

Paws & Claws Holistic Animal Clinic

BRAND
IDENTITY

John Reck
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Paws & Claws Holistic Animal Clinic

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Paws & Claws Holistic Animal Clinic

OVERVIEW

We serve all types of furry friends, from cats and dogs to exotic pets. Providing holistic veterinary care to our best friends, and 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.

Pet owners who seek natural remedies and care for their pets. The demographic is upper-middle the class who would go the extra mile for their pets.



Paws & Claws Holistic Animal Clinic

LOGO SPECIFICATIONS

Logos

4c Logo, black and white logo and knockout white logo



Color



CMYK
0.50.80.0

RGB
247.149.42

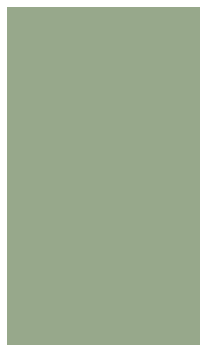
HEX
f79548



CMYK
0.0.10.80

RGB
88.88.82

HEX
585852



CMYK
30.10.40.20

RGB
151.168.139

HEX
97a88b



CMYK
60.30.50.40

RGB
75.103.92

HEX
4b675c



CMYK
66.100.66.100

RGB
0.0.0

HEX
000000

Typography

Font Family: FUTURA

Aa

Futura Light
Futura Light Oblique
Futura Book
Futura Medium
Futura Medium Oblique
Futura Heavy
Avenir Black



Paws & Claws Holistic Animal Clinic

INAPPROPRIATE/APPROPRIATE LOGO USAGE

1—Never change the color palette or official colors.



2—Never squeeze the logo horizontally or vertically. Always scale proportionately.



3—Never alter the fonts, taglines or any visual elements with the identity.



4—Never print anything on top of the logo or use inappropriately against the brand.



5—Never rotate the logo.



Paws & Claws Holistic Animal Clinic

We serve all types of furry friends, from cats and dogs to exotic pets. Providing holistic veterinary care to our best friends, and we specialize in natural care and services such as pet massage and acupuncture.

Vision

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.

Target Audience

Pet owners who seek natural remedies and care for their pets.

The demographic is upper-middle the class who would go the extra mile for their pets.

Contact

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RATIONALE

Paws and Claws Holistic Animal Clinic is a hospital for various pets, not just dogs. Paws and Claws were looking for a new look for their logo by creating a mental model and uncovering what users might find to be intuitive. Exploring the elements and their relationship to each other was essential to the brand and me. I weighed in on the heart because it symbolizes health, hope, and love during this COVID crisis worldwide.

A recognizable element by everyone. I wanted a clean, professional sans serif font to engage with the playful shape and a big heart welcoming you into his area. In a way, I wanted the dog to look like shapes similar to the back of the letterhead. My colors compliment each other and feel organic—the green represents growth, natural, caring, fresh, and earthy, partnering the color red, which feels energetic, love, exciting, action, bold, and passionate. Also, the red cross represents help or a hospital in conjunction with the paw. Both symbols are recognized by everyone—the color red can help the brain receive the idea faster. A black bar with my identity and logo is at the bottom of the page. Two triangles form the background pulled back to 15% transparency—just enough to be seen and not be seen. These shapes also include my stationery package keeping everything collectively a tight unit.

Lastly, I wanted the logo to express feelings and encourage volunteering, fostering, or rescuing a pet if this idea appeals to these personalities. The negative shapes seem to form a global dog with a big heart, which is what Paws and Claws are all about.

