

Brand Guidelines

Roast Lab

Roast so fine, taste divine



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BRAND OVERVIEW

Roast Lab is a coffee house where craftsmanship meets community. Our passion lies in creating the perfect roast that delights the senses and connects people. Each cup is brewed with precision, curiosity, and creativity – just like an experiment in a lab

OUR SLOGAN

Roast so fine, taste divine.





Brand Values

Joy

Vibrant and welcoming atmosphere inspired by nature's colors

Comfort

A cozy, natural space to relax and recharge

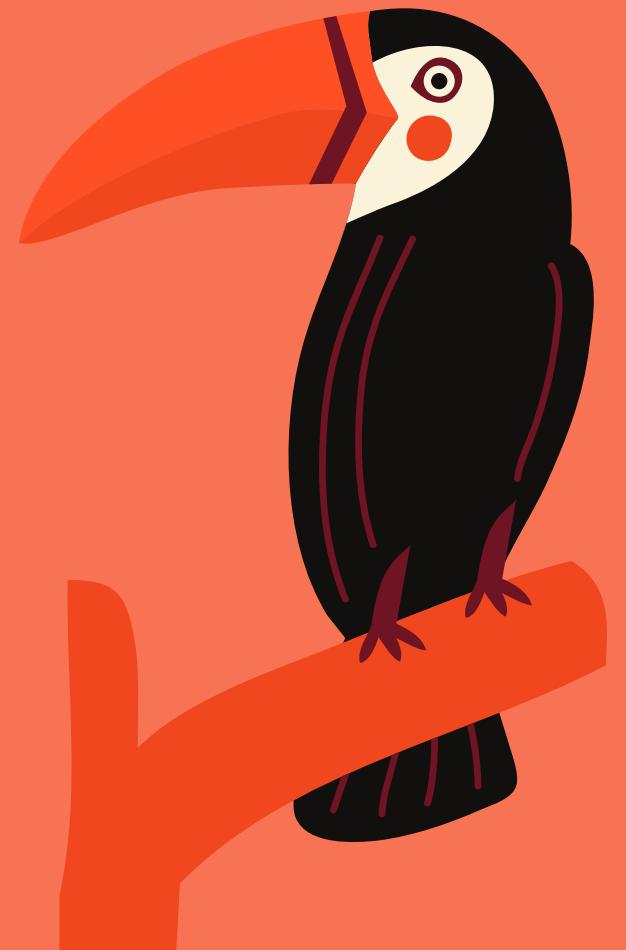
Connection

Encouraging social interaction and genuine conversation

Energy

Bright, tropical, and full of life — just like our coffee

LOGO DESIGN





Roast Lab

Roast so fine, taste divine

LOGO IDEA

The Parrot reflects social energy, joy, and positivity — all emotions that mirror the Roast Lab experience. Just like parrots are vibrant and full of life, Roast Lab offers a place where color, flavor, and connection come alive.



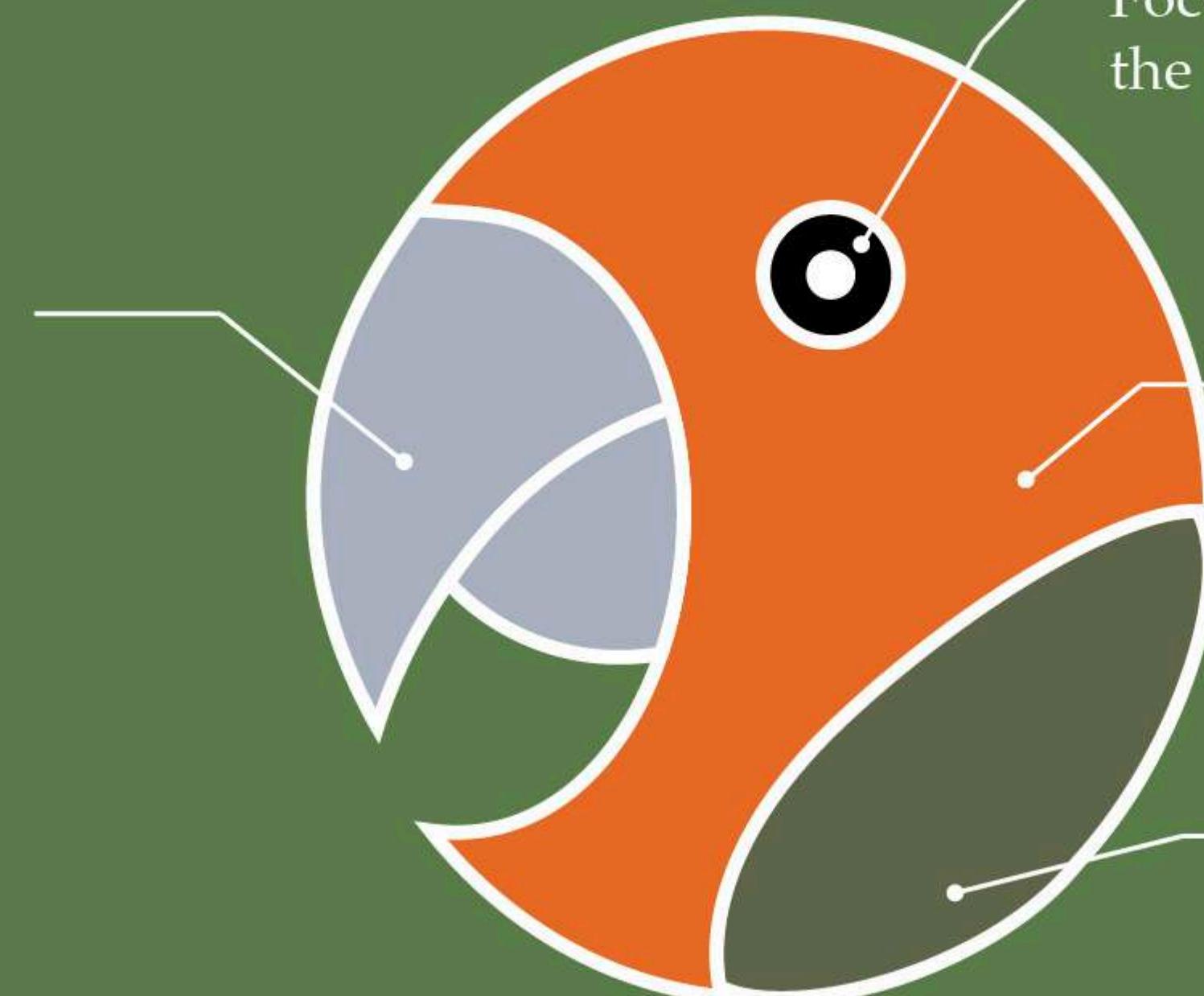
Roast Lab
Roast so fine, taste divine

Logo Breakdown

Elements & Meaning

Grey Beak

Modern balance and sophistication.



Black Eye

Focus and clarity – the perfection of roasting.

Orange Head

Joy, energy, and creativity.

Olive Wing

Nature and earth – grounding the brand.

Logo Lockups

Vertical
lookup



Roast Lab
Roast so fine, taste divine



Roast Lab

Roast so fine, taste divine

Horizontal
Lookup



color palette

COLOR PALETTE



Typography



FONTS

Dream Highway

Typography for Logo

A B C D E F G H I J K L M N O P Q R S T U

a b c d e f g h i j k l m n o p q r s t u v w s y z

0 1 2 3 4 5 6 7 8 9



Walkway

Typography for Titles

A B C D E F G H I J K L M N O P Q R S

a b c d e f g h i j k l m n o p q r s t u v w s y z

0 1 2 3 4 5 6 7 8 9

Mockup









Roast Lab

Roast so fine. Looks divine.







Roast Lab

BRAZILIAN COFFEE







Social Media





DO YOU WANT TO KNOW
THE SECRET OF OUR UNIQUE
COFFEE



Roast Lab
Roast so fine, taste divine







Roast Lab
Roast so fine, taste divine

Roasted with passion
Brewed with happiness



Roast Lab
Roast so fine, taste divine

Feel the warmth
Taste the joy



Roast Lab

Roast so fine, taste divine

From nature's calm
Comes your perfect cup



Roast Lab

Roast so fine, taste divine

A swirl of caramel joy
Blended just for you





Inspired
by
Natural



Nature_inspired
Happiness_infused