

Project Title: Logo for our Dynamic Flare Reducer (DFR)

Company: Nicholson Manufacturing Ltd.

Website: <https://debarking.com/>

YouTube: <https://www.youtube.com/@NicholsonManufacturingLimited>

Company Logo:



Industry: Industrial wood processing (log debarkers)

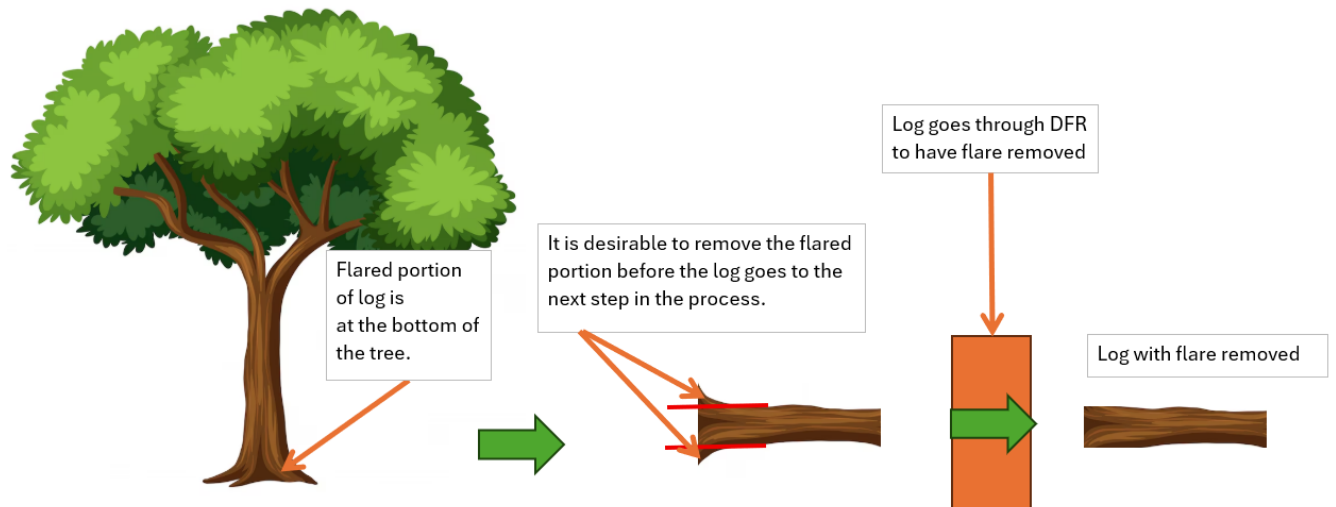
Project Brief: Nicholson Manufacturing is a company that designs, engineers, and sells log debarkers. A log debarker is a piece of equipment, typically in a sawmill, that removes the bark from the log. Nicholson has developed a new piece of equipment called a Dynamic Flare Reducer. We refer to it as the DFR. We are looking for a DFR logo we can use for marketing purposes.

What is a DFR: The Dynamic Flare Reducer (DFR) is a piece of equipment that removes the flare from a log. This ring is installed in one of our machines/debarkers and is spinning as the log enters the ring. The knives then shave off the desired amount of wood.



The DFR has 5 knives that adjust based on the size of the log. The log is scanned upstream of the machine for size. The knives on the DFR adjust to the appropriate size to remove the flare from the log.

Animation of DFR: https://youtu.be/uQWlzwelSy8?si=W5eX6IM8gOrko5_f



Additional information and resources:

1. Look at some of our other YouTube Videos to see our product and how it works.
 - a. <https://youtu.be/Q8T9xodIVrU?si=PzUmN25eUSrKNd4l>
 - b. https://youtu.be/qE3Bh2QmpAs?si=_0CFLUyQtyUA1msZ

2. Photographs of the DFR – See the two photographs below. The first photograph is the DFR itself. The DFR is a ring-shaped piece of equipment that integrates into one of our larger pieces of equipment. The second photograph is the DFR installed in one of our machines.





3. The photograph below is a log that has gone through the DFR. The portion of the log that had the flare, is now smooth and round.



4. Below are the colours of our equipment. The logo does not need to use these same colours. But we thought we would provide them if your imagination decided these would work.
 - a. Grey – CMYK: 45.35.33.12
 - b. Green – CMYK: 88.24.100.10
 - c. Orange – CMYK: 0.80.100.10
5. We have another logo for our MLX line of products. This MLX logo has the phrase “by NICHOLSON” we would like this incorporated into the DFR logo.



6. You will notice both our company logo and the MLX logo have a similar theme with the grey debarking ring. We do not want to have this same image for our DFR logo. We would like the DFR logo to be different.