

The logo features the text "Roast lab" in a white, sans-serif font, centered within a large white circle. A thick green line follows the bottom and right side of this circle. To the left of the circle, there are three white wavy lines and a solid orange circle. To the right, there is a small orange-outlined circle and a rectangular grid of white dots. The entire design is set against a solid black background.

# Roast lab

*Crafted like an Experiment*



# Our Story

- Roast Lab was born from a simple but powerful question: *What if coffee could be made with the same precision as an experiment in a laboratory?*
- Our founder, a passionate coffee enthusiast with a background in science, envisioned a space where coffee wasn't just made—it was engineered. Each bean, roast, and brew would be approached with methodical care, ensuring unmatched quality and flavor consistency.
- This vision became Roast Lab—a place where passion meets science, where every sip tells the story of a bean's journey from farm to cup, and where coffee lovers can experience a level of craftsmanship that goes beyond the ordinary.





# Who are we?

- Roast Lab is a specialty coffee shop built on precision, passion, and perfection. Our philosophy is simple: coffee is both an art and a science. Every cup we serve is crafted with meticulous attention, as if it were made in a laboratory. From sourcing the finest beans across the globe, to roasting with cutting-edge techniques, and brewing with ultimate precision—we ensure that every sip delivers the purest expression of coffee possible.
- At Roast Lab, quality is not negotiable. Every process is measured, tested, and refined to guarantee consistency, flavor, and an unforgettable experience for our customers.

# Mission

To redefine the coffee experience by combining scientific precision with artisanal craftsmanship, delivering world-class coffee that awakens the senses and sets new standards of quality.

# Vision

To become a global leader in specialty coffee, known for innovation, precision, and a relentless commitment to excellence.



# Our Values

- **Precision** – Every step is measured, calculated, and perfected.
- **Integrity** – From bean sourcing to customer service, transparency and honesty define us.
- **Innovation** – Inspired by science, we constantly experiment to improve flavors and techniques.
- **Sustainability** – Ethical sourcing and eco-conscious practices are at the heart of our process.
- **Excellence** – Nothing less than the best in every cup.



# Target Audience

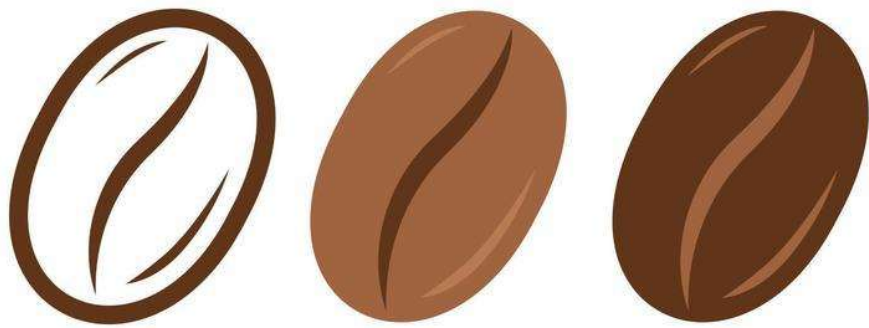
- Our primary target audience for ROAST LAB is **professionals and connoisseurs from the B+ socioeconomic class**, aged 28-55. This group is defined by their high disposable income, sophisticated tastes, and a strong appreciation for quality, craftsmanship, and exclusivity.
- Our secondary audience includes younger professionals, aged 25-30, who are aspiring to a B+ lifestyle. They are highly influenced by social trends and brand aesthetics. While they may not have the same disposable income, they are willing to save for and invest in products that elevate their personal brand and social status. This group can act as powerful brand advocates through social media sharing and word-of-mouth recommendations, helping to expand our reach.



# Logo design concepts

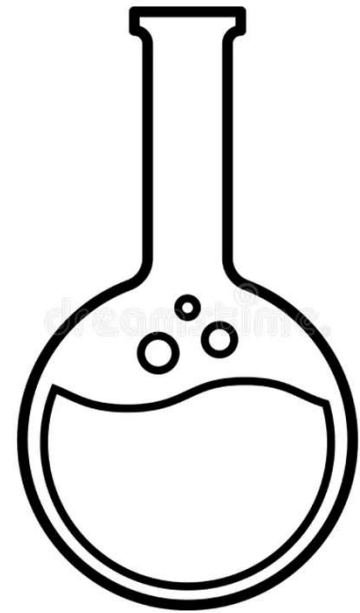
**first concept**

Roast



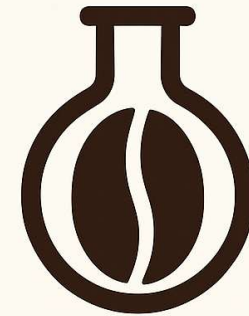
+

Lab





**first concept**



**ROAST  
LAB**



## Second concept

- One of our competitors, Espresso lab Logo, represents a top view of a coffee cup ( or at\_ least that's what ChatGPT says)



## Second concept

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So we decided to make a top  
view of a

“ Roast machine “



**Second concept**





**Roast Lab**

— LAB —



**Roast Lab**

— LAB —



**Roast Lab**

— LAB —

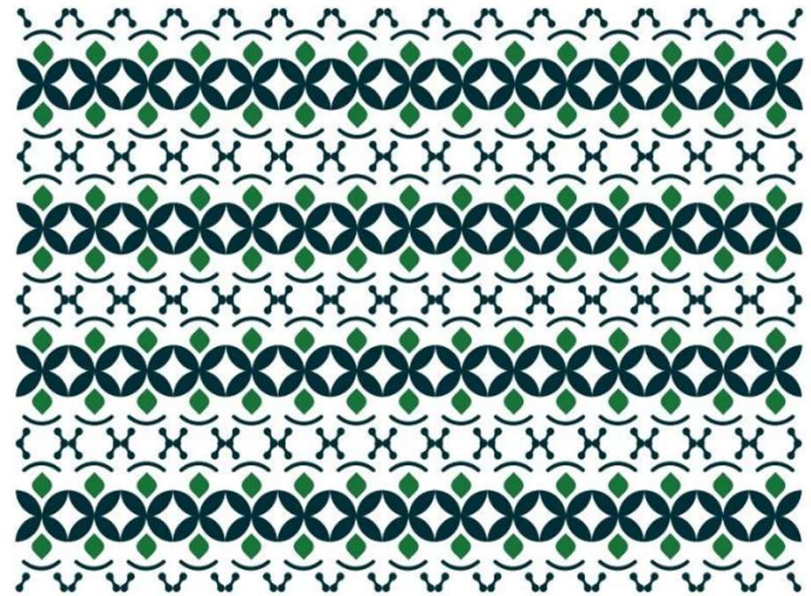


**Roast Lab**

— LAB —

# Some of our plans for the 2<sup>nd</sup> concept

- Make connected patterns of our logo and wrap it around a coffee cup so it can be our coffee cup packaging



(Credits to Nabtology)



## Third concept

- Our last and third concept is just typing the name of the brand in an exquisite, modern approach, so it represents us in the way we want.

As we can see here in the logo represented.





# Roast *lab*

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Experiment

**Third concept**