



The Identity

An Aithne

The core mark is shown opposite. Whenever it is applied, it reinforces the relationship between the network and the people of Scotland – and endorses a high-quality service that is solid, reliable and forward-thinking.

Using the identity

Our identity needs to be consistently and correctly applied, and must never be altered or modified in any way. Only the digital assets on the Identity CD provided with these guidelines should be used. If you do not have a copy of the CD, please contact Transport Scotland. Do not attempt to create or redraw the identity.

To reinforce the identity and to aid recognition, the ScotRail core mark should appear as a white reverse-out of ScotRail blue. The identity may also be printed in ScotRail blue and grey on a white (or light) background.

If the specified colour is not available, the identity should be reversed out of the darkest colour available, or printed in black.

The identity is a visual symbol and should never be used to replace the word ScotRail. Nor should the word in a document be enhanced in any way (ie, by using italics or bold). It is appropriate, however, to write the word as ScotRail – not Scot Rail or Scotrail.



The Identity An Aithne

Core mark | Essential elements
Bun-chomharra | Eileamaidean riatanach

There are three essential elements to the identity:

- The Saltire **device**
- The **name** ScotRail
- The **descriptor** Scotland's Railway/
Rèile na h-Alba

The Saltire, and parts of it, may be used on its own. A variety of applications for livery, communications and signage are shown in subsequent sections.

The Saltire and the name ScotRail may also be used without the descriptor. However, the graphic treatment of the ScotRail name may **never** appear without the Saltire.

In the future, it may be appropriate to replace the current descriptor with an alternative, campaign-based strapline.



The ScotRail identity will appear on a wide range of items – everything from signs and timetables to rolling stock and uniforms. Where to position the mark is mainly a question of visibility and practicality. These guidelines provide many examples of best practice. However, where possible, it should be positioned **bottom right** or **top right** of printed items or signage.

Exclusion zone

To help ensure clarity and improve the identity's stand-out, a clear area should appear around the visual expression within which nothing else should appear. The actual width of this clear space will vary depending on the size of the identity being used. It is defined as the height of the letter 'S' in ScotRail.

The unique design of the identity means that visual impact can be achieved by 'fading out' the Saltire towards the edge of the item being branded (eg, signage, rolling stock, publications). In such cases, the top and bottom margins may require to be less than the height of the letter 'S' in ScotRail. This is permitted.



Minimum size

To ensure visibility, legibility and accessibility, the visual expression should never be used smaller than the example shown here. The core mark should never be reproduced at a size less than 30mm wide. Where there is a requirement to use the identity at a smaller size, a version **without** the strapline should be used.



30mm minimum



25mm minimum (no strapline)

The Identity An Aithne

Core mark | Best Practice
Bun-chomharra | Cleachdadh as fheàrr

Do

- Print the logo in ScotRail blue/grey (or, if necessary, black)
- Produce the logo as a white reverse-out of ScotRail blue (or, if necessary, another dark colour, including black)



Don't

- Use the ScotRail name without the Saltire
- Re-proportion the identity – always use the corner handles to rescale it
- Use non-approved colours
- Reposition the identity elements
- Add any other word(s) to the identity
- Place the identity over a complicated photograph, or a multi-coloured background
- Change the font style
- Use redrawn, photocopied or faxed 'artwork'
- Reverse out the identity from a light colour



The Identity An Aithne

Core mark | Working in partnership
Bun-chomharra | Obrachadh an com-pàirteachas

ScotRail works with other organisations to deliver a high-quality travel service to the people of Scotland, and to visitors.

In such cases, we should always strive to ensure the ScotRail identity is given at least equal prominence to any others which appear.

Wherever possible, our identity should sit above and/or to the right of other identities. It should be reproduced in ScotRail blue/grey, rather than adopting our partner's identity colours. If this isn't possible, the ScotRail identity should be reproduced in black or reversed out of the darkest colour possible.

Exclusion zones apply in exactly the same way as if the ScotRail identity was appearing on its own.



The Identity An Aithne

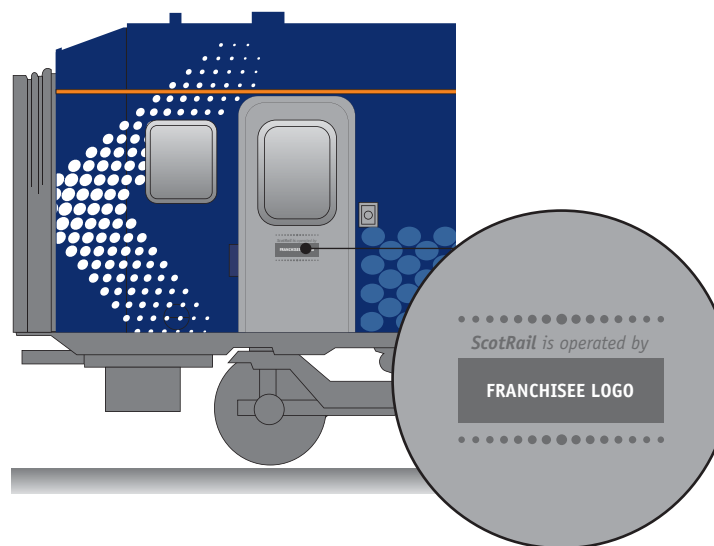
Core mark | Franchisee mark

Bun-chomharra | Comharradh luchd-ceadachd

Although the primary aim of this rebranding exercise has been to establish a consistent and continuous visual identity for the ScotRail network, it is also important to recognise that the service will be operated day-to-day by a particular franchise.

Therefore, allowance has been made for a limited amount of secondary branding by the franchisee. This will be permitted on certain customer-facing items, such as train doors and station buildings, stationery and service communications.

The franchisee's identity should always be preceded by the words:
ScotRail is operated by.



ScotRail is operated by

FRANCHISEE LOGO

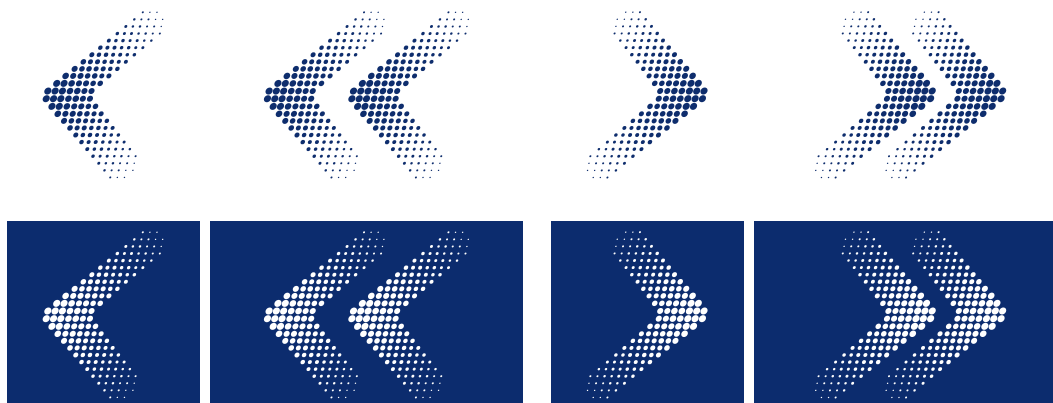
Secondary elements Eileamaidean dàrnach

The ScotRail Saltire is a unique expression of Scotland's national symbol, created from two overlapping arrow shapes which represent movement and direction. The arrows themselves are created by a series of 'dots' of varying sizes, graduating from large in the centre, to small on the outside.

Although the core mark should always be used in the first instance, the component elements can be used for accent, impact or interest.

The best example of this is on the rolling stock where single arrows, placed at either end of individual carriages, form the Saltire when the carriages are linked. Please note, **separate** assets are supplied on the Identity CD for left- and right-facing arrows.

The basic arrows can be deconstructed further and sections of vignetted 'dots' used in a variety of applications. The band at the top of this page is a good example of this.



Secondary elements Eileamaidean dàrnach

Care must be taken to retain the integrity of the ScotRail mark. Therefore, using extremely tight crops of the components would not be viewed as being 'on brand'.



An additional abstract element has been created and is contained among the assets on the CD supplied with these guidelines. It can be used in its entirety or can be cropped to provide further graphic elements (examples of application appear in the interiors and uniforms sections).



Typefaces Clò

The consistent use of a clear typeface is another way to help establish a recognised and professional identity.

ITC Officina is a modern, flexible typeface which offers maximum legibility for all professionally produced ScotRail items, such as stationery, leaflets, signage and livery.

It is the only typeface that should appear on ScotRail-branded items, although a variety of different weights and styles are available.

Officina Sans Bold has been chosen for its clarity and legibility. It should be used for station names on platform signs.

Officina Sans Book is also a clear and extremely legible font. It should be used for secondary titling and body text on signs.

Officina Serif Book is a distinctive yet complementary typeface. It will be used for Gaelic place names and other multi-lingual signage.

Officina Sans Bold

**ABCDEFGHIJKL
abcdefghijklmnop
123456789**

Officina Sans Book

ABCDEFGHIJKL
abcdefghijklmnop
123456789

Officina Serif Book

ABCDEFGHIJKL
abcdefghijklmnop
123456789

Officina Sans Medium

ABCDEFGHIJKL
abcdefghijklmnop
123456789

Colour Dath

The consistent use of standard colours will strengthen the ScotRail brand, help people recognise our values and endorse our commitment to high-quality travel in Scotland.

In addition to our core colours, a secondary palette has been chosen to allow for diversity while still providing a consistent look and feel.

Primary colours

ScotRail blue

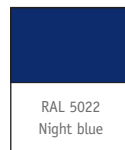
PMS/CMYK



RGB

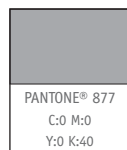


RAL

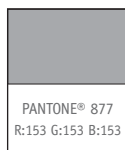


Silver

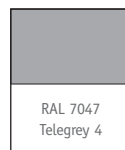
PMS/CMYK



RGB



RAL



PMS

Short for Pantone Matching System. The system is used to specify spot colours (ie, individually mixed colours).

Four-colour process

Our colour palette has been chosen so that when it is printed in four-colour process, it is very similar to the Pantone equivalent. Four-colour process printing, known as CMYK, uses up to four component colours to make a match of a standard Pantone colour. These components are 'C' for Cyan, 'M' for Magenta, 'Y' for Yellow, and 'K' for Key or Black. Four-colour process printing generally produces a less vivid colour than the standard Pantone colour.

Web-safe colours

For screen, web and digital production, use the RGB breakdowns given, where 'R' stands for Red, 'G' for Green, and 'B' for Blue.

RAL colours

The RAL index is the agreed European Colour Standard for paint colours used in industry and engineering (including transport). It covers the most common colours for powder coating and industrial spraying.



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. RAL Classic Edition 2006 and RAL D2 Design 2007 were used to choose colours.

Assets

So-mhaoin

Within these identity guidelines, you'll find everything you need to implement the new ScotRail identity.

Included are files for the Core identity, the Essential elements and the Secondary elements, as described in the previous pages of this section.

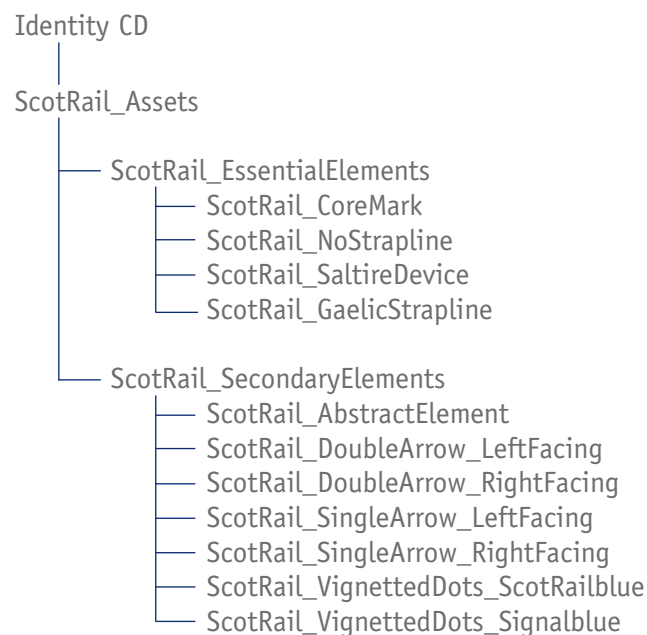
For each variant, you'll find **EPS files** (used primarily for all externally produced items) and **JPEG files** (for most internally produced items).

EPS files:

- CMYK
- Mono
- PMS
- Reverse
- RGB

JPEG files:

- CMYK
- Mono
- RGB



If you do not have a copy of the CD, or need advice on how to use the assets or the guidelines, please contact Transport Scotland.