



National Rail
Britain's train companies working together

Design Guidelines

January 2014

National Rail Descriptor Guidelines

Introduction

The National Rail descriptor is a simple way to communicate that train companies work together to make it easy to travel by rail anywhere in Great Britain. Use of the strapline 'Britain's train companies working together' greatly improves customer understanding of what National Rail means.

The National Rail descriptor is used in situations where more than one train company is involved and is available to be used by partner organisations when presenting a promotional offer or information to rail customers across the National Rail network.

National Rail is not a separate organisation or body and is no more than a representation of the train companies in Great Britain working together to provide a network of services and benefits for passengers.

To ensure consistency and clarity we have produced the following guidelines and templates for partners who are authorised to incorporate the National Rail descriptor in their marketing communications.

It is essential that everyone who is involved in using our descriptor follows these guidelines to ensure that continuity is achieved at every opportunity. This will benefit all those involved by creating a strong association that is easily identifiable to all target markets.

An introduction to using National Rail

What is the National Rail descriptor and strapline?

A simple way to communicate that train companies work together to make it easy to travel by rail anywhere in Great Britain. This message is clearly communicated by the accompanying strapline phrase 'Britain's train companies working together.'

Why use the National Rail descriptor and strapline?

Customer research shows confusion among infrequent and non-rail travellers considering journeys across Britain involving more than one train company; they are unsure on whether network benefits, such as through tickets, are available nationwide. The words 'National Rail' with the strapline, and where appropriate the double arrows symbol, are a simple way of reassuring customers while complementing individual train company identities. 'National Rail' indicates that train companies are part of a coherent national rail network that makes it easy to travel the length and breadth of Great Britain.

Importance of the strapline

Market research shows that 'National Rail' is much more clearly understood by potential and existing rail customers if accompanied by the phrase 'Britain's train companies working together'. This format with the strapline should always be used wherever size permits.

Using the National Rail descriptor in language and text

National Rail should be used as part of phrases such as the 'National Rail network'. National Rail is not a separate organisation or body and is no more than all the national train companies of Great Britain working together to provide a network of services for passengers.

Copyright

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Contact

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An introduction to using National Rail

Our Descriptor

It is essential that our descriptor is used correctly and consistently across all communications.

Examples of the National Rail descriptor:



Please note the strapline must always be used with the National Rail descriptor. The only situation when it is acceptable to split the strapline from the descriptor is when the width of the strapline is less than 40mm.

Our Corporate Colours

Please note there should be no variation on these colours.



Pantone 540C



c100 m47 y0 b47



Web: 003366

National Rail Descriptor with supporting strapline (Page 1 of 2)



Protection zone



General information

The descriptor shown above has been designed to work in conjunction with all National Rail material in a wide range of applications. It has not been designed as a brand or identity, but to explain to rail travellers that there is a National Rail network and material carrying this descriptor covers all passenger train companies. Examples of its use are on sheet NR008.

Artwork

The descriptor is available in a positive and negative form. Proportions shown above should not be modified in any way. Artwork for both versions is available here.

Protection zone

The area indicated by the outer dotted line around the descriptor represents an invisible protection zone inside which other material should not encroach. It also indicates the minimum distance it should be positioned from the edge of a page.

National Rail Descriptor with supporting strapline (Page 2 of 2)

Scale

The descriptor should not be reproduced any smaller than the size shown below. Below this size it becomes difficult to reproduce accurately and may break up during the print process to become illegible. There is no maximum scale although the protection zone should be followed at all times.



min. 40mm



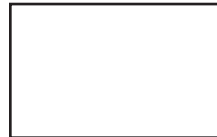
min. 50mm

Colour

The colour palette for use of the National Rail descriptor is shown below. The descriptor can be used on other colour backgrounds or reversed out of illustrations or photographs. In these instances care should be taken that the descriptor is still clearly visible.



Black
c0 m0 y0 b100
web: 000000



White
c0 m0 y0 b0
web: FFFFFFFF



Blue
pantone 540C
c100 m47 y0 b47
web: 003366

Typeface

The typeface used to produce the descriptor is Sassoon Sans bold. However the type has been modified extensively and should not be used to reproduce the artwork. Correct artwork for both versions is available on the guidelines website.

Standard Sassoon Sans bold

National Rail ✘

Modified version for descriptor

National Rail ✔

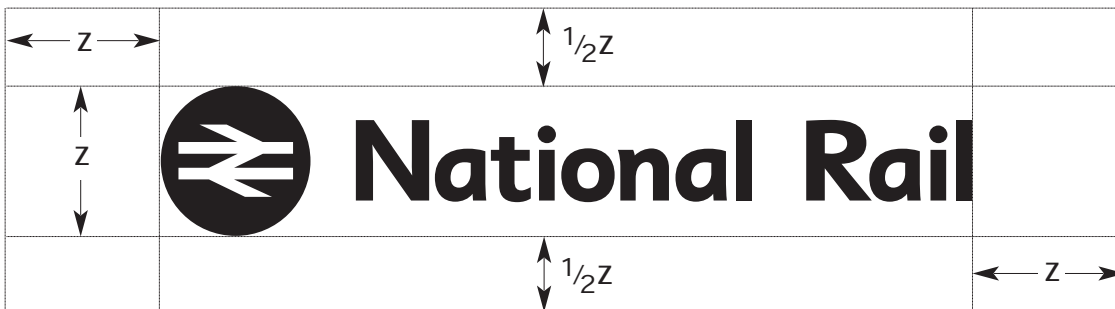


National Rail Descriptor with double arrow symbol (Page 1 of 2)

For use primarily on national material



Protection zone



General information

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Protection zone

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Artwork

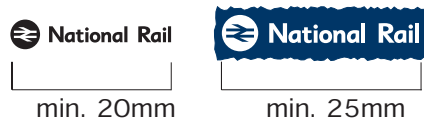
The descriptor is available in a positive and negative form. Proportions shown above should not be modified in any way. Artwork for both versions is available on the guidelines website.

National Rail Descriptor with double arrow symbol (Page 2 of 2)

For use primarily on national material

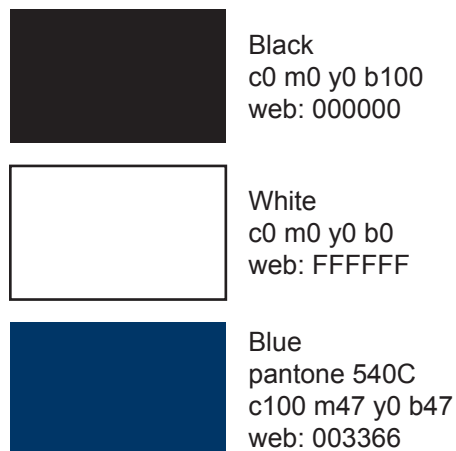
Scale

The descriptor should not be reproduced any smaller than the size shown below. Below this size it becomes difficult to reproduce accurately and may break up during the print process to become illegible. There is no maximum scale although the protection zone should be followed at all times.



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Standard Sassoon Sans bold

National Rail ✘

Modified version for descriptor

National Rail ✔

Double Royal Posters at Stations - 635 x 1016mm

All third party partner Double Royal posters must be identified with the 'National Rail Bar' at the bottom and the 'Call to Action' bar at the top. This theme is consistent throughout all third party partner literature and **must** be adhered to.

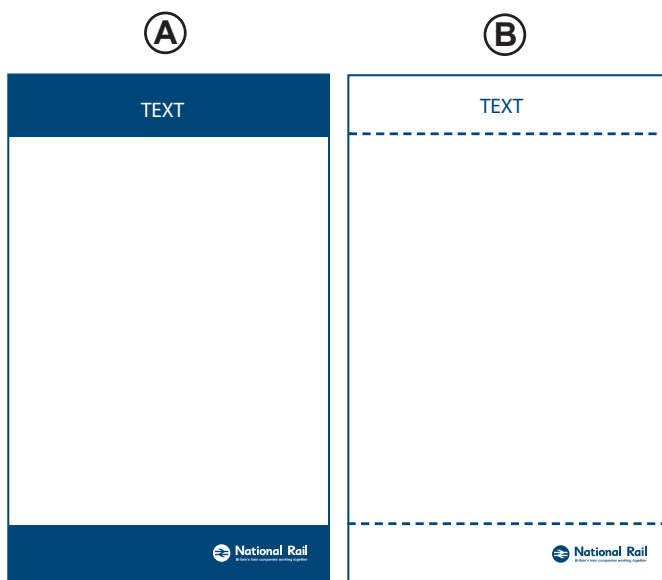
There are two alternative colour waves that can be used:

National Rail Bar A

White out of blue colour theme

National Rail Bar B

Blue out of white colour theme



It is at the partner agencies/organisations discretion as to which colour theme is most suitable for each piece of original artwork.

Poster Frames

As poster frame sizes at stations may vary, we currently advise that posters include a border of up to 43.75mm on each side, top and bottom (please see detailed diagram overleaf).

This is set as a guideline only, please note the absolute minimum allowance that you can go down to for frame coverage is 25mm.

ATOC cannot be responsible for situations at stations where the frame may cover more or less of the poster.

Standardised poster text in the required top bar

On all posters it must be clear either:

- what the offer is for the customer (e.g. 2FOR1 entry) or,
- whether the poster is simply promoting that customers should take the train (e.g. Travel by Train).

The offer or communication should be presented in the 'Call to Action' bar at the top. Generally it is recommended that the text be in upper case for impact, but it is acknowledged that in some cases there may be issues with readability. In these situations, lower case may be used.

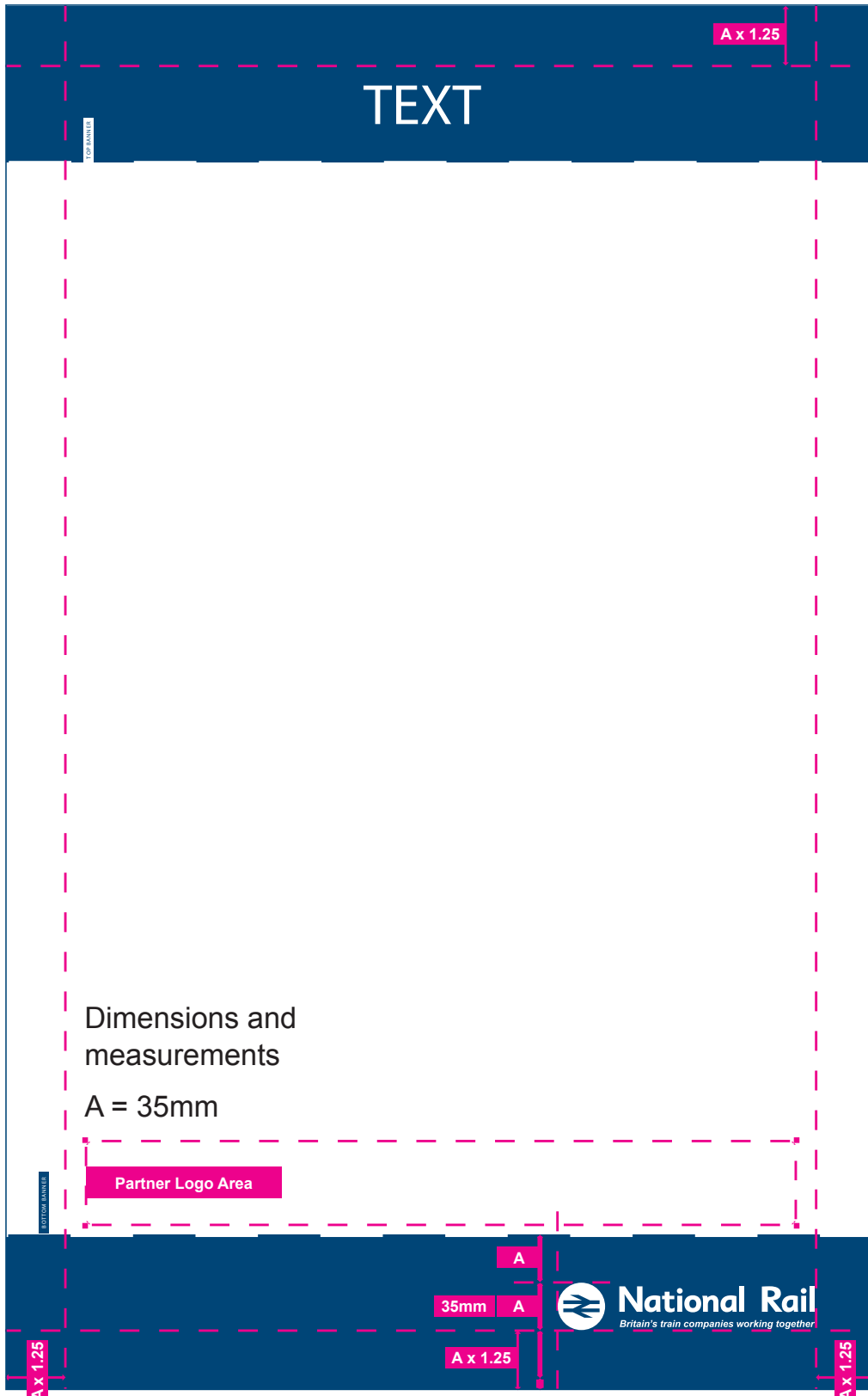
There may also be situations where ATOC would consider letting the partner omit the top bar and include copy at the base of the page, but this would need to be negotiated individually with ATOC.

A4 and A5 posters and adverts

If a smaller poster is being developed, the Double Royal guidelines apply, and the posters should be scaled down accordingly.

Please turn over for detailed measurements and examples of partner promotions which demonstrate best practise.

Double Royal Posters at Stations - 635 x 1016mm



Double Royal Posters at Stations Examples

TAKE THE TRAIN AND GET 2FOR1 ENTRY

THE BRITISH MUSEUM

Surviving treasures from the National Museum of Afghanistan

AFGHANISTAN

CROSSROADS OF THE ANCIENT WORLD
3 MARCH – 3 JULY 2011



Supported by
Bank of America Merrill Lynch

CLAIM YOUR OFFER
daysoutguide.co.uk/afghanistan
2FOR1 for adults on weekdays only

Hoborn, Russell Square

 National Rail
Britain's train companies working together

VISIT LONDON'S FREE MUSEUMS BY TRAIN
PLUS 2FOR1 OFFERS ON PAID-FOR SPECIAL EXHIBITION ENTRY*



NATIONAL GALLERY

BRITAIN TATE

National Portrait Gallery

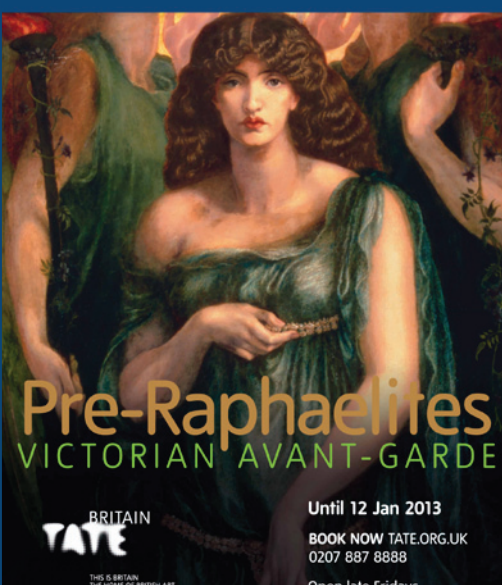
TATE MODERN

The British Museum

*Visit daysoutguide.co.uk/londonmuseums for a current list of 2FOR1 offers to paid-for special exhibitions and to download a voucher

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TAKE THE TRAIN AND GET AN EXCLUSIVE
2FOR1 ADMISSION OFFER




Pre-Raphaelites
VICTORIAN AVANT-GARDE

BRITAIN TATE

THIS IS BRITAIN
THE HOME OF BRITISH ART

Until 12 Jan 2013
BOOK NOW TATE.ORG.UK
0207 887 8888
Open late Fridays

CLAIM YOUR OFFER AT
DAYSOUTGUIDE.CO.UK

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TRAVEL BY TRAIN

**BIG SHOWS
SMALL PRICES**

1 JANUARY - 10 FEBRUARY 2012



GET INTO LONDON THEATRE

0871 230 1548
getintolondontheatre.co.uk

TICKETS FROM £10

See TICKETS

 National Rail
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DL (1/3rd A4) Leaflets & Adverts

The guidelines for DL Leaflets and Adverts, including dimensions and measurements, follow the same principles as the Double Royal Posters.

DL Leaflets and Adverts clarified

DL Leaflets and Adverts are 1/3 of an A4 page, 210mm x 99mm.

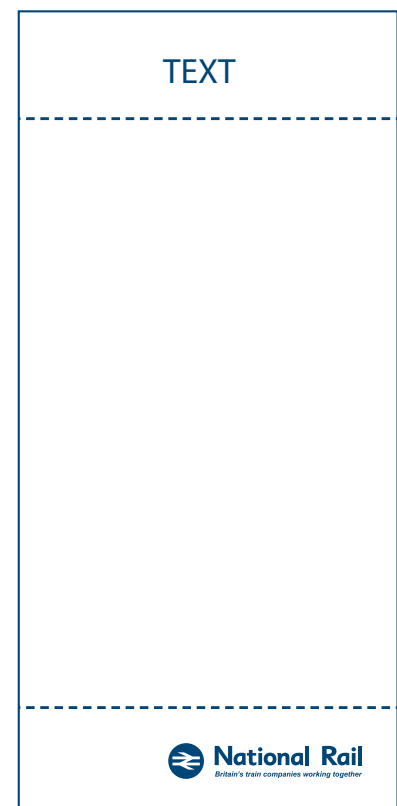
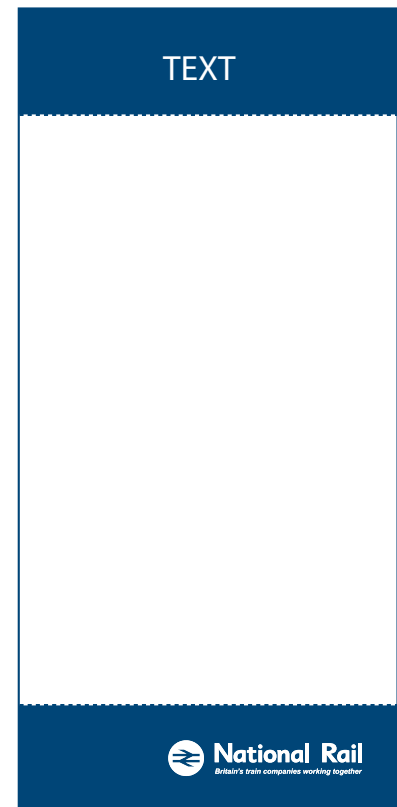
Standardised text in the required top bar

As with Double Royal posters, all leaflets and adverts must clearly show either:

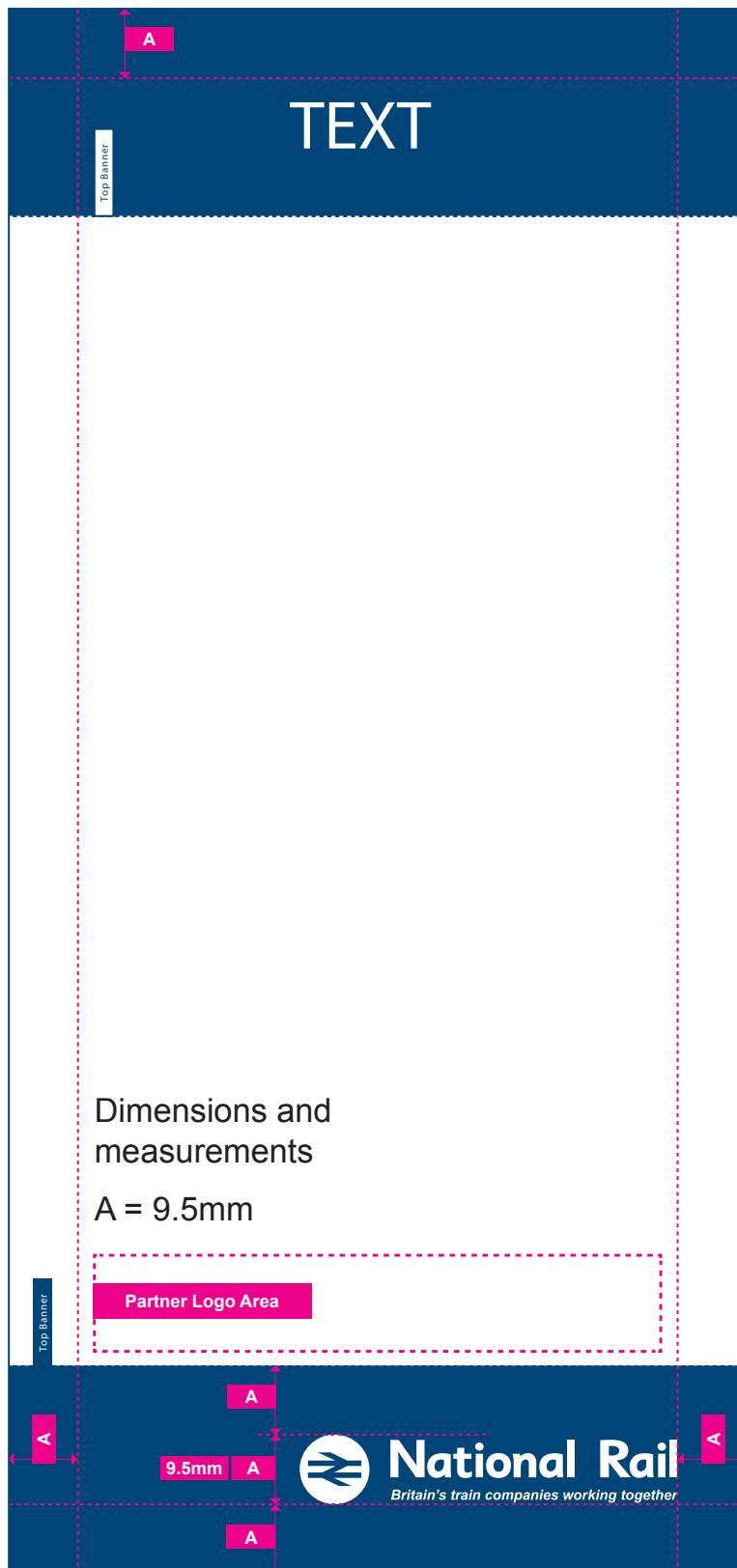
- what the offer is for the customer (e.g. 2FOR1 entry) or,
- whether the poster is simply promoting that customers should take the train (e.g. Travel by Train).

The offer or communication should be presented in the 'Call to Action' bar at the top of the leaflet. Generally it is recommended that the text be in upper case for impact.

There are situations where ATOC would consider letting the partner omit the top banner and include copy within the leaflet header but these situations would need to be negotiated individually with ATOC.



DL (1/3rd A4) Leaflets & Adverts



DL (1/3rd A4) Leaflets & Adverts

Examples

London's Premier Sightseeing Tour

Save time and money when you go by train!



www.daysoutguide.co.uk

 National Rail
Britain's train companies working together

2FOR1 ENTRY
SEE VOUCHER OVERLEAF

IDEAS & INSPIRATION ON A GRAND SCALE

GRAND DESIGNS LIVE LONDON

EXCEL • 5 - 13 MAY



INTERIORS
KITCHENS
BATHROOMS
GARDENS
BUILD
VILLAGE
TECHNOLOGY

www.granddesignslive.com

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Britain's train companies working together

2FOR1 ENTRY
SEE VOUCHER OVERLEAF

JOIN OUR NEW TEAM AT BRITAIN'S BEST LOVED HOME SHOW

ideal HOME SHOW

MARCH 16TH - APRIL 1ST
EARLS COURT LONDON

Proudly sponsored by




gardens food & interiors shopping woman home improvements gadgets
housewares

FIND EVERYTHING YOU NEED FOR YOUR HOME AT THE MULTI-AWARD WINNING SHOW

OPENING TIMES
10am - 6pm (9pm Thursdays)

idealahomeshow.co.uk



 National Rail
Britain's train companies working together

TRAVEL BY TRAIN

GET INTO LONDON THEATRE

Top tickets for less
£15 • £25 • £35


See 1 JANUARY - 13 FEBRUARY 2009
www.getintolondontheatre.co.uk
Tel: 0871 230 1540 (UK only)



 National Rail
Britain's train companies working together

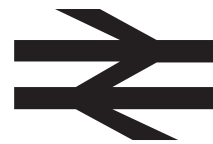
Using the double arrow symbol

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:

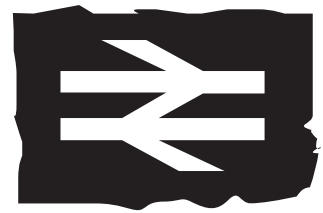
“The  logo is a registered trade mark in the name of the Secretary of State for the Department for Transport”.

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.



Signing examples using the double arrow symbol

Road signing



Illuminated signs e.g. Transport for London



Local walking routes



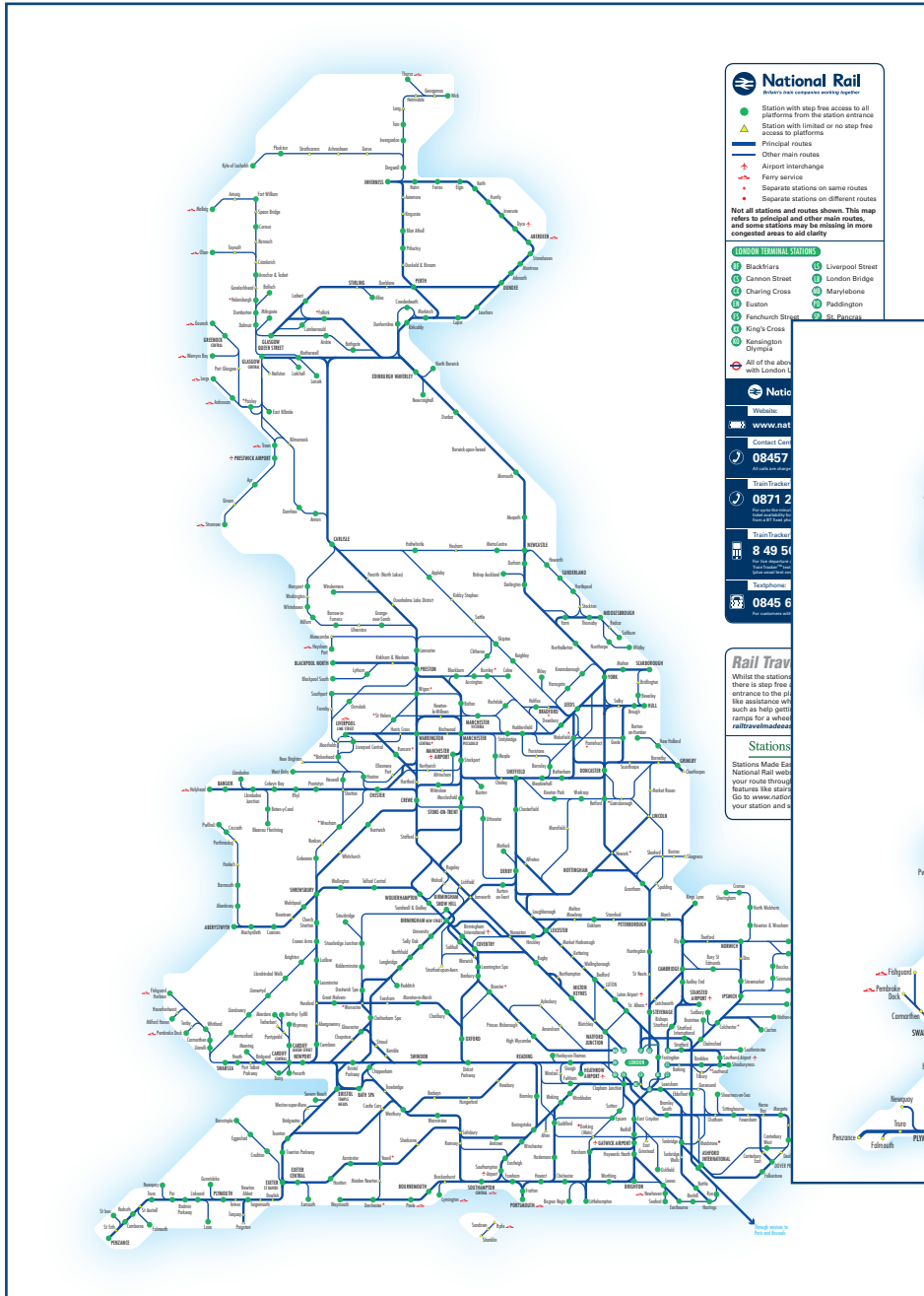
Example of use on third party maps



Application to the network map

For use on any national or third party material

Large scale map (A3 - DR)
Shown here much smaller than recommended for descriptive purposes.



Small scale map (A3 - A7)

General information

It should be noted that different size variants are available for the National Rail network map. Care should be taken that the correct version is used.

Licences for the Map

If you would like to purchase a licence to reproduce the National Rail Map in your own publications or on your own products please visit <http://www.nationalrail.co.uk/maps>