

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

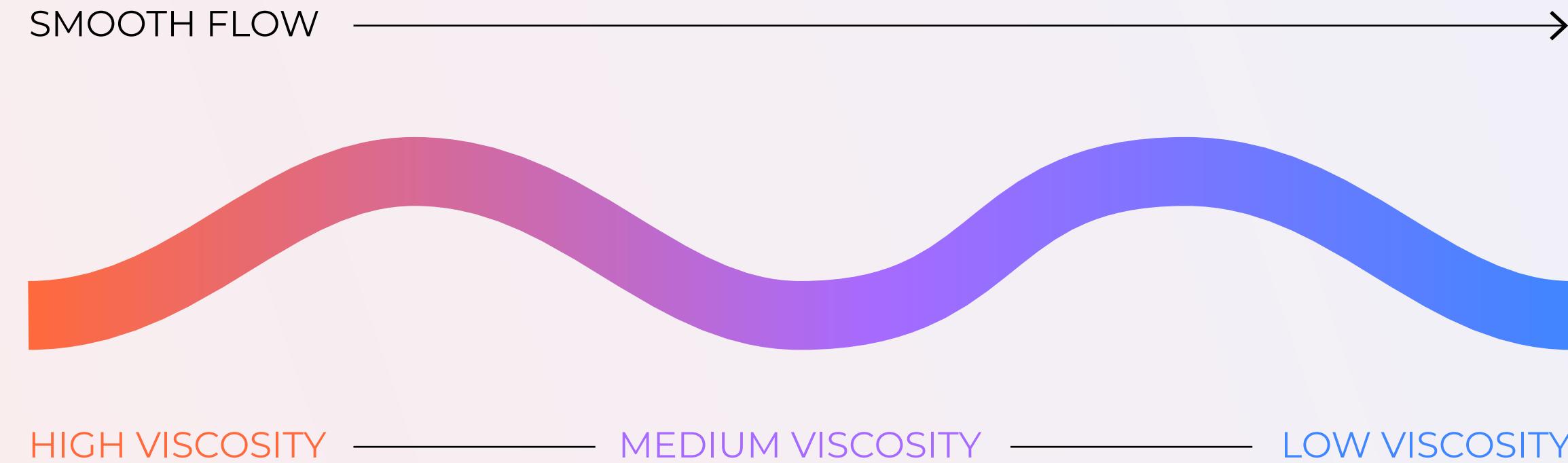
+

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



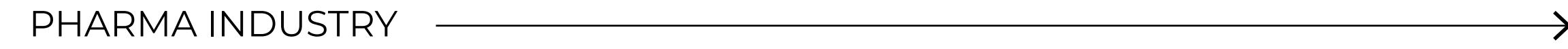
COSMETICS INDUzSTRY →



LIFESTYLE INDUSTRY →



PHARMA INDUSTRY





THE LOGO



INVERSE







PURITY IN
EVERY FLOW





PURITY IN
EVERY FLOW



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PURITY IN
EVERY FLOW





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PURITY IN
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KOGEL

FRC







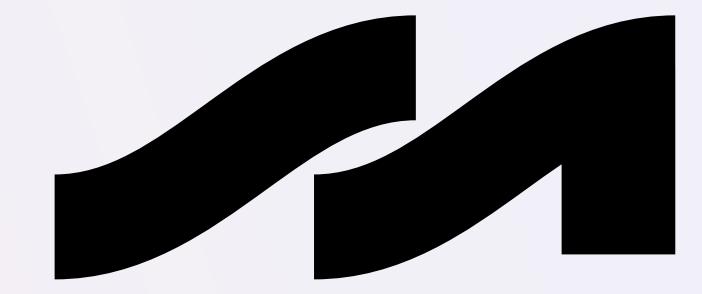
Realize the client's vision and
by a unique knowledge infra-
that enables real-time collab
and resource-sharing.



PURITY IN
EVERY FLOW

C O N C E P T 0 2

FLOW + M =



THE LOGO



INVERSE



meridian

PURITY • QUALITY • CONSISTENCY

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QUALITY
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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.



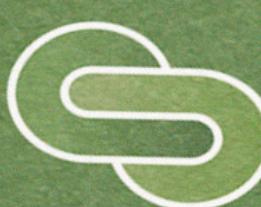
THE LOGO



INVERSE



MERIDIAN
P O L Y M E R S

 **MERIDIAN**
P O L Y M E R S



OUR
CONSISTENCY
IS KEY





P O L Y M E R S

MERIDIAN

The word 'MERIDIAN' is written in a large, bold, white, sans-serif font. Below it, the words 'P O L Y M E R S' are written in a smaller, white, sans-serif font, with each word stacked vertically. The entire logo is set against a dark green rectangular background.



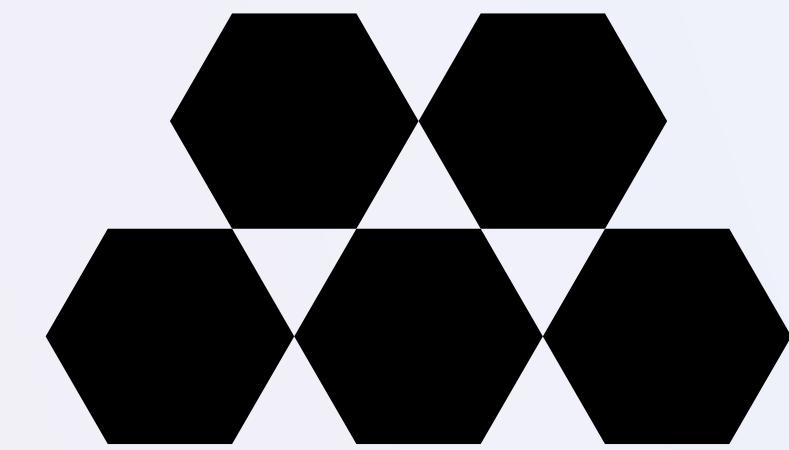






C O N C E P T 0 4

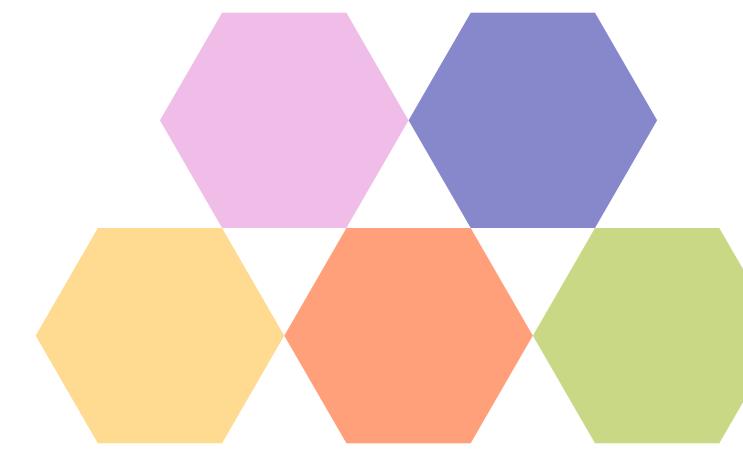
HEXAGONS + M + COTTON FLOWER =



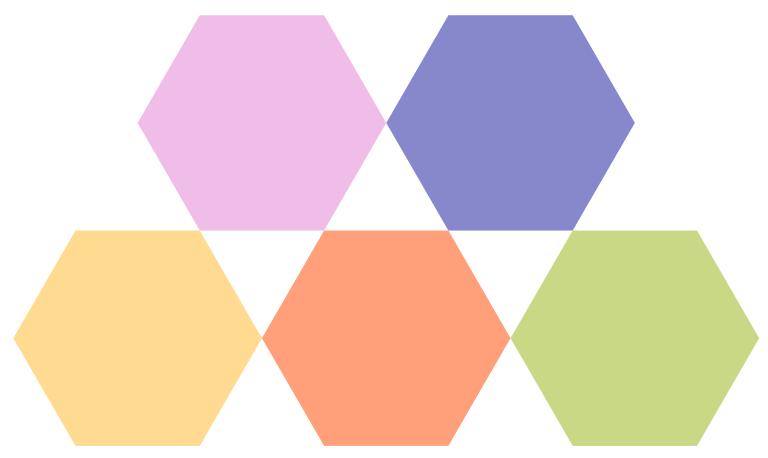
"Five hexagons form a cotton flower, symbolizing CMC's natural origin from cotton lint. The hexagonal structure reflects strong molecular bonding, while the flower shape conveys softness, smooth flow, and consistent performance across applications."

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.



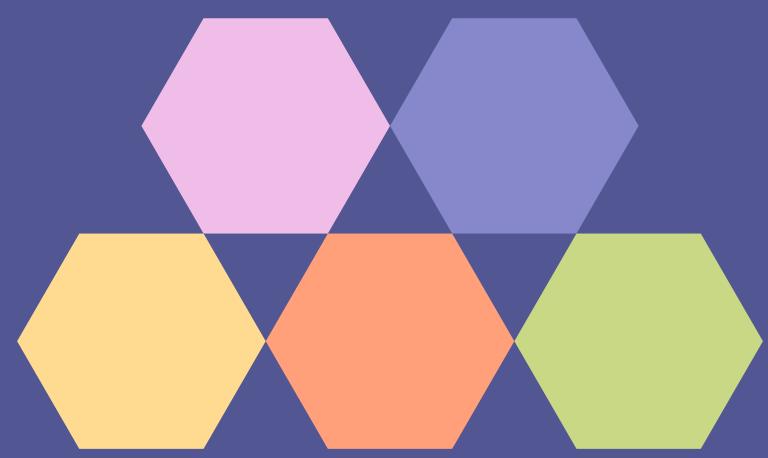
THE LOGO



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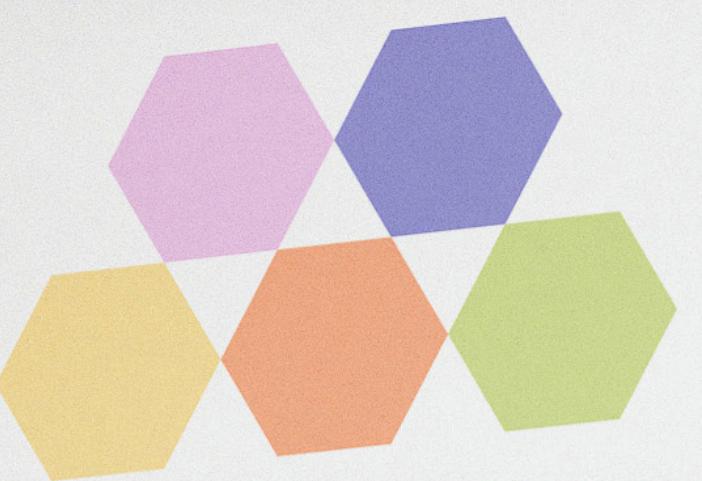
P O L Y M E R S



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CONSISTENCY
IS KEY



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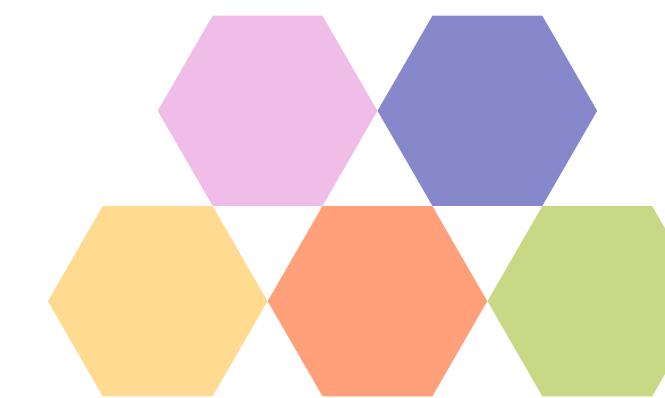
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ALL LOGOS
ONE LOOK



F I N .

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