

RDP FOODSERVICE

HEADQUARTERS
HILLIARD, OH

BRANDING CASE STUDY
CORPORATE



**Continental
Office**

Property of Continental Office™



OVERVIEW

RDP Foodservice is an independently-owned distributor that supports the restaurant industry. The company moved into a new space and wanted to refresh its brand, focusing on a storied history and the unique experiences they create for clients.

Each year, a well-known band plays at RDP's annual music event. The company's owner desired a solution to pay tribute to the history of the concerts that serve as a differentiator for its clients.

SUSTAINABLE DESIGN

A palette wall in the lobby entrance, made from equipment used to deliver food adds an authentic, sustainable touch.





BRAND DEVELOPMENT

Continental Office's Branding Team helped create a new logo for RDP Foodservice that was then brought to life in the space.







STORYTELLING

A display wall featuring photographs, summaries of each event, and actual guitars that visiting celebrities signed brings excitement to the space.