S/M

NO. 014

PROPOSAL · BRAND IDENTITY

Brand Identity Proposal

PREPARED FOR

Tabby & Loon

Coffee Roasters

Asheville, North Carolina

PREPARED BY

Studio Marbledust

Brand & Identity

Brooklyn, New York

ISSUED

April 26, 2026

Valid 30 days

Hello, Mara —

Thanks for the long conversation last Thursday. After tasting through the Loon Reserve and walking the new Riverside roastery, we have a clear picture of what Tabby & Loon should feel like in 2026 — warm-hearted craft with a quiet sense of mischief. Across eight weeks we will move from positioning research into a complete identity toolkit your team can hand to packaging suppliers, café architects, and seasonal hires alike.

WHAT WE'LL DELIVER

What We'll Deliver

Four interlocking systems, each documented and production-ready. No mood boards left in a drawer — every artifact is built to ship.

01

Logo system

Primary mark, wordmark, and four lockups for café signage, bag stamps, social avatars, and wholesale invoices. Delivered in vector and raster, light and dark, with construction grids.

02

Type system

A pairing of display, text, and monospace faces with full licensing for digital and print. Includes a one-page specimen and rules for headlines, recipes, and price lists.

03

Color & visual language

Six-stop palette built around a warm "espresso bloom," tactile photography direction, an icon set for tasting notes, and a pattern library for tins and tasting cards.

04

Brand book

A 32-page printed PDF covering positioning, voice, tone, do-and-dont specimens, packaging templates, and digital application — the single source of truth for your team.

OUR PROCESS

Our Process

Eight working weeks, five clearly framed phases. Each phase ends with a working session — no surprise reveals.

1 Discovery `1 WEEK`

Stakeholder interviews, competitive audit across specialty roasters, and a tasting-cupping session at the Riverside facility. Output: a positioning brief and a one-page strategic compass.

2 Concepts `2 WEEKS`

Three distinct visual directions presented in context — bag, café window, Instagram, wholesale invoice. We discuss tradeoffs together and pick a single direction to refine.

3 Refinement `2 WEEKS`

The chosen direction is sharpened to production fidelity: typography settled, color stops tuned, primary lockup hand-corrected. Two rounds of feedback are built into this phase.

4 Application `2 WEEKS`

We design the artifacts that matter most: bag faces for the four core blends, two café posters, a price card system, and a tasting menu template. Real assets, ready to print.

5 Handover `1 WEEK`

Brand book finalized, asset library packaged with file-naming conventions, and a 90-minute screen-share with your team plus your printer. We stay on call for a month after.

INVESTMENT

Investment

Fixed engagement fee covering all five phases. Production materials (printer setup, font licensing) billed at cost with receipts.

Strategy & discovery Interviews, audit, positioning brief, kickoff workshop	**$8,500**
Identity design Logo system, typography, color, three concept rounds, two refinement rounds	**$22,500**
Application & brand book Packaging suite, café collateral, 32-page brand book, asset library handover	**$11,000**

Total engagement
50% on signature, 50% at handover

$42,000

WHY US

Why Marbledust

Eleven years in food & drink

Half our portfolio is craft beverage — we have shipped 14 coffee, tea, and natural-wine identities, including two on Sprudge's "best of the year" lists.

A studio of three, not thirty

You will work directly with the principals from kickoff through handover. No account managers, no junior hand-offs, no surprise turnover mid-project.

Built for production

Every system we ship survives contact with real printers, real packaging vendors, and seasonal staff turnover. We have spent time on the press floor.

NEXT STEPS

Next Steps

1. **Confirm scope and timeline by May 5**
   A short email or signed last page is enough — let us know if anything in the deliverables list needs adjusting before we hold dates.
2. **Schedule the kickoff workshop**
   A four-hour session with you, your head of retail, and your green-coffee buyer. We come to Asheville; coffee on us.
3. **Send over working assets**
   Your existing brand files, current packaging photography, and the five wholesale partners you would like us to interview during discovery.

Ready when you are.

Reply to this proposal or sign electronically below — we will mail you a printed copy for the office wall.

hello@marbledust.studio