

Livery

Suaicheantas



Introduction  
Ro-ràdh

This section deals with how the new identity should be applied to vehicles, uniforms and other branded items (rolling stock has a chapter of its own).

Vehicle models and uniforms differ, of course, and there are any number of items that could be branded with the new ScotRail identity. So, this chapter only seeks to lay the foundations for developing a visual style using the graphic elements and the colour palette.

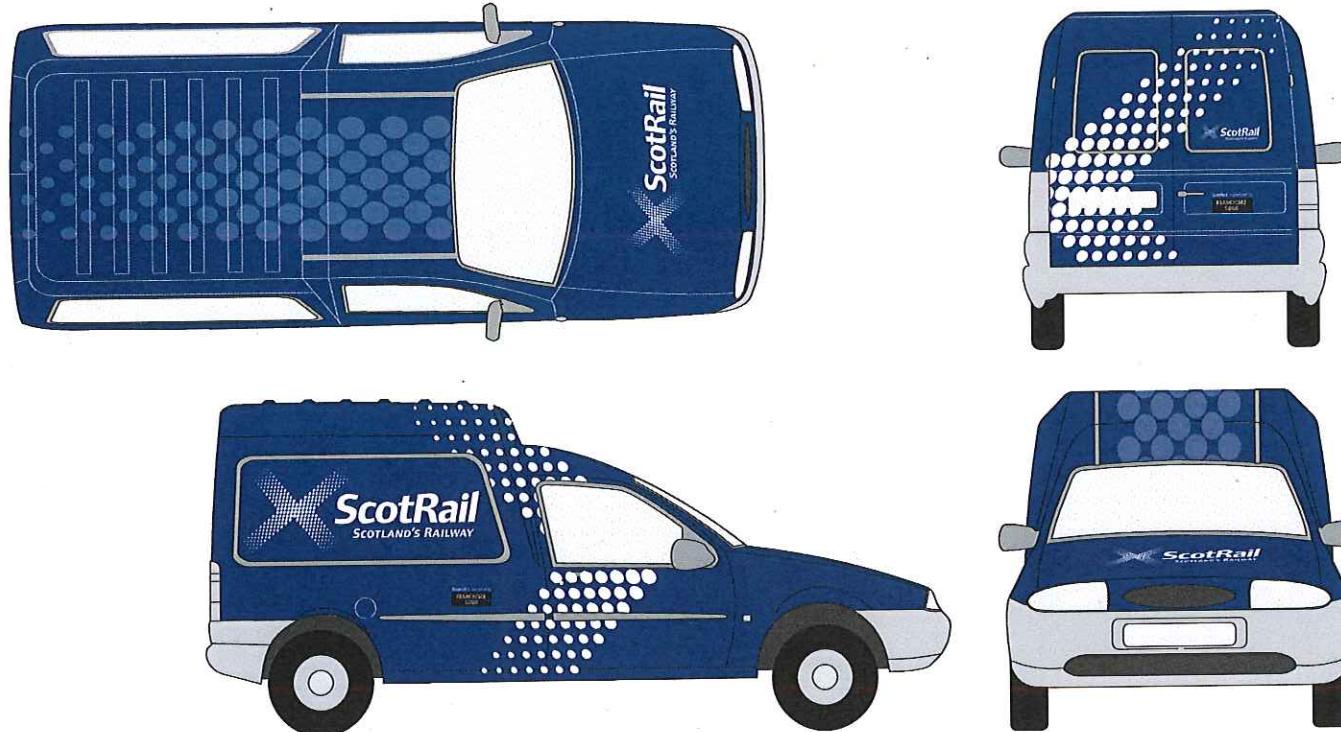


The base colour of all ScotRail vehicles, whether applied by paint or vinyl wrap, should be ScotRail blue. The ScotRail core mark should be displayed prominently.

Secondary elements from the identity may also be used to create visual impact, and to reinforce the brand.

Please refer to The Identity section for a reminder about how the graphic elements can (and cannot) be used.

Small van

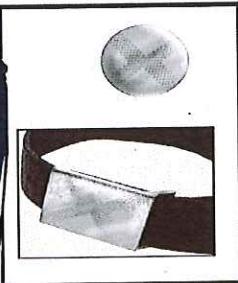


Minibus



All main garments should prominently display the ScotRail core mark. However, secondary elements from the identity may also be used to create accent features – or to brand smaller garments (ties, scarves, etc).

Please refer to The Identity section for a reminder about how the graphic elements can (and cannot) be used.



Bespoke Saltire Detail

Technical soft shell with embossed side panel detail and 'off set' large Saltire to shaped back yoke



Embossed printed panel detail



Padded zip pull with branded spot design





Other branded items | Principles  
Nithean comharrachaite eile | Prionnsapalan

Where to start? There is a huge range of everyday accessories and promotional items that could be branded with the ScotRail identity. A selection is shown on the following pages.

The important thing to remember here is that too much branding can often be as ineffective as too little. It is not necessary to print, paint or etch the ScotRail logo on everything. Sometimes, a hint of the brand – using colour or one of the secondary elements – can be just as effective in creating long-term awareness and recognition.

Please refer to The Identity section for a reminder about how the graphic elements can (and cannot) be used.



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