



# Identity Guide

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February 24, 2019

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## Paws and Claws Hollistic Animal Clinic

Paws and Claws Hollistic Animal Clinic is a business that serves all types of pets. From cats to dogs and exotic pets, Paws and Claws sees a large variety. Their mission statement is as follows:

To provide holistic veterinary care to our best friends. We specialize in natural care and services such as pet massage and acupuncture.

Paws and Claws prides it on natural care and alternative medicine that does not harm animals in any way. The client has requested a new logo and along with it, a style that is reflected and detailed throughout this guide.



## Color

With tag line



Without tag line



## Black and White

With tag line



Without tag line



## Paws and Claws Logo Colors

The Paws and Claws logo contains 6 total colors enumerated below. The primary color to be used is Light Blue for accent colors. All other colors can be used as highlights, borders, subheads or headlines and in various other graphical elements. Dark blue should only ever be used as a border.



### **Orange**

0C 82M 65Y 0K  
245R 127G 60B



### **Light Blue**

24C 0M 0Y 0K  
42R 197G 244B



### **Blue**

87C 48M 0Y 0K  
0R 119G 190B



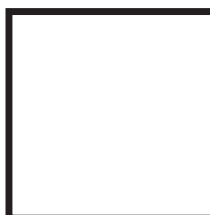
### **Dark Blue**

90C 73M 0Y 47K  
23R 48G 105B



### **Black**

0C 0M 0Y 0K  
0R 0G 0B



### **White**

100C 100M 100Y 100K  
255R 255G 255B

The logo should have a minimum of 0.125" white space on all sides to prevent overlap. Other rules can be viewed in the descriptions beside these example usages.



The logo works well on any white background and can be used on stationary, business cards and otherwise without alteration.



Background fills work fine as long as the color scheme is maintained. To avoid making the logo unclear, ensure the background is either darker or lighter or a different shade than the paw color and the font color.



Overprinting works well with the logo as long as the color contrast of the orange and black can be maintained. If the background image makes the logo unclear, overprinting should not be used.



Ensure the logo is scaled properly when aligned with multiple logos.



Avoid severe contrasting colors.



Be careful when changing the font color or outlines. While a fill make look good, ensure that the text border does not clash or become unclear with what is behind the image.



The minimum size of the logo is 1.35 inches as the and becomes hard to read past that.



Do not stretch the logo along any axis. Make sure the aspect ratio is maintained.



Do not use drop shadows with the logo.

Be sure to avoid all of these bad usage designs.

## Paws and Claws typefaces

Paws and Claws uses two major fonts; Myriad Pro and Aharoni Bold. While Aharoni Bold can be used for headlines or other attention grabbing focus points, the Myriad family of fonts should be used for all other instances.

### Aharoni Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 1 0 # \$ % & \* { } " " ' ' '**

### Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 1 0 # \$ % & \* ( ) " " ' ' '

### *Myriad Pro Italic*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 1 0 # \$ % & \* ( ) " " ' ' '*

### Myriad Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 1 0 # \$ % & \* ( ) " " ' ' '

Please note, while only 3 Myriad Pro fonts are demoed here, all from the Myriad Pro family are allowed.



## Paws and Claws business cards

Paws and Claws uses a standard format for all company business cards detailed below.



Employee Name

Job Title

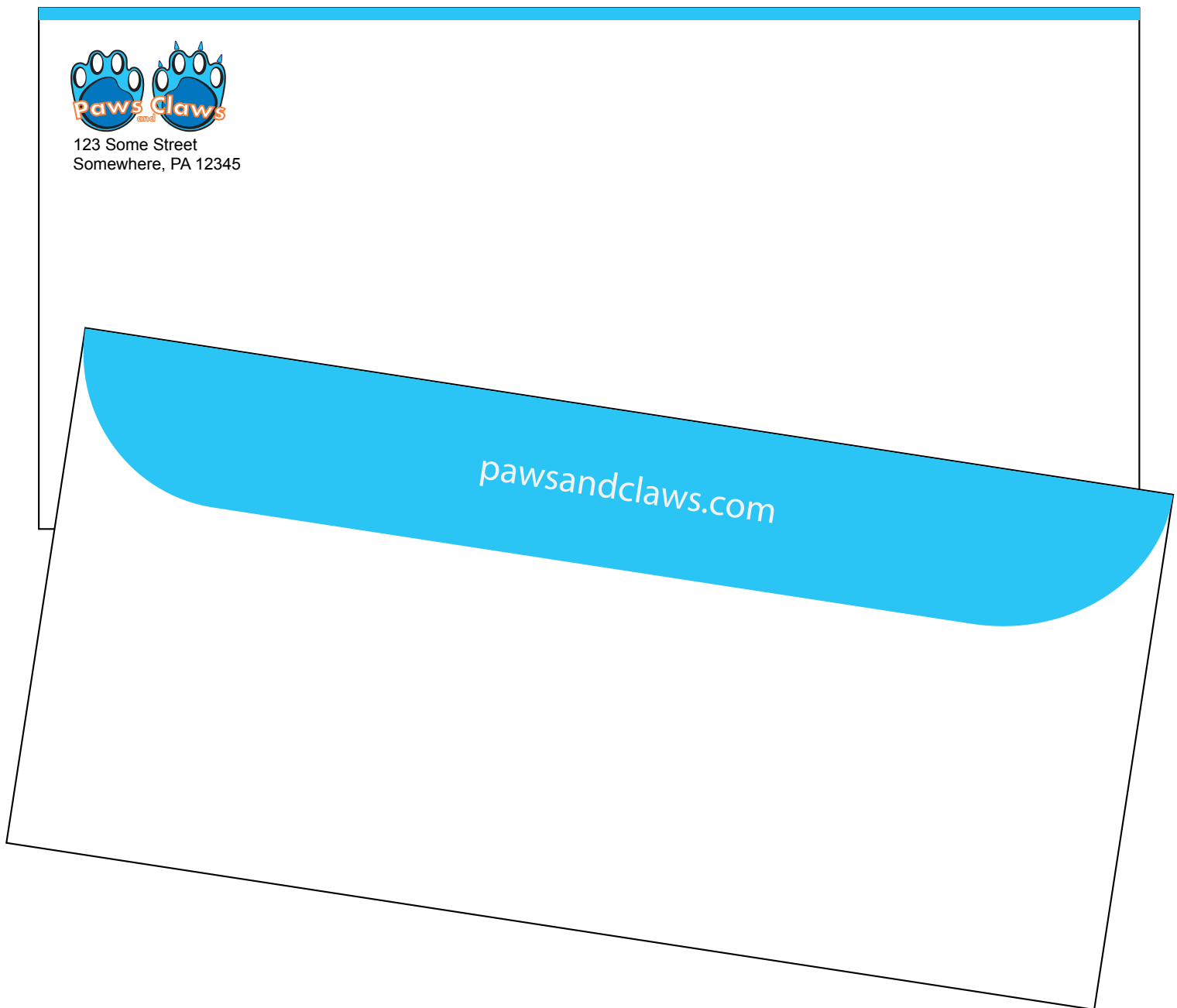
Business Address

Employee Email Address

Employee Phone Number

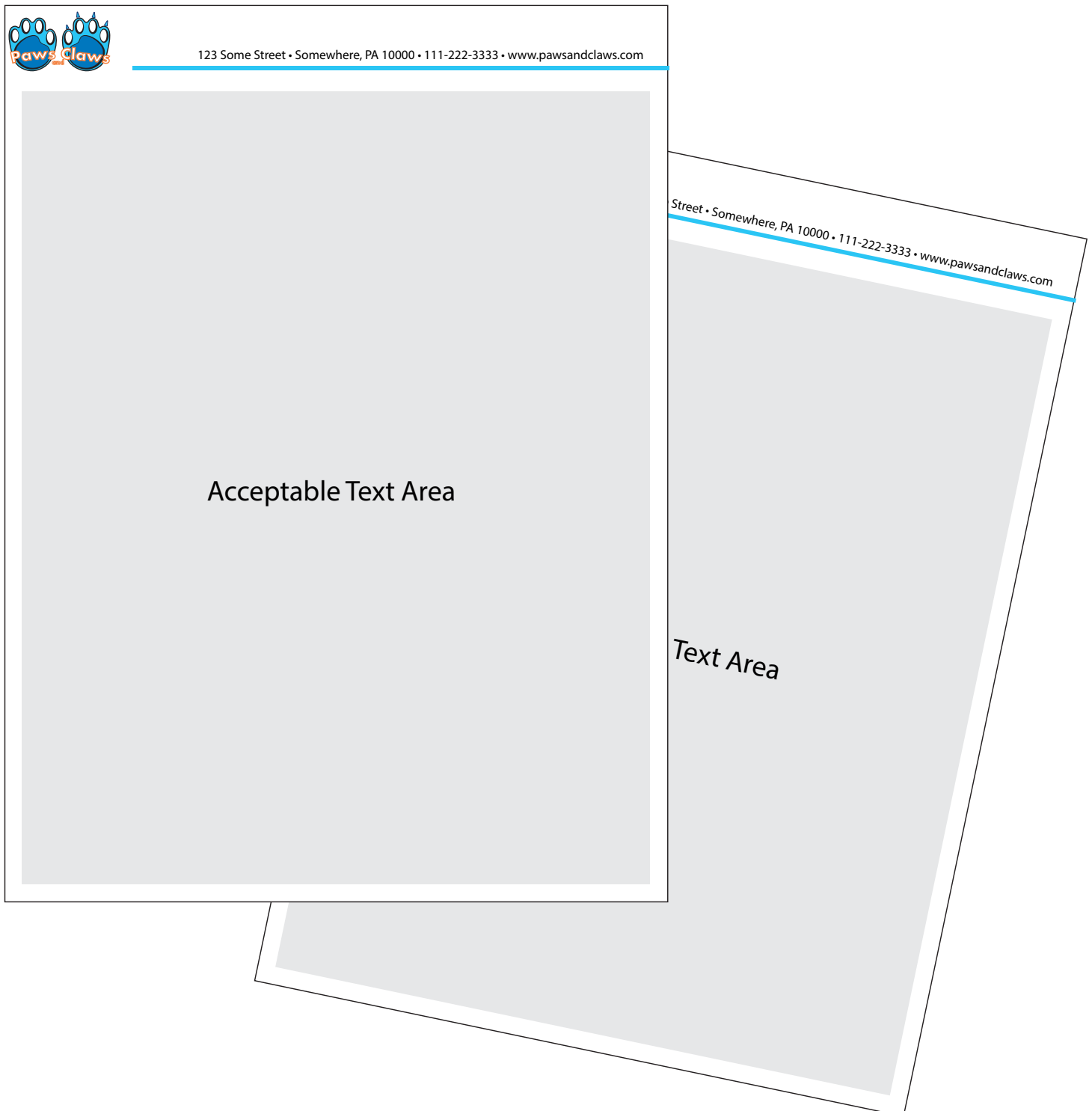
## Paws and Claws envelopes

Paws and Claws uses a standard format for all company envelopes detailed below.



## Paws and Claws letters

Paws and Claws uses a standard format for all company envelopes that must be followed as shown below.



Paws and Claws Hollistic animal clinic was simply looking for a new logo to reflect their ideas on their particular market of pets, exotic or otherwise. To appeal to all ranges of citizens, the logo had to be sure not to single anyone demographic out.

The color choice of blues and a complimentary orange were chosen because while the logo image is a normal paw, Paws and Claws sees animals of all shapes and sizes as their client's may have exotic pets. When viewing the logo, one might be inclined to think "who has a blue colored paw?"

The loose lines of the logo and shapes instead of claws were decided on to maintain the idea that Paws and Claws does not harm pets. Sharp lines and claws were omitted to stress this idea. The looser logo design is bold enough to be placed anywhere and still be visible, even on top of real world images.

The logo should appeal to any race, gender or demographic. As the client specifically named higher end targets with exotic pets, the logo remains clean and sleek to ensure that demographic was not alienated.