



SABLE & STONE

# Brand Guidelines

SLOW-ROAST COFFEE CO.

# A name worth roasting slowly.

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Sable & Stone is a small-batch coffee roaster built on a simple belief: good coffee can't be rushed. Every bean is roasted in slow, deliberate batches and traced back to the farms that grew it.

This guide defines how the brand looks, sounds, and feels — so that whether you meet Sable & Stone on a bag, a storefront, or a screen, it always feels like the same calm, confident craft.

## 01 **Crafted, never rushed**

Patience is the product. Our tone and design should always feel considered and unhurried.

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## 02 **Warm & grounded**

Earthy, tactile, honest. We favour warmth over polish and substance over hype.

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## 03 **Quietly premium**

Confidence without shouting. Generous space, refined type, and a restrained palette.

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# The mark.

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The primary logo pairs the circular “S” monogram with the wordmark. The monogram may be used on its own as an app icon, stamp, or social avatar.



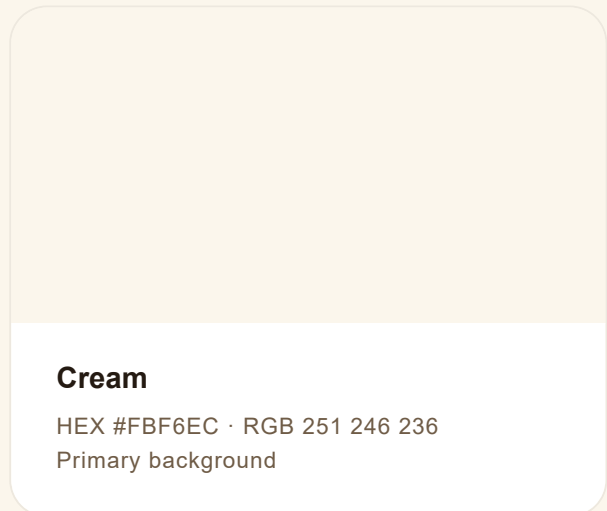
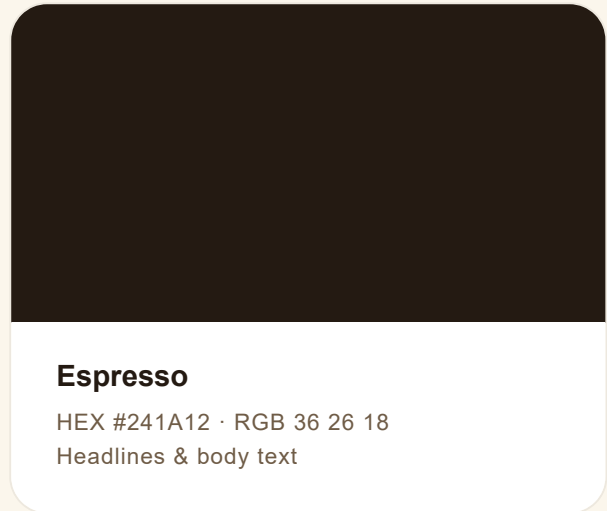
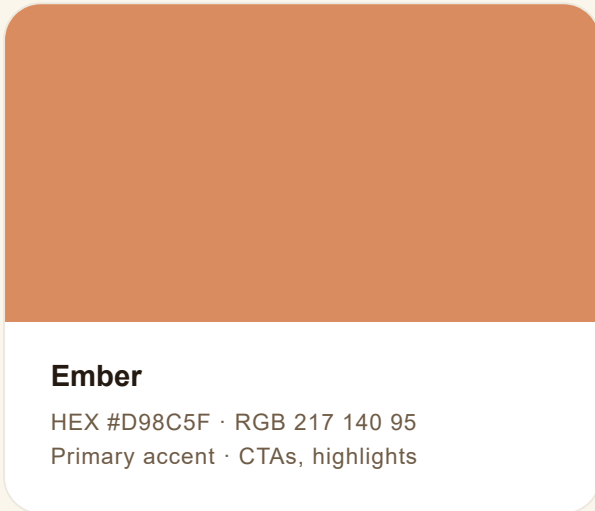
## CLEAR SPACE & MINIMUM SIZE

Always keep clear space equal to the height of the monogram around the logo. Never reproduce the primary logo smaller than 18 mm wide (or 64 px on screen).

# The palette.

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Warm earth tones do most of the talking. Ember leads as the accent; espresso anchors text; sand and cream carry the background.



# The type.

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz · 0123456789

DISPLAY · SERIF

Roasted with  
care

Used for headlines and the wordmark. Set generously with tight leading and a little letter-spacing.

BODY · SANS

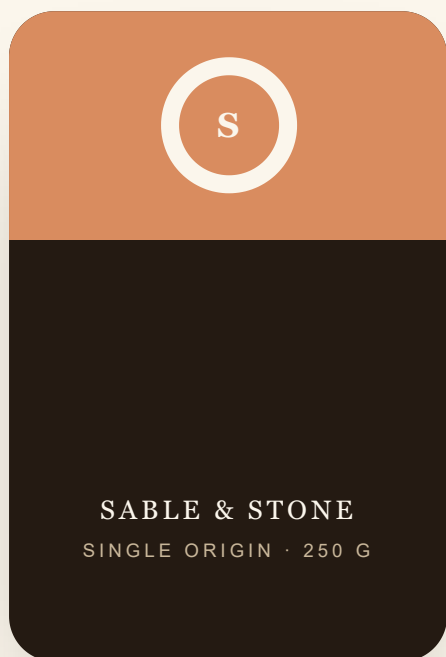
Clean, quiet,  
readable

Used for paragraphs, labels, and UI. Comfortable line-height and plenty of breathing room.

# In the world.

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The system flexes from retail packaging to stationery while staying unmistakably Sable & Stone.



# Do & don't.

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## Do

- Keep generous clear space around the logo.
- Use ember as an accent, not a flood fill.
- Pair serif headlines with sans body text.
- Let backgrounds breathe with cream & sand.

## Don't

- Stretch, rotate, or recolour the monogram.
- Place the logo on busy, low-contrast photos.
- Introduce off-brand neon or cool colours.
- Set body copy in the display serif.



SABLE & STONE

**Thank you.**

WHERE PIXELS MEET POSSIBILITY.