

Si-YUMMIES!

BRAND USER GUIDE



WHO ARE WE? →

Si-Yummies believes in having fun and we want our brand to represent that.

The Si-Yummies brand is based on a play-on-words of the Siamese cat; the inspiration behind the brand. Siam, or what is now known as modern day Thailand, has two big cultural references: “The king and I” and the Siamese cat. With this in mind, Si-Yummies uses playful phrases from the screenplay to help bring a familiarity to the brand.

Through these references, we want to show our cat lovers that we care about their cat, just as much as we care about the community and the environment.

SINCE 2024 ←



30,000
STAY-FRESH
bags returned
and recycled



40 local shelters
were provided
free food,
province-wide



215 cats
happily
adopted or
rehomed

Si
YUMMIES

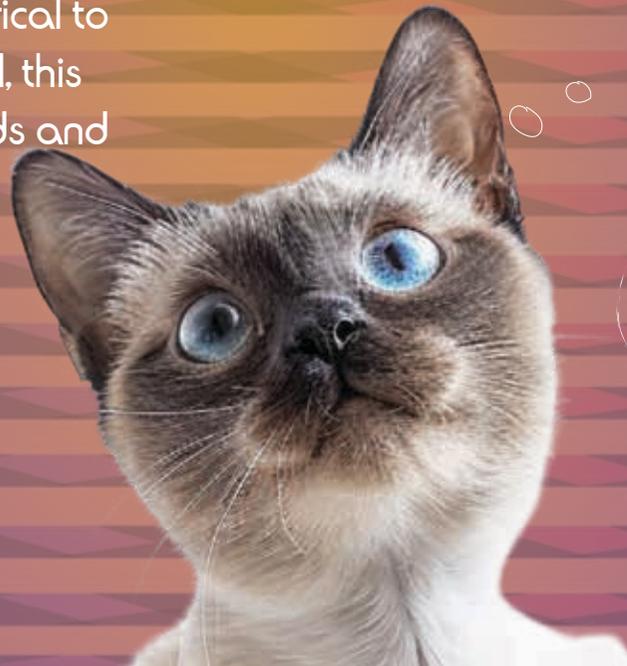
OUR LOGO

Our logo is us.

The representation of Si-Yummies across Canada is recognized by the ICONIC kitten paw and Font that is seen through out retailers since 2024.

Just like our cat food, we believe CONSISTENCY is the key to being successful. In other words, why change a good thing?

The Iconic Si-Yummies Paw is not symmetrical to show the uniqueness in every cat. As well, this helps distinguish our paw from other brands and companies.



DID YOU KNOW?

Based on 2024 Statistics from Cats Canada, over 20% of cat owners have switched over to Si-Yummies! That's 1 out of every 5 Feline Fans that have taken the step to their cat's health and happiness!

Fonts and Text

Simple goes a LONG WAY!
Si-Yummies utilizes the Rondalo Regular
font for ALL BRAND MERCHANDISING.

While we love Typography, here at
Si-Yummies, we want our words to be
noticed for what is being said.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz.,!?:;&{}

-Although white is generally used as the color
for the font, any Greyscale between black and
white is PURRfectly acceptable.

COLLATERAL

Meet the Cast!
You will see our 4 main characters through out our
branding, as they represent our TOP clients.



Colors and Backdrops



Blue Point

Seal Point

Lilac Point

Caramel Point

Apricot Point

Red Point



Using diagonal lines in conjunction with vertical lines, we are able to create a wave effect by applying a gradient over top of to evoke a feeling of excitement and wonder.

Don't forget to STAY FRESH!

The Si-Yummie's STAY-FRESH bag technology is as important us as it is to our Clientele. Thats why any chance we get, we want to talk about the benefits of the STAY-FRESH bag!



- Keeps food fresh for up to 12 weeks
- Made from recycled Stay-Fresh bags
- Send back 10 Stay-Fresh bag and receive Si-Yummies SWAG