



VOICEBOX
 CREATIVE

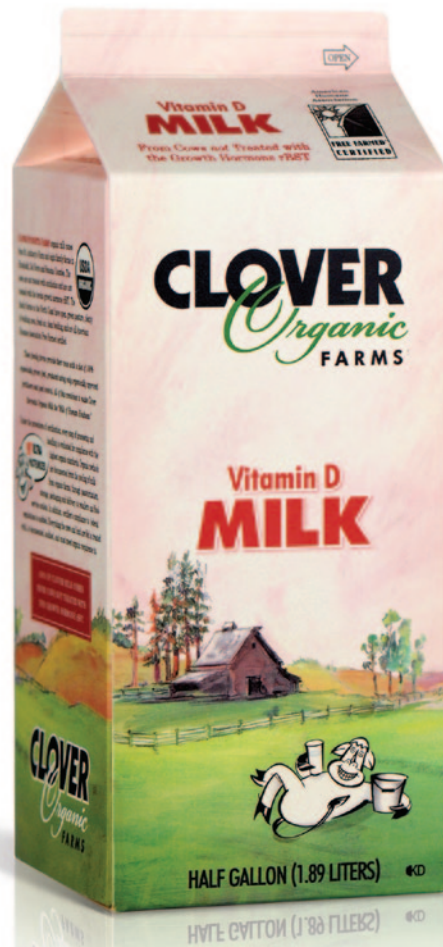
BUILDING BRANDS
 THAT SPEAK VOLUMES

Refreshing a local favorite.

Family-owned for three generations, Clover Stornetta Farms is known for their traditional practices and premium quality products, sourcing milk exclusively from a select number of local Northern California family farms. For their Clover Organic Farms range, Clover asked Voicebox Creative to renovate the brand to appeal to discerning organic shoppers and preserve the equity embodied by their ubiquitous, iconic spoked cow “Clo”. The task was to redesign the brand in a way that expresses craftsmanship and heritage, stands out in an exploding organic market and encourages loyal Clover consumers to “trade up” to organic. Our design system captures Clover’s passion, personality and provenance while adapting easily to a variety of products, substrates and packaging structures. As the Clover Organic Farms brand grows, we’re extending the brand identity and packaging design system to more than 100 SKUs and counting.

Milk

Clover Organic Farms’ original packaging suffered from a cluttered, down-market design that did little to support its premium organic messaging. Our redesign creates a system that unites the organic range but is flexible enough to accommodate different formats. The flagship milk products best showcase the visual foundation of the Clover Organic Farms brand – an evocative landscape canvas that portrays the brand’s idyllic home among the rolling hills of Northern California.



New packaging design



Old packaging design



Clover Organic Farms

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Yogurt

Unlike milk, consumers choose yogurts by flavor rather than fat content. Given the small area on the primary display panel, our design emphasizes taste over sense of place. Yet elements of the system work together – vibrant ingredient illustrations against the texture of the landscape canvas – to integrate the yogurts into the organic range.



Our design system extends to more than 100 SKUs.



Kefir

For Clover's organic kefir product, we communicate its health benefits and flavor with a fresh, friendly look that makes a product unfamiliar or intimidating to many consumers seem familiar, approachable and appetizing. The flexibility of our Clover Organic Farms design system enables us to choose specific elements for each product range to emphasize flavor, usage occasion or lifestyle messaging relevant to specific consumer profiles and shopping criteria.

"We've been a family owned and operated company for thirty years. Change doesn't come easy around here. What Voicebox achieved for our higher margin organic line was nothing short of incredible. They created meaningful impact on shelf and made it easy for distribution to quickly identify product type. Our sales have been explosive."

*Marcus Benedetti, President
Clover Organic Farms*

