hue–

wearehue.co.uk



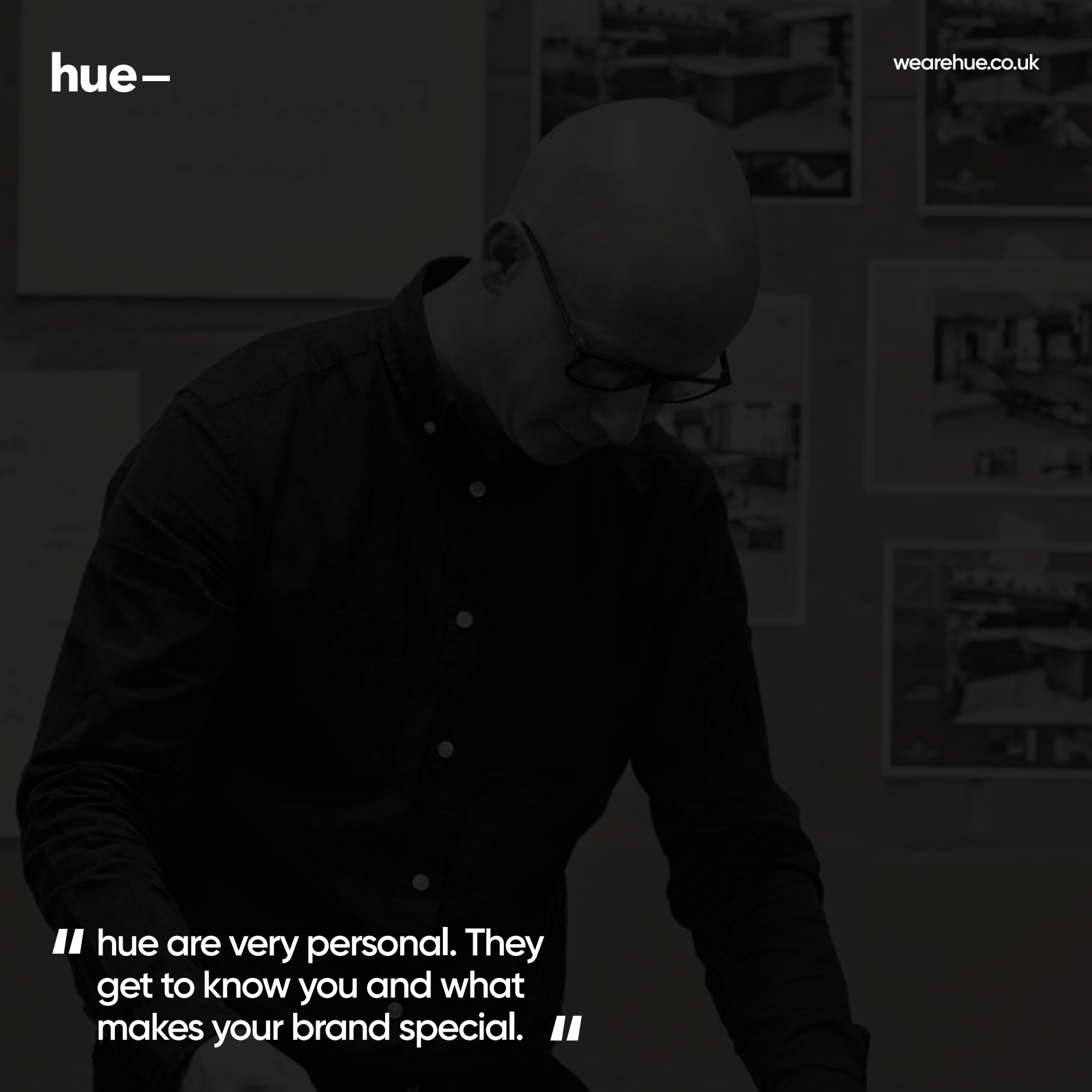
Cover Image: Mission Produce UK

Strategic Creativity for Food Industry Success

Never Settle for Normal

hue–

wearehue.co.uk



"hue are very personal. They get to know you and what makes your brand special."

Welcome to **hue–**



We understand the unique pressures and opportunities within the food supply industry – from navigating regulations and sustainability demands to building trust and loyalty with customers. Our tailored, creative solutions are designed to help food producers, suppliers, and distributors stand out in a competitive market. With a proven track record in branding, design, video production, and digital marketing for the food sector, we create impactful experiences that communicate your story, values, and vision. Whether you're looking to elevate your brand, showcase your processes, or strengthen your digital presence, hue is the creative partner you can rely on to deliver results that resonate and endure.







Get in touch

Call: +44 (0) 1780 917391
Email: hello@wearehue.co.uk
Visit: wearehue.co.uk

Success Story



Mission Produce UK, Dartford, London



Avocado & Mango Images Courtesy of Mission Produce UK





New offices felt baron and soulless

Problem

Mission Produce, a global leader in avocado distribution, faced the challenge of uniting their workforce under a cohesive internal brand. With teams spanning multiple locations and diverse roles, they needed a way to consistently communicate their core values and mission. Their existing internal messaging lacked clarity and impact, making it difficult to foster a shared sense of purpose, pride, and connection among employees. This disconnect limited employee engagement and diluted their ability to align everyone with the company's vision and goals.



An internal brand isn't just a message — it's a movement that unites, motivates, and empowers every member of your team.



Solution

We partnered with Mission Produce UK to reimagine their internal brand, creating a powerful and engaging identity centred around their "Avo Credo." By developing bold visuals, authentic messaging, and a relatable storytelling framework, we helped bring their values of sustainability, innovation, and teamwork to life. The refreshed internal brand was designed to resonate with employees at all levels, fostering unity and pride across the organisation. From dynamic video content to clear and inspiring communications, our solution empowered Mission Produce's workforce to fully embody their brand values, driving a stronger, more connected company culture.



Our approach



Our tailored, branding services are designed to strengthen internal culture. From value-driven messaging to engaging visual identities, we create cohesive internal brands that inspire, connect, and empower your team.



We understand that internal branding goes beyond just creating materials; it's about bringing your company's values, vision, and culture to life.

Our team specialises in crafting internal brands that resonate with employees, fostering connection, pride, and engagement. Through thoughtful design, clear messaging, and strategic storytelling, we create internal identities that unite teams and inspire them to live your brand's mission every day.

Whether you're refreshing an existing internal brand or building one from the ground up, we ensure every touchpoint strengthens your culture and empowers your people.





"We are a live running business 7 days a week. Yet, the guys were able to come in and do what they do across the business without interrupting what we were doing.

Yeah, I can't fault the service from conception to completion.

Outstanding."

Paul Frowde
Managing Director
Mission Produce UK



Scan the QR code to view the full video testimonial and learn more about our collaboration.

hue–

Understanding Your Needs

Challenges Faced by Food Suppliers

Budget Constraints

Food suppliers often work within tight financial margins, focusing on operational costs, logistics, and product quality. This leaves little budget for branding, marketing, or creative initiatives, making it harder to differentiate in a crowded marketplace.

hue offers scalable, phased solutions that maximise impact without stretching resources. Our cost-effective strategies ensure your brand remains competitive without compromising quality.

Diverse Stakeholder Communication

Food suppliers must engage with a broad range of audiences, from customers and distributors to retailers and industry regulators. Each group has distinct priorities and requires clear, effective communication.

hue develops tailored messaging and materials that speak directly to each audience, ensuring consistency across all channels and strengthening relationships throughout your supply chain.

Need for Accessible and Inclusive Materials

With such a diverse industry, food suppliers need to ensure their communications are accessible to all stakeholders, from suppliers and partners to end consumers. Clarity, inclusivity, and compliance with industry standards are essential.

hue specialises in creating accessible and engaging materials that reflect your brand's values while making information clear and easy to understand for everyone in your network.

Enhancing Brand Recognition and Engagement

Standing out in the food supply industry requires more than just great products—it demands a strong, consistent brand that builds trust and loyalty among clients and partners.

hue's expertise in branding and creative strategy helps food suppliers establish a compelling presence with distinctive visuals and messaging. We ensure your brand is memorable, credible, and positioned for long-term success.



Elevate your brand

Avocado Pit Image Courtesy of Mission Produce UK

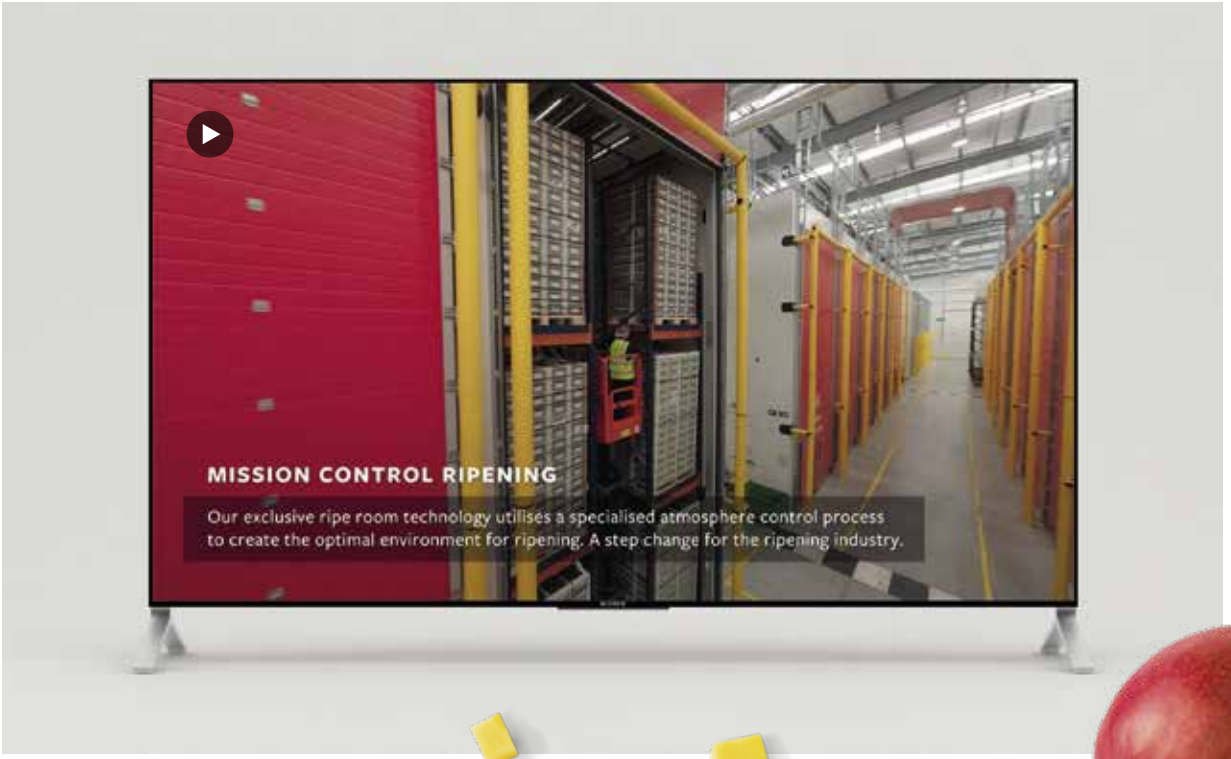
Design for Print

From striking product catalogues and engaging marketing brochures to professional packaging and impactful trade show displays, we bring your brand to life on paper.

We understand the importance of representing your food supply business's values and quality through high-end print materials that connect with buyers, partners, and industry stakeholders.

Every piece is designed with purpose, ensuring your message is clear, compelling, and memorable.





Mango Images Courtesy of Mission Produce UK





Digital

Empowering food suppliers to connect and engage online effectively.

From visually striking, user-friendly websites that reflect your brand's unique identity to targeted digital marketing campaigns, we help you reach and resonate with your audience.

Whether it's crafting an intuitive website that showcases your products and values, or implementing digital strategies to drive engagement and awareness, our digital services ensure your business stands out in an increasingly competitive market.



"From just one meeting hue grasped what we wanted and needed, they created something that was simple and easy for the consumer to use but also detailed enough for us to be able to include our full comprehensive menus for each site individually. Hue took our idea and made it reality within a short time frame and with very minimal input from us. Not only that but it looks fantastic too."

Sophia Thurlby
Marketing, Media and Public Relations

·KNEAD·





PATEN & CO

In today's fast-paced digital landscape, having a strong online presence is essential for food suppliers to thrive. Social media and digital marketing are powerful tools to showcase your products, highlight innovations, and build meaningful connections with clients, partners, and industry stakeholders.

Whether you're looking to expand your reach, increase product awareness, or strengthen industry relationships, our approach to social media and digital marketing will help your business stand out, foster trust, and achieve its goals in the digital age.



Transform your space

End-to-End solutions

Transforming physical spaces is a key part of our offering. Our fit-out services include office design, signage, and environmental graphics that create engaging and inspiring workspaces, reflecting your brand and fostering a strong sense of identity and connection among your team.



At Mission Produce, we transformed their internal branding with a comprehensive redesign that aligned with their core values and culture. From the development of a cohesive visual identity to creating impactful messaging, every element was crafted to engage and unify their global team. The new internal branding not only enhanced the overall company environment but also strengthened employee pride, purpose, and connection to Mission's mission, reinforcing a shared sense of belonging and commitment throughout the organisation.

MorePeople



"Creating an environment where the team can really express themselves was very important to us. What we have now, we believe, can enable us to attract, retain and improve our team."

Richard Hanwell
Managing Director

Photograph by danielmclean.co.uk



Photograph by danielmclean.co.uk



Capture the Essence

Our video and photography services are designed to capture the essence of your food supply business. Through visual storytelling, we showcase the unique aspects of your products and operations, creating compelling content that engages and informs your customers, partners, and stakeholders.







Video & Photography

Effective visual storytelling goes beyond just showcasing your products—it's about creating an emotional connection with your audience.

By thoughtfully crafting visuals that highlight your food supply business's values, quality, and unique offerings, you can communicate your story in a way that resonates with customers, partners, and industry stakeholders.

When executed well, visual storytelling brings your brand to life, making it relatable, memorable, and impactful. It becomes a powerful tool to build trust, highlight the quality of your products, and foster a sense of pride and loyalty. Whether it's through photography, video, or engaging graphics, storytelling helps transform your message into a shared experience that inspires, informs, and strengthens connections with your audience.



"Would I recommend hue to other people? Absolutely, we've gone from metres and metres of white walls to a professionally branded colourful building with concepts that I personally or my team would never have envisaged. I absolutely recommend hue 100% without a doubt"

Paul Frowde, Managing Director, Mission Produce UK



For Mission Produce, we created a dynamic brand film that captures the essence of their operations and culture, showcasing their offices and Packhouse in stunning detail. Using a combination of FPV drone, exterior drone, and hand-held cameras, we brought their facilities to life from every angle, highlighting the scale, innovation, and efficiency of their operations.

The film serves as a powerful tool for showcasing Mission Produce's commitment to quality, sustainability, and teamwork. It's an engaging marketing asset that not only strengthens their brand identity but also fosters a deeper connection with partners, customers, and employees. Through this visual storytelling, Mission Produce is able to communicate its values, build brand recognition, and showcase the hard work and dedication that goes into delivering top-quality products worldwide.



Watch the Brand Film

Scan the QR code to view the full brand video and learn more about our collaboration.

Why choose **hue–**

At hue, we provide a comprehensive range of services designed to elevate your brand across every aspect of its identity. Our offerings begin with Brand Strategy, where we collaborate closely with you to define your brand's vision, values, and unique positioning. From there, we translate these insights into Design—creating visually compelling logos, brand assets, and graphics that align with your goals and resonate with your target audience.

In addition to traditional design, we also specialise in Internal Fit-Out services, transforming physical spaces to reflect your brand's ethos. Whether it's an office, retail environment, or event space, our team ensures your space is designed with the same attention to detail and consistency as your visual identity.

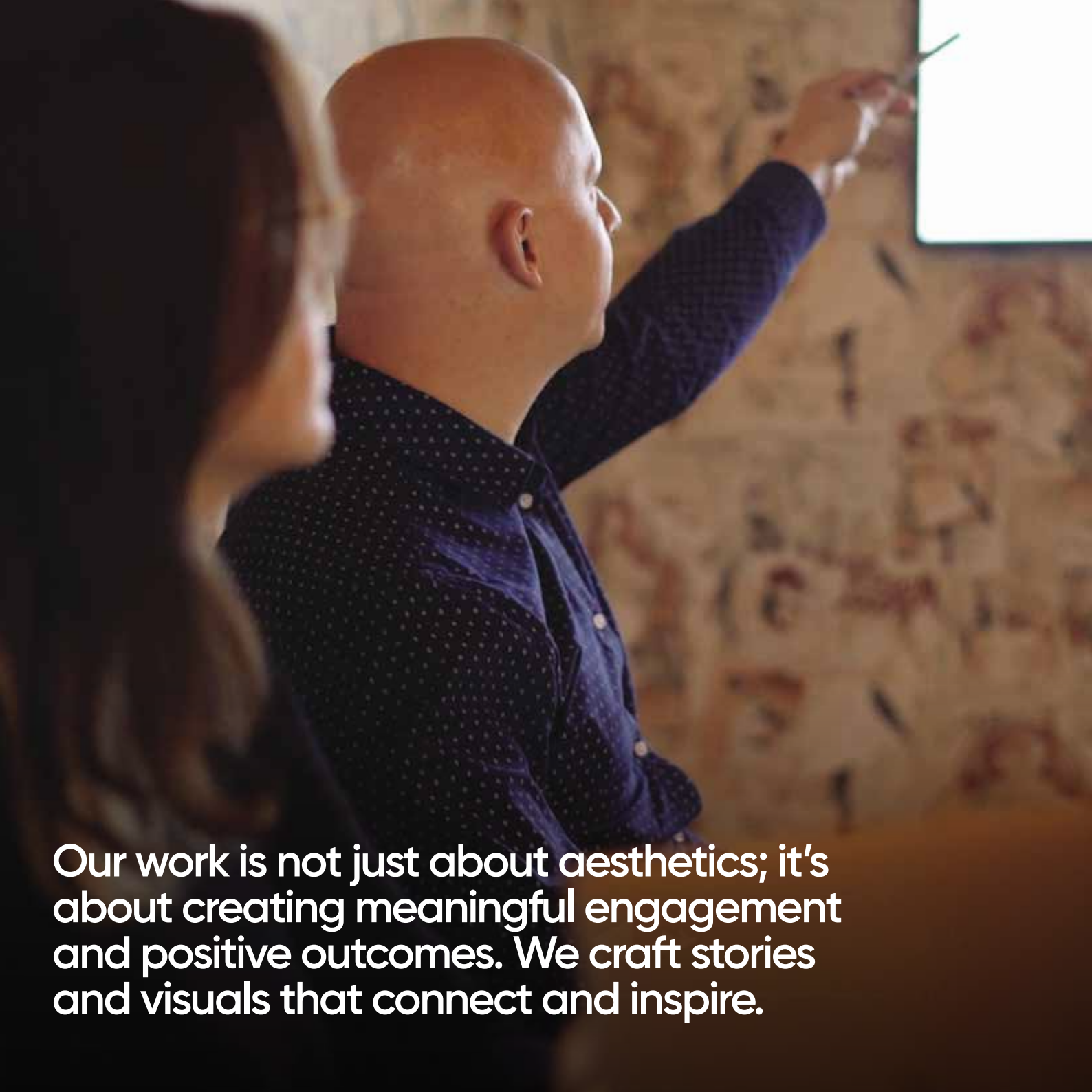
Our Video Production and Photography services allow us to tell your brand's story through powerful visuals. Whether through engaging promotional videos or professional photography, we capture the essence of your brand in a way that strengthens its message and appeal.

By choosing hue, you benefit from the seamless integration of all these services. We don't just deliver individual elements; we create a unified brand experience that extends across every touchpoint, from digital to physical. This holistic approach ensures that your brand remains consistent, recognisable, and memorable, whether it's a marketing campaign, a customer-facing product, or the design of your workspace. The result is a cohesive and polished brand that resonates deeply with your audience, builds trust, and stands out in a competitive marketplace.



Brand
Design
Digital
Marketing
Film
Animation
Photography


hue creates
immersive experiences
for forward-thinking,
future focused brands.


Our work is not just about aesthetics; it's about creating meaningful engagement and positive outcomes. We craft stories and visuals that connect and inspire.

Our **Values**

Never Settle for Normal

We believe in breaking the mould and delivering creative solutions that stand out. We're not just another agency; we're your partner in innovation.

At hue, we push boundaries and challenge the status quo. Our creative solutions are designed to make your business stand out in a crowded marketplace.

Dare To Be Different

We embrace bold, unconventional approaches to branding and design.

Our unique strategies ensure your brand creates lasting impressions and resonates deeply with your audience.

Make A Positive Impact

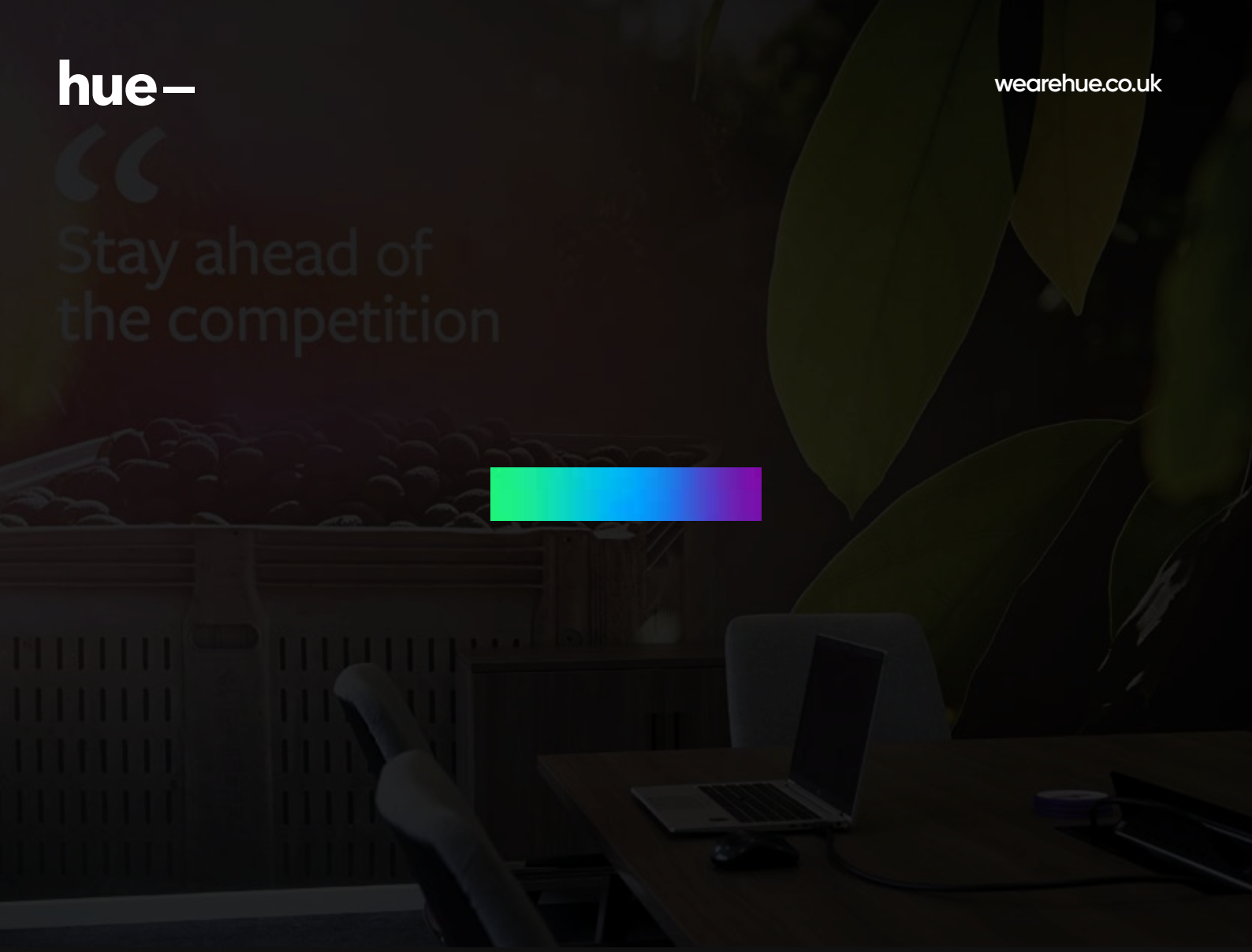
We craft compelling narratives and visually stunning content that leave a lasting impression and drive meaningful engagement.

Our work is not just about aesthetics; it's about creating meaningful engagement and positive outcomes. We craft stories and visuals that connect and inspire.

Passionate About People

Human connection is at the heart of everything we do.

We value authentic relationships and genuine interactions, ensuring our work reflects the true spirit of your institution.



Are you ready to elevate your food supply brand and create inspiring connections with customers and partners?

Email hello@wearehue.co.uk, call 01780 917391, or visit wearehue.co.uk. Follow us on social media.

Get in touch