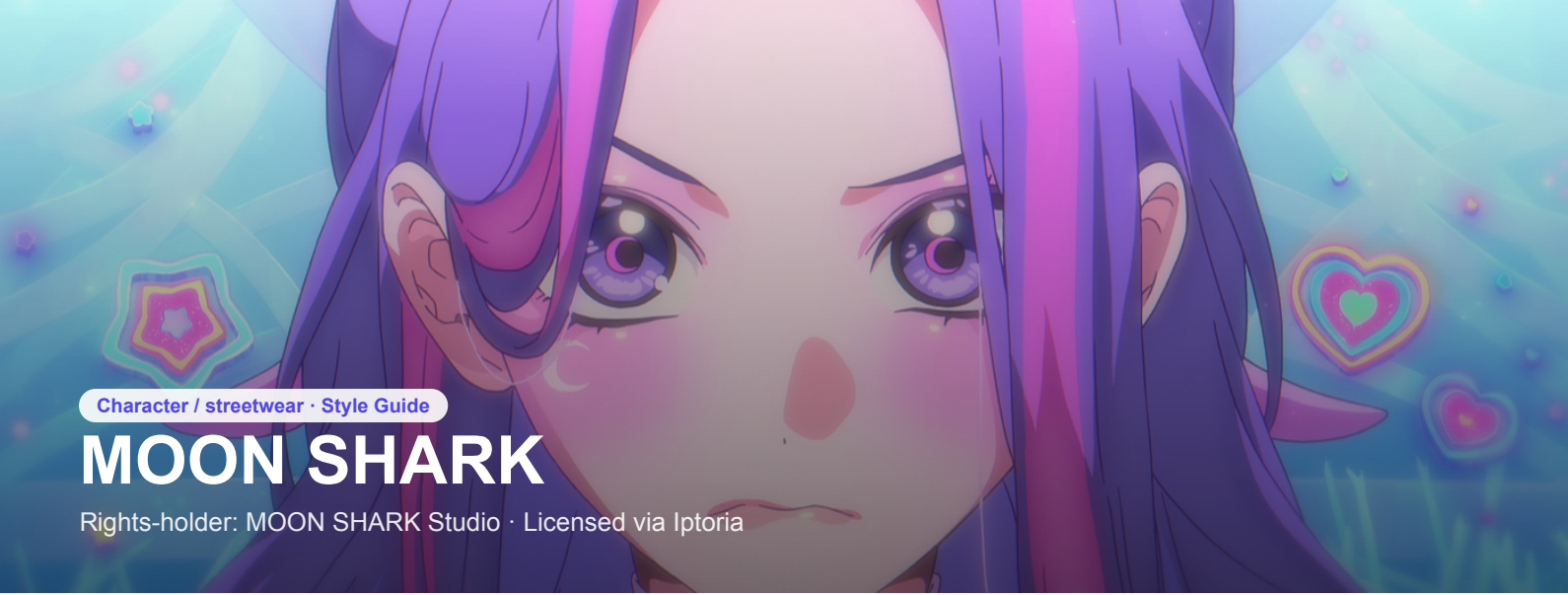


A close-up illustration of a character with long, flowing purple hair and large, expressive purple eyes. The character has a slight, enigmatic smile. The background is a vibrant, abstract mix of blue, green, and purple with glowing, ethereal patterns and heart shapes.

Character / streetwear · Style Guide

MOON SHARK

Rights-holder: MOON SHARK Studio · Licensed via Iptoria

Overview

MOON SHARK is a bold streetwear-leaning character IP. Lean into high-contrast, energetic layouts for apparel and games. This brand & usage guide defines how the IP may be applied on licensed products. All usage is subject to the executed license agreement and licensor approval.

Colour palette



#0B1F3A



#7C3AED



#22D3EE



#F8FAFC

Usage rules

✓ DO

- Use the supplied master artwork and vector files only
- Keep the minimum clear space (1× the character height) around the logo/character
- Reproduce the official colour palette exactly (see swatches)
- Submit all artwork for licensor approval before production
- Credit the rights-holder where required by the agreement

✗ DON'T

- Do not stretch, rotate, recolour or add effects to the character
- Do not crop, occlude or combine with other IP without approval
- Do not place on offensive, political or competing-brand contexts
- Do not recreate or trace the character as new artwork
- Do not use low-resolution or screenshot assets

Typography & clear space

Use the brand's primary typeface for headlines and a clean sans-serif for body. Preserve minimum clear space of 1× the character height on all sides. Minimum reproduction size: 18 mm tall for print, 64 px for screen.

Approvals & contact

Submit production-ready artwork to the licensor for written approval before manufacturing. Approval SLA and contact details are provided with your license. Unauthorised uses are a breach of the agreement.

