

Identity contains process, objectives and context



The Background

The Stevia plant is a source of sweetness, 200 times more potent than sugar, but with out any calorific value. Trials to grow Stevia have been taking place at SteviaAfrika farms for the last 5 years and the company is progressing towards commercial planting and harvesting.

Our approach

We developed an identity for the company that illustrated the requirements, water and sun for growth of healthy leaves. The colour palette represents the concept but also firmly roots the identity in an African context.

Brand evaluation and definition

As a start up business it was important from the outset to have clear objectives for the business and how it wished to be perceived. Professionalism, quality and size of operation were key factors to convey SteviaAfrika's ambitions.

The outcome

By developing a strong recognisable brand identity the company has been able to convey its professionalism to the markets, stakeholders and employees and thus attract the investment, interest and high calibre of people to ensure the company's solid growth.