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# **T**able of **C**ontents

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# O**verview**

Paws and Claws Holistic Animal Clinic treats a wide variety of animals. Their goal is to provide holistic veterinary care to their customers' pets. They specialize in natural methods of care, and they understand the desire for safe medical care for pets that don't have negative side effects.

Paws and Claws Holistic Animal Clinic requested a logo that would attract their unique demographic of customer. Typically upper-middle class pet owners that are looking for all natural remedies for their pets.



Logo  
Design

## Color



## Black & White





# **S**pecifications

## Type

**Britannic Bold**

TRAJAN PRO

Bell MT

## Color



0R 104G 56B  
90C 30M 95Y 30K



121R 169G 111B  
59C 17M 72Y 0K



# Logo Usage

## Bad



## Good



No borders on light backgrounds

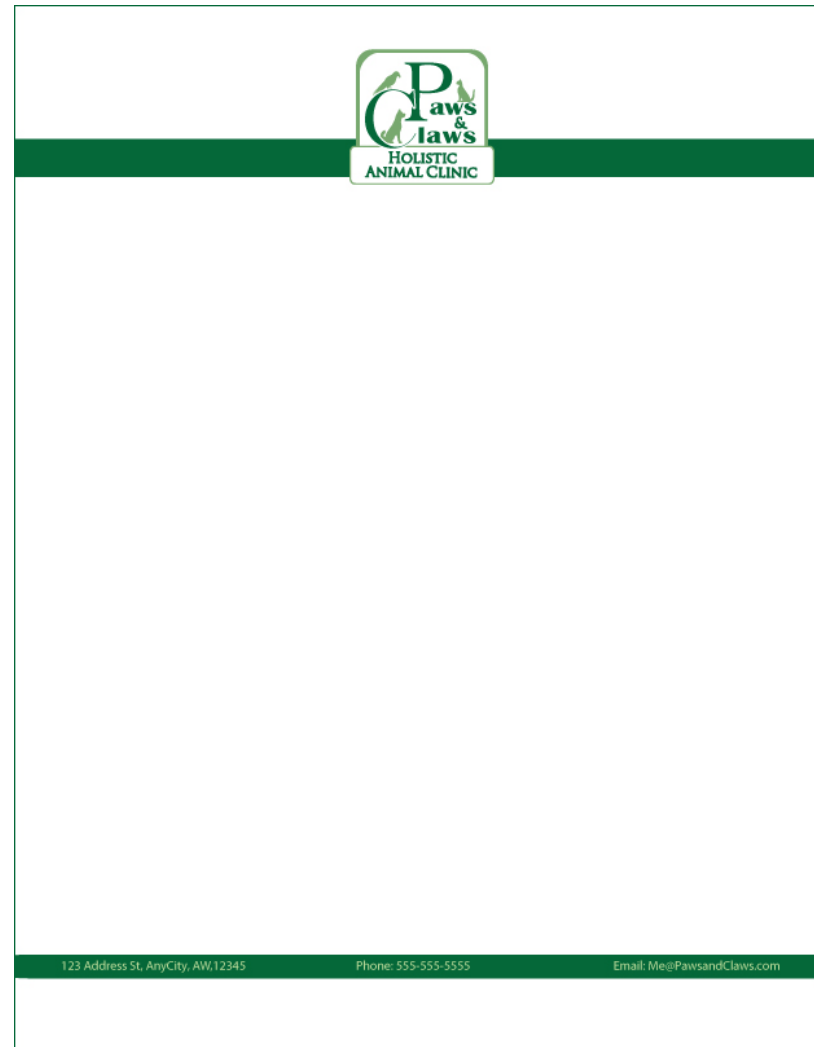
Always make the logo background transparent regardless of background color, and on dark backgrounds lighten the text for "holistic Animal Clinic" to increase visibility.

Do not stretch or extend the logo



# S Stationary

Letterhead





# S Stationary



Business Card



Envelope





# Rationale

Paws and Claws Holistic Animal Clinic wanted a logo with symbols and text that would connect with their customer base which is upper-middle class pet owners that are willing to go the extra mile for their pets.

There are silhouettes of multiple pet types in order to show the wide variety of animals that this company services. The color green is used heavily to represent nature and natural medicine.

Lastly, three different fonts were used to give the logo a very attractive and professional appearance. The C and P in the logo are touching, representing the connection between the clinic and the pets and the families.

The stationary also uses the logo and colors to keep the same symbolism for the brand.