

Calming chews for cats who *run the night.*

Fusa is a calming supplement brand built around one honest observation: a cat's stress does not keep office hours. Two formulas, one visual world — and a mark that is a sun by day and a moon by night.

CLIENT	ROLE	CATEGORY	YEAR
Fusa — self-initiated concept	Brand designer, illustrator, packaging designer	Pet supplements · Direct-to-consumer	2026



THE RANGE • DAY CALM & NIGHT CALM, 30 SOFT CHEWS

The calm your cat already knows how to do.

Fusa — Italian for a cat's purr — is a calming chew brand for indoor cats. It supports two very different moments of the day: **Day** and **Night**.

Most of the category borrows its design from dog supplements: clinical whites, blue trust-badges, a paw print, a lot of shouting. Cats live in a quieter register. The identity starts from the shape a relaxed cat actually makes — the loaf, the curl, the closed eye — and builds a warm, illustrative world around it that a cat owner would leave out on the counter instead of hiding in a cupboard.

The system had to make two formulas feel unmistakably different without ever looking like two separate brands.

"Cats don't get stressed the way dogs do. They get stressed quietly, at 3 a.m., and nobody sees it until the litter box moves. Build us a brand that a cat person believes."

FOUNDER BRIEF · SELF-WRITTEN FOR THIS CONCEPT

The problem

Feline stress signals are subtle and easy to misread — over-grooming, night vocalising, hiding, litter avoidance. Owners look for help late, at night, on a phone.

The job

A brand that reads as gentle and specific to cats, splits cleanly into two daily moments, and survives being reduced to a 200-pixel thumbnail on a marketplace grid.

One shape, three readings.

fusa /'fu:za/ — Italian, plural noun: the purr of a cat at rest. Short, soft, unclaimed in the category, and it says the outcome rather than the ingredient.

The mark is a cat curled into a disc: ears on the rim, one closed eye, the tail drawn as a negative-space arc that completes the circle. Set in warm gold it becomes a sun; set in pale lilac it becomes a moon. The formula split is carried by the logo itself, so the two packs never need two logos.



CAT / LOAF



SUN / DAY



MOON / NIGHT



fusa

Two formulas that share a house.

Same wordmark, same mark, same illustration language. What changes is the ground, the hour, and the posture of the cat.





Day Calm

NON-DROWSY · 08:00-20:00

For the stress a cat meets with its eyes open: the carrier, the drive, the waiting room, the doorbell, the second cat, the box that arrived and changed the living room.

- Vet & carrier
- Travel
- New people
- New pet
- Moving house

L-THEANINE ----- 25 MG
ALPHA-CASOZEPINE - 15 MG
CHAMOMILE ----- 10 MG





Night Calm

SETTLING · 20:00-08:00

For the hours nobody watches: the 3 a.m. sprint down the hallway, the calling at a closed door, the senior cat who forgets which room she's in.

- Night zoomies
- Vocalising
- Noise & storms
- Senior restlessness
- Routine changes

L-TRYPTOPHAN ---- 40 MG
VALERIAN ROOT --- 20 MG
PASSIONFLOWER --- 10 MG



Warm clay, deep plum, one green.

The palette skips the category's clinical blues entirely. Clay and plum carry the two formulas; catnip green is the connective tissue that proves they belong together.

#D4623C

Clay

Day ground.
Terracotta with the
heat left in.

#F0B45C

Sun

The mark by day.
Also the ginger
cat.

#241A33

Plum

Night ground.
Never pure black.

#C7BEEB

Moon

The mark by night.
Lilac, not grey.

#9DB471

Catnip

Shared accent and
set-build colour.

#EFE9DD

Oat

Paper, panels,
retail
environments.

Soft where it speaks, precise where it must.

A high-SOFT serif for everything the brand says out loud, a warm grotesque for everything it explains, and a mono reserved for the parts a regulator reads.

FRAUNCES
SOFT 90 • WONK 1
DISPLAY & WORDMARK

Sleep like a loaf

KARLA
REGULAR • BOLD
BODY & INTERFACE

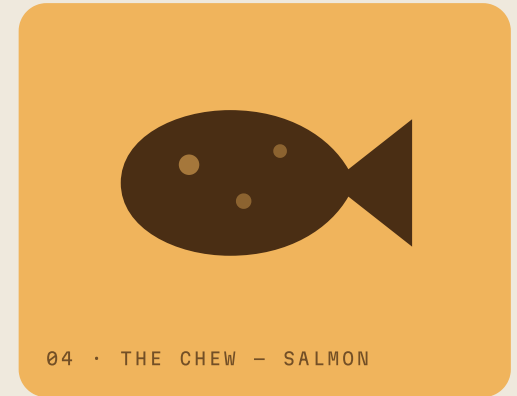
Give one chew forty minutes before the thing your cat is
dreading. For nights, one chew after their last meal.

MARTIAN MONO
REGULAR • SEMIBOLD
DOSAGE & INGREDIENTS

NET 90 G • 30 CHEWS
LOT F26-0418 • BEST BY 04 2028

Cats drawn by posture, not by breed.

Breed-specific illustration ages badly and excludes most rescue cats. The set is built from postures instead — alert, loafing, curled — so the same cat can carry the whole arc from problem to product across every touchpoint.



The front sells the feeling. The back does the work.

Matte stand-up pouch, 90 g, resealable. The front carries only the mark, the wordmark, the posture and one sentence. Everything a buyer has to read twice lives on the back.



NIGHT CALM · FRONT AND BACK

Back panel — Night Calm

ACTIVE PER CHEW	AMOUNT
L-Tryptophan	40 mg
Valerian root extract	20 mg
Passionflower	10 mg
Thiamine (B1)	2 mg

CAT WEIGHT	DAILY
Under 4 kg	½ chew
4–7 kg	1 chew
Over 7 kg	1½ chews

Give after the evening meal. Supplement for cats over 12 weeks. Not a medicine: it is not intended to diagnose, treat, cure or prevent any disease. Speak to your vet before use if your cat is pregnant, medicated or unwell.

Shoot the hour, not the product.

Two lighting recipes, one per formula. Day is hard afternoon sun with a clean diagonal shadow and terracotta walls. Night is a single warm lamp, deep shade, a window going blue. The pouch is never the brightest thing in the frame — the cat is.



DAY · HARD SUN, THE CARRIER IS ALREADY OUT



NIGHT · ONE LAMP, THE CAT ALREADY SETTLED

Built to survive a thumbnail grid.

Most of this brand will first be met at 200 pixels wide, on a phone, at night. Every listing image leads with the mark and the ground colour, so Day and Night are separable before a single word is legible.

One routine. *Two formulas.*

Day Calm keeps your cat composed through the appointments, the visitors and the disruptions. Night Calm helps them settle when the house goes quiet. Designed to work together, dosed to be used alone.

Shop the pair



Day Calm

30 chews · Salmon



Night Calm

30 chews · Salmon



The Pair

60 chews · Save 15%



Refill subscription

Every 30 days

The same three postures, everywhere.

Social templates alternate a type-led plum tile with a photographic one, so a month of grid never repeats itself. No new assets are needed to launch a third formula — only a new ground colour.



A system that can grow a third formula without a redesign.

Fusa ships as one wordmark, one mark, three illustrated postures, a two-ground colour system and two lighting recipes. Adding a Travel or Senior formula means choosing a ground, a posture and an hour – nothing else in the identity moves.

The concept was built end to end: naming, mark, palette, typography, illustration, packaging front and back, photography direction, marketplace storefront, listing images and social templates.

01	Naming & verbal identity	02	Visual identity system
03	Custom illustration set	04	Packaging design, both SKUs
05	Regulatory panel layout	06	Photography direction & renders
07	Marketplace storefront	08	Listing & social templates

DESIGN

Giorgia Cassano
GG Creative Studio

SCOPE

Brand identity, illustration,
packaging, photography direction,
digital

TOOLS

Illustrator, Photoshop, Figma

YEAR

2026

Fusa is a fictional brand created as a self-initiated concept project to demonstrate identity and packaging work. It is not a real product, is not for sale, and the ingredient panels are illustrative only — they are not veterinary guidance. Product photography is digitally rendered. All artwork, naming and copy © 2026 Giorgia Cassano.