

## Our Core brand identity

These guidelines have been created to ensure correct use and application of the ScotRail core brand identity. They contain instructions on how to use the brand with advice on application across **rolling stock, signage, stations and livery**. For marketing guidelines please see page 77.

In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of the brand.

The ScotRail core brand identity is made up of four component parts. Combined, they make us instantly recognisable and communicate who we are.

They are:

- our core mark
- our core typeface
- our core colour palette
- graphic elements

Our logo, core typeface and colour palette should be evident in all applications indicated within this guide.

Our core mark



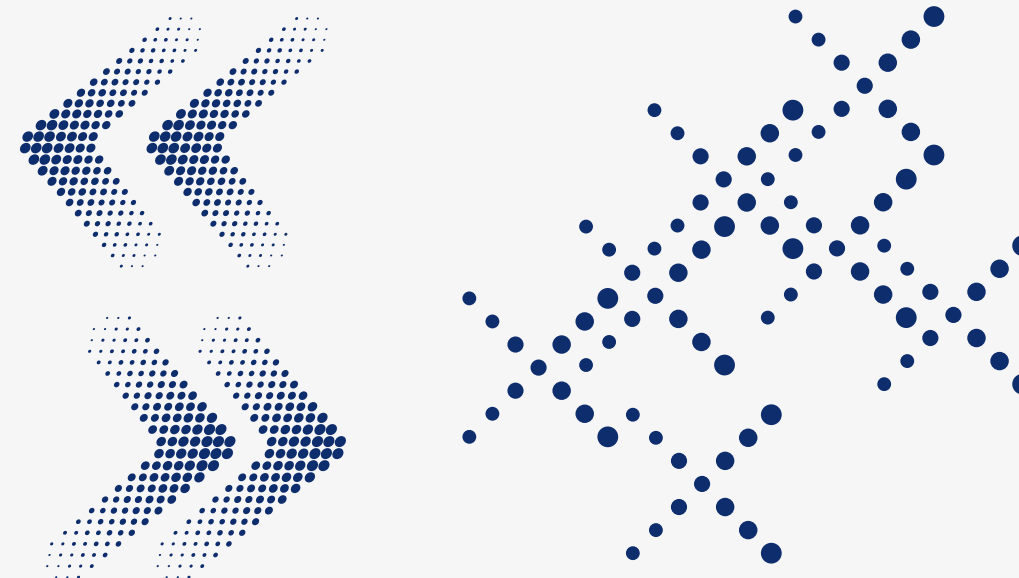
Our core typeface

Our typeface is Officina.  
A modern, flexible typeface  
in serif & sans serif styles

Our core colour palette



Our graphic elements



## Core brand identity

Core mark | Introduction  
Bun-chomharra | Ro-ràdh

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 core mark

Our core mark needs to be consistently and correctly applied, and must never be altered or modified in any way. Do not attempt to create or redraw the core mark.

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

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

The core mark 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.

ScotRail logo  
Core Mark



ScotRail logo  
Mono versions



## Core brand identity

Core mark | Essential elements

Bun-chomharra | Eileamaidean riatanach

There are three essential elements to the ScotRail core mark:

- 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.



## Core brand identity

Core mark | Positioning

Bun-chomharrah | Suidheachadh

The ScotRail core mark 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.

### Using our core mark

Our core mark needs to be consistently and correctly applied, and must never be altered or modified in any way. Do not attempt to create or redraw the core mark.

### Exclusion zone

To help ensure clarity and improve the core mark'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 core mark being used. It is defined as the height of the letter 'S' in ScotRail.

Exclusion Zone



ScotRail core mark with descriptor  
Minimum size



ScotRail core mark without descriptor  
Minimum size



### Minimum size

To ensure visibility, legibility and accessibility, the core mark 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.

## Core brand identity

Core mark | Best practice

Bun-chomharra | Cleachdadh as fheàrr

### Always...

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

### Never...

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



## Core brand identity

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 core mark is given at least equal prominence to any others which appear.

Wherever possible, our core mark 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 core mark should be reproduced in black or reversed out of the darkest colour possible.

### Exclusion Zone

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

In instances where our collaboration has been funding, partnering, sponsoring or supporting, our core mark should carry the relevant title, ranged right as shown, spaced accordingly based on our exclusion zone.



When our core mark is sitting alongside other partners identities, our core mark should sit above and/or to the right of other identities and outwith our exclusion zone.



If full colour print is not available, the mono version of the ScotRail logo should be used.



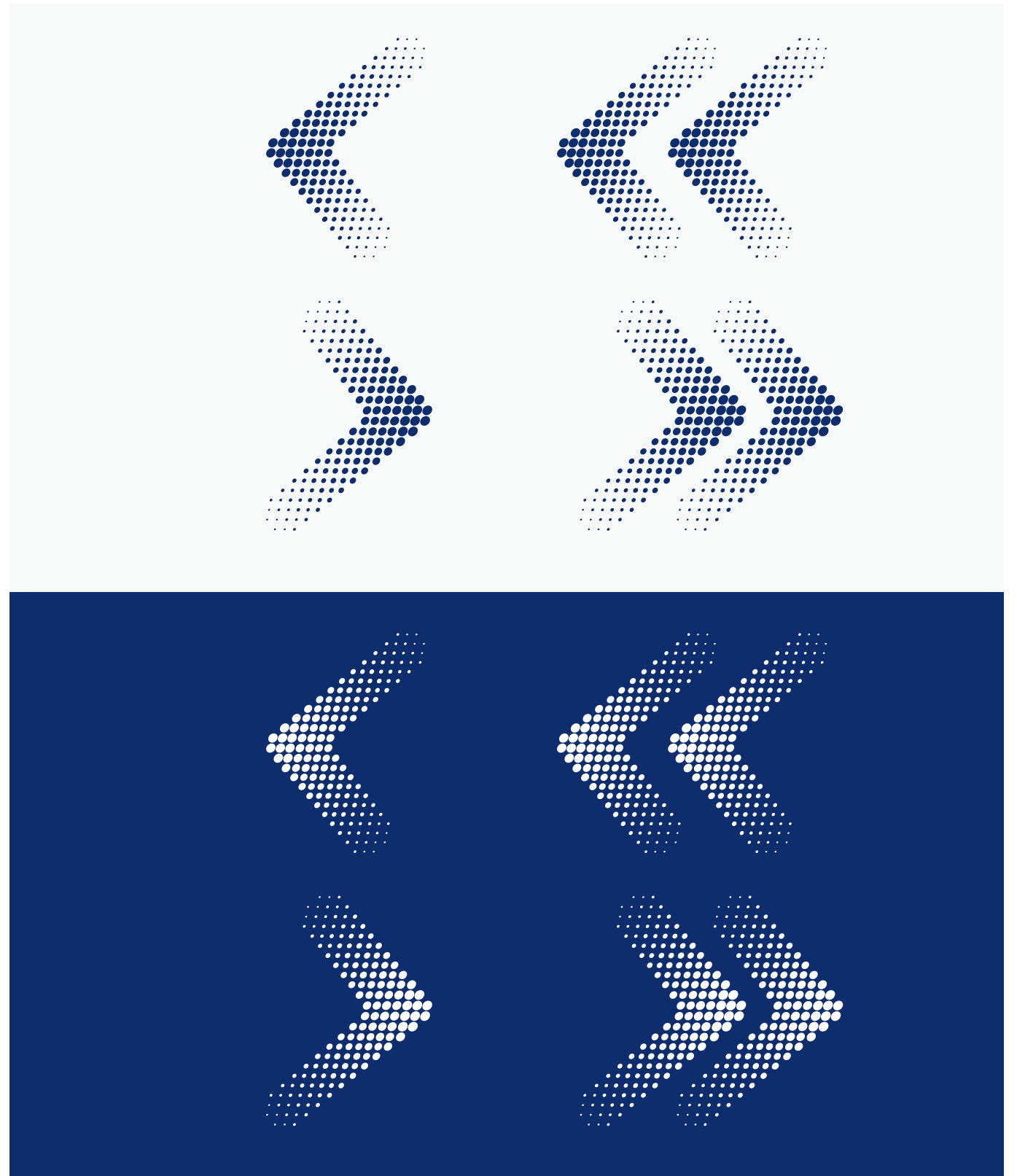
The ScotRail Saltire is a unique expression of Scotland's national symbol, created from two overlapping arrow shapes which represent movement and direction.

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.

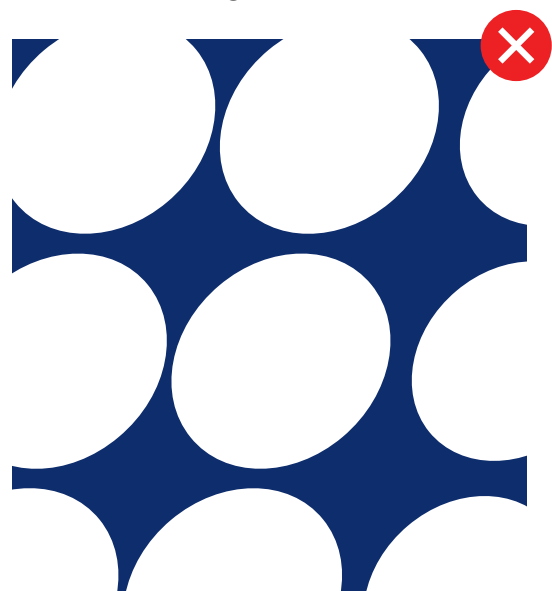
Please note, separate assets are supplied for left- and right-facing arrows.

The basic arrows can be deconstructed further and sections of vignetted 'dots' used in a variety of applications.

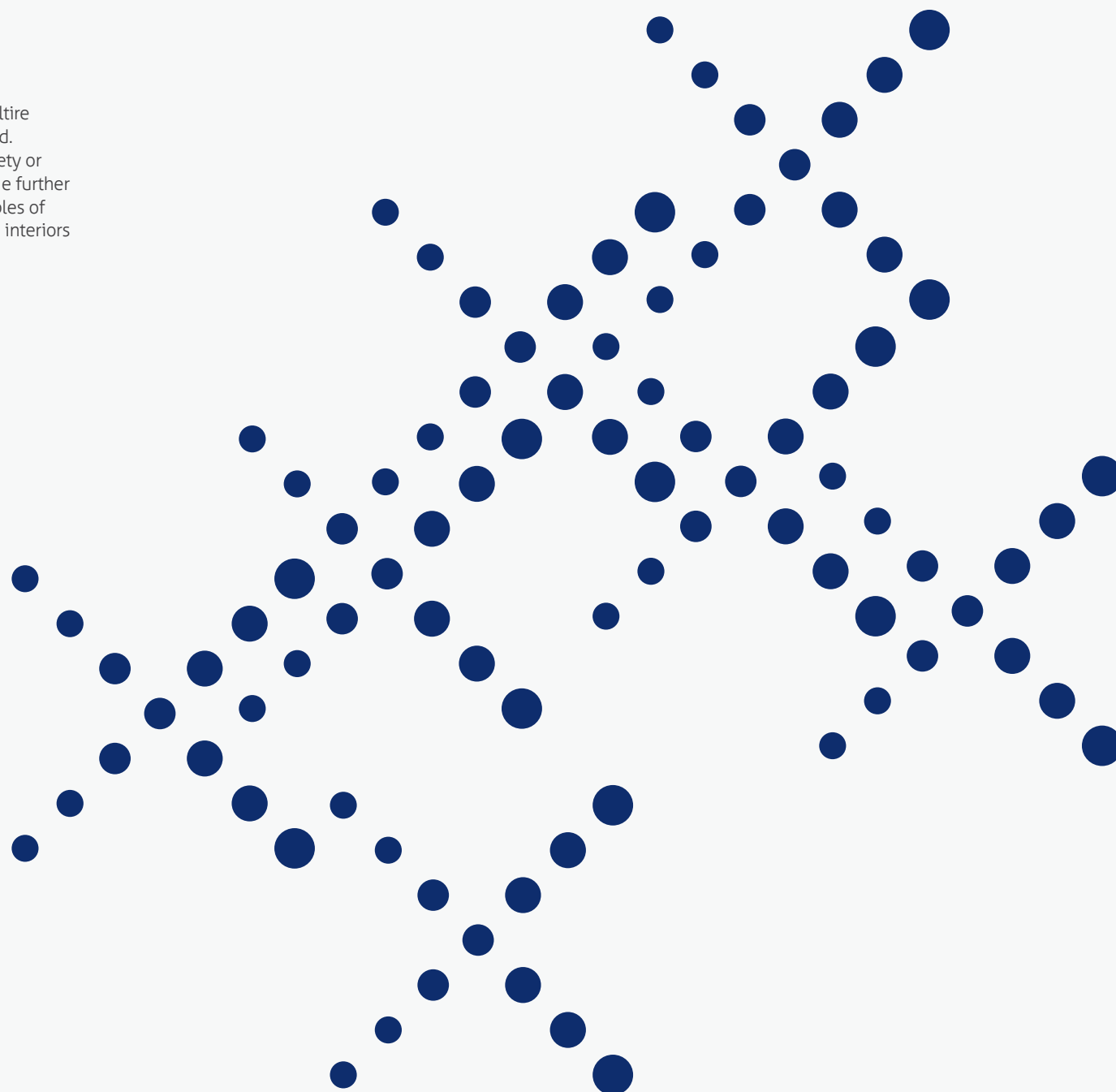


## Using the ScotRail Saltire as a graphic element

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 Saltire element has been created. 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).





## Core brand identity

Core typefaces

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

ITC Officina offers maximum legibility for ScotRail items, such as 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 multilingual signage.

Officina Sans Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#£%^&\*()

Officina Serif Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#£%^&\*()

Officina Sans Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#£%^&\*()

Officina Sans Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890!@#£%^&\*()**

ITC Officina  
is a modern,  
flexible  
typeface in  
serif & sans  
serif styles

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.

**Pantone Matching System (PMS)**

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.

**ScotRail Blue**

Pantone 281  
C: 100 M: 85 Y: 5 K: 35  
R: 0 G: 38 B: 100  
RAL: 5022 Night Blue  
HEX: 0e2d6d

**ScotRail Grey**

Pantone 877  
C: 49 M: 39 Y: 39 K: 3  
R: 137 G: 140 B: 142  
RAL: 7047 Telegrey 4  
HEX: 898c8e

**ScotRail White**

C: 0 M: 0 Y: 0 K: 0  
R: 0 G: 0 B: 0  
RAL: 9010 Pure White  
HEX: ffffff