

## CREATIVE BRIEF NUTRISAN, Inc Logo

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**To :** <http://www.designcrowd.com>

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**LIVRAISON** In 15 days

### Project

**Client :** Nutrisan Nutraceutical Products INC  
**Project :** corporate logo design  
**File number :** BRF-0001

### Context

Nutrisan is a Canadian company that is behind the regeneration shop. The redesign of the logo is part of the new activities ahead of the Nutrisan company.

#### Communication context

The logo already exists but is old and does not really reflect the job of the heart of the company namely expertise in nutraceuticals.

### Hot issue

Consolidate and clearly identify Nutrisan as an internationally oriented company specializing in nutraceutical with several activities including Regenerescence.com shop.

### Objectives

- Corporate: Nutrisan as a leader of nutraceutical products in Canada.
- Marketing: Boost brand position on global market
- Communication : modernize the company's image and give it a meaning to its activities

### Target - Insights

- Organisations, companies and entrepreneurs in general in health industry
- Public Sector Health and parapublic health actors
- Pharmaceutical and medical Industries and specialists
- Manufacturers in food health products as juicer

#### Key insight :

This is a company with its core business could very medical, sanitized when it is just the opposite. Nutrisan working on living.

Our mission : create any product from food substances, but made available in tablet, powder, potion or other medicinal forms not usually associated with food, which turned out to have a physiological effect beneficial or protective against chronic diseases.

### Message

Nutrisan naturally expert in nutraceutical products for your health in your life

### Reason to believe

A 100% Canadian that transcends borders with its various engaging activities : design, import and resale worldwide food and household products quality / price target several markets, shop (s) online, R & D in the field of well-being and health food

### Perception to remember

Nutrisan is THE Canadian company specialized in nutraceutical products industry which innovates every day in the R & D of high-end hardware affordable. A new form of natural personal care.

### Tonality

Simple - Professional - Dynamic - Innovative - clean but not sterile medical - Proximity - warm

### TO DO LIST

- Logo in colors and black and white version (Small and big Size)
- PSD source + JPG, PNG, GIF transparent format
- Graphical charter (to explain kreatif approach)
- Graphic and design Moodboard (option)

### Other consideration

- The full name of Nutrisan is Nutrisan Nutraceutical Products INC. We only use the name in logo : Nutrisan
- Find a way to link the natural aspects to the science, nature and health