

Brand design guidelines



Purpose

This brand design guide exists to strengthen ScotRail's existing visual identity by providing clear, cohesive and practical guidance for its application across all channels. It refines and clarifies the current identity, ensuring greater consistency, recognisability and quality — without altering the core character of ScotRail.



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01. Brand logo

The ScotRail logo is more than a visual mark — it is a familiar presence in everyday journeys across Scotland. Treated with intention, it remains a steady and recognisable part of those journeys.



Logo

The primary ScotRail logo is the default brand identifier and should be used in all standard applications, unless size or format makes its use impractical.

The logo mark acts as a visual shorthand for ScotRail. The logo mark can be used when there isn't enough space for the primary logo. It works best when it appears within layouts where the full ScotRail logo has already established the brand, allowing the mark to reinforce recognition without duplicating the brand name.



Primary logo



Logo mark

Clear space

To ensure legibility and visual presence, both the primary ScotRail logo and the logo mark must be surrounded by a minimum clear space equal to the combined height of the wordmark and strapline in the primary logo.

No text, imagery or graphic elements should enter this area.



Sizing

To maintain clarity, legibility and visual integrity, the wordmark of the primary ScotRail logo must not be reproduced below the sizes shown here.

Digital minimum

Minimum height: 32px

32 px

Print minimum

Minimum height: 15 mm

15 mm



Usage

The ScotRail logo should always stand out in any design by maintaining sufficient contrast. The logo and logo mark must never be rotated, stretched, compressed or otherwise distorted.

The wordmark must not be used on its own and should always appear in combination with the logo mark.



ScotRail
SCOTLAND'S RAILWAY



02. Colours

Each colour has a meaning and a function.
In turn, the colours feel familiar, like a journey
you've taken a hundred times before.
They feel as intentional and reliable as ScotRail's
commitment to making everyday travel safe and
convenient.



Primary & secondary colours

The two ScotRail blues and white make up the primary colour palette and should always be the most visible colours in any design. They establish the brand's recognisability and ensure consistency across all touchpoints.

ScotRail's yellow and lighter blue make up the secondary colours. These colours are intended to add contrast and visual focus, helping to guide attention and improve usability, especially across digital interfaces.

White	Main blue	Dark blue	Light blue	Yellow
HEX: #FFFFFF	HEX: #002664	HEX: #081A43	HEX: #1676D0	HEX: #FCB53B
RGB: 255, 255, 255	RGB: 0, 38, 100	RGB: 8, 26, 67	RGB: 22, 118, 208	RGB: 252, 181, 59
CMYK: 0, 0, 0, 0	CMYK: 100, 62, 0, 61	CMYK: 88, 61, 0, 74	CMYK: 89, 43, 0, 18	CMYK: 0, 28, 77, 1

Tertiary colours

The tertiary colours are reserved for situations where the primary and secondary colours do not provide enough flexibility. They are designed primarily for digital use, with limited application in print where required.

Mist grey

HEX: #ECEDF2

RGB: 236, 237, 242

CMYK: 2, 2, 0, 5

Blue grey

HEX: #D2D4E0

RGB: 210, 212, 224

CMYK: 6, 5, 0, 12

Dark grey

HEX: #404B5D

RGB: 64, 75, 93

CMYK: 31, 19, 0, 64

Colour pairings

The following pairings are intended to work together as part of a balanced colour system. White must always be included, and designs should use either two or four colours in total, including white, to maintain clarity and brand consistency.



Colour misuse

The ScotRail palette is built around contrast and layering. Designs should always use a combination of colours rather than relying on a single tone. At least three colours — including white — are required to create the clarity and structure the brand needs.



03. Typography

The few ScotRail typefaces create a steady and reliable brand. When used with intention and consistency, the typography supports the brand's role as a reliable part of everyday life across Scotland.



Primary font

ScotRail is a proprietary typeface and it's the brand's primary typeface and should be used for all headlines, key messages and brand-led communication.

**We're here to
support you with
Assisted Travel**

ScotRail

Use **ScotRail** for:

- Headlines
- Campaign messages
- Station signage
- Key UI labels

Do not use **ScotRail** for:

- Long body copy
- Legal text
- Dense information

Secondary font

The ScotRail-Regular typeface is the brand's secondary typeface and should be used for longer bodies of text, legal text and other dense information.

Frequent rail traveller, exploring Scotland on holiday, or looking for a day out with friends and family? We can help find the best ticket for you.

Season Tickets and Flexipasses are for regular travel on the same route.

With a Flexipass, you can make 12 single journeys or 6 return journeys at any time of day on the same route within 60 days – It's perfect for hybrid working!

If it's flexible train travel you're after, our Flexipass might be the ticket for you. It's a flexible season ticket, which is available on selected routes. You can buy your Flexipass via the ScotRail App as an mTicket or using a ScotRail Smartcard. Check if Flexipass is available for your journey.

ScotRail-Regular

Use **ScotRail-Regular** for:

- Long body copy
- Legal text
- Dense information

Hierarchy

The ScotRail-Regular typeface is the brand's secondary typeface and should be used for longer bodies of text, legal text and other dense information.

Headlines

Used for key messages and major titles.

Sub-headings

Used to structure and introduce sections.

Body copy

Used for longer text, explanations and supporting information.

Example Heading

Example Sub-Heading

Example of copy. This is an example of body copy used to demonstrate how text is set and read across the ScotRail brand. It shows how longer sentences flow beneath headlines and sub-headlines.

04. Brand assets

Colours and typefaces set the tone of a brand, but it is the brand assets that give it form, structure and distinctive character. Used consistently, they create a cohesive and recognisable ScotRail experience across every touchpoint.





The dot pattern

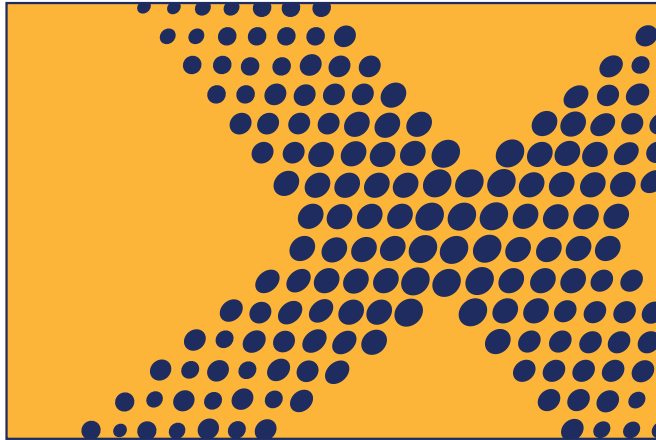
The dot pattern that forms ScotRail's logo mark is deeply integrated into the brand. Seen across trains and stations, it is so distinctive that it can stand on its own and still be instantly recognisable as ScotRail. This makes it a powerful graphic element within layouts.

The dots may be combined with text and imagery and used on any background, provided sufficient contrast is maintained.

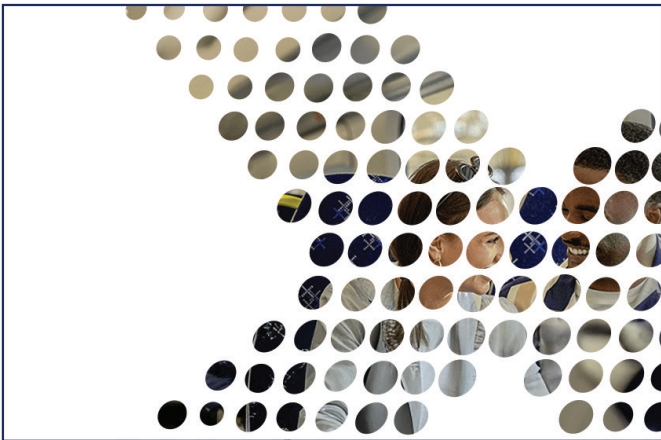
Misuse of the dot pattern



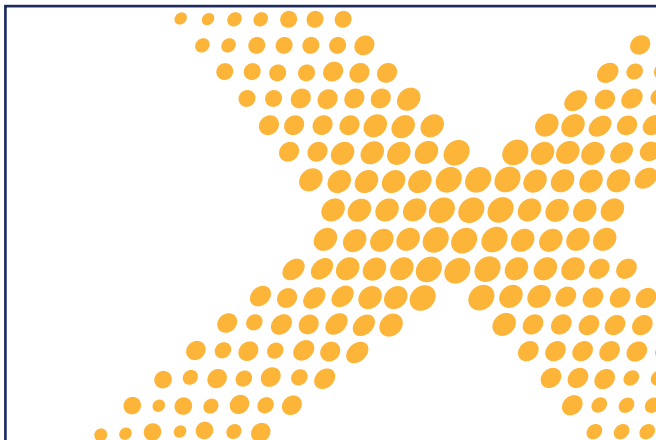
Don't the dots **too large**.



Don't place on **yellow**.



Don't place **imagery inside** the dot pattern.

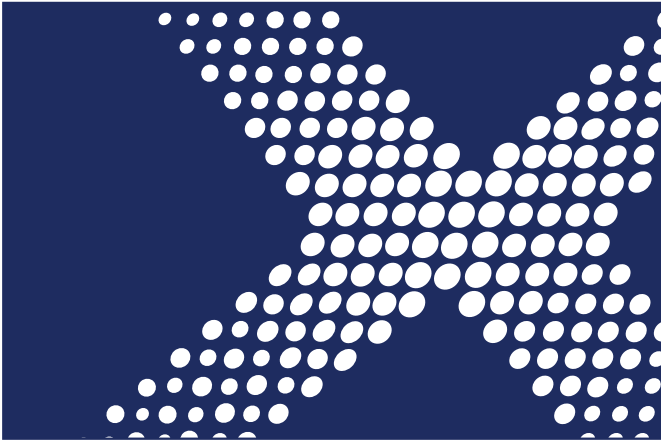


Don't make it **yellow or light blue on a white background**.

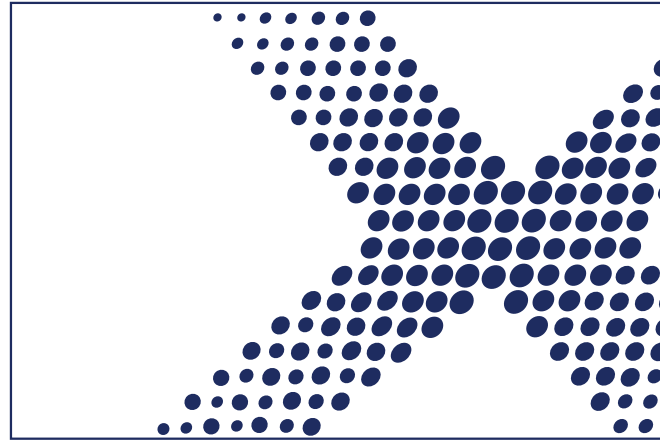


Don't make it **too small** if used as a **background element**.

Correct use of the dot pattern



Can be **white** on a **coloured background except yellow**.



Can be placed **on a white background**.



Can have **different colours**.

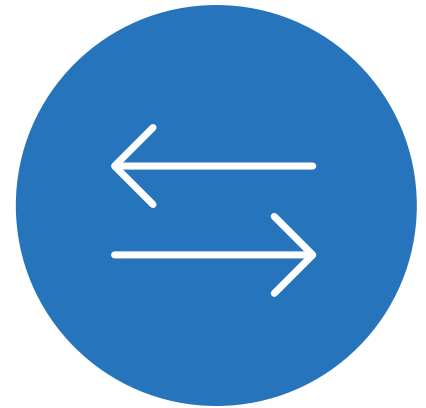


Can be placed **on top of an image**.

Icons

Icons are not limited to a single set, but any new icons must follow ScotRail's visual guidelines. ScotRail icons should be simple in form, designed to support layouts rather than act as the main focus.

ScotRail's icons are light and consist of 1-5 strokes.



Imagery, text and other graphic design solutions are preferred over icons.

Wrong icons & misuse



Don't place icons on the **dot pattern** under any circumstance.



Don't make the circle **yellow** under any circumstance.



Don't make icons **yellow** under any circumstance.



Don't make **too detailed** icons.



Don't give the circle a **gradient or texture**.

Correct use of icons



Can be placed **outside a circle.**



Can be placed **on an image.**



Some text that accompanies the icon.



Some text that accompanies the icon.

Can be placed **next to text.**



Can be placed **outside the dot pattern.**



05. Print

ScotRail's brand should be applied consistently across all channels, particularly in print. Printed materials play an essential role in supporting safe, reliable and convenient everyday travel.



Print campaigns

Example 1

Print campaigns should follow ScotRail's brand guidelines while allowing flexibility in layout and composition.

Design decisions should respond to the format and context in which the campaign appears, ensuring clarity and relevance. Simplicity may vary depending on the campaign message, but key information should always be prioritised and clearly communicated.

Print campaigns should generally incorporate imagery, unless a purely graphic approach is more appropriate for the message.

Railcard for ages 26-30

1/3 off rail travel.

For £35 a year you get 1/3 off your train tickets — on everyday journeys.

Digital only

Railcard in the app —
1/3 off instantly



Print campaigns

Example 2

When a purely graphic approach is chosen for a campaign, this decision should be maintained consistently across all channels and formats.

Graphic-led campaigns should remain simple in layout and rely on colour, typography and graphic elements rather than imagery.

In these cases, backgrounds should be limited to ScotRail blue or white, both accompanied by the dot pattern to ensure clear brand recognition.

Travel digitally

Everything in one place.

Make travel easy and convenient with the ScotRail app. Your ticket is always at your fingertips — even offline.



Download today



Signage

Signage should be clear, concise and easy to understand at a glance, whether travellers are waiting or moving through the station.

As with print campaigns, signage may use either a purely graphic approach or simple imagery where it directly supports the message. Signage should primarily consist of text, icons and graphic elements arranged in a clear, functional layout.

While colour combinations and graphic elements may vary, signs that belong to the same series should follow a consistent layout to ensure clarity and recognition.

Remember to charge

If you're using digital tickets, make sure your phone is charged before you travel.



Remember your things

Take all your personal belongings with you when boarding and leaving the train.



Remember to charge

If you're using digital tickets, make sure your phone is charged before you travel.



Remember your things

Take all your personal belongings with you when boarding and leaving the train.



06. Digital

ScotRail's digital identity is essential to a cohesive and recognisable brand experience. It reflects the character and principles of ScotRail's print identity, while allowing for flexibility that support a clear, hassle-free user experience. This helps ensure reliable, convenient travel by making information easy to access, understand and act upon.



App

The app should be instantly recognisable as ScotRail. The core principles of the design guide are maintained across the interface, while allowing for considered adaptations in support of usability and user experience.

In digital contexts, tertiary colours may be used to improve clarity and hierarchy where needed. Icons remain simple and functional, but may be lighter in weight than in print to suit screen-based interaction.



Website

ScotRail's website is a key brand touchpoint and should be instantly recognisable as ScotRail.

Its visual design must balance clarity and character, using a clean, structured layout that supports confidence, trust and ease of use. The website should remain visually simple without removing essential information, ensuring journeys feel hassle-free and reliable.

To maintain accessibility and clarity, most body text should sit on white backgrounds with sufficient contrast.



Digital campaigns

When designing digital campaigns for ScotRail, the core brand must remain consistent across all channels, while allowing flexibility to ensure effective performance. Campaign visuals should use clear, simple layouts that are easy to understand at a glance.

Where campaigns also exist in print, digital executions should reflect the same message and visual identity, while adapting appropriately to suit the format rather than replicating it exactly.

Digital campaigns may adopt either graphic or image-led layouts, as long as the core ScotRail identity remains clear through consistent use of colour, typography and layout principles.



07. Imagery

ScotRail's imagery plays a key role in creating a cohesive and recognisable brand experience. It reflects the character and values of everyday Scottish travel, while allowing for flexibility in subject and composition. This helps build trust and familiarity, supporting ScotRail's role in making travel reliable and easy.



Images

Images should prioritise authenticity and atmosphere over polish, supporting a calm and trustworthy brand presence.

- **Natural, available lighting**
Avoids overly staged or studio-lit imagery
- **Cool, muted colour palettes**
Blues, greys and natural tones that align with the ScotRail brand
- **Lived-in, authentic moments**
Real journeys, real people, everyday travel rather than posed scenarios
- **Contextually grounded**
Stock or licensed imagery should reflect environments, clothing, interiors and atmospheres that feel authentic to Scotland. Avoid imagery that feels overly staged, generic or stylistically disconnected from local settings



