



Bringing a brand to life

The Challenge

AB Agri is a fast paced, ever-expanding global business. Trying to breed consistent culture and DNA in a company such as this is no easy task and that was the challenge in a nutshell. We were tasked with bringing their values and vision to life through a visual brand expression.

The Approach

We knew the established company had a rich history in this country and globally, we wanted to create a visual representation of this which would flow throughout the business and join everything up. We took inspiration from the lines, which originally represented the business divisions, in the brand mark and brought these to life with the idea of creating a continuous line joining everything together.

We revitalised the brand guidelines and brought everything to life from there, demonstrating the visual representation of the one company culture. We worked with the team on everything from expressing this across their CSR policy and employee recognition scheme, to physically running the brand DNA through their shiny new building and employee café.

The Results

Rachel Larder, Brand Communications Manager commented:

“10 know our business inside out after a 10 year working relationship, they constantly challenge and surprise us creatively, and really make us feel like one of the team. We feel really confident that the new brand expression will help us better tell our story and 10's enthusiasm for the project was infectious as always.”



