

## APPETITE ON BOARD WITH BRITISH TRANSPORT POLICE

18 JULY 2007

Appetite, the branding and communications consultancy, has recently been appointed to work with the UK's national police force for the railways, British Transport Police, (BTP) to clarify and strengthen the organisation's brand across all its communications.

In a comprehensive review by Head of Marketing and Communications at BTP, Joanna Bird, the agency has created a fresh identity and design styling for the force, currently being applied to a range of national and local communications. Appetite has also been commissioned to design a series of corporate literature and web initiatives to reflect the new communications strategy.

### Joanna Bird says:

*"Appetite's creative track record in the field of public sector communications is particularly relevant to the challenges we face at BTP. The new design styling provides us with the direction and tools we need to streamline how the BTP identity is used by our new national marketing team, whilst reinforcing the work of our officers across the UK."*

### Note to Editors:

British Transport Police is the national police force for the railways providing a policing service to rail operators, their staff and passengers throughout England, Wales and Scotland. The Force is also responsible for policing the London Underground system, Docklands Light Railway, the Glasgow Subway, the Midland Metro tram system and Croydon Tramlink.

Appetite is an independent branding and design consultancy that specialises in helping organisations communicate with diverse audiences in both public and business-to-business sectors.

For further information please call Bruce Beresford on 020 7636 7800  
[bruce.beresford@appetiteuk.com](mailto:bruce.beresford@appetiteuk.com)