



Livery Suaicheantas



Livery

Vehicles | Principles
Carbadan | Prionnsapalan

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.

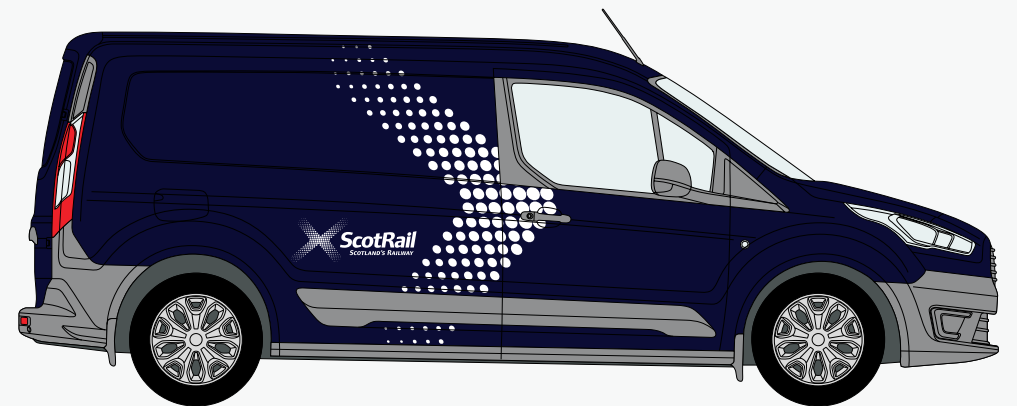
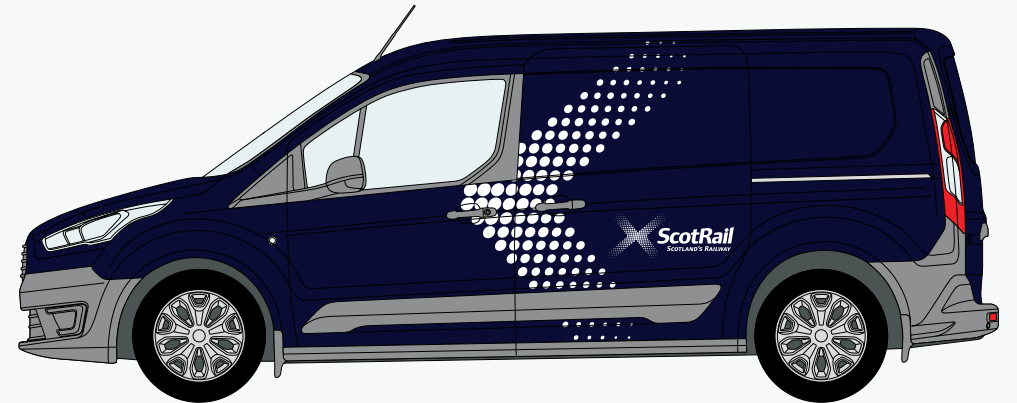
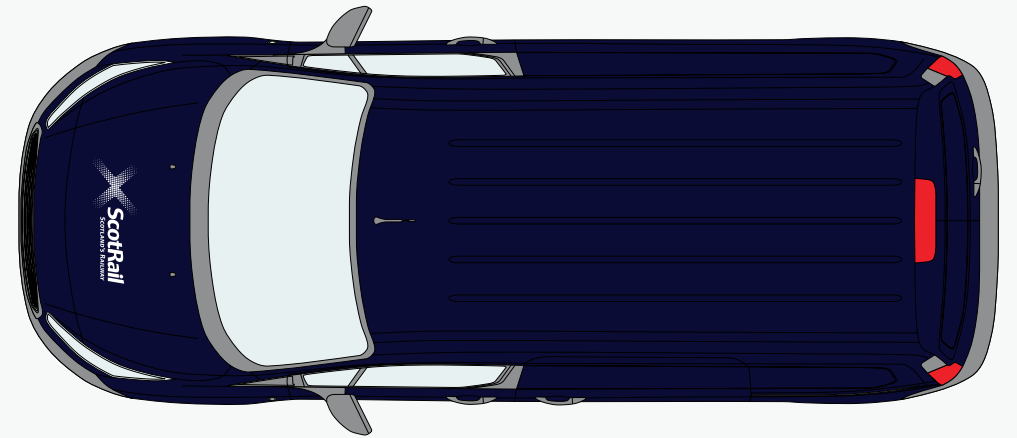
Vehicles differ, of course, so this guidance only seeks to lay the foundations for developing a visual style using the graphic elements and the colour palette.

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

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

Ford Connect L2

-  ScotRail Blue Vinyl
-  White Gloss Vinyl



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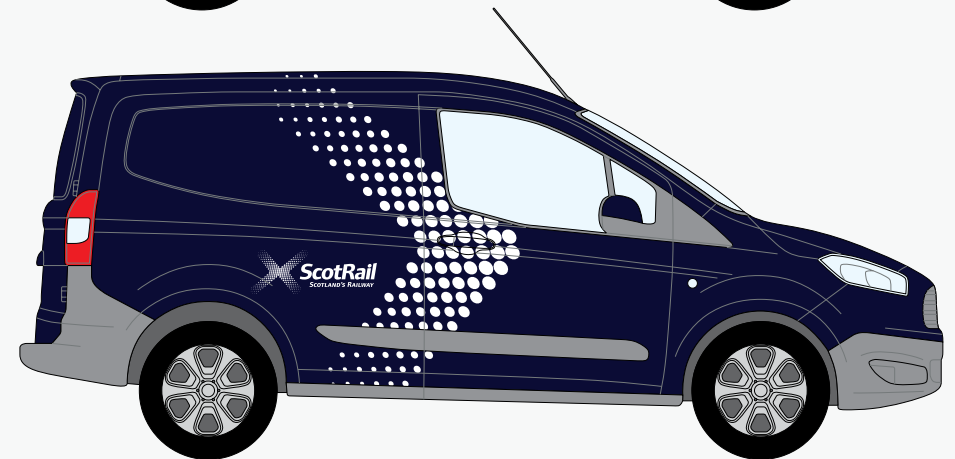
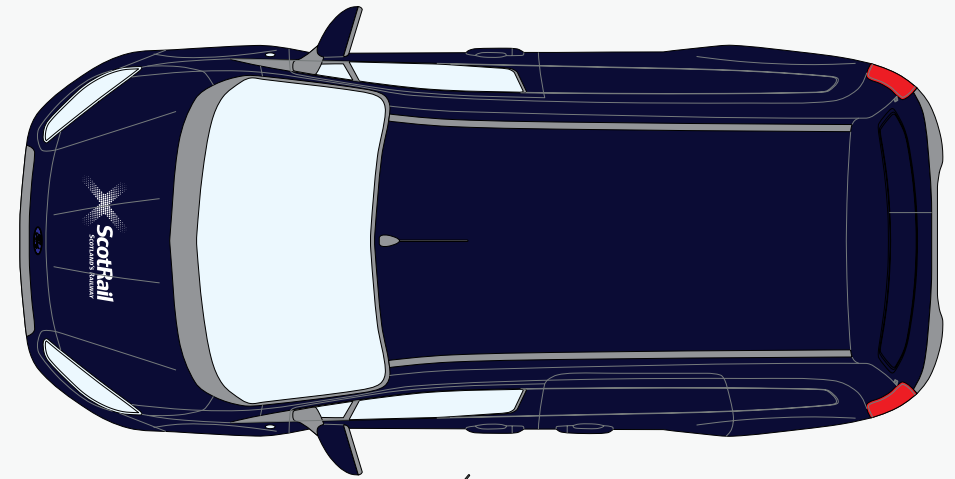
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Please refer to The Identity section for a reminder about how the graphic elements can (and cannot) be used.

Ford Courier

-  ScotRail Blue Vinyl
-  White Gloss Vinyl



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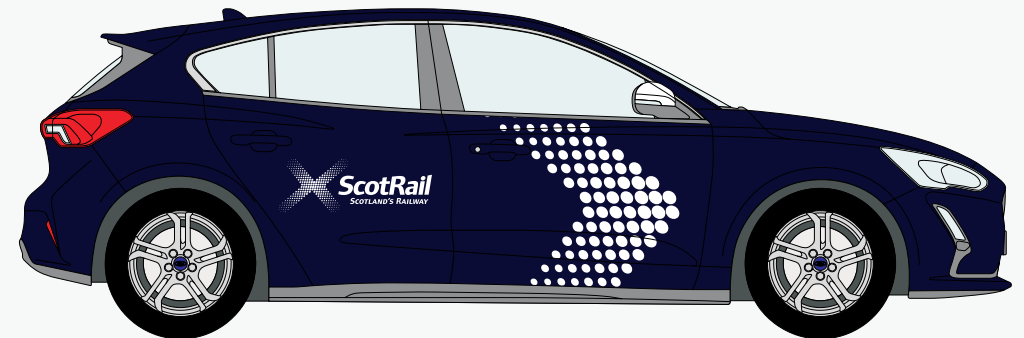
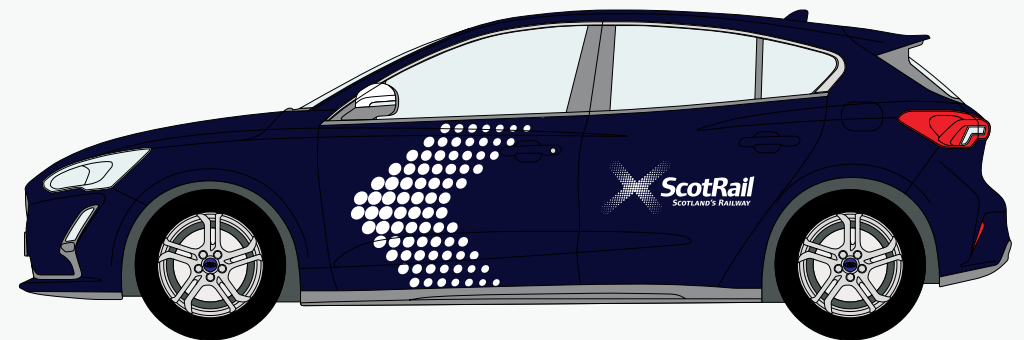
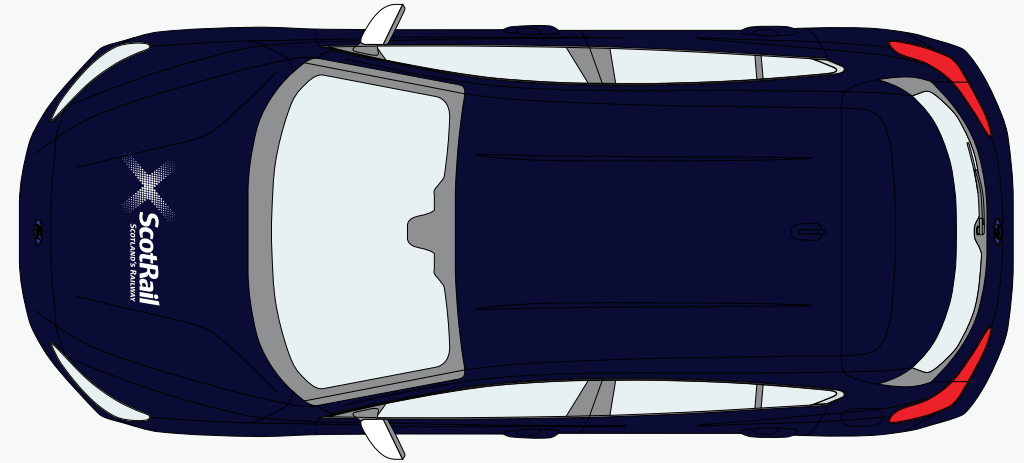
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Ford Focus

- ScotRail Blue Vinyl
- White Gloss Vinyl



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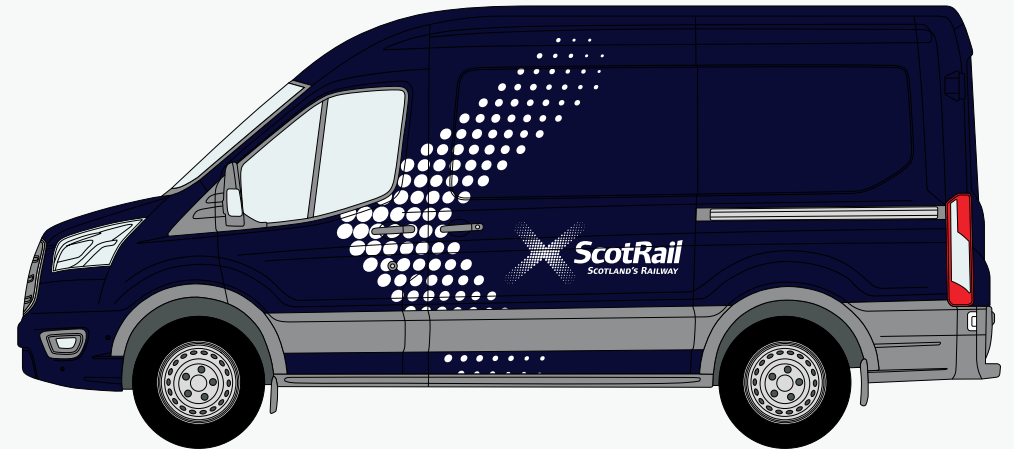
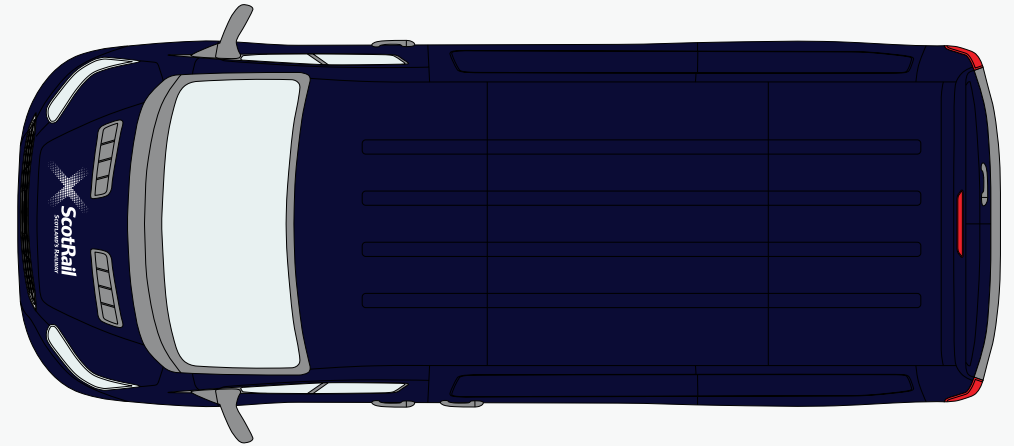
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Ford Transit L2H2

-  ScotRail Blue Vinyl
-  White Gloss Vinyl



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Vehicles | Principles
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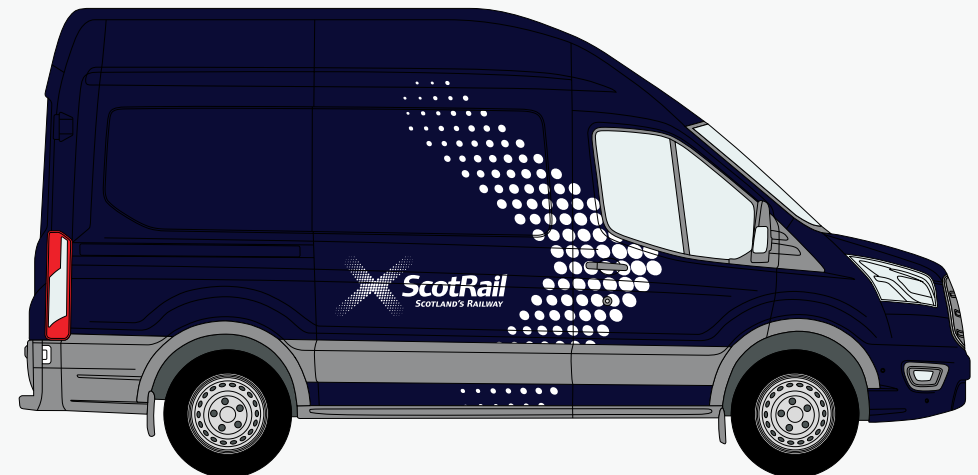
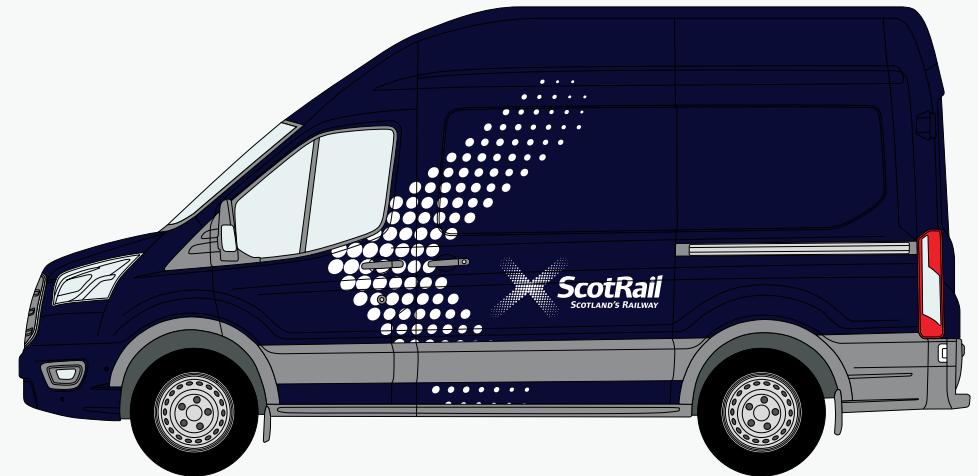
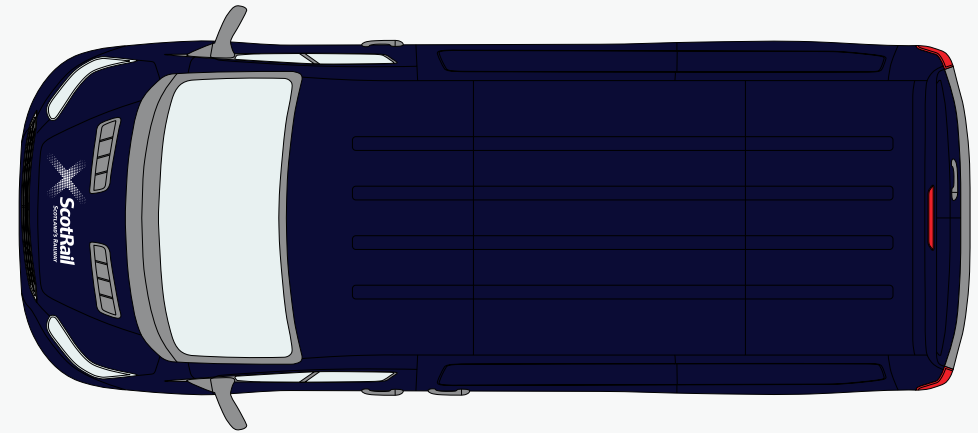
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Ford Transit L2H3

- ScotRail Blue Vinyl
- White Gloss Vinyl



Livery

Uniforms | Principles
Èididhean | Prionnsapalan

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).

Outdoorwear

ScotRail Result
Waterproof
3-in-1 Jacket
R236



ScotRail Regatta
'Ablaze' Softshell
RJAA628



ScotRail Regatta 'Kingsley'
Breathable Waterproof
3-in-1 Jacket
RJAA143



Uniform wear

ScotRail Adult Shirts

Mens

Long Sleeve:

SROSH01 - SRS9114SR

Short Sleeve:

SROSH02 - SRS9214SR

Ladies

Long Sleeve:

SRB01

Short Sleeve:

SRB02



ScotRail Adult Trousers

Mens: SRT01

Ladies: SRT02



ScotRail Polo SRPO1



ScotRail Adult V-Neck Wool Sweater WJUAO1



Livery

Other branded items | Principles

Nithean comharraichte 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.

Examples of branded items

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

