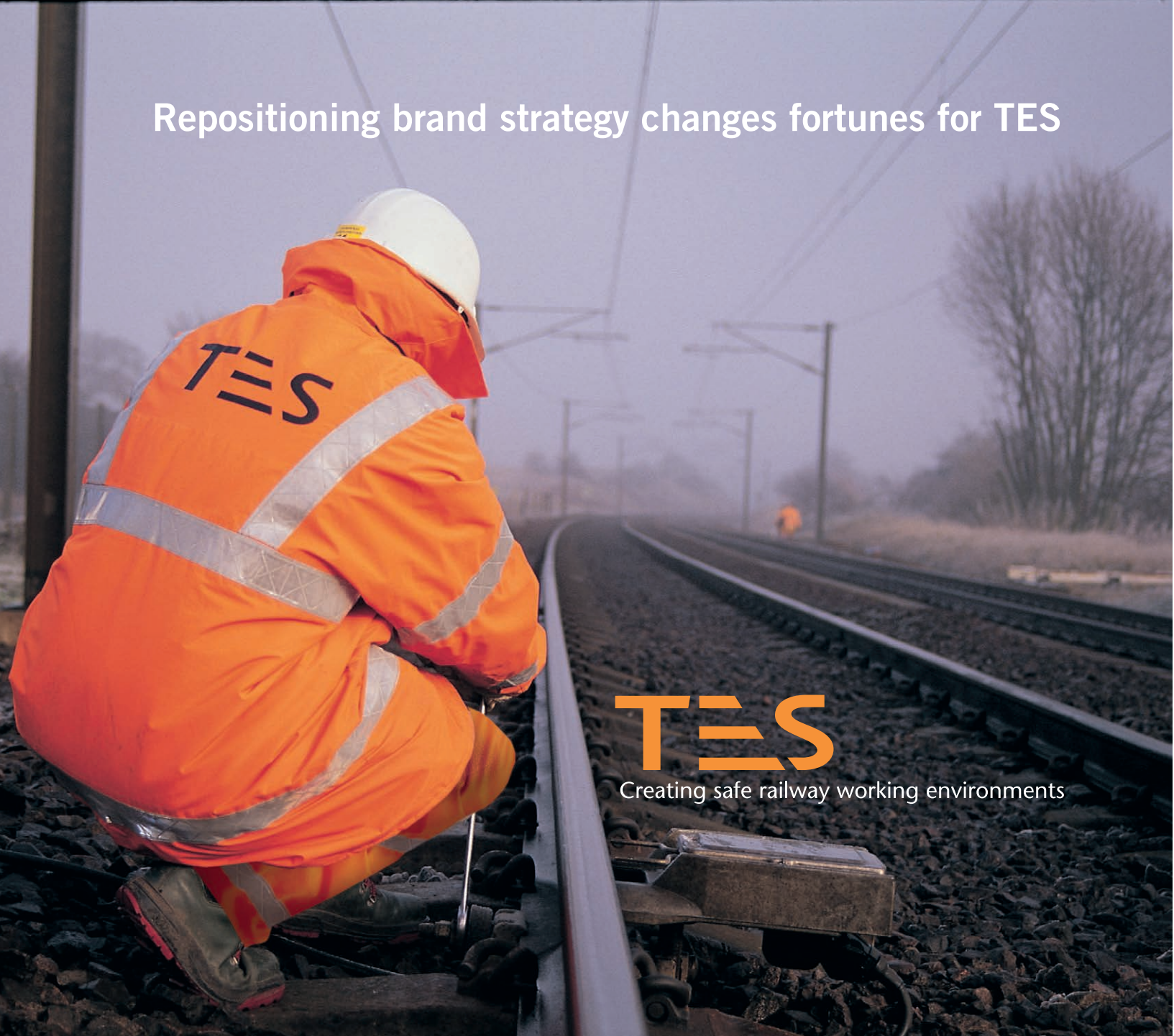


# Repositioning brand strategy changes fortunes for TES



## TES

Creating safe railway working environments

### Background

TES supply safety critical staff to the rail industry – ensuring those working on repairs and maintenance of the network are safe at all times.

### The challenge

MD, Tony Evans saw huge potential for his company, our challenge was to encourage major contractors in the industry to take notice of TES.

### Brand evaluation and definition

We stripped out the jargon and made the proposition clear “Creating Safe Railway Working Environments”, we made the brand more visible by taking ownership of fluorescent

orange (the colour of safety on the railways) as its key colour and summed it all up in a neat brand identity, running a railtrack through the middle of the TES acronym.

### The outcome

TES now sit round boardroom tables with the largest railway maintenance contractors and with the success of winning many large contracts have seen their turnover increase more than 10 fold since launch. The identity and its application won them the European Design Management effectiveness award presented in Eindhoven.