



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

transport.gov.scot

Brand Guide

**Transport Scotland
Brand identity guidelines 2015**

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Introduction

This document outlines guidelines for the consistent and effective application of the identity chosen to represent Transport Scotland. This is the symbol that represents the Agency – the 'badge' by which it is recognised. If the Agency is to be seen as a professional, effective organisation, then the way its identity is used should also be professional and effective.

Any queries about the use and application of the identity should be directed to the Transport Scotland Corporate Communications Manager: 0141 272 7194.

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Section 1 – The identity

This section details the basics: preferred versions and sizes of the logo, ideal position and exclusion zone, and details of use with other identities.



The mark

The Transport Scotland mark 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 Còmhhdail Alba, in a distinctive typeface, Gill Sans; and
- 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 Còmhhdail 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

Còmhhdail Alba text is as follows:

Pantone	2736 at 60% tint
CMYK	60/55/0/0
RGB	102/102/204
HTML	6666cc

Variants

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

To ensure that the blue-and-white version can be used at all times, even on similarly coloured backgrounds, the mark is contained in a white box, as demonstrated opposite.



One off exceptional items, such as major projects, must be agreed with Corporate Communications.



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.

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.

Minimum size

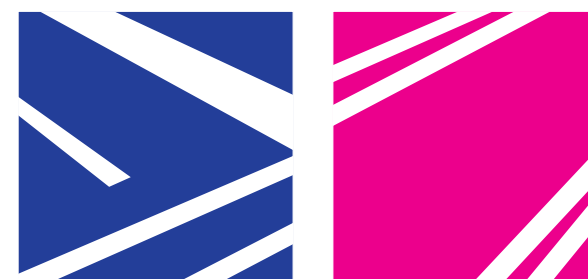
Logos need to be seen to be effective. The Transport Scotland logo **should never appear at less than 17mm in width.**

Use of the graphic device

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 visuals show, 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.



Positioning the identity

Positioning the identity consistently not only makes use of the identity easier to manage, it is also another factor in presenting Transport Scotland as a professional organisation.

The mark should appear top right on all Transport Scotland communications.

The example shows size and position on 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

The only exceptions to the 'top-right' rule are on the web and on any items requiring a postmark. Here the more practical position for the logo is top left.
(See Section 8 page 32 for digital applications)



A4 example

Corporate typeface:
Gill Sans

The corporate typeface, Gill Sans, should be used on all printed communications – everything from brochures to signage.

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

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

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

Section 2 – The Scottish Government identity

What is the logo for?

The 'Transport Scotland/An agency of The 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/An agency of The Scottish Government' identity which should only be used with the agreement of the Transport Scotland Communications Team.

Colour

The 'Transport Scotland/An agency of The Scottish Government' identity uses the 'Transport Scotland' mark colours as well as separate colours for 'The Scottish Government' mark.

The Scottish Government text is as follows:

Pantone	281
CMYK	100/85/5/35
RGB	0/38/100
HTML	003366

Buidheann le text is as follows:

Pantone	2736 at 60% tint
CMYK	60/55/0/0
RGB	102/102/204
HTML	6666cc

Correspondence typeface: Arial

This typeface should be used on all PC-generated material, such as letters, faxes and PowerPoint presentations.

Arial Regular

AaBbCcDdEeFfGgHh
(1234567890?!,@£&)

Arial Italic

AaBbCcDdEeFfGgHh
(1234567890?!,@£&)

Arial bold

AaBbCcDdEeFfGgHh
(1234567890?!,@£&)





Exclusion zone

To ensure that the 'Transport Scotland/An agency of The 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.






Minimum size

Logos need to be seen to be effective. The 'Transport Scotland/An agency of The Scottish Government' logo should never appear at less than 35mm in width.

Section 3 – Logo formats

Communications can provide the Transport Scotland logo and The Scottish Government identity in a selection of formats. They can also arrange for new formats to be provided.

Logos for all general applications

NO.	LOGO	DESCRIPTION	FORMAT*	FILE†
1		TS logo: block	jpeg	TS-BJ1 & TS-BJ2
			eps	TS-BE
2		TS logo: block - reversed	jpeg	TS-BRJ1 & TS-BRJ2
			eps	TS-BRE
3		TS/SG logo: block	jpeg	TSG-BJ1 & TSG-BJ2
			eps	TSG-BE
4		TS/SG logo: block - reversed	jpeg	TSG-BRJ1 & TSG-BRJ2
			eps	TSG-BRE

Logos for motorway, trunk road and project signage applications

NOTE: For other applications contact the Corporate Communications Manager.

NO.	LOGO	DESCRIPTION	FORMAT*	FILE†
5		TS logo: stacked – positive	jpeg	TS-SPJ1 & TS-SPJ2
			eps	TS-SPE
6		TS logo: stacked – reversed	jpeg	TS-SRJ1 & TS-SRJ2
			eps	TS-SRE
7		TS/SG logo: stacked – positive	jpeg	TSG-SPJ1 & TSG-SPJ2
			eps	TSG-SPE
8		TS/SG logo: stacked – reversed	jpeg	TSG-SRJ1 & TSG-SRJ2
			eps	TSG-SRE
9		TS logo: linear – positive	jpeg	TS-LPJ1 & TS-LPJ2
			eps	TS-LPE
10		TS logo: linear – reversed	jpeg	TS-LRJ1 & TS-LRJ2
			eps	TS-LRE

Logos for motorway, trunk road and project signage applications cont.

NOTE: For other applications contact the Corporate Communications Manager.

NO.	LOGO	DESCRIPTION	FORMAT*	FILE†
11		Investing in Scotland logo	jpeg	TSI-J1 & TSI-J2
			eps	TSI-E

Logos for use with the Transport Scotland block logo

NO.	LOGO	DESCRIPTION	FORMAT*	FILE†
12		SG logo: block	jpeg	SG-BJ1 & SG-BJ2
			eps	SG-BE
13		SG logo: stacked	jpeg	SG-SJ1 & SG-SJ2
			eps	SG-SE
14		SG logo: linear	jpeg	SG-LJ1 & SG-LJ2
			eps	SG-LE

For advice on when and how the Transport Scotland, An agency of The Scottish Government and Investing in Scotland identities should be used, contact the Corporate Communications Manager:0141 272 7194.

* FORMAT: As a general rule use jpegs for presentational applications and eps for printing applications. However, if you are having to use the jpeg format for printing then the CMYK file type should be used where available.
† FILE: Where jpeg file names have numbers 1 or 2 at the end 1 is for CMYK file type and 2 is for RGB file type.

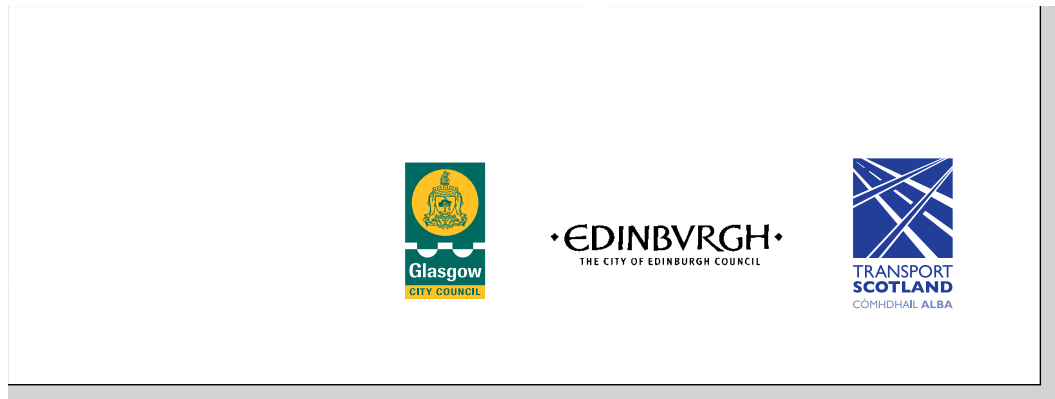
Section 4 – Working with partner organisations



Vertically stacked

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 controlling use and appearance of the Transport Scotland logo.



Horizontally aligned

Section 5 – Investing in Scotland

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 economical growth in the context of the Government’s economic recovery plan.

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

For application on other materials, such as information material, please contact the Corporate Communications Manager on 0141 272 7194.

Core design

This identity can stand alone or can be applied as a ‘logo’ on project signage or information materials.

The background colour used for signage is Pantone 2736. Where Pantone colours aren’t available the following CMYK values may be used: C100 M91 Y0 K0.



Principles behind application on major infrastructure projects

- 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.

Section 6 – Applications

The identity and the graphic device can be applied to a range of material. 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 Sections 1, 2 and 3 are adhered to, the identity and accompanying assets can be used creatively and flexibly.

There are two identity applications:

- the Transport Scotland Logo on its own
- the Transport Scotland/An agency of The 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 material, e.g. pens
- PowerPoint
- project management material, e.g. drawings or reports
- project promotional material, e.g. exhibitions or publications
- partnership promotional material
- vehicle livery, e.g. trunk roads incident support vehicle
- Transport Scotland promotional material, e.g. exhibitions or publications

Transport Scotland/An agency of The Scottish Government identity:

- project signs
- partnership signs

For advice on when and how the Transport Scotland logo and The Scottish Government words and identity should be used, contact the Corporate Communications Manager: 0141 272 7194

Section 7 – Motorway, trunk road project and publicity signage

Why this section is important

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



VERSION 1 – Stacked – positive



An agency of Buidheann le  The Scottish Government
Riaghaltas na h-Alba

VERSION 2 – Stacked agency – positive



VERSION 3 – Linear – positive

Logo options cont.



VERSION 4 – Stacked – reversed



VERSION 5 – Stacked agency – reversed



VERSION 6 – Linear – reversed

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

Do's

- 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

Don'ts

- 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.



Motorway and Trunk Road signage

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

1. Signs in accordance with TSRGD 2002 diagram 7003.1



Example of permitted use of mark

2. Signs in accordance with TSRGD 2002 diagrams 7006 and 7006.1



Example of permitted use of mark

3. Signs in accordance with TSRGD 2002 diagram 7007.1



Example of permitted use of mark

Motorway and trunk road application examples – right and wrong



Using the ‘Investing in Scotland’ Identity with Signs to Diagram 7007.1

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.

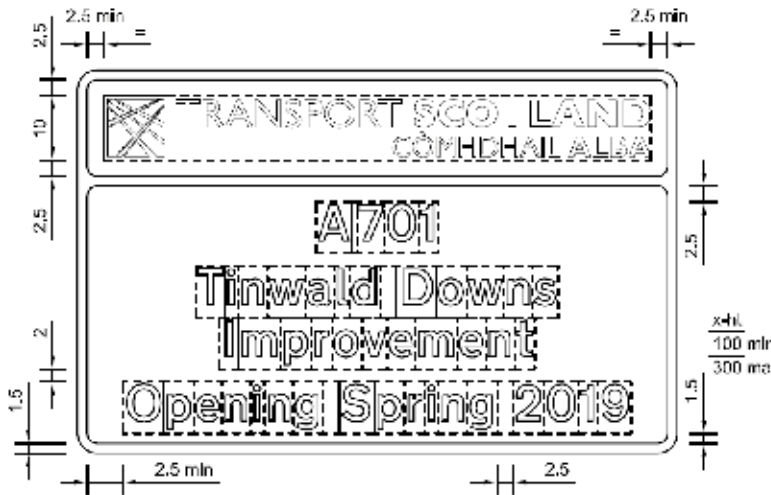
3. Colours

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.

1. The Invest in Scotland identity



2. Signs in accordance with TSRGD 2002 diagram 7007.1



Example of approved use of the Identity on signage



Publicity boards

What are publicity boards for?

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.

Core design

The sign comprises three elements –

- A** the ‘Investing in Scotland’ Identity
- B** the project logo
- C** the Transport Scotland Mark

*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 Manager.



Project boards

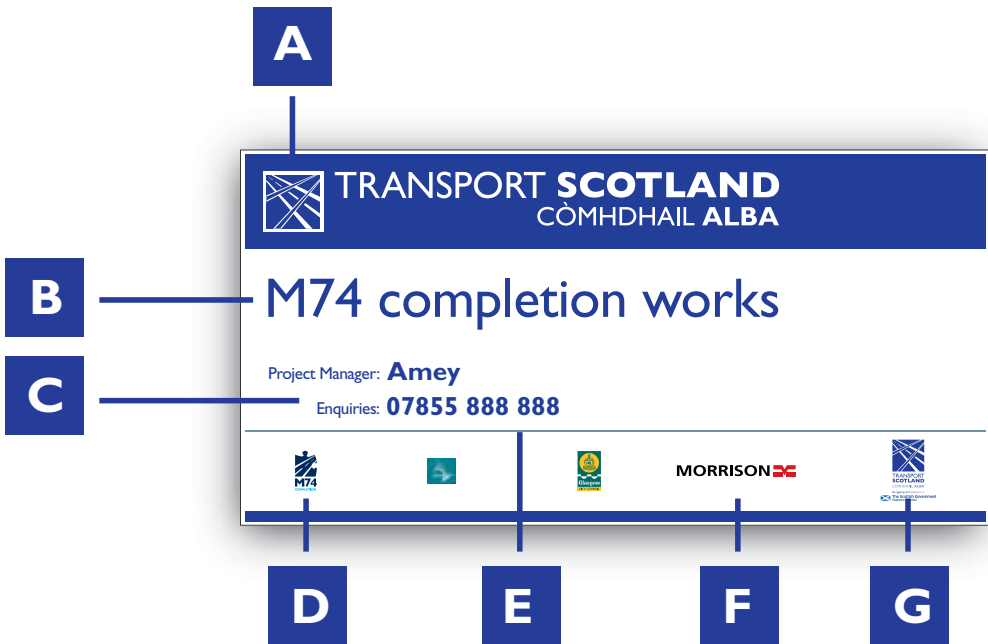
What are project boards for?

Project boards should be placed at major infrastructure works to ensure the public know key information about the project. The project board information should be placed below the Investing in Scotland identity to indicate public investment (see p15).

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.

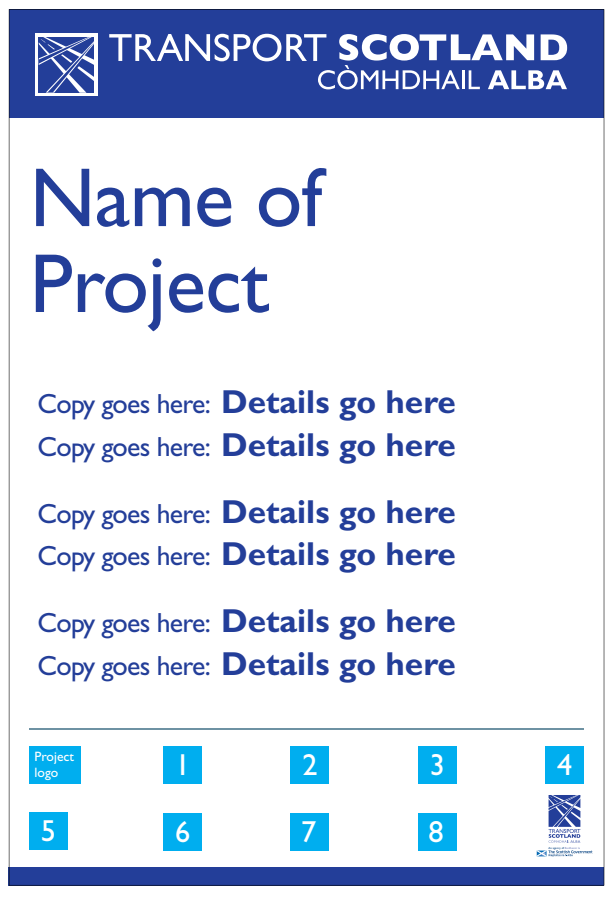
- A** A landscape Transport Scotland logo will always appear in a blue band (see p2 of these guidelines for colour reference) at the top of the sign. Note the background colour of this logo is extendable to the full width of any sign.
- B** The name of the project will always appear in Gill Sans ranged 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 (see p2 of these guidelines for colour reference) 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/An agency of The Scottish Government’ block logo will always appear on the bottom right of the sign.



Portrait-shaped project boards and project boards with more key information

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.



Using the Investing in Scotland logo at Transport Scotland projects

I. On Transport Scotland project boards (see Section 5)



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.

2. 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.

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.

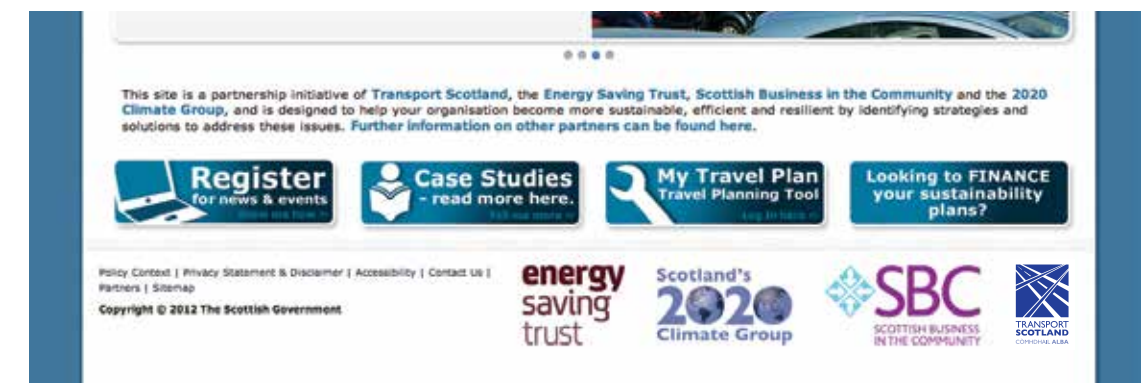


Section 8 – Web/Digital applications

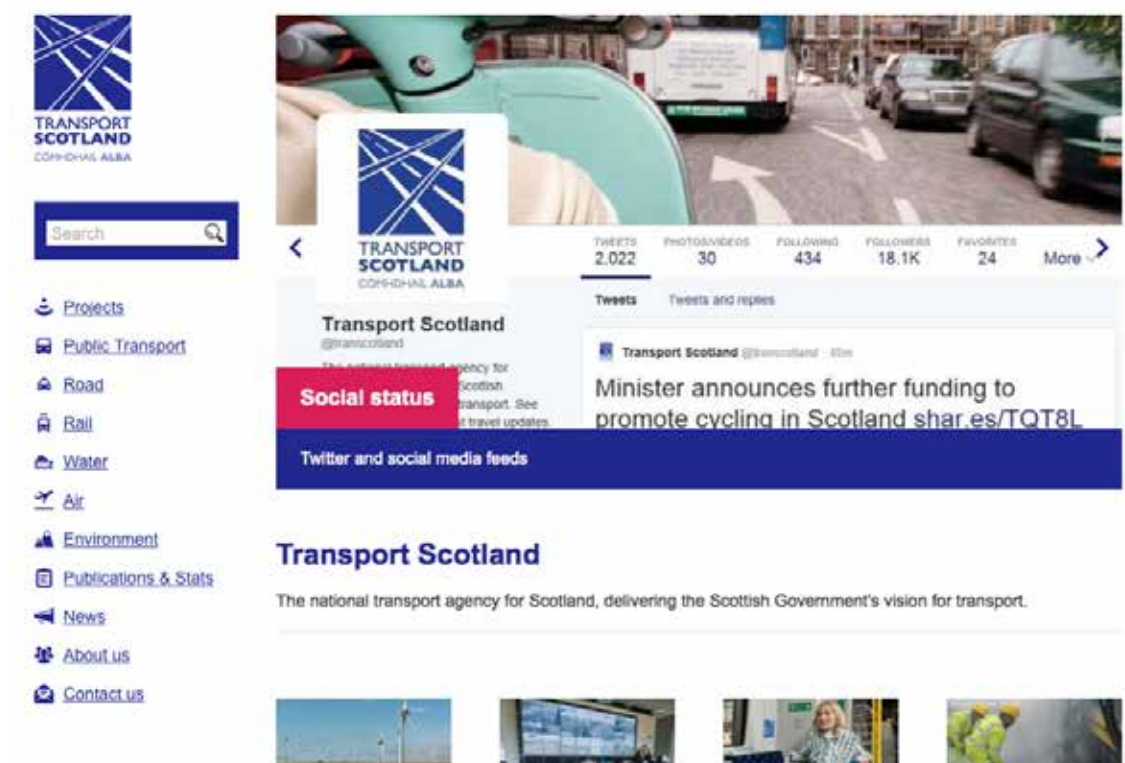
Examples of how the new logos can be applied across digital formats.

The main Transport Scotland identity (see section 1 p1) is the preferred logo for web and other digital applications. The versions used in motorway, trunk road and project signage (see section 6 p17) can be used, however, subject to approval from the Corporate Communications Manager (0141 272 7194) – e.g. due to space restrictions.

Partnership website



Transport Scotland website



Section 9 – Vehicle livery

On this and the following pages you will find examples of how the new logos can be applied to 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 Manager (0141 272 7194).

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 ratios cont.



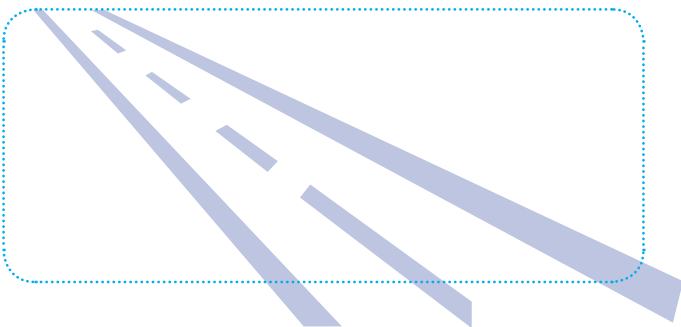
For Linear logo purposes

If both logos start the same width:

ScotlandTranServ logo would be scaled down to 88% and centred below.

Bear/Amey logo would be scaled down to 60% and centred below.

Road markings graphic



Colour

The Road markings graphic is as follows:

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

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 Manager (0141 272 7194).

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

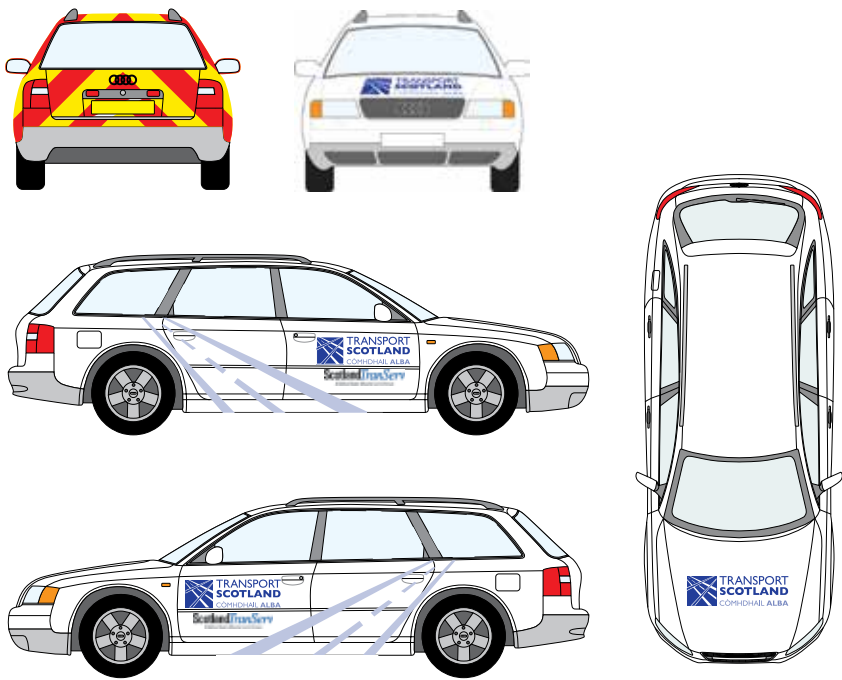
Logos for vehicle livery

NO.	LOGO	DESCRIPTION	FORMAT*	FILE†
15		TS Road Markings - right	jpeg	TS-RMRJ1 & TS-RMRJ2
			eps	TS-RMRE
16		TS Road Markings - left	jpeg	TS-RMLJ1 & TS-RMLJ2
			eps	TS-RMLE

Vehicle livery

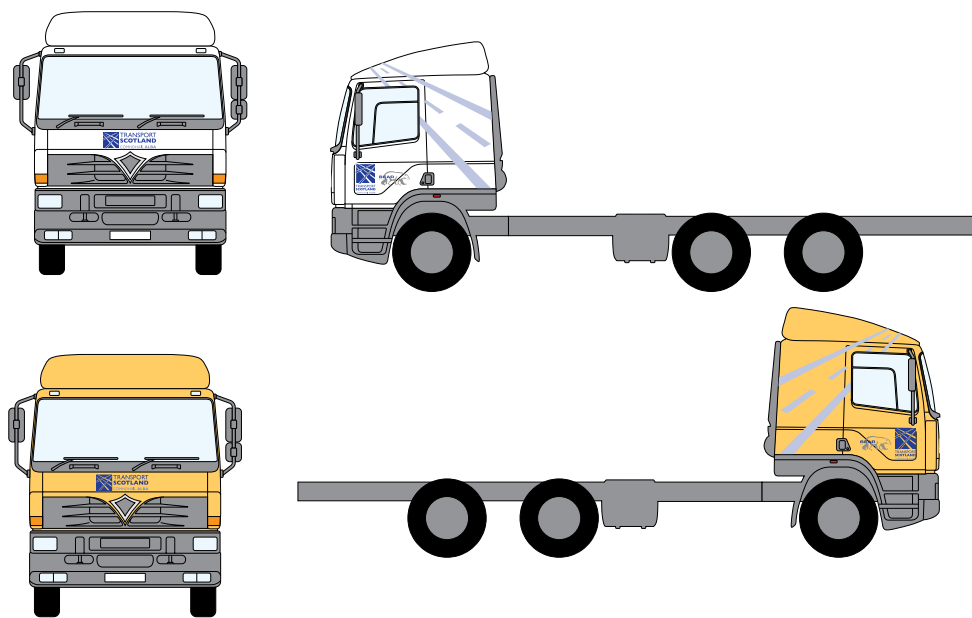


Estate
Block logo

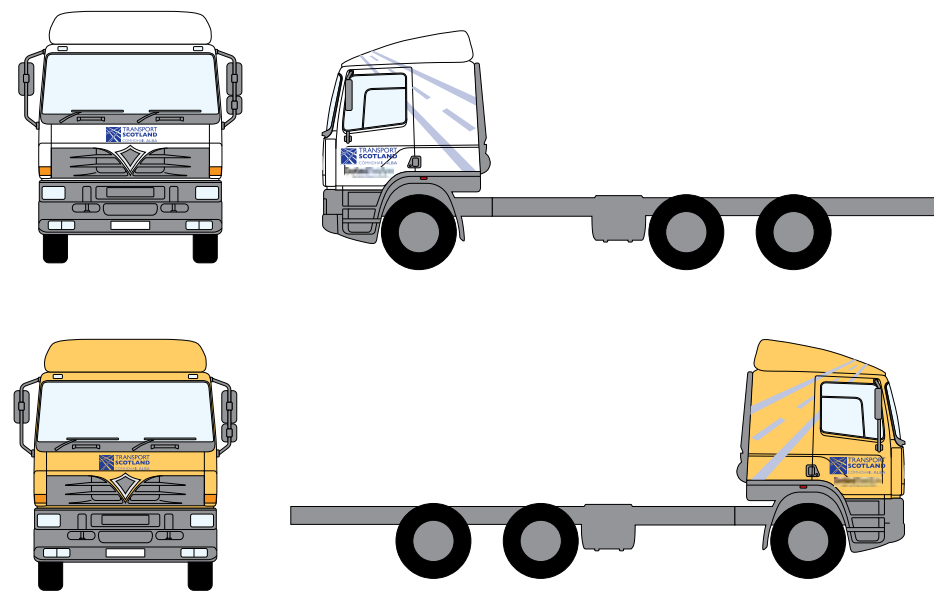


Estate
Stacked logo

Vehicle livery



Gritter
Block logo



Gritter
Stacked logo

Vehicle livery

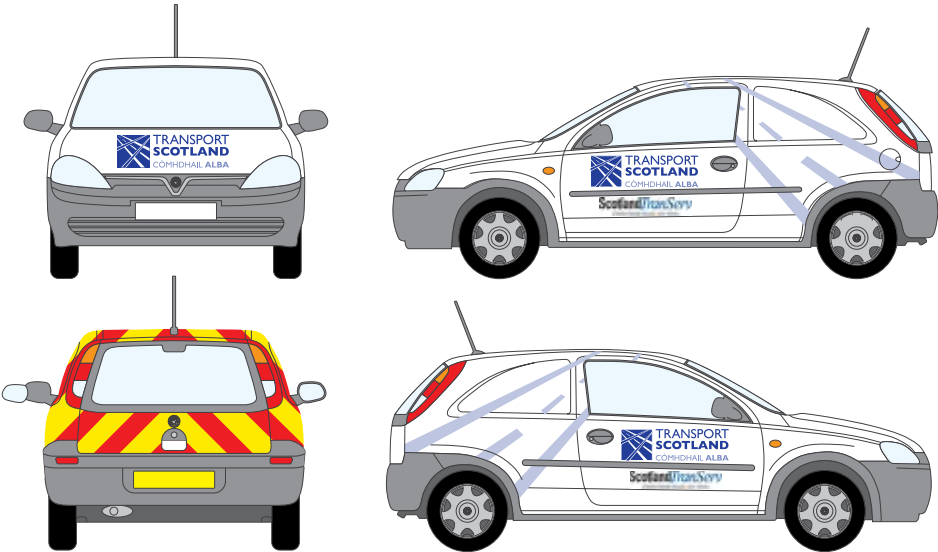


TRISS Van
Block logo

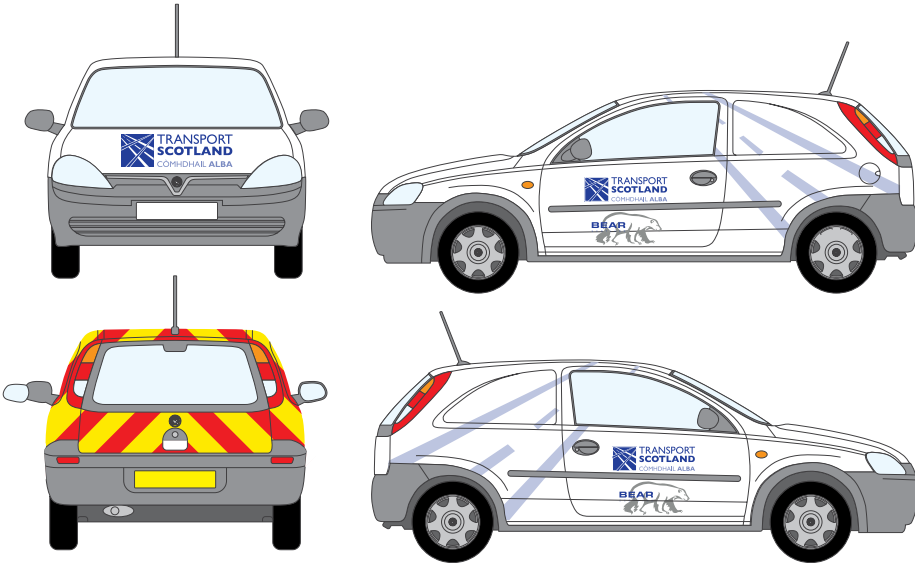


TRISS Van
Stacked logo

Vehicle livery

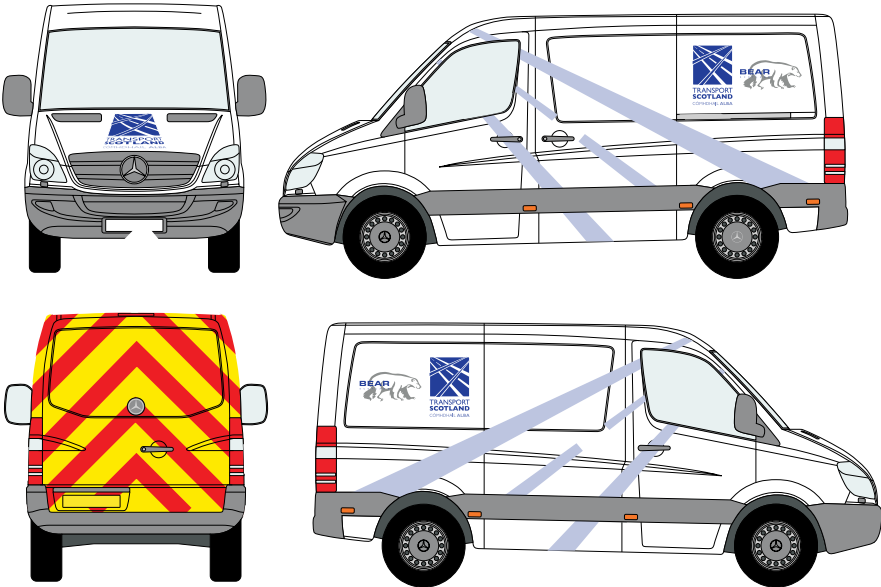


Small Car
Stacked logo



Small Car
Stacked logo (due to space)

Vehicle livery

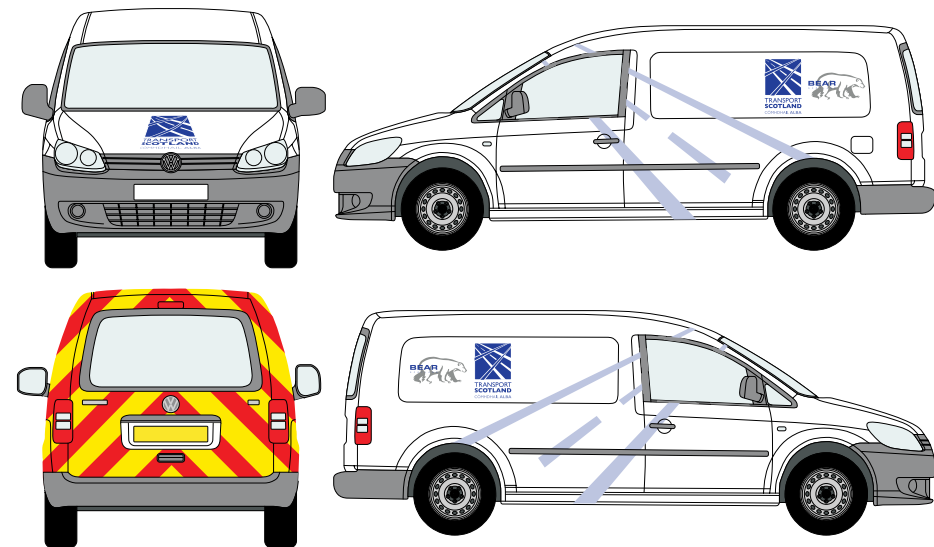


Van
Block logo

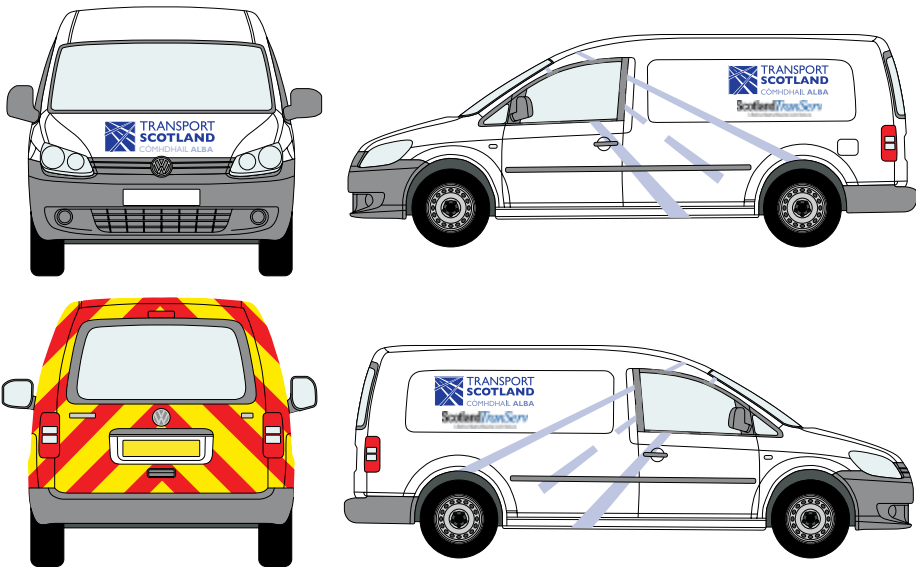


Van
Stacked logo

Vehicle livery

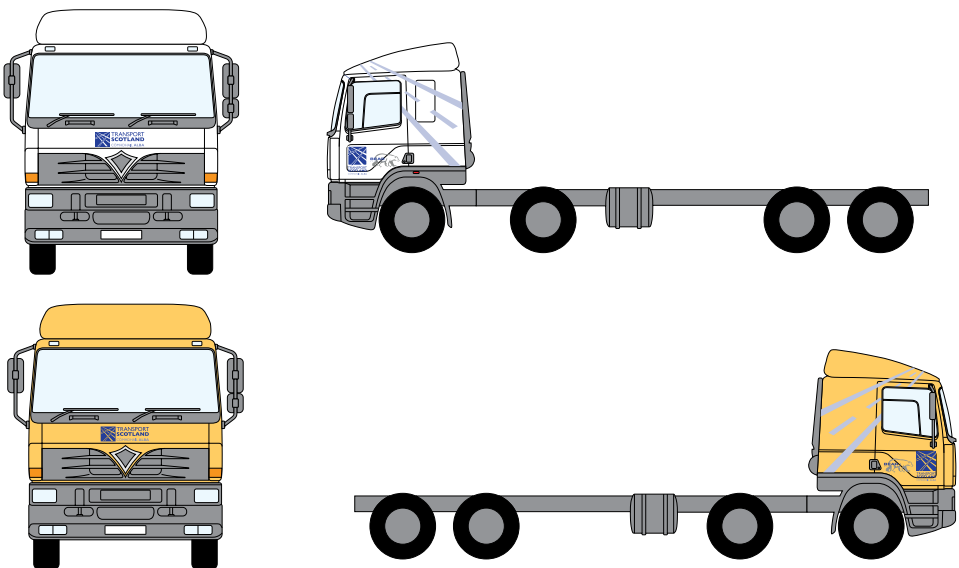


MiniVan
Block logo

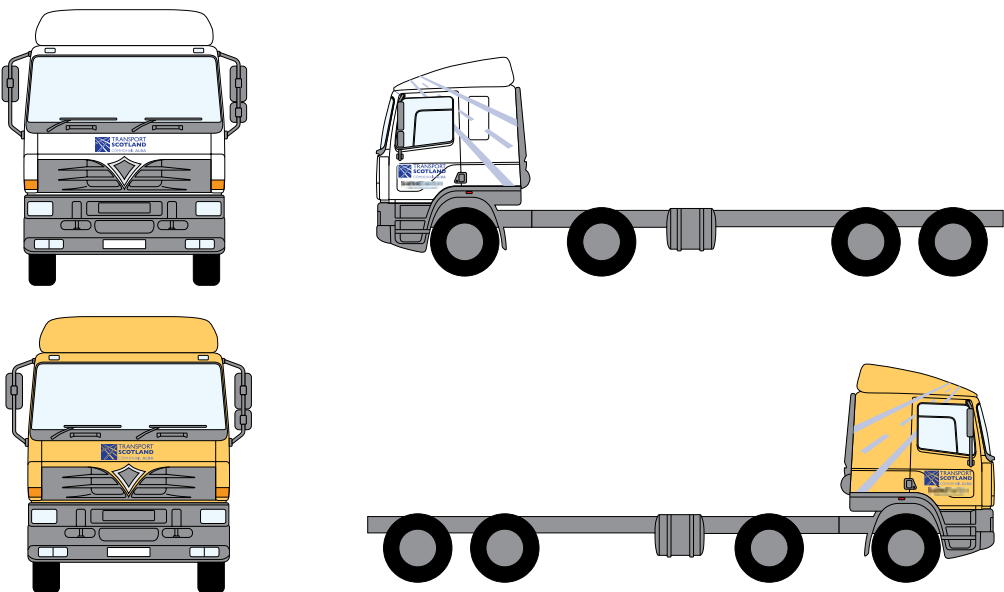


Mini Van
Stacked logo

Vehicle livery



Goods Vehicle
Block logo



Goods Vehicle
Stacked logo

Section 10 – Other application examples

On this and the following page you will find examples of how the new logos can be applied across a variety of formats.

The main Transport Scotland identity (see section 1 p1) is the preferred logo for all other applications. However, you should use the logo (block or stacked version) that best fits the available space. Please check with the Corporate Communications Manager (0141 272 7194) to ensure you have used the most appropriate version.

External company livery



Plaque



Partner/third-party leaflets

