

case study
WA Railways Institute



client
 WA Railways Institute
 PO Box 8436
 Perth Business Centre WA 6849

www.wari.asn.au

time
 Ongoing (since February 2010)

scope
 Logo
 Stationery
 Magazine
 Display stands
 Signage
 Mail-outs
 Presentation folders

overview

The WA Railways Institute is one of the premium staff recreation organisations in Western Australia and has a long and traditional history of providing lifestyle services to staff members within the railway industry since 1897.

objective

In early 2010 WARI identified that its branding had become dated and had little appeal in attracting new and younger members to the organisation. Scout Creative was tasked to refresh the corporate identity to reflect better the leisure side to WARI's services whilst maintaining the link to the railway heritage and the existing brand colours.

outcomes

After much consultation with management and members, the new identity was approved by the board of the Institute. From there an identity system was created to follow the new branding including an overhaul of the stationery range, membership mail-outs and the organisation's member magazine, *OnTrack* (which was itself retitled at the suggestion of Scout Creative).

