

Paws & Claws

HOLISTIC ANIMAL CLINIC

BY
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MARCH 22, 2016

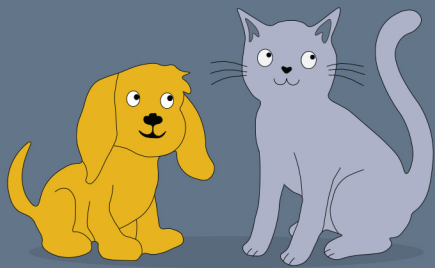
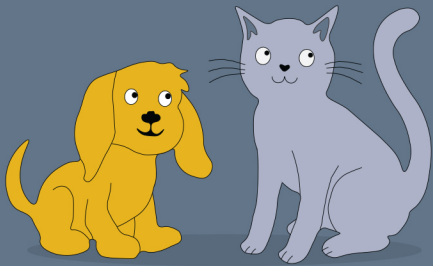


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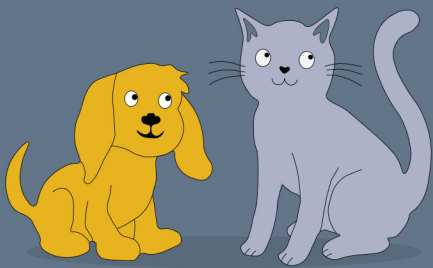


Overview

PAWS AND CLAWS HOLISTIC ANIMAL CLINIC SERVES ALL TYPES OF FURRY FRIENDS FROM CATS AND DOGS TO EXOTIC PETS.

WHEN YOU ARE LOOKING FOR A VETERINARY CARE CLINIC YOU SHOULD BE ABLE TO COUNT ON SUPERIOR CARE AND EXCELLENT SERVICE. PAWS AND CLAWS HOLISTIC ANIMAL CLINIC IN PITTSBURGH, PA HAVE ASSEMBLED AN EXPERT TEAM OF VETERINARY PROFESSIONALS TO BRING YOU THE BEST POSSIBLE HEALTHCARE FOR YOUR PET.

THEY HAVE A STATE OF THE ART VETERINARY FACILITY WHICH IS CLEAN, COMFORTABLE, AND EFFICIENT.

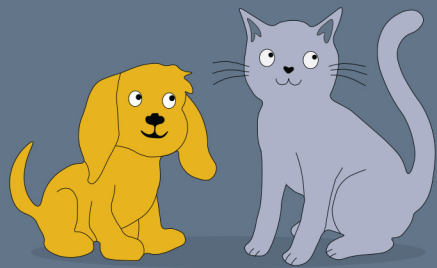


Logo Design

COLOR



BLACK & WHITE

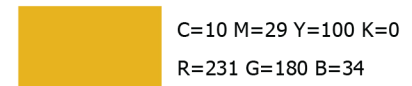
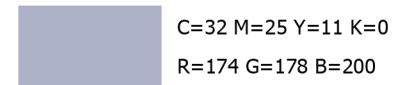
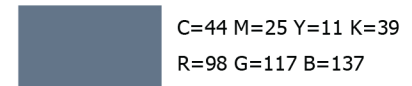
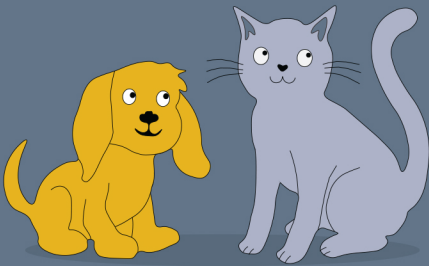


Type Specifications

Kristen ITC

TRAJAN PRO

Color Specifications



Logo Usage

PROPER LOGOS



(NORMAL LOGO)



(BLACK & WHITE)



(MINIMAL VARIATION)

IMPROPER LOGOS



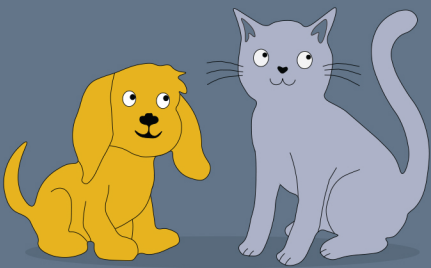
(STRETCHING)



(DIFFERENT COLORS)

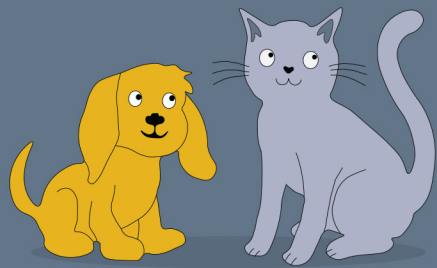


(ALTERED TEXT/FONT)



Stationery

LETTERHEAD

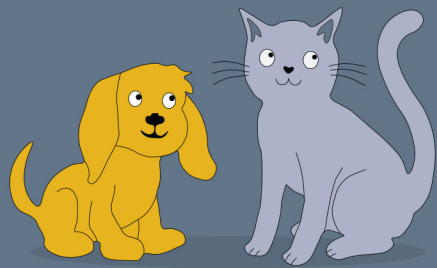


Stationery

BUSINESS CARD



ENVELOPE



Rationale

PAWS AND CLAWS HOLISTIC ANIMAL CLINIC SERVES ALL TYPES OF FURRY FRIENDS FROM CATS AND DOGS TO EXOTIC PETS. THEIR MISSION IS PROVIDING HOLISTIC VETERINARY CARE TO OUR BEST FRIENDS. THEY SPECIALIZE IN NATURAL CARE AND SERVICES SUCH AS PET MASSAGE AND ACUPUNCTURE.

THIS IS A FRIENDLY ESTABLISHMENT, SO THE CLIENT WANTED TO PORTRAY THE FRIENDLINESS AND HELPFULNESS WITHIN THE LOGO DESIGN. IN THE DESIGN, A DOG AND CAT IS FEATURED WITH SMILES ON THEIR FACE, A VERY WELCOMING APPROACH IN THE DESIGN. ULTIMATELY, PAWS AND CLAWS WANT THEIR CUSTOMERS TO KNOW THAT THEIR GOAL IS TO MAKE THE PETS FEEL AT HOME LIKE VALUED FAMILY MEMBERS.

SOFTER COLORS WERE CHOSEN FOR THE DESIGN, TO GIVE THE WANTED FEELING OF BEING FRIENDLY. THE DOG FEATURES A GOLDEN COLOR RESEMBLING A GOLDEN RETRIEVER PUPPY. THE CAT FEATURES A LIGHTER COLOR BLUE, WHICH IS UNIQUELY ATTRACTIVE. THE BACKGROUND BEHIND THE COMPANY NAME AND PURPOSE IS A DARKER COLOR BLUE TO PAIR WITH THE CAT'S COLOR. ALL THREE COLORS REPRESENT A SCHEME TO FIT THE CLIENT'S NEEDS.

THE TYPE CHOSEN FOR THE COMPANY'S NAME NEEDED TO BE EASY TO READ, BUT STILL HAVE THE CHARM THAT IS DESIRABLE FOR AN ANIMAL CLINIC AND EXPLICITLY FIT WITH THE DESIGN. THE TARGET AUDIENCE IS PET OWNERS WHO SEEK NATURAL REMEDIES AND CARE FOR THEIR PETS. THE CARTOON DESIGN OF THE LOGO IS TARGETED TO ALL AUDIENCES WHO HAVE A WARM HEART AND WANT SPECIAL CARE FOR THEIR BELOVED PETS.

THROUGHOUT THE THREE STATIONERY DESIGNS, THE ULTIMATE GOAL WAS TO KEEP ALL THREE CLEAN AND SIMPLE, BUT EFFECTIVE AND UNIFIED TO FUNCTION AS A UNIT FOR THE CLIENT, PAWS AND CLAWS.

