



FGL Foods

FEEDSCO GLOBAL LIMITED FOODS.

OVERVIEW

Feedsco Global Limited Foods is Nigerian private company, majorly in Agriculture products; like fresh farm chicken, snail, vegetables, fruits, nuts etc.

This document introduces the company brand logo's icon and typographic that will be used on all its official documentations and promotional items. The brand icon is symbolizes what the company does which is mainly fresh farm foods.





BRAINSTORM

Foods

Fresh

Farm

Vegies

Organic

Packaging

Processing

Preserved

Journey to the Final Face

To get to the final face of the Brand, there are other options that were tested having in mind what the products and services of the company were. The icon, typography and colours needs to demonstrate the mood, culture and value channelled towards the right audience.







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COLOR PALETTE



TYPOGRAPHY

Choosing the right typeface is equally an important phase of the brand development, so Montserrat Alternative was used as the main typeface and Montserrat for the body



BRAND APPLICATIONS





FGL Foods

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*Fresh Farm
Chicken*



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Trusted by Yellow Pages
FEEDSCO LTD
KUALA LUMPUR PAKEJ BERKUALITI
KAMPUNG MANGKAP



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