



**BEACON**

## TRANSFORMING BEACON RAIL

**Sector:** Logistics / Finance

**Employees:** 40+

**Client Contact:** Senior Leadership Team

Owned by JP Morgan, Beacon is the leading lessor of passenger and freight rolling stock to train operators across the UK and Europe. Established in 2008, it leases nearly two thousand locomotives, freight wagons and passenger vehicles in 17 countries from its offices in Luxembourg and London.



## THE OBJECTIVE

Our job was to create a new brand identity, a new website and bring the Beacon story, values and ambitions alive through a range of accompanying assets.

A key consideration was to help bond a diverse team of staff – many of them recently recruited.





## OLD BRANDING

Beacon's original logo was based on a lighthouse on Brewster Island, offshore from Boston, MA. With the office move from Boston to London, the centrepiece of the founding logo was no longer relevant, as well as looking dated.

Aside from the logo and colours, Beacon had no distinctive brand assets. The website was not responsive and lacked key information. Plus, there was no coherent story running through Beacon's communications. The company's trading name was Beacon Rail Leasing.

## OUR SOLUTION

We researched the rail leasing market and reviewed the strengths and weaknesses of Beacon's competitors.

We conducted 1:1 interviews with the senior team and key stakeholders, surveyed all staff and a selection of clients, to understand their perceptions of Beacon and their ambitions for the future.





A series of discussions with the senior team, plus a brand workshop awayday, helped to refine our collective thinking on Beacon's purpose, guiding beliefs, shared values and brand essence.

These were then shared and discussed with the wider team for feedback. These consultations shaped the creative brief for the visual identity and accompanying narrative. In depth discussions about website requirements covered customer profiles, user journeys and technical points.

The new brand identity simplifies the company's trading name from Beacon Rail Leasing to Beacon.

It features a distinctive, modern wordmark with an illuminated yellow 'O'. This is made of three concentric circles to illustrate the word 'beacon' and suggest parallel railway tracks.





### Bringing the new brand alive.

To bring the new brand and values alive for staff, we designed a range of items including stationery, brand values posters, staff ID cards and a booklet setting out the Beacon brand story. We also created a set of bespoke icons for use on the website.

## GUIDING BELIEFS INFORM BUSINESS DECISIONS

### WE BELIEVE:

Safety is central to everything we do. We are committed to the wellbeing of all our employees. Health and safety is part of our everyday work conversations.

Railways offer a safe, sustainable and cost-effective means of transport now and in the future.

Great people and great relationships drive great outcomes. We choose to sacrifice the good to achieve the great.

A diverse, inclusive and international workforce promotes a vibrant and creative culture. The more creative we are, the more effective our work, and the more time we have for achieving our goals.

We operate in a transparent environment with a commitment to focus on solutions and teamwork, rather than assigning fault or blame.

The speed, agility and range of our services set us apart from the competition.

Our core purpose drives everything we do, shaping our goals, strategy and approach to all our stakeholders and the environment.

Retaining our entrepreneurial spirit is vital to our future success. Work leaves us energised and inspires us to improve and achieve the best results and customer satisfaction.

## PURPOSE

We exist to provide the leading rail leasing service to passenger and freight train operators

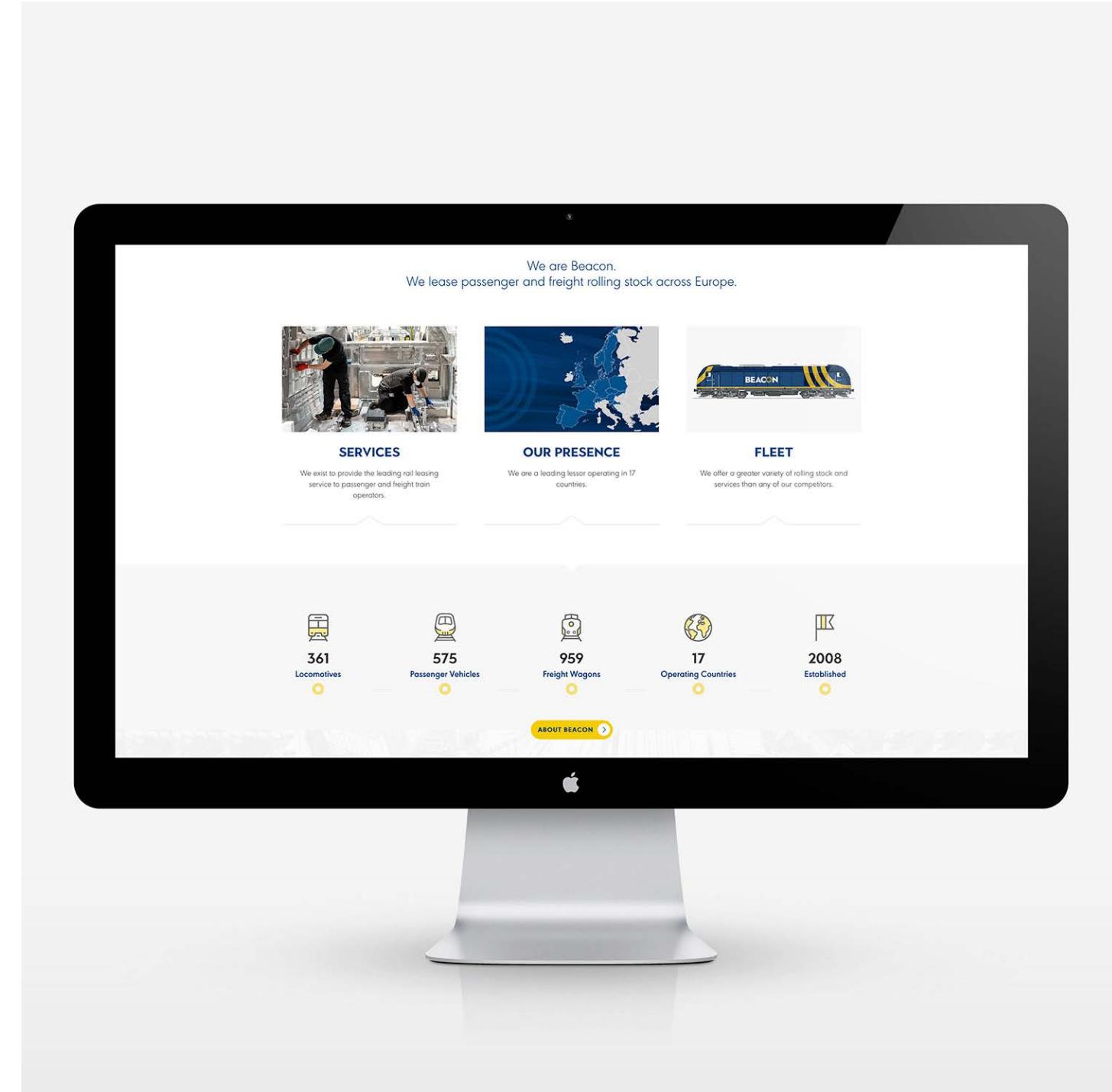


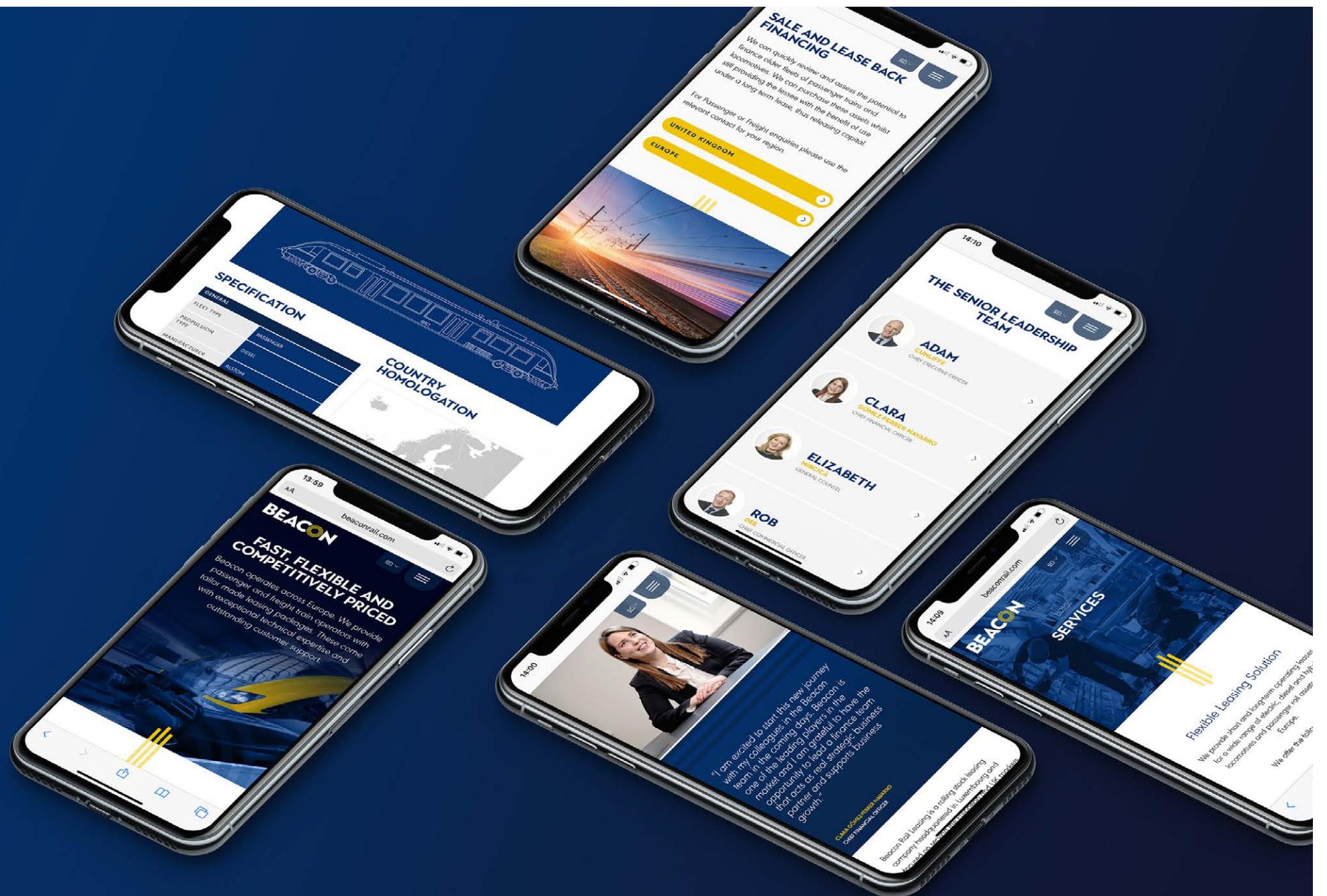
**Our new Beacon website is built on a customised WordPress platform.**

Available in four languages, the site showcases Beacon and its services to train and freight operators, industry stakeholders, the media and investors.

Features include an interactive fleet area with technical illustrations of rolling stock, press and investor portals and a wide range of custom photography and bespoke icons.

View the [website here](#).







**Applying our new brand to Beacon's workspace.**

We also designed and produced new signage and graphics for their London office. This included illuminated signs, noticeboards, graphics for meeting rooms and a feature wall with interchangeable cards showing staff, company values and key messages.

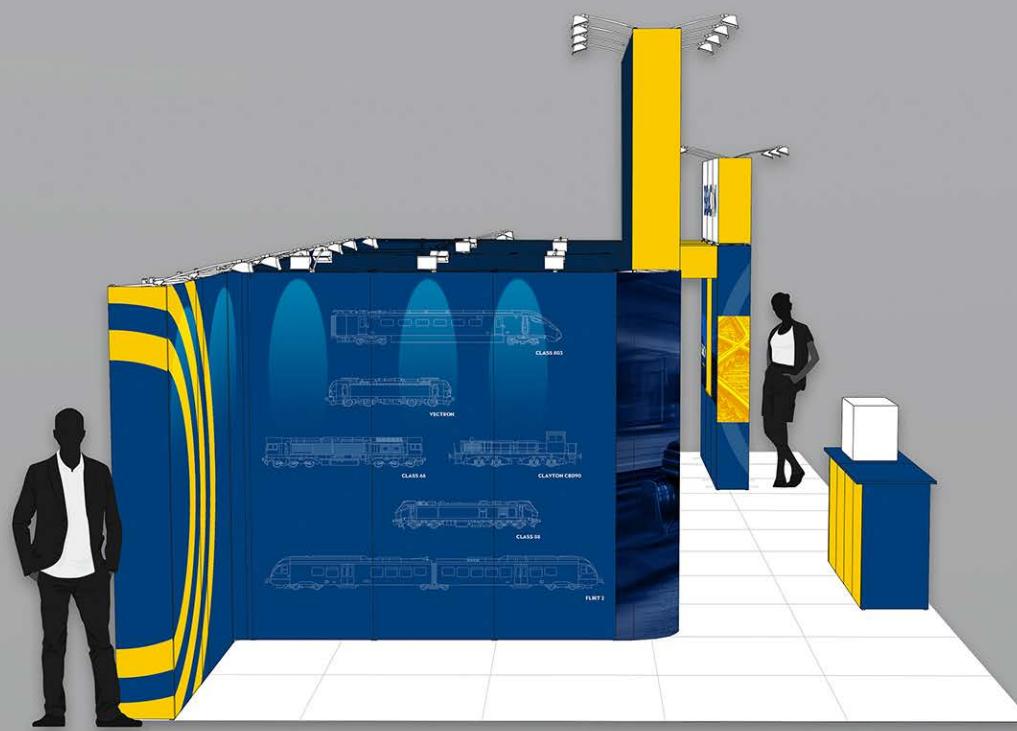






#### Exhibition stand design.

We also designed a striking new exhibition stand for InnoTrans – the world's largest trade fair focused on the rail transport industry.



## THE RESULT

We helped to launch Beacon's new brand identity and website to staff, stakeholders and the media in July 2020.

The rebrand has helped to deliver significant growth for Beacon; leased assets have increased from 1,320 to 1,711 locomotives and freight wagons.

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*“ We’re delighted with our new brand identity and website. These are the latest steps in the transformation of Beacon. They reflect the agile and entrepreneurial nature of the services we provide, as we strengthen our position as Europe’s leading lessor of rolling stock to passenger and freight train operators.”*

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**ADAM CUNLIFFE**  
CEO, Beacon



## SERVICES PROVIDED

Perceptions research

Competitor analysis

Brand workshop

Brand strategy

Branding

Graphic design

Illustration

Web design & development

Office design & installation

## BUSINESS GROWTH AFTER 2 YEARS

**+42%**

**LEASED LOCOMOTIVES**

**+25%**

**LEASED FREIGHT WAGONS**

**+14%**

**CUSTOMERS**



## LET'S WORK TOGETHER

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**BUILDING BRILLIANT BRANDS  
AND WEBSITES**

