FLEET
MANAGEMENT

Streamlining the Branding of a Leading Ship Management Company

Fleet Management is one of the world's largest independent third–party ship management companies, with more than 350 vessels under management. Base Creative assisted Fleet Management to update its brand identity and align it more closely with that of its parent company, the Caravel Group.

Business Strategy

Brand Strategy
Management Interviews
Brand Workshop
Brand DNA
Brand Differentiation

Design and Touchpoints
Brand Identity
Brand Grid Refreshment
Writing & Translation
Advertising Design
Stationery
Invitation Card Design
Pull Up Banner Design
Brochure Design

Digital & Social Media
UI and UX Design
Brand Website

BASECREATIVE

Fleet Management Rebranding, Website and Marketing
Updating the Branding of a Major Ship Operator
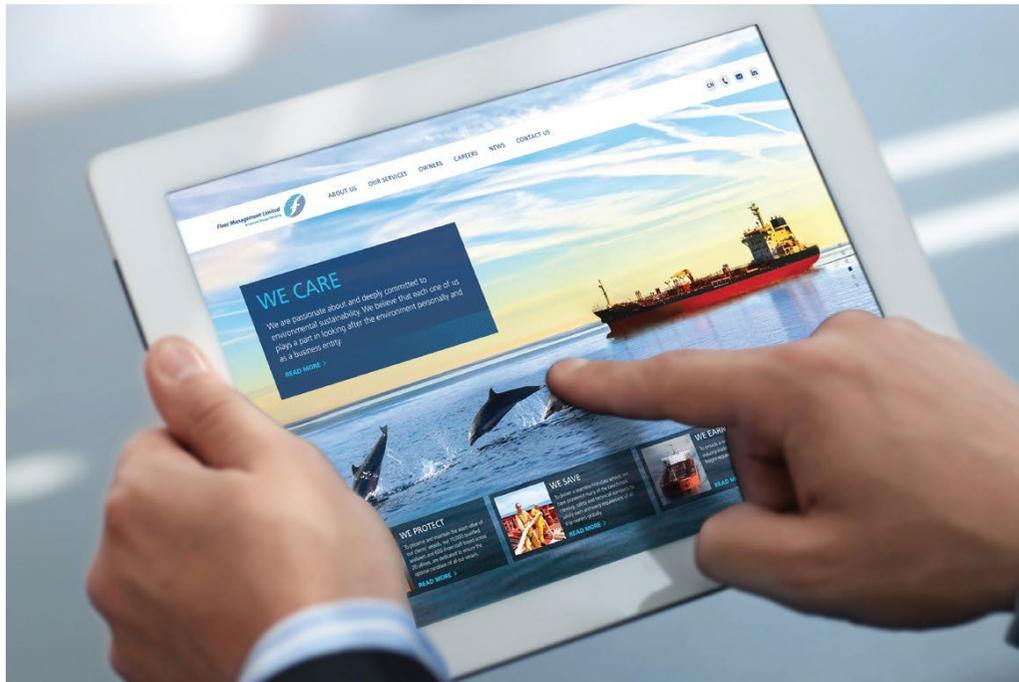
Base Creative streamlined all of the brand's main touchpoints including designing a modified logo and a fresh look for its website, as well as marketing materials such as brochures and print ads.

Scope of Work   **Business Strategy**
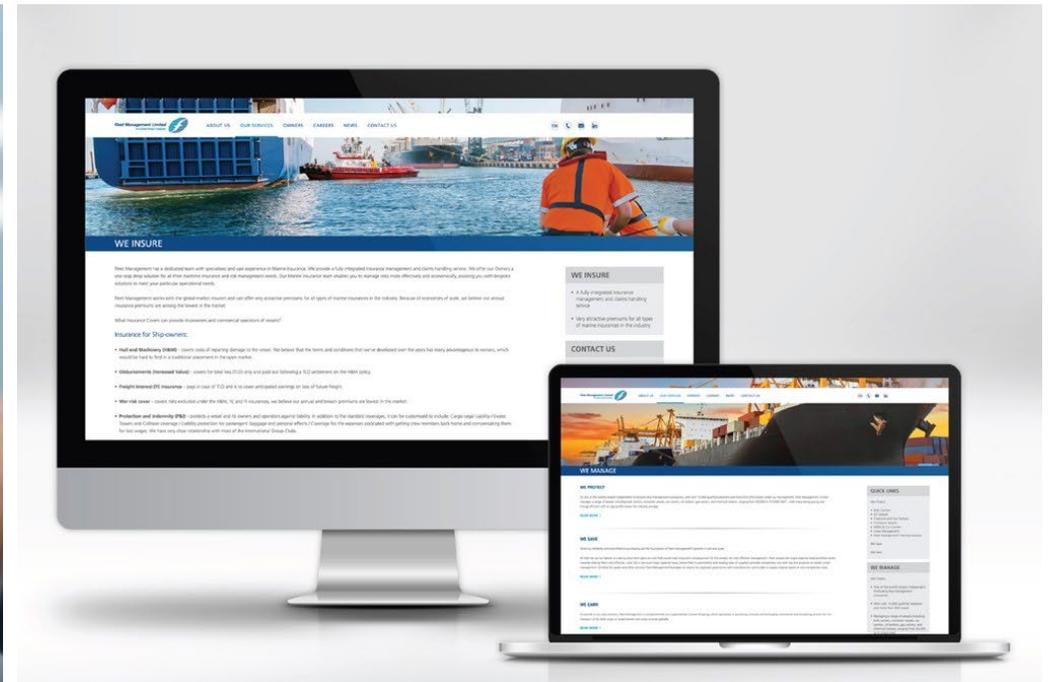
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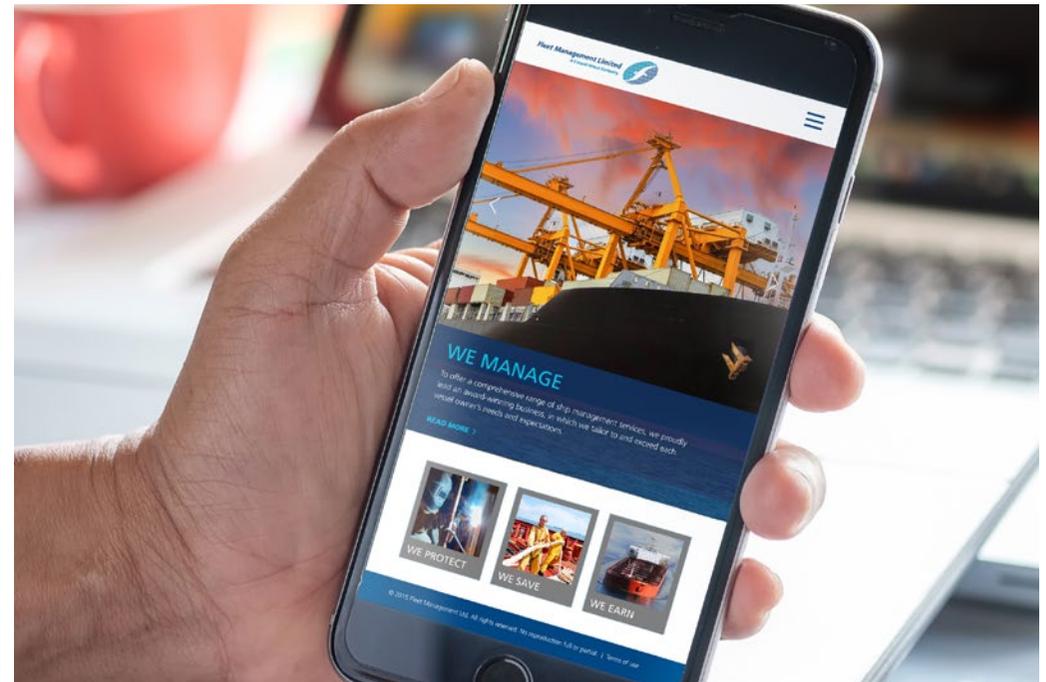
The emphasis was on bringing out the key brand differentiators we identified such as cost-efficient use of resources, transparency, an award-winning vessel monitoring system, and a deep dedication to safety and environmental responsibility.

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