

SPOTIFY- SPRING 24

VISUAL BRANDING

AKIRA



CONCEPT NOTE

Catfe is a cat cafe concept aimed at anyone seeking a delightful and relaxing escape. It offers a warm and inviting space where patrons can indulge in light meals and beverages while enjoying the company of adorable cats.

GOAL

to make a fun, playful and eyecatching identity for a cat cafe.

COMPETITORS

a competitor for my company can be said to be other cat cafes. while other cafes (especially other themed cafes) can also pose as threats i feel that having the elements of cats and animals involves stes the cafe apst. in such a case the two competitors for 'catfe' in mumbai would be ' cat cafe studio' and 'Puppy Cuddles Dog Café' both are animal cafes that have a similar concept

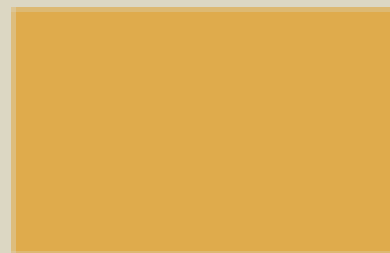


COLOUR PALLETTE

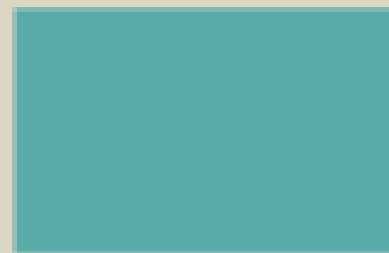
A harmonious blend of neutral tones (beige and brown) for warmth and grounding, complemented by pops of vibrant colours (blue, orange, yellow) for a touch of energy and fun.



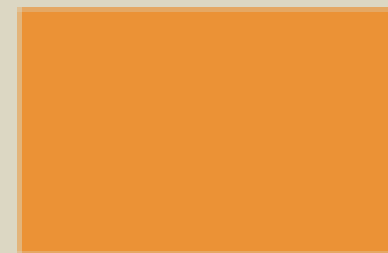
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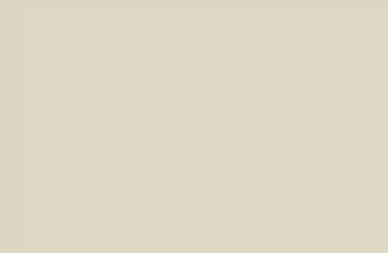
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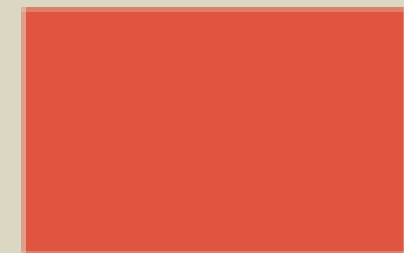
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LOGO

There are two versions of the logo: one is a concise design suitable for various applications like signage and packaging, while the other consists of text only, intended for use on business cards, menus, and other spaces where the primary logo may not be suitable.

CONCEPT

I strived to create a vibrant and energetic look for the primary logo, adding a hint of sophistication to match the café's atmosphere. To achieve this, I combined the Brevia typeface with a custom script font. Introducing an animated aspect into the main emblem was crucial to convey a sense of fun and unity. Therefore, I included a cat with a tail that elegantly loops to create a charming circle and heart shape, resembling a latte swirl. When selecting the color scheme, I considered various options before deciding on the final coffee-ish shade. for the secondary logo i added in an addition specifying the cafe in the font- american typewriter

primary

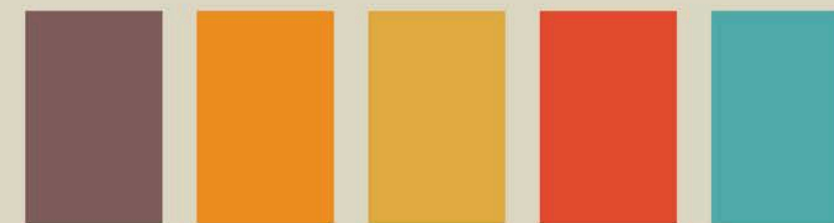


text based



BRANDPAGE

- pattern
- logos
- colour palette
- sub mascott



BROCHURE

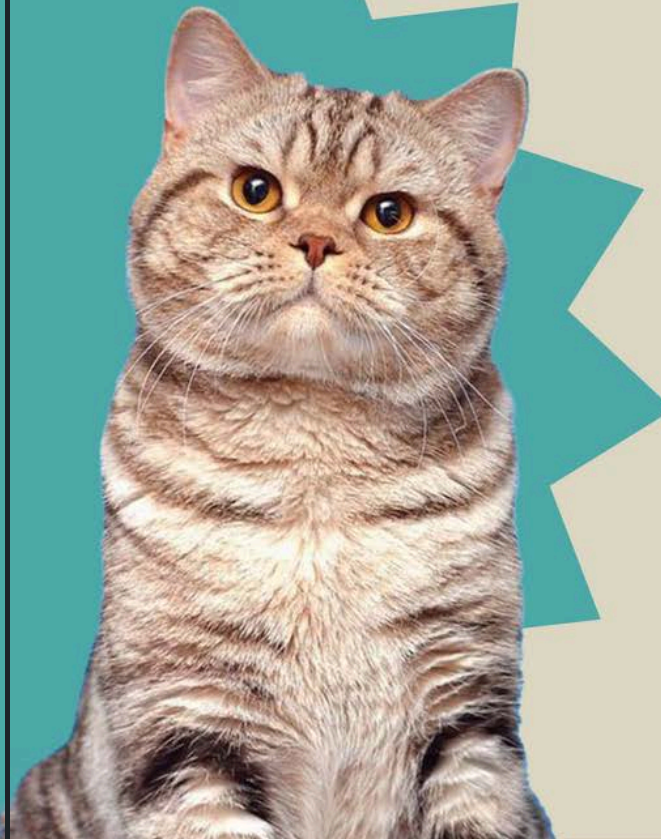


**cat cafe
and
adoption**

EST. 2017

ABOUT

Established in 2017 catfe is a cafe that Is home to many cats that are injured or ill. With the aim to bring awareness to them and help them find homes where they are loved and cared for, and also cares for them during their time at the cafe, where customers can care for them and play with them



EXTRA

CATFE often organizes adoption drives and fun events in collaboration with local animal shelters. Activities such as paint with animals , yoga with cats etc help bring attention to the animals and shelters allowing them to collect funds and continue their selfless mission of spreading their love

**Meet and
adopt**

PACKAGING

products sold- coffe/ drink mixes



PACKAGING

disposables design and takeaway bags



BUSINESS CARDS



MENUE



CAFE

cat café- Menu

drinks

Espresso	200
Americano	200
Mocha	250
Latte	250
Cold brew	180
Iced coffee	150
Cuppachino	220
Milkshakes (Chocolate, Strawberry, banana, mango)	250
Iced tea (lemon, peach)	120
Soft drinks	/

dessert

Cheese cake	120
Lotus biscoff	200
Tiramisu	180
Brownie	180
Blueberry muffin	120
Ice cream	100
Double choco cookie	100
Vanilla cookie	80
Apple pie	150
Banoffee pie	250
Softies	180

snacks

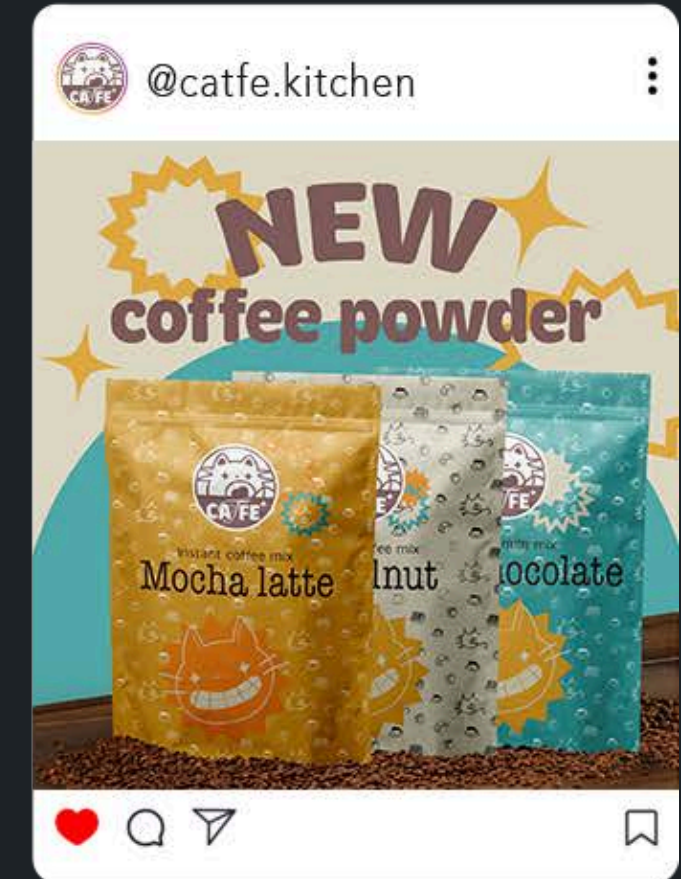
Cheese sandwich	
Grilled chicken sandwich	
Club sandwich	
Maggie	
Omelet	
Cheese omelet	
Croissant	
French fries	
Stuffed potatoes	

Ground Floor, Plot No. 85/ Luis
Belle CHS Ltd, 30th Road,
Bandra West, Mumbai - 400050
Contact:
+91 88587 86503

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THANK YOU!

