

ST LAW



Brand guidelines

- vision
- MISSION
- color palette
- Logo inspiration
- Fonts
- Mock up
- Social media



OUR VISION

At Roast Lab, our vision is to create a warm and inspiring space where coffee and creativity meet
We aim to build a community that celebrates craftsmanship — from perfectly roasted beans to productive work sessions

Roast Lab is not just a coffee shop; it's a workstation for dreamers, thinkers, and creators who appreciate the beauty of good coffee and good design.

OUR MISSION

Delivering a warm, retro coffee experience with every cup

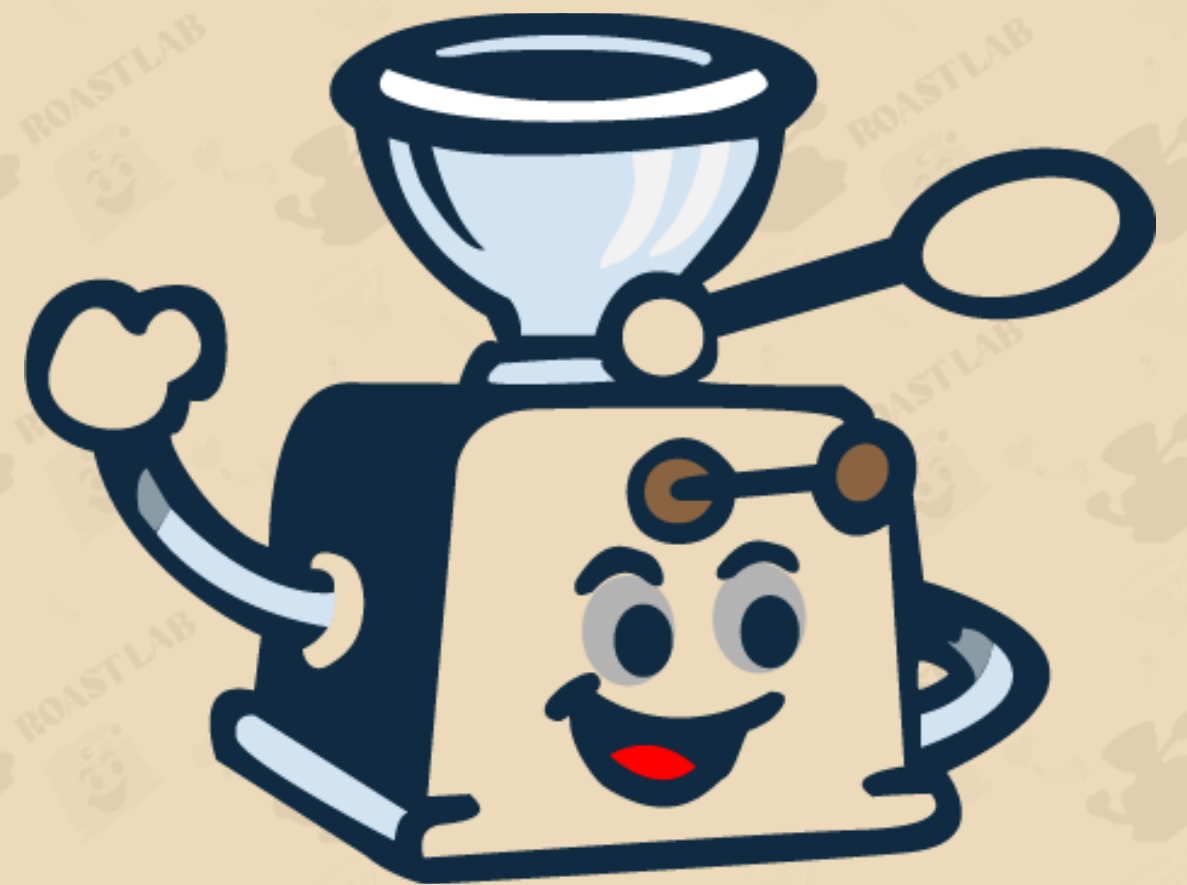
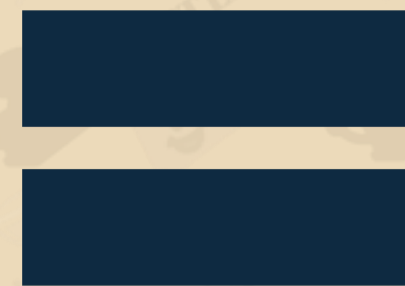
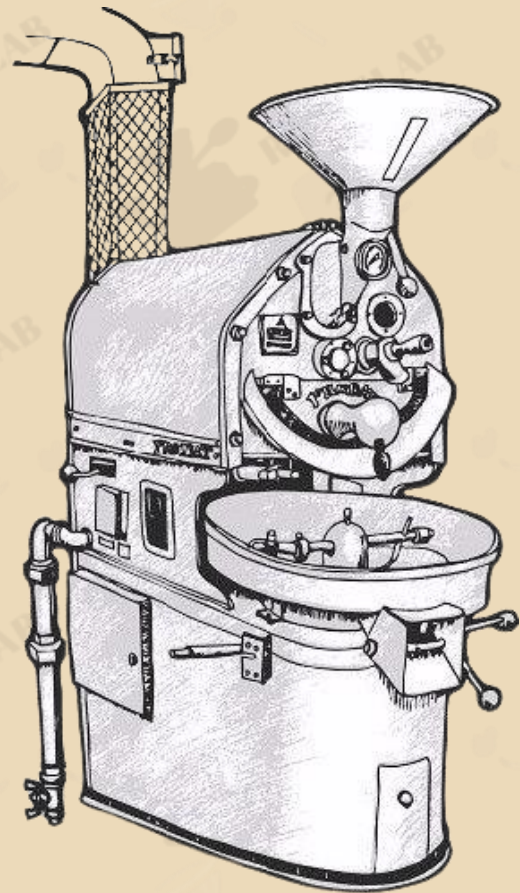
Bringing high-quality, freshly roasted coffee with a nostalgic retro vibe

Reviving the classic coffee culture with a modern retro touch

Creating a cozy retro space where great coffee brings people together

Crafting a unique retro-inspired coffee identity built on quality, warmth, and authenticity.

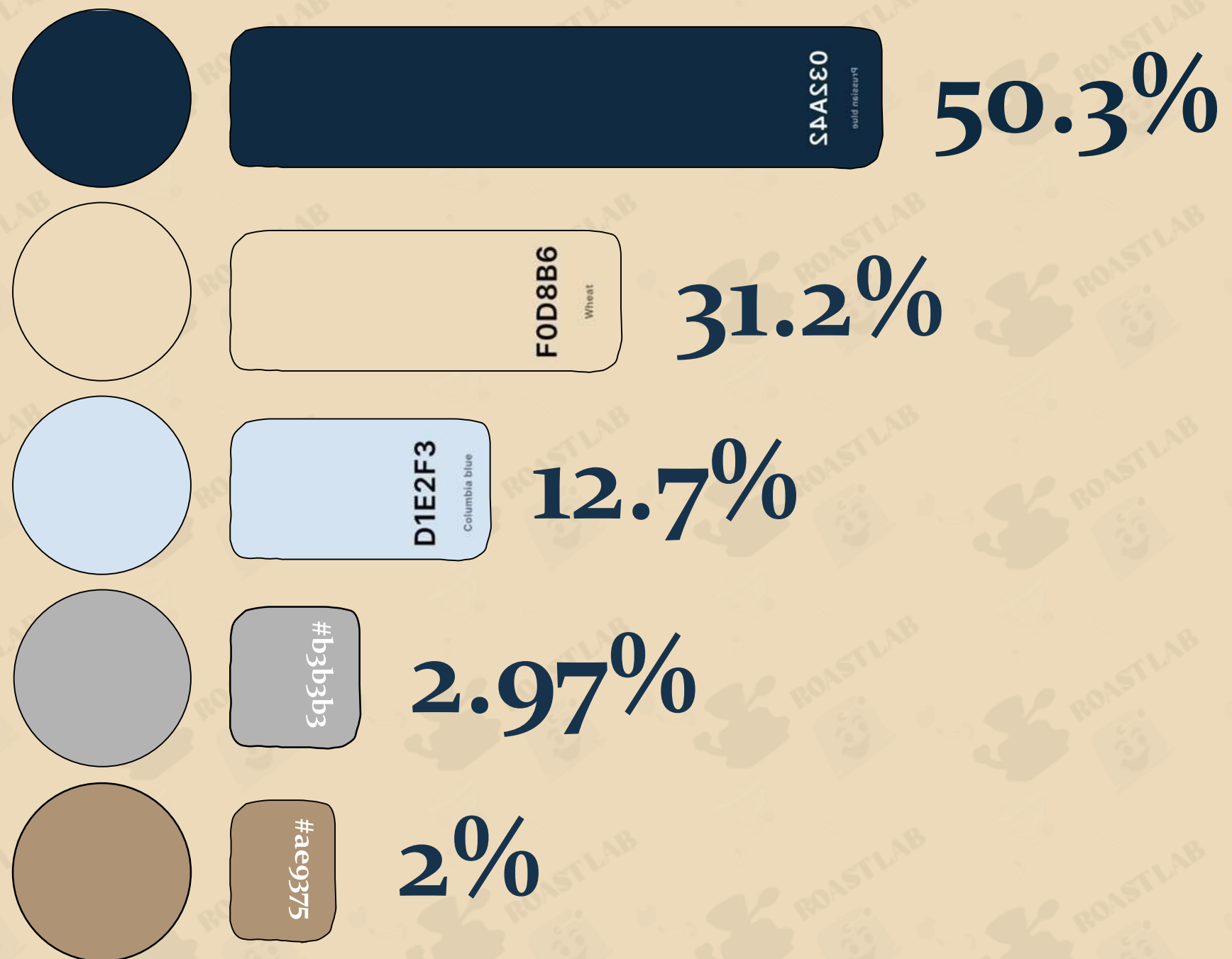
Logo inspiration



LOGO GRID

2X		
	X/2	X/2
		ROASTLAB
		X/4
		Brewing Moments ,not just a coffee

COLOR PALLETE



LOGO FONTS

Prima DEMO

ABCDEF

HIJKLMN

OPQRETUV

XYZ

Constantia

ABCDEF

HIJKLMN

OPQRETUV

XYZ

PATTERN



MOCKUP





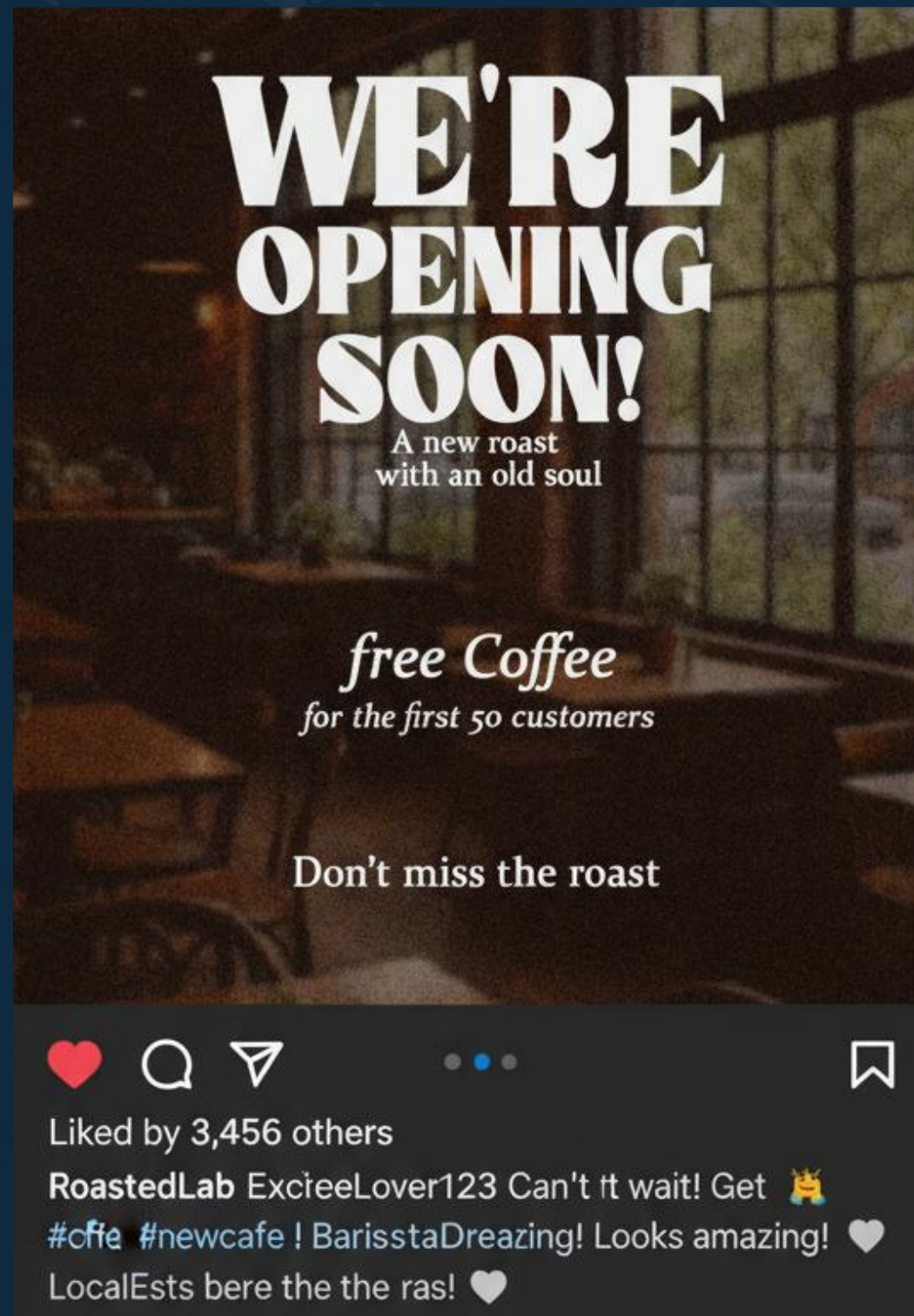








SOCIAL MEDIA DESIGNS



SOCIAL MEDIA DESIGNS



SOCIAL MEDIA DESIGNS



SOCIAL MEDIA DESIGNS

Roast_Lab



ROASTLAB
Brewing Moments, just past a coffee

A PERFECT POUR

@Roasted_Lab +123-9999-2346

Liked by coffee_lover123 and 4,567 others

View all 321 comments

Roast_Lab #Neryd_meve. Every peffeeTime #LatteLove

user_feedback_guy: This looks amazing! 🔥

latte_art_fan 🔥 Love art o design!

A new roast with an old soul



@Roasted_Lab +123-9999-2346

ROAST_LAB

Liked by coffee_lover113 and 456 others

ROAST_LAB A new adventure brewing! Our latest on available.
#coffee #newroast #craftcoffee

View all 17 comments

coffee_Laver112: Looks amazing! Can't wait to try brewmaster_dave!

Add a comment... Post

@ROAST_LAB



Brewed to Energize

ROASTLAB COFFEE

@ROAST_LAB +20101 0015 022

Liked by 1,34 others

@CoffeeLover123: This looks amazing! Need this now!

@MorningBoost!! My-go ciph

@CafeExplorer! Gotta try Goltta try their tmons!



THANK YOU