

Brand :
CLEARFUR

Client :
Taha El Hajji

Services :
Logo, Identity Design,
packaging, social media.

Year :
2023

© All rights reserved

violetgraphica@gmail.com
be.net/Violet-graphica
violet_graphica





The
Brand

About the brand

ClearFur is a brand that specializes in veterinary skincare products, offering organic and safe alternatives to antibiotics for pets suffering from skin infections.

Their products are highly effective and offer a long-lasting solution to various skin conditions such as dermatitis, itchiness, redness, impetigo, and cellulitis.

ClearFur is a brand that caters to pet owners who prioritize the health and well-being of their furry companions and seek organic and safe solutions that provide fast relief with no recurrence.



Brand Mission

ClearFur's mission is to provide pet owners with safe and effective alternatives to antibiotics for their pets, as the overuse of antibiotics is contributing to antibiotic resistance, which can have serious consequences for both humans and animals.

ClearFur's mission is to slow down this process and provide sustainable and safe solutions for pet owners to help prevent further resistance.



What sets us apart

ClearFur sets itself apart from other pet skincare brands by offering fully organic and safe products that are highly effective and eliminate recurrence.

ClearFur's products do not contain any antibiotics or similar strong chemicals that could contribute to antibiotic resistance.

Additionally, ClearFur's products are safe enough to be consumed, which demonstrates the brand's commitment to transparency and ethical practices.



The Audience

ClearFur targets pet owners who are conscious of their pets' welfare and are looking for fast relief, safe cures, and sustainable solutions with no recurrence.

These pet owners are typically 25+ years old and reside in the US, UK, Germany, France, and Spain.

They are environmentally conscious and want to contribute positively to the planet, so they prioritize organic and sustainable products.



Brand Keywords:

ClearFur's brand is associated with organic, safe, effective, transparent, ethical, sustainable, innovative, trustworthy, and planet-conscious.

These keywords align with ClearFur's mission and set the tone for the brand's values and identity.

Organic

Sustainable

Safe

Innovative

Effective

Trustworthy

Transparent

Planet-conscious

Ethical

Warm



The
Logo

CLEAR
FUR

NATURALLY HEAL YOUR PET.

Logo

Our logo consists of sleek modern typography, and incorporating subtle modifications to ensure its uniqueness.

In particular, we have creatively transformed the letter "R" in the word "CLEAR" into a geometric-style Dog icon, Likewise, the letter "R" in the word "FUR" has been stylized into a Cat icon. Both icons feature cheerful expressions, demonstrating the positive impact of our brand's products on the animals' fur.

The minimalistic typography not only conveys trustworthiness but also evokes a sense of naturalness and authenticity.

Overall, the design exudes a modern and clean aesthetic, while the playful dog and cat icons add a whimsical and friendly touch.



Design Close up

All the letters are in the same height and which makes the design well balanced.

The letter R has subtly morphed into a happy dog icon while maintaining the legibility of the letter.

CLEARFUR
NATURALLY HEAL YOUR PET.

Clean and minimal typography that matches with the brand aesthetics

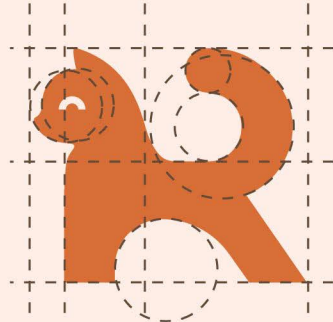
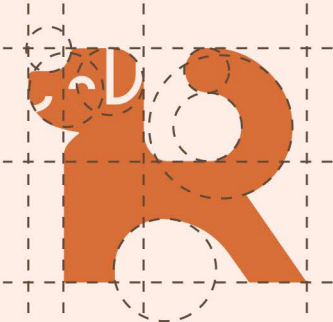
Clean and modern typography for the suggested slogan to match with the brand name.

R + 

The letter R has subtly morphed into a happy cat icon while maintaining the legibility of the letter.

R + 

Structure



Logo Variations





The
Colors

Color Palette

Color plays a vital role in our branding as we aim to differentiate ourselves from the competition and forge a strong connection with our customers. Our brand color palette is carefully crafted, featuring two vibrant main colors: a warm orange and a serene blue. These colors complement each other and create a captivating contrast. Additionally, we incorporate neutral and earthy tones that reflect our brand's commitment to organic values.

Pawsitive Orange

Hex Code

#D96E37

Color Values :

RGB 217 110 55
CMYK 11 66 84 2

90%

70%

50%

30%

Purrfect blue

Hex Code

#ABE0E0

Color Values :

RGB 171 224 224
CMYK 37 0 16 0

90%

70%

50%

30%

10%

Creamy Paws

Hex Code

#FFEFEB

Color Values :

RGB 255 239 232
CMYK 0 9 9 0

90%

70%

50%

30%

10%

Joyful Mocha

Hex Code

#634937

Color Values :

RGB 99 73 55
CMYK 42 56 65 53

90%

70%

50%

30%

10%

Color Personality

Pawsitive Orange

Hex Code

#D96E37

Warm Vibrant orange tone, that embodies an energetic feeling, and radiating warmth and optimism.

Purrfect blue

Hex Code

#ABE0E0

Serene blue reflects a sense of calmness, purity, and freshness, aligning with ClearFur's focus on skincare and well-being for pets.

Creamy Paws

Hex Code

#FFFEFE8

Calm and neutral beige tone to balance the vibrant colors and creates a soft feeling for the brand.

Joyful Mocha

Hex Code

#634937

Earthy brown tone, reflecting the organic and natural aspects of ClearFur's veterinary skincare products.



The
Typography

Font system

Our font system consist of two main fonts, the first one is the font utilized in the brand's logo, "Raleway" a contemporary and sleek sans-serif font family with various widths that create a striking contrast in the text and complement the brand's persona.

Secondly, "Sweet Apricot" a soft friendly script font that emulates signature handwriting is incorporated to provide a personalized touch to the brand.

Raleway

Raleway

Raleway

Sweet Apricot



Raleway

Aa

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sweet Apricot

Aa

Sweet Apricot

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





SUBHEADING FONT

Main Title Font

Body Font Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam,

mcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui

blandit praesent

Signature Font



The
Graphics

Graphics

Enhancing the brand with playful graphic icons, that bring a friendly and enjoyable vibe to the forefront.

These versatile icons serve as delightful stickers for our customers, adding a personalized touch to their experience.

Additionally, they can be animated stickers on social media platforms, further engaging our audience and infusing fun into our online presence.



CLEARFUR



GOOD BOY



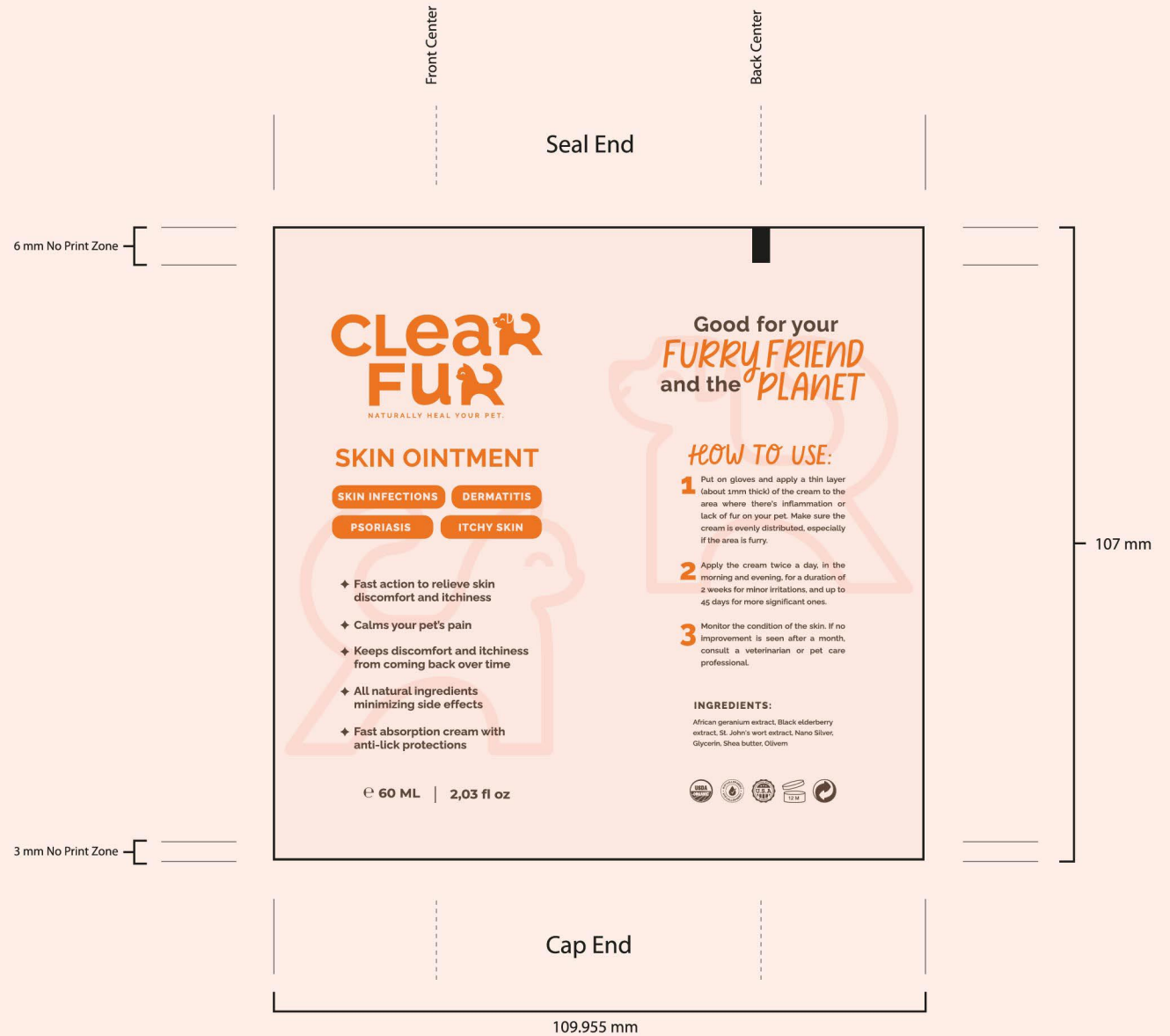


The
Packaging

Box Design



Tube Design



Good for your FURRY FRIEND and the PLANET

Clear FUR
NATURALLY HEAL YOUR PET

SKIN OINTMENT

SKIN INFECTIONS
DERMATITIS
PSORIASIS
ITCHY SKIN

The looming global crisis of antimicrobial resistance fueled largely by the overuse of antibiotics, threatens to claim more than 300 million lives by 2050. This widespread overuse not only jeopardizes the well-being of animals, but also significantly endangers human lives. After two decades of dedicated research, we are proud to introduce a safe, effective, and natural alternative to reduce the overuse of antibiotics. Our mission is clear: to combat the rise of antimicrobial resistance, safeguard the health of both animals and humans, and shape a healthier future for our planet.





ELVER BIORESEARCH USA CORP.
2001 Biscayne Blvd. Unit #2215
Miami, 33137-5018
USA

Clear FUR
NATURALLY HEAL YOUR PET

SKIN OINTMENT

SKIN INFECTIONS
DERMATITIS
PSORIASIS
ITCHY SKIN

- Fast action to relieve skin discomfort and itchiness
- Calms your pet's pain
- Keeps discomfort and itchiness from coming back over time
- All natural ingredients minimizing side effects
- Fast absorption cream with anti-lick protections

e 60 ML | 2,03 fl oz

Clear FUR
NATURALLY HEAL YOUR PET

Clear FUR
NATURALLY HEAL YOUR PET

SKIN OINTMENT

SKIN INFECTIONS
DERMATITIS
PSORIASIS
ITCHY SKIN

- Fast action to relieve skin discomfort and itchiness
- Calms your pet's pain
- Keeps discomfort and itchiness from coming back over time
- All natural ingredients minimizing side effects
- Fast absorption cream with anti-lick protections

e 60 ML | 2,03 fl oz



Front



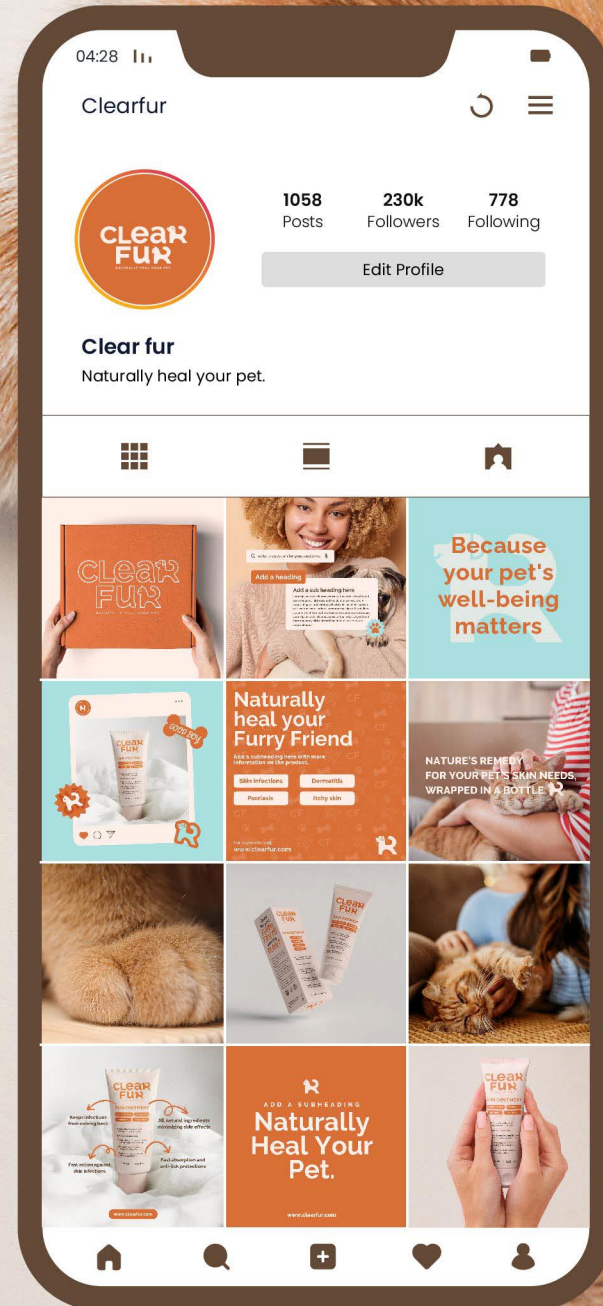
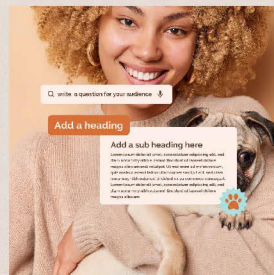
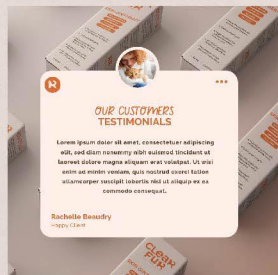
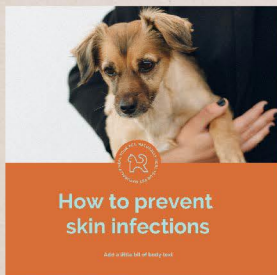
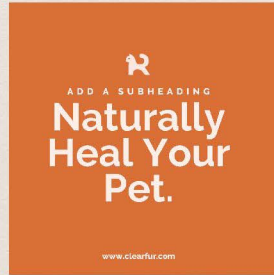
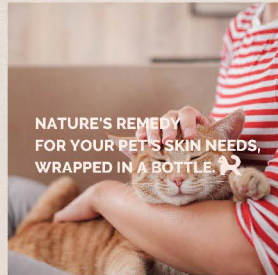
Back





The
Social media


Posts Templates



Stories Templates

CLEARFUR

NATURALLY CLEAN



Good Boy

Clear Fur SKIN OINTMENT


• Fast action to relieve skin discomfort and itching
• Calms your pet's pain
• Keeps discomfort and business hours opening back over time
• All natural ingredients minimizing side effects
• Fast absorption cream with anti-flea protection

1.60 ML | 2.05 FL OZ

www.clearfur.com

CLEARFUR

SAY GOODBYE TO SKIN WOES, AND HELLO TO CLEAR FUR'S NATURAL GLOW!



www.clearfur.com

CLEARFUR

Naturally Heal your Pet



Clear Fur SKIN OINTMENT

SKIN INFECTIONS | DERMATITIS | PSORIASIS | ITCHY SKIN

- Fast action to relieve skin discomfort and itching
- Calms your pet's pain
- Keeps discomfort and business hours opening back over time
- All natural ingredients minimizing side effects
- Fast absorption cream with anti-flea protection

1.60 ML | 2.05 FL OZ

ADD A SUBHEADING

CLEAR FUR

NATURALLY HEAL YOUR PET.

SKIN OINTMENT

SKIN INFECTIONS DERMATITIS

PSORIASIS ITCHY SKIN

- ◆ Fast action to relieve skin discomfort and itchiness
- ◆ Calms your pet's pain
- ◆ Keeps discomfort and itchiness from coming back over time
- ◆ All natural ingredients minimizing side effects
- ◆ Fast absorption cream with anti-lick protections

e 60 ML | 2,03 fl oz



A top-down photograph of a person's hands gently holding a ginger tabby cat. The person is wearing a blue long-sleeved shirt and a black watch on their left wrist. The cat is sitting on a mustard-colored sweater. The background is a light-colored tiled floor and a brown carpet.

CLEAR FUR

NATURALLY HEAL YOUR PET.

Client's Testimonial

"Violet's professionalism is only exceeded by her creativity. We provided Violet with a few sentences describing what we do and she produced a fully fledged brand that sits proudly among our competitors. The work covered overall brand, packaging, social media assets, email templates, photography guidelines and display ads.

The whole experience from onboarding, through delivery, and off boarding was very smooth and highly professional.

we were anxious to ensure our product and brand look professional and grab our customers attention. Through Violet's work, we ended up with a differentiated brand that is a step above competitors."

Taha El Hajji





Thank you for watching!

Violet

[Graphica]

✦ Aesthetic Brands for
the Modern CEO.

Contact Info :

violetgraphica@gmail.com

be.net/Violet-graphica

 [violet_graphica](https://www.instagram.com/violet_graphica)

© All rights reserved

