



Paws and Claws **Holistic Animal Clinic**

by

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Client Overview

Overview: Paws and Claws Holistic Animal Clinic serves all types of furry friends from cats and dogs to exotic pets.

Mission: To provide holistic veterinary care to our best friends.
We specialize in natural care and services such as pet massage and acupuncture.

Vision: At Paws and Claws Holistic Animal Clinic, we understand that your pets are valued family members.
We offer alternative and natural medical care that does no harm to your pet.

Objective: The client would like a new logo to reflect its business. The logo is to include text of the business name as well as a symbol.
The logo needs to be scalable and used on a wide variety of media formats.

Target Audience: The current audience is pet owners who seek natural remedies and care for their pets.
Demographic is upper-middle class who would go the extra mile for their pets.

Scope of Project: Logo design in black and white and color, font selection, color palette selection, and stationery items.



Logo Design

Black & White



Color



Font Specifications

Berlin Sans Demi Bold

Berlin Sans FB

Color Specifications



CMYK = 10% 36% 62 %31%



CMYK = 10% 0% 100 % 40%



CMYK = 10% 36% 62 %31%



CMYK = 24% 30% 59 % 0%



CMYK = 58% 36% 52% 24%



CMYK = 60% 63% 54 % 35%



CMYK = 50% 70% 80 % 70%



CMYK = 30% 50% 75 % 10%



CMYK = 0% 18% 100 % 0%



Improper Usage

Do Not overcomplicate the Logo , use drop-shadows or a similarly colored background.



Do Not stretch or rescale the image to be distorted.



Do Not place the logo over a complicated pattern.



Do Not place the text over the icon.



Proper Usage

Do Use the Correct Logo



Do Keep the Area Around the Logo Free from images and Text



Do Use the Logo in Black & White



Do use the recommended color variations only





Paws and Claws
Holistic Animal Clinic

Letterhead



Envelope



**Paws and Claws
Holistic Animal Clinic**

111 Oak Street
Medina, Ohio 44256

Business Card



**Paws and Claws
Holistic Animal Clinic**

Jane Goodall
Assistant Manager

555.333.7777
jane@jungle.com

111 Oak Street
Medina, Ohio 44256

Rational For Choices

Paws and Claws Holistic Animal Clinic needed a simple logo design that would communicate their holistic approach to animal medicine. A few variations on color combinations of earth toned themes were selected that could even be used for seasonal campaigns if necessary.

The clawed pawprint is a representation of the loving animal care they provide, and the stylized leaf is a symbol of the natural, herbal and whole-body approach that they take toward veterinary medicine. The warm browns of the paw print stand out in contrast to the cool greens of the leaf, and the bright yellow of the autumn colored theme. The cooler toned version was selected as the main color theme. The selected shapes are organic, yet stylized to appear modern, and a bit cute, well...because animals are cute.

Berlin Sans Demi Bold, contrasted by Berlin Sans FB were selected because they provided a woodsy, earthy, yet fun vibe to the logo.

This logo suits the client's needs in that it appeals to their clientele; down to earth nature lovers who are willing to provide the best natural health care for their beloved furry and feathered friends.





Thank You!