



Brand guidelines

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OUR BRAND GUIDELINES

We've changed our name to **Community Rail Network** to truly reflect what we do.

Our new name makes it easier for people to get involved, whether that's as volunteers, community groups, charities, train operating companies or local and national governments.

We've reshaped the way we see ourselves. We're now ready to show our audiences how we've changed for the better.

These brand guidelines are a simple and effective set of guiding principles and illustrations to support our new brand identity and tell our story as an organisation.

OUR BRAND GUIDELINES

The four pillars of the Department of Transport's community rail strategy are at the heart of our identity.

- Providing a voice for the community
- Supporting social & economic development
- Bringing communities together, supporting diversity & inclusion
- Promoting sustainable and healthy travel

We're a
community of
communities
connected
through rail

OUR TONE OF VOICE

We use plain, friendly, open language that reflects the inclusive nature of community rail. We avoid jargon and technical terms, we're concise, and we aim to ensure that anyone can understand and use our communications and materials.

We are positive and encouraging in what we say, to champion the insights, successes and value of community rail. We emphasise collaboration, progress and sharing, rather than criticising. An important part of community rail is enjoying rail and bringing people together, so there is fun and lightness in what we say and do.

We demonstrate our passion for and understanding of communities and their railways. We understand that rail and sustainable transport is critical for healthy, happy, strong communities, and encourage others to recognise this too. We base what we say on evidence and experience, especially insights from local community rail activities.

We are people- and place-focused, underlining the power of people working together locally to achieve good things. We care about individuals and their localities, and celebrate diversity and inclusion. We make clear that our railways are there to serve communities, and that community rail is all about helping people live their lives well, now and in the future.

LOGO

Primary use

Our logotype has been carefully crafted and should not be changed. Our primary logo is green and blue.



LOGO VERSIONS

We have three approved logo versions:
Greyscale
Black
White



LOGO ENDORSEMENTS

We have three approved logo endorsements as signs of pride and credibility to our communities:

Member
Partner
Funded



EXCLUSION ZONE AND MINIMUM SIZE

It's important to keep the **Community Rail Network** logotype clear of any other graphic elements. To ensure this, we've established an exclusion zone or 'clear space' rule around our logotype as shown.

Minimum sizes
To ensure legibility, our logotype should not appear below 12mm wide.



LOGO DON'TS

01
Don't distort our logotype in any way



01

02
Don't try to recreate our logotype with a different typeface



02

03
Don't apply additional elements or effects to our logotype



03

04
Don't apply our logotype over an image or part of an image that makes it hard to recognise



04

05
Don't position other elements too close to our logotype



05

06
Don't use our logotype on incorrect background colours



06

01 & 02

Our icon can be used on its own as a shorthand for the whole network.

03

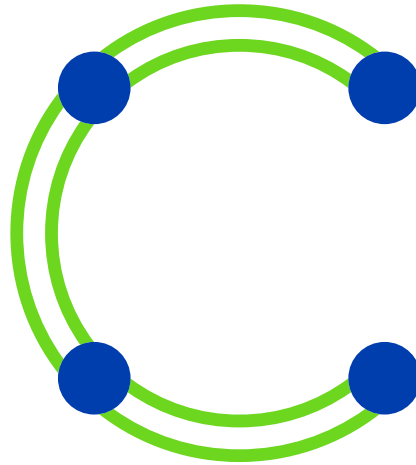
This is especially important for social media.

04

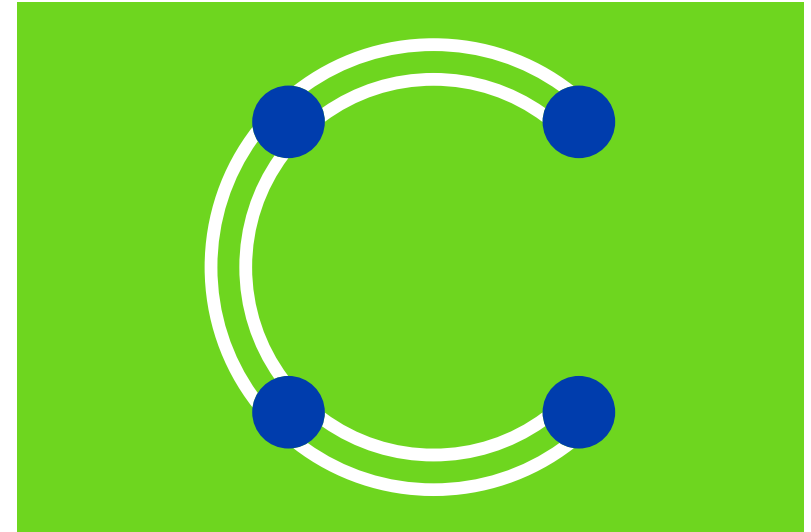
And it can be used as an image for infographics.

05

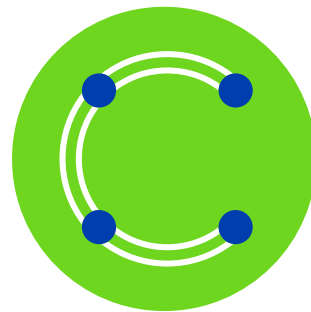
Our icon should only be used on its own where it is otherwise clear that it relates to the Community Rail Network.



01



02



03

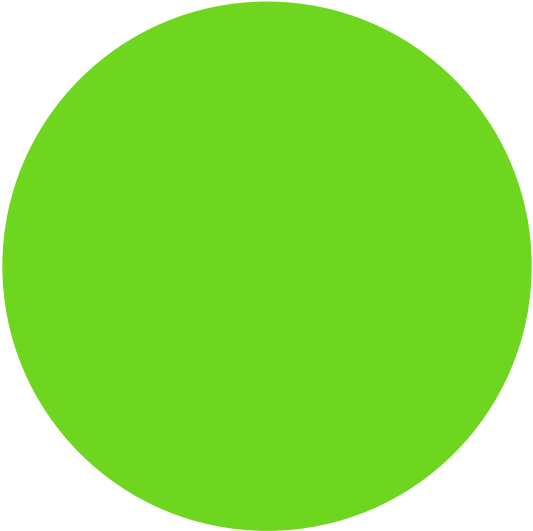


04

PRIMARY COLOURS

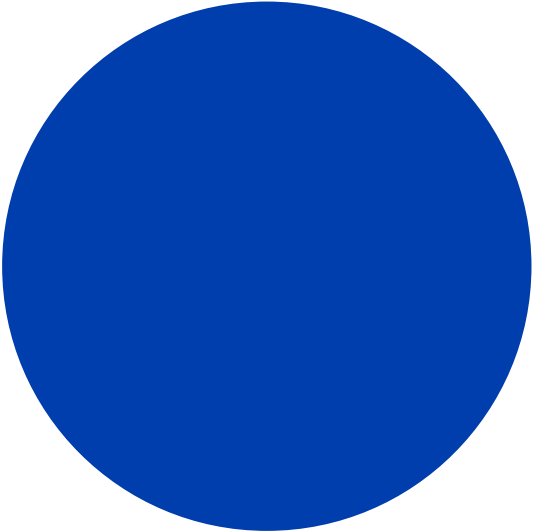
Only use specified colours as shown here for corporate communications. No other colours should be used apart from these. Tints of these colours can be used.

Choose the right colour reference for your design need. RGB breakdown references are for onscreen applications, (i.e. digital). CMYK are for 4 colour process printing (i.e. digital & litho printing).



**Community Rail
Green**
R 109 C 59
G 214 M 0
B 31 Y 100
 K 0

HEX #6ed61f



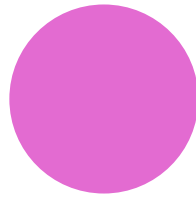
**Community Rail
Blue**
R 0 C 97
G 61 M 78
B 173 Y 0
 K 0

HEX #003dad

SECONDARY COLOURS

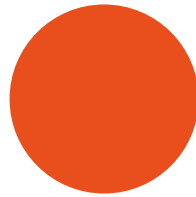
Only use specified colours as shown here for corporate communications. No other colours should be used apart from these. Tints of these colours can be used.

Choose the right colour reference for your design need. RGB breakdown references are for onscreen applications, (i.e. digital). CMYK are for 4 colour process printing (i.e. digital & litho printing).



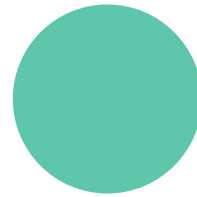
**Community Rail
Pink**

R 227 C 18
G 107 M 67
B 209 Y 0
K 0



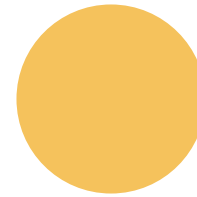
**Community Rail
Red**

R 232 C 4
G 79 M 84
B 28 Y 100
K 0



**Community Rail
Aqua Green**

R 94 C 60
G 199 M 0
B 171 Y 43
K 0



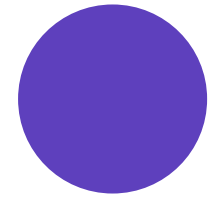
**Community Rail
Yellow**

R 245 C 4
G 194 M 24
B 92 Y 75
K 0



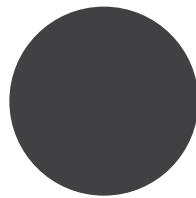
**Community Rail
Sky Blue**

R 74 C 66
G 145 M 39
B 242 Y 0
K 0



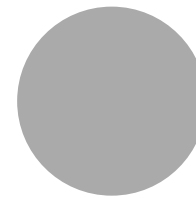
**Community Rail
Purple**

R 94 C 75
G 64 M 81
B 189 Y 0
K 0



**Community Rail
Dark Grey**

R 65 C 0
G 64 M 0
B 66 Y 0
K 90



**Community Rail
Mid Grey**

R 168 C 36
G 169 M 28
B 168 Y 30
K 0



**Community Rail
Light Grey**

R 241 C 0
G 242 M 0
B 242 Y 0
K 5

OUR TYPEFACE

We use Atten Round New for our headlines and text.

Available from Adobe Fonts as part of Adobe Creative Suite.

Or it's available to buy at www.newlyn.com

Our system font

When we're unable to use Atten New, we use our system font **Arial** which is safe for use within presentations outside our buildings and within email containing live text.

Myriad Pro is the specified typeface for all stakeholder facing print documents and reports.

Our minimum point size is 10pt.

Atten
Round
New

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@£\$%^&*()_+?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@£\$%^&*()_+?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@£\$%^&*()_+?

OUR PHOTOGRAPHY

Our photography focuses on our engaged members and communities.

We want to capture real moments of community action.

And we need to celebrate the people who make this all possible. So make sure everyone is visible in the photo and there aren't any waving arms blocking anyone.

Our photos should be inclusive and diverse as possible to truly reflect the communities we connect with.



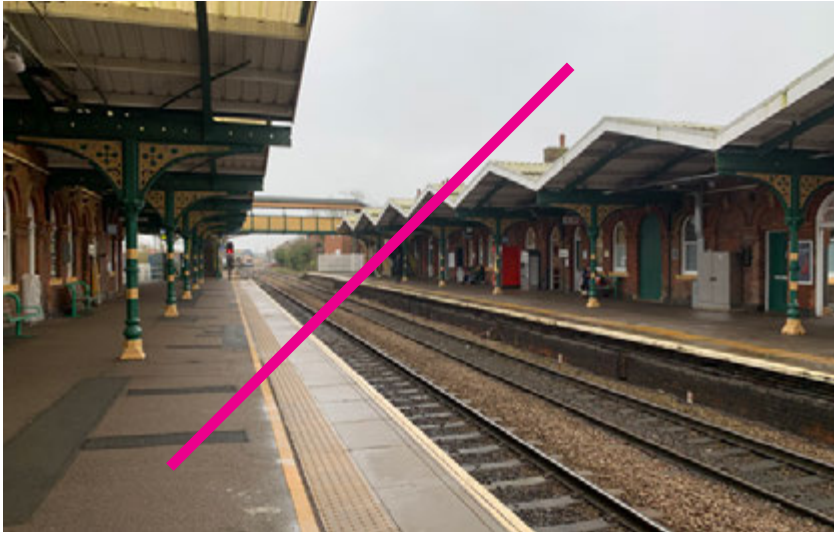
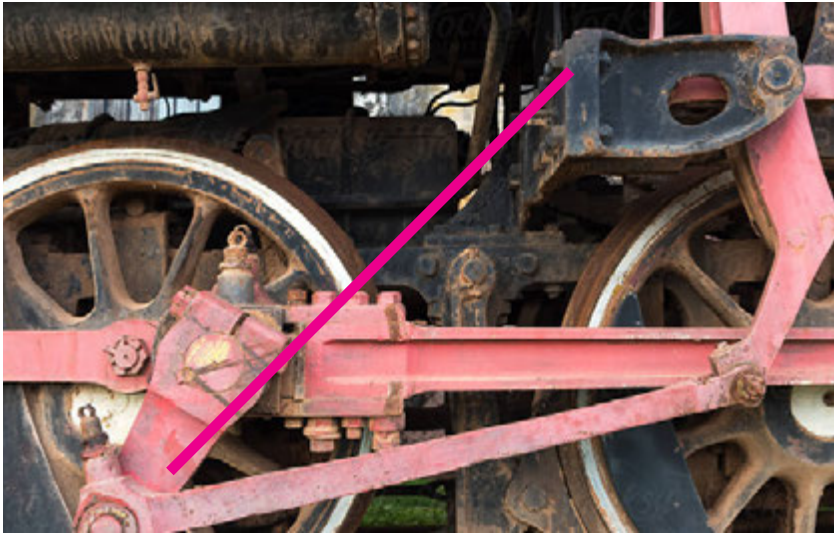
OUR ARTWORKS

There are many outputs from our network of communities: murals, artworks, photographs, craft. They should be celebrated alongside our photographs.



PHOTOGRAPHY DON'TS

Whilst we are a network of communities connected through rail, we don't want to focus on trains, people getting on or off trains, heritage railways and empty platforms.

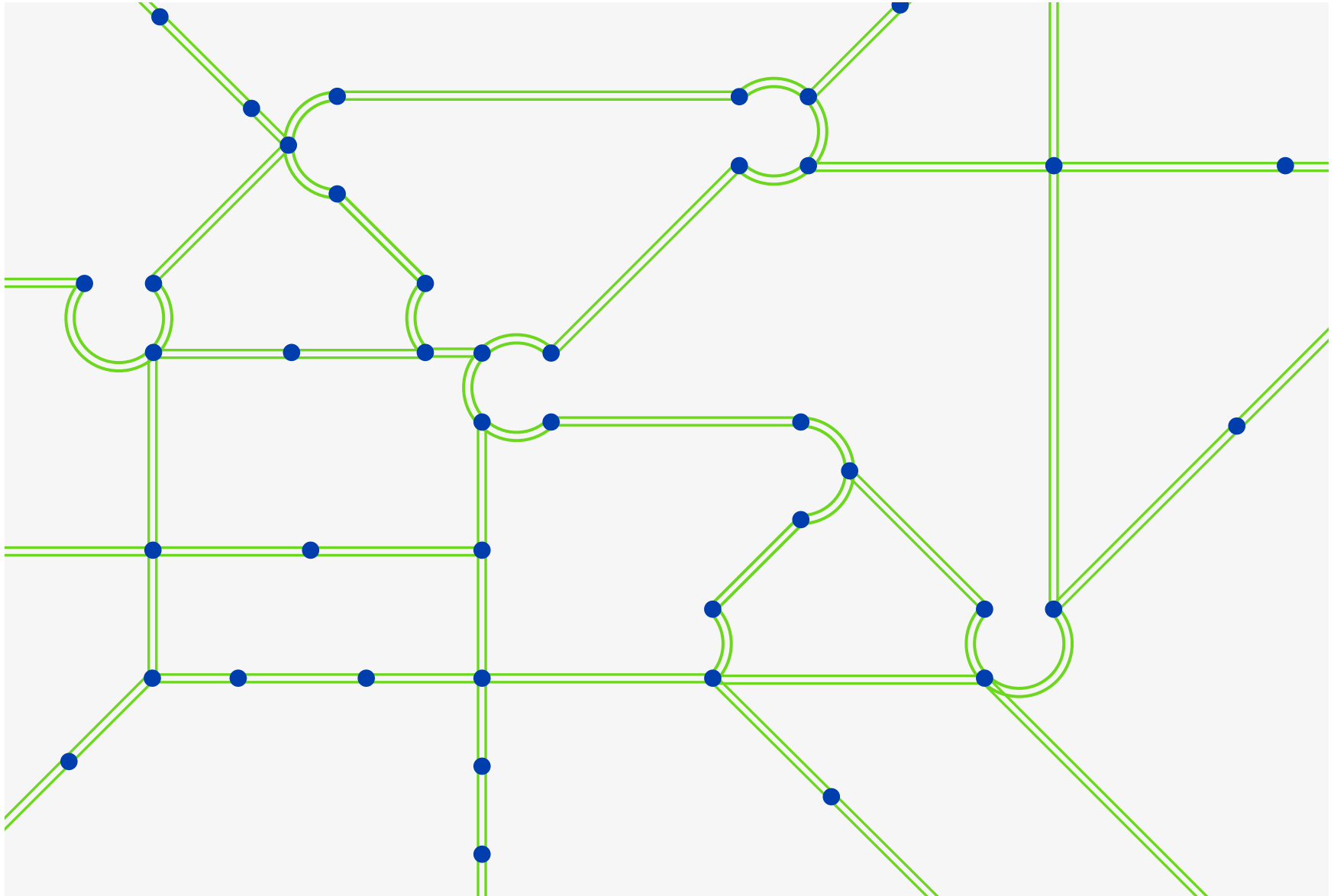


OUR NETWORK GRAPHIC

Our network graphic illustrates the idea of a 'Community of communities connected through rail.'

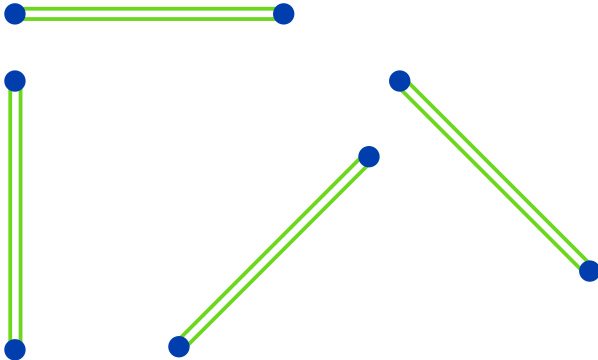
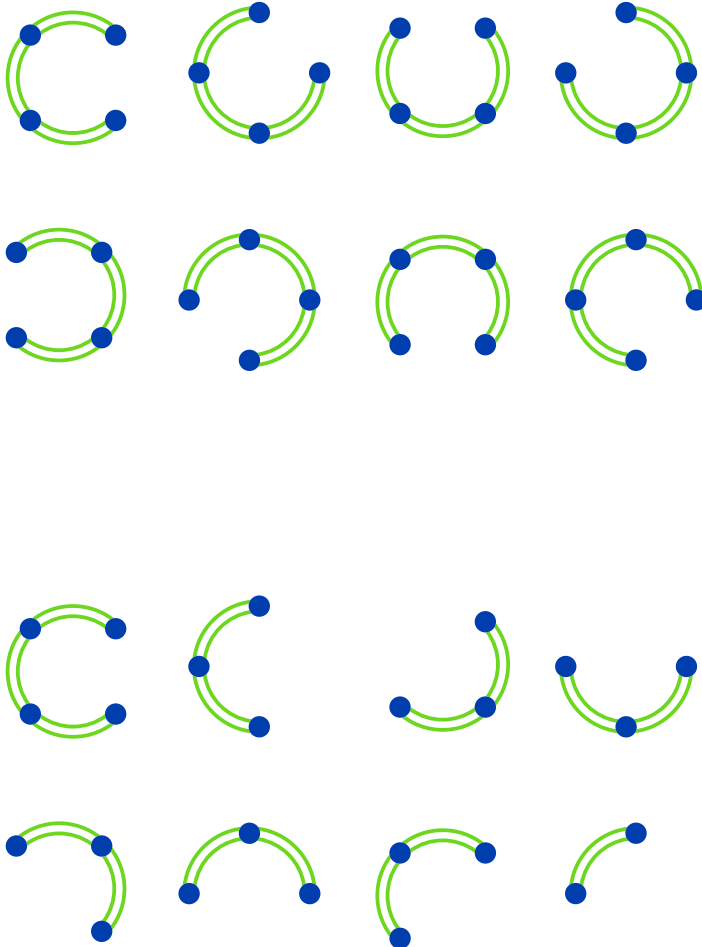
It's totally flexible and can be made to suit any event or communication.

Don't put words and messages on top of the graphic.



OUR NETWORK GRAPHIC COMPONENTS

Our network graphic can be made from using different parts of our icon combined with straight lines.





Bringing it all together



BUSINESS CARDS

Business cards

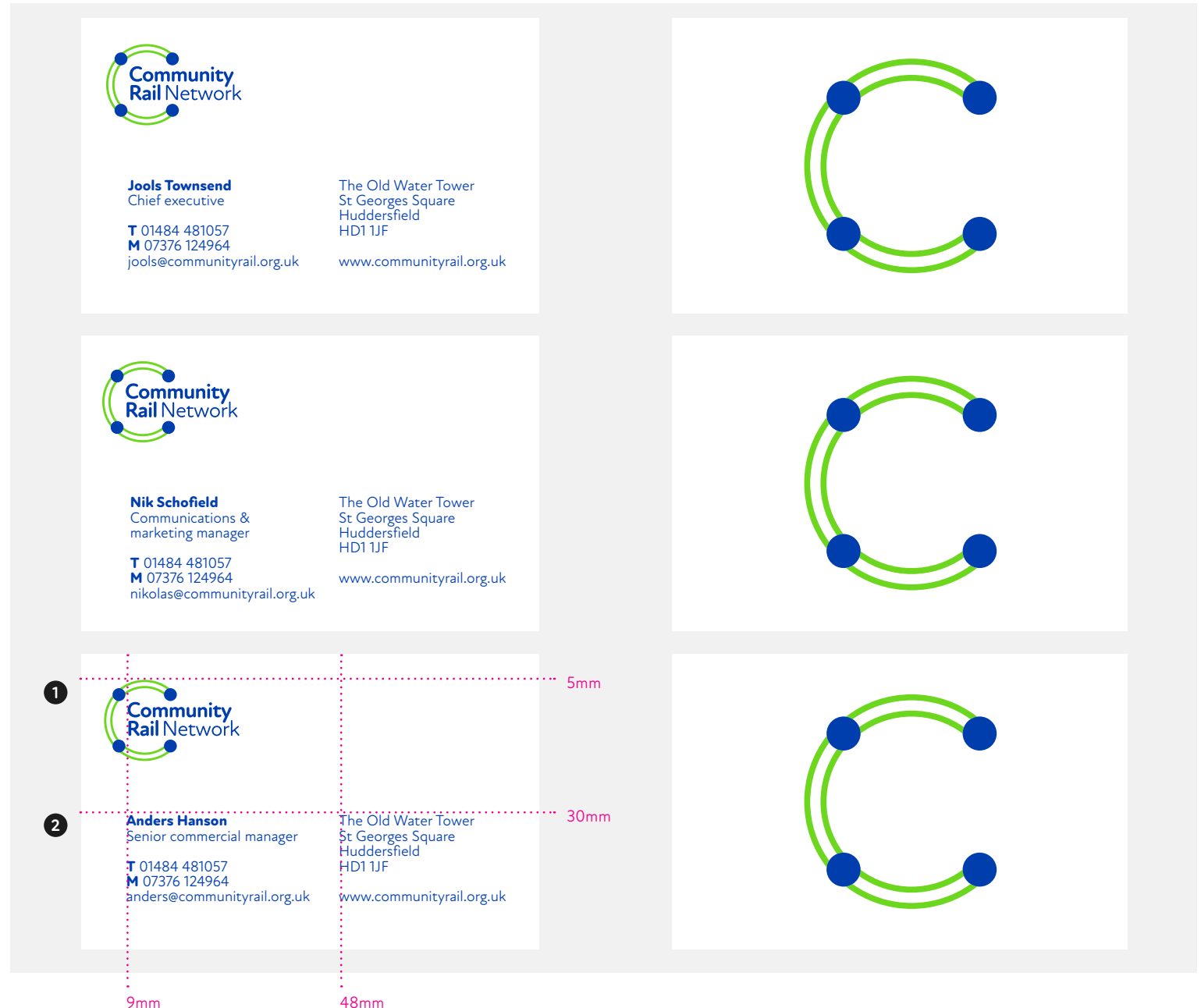
We have double-sided business cards. On the front are our personal and company details. On the back we have our network graphic.

1 Logo
25mm wide

2 Contact details
Atten New Round Extra Bold
Atten New Round Book
8/9pt
Community Rail Blue

NB: All job titles have CAP first letter, all other words are lowercase:

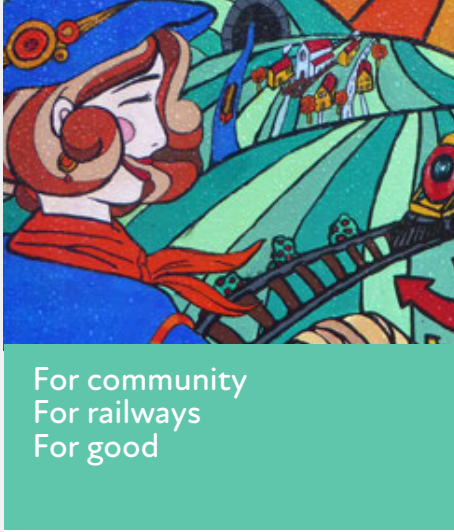
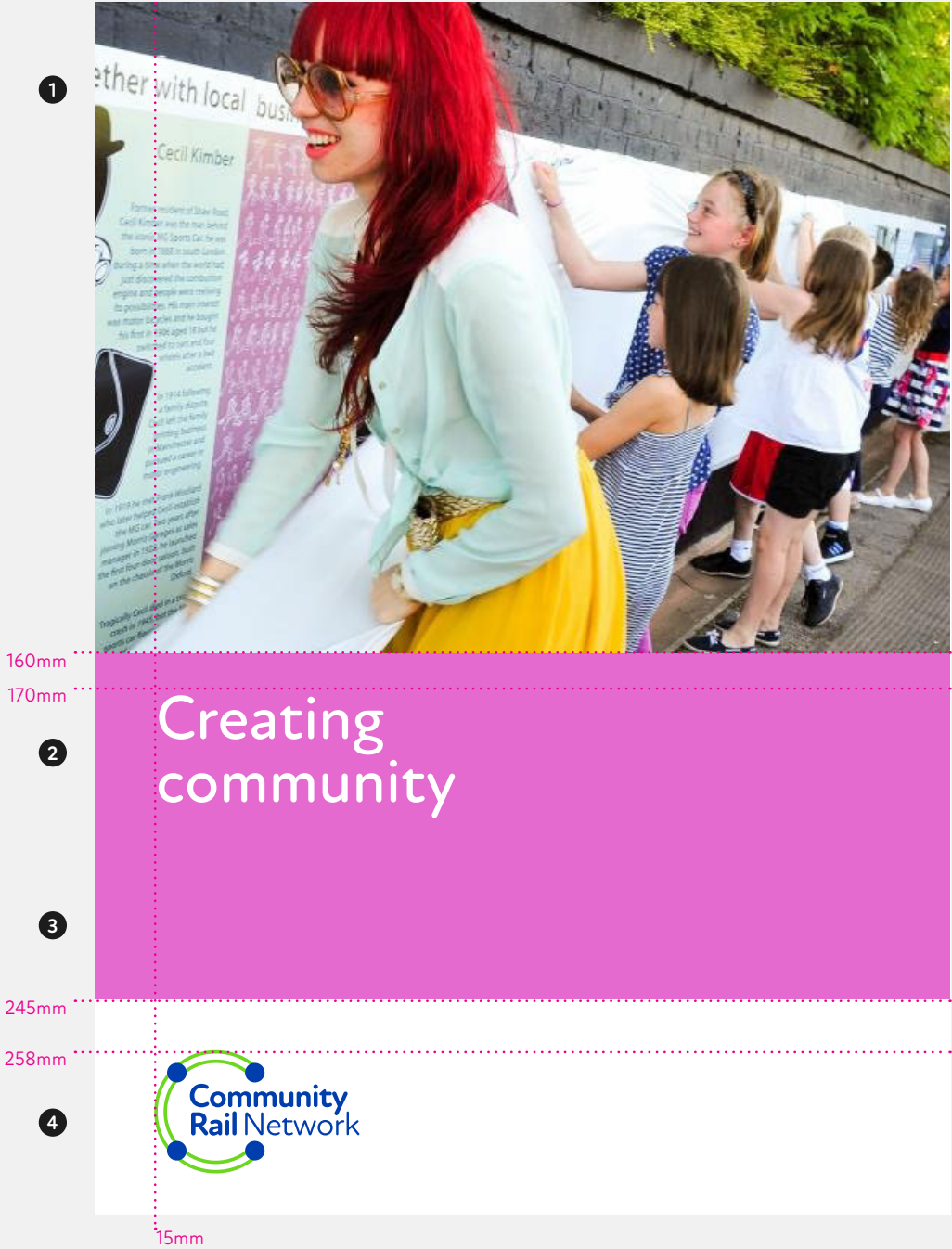
Chief executive
Communications & marketing manager
Senior commercial manager



REPORT COVERS

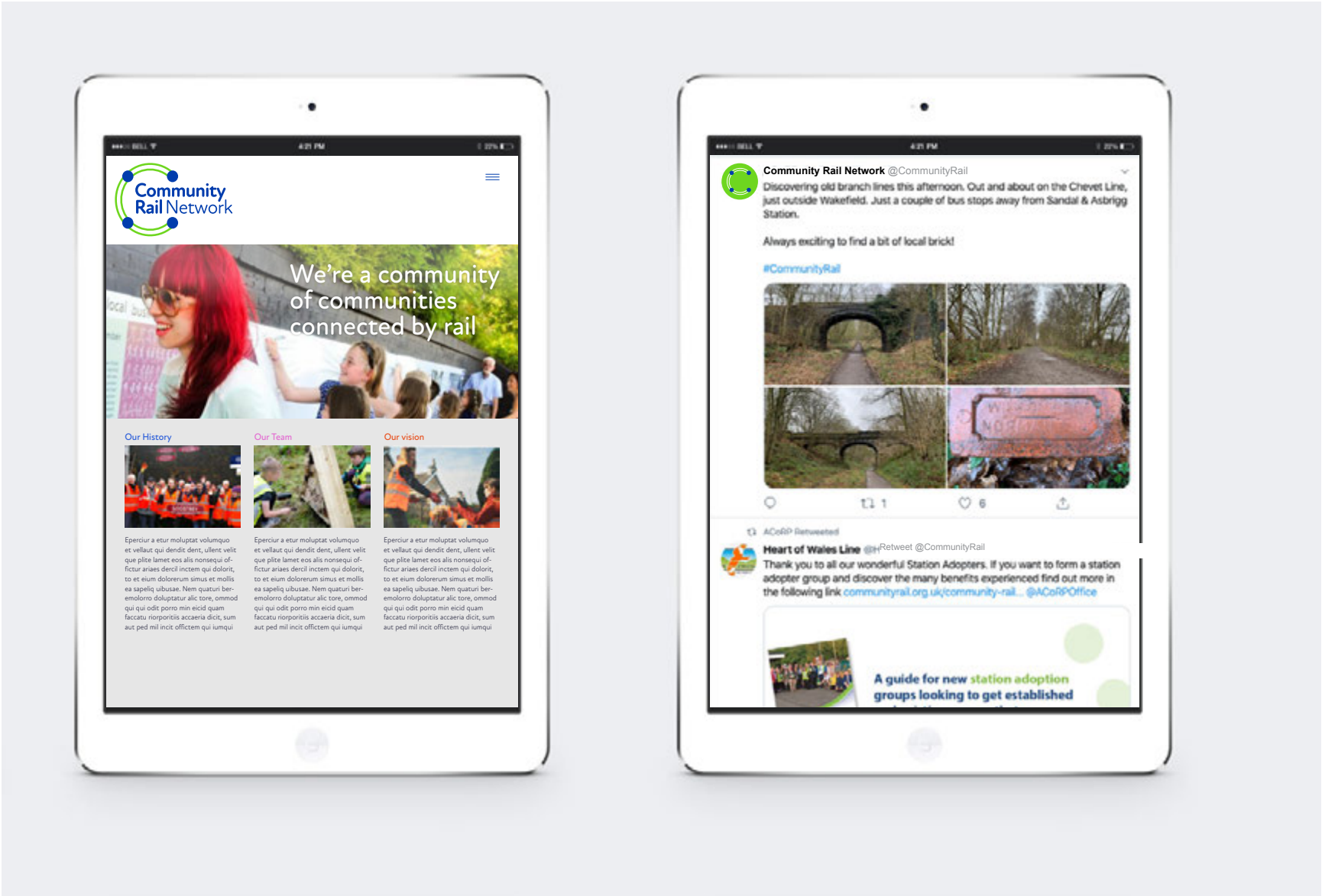
Clear, simple and bold layouts grab the readers attention and allow us to communicate clearly.

- 1 Photo**
Hero image of our people, projects or artworks
- 2 Title**
Atten Round New Bold 44/44pt
- 3 Colour**
From our colour palette or select from the photo. It should be bright and energetic.
- 4 Logo**
50mm wide



Digital

Digital communications are very important to us as an organisation. Our website and social media has been updated to reflect our new identity. These are illustrations only.



CONTACT

Should you need help using these guidelines,
please contact

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nikolas@communityrail.org.uk