

**Project Title:**

Brand logo for Commercial Poultry Feed

**What text do you want to appear in your logo?**

Indus Feeds

**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](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.

We currently have two feed production units located in Central and Southern Punjab province. Currently we are setting up a new production facility in Karachi (Sind province), which is the largest city in Pakistan located on the coast of the Arabian Sea. We already have two brands in the market namely Asia Feeds (which is also the name of our company) and Chenab Feeds. Coinciding with the launch of our third production facility, we want to launch another brand called Indus Feeds. Both Chenab and Indus are names of important rivers in Pakistan, Indus being one of the bigger rivers in the world. With the Indus brand we are aiming for greater market penetration, while providing the same high quality product for which we are known.

Introduction to feed manufacturing: Main raw materials used in compound feeds include grains and their derivatives, the major one being corn. These account for around 60% of the feed. The second most important are oilseed meals such as soybean meal, canola meal, sunflower meal etc. Apart from these, vitamins and essential micro-ingredients are added separately to create a well-balanced diet. All the ingredients are ground and blended to form mash feed. This is then conditioned with steam and passed through a pellet press to form cylindrical pellets. These are bagged into 50 kg bags and dispatched to growing farms. We produce feed for all types of poultry but our main sales are for broiler (meat-type) chicken and secondly for layer (egg-producing) birds.

We pride ourselves in the high quality of products that we produce. These are defined in terms of well-balanced diets with all nutrients provided in the correct proportion, having no anti-nutritional or detrimental components, which translate into better feed conversion i.e. less feed consumed for higher production (be it meat or eggs). In our industry terminology, we aim for higher gain:feed ratio (broilers), higher egg production (layers), lower mortality, no morbidity, better vitality. We also strive to provide hygienic feed that is safe for the birds as well as for the final consumer. One important aspect of quality is its consistency. Since our raw materials are agricultural products which change seasonally, we strive to ensure that the nutritional requirements of the birds are met all the time throughout the year. We want the aspect of high and consistent quality to be reflected in the logo.

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). It should be simple and appeal to a wide range of customers from varying educational backgrounds. The design should not be "busy" or cluttered.

The background of the logo should be white. Two-colors + white is preferred to curtail printing costs, but it can be 3 colors as well. It should be possible to print logo in 1 color only, without losing much character. The logo should be well suited for small and large prints (printed on business card to large display on buildings). It should use lively/bright colors. Logo should not be too wordy but it should display the name (Indus Feeds). The logo should conform to the dimensions (length:width) of our different brand logos (link attached below).

Internally the logo will appear on production facilities, office building, (white) stationary, worker uniforms. Externally the customers will see the logo on feed bags (made of woven polypropylene\*), transport vehicles, stationary, marketing materials, publications etc.

*\*Printing on polypropylene bags is limited to 2 colors. We have at least 10 different products (within the same brand e.g. Indus Feeds Broiler Starter, Indus Feeds Broiler Grower etc) and we want the bags to look distinctly different. For this we use a different major color for each product. The logo should be adaptable to this. This limitation applies only for printing on bags.*

Our different brand logos are displayed on the following link:

<http://asiafeeds.net/contactus.php>



Asia Feeds  
(Commercial Poultry Feed)



Chenab Feeds  
(Commercial Poultry Feed)



Alpha Chicks  
(Day-old Broiler Chicks)

Following are some logos that we like:

<http://www.cjbio.net/images/common/logo.gif>

<http://www.engrofoods.com/images/logo.png>

[http://niche-marketing-production.s3.amazonaws.com/wp-content/uploads/2012/12/TA\\_Corp\\_S\\_RGB.jpg](http://niche-marketing-production.s3.amazonaws.com/wp-content/uploads/2012/12/TA_Corp_S_RGB.jpg)

[http://www.underconsideration.com/brandnew/archives/taca\\_logo\\_detail.gif](http://www.underconsideration.com/brandnew/archives/taca_logo_detail.gif)

<http://festivalofsails.com.au/wp-content/themes/festivalofsails/images/festival-of-sails-logo.png>

<http://www.logogallery.net/wp-content/upload/pagepro.jpg>

[http://logofaves.com/wp-content/uploads/2011/10/kaiser\\_m.jpg](http://logofaves.com/wp-content/uploads/2011/10/kaiser_m.jpg)

<http://maxcdn.thedesigninspiration.com/wp-content/uploads/2010/03/Black-Coffee-l.jpg>

**Style:**

Modern, Professional, Simple

**Kind:**

Symbol, Abstract, Character, Text

