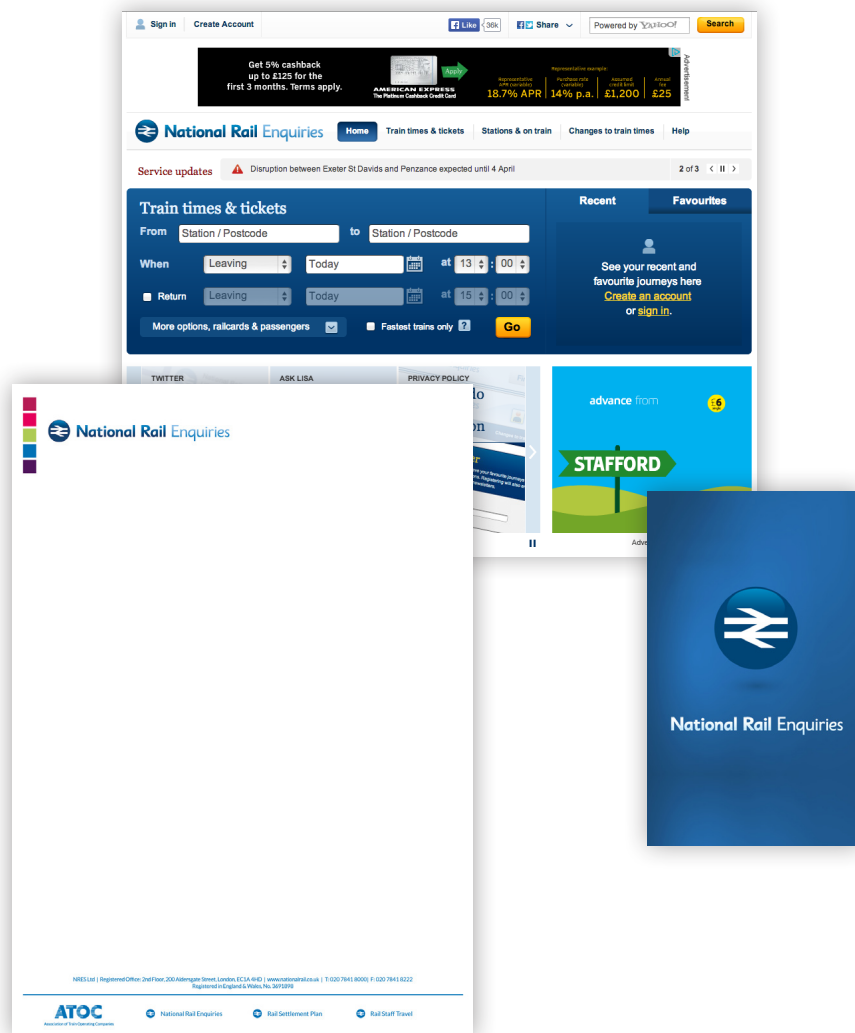National Rail Enquiries

Brand Guidelines

Our brand is a tangible asset that helps people to instantly recognise who we are.

The following National Rail Enquiries corporate guidelines have been developed to ensure we take a cohesive approach to all internal and external communications.

The following pages provide guideance on how the corporate logo should be used.

The logo must be sized appropriately to the screen displaying information and must be legible to viewers.

The exact proportions must be agreed with the Client Relationship Manager at National Rail Enquiries.

National Rail Enquiries

Primary Logo

The National Rail Enquiries logo should be used in full colour whenever possible.

Black Logo

For use in single colour print or when multiple colour printing is not available.

White Logo

For use only when the logo needs to be on a solid background.

National Rail Enquiries

Vertical Logo

If the logo is to be reproduced in an area where the width is equal to or greater than the height it is acceptable to use the vertical logo.

powered by
National Rail Enquiries

Powered By Logo

The "Powered By" logo can be used in conjunction with affiliate corporate branding. The same logo usage guidelines apply.

Use Correct Colour

The National Rail Enquiries logo should only be used in it's intended corporate blue gradient, black or white.

Logo Proportion

The logo should not be warped from the original shape and proportions.

Logo Opacity

The logo opacity should always be 100%.

Logo Icon

The logo icon must accompany the "National Rail Enquiries" text.

National Rail Enquiries

National Rail Enquiries

Pantone: **PANTONE 540 CVC**

CMYK: **C = 100%, M = 82%, Y = 36%, K = 23%**

RGB: **R = 0, G = 51, B = 100**

Should you have any queries, please contact:

online@atoc.org