

Paws and Claws Holistic Animal Clinic

by

Keaton Watkins
June 19, 2022

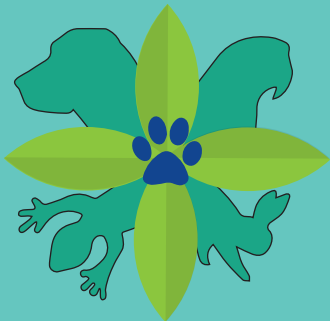
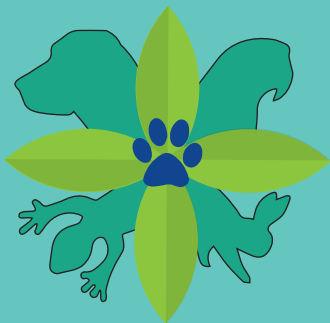


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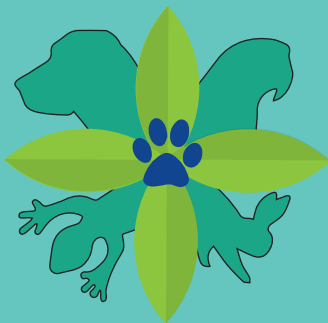
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Overview

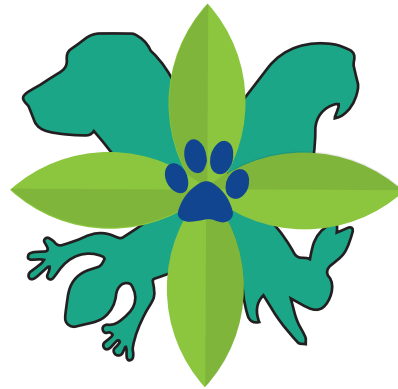
Paws and Claws Holistic Animal Clinic serves all types of furry friends from cats and dogs to exotic pets. Their mission is to provide holistic veterinary care to our best friends. Specializing in natural care and services such as pet massage and acupuncture.

Paws and Claws Holistic Animal Clinic understands that pets are valued family members. They offer alternative and natural medical care that does no harm to pets.



Logo Design

Logo Color

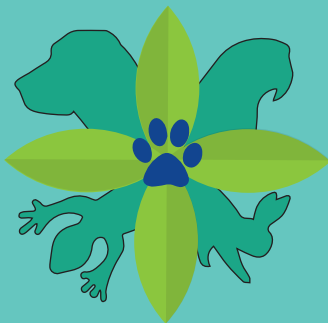


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Logo Black and White



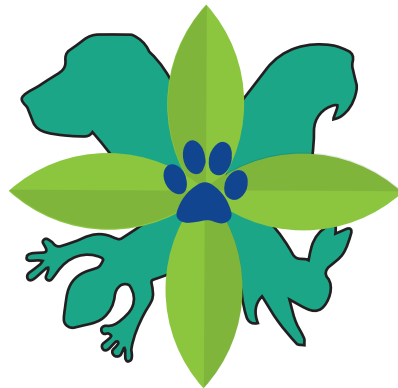
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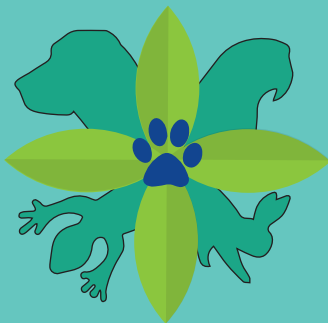
Type Specifications

Javanese Text

Color Specifications



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80c 10m 60y 0k
3r 166g 135b



50c 0m 100y 01k
141r 198g 63b



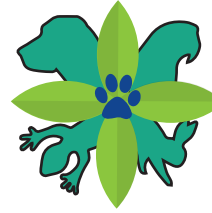
100c 83m 07y 51k
21r 70g 144b

Logo Usage

Appropriate Use



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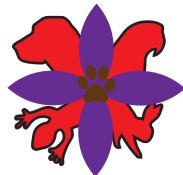


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Inappropriate Use



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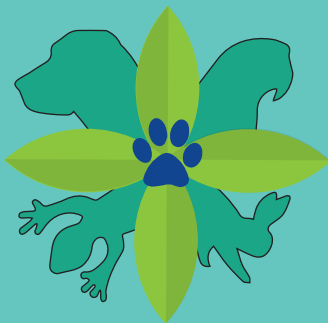
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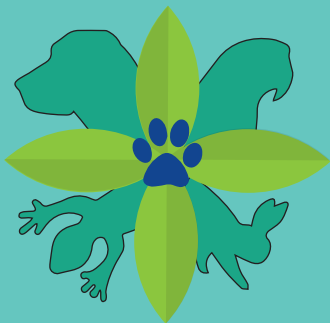


Stationery



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123 main street - anywhere, USA 1111 - 111.222.3333 - www.pawsandclawsclinic.com

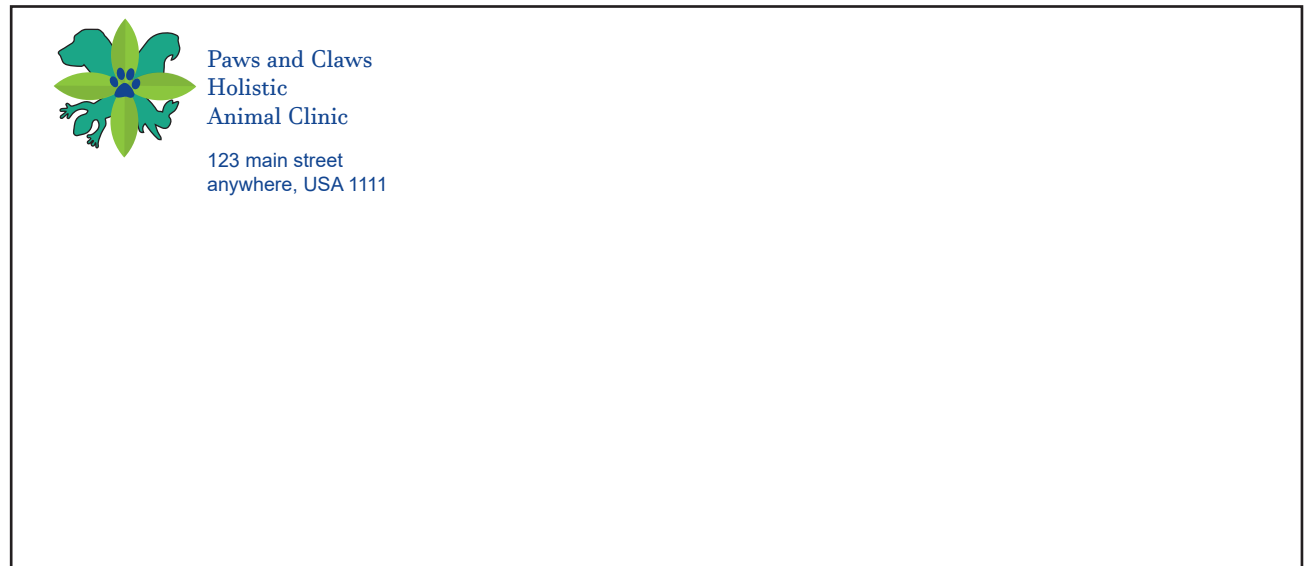


Letterhead

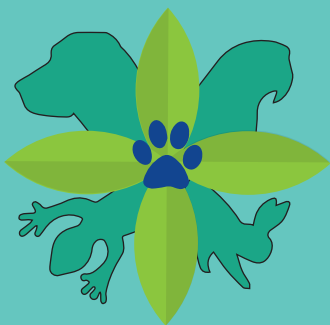
Stationery



Business Card



Envelope



Rationale

Paws and Claws Holistic Animal Clinic focuses on cats, dogs and exotic animals. I wanted to represent the businesses specialty in exotic animals in some way when creating the logo so I incorporated some of the most common exotic animals such as birds, reptiles and bunnies.

Their holistic practice using acupuncture, massages, and other alternative medicines felt pretty obvious that the color green should be used in some way to help represent natural herbs and remedies which I initially incorporated only into the leaves.

However, I received helpful feedback about the black silhouettes of the animals about how it might represent sadness which could throw off the idea that this is a clinic to help animals.

Changing the color of the silhouettes also helped me create a more engaging color scheme that helps emphasize the "holistic" part of the business and overall create more effective stationary items that help represent the brand as whole.

