

A new logo for Les Producteurs de lait du Québec

The drop of milk

We kept the product reference from the logo of the Fédération des producteurs de lait du Québec, which was the white drop of milk against a blue background.

The new drop of milk symbol is modern, open and elegant. Its curved shape suggests the typical motion of milk when it is poured into a glass.

The symbol takes the form of an "L", as in "Lait" and "Les Producteurs de lait du Québec", to connect it with the product and the collective work of producers.



Les Producteurs de lait du Québec

The name

We went from a federation of 14 member syndicates to one single organization where all producers are direct members. Due to this transformation, it was necessary to change the name.

The organization's new name puts the focus on the producers.

The colour blue

We chose blue in reference to the purity of the product and because the colour contrast brings out the white in the drop of milk. The colour blue is often associated with milk. It was featured in the logo of the Fédération des producteurs de lait du Québec from 1984 to 2014.