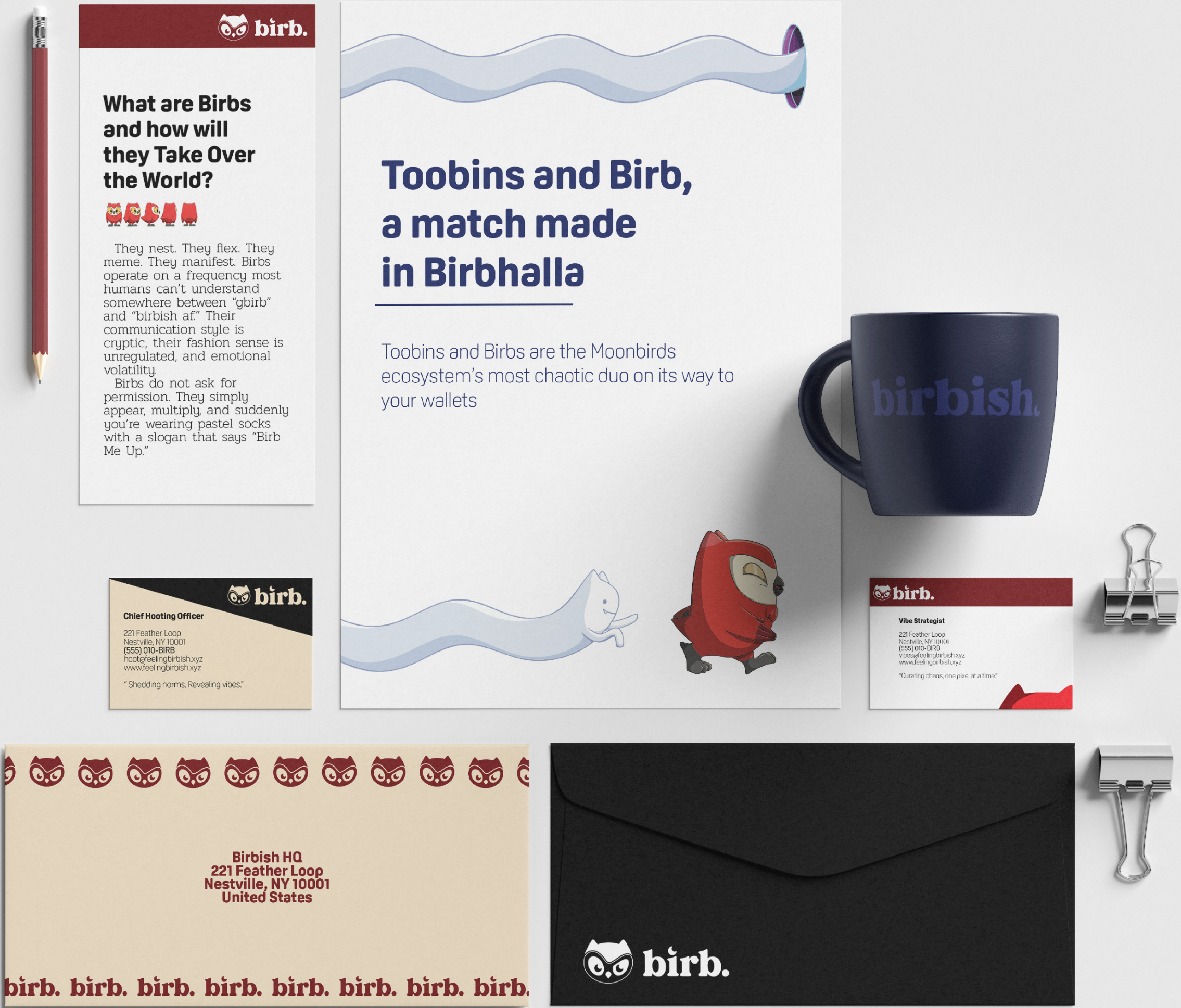
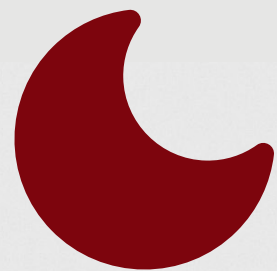
*Birbish* is clean, confident, and built for everyday flex. It's Moonbirds' take on affordable luxury, graphic-heavy staples, sharp silhouettes, and elevated basics made to wear hard and look good.

# birbish.





# Stationery





**Moonbirds**  
Visual Identity

# More to Come!



**STAY  
BIRBISH**

The background of the image features a dark red field with large, fluid, black and dark red swirling shapes that resemble smoke or liquid. The text 'STAY BIRBISH' is centered in a bold, cream-colored, sans-serif font.