

PAWS + CLAWS



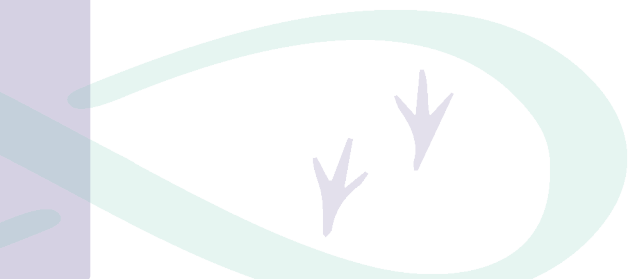
HOLISTIC ANIMAL CLINIC

By
Alyssa Germane



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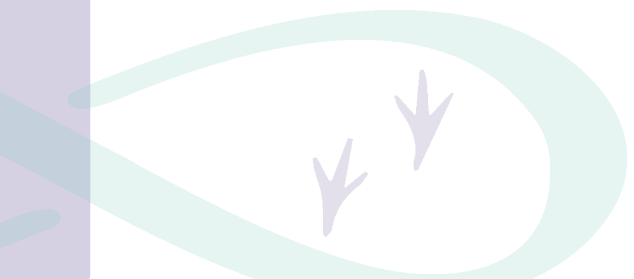




Overview

Paws + Claws Holistic Animal Clinic specializes in natural healthcare for dogs, cats, and all types of exotic pets. Leapin' lizards and furry friends alike can benefit from the full range of holistic services offered at the clinic, such as acupuncture and pet massage.

Not only does Paws + Claws offer safe alternatives to standard veterinary care, they pride themselves on giving all patients the same VIP treatment they receive in their homes.

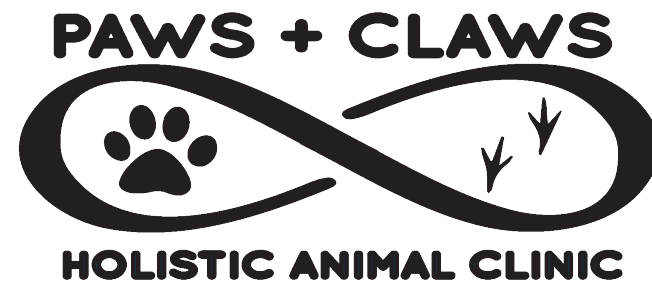


Logo Design

Color Logo



Black + White Logo



Color Specifications



Type Specifications

Quicksand Bold
Avenir Next Condensed

Logo Usage

Do's



Do use the color logo



Do use the black + white logo

Don'ts



Don't use the logo on backgrounds or pictures



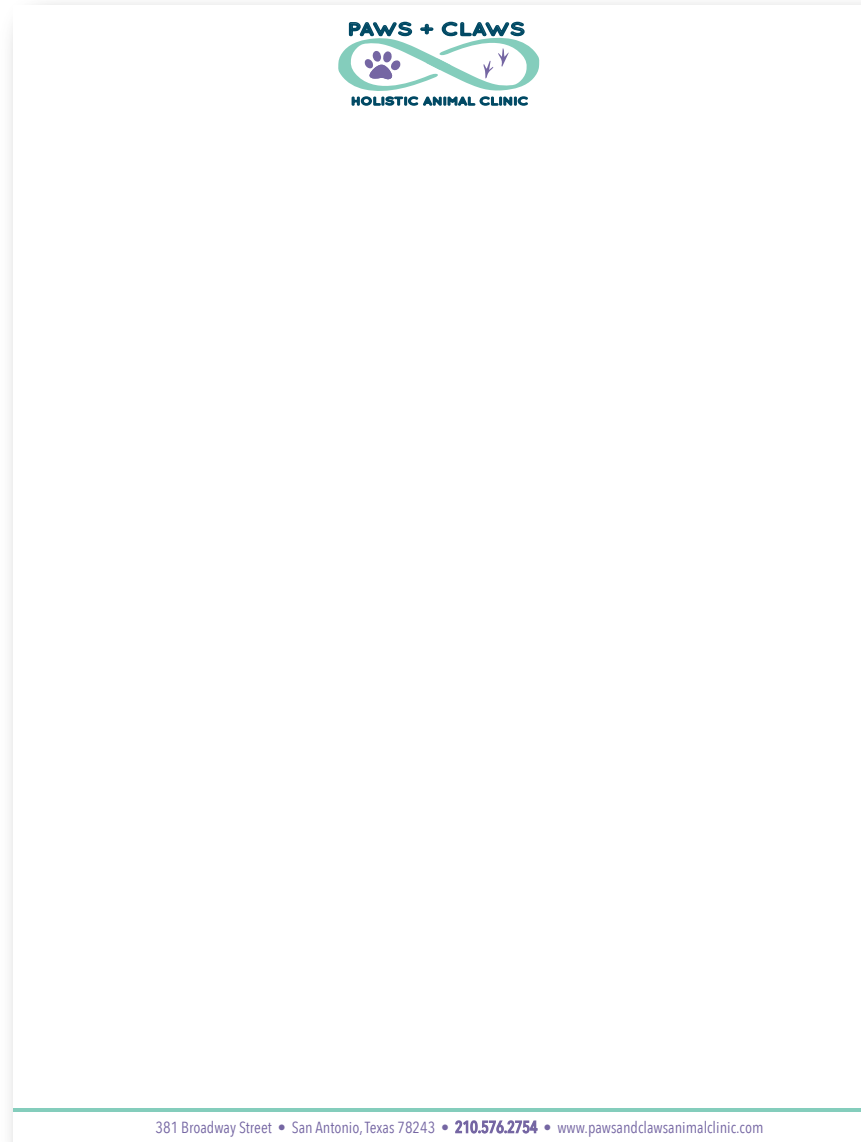
Don't stretch or distort the logo



Don't rearrange any elements of logo

Stationery Items

Letterhead

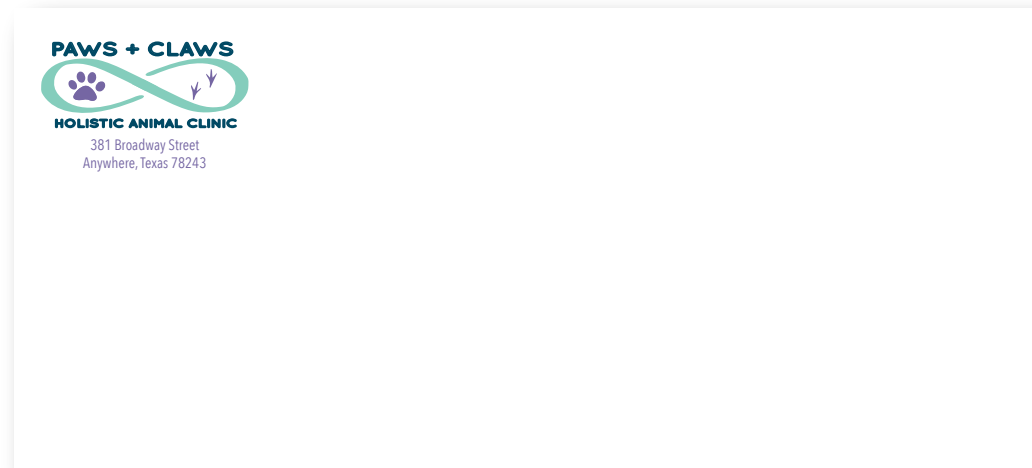


Stationery Items

Business Card



Envelope





Rationale

Paws + Claws Holistic Animal Clinic was looking to tell potential customers that their services were different from the average neighborhood vet. They wanted their logo and brand identity to speak directly to their alternative, natural approach to pet care.

The infinity sign was chosen since it is a familiar symbol often associated with “mind, body, and soul” healthcare methods. By adding the paw and bird prints to the logo, potential clients would know that the clinic offered veterinarian services to a wide variety of animals. All of those elements together speak to pet owners looking for holistic, balanced, and natural treatments for all of their animals.

The soft mint green and purple colors are meant to feel calming and healing, as well as call to mind similar color schemes used for human health spas. Through color, the clinic expresses their commitment to taking a soft, comforting path to veterinary care. The color of the type was chosen for readability and to provide a darker contrast to the lighter logo colors. The type was also selected for maximum readability at various scales, and to appeal to an audience of upper-middle class clients, potentially ages 30-55. These customers are looking for modern and efficient businesses that have local, community-focused energies. Combined with the infinity sign and animal footprints, the type further balances the design of the logo. Each element together complements the others.

The stationery package reflects the brand identity and showcases the company’s natural healing and spa-like atmosphere. The individual pieces are a cohesive unit and appeal to a target audience looking for a clean, fresh aesthetic. Regardless of what type of stationery the client is receiving, the piece will reflect the same harmony and calmness they will feel when seeing the logo from the street or being within the Paws + Claws Holistic Animal Clinic itself.

