STORY AND FIELDS

Arthur – Website Creative Brief

Project Overview

The Arthur Companies is a fourth-generation, family-owned agribusiness based in North Dakota. We're redesigning their website to serve two distinct audiences:

1. **Farmers** – practical users who need daily access to grain pricing, services, and updates.
2. **Corporate Visitors** – including business partners, vendors, acquirers, and stakeholders who want to understand our values, leadership, and performance.

The new website must:

- Be fast, mobile-friendly, and useful to growers.
- Be credible, well-crafted, and strategically positioned for institutional audiences.

Primary Objectives

- Create a site that serves as a daily utility for growers (grain prices, hours, weather/service alerts).
- Showcase our brand, values, leadership, and track record for corporate stakeholders.
- Reflect a modern agribusiness that is local in heart, but national in capability.
- Simplify navigation and content to prioritize clarity and usefulness.
- Position the company for growth: new services, R&D, acquisitions, hiring.

Audience Profiles

1. Farmers (Growers)

- Device: Mobile
- Needs: Grain prices, service hours, quick updates, clear contact
- Behavior: In and out quickly, habitual users
- Design Implication: Strip away friction. Prioritize accessibility and performance.

2. Corporate Visitors (Partners / Acquisition Targets / Vendors)

- Device: Desktop
- Needs: Company story, scale, structure, values, leadership, innovation
- Behavior: Browse multiple pages, research-oriented
- Design Implication: Professional polish, credible structure, strong copy and visuals.

Site Structure & Page Map

Sitemap:

1. Home
2. Grain
   - Cash Bids, Futures (integrated feed via Bushel / DTN)
   - Locations + Hours
   - Service Announcements
3. Products & Services
   - On the Farm
     1. Fertilizer
     2. Custom Application & Trucking
     3. Agronomy Centers
     4. Inputs
   - Off the Farm
     1. Premium Ingredients
     2. Specialty Products
   - Research
     1. Custom Research Services
4. Innovation
   - Technology
   - Venture Platform
   - Research & Development
5. About
   - Company History
   - Leadership Team
   - Newsroom
6. Grower Insights
   - Open-Source Data / Bushel Balance
7. Careers
   - Culture
   - Job Openings
8. Contact Us
   - Locations + Corporate Contact

Unique Page Designs:

1. Home Page
2. Template Landing Page
   a. Used for On the Farm/Off the Farm, Innovation, Grower Insights, Grain, Products/Services
3. Template Detail Page
   a. Used for all Products/Services, Research & Development, Venture Platform, Technology
4. About Page

5. History Page
6. Newsroom CMS
    a. Used for News, Open-Source Data, Bushel Balance
7. Leadership Team
8. Careers
9. Contact Us
10. Locations
11. Grain Location Template Page

Design Direction

Brand Attributes to Convey

We Are	We Are Not
Vibrant	Dull
Warm	Corporate
Scientific	Complicated
Hardworking	Lazy
Local	Small
Pioneering	Traditional
Clean	Cluttered

Design Feel

- Visual Mood: Open, grounded, timeless, confident.
- Imagery: Use real photos—team, trucks, bins, fields. Avoid stock farm clichés.
- Tone: Straightforward, honest, neighborly but not unsophisticated.
- Typography:
    o Headlines: Heavy, legacy nod with modern flair
    o Body: Clean, light and easy to read

Color Palette

Align toward core brand colors:

- Yellow Primary: Pantone 1235
- Supporting Yellows: Pantone 1445, 153
- Greys/Black: Pantone Cool Gray 11, Process Black
- Accent Whites/Light Grays to maintain openness and contrast

Photography

- Use AI to fill in blank spaces. Leverage these brand photos as you're able.
- Note that we'll be doing a full brand shoot in the first week of September and will shoot to fill the site as we need. Design for what we want, not just what we have.

Making Ag Look Cool

- Arthur is doing really innovative things in research and development. It should look/feel that way.
- The equipment used across the businesses in this platform are impressive machines and feats of engineering. I want the imagery to pop off the page when we talk about custom services like [aerial spraying](#), [fertilizer application](#), [ground spraying](#), [trucking](#), etc. Take a look at this [example](#) – they make even a van body trailer look cool when it pops off the page.

Functionality Requirements

Feature	Notes
Mobile Optimization	Especially for quick-access grain pricing
Live Grain Price Integration	Likely a DTN or similar API
CMS Back-End	WordPress or similar preferred for easy updates
Team/Leadership CMS Module	Editable staff bios
News Feed	For project updates, storm recovery, expansion
Forms	Contact, partnership inquiries, possibly careers
ADA Compliance	Required
Fast Page Load Times	Optimized for rural access speeds

Content + Copy Notes

- Voice = confident, direct, humble.
- Avoid "marketing speak." Write like you'd explain things to a respected neighbor.
- Use subheadlines and bullet points—readability is essential.
- Assume corporate visitors are intelligent but unfamiliar; assume farmers are busy and informed.

Reference Materials

- [Current Site](#)
- [Brand Guidelines PDF](#)
  - Limit our use of the current logo as the core brandmark will change early next year. Note we will be shifting to only refer to the company as "Arthur". The core brand colors and directional typography is unlikely to change.
- [History / Imagery](#)
- Inspiration:
  - https://www.andersonsinc.com/about-us/history/
    - The flow of this history tab is clean and impactful; like the use of oversized outline text; can apply that elsewhere. The cream colors here help balance the use of strong primary colors like yellow. Callout text is also clean.
  - https://www.cargill.com/about

- Clean layout, I like the use of rounded corners. Typeface is approachable. Good layout of executive team.
  - https://www.sequoiacap.com
    - We like the use of the "pen" throughout this design. Feels genuine yet still professional.
  - https://bushelpowered.com
    - Menu system here is strong and would allow us to list most grain locations within the dropdown.
  - https://www.firstwestern.bank/locations/
    - Ignore design here but this is a good way to layout multiple locations.
  - https://www.apple.com/newsroom/
    - Like the look of this for newsroom CMS
  - https://www.getharvest.com/careers
    - Great layout for careers page but we'd want a bit more visual interest or iconography to break up text
    - https://www.veed.io/careers Similar to Sequoia I like this sort of "no nonsense" letter from the CEO in handwriting to open the careers page.
    - We need this page to be viewable in Spanish
    - Look to Apple for the careers page as well. We want to compel people to work here. Be part of something. Feel it / move them. Go lighter on copy than harvest while leaning on their layout.