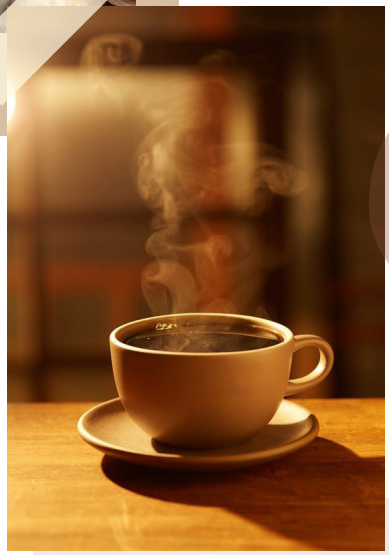
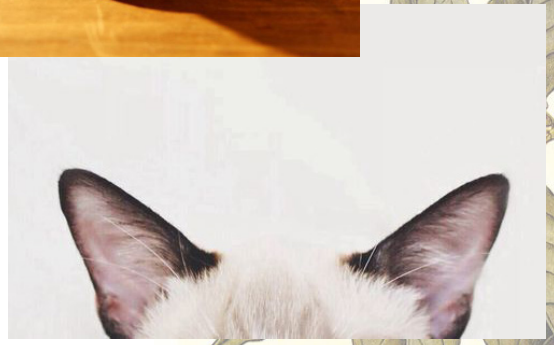
Catfé
is here.

"I used to love dogs until I discovered cats."

– Nafisa Joseph





Perhaps one reason we are fascinated by cats is because such a small animal can contain so much independence, dignity, and freedom of spirit. Unlike the dog, the cat's personality is never lost on a human's. He demands acceptance on his own terms.

Brandmark

Wordmark

Catfé

Logotype

Catfé

Black & White

Logotype

The logotype for “Catfé” includes the cafés name and a graphic of a cat. Its form is simplified and made out of three circles crossed by a diagonal line designing a mug outline. Coffee spilling out of the mug shapes the negative space into a cat-face-like form. A splash of coffee creates three drops. The same shape is used once again on top of the cat’s face representing classic tabby accents.

#83533f

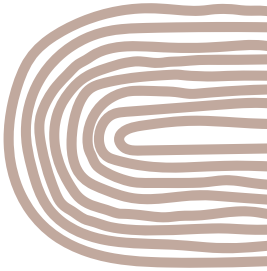
C=36 M=66 Y=74 K=28
R=132 G=83 B=63
Pantone 18-1137 tcx

#ab9286

C=34 M=41 Y=44 K=2
R=171 G=146 B=134
Pantone 16-1210 tcx

#a1a593

C=23 M=14 Y=31 K=22
R=161 G=165 B=147
Pantone 16-0110 tcx



Brand Colors

The main color of the brand is #83533f. Warm brown tones represent our aesthetic as well as the whole feel of the “Catfé”. Color #ab9286 and #a1a593 can be used anytime as well. Generally, the logotype can be portrayed outside of brand colors if the need for that arises. For example through the month of October light pink can used for breast cancer awareness month. However, no color should be overly saturated, or too intense. Pastel, smokey, and beige colors are preferred.

Rockwell — Catfé

Brand typeface

"Tw Cen MT" is the primary typeface that represents our brand as a whole. It is simple, straightforward, and easy to implement into various products "Catfé" offers. The use of any other weights excpt bold should be avoided. Even though "Rockwell" is used for the wordmark in the logotype it shouldn't be used for any other purpose.

Tw Cen MT

Tw Cen MT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rockwell
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catfé

Catfé

Catfé

Catfé

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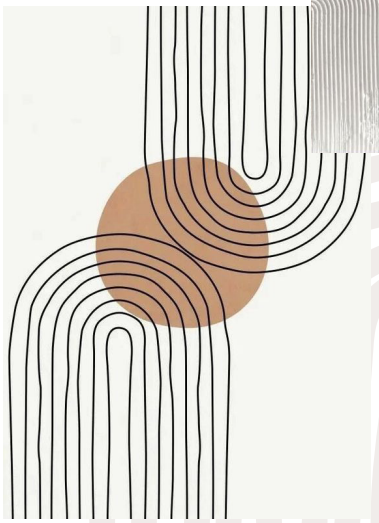
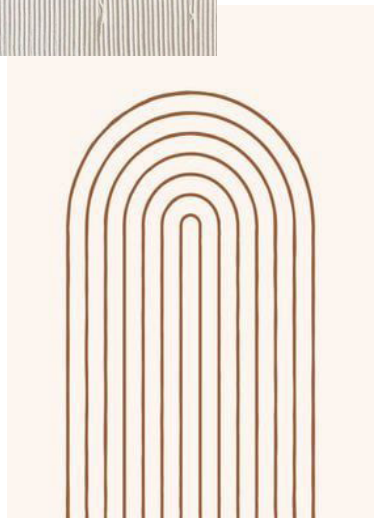
Catfé



Brand pattern

An Arch made out of 8 lines represents the “Catfé” pattern. Arches are structures of deep resonance. They embody and symbolize strength, support openness within density, and a new beginning. The same can be said about the brand. Its purpose is not only to brighten people’s day but also to serve as cat adoption locations. The brand aims to aid and support our feline companions on their journey in finding a forever home.