

**SUPER**  
GROWER'S LTD

**LOGO DESIGN**  
**PRESENTAION**



# DESIGN 1





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# Logo concept

## 01 LETTER "S" FORM

Represents the brand name Super Grower's and acts as the core identity element. The flowing "S" shape reflects continuous growth, strength, and natural progress, making the brand instantly recognizable and memorable.

## 02 LEAF & PLANT SYMBOL

The sprouting leaves emerging from the "S" symbolize agriculture, freshness, and new life. Represents healthy crops, sustainable farming, and future growth, highlighting the brand's commitment to nature and cultivation.

## 03 AGRICULTURAL FIELD LINES

The curved line pattern at the base represents farmland, soil layers, and cultivation rows. Symbolizes strong roots, fertile land, and agricultural expertise, connecting the brand directly to farming and ground-level production.

## OVERALL CONCEPT

The logo combines the "S" letterform, plant growth, and field patterns into a single cohesive mark. This integrated structure represents growth from the ground up, reflecting trust, sustainability, and professional agriculture practices. The result is a modern, scalable, and industry-relevant identity suitable for farming, agri-products, packaging, exports, and corporate branding.

## 01 LETTER "S" FORM



## 02 LEAF & PLANT SYMBOL



## 03 AGRICULTURAL FIELD LINES



# Logo Variations

Vertical



Horizontal



Icon





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# DESIGN 2





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# Logo concept

## 01 HIDDEN "S" FORM

When the sun, plant stem, and root structure are visually connected, they subtly form the letter "S", representing "Super" and "Super Grower's". This hidden letter adds brand recognition, uniqueness, and memorability, making the logo meaningful beyond its surface design.

## 02 RISING SUN SEGMENTS

The segmented circular form represents the rising sun, a symbol of energy, renewal, and agricultural cycles. It highlights the importance of sunlight for crop growth, success, and seasonal farming progress.

## 03 PLANT & LEAF SYMBOL

The central plant reflects life, freshness, and sustainable cultivation. It represents healthy growth, care, and nurturing, aligning with the brand's agricultural mission.

## 04 ROOT & SOIL STRUCTURE

The lower section illustrates roots and soil layers, emphasizing strong foundations and deep farming expertise. It symbolizes stability, nourishment, and long-term growth, showing that real success starts from the ground up.

## OVERALL CONCEPT

The logo brings together sun (energy), plant (growth), and roots (foundation) while subtly forming the letter "S". This integrated structure represents the complete agricultural lifecycle, reinforcing Super Grower's Ltd as a trustworthy, sustainable, and future-ready farming brand.

## 01 HIDDEN "S" FORM



## 02 RISING SUN SEGMENTS



## 03 PLANT & LEAF SYMBOL



## 04 ROOT & SOIL STRUCTURE



# Logo Variations

Vertical



Horizontal



Icon





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# THANK YOU!

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