

CASE STUDY

Placing confidence and commitment in pole position

Reimagining a brand, launching four new self-propelled crop sprayers and celebrating 50 years of engineering excellence — all in just five months. That was the challenge set by R.J. Bateman Engineering LTD as it approached its 50th anniversary in 2026.

More than marking a milestone, the project was about a belief that truly great engineering should not only perform brilliantly, but look and feel exceptional too. That thinking sits at the heart of our partnership with Bateman. Through our Brand Accelerator Programme,

we provide long-term brand and marketing leadership designed to fuel sustainable growth.

We began by going back to where it all started — the same Devon farm where Bateman sprayers are still built today. That connection to place inspired a new logo marque, influenced by the Devon flag and reimagined in Bateman's iconic red with a subtle automotive edge, a nod to owner Jason Bateman's passion for performance engineering.



"We've worked closely with Greensquare since 2017, building a relationship rooted in trust and shared passion. Our new brand identity feels like a natural expression of that collaboration — honouring our origins while confidently signalling where we're headed."

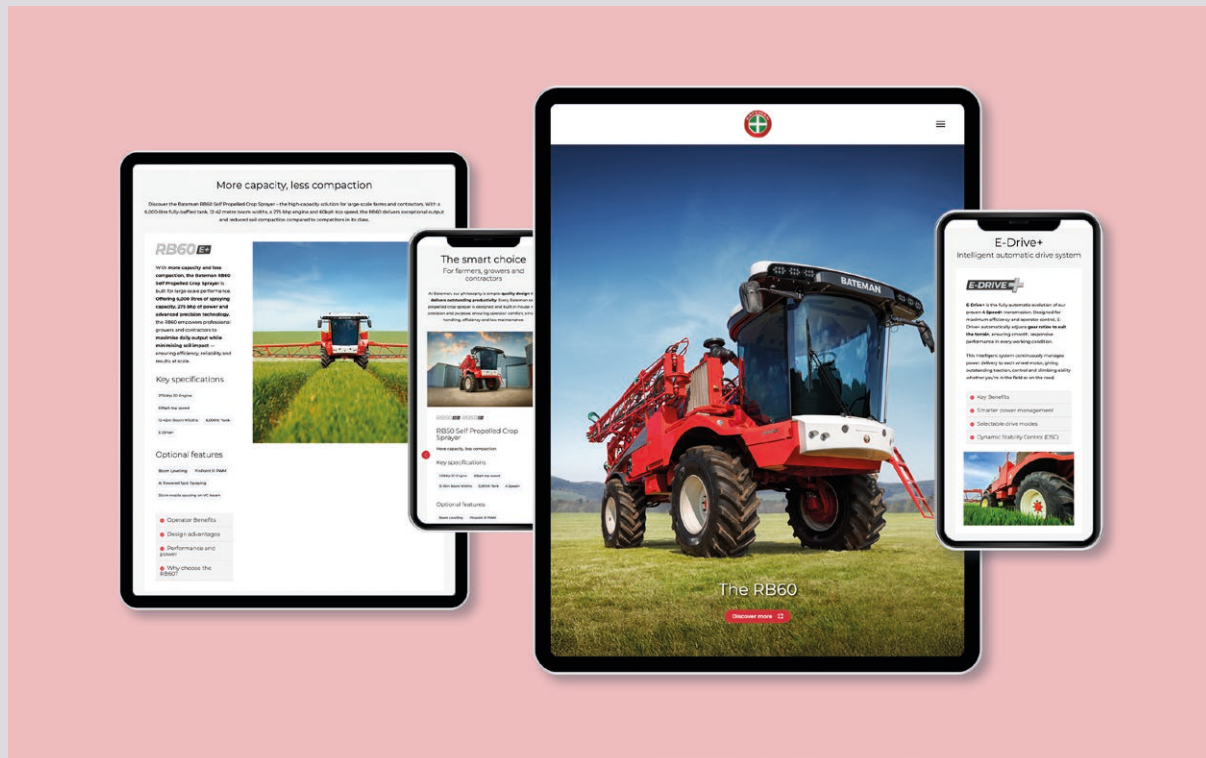
JASON BATEMAN – CEO, R.J. BATEMAN ENGINEERING LIMITED

That automotive influence didn't stop at the logo. It flowed through into bespoke model badges and transfers, a refined wordmark and a family of custom iconography — creating a cohesive, confident presence across every touchpoint.

The website was rebuilt from the ground up and carefully optimised for AI-driven search. Designed to perform in a changing digital landscape, it combines strong storytelling with authoritative technical content —

ensuring Bateman is easy to find, trusted to advise and ready to lead for the next fifty years.

From brand standards and photography to a commemorative 50-year logo, model range brochure and multi-channel launch campaign, every element worked together. The refreshed brand debuted at LAMMA 2026, entering a cautious market with quiet confidence — reinforcing Bateman's engineering authority and signalling long-term commitment.



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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DRIVING AUTOMOTIVE BRANDS

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