


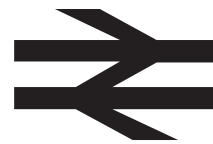
Using the double arrow symbol

The double arrow symbol, indicating access to the National Rail network, can be used in many forms but these have restrictions and should only be used in specific areas. This page indicates the differing forms and specifies areas of application. The double arrow symbol is owned by the Department for Transport which licenses its use. Where space permits, the following acknowledgement is to be included:

“The  logo is a registered trade mark in the name of the Secretary of State for the Department for Transport”.

Artwork

It is important to know that the reversed version is not just a white copy of the positive version. It is actually slightly heavier in weight to give the visual impression of being the same when reversed. Artwork for both versions is available on the guidelines website.



Positive version



Negative version



Red on white background

For rail signing applications and when showing direct National Rail network connections on other transport networks.



Solid black or reversed from solid colour
 For use on rail travel tickets & Railcards.



Red on white with black keyline

For denoting National Rail network connections within walking distance on other transport network maps.



Reversed out of colour with keyline
 This should be used on signing applications only. Generally for pedestrian walking routes to stations in conjunction with the station name. Colour backgrounds may vary as required.



White out of black background

For use on illuminated signing. On illuminated signs attempts should not be made to make the symbol illuminate in red or any other colour.



Within circle or reversed from circle
 Normally used with the words “National Rail”, but may in certain circumstances be used alone.



White on red background

For use on station forecourt totem signs to denote National Rail network station and for use on road signing directing vehicles to National Rail stations.

