



# Paws & Claws

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# Overview

Paws & Claws, located in Atlantic, Iowa, is a Holistic Animal Clinic that offers holistic veterinarian services to all types of pet owners and their pets. They specialize in natural care, pet massages, and pet acupuncture.

Paws & Claws mission is provide a family values when treating your furry family member. They are known for a natural remedies and care to upper-middle class families.



# Logo Design

## Color Logo



## Black & White Logo



# Type Specifications

Bauhaus Medium

# Color Specifications



■ CMYK  
C100, M100, Y100, K100

RGB  
R0, G0, B0

■ CMYK  
C22, M50, Y100, K43

RGB  
R128, G88, B20

■ CMYK  
C20, M40, Y80, K0

RGB  
R207, G156, B81

■ CMYK  
C5, M5, Y70, K0

RGB  
R246, G228, B109

■ CMYK  
C5, M0, Y30, K0

RGB  
R243, G244, B194


■ CMYK  
C0, M5, Y25, K60

RGB  
R129, G122, B103



# Logo Usage - Do's

✓ Do use correct logo



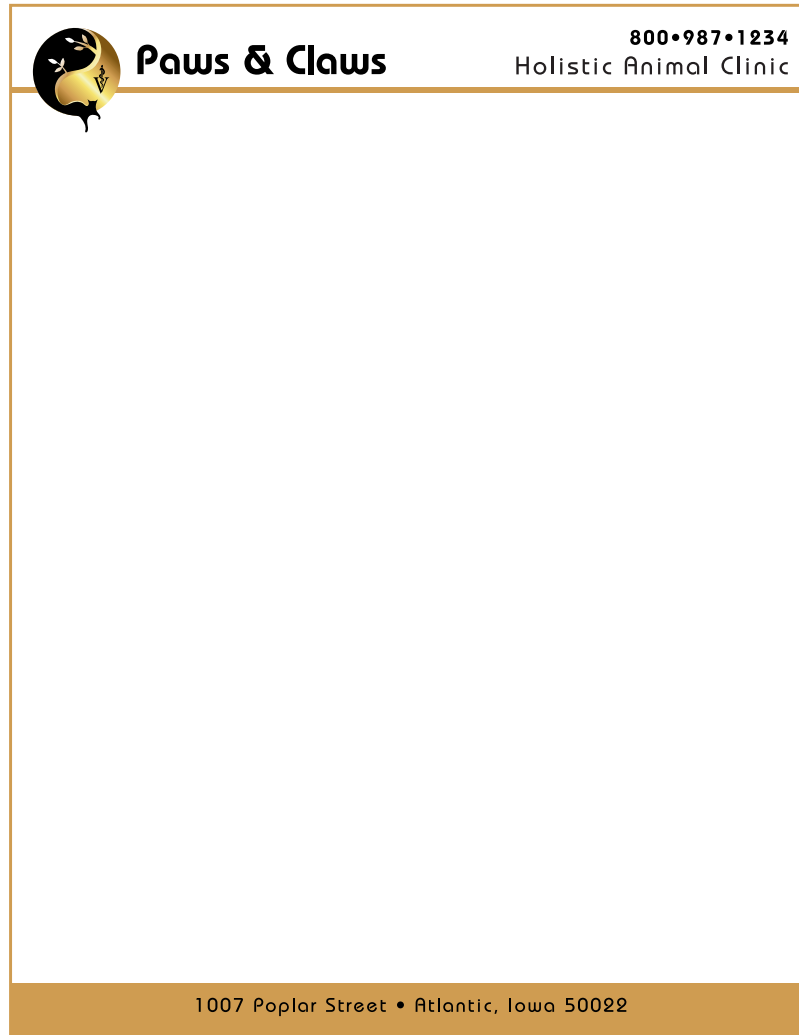
✓ Do use correct Name



✓ Do use veteranary symbol when the name is not inside the logo



# Stationery Items



Letter Head

# Stationery Items



Business Card



Envelope





# Rationale

Paws & Claws wants a new logo that reflects the business mission of a holistic, no-harm, veterinary clinic that offers a peaceful experience for your pet.

The yin yang symbol creates the image of peace and balance. The cat with a big fluffy tail represents the animals Paws & Claws serves. The lazy position of the cat reflects the message and acupuncture services. While the leafy vine in the middle of the logo displays the holistic clinic.

The target audience is upper-middle class customers who pamper their furry family pets and who are willing to spend extra money on their loved ones.

Black and gold are the colors used for expensive items and the color palette of black and gold or black and yellow-gold with the Bauhaus font creates a classy look. The logo is versatile and the curved look of the fonts keeps the geometric shape often used in design concepts.



# Logo Usage - Don'ts

Don't use the wrong background



Don't place the Name incorrectly



Paws  
&  
Claws



Paws & Claws

Don't scale the logo disproportionately

