



CAT TAIL
PUBLISHING





Spec Sheet

Colors:



#288c82



#f2dec4



#231f20

Typography:

FLECREI

Abril Display

Sizing:

The logo is scalable and may be adjusted to fit the needed size of the page, composition, or necessary placement. For typographic sizing in variations that do not include imagery, the sizing between text must be equal to one another. When the logo typography is paired with imagery, typographic elements should not require adjustment.

Mission Statement

As an independent company we aim to find, create, and publish work that provides opportunity for the people to exercise their curiosity and inspire creativity while also maintaining a safe, comfortable environment. Our target audience are those who are driven by curiosity and are looking for a safe place to consume and publish media that inspires themselves and others around them. We specialize in print advertising, art prints, and digital publishing.

Why this design?

The decision to use a cat as the main figure for the logo design was intended to create a feeling of comfortability that a pet would provide, but also representing the curious nature of cats. The color scheme as well as the rounded edges are intentional in order to create a welcoming and inclusive feeling to the imagery design, while the sharpness of the typography was intended to catch viewers attention. The color scheme provides a feeling of comfortability, the cat design is representative curiosity, and the typography choices are meant to establish confidence.