

NOVUS Introduces New Logos for Enhanced Brand Cohesion and Visibility

CHESTERFIELD, MO (November 18, 2025) – NOVUS is proud to unveil its refreshed product logos, designed to improve visibility and align with the intelligent nutrition company's corporate identity. These updates reflect NOVUS's continued commitment to delivering high-quality products that exemplify the company's philosophy, Made of More™.

The new logos and colors can already be seen on company brochures, trade show booths,



and website.

An example of the new logos and brand colors on product packaging.

Senior Director of Global Strategic Marketing Laura Muñoz says the new look is in service of the company's diverse customer base, which includes nutritionists, poultry, swine, and cattle producers, veterinarians, as well as feed mills and distributors.

"Following a comprehensive brand evaluation last year, we identified an opportunity to enhance the readability and recognizability of our product logos in warehouses, feed mills, and on farms," she says. "The result is a new lineup of bright, eye-catching colors and bold logos that are easier to distinguish, making them more user-friendly for crews handling NOVUS products daily."

This change has been years in the making. Many of the product logos were unchanged since their launch, some going back as far as the 1990s. As part of NOVUS's broader rebranding initiative that began in 2020, the company saw an opportunity to unify its product branding.

"The redesigned logos create a cohesive identity across our product line, reinforcing the connection to the corporate brand," says Megan Hayes, senior manager of marketing communications. "Customers can now easily recognize NOVUS products at a glance, with a look that reflects the company's clean, bold, and strong brand persona."

Some may wonder why the product logos were not released simultaneously with the corporate rebrand in 2023. The answer is careful planning.

"Updating product packaging is a global effort requiring compliance with local regulations, trademark laws, and copyright protections," Hayes says. "Additionally, NOVUS is prioritizing sustainability by using as many pre-existing product bags as possible to reduce waste. The phased approach also allowed customers to acclimate to the new corporate branding before integrating product-level changes."

The transition to new packaging will vary by region based on existing inventory levels, ensuring a smooth and efficient rollout.

To see the new logos and colors, visit www.novusint.com



China Agricultural University's Professor Honored with NOVUS International Teaching Award



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