

CAFÉ BRAND BOOK TEMPLATE

How I Built a Complete Coffee Brand with AI

THE BRAND: RITUAL COFFEE CO.

A specialty coffee roaster with a 35mm film aesthetic

BRAND ATTRIBUTES

Personality

- Authentic, not pretentious
- Warm, inviting, familiar
- Craft-focused, detail-oriented
- Nostalgic with modern sensibility

Visual Language

- 35mm film grain aesthetic
- Warm, golden color palette
- Emphasis on hands and process
- Imperfect textures and surfaces

Photography Style

- Documentary/candid feel
 - Natural window light preferred
 - Warm color grade (Kodak Portra vibes)
 - Shallow depth of field
 - Focus on craft and ritual
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MASTER PROMPT TEMPLATE

Early morning café warmth, the ritual of coffee preparation. 35mm film aesthetic with visible grain, warm golden light from nearby window creating soft shadows. [SPECIFIC SCENE]. Worn surfaces, steam, ceramic textures, the quiet focus of craft. Shot on 50mm lens, shallow depth of field, 4:5 aspect ratio.

ASSET LIBRARY

1. Hero Product Shot

Prompt:

Early morning café warmth. 35mm film aesthetic, warm window light from left. Single kraft paper coffee bag with hand-stamped minimal logo, resting on weathered butcher block counter. Scattered whole coffee beans catching morning light, subtle steam from

nearby cup just visible at frame edge. Shot on 85mm lens, shallow depth of field, 4:5 ratio.

2. Process - Bean Pouring

Prompt:

The ritual of coffee preparation. 35mm film grain, golden morning light. Weathered hands pouring whole coffee beans from burlap sack into ceramic bowl, beans cascading in mid-air. Worn wooden work surface, dust particles visible in light beam. Documentary candid feel, shot on 50mm, 3:4 ratio.

3. Process - Espresso Making

Prompt:

Quiet focus of the morning barista. 35mm film aesthetic, warm diffused light. Close-up of hands tamping espresso, coffee grounds visible, chrome portafilter reflecting ambient light. Worn leather apron edge visible, scratched stainless steel counter. Intimate documentary style, 35mm lens, 1:1 square ratio.

4. Product - Packaging Lineup

Prompt:

Artisanal coffee collection, early morning stillness. 35mm film grain, soft window light creating long shadows. Three kraft paper coffee bags in row on marble surface, each with minimal hand-stamped branding, subtle color variations between roasts. Scattered beans, worn coffee scoop. Product catalog style with warmth, 85mm lens, 16:9 ratio.

5. Lifestyle - Coffee Being Enjoyed

Prompt:

Quiet morning coffee ritual. 35mm film aesthetic, warm golden light from window. Hands (visible texture, natural imperfections) cradling ceramic cup, steam rising, morning newspaper edge visible, worn wooden table. Feeling of solitude and contentment. Documentary candid, 50mm lens, 4:5 ratio.

6. Interior - The Space

Prompt:

Specialty coffee bar at morning golden hour. 35mm film grain, warm light streaming through large windows creating dramatic shadows. Worn tile floors, exposed brick, minimal wooden counter, vintage espresso machine. Empty of people, anticipation of the day. Wide establishing shot, 28mm lens, 16:9 ratio.

7. Detail - Latte Art

Prompt:

The final touch of craft. 35mm film aesthetic, soft overhead light. Fresh latte art in ceramic cup – simple leaf pattern, slight imperfections showing it's hand-poured. Worn counter surface, espresso drips visible, morning light catching foam texture. Macro detail, 100mm lens, 1:1 ratio.

8. Social Content - Quote Card Background

Prompt:

Abstract coffee texture for text overlay. 35mm film grain, warm diffused light. Extreme close-up of coffee surface with crema pattern, golden brown tones, subtle texture variations. Out of focus, dreamy quality, space for text. Macro shot, shallow DOF, 4:5 ratio.

9. Ingredient - Raw Materials

Prompt:

Coffee origins, raw and honest. 35mm film aesthetic, natural window light. Burlap sack overflowing with green coffee beans, weathered wooden shipping crate with partial origin stamp visible, dried coffee plant branch. Documentary still life, textured and authentic. 50mm lens, 3:4 ratio.

10. Seasonal - Holiday Blend

Prompt:

Winter warmth of holiday coffee. 35mm film grain, warm ambient light suggesting candlelight. Kraft bag with special edition holiday label, surrounded by cinnamon sticks, star anise, dried orange slices. Worn wooden surface with holiday touches, cozy intimate feeling. 85mm lens, 4:5 ratio.

COLOR PALETTE

Color	Hex	Usage
Warm Cream	#F5E6D3	Backgrounds, light accents
Coffee Brown	#6F4E37	Primary brand color
Roasted Umber	#8B4513	Secondary, depth
Kraft	#C4A77D	Packaging, texture
Charcoal	#2C2C2C	Text, contrast
Gold	#DAA520	Highlights, accents

TYPOGRAPHY DIRECTION

Headlines

- Serif with character
- Slightly worn/imperfect letterpress feel
- References: Freight, Surveyor, GT Sectra

Body Text

- Clean sans-serif
- Readable, approachable
- References: Graphik, Founders Grotesk, Neue Haas

Accent/Hand Elements

- Handwritten touches for authenticity
- Stamp/letterpress textures
- Imperfect, human marks

TONE OF VOICE

Writing Style

- Warm but not precious
- Knowledgeable but not pretentious
- Conversational, like talking to a passionate friend
- Focus on craft, process, and ritual

Sample Copy

Hero Tagline: "The ritual of better mornings."

About: "We roast in small batches because that's how you taste what you're doing. Every bag is a decision—about origin, about roast level, about what this coffee wants to become."

Product Description: "Ethiopia Yirgacheffe. Washed process. Notes of blueberry, jasmine, and dark chocolate. Light roast for those who like to taste where their coffee came from."

SOCIAL CONTENT THEMES

Content Pillars

1. **Process** (40%) - Behind the scenes of roasting, brewing, crafting
2. **Product** (25%) - New releases, seasonal offerings
3. **Ritual** (20%) - Customer moments, coffee as daily practice
4. **Education** (15%) - Origins, brewing tips, coffee knowledge

Posting Frequency

- Instagram: 4-5x per week
- Stories: Daily (behind the scenes)
- Reels: 2-3x per week (process videos)

HOW TO REPLICATE THIS

Step 1: Define Your Brand Attributes

- What's the personality?

- What does it feel like?
- What visual references inspire you?

Step 2: Create Your Master Prompt

- Lock in your style (35mm, lighting, mood)
- This becomes your template for everything

Step 3: Build Your Asset List

- What images does the brand need?
- Hero shots, product, lifestyle, detail, social

Step 4: Generate in Batches

- Same prompt structure, different scenes
- Generate 10, pick 3, polish 1

Step 5: Document Everything

- Screenshot winning prompts
- Build your brand style guide as you go

This brand book template is from LOOPWORKER. For more resources, follow @loopworker.