



ROSEWOOD  
*cafe*

Ashley Lacayo • Ezra Stanley • Nicole Lemke



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# STYLE GUIDE





## BRANDING & STYLE GUIDE



### TYPOGRAPHY

LOGO TYPE PRIMARY	Tenez Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
LOGO TYPE SECONDARY	Signeria Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
HEADLINE TYPE	Playfair Display (Regular 400)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
BODY TYPE	Lato (Light 300)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

### BRAND COLORS

#FFF6EE	#DFB78C	#AB6831	#49281A

IMAGE OVERLAY: #49281A  
OPACITY: 20%





Clappuccino

Espresso

Macchiato

Latte

Mocha

Chai latte

iced coffee

latte



# MENU



# ROSEWOOD

cafe



## COFFEE MENU

Cappuccino .....	\$ 3.00
Latte .....	\$ 3.00
Americano .....	\$ 3.00
Espresso .....	\$ 2.00
Machiatto.....	\$ 3.00
Caramel Latte .....	\$ 3.00
Vanilla Bean Latte .....	\$ 3.00
Caramel Machiatto .....	\$ 3.00
Coffee Lychee .....	\$ 3.00
Coffee Mocha .....	\$ 3.00

## DONUT MENU

Traditional Glazed.....	\$ 3.00
Chocolate Frosted.....	\$ 3.00
Strawberry Glazed.....	\$ 3.00
Nutella Stuffed.....	\$ 4.00
Strawberry Jelly.....	\$ 4.00
Cinnamon Salted Caramel.....	\$ 4.00
Lemon Cream .....	\$ 3.00
Hazelnut & Chocolate .....	\$ 3.00
Coffee Cake .....	\$ 3.00
Mocha Cake.....	\$ 3.00

## SPECIALTIES

Red Velvet Latte.....	\$ 3.50	Salted Caramel Cheesecake....	\$ 4.00
S'more Latte .....	\$ 3.00	Coconut Cream Pie .....	\$ 4.25
Cinnamon Toast Latte .....	\$ 3.00	Strawberry Dream .....	\$ 4.25
Salted Caramel Latte .....	\$ 4.00	Maple Bacon Log .....	\$ 4.25
Double Chocolate Latte .....	\$ 4.00	Tiramisu Lovers .....	\$ 4.25





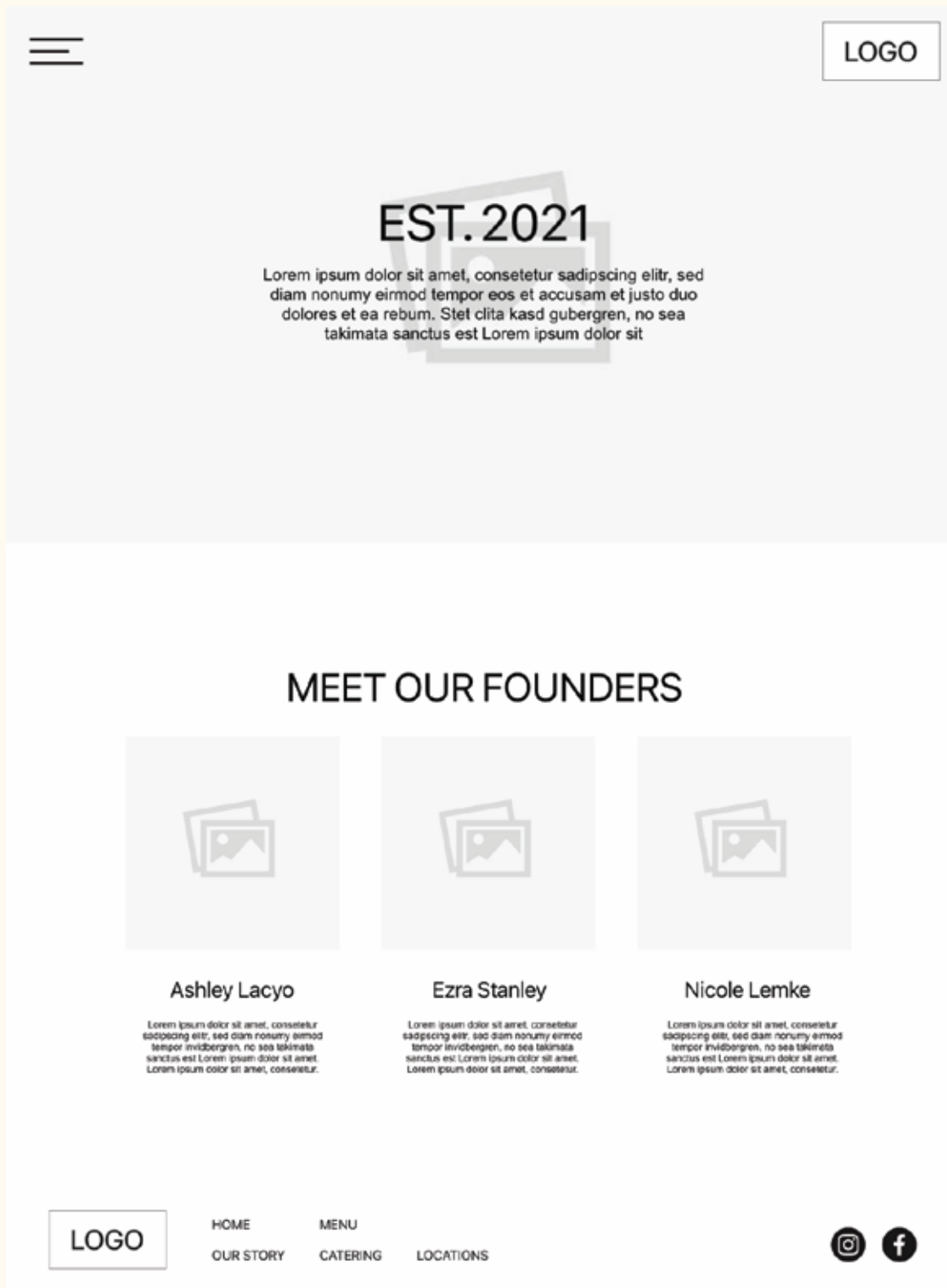
# WIREFRAME

# Wireframe - Home

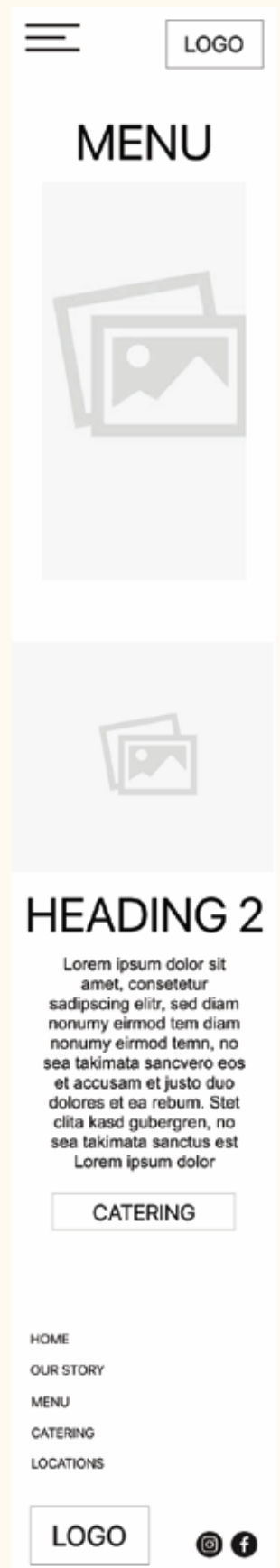
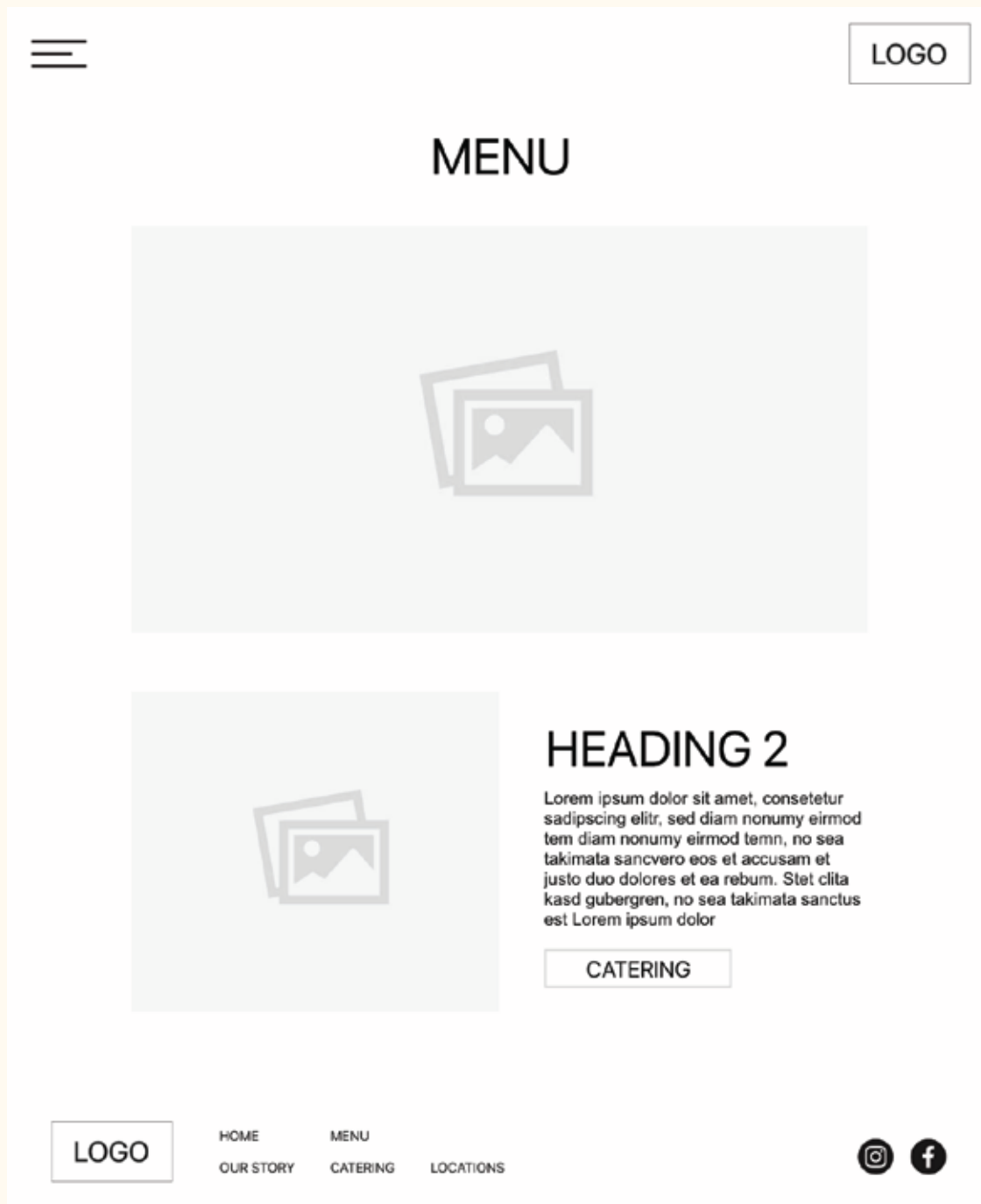





# Wireframe - About



# Wireframe - Menu



# Wireframe - Catering



LOGO

## HEADING 1

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First Name:

Last Name:

Phone Number.

Email:

Share your request in detail here.



REFRESH

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LOGO



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LOGO

## HEADING 1

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First Name:

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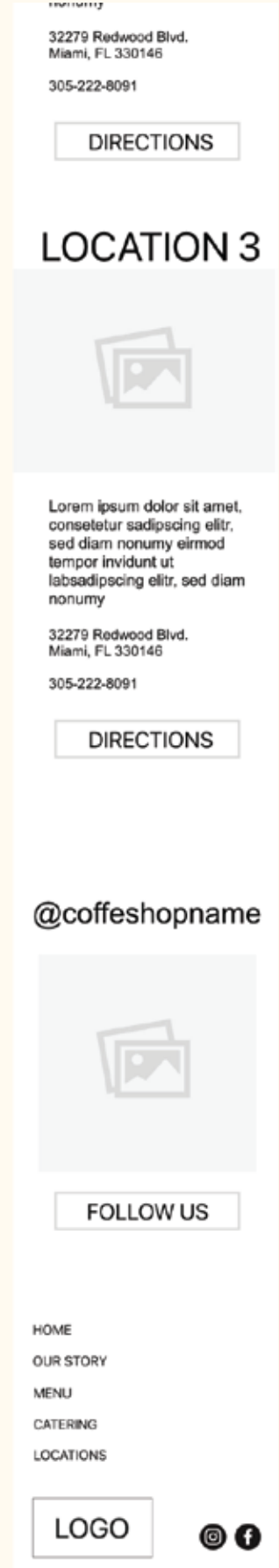
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LOGO



# Wireframe - Locations





A row of open cardboard boxes filled with donuts, receding into the background. The boxes are brown and the donuts are various flavors, including some with pink frosting and colorful sprinkles. The word "MOCKUP" is overlaid in a large, white, serif font in the center of the image.

MOCKUP



# Mockup - Home



# Mockup - About



## EST. 2021

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## MEET OUR FOUNDERS



**Ashley Lacayo**  
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**Ezra Stanley**  
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**Nicole Lemke**  
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## EST. 2021

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## MEET OUR FOUNDERS



**Ashley Lacayo**  
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**Ezra Stanley**  
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**Nicole Lemke**  
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# Mockup - Menu



ROSEWOOD cafe	
<b>COFFEE MENU</b>	<b>DONUT MENU</b>
Espresso ..... 0.90	Triple chocolate donut ..... 0.90
Cappuccino ..... 0.90	Vanilla donut ..... 0.90
Latte ..... 0.90	Chocolate donut ..... 0.90
Macchiato ..... 0.90	Strawberry donut ..... 0.90
Flat white ..... 0.90	Blueberry donut ..... 0.90
Hot chocolate ..... 0.90	Orange donut ..... 0.90
Cold brew coffee ..... 0.90	Apple pie donut ..... 0.90
Specialty coffee ..... 0.90	Peppermint donut ..... 0.90
Coffee cake ..... 0.90	Carrot cake ..... 0.90
Coffee brownie ..... 0.90	Chocolate brownie ..... 0.90
<b>SPECIALTIES</b>	
Cold brew coffee ..... 0.90	Triple chocolate brownie ..... 0.90
Espresso ..... 0.90	Vanilla brownie ..... 0.90
Latte ..... 0.90	Chocolate brownie ..... 0.90
Macchiato ..... 0.90	Strawberry brownie ..... 0.90
Flat white ..... 0.90	Blueberry brownie ..... 0.90
Hot chocolate ..... 0.90	Orange brownie ..... 0.90
Cold brew coffee ..... 0.90	Apple pie brownie ..... 0.90
Specialty coffee ..... 0.90	Peppermint brownie ..... 0.90
Coffee cake ..... 0.90	Carrot cake ..... 0.90
Coffee brownie ..... 0.90	Chocolate brownie ..... 0.90

\* Lightbox upon click of menu

## & THERE'S MORE

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CATERING

ROSEWOOD cafe	
<b>COFFEE MENU</b>	<b>DONUT MENU</b>
Espresso ..... 0.90	Triple chocolate donut ..... 0.90
Cappuccino ..... 0.90	Vanilla donut ..... 0.90
Latte ..... 0.90	Chocolate donut ..... 0.90
Macchiato ..... 0.90	Strawberry donut ..... 0.90
Flat white ..... 0.90	Blueberry donut ..... 0.90
Hot chocolate ..... 0.90	Orange donut ..... 0.90
Cold brew coffee ..... 0.90	Apple pie donut ..... 0.90
Specialty coffee ..... 0.90	Peppermint donut ..... 0.90
Coffee cake ..... 0.90	Carrot cake ..... 0.90
Coffee brownie ..... 0.90	Chocolate brownie ..... 0.90
<b>SPECIALTIES</b>	
Cold brew coffee ..... 0.90	Triple chocolate brownie ..... 0.90
Espresso ..... 0.90	Vanilla brownie ..... 0.90
Latte ..... 0.90	Chocolate brownie ..... 0.90
Macchiato ..... 0.90	Strawberry brownie ..... 0.90
Flat white ..... 0.90	Blueberry brownie ..... 0.90
Hot chocolate ..... 0.90	Orange brownie ..... 0.90
Cold brew coffee ..... 0.90	Apple pie brownie ..... 0.90
Specialty coffee ..... 0.90	Peppermint brownie ..... 0.90
Coffee cake ..... 0.90	Carrot cake ..... 0.90
Coffee brownie ..... 0.90	Chocolate brownie ..... 0.90

## & THERE'S MORE

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# Mockup - Catering



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Telephone:

Email:

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# Mockup - Locations



## MIDDLEBURG

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4566 Ponce De Leon  
Middleburg, FL 39827

800-867-5309

DIRECTIONS



## MIAMI

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32279 Redwood Blvd.  
Miami, FL 33146

216-930-2621

DIRECTIONS



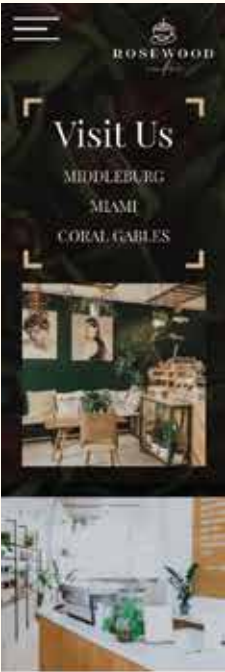
## CORAL GABLES

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470 NE Stone Rd.  
Coral Gables, FL 33156

305-222-8091

DIRECTIONS



## MIDDLEBURG

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4566 Ponce De Leon  
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800-867-5309

DIRECTIONS



## MIAMI

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32279 Redwood Blvd.  
Miami, FL 33146

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DIRECTIONS



## CORAL GABLES

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470 NE Stone Rd.  
Coral Gables, FL 33156

DIRECTIONS

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\* Carousel of images

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