



BRAND GUIDELINES

Purrfect Day Cat Cafe will be the first business of its kind in Alamance County, drawing from the quirky but popular concept of cat cafes in Asia, and prioritizing a student-friendly atmosphere. The main goal of Purrfect Day is not only to serve delicious tea and coffee, but to provide emotional support for humans and cats through friendly interactions. Ideally, we would also love to see our “residents” sent to loving forever homes. Our cats are well-socialized and brought in from the Humane Society of Alamance County to find new owners and to enjoy human contact and love.

We expect the demographic of our cafe to include mostly students from nearby universities, parents/faculty and staff members with younger children, and perhaps even older people looking to get out of the house in a comfortable and accessible environment. The lighthearted and relaxing ambience will draw crowds looking to take a break from the academic rigor and bustling social scene of university life, and the delicious snacks and beverages as well as fluffy friends will keep them there for hours. Our hope is that our excellent service, clean facilities, and loving feline friends will encourage our guests to return again and again.



The Colors of Purrfect Day

*Primary- Green, Blush, Cream
Secondary- burnt orange, red*



RGB 48, 86, 82
CMYK C81 M48 Y60 K33
HEX #305652



RGB 219, 54, 51
CMYK C8 M94 Y89 K1
HEX #DB3633



RGB 188, 44, 38
CMYK C18 M96 Y100 K9
HEX #BC2C26



RGB 189, 151, 157
CMYK C27 M42 Y30 K0
HEX #BD979D



RGB 242, 236, 230
CMYK C4 M5 Y7 K0
HEX #F2ECE6



Our photographic style is clean and incorporates bright colors as well as strong focal points and occasional bokeh techniques. The purrfect photo might look liek this, and will feature one of our residents!

While the cats are our priority, we do offer a selection of locally roasted coffee, espresso, teas, and soft drinks along with fresh bakery items on a rotating menu! The cats' living space is separate from the cafe area, to ensure cleanliness and animal safety. While we're sure they'd love to, we don't allow the kitties to brew the coffee. Sorry!



Guidelines for Logo Use



This kitty is less than purrfect. Try turning it so the cup is rest in the center!



The classic! Use this logo on any light background. Whites, creams, or lighter shades of the color we used here. We think this shade of green is calming but mature, and ties in our secondary colors very well.



Don't change the typeface or the width of the circle! We use Wildworld.



The Black Classic. Also acceptable! Similar rules, stick to light backgrounds, but opt for the original green when you can!



Try to avoid including the name of the cafe without the circle around it. If you want to forego the circle, just use the cat in the cup.



Last but not least, the white logo. This can be used on any dark background!

*We have chosen to use WILDWORLD as the font in our logo, but exclusively used within the circle. WILDWORLD is a playful and eye-catching font, while Garamond is easy to read, attractive, and clean. For all other printed Purrfect Day publishings, menus, correspondence, merchandise and signage, we have chosen Garamond. For contrast purposes in headings or otherwise, please use **ITALIC**.*

The purrfect kitty! Our cat in a cup can be used in any color, any size, always upright, and never frowning.





DRINKS	sm	md	lg
Hot Coffee	1.60	1.85	2.05
Iced Coffee	1.75	2.00	2.20
Latte	2.10	2.35	2.70
Cat-a-ccino	2.40	2.75	3.60
Espresso	1.60	1.95	2.80
Hot Chocolate	2.60	3.20	3.95
Fountain Drink	1.05	1.45	1.95

CAT TREATS

Tuna Treat	2.05
Cat Nip	1.75
Bowl of Milk	2.10
Flavored Treats	1.60

If you have a specific resident in mind, ask a worker what their favorite flavor is!

BAKED GOODS

Cupcakes	2.05
Muffins	1.95
Biscuits	2.10
Banana Bread	2.25
Croissant	2.00
Pain Au Chocolat	2.50

Please let your server know if you have any dietary restrictions



