

## Using Art to Articulate.

We create eye-catching visuals to promote innovative and strategic companies in the rail industry.

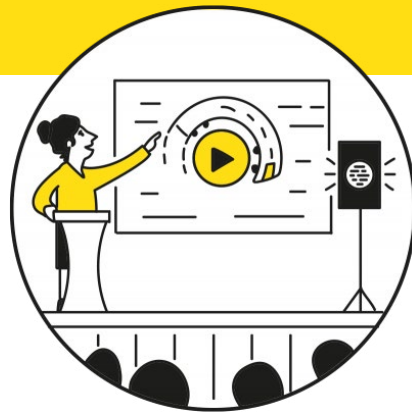
# Our Services.

We create simple designs for complex projects, new ideas, and stories needing to be told.



## Day In The Life Of

Visualise change, galvanise staff and drive efficiencies through visual storyboards



## Explainer Videos

Capture and hold your audience's attention with our explainer videos



## Marcomms

Breathe life into your digital and printed touchpoints

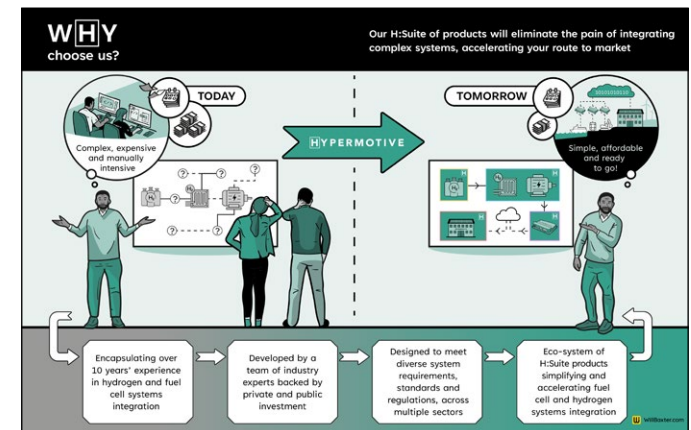
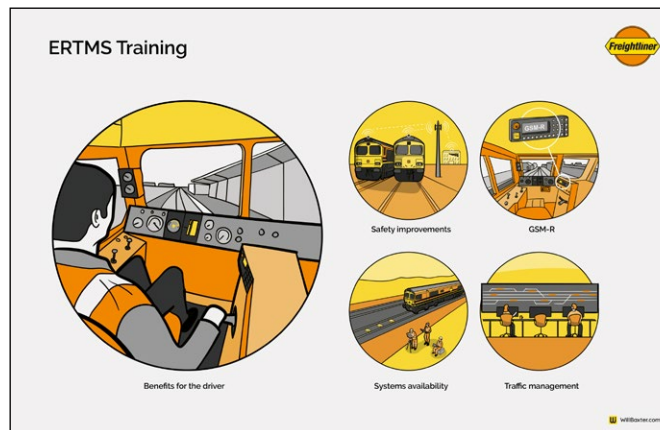
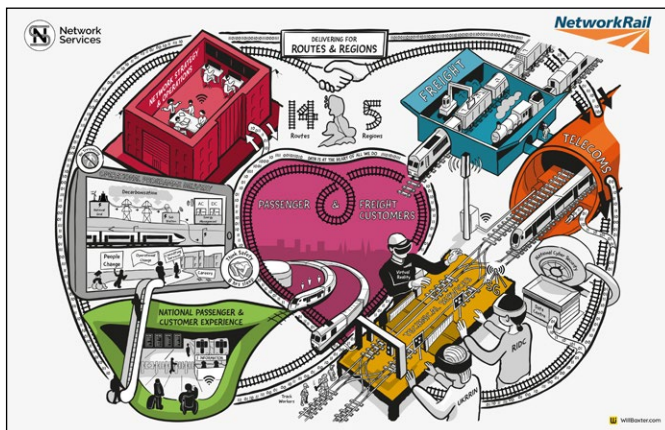
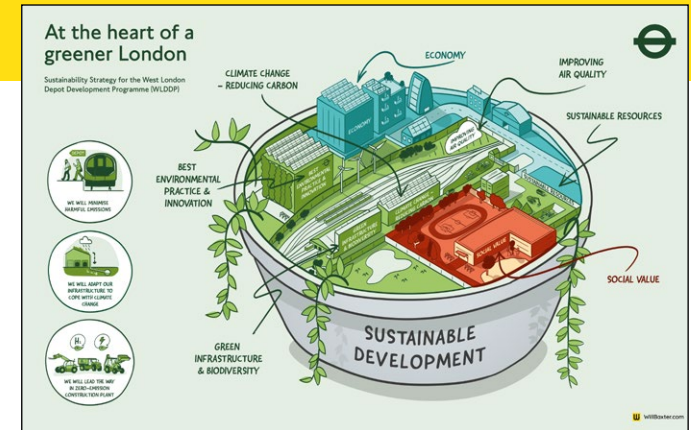
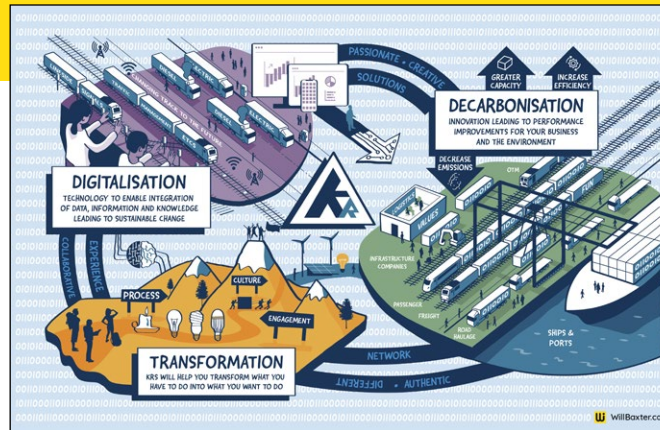
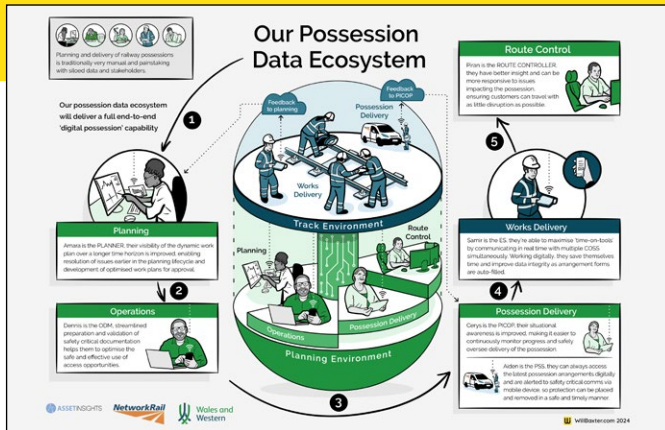


## Rich Pictures

Use visual analogies to illustrate your shared vision

# Our Work.

A showcase of how we've helped visually communicate our client's ideas, processes, and systems.





Planning and delivery of railway possessions is traditionally very manual and painstaking with siloed data and stakeholders.

# Our Possession Data Ecosystem

Our possession data ecosystem will deliver a full end-to-end 'digital possession' capability

1



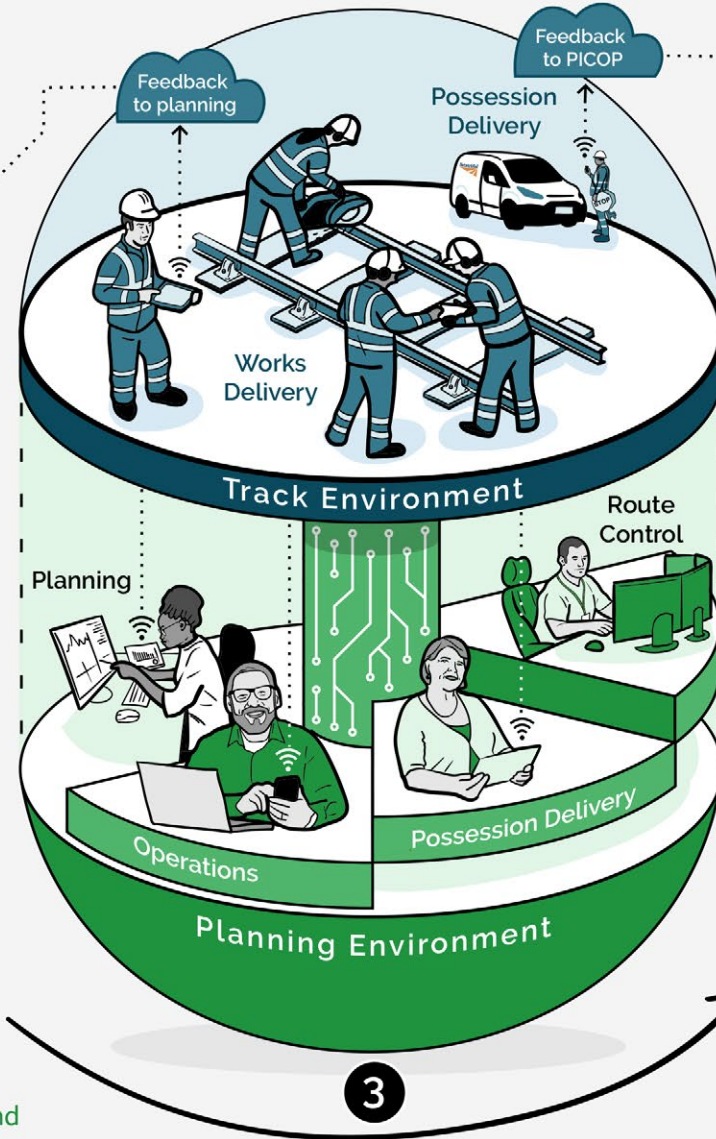
## Planning

Amara is the PLANNER, their visibility of the dynamic work plan over a longer time horizon is improved, enabling resolution of issues earlier in the planning lifecycle and development of optimised work plans for approval.

2

## Operations

Dennis is the ODM, streamlined preparation and validation of safety critical documentation helps them to optimise the safe and effective use of access opportunities.



## Route Control

Piran is the ROUTE CONTROLLER, they have better insight and can be more responsive to issues impacting the possession, ensuring customers can travel with as little disruption as possible.



5



## Works Delivery

Samir is the ES, they're able to maximise 'time-on-tools' by communicating in real time with multiple COSS simultaneously. Working digitally, they save themselves time and improve data integrity as arrangement forms are auto-filled.

4

## Possession Delivery

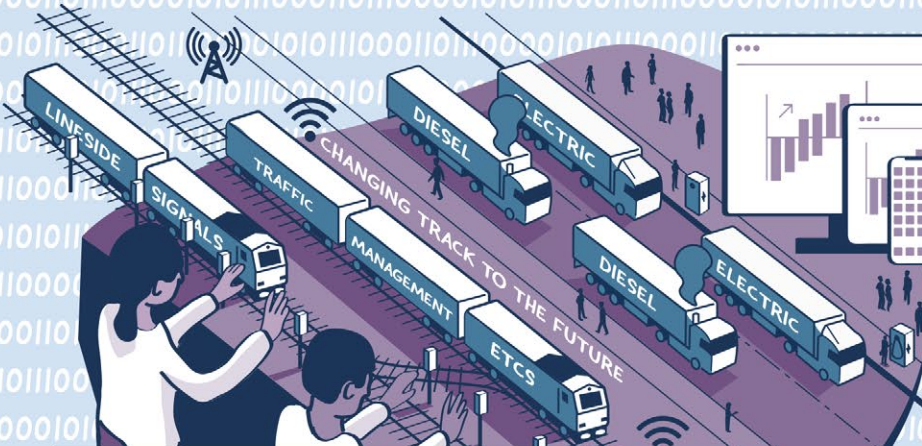
Cerys is the PICOP, their situational awareness is improved, making it easier to continuously monitor progress and safely oversee delivery of the possession.



Aiden is the PSS, they can always access the latest possession arrangements digitally and are alerted to safety critical comms via mobile device, so protection can be placed and removed in a safe and timely manner.



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**DIGITALISATION**  
 TECHNOLOGY TO ENABLE INTEGRATION  
 OF DATA, INFORMATION AND KNOWLEDGE  
 LEADING TO SUSTAINABLE CHANGE

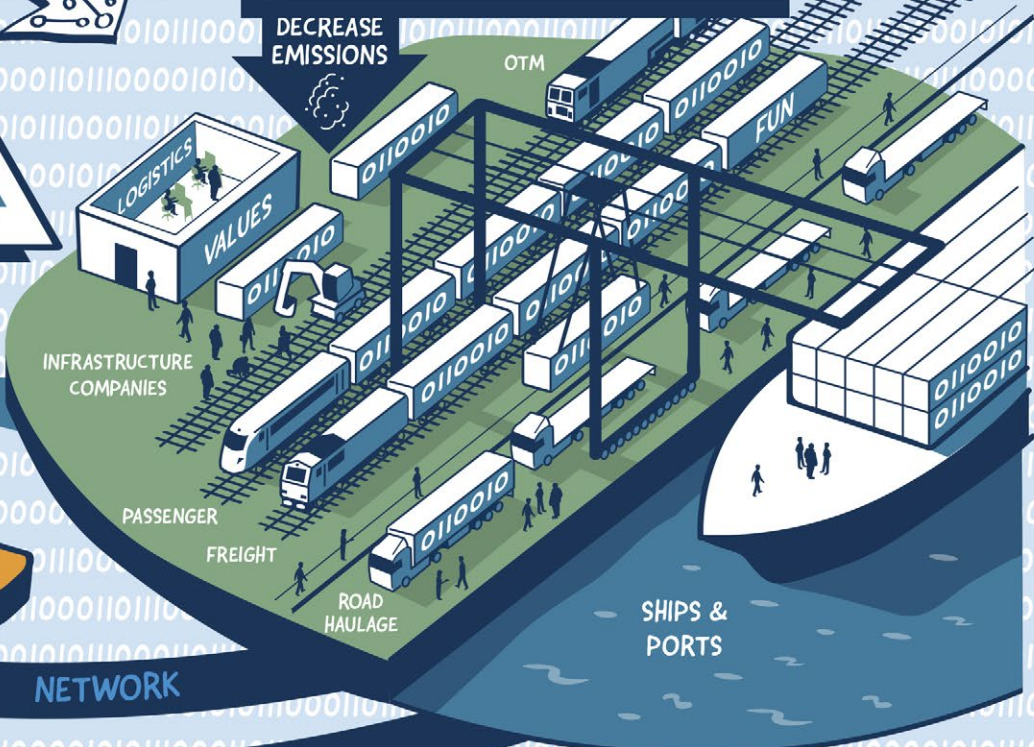


**TRANSFORMATION**  
 KRS WILL HELP YOU TRANSFORM WHAT YOU  
 HAVE TO DO INTO WHAT YOU WANT TO DO

PASSIONATE • CREATIVE  
 SOLUTIONS

GREATER CAPACITY  
 INCREASE EFFICIENCY

**DECARBONISATION**  
 INNOVATION LEADING TO PERFORMANCE  
 IMPROVEMENTS FOR YOUR BUSINESS  
 AND THE ENVIRONMENT

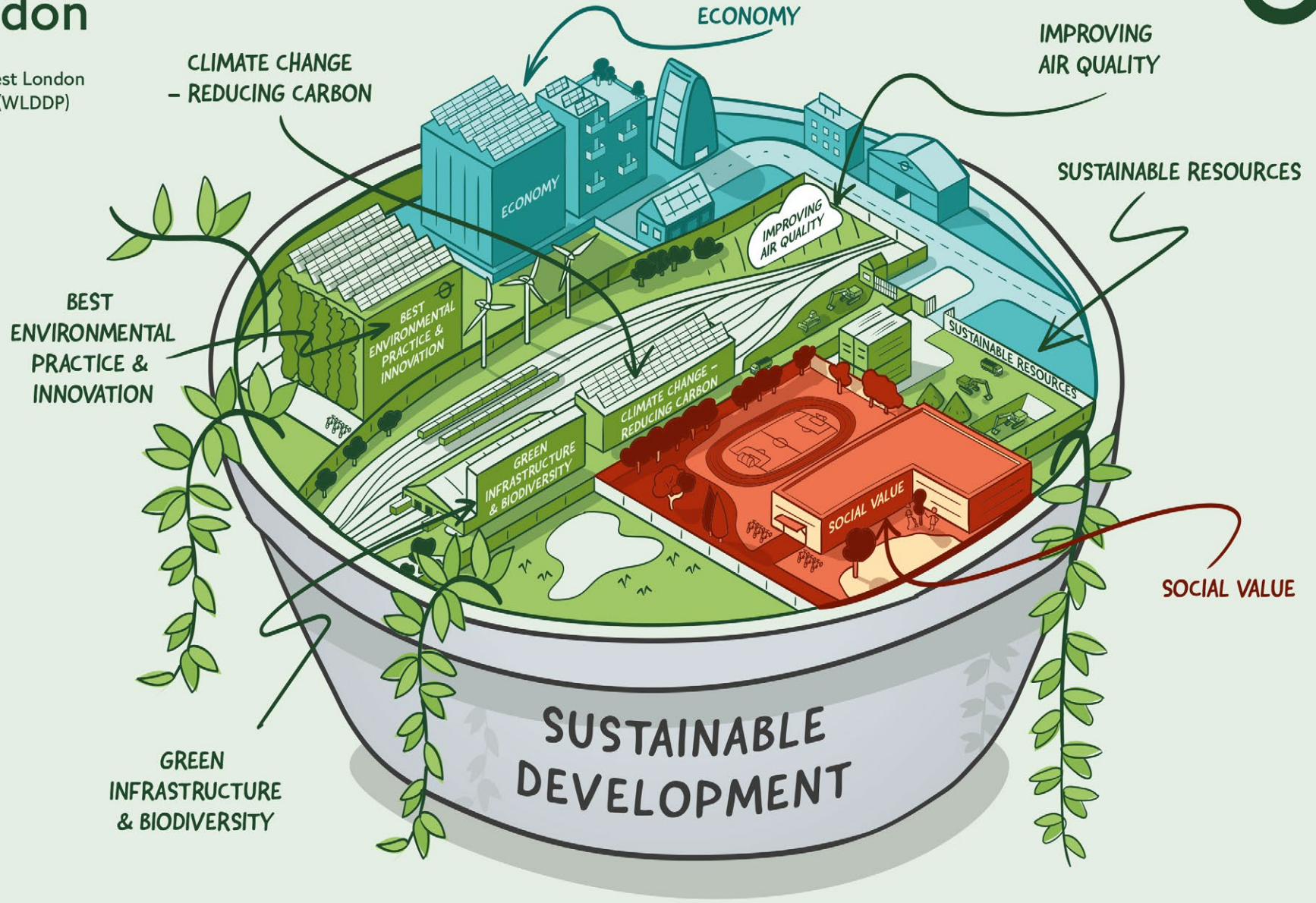


DIFFERENT • AUTHENTIC

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# At the heart of a greener London

Sustainability Strategy for the West London Depot Development Programme (WLDDP)



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# ERTMS Training



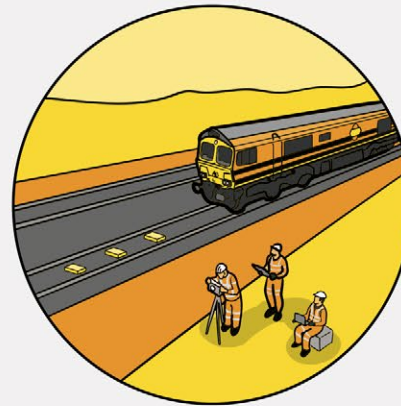
Benefits for the driver



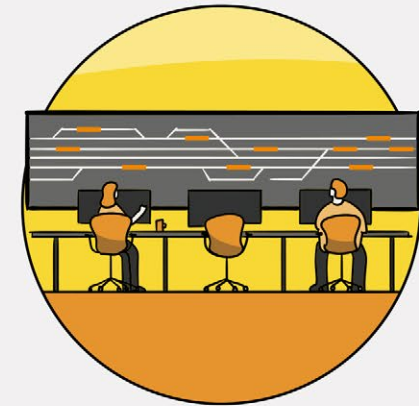
Safety improvements



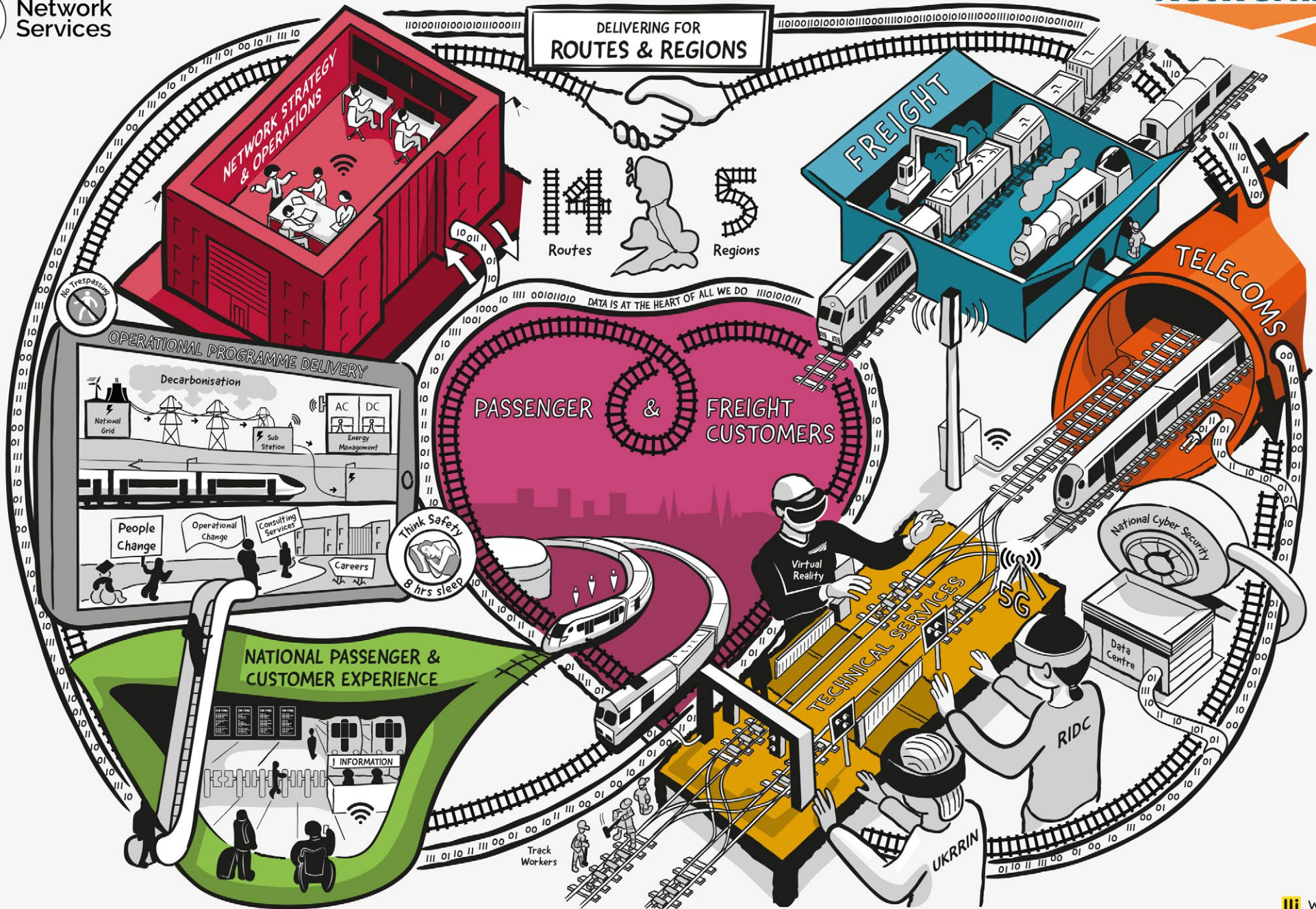
GSM-R



Systems availability



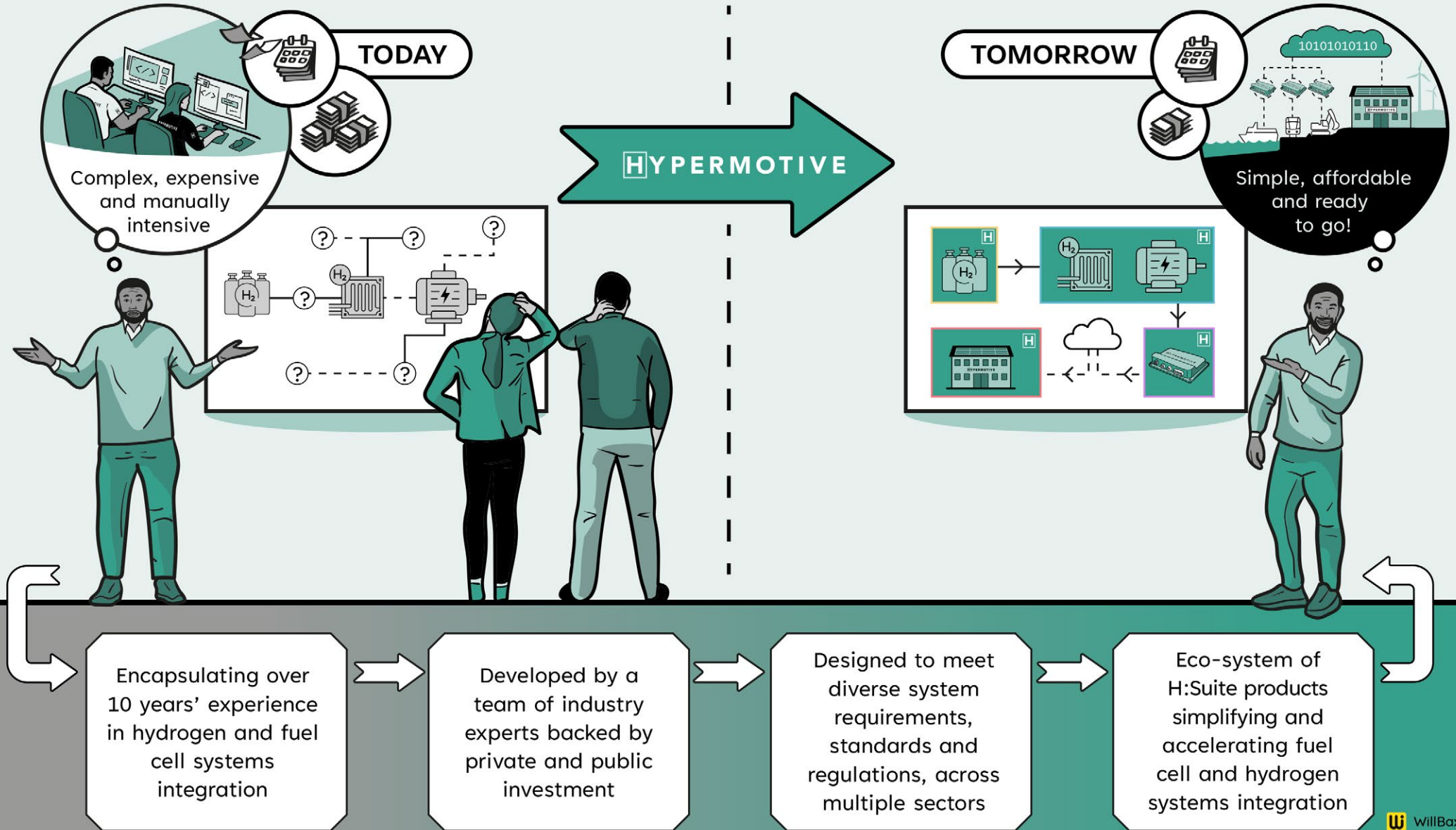
Traffic management





# WHY choose us?

Our H:Suite of products will eliminate the pain of integrating complex systems, accelerating your route to market



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# Our Process.

How do we structure our projects?

We follow a simple four-step process...



## Step 1: Discover

We will meet up in person or by video link and run through the aims and objectives of the project.

Then we will facilitate further meetings or workshops with your key people to draw out all the critical thinking required to create your set of visual assets.



## Step 2: Design

Following the discovery sessions, we will distil your thinking into several pre-agreed concept directions.

These will range from conservative to more abstract concepts. At this point, we will also consider the content, storyboard, and key characters.



## Step 3: Develop

During the development stage, we will apply more granular detail and final touches to the selected concept direction.

This will include applying your brand colours, fonts, and key messaging.



## Step 4: Deliver

We'll work with you to ensure that the project lands successfully, be that as a printed or digital asset.

# Testimonials.

A few kind words from some of our regular clients in the rail industry.



“A pleasure working with you, the image really brings to life who we are as an organisation.”

David Knowles  
Founder/Consulting Specialist  
Koncept Rail Solutions



“Thank you for everything – it was an enjoyable process and the outputs are fantastic.”

Cara Cohen  
Assistant Business Change Mgr.  
Freightliner Group



“They did a great job at bringing together all the complex aspects of the rail industry and showing it in an easily digestible way.”

Igor Marynowski  
Sustainability Lead WLDDP  
Transport for London



“Their Marcomms made a huge difference in terms of effective comms throughout the pre and post-show promotion.”

Denise Watkins  
Head of Sales  
Hitachi

# About Us.

Building an agency that combines our love of planes, trains, and automobiles!

## Meet Will Baxter

As an experienced designer, our Founder, and Design Director, Will Baxter, has built a career that combines his love of planes, trains, and automobiles with his innate love of all things design-related.

He and his team bring an innovative approach to visual communications and deliver eye-catching products for a range of transport industry clients.

After graduating in Transport Design from The University of Huddersfield in 2002, he joined Interfleet Technology's (now part of AtkinRealis) industrial design team, which was part of the wider rolling stock engineering team, and his career has unfolded from there.

In 2007 he changed tracks from industrial design to graphic design, going freelance soon after. Then in 2012, he hit his stride with the rebranding of 'TRE' (now part of Hitachi), a software company working exclusively in the rail industry.

Finding his niche in the rail sector, his clients now include Freightliner, Network Rail, Transport Focus, and Transport for London.

He has collaborated with the University of Birmingham on an 'Adaptation' project unveiled at COP26, with Konzept Rail Solutions on ETCS training for freight, and with LDN Graphics on the installation of our artwork at



Will Baxter running a Day In The Life Of workshop for TfL (Piccadilly Line Upgrade)

Network Rail's Three Bridges Rail Operations Centre.

His design agency is a member company of the Railway Industry Association and also Intelligent Transport Systems. Two transport organisations he knows only too

well, as he and his team have infact, rebranded both of them!

We thank you for your time in considering us as your design partner, for all your marketing communication needs.

# Notable Projects.

Serving the rail industry since 2012,  
here are a few of our notable projects.

## Day In The Life Of

- TfL Piccadilly Line Upgrade, focusing on the design of depots for the introduction of the 24-stock
- TfL Bank Station Capacity Upgrade Programme
- TfL Central Line Improvement Programme
- TfL Crossrail 2 fire safety
- TfL New Tube for London
- TfL New Train for Docklands Light Railway.

## Explainer Videos

- Network Rail, Rail Freight Group, ETCS introduction
- Network Rail, OTM Group, ETCS introduction
- Network Rail Lean Leadership
- Hypermotive intro animation
- Hitachi Trackside Guardian.

## Marcomms

- Railway Industry Association corporate rebrand
- Intelligent Transport Systems corporate rebrand
- TRE corporate rebrand (now Hitachi Information Control Systems Europe)
- Hypermotive marketing materials
- Network Rail's Three Bridges Railway Operating Centre office branding
- TfL Sustainability Strategy report design & illustration
- Transport Focus reports
- RSSB business plan report design & illustrations
- UKKRIN office branding.

## Rich Pictures

- Network Rail, Wales & Western Region and Asset Insights, Possession Optimisation rich picture
- Network Rail's Network Services rich picture overview
- Network Rail's National Passenger & Customer Experience rich picture
- Konzept Rail Systems rich picture overview
- TfL Engineering Transformation
- Freightliner ETCS illustrations.

# Next Steps.

Thank you for considering our agency as your design partner.

## Contact us

Phone Will on 07815 056 026  
Message via WhatsApp on 07815 056 026  
Email Will at [will@willbaxter.com](mailto:will@willbaxter.com)  
Connect with Will and message via [LinkedIn](#)  
Contact us via the website [WillBaxter.com](http://WillBaxter.com)



Clients we have partnered with to create eye-catching visuals to promote innovative and strategic thinking.

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