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By Michael Barker

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Brand revamp for Clock House Farm

Kent fruit grower updates its corporate look as it aims to boost awareness of its sustainability credentials



Oli Pascall

Kent grower Clock House Farm has undergone a brand revamp to boost awareness and communication of the business.

The company, founded in 1903, grows strawberries, raspberries, blackberries, apples, and plums, with a focus on sustainability management practices. It supplies through the Berry Gardens cooperative, of which its chairman Robert Pascall is also vice chair.

The rebrand has focused on evolving the original logo and developing a compelling strapline for the business – 'Growing a better tomorrow' - which it described as consistent with Clock House Farm's efficient and sustainable production.

The new corporate identity is being applied to various collateral, including farm signage, farm vehicles, branded workwear, and marketing communication initiatives. The website

has also undergone a complete revamp from both a design and content perspective.

'Compelling identity'

Managing director Oli Pascall said: "We have a focused objective to grow the business over the next five years and the rebrand was required to deliver a current, compelling identity that is commensurate with our ambition to achieve clear standout and stronger recognition within the category.

"In particular, we are keen to raise awareness of our established expertise as innovative, progressive growers with an excellent track record in adopting the latest growing techniques which observe the highest standard of responsible environmental stewardship.

"The revised positioning of the farm has been favourably received internally, with the team recognising that this

represents a solid investment to secure a strong future for Clock House Farm."

See FPJ October 2021 for an interview with Oli Pascall.

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