

THE NEW AGRIFINANCIAL SERVICES: AGFI

Significance



Corporate identity



Rebrand



Ag and internal audience

Challenge

- + Update and modernize the company's 18-year-old brand as a kickstart to new marketing and sales objectives

Goal

- + Illustrate the core brand essence of AgriFinancial while updating the overall look and feel to resonate with current and potential customers

Approach

- + Develop updated naming convention
- + Develop updated logo design options
- + Update internal and external identity components with selected logo
- + Launch the company's new identity (new "name," logo and look) internally at annual meeting
- + Develop a brand story that aligns with target customer



Corporate templates

2018 NAMA Region IV Merit Winner – Corporate Identity

Old vs. New



Presented 16 logo/icon/typeface lockup designs, narrowed to 1 new corporate brand

Results

- + All corporate location and external business collateral was updated
- + Positive response from internal team at launch
- + Positive response from partner/sister companies

Tactics

- + Logo design
- + Business cards
- + Corporate templates including letterhead, envelopes and email signature
- + Office signage
- + Brand guidelines



Presentation template



Interior office signage

View our videos and learn more @ www.blkpg.com/case-studies