

Assignment Overview

Source: - Contest on Design Crowd

Client: Nualgi America / Aquaritin: Lakes

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Objective: Create a dynamic, bright, contemporary style logo for a high tech product that improves the water quality in lakes, bays, lagoons and irrigation ponds. The logo will be used on;

- Product Labels
- Website
- Marketing Materials

What is Aquaritin: Lakes?:

Aquaritin is a non-toxic formulation for growing beneficial diatoms. Diatoms form a part of the natural food chain which consume the nutrients and feed the zooplankton and fish while oxygenating the entire water body from surface to benthos with molecular oxygen. It's job is to clean and rid the water of the nuisance algae blooms and toxins and bring the water body back to a healthy, crystal clear, odor free environment. Aquaritin Lakes is the preferred solution of Lake Managers, Water Resources Managers and Golf Course Superintendents around the world.

Timeline: 5 - 10 days

Dimensions of label for back and front:

11.65" length x 5.5" height

Example of the bottle the product will be sold in.



Nualgi America Inc. Brands:

- [Nualgi Ponds](#) colors – orange / blue
- [13Essentials](#) colors - charcoal / green / purple

Other Labels within our Brand:



Logo:

Things to consider and show variation of;

- Font style, Color scheme should be striking, contemporary and unique
- Must evoke themes such as purity, clarity, efficiency, modernity
- The tag line is “Rapidly Combats Nutrient Pollution in Water Bodies”
- It should be different from Nualgi Ponds and 13Essentials
- Think beyond just the logo - the winning logo will branch into product branding to be used on bottle labels, website, marketing and promotional material as per our other products listed.