



Paws & Claws

Holistic Animal Clinic

By

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Overview

Paws and Claws Holistic Animal Clinic serves all types of furry friends from cats and dogs to exotic pets. To provide holistic veterinary care to our best friends, we specialize in natural care and services such as pet massage and acupuncture. At Paws and Claws Holistic Animal Clinic, we understand that your pets are valued family members. We offer alternative and natural medical care that does no harm to your pet.





Logo Design

Logo Color



Paws & Claws
Holistic Animal Clinic

Logo Black & White



Paws & Claws
Holistic Animal Clinic





Type Specifications

Primary Font

Tornac
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Fonts

Source Sans Variable
Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COPPERPLATE GOTHIC LIGHT
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789








Color Specifications




Paws & Claws
Holistic Animal Clinic

 34C 12M 33Y 22K
40R 161G 145B

 39C 57M 67Y 57K
87R 63G 48B

 9C 22M 26Y 36K
159R 140G 128B

 11C 58M 24Y 27K
170R 102G 118B





Logo Usage

Do's

Use the correct logo



Keep the surrounding area clear of space



Use the logo in black and white



Use the vertical logo



Dont's



Change the color of the logo



Change the font



Stretch the logo



Rotate the logo



Change the background of the logo





Stationary

Letterhead



Paws & Claws
Holistic Animal Clinic

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Rationale

Paws and Claws wanted a new logo to reflect its business, they wanted a logo to include the name of their business as well as having a symbol be a part of the design to represent their brand. Being a Holistic Animal Clinic, Paws and Claws wanted a logo symbol to bring comfort, calming, and peace of mind to their clientele.

The colors of sage green, dark brown, light brown, and raspberry were chosen because they bring a palette of inviting colors. The green arm wrapping around the cat and dog represents nature, calming, relaxation, trust, and peace. The hand also represents that your furry loved ones are in the best hands possible for their care. The browns that were used for the cat and dog represent mother nature, reliability, support, and dependability. The pink hearts represent love, sweetness, warmth, and nurturing. Being a holistic animal clinic, Paws and Claws wanted natural calming colors to represent their clinic.

The two style of fonts that were chosen for the Paws & Claws logo complement each other. Tornac has a casual handwritten look while Source Sans Variable has a professional look, using these two fonts together brings a balanced look to the logo. The third font, Copperplate Gothic Light, used on the stationary items, has a light airy look by not taking the audiences focus away from the logo.

The design of this logo would appeal to clients of all ages, especially the upper-middle class who would go the extra mile for the best possible holistic care for their furry loved ones. The design of this logo creates a loving reliable feeling of trust to the client reassuring them that their loved one is in the best possible place for care.

The final design for Paws and Claws is consistent which is required for a successful business. This design has endless possibilities to represent the company and their personality. It is a solid brand that will work for many years to come and will help with brand loyalty.

