



by
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Overview

Paws and Claws Holistic Animal Clinic provides veterinary care for all types of furry friends and exotic pets. Located in Berkeley, CA, they specialize in alternative and natural medical care services such as pet massage and acupuncture. Paws and Claws Holistic Animal Clinic are efficient at obtaining and maintaining the best health for the client's pet's body mind and spirit. They know many people can experience stress and anxiety when taking their pet to a health care provider, especially if they are sick or in pain. And they have excellent veterinary specialists and staff who are confident and trustworthy. They understand that the client's pets are valued family members.

Paws and Claws Holistic Animal Clinic are looking for a logo to reflect its business and their services. Their target audience for the logo are pet owners who are seeking natural remedies and care for their pets. Demographic is upper-middle class who would go the extra mile for their beloved pets. The logo should include symbol and text and be able to be used in a variety of media formats.

Logo Design

Color Logo



Black and White Logo



Type Specifications

- ▶ ***HWT Arabesque***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789






- ▶ Lao MN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Specifications






Color



 195R 216G 48B 28C 0.16M 99Y 0K	 98R 187G 70B 65C 0M 100Y 0K	 35R 118G 59B 85C 29M 100Y 19K
 0R 142G 67B 85C 13M 100Y 12K	 0R 91G 59B 90C 37M 85Y 36K	

Grayscale



 209R 211G 212B 0C 0M 0Y 20K	 188R 190G 192B 0C 0M 0Y 30K	 147R 149G 152B 0C 0M 0Y 50K
 167R 169G 172B 0C 0M 0Y 40K	 128R 130G 133B 0C 0M 0Y 60K	

Stationary

Letterhead



1234 Reiki Lane
Berkeley, CA 94704
tel. (925)555-5555
fax. (925)555-4444
holisticpet.com

May 9, 2016

First Last Name
Street Address
City, State 00000

Dear <First Name>:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

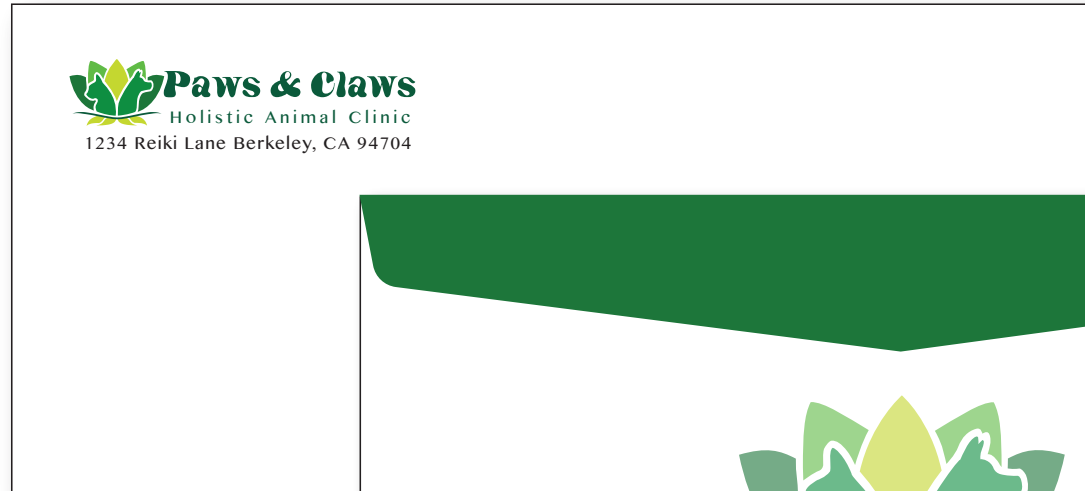
Sincerely,

A handwritten signature in black ink that reads "Dr. Kevin Bray".

Kevin Bray, DMV
kbray@holisticpet.com

Stationary

Envelope



Bussines Card



Logo Usage



The logo presentation is enhanced by providing a clear area surrounding the logo.
This area is defined by the cap height of the “P” within the logo.



Grayscale may be used on white or light-colored background colors



Black and white logo use when color is not available



Minimum size for on screen : 150 pixels



Minimum size for print : 1.5 inches

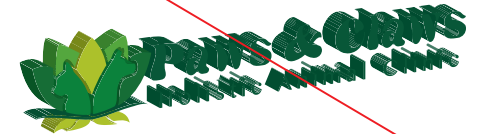
Improper Logo Usage



1 Do not independently scale text or symbol.



2 Do not modify the colors of the text or symbol



3 Do not add effects like 3D or shadows



4 Do not add anything to the logo



5 Do not compress the text or symbol



6 Do not use without logo text in email signature



7 Do not add outline to the text or symbol



8 Do not not place on background with bad contrast



9 Do not use symbol with a different font

Rationale

Appropriate usage of the logo is important for the company to protect, support and maintain integrity of the brand. Having a strong, organized and consistent logo is a reflection of the quality of the business. Being recognizable helps customers know who you are, what you do and promotes customer loyalty.

Holistic medicine is an alternative medicine that's roots are partially based in the 5000-year-old Ayurvedic medicine from India. The use of a lotus flower as the main shape of the logo relates to Buddhist and Hindu beliefs in spiritual enlightenment and overall well-being. The Lotus flower has nice balance in connection to the overall idea of holistic medicine and its belief in psychological, physical and social health working as a whole. The lotus represents purity, beauty and enlightenment which is how the client wants their clinic to be seen.

The font works well with the symbol of a lotus because it has an organic style. The font, HWT Arabesque is used for its Art Nouveau qualities, having connections to a love of nature. It has a soft roundedness that is free flowing and organic and may remind you of foliage or trees roots. The rest of the words are a simpler font for when the logo is used in smaller formats so it maintains readability in smaller formats.

The analogous color scheme in greens has connections to nature. Green creates a sense of calmness. It is commonly used with companies and products associated with health and healing.

The items of stationary work well together being that they use the same colors, shapes and fonts. The curved green shapes on the business card are enlarged petals from the lotus flower.