



National Rail

DEVELOPER BRAND GUIDELINES

This document summaries the conditions under which the licensee ("You") are required to attribute National Rail Enquiries ("NRE") where using the data You have opted to received.

Licence condition

You must acknowledge National Rail as the source of Information in accordance with this document, including Developer brand Guidelines

Attribution

The user of NRE feeds (You) must acknowledge NRE as the source of information, where possible, by providing a link to the NRE website for more information and by displaying the “Powered by National Rail Enquiries” logo in accordance with the Brand Guidelines and the following conditions:

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- Where an NRE feed is combined with other data feeds and/or is not the primary information being displayed, NRE branding may be shown on an attribution page;
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If you are in any doubt about your proposed attribution, you can contact us for clarity by e-mailing:

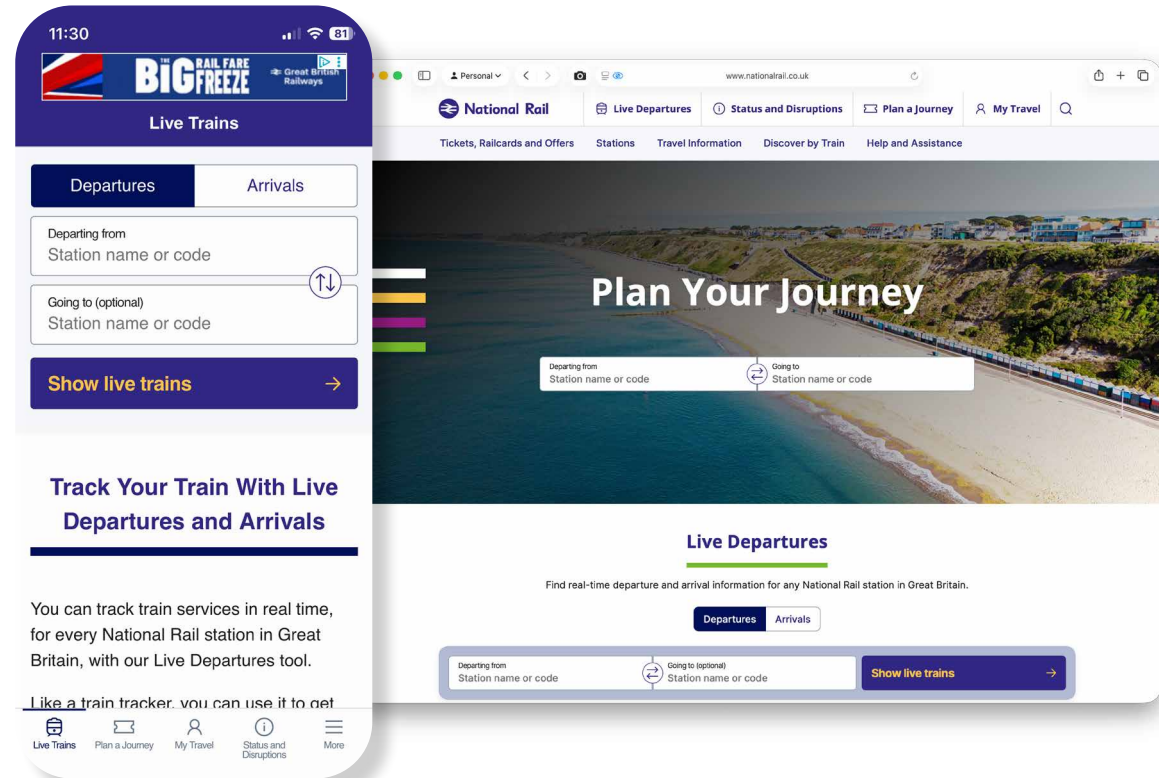
NationalRailDatafeeds@raildeliverygroup.com

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

The following National Rail developer guidelines have been put together to ensure that anyone using our data is using the National Rail brand correctly. This gives recognition as well as providing trust and credibility.

The following pages provide guidance on how the branding should be used.

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



Our wordmark

Our wordmark is the single most recognisable element of our brand.

The only change has been to modernise the brand colour to a warmer dark blue. This will help it to stand out across all communications – especially in digital media.

Our wordmark can be used both positively (in our brand blue) and negatively (white out of a colour or image) just make sure it is always legible.



National Rail



National Rail



Use correct colour

The National Rail logo should only be used in blue, black or white.



Logo proportion

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



Opacity

The logo opacity should always be 100%

“Powered by”

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



Powered by
National Rail



Powered by
National Rail

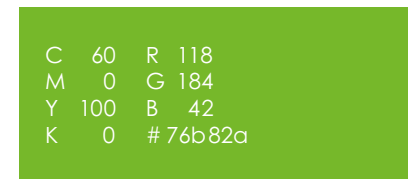
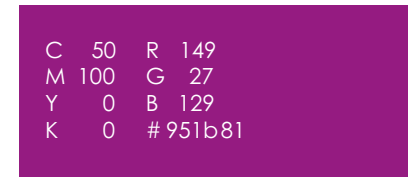
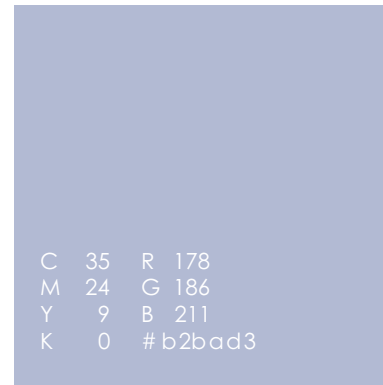
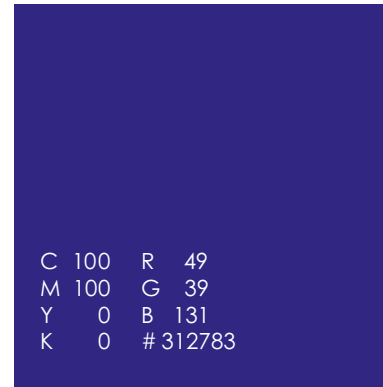
Colour palette

Our new colour palette consists of two primary blues and four accent colours.

Having a range of brighter, more modern colours allows for more visually interesting communications.

Using these correctly will give our brand a freshness and ownability.

The main bulk of all communications should use our primary colours. Accents should be used sparingly.



Any questions?

If you have any queries, please contact:

NationalRailDatafeeds@raildeliverygroup.com

