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# WE ARE TERRA

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BRAND GUIDELINES

VERSION 1.0

*Coffee designed as ritual.*  
*Objects for slower mornings.*  
*Warmth, collected.*

SPECIALTY COFFEE · CERAMICS · CANDLES · FRAGRANCES · RITUAL OBJECTS

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# Brand Overview & Positioning

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## Brand Name

**WE ARE TERRA**

## Suggested Descriptors

COFFEE CHAPTERS

ROASTERS & OBJECTS

RITUAL GOODS

COFFEE & LIVING

SLOW OBJECTS

## Positioning

WE ARE TERRA is a premium lifestyle brand rooted in ritual, warmth, and intentional living. Born through specialty coffee sourced from Costa Rica and Mexico, the brand expands into a curated universe of objects: ceramics, candles, linens, fragrances, printed matter, and spaces designed around slower living.

The brand is not built as a traditional coffee company. It is designed as a refined lifestyle house where coffee becomes the entry point into an atmosphere.

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# Brand Essence & Philosophy

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## Core Identity

Minimalist	Warm
Sophisticated	Editorial
Quiet luxury	Organic
Architectural	Timeless

## Emotional Direction

The brand should feel like:

*"A boutique hotel at golden hour"*

*"A sculptural ceramic gallery"*

*"A warm editorial spread"*

*"A quiet European café"*

*"A beautifully designed apartment with natural light"*

## Brand Archetypes

**The Curator**

**The Artisan**

**The Intellectual**

## Brand Philosophy

WE ARE TERRA believes modern luxury is: tactile, quiet, functional, emotional through materials, rooted in ritual.

The brand celebrates: texture, slowness, natural imperfection, everyday permanence, and thoughtful objects.

# Visual Identity System

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## Design Principles

The visual world relies on negative space, warm natural tones, material texture, sophisticated typography, editorial composition, and architectural restraint. Nothing should feel overly commercial or trendy. Everything should feel collectible.

- Negative space
- Warm natural tones
- Material texture
- Sophisticated typography
- Editorial composition
- Architectural restraint

## Signature Formula

- + Architectural Warmth
- + Editorial Sophistication
- + Ritual-Based Living
- + Object-Focused Design
- + Specialty Coffee Culture

# Color Palette

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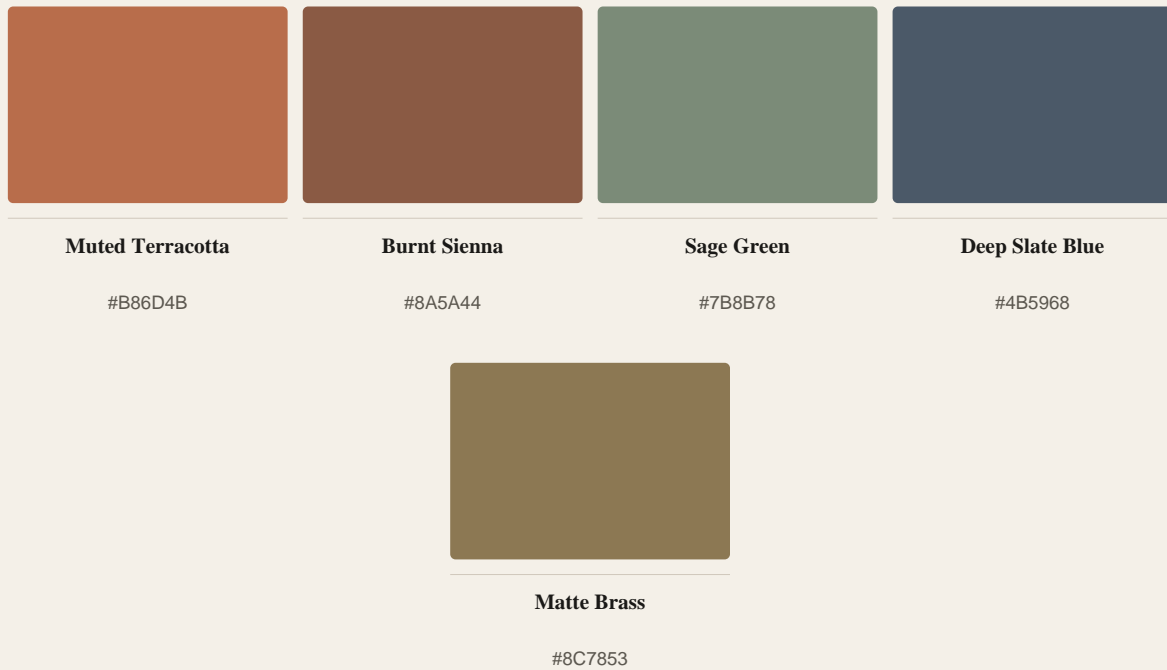
## Primary Palette — "Autumnal Whites"

Usage ratio: 70% neutral off-whites as the dominant base, ensuring the palette always feels calm, breathable, and elevated.



## Accent Palette

Usage ratio: 20% earthy natural tones + 10% accent tones.



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# Typography System

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## Primary Typeface — Serif

Elegant, timeless, editorial. Used for the brand logo, headlines, packaging titles, signage, and editorial layouts.

### RECOMMENDED DIRECTIONS

*Canela*

*Cormorant Garamond*

*Ivar*

*Editorial New*

*Recoleta*

## Secondary Typeface — Sans Serif

Modern, restrained, technical. Used for technical information, packaging specifications, product notes, quality score, and digital systems.

### RECOMMENDED DIRECTIONS

Suisse International

Neue Haas Grotesk

Söhne

Inter

Avenir Next

## Type Hierarchy Example

# WE ARE TERRA

COSTA RICA EDITION

*Washed · Single Origin · High Altitude*

QUALITY SCORE: 90+

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# Logo Direction

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## Visual Traits

- Sophisticated serif typography
- Balanced spacing
- Warm luxury
- Editorial elegance
- Minimalist restraint

## Logo Applications

The logo should feel equally natural across all brand touchpoints. Preferred finishes include matte embossing, debossing, blind print, matte brass foil, and off-black ink on textured paper.

A coffee bag

A ceramic mug

A candle vessel

A linen shirt label

A boutique storefront

## Avoid

- × Overly symbolic logos
- × Trendy monograms
- × Aggressive luxury aesthetics

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# WE ARE TERRA

COFFEE CHAPTERS

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# Packaging System

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## Coffee Packaging

Tall matte paper gusset bag with soft-touch texture, slight organic crinkle, structured but tactile form. Natural imperfections are visible and intentional.

## Front Layout Hierarchy

01 **WE ARE TERRA**

Brand Name

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02 **Coffee Chapter / Blend Name**

Product Line

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03 **Origin**

Country

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04 **Quality Score**

e.g. 90+

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05 **Intensity Scale**

Geometric indicator

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06 **Tasting Notes**

Sensory language

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## Intensity Scale Example



INTENSITY — 3 / 5

## Layout Principle

All layouts use generous spacing and restrained composition. Nothing competes. Everything breathes.

# Coffee Origins

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## Costa Rica Edition

### MOOD

Bright  
Refined  
Clean  
Sunlit  
Elegant acidity

### COLOR DIRECTION

Bone white  
Soft terracotta  
Slate blue accents

### TEXTURE INSPIRATION

Volcanic mineral textures  
Fine architectural grain  
Soft layered paper

## Mexico Edition

### MOOD

Warm  
Deep  
Grounded  
Earthy sophistication

### COLOR DIRECTION

Cream  
Burnt sienna  
Muted sage

### TEXTURE INSPIRATION

Woven natural textures  
Clay surfaces  
Tonal mineral layering

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# Graphic System

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## Intensity Scale

Minimal geometric indicators using thin bars, circles, and abstract monoline symbols. Avoid all traditional coffee graphics.

## Quality Score

Displayed elegantly and quietly.

### **QUALITY SCORE: 90+**

Formatting: small caps · wide letter spacing · sans serif typography

## Origin Display

Origins should feel editorial, never literal. No flags, maps, or farm imagery.

**COSTA RICA**

**MEXICO**

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# Photography Direction

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## Visual Style

- Studio lighting
- Macro detail
- Soft directional shadows
- Warm cinematic grading
- Architectural framing

## Photography Mood

Every image should feel:

*Quiet*

*Expensive*

*Tactile*

*Human*

*Collected*

## Materials to Highlight

- Paper grain
- Linen
- Raw ceramic
- Mineral plaster
- Aged wood
- Matte stone
- Brushed brass

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# Retail & Spatial Design

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## Retail Philosophy

Retail spaces should feel like a boutique hotel café, a gallery, a reading room, or a curated apartment.

## Architectural Materials

### PRIMARY

Cream mineral plaster  
Terracotta stone  
Dark walnut wood  
Matte brass  
Off-white textured walls

### SECONDARY

Linen  
Ceramic  
Slate stone  
Raw paper textures

## Lighting Direction

- Warm morning sunlight
- Golden-hour atmosphere
- Directional shadows
- Soft ambient glow

Avoid: harsh commercial lighting, cold white retail tones.

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# Tone of Voice

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## Voice Characteristics

Calm

Intelligent

Editorial

Warm

Sophisticated

Intentional

## Writing Style

Short sentences. Quiet confidence. Minimal exaggeration. Sensory but restrained.

Avoid: startup jargon, loud luxury language, overly emotional copywriting.

## Example Brand Language

*"Coffee designed as ritual."*

*"Objects for slower mornings."*

*"Thoughtfully sourced from Costa Rica and Mexico."*

*"Built around atmosphere."*

*"Warmth, collected."*

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# Brand Expansion Vision

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## Natural Evolution

Coffee is the beginning of the ecosystem — not the limitation. WE ARE TERRA should naturally evolve into:

- Candles
- Apparel
- Hospitality
- Furniture Objects
- Ceramics
- Fragrance
- Printed Publications
- Curated Retail Spaces

## Experience Principles

**Designed** — not decorated

**Warm** — not sterile

**Timeless** — not trendy

**Curated** — not mass produced

**Emotional through materials**

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*WE ARE TERRA is not simply a coffee brand.  
It is an atmosphere people want to live inside.*

**WE ARE TERRA**

Brand Guidelines · Version 1.0