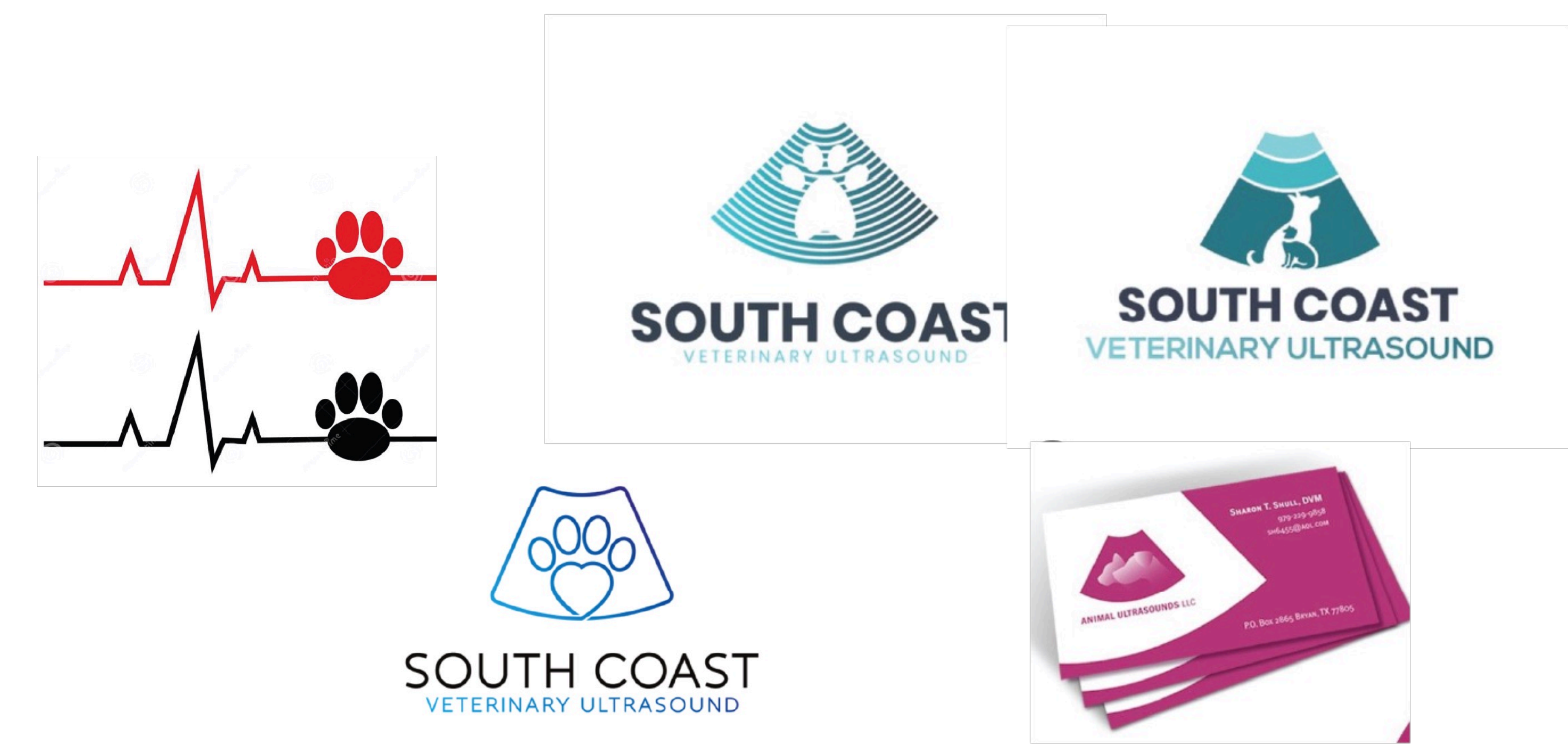


In this project, I created a **logo and business card** for a **veterinary doctor** who specializes in **cardiology and ultrasound for small animals**.

The client, also a friend of mine, asked for a design that reflected her professionalism and care. These are the steps I took to develop the final design, from initial concepts/inspiration to the finished brand materials.

1 INSPIRATION:



2 FONT EXPLORATION

Adelle Sans Devanagari

Adelle Sans Devanagari

Adelle Sans Devanagari

Adele Sans Devanagari was used for its clean, modern, and approachable look, which supports clear communication while maintaining a friendly and professional tone, an ideal fit for a veterinary brand.

3 COLOR EXPLORATION:

Different shades of blue were chosen for the logo and the business card to convey a sense of trust, professionalism, and calm; qualities that are especially important in veterinary care, where both pet owners and animals need to feel reassured and cared for.

4 FINAL DESIGN



5 MOCK UP:

