

## TrinityRail

corporate overview brochure

### OBJECTIVE

TrinityRail is the largest provider of railcar products and services in North America, with a history steeped in quality and innovation. However, their brand and existing marketing materials were in need of a refresh. Spire was tasked with elevating the TrinityRail brand to its rightful place as an industry leader, starting with the development of a comprehensive corporate overview piece—something the company had never had.

### ACTIONS TAKEN

As part of a complete brand overhaul, Spire worked with TrinityRail to create a new corporate overview brochure. This brochure is a key piece of marketing collateral, used everywhere from trade shows to sales calls, and as such, was the primary focus for the initial phase of the rebrand.

### WORK CREATED

The brochure was designed to reflect the high standards of TrinityRail itself. New high-quality photography showcased the railcars in beautiful, stylistic fashion. The brochure was printed with two layers of metallic inks, giving the railcars even more dimension on the page. Provocative headlines and copy challenge the reader to expect more out of their railcar investment while positioning TrinityRail as the premier provider of railcar products and services.

### RESULTS

In the conservative world of railcar marketing, the new TrinityRail corporate brochure stands a world apart—right at home as a coffee table focal point or alongside brochures for luxury sports cars. Combined with a new website, trade show booth, and other collateral, the corporate brochure gives the TrinityRail sales and marketing team the brand and materials they need to help compete for and win multimillion-dollar railcar sales throughout North America.

