Fabled Felines Café



Brand Guidelines 2026

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Brand Background

Brand Pitch, Creative Brief, The Brand is...

Brand Pitch

We at Fabled Felines Café want to provide a cozy spot for people to have something to eat and drink, and spend time with the cats!
Working with nearby cat shelters gives us a chance for patrons to play and relax with them, but also to adopt the little ones as well. Finding each cats' furr-ever home is the main adventure, but everyone enjoying our curious drinks and food comes as a cherry on the top!

Creative Brief:

INSPIRATION NOTES

Purrferred place to have a coffee and pastry
Hidden gem
Tea party vibe
Enjoy the experience with a *fur-friend*

IDEAL AUDIENCE

GenZ
Young Millenials
Destination spot for all:
Cat lovers
Book and tea lovers
Those looking for a cozy spot

BRAND EQUITY

Known for yummy pastries, a cozy nook & welcoming environment, and Indulgent foods and curious drinks! (Tea, coffee, etc.)
Known for empathy towards shelter cats, giving them love, and a furr-ever home with the patrons who visit.

TONE / VOICE

Whimsical
Welcoming
Fluffy
Aromatic
“Kawaii”

COMPETITION

Starbucks, Tim Hortons, Whistling Kettle, and local cafés

The Brand

Whimsical

Light & Airy

Cozy & Welcoming

Has Purrsonality

Cat Snuggles

Soothing

Indulgent

Reasonable Price

Paws-itively adorable

Curious Tea Party Vibes

Booknook for long Convos.

Inspiration

Creative Direction, Mood Board, Color Palette

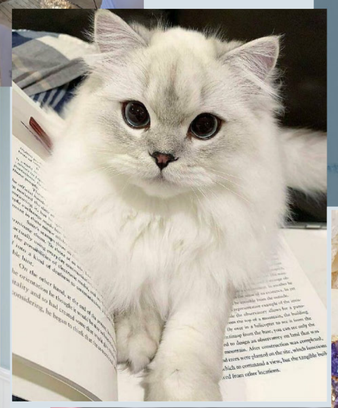
Creative Direction

The color palette I chose is inspired by Alice in Wonderland; Vivid accentual colors paired with the welcoming- soft pastels. Creating a fantastic, out of the ordinary, theme where the food, drinks and aesthetics all work together to create a comforting atmosphere that leaves an

Mood Board:





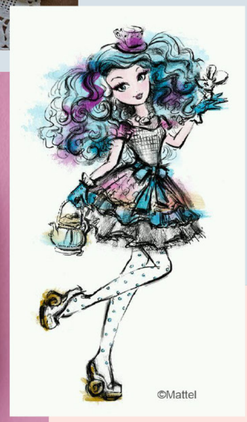












Color Palette:

#B37F2B	#F8E08E	#FDE4DF	#B2DFF2	#AD96DC	#FBFBF6	#5BC9C2	#6D5A57
(183, 206, 149)	(248, 224, 142)	(253, 228, 223)	(178, 223, 242)	(173,150,220)	(251, 251, 246)	(91, 201, 194)	(109 90 87)
(0% 29.05% 75.98% 29.8%)	(0% 10% 43% 3%)	(0% 10% 12% 1%)	(26% 8% 0% 5%)	(21% 32% 0% 14%)	(0% 0% 2% 2%)	(55% 0% 3% 21%)	(0% 17.43% 20.18% 57.25%)
7511 C	1205C	705C	290C	2645C	?	325C	Warm Gray 11 C
75%							
50%							

Identity

Logo System, Favicon, Design Sample

Logos:



FABLED FELINES CAFE



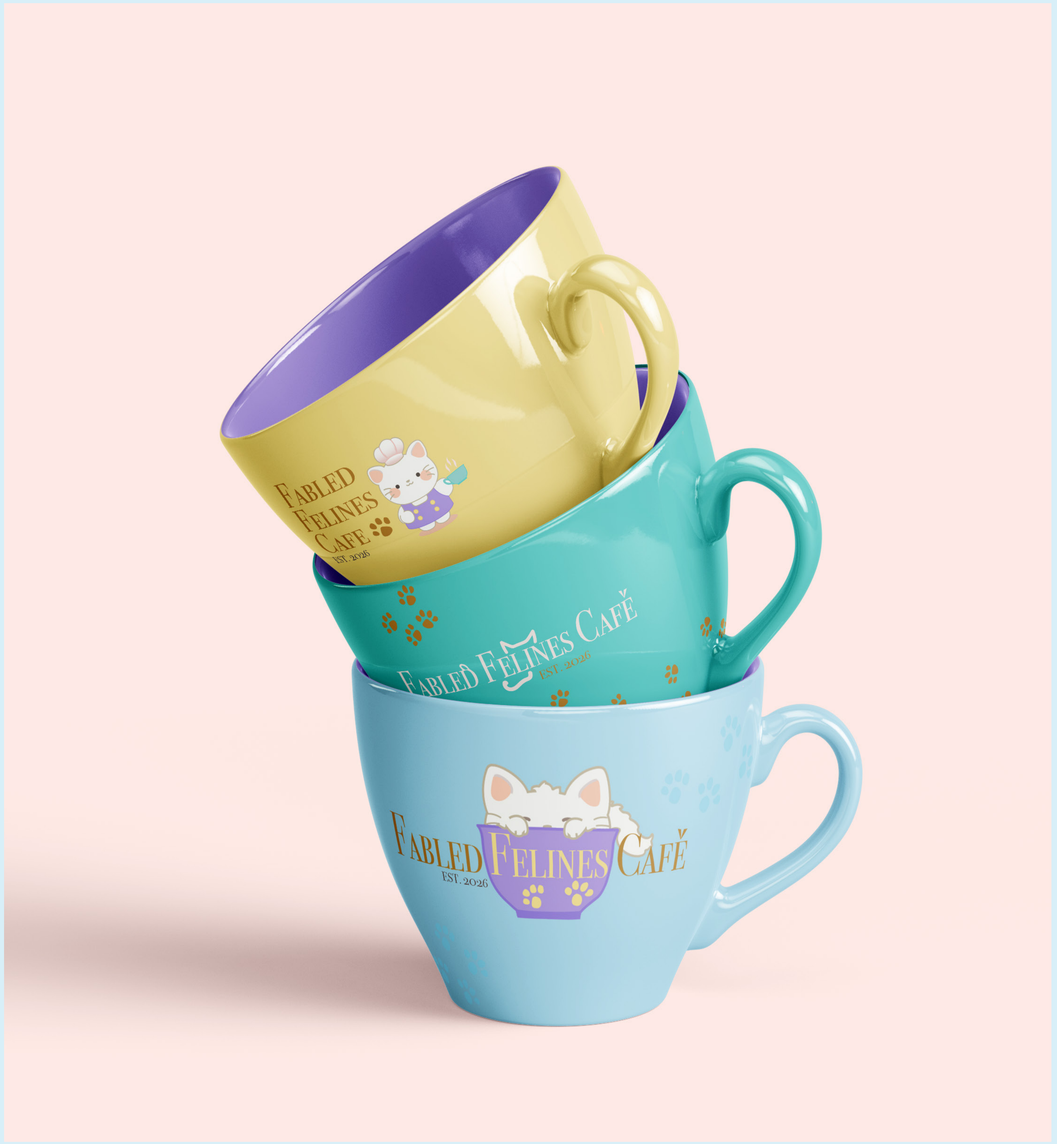
FABLED FELINES CAFE

Favicon/Social:



Design Samples:





Support

Typography, Type Sample, Business Card, Pamphlet, Web Homepage, Social Media Samples

Typography:

Bodoni 72 Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?#@$%&+

Bubblebody

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?#@$%&+

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?#@$%&+

TYPE SAMPLE:

Header

Subheader

Body Text. Pelest aut odi quae denis doluptae. Et quo ist, enis as endit, volentios si blabori onsedio. Lupta cus.Em qui omnima dolest, consequidunt aut libus si as ut vollo explabo riantibus cuptatiunt estiumquis aut de perfercipis id quost, ilibustinia num unt id molore num voluptu ritiatet dolorisquam, suntur modicitio. Alici resseque sin reperis evelica eperum iliquis nos prat odit, quundi ariam, tem nim que possinu lparchi ciatiis atiist esto dolorenem qui nullut qui officiur. Totae volut quia andamus intis sum fugia ditae volorumque con esequis

Business Card:





Cafe/Bakery Menu:

Fabled Felines Cafe:
Down the Rabbit Hole

Ice/Hot Latte:

Vanilla	$4.00
Caramel	$4.00
Hazelnut	$4.00
Chai	$4.50
Matcha	$4.50
White Chocolate	$4.50

Hot Drinks/Tea:

Hot Chocolate	$3.50
Hot Cider	$3.50
Black Tea	$4.00
Green Tea	$4.00
Mint Tea	$4.00
Rasberry-Lemon	$4.00

Mad Hatter's Tea Party
*Butterfly Pea Flower brewed in a teapot for the table, glasses of lemonade





Boba Tea:

Matcha	$4.00
Brown Sugar	$4.50
Mango*	$4.00
Strawberry	$4.00
Honeydew	$4.50
Dragon Fruit*	$4.50
White Peach*	$4.50

*Rainbow pearls can be substituted instead of Tapioca pearls- Milk Tea base will also be substituted.

Specialty Drinks:

Down, down, down ... $5.00
*Alice Liddell: *Blue rasberry syrup, lemonade, coconut milk, topped with cotton candy.***
***Your choice of color!*

I'm Late, I'm Late! $5.00
*White Rabbit: *Rasberry syrup, vanilla cream, whole milk,** brewed & chilled hibiscus tea.*
***Can be substituted for Almond or Coconut*

This Way or That ... $5.00
*Cheshire Cat: *Pineapple juice, coconut juice, grenadine, & blue rasberry syrup. Choice of water or sparkling soda.*

Off with her Head .. $5.00
*Queen of Hearts: *Shirley Temple: Sparkling soda with grenadine and cherry syrup, topped with a cherry.*

Fabled Felines Cafe

Mini Cheesecake:

Classic	$5.50
Strawberry	$5.50
Lemon	$5.50
Chocolate	$5.50
Salted Caramel	$5.50
Rasberry Swirl	$5.50
Cookies & Creme	$5.50

Mini Cakes:

Strawberry Shortcake	$5.50
Lemon Drop	$5.50
Golden Chiffon*	$5.50

Light, airy, and moist cake. Topped with pipe-frosted flowers.

Half-Height Blueberry	$5.50
Upside Down Peach	$5.50
Blueberry Mousse	$6.00
Vanilla Mousse	$6.00
Chocolate Mousse	$6.00

Light, airy, and moist American cake that combines both sponge and oil cakes.



Golden Chiffon Cake

Specialty:

Geode Macarons*	$5.00

Comes with four in a box or on a plate.

Meringue Kisses	$4.50
Shortbread Playing Cards	$5.00
Tanghulu Smile*	$4.00

Sugar candied strawberries and marshmallow. Comes with two.



Treat for the Cutie?

Ask us about treats for the furbals hanging around!
We can provide each patron with a treat for one of the cats, we ask that you only give each cat one treat.* ..... $1.00 per treat
*Max of 5 per person/group



Webpage:

Who we Are | Menu | Volunteer | **Fabled Felines Café** | Donate & Adopt | Meet the Felines | 9 nine lives

Where a spot of tea can lead to the purrfect home for a feline friend.

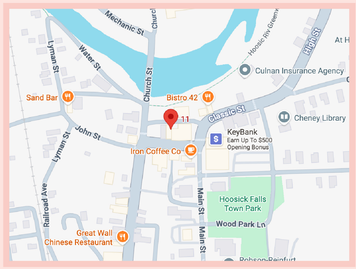
In memory of Olette, the cat who made this wish come true.



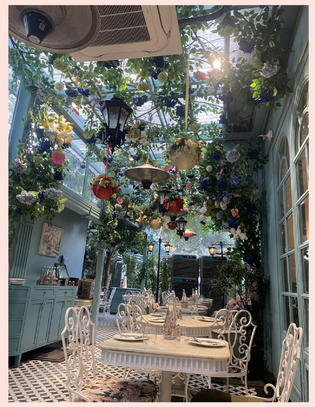


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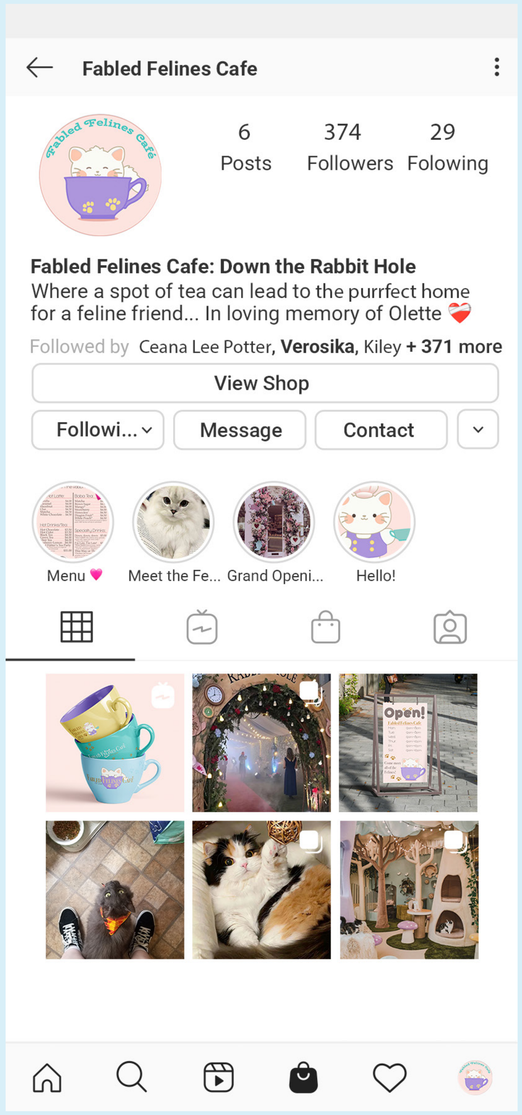


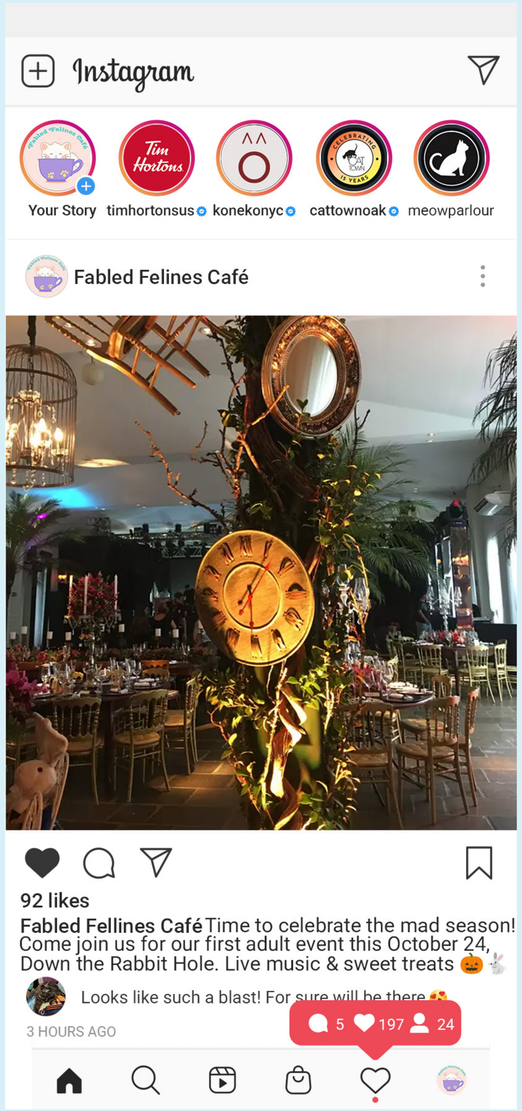
111 Classic St.
Hoosick Falls, NY 12090
(518) 687-3307

Who we Are | Menu | Volunteer | Donate & Adopt | Meet the Felines | 9 nine lives

Follow Us on Social Media!

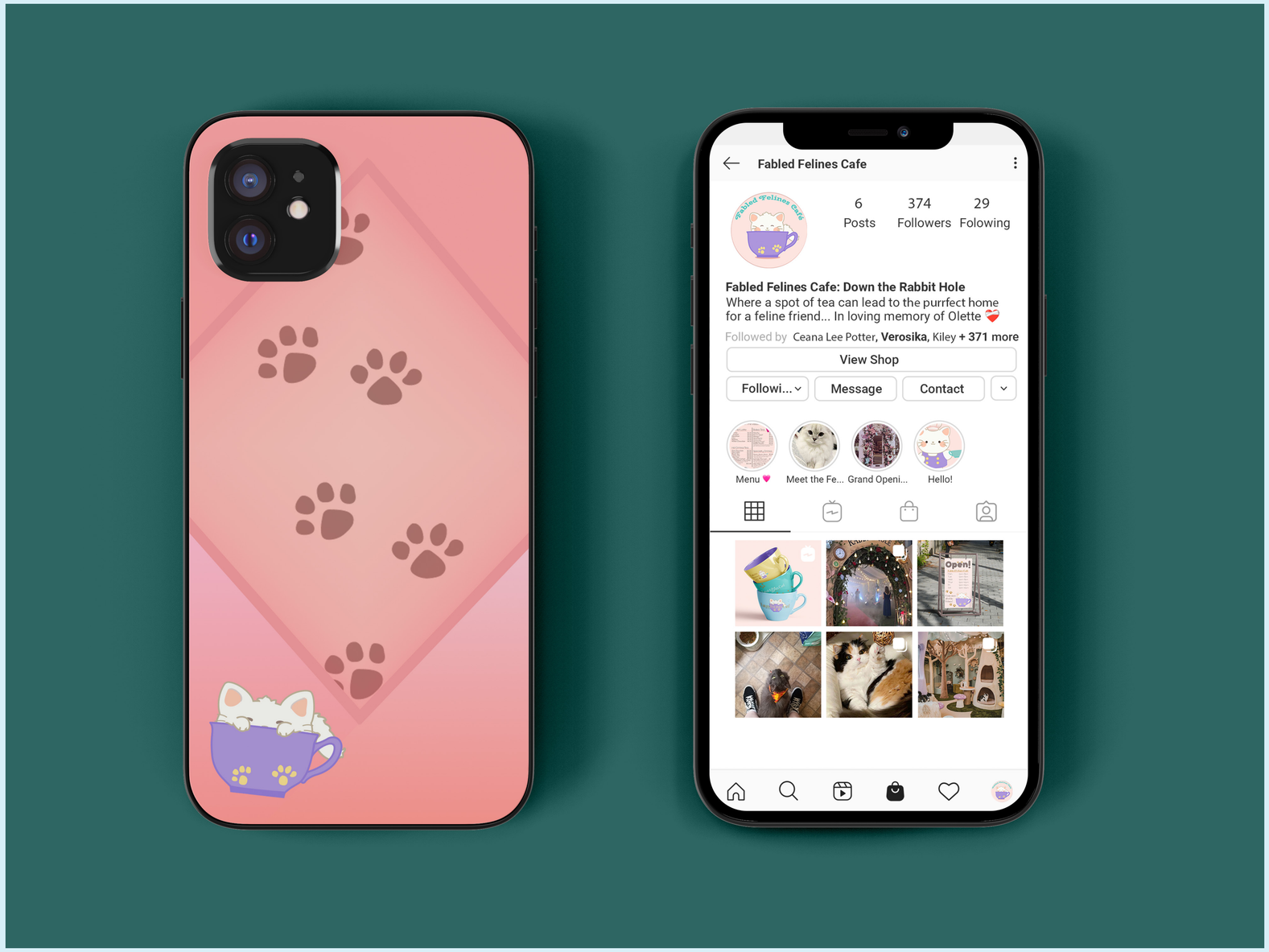
Social Media:







Phone Mockup:





Thank You!

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