



**PAWS &
CLAWS**
Holistic Animal Clinic

by

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20 April 2025



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Overview

Paws and Claws Holistic Animal Clinic is dedicated to providing comprehensive, holistic veterinary care for a diverse range of pets, including cats, dogs, and exotic animals. The clinic specializes in natural treatment methods, such as pet massage and acupuncture, designed to promote the well-being of beloved companions.

Recognizing that pets are cherished members of the family, Paws and Claws is committed to offering alternative and natural medical care that prioritizes health and comfort. Their services are tailored for discerning pet owners who seek practical, non-invasive remedies and are willing to invest in the best possible care for their animals. The Paws and Claws team strives to create a nurturing environment where pets receive the highest standard of holistic care.



Logo Design

Color



Black & White



White



Type Specifications

Montserrat Alternates SemiBold

Futura PT Light

Color Specifications



**PAWS &
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Holistic Animal Clinic



Forest Green

CMYK	RGB	HEX
80 40 82 35	46 92 61	#2E5C3D



Soft Brown

CMYK	RGB	HEX
35 62 96 25	139 91 40	#8B5B28



Warm Beige

CMYK	RGB	HEX
7 15 40 0	213 203 162	#D5CBA2



Appropriate Logo Usage

Logo clear space and size

The minimum amount of clear space around the logo is the height of the "P" in "Paws" all around.



1.25"



The logo should never appear smaller than 1.25" tall.

Logo Color

The logo must be presented in the correct colors, black & white, or white.



Backgrounds

Logo may be placed on a background that provides good contrast, legibility and visibility.



Color logo on Sky Blue



White Logo on Soft Brown



Black Logo on Background Image

Separating the Paw from the text and placing them inline with each other is appropriate. Their proportions must be maintained, and all other rules are to be observed.



PAWS & CLAWS
Holistic Animal Clinic



Inappropriate Logo Usage

The logo cannot be changed in any way, embedded into text or sentences, or used over patterns.

Don't:



**PAWS &
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Change the logo colors



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Change the logo proportions



**PAWS &
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Add drop shadows



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Outline the logo



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Rotate the logo



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Crop the logo



Use a background that doesn't have enough contrast



Place the logo on a busy background



Stationery

Letterhead



**PAWS &
CLAWS**

Holistic Animal Clinic

729.762.5297

1424 E. 6th St., Suite 4
Irving, TX 75060

Gemma Bates,
LAc, IVAS
Feline Acupuncturist

Tobias Bates,
CVMT, NCAAM
Massage Therapist

Dr. Digby Bates,
DVM, DACVS
Veterinary Surgeon

Walter Bates,
DAVDC, Dipl. OM
Holistic Veterinary Dentist

info@pawsandclaws.vet

www.pawsandclaws.vet

Letterhead,
additional pages



Stationery

Business Cards, Front

 Gemma Bates, LAc, IVAS Feline Acupuncturist 729.762.5297 gemma@pawsandclaws.vet 1424 E. 6th St. Suite 4 Irving, TX 75060	 Dr. Digby Bates, DVM, DACVS Veterinary Surgeon 729.762.5297 digby@pawsandclaws.vet 1424 E. 6th St. Suite 4 Irving, TX 75060
 Tobias Bates, CVMT, NCAAM Massage Therapist 729.762.5297 toby@pawsandclaws.vet 1424 E. 6th St. Suite 4 Irving, TX 75060	 Walter Bates, DAVDC, Dipl. OM Holistic Veterinary Dentist 729.762.5297 walter@pawsandclaws.vet 1424 E. 6th St. Suite 4 Irving, TX 75060


Business Cards, Back

@pawsandclaws

www.pawsandclaws.vet

Envelope



PAWS & CLAWS
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1424 E. 6th St., Suite 4
Irving, TX 75060



Rationale

Paws & Claws Holistic Animal Clinic sought a logo that encapsulates its commitment to providing holistic veterinary care for a diverse range of pets and reflects its mission of treating animals as valued family members. The logo design effectively communicates the clinic's focus on natural care and alternative medical practices.

The logo's central element is a paw print, creatively integrated with leaves to represent the clinic's holistic approach. The leaves symbolize natural remedies and the nurturing care that Paws & Claws offers, while the claws extending from the leaves emphasize the clinic's dedication to all types of pets, including common and exotic animals. This combination of elements visually conveys the harmony between nature and animal care, aligning with the clinic's mission and vision.

The color palette was carefully selected to evoke a sense of tranquility and trust. Forest Green represents growth, health, and a connection to nature, reinforcing the clinic's holistic philosophy. The Warm Beige used for the leaves veins adds warmth and approachability, while Soft Brown for the text conveys reliability and comfort. Together, these colors create a soothing and inviting aesthetic that appeals to the target audience of upper-middle-class pet owners who prioritize their pets' well-being.

The typography chosen for the logo features Montserrat Alternatives SemiBold for "Paws & Claws," which offers a modern and clean look. At the same time, using Futura PT Light for "Holistic Animal Clinic" provides a sense of elegance and professionalism. The alignment and spacing of the text create a balanced rectangular shape beneath the paw print, ensuring that the logo is cohesive and easily recognizable across various media formats.

This logo design not only captures the essence of Paws & Claws Holistic Animal Clinic but also resonates with its target audience, communicating a message of trust, care, and commitment to natural remedies. The final design is versatile and scalable, making it suitable for a wide range of applications, from signage to stationery. Thus, it establishes a strong and unified brand identity.

