calden

Slow fire coffee.

BRAND IDENTITY · CONCEPT PROJECT

Specialty roastery and café, Abu Dhabi



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01

The idea

A warm brand in a scene of white tiles and thin type.



THE BRIEF

A first café for a new specialty roastery in Abu Dhabi.

Calden roasts in small batches and is opening its first café, with retail beans to follow. The city's specialty scene is crowded with interchangeable minimal brands: white tiles, thin type, the same flat lay. Calden needed a brand people remember after one visit.

Our role: the identity from strategy up, the packaging line, the printed pieces for the café, launch photography direction and film, and an Instagram presence the team can keep running after launch.

Concept project. Calden is a fictional brand made to show our process; no results or client quotes are shown.

THE IDEA

Slow fire.

Calden roasts over open flame, a nod to the region's long tradition of pan-roasting coffee at home, and serves the result with modern specialty precision.

So the brand is warm and tactile, not cool and minimal: fire, copper, smoke and slow mornings. Every piece should feel made by hand, close to the heat.



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THE NAME

Calden

From caldera, the crater a fire leaves behind. Short, warm and easy to say, with a hard C that holds its own on a cup lid.

The wordmark is drawn in a high-contrast serif with a little warmth in the curves, so it feels crafted rather than corporate.

02

The logo

One mark, built from heat.





THE MARK

Three heat rings form a C.

The rings spread like heat from a flame, and they also read as ripples on a cup.

The mark works alone on a lid, a stamp or a sleeve, and next to the wordmark on signs and packs.

LOGO SUITE

Four lockups, one family.



Horizontal lockup



Stacked lockup



Wordmark



Stamp

CLEAR SPACE

Room to breathe.

Keep clear space equal to half the lockup's height on every side. Type, edges and photo detail stay out of it.

On photography, place the logo only on calm areas, in Crema or Char.



Minimum size: horizontal lockup 30 mm wide in print, 120 px on screen.
Mark alone: 8 mm, 32 px.

ROAST SYSTEM

Each roast lights one ring.



Dawn · light roast · inner ring



Copper · medium roast · middle ring



Char · dark roast · outer ring

03

Colour and type

Colours taken from the roast. Type with old warmth and modern clarity.



COLOUR

Taken from the roast.

Char

#2A1D17
RGB 42 29 23
Primary dark: type, packs, signs.

Ember

#C8462A
RGB 200 70 42
The flame. Accent, used sparingly.

Copper

#B9773E
RGB 185 119 62
Medium roast and metal details.

Dawn

#E9B98C
RGB 233 185 140
Light roast and warm highlights.

Crema

#F3ECE2
RGB 243 236 226
Primary light: paper and walls.

Smoke

#8C7F74
RGB 140 127 116
Secondary text and fine lines.

Char and Crema carry most of every layout; Ember never covers more than a tenth of a page.

TYPOGRAPHY

Old warmth, modern clarity.

Aa

Playfair Display

Headlines and the voice of the brand

Bold · Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! · , .

Aa

Plus Jakarta Sans

Text, labels, menus and interface

Regular · Medium · SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! · , .

Both typefaces are open source (SIL Open Font License).

PATTERN AND STAMP

Rings that repeat.

The rings tile into a quiet pattern for tissue paper, sleeves and the back wall of the café.

The round stamp seals bags and boxes, and marks every order by hand.



04 Photography

Warm light, real hands, visible heat.



PHOTOGRAPHY

Close to the heat.













Low warm light, deep shadows and hands at work; no staged flat lays. Every image takes one warm grade. Photos: Pexels, graded in LightCraft.

05

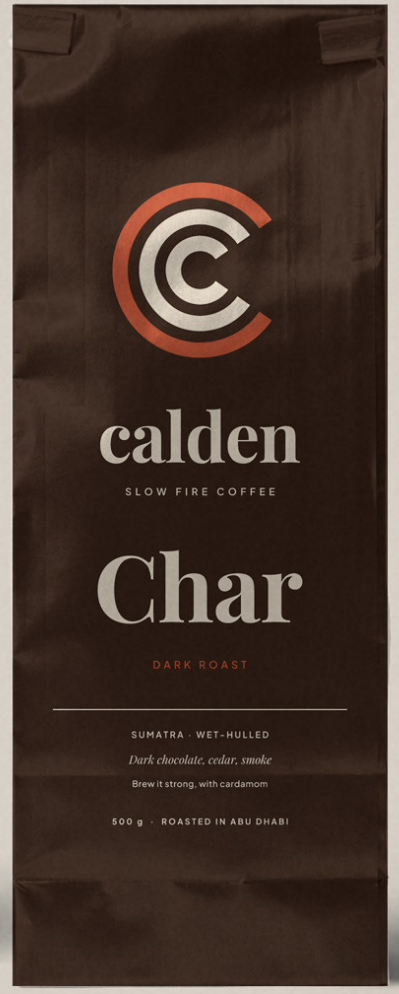
Packaging

A line that tells roasts apart at a glance.









250 G BEAN BAGS: DAWN, COPPER AND CHAR



500 g bag with the roast label

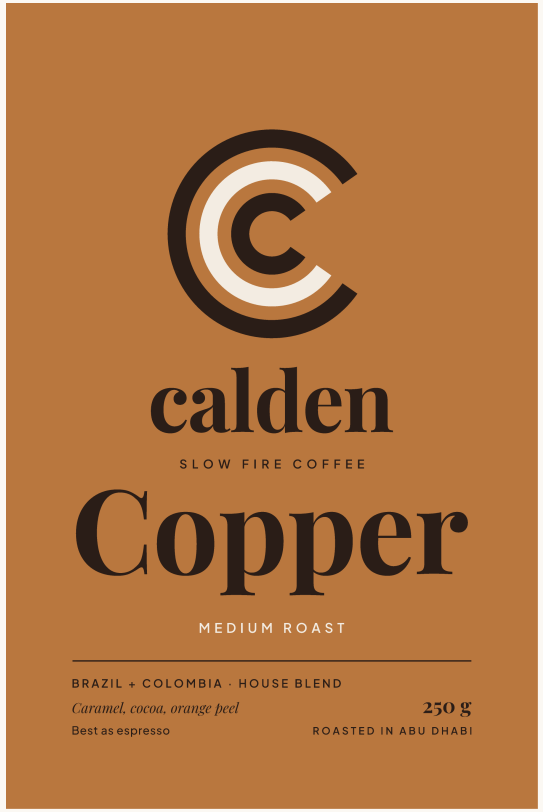


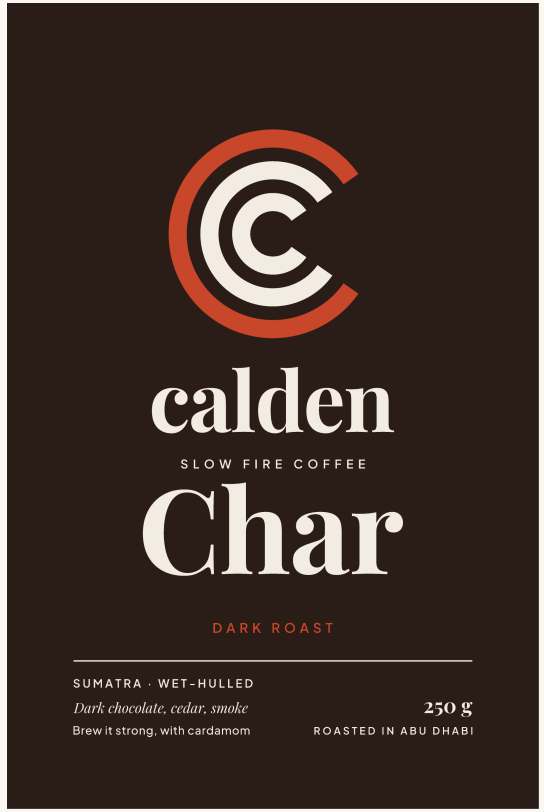
Kraft carry bag

PRINT-READY FLATS

One system, three roasts.







Flat art at 130 × 200 mm with 3 mm bleed. The roast colour moves to the ring and the band; everything else stays fixed.

CUP AND DRIP-BAG BOX

The small things people hold.



Cup sleeve, and the drip-bag box dieline (80 × 40 × 120 mm; cyan cut, magenta fold).

06

Brand in the world

Cards, letters, the tote and the café poster.





LETTERHEAD AND ENVELOPE



Business cards, front and back



Canvas tote

07

Social and film

A launch month with a clear rhythm, and a 15-second Reel.

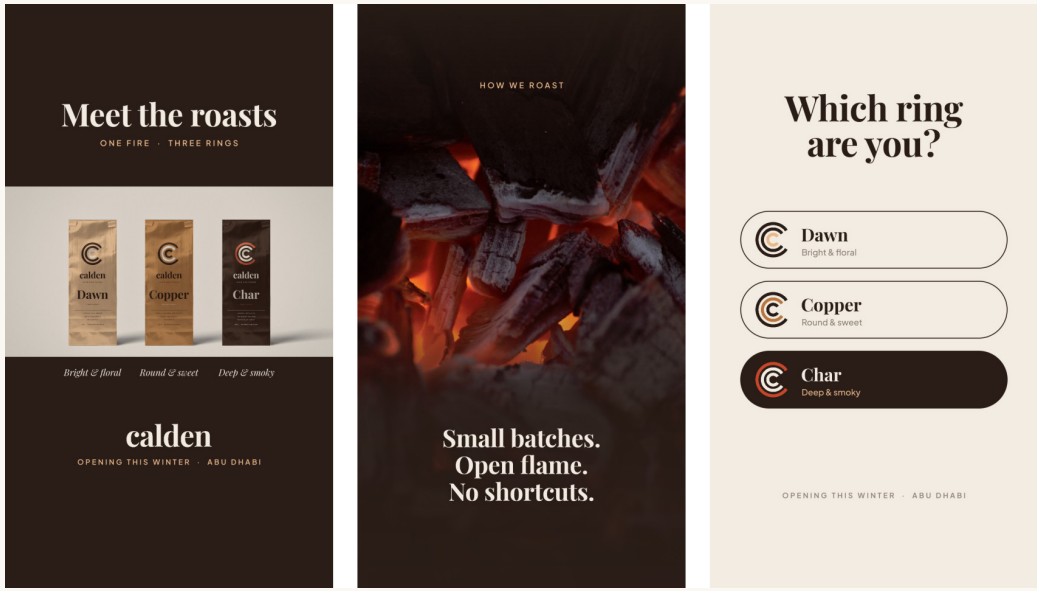


Slow fire

INSTAGRAM

Nine posts, three stories.





Built as FigCraft templates so the café team can keep posting after launch.

LAUNCH REEL

Fifteen seconds of slow fire.



1080 × 1920, 15 s, with original music made in-house. Footage: Pexels.

CONCEPT PROJECT

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SLOW FIRE COFFEE

Slow fire.

Calden is a fictional brand, created by FlowMotion to show how we work. Identity, packaging, photography direction, social and film by FlowMotion.

Photography and blank mockup photos: Pexels, credited by photographer in the project files.

FLOWMOTION
Creativity in Action

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