



Client Balfour Beatty Capital  
Project Development of client branding and corporate communications programme

**Balfour Beatty**  
Capital

Welcome to fathom. We are designers of business communication. Responsive, agile and refreshingly honest, we use design to set our clients apart from their rivals.

We call this process **design brains for business**®

**What it means.** It is our promise to take an intelligent, rational and considered approach to solving your business communication issue. Working as part of your team, we combine stunning design with clear, appropriate messaging to create business-to-business communication that gets the right results.

**How it works.** There are four steps to Design Brains for Business. Although our work is varied, each project benefits from the same approach.

### 1. Beacon

Your brief will be thoroughly explored and questioned. Where necessary we will write a new one, distilling the problem to be solved into a simple thought, expression or proposition.

### 2. Beachcombing

We will get to know your product or service ourselves. Through discovering, sifting and shaping the compelling stories that make it desirable, we will help develop key messages and copy.

### 3. Breakthrough

Our creative development will be on brief, on budget and, most importantly, we will take you with us as our ideas come to life.

### 4. Buzz

Invest in us and we will pay you back with innovation and creativity applied to get results and enhance the bottom line. And everyone gets a buzz out of that. Particularly us.

# Balfour Beatty Capital



Balfour Beatty Capital was originally established in 1997, following the creation of private sector investment in the UK through the UK Government's Private Finance Initiative (PFI). Now a market leading investor in essential infrastructure assets, Balfour Beatty Capital has a broad range of infrastructure investment skills from project promotion and development through to financing, project execution and long-term asset management and operations.

## Beacon

We were asked to develop the client's branding and corporate communications programme. The brief required that the branding reflected some elements of Balfour Beatty Group's corporate branding while at the same time enabling Balfour Beatty Capital to differentiate itself from the group.

## Beachcombing

In further discussions it emerged that each project that the client was operating or bidding for was being given its own identity. It was obvious that this was a confusing way of organising the company's branding and a rationalisation of the branding was recommended. We also helped the client to develop key messages and content throughout the communications programme.

# Balfour Beatty Capital



“I have been extremely impressed by the very high levels of service and creativity shown by Fathom. Easy to work with, their knowledge and experience has proved invaluable in helping us take significant steps forward in the development of our market leading PFI brands. I am happy to recommend them to any marketing professional searching for a creative agency that delivers what it promises.”

Victoria Jackson, Head of Marketing, Balfour Beatty Capital

## Breakthrough

To make sense of the company's various projects we worked with the client to separate the projects into operating companies and then developed a family of brands under the new Balfour Beatty Capital brand. Once this work had been completed it enabled us to implement the programme of brand communications including company brochures and newsletters as well as annual reports, CSR reports, employee communications and corporate magazines. Retained by the client for the last four years, we are now responsible for managing design and print across Balfour Beatty Capital's PFI operations across roads,

hospitals, schools and infrastructure projects. We also develop identities and materials for the company's community based initiatives such as I Love My School and continue to be involved in messaging and content development across the whole communications programme.

## Buzz

Our work is supporting the client's position as one of the most successful participants in the UK Government's PPP/PFI. On the back of this success, Balfour Beatty Capital is expanding into international markets in the USA, Germany and Asia.

# MY ENVIRONMENT

think global, act local

# BRIDGE

Transform  
schools







Let's talk. **We're here to help.**

To see how we can help you solve your current business communication problems, please call Paul Kennedy on 0161 274 3407

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