

Paws & Claws

Holistic Animal Clinic

by

Chad Bear
March 20, 2022

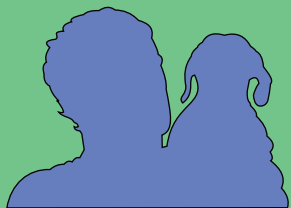
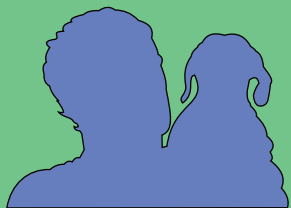


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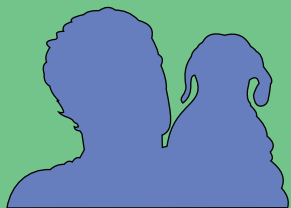
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Overview

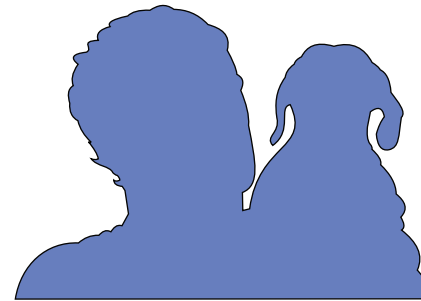
Paws and Claws Holistic Animal Clinic is located in Suburbs, PA. Paws and Claws Holistic Animal Clinic provides natural care and services such as massage and acupuncture for all types of furry friends and exotic pets. They offer alternative and natural medical care that does not harm any pets.

Paws and Claws Holistic Animal Clinic understands your pets are valued family members. They treat your pets as family members and keep their customers in mind while treating their best friends.



Logo Design

Logo Color

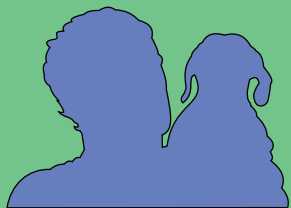


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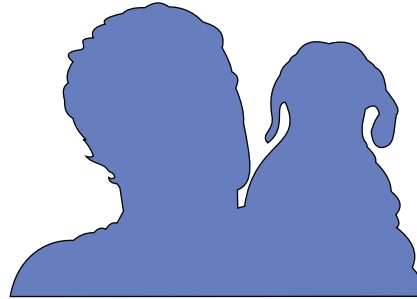
Logo Back and White



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Type Specifications



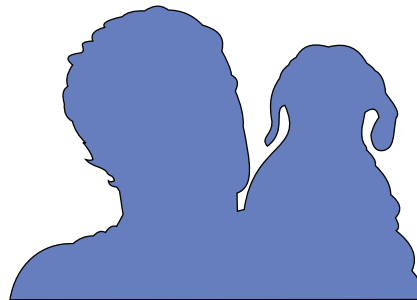
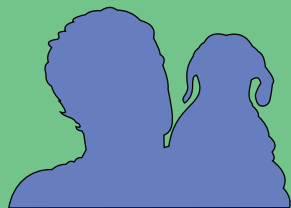
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Holistic Animal Clinic

← Gills Sans Ultra Bold

← Arial Rounded MT Bold

Text for print or web ← Arial Regular

Color Specifications



Paws & Claws
Holistic Animal Clinic



40C 1M 0Y 28K
110R 182G 184B



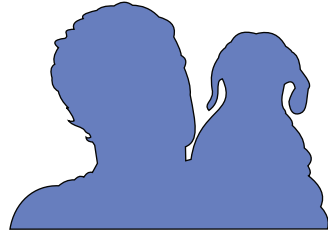
40C 0M 30Y 22K
117R 199G 139B



49C 37M 0Y 22K
101R 126G 199B

Logo Usage

Do's



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Do use the correct logo



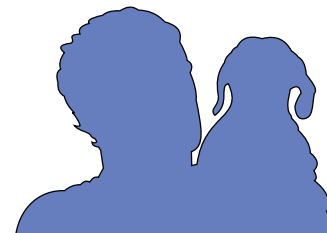
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Do use the logo in black and white



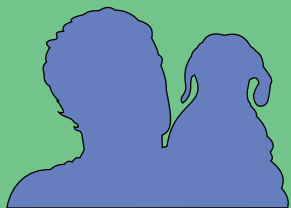
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Do keep area surrounding the logo free from text and graphics



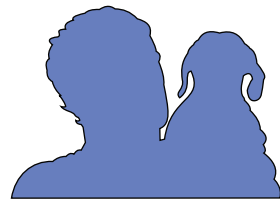
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Do keep the business name centered



Logo Usage

Dont's



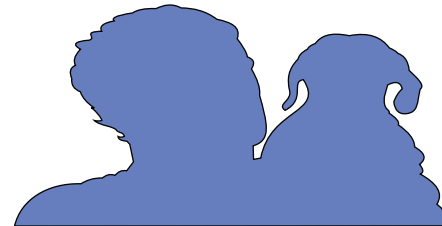
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Don't use the wrong font



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Don't use the wrong color



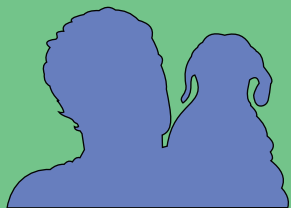
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Don't stretch the logo

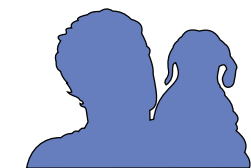


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Don't rotate the logo



Don't use on a background with
a photograph or pattern



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Don't scale below 1.2854in

Stationary

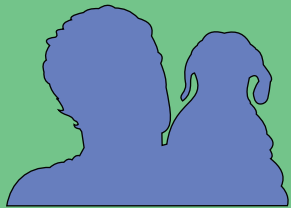


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Jane Doe, DVM
E: jane@pawsandclaws.com

A: 111 Meadowcreek Rd, Suburbs, PA 10101

T: 111-432-3982



letterhead

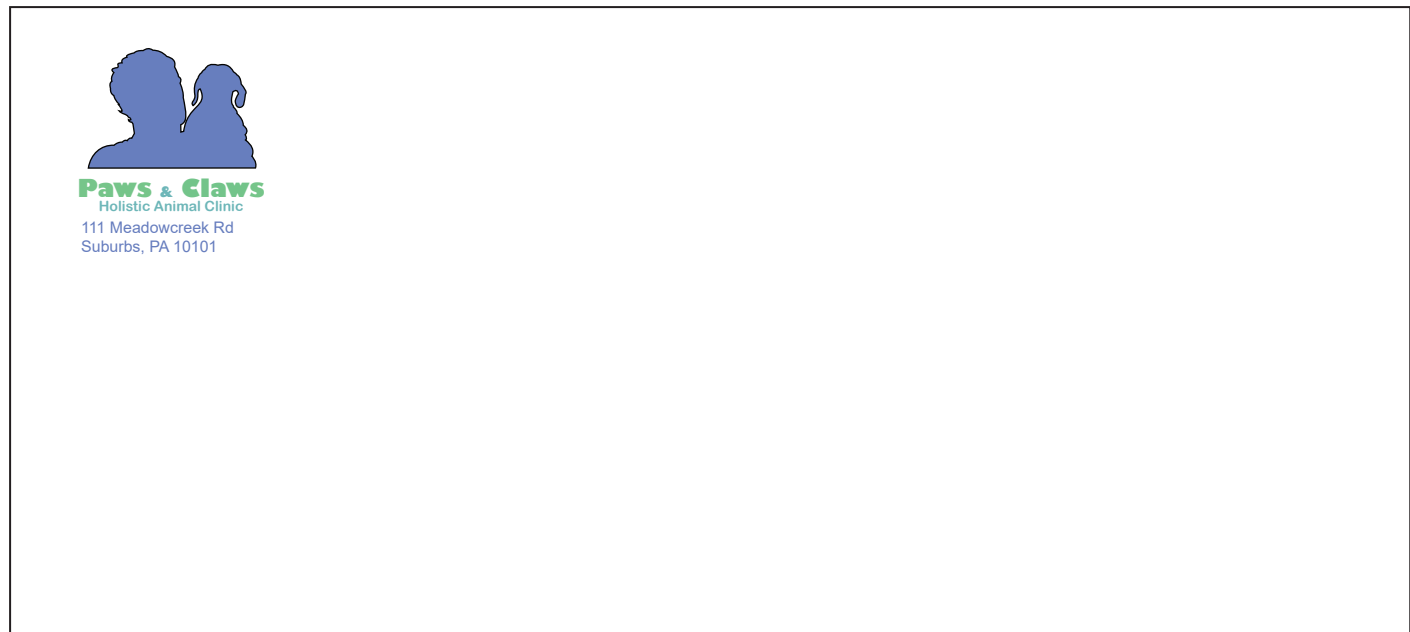
Stationary



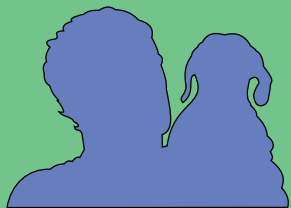
business card front



business card back



envelope



Rationale

Paws and Claws Holistic Animal Clinic wanted a logo with the text of their business name and a symbol to reflect its business. The logo needed to be scalable to fit on a variety of objects and media formats.

The cool colors of blue, teal and green get chosen because they will keep the holistic theme, mission, and vision in focus for Paws and Claws Holistic Animal Clinic. The client wanted a new logo to reflect its business that specializes in natural care and services, too.

A symbol logo of a pet owner and their pet gets used to create emotions that pet owners feel towards their loved family members. A midline separating the human head and dog head traveling through the ampersand symbol creates asymmetrical balance.

The font choices got chosen to reflect animal variety and services provided. The round shapes reflect soft and cuddly cats and dogs, but the sharp points reflect sharp scaly surfaces on an exotic lizard or toenails on a striking bird.

Men and women of all ages and in the middle class will find the logo appealing. Those seeking natural remedies and care for their pets will feel a calming effect from the symbol and color choices used. Many will relate the logo to the extra attention they want to provide their loved pet. The design informs a customer to remain calm, and their pet will receive supportive natural care.

The stationary items carry out a solid brand message and identity that looks like a unit.

