

## Brand Development



Southern  
**SALADS**  
*share the passion*

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# Branding that works for business to business

Everyone understands branding when we talk about such big brands as Coca Cola, McDonalds, M&S and Mars – these big names are out there and definitely desirable with instant recognition around the world.

Branding for companies who work on a **business to business** basis is harder to get to grips with, but no matter what the size, a company's brand is very important to its customers. >>>

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...making the  
pieces fit



## Brand Development

>>> **It's a promise of quality, commitment to consistency and an ongoing strengthening of relationships.** So every piece of external communication that is sent out, posted or placed electronically should undeniably reflect this quality, consistency and relationship that your business presents.

That means that every business card, letter, email, invoice, brochure, webpage, facebook profile and tweet

that your customers come into contact with needs to give the same message and reflect the same profile. It should look co-ordinated and instantly recognisable as yours.

A brand is not just a logo, it is a look and feel which your customers recognise as symbolic of the values and position your company stands for.

Cambridgeshire based **Oakley Farms** grow a specialist range of produce and wanted to develop a brand that would reflect their individuality.



We have created a suite of carefully designed logos for the Oakley Group to showcase their range of services and in turn to produce a brand that allows the Oakley brand to grow. We have created a sharp new identity with crisp, clean imagery that uses effective design to underpin those all important points of difference for Oakley. This ensures an easily recognisable brand. Promoting the unique attributes of your company and making the most of emotional connections with your customers, will reinforce what you stand for, having as much impact on your customers as your bottom line.



# Oakley

## FARMS

Oakley OAKLEY  
GROWER SERVICES NURSERY



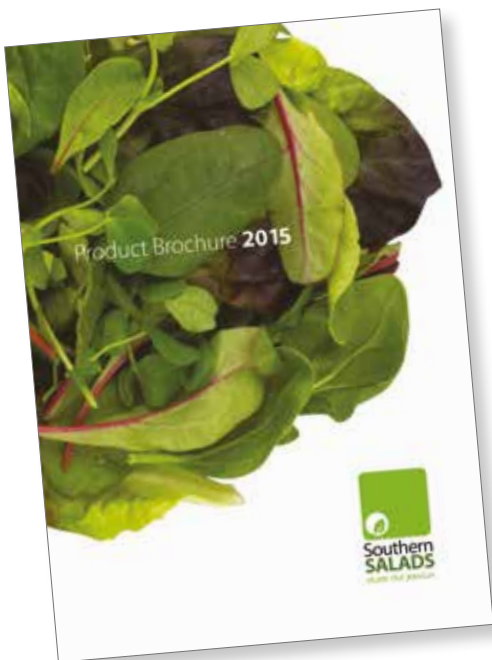
# Sharing a passion



**Southern SALADS**  
*share the passion*

Southern Salads identified a need to establish a fresh new approach that would reflect a cohesive message of consistent quality and ensure they stand out from the competition.

We have worked with them to cultivate a brighter brand, which runs across all their materials, making them instantly recognisable, from their website to their newsletter. The result has been enhanced with an effective use of colour and design. Take a look at the Southern Salads website to see how we invite consumers to “share the passion”. We revitalised their old logo, added some new imagery and developed a suite of marketing collateral which is modern, vibrant and a perfect match with their personality as a company.



# Strengthen your brand recognition

Fresh Produce is not yet considered to be as far forward in brand development as some of the other major consumer food brands. However whilst it may not yet be in the forefront of the mind of the consumer just yet, retailers are starting to recognise that this is a natural progression and increasingly fresh produce suppliers will look for ways, to differentiate themselves through clear and recognisable brand development.

Here you can see how we have helped farmers 'John Lankfer Cauliflowers' modernise their brand which now reflects their true offering with a snappy new strap line.



# Providing brand prominence & recognition

In the world of savvy consumers, packaging and labels need to be eye catching so they stand out on the shelf. They also need to be able to communicate the benefits of a product and create that all important 'buy in' factor.



'for the coffee label the brief was to show the depth of colour that could be achieved using richer, darker colours'



There is a lot involved in creating packaging; there is a science behind how both the retailer and consumer will use the pack. It's not just the size and shape but its performance, ergonomic handling, logistics, cost and even recycling capability.

Then to top that there needs to be a lot of thought about how the label provides brand prominence and recognition. The optimum size and shape of label to fit the pack is critical too. Whilst ensuring that the product itself remains visible, with an ability to convey quality and position the product in terms of superiority.

At Fine Design, we adopt a step by step approach, creating mind maps of how all the pack and label features interact and their relative importance. We will go as far as creating a range of design ideas to fuel that element of thinking outside the box and providing our clients with food for thought.

Domino Printing we created label mock ups so they could showcase the flexibility of the Domino 610i printer to their customers – most of these will never go to market, but what they provide is a selection of concepts to help Domino showcase their printers capabilities to their clients.

'for beverages the brief was to design wine labels showing images of vineyards and incorporating three metallic colours for each variety'



'Jam varieties were designed to show the capability of printing on film, using bright colours and a white base'



# Versatile display solutions

More conventionally we have produced a suite of display material for Fengrain, local grain storage and marketing experts. Fengrain wanted a versatile solution to use at major events such as leading industry events Cereals and Lamma and in addition their Fengrain Conference which included stage build with rear projection screen, powerpoint presentation design and various other marketing media.

The conference was a focused debate on the future of Arable Farming in the UK. The Conference explored, reviewed and debated issues relating to the use of land to grow combinable crops, manage the environment and supply raw material for the food supply chain to meet consumers' needs from a total industry perspective.



## Step in & take a closer look... at something a little different



There are hundreds of exhibitions taking place every week, appealing to companies in every sector and focusing on a vast array of subjects.

The exhibitors who attend are always looking for a new angle and ways to upstage their competitors. Gone are the days of a low tech display consisting of little more than a few posters. Now visitors expect to see stylish pop up banners and flashy display boards, supported with electronic gizmos and technological wizardry.

Clearly exhibitors need to ensure they provide sufficient appeal to attract visitors to their stands and pavilions. Taking into consideration a striking visual effect that will encourage potential visitors to step in and take a closer look at their offer.



"many thanks for the touch & feel boxes & stickers; they both went down a storm and looked fantastic"

With a definite need for creativity, in the way that companies promote their products and services, as well as reinforcing brand values, we are constantly searching for new and innovative ways that we can help our clients present themselves in the most eye-catching, yet professional way.





"the tractor has done more miles around the country than we ever anticipated when starting the project"

At Fine Design we are committed to thinking of new ideas and creating solutions that will fit the space, the budget and the brand. Recently we were challenged to design a life sized tractor, using vegetables in the build for one of our longstanding clients Produce World.

**"it wasn't the quickest display to assemble but definitely had an impact at the Harrogate Potato Show event, drawing a great deal of attention from potential customers and the media"**





NEW FOR 2015

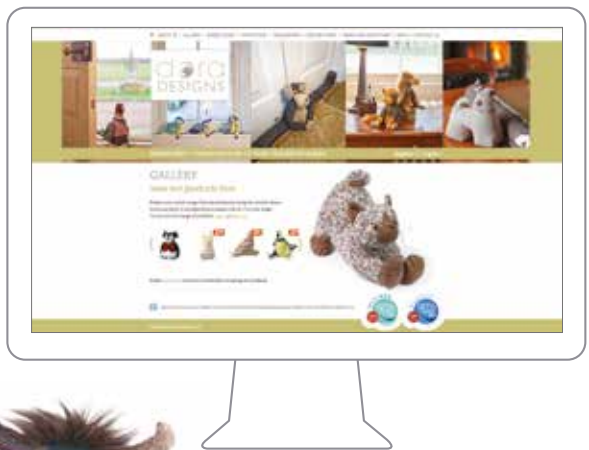


Photography

# Raise the profile of your products

We are always happy to produce high quality images for our clients. We have captured the delightful Dora Designs products on location in Lincolnshire – their animals really are appealing, looking every bit as comfortable at home or in the office!

We have captured the quality and cuteness of each Dora creation from keyrings to doorstop products; the images are featured in Dora's latest catalogue, newsletter and website which we have designed for them. You can find Dora's products in places like John Lewis, Lakeland and even Centre Parcs.



NEW FOR 2015



# finedesign

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