



Eugene Song

Senior Project, Spring 2025

Why I Created Meeu

My cat, Chocopie, became seriously ill after eating commercial canned food filled with harmful ingredients. Her digestive system weakened, and she suffered severe allergic reactions. I started cooking for her using only organic, gentle ingredients – and over six years, she recovered.

This journey taught me how many pet foods are made without real care. Meeu was born from that experience: a brand built on healing, honesty, and love.

What I'm Trying to Change

Meeu exists to offer clean, organic, and nutritionally balanced cat food made with premium human-grade ingredients.

I want to challenge what “normal” pet food looks like, and set a new standard where health and elegance go paw-in-paw. Simply put, I’m here to give cats the food they deserve.

Did You Know This?

Over **60% of cat owners** say they're concerned about **what's in commercial cat food**.

1 in 3 cats experience **food-related health issues** like vomiting, allergies, or digestive problems.

72% of pet parents are **willing to pay more for organic** or natural food if they trust the brand.

Pet food with fewer than 5 identifiable ingredients is linked to **better long-term health**.

Who I Made This For

Meeu is for modern cat parents who value health, design, and transparency.

They're the type of people who read food labels, for themselves and their pets.

They don't mind paying more for better quality, especially when it means peace of mind and fewer vet visits.

what Meeu Feels Like

Classic elegance with royal flair

Pure and natural, never artificial

Friendly and cute, but not childish

A bit witty, with a confident voice

How Meeu Looks

Meeu's design balances premium packaging with charm. I use deep royal colors, elegant typography, and mascot illustrations that reflect both heritage and playfulness.

Everything is designed to look worthy of a royal feline.

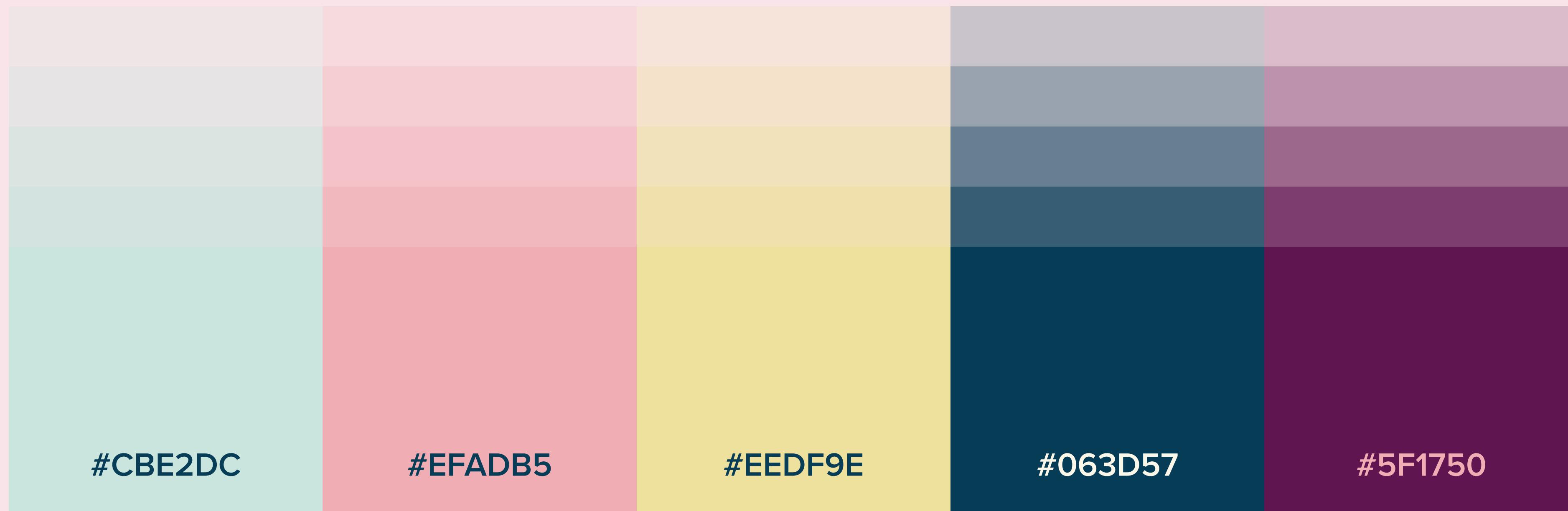








Color Palette



BALQUR

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

BRUME

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

AVENIR NEXT

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz



Business Card



Stand Up Pouches















TUNA
&
SHRIMP

NET WT
3oz (85g)

WILD CAUGHT TUNA & SHRIMP RECIPE • PÂTÉ • NO FILLERS, NO ARTIFICIAL PRESERVATIVES •

PREMIUM
ORGANIC
CAT FOOD

meeu

Ingredients: Wild-Caught Tuna, Organic Fish Broth, Organic Pumpkin, Organic Coconut Oil, Organic Carrots, Organic Flaxseed, Organic Sunflower Oil, Calcium Carbonate, Taurine, Potassium Chloride, Choline Chloride, Zinc Proteinate, Iron Proteinate, Vitamin E Supplement, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Thiamine Mononitrate (Vitamin B1), Niacin Supplement (Vitamin B3), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Vitamin B12 Supplement.



"MEEU ORGANIC CHICKEN & CARROT RECIPE IS
FORMULATED TO MEET THE NUTRITIONAL LEVELS
ESTABLISHED BY THE AAFCO CAT FOOD NUTRIENT
PROFILES FOR MAINTENANCE OF ADULT CATS."

Made in NEW YORK

Feed 1 can per 6-8 lbs of body weight per day. Adjust as needed for age, activity level, and health condition. Always provide fresh, clean water.

100% ORGANIC HUMAN-GRADE INGREDIENTS











The Cat is Out of the Bag.

Organic, human-grade ingredients served with elegance. Because Meeu is more than a meal, it's a royal ritual.

[Shop Now](#)

Why meeū

Every Meeu recipe is made with USDA organic meats, vegetables, and herbs—no fillers, no grains, no junk. Just clean, wholesome nutrition your cat deserves.



A variety of organic ingredients are arranged on a yellow background, including a banana, an onion, a bell pepper, a pumpkin, lettuce, a head of cabbage, a lemon, a zucchini, a piece of raw chicken, an egg, and a piece of raw meat.

Build Your Meeu Meal

Build your cat's perfect meal with our hand-picked organic ingredients. Select their favorites and we'll blend a meal fit for feline royalty.

Proteins (Main Base)

- Free-range Chicken
- Cage-free Turkey
- Wild-caught Tuna
- Wild-caught Salmon
- Grass-fed Beef

Vegetables & Fiber Boosters

- Organic Pumpkin
- Organic Carrots
- Organic Zucchini
- Organic Cabbage
- Organic Green Peas

Add-ons & Supplements

- Organic Egg Yolk
- Flaxseed Oil
- Salmon Oil
- Ground Eggshell
- Bone Broth

Build Your Meeu Meal

Build your cat's perfect meal with our hand-picked organic ingredients. Select their favorites and we'll blend a meal fit for feline royalty.

Proteins (Main Base)

- Free-range Chicken
- Cage-free Turkey
- Wild-caught Tuna
- Wild-caught Salmon
- Grass-fed Beef
- Rabbit (low-allergen)

Vegetables & Fiber Boosters

- Organic Pumpkin
- Organic Carrots
- Organic Zucchini
- Organic Cabbage
- Organic Green Peas

Add-ons & Supplements

- Organic Egg Yolk
- Flaxseed Oil
- Salmon Oil
- Ground Eggshell
- Bone Broth

[More >](#)

[More >](#)

[Build My Meeu Meal](#)

Customer Reviews

Real stories from cat parents who've made the royal switch to Meeu."


 "Meeu changed everything for my picky eater. Now she waits at the bowl like it's a 5-star dinner!"
 ★★★★★
 - Daniel K., NYC


 "The ingredients are so clean and simple—I feel like I'm feeding my cat the way I feed myself!"
 ★★★★★
 - Sophie L., San Francisco


 "My vet said 'Whatever you're doing, keep doing it.' So yeah, I serve Meeu!"
 ★★★★★
 - Marcus T., Chicago

Pure Ingredients, Crystal Clear Care

Our wet food comes in elegant glass jars to preserve the freshness your cat deserves. Meeu's glass-packaged wet food locks in freshness and keeps harmful chemicals out.

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[Shop Now](#)

We don't just feed your cat; we care for their whole life, from heart to fur to purr.



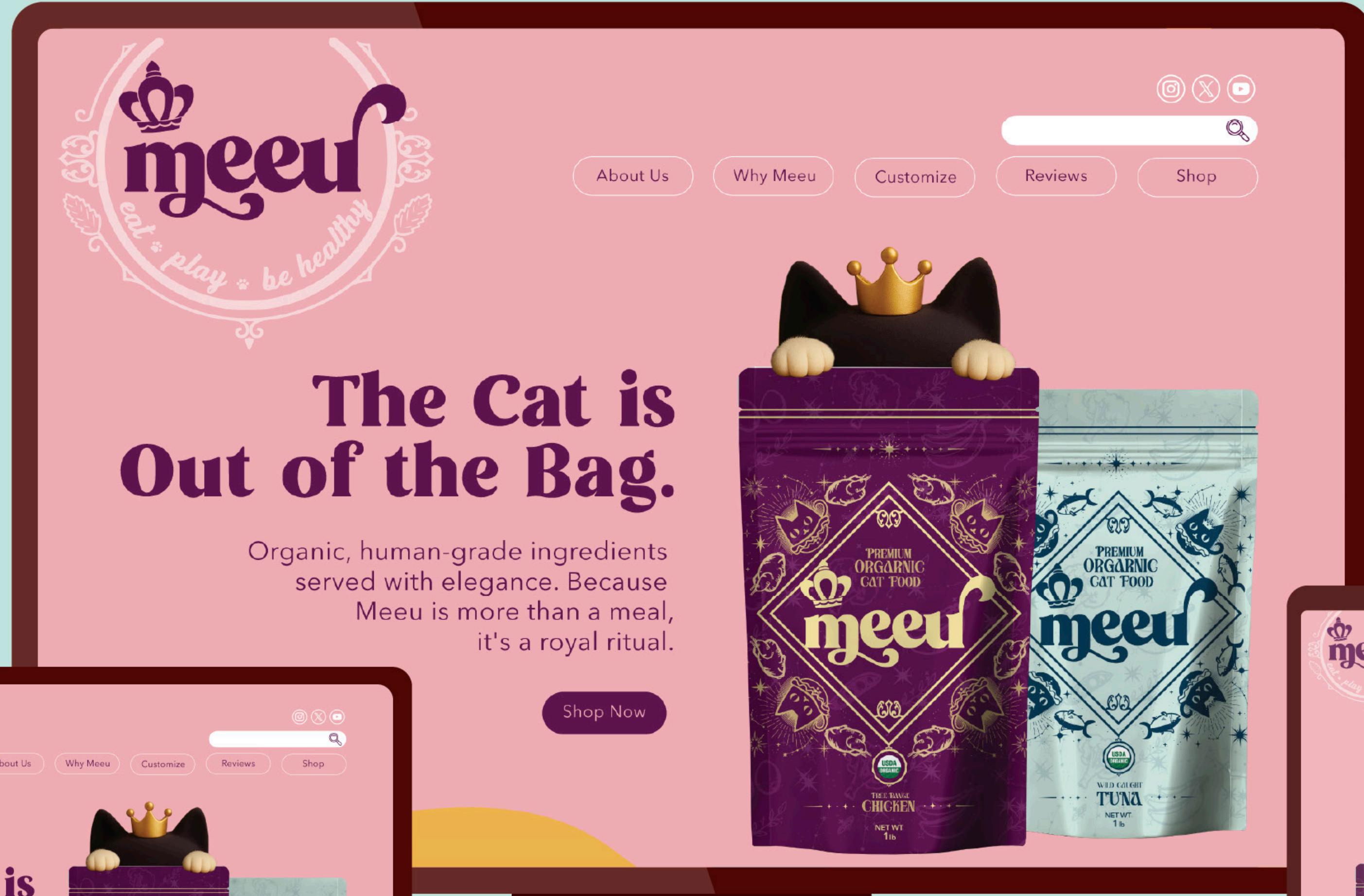
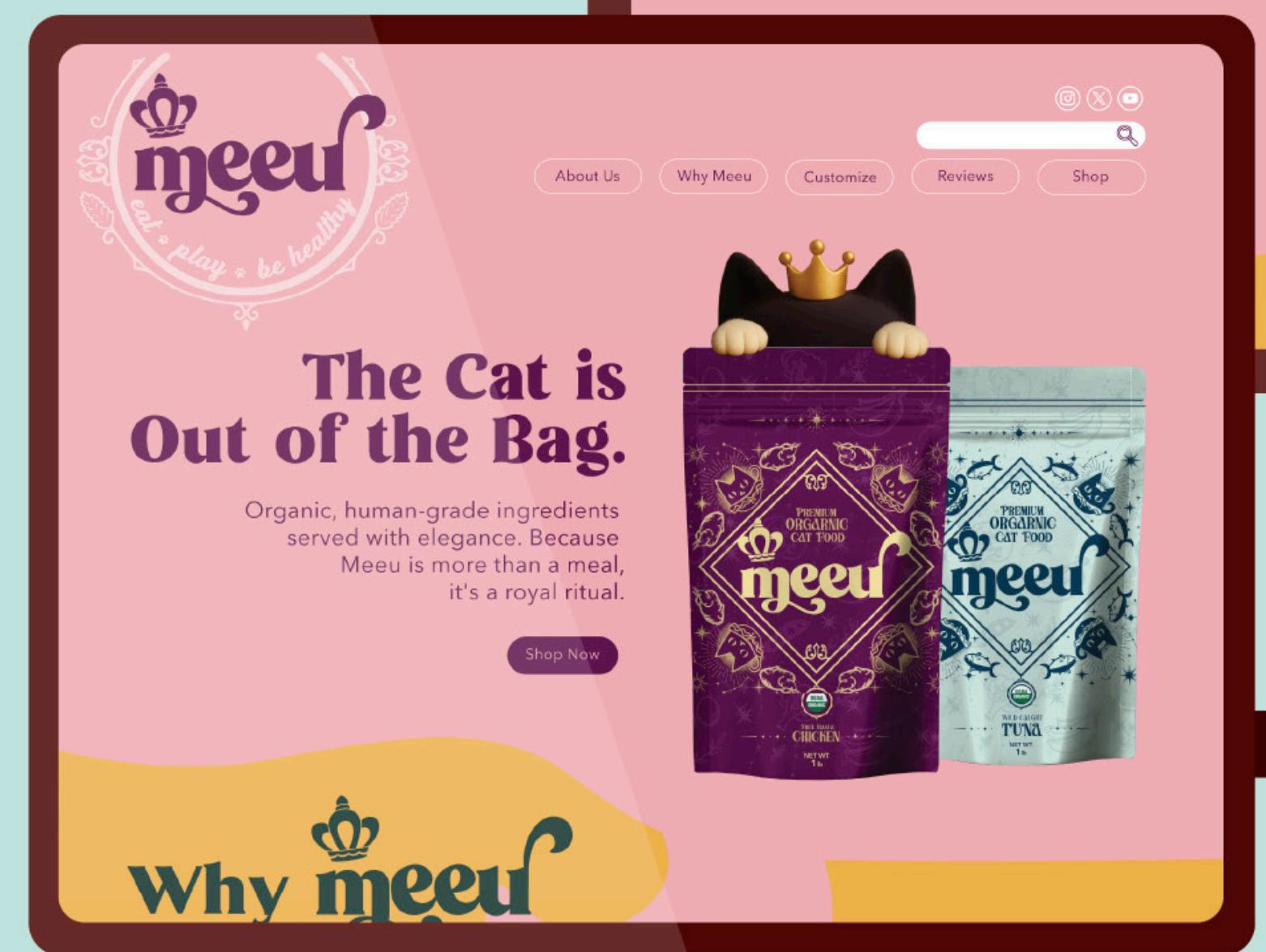
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Website

<https://esdesignarts.wordpress.com/wp-content/uploads/2025/05/meeuwebsite.pdf>

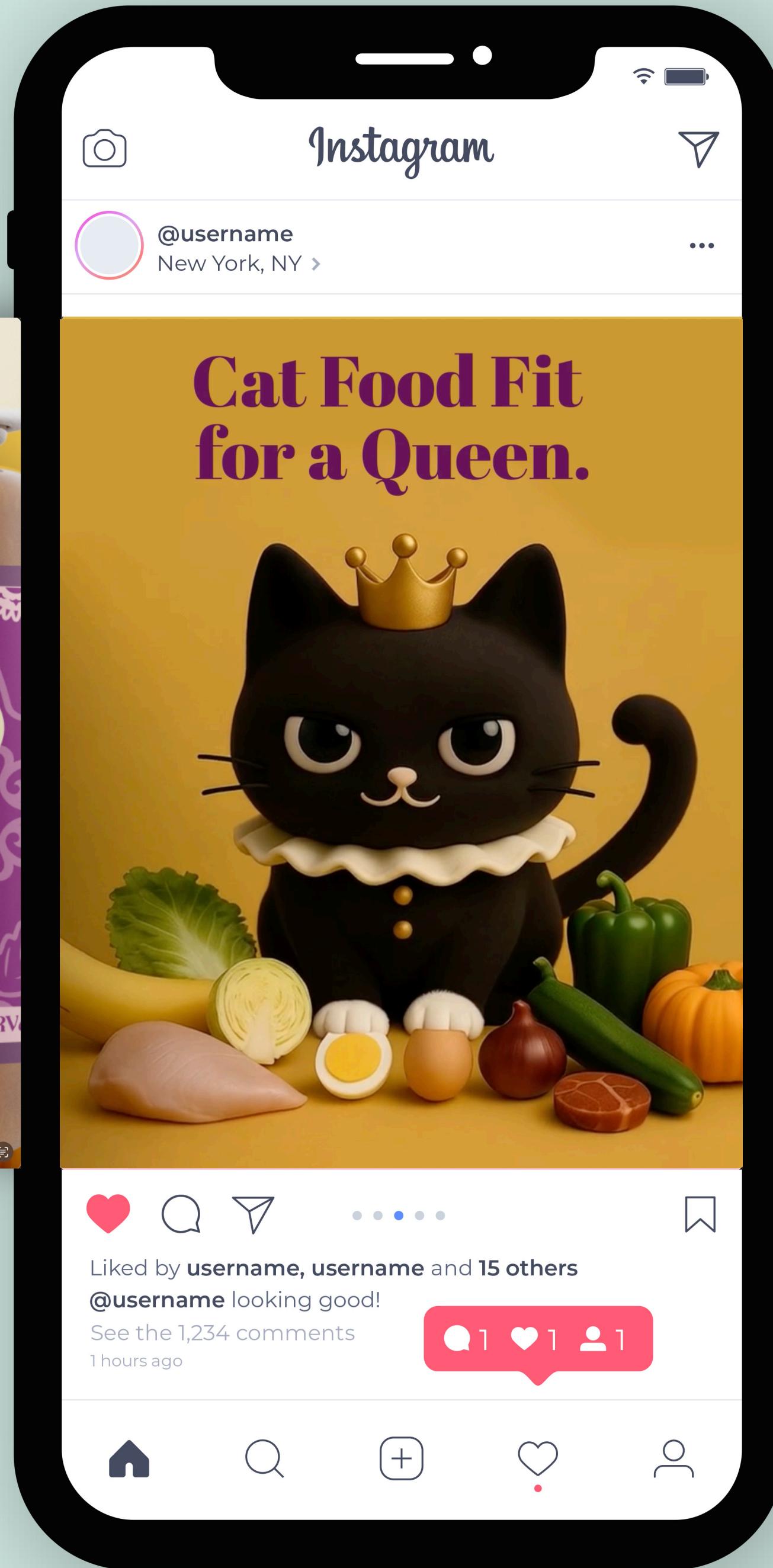






Motion Graphic

<https://youtube.com/shorts/MJJuQhTu8Q4>



Motion Graphic

<https://youtube.com/shorts/IRZ1K5gSqzY>




**The Cat
is Out of
the Bag.**

Meeū is the best, healthiest, and
most delicious cat food on the market.

- USDA Organic Certified
- Grain-Free, Filler-Free
- Human-Grade Ingredients
- Hand-Cooked Recipes



How Meeu Came to Life

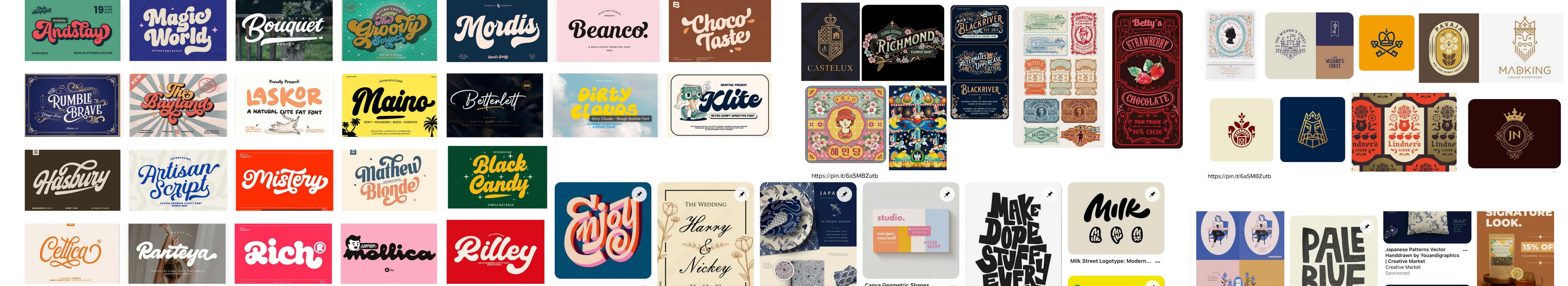
Creating Meeu wasn't just a creative project, it was a process of care, curiosity, and constant iteration.

Here's how it all unfolded.

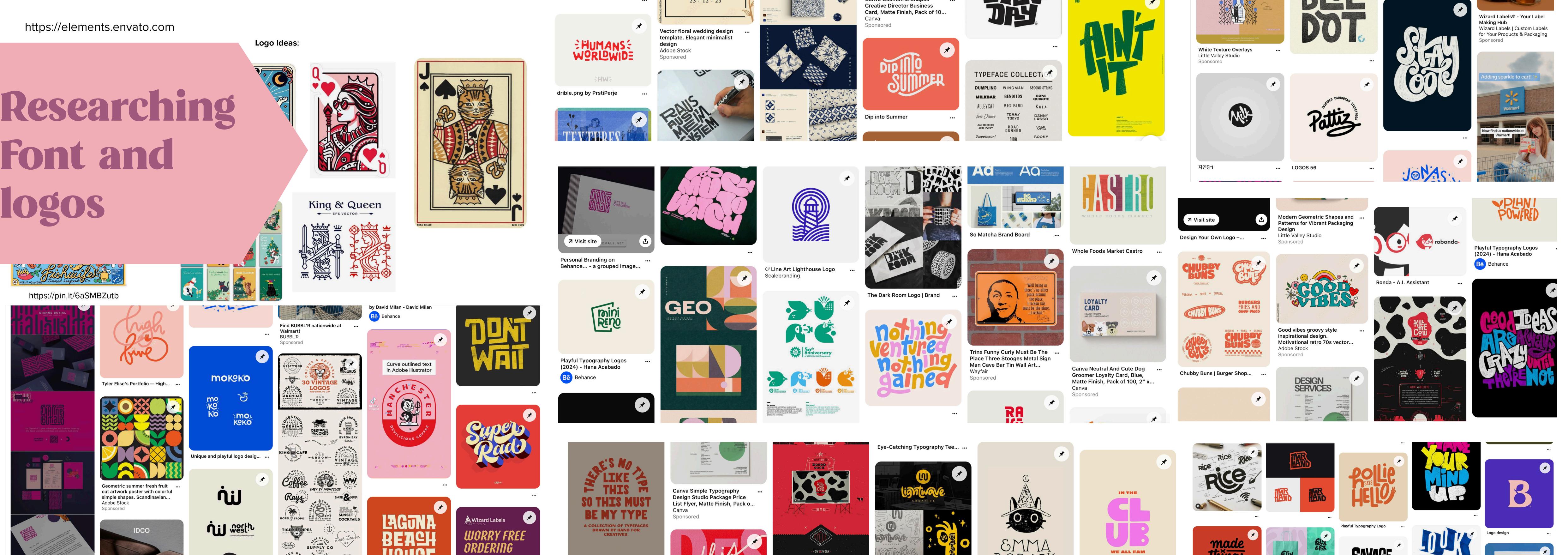
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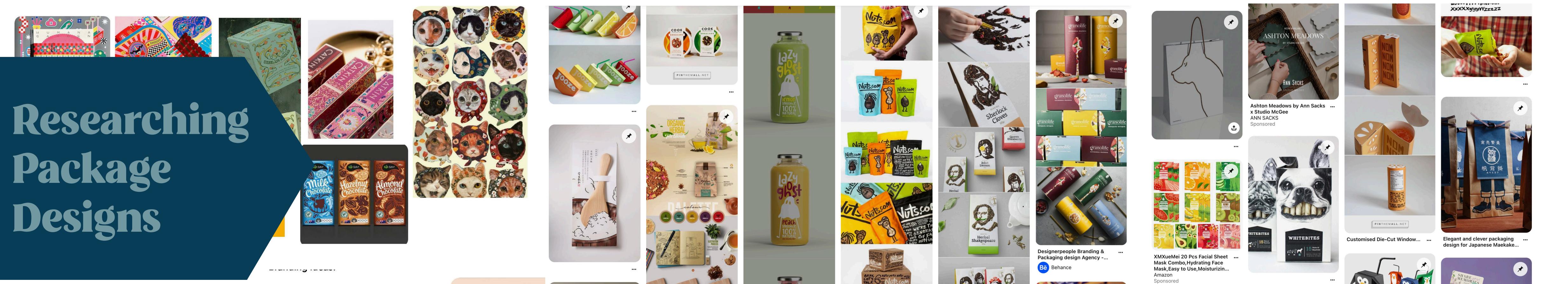
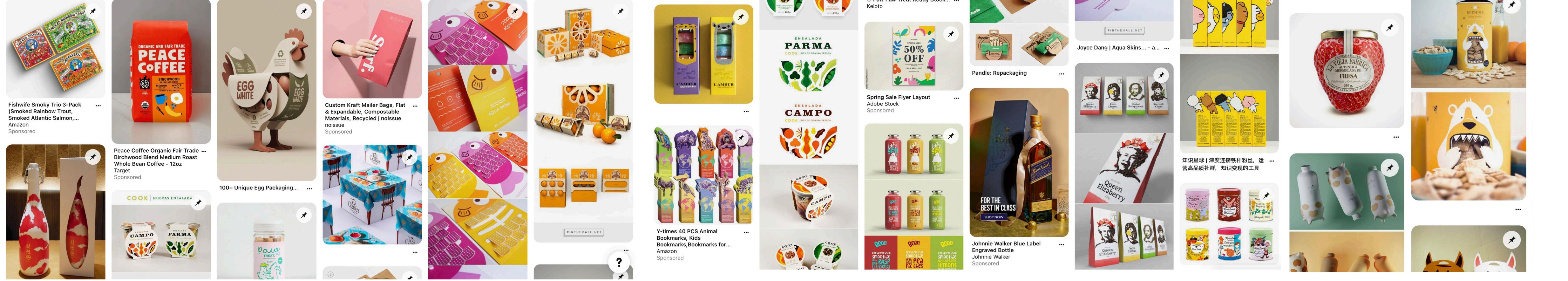
Logo Ideas

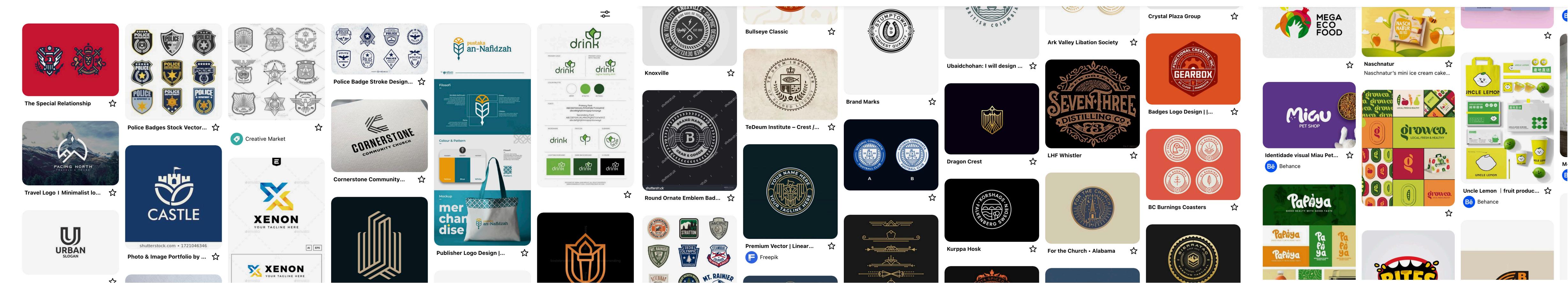
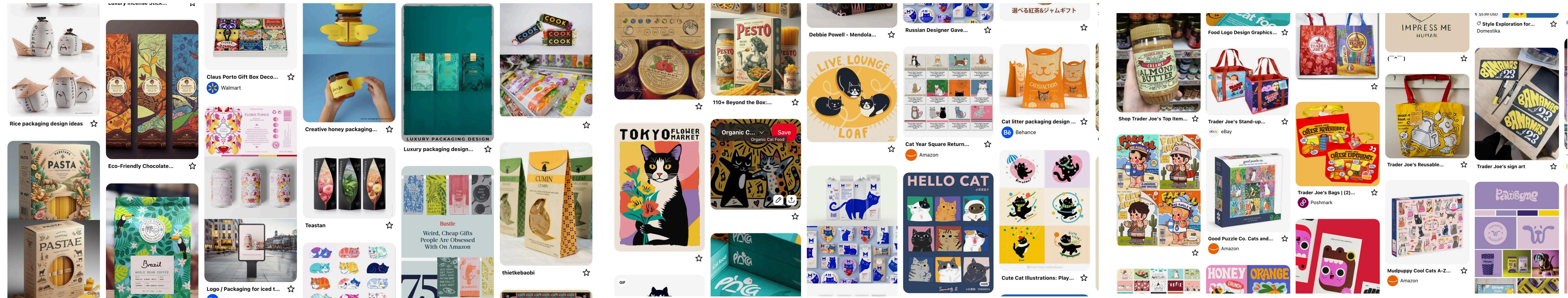
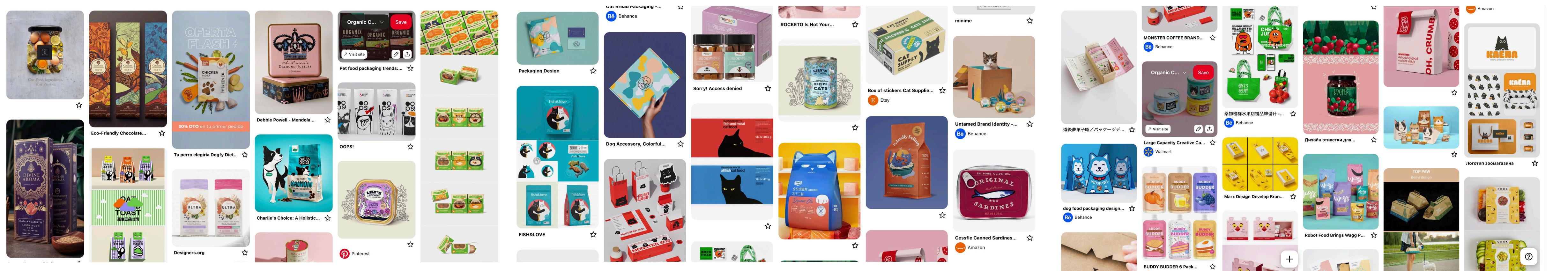


<https://pin.it/6aSMBZutb>



Researching Package Designs







Consumers show steadfast preference for all-natural pet food



Source: ©NUZZA11 - STOCK.ADOBE.COM



What Are Food Allergies in Cats?

A food allergy is an adverse reaction that occurs when a cat's immune system overreacts to a food substance it has previously been exposed to. For a cat to have a food allergy to a specific ingredient, it must have ingested that ingredient in the past.

Food allergies most often affect the skin, causing itching, scratching, overgrooming, secondary infections, and sores. Food allergies can also upset the gastrointestinal tract, causing [diarrhea](#) and/or [vomiting](#).

Food allergies are rare in cats. It is estimated that just 1% of all cats have food allergies, and up to 15% of itchy cats. Of cats with both itching and gastrointestinal symptoms, up to 42% could be food-allergic. A relationship to age, gender, or breed has not been identified.

SELAH, WASH. – Health is taking center stage in the eyes of pet owners both in the United States and across the pond in the United Kingdom. According to Mintel and Tree Top Ingredients' report ["Trends in Pet Food: June 2023,"](#) 79% of US pet food purchasers are willing to pay more for healthier pet food products, and 60% of those in the United Kingdom make their pet food purchasing decisions based on how healthy the formula is.

These consumers are turning toward all-natural product claims as they seek these healthier options. Among pet owners in the United States, 38% are specifically seeking all-natural pet food products. Approximately 18% of new pet food products launched in 2023 carry an all-natural claim, according to Mintel.

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[BMC Vet Res.](#) 2016 Jan 12;9. doi: [10.1186/s12917-016-0633-8](#)

Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats

Ralf S Mueller¹, Thierry Olivry^{2,3}, Pascal Prélaud³

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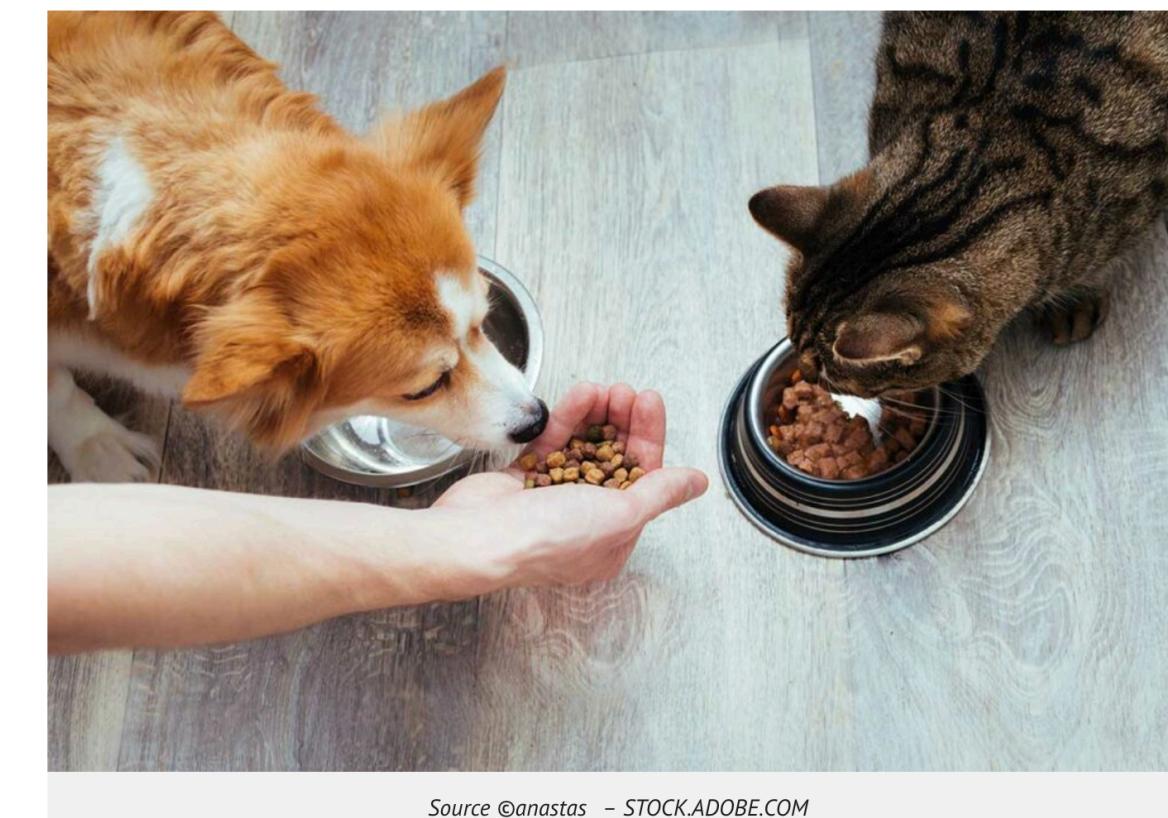
Abstract

Background

SURVEY OF CAT ALLERGIES

- Food Allergies are the most common allergies in cats.
- In a recent US survey, the following foods cause the most allergies in cats:

Survey: Pet owners will pay a premium for certain pet food attributes

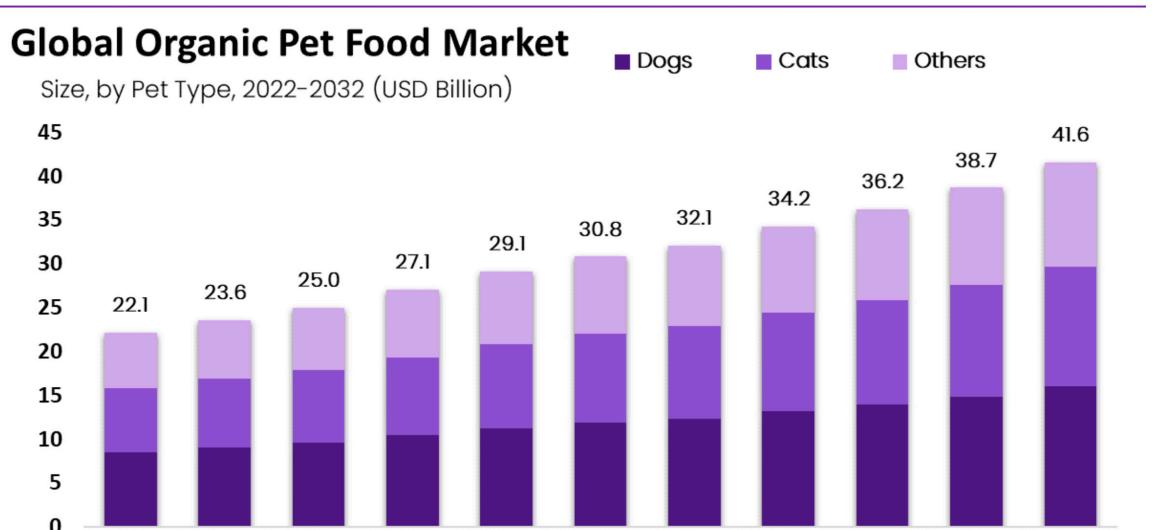
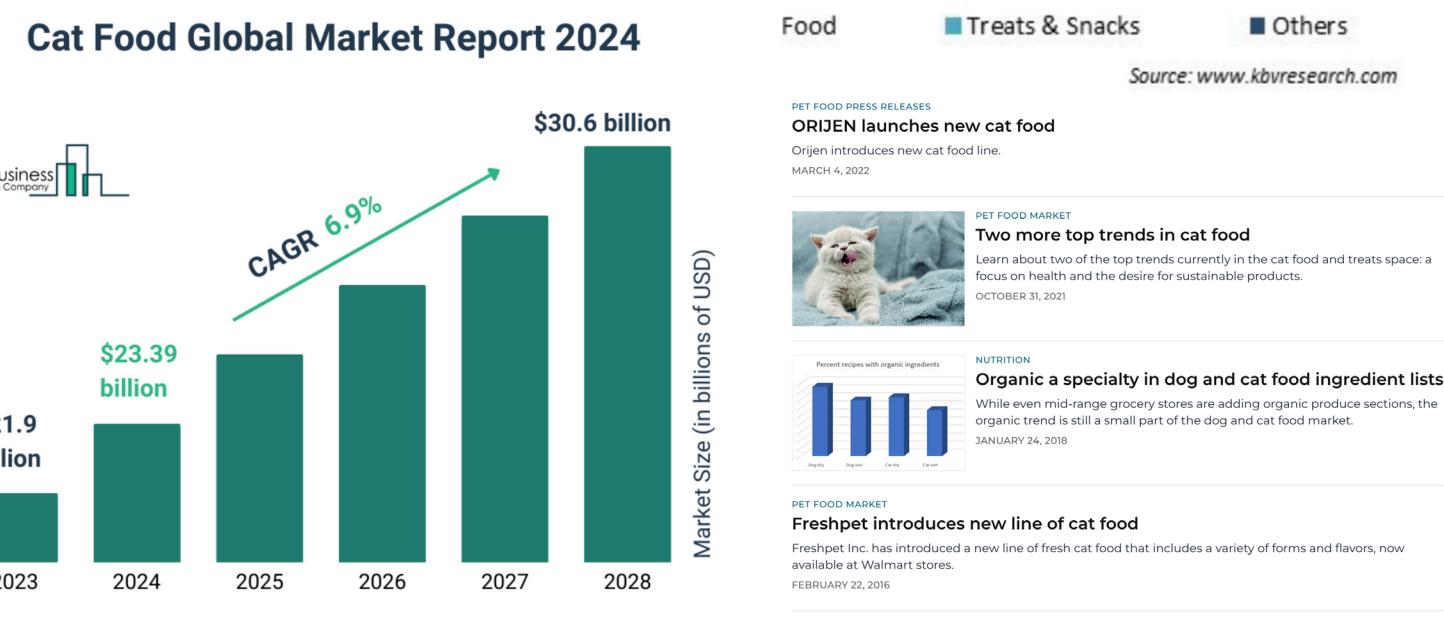
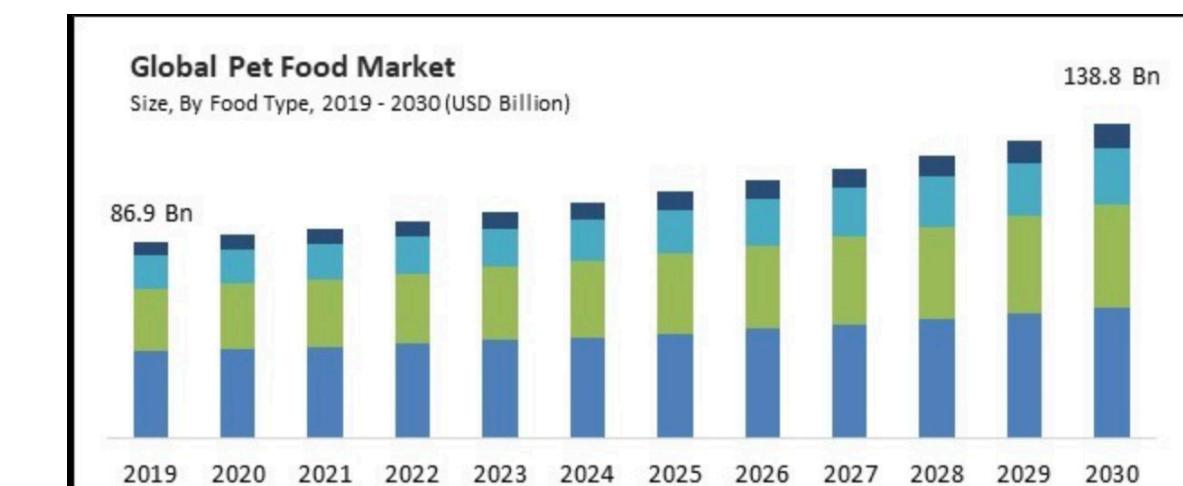


Source: ©anastas_ - STOCK.ADOBE.COM

04.14.2023 By Jordan Tyler



ORLANDO, FLA. – Despite inflationary pressures, pet owners are willing to spend more for certain product attributes, according to the American Pet Products Association's (APPA) 2023-2024 National Pet Owners Survey. These attributes include products made in the United States (60% of pet owners), brand name products (55%), ethically sourced pet products (52%), eco-friendly products (49%) and BPA-free products (49%).



The Evolving Landscape of Pet Food: Trends and Insights

EMERGEN RESEARCH

The major trends shaping the pet food industry are

- Premiumization
- Personalization
- Alternative Proteins
- Grain-Free
- Raw Food Diets
- Limited Ingredient Diets
- Functional Ingredients
- Sustainability

Symptoms of Food Allergies in Cats

The most common symptom with food allergies in cats is constant itching that does not change seasonally.

Symptoms may also include:

- Licking
- Scratching
- Overgrooming
- Biting

Itching can occur anywhere on the body, most often involved.

Skin lesions may also be present.

- Small crusts (miliary dermatitis)
- Redness
- Papules
- Self-induced trauma
- Self-induced hair loss
- Ulcerations
- Plaques (raised circular nodules)

Less commonly, there may be GI symptoms.

Researching Statistic Data

Real Food
 Home made
 Pure Nutrition
 Organic
 Cat food
 Royal Trust
 Selected.
 Premium Natural
 Authentic
 Customized meal plans based on cat age, health, allergies

Feline Mews
 Chews Paw Whiskers
 Purr

"Real Men Love Cat"
 Real Food Real Love
 Real Men Feed Cat

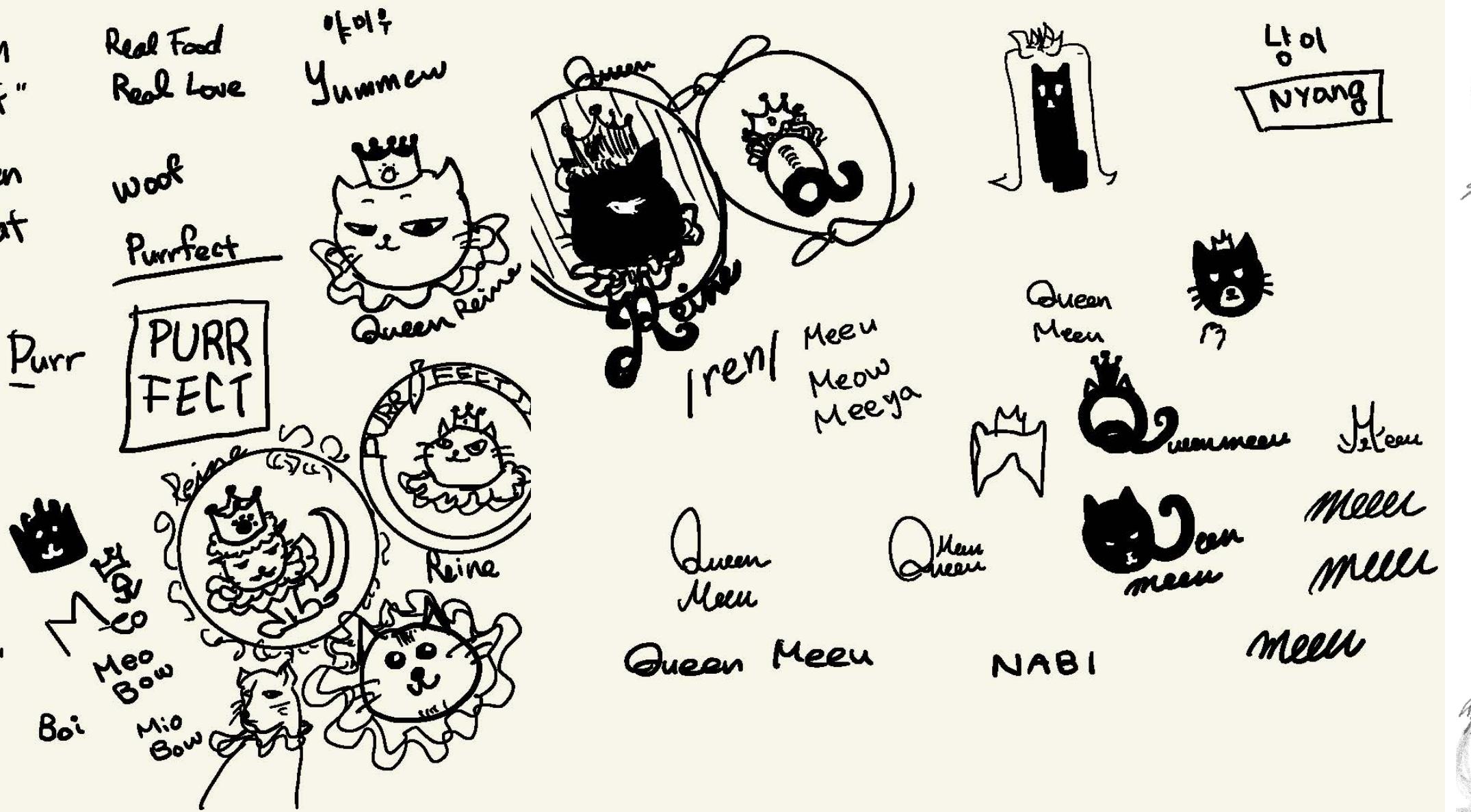
Yummm
 woof
 Purrfect

Purr

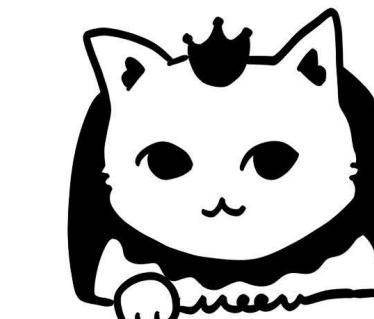
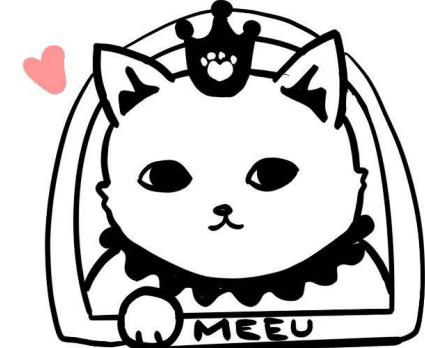
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 Miorganic

Imperial Royal

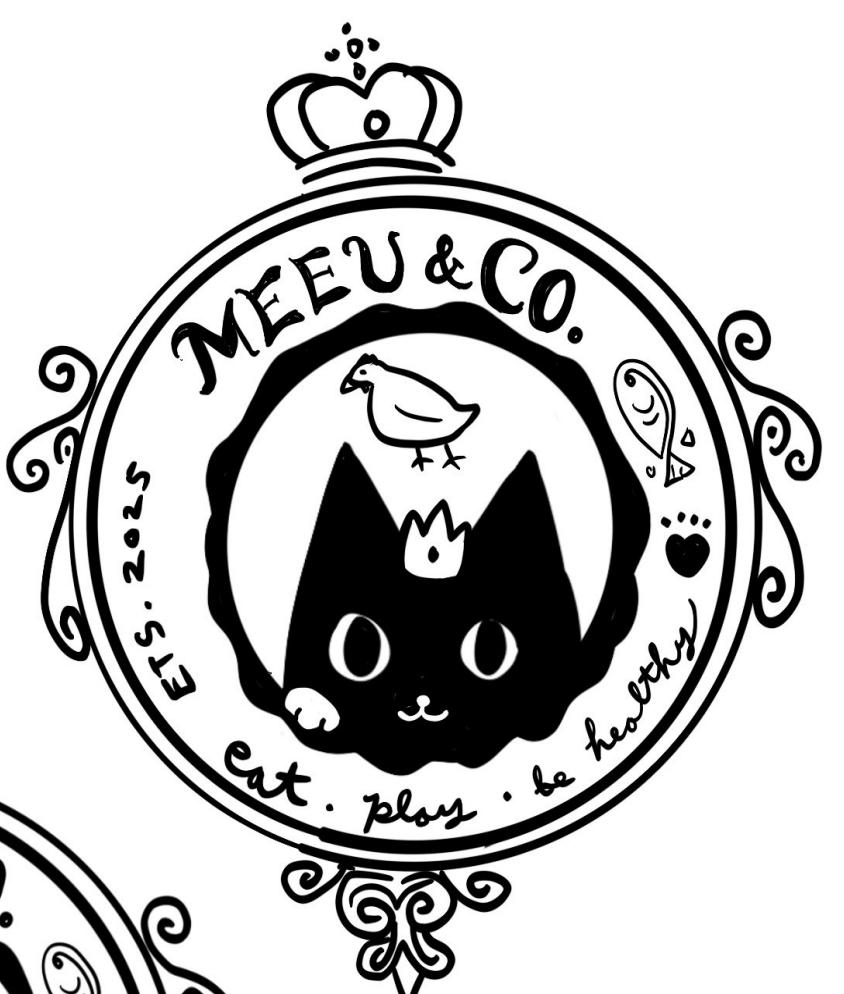
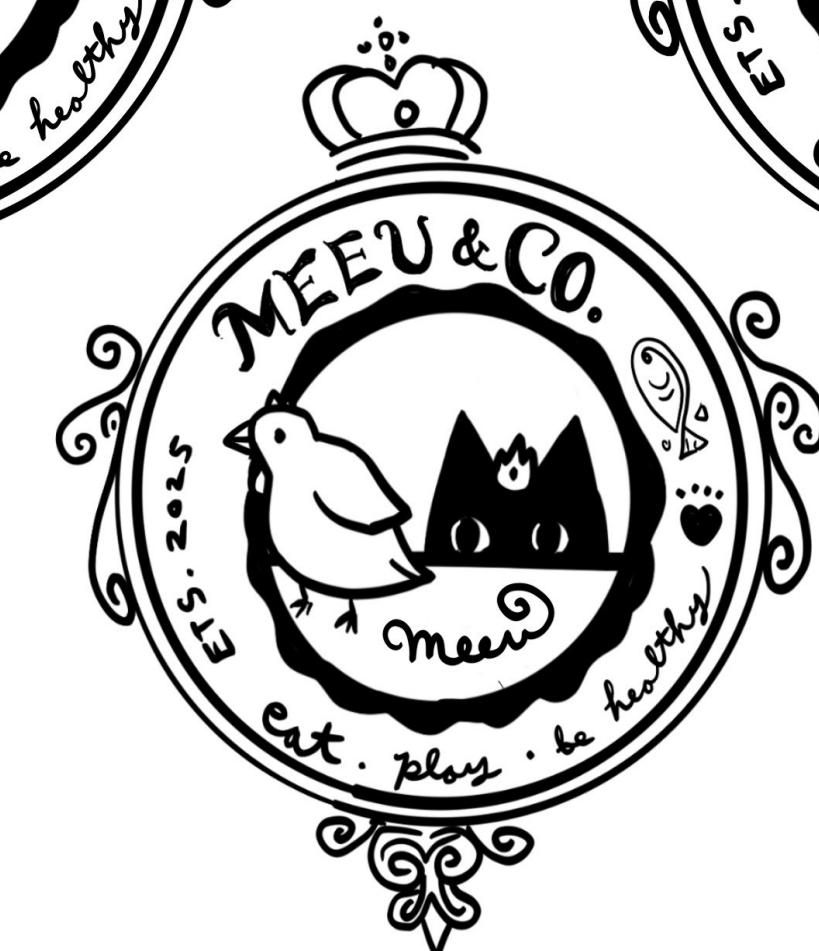
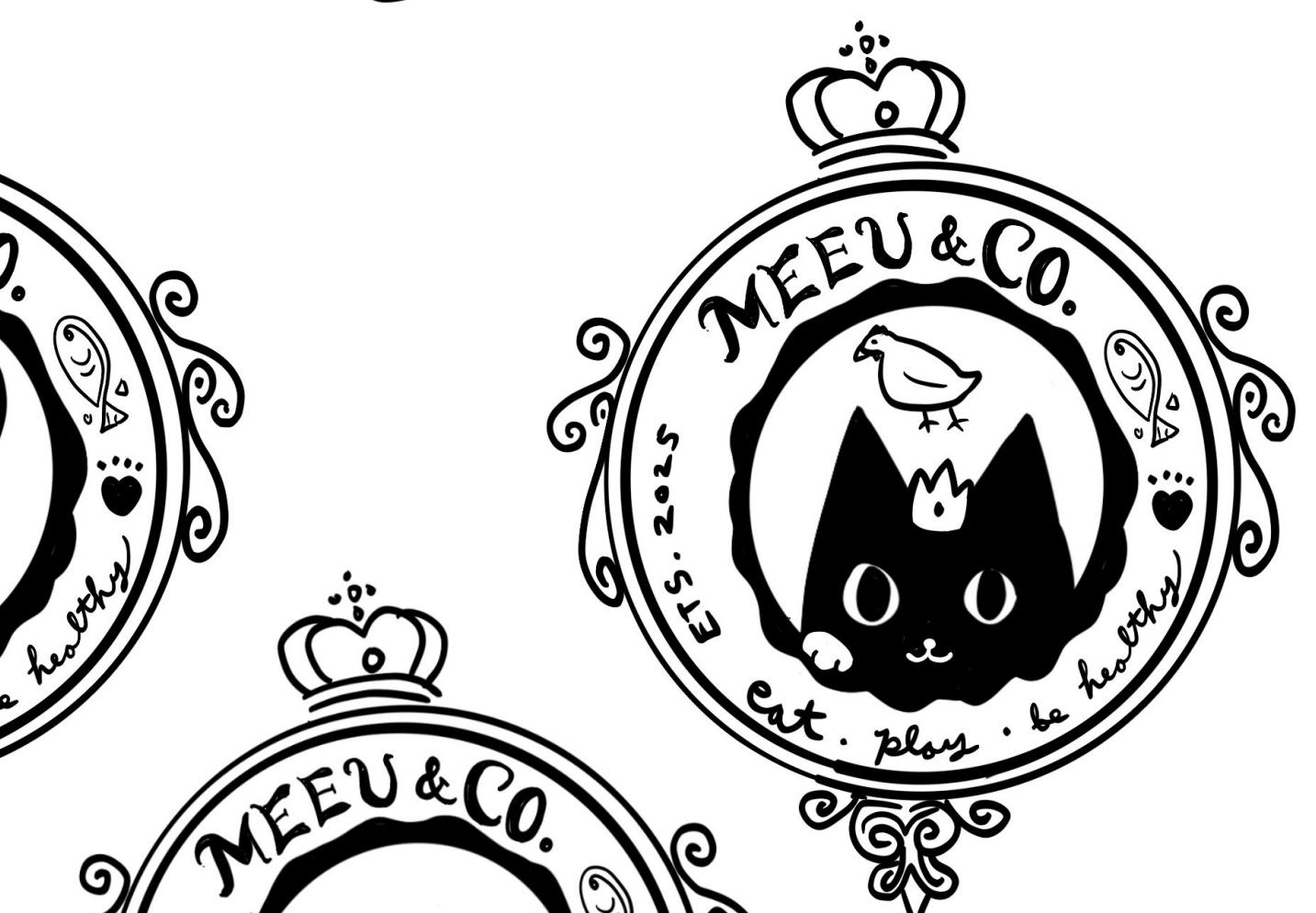
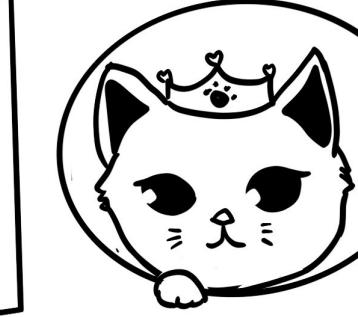
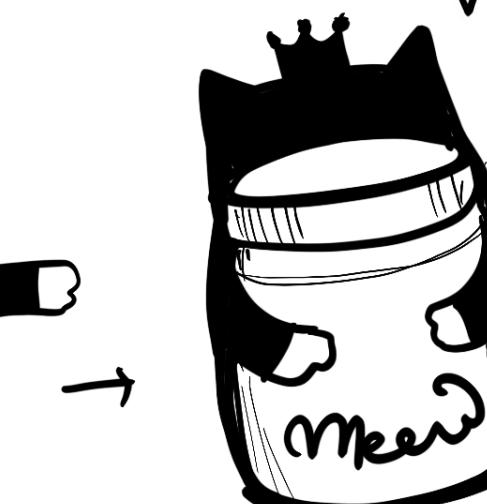
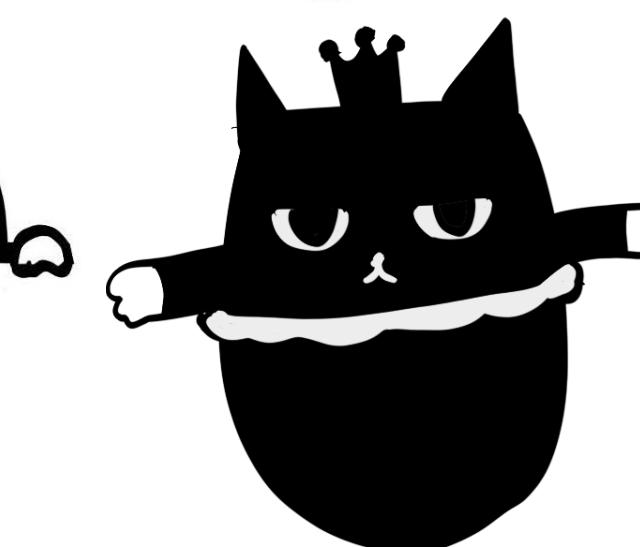
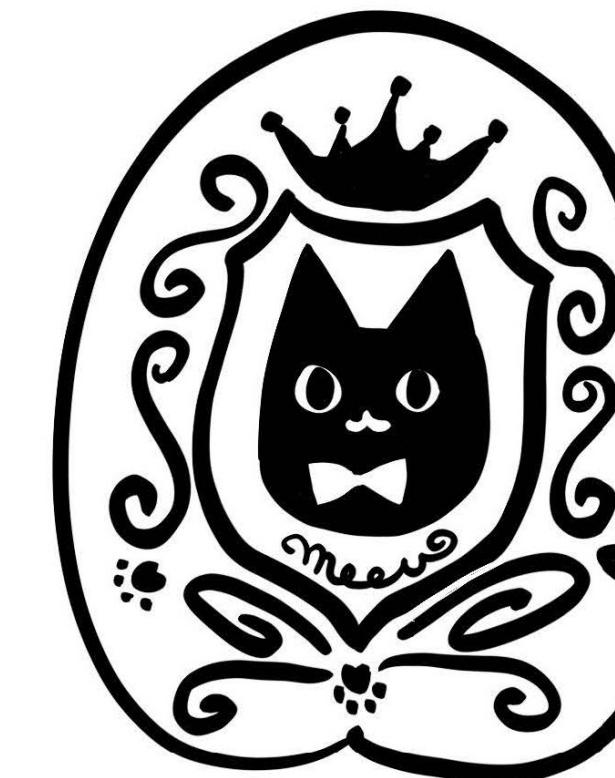
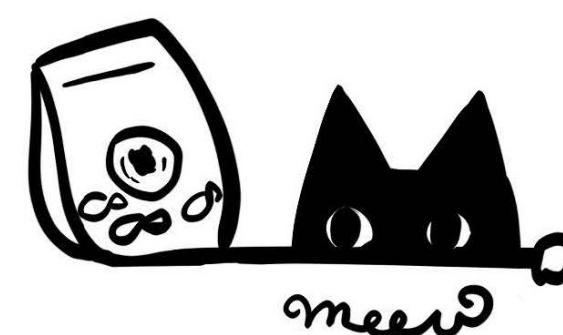
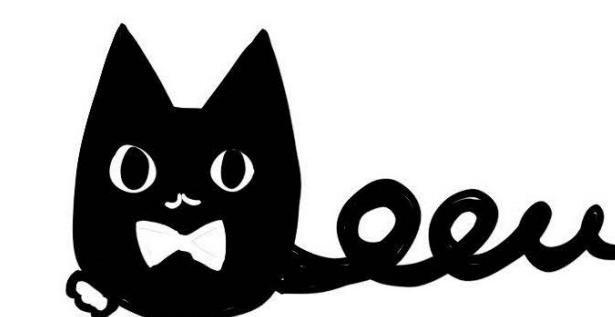


Brain-
storming
and
Sketching



Meew

eat. play. be healthy
Meew



Developing Logos

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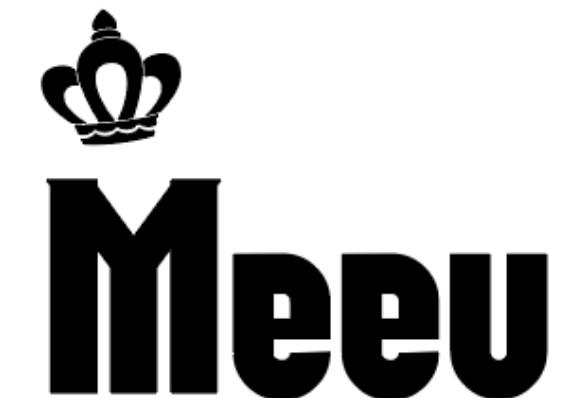
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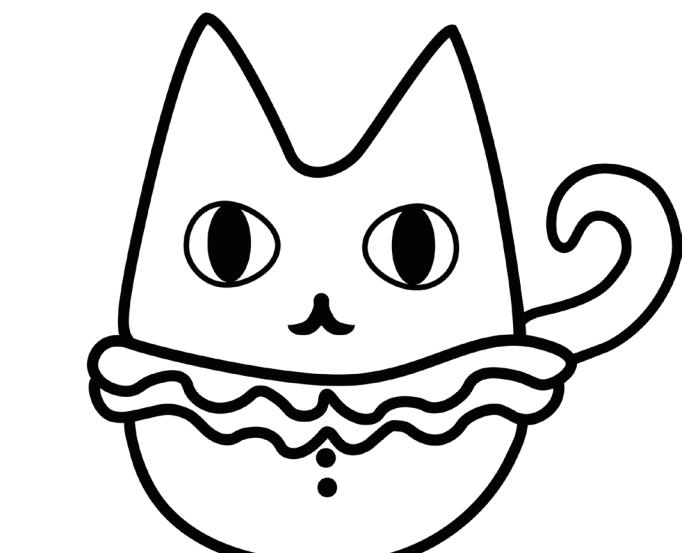
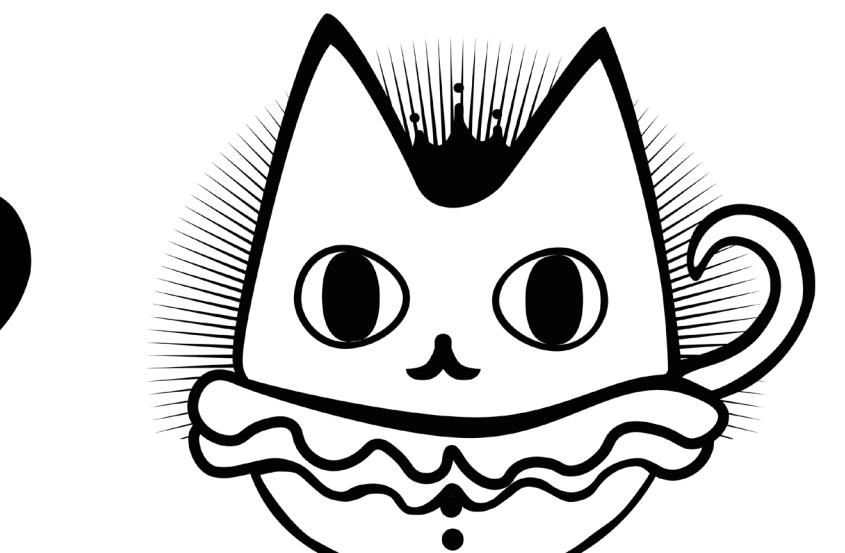
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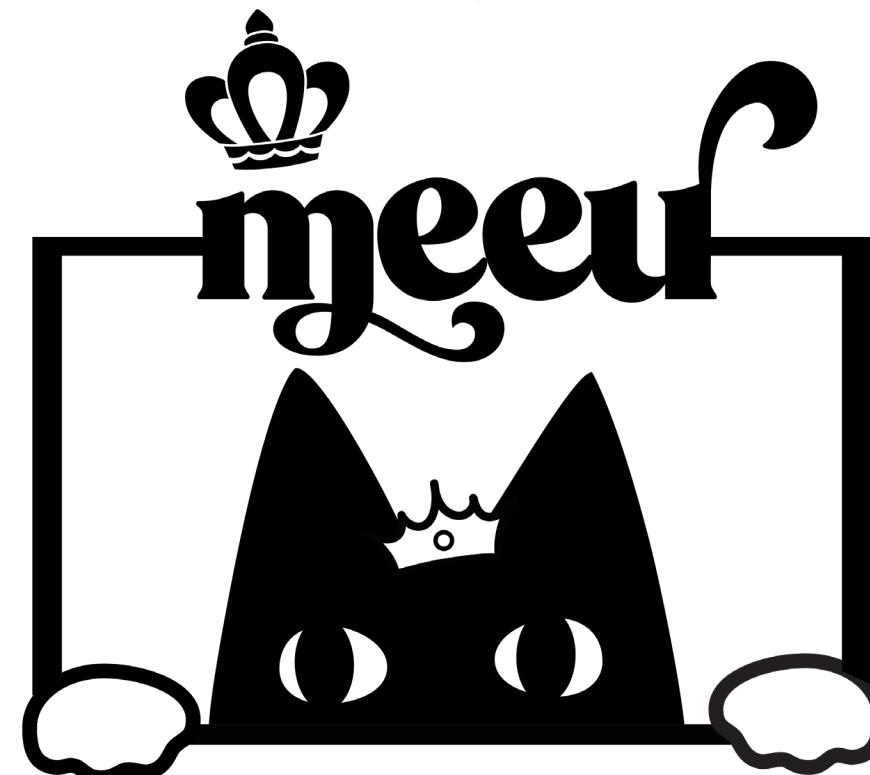
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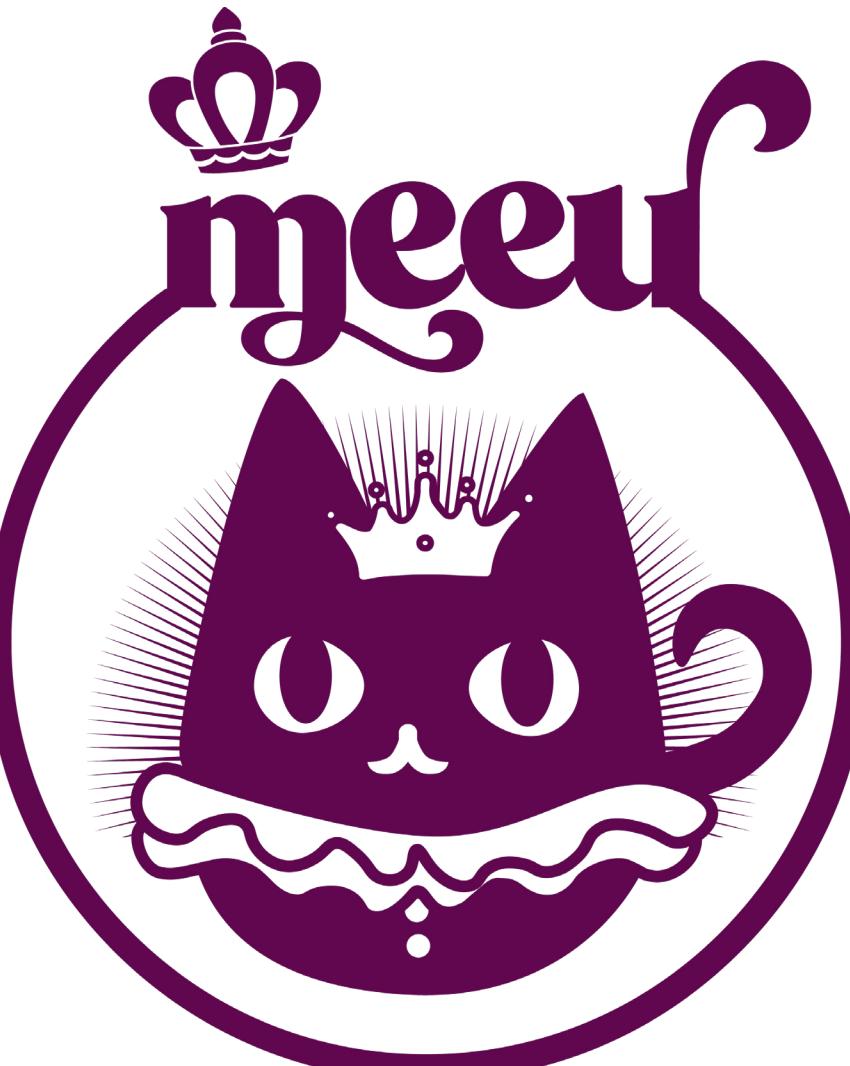
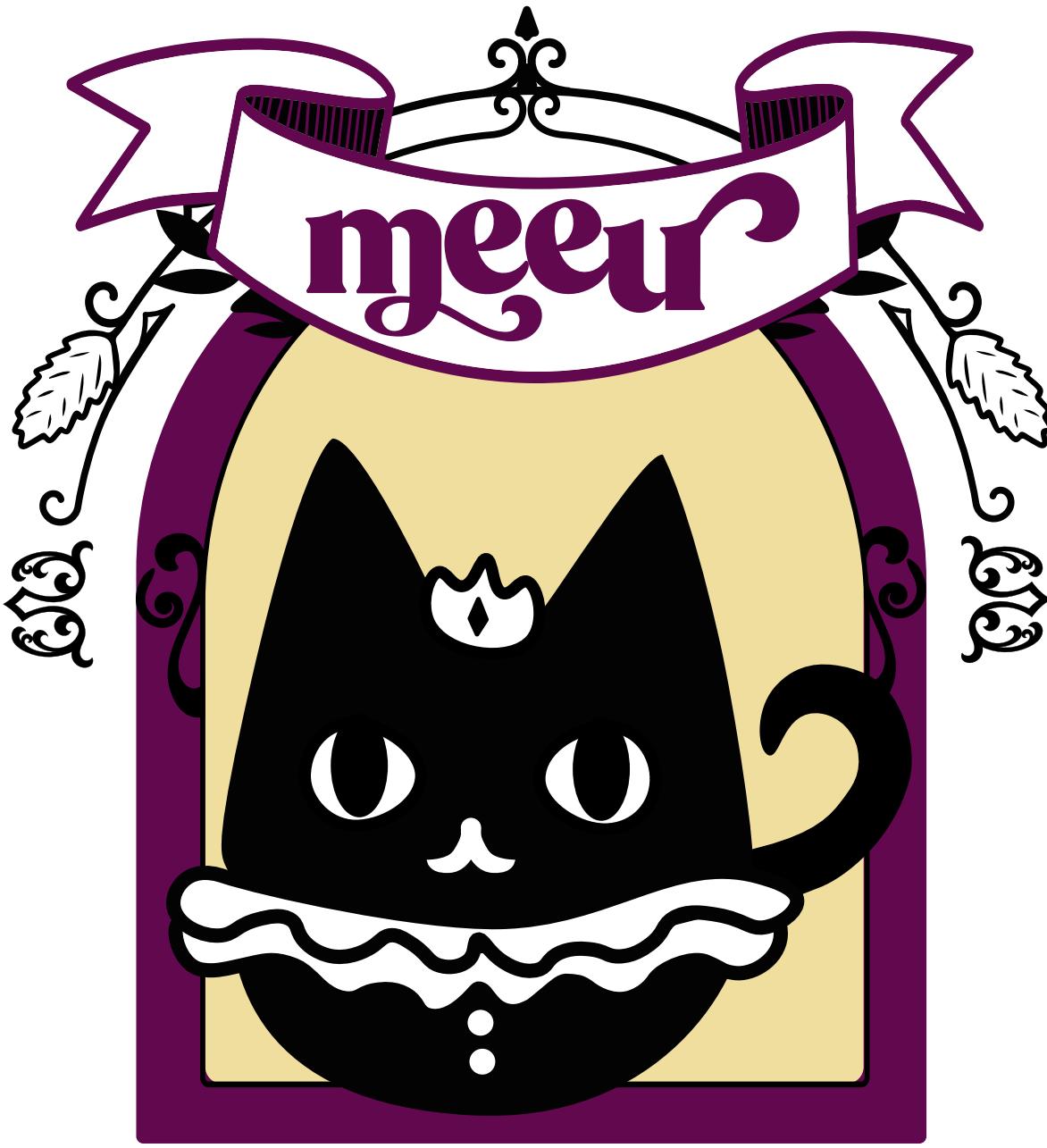
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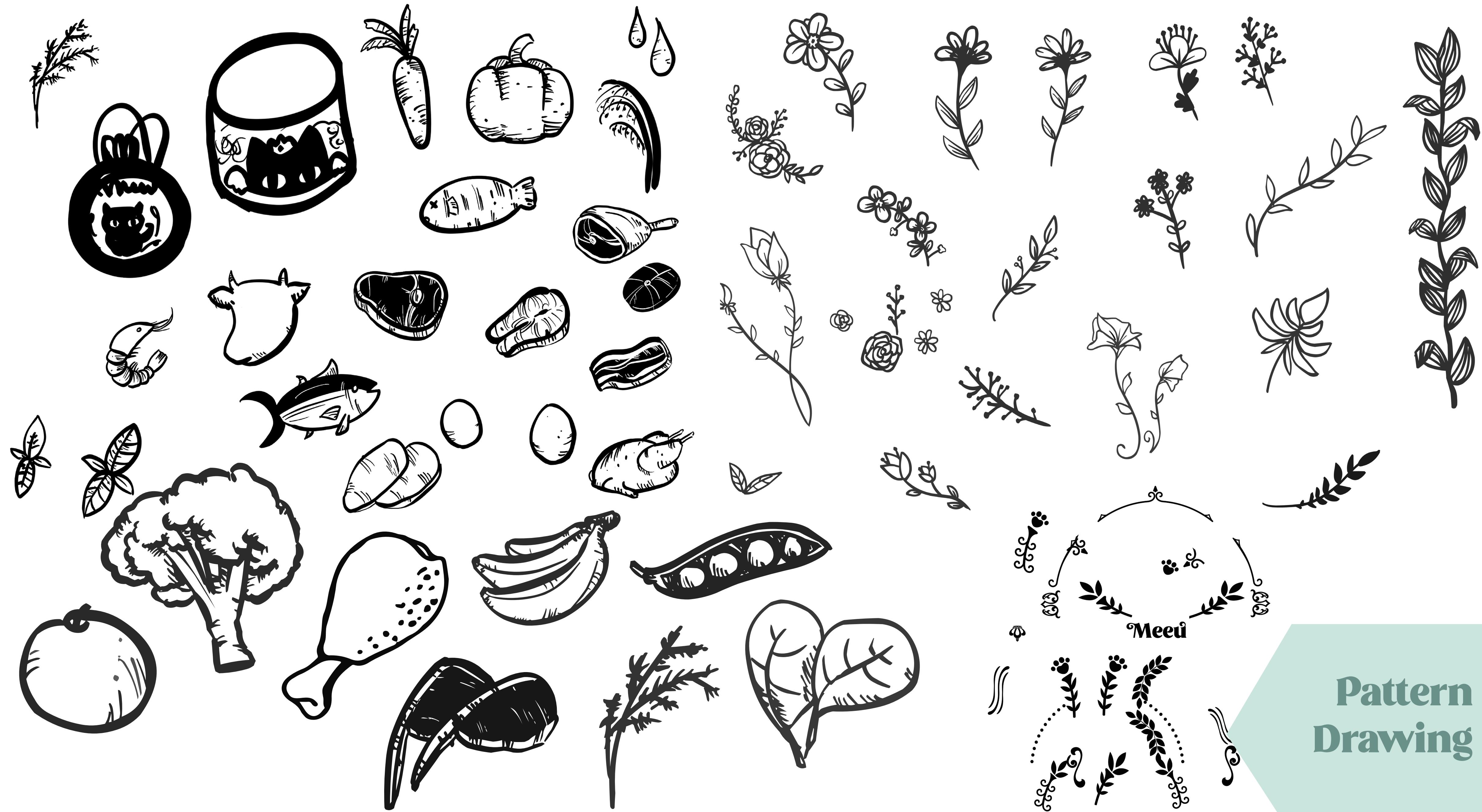
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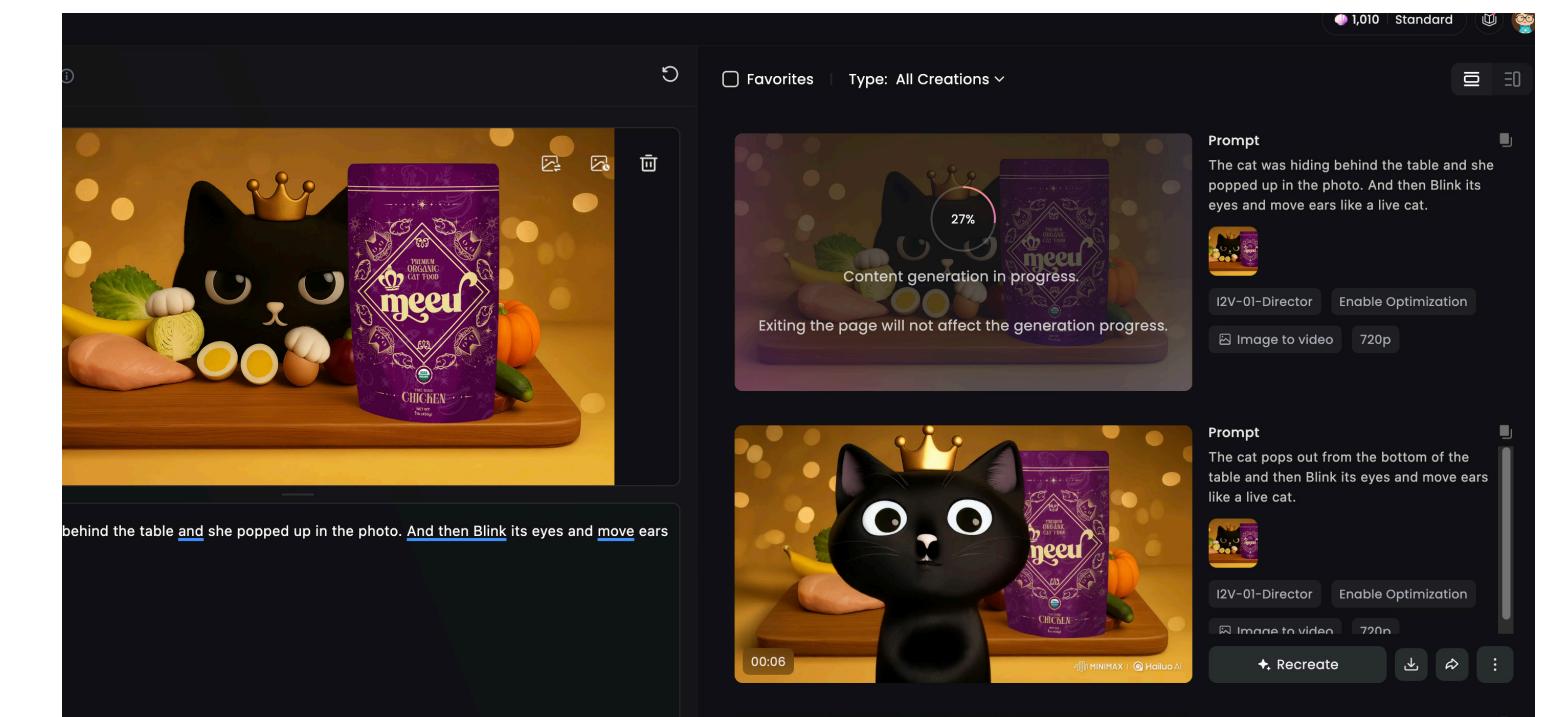
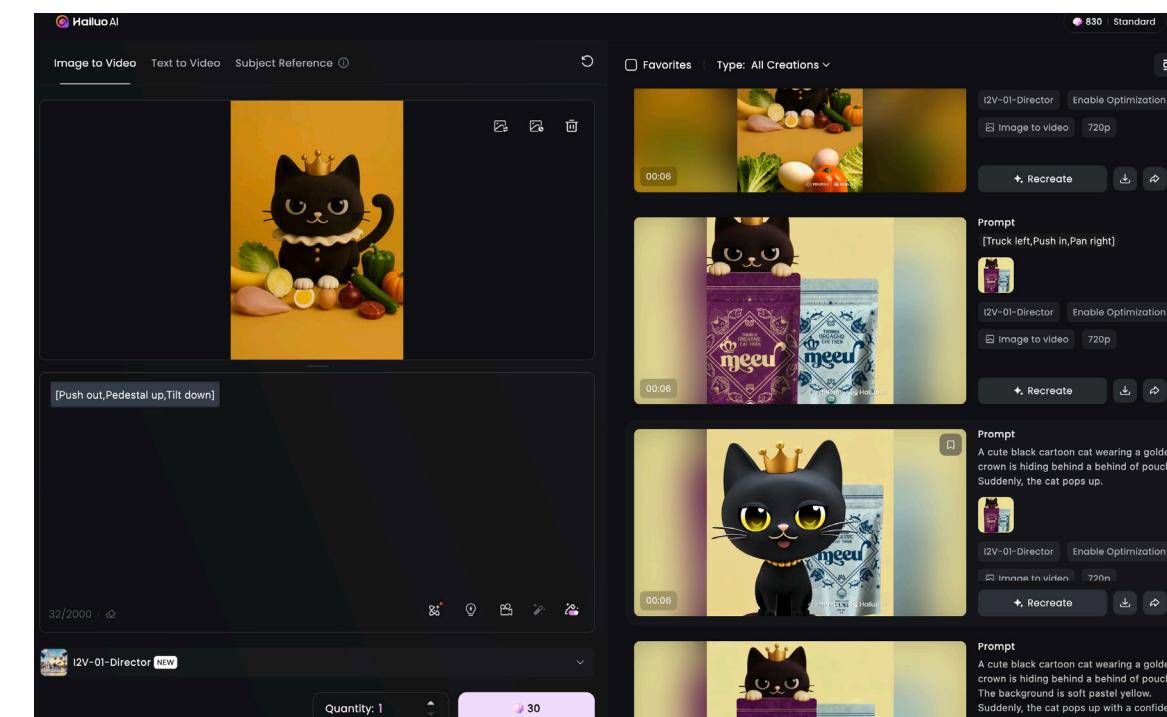
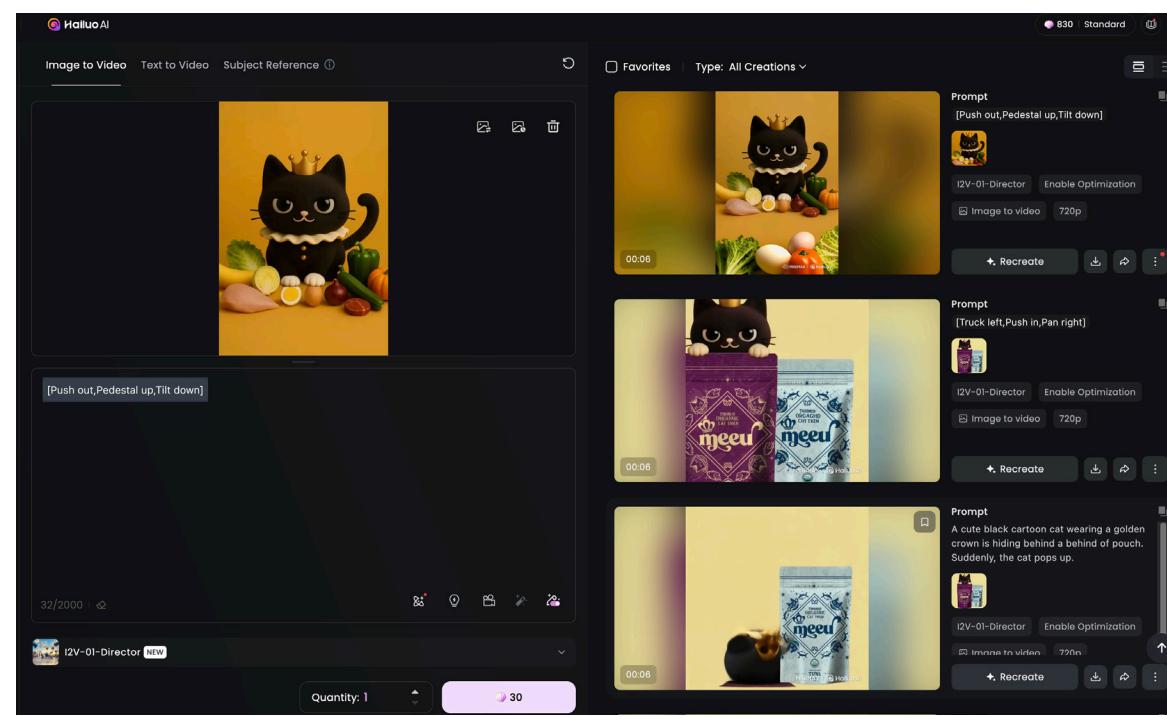
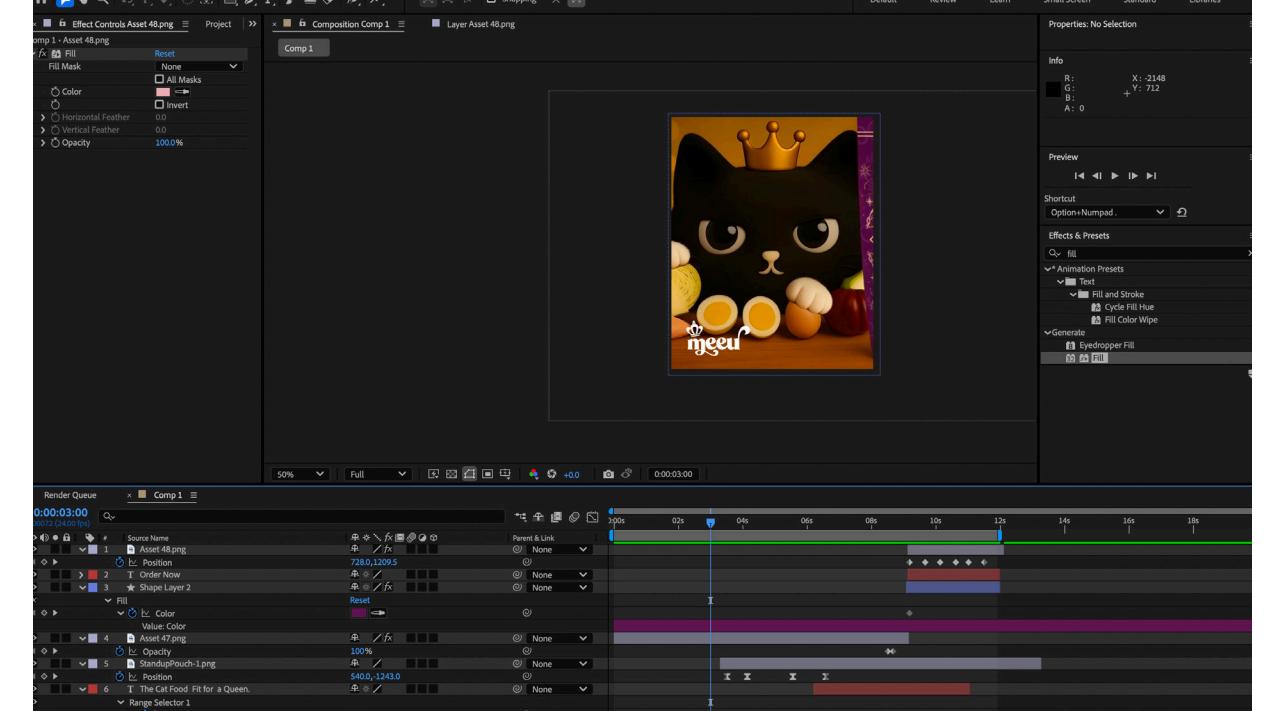
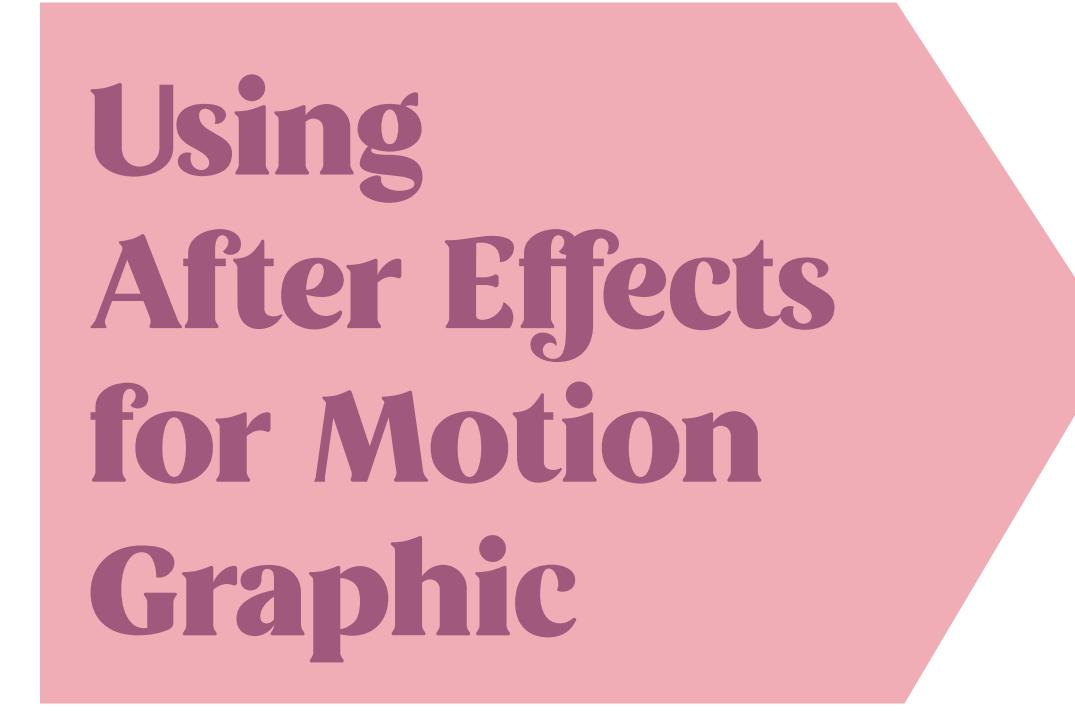
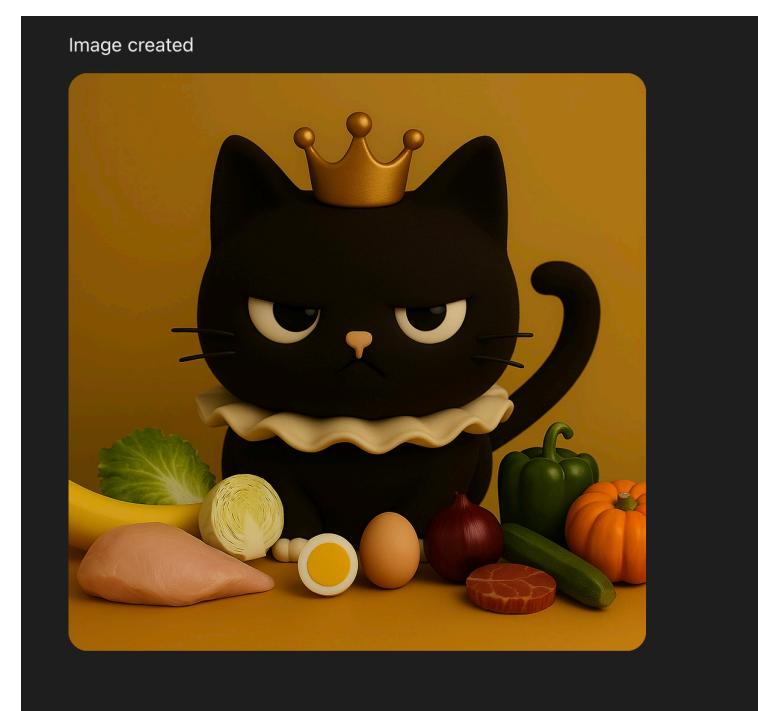
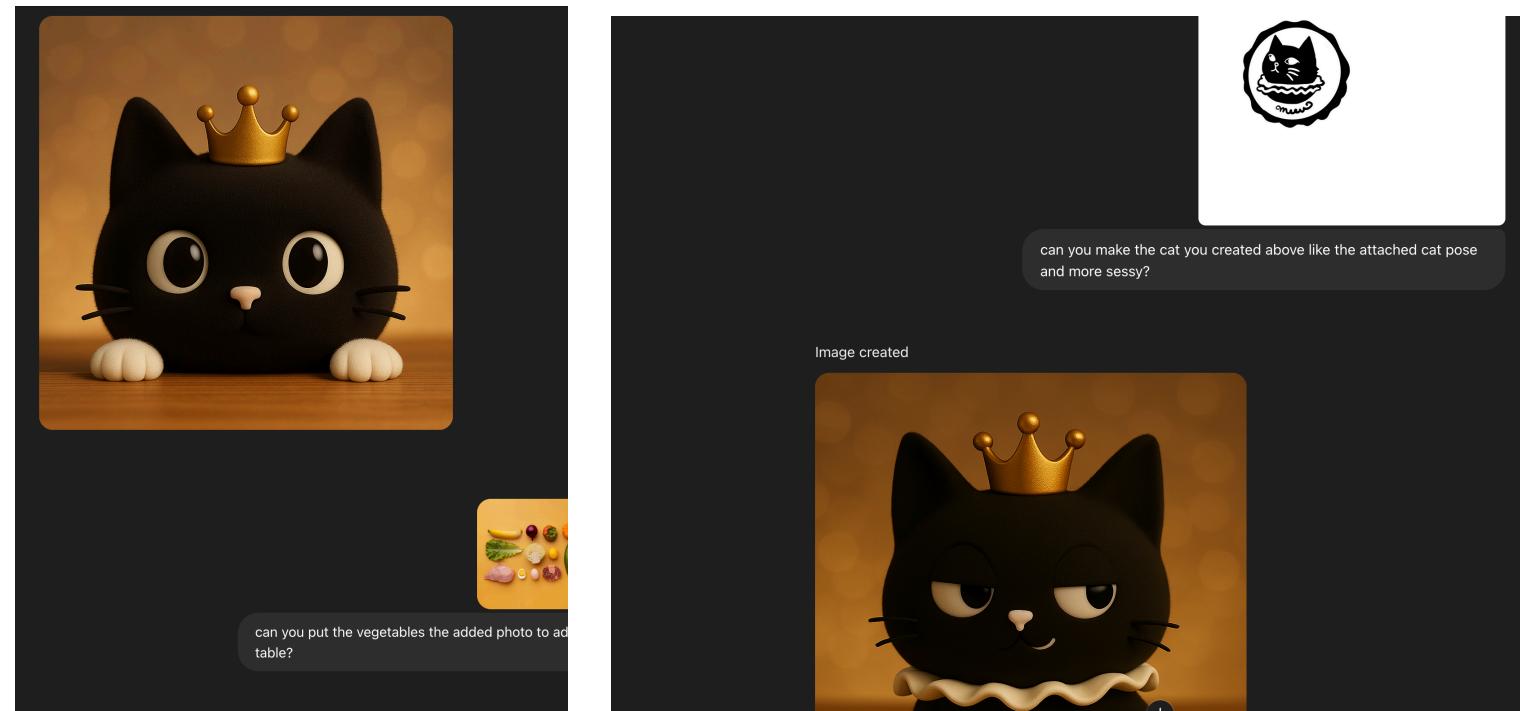
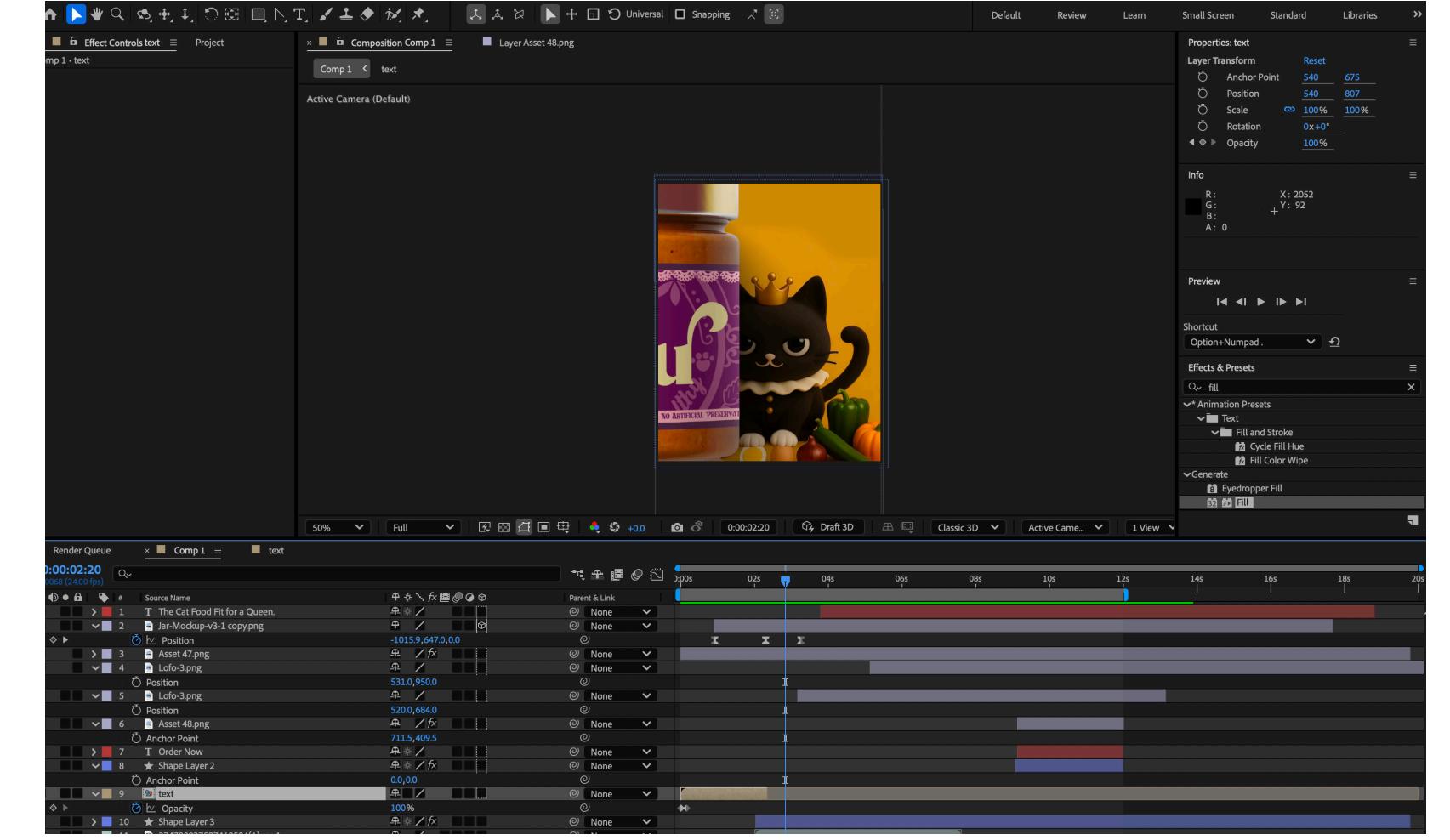
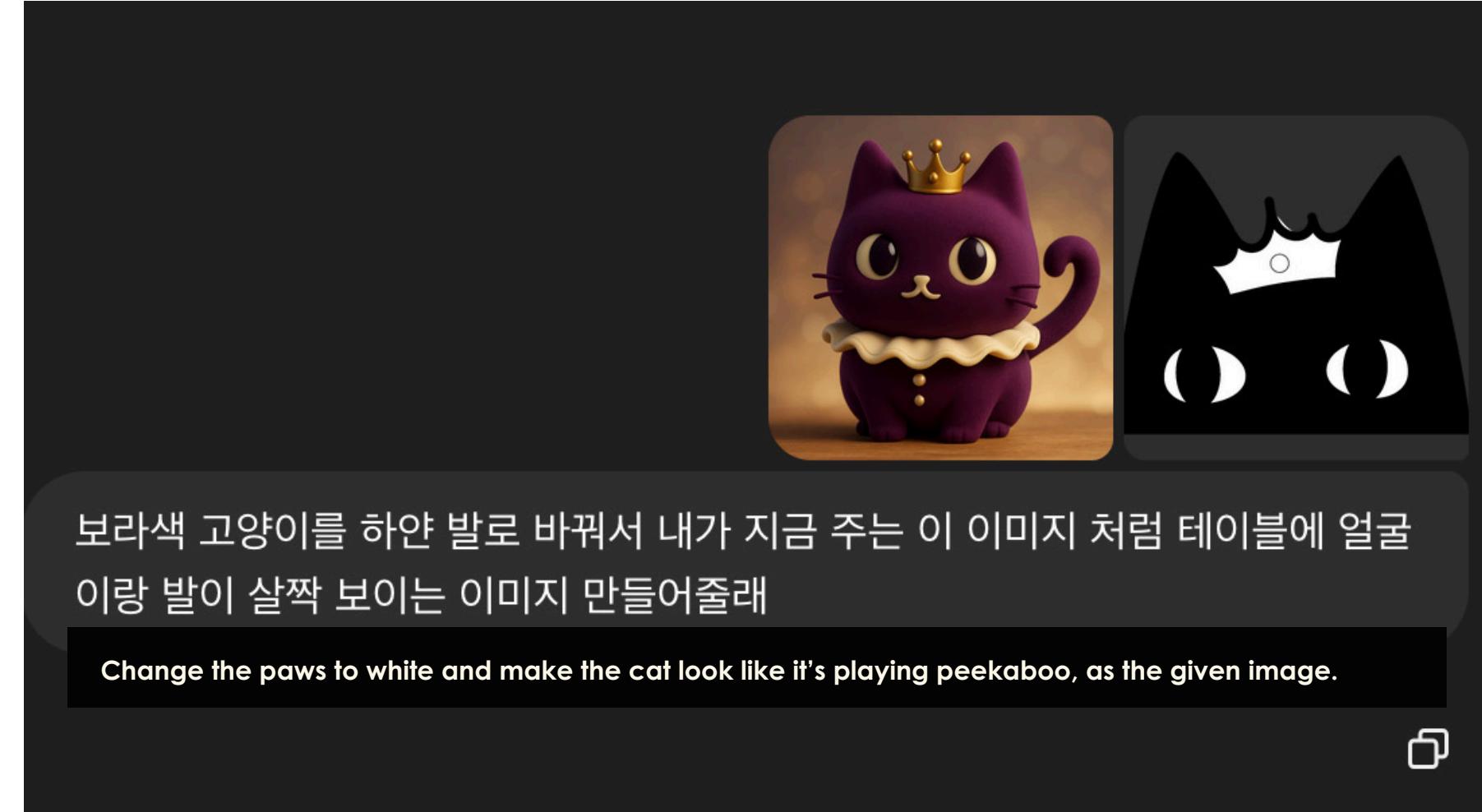
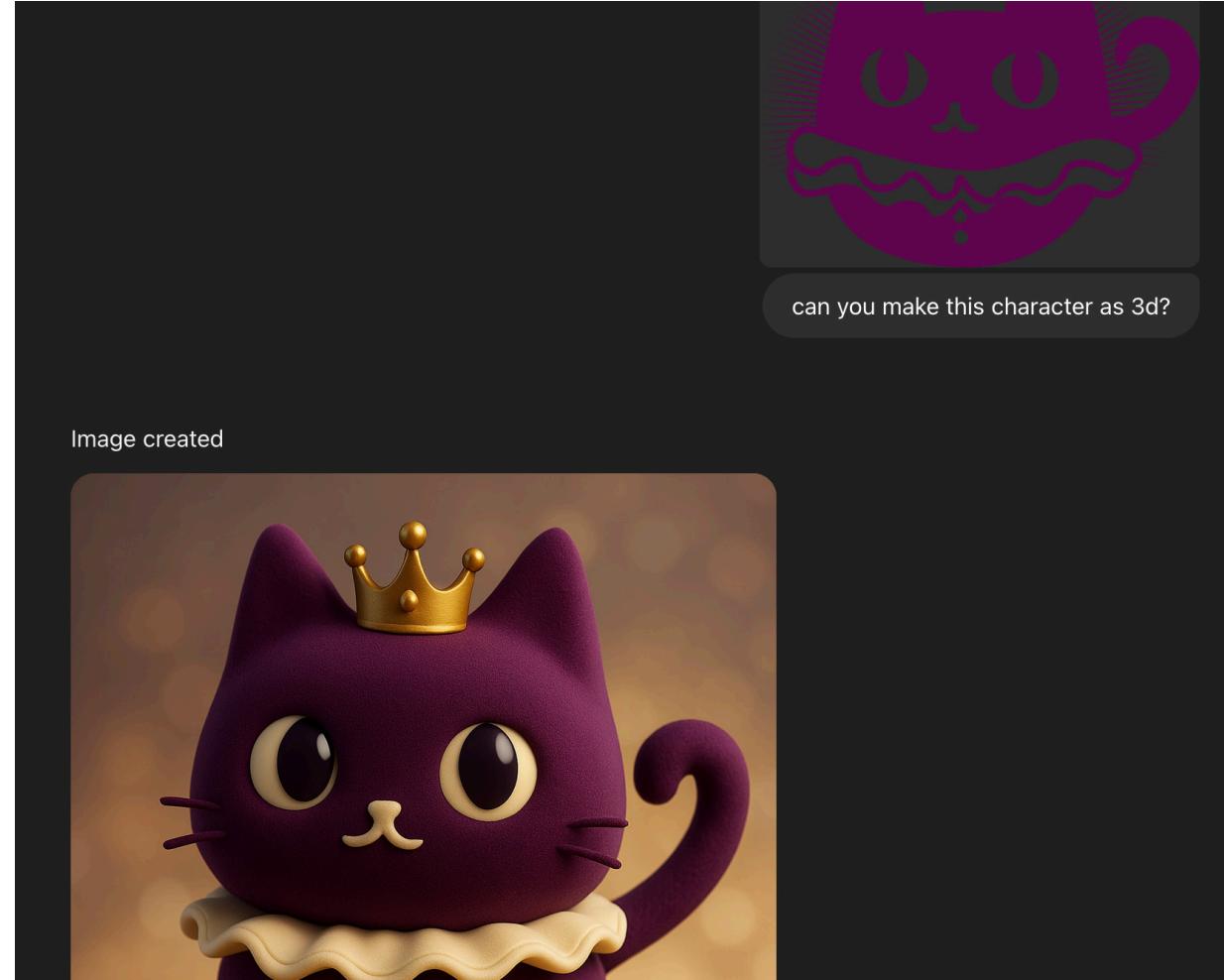
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Pattern Drawing



Thank You

Thank you for taking the time to hear my story, meet Meeu, and imagine a healthier, more beautiful future for our cats.



Name: Eugene Song

Advisor: Prof. Brian Holden

Title of Project: Meeu - Premium Organic Cat Food Branding

Discipline: Brand Identity Design, Packaging Design, UX/UI Design, Visual Storytelling

Email: JRS213@gmail.com, Eugene.Song@mail.citytech.cuny.edu

Website: www.esDesignArts.com

Tools Used: Adobe Illustrator, Photoshop, After Effects, InDesign, ProCreate, FreePik (Mockups), ChatGPT, Hailuo AI