

Entrepreneurship - AR5703
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The 2020 Re brand



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Project Overview

The Entrepreneurship project began with a brief from the RSA student design awards, where I was tasked to “reinvigorate and/or re purpose an aging commuter train station building”. This later developed into a complete re branding exercise for the rail company ‘ScotRail’. I designed a new logo, apparel, website concept and even a new train station formerly called ‘Anniesland’.

Throughout this project I have been able to receive feedback from tutors and peers as to what worked well, and what needed adjustments to make this project a realistic exercise. Developing my outcomes let me create a modern brand image that appeals to a younger

audience while providing a much stronger brand image that, in my opinion, ScotRail failed to do in their latest re brand from 2008.

Within this PDF document I will provide research, reflection, photography style choices and all designed assets from this module.

This document is designed in the style of a brand booklet - showcasing the re brand and the processes that came along with it.

Key Links:

<https://tonybrownviscom.wordpress.com/summer-project/>

<https://tony79201.wixsite.com/scotrailproject>

Introduction to the new brand

ScotRail aims to provide the best experience it can to its customers, but lately have forgotten about looking after their brand image, so I decided to face lift the company and transform it from old to modern. Appealing to a younger demographic was the goal for this project, as the majority of train companies tend to be quite boring with their branding.

Train stations are left in the past while the rest of the world is moving forward and adapting with technology. With companies remodeling current train stations, they aren’t future-proofing their work for years to come. Improve the number of travelers, customers, businesses and improve the safety of passengers and efficiency of travel. In this project, I aim to take an aging train station and bring it into the 21st century with automation, minimalism and technology.



Punctual – “happening or doing something at the agreed or proper time.”

Dependable – “trustworthy and reliable.”

Impervious – Strong, Firm, Unaffected

Modern – “relating to the present or recent times as opposed to the remote past.”



Our old look

Back in 2016 we decided to re brand our company. Our pink logo was in use from 2004 - 2008 which worked and fit in for the times. 2008 saw the introduction of our old identity which introduced the blue and silver into our brand - which was the base for our latest designs.

We will be the first to admit that our 2008 - 2020 logo did not age well. But perhaps we have simply left the logo too long without a change. 12 years with no updates to our brand would give reason to its dated look - out of touch with current times.

From business cards to uniforms and personal protective equipment - we have it covered. Our staff need to look as professional as our brand image, so we have come up with a modern yet appropriate solution to uniforms that our employees should be proud to wear.



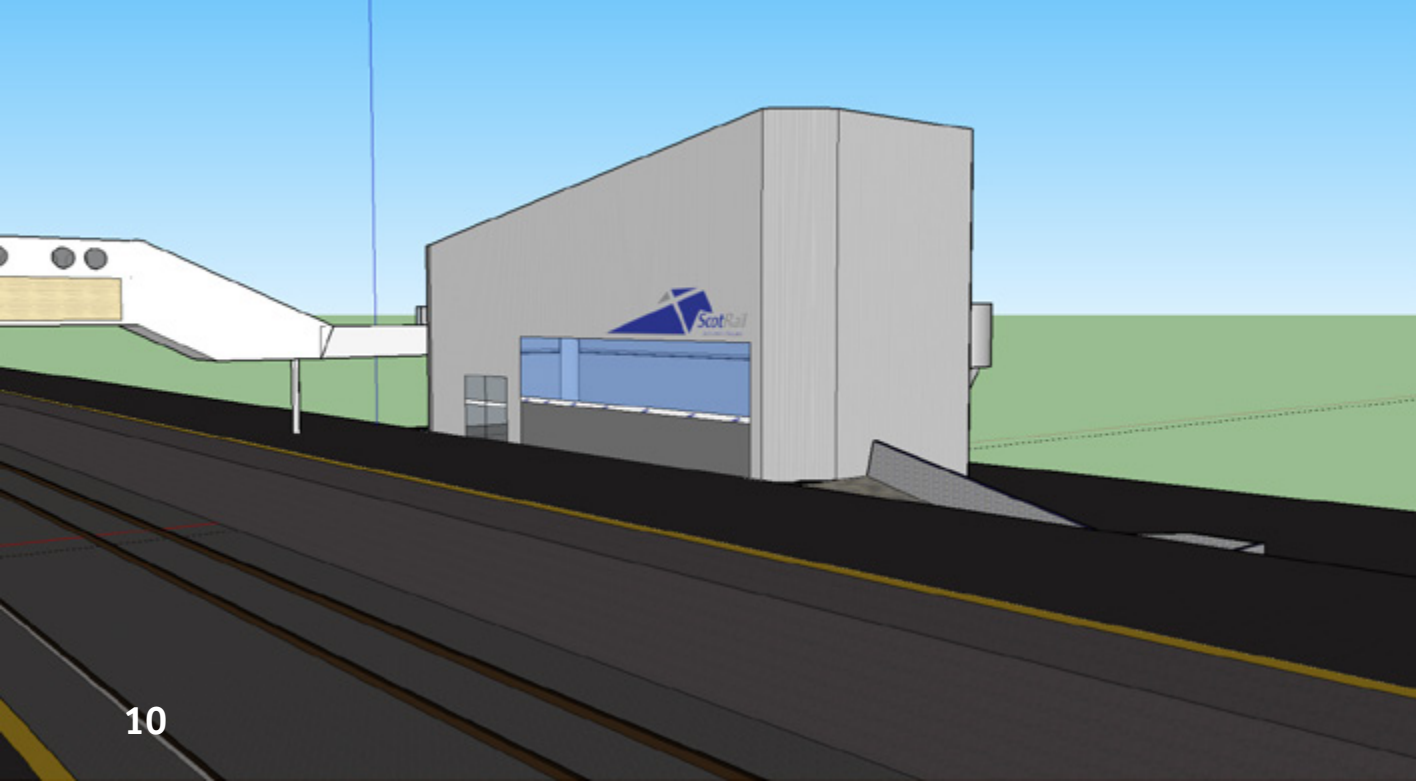
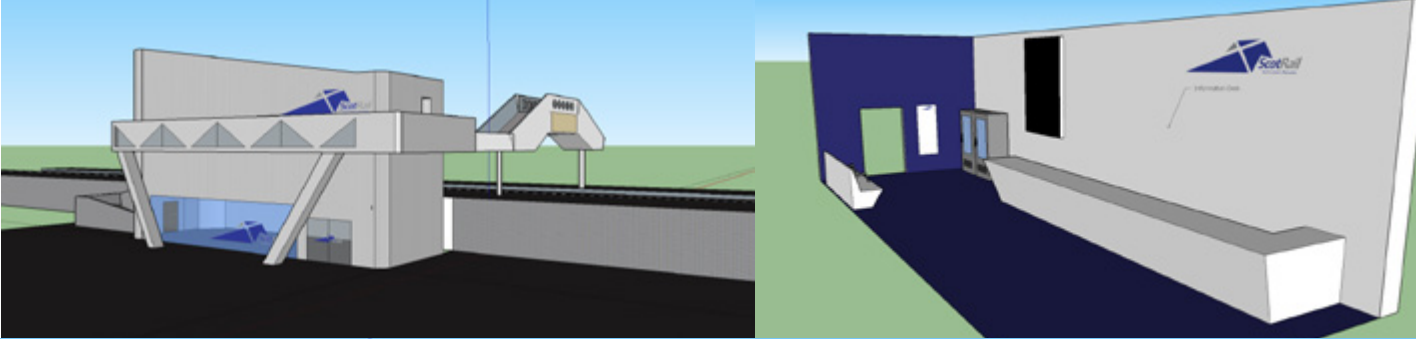
Branding & Apparel



From   To

Along with a new identity comes a new and improved website. This website aims to be easier for customers, more attractive and much faster to update in the rare event of an emergency, cancellation or delay in our service. It also allows for live customer interaction where our staff can assist you 24 hours a day, 7 days a week.

Our newly introduced SmartCard also receives better benefits designed to make your trips that much more enjoyable. Every month we will pay for 1000 of our SmartCard customers journeys for no extra charge. So long as your card is active, you will be automatically entered into our giveaway. The website allows for you to view the trips you have been on, amend any errors or view the benefits available to you.



Station Amendments

We recognize that the facilities we offer around Scotland may be due a refurbishment and update. Along with our image, we aim to fix this while we make adjustments. Perhaps one of our worst stations was the 'Anniesland' station that can be seen online.

The proposed plans aim to increase the size of the terminal while creating something that can be easily and quickly replicated throughout our other sites. The basic refurbishment adds a second level to the building of this particular station and introduces our modern approach to our company. As well as this, increased security and streamlining the ticket systems means that our customers are not only safer, but can travel more efficiently.



Project Summary

Train stations are left in the past while the rest of the world is moving forward and adapting with technology. With companies remodeling current train stations, they aren't future-proofing their work for years to come. Improve the number of travelers, customers, businesses and improve the safety of passengers and efficiency of travel. In this project, I aim to take an aging train station and bring it into the 21st century with automation, minimalism and technology.

Solution

Airport terminals, ports, motorways, the underground and coach terminals are all modernized and work in today's climate. But train stations appear to have been left behind with worries about ruining the beautiful Victorian stations. At the end of the day, modernization is inevitable and the sooner modernization becomes applied, the sooner passengers will be able

Research

to travel more efficiently, stress-free and comfortable without any worry of interaction till they get onto the train. Removing the majority of the human aspect of a public service reduces the number of mistakes and errors.

I started this project with the intention of redesigning a train station bathroom with the goal of having modern fixtures and fittings with the goal of customers not touching anything on their entrance and exit. This developed into a re brand project for ScotRail after we discussed that their branding was perhaps not the strongest of the train companies.

I began researching into architects as I intended to redesign a train station from the original brief from the RSA Student design awards brief.

Practitioners such as Alberto Seveso, Santiago Calatrava and Frank Lloyd Wright were some of my go-to examples of brilliant designs of the century. With some of their earliest work still looking modern by today's standards.

Frank Lloyd Wright is famous for making use of horizontal lines and flat roofs in design to provide a minimalist and modern style. In his designs you can see he can create natural-looking buildings to blend into the environment or create something that looks like it comes from the space age. Looking at his designs, you would not believe that he was alive from 1867 till 1959 – The buildings look brand new in today's society and that just shows how good an architect he was.

(These mood boards show what I was thinking of applying to my work when I thought of 'Minimalism'. From curved archways to modern bathrooms and signs, I feel that these show my thought process quite clearly.)

Mood Boards



My next step was to look at a relevant example of a company re brand. Great Western Railway (GWR) was a famous re brand that took place in 2015. "In order to deliver an identity that could both celebrate GWR's past and present it as a modern engineering company, Pentagram identified a personality for the brand. This is based on two attitudinal facets: being prestigious and straightforward."

The re brand was undertaken by a business called 'Pentagon' who created the retro design of brand that we see today. The re brand for GWR looks current and retro which is a style that works in today's society. I feel that this re brand will

not date very well and look dated very quickly. This was a similar issue to this project that I aimed to fix but a more current example as such. By this point in my research I aimed to redevelop the different stations and the brand as a whole. The 'old' Scot Rail branding – to put it bluntly – is simply awful. The Logo is basic and simple. The dark blue in their branding often connotes to being 'Old Fashioned' which is something that I would be trying to avoid in this 're brand' idea.

"Different shades, tints, and hues of blue have different meanings. For example, dark blue can be seen as elegant, rich, sophisticated, intelligent, and old-fashioned, royal blue can represent superiority, and light blue can mean honesty and trustworthiness." The Scot Rail logo, to me, does not make sense and vaguely relates to

Being a rail brand. The logo features a shape from the logo which is used as a livery on trains, so perhaps

this would be something to think about for the branding aspect of the re-brand.

The font used for the logo is odd at the same time with what looks to be parts cut off of the letter T and R which is a strange design choice.

I really like the white when it sat against the blue of the train, so perhaps keeping this would be important.

Logo Development

As you can see I began with a logo where a train was exiting a tunnel while keeping in mind the Scottish identity which was prominent in the old logo. I wasn't sure if I should change the color or keep with the 'brand blue'. (Dark blue represents knowledge, power, integrity, and seriousness.) I decided to stay with the blue, but feedback pointed out that the 'train' did not really read as a train, so I decided to try many different shapes, really struggling to find something that worked. I then tried changing the train for the actual text and logo from the old logo where I finalized the design after feedback.





Redefining Rail Travel.