



by

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December 15, 2017

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Overview

Paws & Claws Holistic Animal Clinic has been serving the Miami, Florida community since 1982, catering to all types of furry friends from cats and dogs to exotic pets. Their mission has been to provide the very best holistic veterinary care to your best friends. Dr. Rose Galvez and her husband Salomon Galvez make sure that every patient and owner is completely happy with the services they provide.

At Paws & Claws Holistic animal clinic they understand that pets are members of your family and strive to offer great alternative and natural care that doesn't harm your pet.



Logo Design



Logo Color



Logo Black & White

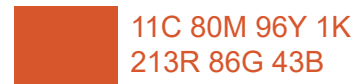
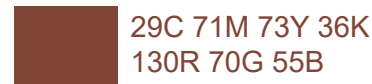
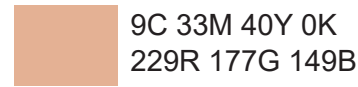
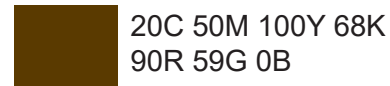


Specifications

Type Specifications

Bernard MT Condensed

Color Specifications



Logo Usage

Do's



Primary Logo



Alternate Logo

Do use the correct and approved color options for the logo, depending on what the logo will be placed on or used in.



Maintain at least .25" on all sides of the logo free of any text or graphics.



Light Background



Dark Background

Do use the correct and approved black & white logo option depending on what the background color is to best help the logo stand out.



Logo must be placed at least .25" from the edge of any media, printed or digital, it will appear on.

Logo Usage

Dont's



Do not use a gradient to blend the color between the leaf and trunk on the Spring & Summer variant.



Never use the logo at any angle on printed materials or web pieces, it must be kept the same as the original artwork.



Never squish or stretch the logo. Proportions from the original design must always be used.



Do not rearrange the colors on the logo, they must remain in one of the two color configurations above.



Never use the logo over top a pattern or photograph.



Stationery

Letterhead



Stationery

Business Card



Salomon Galvez

Office Manager

clinic@pncholistic.com

823 Alameda Ave.
Miami, FL 33129

Office: 305-555-6767

For Appointments Call 305-555-6768

Envelope



823 Alameda Ave.
Miami, FL 33129



Rationale

Paws & Claws Holistic Animal Clinic wanted a new logo that would reflect their business. Being such an established clinic for over three decades, I wanted to create something that would combine the pets, natural, and bold aspects of their work. It also needed to be easily visible, with elements that could be separated out to create fun collateral materials.

My color choices reflect earth tones that could be used in the Spring and Summer times, with a warmer selection of colors for use in Autumn and Winter. The earth tones are meant to directly reflect the natural aspects of the business, with the autumn colors being an alternative to use for promotional materials that may not work as well with the greens of the main logo.

I used the heavy outlines on most of the logo to make it bold, I want it to stand out no matter where it's used. Obviously putting over top of a picture or pattern goes against the usage guidelines, but due to how strong the outline is, I feel it would still be very visible if used incorrectly over top of something else.

For the font I wanted something condensed yet bold, so it would be easy to read, regardless of which color scheme is used, and also didn't allow the logo to get too wide. Because of the length of their name, using a wide font would not have worked, and there were plenty of narrower fonts, but most of them didn't have a bold option or were too angular. With pets in mind, you think soft, not harsh edges, so a bold rounded font was my preferred choice.

I created a logo that represents their caring work with pets as well as a desire to use natural methods. The paw print in the leaf represents the pets, and the leaf growing from the log is meant to reflect nature or natural. I want it to speak to those upper middle class individuals or families that consider their pet a part of the family, and want the best treatment for them, but with a gentle, natural touch.

When creating the stationary, I wanted at least one element tying all the pieces together, beyond just the logo. Taking the green from the name and the back leaves and making an accent ribbon at the base of each piece, there is a visual cue that shows consistency.

