



Printed material

Stuth clò-bhuailte

Introduction

Ro-ràdh

Printed material plays an important role in communicating the brand values to customers, other rail users and ScotRail employees. It can take the form of service communications (timetables, ticket information, information posters, etc), stationery (letterheads, business cards, etc) and station notices.

On the following pages, there are examples of how some items could look. These layouts are not set in stone – it's up to the operator to interpret the guidelines to create a distinctive style and look.

However, there are a number of key considerations.

Use of the ScotRail identity

Please refer to The Identity section at the front of these guidelines for information about size, position and colour of the new ScotRail core mark.

Use of secondary elements

Various devices can be used to bring printed material to life. These have evolved from the core mark and include such graphics as the half-Saltire arrow. For information on how to use the secondary elements, refer to The Identity section.

Colour

A secondary colour palette has been established. With the exception of ScotRail blue, no other colours can be used for literature. However, the wide range of colours selected will allow designers to create a distinctive, yet coherent, range of communication items, enabling colour-coding for different routes, services, etc.

Typeface

To ensure a consistent look, only fonts from the Officina family should be used for pre-printed service communications. However, Officina is a diverse and versatile font that can be used to great effect across all headings, sub-heads, body copy, etc.

For correspondence and temporary station notices, Arial is a readily available font for PC and Mac users.

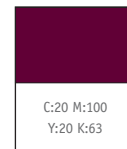
Secondary colour palette

The palette is intended to allow:

- the publication of a variety of leaflets and other printed and online communications
- the development of regional or route-specific literature
- additional clarity for charts, tables and diagrams
- varying degrees of 'corporacy' – the heavier the use of our primary colours, the more corporate the look

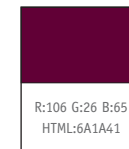
PANTONE® 222

CMYK



C:20 M:100
Y:20 K:63

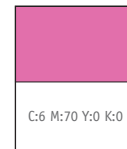
RGB/HTML



R:106 G:26 B:65
HTML:6A1A41

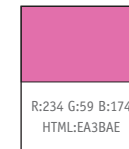
PANTONE® 232

CMYK



C:6 M:70 Y:0 K:0

RGB/HTML



R:234 G:59 B:174
HTML:EA3BAE

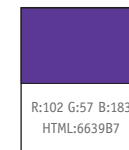
PANTONE® 266

CMYK



C:79 M:94 Y:0 K:0

RGB/HTML



R:102 G:57 B:183
HTML:6639B7

PANTONE® 382

CMYK



C:34 M:0 Y:100 K:0

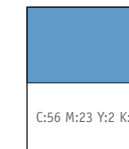
RGB/HTML



R:190 G:214 B:0
HTML:BED600

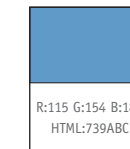
PANTONE® 645

CMYK



C:56 M:23 Y:2 K:8

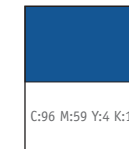
RGB/HTML



R:115 G:154 B:188
HTML:739ABC

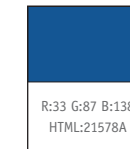
PANTONE® 653

CMYK



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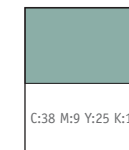
RGB/HTML



R:33 G:87 B:138
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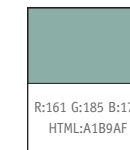
PANTONE® 5575

CMYK



C:38 M:9 Y:25 K:13

RGB/HTML



R:161 G:185 B:175
HTML:A1B9AF

PANTONE® COOL GREY 9

CMYK



C:30 M:23
Y:17 K:58

RGB/HTML



R:116 G:118 B:120
HTML:747678

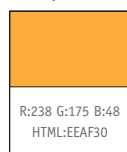
Please note – PANTONE® color bridge™ EURO is a new edition of PANTONE Colors and was used for CMYK and RGB colour breakdowns. ©Pantone, Inc., 2005.

PANTONE® 143

CMYK



RGB/HTML



PANTONE® 158

CMYK

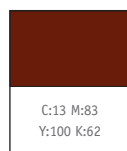


RGB/HTML

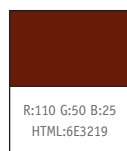


PANTONE® 168

CMYK



RGB/HTML



PANTONE® 185

CMYK



RGB/HTML

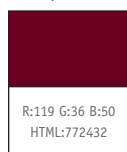


PANTONE® 188

CMYK



RGB/HTML

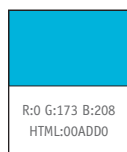


PANTONE® 312

CMYK

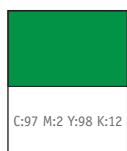


RGB/HTML

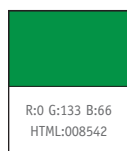


PANTONE® 348

CMYK



RGB/HTML



PANTONE® 513

CMYK

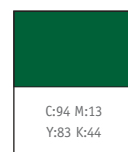


RGB/HTML

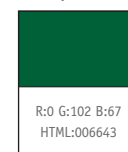


PANTONE® 3425

CMYK

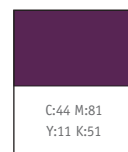


RGB/HTML

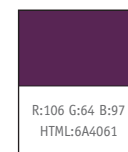


PANTONE® 5125

CMYK



RGB/HTML

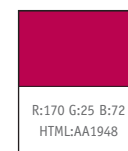


PANTONE® 7426

CMYK

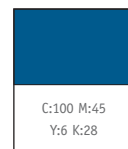


RGB/HTML

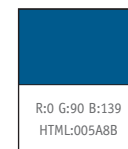


PANTONE® 7462

CMYK



RGB/HTML



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Our Written Communications Ar Conaltraidhean Sgrìobhte

Any written piece of marketing literature should be clear and simple to understand. The tone will always be professional, but also down-to-earth and friendly. It's important that we talk to our customers using everyday language, as opposed to lots of clichéd marketing jargon.

In terms of punctuation, the normal rules of English will apply. But, there'll be no old-fashioned restrictions on starting sentences with certain words (like 'but' for instance). The main thing is to be clear and friendly at all times.

On headlines, sub-headlines and bodycopy, we recommend using full stops. However, if you're using titles or official names, then you can drop the full stops. And, when it comes to official names relating to any ScotRail services, like types of tickets for instance, you should use upper-case letters at the start of each word (e.g. Advance Return).

When it comes to the web, there's no need to include the 'www'. (However, if the web address ever appears in the bodycopy, it must be put in bold.) You should also avoid using full stops on sentences that end with a web address. This will help to avoid any confusion over the address itself.

Finally, the call-to-action should be consistent across all communications. Depending on the particular piece, you'll need to include the web address or the web address and phone number. These elements will always sit on their own, below the bodycopy and above the First identity. If there's enough room in the bodycopy, a reference can be made to the call-to-action (i.e. 'To find out more, just call or visit us online.').

The Operator

An Gnìomhaiche

Along with the new ScotRail identity, all pieces of communication will also feature the franchisee's mark. To make the relationship between the franchisee and ScotRail as clear as possible, the franchisee's mark will always be preceded by the line, 'ScotRail is operated by'. Using this line will also help to avoid any confusion with the operator's other services (bus, ferry etc.).

The franchisee's mark can be used in full colour on white and light backgrounds. It can also be reversed-out of other background colours and photography. Finally, in the absence of any colours, a mono version can be used.



ScotRail is operated by

FRANCHISEE LOGO



Full-colour positive version.

ScotRail is operated by

FRANCHISEE LOGO

Mono positive version.

The Operator An Gníomhaiche

To make sure our customers understand that we're referring to train travel, the ScotRail identity will always remain proportionately larger on all pieces of work. In fact, the franchisee's mark should always be **65% of the word ScotRail** (within the ScotRail mark).

The only exception to this rule will be online, where size restrictions will vary. Here, you should always aim to make the franchisee's mark smaller than the ScotRail identity. For more on this, please see the digital section further on.



Other Elements Eileamaidean eile

There are other elements of the new ScotRail visual identity that can be used in marketing communications. However, these have primarily been designed for signage on trains and around stations. So, please make sure you use them sparingly in any work you produce. (They could be used to add some extra interest to a very copy-heavy brochure with few or no images, for example.)

Of course, these visual elements should never interfere with the main message or branding on any piece of communication.



Single Arrow, Left

Single Arrow, Right



Double Arrow, Left

Double Arrow, Right



Abstract Element

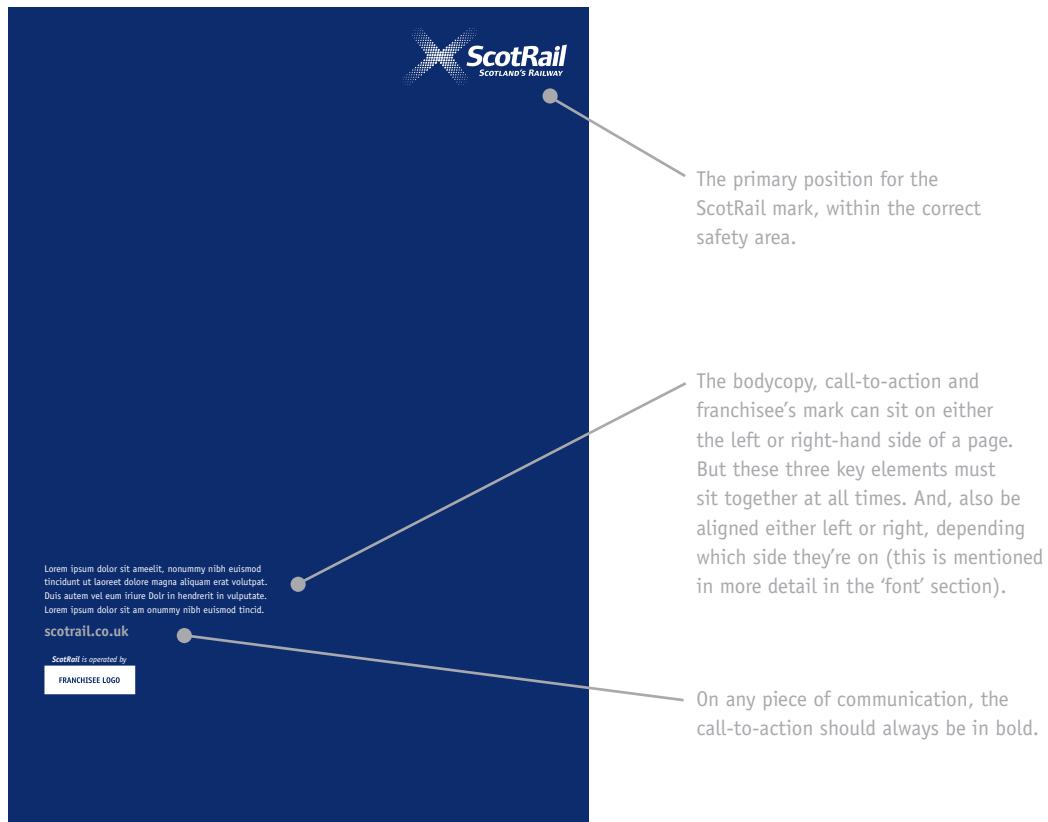


Vignetted Dots ScotRail

Press Layouts Sgaoilteachdan Clò

Here, you can see how all the separate elements that we've talked about work together in a press execution.

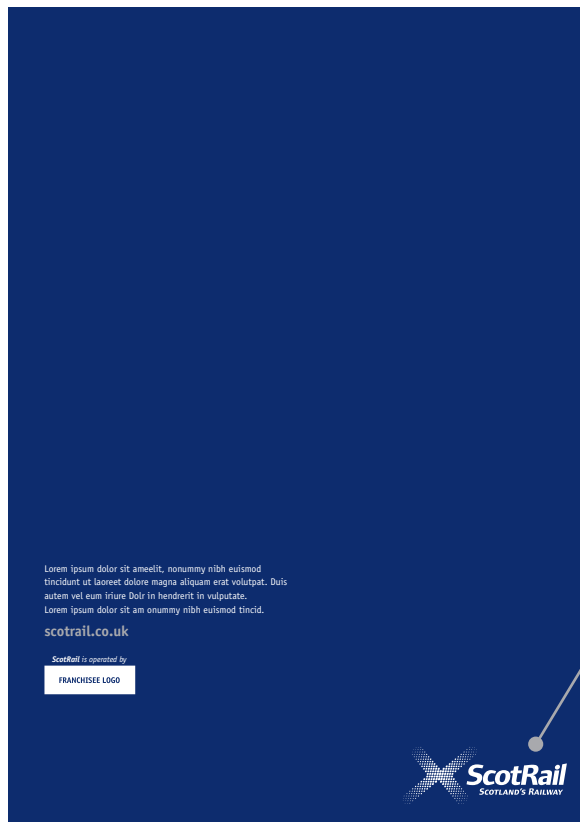
For maximum standout, we recommend that the ScotRail identity usually sits in the top right-hand corner of the page. This is the primary position.



Press Layouts

Sgaoilteachdan Clò

Whilst we advise that the ScotRail mark should sit in the top right-hand corner of the page, there may be times when this restricts a particular visual idea. If this is the case, the identity can be moved down to the bottom right-hand corner, as shown here. This is the secondary position.



The secondary position for the ScotRail mark, within the correct safety area. When the ScotRail identity is in the secondary position, the bodycopy, call-to-action and First identity will sit on the left-hand side.

Press Layouts

Sgaoilteachdan Clò

If you're using full-page photography, it's important to make sure that the headline, bodycopy, call-to-action and logos are always in a clear space of their own. As you can see from this example, you have a certain amount of freedom to move these elements around in order to suit a particular image.



To help with consistency and reinforce the ScotRail brand, a ScotRail blue-coloured bar must also be included on any press layouts using full-page photography. The depth of this bar is determined by the height of the words 'Scotland's Railway' (which makes up part of the ScotRail identity).

Just remember that the ScotRail mark always has to sit either top or bottom-right of the page.

The franchisee's mark, headline, bodycopy and call-to-action can be moved, but always have to sit together.

Press layouts

Sgaoilteachdan Clò

Here, you can see an example of a press layout using a cropped photograph.

In general, the same rules that we've already mentioned for press executions will apply.



The depth of the blue bar will vary depending on the particular imagery and creative idea.

Because we're using the secondary ScotRail position, the franchisee's mark, headline, bodycopy and call-to-action will all sit together on the left-hand side.

This particular layout suits having the ScotRail identity in the secondary (bottom-right) position.

Press Layouts

Sgaoilteachdan Clò

As you can see here, even when using an illustration or secondary colour, all the basic rules still apply.



Here, the ScotRail logo can comfortably sit in the primary position.

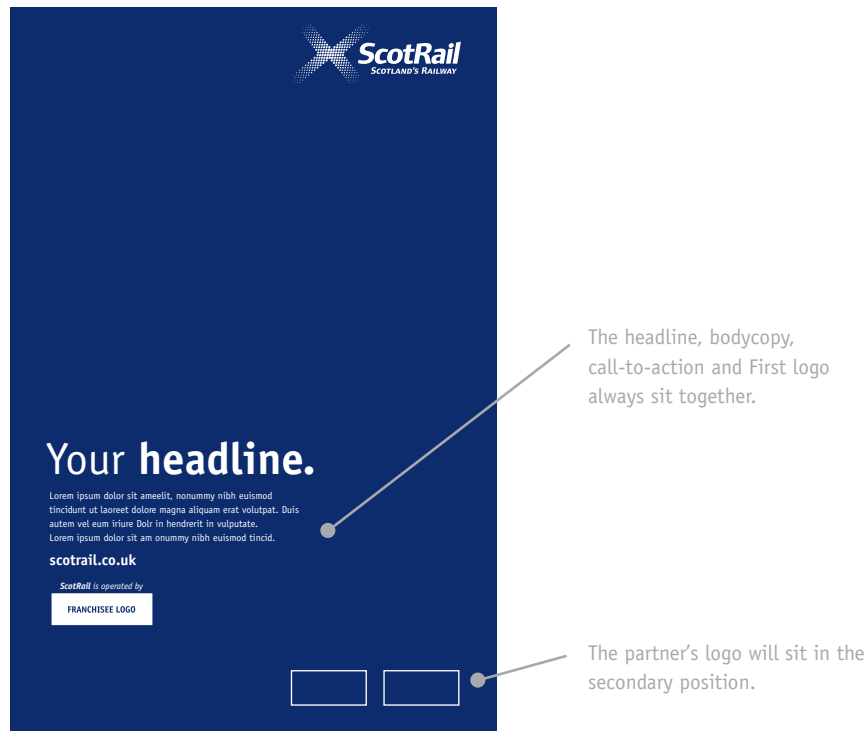
The headline, bodycopy, call-to-action and franchisee's mark need to sit together and have plenty of standout.

Partnership Logos

Suaicheantais a' Chom-pàirteachais

If a third party is involved in a particular campaign, you'll need to include a partner's logo. This will usually sit in the bottom-right position on the page (the secondary ScotRail position).

As different logos will vary in size, it's important to scale the partner's logo appropriately in relation to the ScotRail identity. Just remember that ScotRail should be the more dominant brand on the page. (Unless a partner is taking a lead role in the communication, when their logo should remain equal in size to the ScotRail mark.)



Partnership Logos Suaicheantais a' Chom-pàirteachais

If the ScotRail mark is in the secondary position, then the partner's logo will sit in the left-hand corner of the page, as shown below.



Make sure you allow enough space between the franchisee's mark (which will always sit with the headline, bodycopy and call-to-action) and the partner's logo.

Outdoor Layouts Sgaoilteachdan Taobh a-muigh

In general, most of the rules that apply to the press layouts are the same for outdoor executions (including 48 or 96 sheet posters and adshels). As some outdoor sites will be on bus stops it's important that the ScotRail mark is always at the forefront of the communication (to help avoid any confusion).

