Create connections with your cats

Purrception

Brand Book

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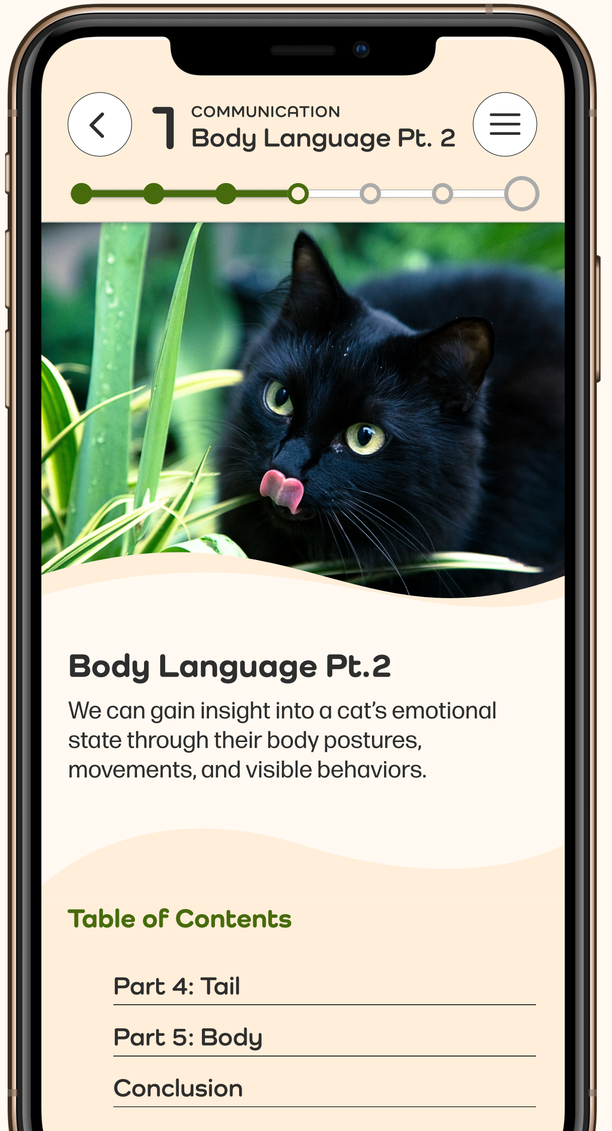
What is Purrception?

Many people get cats on impulse, without truly comprehending what it means to take care of a living being. As a result, many new cat owner's don't understand their cats, and they're often given to shelters.

Purrception is an app that consolidates information from books, websites, articles, and documentaries about cats. In the style of learning modules, the app focuses on cat behavior that goes beyond their base-level needs, and it helps people bond with their cats.



Logo & Mark

Logo, Name, & Tagline

Mark

A curled up cat that also looks like a chat bubble. The chat bubble shape is representing cat communication.

Name

The word ‘perception’ refers to how we see or understand the word. This app has an emphasis on cat perception, so the name is ‘Purrception.’

The tagline is emphasizing the relationship-building aspect of the app.

Inverted Logo

Create connections with your cats

Purrception

Logo Misuse

Do not stretch, rotate, distort, add effects, or change the colors of the logos.

Logo Misuse

Do not put the logo over the pattern. They should always be separate from each other.

Create connections with your cats

Purrception

Typography

Main Typography

COMO | EXTRABOLD

H1 Header

COMO | EXTRABOLD

H2 Header | Button

COMO | BOLD

H3 Header

FORMA DJR MICRO | REGULAR

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lobortis praesent mi hendrerit consectetur viverra pharetra condimentum. Tempor arcu justo, nec, dapibus enim neque neque phasellus consequat. Elementum, massa, blandit ut fringilla dolor, donec eget pulvinar quam. Tempor leo integer neque cursus. Enim et, erat purus sed tristique vel aliquam, in. Semper id diam nibh mi dictumst sem ac semper. Id in lectus viverra tellus aenean ut.

Secondary Typography

COMO | BOLD

2

COMO | EXTRABOLD

H4 Header

COMO | BOLD

H5 Header

COMO | EXTRABOLD

MODULE NAV BAR HEADER

Typography Misuse

H1 HEADER

H2 HEADER

H3 HEADER

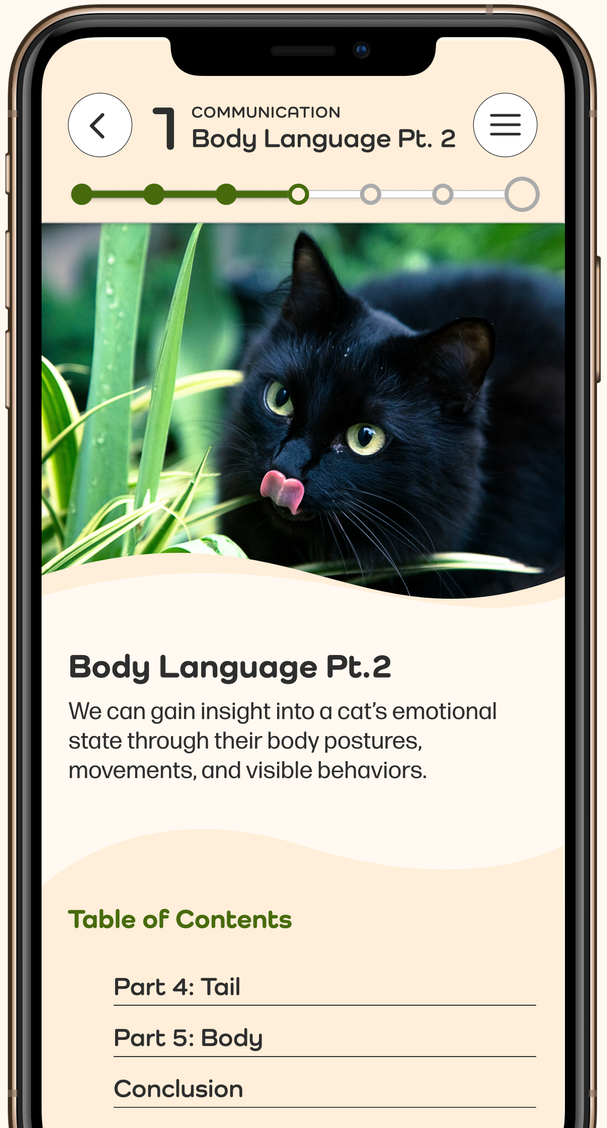
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lobortis praesent mi hendrerit consectetur viverra pharetra condimentum. Tempor arcu justo, nec, dapibus enim neque neque phasellus consequat. Elementum, massa, blandit ut fringilla dolor, donec eget pulvinar quam. Tempor leo integer neque cursus.

Aside from the ‘Module Nav Bar Header,’ none of the other headers should be in all caps.

Never center-align the body text.

Mobile Typography

Number	48 px
H1 Header	25 px
H2 Header | **Button**	20 px
H3 Header	19 px
H4 Header	18 px
H5 Header	18 px
Paragraph	18 px
NAV BAR MODULE HEADER	12 px



Colors

Colors

Linen

#FFF9F1
RGB(255, 249, 241)
CMYK(0, 2, 5, 0)

Apricot

#FFEED9
RGB(255, 238, 217)
CMYK(0, 7, 15, 0)

White

#FFFFFF
RGB(255, 255, 255)
CMYK(0, 0, 0, 0)

Jet

#2E2E2E
RGB(46, 46, 46)
CMYK(0, 0, 0, 82)

Fern

#476B0C
RGB(71, 107, 12)
CMYK(34, 0, 89, 58)

Accent Colors

Orange

#EB9C35
RGB(235, 156, 53)
CMYK(0, 34, 77, 8)

Secondary Colors

Steel

#707070
RGB(112, 112, 112)
CMYK(0, 0, 0, 56)

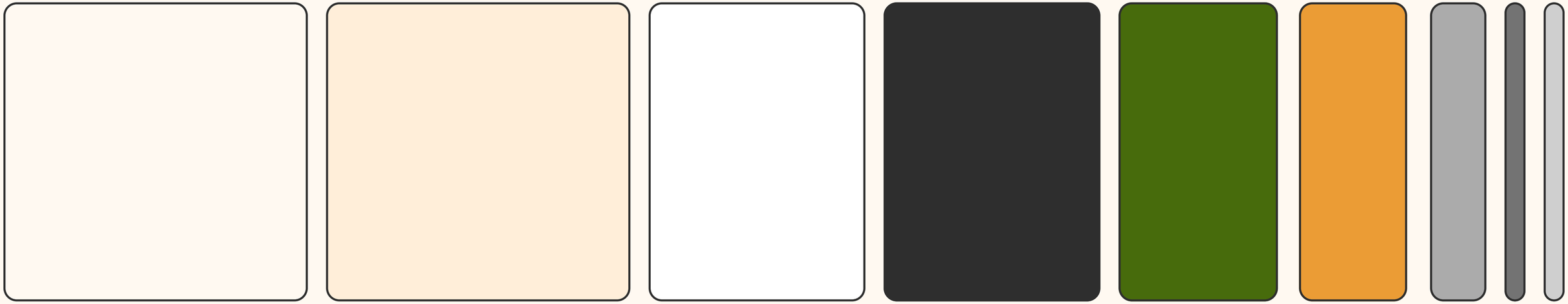
Gray

#ACACAC
RGB(172, 172, 172)
CMYK(0, 0, 0, 33)

Cloud Gray

#D0D0D0
RGB(208, 208, 208)
CMYK(0, 0, 0, 18)

Color Breakdown



Purrception's colors are meant to be warm and friendly. It's meant to make learning and the process of bond-building feel more approachable.

Linen, Apricot, and White are for background elements while Jet and Fern are for generally for text elements. Jet, White, and Fern can also be used for CTAs.

The gray colors are meant for dividers and inactive elements. Orange is also for divider elements.

Color Usage

Here’s how the colors are used in different contexts: dividers, info sections, and CTAs.

Divider Element

Cat Communication Methods

Cats communicate through scent, sight, sound, and touch. Humans can gain an overall sense of their needs and emotional states by looking at all their communication signals. Click on each area below to learn more.

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Primary

Secondary

+ Primary

CTA Color Usage

Divider Element

Color Misuse

Try not to invert the colors in info sections. Also, do not change the divider colors from the grays or Orange.

Divider Element

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Divider Element

Main UI Elements (Mobile)

Content

Curved Sections

Curved Sections are used for summary information and quizzes.

General Types

- Behavior
- Body language
- Visual cues (marks)

Example Forms

- Hiding
- Tail upright
- Outstretched paw (play time!)
- Ears back (scared)
- Scratch marks on furniture

Range

- Aside from visual marks, the sender and viewer must be able to see each other

Conclusion

There are many different ways that cats can visually communicate with their owners. When assessing your cat's emotional state, you should take into account the different body positions any visual behaviors that they're exhibiting. If they seem scared or aggressive, it's best to give them space.

Mini Quiz (Test Your Knowledge!)

What characteristics can cats display when they are happy/relaxed? Choose all that apply.

- [ ] Tail upright
- [ ] Tail lashing
- [ ] Body curled
- [ ] Body stretched out

Submit

Tables

Tables are used to showcase detailed information about cat communication. They will most often be used as an expandable section.

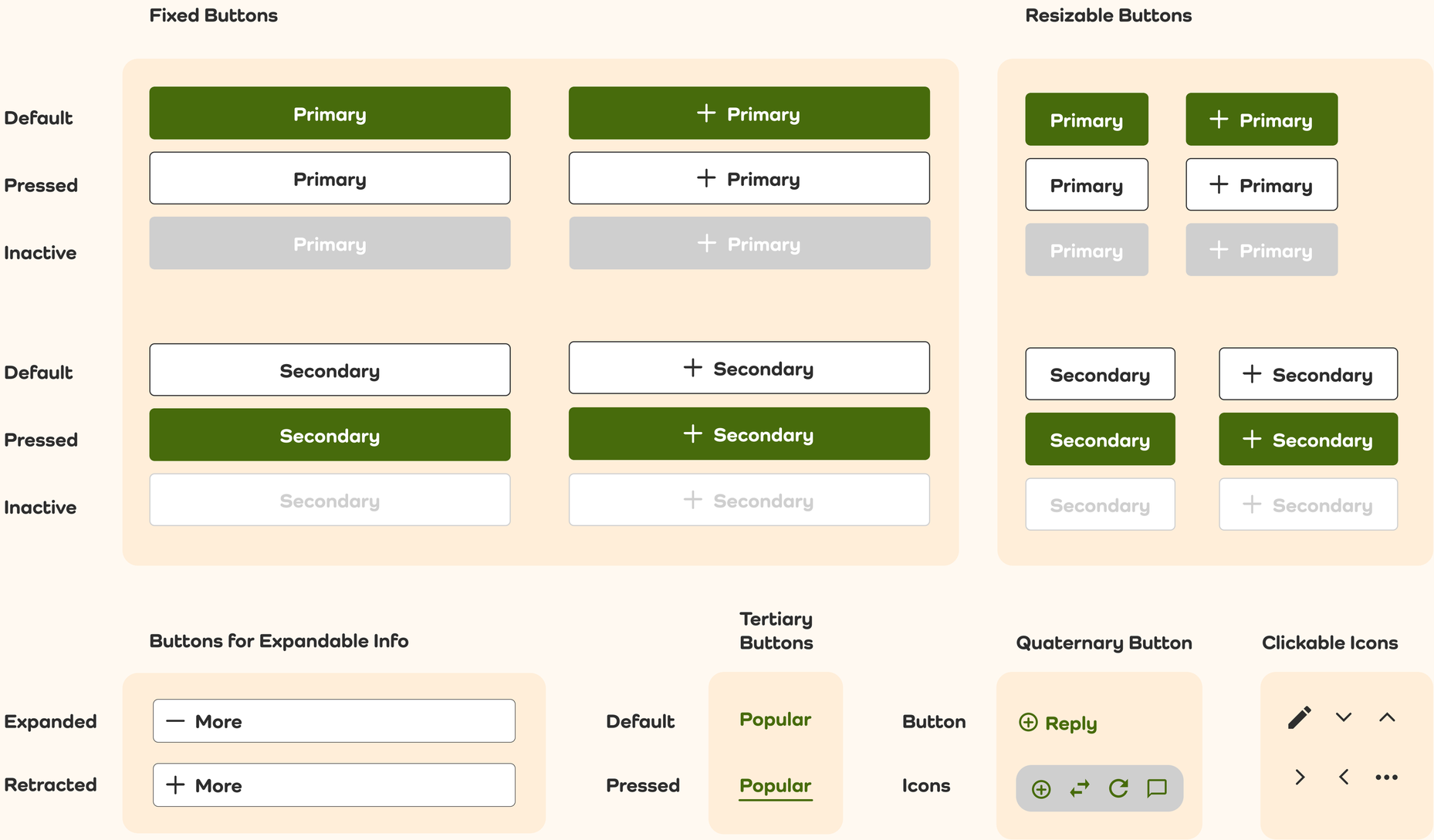
Form	Meaning
Closed	Sleeping
Closed + Tense Facial Features	In Pain
Casual Gaze	Relaxed
Slow Blinking	Relaxed
Dilated (Big) Pupils	Scared or Aroused (arousal can be the emotional reaction to stimuli like toys during play)
Gaze Turned Away	Nervous
Fixed Stare	Tense
Fixed Stare	Tense

+ More

— More

Form	Meaning
Loose, Stretched	Relaxed
Rolled on back, loose, stretched	Greeting, relaxed
Rolled on back, tense	Scared and aggressive
Body tense, curled, hunched	Uncertain, Scared
Arched back, raised fur on body and tail, ears back	Uncertain, Scared

Buttons & CTAs

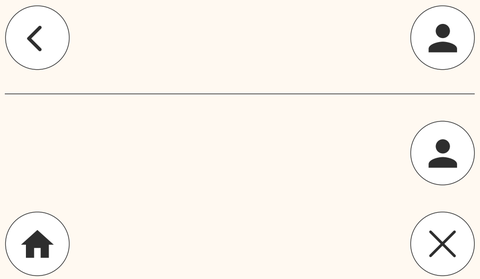


Button corners have a radius of 15px.

Icons Source: Figma

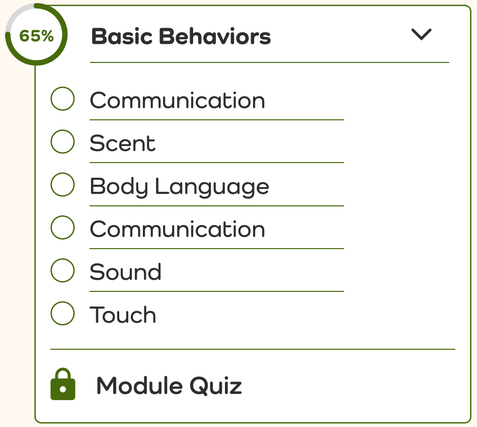
Navigation & Progress

Top Nav Buttons

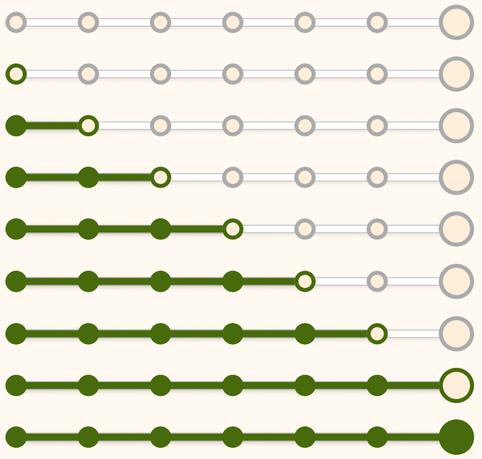


Bottom Nav

Expandable Navigation for Learning Modules



Learning Modules Progress Bar

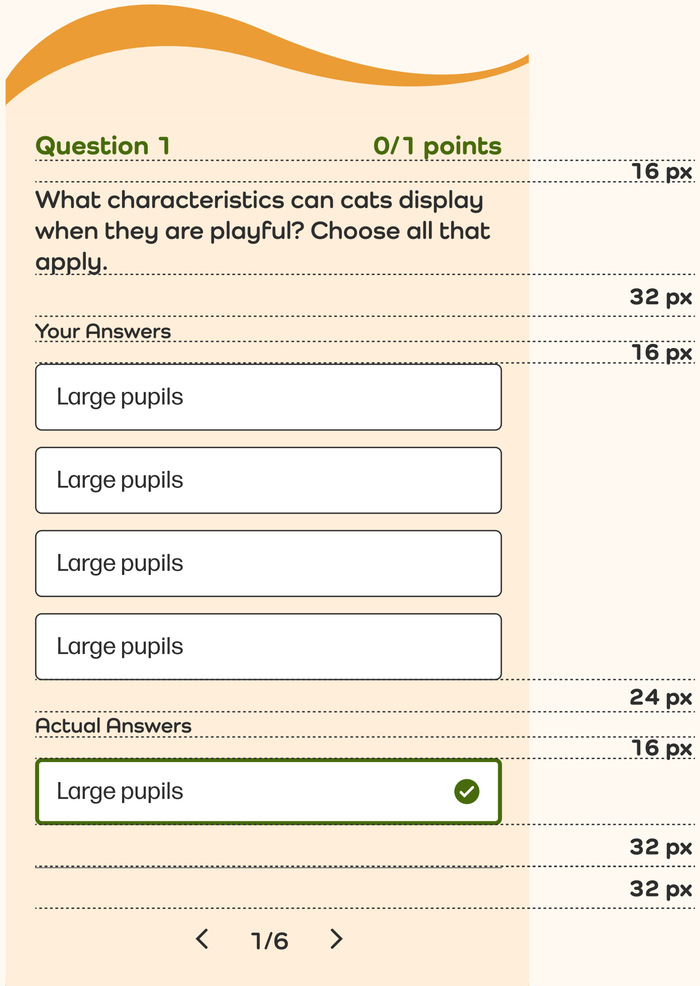


Learning Modules Top Nav

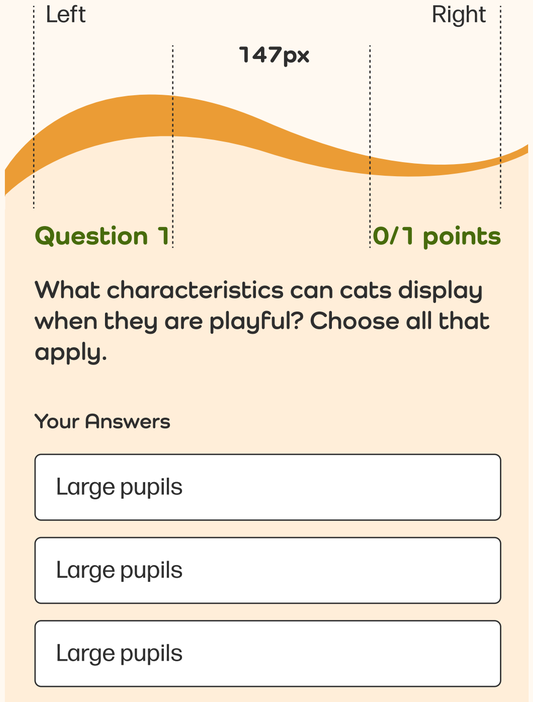
Icon Sources: Figma, Noun Project

Spacing

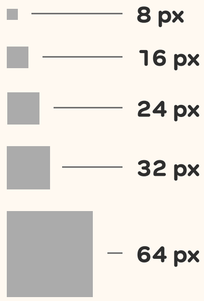
All vertical spacing is in multiples of 4.



Horizontal spacing is also in multiples of 4 unless the elements are left-right constrained. If the elements are left-right constrained, the in-between spacing depends on the size of the elements and the size of the frame.



Most common spacing



Design Elements

Pattern

This is a stylized background pattern based on a long-haired cat's tail. It should only be used on Linen and White backgrounds.

Pattern Misuse

Do not distort, add effects, or change the colors of the pattern. Also, do not intersect the pattern with text.

Pattern Misuse

Photography

The photography focuses on bright and clear imagery of cats. Sometimes, humans may be in the photos, but cats are the focus. Header images have curves while body images are rectangular with rounded corners.

Header Image

This has a curved decorative element in the color Apricot.

Summary Section Image

Corner Curve: 15px

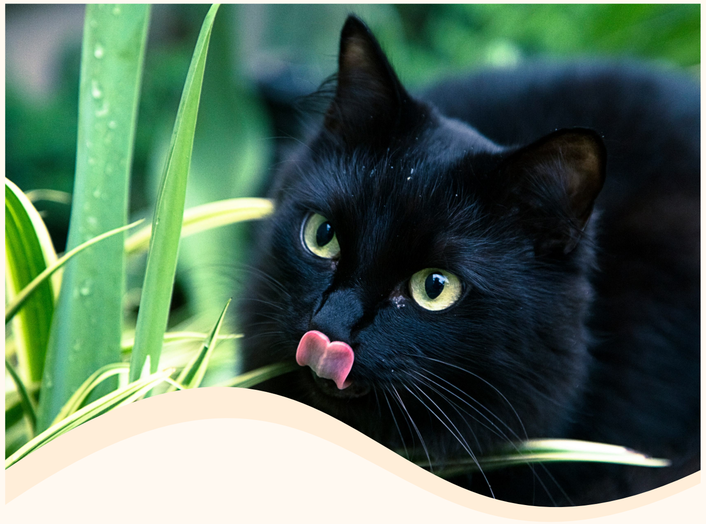
Body Images

Corner Curve: 15px

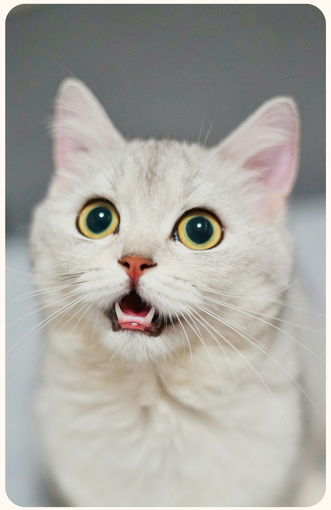
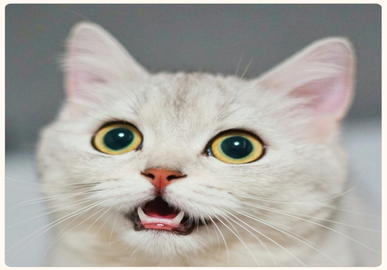
Image Sources: Unsplash & Stock photos

Photography Misuse

Do not change the image curvature.



Do not change the image ratio or the corner curvature.



Do not distort the image or add effects.