

Branding Guidelines



**DESERT STATIC
COFFEE CO.**

Brewed for the signal seekers.



Desert Static Coffee Co.



Noise Off. Coffee On.

Born in the late-night studios of East Austin, Desert Static Coffee Co. blends the grit of Texas desert energy with the clarity of analog signal culture. We are a high-design, analog-inspired brand crafted specifically for creative thinkers, designers, and founders who value authentic, imperfect experiences over digital perfection.



DESERT STATIC COFFEE CO.
AUSTIN-BASED PREMIUM COFFEE ROASTER
ANALOG SIGNAL CULTURE
N 30.267, W 97.743



Our Mission



Find Your Frequency.

Our mission is to fuel deep work and creative flow through thoughtfully sourced, beautifully designed coffee that cuts through the daily noise. This is coffee for the signal seekers—intentional, visually precise, and brewed for those who find their frequency in the craft.





The Visual Signal



Brand Logo.

The Desert Static identity is anchored by a minimal wordmark paired with a geometric wave symbol, referencing frequency markers on analog hardware. Stripped of all decorative elements, the mark utilizes heavy grotesque typography with tracked-out caps to emulate the grit of industrial manifests and factory stamps. It is designed to project "quiet confidence," functioning as a high-contrast visual anchor for the creative thinker.

Logo Usage.

To maintain the integrity of the Logo, the Desert Static mark must always be surrounded by a defined zone of whitespace, free from competing visual noise. This technical grid ensures the identity remains "visually precise" and "understated" across all applications, from industrial manifests to digital interfaces.



The Tonal Frequency

Color Palette.

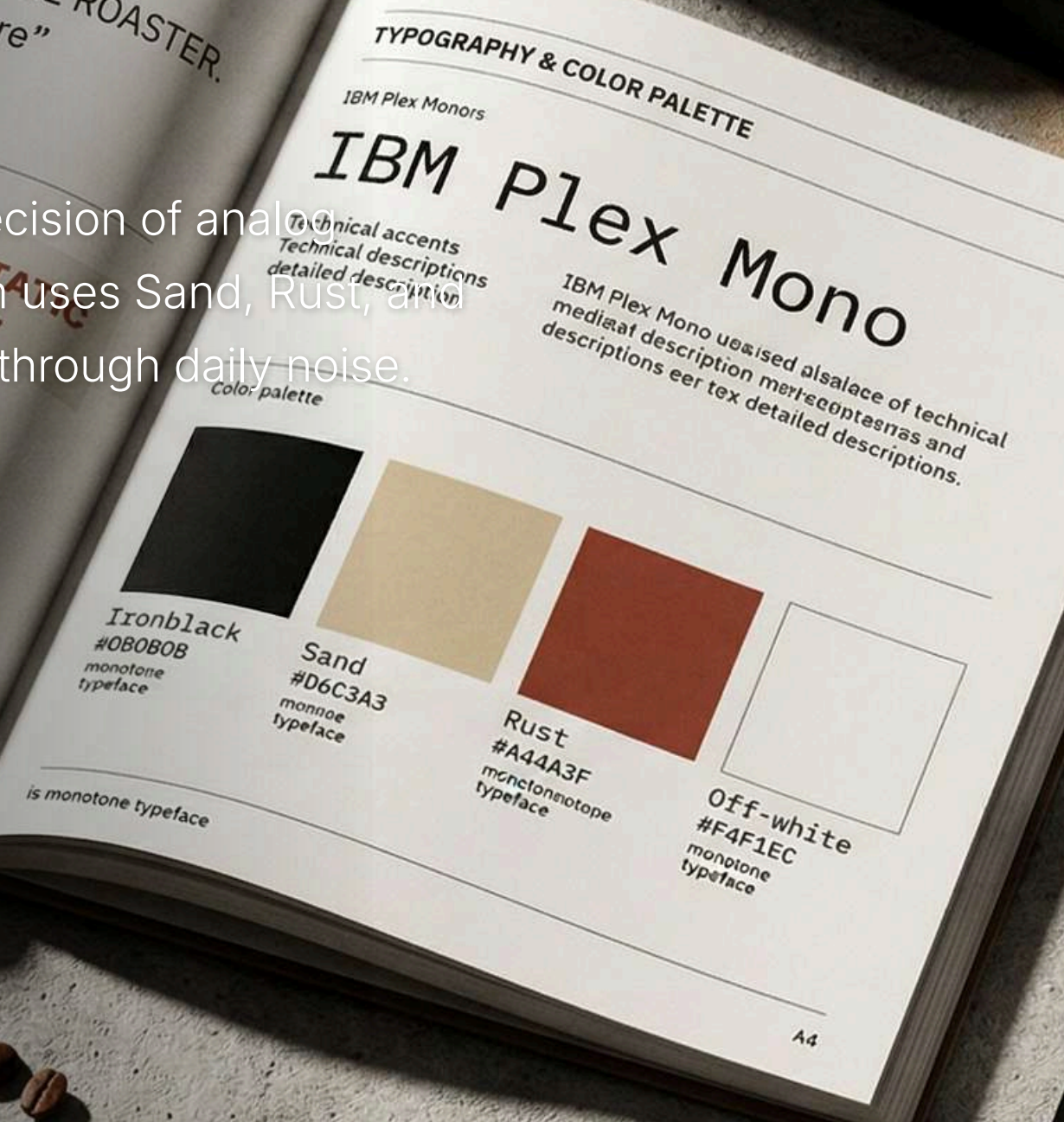
The Desert Static palette balances the grit of the Texas desert with the precision of analog signal culture. Centered on Ironblack as heavy negative space, the system uses Sand, Rust, and Off-white to create a high-contrast, cerebral environment designed to cut through daily noise.

Rust
#A44A3F

Sand
#D6C3A3

Ironblack
#0B0B0B

Off-White
#F4F1EC





Typography.

Our typography system balances high-design elegance with the functional precision of industrial manifests. We pair a modern serif for headers to evoke quiet luxury with a clean sans-serif for focused, legible body text. All technical labels and accents utilize IBM Plex Mono, mirroring the frequency markers found on analog hardware and maintaining a small, intentional hierarchy.

HEADERS: Playfair
BODY: Inter Regular
ACCENT/LABELS: IBM Plex Mono

Desert Static Coffee Co.
Guidelines
in and robust
The Primary
ela Display.

NOPQRSTUVWXYZ
qrstuvwxyz

with varying weights, and maintained
abcdefghijklmnopqrstuvwxy

TECHNICAL ACCENTS / IBM Plex Mono

Sand (#D6C3A3)

IBM Plex Mono

FONT USAGE:
BGMI #D6C3A3

CHARACTER SETS:
ABCDEFGH 56789

Labels & Specics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



IMAGERY DIRECTION / MOOD BOARD
Visual and Photography

Brewed for the Signal Seekers

Our imagery is defined by high-contrast, harsh directional light and long desert shadows, strictly avoiding outdoor sunlight and traditional lifestyle staging. We lean into the grit of analog textures with grain pushed hard, focusing exclusively on objects or hands at work to mirror a cerebral, understated creative worldview.



AUSTIN_COORDINATES: N 30.267, W 97.743
FREQUENCY_OFFSET: +350 Hz

THE ROASTS 1974 Hz
ABOUT US 3281 Hz
SHOP 12.337 MHz
BREW GUIDES . . . +350 Hz

Imagery.



Tone of Voice.

Our tone is sharp, understated, and intentional. We communicate with cerebral clarity, prioritizing the "signal-to-noise ratio" of daily life to fuel creative flow without distraction. We don't explain ourselves; we simply brew for the signal seekers.

TAGLINE 1
"Brewed for the Signal Seekers"



TAGLINE 2
"Find Your Frequency"



TAGLINE 3
"Noise Off. Coffee On."

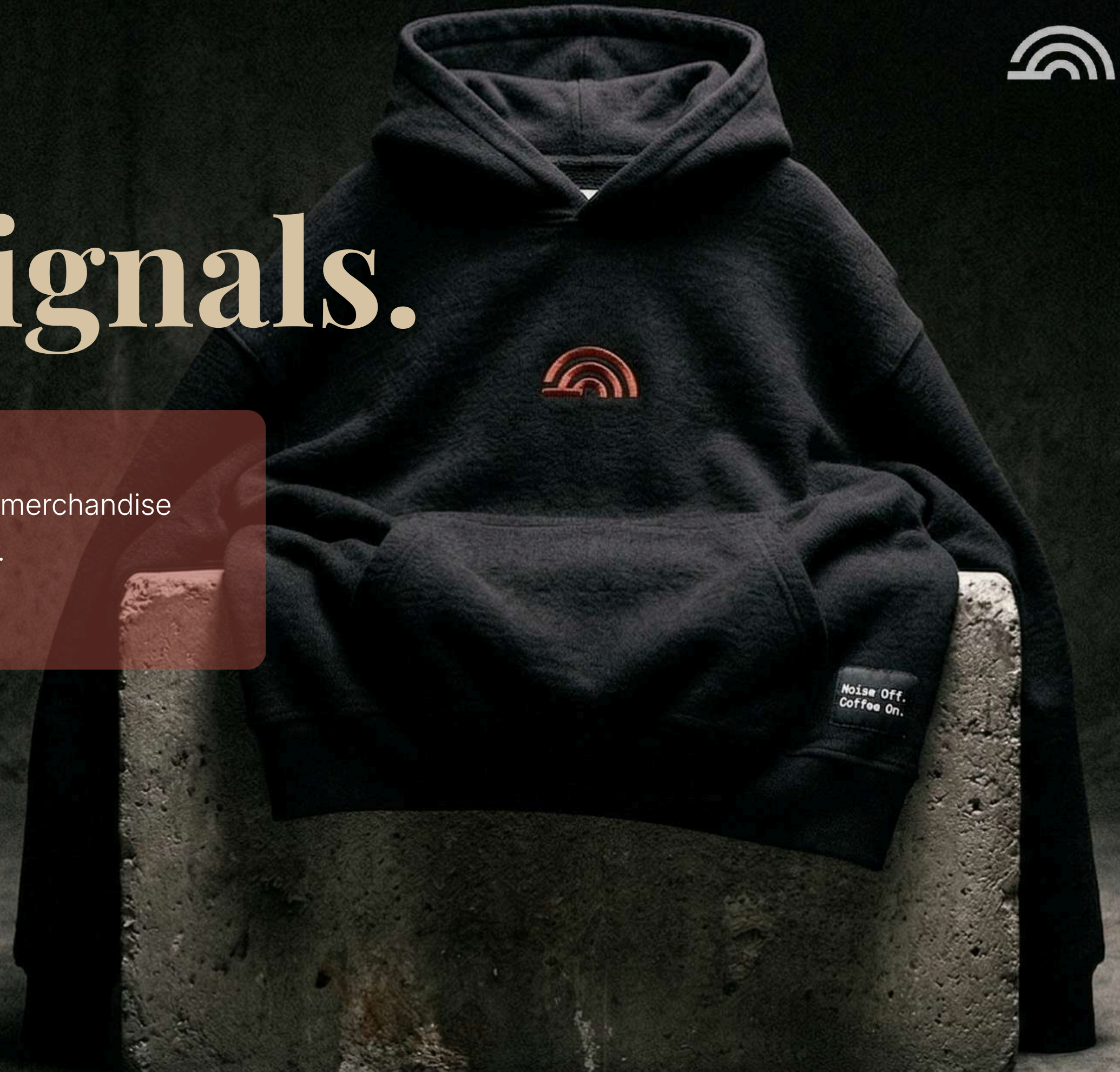
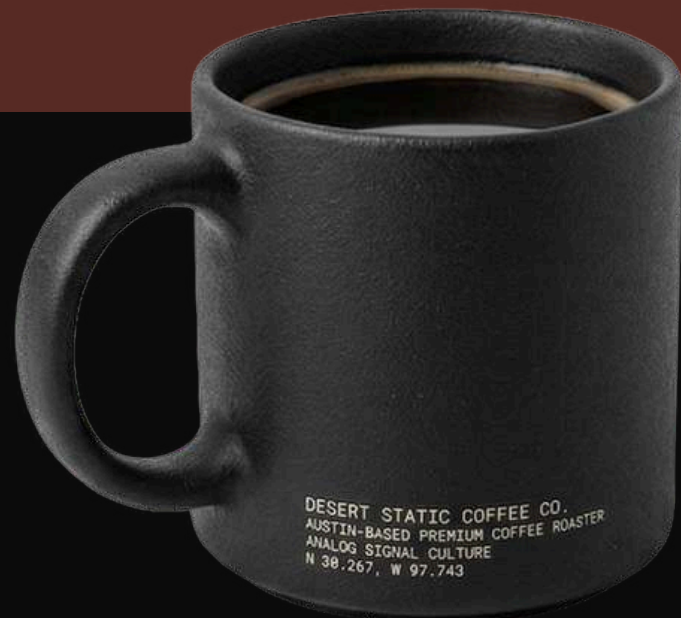


The Merchandise Kit



Tangible Signals.

Designed for the studio and the late-night session, our merchandise serves as a tactile extension of the creative workspace.



The Merchandise Kit

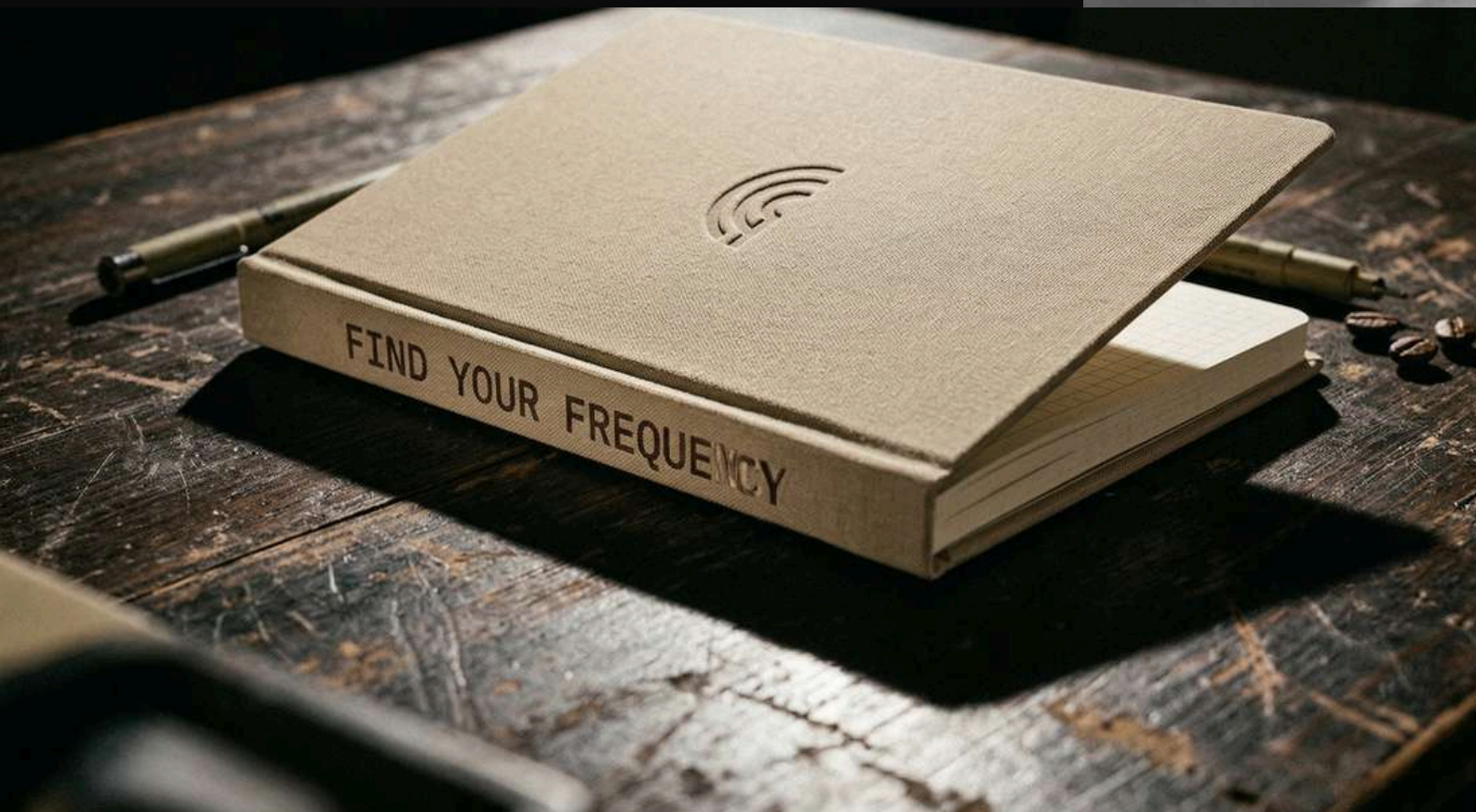


We prioritize functional, identity-driven objects—from heavy-duty mono totes to matte enamel mugs—that mirror the "signal-to-noise" philosophy of the brand.

The Merchandise Kit



Each piece is an understated tool for those who value the craft of the maker over digital trends.



Merchandise.

N 30° 16' 2.418"
W 97° 44' 34.619"



On-line.

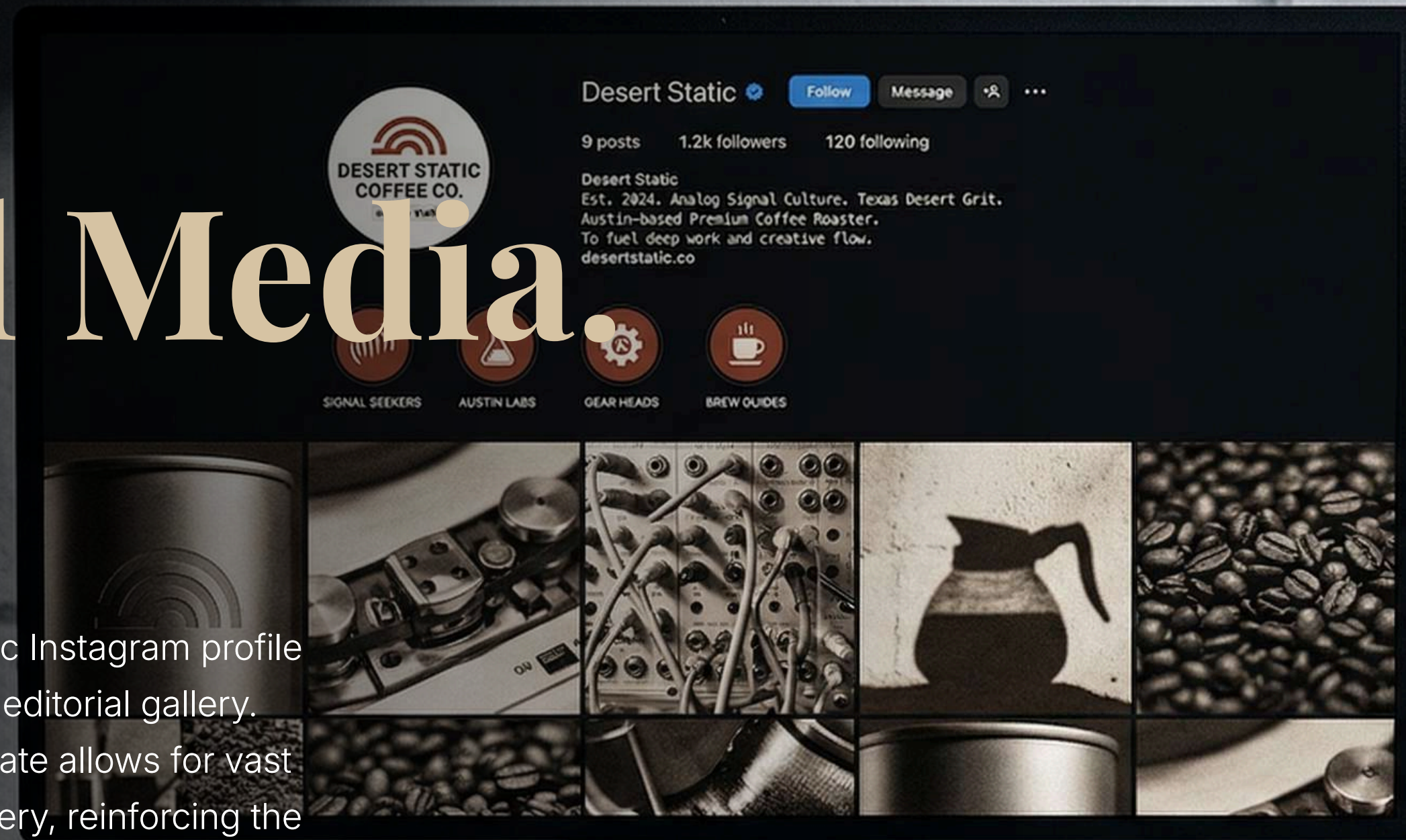
Our On-line strategy prioritizes a "signal-to-noise" ratio through minimal, texture-heavy grids that exclude people and traditional lifestyle staging. Each post utilizes extreme close-ups and monochrome palettes to project quiet confidence, strictly avoiding trending audio to remain a focused, identity-driven artistic signal.



Web Platforms

Social Media.

On a desktop, the Desert Static Instagram profile transforms into a high-design editorial gallery. The expanded screen real estate allows for vast whitespace to frame the imagery, reinforcing the brand's "quiet confidence" and "identity-driven" positioning. The interface remains strictly dark mode, ensuring the "Ironblack" aesthetic functions as negative space.





**DESERT STATIC
COFFEE CO.**

AUSTIN, TEXAS

Thank You.