

Pure Isolates | logo design brief

About us

We are a new US company called Bioactive Ingredients Corporation that will be operating under the trade mark **Pure Isolates™** and the url pureisolates.com.

Our company was formed to commercialize **cutting-edge** technology for the production of Active Ingredients for use by humans and / or animals to improve health and well-being. We will be producing Active Ingredients that are derived from nature, for example extracted from medicinal plants, or which are identical to such naturally-derived compounds. (Examples of Active Ingredients are Vitamin D, Omega-3 and Aspirin). Products that our Active Ingredients will be added into include medicines, dietary supplements, foods, cosmetics, dermal patches and vaporizers. Our Active Ingredients will be sold in the form of pure isolates – i.e. 99%+ pure ingredients which is usually in the form of **white crystalline powder** (like salt).

Target market

We will be selling to companies that formulate and produce medicines, dietary supplements, foods, cosmetics, dermal patches and vaporizers. A good proportion of our customers will be in the nutraceutical, nutritional or botanical products industries. We are a **Business-to-Business** company not Business-to-Consumer. Initially our customers will be in the US but we hope to expand internationally.

The logo

To contain the words “Pure Isolates” and (preferably) may also include a mark or symbol. Any emphasis is on the Pure rather than the Isolate. The final logo will be needed in 6 variations:

1. Two classes: one for use against a white / light background and one for use against a black / dark background;
2. Each class is needed in 3 forms: a) as is; b) with the addition of TM; c) with the addition of ®.

It's fine to submit a first-round design with only 1 of these variations.

Design preferences

- We are seeking an **iconic**, simple and clean yet timeless and **memorable** design.
- The logo preferably will have only 2 colors (preferably black and white).
- The brand values to be reflected are: **intelligence**; **excellence**; **integrity**.
- We would like to give the impression of being a large and professional company.
- Any symbolisms used should rather focus on purity, technology or crystallinity / powder rather than health, wellness or nature.
- While a symbol based around the letters PI is not ruled out, it would have to be quite special to fulfil this brief (intelligent, memorable, iconic etc.).
- Please make sure to consider the overall shape of the logo to ensure it is practical to use and does not end up needing to be shrunk to the point where it is hard to read or see important detail.
- The logo needs to work with the Company's document template as used in this document.

Examples of logos that embody our view of iconic are shown overleaf.



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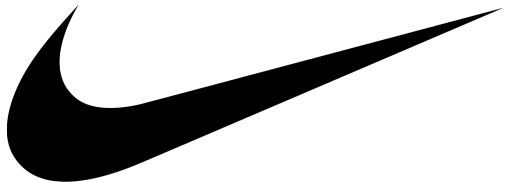
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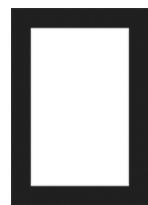
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