



Atcat Design

Last Revision 1/19/2022





# Logo Design






Full Color



Black & White



## Color Specifications

-  CMYK 85, 59, 49, 32  
RGB 44, 77, 89
-  CMYK 1, 12, 61, 0  
RGB 255, 220, 124
-  CMYK 76, 20, 49, 2  
RGB 56, 153, 142
-  CMYK 10, 72, 76, 1  
RGB 218, 103, 73
-  CMYK 0, 43, 65, 0  
RGB 44, 77, 89

## Type Specifications

Caladea  
Noto Sans





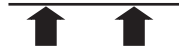
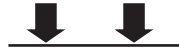
# Logo Usage



Correct Paws & Claws Logo Usage



Do Not Stretch, Compress or Deform Aspect Ratio



Do Reproduce on Light or White Background



Do Not Alter Color Palette/Stroke



Do Not Alter Typeface



Do Reproduce on Dark Background (White Type)



Do Not Truncate

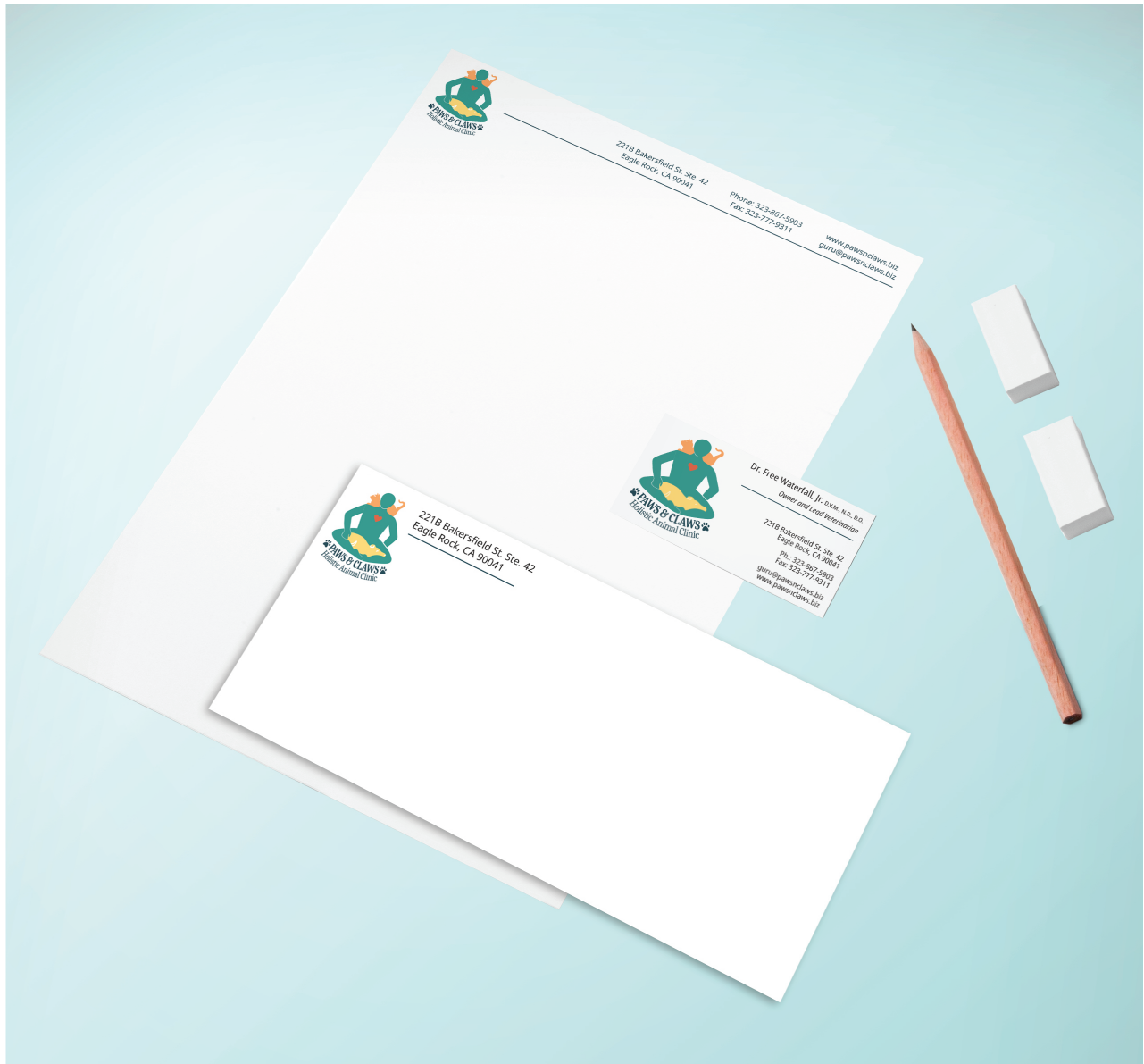


Do Not Reproduce on Midtones





# Stationery





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# Overview & Design Rationale

Paws and Claws Holistic Animal Clinic is an established veterinary care clinic serving all types of animals, from cats and dogs to exotic pets. Located in Glendale, CA, we know that our entertainment industry-adjacent clientele feels an inner connectedness with their furry family and is deeply concerned about their health and wellness as if it was their own.

Dr. Free Waterfall, Jr. began his practice here 30 years ago. Since then, he has worked hard to set up this state-of-the-holistic arts facility which focuses on the total body needs of every type of mammalian pet, from pugs to potbellied pigs. Paws and Claws provides not only routine health screenings and immunizations but also services that focus on your pet's psychological health, such as pet massage for relaxation and cognitive behavioral therapy. With methods that are grounded in science, we also provide alternatives to Western medicine that are less invasive and which take into consideration your pet's total wellbeing.

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This design encapsulates the company's vision statement: "At Paws and Claws Holistic Animal Clinic, we understand that your pets are valued family members.' The cross-legged figure surrounded by pets with a heart at the center symbolizes the client's love for their human and animal customers, and a medical model that is holistic and inclusive of physical well-being and preventative care.

The figure the animals surround with such trust is devoid of features as represents all humans associated with the client, pet owners and medical practitioners alike. The negative space used to define the shape of the dog and the the depiction of the cat as comfortable but curious with its kinked tail encapsulate both a feeling of peace and the playfulness of healthy pets.

The contemporary color palette represents tones found in both nature and Southwest architecture. The blue-greens are cool and soothing, but the yellow, orange, and red convey brightness and warmth. The typefaces have high x-heights for readability, and convey trustworthiness via their rustic simplicity and stable symmetry.

This design speaks to the target audience of affluent customers who would go the extra mile for their pets. It communicates that caring for pets is at the heart of everything Paws & Claws does, and they will be a warm, soothing presence throughout your pet's entire life. The final design solution provides a unified brand identity within the represented stationary items as well as in advertising, merchandise or promotional items.

