

INTRODUCTION



My objective is to establish BRS clearly as not only the largest transport service company in the UK but the best in terms of quality and innovation.

In the increasingly sophisticated road transport industry our corporate identity can act as the spearhead of our powerful strategy designed to extend the company's market leadership.

Our new appearance (or visual identity) is both eye-catching and memorable. It represents the qualities of BRS as a significant, efficient and innovative company. It communicates movement, direction and strength, and gives us a clear identity as a national company. It saves us money by using a consistent and cost-effective design solution.



Effective communications are vital today because the perceptions of our key audiences, both inside and outside the organisation, have a real impact on our reputation and performance.

To enable a consistent image to be presented wherever the company operates, any other help you do



our corporate identity must be actively managed like part of the business. This document is a working tool to that - and to see that others do. More detailed specifications are held by Head Office, and will be issued to those who need them.

Rules for the application of the visual identity have been established to ensure that everyone uses it in exactly the same way. Over time this will help create a clear, distinctive and positive image of the company among all its audiences.

I am personally convinced of the importance of maintaining the highest standards of presentation in the management of our visual identity. For people do judge a company by how it looks - and that affects our corporate identity: the behaviour, performance and perception of BRS.



These guidelines are rules, but are designed to assist the business not to impede it. If you believe otherwise please



something could be done better, let me know: do not take it upon yourself to re-invent the wheel.

Our visual identity support in managing

is already having great impact: I look forward to your our identity so that it can help our business prosper.

Steve Abel
Managing Director
BRS

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