

## BACKGROUND INFORMATION

My biggest inspiration is the café's in Japan. Cat cafés are quite popular in Japan, with Tokyo being home to at least 39 cat cafés. The popularity of cat cafés in Japan is attributed to many apartments forbidding pets, and to cats providing relaxing companionship in what may otherwise be a stressful and lonesome urban life. There are various types of cat café. Japanese cat cafés feature strict rules to ensure cleanliness and animal welfare, in particular seeking to ensure that the cats are not disturbed by excessive and unwanted attention, such as by young children or when sleeping. Many cat cafés also seek to raise awareness of cat welfare issues, such as abandoned and stray cats.

In this project I want to create a cafe same as like Japan, but I thought that there isn't anything like in Istanbul so initially it is an attractive concept. Also with this project I want to create an interactive website. I thought that since I want to inform people and creating awareness, I could create really great info graphics about cats. For these illustrations I'm going to take photos to our cats in campus also my cat. Then I want to make posters so I can hang them around, some flyers to promote the café. First thing that I want to make is; creating a corporate identity, which belongs to cat cafe. During the work in progress, I will use vector based programs to create the corporate identity, I will use Illustrator to model the all illustrations which belongs to website of the café.

## PROJECT DEFINITION

My project will be creating a corporate identity for an imaginary cat coffee brand like in Japan; including the logo, business card, letterhead paper, envelope, poster, website.

