

We have evolved our branding to better reflect our merchandise mix, intended customer experience and trend-forward target market. Our new font and color palette also strengthens color contrast to enhance legibility.

Classically Cate has a color palette that embodies the feeling and aesthetic of being a personable brand that has their finger on the pulse of trends for their audience. An audience that appreciates color and whimsy.

A welcoming business that makes their customers find exactly what they need for an upcoming event, party, birthday or milestone.

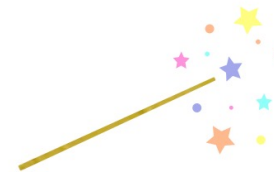
The pastel rainbow of feminine tones speak to the nature of the business and the primary audience served. While the palette is colorful in tone, when placed with white and sophisticated imagery they move from being young to feeling trendy and sophisticated.

Classically Cate

BOUTIQUE



whimsy



There are a variety of examples in Wilton Town Center of colorful signs and accent awnings with at least two businesses with 4 or more colors in their logos, Stop & Shop (4) and Happy Hands (5)



Classically Cate's palette also reflects the approach taken by other more modern brands to appeal to their target audiences.



billie

