

VGROUP:
DESIGN CASE STUDY
NATURES WAY FOODS CSR PLAN
 REF. VGD // DESIGN // NWF



CLIENT: NATURES WAY FOODS
 CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

Over the years we have created a number of identities and items to support Natures Way Foods Corporate Social Responsibility (CSR) activities, such as their Safer Roads Campaign and the educational Field To Fork Tours they offer, but due to having a growing number of different schemes, both serving their community and internally, it was decided that it was time to create a meaningful CSR umbrella identity to house them all under.

Background / Objectives

As the identity would be used externally in the community, it was an important factor that it would easily sit in partnership with Natures Way Foods' main corporate brand, as well as potentially with existing CSR materials, so a clear name and simple marque was created that could be used alongside all existing and future items.

The Solution

Along with the marque, a bright, positive colour palette was chosen to reflect the energy and spirit behind the scheme.

A new typeface was also introduced that was used for headings, statements and the CSR Plan "Take Action" strapline. Again, this had to work well with the existing corporate font, helping build the CSR identity as a recognisable entity whilst still retaining a close link to the corporate level look.

After discussing past, planned and potential CSR activities, the schemes seemed to naturally fall into the categories of sustainability, people, community and environment. Individual icons were illustrated to represent these to help structure and organise the different areas that NWF's CSR Plan would benefit.

The CSR Plan identity is prominently featured on the homepage and as a substantial section of NWF's corporate website, showing how genuinely integral the CSR Plan is to the company and its employees.

The Results

Many companies simply pay superficial lip service to CSR schemes just to be seen to be doing their part as a successful model will take effort, employee time (both in and outside of working hours) and of course budget to create. Yet when truly meaningful schemes, such as this, are created with true intentions and beliefs, it can reap rewards for a company and not just through the perceptions of consumers, suppliers, business associates or in the community. A CSR scheme can become an intrinsic part of a company's core brand values, shaping attitude and even filtering through to employee well-being. So everyone benefits!

CSR LOGO

ICON DESIGN

VISUAL IDENTITY

ILLUSTRATION

TYPOGRAPHY

LITERATURE

PROMOTIONAL ITEMS



www.natureswayfoods.com

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—logo



Community



Environment



Sustainable sourcing



People

—icons

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—literature