

A PLACE IN THE EVERYDAY.



Make the familiar a place for a brand.

JoyMoon Media brings graphic communication into everyday routines. The original service pairs advertising on cutlery wraps with takeaway distribution through restaurants. The format is small; clarity matters.

01 DESIGN

设计

A clear identity. A concise message.
A layout that reads at the scale of the object.

02 CUTLERY WRAPS

餐具包装

A familiar object becomes a communication surface.
One main message, with room for the brand.

03 LOCAL CONNECTIONS

本地连接

The original service connects advertisers and restaurants.
The new edition focuses on the format and its design.

Small format. Clear message.

**HELLO,
NEIGHBOUR.**

GOOD DESIGN. EVERYDAY CONNECTIONS.



MEDIA / EVERYDAY CONNECTIONS

**让品牌，
走进日常。**

GOOD DESIGN. EVERYDAY CONNECTIONS.



MEDIA / EVERYDAY CONNECTIONS

**A LITTLE
HELLO.**

GOOD DESIGN. EVERYDAY CONNECTIONS.



MEDIA / EVERYDAY CONNECTIONS

THREE NATIVE ARTWORKS / ONE SHARED VISUAL LANGUAGE



Say one thing. Say it clearly.

Keep the brand recognisable.

Give the main message room.

Make every detail easy to read.

ABOUT THIS EDITION

Based on the 2021 identity and service archive.

The complete original JoyMoon logo is retained.

Typography, layouts and applications are new 2026 design studies.

Adoption and final production specifications are unconfirmed.

Historical reach, conversion and return claims are not reproduced.