

# ImageRail

Graphic Design - Photography - Consultancy - Specialists to the Rail Industry



Photography, design & commercial consultancy services  
Specialists to the rail industry

Whatever your requirements, our friendly and knowledgeable team are here to help

## Consultancy services:

- Stakeholder relations - consultation, PR, Community Rail
- Media relations - press releases, text authoring, proof reading
- Marketing strategies - design, targeting, placement, fulfilment
- Market research - survey construction, implementation, analysis, reporting
- Digital mapping - data plotting, catchment area analysis, illustrative maps
- Environmental management - waste reduction, energy & fuel saving
- Online retailing - merchandise shop, disposal of surplus items
- Line Development Plans - timetable options, strategy development

## Photographic and graphic design services:

- Image library - many subjects (not just rail)
- Commissioned photography - people, trains, stations, railscapes, destinations
- Image enhancement - getting the most out of your existing pictures
- Marketing materials - press adverts, leaflets, posters
- Merchandise - calendars, display stands, mugs etc
- Framed prints - for presentations, boardrooms, waiting areas
- Historic posters - selecting and sourcing
- Train liveries - vibrant bespoke styling
- Full design and print service - Large volume to individual posters

## Example photographic and design projects

- 'Great Scenic Railways of Devon & Cornwall' series of 9 artistic posters
- Artwork for 'Welcome to Cornwall' stations signs and class 153 special liveries
- Community Rail brochure, display stands and banners
- Several series of commissioned photography for Wessex Trains
- Winner of the 'Best photograph' in the 2006 Community Rail Awards
- Prints, cards and postcards retailed at a range of third-part outlets
- Logo for the Three Rivers Community Rail Partnership
- Dozens of newspaper adverts, leaflets and posters for Devon & Cornwall CRP
- Created the first online merchandise shop for a Train Operating Company
- Sold a MkIII carriage on eBay on behalf of Porterbrook Leasing

## The ImageRail partners:

**Andrew Griffiths** spent 7 years in senior management in the rail industry, firstly with Wessex Trains as Business Manager Devon & Cornwall, then with First Great Western as Regional Manager Severn & Solent and latterly as Head of Environment & Sustainability. Starting out as an academic lecturer and researcher, he next spent 10 years running Acumenia, a market research & data analysis consultancy before joining the rail industry.

**Rachel Griffiths** set up ImageRail in 2002 to provide design and photographic services for Wessex Trains and Rail Partnerships in the Westcountry. Her background as an artist has proved invaluable for creating designs with imagination and flair. She was a partner with Andrew in Acumenia, although she began her career as a policewoman.

From Autumn 2009 Imagerail will be based at Kirkby Stephen station on the historic Settle & Carlisle line.