Identity Guidelines for Scotland's Railway Stiùiridhean Aithne airson Rèile na h-Alba

D

ScotRail

Rolling stock Stoc gluasadach



Rolling stock Exterior | Introduction Taobh a-muigh | Ro-ràdh

The design of the rolling stock makes the most of the visual elements from the ScotRail identity to achieve a look that not only symbolises a modern Scotland but is also functional.



The distinctive generic design brings together the graphic components in a way that creates a sense of movement and animation. Simple, yet effective, the arrow device conveys direction and movement. Then, when the units of the train are linked together, it creates Scotland's iconic Saltire.

RAL Colour palette – Rolling stock

ScotRail Blue RAL 5022 Night Blue	Telegrey 4 RAL 7047 Telegrey 4	Warning Yellow GM/RT 2483 Warning Yellow	Warning Orange BR81 or Light Orange BS381C
Pure White RAL 9010 Pure White	Signal Blue RAL 5005 Signal Blue	RAL 9006 White Aluminium	Please note – RAL Classic Edition 2006 and RAL D2 Design 2007 were used to choose colours.

Safety Colour palette – Rolling stock

Rolling stock Exterior | Introduction Taobh a-muigh | Ro-ràdh

These guidelines do not set out to provide detailed livery applications for all current (and future) train classes. Instead, they feature key principles which should be adhered to when branding rolling stock within the ScotRail fleet – whether painting and applying decals, or using a vinyl wrap. Regardless of the process, only the assets that exist within these guidelines should be used to create the graphic elements. When applying the general principles to each unique train type, it is important to consider the position and alignment of each graphic element. In the first instance, the visual assets and a copy of these guidelines should be supplied to the contractor appointed to implement the livery. Contractors should provide a detailed drawing of the vehicles for approval, prior to starting any work.

Colours

The overall colour is ScotRail blue. The arrow/saltire detailing and the brand identity are produced in Pure white. The intermediate body ends are painted in Telegrey and the front of the driver caps are painted yellow. For accessibility reasons, doors are silver to make them stand out against the blue carriage.

The overall colour and the graphic elements should extend to the carriage shoulders and, where practical, to the carriage roof. It is acceptable to use a matte or textured coating on the roof – in

the specified RAL colour.

Coverage

Detailing

The graphic dots on the side of carriages are created from an enlarged section of the arrow detail. They are applied in a 70% tint of Signal blue to create a vignette that fades out from the passenger doors towards the ScotRail identity.



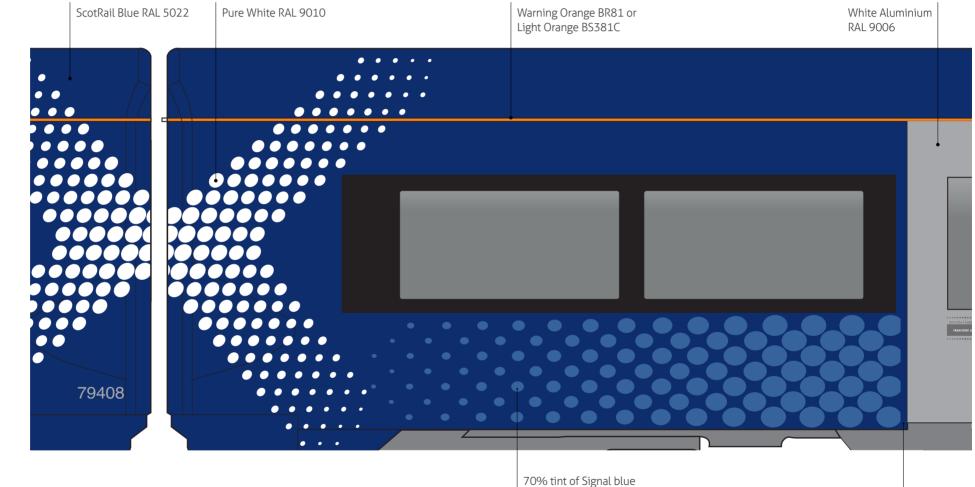
Many elements of train design will be governed by legislation related to access and safety. It will be the responsibility of the contractor to ensure that their interpretation of our guidelines, and the final design, satisfies the relevant regulations. When applying the arrow device at the end of carriages, it is important to consider the placement of the graphic in relation to doors and windows. There are two reasons for this:

Branding

To give the Saltire and, therefore, the ScotRail identity maximum impact.

Safety & accessibility

To ensure that the graphic detailing does not affect the 'stand-out' of the silver doors for passengers with a visual impairment. A 150mm blue 'margin' should appear around the doors, within which the graphic elements cannot appear



RAL 5005 PMS 285

150mm exclusion zone

Many elements of train design will be governed by legislation related to access and safety. It will be the responsibility of the contractor to ensure that their interpretation of our guidelines, and the final design, satisfies the relevant regulations.

The ScotRail mark should be positioned under the windows so that it is equidistant between the passenger doors at either end of the carriage. The full version of the identity should be used at all times.

The vignette fades out from the passenger doors towards the ScotRail identity – not the other way around.

Placing the vignette as described above may not always be possible, depending on the characteristics of the train. If the vignette cannot be placed without breaching the identity's 'clear space' guidelines (see Identity), a cropped version should be used. The crop should always include the 'faded out' end of the vignette.



Many elements of train design will be governed by legislation related to access and safety. It will be the responsibility of the contractor to ensure that their interpretation of our guidelines, and the final design, satisfies the relevant regulations.

Class 156



Class 158



Class 170











Class 385



Rolling stock Train outlines Deilbh-iomaill thrèanaichean

Class 43 (HST)





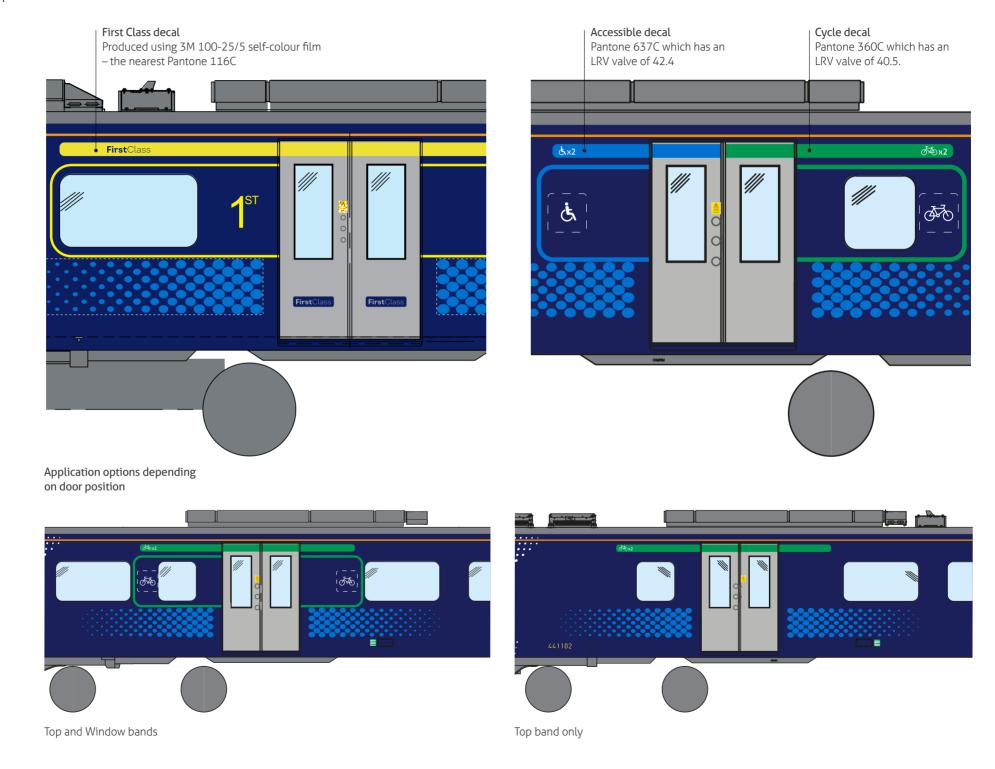
Rolling stock Train decals

Train decals Deilbh-iomaill thrèanaichean

Decals

Decals are applied to all SRT fleets excluding the Class 153's Highland Explorers. These decals make it easier for passengers to identify areas within the train that are First Class, that have wheelchair suitable areas, or areas with cycle storage.

Decals should be applied as shown. Example illustrated is a Class 385 train.



Rolling stock Interiors | Introduction Taobh a-staigh | Ro-ràdh

The design of the vehicle interior has an important role to play in reinforcing the ScotRail brand. It is, after all, the part of the train that passengers will be most familiar with.

We have created a unique and effective design that ensures a powerful and consistent interpretation of the brand. However, the design has been created with one overriding consideration – passenger safety:

- Exit routes must be clearly defined
- All safety items (handrails, door buttons, etc) must have visual standout
- Potential obstructions (eg, clear panels) must be clearly visible
- Information must be clear, legible and unambiguous

Many elements of the vehicle interior design will also be governed by legislation related to access and safety.

It will be the ultimate responsibility of the contractor to ensure their interpretation of these guidelines, and the final design, satisfies the relevant regulations.



Rolling stock

Interiors | Accessibility, colours & branding Taobh a-staigh | Dathan agus branndadh

Our design for train interiors strikes a balance between aesthetics and accessibility. While a mix of vibrant colours can be uncomfortable for many passengers, a muted palette can be confusing for the visually impaired.

Floor

The floor colour is significantly different from the colour of the seats. The colour of the saloon flooring also contrasts significantly from that in the vestibule. A vinyl or similar flooring product in the base colour may be used instead of carpet. The carpet's secondary colours may be used to create a 'speckle' effect.

Walls and ceiling

Using just a few colours within the saloon can have a calming effect on passengers. For that reason, we have used muted, neutral colours.

Seating

To aid visibility, the seating colour (front and back) is significantly different from the colour of the flooring.

Handrails and seat back grabs

It is a regulatory requirement that any handrails and seat grabs contrast significantly from the colours of the seat fronts, seat backs, flooring and walls.

Internal glazed doors and panels

To aid the visually impaired, a solid band (measuring between 140mm and 160mm) has been placed at a height of 1500mm across all clear glass within the train saloon.

Exceptions:

• Where the panel is framed and/ or protected by a contrasting handrail

 Where access to the panel is obstructed (eg, by permanent seating)

Colour palette

The interior palette has been chosen to reflect the colours of the core ScotRail identity and to meet the requirements of passenger comfort, safety and accessibility.

The palette includes an expansive selection of shades of grey and different material finishes. Using different finishes and colours to highlight specific areas of the interior, will result in a fresh, clean contemporary interior.

Interior RAL colour palette - Materials and fittings

RAL 5003	RAL 7038
RAL 5015	RAL 7043
RAL 5022	RAL 7047
RAL 7004	RAL 9003
RAL 7012	RAL 9006
RAL 7016	RAL 7018
RAL 7035	RAL 7035
RAL 7036	RAL 1023
RAL 7037	Please note – RAL Classic Edition 2006 and RAL D2 Design 2007 were used to choose colours. It will be the ultimate responsibility of the contractor to ensure their interpretation of these guidelines, and the final design, satisfies the relevant regulations.

Rolling stock

Interiors | Accessibility, colours & branding Taobh a-staigh | Dathan agus branndadh

Seat moquette (detail)

Background – Sapphire blue Graphic – Light grey, Telegrey 4, Sky blue



120mm

Branding

Excessive use of the core ScotRail identity will reduce its impact, and it may be confusing for passengers. It is recommended that the ScotRail identity is used only to signpost specific safety and service information.

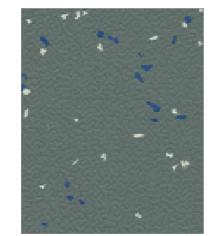
However, various graphic elements from the ScotRail identity have been used as accent features to reinforce the brand. Some examples are shown overleaf:

- Seat moquette
- Glazing safety panel

Vestibule floor Sapphire Blue



Other floor Basalt Grey



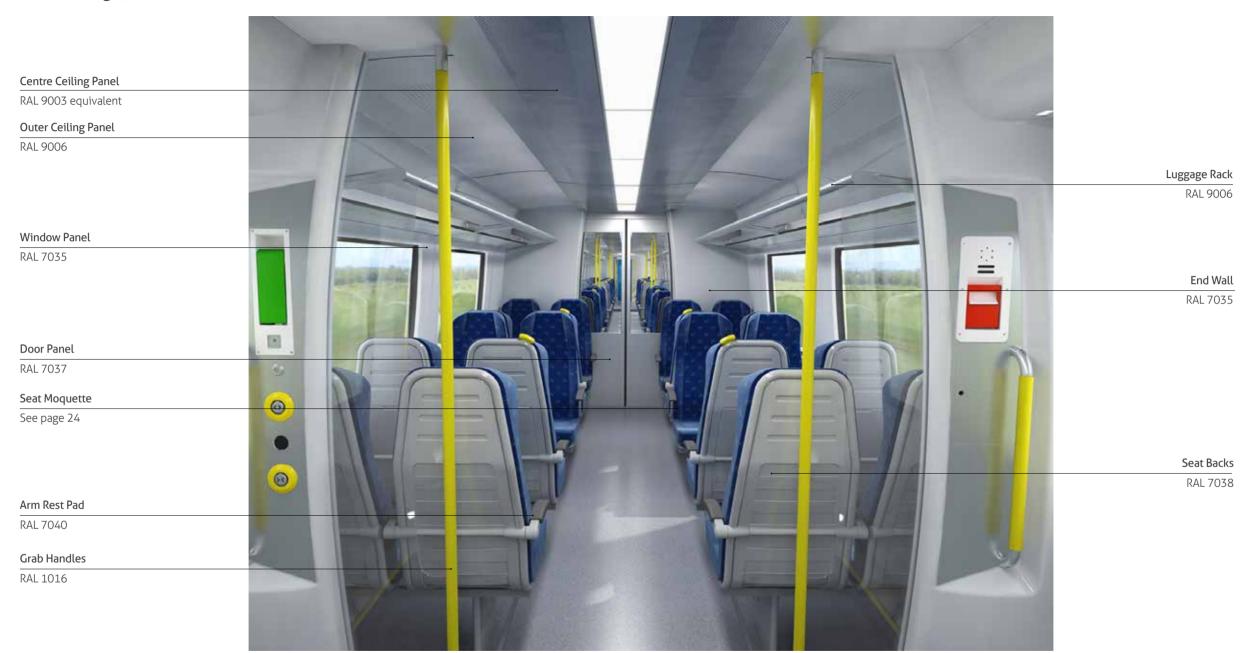
120mm

Glazing safety panel 150mm band – ScotRail blue Graphic – ScotRail reversed-out logo



It will be the ultimate responsibility of the contractor to ensure their interpretation of these guidelines, and the final design, satisfies the relevant regulations.

Rolling stock Interiors | Saloons Taobh a-staigh | Sailiùnan



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Rolling stock

Interiors | Saloons Taobh a-staigh | Sailiùnan



It will be the ultimate responsibility of the contractor to ensure their interpretation of these guidelines, and the final design, satisfies the relevant regulations.

other elements in the vestibule to be different from those in the saloon, and it is strongly

recommended that all handrails

are the same colour.

Rolling stock Interiors | Saloons Taobh a-staigh | Sailiùnan



There is no requirement for any other elements in the toilets to be different from those in the saloon, and it is strongly recommended that all handrails throughout the train are the same colour.

It will be the ultimate responsibility of the contractor to ensure their interpretation of these guidelines, and the final design, satisfies the relevant regulations.

There are five ScotRail Highland Explorer carriages which are specifically designed to promote Active Travel in rural Scotland.

The exterior of the carriages has been uniquely designed to both promote active travel and to resonate on the routes the carriages run on, whilst also reflecting the ScotRail brand. The exterior livery was commissioned from the Scottish based artist Peter McDermott and reflects the railway artworks of a bygone era with a modern flavour.

The livery is designed to be bright and provide interest at long, medium and close range. The livery also serves the functional purpose of providing passengers and staff with an immediately recognisable target for boarding of cycles.



The base artwork shown below has been created by the artist Peter McDermott. This has been overlaid onto the carriages by means of a vinyl wrap. This artwork is central to the ScotRail Highland Explorer brand.

The artwork features scenes from along the West Highlands, including (from left to right), Skye Cuillin Mountain range, Glenfinnan Viaduct and Jacobite monument, Ben Lomond, and Kilchurn Castle on Loch Awe.



Accessibility

Doors are in the contrasting colour of White Aluminium – RAL9006. A 150mm margin of solid RAL5022 colour is maintained around the edge of all doorways to ensure compliance.

The No.1 end door features a large cycle symbol for ease of identification from a distance of the correct doorway for boarding cycles. The doorway also features small cycle decals for close range identification where the open door may obscure the primary cycle symbol.

Door pushbuttons are picked out with yellow surrounds, for ease of location.

ScotRail Highland Explorer Brand

To identify the carriage brand and also the associated ticket product, the door providing immediate access to the seated portion of the carriage features a ScotRail Highland Explorer nameplate, shown below. This also carries the Gaelic translation.

ScotRail Highland Explorer Siùbhlaiche Gàidhealtachd Ticket holders only

ScotRail Brand

The livery is applied onto a painted base of Blue RAL5022 as per the standard ScotRail livery. Saltires and the ScotRail logo also remain as per the standard brand.





Number 1 End

Number 2 End



Number 2 End

Number 1 End



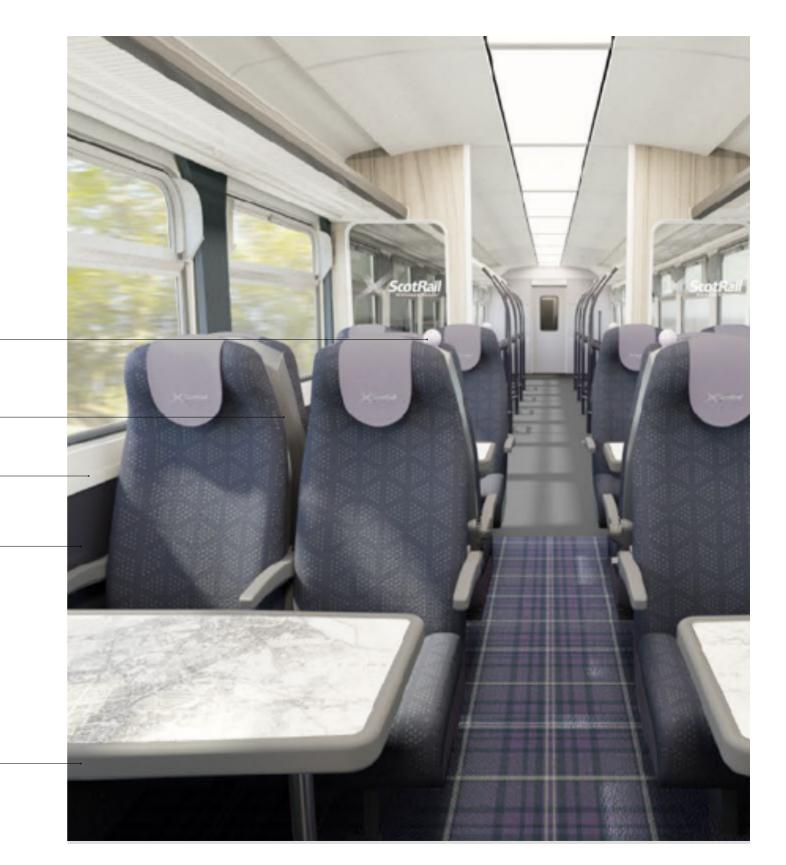
The ScotRail Highland Explorer interior has been developed to complement the associated ticket product type by providing a premium environment that is fitting for the best of the Scottish Highlands.

The colour palette has been carefully chosen to use the cool natural tones of the Highlands creating a distinguished and calming ambiance.

The saloon and storage areas have been given complementary colour palettes. Even so, the different functions of the two areas require the finish to be sufficient to achieve a functional purpose with the following considerations:

- A durable 'wear in' finish in the cycle storage area, that will not look worn following unsympathetic use
- Ease of cleaning, particularly with potential for dirt to be brought in from off road cycles
- PRM-TSI legislation and contrast requirements
- Simple visual communication to aid correct and quick loading and unloading of cycles and passenger movements.





Seat grab handles NCS S 2005-R70B (80-90% gloss)

Seat backs NCS S 5010-R70B (40-50% gloss)

Window and ceiling panels

RAL 9016 Traffic White (40%-50% Gloss)

Dado, waist rails and heater grills

NCS S 7010-R50B (40-50% gloss)

Seating area colours

The colour palette has been chosen to comply with the contrast requirements of PRM-TSI for passenger comfort and accessibility.

The colour tones include extensive use of heather and blue tones with white highlights. The heather and careful use of a tartan pattern on the carpet is synonymous with the Scottish landscape whilst the cool blues and light tones provide a contemporary feel, with a synergy to the primary ScotRail brand.

Trim

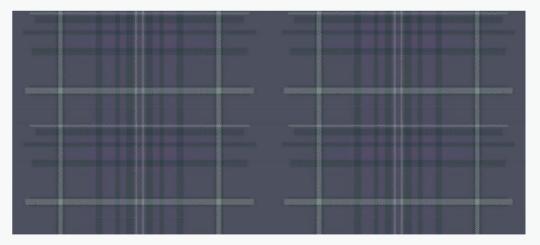
RAL 9016 Traffic White (40%-50% Gloss)



Anti-maccassars Great Scenic Railway – Replin Fabrics Priority seating Moquette Carpet: Axminster Ref WK5-2020



Standard seating moquette Camira fabrics Ref BNJK37677



Flooring Carpet: Axminster Ref WK-10-2020

Class 153 'ScotRail Highland Explorer'

Interiors | Colours and Branding Taobh a-staigh | Dathan agus bràndadh

> Seat grab handles Brushed stainless steel

Ceiling and window panels RAL 9016 Traffic White (40-50% gloss)

Vestibule bulkheads

Cycle racks

Flooring

5727

1276 / Altro Paddington

Cycle storage area colours

The cycle storage area is expected to receive heavy use from people fresh from the outdoors and therefore colours and materials have been chosen that will reduce the appearance of small scuffs, scratches and dirt as well as being easy to clean.

The brushed stainless steel luggage racks that overlook the area will wear-in as they are used and help create a robust and functional feel to the space.

To provide a safe environment for passengers it is necessary for the cycle and luggage racks to enclose the space to stop the movement of any loose items. As a result, the use of cooler and more muted colours than the saloon area have been chosen to provide an more open environment.

Again the colour palette has been chosen to comply with the contrast requirements of PRM-TSI for passenger comfort and accessibility.

