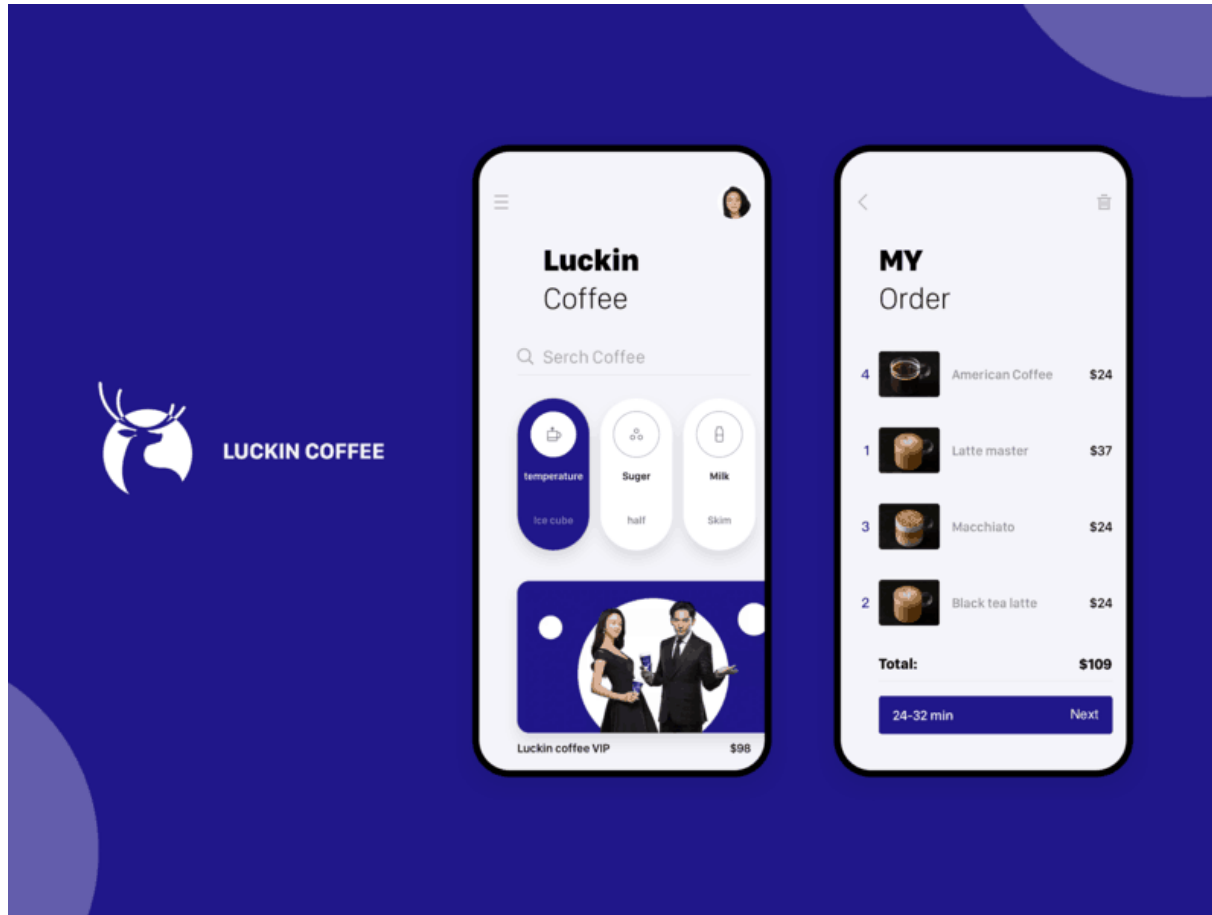**Dark forest green** = nature, origin, maturity, calm.

Green + white + wood = "third place" café, not tech company.

Limited accent colors; when they do use brights (holiday red, pink) it's clearly seasonal.

Heritage & craft – green feels closer to farms, leaves, sustainability.

Cozy, slow, stay-and-sit vibe – you feel like you can hang out, not just grab and go.

Cool, saturated blue = tech, reliability, cleanliness.

Blue is often the **background**, with white logo and type over it, the opposite of Starbucks' mostly white cups with green logo.

Speed & efficiency – fits their "order on the app, pick up quickly" model.

Modern & data-driven – feels closer to a "super app" than a café.

Affordable yet polished – blue is less "luxury" than forest green; more accessible and mass-market.