



Food Export Brand Refresh & Website Redesign

In Partnership with Sandstorm Design, Inc.
Prepared for Hermes Creative Awards 2021

Brand Strategy + Creative + UX & Web Development



Project Challenge

- **Food Export Association** of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) are the leading non-profit organizations that assist U.S. companies looking to start or expand export sales.
- In 2019, more than 1,000 companies participated in over 60 events and activities across the world, which generated upwards of \$978M in export sales.
- Food Export was in need of a major overhaul (visually and functionally) of its website, in addition to a refresh of its brand to better connect and communicate its value to its industry suppliers, buyers and partners.

Research

- Conducted in-depth interviews with internal stakeholders - Food Export liaisons and member states.
- Interviews across Food Export's primary targets (suppliers and IMRs) to better understand their needs and brand perceptions and Food Export value.
- Secondary research, examining the competitive and market landscape.

Solution

- From the research, created audience segmentation across each of FE's targets based on maturity model (beginners to intermediate to experienced).
- User personas defining decision-making authority, channel preferences, goals, motivations, etc.
- User journey frameworks that reflect the users' journey and decision-making process from awareness to purchase.
- Designed and developed a newly integrated dynamic and brand aligned website, reflecting a much more modern digital brand experience.
- Website also includes personalization based on geolocation; Midwest users receive one experience, while Northeastern users receive a different experience -- visually, messaging, video content, etc.

Logos Before



Logos After



Original Collateral



Business Card (front/back)

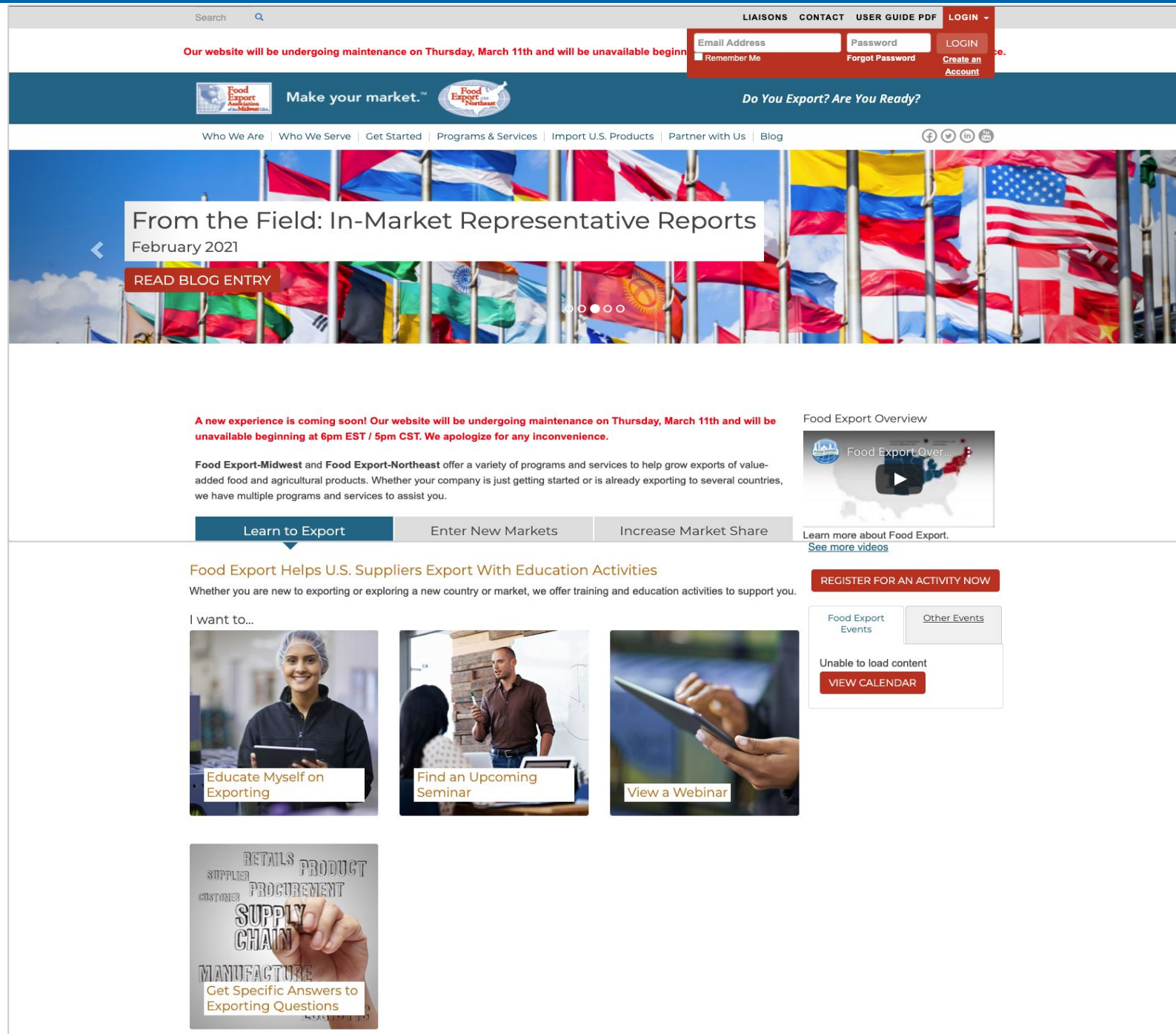


Activity Calendar



Program Guide

Original Website



New Brand Identity and Logos

Primary

Primary Blue

Primary Red

Primary Dark Blue

Primary Light Blue

Used in the logos and as headlines, large fields of color, content, callouts, buttons, etc.

Secondary

Secondary Orange

Secondary Yellow

Secondary Dark Blue

Secondary Green

These colors can be used throughout the brand as large fields of color, content, callouts, buttons, etc.

Two of these colors can be used when necessary.

Export Growth Guide

Export Growth Red

Export Growth Purple

Export Growth Green

These three colors are used in the Export Growth Guide. They can be used in other areas of the brand especially in charts and graphs, when presenting the Export Growth Guide. These colors should be used to identify the program areas and related content.

Fonts


Primary: Martel


Supporting: Noto Sans


abcdefghijklmnopqrstuvwxyz


abcdefghijklmnopqrstuvwxyz


Imagery/Texture/Patterns













Use of Texture

Midwest

India


Headline goes here





Food
Export

Midwest USA



Food
Export USA

Northeast

YOUR CONNECTION TO GROWTH™

sandstorm™

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New Brand Collateral



Food Export
Midwest USA

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Suite 600
Chicago, IL 60606 USA
Phone: 312.334.9200

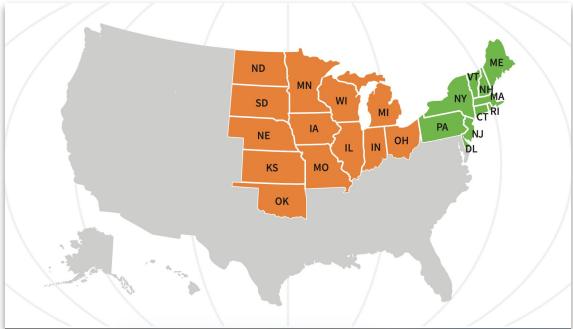
Tim Hamilton
EXECUTIVE DIRECTOR/CEO



Food Export USA
Northeast

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www.foodexport.org



Business Card (front/back)



Featuring a sneak peek of our new branding and logos!



2021 Activity Calendar

New Domestic Buyers Missions
with 22+ to choose from

Booth + Food Show PLUS!™ packaged deals
for select tradeshows

Most International Trade Missions scheduled
for the second half of '21



Activity Calendar



YOUR CONNECTION TO GROWTH™

Program Guide

The 3 Tracks to Export Growth

Our three program categories enable new and established suppliers to pursue international market opportunities and fuel long-term growth.



Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.



Market Entry

Identify opportunities in international markets and meet potential buyers.



Market Promotion

Strengthen your international presence through the Branded Program.



1 on 1 Assistance
Food Export Helpline™

Online Learning
Webinars
Export Essentials Online

Hands-on Training
Seminars

Exposure
Trade Leads
U.S. Foodlink

Consultation
Market Builder
Export Advisor Program
Virtual Consultations
Lead Qualification Service

Connections
Buyers Missions
Focused Trade Missions
Food Show PLUS!™
Virtual Connect

Cost-share Funding
Branded Program

Market Promotion

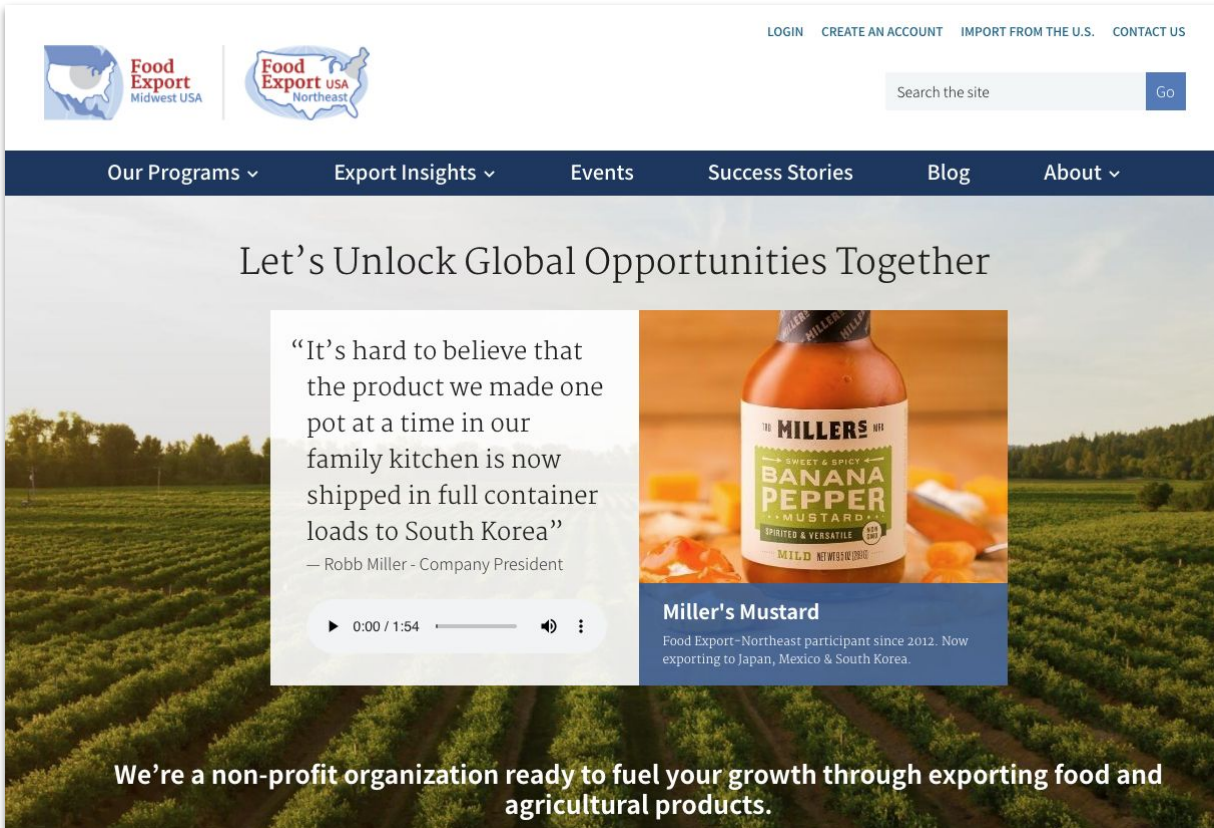
Market Entry

Exporter Education

Program Guide

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New Website



Who we are

Creators of a global marketplace

We are **Food Export-Midwest** and **Food Export-Northeast**, non-profit organizations made up of agricultural promotion agencies from 13 Midwestern and 10 Northeastern states. We exist to provide the support U.S. companies need to enter international markets by offering export education, global connections, export strategies, and marketing financial assistance.

2019 TOTAL EXPORT REVENUE:
\$978,000,000

For Food Export participating companies
in our 23 member states

"We are now exporting to about 36 different countries around the world and are getting new countries every day. And all of that has to do with Food Export-Northeast and the programs that they run."

Bascom Maple Farms

Interested in importing from U.S. suppliers?

[Learn more.](#)

Get the Basics on Exporting



MOST RECENT VIDEO

Food Export Overview

FEBRUARY 17, 2021 2:26 MINUTES

Food Export-Midwest and Food Export-Northeast offer a variety of programs and services to help grow exports of value-added food and agricultural products. Whether your company is just getting started or is already exporting to several countries, we have multiple programs and services to assist you.

RECOMMENDED VIDEOS



5:46 MINUTES

An Industry Perspective on Exporting - Hear from a U.S. supplier on the importance of exporting, how to incorporate exporting into your business and how Food Export can assist you in getting started.



5:14 MINUTES

Meeting Foreign Buyers - Be prepared for your meetings. Follow up afterwards with the buyers. Hear from international buyers on what they expect from a supplier when meeting with them.




2:04 MINUTES

What is the Branded Program? - Food Export-Midwest and Food Export-Northeast details this cost-share, 50% reimbursement program that helps small companies with the international marketing of their U.S. products.

[See more videos](#)

New Social Graphics



Food Export - Midwest & Food Export - Northeast
@FoodExports · Nonprofit Organization

Watch Video
youtu.be

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About See All

- 1 Food Export-Midwest & Food Export-Northeast provide services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service. Including outreach and education, market entry/development, export assistance and a cost-sharing program.
- 2 Food Export-Midwest and Food Export-Northeast, in conjunction with its member states, provides a wide range of services to facilitate trade between U.S. and foreign markets. See More

1,022 people like this
1,171 people follow this
<http://www.foodexport.org/>
(312) 334-9200
Send Message
info@foodexport.org
Nonprofit Organization · Business Service · Agricultural Service



Create Post
Photo/Video Check In Tag Friends

Food Export - Midwest & Food Export - Northeast
April 8 at 8:00 AM · 0

Are you an Ohio company interested in exporting and are unsure where to begin? Join the Ohio Development Services Agency (OSDA) & Food Export-Midwest for a VIRTUAL seminar next month!

This activity will provide you with valuable insights, skills and requirements for exporting your company's processed food, beverage, or agricultural products.

Claim your spot by registering today: <https://bit.ly/2QMUT42>



Food Export - Midwest & Food Export - Northeast
Helping U.S. small businesses from the Midwest & Northeast regions export their food and ag products around the globe.
International Trade & Development · Chicago, Illinois · 2,826 followers

Greg & 2 other connections work here · 56 employees

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3w · 0

This May, the USDA Foreign Agricultural Service is inviting U.S. food and beverage exporters to explore opportunities in Egypt and Algeria!

During this USDA-hosted virtual trade event, attendees will have the opportunity to meet online with potential buyers from North Africa's rapidly growing food and beverage processing and manufacturing sectors. ...see more

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Like Comment Share Send

Be the first to comment on this

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2,826 followers
2d · 0


Happy Friday! Kick start your weekend by reading this [#FoodExportSuccessStory](#) where a Massachusetts based seafood supplier introduced Cape Cod oysters to Singapore in 2020. ...see more

Food Export - Midwest & Food Export - Northeast
2,819 followers
1w · 0

On April 14th, Food Export will be hosting our next LIVE webinar!

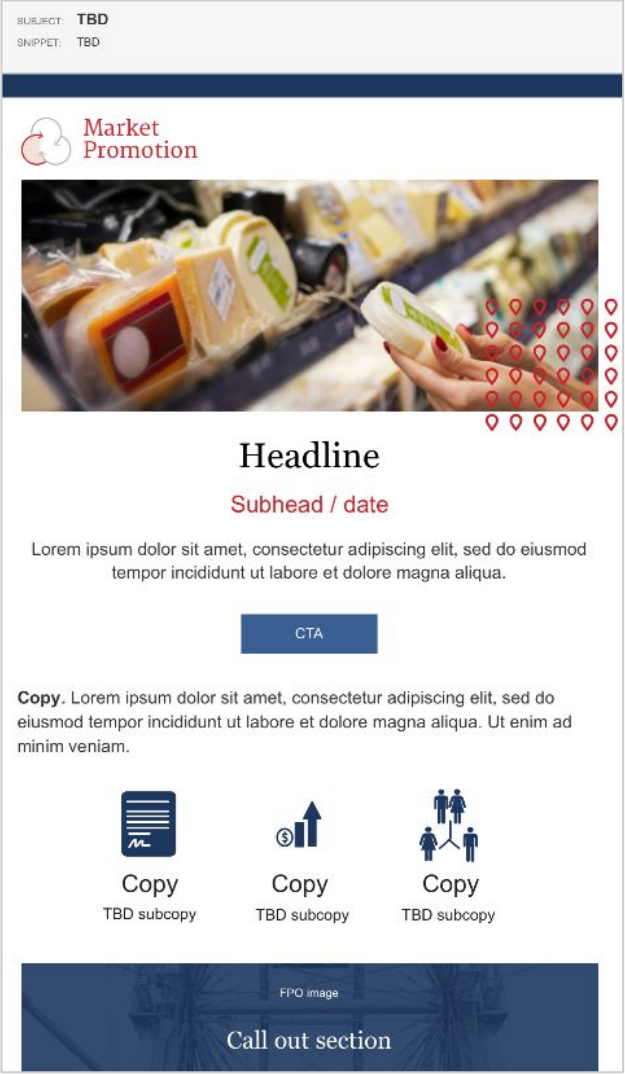
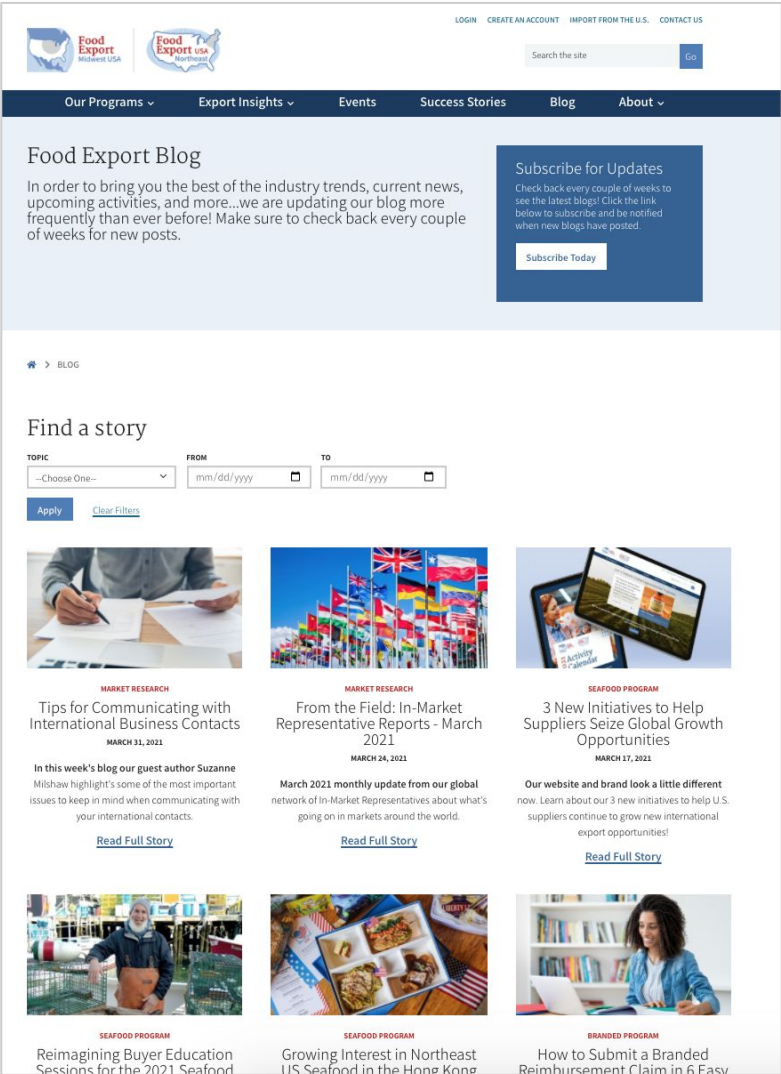
Our very own Food Export Helpline counselor, Dennis Lynch, will ...see more

Global Economics and U.S. Agricultural Export Forecast
Date: April 14, 2021
Price: FREE



LIVE Webinar

New Blog & Email Templates



The background of the slide features a photograph of a group of people, likely at a conference or meeting, with their hands raised. A solid blue rectangular overlay covers the majority of the image, providing a backdrop for the text.

sandstorm™

Thank you!

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