



Case Study: Clinics Choice

Growing Business through Design

Expanding animal health outreach for a modern market.

The goal when developing this new brand of nutraceutical dog & cat supplements was to expand veterinary outreach and improve the lives of companion animals under veterinary care. As a vital part of this objective, Studio MLM worked to strengthen the veterinary-client relationship via strong messaging & imagery, a user-friendly website & categorical system, as well as the simple, trustworthy graphics to back it up. Through developing the full line of proprietary products, we honed in on the cutting edge technologies, innovative ingredients and pet friendly dosing. This placed Clinics Choice as a premium choice for veterinarians, clients, and pet patients.

Services

Brand Strategy
Identity Development
Messaging & Voice
Tagline & Copy
Tradeshow & Marketing
Packaging & Dielines

Brand Assets
Categorical System
Sales Collateral
Product Photography
Web Design



the Premium **Choice** in Animal Health.



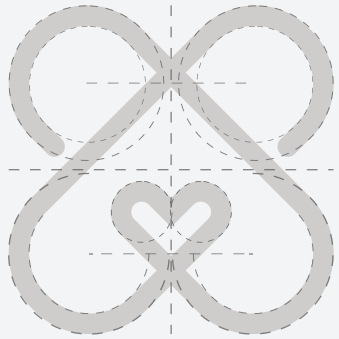
Process

Building the brand language.

When developing a logo for this warm and playful brand, we wanted to highlight three core elements: the patient, the clinic, and their shared ambition for quality care. We found the simple symmetry of basic shapes to be a strategic solution for such a versatile brand.

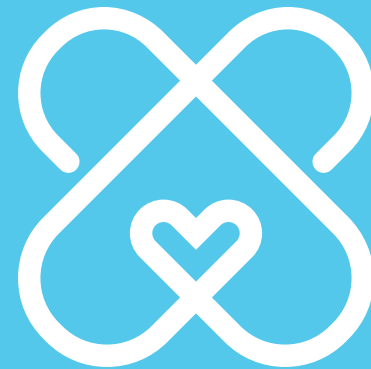
We paired the logo with a rounded, monoline font family called Torus. The simplistic forms and soft terminals make this a nice complement to the logo while still preserving the versatility and professionalism required for corporate applications.





clinicsTM
choice.







pet

+



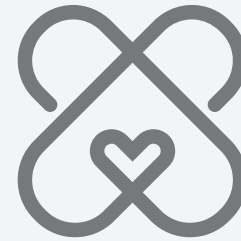
clinic

+



love

=



Technology

Animal health backed by science.

ITPGS™ is a proprietary blend that improves key nutrient absorption to support a healthy immune system and microbial balance in pets. This was the starting place for the explainer video about the technology. The motion

graphics animation digs into the molecule while taking a deeper look inside the animal to demonstrate how it works and the benefits that it brings.

ITPGS™ 



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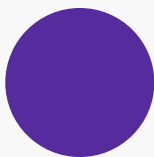
- **derm health**
Advanced Veterinary formulas to support the healthy structure and function of the skin.
- **essential health**
Advanced Veterinary formulas to support key daily functions such as synthesis and absorption of essential nutrients and provide support to address normal aging in overall health and wellness.
- **dental health**
Advanced Veterinary formulas to support overall dental and periodontal health.
- **joint health**
Advanced Veterinary formulas to support overall mobility and healthy joint functions.
- **digestive health**
Advanced Veterinary formulas to support the healthy structure and function of the skin.
- **immune health**
Advanced Veterinary formulas to support a strong immune response and an overall healthy immune system.
- **specialty health**
Advanced Veterinary formulas to support vital functions such as detoxification, excretion, metabolism, circulation, and cognition.

Category System

We sought to create a smart category system for the Clinics Choice product line that remained playful and lighthearted, as a pet brand should, while keeping in mind future expansion. The solution we developed highlighted the product's primary target: the function; i.e. dental, joint, digestive.

This system was then paired with a diverse and vibrant color palette to differentiate each category. We also solved the challenge of products falling under multiple categories by labeling the respective properties on the packaging using the proprietary color palette. This allowed us to keep the packaging clutter-free and functional.

Product Colors



derm



essential



dental



joint



digestive



immune



specialty



Product category color

Product species callout

Product benefits category finder



derm choice.



essential choice.



dental choice.



joint choice.



digestive choice.



immune choice.



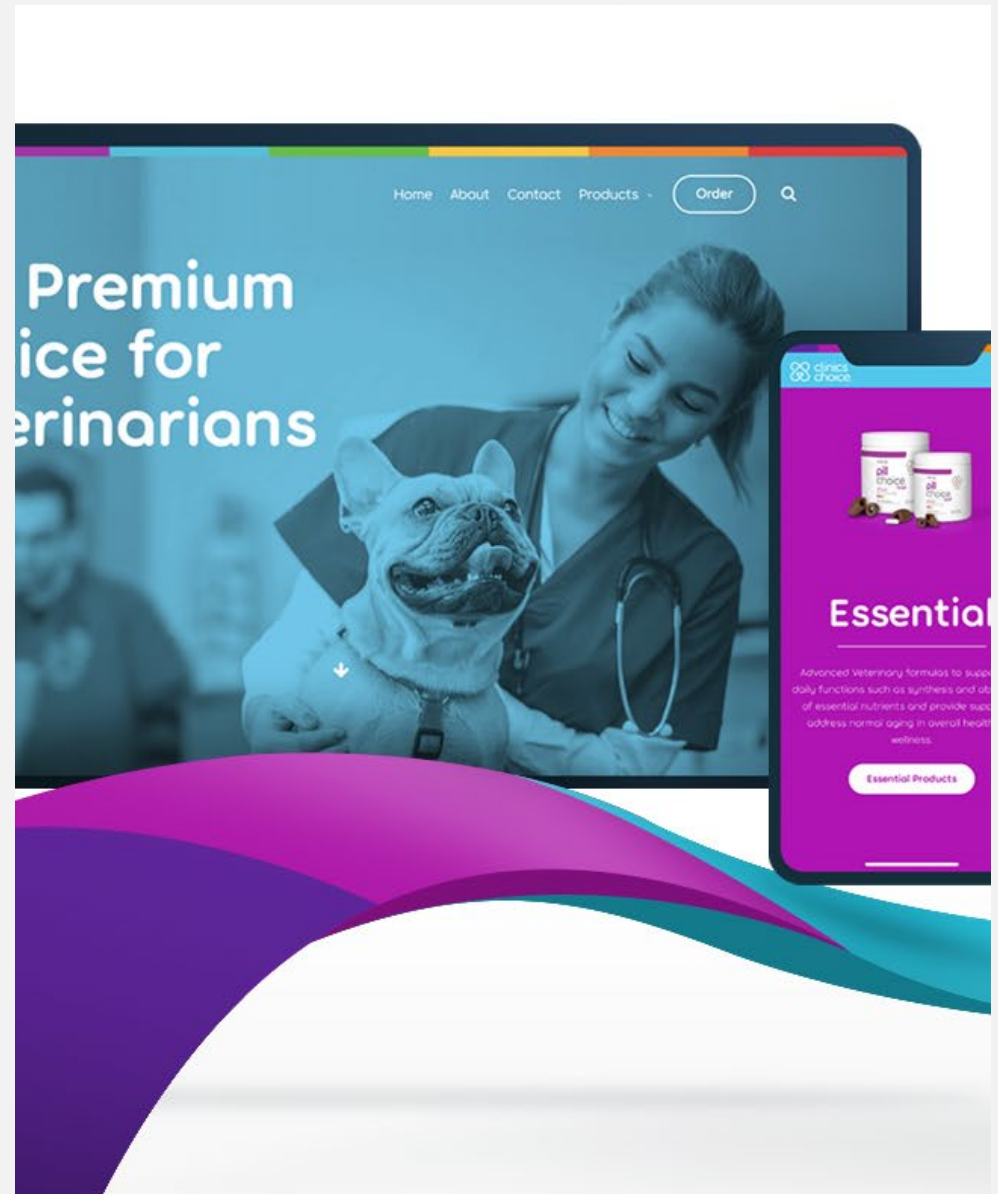
specialty choice.



Web Design

A versatile portal for vets & consumers.

The goal of the Clinics Choice website is to provide a portal for licensed veterinarians to access wholesale pricing as well as a functional eCommerce platform for consumers to browse and purchase products directly. We have integrated heavy-duty plugins for managing security, user accounts, product inventory, and discount info. The cohesive elements of this flexible brand and color palette allowed for easy expansion and a user friendly interface.



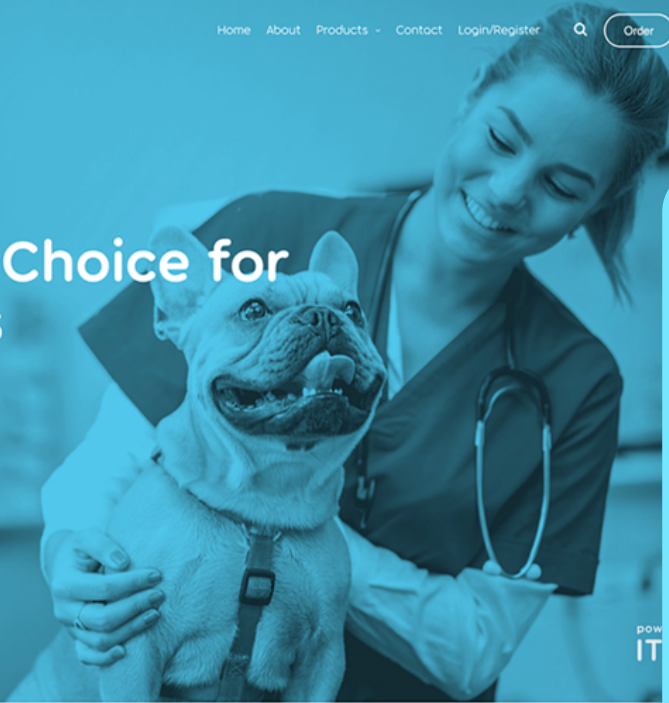


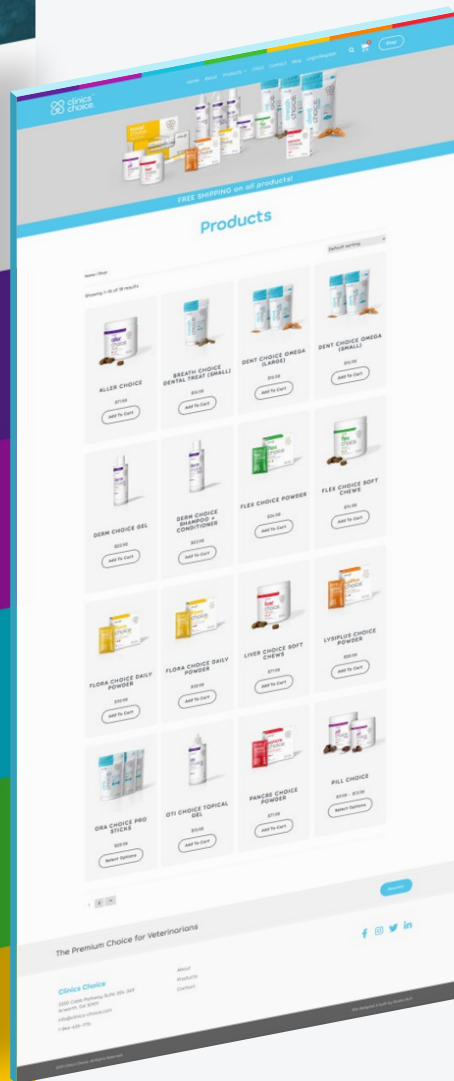
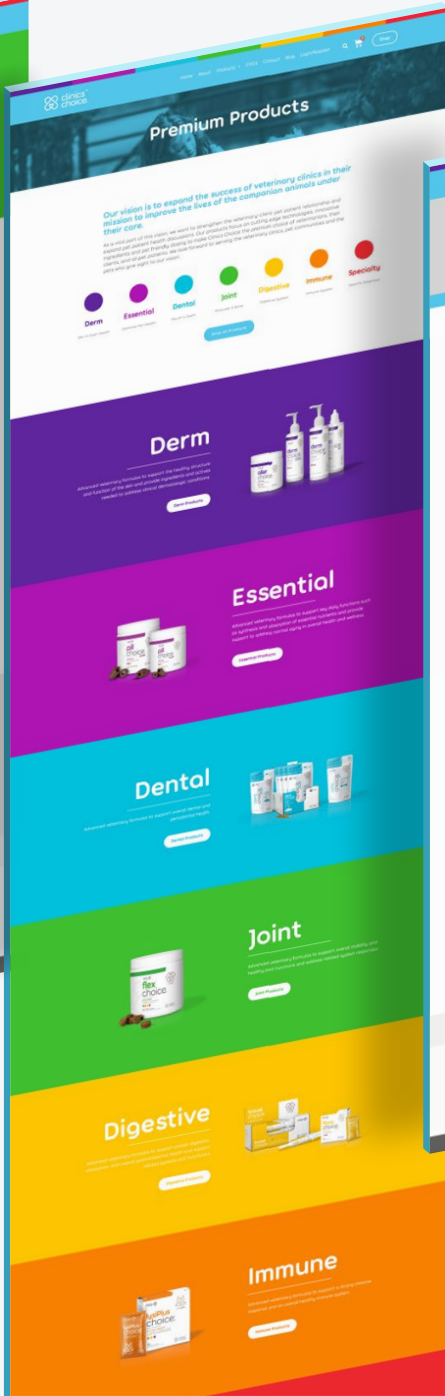
[Home](#) [About](#) [Products](#) [Contact](#) [Login/Register](#)



[Order](#)

The Premium Choice for Veterinarians

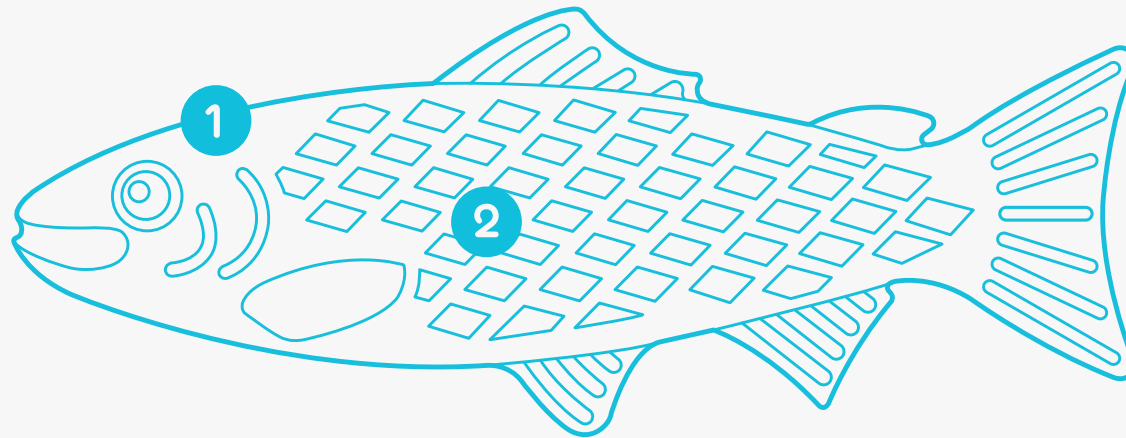






Proprietary Treat Design

The Clinics Choice functional dental stick provided an opportunity to marry industrial design with product innovation and create a product that was unique, had a balance of playfulness, seriousness, cleaning functionality, reference to the flavor, and the ability to be manufactured as efficiently as possible.



dent
choice.
Omega

- 1 Easily absorbable chelated minerals boost metabolism
- 2 Textured design to help scrub away plaque and tartar







clinics[®]
choice.



Marketing

Full-service sales support

The brand language we developed was applied to a variety of sales collateral including custom sell sheets, custom product info sheets, folder system for sales reps,

custom tear-off pads, trade show setup and materials, specialty product sample packs, digital & print advertising, and more.



aller choice™

derm health

For support with dermatological sensitivities and overall skin health.
Soft Chews for Dogs



Product Usage

Indicated for dogs with allergies, pruritus or any inflammation associated with a variety of skin issues. Aller Choice is recommended as a key weapon in the battle for skin health. Aller Choice contains a patented proprietary blend of Complex Omegas from three different sources to insure greater absorption and thus bioavailability. Along with the new Omega Complex, Aller Choice adds a powerful proprietary blend of key botanicals and bioflavonoids that have been proven to support the integrity and health of skin through a wide variety of antioxidant and anti-inflammatory functions. With the addition of the molecule ITPGS, Aller Choice is one of the best new tools in the multi-modal approach in the battle for greater dermatological health.

Powered by ITPGS™

ITPGS is a Patent Pending proprietary blend of bioactive proteins that improve key nutrient absorption, supporting a healthy inflammatory and immune biomarker response, microbial balance, and antioxidant activity.

key product benefits

- **Derm Health**- supports overall healthy structure and function of the skin.
- **Immune Health**- supports overall immune system health.
- **Digestive Health**- supports overall digestion and gastrointestinal health.
- **Essential Health**- supports daily functions in aging related to overall health.

aller choice™

Product Information

Product Facts Active Ingredients per 4g chew:

Omega Complex ¹	480 mg
EPA (Eicosapentaenoic Acid)	70 mg
DHA (Docosahexaenoic Acid)	45 mg
Phytoecutin Derm Blend ²	200 mg
ITPGS™ ³	50 mg

¹Proprietary blend of Fish Oil, Flaxseed, Krill Meal and Sunflower Lecithin

²Proprietary blend of Bioflavonoids and Botanicals

³Proprietary blend of Egg Protein and Tocopherol Polyethylene Glycol Succinate (ITPGS)

Inactive Ingredients: Cane Molasses, Canola Oil, Dried Pork Liver, Glycerin, Lactic Acid, Mixed Tocopherols, Potato Flour, Potato Starch, and Sorbic Acid

Caution: Safe use in pregnant animals or animals intended for breeding has not been proven. If animal's condition worsens or does not improve, stop product administration and consult your veterinarian.

Distributed by Clinics Choice, Acworth, GA 30101
Contact Us 1-844-425-1719

Product Facts (continued) For use in dogs only.

Recommended to help maintain healthy response to dermatological sensitivities and support overall skin health.

Directions for Use (daily):

Loading (for 15 days):

<40 pounds: 2 chews

>40 pounds: 3 chews

Maintenance (daily):

<40 pounds: 1 chew

>40 pounds: 2 chews

Warnings: For animal use only. Keep out of reach of children and animals. In case of accidental overdose, contact a veterinarian immediately.

Storage: Store at room temperature

*ITPGS is a trademark of Vets Plus, Inc.®



To see the entire Clinics Choice™ product line visit www.clinics-choice.com

 clinics choice.





powered by
ITPGS

the Premium Choice
for Veterinarians.



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**pancre
choice.**

pancreatic support

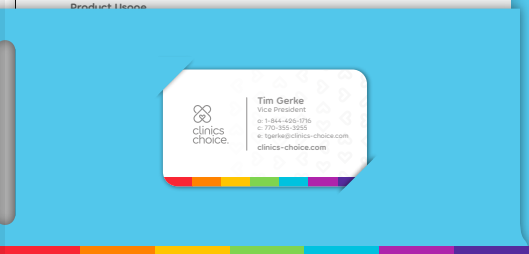
For support in healthy pancreatic
function vital to maintain overall
health.

powder for Dogs



 **product
categories**

- Joint Health**
Pancreatic insufficiency (PI) can lead to malabsorption of essential nutrients, including vitamins and minerals, which can contribute to joint health issues.
- Heart Health**
Pancreatic insufficiency (PI) can lead to malabsorption of essential nutrients, including vitamins and minerals, which can contribute to heart health issues.
- Immune Health**
Pancreatic insufficiency (PI) can lead to malabsorption of essential nutrients, including vitamins and minerals, which can contribute to immune health issues.
- Weight Management**
Pancreatic insufficiency (PI) can lead to malabsorption of essential nutrients, including vitamins and minerals, which can contribute to weight management issues.



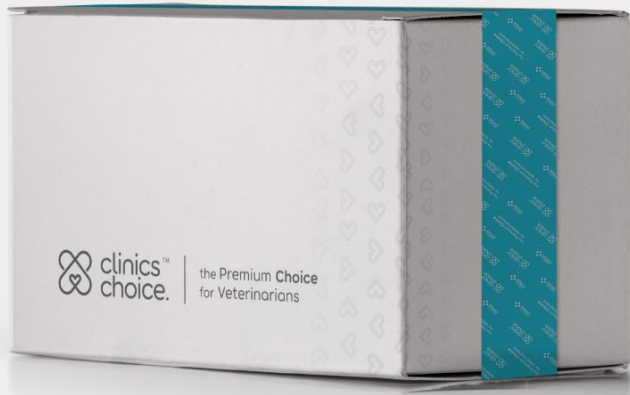
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clinics™
choice. | the Premium Choice
for Veterinarians



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Let's Grow Together!

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