

Logo



Meowthical
Cats in Mythology

Typography

Ohno Blazeiface

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Color

Hex 2e3286
RGB 0, 0, 153
CMYK 100, 97, 12, 2

Hex 0071ff
RGB 0, 113, 255
CMYK 80, 57, 0, 0

Hex 9e7cf8
RGB 158, 124, 248
CMYK 49, 54, 0, 0

Hex ffadd5
RGB 255, 173, 217
CMYK 0, 40, 0, 0

Hex 66aaff
RGB 102, 170, 255
CMYK 53, 26, 0, 0

Hex 4b266f
RGB 75, 38, 111
CMYK 86, 100, 23, 11

Hex ff4a73
RGB 255, 74, 115
CMYK 0, 86, 35, 0

Hex ffa380
RGB 255, 211, 128
CMYK 0, 18, 58, 0

Visual Elements





Used as part of student project.

Works Cited:

"Miracle Whip TV Spot, 'Angry Mob.'" ISpot.tv | Realtime TV Advertising Performance Measurement, Starcom, <https://www.ispot.tv/ad/7n3t/miracle-whip-angry-mob>.



Can you match each cat with its luck?



Academic Success Happiness, purity Wealth, prosperity



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One night a lady's cat came to her in her dream and told her to make little clay statues of a beckoning cat and to sell them at market. She made the clay cats and took them to sell like her cat instructed her to. The lucky cat and the story of her dream became so popular the lady became rich.

The Dream

The Samurai

At a Gōtoku-ji temple, a poor monk lived with his cat. One day a samurai was passing through town and took shelter from a storm under a tree. He saw the cat beckoning to him from the temple, and he and his men came towards it. Lightning struck the tree they had just been standing under. Because the cat saved their lives, they decided to sponsor the lucky cat's temple.



Maybe you've seen the popular Japanese icon, but do you know where its from?

The Maneki Neko or "Lucky Cat" beckons to you in Japanese style, palm down and fingers curled. Different lucky cats mean different things, but the higher its paw is raised, the luckier you are! The lucky cat has two possible origin stories...