



Premium Artisan Coffee Brand Identity

VELORA ROAST™

*Brand Identity Case Study · Designed & Presented by
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Who We Are



VELORA ROAST is a premium artisan coffee brand inspired by craftsmanship, sustainability, and modern coffee culture.

Mission: Deliver exceptional coffee experiences through premium roasting and authentic craftsmanship.

Vision: Become the most respected artisan coffee destination worldwide.

Core Values: Quality · Sustainability · Authenticity · Community · Innovation

Quality — Every bean sourced with uncompromising standards

Sustainability — Ethical sourcing and eco-conscious practices

Authenticity — Rooted in genuine craft and transparent origins

Brand Strategy & Moodboard



Logo Concept & Meaning

Every element of the VELORA ROAST™ logo mark carries intentional meaning — rooted in coffee culture, sustainability, and the art of premium craftsmanship. Each symbol tells a story of the brand's core identity and values.



Coffee Cup — symbolizes coffee culture, warmth, and human connection

Leaf — represents sustainability, natural sourcing, and organic roots

Coffee Bean — embodies craftsmanship, premium quality, and roasting mastery

Logo System & Visual Identity



*Primary Logo
Light & Dark Versions*



*Secondary Logo
Horizontal Lockup*



*Monogram
& Icon Mark*

Color Palette & Typography

Coffee Brown
#6F4E37

Cream
#F8F4EC

Espresso Brown
#4B2E2B

Warm Gold
#C8A165

Packaging Design



Premium eco-friendly packaging crafted with matte finishes and natural textures. Each pouch, sleeve, and label reflects VELORA ROAST™'s commitment to artisan quality — where sustainability meets luxury in every detail.

Social Media & Brand Applications

Instagram feed mockups, story templates, café signage, business cards, loyalty cards, menu design, and branded merchandise — all unified under one premium identity. Every touchpoint crafted for lasting impression.

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Brand Presence





VELORA ROAST™

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BEYOND
EVERY BREW*