

This visual identity has been designed for ScotRail to reinforce the network's relationship with the people of Scotland. As in other parts of the UK, the management of the franchise for passenger rail services is a governmental responsibility.

Historically, both the livery and communications have followed the style of the operator or franchisee. Through time, this has resulted in a fragmented appearance and has created an element of confusion with the public.

Firstly, establishing a core single, consistent and continuous identity for the network has helped eliminate such confusion, and will provide a significant opportunity to enhance the service by reinforcing a strong and modern image – here and overseas.

Secondly, it is important to establish a separate set of consistent guidelines for our marketing brand identity.

In the second section of this document, these marketing brand guidelines have been created to ensure correct use and application of the ScotRail brand identity across our marketing material and differ from our core brand guidelines.

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 identity is based on a dynamic interpretation of the Saltire – the most widely recognisable international symbol of Scotland. In combination with a livery of dark blue, silver and white used across trains, signage and communications, the ScotRail saltire flexes itself energetically with a directional symbolism that clearly signposts a strong, contemporary and forward-thinking organisation.

These guidelines outline the framework for using the identity across its many and varied applications.

Certain sections contain mandatory specifications (such as those for the use and reproduction of logotype, assets or colour reproductions) while others take the form of indicative guidance on implementation (such as those on rolling stock livery).

But above all, they embody a suite of principles developed to maximise return from this investment in a strong, clear and positive identity for Scotland's Railway.

