



**P** **PAWS + CLAWS** **C**  
**HOLISTIC ANIMAL CLINIC**

CREATOR  
MILES JOHNSON  
OCTOBER, TWENTY-SEVENTEEN



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# OVERVIEW

**PAWS AND CLAWS HOLISTIC ANIMAL CLINIC,**  
LOCATED IN PEACEFUL TACOMA, WASHINGTON, SERVES ALL TYPES OF FURRY FRIENDS, FROM CATS AND DOGS TO EXOTIC PETS. THEY UNDERSTAND THAT PETS ARE VALUED FAMILY MEMBERS.

THEIR MISSION IS TO PROVIDE HOLISTIC VETERINARY CARE TO ALL PETS. THEY OFFER ALTERNATIVE AND NATURAL MEDICAL CARE THAT DOES NO HARM TO PETS, SPECIALIZING IN NATURAL CARE AND SERVICES SUCH AS PET MASSAGE AND ACUPUNCTURE. THEY STRIVE TO PROVIDE THESE SERVICES IN A PROFESSIONAL MANNER, LEAVING THE MYSTICISM TO THE MYSTICS.

THEIR MAIN DEMOGRAPHIC IS UPPER-MIDDLE CLASS PET OWNERS WHO SEEK NATURAL REMEDIES AND CARE FOR THEIR PETS, WHO WOULD GO THE EXTRA MILE FOR THEIR FURRY FAMILY MEMBERS.

# LOGO DESIGN



COLOR

B+W



# SPECIFICATIONS

TYPE

**P C**

**VORTICE  
CONCEPT**

TYPE

*PAWS + CLAWS*  
HOLISTIC ANIMAL CLINIC

**AVIANO SANS  
BLACK**

COLOR



C:28 M:0 Y:100 K:0  
R:196 G:216 B:46



C:100 M:30 Y:40 K:0  
R:0 G:135 B:151

# LOGO USAGE



## PROPER USE



### USING THE WRONG COLORS



HOLISTIC ANIMAL CLINIC

### USING ONLY ONE OF THE PRESCRIBED COLORS



HOLISTIC ANIMAL CLINIC

### USING THE RIGHT COLORS IN THE WRONG AREAS



HOLISTIC ANIMAL CLINIC

### USING THE WRONG FONTS



HOLISTIC ANIMAL CLINIC

### MOVING LOGO COMPONENTS



HOLISTIC ANIMAL CLINIC

### PLACING TEXT TOO CLOSE TO OR OVERLAPPING LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



HOLISTIC ANIMAL CLINIC

Lorem ipsum dolor sit amet, conctetuer adipiscing elit, sed diam nonummy nibh euismod

## IMPROPER USE

### STRETCHING LOGO



HOLISTIC ANIMAL CLINIC

### USING WARP EFFECTS OR TEXTURES



HOLISTIC ANIMAL CLINIC

### ADDING EXTRA TAGLINES TO LOGO



HOLISTIC ANIMAL CLINIC  
 FOR YOUR PETS' WELLNESS

# STATIONARY



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# RATIONALE

THE CLIENT DESIRED TO HAVE A LOGO THAT REFLECTED THE HOLISTIC, NATURAOPATHIC NATURE OF ITS BUSINESS, WHILE STILL PROJECTING THE PROFESSIONALISM OF THEIR PRACTICE. THE TARGET AUDIENCE OF UPPER-MIDDLE CLASS CLIENTS CALLED FOR A CLEAN, CRISP APPROACH.

THE CROSS, A WELL-KNOWN SYMBOL OF ALL MEDICAL FIELDS, WHEN PLACED IN THE CENTER OF THE CIRCLE REPRESENTS THE MEDICINE WHEEL OF NATIVE AMERICAN CULTURE. PLACING THE DIFFERENT ANIMAL FEET IN THE SPACES MADE BY THE CROSS FURTHER ACCENTUATES THIS REFERENCE, WHILE ALSO ALLUDING TO THE VARIETY OF PETS TREATED BY THE CLIENT. THE FINGER MOON ARC, CONTAINING THE CLIENT NAME, ALSO REPRESENTS CRADLING ARMS, A SYMBOL OF THE COMPASSIONATE CARE GIVEN TO ALL PETS TREATED BY THE CLIENT.

THE TYPE CHOICES, TWO ANALOGOUS FONTS, ARE EASILY READABLE AT SMALL AND LARGE SIZES, AND WERE CHOSEN FOR THEIR PROFESSIONAL, CONCISE APPEARANCE.

THE COLOR CHOICES REPRESENT HEALTH, COMFORT, CONFIDENCE, AND WISDOM. THEY ARE BRIGHT, YET MELLOW, AND PLEASING TO THE EYE WHILE STILL BEING EASILY NOTICEABLE.

THE LOGO, ALONG WITH THE CONGRUENT STATIONARY PACKAGE, PUTS FORTH A SOLID, MEMORABLE REPRESENTATION OF THE COMPANY.