LINE MAN

OUR BRAND IDENTITY GUIDE



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LINE MAN

WELCOME TO THE LINE MAN BRAND GUIDE, WHERE WE DEFINE WHO WE ARE, HOW WE LOOK, AND THE FEELING WE DELIVER.

Built to inspire and empower, this guide helps everyone who shapes LINE MAN bring it to life with clarity, confidence and delight. It is more than a set of design rules, it is a shared language that connects every detail from Moon's playful charm to our everyday efficiency. Together we make LINE MAN joyfully essential to Thai life.



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01 DESIGN STRATEGY

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Our Story







LINE MAN has always been about making everyday life in Thailand easier, more joyful, and more connected.

From our roots in food delivery to a complete lifestyle platform, we've grown alongside our users, a local favorite that understands what Thais truly need.

We've built our name on everyday value and unbeatable prices, but value has never meant looking cheap. It means delivering more than what you pay for through thoughtful features, local curation, and a brand experience that feels good in every interaction.

Today, we're evolving from price wars to curated quality, with exclusive offerings, smarter features, and joyful interactions that fit seamlessly into daily life.

This is why now is the time to refresh our brand expression, to show that LINE MAN is not just a service, but an essential part of Thai life.

Practical. Playful. Always just right.



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MOON'S WORLD

THE CREATIVE HEART OF THE OUR BRAND EXPRESSION.

In Moon's World, utility meets delight, a joyful universe where our brand comes to life in every feeling and interaction. Everything feels alive, made with care and designed to spark joy in even the simplest moments.

This world is guided by balance: not too much, not too little, always just right. Our tone, visuals and interactions should feel effortless yet expressive, smart yet full of heart. That's what makes LINE MAN unmistakably ours, a brand that gets things done and makes people smile while doing it.

From Moon's 3D presence to our playful icon system, from friendly riders to vibrant campaigns, every element belongs to Moon's World. Together they form a design language that's delightfully efficient, blending real Thai life with a touch of magic. In Moon's World, we don't just deliver services. We deliver delight.



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Design Principles

Our design principles are the lens through which we create. They help us craft work that feels balanced, joyful, and true to LINE MAN in every detail.

Just Right
Delightful
Elevated
Systematic
Vibrant



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Design Principles

Just Right
Is the design perfectly balanced, solving needs with precision and joy?
Not too much, not too little.
personality to the brand?

Delightful
Does the design evoke joy, satisfaction, and a sense of feel-good pleasure in every interaction?
Is it friendly, uplifting, and made to bring a smile?

Elevated
Does the design present a distinctive, beautiful, and premium experience that transcends price, avoiding any sense of “cheapness”?

Systematic
Is the design applied consistently, built on clear guidelines, and adaptable across every touchpoint and scale — online and offline, small or large?

Vibrant
Does the design feel alive and expressive, bringing energy, excitement, and personality to the brand?

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02 LOGOS & HOLDING SHAPES

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Our Logotype & Icon

The LINE MAN logo system has evolved to give our identity greater clarity and flexibility.

Our **logotype** remains a powerful asset, bold, confident and instantly recognizable. It carries the strength of our name and plays a leading role across communications, from campaigns to high-visibility spaces.

Our **'M' icon** has been freed from the app box to function as a standalone symbol. It represents LINE MAN in compact formats and can stand in when Moon is not present, such as in app icons or other small-scale uses.

Together, the logotype, icon and Moon create a cohesive system, each with its own role, working in harmony to make LINE MAN feel dynamic, friendly and unmistakably ours.









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Logo Clear Space & Minimum Size

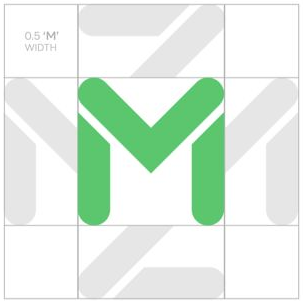
The LINE MAN logo and icon follow precise proportions to ensure consistency and clarity. Always keep the required clear space free of other elements to protect visibility.

Use the minimum size guidelines to maintain legibility across formats. For small applications, the ‘M’ icon may replace the full logo.

Our LINE MAN Green (HEX #0EC963) is the primary color for both the logotype and icon, reinforcing a unified brand presence.



6 MM / 23 Pixels / H LINE MAN



10 MM / 37 Pixels / H

LINE MAN GREEN
HEX #0EC963
R14 G201 B99
C78 M0 Y80 K0
PANTONE 7480C

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Logo Lockup
Limited Use

This lockup is used when our core brand elements are under-represented, especially on standalone touchpoints outside our app or owned channels.

It provides stronger LINE MAN presence in cases where Moon can't be used due to printing limitations, production constraints, or the nature of the touchpoint.

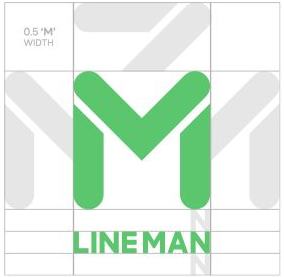
Because this lockup already includes both the 'M' icon and the LINEMAN Logotype, it should not appear alongside Moon. Using all three elements together creates visual overload and over-represents the brand.

Use this logo only when Moon is not present and the touchpoint is standalone (e.g., rain jackets).





Clear Space



Usage Example



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Logo Color Usage

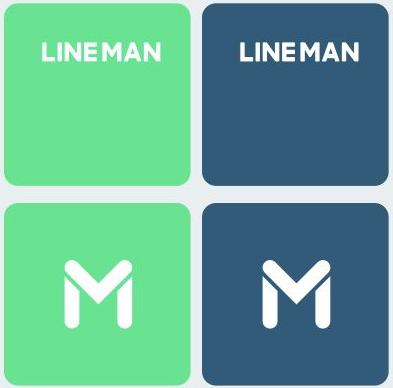
Use our primary colorways whenever possible: white on LINE MAN Green or LINE MAN Green on white. These provide the strongest clarity and recognition.

Alternative colorways can be used when primary options don't suit the layout, such as placing the logo on other brand colors or clean, calm image backgrounds. Always ensure the logo remains clear, legible, and well-contrasted.

Our preferred and most legible logo colorways.



White on other Primary Colors



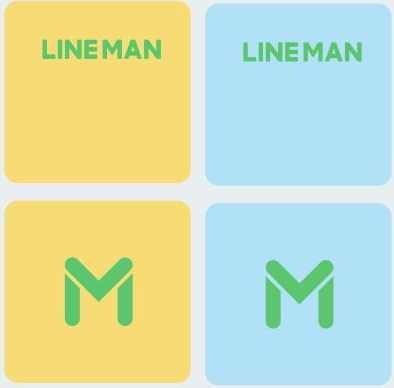
White on clean, uncluttered images



LINE MAN Green on light primary colors



LINE MAN Green on secondary colors or light tints with strong contrast



LINE MAN Green on light, uncluttered image areas



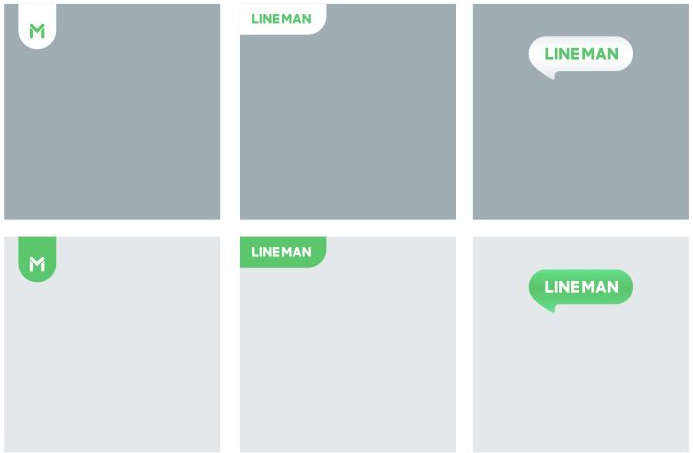
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Logo Holding Shapes & Positioning

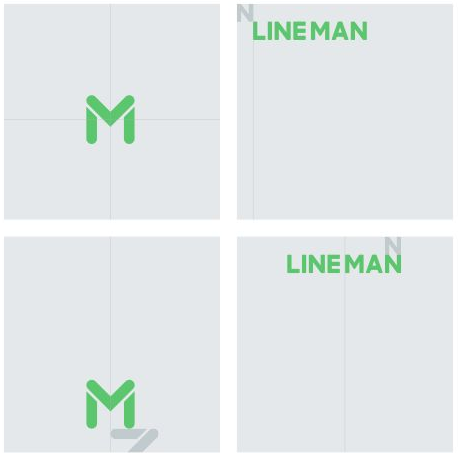
Our logo uses a set of approved holding shapes and placements to stay consistent, clear, and distinctive across a wide range of touchpoints.

The default positions are top-left or centered. Only if these do not work should alternative placements be considered, ensuring the logo remains clear and well-balanced.

Permitted Logo Holding Shapes



Default Logo Positioning

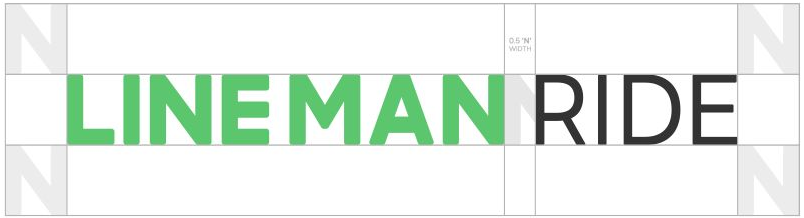


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Logos
Service & Solutions

When creating Service & Solution logos, set LINE Seed Sans TH Regular at 32 pt with a 0.25 pt stroke. Expand the stroke and type, then merge using Pathfinder to form a single shape. Lock this up with the LINE MAN logo using the Lockup & Clear Space Guide shown.

Lockup & Clear Space Guide for all Service & Solutions



LINE MAN GREEN
HEX #0EC963
R14 G201 B99
C78 M0 Y80 K0
PANTONE 7480C

LINE MAN BLACK
HEX #333333
R51 G51 B51
C69 M63 Y62 K58

Primary Color Use

LINE MAN RIDE
LINE MAN MART
LINE MAN FOOD
LINE MAN MESSENGER

Negative (Reversed) Color Use

LINE MAN RIDE
LINE MAN MART
LINE MAN FOOD
LINE MAN MESSENGER

Single Color Use

LINE MAN RIDE
LINE MAN MART
LINE MAN FOOD
LINE MAN MESSENGER

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Incorrect Uses of our Logos

To keep our identity strong and consistent, avoid the misuse examples shown here.



Our previous lockup is only for corporate use or when paired with the Wongnai brand.



This icon must not be used as an app icon or for any other purpose.



Do not create new lockups or change the proximity between the M icon and the logotype.



Do not place the M icon and Moon together as competing 'icons'.



The logotype should appear only in green or white. Use a holding shape if these colors are not possible.



Do not change the color of the logotype.



Do not alter the size relationship in the limited-use logo lockup.



Moon does not speak. Holding shapes should appear as shapes from Moon's world, not speech bubbles.



The holding shape may appear from the top or bottom, but never from the side.



The holding shape must sit on the edge of the artwork and must not float.



Do not create service logos using Extra Bold or any font weight not specified in this guide.



Do not change the size or color of the lockup relationship.

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03 COLOR & DESIGN ELEMENTS

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Color Palette
Primary

Our primary palette captures LINE MAN's bright, joyful energy through a distinctive spectrum of greens. Together, these tones ensure we own the light, vibrant end of the spectrum, energetic, modern, and unmistakably LINE MAN.

LINE MAN GREEN
HEX #0EC963
R14 G201 B99
C78 M0 Y80 K0
PANTONE 7480C

Green continues our familiar color, providing the confident anchor that connects the new palette to our established identity.

LINE MAN BRIGHT GREEN
HEX #00E688
R0 G230 B163
PANTONE 2412C

Inspired by the real-life tone of our riders' gear, brings a bright, authentic energy to our world.

This color cannot be accurately represented in CMYK.
Use HEX, RGB, or Pantone for correct reproduction.

LINE MAN LIGHT GREEN
HEX #94F5CD
R148 G245 B205
PANTONE 332C

Our light greens completes the spectrum with freshness, flexibility, and distinction — helping us stand apart in a category defined by darker greens.

This color cannot be accurately represented in CMYK.
Use HEX, RGB, or Pantone for correct reproduction.

LINE MAN GRADIENT
HEX #00B94D (100%)
HEX #00CD55 (70%)
HEX #00E585 (30%)
HEX #25E997 (00%)

LINE MAN COOL GRAY
HEX #205C7B
R32 G92 B123
C90 M55 Y38 K20
PANTONE 7700C

Cool Gray provides balance, offering contrast for legibility and a calm backdrop that lets our greens shine with clarity and confidence.

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Color Palette
Secondary

Our secondary colors keep LINE MAN's world alive, expressive, and balanced, adding vibrancy, emotion, and flexibility to our core green palette.

They help express both the joy and confidence of the brand, creating energy, contrast, and calm across different moments.

Warm tones of yellow, orange, and red energize communications, pairing beautifully with our greens to create attention, action, and appetite — ideal for promotions and celebrations.

Cool tones of blue and purple offer calm contrast and differentiation, bringing variety and visual balance to ensure the brand always feels clear, composed, and just right.



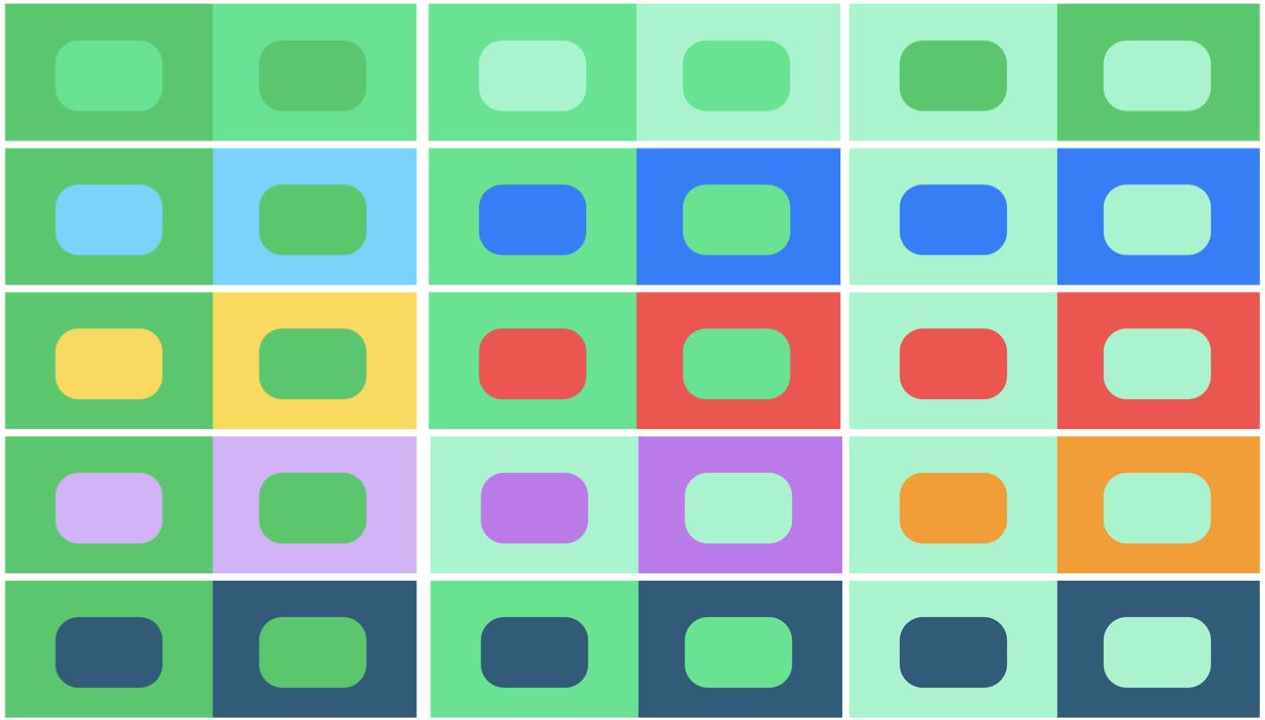
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Color Pairings with Primary Colors

Our greens are at the heart of LINE MAN's identity, but not its limits.

These pairings show how our broader palette adds variety, warmth, and contrast — keeping the brand recognizable while feeling fresh and engaging.

By expanding beyond green, we reflect the richness of our offer and keep our world vibrant and full of life.



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Typography
Introduction

Introducing LINE MAN MoonBeam — a bright, friendly typeface inspired by the warmth and optimism of Moon.

With round curves and modern proportions, it brings a sense of playfulness, clarity, and a hint of delicious appeal to everything we say.

Every letter feels alive, approachable, and unmistakably LINE MAN.



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Moon Beam
Overview

Our signature typeface comes in two styles: Bold and Regular.

LINE MAN MoonBeam Bold delivers expressive impact and friendly character for headlines and key messages.

LINE MAN MoonBeam Regular provides clarity and ease for everyday communication and digital interfaces.

Together, they bring consistency and flexibility to our brand expression.

Through continued use our font will become a recognized part of LINE MAN's identity — our visual voice that speaks with confidence and joy.

Modification or adaptation of the Moon Beam font is not permitted without approval from the LINE MAN Wongnai Brand Team.

LINE MAN MoonBeam Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!฿@#$%^&*()[]?+
กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮ

LINE MAN MoonBeam Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!฿@#$%^&*()[]?+
กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮ

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Body Copy
Overview

For body copy and functional text, we use LINE Seed Sans TH in Regular, Bold, and Extra Bold.

This typeface connects us directly to the wider LINE family, creating a familiar look and feel that users instantly recognize and trust.

Its clean, legible structure complements LINE MAN MoonBeam's playful personality, ensuring a seamless reading experience across languages, platforms, and interfaces.

LINE Seed San TH Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!฿@#$%^&*()[]?+
กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮ

LINE Seed San TH Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!฿@#$%^&*()[]?+
กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮ

LINE Seed San TH ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!฿@#$%^&*()[]?+
กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮ

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Typography
Usage

Our typography system balances personality and performance.

Moon Beam leads with expressive warmth in headlines, numbers, and key promotional moments, while LINE Seed Sans TH supports with clear, confident communication.

Using LINE MAN MoonBeam for headlines and offers ensures our most visible messages stand out with joy — bold, friendly, and unmistakably LINE MAN.

Headlines

LINE MAN MoonBeam Bold

Sub Headlines

LINE MAN MoonBeam Regular

Longer Sub Headlines

LINE Seed San TH Bold

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras iaculis tempor arcu. Morbi velit mauris, molestie molestie ante quis, gravida molestie ligula. Vestibulum varius finibus lacinia.

LINE Seed San TH Regular

80.-

LINE MAN MoonBean Bold

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Typography
Backgrounds

We can use LINE MAN MoonBeam Bold as a repeating background element to add energy and texture. By pairing LINE MAN Green and LINE MAN Light Green, the pattern stays soft and readable without overpowering the main content. Keep the message short and repeat it to create a supportive backdrop.







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Font Restrictions

The following brand-related words must be typed and displayed using LineSeedTH only, and must not be typeset in Moonbeam or any other typeface.

LINE Seed San TH
Is used in the following;

LINE MAN
LINE MAN FOOD
LINE MAN MART
LINE MAN MESSENGER
LINE MAN RIDE
LINE MAN DEAL
LINE MAN VIP
USERS' CHOICE
LINE MAN ONLY
SUPER BRAND WEEK
PAY DAY
& ICON TEXT/DESCRIPTOR

LINE MAN MoonBeam
Is NOT used in the following;

LINE MAN
LINE MAN FOOD
LINE MAN MART
LINE MAN MESSENGER
LINE MAN RIDE
LINE MAN DEAL
LINE MAN VIP
USERS' CHOICE
LINE MAN ONLY
SUPER BRAND WEEK
PAY DAY
& ICON TEXT/DESCRIPTORS

LINE MAN MoonBeam
Is used in the following;

HEADLINES
SUBHEADLINES
สั่งร้านนี้ที่
ถูกสุดทุกวัน

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Signature Shape
Introduction

Our signature shape is a foundational part of LINE MAN's visual language. Soft, rounded, and approachable, it reflects the personality of our brand while keeping the entire system cohesive and friendly. By defining one flexible, consistently used form, we avoid introducing shapes that feel sharp, aggressive, or off-brand.

This signature shape is our default building block. Used whole or cropped, it creates a unified visual anchor across all touchpoints and helps every experience feel familiar and distinctly LINE MAN to our users.



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Signature Shape Overview

Our signature shape originates from the core geometry of our brand and captures the playful, interactive spirit of LINE MAN. This form can stretch, scale, or orient in different ways to hold content, highlight key messages, or add subtle structure to layouts.

By using one consistent shape and its many useful crops, we create a system that is flexible yet instantly recognizable. When combined with our typography, color, and Moon's World elements, it forms a visual language that is cohesive, expressive, and uniquely LINE MAN.

Note: Do not use the signature shape as a speech bubble connected to Moon. Moon cannot be depicted as speaking, so the shape should never imply dialogue or a voiced message.



We use a distinct form derived from our brand's shape DNA, capturing the joyful, interactive spirit of our app and services.

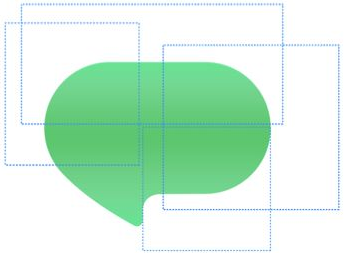
Our Signature Shape



Our signature shape can expand to accommodate different types of content.



The orientation can change to enable delightful interaction with content.



Cropped versions of the shape can be used as background forms to maintain a cohesive brand look.

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Signature Shape Usage Examples

Our signature shape is a flexible tool that brings clarity, personality and brand presence to our communications. It can highlight key information, frame content, or add subtle branded texture across layouts, always in a way that feels friendly, functional and unmistakably LINE MAN.

Usage Examples

When used tactically, the shape becomes a unique way to call out promotional prices, offers and important details. It is also highly functional, helping group information for faster reading and clearer visual hierarchy.

Crops of the shape strengthen brand presence while providing practical communication benefits such as creating copy areas or sticker-like callouts. Layering these elements into content delivers a recognisable brand feel without relying on repeated logo use.















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Moon Usage Overview

Moon is now used in 3D, reflecting our Moon World concept — bringing Moon to life. Moon is no longer treated as a sticker or flat outline on top of content; instead, Moon becomes part of the scene, interacting with shapes, imagery, and edges to create dimension and realism. This sense of entering the visual adds delight and should be considered when placing Moon in layouts. Because Moon is a highly recognisable icon, we can confidently crop or partially reveal Moon while still keeping the character instantly identifiable.



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Moon Usage
Style

Moon is now part of our world, and both lighting and placement must reflect this.
Use realistic shadows wherever possible, based on a clear light source. This creates dimension, visual interest, and a more memorable presence.

Do not apply unrealistic shadows such as default blurs or outlines. These make Moon appear pasted on top of the artwork rather than integrated into the scene.



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04 ICON STYLE

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Brand Architecture
Icon Focus

Our brand architecture groups every icon and mark into a clear system, ensuring consistency, clarity, and a cohesive experience across product and marketing.

Master Brand & Core Offerings

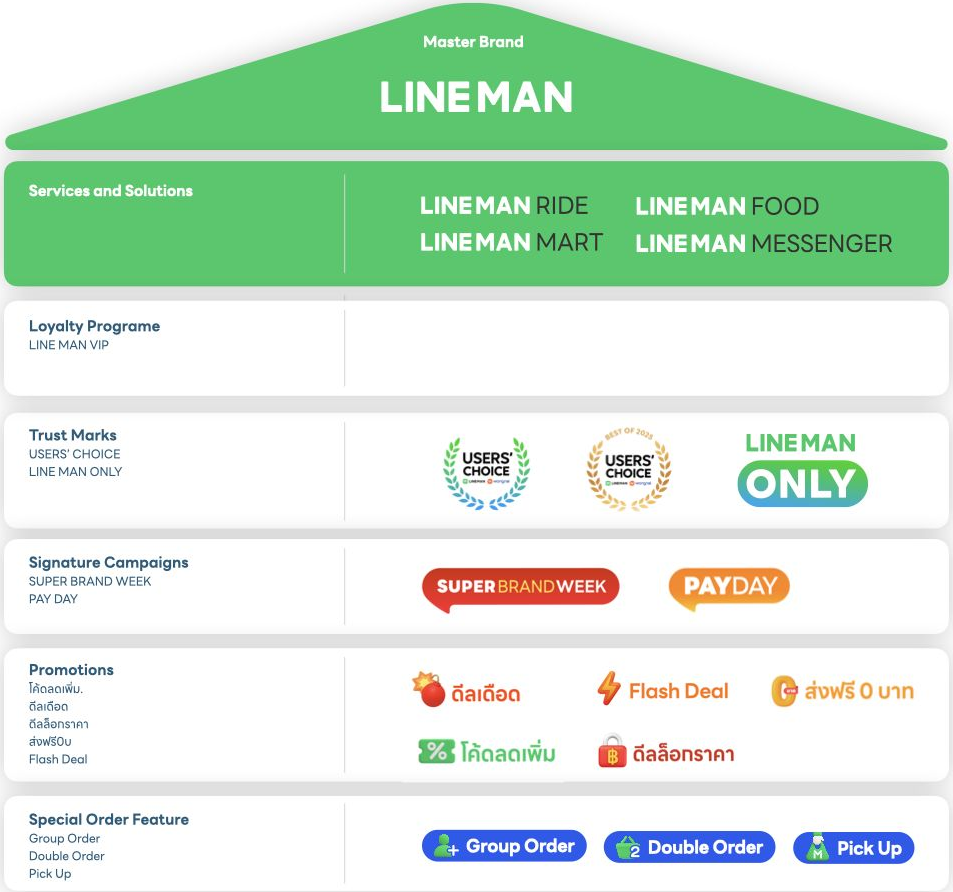
This cluster aligns closely with the Master Brand to reflect their importance.

These offerings change infrequently, so their design style emphasizes permanence, stability, and foundational quality.

They remain visually tied to the Master Brand, using colors and typography closest to our core identity to reinforce trust and long-term recognition.

Marketing & Engagement

This cluster brings more energy and excitement to campaigns, promotions, and Special Order features. Its icon-based approach works both in-app and in marketing, creating a functional and expressive brand asset.



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Icon Style
Introduction

Our icon style brings LINE MAN's value messaging to life. Each icon is crafted to feel connected to Moon's world through rounded forms, smooth textures, and cheerful depth.

This aesthetic turns simple value and feature cues into expressive brand elements that feel fun, energetic, and unmistakably LINE MAN.

These icons work at both small functional sizes and large expressive moments. They communicate value and key features quickly while adding excitement, clarity, and personality to our promotions and storytelling.



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Icon Style Overview

Our icons draw from Moon's world with friendly shapes, soft textures, and an approachable feel. Follow these principles so every promotion and feature icon stays clear, expressive, and unmistakably LINE MAN.



Shape & Form

Rounded, friendly silhouettes reflect Moon's personality and help icons feel playful and approachable. Shapes stay simple and bold for clarity at small sizes.

Texture & Material

Smooth, matte surfaces with a subtle sheen give the icons a soft, toy-like feel. No roughness or noise is used, ensuring a clean, modern finish.

Lighting & Shading

Soft, even lighting creates gentle gradients without harsh shadows. Shading adds volume while staying subtle, keeping icons bright and friendly.

Angle & Perspective

Always front-facing and straight on. No tilt, skew or dramatic perspective. This ensures clarity for UI use and maintains consistency across the system.

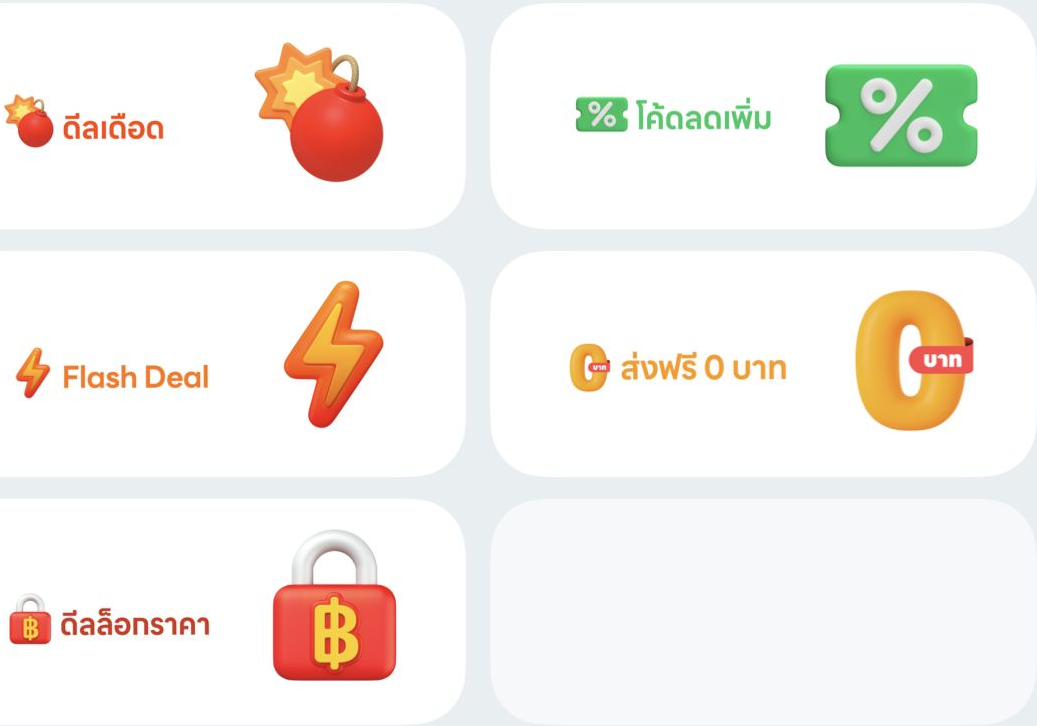
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Icon Style
Promotions

Our promotional icons set the tone for how we communicate value in a fun, friendly, and instantly recognizable way. These examples show the stylistic approach while keeping the system flexible as new promotions and features are added. This helps our offers feel affordable and exciting without ever looking cheap.

Each icon should feel familiar yet playful, with simple forms and minimal details for clarity at any size. Icons must remain readable in-app, translate cleanly into 2D, and avoid harsh color contrasts so they sit naturally within content.

All promotional icons should use a consistent copy lockup set in LINE Seed Sans TH to ensure clarity and brand familiarity.



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Icon Style
Special Order Feature

Special Order features are expressed through 3D icons that follow the Moon's World concept. Each icon is designed to be instantly recognisable in a distinct LINE MAN style, and paired with a clear label or button to help users identify actions quickly and effortlessly.



3D Icons and Name	3D Icons and Name Reversed	Flat Icons and Name Reversed
Group Order	Group Order	Group Order
Double Order	Double Order	Double Order
Pick Up	Pick Up	Pick Up

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Icon Style
Campaigns

Our campaign icons use the signature shape to stay closely connected to the core brand and highlight the importance of key campaigns like PAYDAY and SUPER BRAND WEEK. The signature shape ensures consistency, recognition, and a strong link back to our visual world.

Always use LINE Seed Sans TH for campaign text placed inside the shape. Adjust font weight, size, and color to create clear contrast, strong legibility, and a bold, engaging look. This approach keeps campaign icons unified, eye-catching, and unmistakably part of LINE MAN.

Icons





In-App Placement





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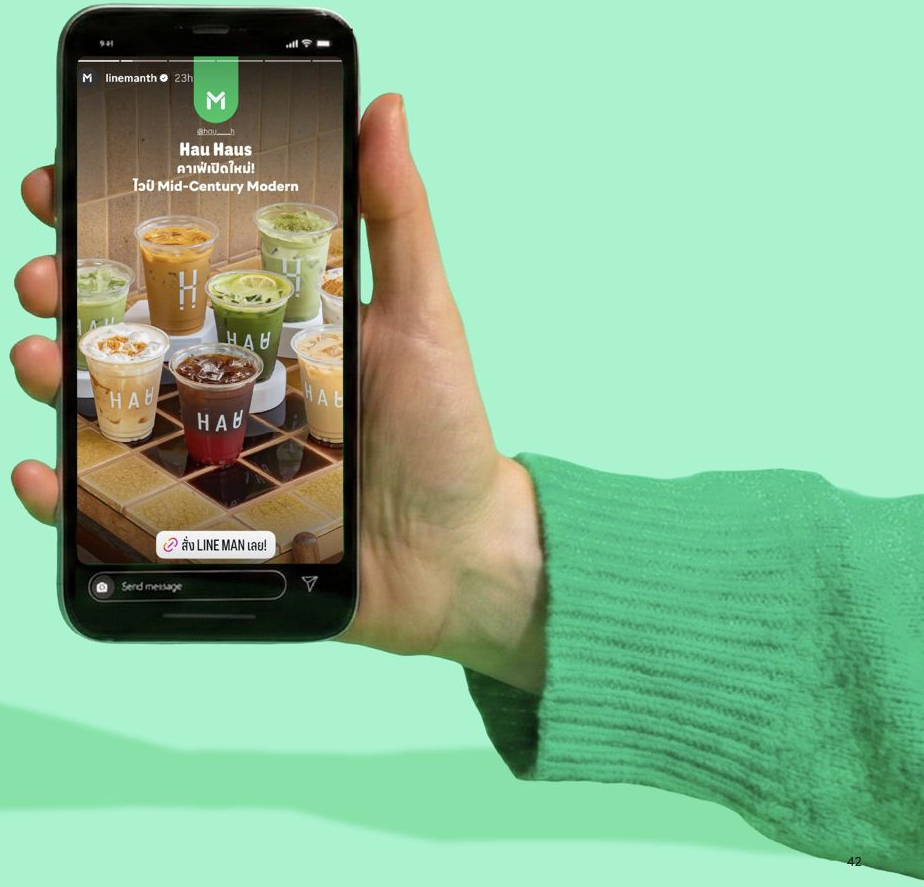
05 ARTWORK SYSTEM

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Artwork System
Introduction

Our artwork system keeps every touchpoint cohesive and easy to recognize. Each platform has different needs, but the same core principles guide them clear hierarchy fast recall and a familiar LINE MAN presence that always feels considered and premium.

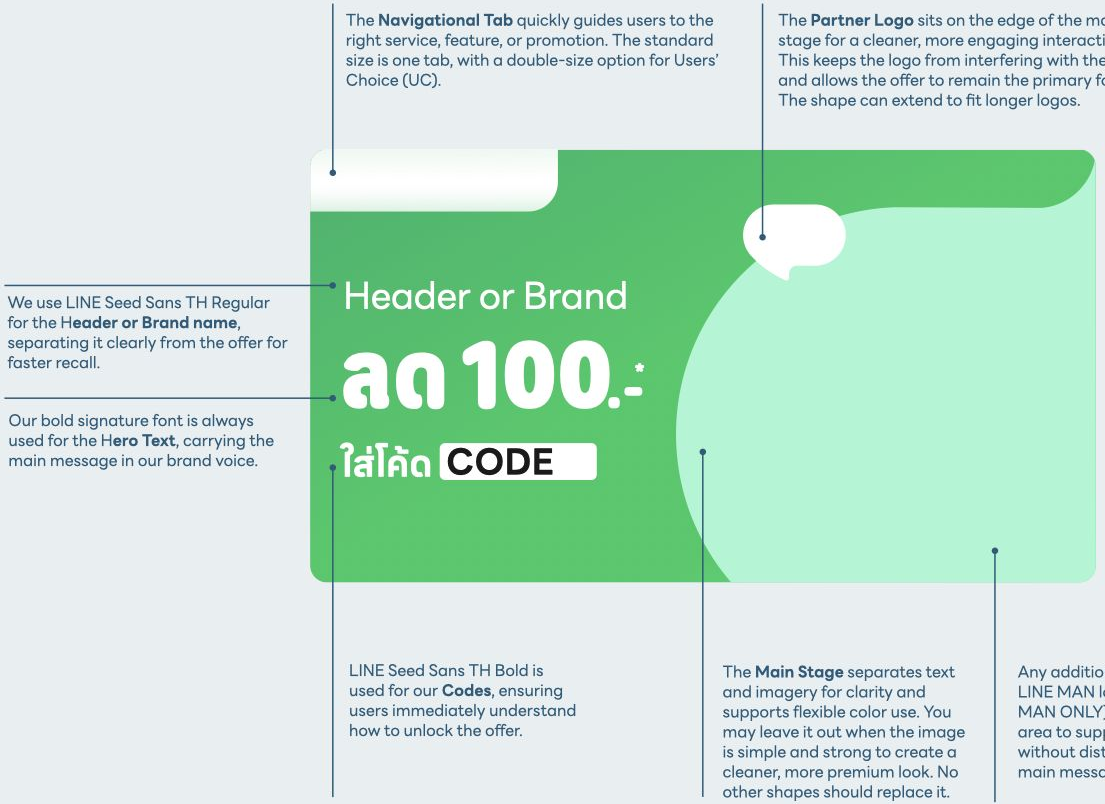
Using shared shapes typography color and character behavior lets us stay consistent without becoming repetitive. This cohesion keeps the brand expressive while avoiding anything that feels cheap or chaotic.



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In-app
Master Template

Our in-app master template provides a consistent structure for delivering clear and instantly recognizable promotions. Each element, including typography, tabs, partner logos, and the main stage, works together to ensure the message is readable, balanced, and performing at its best.



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In-app Examples

These examples show how our in-app system adapts across different brands, offers, and visual conditions. Each layout follows the same core principles of clarity, balanced information flow, and familiar LINE MAN elements, while remaining flexible enough to support different partnerships and promotions.



In the case of multiple brands presented by one group, the group logo leads and follows our usual system. Any sub-brands can be simplified and tiled in a uniformed way at the bottom right.



Shown here is our shape creating a color highlight under the photography.



Shown here is how you can include a brand's color and an element of the brand in a contained area, creating visual interest while still keeping the messaging clear.



Shown here is the use of a brand color palette and our shape in a dimensional, cloud-like texture to support the product story.



Shown here is how we can combine two colors, enabling us to use bright, light colors yet still have a darker area for clear, reversed-out copy.

This example shows how partner logos can sit side-by-side in a prominent position to highlight a joint offer.

It also demonstrates using our shape to combine two brand colors.



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DOOH Billboards Overview

Our Digital-out-of-home billboards use a simplified, high-impact layout designed for maximum clarity and distance legibility. A bold hierarchy, a defined partner area, and a flexible promo panel ensure the offer and Moon stay clear across any format.

DOOH is the one exception to our clear-space rule: the LINE MAN logo is placed closer to the edge for stronger visibility at a distance.





A large, defined central area ensures our **partner's name and photography** stand out. The light green backdrop supports a wide range of imagery, and wherever possible we color-pick from our palette to keep everything visually aligned.

Our **Promotion and Brand stage** provides strong contrast to ensure fast, easy reading. The offer and Moon are placed together in the green panel to consistently link the value message with the brand.

The promo panel adapts to any format, keeping the offer and Moon together in a clear, unified block.

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DOHH Billboards Examples

These examples show how the DOOH system adapts across formats by shifting the promo panel left or right. Partner photography remains the focal point, supported by a secondary color accent sampled from the image to keep the layout cohesive. The structure ensures clear hierarchy and strong readability.





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POSM
Overview

Our OOH billboards use a simplified, high-impact layout designed for fast recognition at a distance. The structure highlights our partner, the offer, and Moon in a clear hierarchy, with flexible staging that adapts to any format while keeping every execution consistent.

Type A

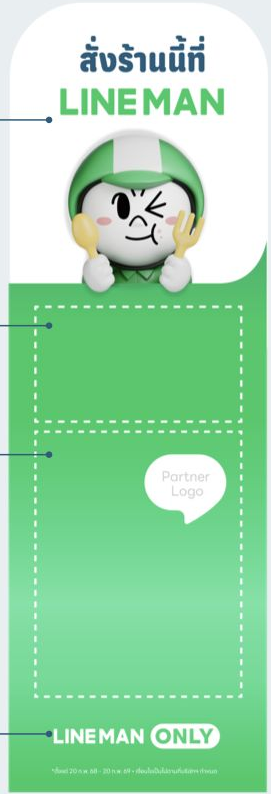
Consistent Header - Promote that the restaurant is available on LINE MAN. Moon can evolve visually over time, but must interact with the frame edge so it feels like he is proudly presenting the offer.

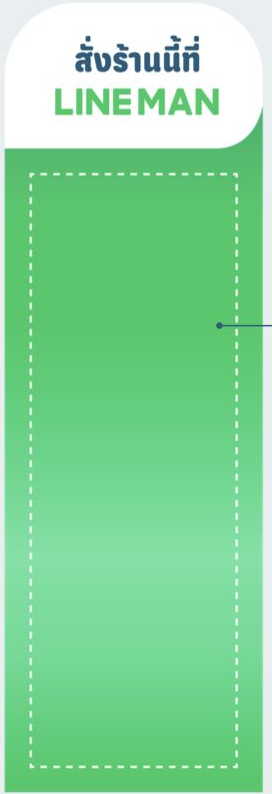
Offer Code Placement - Place offer codes consistently under Moon to link the value with the brand.

Main Stage - A clean green backdrop reflects Moon's world and becomes the stage for partner photography.

Our partner logo sits in our signature shape to create a more engaging interaction.

Add credibility with optional trust marks when relevant.





Type B

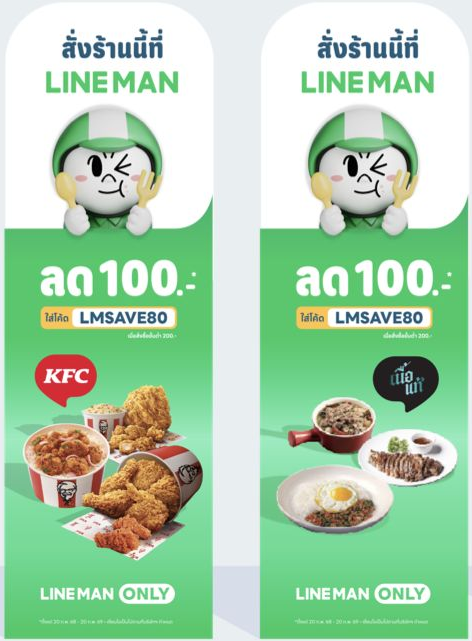
High-Impact Stage - Use the main stage to create bold, highly visible billboards. Active crops and dimension give the sense of a window into Moon's world and the value being presented.

Partner Template (Type 2 FMT) - Use the same structure, but allow the partner's brand visuals to fill the full area while keeping the same high-impact strategy.

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POSM
Examples

These examples show how different formats apply the system across POSM scenarios. They demonstrate how layout, hierarchy, and character interaction can flex while keeping the overall presentation clear, impactful, and consistent.



Type A



Type B

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Social Overview

Our social system uses a modular set of assets rather than a fixed template. These tools create variety, avoid repetition, and keep posts fresh while still feeling clearly LINE MAN. Each method can be mixed and matched as needed to suit the content, platform, or campaign.























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Social Elements

Brand Footer – Adds an offer or promo to any image and can be reversed out in white.



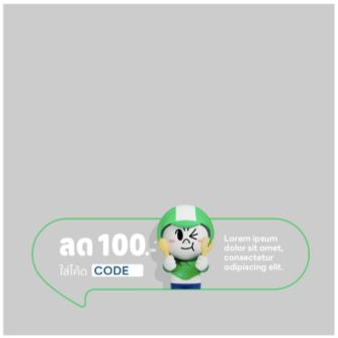


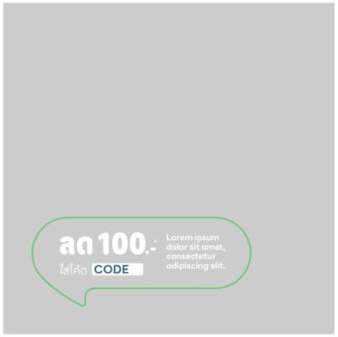
Signature Shape – Our core shape for holding content or offers in a clear, ownable way.



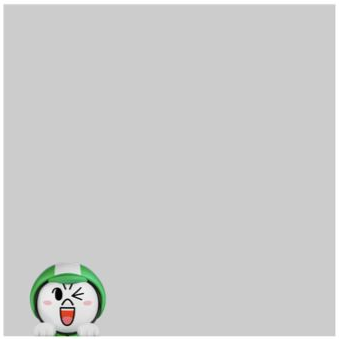


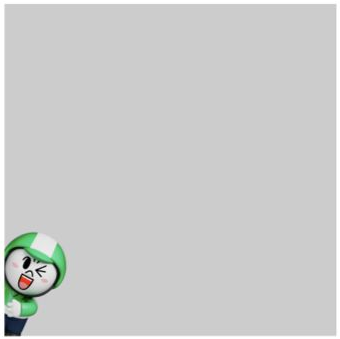
Floating Signature Shape – A lighter outline version that works best over clean, uncluttered imagery.





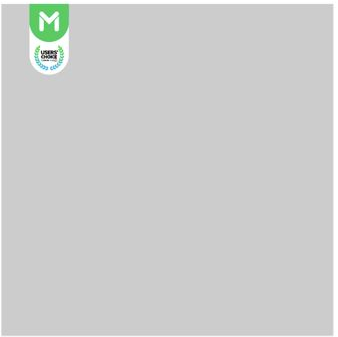
Moon's Presence – Moon appears as a small moment of joy, reacting as if he's popping into our world.





M Symbol – Marks posts as LINE MAN and also houses Users' Choice in a unified, consolidated shape.

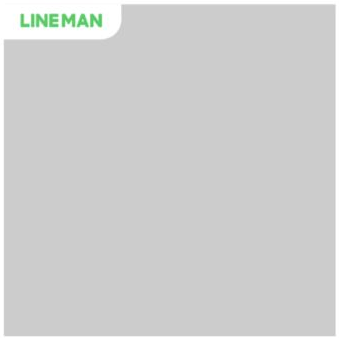




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Social Elements

LINE MAN Logotype – For use on image backgrounds. Keeps the logotype clear, legible, and distinctly LINE MAN.



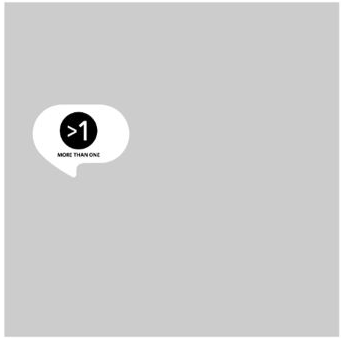


Navigational Tab - Quickly signposts a service. Use at the top edge for instant recognition.





Logos - Our signature shape holds partner or service logos. When multiple logos appear, the lead logo uses the shape and





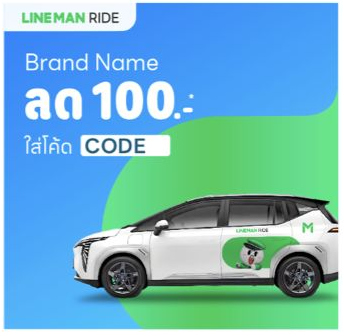
Typography - Our signature font carries personality and clarity. Use clear backgrounds or holding shapes to ensure





AW Main Stage – Uses our signature shape to stage content and enable colour variation.





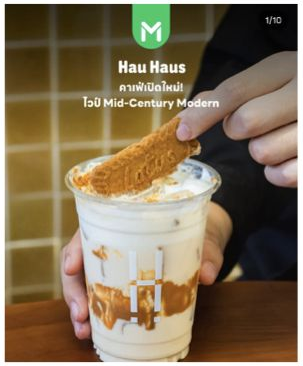
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Social
Instagram

Instagram posts follow the same layout and hierarchy principles as our other social formats, but key elements are center aligned to allow space for Instagram's interface and floating text at the top.







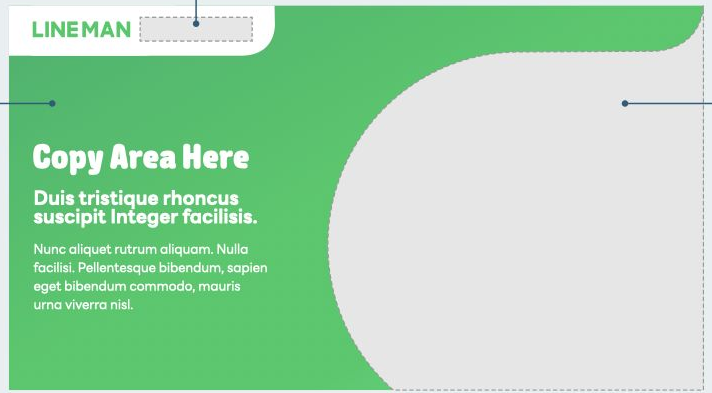


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Partner Artwork

Our partner artwork system creates a balanced space where LINE MAN and our partners can shine together. Background colors, staging shapes, and layout choices adapt based on what creates the clearest, most harmonious composition. LINE MAN green helps anchor our presence, while partner colors can lead when it improves balance or clarity. The goal is a cohesive co-brand expression that feels clear, friendly, and visually aligned with both partners.

Partner Logos
Place partner logos inside the holding shape and balance them visually with the LINE MAN mark so neither brand overpowers the other.



Use LINE MAN green or a lighter green tone to establish presence, but choose the option that creates the best visual balance with the partner's brand. Partner colors may also lead when they create a clearer or more harmonious layout.

Staging Shape
Use the staging shape to introduce the partner's colors or key brand elements while keeping the layout clean and consistent.

Examples







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