

Product Logo: VeriphyMe

Description:

Our company Phydeler secures brands and protect consumers from fakes, forgers, and fraudsters. Phydeler's tagline is 'Protecting Provenance'.

We are a business-to-business company ranging from family farms to the largest agribusinesses, food processors, wholesalers, and retailers.

Our technology provides provenance authentication for natural goods, such as food and fibres.

We are now looking for a product logo for the consumer facing product: VeriphyMe.

This logo will feature on product stickers / tags which will also contain a QR code.

The product logo needs to use space efficiently and be easily read in smaller form factors. The QR code needs to be a larger percentage of the overall label footprint, so must be incorporated creatively.

The logo needs to be visually compatible with our existing Phydeler logo, below.

Design Requirement:

Logo & Text-

Text consists of the name VeriphyMe

Logo can contain the Phydeler shield, and/or evoke key themes of nature & security.

Posture: The logo needs to be a "Call to Action" for the consumer to verify the product using the VeriphyMe app. It needs to be simple and instantly recognisable.

It will convey a careful balance of "nature's bounty" and our "fierce protection" of it. Our producers and the consumer need to know we have their back, and they can trust products with the VeriphyMe label. Our consumers want to enjoy the fruits of nature, safely, without fear.

Keywords: Food, Nature, Natural, Farm, Fresh, Sunny, Wholesome, Meat, Beef, Lamb, Seafood, Fish, Lobster, Fidelity, Security, Authenticity, Protection, Safety, Calm, Assured, Confidence, Resolute.

Colors: Could include Blue(sky/sea), Green(fields), Brown (soil), Yellow (sun), no more than 2, and needs to be compatible with the existing green of the Phydeler logo. The logo also must work in monochrome, with both variants delivered.



PHYDELITER
PROTECTING PROVENANCE