

CASE STUDY: ADIF

Industry: Transport

Business context

Adif was born in 2003 when Spanish railway company Renfe split into two new businesses. One half kept the original brand, while the other formed a new company, Adif. Five years on Adif faced a lack of brand awareness, consistency and recognition within key targets, no proper language or systems, and no real brand culture within the organisation. So, we were enlisted to promote Adif, to reinforce its status both internally and externally. The challenge was to create a new brand personality for an important Spanish company, develop a flexible system for complex implementation needs and inspire an organisation with no previous branding culture.



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Building a strong brand

Taking all of Adif's needs into consideration, the first step was to develop a strategic plan in order to create a recognisable and strong brand image. We began by strengthening the existing branding by using key elements in a more emotive way. A wider range of colours was developed, inspired by the Spanish landscape, and the use of human elements in the visual language was made more prominent to help consumers connect with the brand more easily.

We refreshed Adif's existing corporate colour, a single green, by creating a world of green tones, textures and shapes. To run alongside, we designed a range of brand applications that were flexible and easy to use, and a user-friendly brand site. Finally, a new global brand manual was developed to create a more consistent brand, improve recognition and awareness, and communicate strategic brand values to internal and external audiences.



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“We have made a great improvement”

The Adif brand has grown from being a simple logo and has flourished into one that is recognisable and complete. By combining unity of brand applications with a company-wide strategy, Adif is gaining the consistency and strength it so needed.

“The Adif visual language was lacking many things and we needed to develop a brand system that could be used by everyone within the organisation. We also needed to develop a new language to gain presence, awareness and brand consistency. The new look and feel meets all the requirements and expresses perfectly our brand strategy and positioning. We have made a great improvement on what we had before.” – Juan Pedro Galiano, Brand and Corporate Social Responsibility Manager, Adif.

COLORES

Corporativos	Comerciales
Pantone 443	Pantone 443
Pantone 446	Pantone 446
Pantone 5463	Pantone 5463
Pantone 349	Pantone 349
Pantone 363	Pantone 363
Pantone 377	Pantone 377
Pantone 397	Pantone 397

TIPOGRAFÍA

ADIF FAGO NO

REGULAR
MEDIUM
BOLD

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=?_~`^ç

SOHO STD

LIGHT
REGULAR
BOLD

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=?_~`^ç

ÍCONOS

Corporativos

Comerciales