

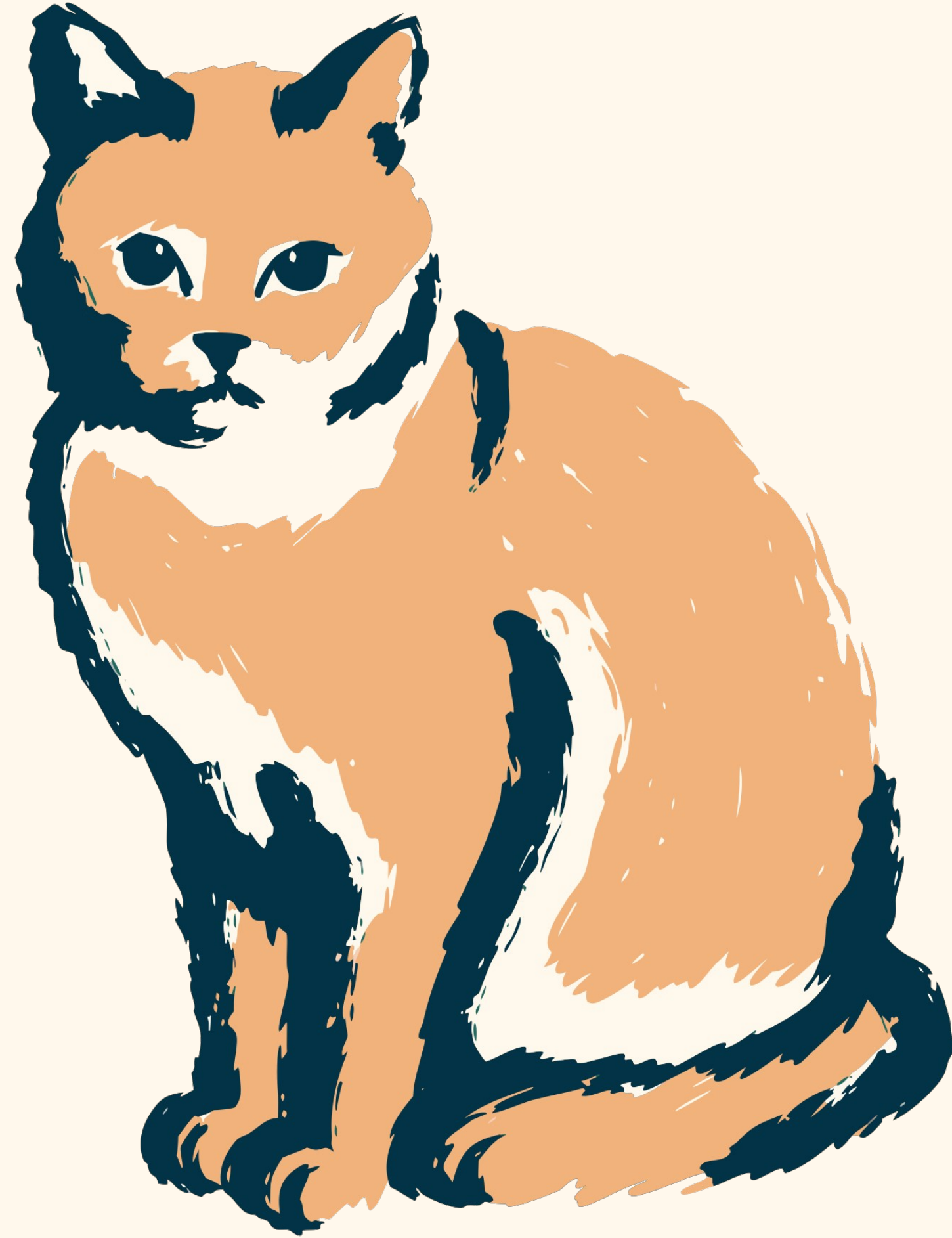
Brand Guidelines

Cat Nibbles

Branding concept

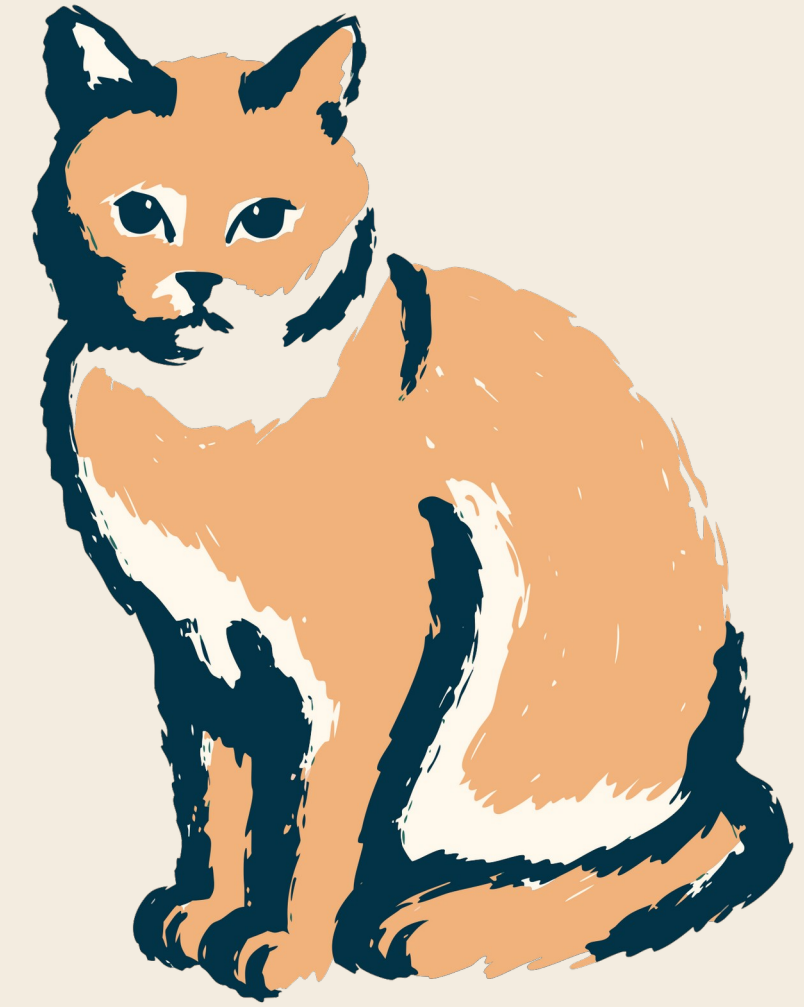
Thoughtful equipment choices for real indoor-cat households, with fit, cleaning and everyday use made clear.

Logo



Logo

Primary



Primary Palette

A softly painted cat, playful lettering and loose household notes create a warm character-led identity.

Cream
R255 G248 B236
#FFF8EC

Ink
R41 G54 B50
#293632

Teal
R34 G105 B95
#22695F

Mint
R217 G232 B219
#D9E8DB

Apricot
R242 G178 B123
#F2B27B

Typography

Grandstander
Atkinson Hyperlegible