

# Paws & Claws &

HOLISTIC ANIMAL CLINIC

by

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# Overview

Paws and Claws Holistic Animal Clinic, a small organization located in Anywhere, US, is dedicated to the delivery of effective and harm free veterinary care by employing the use of remedies and treatments that are derived from nature itself. The company takes great pride in their holistic approach to healing and the application of a “patient first” mentality.

This is an organization that recognizes the importance of our furry, or even not so furry, friends. They offer care for all types of animals from dogs and cats to exotic pets. Services such as alternative and natural medicinal treatments, pet massage and acupuncture therapy are available to keep our friends happy and healthy in a harmless and natural manner. For those that are willing to go the extra mile to ensure that their beloved additions to their household receive efficient, safe veterinary care, Paws and Claws is here for you.



# Logo Design



Color Logo



Black and White  
Logo





# Type Specifications

**Lavine Text Bold**

Avenir Roman

# Color Specifications



75c 0m 100y 0k  
57r 181g 74b



100c 95m 37y 53k  
16r 20g 63b





# Logo Usage

## DO's

Apply the correct logo as formatted



Keep the area surrounding the logo free of text and graphics



Use the logo in black and white



Use the logo in gray scale



## DONT's

Do NOT use an incorrect font



Do NOT use an incorrect font



Do NOT rotate the logo



Do NOT place patterns or other graphics behind the logo



Do NOT stretch or alter the shape of the logo



# Stationery Presentation

6

# Paws & Claws

HOLISTIC ANIMAL CLINIC



Dear Recipient,

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Sincerely,

*Jane Doe*  
Jane Doe, DVM

103 Maple Leaf Cove  
Anywhere, US 98765



888.888.8811  
www.pawsandclaws.com

# Business Card

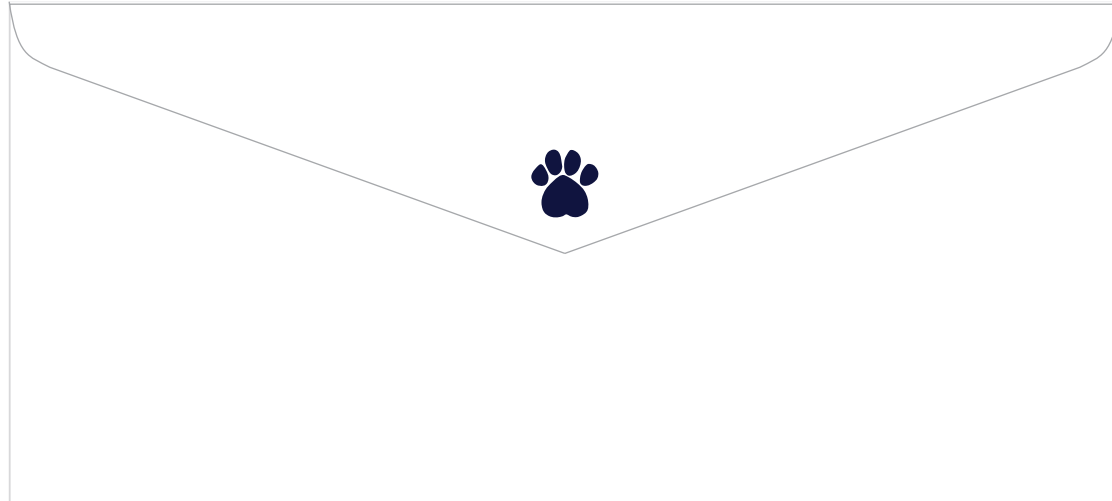




# Envelope



  
**Paw & Claws**  
HOLOGIC ANIMAL CLINIC  
103 Maple Leaf Cove  
Anywhere, US 98765



# Letterhead



103 Maple Leaf Cove  
Anywhere, US 98765



888.888.8811  
[www.pawsandclaws.com](http://www.pawsandclaws.com)





# Rationale

Paws and Claws wanted a logo that would represent the clinic's vision and mission, that of a holistic approach to the provision of veterinary care, in a meaningful and recognizable manner.

The logo is designed to represent that company through the application of a brand that depicts a leaf, used to symbolize the holistic nature of their approach to care, and the silhouettes of both a dog and a cat which are likely to be the demographic for most of their patients.

Type selection for the name, "Paws and Claw" is meant appear professional while maintaining a somewhat playful feeling. The ampersand in the font was traced and edited to provide a feeling of unity and, again, make the logo have a slightly playfulness. The font featured in "Holistic Animal Clinic" is meant to be simple, clean, and professional. When placed together within the logo's context the text carries the message that the company is welcoming, friendly, and playful, much like the pets that they treat. The subtext demonstrates that though they value these emotions, they are as organization that will approach medical care with professionalism and careful consideration for the patient's well-being.

The color selections provide a sense of nature and calmness by using the green for the leaf, while using a deep blue as a compliment, respectively.

The logo is designed to appeal to those that are willing to go the extra mile to make sure that their pets are cared for in a safe, natural, and effective way. Though this will likely be the upper-middle to upper class demographic, the logo would be effective at any audience as the design is meant to demonstrate the values and mission of the company.

The final design has been constructed to be highly scalable and adaptable. It works well with the stationery items requested. The logo and its elements can be combined in a way that promotes a solid brand that is presented as a single unit. This means the logo could be used in almost any context and retain its integrity.

