

Signage Soidhnichean

There are three main categories of signs at ScotRail stations:

- Name signs
- Directional/identification signs
- Information signs

However, the objective is the same for all signage: to convey information with maximum clarity.

This is achieved by using the core elements of colour, typeface and the core mark in a consistent way that is appropriate to the communication required.

For example, the name of the station is of paramount importance to passengers, and does not usually need to be prefixed by 'Welcome to...'. Similarly, too much additional information, such as 'alight here for...' can detract from the main message.

Principles

The core mark should also be applied with care, and over use should be avoided – it should be a mark of authority, not an embellishment.

A strong brand presence can be achieved by using all recognisable elements (colour, type, etc) – not just the core mark.

White background and ScotRail blue text for maximum legibility

North Queensferry

The height of the blue band should be 25% of the sign height



ScotRail blue band at the base of all signs and, where appropriate, ScotRail mark reversed out in white

Signage

Station names | British Rail signs
Ainmean Stèisein | Soidhnichean British Rail

The British Rail double-arrow is the widely recognised symbol for all railway stations.

The British Rail double-arrow should be retained on all road and street signage, and as an identification mark at the entrance to ScotRail stations.

The ScotRail mark cannot be used on its own to identify stations – although it can be used in conjunction with the 'double arrow'. The ScotRail mark cannot be used in any form on road signage.

There are two main types of station identification signage:

- Totem signs at station entrances
- Flat signs on the exterior of station buildings

It is not envisaged that the double-arrow mark will appear within ScotRail stations, either as a stand-alone or complementary mark.



Signage

Station names | Exterior signage
Ainmean Stèisein | Soidhnichean British Rail

Exterior signage on buildings will vary depending on the characteristics of the station. Indeed, some smaller stations have no buildings at all, and name signage may simply take the form of platform signs.

Generally, exterior signs will take two forms:

- Wall signs
- Fascia boards, roofline bargeboards

Wall signs

May take the form of 'Welcome to...' and will be positioned on the exterior of the station building, on boundary walls/fences or on low level posts. The ScotRail mark should always appear reversed out of the blue band.

Fascia boards

The ScotRail mark must always be used and should be given equal prominence to the station name (eg. the combined height of 'ScotRail' and the strapline should be no less than the height of the initial capital letter in the station name). Signs will be blue or white, depending on the environment in which they are to be placed. The ScotRail mark should be placed to the right of the station name, although a repeating name/logo pattern may be necessary for long buildings and/or short station names.



Welcome to Perth



Dunfermline Town

Signage

Station names | Platforms
Ainmean Stèisein | Platforman

Station name signs are often attached to lamp columns to be easily visible from the train. Where necessary, they are also attached to building walls.

The size of the sign is determined in the first instance by the length of the station name. There are two generic dimensions and, where possible, the smaller sign should be used:

- 900mm wide x 400mm high
- 1200mm wide x 400mm high

The name is centred both horizontally and vertically within the white panel.



Longer station names may be stacked, and ranged left, and the height of the sign increased to 550mm accordingly.

The ScotRail core mark should be placed bottom right on all name signs. See Introduction for the depth of the blue band.

Left and right margins should be no less than the height of an upper-case 'S', set in the station name font. If this is not possible, the wider version of the sign should be used (eg. 1200mm).



Signage

Station names | Platforms

Ainmean Stèisein | Platforman

Station name signs are often attached to lamp columns to be easily visible from the train. Where necessary, they are also attached to building walls.

Some rail passengers may find this type of signage helpful (eg, 'Alight here for Royal Infirmary'). However, it can also be distracting, so information should be kept to a minimum.

Each application should be assessed on its own merits and take account of the following:

- Only major public service type venue signage should be permitted (eg, hospital, town centre, airport, sports stadiums)
- No commercial logos should be permitted
- Only the standard signage typeface should be used

The secondary information (and the station name, regardless of length) should be ranged left.

Where necessary, the height of the sign may be increased, but the generic width of 900mm or 1200mm should be retained wherever possible.



Signage

Station names | Platforms | Gaelic
Ainmean Stèisein | Platforman | Gàidhlig

A Gaelic version of the station name should appear beneath (but not instead of) the English version in the alternative serif typeface. Both names should be ranged left, regardless of length.

When renewing or adding any "Alight here for" signage at station platform which holds a Gaelic name, this should be added to every second sign, with every other sign reflecting the bilingual signage.

Station Name, English: 370pt Officina Sans Bold

Station Name, Gaelic: 281pt Officina Serif Book

Milngavie
Muileann-Gaidh



Signage

Identification signs
Soidhnichean aithneachaidh

Identification signage is white with ScotRail blue text and a solid blue band. The ScotRail logo should not be used.

There are no strict guidelines for the size of identification signage. As with all signage, the primary consideration should be legibility. However, as a general rule, signs fall within the following size specifications:

- 400mm wide x 400mm high
- 1000mm wide x 150mm high

The use of symbols can help travellers. However, only universally recognised sign symbols should be used.

Where possible, identification signage should not be placed on the same column as the station name sign.



Signage

Directional signs
Soidhnichean stiùiridh

Directional signage differs from identification signage only by the inclusion of an arrow.

Signs are also white with ScotRail blue text and a solid blue band. Again, the ScotRail logo should not be used.

To aid the visually impaired, it is recommended that the text is ranged left or right to correspond with the direction of the arrow.

Information Office →

County Square →

← Toilets ♀♂

↑ Airport Bus Link ✈
Way out to Old Sneddon St

Signage

Information signs | Principles

Soidhnichean fiosrachaidh | Prionnsapalan

When designing additional signage, the same principles of font, colour, core mark placement (or not) and board size all apply. However, the primary consideration is legibility.

Letter size

As a general rule it is suggested that the minimum letter height should be at least 1% of the distance at which the message will usually be read.

For example, where the sign will mainly be read at a distance of 5m (5,000mm), the lettering should be at least 50mm high. If space permits, letter height should be greater.

The Department for Transport recommends the following character sizes:

- **Long distance reading**
(eg, at building entrances) – a minimum height of 150mm
- **Medium range reading**
(eg, direction signs) – a minimum height of 50-100mm
- **Close up reading**
(eg, wall-mounted information signs) – a minimum height of 15-25mm

The image displays three examples of railway signage with their dimensions and font specifications:

- Sign 1:** Dimensions 800mm wide by 550mm high. The main text reads "When closed, access to platform via gate at end of building" in 220pt Officina Sans Medium. It features a dark blue horizontal bar at the bottom.
- Sign 2:** Dimensions 400mm wide. The main text reads "Please buy your ticket before boarding the train" in 104pt Officina Sans Bold. Below it, smaller text provides details: "If you travel without a ticket, you will be charged the full fare for your journey, and will not be able to take advantage of any reduced fare, discounted fare or special offer." and "This does not apply if you board the train at a station which is unstaffed, where the ticket office is closed at the time of joining the train, or where no operating ticket machine is available." It also includes "Please retain your ticket until you reach your destination station as spot ticket checks are in operation on this route." in 73pt Officina Sans Medium. It features a dark blue horizontal bar at the bottom.
- Sign 3:** Dimensions 400mm wide. The main text reads "ATTENTION You are entering a CCTV zone" in 48pt Officina Sans Bold. It includes a CCTV camera icon, "24hr CCTV is in operation at station and on trains" (with a small note: "Images are recorded for the purposes of customer service, crime prevention and public safety"), "This scheme is controlled by [Franchisee]", and "For further information, contact 0845 123 4567" in 25pt Officina Sans Bold. A note at the bottom states: "Note: If you have a query about a train journey, please note the number of the vehicle. You will find it on the outside of the carriage." It features a dark blue horizontal bar at the bottom.
- Sign 4:** Dimensions 400mm wide. The main text reads "ATTENTION" in 110pt Officina Sans Bold, followed by a CCTV camera icon and "CCTV in operation" in 110pt Officina Sans Bold. It features a dark blue horizontal bar at the bottom.
- Sign 5:** Dimensions 400mm wide. The main text reads "No entry" in a large, bold, dark blue font. It features a dark blue horizontal bar at the bottom.

Signage

Information signs | Principles

Soidhnichean fiosrachaidh | Prionnsapalan

Non-rail services, such as car parking, should be clearly endorsed as being owned and/or operated by ScotRail.

225pt Officina Sans Medium

110pt Officina Sans Medium

The branding should be more dominant. The blue band should be positioned at the top of each sign, and the ScotRail mark included.

800mm



Station Car Park

ScotRail customers are permitted to leave motor vehicles within the area designated for this purpose.

Vehicles are left at owners' risk and are subject to railway bylaws, regulations, conditions and notices.

550mm