



ROASTLAB

Brewing Moments ,not just a coffee

Brand guidelines

- vision
- MISION
- 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

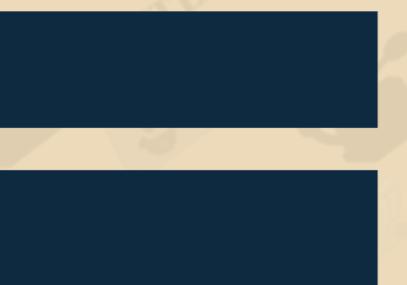
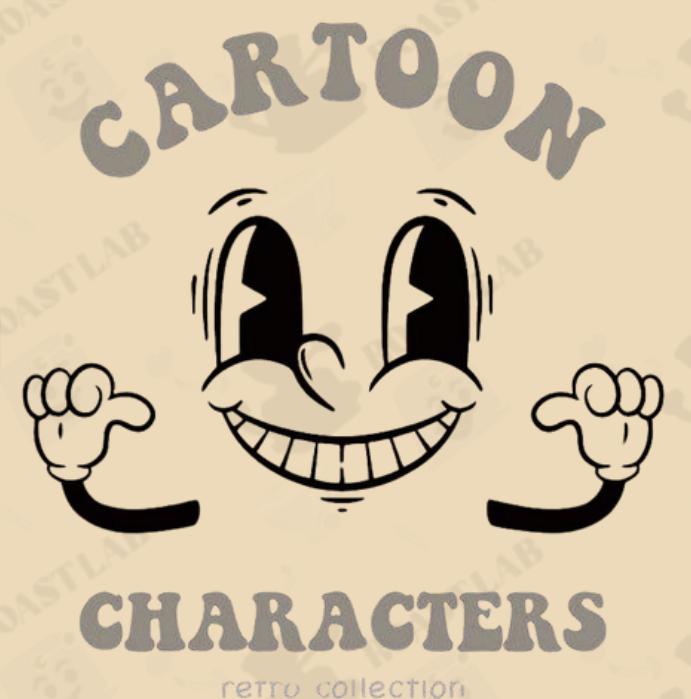
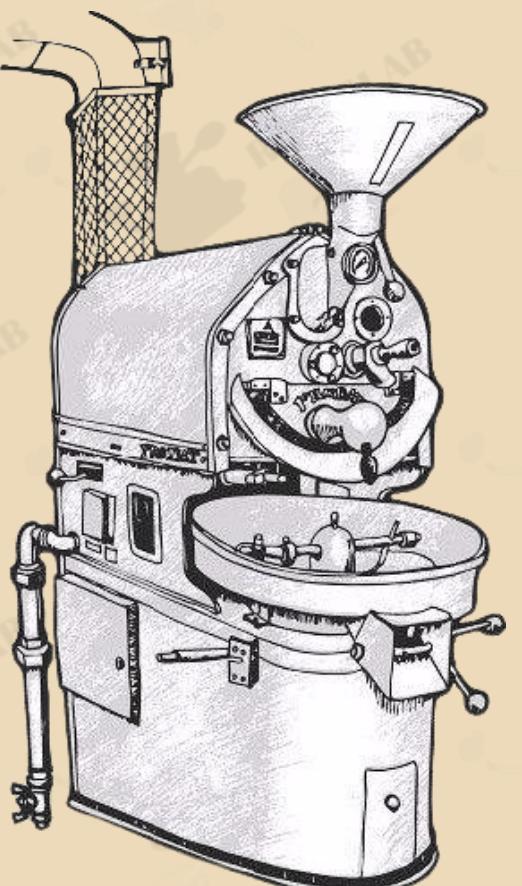
Bringing high-quality, freshly roasted coffee with a nostalgic retro vibe

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.

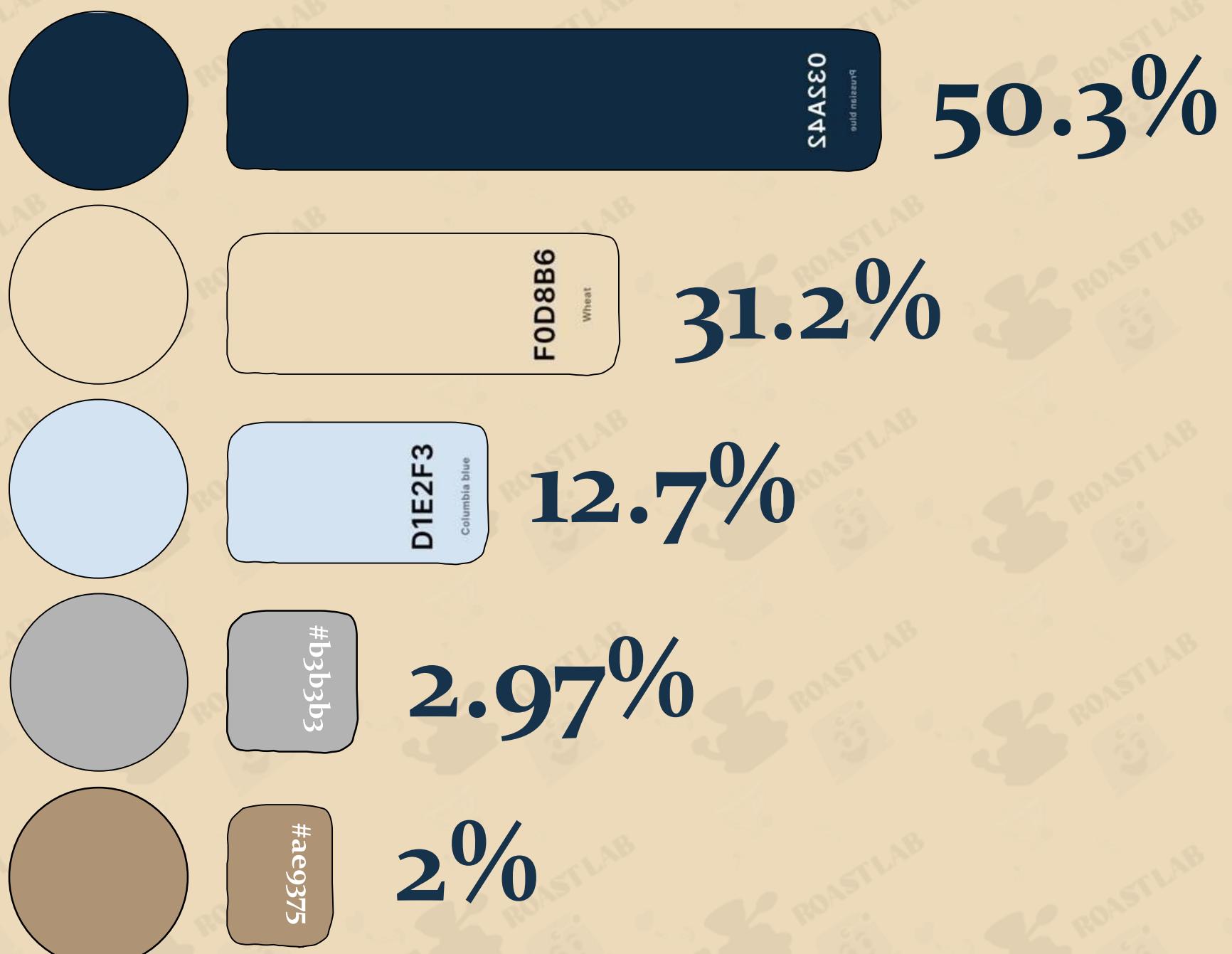
Logo inspiration



LOGO GRID

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

COLOR PALLETTE



LOGO FONTS

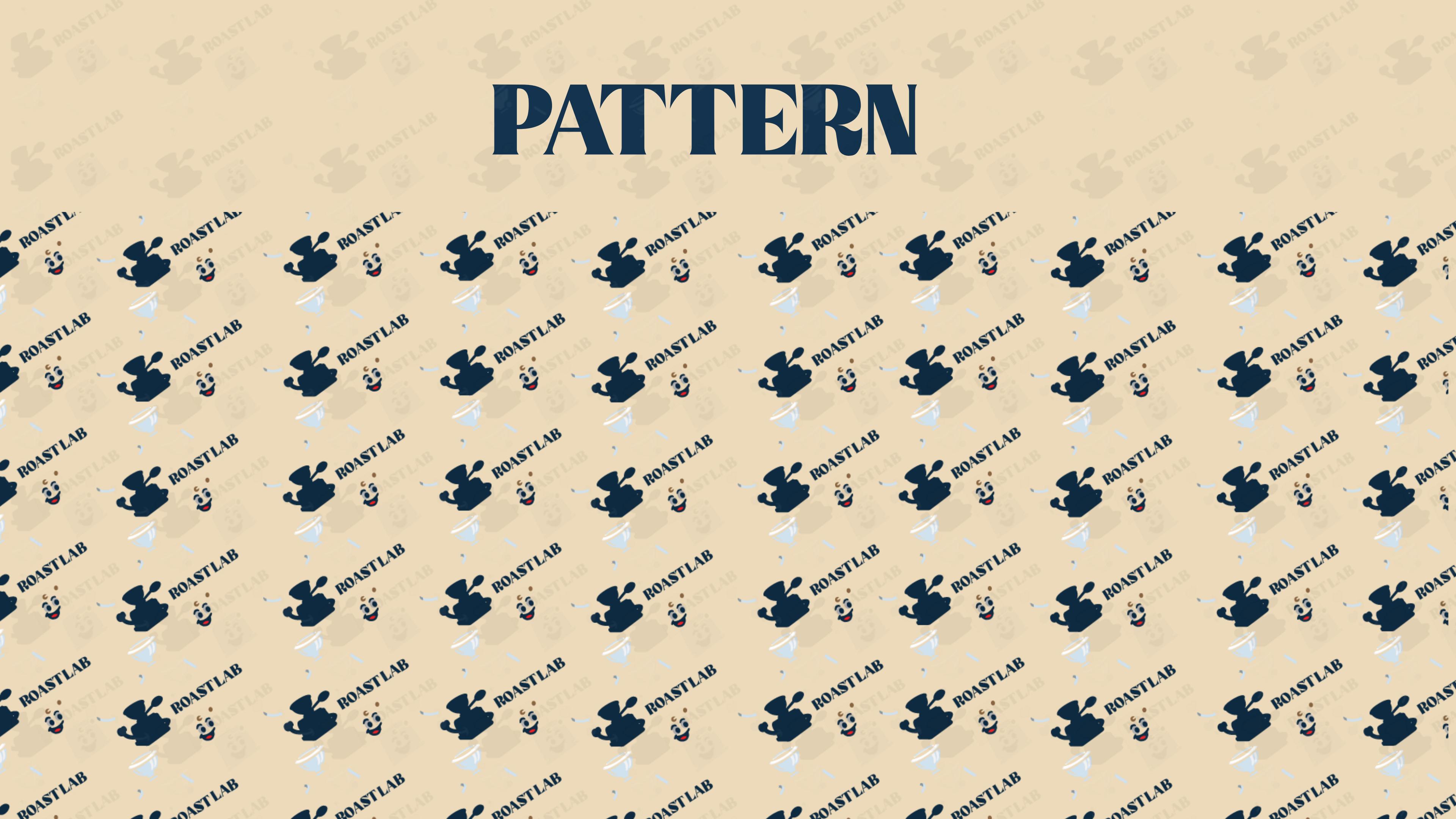
Prima DEMO

A B C D E F
H I J K L M N
O P Q R E T U V
X Y Z

Constantia

A B C D E F
H I J K L M N
O P Q R E T U V
X Y Z

PATTERN



MOCKUP









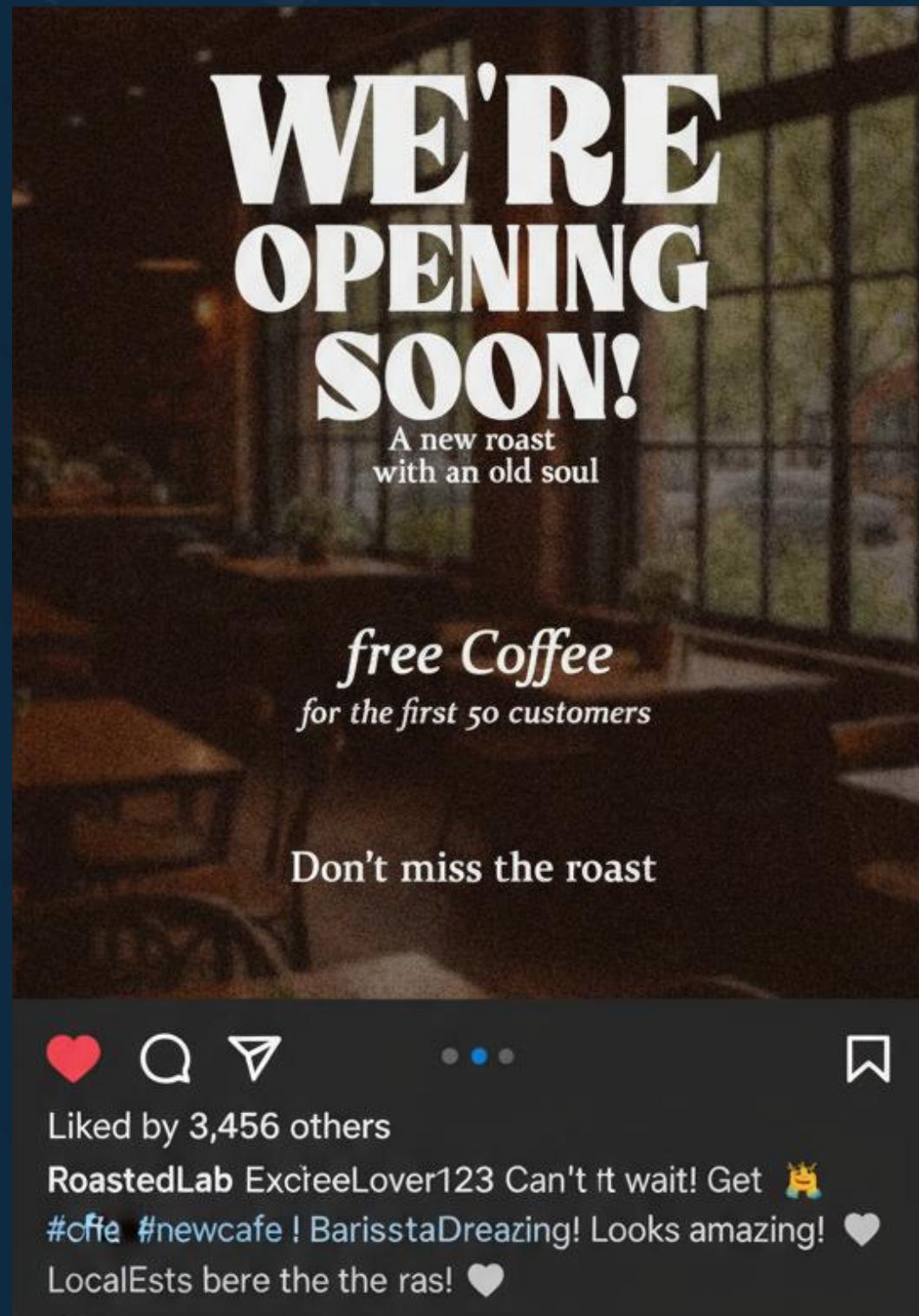




ROAST LAB



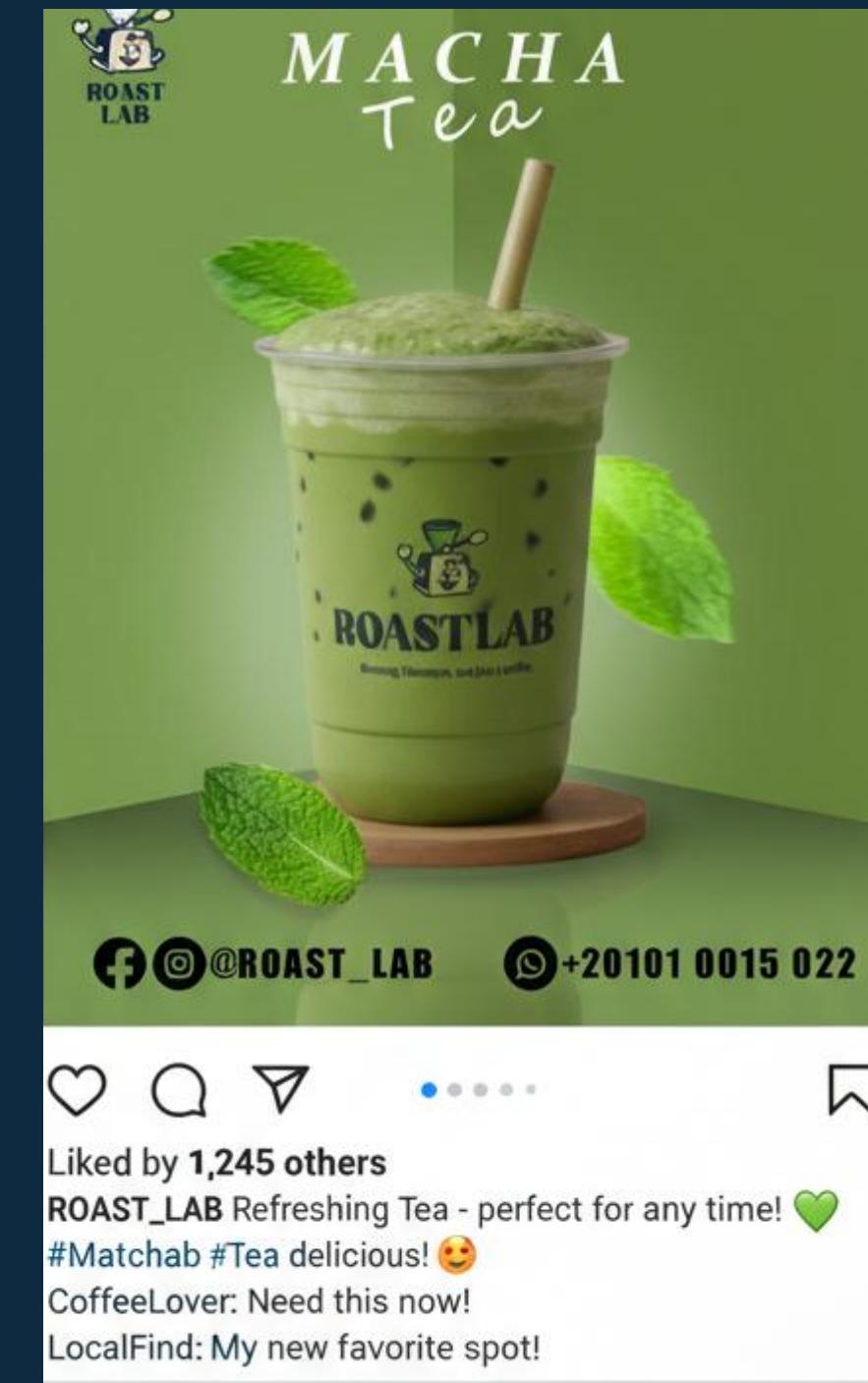
SOCIAL MEDIA DESIGNS



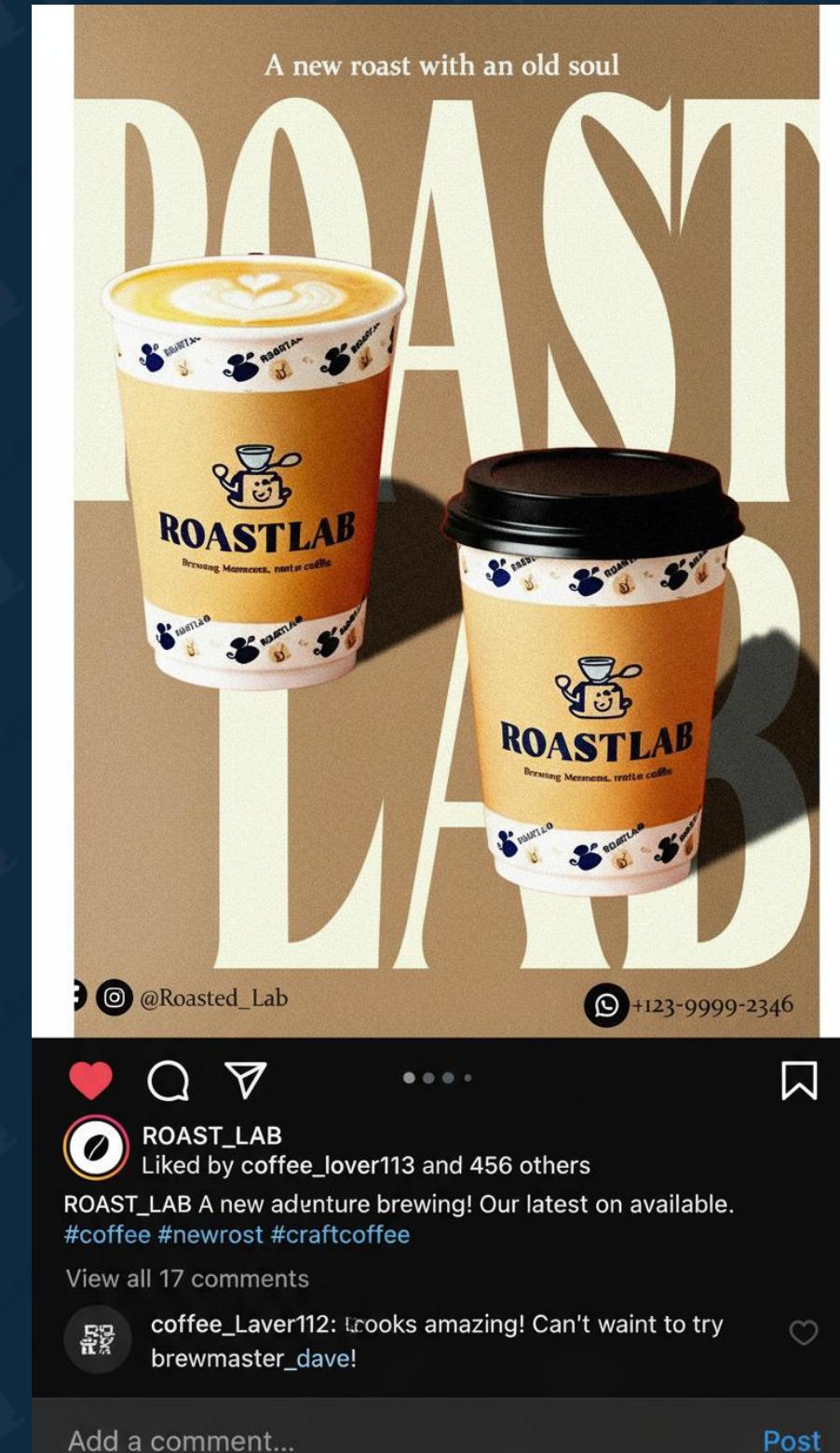
SOCIAL MEDIA DESIGNS



SOCIAL MEDIA DESIGNS



SOCIAL MEDIA DESIGNS



THANK YOU