



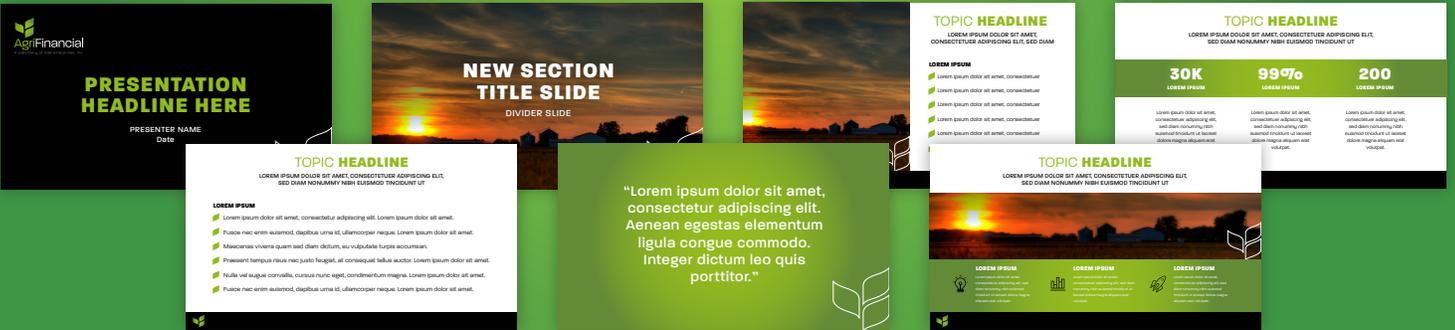
AgriFinancial

A subsidiary of CGB Enterprises, Inc.

BEFORE

AGRIfinancial Services

A SUBSIDIARY OF CGB ENTERPRISES, INC.



Agricultural Lender's Rebranding is Right on the Money

AgriFinancial
Corporate Identity & Branding

18-year-old brand

16
design concepts were presented, narrowed to 1 new corporate brand

NAMA Region IV
Merit Winner
for Corporate Identity

THE CHALLENGE

AgriFinancial is a premier lender to farmers and agricultural businesses. The company was ready to update its 18-year-old brand as it embarked on new marketing and sales initiatives. BLNKPG was called on to evaluate AgriFinancial's existing branding and propose a fresher, more contemporary corporate identity.

THE IDEA

BLNKPG developed a comprehensive rebranding package of deliverables that preserved AgriFinancial's strong reputation with customers and potential clients. The package included updates to the company's naming convention, logo, and internal and external identity components, and a brand story aligning with target customers. The new corporate identity components were incorporated into business cards, letterhead/envelopes/email signature templates, digital and print advertising, office and exterior signage and brand guidelines. The new AgriFinancial branding was unveiled at a company annual meeting. Extending into updated sales tools, marketing collateral and campaigns, the branding set the tone for a trusted brand with a deep understanding of today's agriculture.

THE PAYOFF

The rebranding package received positive feedback from an internal AgriFinancial team and its partner/sister companies. Sales tools were implemented across a multi-channel campaign with above-industry average engagement in all tactics.

Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

A BLANK PAGE IS THE BEST PLACE TO START.