



Constellation Cat Cafe



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Mission and Values

Mission Statement

Create a safe environment for all people to discover the joy of pet ownership through education, inclusive events, and outreach. Supports local animal rescue shelters in capacity building and finding homes for adoptable cats.

Non-Profit Vision Statement

Strive to foster a safe environment where intentional inclusivity and growth in the understanding of other perspectives can flourish. A safe place means a place where everyone, especially those from the BIPOC, LGBTQ+, Neurodivergent, Houseless, Disabled communities and other marginalized groups can exist without fear of discrimination.





Brand Strategy

SWOT Analysis



Strengths



- Dedicated fanbase on social media
- Cats are loveable and easy to market
- Excellent mission statement and brand values



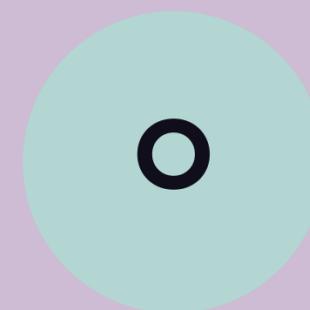
Weaknesses



- Inconsistent branding across different platforms (color hex codes, etc)
- Sometimes hard to read fonts and color combinations are used
- Inconsistent placement and use of logo



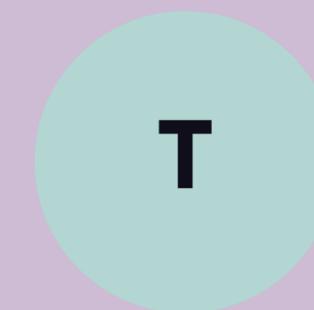
Opportunities



- Tapping into the college student population for events
- Incorporate coffee AND constellation aspects into brand
- Generate publicity for the location move to Old Town



Threats



- Many different coffee shops in Lansing
- Some animal shelters have free cat room time



Creative Strategy

Our goal is to extrapolate a more precise “feel,” of the Constellation Cat Cafe, cohesively communicate it to the audience through social media, design, and branding (both within and outside of the space) to increase support for the care and adoptions of the cats.



Logo

Our two main logos represent the CCC through it's big three: Coffee, Constellations, Cats. Our two logo designs can be used with or without text to sum up CCC's brand. If needed, both logos can be silhouetted or remixed with our color palette to promote accessibility.



Logo Guidelines - The "DOs"



Use lightest and darkest colors for logo text



Silhouette and remix the logos using purple/neutrals



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum



Use cup logo for detail, use moon logo for broad statements and headlines.



Sample Headline
or Statement



Logo Guidelines - The "DON'Ts"



Use non-purple/neutral shades from the color palette to remix the logos. These are accent colors only!



DO NOT use background colors that blend with logo elements



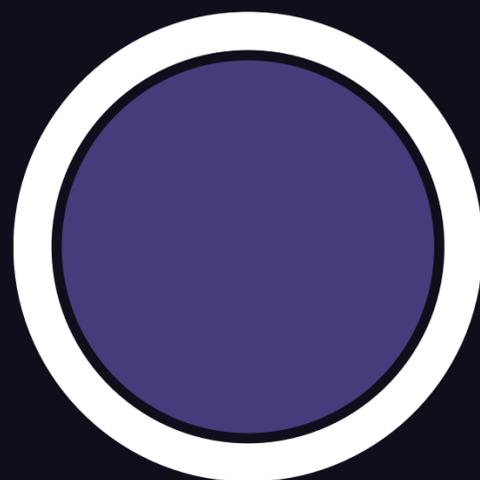
DO NOT size or overlap logo text incorrectly, or unwrap logo text from curved status.



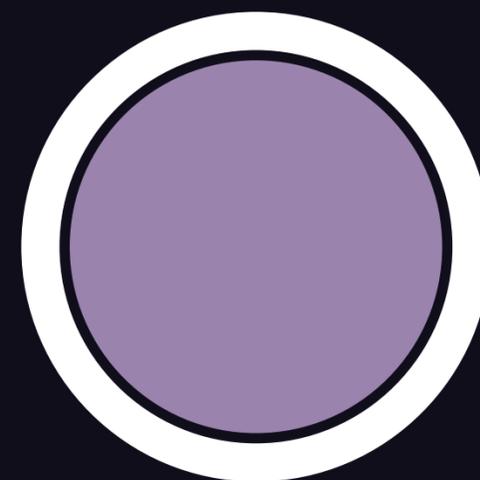
Color Palette



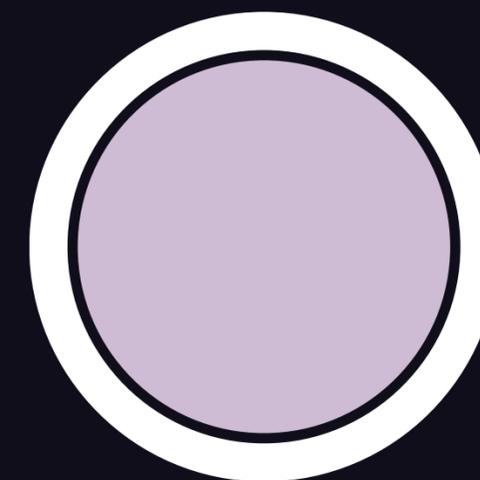
#100E1B
41 48 0 89
16 14 27



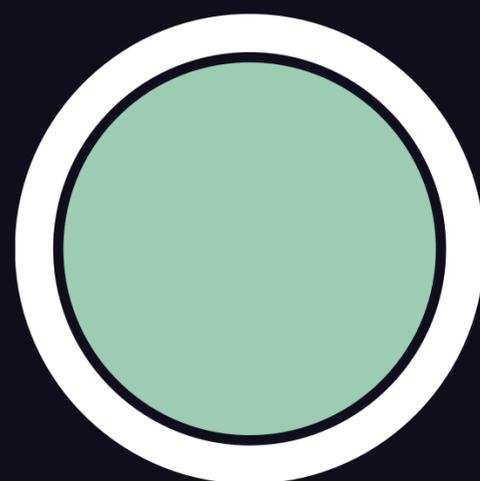
#463C7B
43 51 0 52
70 60 123



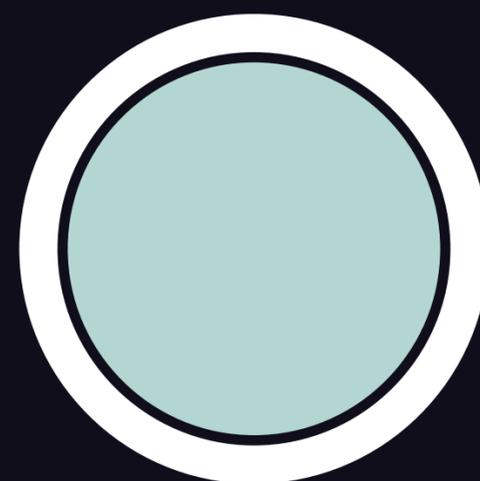
#9A83AD
11 24 0 32
154 131 173



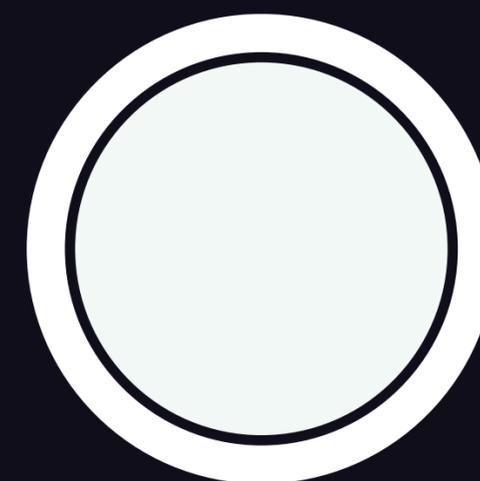
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206 188 212



#B3D6D2
16 0 2 16
179 214 210



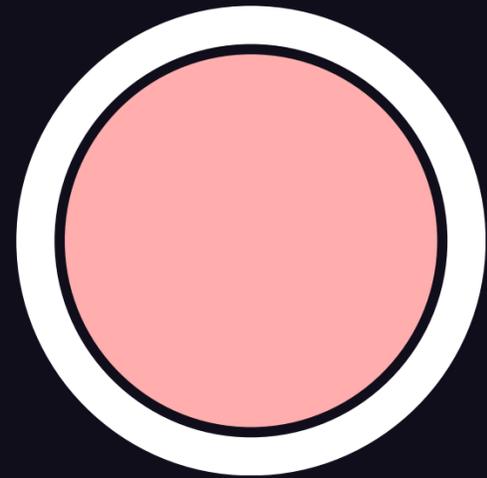
#9CCCB4
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156 204 180



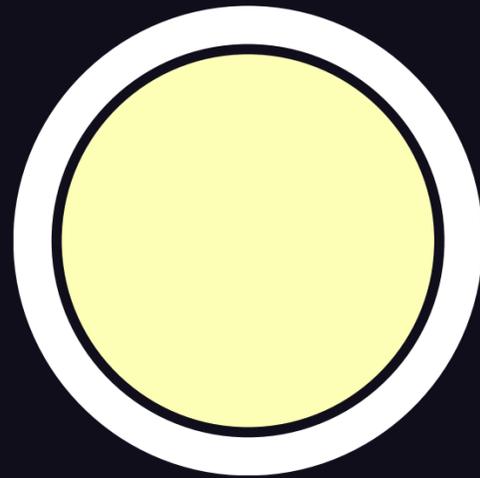
#F2F8F5
2 0 1 3
242 248 245



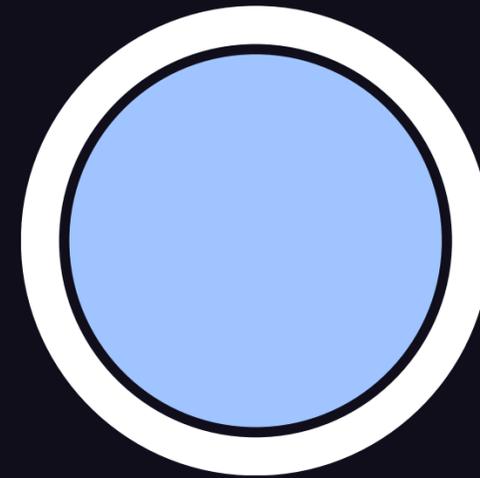
Seasonal Color Palette



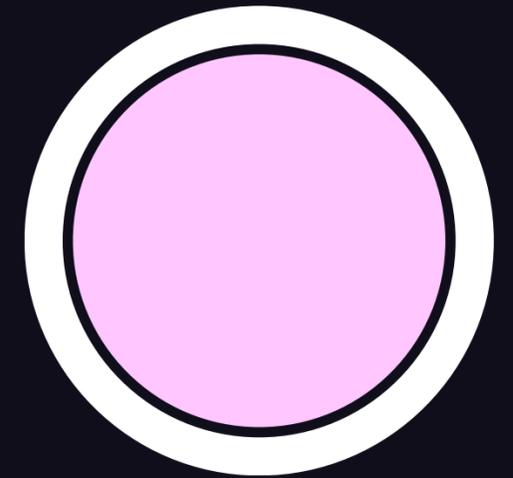
#FFADAD
0 32 32 0
255 173 173



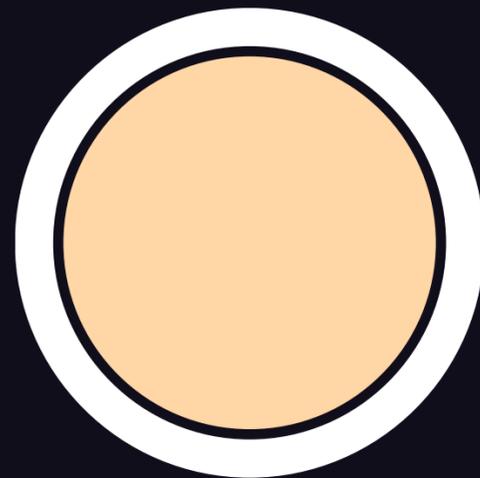
#FDFFB6
1 0 29 0
253 255 182



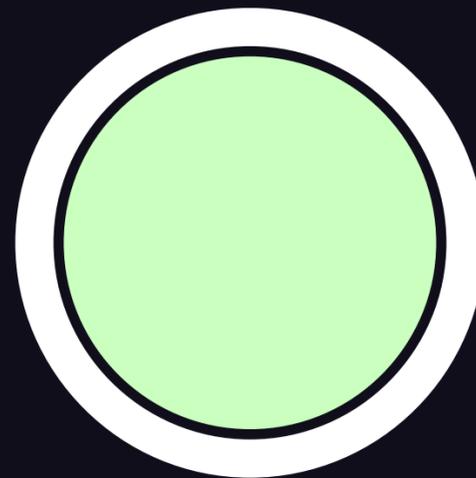
#A0C4FF
37 23 0 0
160 196 255



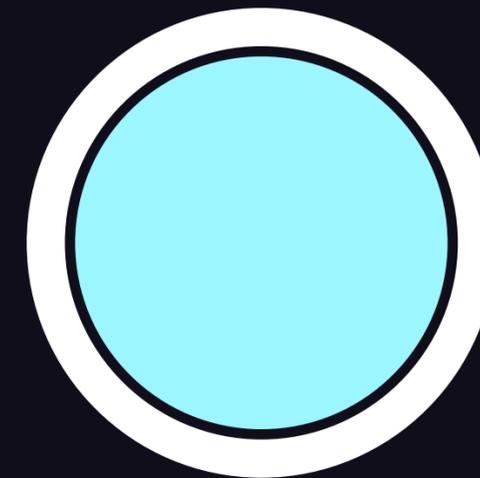
#FFC6FF
0 22 0 0
255 198 255



#FFD6A5
0 16 35 0
255 214 165



#CAFFBF
21 0 25 0
202 255 191



#9BF6FF
39 4 0 0
155 246 255



Seasonal Logos Examples

Changing up CCC's logo for seasonal holidays and events has been a long standing staple of the brand. Using the seasonal color palette, we can keep these logos consistent and on brand while still having fun and changing different elements to match the holidays. For example, the two stars can turn to hearts or Easter eggs, and the latte background can become rainbow to celebrate pride or St. Patrick's day.



Valentine's Day



St Patrick's Day

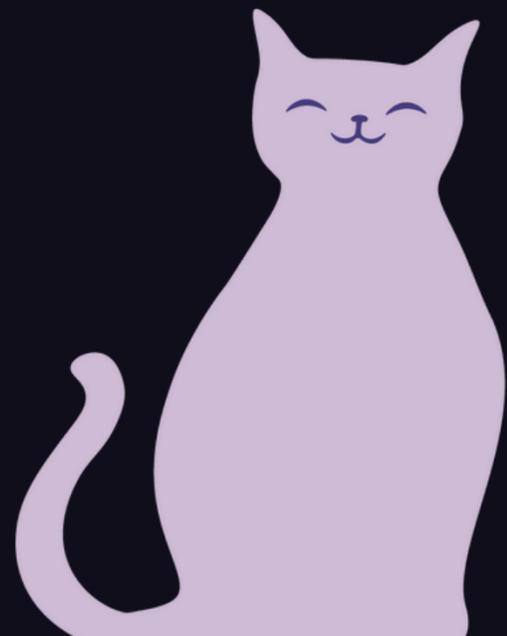
Typography

Mont Bold

Use for headlines and logo

Mont

Use for body text





The Constellation Cat Cafe is calm, cozy, and compassionate. It is an inclusive institution that serves the needs of its diverse community. This non-profit showcases the beautiful connection that we can form with our furry friends, who have the same human capacity for love and care.

What adjectives can be used to describe the way the brand is currently perceived?

Website: fun, purple!, active, informational, “cat-tastic” (to quote their site)

Social Media: light and cool colors (purple, teal), LGBTQ+ friendly, calming, playful

Building: spacey, astrological, natural, personal, energetic

Tone & Voice



Moodboard

Coffee Theme



Canva Visual Assets

Visual assets are a reference point for our brand and should be used when creating promotional materials to reinforce services, products and overall identity.

Our most recognizable elements are highlighted in the name of the business: constellations, cats and coffee. Here are some examples of visual assets available on Canva that align with our branding.

Constellation Theme



Cat Theme



Canva Creators

Looking more assets to use on designs? Here's a list of Canva artists that have assets on brand with the Constellation Cat Café.

@mysticminimalis | @moonproject |
 @diana-kovach | @berry-art |
 @gabrielle-scarlett | @olgachernyak
 @sketchify

Custom Visual Assets

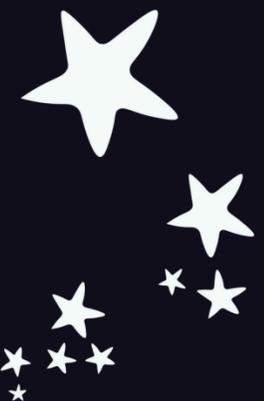


Accessibility - WCAG

Web Content Accessibility Guidelines (WCAG) are the international standards for how content is presented online. These should guide the creation of any content on the website and social media.

Key Guidelines:

- Captions for all prerecorded audio and video content
- Do not only depend on sensory info (colors, size, etc.) to communicate important information
- Always use clear language; caution using jargon and idioms



Accessibility - Alternative Text

Alt text (alternative text) is a textual substitute to describe elements, like images. This is essential to ensuring that people with visual and certain cognitive disabilities can access the same information.

Alt text should:

- Be brief, but descriptive (like a tweet)
- Indicate the necessary context (why is the photo there?)
- Avoid repeating information already mentioned in the body text
- Avoid redundant words like “image of” or “picture of”



Examples - Unhelpful Alt Text



❌ “Cat Parkour”



❌ “Having fun on the big couch”



❌ “Love the cat”

Examples - Helpful Alt Text



"A maple brown sugar latte, one of our past seasonal drinks, being made on the spot!"

CONSTELLATION CAT CAFE RULES

- No cats allowed in the cafe!**
Look through the windows to make sure the second door is locked before opening the first door.
- Shoes off, socks on!**
We are happy to give you socks, but we do NOT want them back.
Now you have more socks!
- Visitors must be quiet in the cat room!**
Loud noises and sudden movements can scare the cats.
- Leave sleeping or hiding cats alone.**
- You may pick up awake cats unless they tell you not to.**
Support their bottom.
Cradle them close to your chest.
- Cats are not allowed to try your drink!**
No matter what they tell you, DON'T SHARE. Trying your drink could make them sick!
- Humans may not climb on the furniture, the tree, or the shelves.**
- Pet only cat approved areas!**
Yes! Maybe? NO!

Be nice to the cats! They all have teeth and claws and will use them if they get scared.



"The Cat Room rules are as follows. Rule #1: No cats are allowed on the cafe side. Rule #2: When in the cat lock, take your shoes off and put socks on if needed..."

Accessibility - Color Contrast

We must design content with high **color contrast** so that it is readable by all people, keeping in mind those with visual disabilities, such as low vision and color blindness.

Level AA of the WCAG Guidelines requires contrast ratios of:

- At least 4.5:1 for normal text
- At least 3.1 for large text (18 pt+)

Tools like this [Color Contrast Checker](#) can determine the contrast ratio.



Avoid:

Visit the Adoptable Cats Story Highlight on [our Instagram](#) to see all of the cats that are available!

Here's a helpful chart to indicate what text and background colors will work best with the current CCC colors.

-  **Red:** Do not use
-  **Yellow:** Only for larger titles (18pt+)
-  **Green:** Use

		Background Color						
		#100E1B	#463C7B	#9A83AD	#CEBCD4	#B3D6D2	#9CCCB4	#F2F8F5
Text Color	#100E1B	Text	Text	Text	Text	Text	Text	Text
	#463C7B	Text	Text	Text	Text	Text	Text	Text
	#9A83AD	Text	Text	Text	Text	Text	Text	Text
	#CEBCD4	Text	Text	Text	Text	Text	Text	Text
	#B3D6D2	Text	Text	Text	Text	Text	Text	Text
	#9CCCB4	Text	Text	Text	Text	Text	Text	Text
	#F2F8F5	Text	Text	Text	Text	Text	Text	Text



Social Media Strategy





Social Strategy

Categories	Description	Types of posts		
About	Introduce Constellation Cat Cafe, its employees, and its business partners.	Employee "Bio" for Instagram Story Highlights (name, hometown, length at CCC, fun fact, photo, etc.)	Insta Reels/TikTok: <ul style="list-style-type: none"> • Making coffee • Feeding cats • Decorating + building new store location 	Shoutout Lansing small businesses/ organizations and upcoming volunteer opportunities
Customer Experience	Showcase customers' wonderful experiences in Constellation Cat Cafe.	Instagram Story template for positive customer reviews / quotes	In-feed Instagram post with photos of happy customers in the cat room or cafe	Instagram Live in the cat room to show future visitors what CCC is all about
Merch/Products	Display food and drink menus as well as branded retail items.	Instagram Story Highlight displaying full cafe menu + seasonal specials	In-feed Instagram posts highlighting new retail items (stickers, pins, etc.) added to the CCC shop	__Cat_Name__ recommends... <ul style="list-style-type: none"> • drinks • food items • retail products
Adoptions	Highlight all cats available for adoption or fostering.	In-feed Instagram posts with Cat Profile template for new arrivals to CCC	Video or photo (w/ direct quotes) content of happy adoption stories	Spotlight a cat that is having a hard time being adopted on Insta Reels/TikTok
Events	Feature events at Constellation Cat Cafe and upcoming volunteer opportunities.	In-feed Instagram posts for events: <ul style="list-style-type: none"> • Auctions • Craft classes • Birthday parties 	Instagram Story post for sales / promotions currently happening at CCC	Post branded content for all holidays as well as local festivities
Education	Share information about adopting and caring for cats as well as Lansing updates.	Insta Reels/TikTok: <ul style="list-style-type: none"> • Adoption process • How to groom • Food recommendations 	Instagram Story template for random "Fun Fact" about cats	Explain the benefits of studying at CCC for students



Weekly Post Schedule

Follow a consistent schedule for your in-feed Instagram posts. Create a routine that your followers recognize and can engage with.



Monday

- Remind audience about upcoming events
- Feature cats that just arrived at CCC

Tuesday

- Highlight amazing adoption stories
- Showcase retail products

Wednesday @ 11am

- Post fun and engaging content (example: Cat Recommendation template)

Thursday

- Showcase cats that have been in the cat room for longer

Friday @ 10-11am

- Announce any weekend cat room availability

Focus on posting on the weekdays. Sunday's posts have the lowest engagement.

Post Templates

<p align="center">Employee Bio for Instagram Stories and Highlights</p>	<p align="center">New Cat Profile for Instagram In-Feed Post</p>	<p align="center">Cafe Menu for Instagram Stories and Highlights</p>
------------------------------------------------------------------------------------	-----------------------------------------------------------------------------	---------------------------------------------------------------------------------

Meet the team.



Name

Name is a job title at Constellation Cat Cafe. Pronouns has/have been on our team for # years. Fun fact about staff member!

Meet Name!



Tommy
Zodiac: Aries

Age: 2 years	Rescue: Saved by Zade
Sex: Male	About: I am playful and outgoing!
Coat: Brown Tabby	Health: No concerns
Price: \$100	

Apply to adopt at meow.cool.com

9:00 AM - 8:00 PM

CAFE MENU

MILK OPTIONS: WHOLE, SOY, ALMOND

12OZ/16OZ

COFFEE	
French Press	\$3.50
Latte	\$6.00/\$6.50
Cappuccino	\$6.00/\$6.50
Cortado	\$5.00
Cold Brew	\$5.00/\$6.00
Cold Brew Latte	\$6.00/\$6.50
Maple Brown	...
Sugar Latte	\$6.50/\$7.00

TEAS & NON-COFFEE	
Chai Latte	\$4.00/\$4.50
Hot Chocolate	\$3.25/\$3.75
Matcha Latte	\$6.00/\$6.50
London Fog	\$4.50/\$5.00
Tea Latte	\$3.50/\$4.00
Cider	\$5.00/\$5.50
Chaider	\$6.00/\$6.50

MILKSHAKES	
Vanilla	\$7.00
Chai	\$7.00
Cookies N' Creme	\$7.00

Post Templates Continued

Cat Fact
for Instagram In-Feed Post

Cat Recommendation
for Instagram In-Feed Post



Instagram Story Highlight Edits



Highlight Covers to Add

- New Space
- Happy Guests -> "CCC Love"
- Our Team
- Behind the Scenes (BTS)

Highlight Covers to Remove

- Kitten Project
- Kitten Delivery
- Swashbuckler & Crookshanks
- Press

Other Notes

- Separate highlights by season to keep freshest content at front of profile
- Remove old and irrelevant story posts from highlights altogether
- Have branded cover for every highlight
 - Create "Other" cover if necessary

Analytics

When creating social media content, consider the following KPIs (Key Performance Indicators) to better tailor and later analyze your return and efficacy of campaigns.

RELEVANT KPIs:

- **Reach & Engagement:** Indicates the number of people your content reaches and their interactions.
- **Traffic:** Indicates the number of people being directed to your website.
- **Conversion Rate:** Indicates the number of visitors/customers who completed your desired marketing goal.
 - $\text{Conversion Rate} = (\text{Total Conversions} / \text{Total Visitors}) \times 100$

Example

Goal: Increase the latte sales.

Social Media Content: A photo of the latte & copywriting with call to action.

KPI & Analytics: Compare the reach & engagement of this post to similar content and calculate the conversion rate. $(\text{Number of lattes sold} / \text{total coffee sales}) \times 100$.

Next steps: Use this data to determine if your marketing goal was achieved. If yes, continue to develop similar content, if not, analyze previous successful campaigns and update your content to better align it with your customers' interests.

TikTok

What posts we could see in the future:



NEW SPACE TIK TOKS:

- Transitions with empty rooms to fully decorated rooms
- Engagement posts- ask for ideas/ recommendation on spaces to boost engagement
- Behind the scenes of renovation! Seems obvious, but this can be a journey your supporters follow and will be looking forward to seeing.

Others

- Most viral business tiktok videos follow a current funny trend. This makes the brand feel more relatable and entices consumers to follow/support. CCC videos that have followed these trends performed better, so staying up to date on current trends is crucial!
- Using viral sounds, whether it is a song or sound, boosts the chances of getting views
- Connective posts- Starting the video with questions to the viewer that include them (do you struggle finding motivation to study at home? Do you want an inclusive place to unwind? Etc.) These types of posts boost views.

Tips

- Highlight aspects of your brand that differentiate you from others
- Shorter videos do better- 15 seconds or less
- Try to get the best lighting and quality, a quality aesthetic makes a brand look more put together

