



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

Brand identity guidelines

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About Transport Scotland

This document outlines guidelines for the consistent and effective application of the Transport Scotland brand. Any queries about the use and application of the identity should be directed to the [Transport Scotland Corporate Communications team](#).

Transport Scotland is the national transport agency, delivering the Scottish Government's vision for transport and accountable to Parliament and the Public through the Scottish Ministers.

We oversee the operation and improvement of the trunk road, ferry, canal and railway networks in Scotland; Highlands and Islands and Prestwick airports; the provision of rail and ferry services; and are responsible for securing air routes for Scotland, the national concessionary travel schemes and the provision of network traffic and travel information services.

Our vision is for a sustainable, inclusive and accessible transport system, which helps to deliver a healthier, fairer and more prosperous Scotland for communities, business and visitors. [National Transport Strategy](#)

Our logo

The Transport Scotland logo is made up of three key elements:

- a graphic representation of transport picked out in white against a dark background
- the words 'Transport Scotland' and its Gaelic translation Còmhdhail Alba, in a distinctive typeface, Gill Sans
- a blue and white colour palette



The structure of the graphic and the colours used are intended as a subtle reference to the saltire. The mark is supplied as a complete unit and should always be expressed in this way. The typographic expression 'Transport Scotland Còmhdhail Alba' should never be used without the accompanying graphic.

Colour

The mark is blue and white. The blue is as follows:

Pantone	2736
CMYK	100/91/0/0
RGB	33/33/146
HTML	212192

Còmhdhail Alba text is as follows:

Pantone	2736 at 60% tint (if unable to print as a tint, use Pantone 2727)
CMYK	60/55/0/0
RGB	102/102/204
HTML	6666cc

Variants

The preferred variant is the blue-and-white version.

The only times a different version should be used is when printing in black and white or greyscale, or exceptional third-party materials can carry single colour.



Examples of our logo

There are two versions of our reversed logo which can be used on dark backgrounds as shown below. The preferred reversed logo is contained within a white box, however the logo can also be used in white, depending on what looks best in the wider context.



Examples of our logo on a dark background

What is the logo for?

Our identity can be applied to a range of materials. Rather than try and outline every possible situation and set out a rigid set of rules we will treat each project based on the specific circumstances. As long as the basic principles in these guidelines are adhered to, the identity and accompanying assets can be used creatively and flexibly.

There are two identity applications:

- primary use: the Transport Scotland Logo on its own
- secondary use: the Transport Scotland/Scottish Government identity

Listed are some possible applications of the two identity applications. This is not an exhaustive list.

Transport Scotland logo:

- internal publishing
- internal promotional material
- external conference badging
- protective clothing e.g. helmets
- promotional materials e.g. pens
- PowerPoint
- project management materials e.g. drawings or reports
- project promotional materials e.g. exhibitions or publications
- partnership promotional materials
- vehicle livery e.g. trunk roads incident
- support vehicle
- Transport Scotland promotional materials e.g. exhibitions or publications

Transport Scotland/Scottish Government identity:

- project signs
- partnership signs

For advice on when and how the Transport Scotland logo and the Scottish Government joint identity should be used, contact the [Corporate Communications team](#).

Applying our logo

Do:

- Use the logo that best fills the available space
- Use the positive logo on light backgrounds
- Use the reversed logo on dark backgrounds
- Leave the exclusion zone around the logo
- Get approval for one off exceptional items, such as major projects, from [Corporate Communications](#)

Don't:

- Distort the logo
- Crop the logo
- Copy a logo from an internet search instead of using the proper logo files
- Place a reversed logo on a light background

Exclusion zone

To ensure that the Transport Scotland mark is always clear and easy to see, no other mark or image should be positioned within an exclusion zone defined by the height of the 'Transport Scotland' typographic expression.

For most versions of the logo, the exclusion zone is measured from the borders of the mark itself.

When the reversed version of the logo contained within a white box is used, the exclusion zone is measured from the edge of the white box.



Logo exclusion zone

Minimum size

Logos need to be seen to be effective. The Transport Scotland logo should never appear at less than 17mm in width.



Logo minimum size

Positioning

The mark should ideally appear top right on all Transport Scotland communications. If needed, due to lack of space or for practicality, the logo can appear top left. The example shows size and position for an A4 document. As a guide, logos should appear at:

- 19mm wide for A5 documents
- 24mm wide for A4 documents
- 29mm wide for A3 documents



Logo placement on A4

Graphic elements

Whilst the typographic expression of ‘Transport Scotland Còmhdhail Alba’ should never be used without the graphic device, elements from the graphic can be used to support other areas of communication.

As the example shows, the graphic should still retain its original look and feel and not take on a wholly abstract appearance – it should still be recognisable as road and rail tracks.

The graphic should only be reproduced in either the specified Transport Scotland blue, or black. It can be reproduced in tints of these colours.







Examples of use of the graphic element

Logo formats






The Corporate Communications team can provide the Transport Scotland logo and the Scottish Government identity in a range of formats. The file types available for each logo are listed below.

For further advice on when and how the various identities should be used, or for any other applications or formats, please contact the [Corporate Communications team](#).

Logos for general applications

Name	Image	File types available (and ID)
Block logo		<ul style="list-style-type: none"> • JPG (1a/b) • PNG (1c) • EPS (1d)
Reverse block logo in white box		<ul style="list-style-type: none"> • JPG (2a/b) • PNG (2c) • EPS (2d)
Transport Scotland and Scottish Government logo		<ul style="list-style-type: none"> • JPG (3a/b) • PNG (3c) • EPS (3d)
Reverse Transport Scotland and Scottish Government logo		<ul style="list-style-type: none"> • JPG (4a) • PNG (4b) • EPS (4c)

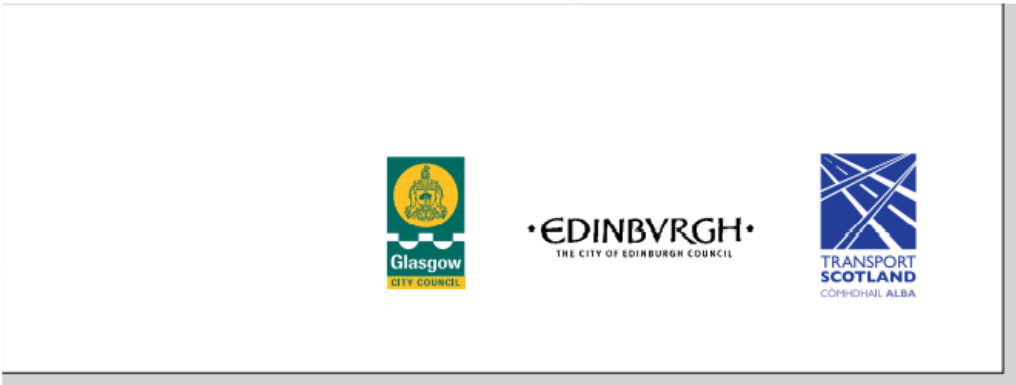
Logos for motorway, trunk road and project signage applications

Name	Image	File types available (and ID)
Linear stacked logo		<ul style="list-style-type: none"> • JPG (5a/b) • PNG (5c) • EPS (5d)
Reverse linear stacked logo		<ul style="list-style-type: none"> • JPG (6a/b) • PNG (6c) • EPS (6d)
Linear wide logo		<ul style="list-style-type: none"> • JPG (7a/b) • PNG (7c) • EPS (7d)
Reverse linear wide logo		<ul style="list-style-type: none"> • JPG (8a/b) • PNG (8c) • EPS (8d)
Investing in Scotland logo		<ul style="list-style-type: none"> • JPG (9a) • PNG (9b) • EPS (9c)

Logo positioning with partner logos

When used alongside the logos of other organisations of comparable responsibility, the Transport Scotland logo should share the same scale and proportion. Minimum size and exclusion zone rules should be adhered to, ensuring the logo is visible.

When supplying the Transport Scotland logo to other organisations for use on their literature, please ensure that both the logo and these guidelines are given to the partner organisation. This will enable them to adhere to the same basic guidelines and help us to manage the use and appearance of the Transport Scotland logo.



Horizontally stacked logos



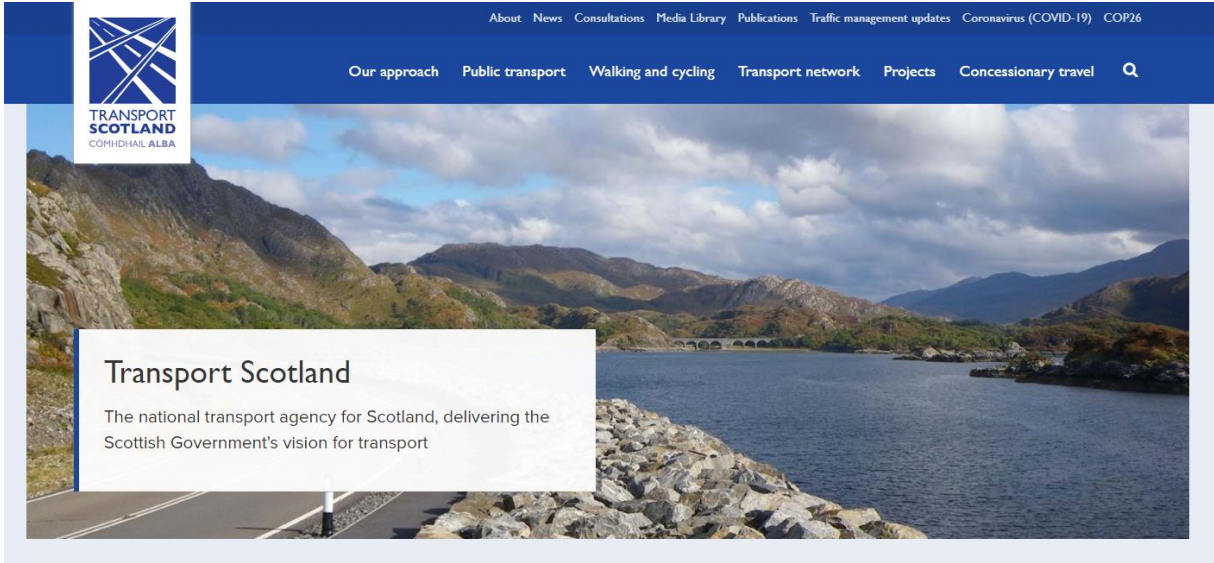
Vertically stacked logos

Web and digital logo applications

The block logo is the preferred logo for web and other digital applications. The versions used in motorway, trunk road and project can be used, however, subject to approval from the [Corporate Communications team](#) e.g. due to space restrictions.



Partnership website



Transport Scotland website

Other application examples

The block logo is the preferred logo for all other applications. However, you should use the logo that best fits the available space. Please check with the [Corporate Communications team](#) to ensure you have used the most appropriate version.



External company livery



Plaque

The Transport Scotland and Scottish Government identity

The Transport Scotland/Scottish Government identity is used in exceptional circumstances where the relationship between Transport Scotland and the Scottish Government needs to be made explicit.

There are two variants of the 'Transport Scotland/Scottish Government' identity which should only be used with the agreement of the Transport Scotland Communications team.



Examples of the Transport Scotland/Scottish Government identity variants

Requesting the Scottish Government logo

For further information on the application of the Scottish Government logo, including the use of the Scottish Government logo on its own please visit the [Scottish Government brand guidelines](#).

Exclusion zone

To ensure that the Transport Scotland/Scottish Government mark is always clear and easy to see, no other mark or image should be positioned within an exclusion zone defined by the height of the 'Transport Scotland' typographic expression itself.

On a white background, the exclusion zone is measured from the borders of the mark itself. On a background colour other than white, the exclusion zone is measured from the edge of the white box and edges of the 'Scottish Government' mark.



Examples of the Transport Scotland/Scottish Government identity exclusion zones

Minimum size

Logos need to be seen to be effective. The 'Transport Scotland/Scottish Government' logo should never appear at less than 45mm in width.



Example of the Transport Scotland/Scottish Government identity minimum size

Requesting the Scottish Government logo

For further information on the application of the Scottish Government logo, including the use of the Scottish Government logo on its own please email scottishgovernmentlogo@gov.scot.

Typeface

Corporate typeface

The preferred typeface for corporate materials is either Montserrat or ARS Maquette, using Gill Sans if these are not available. You can see some examples below.

Montserrat Regular
AaBbCcDd
EeFfGgHh
IiJjKkLlMm
NnOoPpQq
RrSsTtUuVv
WwXxYyZz
0123456789

Examples of Montserrat

Montserrat Bold
AaBbCcDd
EeFfGgHh
IiJjKkLlMm
NnOoPpQq
RrSsTtUuVv
WwXxYyZz
0123456789

ARS Maquette Light
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

ARS Maquette Regular
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

ARS Maquette Bold
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

Examples of ARS Maquette

Gill Sans Light
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

Gill Sans Regular
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

Gill Sans Bold
AaBbCcDdEeFfGgH
(1234567890?!,@£&)

Examples of Gill Sans

Correspondence typeface

Arial should be used on all computer-generated materials, such as letters and body text in reports or PowerPoint presentations. You can see some examples below:

Arial Regular

AaBbCcDdEeFfGgH
(1234567890?!,@£&)

Arial Italic

*AaBbCcDdEeFfGgH
(1234567890?!,@£&)*

Arial Bold

**AaBbCcDdEeFfGgH
(1234567890?!,@£&)**

Examples of Arial

Sizing

There is no absolute rule regarding minimum and maximum text sizes. You can make the text larger or smaller depending on the use and format. However, you must always keep legibility in mind. For most materials, you should not use a text size smaller than 12pt. For PowerPoints, text size should be at least 18pt, and ideally 24pt or larger.

Colour palette

Our digital brand guidelines include a primary and secondary colour palette, which can be used in other communications when required.

The primary palette comprises of cooler tones of green, paired with the Transport Scotland blue and an updated tone of purple. It's approachable, authentic and representative of colours found in the Scottish landscape.

If you require any other colour codes for these colours, please get in touch with the [Transport Scotland Corporate Communications team](#).



Example of primary colour palette

The secondary palette should be used as highlight or accent colours to increase visibility on important messages. These colours can be introduced to make certain elements pop. However, it should not be used to the same degree as the primary palette.



Example of secondary colour palette

Imagery and photography

Photographs and images play a major part in communications and branding, but there are some important things to consider to make sure imagery and photography is being used effectively:

- Photography should be contemporary, relevant to the content, and reflect real life. The people and locations in our photos should look natural and not posed.
- Keep things simple. Sometimes a cleaner image can communicate the message in a stronger way.
- Consider the layout of the image. Does it have a strong focal point? Does your eye land in the right spots on the image?
- Images must be of a high resolution and should never be pixelated, stretched, squashed or blurred.
- You must have permission and licensing rights to use the photos/images and include any required accreditation.
- Make sure photographs and images demonstrate people complying with relevant health and safety requirements, e.g. PPE requirements.
- If any stock imagery is used, it should look natural and not staged or overly processed. If it shows a location, this should be recognisably Scottish unless there is a specific reason for this not to be.
- Images should include real people, reflecting our diversity wherever possible.
- Care should be taken not to depict stereotypes.
- You should not use any digital manipulation to distort the meaning of images or photography or make adjustments which look unnatural.

You can visit the [Transport Scotland Flickr account](#) to see some of our imagery or contact the [Corporate Communications team](#).

Digital brand guidelines

At Transport Scotland, we also have a set of [digital brand guidelines](#), which includes guidance on:

- our social avatar
- colour palette
- digital typeface
- illustration
- video
- templates for graphics, animation and video content

If you would like more information on our digital brand guidelines, please get in touch with the [Corporate Communications team](#).

Corporate templates

We have a variety of corporate branded templates which are available internally for our colleagues. Where possible, these have been set up with accessibility in mind, to help improve the inclusivity and accessibility of our information.

Our templates include the following:

- Publication template
- Document template
- Meeting minutes and agenda templates
- PowerPoint template – Transport Scotland brand only
- PowerPoint template – Transport Scotland brand with space for partner logo

All of our [corporate templates](#) are available on the Transport Scotland intranet. (Please note that this link will only be accessible to internal colleagues).

If you're creating materials on behalf of Transport Scotland and would like to use one of our templates, please get in touch with the [Corporate Communications team](#) and let us know.

Accessibility

It's really important to make sure that the information we publish is clear, concise and can be understood by everyone. The Equality Act 2010 states that all our communications should be accessible to the widest possible audience, including people with disabilities. Inclusive and accessible communications benefit everybody, and it's important they're built into the design process, every time, and are never an afterthought.

This extends to our website, transport.gov.scot, and all other Transport Scotland websites and mobile applications. As a government organisation, we must ensure our content and platforms meet the [Public Sector Bodies \(Websites and Mobile Applications\) \(No. 2\) Accessibility Regulations 2018](#). If you want to find out more, please contact our [Digital Engagement team](#).

Motorway, trunk road and project signage

Due to project signage being produced before and after the establishment of the Agency there is inconsistency in the way in which the Transport Scotland logo is applied to motorway, trunk road and project signage.

These guidelines show the logos that should be used and the way in which they should be applied. They have been developed to take account of The Traffic Signs Regulations and General Directions 2002.

Note: The weight and the exclusion zones on the logos for motorway, trunk road and project signage differ from the main guidelines and should only be used for these applications. They have been designed to take account of the special circumstances of motorway, trunk road and project signage in terms of size and impact.

Logo options

There are four main logos that should be used depending on where they are applied on the signage.



Linear stacked logo



Linear wide logo



Reverse linear stacked logo



Reverse linear wide logo

Principles behind the application guidelines

- to ensure that the logo is as readable as possible
- to make the best use of the available space
- to take into account the colour of the sign to which it is being applied

Applying the logo

- Always use the logo shape that best fills the available space
- Always use the positive logo on light backgrounds
- Always use the reversed logo on dark backgrounds
- Always leave the exclusion zone around the logo
- Never distort the logo
- Never place a reversed logo on a light background
- Never place the landscape linear logo where the space would be better filled with the landscape stacked logo

Exclusion zones

To make sure that the Transport Scotland logo is always clear and easy to see, no other mark or image should appear within the exclusion zones outlined below.



Exclusion zones for linear stacked logo



Exclusion zones for linear wide logo

Applying motorway and trunk road signage

The following three layouts of the Transport Scotland mark are permitted on traffic signs.

Signs in accordance with TSRGD 2002 diagram 7003.1



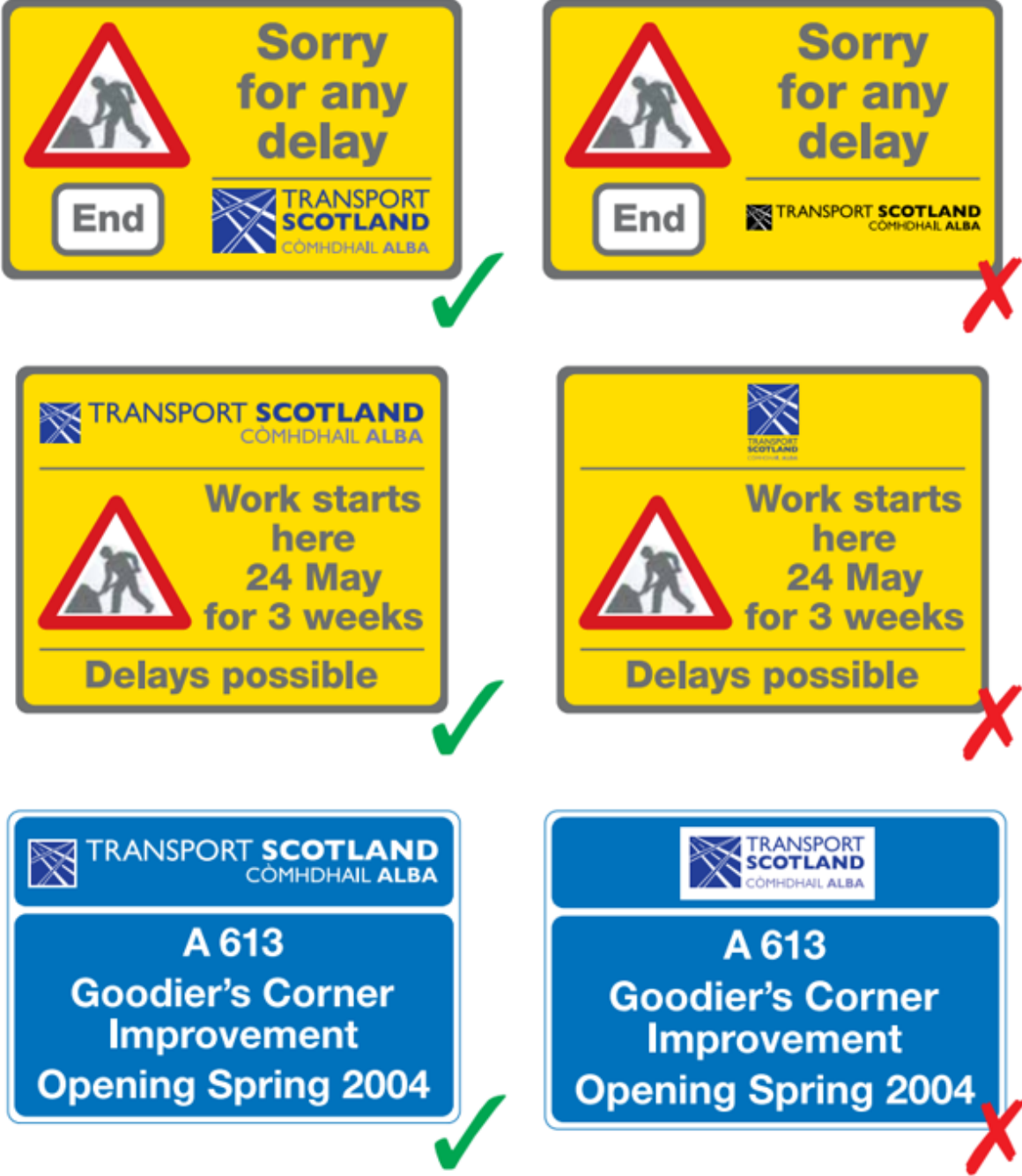
Signs in accordance with TSRGD 2002 diagrams 7006 and 7006.1



Signs in accordance with TSRGD 2002 diagram 7007.1



Examples of use



Examples of correct and incorrect logo use on Motorway and trunk road signage

Using the 'Investing in Scotland' logo on signage

What is the identity for?

The Scottish Government has developed an 'Investing in Scotland' identity to feature prominently on public-facing site signage at high-visibility capital projects in the transport sector (only those funded by the Scottish Government).

Its purpose is to promote and support the Government's priority of sustainable economic growth in the context of the Government's economic strategy.

These guidelines show how the core Investing in Scotland design should be used at major infrastructure works, and how they should be applied specially to Transport Scotland projects.

For application on other materials, such as information materials, please contact the [Corporate Communications team](#).



Investing in Scotland identity

Core design

This identity can stand alone or can be applied as an addition to project signage or information materials. The principles behind application on major infrastructure projects are:

- to ensure that the Investing in Scotland identity is as visible as possible
- to ensure that the Investing in Scotland identity is reproduced in its entirety and not distorted or separated in any way
- to ensure that the Investing in Scotland identity is given first priority when applied alongside other logos on major infrastructure project boards

Using the Investing in Scotland identity with signs

1. Use within the extents of a public road

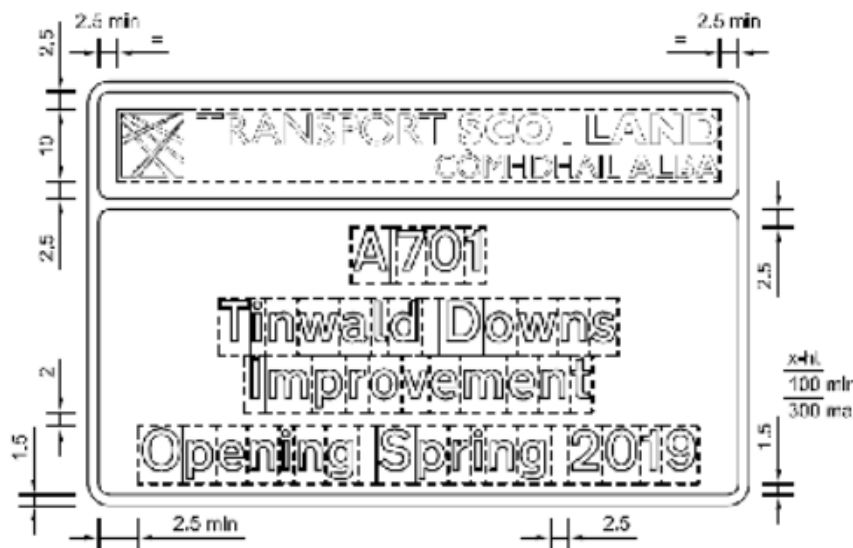
The Identity is not a traffic sign in terms of the Road Traffic Regulation Act 1984 and its use within the extents of a public road is only permitted where Site Specific Special Sign Authorisation has been granted by the Scottish Ministers.

2. Use with signs to TSRGD Diagram 7007.1

Special Authorisation for the use of the Identity in conjunction with signs in accordance with TSRGD Diagram 7007.1 will normally be granted. In such cases the Identity should be mounted as a separate plate above and at the same width as the sign to diagram 7007.1 and on the same posts (as shown). NB: Only the Identity plate requires special authorisation, the sign to diagram 7007.1 being already prescribed in TSRGD.

3. Colours

The Identity is blue and white. When used as described above the background blue of the Identity will be the same as the sign to Diagram 7007.1 and retro-reflectORIZED to the same standard.



Example of signs in accordance with TSRGD 2002 diagram 7007.1



Example of approved use of the identity on signage

Publicity boards

Publicity boards can be used when a project has been allocated a unique logo for public identification and recognition, and also incorporates the Investing in Scotland border to indicate public investment. The Publicity board is not a traffic sign in terms of the Road Traffic Regulation Act 1984 and its use within the extents of a public road is only permitted where Site Specific Special Sign Authorisation has been granted by Scottish Ministers.

A project is only allocated a unique logo if it adheres to set parameters and in agreement with Scottish Ministers. If you are interested in gaining a logo for your scheme please contact the [Corporate Communications team](#).

Core design

The sign comprises three elements:

- A. the 'Investing in Scotland' identity
- B. the project logo
- C. the Transport Scotland mark



Example of publicity board

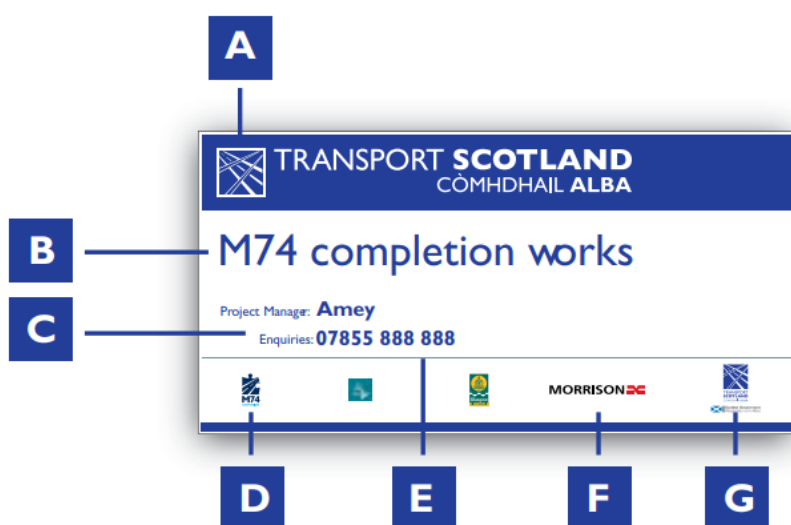
Project boards

Project boards should be placed at major infrastructure works to ensure the public know key information about the project. The project board information will be positioned below an 'Investing in Scotland' border to promote the message of Scottish Government investment.

Core design

To ensure consistency, all project boards will follow the same core design style though the size of the board will vary by application.

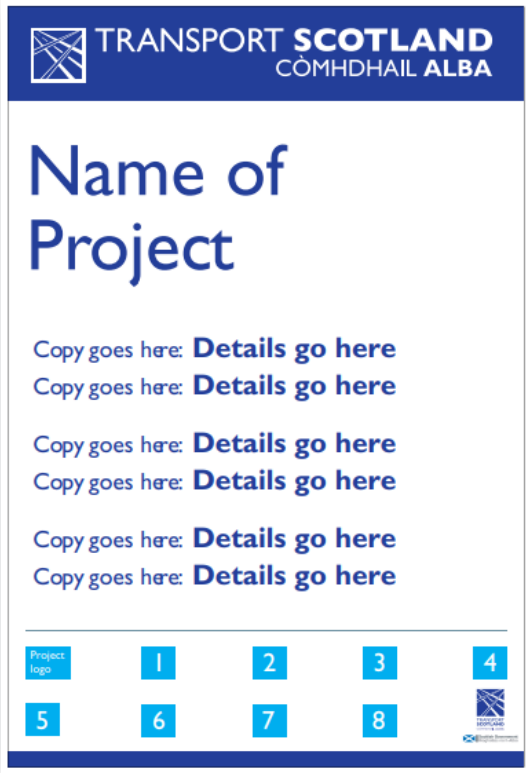
- A.** A landscape Transport Scotland logo will always appear in a blue band at the top of the sign. The background colour of this logo is extendable to the full width of any sign.
- B.** The name of the project will always appear in the corporate typeface ranged left on a white background.
- C.** The contractor or partner organisations appear below the name of the project in a smaller typeface ranged left.
- D.** The project logo will always appear on the bottom left of the sign.
- E.** A blue line separates this information from the logos of the partners and stakeholders which appear on white at the bottom of the sign.
- F.** The partner logos are evenly spaced across the width of the sign.
- G.** The 'Transport Scotland/Scottish Government' block logo will always appear on the bottom right of the sign.



Example of project board

Portrait-shaped project boards

A portrait version of the project board is perfectly permissible. The same design principles apply. This format lends itself to executions where there is more key information that must be included.



Example of portrait project board

Logo application for projects

On Transport Scotland project boards

When applying the Investing in Scotland identity to existing project boards, ensure that the Investing in Scotland identity is given first priority, by featuring it at the apex of the board. The identity should match the width of the project board and should not be cropped or distorted to fit available space.



Example of logo application on project boards

On site hoardings

The Investing in Scotland identity can be applied to site hoardings throughout major infrastructure projects. The Investing in Scotland boards should be positioned where they will be visible.



Example of logo application on site hoardings

Application pitfalls to avoid

- Never omit the Scottish Government logo, or any of the other elements
- Never distort or stretch the elements
- Never alter the order or relative size of the elements

investing in Scotland



investing in Scotland



investing in Scotland



Example of incorrect uses of the
investing in Scotland identity

Vehicle livery

Use the logo format, block or linear, that best fits the available space and complements the partner logo. To demonstrate this, we have shown examples with Bear Scotland, Amey and Scotland TranServ, however these principles should be applied to any partner organisation. The Transport Scotland logo should always appear slightly larger than that of the partner logo. This will involve scaling partner logos up and down as appropriate. Examples of this are below.

A secondary road markings graphic can also be applied depending upon space restrictions on vehicle liveries, subject to approval from the [Corporate Communications team](#).

Livery logo ratios

For block logo purposes

If both logos start the same width, Bear/Amey logo would be scaled up to 120% and centred side by side.



Livery logo ratio for block logo and Bear logo



Livery logo ratio for block logo and Amey logo

For linear logo purposes

If both logos start the same width:

- Scotland TranServ logo would be scaled down to 88% and centred below.
- Bear/Amey logo would be scaled down to 60% and centred below.



Livery logo ratio for linear logo and Scotland TranServ logo



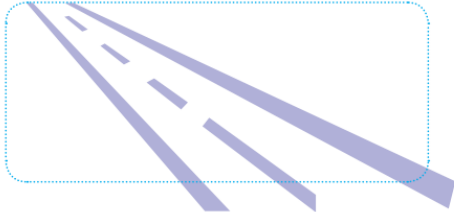
Livery logo ratio for linear logo and Bear logo



Livery logo ratio for linear logo and Amey logo

Road markings graphic

A secondary graphic, based on the Transport Scotland identity, can also be applied depending upon space restrictions on vehicle liveries and subject to approval from the [Corporate Communications team](#).



Road markings graphic

Examples of its use will be shown on the following pages.

Colour

The road markings graphic is as follows:

- Pantone 2736 at 30% tint
- CMYK 30/27/0/0
- RGB 175/176/216
- HTML 9999c
- Non-reflective

If unable to print as a tint Pantone 2717 is to be used.

Formats and files

Name	Image	File types available
Road marking right		<ul style="list-style-type: none"> • JPG (10a/b) • EPS (10c)
Road marking left		<ul style="list-style-type: none"> • JPG (11a/b) • EPS (11c)

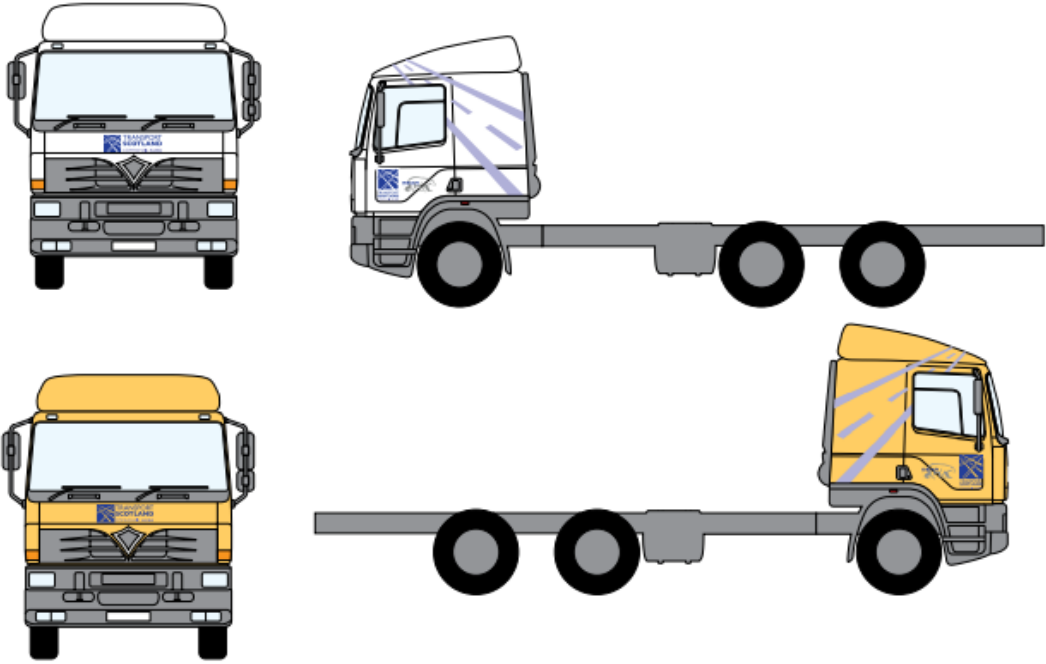
Vehicle livery examples



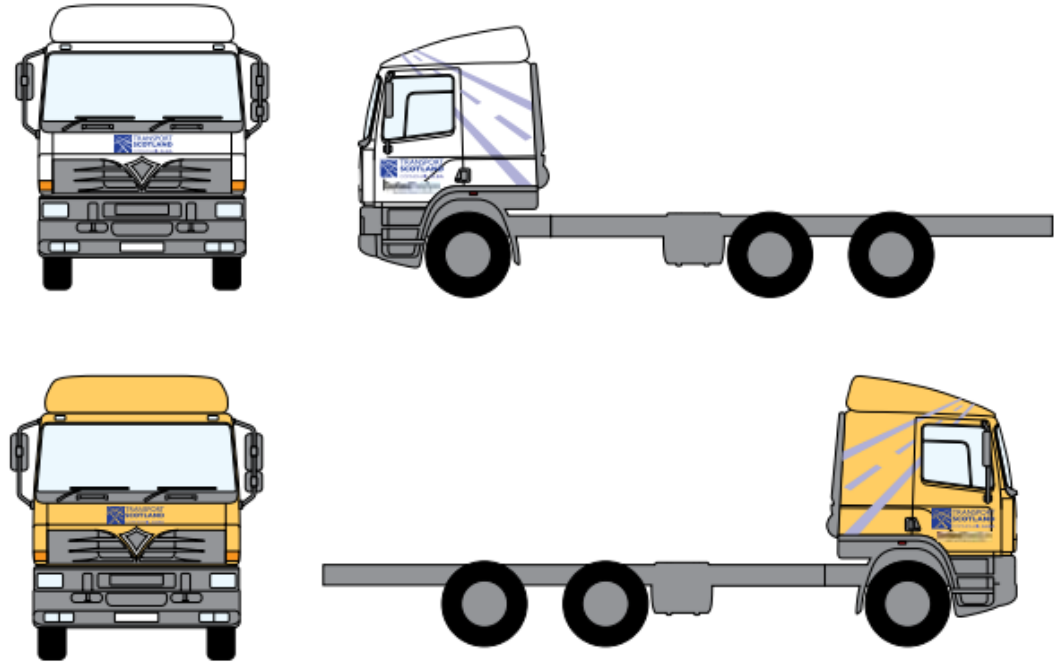
Estate block logo



Estate linear stacked logo



Gritter block logo



Gritter linear stacked logo



TRISS van block logo



TRISS van linear stacked logo



Small car linear stacked logo (due to space)



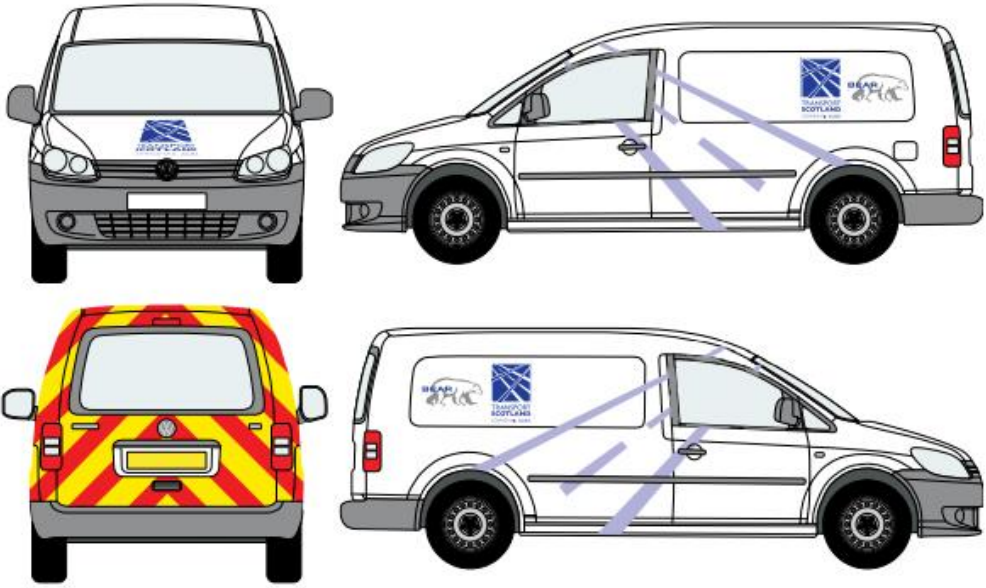
Small car linear stacked logo



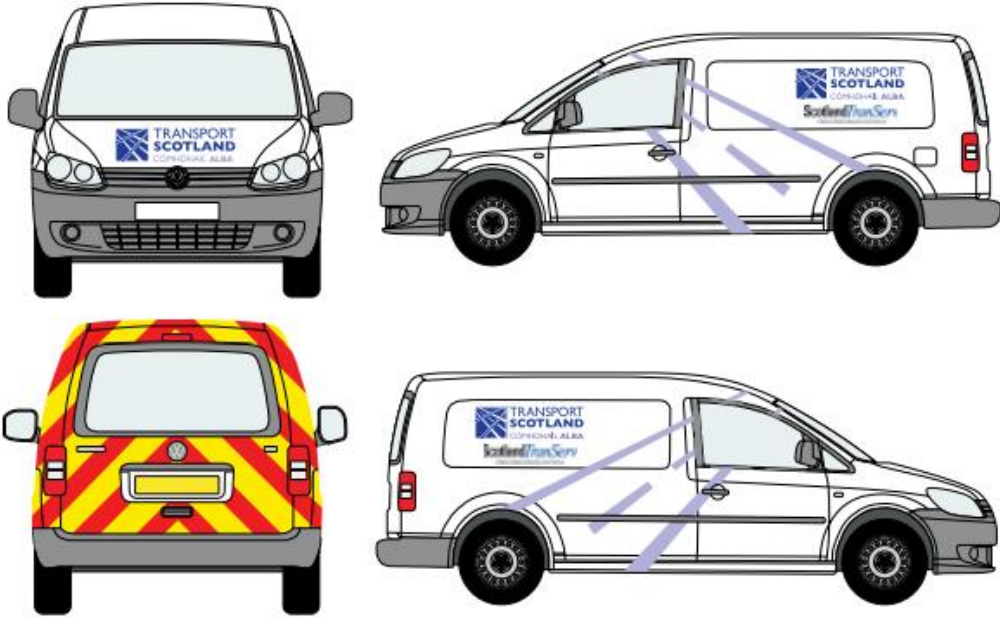
Van block logo



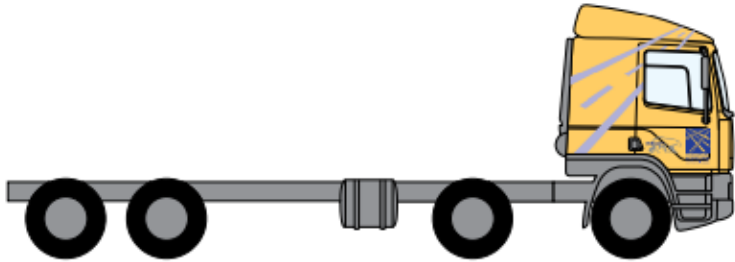
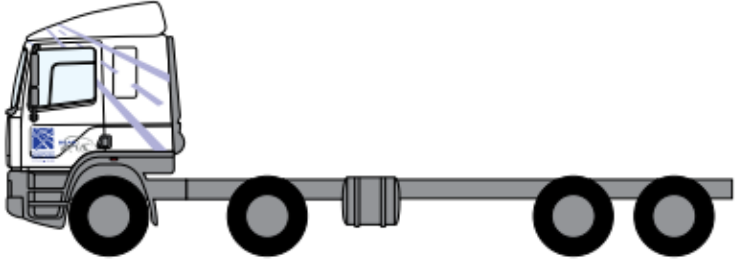
Van linear stacked logo



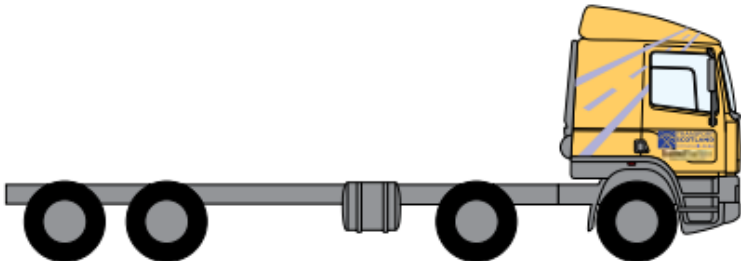
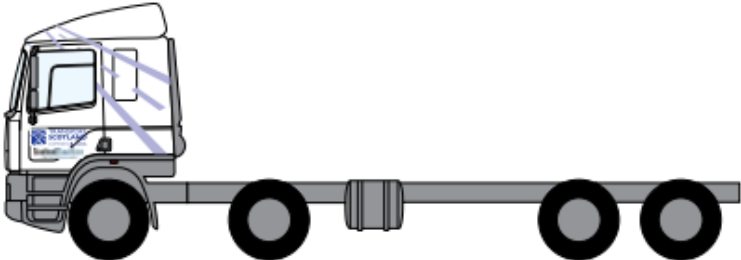
Mini-van block logo



Mini-van linear stacked logo



Goods vehicle block logo



Goods vehicle linear stacked logo

Contact us

If you have any enquiries regarding the use of the Transport Scotland brand, please get in touch with the [Transport Scotland Corporate Communications team](#).