

IDENTITY REFRESH AND SITE  
REDESIGN FOR  
**LONDON'S TOP PRODUCE  
WHOLESALE**

We're about to introduce the most elegant fruit and vegetable wholesaler website you've ever witnessed. With the right amount of London charm.

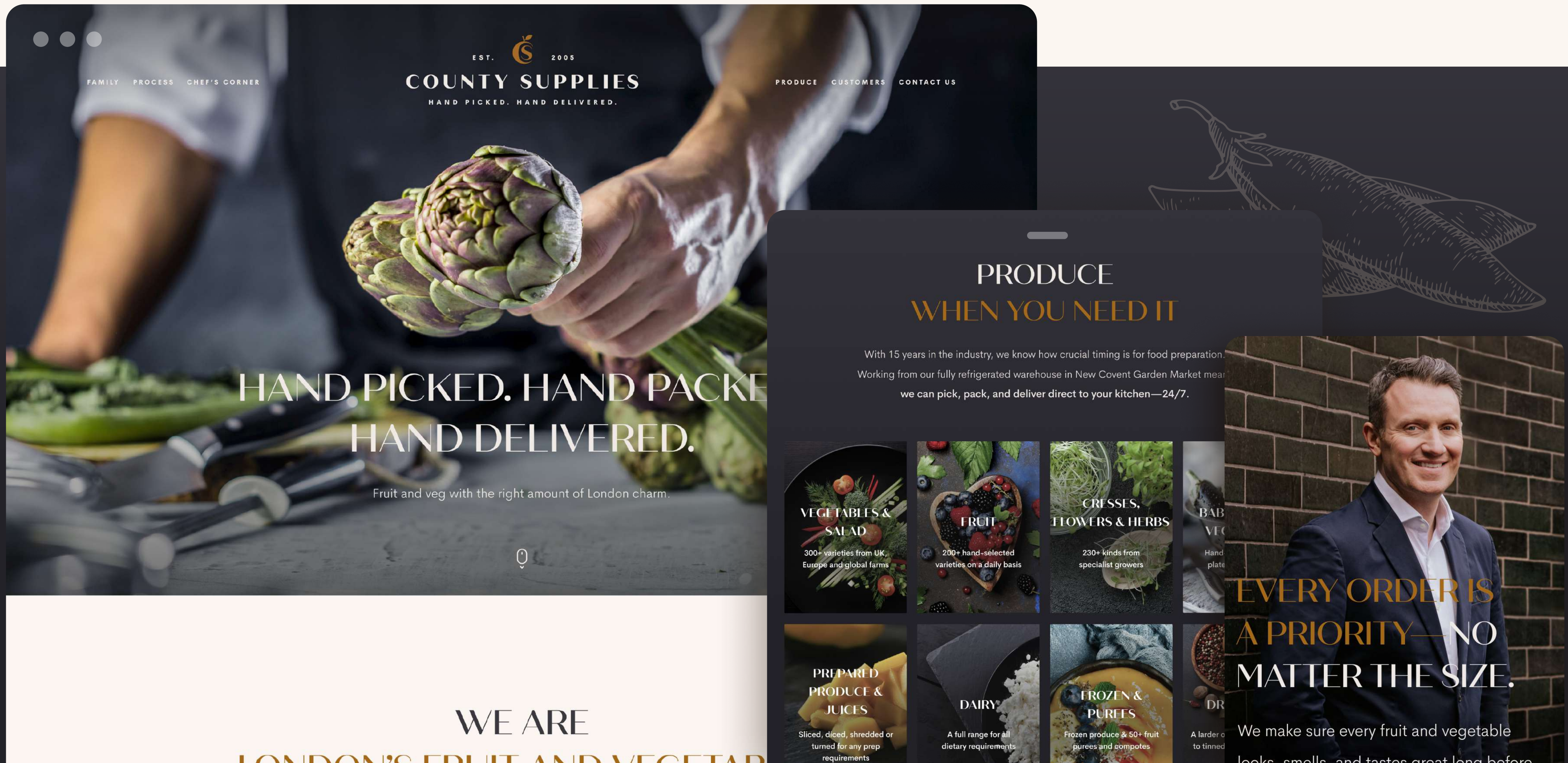


01  
CONTEXT

County Supplies hand selects produce daily and therefore, it looks, feels, smells, and tastes great.

The product is then delivered, while still fresh, to famous pubs and restaurants, contract caterers, and schools all over London.

County Supplies London has been long recognized as a top player in the London fresh produce scene. The time has come to upscale the business's design so it becomes as fresh as its produce.



02

AMBITION

CSL was due for an image upscale. We were looking out for a rebrand that could easily translate across a myriad of marketing channels and play well both online and offline.



The scope of the project covered everything: from email signatures and newsletters to logo and website redesign. We were also looking at new team uniforms, fleet and office design, packaging, and other marketing collateral.

A wide array of deliverables meant that every late adjustment to the design system will have us revisit all other material.

As we'll be working with a wide array of mediums and materials every bit of late adjustment or unforeseen feedback round will put us in a position where we will have to revisit all other marketing collateral. Imagine having second thoughts about colors after putting on the new truck prints. Fortunately, digital products have the advantage of being somewhat more flexible in this aspect.

We wanted to move quickly with the new identity and expose it to the public in order to collect valuable feedback.

### There's more.

The COVID-19 hit right in the middle of things, leaving us with a new set of challenges.

Before the fateful event, good speed to market was highly desirable, now it was mandatory.

It was also clear that in this new world, online stores will play an even much bigger role than ever before. It became critical for the success of the business to be able to present itself and sell its products online.

## OUR VISION FOR A GREENER FUTURE



### HELPING YOU BE ECO-FRIENDLY

We regularly help customers and advise kitchens on reducing the amount of packaging they use—trying recyclable brown bags, returnable crates—or how they can reduce their cardboard and plastic packaging to nearly zero.



### REDUCING EMISSIONS WITH A CLEAN FLEET

Air pollution is a major problem in London. To do our part for a cleaner UK, we've begun decommissioning our diesel vehicles. By 2025 our plan is to have an entire fleet of electric vehicles.

## HOW WE DO IT?

Curious about how our fruit and vegetables arrive in your kitchen?  
We're **BRC AA accredited**, which means our staff are trained in food quality procedures, handling, storage, and distribution. Here's an inside look at how we do it at County Supplies.



### ORDER CONFIRMATION

6AM - 12PM

Customers call in or order online. If anything is not available, we discuss alternatives with our clients. Any produce specifications are noted for the buyer and packers, and delivery instructions are logged for drivers.

Orders can be placed until 12 midnight for the following day.



### BUYING

1030PM

We look at the buying requirements for the day and the special produce requirement report. This helps us get an idea of any produce that needs special grading or if it needs to be at a certain stage of ripeness.

We pick and pack orders for 12 hours. Our warehouse has a continual rotation of produce coming in from our suppliers and growers.



### GOODS IN

8PM - 10AM

We check all products by look, feel and temperature. Frozen goods and dairy are checked in by an infrared probe. All goods are checked into our temperature

The website is a remarking example of good story-telling.

It is the story of a multigenerational family business that thrives thanks to its dedication and zero compromise approach to freshness.

One important part of the process was to identify the core business principles and then explore the ways in which we could translate these to design.

These were:

- **Human touch:** Hand-picked, Hand-packed Hand-delivered.
- **Best-in-class.** From client service to employee relationships, CSL shines.
- **Reliability.** Clients swear by it when they say CSL never failed to deliver on their expectations.

The audience is diverse. From your friendly neighborhood bistro to 3 stars Michelin restaurants and all kinds of other buyers.

## THE RAW NUMBERS OF PRODUCE

Just how much fruit and veg comes through our warehouse each year?

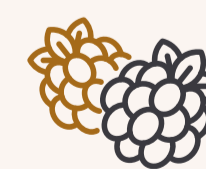
Take a look.



820

TONNES OF POTATOES

We have 30 types including roseval, truffle, jersey, pink fir, ania, and more.



9 MILLION+

INDIVIDUAL BERRIES

From 22 types including gooseberry, blackcurrant, pine, tayberry, strawberry.

A brand overhaul was long due.

**We were thrilled to work on CSL's brand image.**

While we aimed to keep as much of its recognisability as possible, the brand image will be radically upscaled both in terms of visuals and message.

We started with the logo redesign. The apple symbol was kept, albeit redesigned. Black and gold were chosen to drive the main color palette. The result was a signature-type logo that plays well on all channels.

Whether we're talking about the truck design or a website page, the new visuals are a celebration of tasty food and memorable service.

The new truck design, branded uniforms, and packaging are all consistent with the online presence. This inspires proud ownership from staff and communicates an upscale brand in one of Europe's most vibrant cities

All content was optimized for a smooth mobile experience

- Pages are simplified and optimized with a responsive, simple design and modern look and feel
- 56% increase in leads

