Logo Guidelines

Our logo

Introduction
In this document, we explain the way we'd like our logo to be used in all of our brand communications. To help you, we've outlined how to use our logo, colours and typography. Remember; this is a guide more than a rule book, so please interpret this within the usual rules of good design.

Our logo
Primary Logo
Our full colour logo is the preferred logo to use on all printed and digital communications, ideally on a white background.

Secondary logos
If the background colour is too dark the reversed logo should be used, and where production restrictions apply, the mono logo can be used.

Primary logo

BordersRailway
Edinburgh • Midlothian • Scottish Borders

Secondary logos

BordersRailway
Edinburgh • Midlothian • Scottish Borders

70% Black   100% Black

BordersRailway
Edinburgh • Midlothian • Scottish Borders

Logo usage

Logo clear space
Use the height of the B of Borders to define the relative clear space to maintain around our logo. No design elements should encroach into this space. This should also be the minimum distance the logo appears from the edge of a publication.

Minimum size
Our logo should not be reproduced smaller than 30mm in length, to ensure legibility of the location names within the logo.

Logo positioning
We prefer our logo to be right alligned whenever possible, and positioned top right or bottom right of pages.

BordersRailway
Edinburgh • Midlothian • Scottish Borders

Minimum size

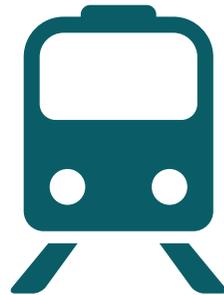**BordersRailway**
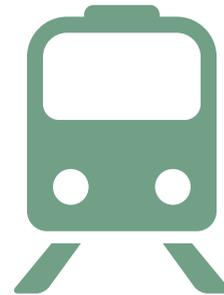Edinburgh • Midlothian • Scottish Borders

30mm

Colours

We have a simple, bold colour palette that should be consistently applied across our brand communications. At least one primary colour should be used in a publication as the lead colour.

Primary colours

Secondary colours
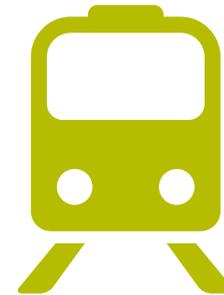
Pantone 5473 C

CMYK: 87/40/45/32
RGB: 10/93/102

Pantone 556 C

CMYK: 69/17/50/02
RGB: 80/160/142

Pantone 5473 C

CMYK: 37/10/100/01
RGB: 182/189/0

Pantone 452 C

CMYK: 0/04/34/42
RGB: 165/155/120

Logo misuse

In order to build a strong brand, we need to be consistent with how our logo is produced. Here are some examples of what **not** to do.

BordersRailway
Edinburgh • Midlothian • Scottish Borders

✗ Do not angle the logo

BordersRailway

✗ Do not remove the sub copy

BordersRailway
Edinburgh • Midlothian • Scottish Borders

✗ Do not remove the bridge

BordersRailway
Edinburgh • Midlothian • Scottish Borders

✗ Do not distort the logo

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✗ Do not place over a busy background

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Edinburgh • Midlothian • Scottish Borders

✗ Do not recolour the logo

Our font

Our brand of font is Gill Sans – a simple, bold and professional font which harks back to the golden age of the railways.

For internal use or where Gill Sans is not available, Trebechet is an acceptable substitute.

Gill Sans: Light, Regular, Semi Bold, Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gill Sans: Light italic, Regular italic, Semi Bold italic, Bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet: Regular italic, Bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BordersRailway

Edinburgh • Midlothian • Scottish Borders

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