

MERIDIAN POLYMERS LOGO - D E C K

Carboxymethyl Cellulose (CMC)



CELLULOSE GUM

Water-Soluble Polymer Derived From Natural Cellulose.

A Cellulose Derivative Made By Chemically Modifying Natural Cellulose (From Wood Pulp Or Cotton) With Chloroacetic Acid. It Becomes Water-Soluble And Forms A Viscous, Stable Solution.

KEY PROPERTIES:

Water solubility | Viscosity control | Film-forming ability | Stabilizing & binding | Non-toxic and biodegradable.

APPLICATIONS:

FOOD: thickener and stabilizer in ice cream, sauces, bakery fillings.

PHARMA: binder in tablets, thickener in syrups and gels.

COSMETICS: provides smooth texture in creams, lotions, toothpaste.

DETERGENTS: prevents dirt redeposition.

PAPER & TEXTILE: improves strength and smoothness.

PAINTS: improves flow and consistency.

GRADES OF CMC

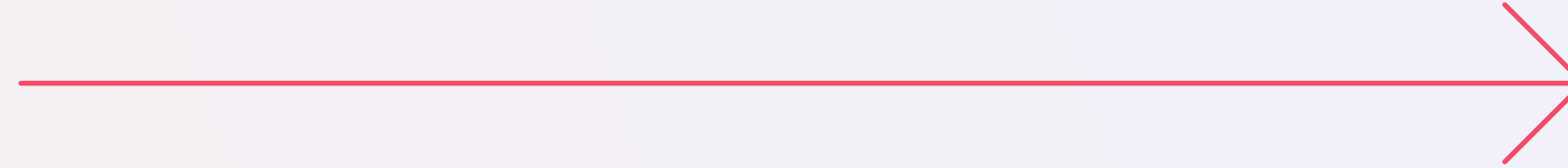
LOW-VISCOSITY CMC: For detergents, paper, and coatings.

HIGH-VISCOSITY CMC: For food, pharma, and personal care.

TECHNICAL GRADE: Industrial applications.

FOOD/PHARMA GRADE: Purified and safe for consumption.

UNDERSTANDING CMC FOR LOGO DESIGN





CORE IDEA

Consistency in Flow

CMC symbolizes controlled movement, balance, and harmony — a material that keeps everything stable yet dynamic.

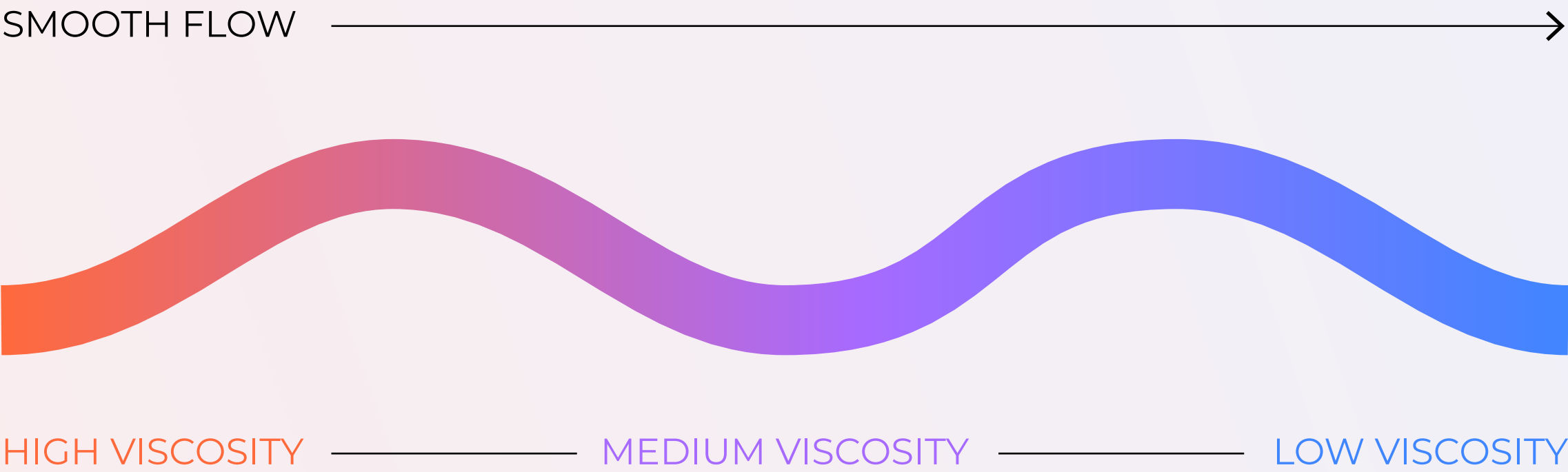
C O N C E P T 0 1

F L O W + M =



COLOR FLOW

"The logo gradient illustrates the flow of the CMC product, transitioning from a rich red-orange to a calm blue. This visual flow conveys smoothness, continuity, and dynamic movement, capturing the essence of the product's versatility and performance. The subtle nod to viscosity highlights the product's ability to transform from a denser to a lighter state, enhancing its functional appeal."



FOOD INDUSTRY →



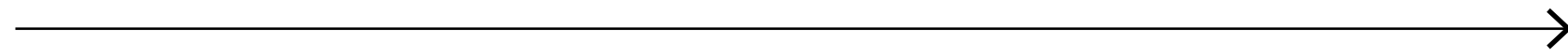
COSMETICS INDUzSTRY →



LIFESTYLE INDUSTRY →



PHARMA INDUSTRY





THE LOGO



INVERSE



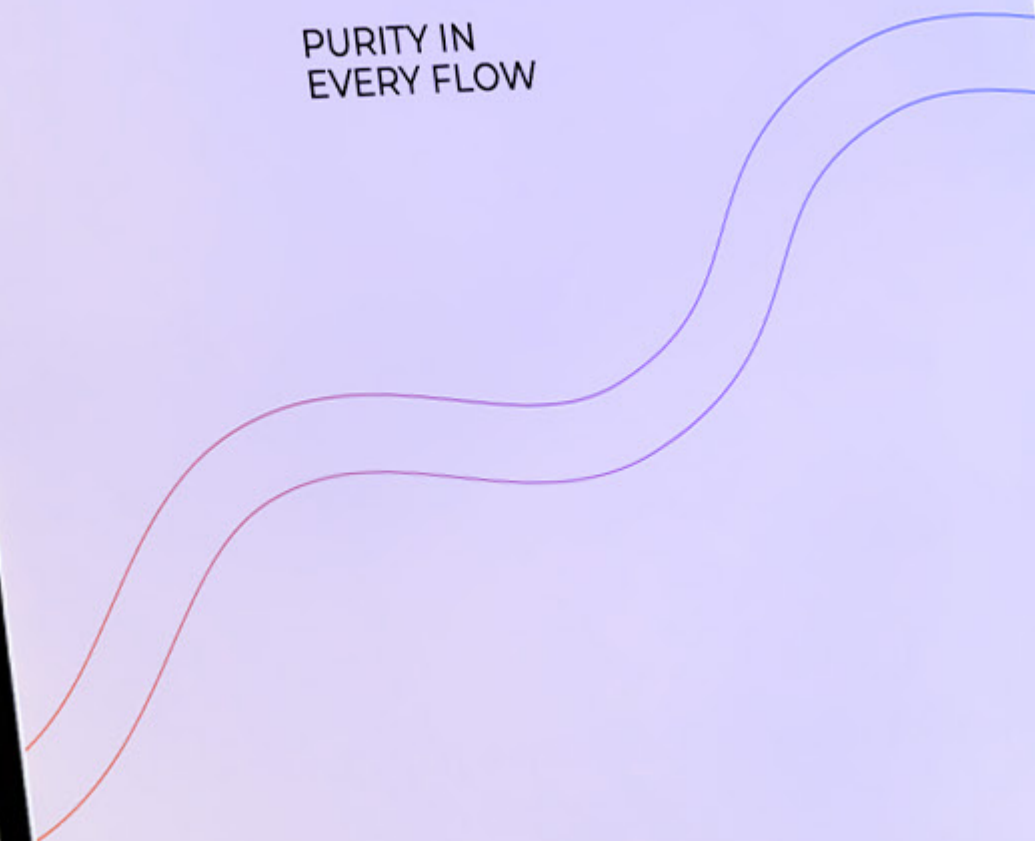

MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW





PURITY IN
EVERY FLOW





PURITY IN
EVERY FLOW


MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW



MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW



MERIDIAN
POLYMERS






MERIDIAN
POLYMERS







MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW

PURITY IN
EVERY FLOW



MERIDIAN

P O L Y M E R S

PURITY IN
EVERY FLOW



MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW

PURITY IN
EVERY FLOW

KOGEL




MERIDIAN
POLYMERS

PURITY IN
EVERY FLOW



Realize the client's vision and
by a unique knowledge infrastructure
that enables real-time collaboration
and resource-sharing.

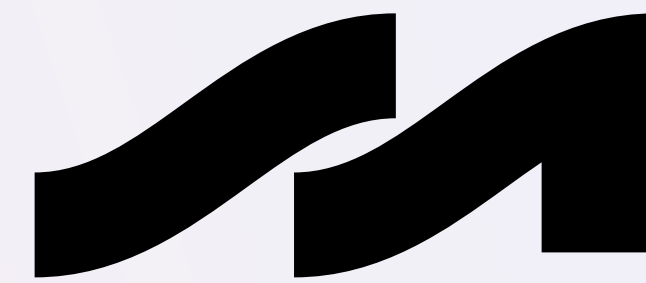


PURITY IN
EVERY FLOW

PURITY IN
EVERY FLOW

C O N C E P T 0 2

F L O W + M =



THE LOGO



INVERSE





PURITY • QUALITY • CONSISTENCY

 meridian
POLYMERS



• PURITY
• QUALITY
• CONSISTENCY

• PURITY
• QUALITY
• CONSISTENCY



• PURITY
• QUALITY
• CONSISTENCY





■ PURITY
■ QUALITY
■ CONSISTENCY

 **meridian**
POLYMERS

■ PURITY
■ QUALITY
■ CONSISTENCY



■ PURITY
■ QUALITY
■ CONSISTENCY



■ PURITY ■ QUALITY ■ CONSISTENCY



 **meridian**
POLYMERS

- PURITY
- QUALITY
- CONSISTENCY

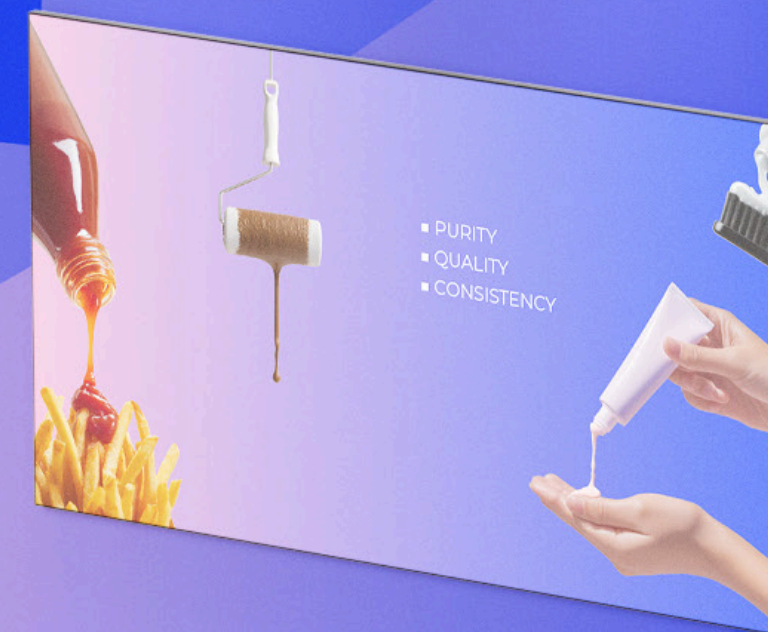


- PURITY
- QUALITY
- CONSISTENCY

 **meridian**
POLYMERS

 **meridian**
POLYMERS

- PURITY
- QUALITY
- CONSISTENCY



C O N C E P T 0 3

INFINITE FLOW + BONDING

Represents continuity, endless stability, and smooth flow — emphasizing that CMC ensures consistent performance over time.

Suggests that the product binds or stabilizes materials, maintaining uniform texture and preventing separation.



THE LOGO



INVERSE



MERIDIAN
P O L Y M E R S



OUR
CONSISTENCY
IS KEY





MERIDIAN
P O L Y M E R S




MERIDIAN
POLYMERS





OUR
CONSISTENCY
IS KEY



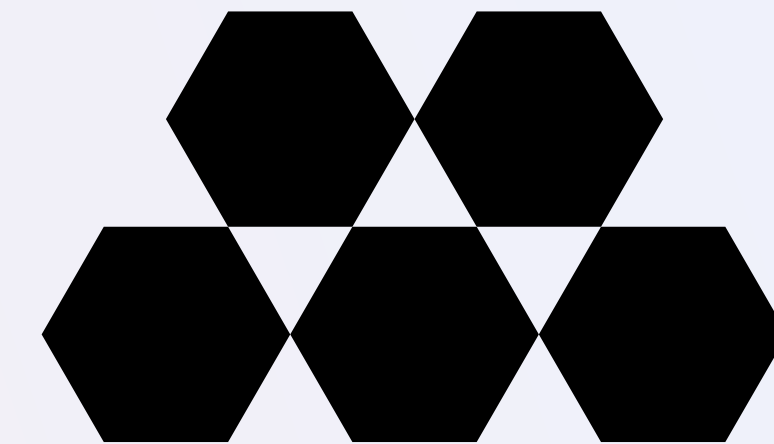
MERIDIAN
POLYMERS

OUR
CONSISTENCY
IS KEY



C O N C E P T 0 4

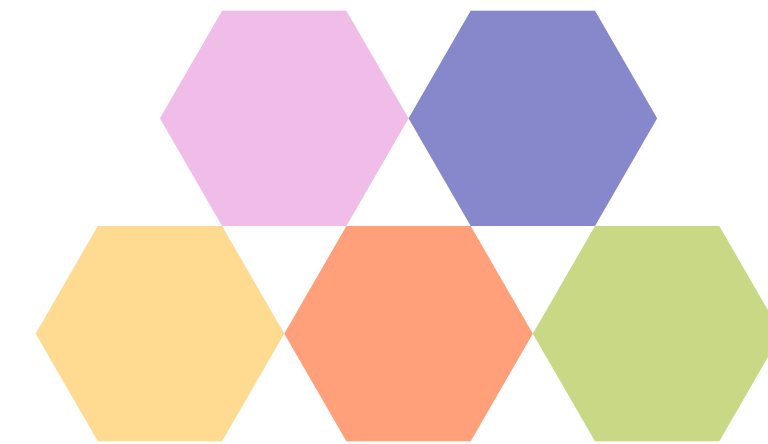
HEXAGONS + M + COTTON FLOWER =



"Five hexagons form a cotton flower, symbolizing CMC's natural origin from cotton lint. The hexagonal structure reflects strong molecular bonding, while the flower shape conveys softness, smooth flow, and consistent performance across applications."

COLOR FLOW

The five hexagons use a light-to-dark color gradient to represent different viscosity levels of CMC. Lighter shades indicate low-viscosity applications with easy flow, while darker tones reflect higher viscosity and stronger formulation performance.



THE LOGO



INVERSE



MERIDIAN

P O L Y M E R S



MERIDIAN
POLYMERS





MERIDIAN
POLYMERS

OUR
CONSISTENCY
IS KEY



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur auctor elementum purus eu vestibulum. Quisque a vehicula magna. Sed suscipit blandit nibh, quis sagittis justo interdum eu. Sed luctus turpis at condimentum cursus.

Nullam vel eros id dolor ultrices viverra. Pellentesque lorem risus, aliquet et rutrum ac, malesuada et erat. Donec id dolor in tortor posuere commodo ut eget lacus. Fusce interdum fella dapibus lacus tempus, et lacinia est. Tristique Praesent pulvinar justo varius lacus sapien sed, feugiat turpis. Fusce consectetur augue non hendrerit rhoncus. Vivamus lacus sem, commodo et tortor nec, suscipit efficitur erat.



OUR
CONSISTENCY
IS KEY

OUR
CONSISTENCY
IS KEY



OUR
CONSISTENCY
IS KEY



OUR
CONSISTENCY
IS KEY



OUR
CONSISTENCY
IS KEY







MERIDIAN
POLYMERS

OUR
CONSISTENCY
IS KEY



OUR
CONSISTENCY
IS KEY

ALL LOGOS
ONE LOOK



F I N .

MERIDIAN POLYMERS LOGO - D E C K