



# Starbucks Reserve®

## Signage aligned with brand strategy

Starbucks Reserve Roasteries push the boundaries of craft coffee, offering unique roasts and experimenting with coffee as an art form — brewing, aging, infusing and blending it into imaginative and often surprising creations.

Taylor partnered with Starbucks to craft a modular signage system that would engage Roastery visitors by promoting a unique, multi-sensory coffee experience through their brew classes and tasting events.

CASE STUDY



The signage looks absolutely *stunning* — our GM literally *teared up* when she saw it! Thank you for the incredible rush and meticulous *attention to detail*.

**JULIA MARINO**

Senior Manager

Siren Retail Beverage and Equipment



CONCEPTING | DESIGN | ENGINEERING | PROTOTYPING | FABRICATION | INSTALLATION