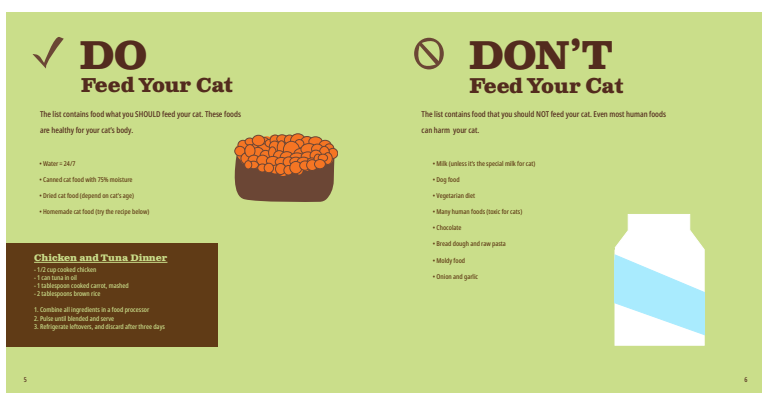
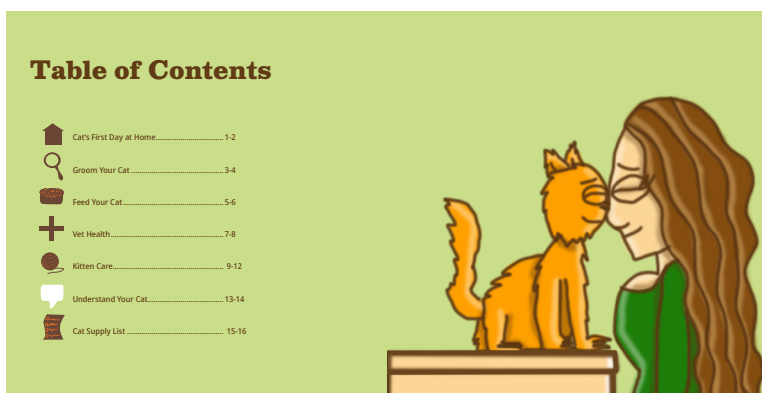


Front Cover



Inside spreads

The PURRFECT Cat Guide

The theme of the brochure is the basic guide on how to take care of cats for beginners (created in Adobe InDesign). The typeface used for the headings is Clarendon Text Pro Bold for attention with the bold weight line and simplicity style. For the body copy, Noto Sans Display Condensed Medium for the contemporary and friendly style. The colors were inspired by the nature and personality such as blue (water and calm), green (plants and health), orange (energy and friendliness) and brown (wood and contrast to lighter colors). The images of cats (and human) were created from a hand-drawn sketch and edited in Adobe Photoshop while other images were created in Adobe InDesign.