



# Paws and Claws Holistic Animal Clinic

*Naturally Healthy*

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# Overview

Paws and Claws Holistic Animal Clinic serves all types of furry friends from cats and dogs to exotic pets. They strive to provide holistic veterinary care to our best friends and specialize in natural care and services such as pet massage and acupuncture. Paws and Claws Holistic Animal Clinic understands that your pets are valued family members and offer pain-free, alternative and natural medical care for the furry members of your household.



# Logo Design

Logo Color



**Paws and Claws**  
Holistic Animal Clinic

Logo Black and White



**Paws and Claws**  
Holistic Animal Clinic



# Type Specifications

Avenir Next Condensed  
**Active Regular**

# Color Specifications



**Paws and Claws**  
Holistic Animal Clinic



60C 0M 100Y 0K  
114R 191G 68B



81C 27M 21Y 0K  
0R 148G 180B



# Logo Usage

DO use the logo in black and white



DO avoid text within the exclusion zones



DO use the correct and appropriate colors as outlined in the branding guidelines



DO use the correct logo



DO NOT stretch the logo



DO NOT change the font colors to any colors other than the predetermined options outlined in the branding guidelines



DO NOT use any other typeface with logo  
Acceptable typeface: Active Regular



DO NOT adjust spacing or size of elements of logo



# Stationery



Paws and Claws  
Holistic Animal Clinic

123 Main Street Anywhere, USA 12345 • 111.222.1234 • [www.pawsandclaws.com](http://www.pawsandclaws.com)

Letterhead



# Stationery



**Paws and Claws**  
Holistic Animal Clinic

Jane Doe  
Assistant Manager

123 Main Street  
Anywhere, USA 12345

111.222.1234  
[www.pawsandclaws.com](http://www.pawsandclaws.com)

## Business card



**Paws and Claws**  
Holistic Animal Clinic

123 Main Street Anywhere, USA 12345



## Envelope

# Rationale

The Paws and Claws Holistic Animal Clinic requested a redesign of their logo that would appeal to their target audience of upper-middle class pet owners who go above and beyond to ensure quality care when it comes to the health of their pets.

The clinic is holistic in their approach to healing pets with natural remedies derived from organic materials. Considering what their company has to offer and their specific niche of clientele, the client needed a clean, fresh, organic, yet modern feel with the logo.

The symbol chosen for the client's logo is a paw, which is a basic symbol for pet and animal care. Leaves were created as the toes to indicate a more holistic and natural approach to veterinary medicine. The smooth, flowing lines of the logo, in combination with the color palette chosen, resonate tranquility without sacrificing a modern and fresh appearance.

The colors of bright green and calming blue are reminiscent of natural and organic materials used in holistic medicine. The color green was chosen for obvious and various reasons, as green is often associated with the natural world, as well as often seen as symbolism for renewal and growth.



# Rationale

Blue is often a color chosen for healthcare and provides a calming feeling to the logo, but also notes that the clinic should be taken seriously as any other veterinary option, as blue can also indicate stability and reliability. The bright green and slate blue are modern and fresh colors to help appeal to the target audience.

The typeface chosen was a fun, yet modern and trendy font that helps to send the message of natural and affordable pet healthcare. Combined with an also modernized sans serif font for the name of the company, the two typefaces complement each other well and help to drive the message home that the clinic is an attractive option for holistic approach to medicine without sacrificing quality care.

The logo is easily recognizable and interpreted quickly. The symbol of the paw with the leaves as toes provide a potential client an easy way to quickly identify what it is that the company does and accurately delivers the brand message as an attractive and alternative option of healthcare for your four-legged loved ones. A simple symbol also provides an opportunity for quick memory recall when presented consistently in advertising campaigns to their target markets.

With this logo, Paws and Claws Holistic Animal Clinic can express their values and importance in the marketplace of quality pet care while demonstrating their commitment to natural and holistic remedies to help your pet feel their best and naturally healthy.

