



LOGOS



HOMEGROWN ONTARIO LOGO

Client:

Homegrown Ontario, a consortium of Ontario Pork, Ontario Veal and Ontario Sheep

This logo was developed to brand Ontario meats and make them readily identifiable to the Ontario consumer. We had the benefit of substantial research that indicated the consumer thought positively about Ontario Farmers, and developed a logo that reflected that.



THE ONTARIO ASSOCIATION OF BOVINE PRACTITIONERS LOGO

Client: Ontario Association of Bovine Practitioners

One of our first logos, this project for a veterinarian association was a great opportunity to learn the not-so-subtle differences between the silhouette of a beef and a dairy cow. We aren't going to be judging the Royal anytime soon, but we have figured out the basics of conformation.



PET LOSS LOGO

Client: Bioniche Animal Health

We often produce 20, 30, 40 different concepts for a logo design. Not so this one. The Pet Loss Program was developed to help pet owners through the greiving process when their pet had to be euthanized. We developed the visual symbol of the tree and water and sunset out of a discussion with the client, and it just clicked.



ONTARIO VEAL APPEAL

Client: Ontario Veal Association

The appeal of Ontario Veal. A longstanding client, the OVA wanted to develop a consumer brand for Ontario veal that could work across all retail outlets. As part of a new branding campaign, we delivered a grinning logo that's irresistible.



NUTREQUIN ELITE

Client: Bioniche Animal Health

Nutrequin Elite is a brand extension of a popular equine vitamin supplement. This version, geared more toward performance horses, needed to link back to the simpler logo, and still connect with equine professionals.

econiche™

The logo features the word "econiche" in a sans-serif font. The letters "eco" are green, and "niche" is grey. A stylized leaf icon, split into green and grey halves, is positioned above the letter "i". A small "TM" trademark symbol is located to the right of the word.

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ECONICHE LOGO

Client: Bioniche Food Safety, a division of Bioniche Life Sciences Inc.

The first step in creating a new brand is developing a memorable logo. For Econiche, a new cattle vaccine, the logo highlights how the product name plays off the company name.



ECHI-FEND LOGO

Client: Bioniche Life Sciences Inc

A new botanically derived echinacea needed a logo. This had to appeal to consumers, and just to throw in a twist, horse owners too! The pharmaceutical grade of the product is sold for human consumption, but the main market is for horses.



LAW OFFICE OF MICHELE BALLAGH

Client: Michele Ballagh, Lawyer and Trademark Agent

And guess who we use to trademark and register logos? Anyone?



OMEGA-FEND CANINE

Client: Bionche Animal Health

Omega Fend Canine is a botanically derived essential fatty acid supplement for dogs. It offers an appropriate ratio of Omega 3's and Omega 6's specific to the canine diet.



WILLIAN WOOD-WRITE LOGO

Client: William Wood-Write Custom Crafted Pens

Started as a hobby, Willian Wood-Write has grown beyond it's custom pens to dominate the Canadian market for pen blanks, pen hardware and supplies relating to this wood turners hobby. It's one of those remarkable grown-from-the-basement sucess stories and we were glad to be a small part of it.



PIGTECH AD CAMPAIGN

Client: Purina

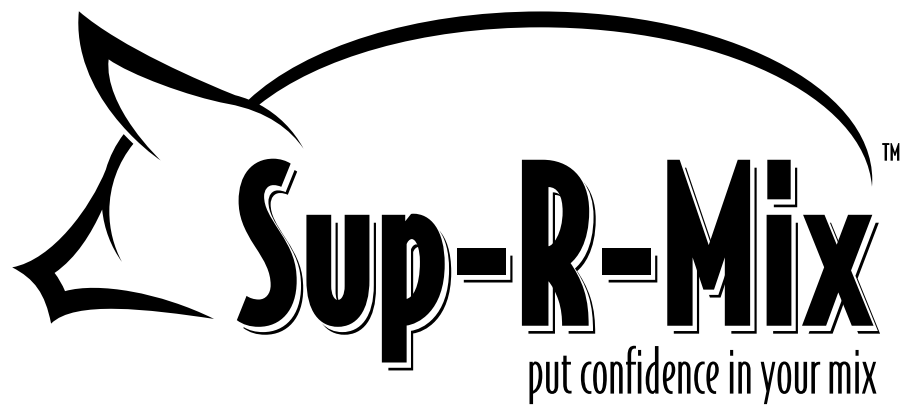
PigTech is Agribrand Purina's line of starter pig feed. The redesigned product line needed a new logo system that would encompass the brand and identify each of the four products. We developed a mark that communicated the prime benefit to producers—growth.



PIZZA GOURMENT

Client: Pizza Gourment

After 30 years as a franchised store, it was time to sell the business. This necessitated a new brand identity and we developed a logo, signage, menus and a flyer program. The new branding helped sell the business quickly and for a premium that more than covered development costs.



SUP-R-MIX

Client: Purina

We developed a logo for Purina's line of base mix products. And by carefully listening to how the product was to be marketed, we came up with the tagline "put confidence in your mix", which alluded to Purina's offer to test on-farm mixed feed and provide a feed analysis, giving the producer confidence that his feed program was providing optimum feed efficiency.