

Project Title:

Brand logo for day old broiler chicks

What text do you want to appear in your logo?

Alpha Chicks

Tagline:

Consistent Quality Always

What will this logo represent and convey?

(Name of parent company: Asia Poultry Feeds Pvt. Ltd.)

Our company logo: http://asiafeeds.net/images/logo_asia.jpg

We started poultry feed manufacturing in 1994 and have grown to become one of the largest commercial poultry feed manufacturers in Pakistan. Our motto "Consistent Quality Always" signifies our commitment to quality that differentiates us from our competition. We are well regarded in our industry for being innovators and trendsetters. From building the first modern feed mill in the country to setting up the first single-stage broiler hatchery, we have time and again demonstrated our commitment to excellence.

Our customers have come to expect a very high level of quality from us, and there is already a big demand for our day-old broiler chicks. The production of these chicks involves parent stock farm sites where broiler breeders are reared in modern environmentally controlled houses. These lay fertile eggs that are transported to the hatchery where they are incubated for approximately 21 days. After this period, they hatch and the day-old chicks are sold to commercial broiler farmers who rear them for meat consumption. Brief information regarding these processes can be obtained from the following manuals:

Breeder Management Guide

(http://en.aviagen.com/assets/Tech_Center/AA_Breeder_ParentStock/AA_Breeder_Guide.pdf)

Hatchery Guide (http://www.cobb-vantress.com/contactus/brochures/Hatchery_Guide_2008.pdf)

In keeping with our philosophy, we have invested in state of the art parent stock farms, and the first single-stage broiler hatchery in the country. These will reflect in higher quality chicks in terms of lower first week mortality, higher (yolk-less) chick weight, better developed internal organs, active and more uniform chicks without deformities and most importantly better feed conversion and weight gain throughout the broiler's life.

We want the brand logo to convey this idea of quality and our commitment to consistently maintain it at a high level. We want our customers to understand that we are at the cutting edge and that we are different from our competitors because we understand what we are doing and we want to look after our customer's interests. The logo should be intelligent (should convey a message) but not snobbish. It should be simple and appeal to a wide range of customers from varying educational backgrounds.

Two-colors + white is preferred to curtail printing costs, but it can be 3 colors as well. The logo should be well suited for small and large prints (printed on business card to large display on an overhead water tank). It should use lively/bright colors. Logo should not be too wordy but it should display name (Alpha Chicks). It should retain its character even if this name is removed.

Internally the logo will appear on parent stock farm sites, hatchery building, egg and chick transport vehicles, office building, (white) stationary, worker uniforms. Externally the customers will see the logo on chick boxes, transport vehicles, stationary, marketing materials, publications etc.

Supplier of our incubation equipment is Chick Master and we like their logo
(http://www.chickmaster.com/images/CM_logo_index.gif)

Correct shape of egg: http://www16.ocn.ne.jp/~akiko-y/Egg_by_Itou/index_egg_by_Itou_E.html

Style:

Modern, Professional, Simple

Kind:

Symbol, Abstract, Character