Great Western Railway

Brand Standards

GWR

Contents

Introduction

6 April 2020

I am delighted to introduce GWR's updated Brand Standards for the start of the DA3 period.

Our Brand Standards enable us to successfully communicate and position GWR, both internally to our colleagues, as well as externally to our customers, stakeholders, partners, affiliates and the general public.

It is more than five years since our new brand, GWR, was launched and we have reviewed the previous guidelines, learning about what worked and what didn't work from 2015, listening to key users across the business to adapt them to make them more user-friendly and to enhance our brand identity, without changing the essence of our brand DNA.

Brand Standards are an important set of rules and guidelines that protect the look and feel of an organisation, providing a standardised approach to communications design to uphold the integrity of a brand. I would urge you, your teams and suppliers to adopt the new standards as soon as possible and follow the branding processes identified, to enable us to continue to help GWR's brand strength to grow.

Phil Delaney
Sales & Marketing Director

Contact and SLA

For all brand related enquiries please contact **GWR.Brand@GWR.com**

Once we receive your request we will aim to respond to you within 2 working days.
The length of time for your request to be processed will be dependent on the type of request.

Requests are then separated into the following tiers:

Simple requests - processed within 5 days

Supplying any assets, reviewing pre-approved collateral, or providing advice in response to a quick query.

New briefs - processed within 15 working days

A new brief that requires design of simple assets.

New campaigns/large projects - varying lead times depending on the project size

Lead-times for larger projects can vary significantly depending on the nature of the work.
Please endeavour to give us as much time as possible in the lead-up to large projects.

Please note - any work created externally by agencies must be approved by the Brand team before being published.

GWR's main logo suite

This section covers:

- An overview of our main logo suite
- Exclusion zones and minimum sizes
- Main logo suite colours
- Dos and don'ts.

An overview of our main logo suite

GWR's main logo suite consists of:

- **The Standard GWR logo** (fig 1)
- **The Grouped GWR logo** (fig 2)
- **The Horizontal GWR logo** (fig 3).

When to use which logo

The **Standard** GWR logo:

This is our preferred choice of logo, to be used when we are certain that the audience is aware of the brand identity as being 'Great Western Railway'. For example, inside GWR stations, or e-mails to customers who have signed up to our mailing lists.

All other versions of our logo should use the words 'Great Western Railway' alongside the basic GWR logo.

The **Grouped** GWR logo:

This is our second choice of logo to be used when brand awareness of the audience may not be high enough to ensure they will know the meaning of the letters 'GWR' alone.

The **Horizontal** GWR logo:

When the same criteria for the grouped logo is met but the dimensions of the space available do not allow the grouped logo to be used.

Logos can be provided by the Brand team upon request at **GWR.Brand@GWR.com**

Logos should not be edited in any way.

standard: fig 1

grouped: fig 2

horizontal: fig 3

Exclusion zones and minimum sizes

How to use exclusion zones

It is important to respect the empty space around the logo by leaving an exclusion zone that must remain empty. Whether using the standard, grouped or horizontal logo we still use the same method of establishing the exclusion zone.

The exclusion zone is an empty space with an equivalent size to the height of the letter 'R' in 'GWR' in the logo. This should be the absolute minimum amount of empty space surrounding the logo*.

Minimum sizes

Print

Standard logo - 5mm high

Grouped logo - 8mm high

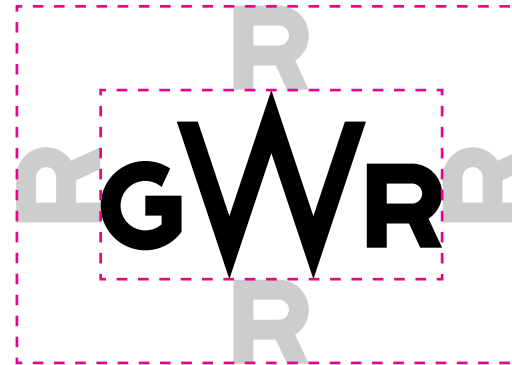Horizontal logo - 6mm high

Digital

Standard logo - 20px high

Grouped logo - 30px high

Horizontal logo - 20px high

*Exceptions are allowed in limited circumstances, contact the Brand team for more information at GWR.Brand@GWR.com

standard: fig 1

grouped: fig 2

horizontal: fig 3

Main logo suite colours

How to use colour when displaying GWR's main logos

Logos from the standard logo suite can be either GWR Corporate Green, black or white. The various corresponding background colours are demonstrated on the right.

For any other queries regarding colour values please contact **GWR.Brand@GWR.com**

Colour values

GWR Corporate Green
Print: Digital:
CMYK 84/53/68/69   RGB 24/48/41
PANTONE 5535   HEX #0B2D27

Black
Print: Digital:
CMYK 70/50/30/100   RGB 0/0/0
PANTONE Black C   HEX #000000

White
Print: Digital:
CMYK 0/0/0/0   RGB 255/255/255
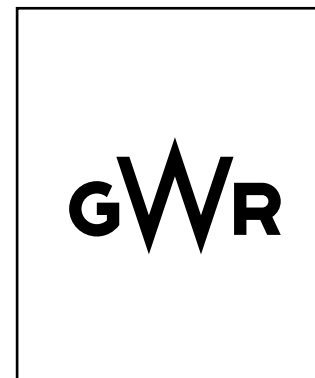PANTONE N/A   HEX #FFFFFF

White on GWR Green

This is the preferred choice of colours when using the white logo.

GWR Green on white

This is the preferred choice of colours when using a white background.

Black on white

When there is no colour printing option and the background is white.

White on black

When there is no colour printing option and the background is black.

Dos and don'ts

What to do, and what not to do

There are some important rules regarding how to use GWR's logos and they are demonstrated here in the form of a "dos and don'ts" section. These rules apply to all logos within the standard logo suite (grouped, horizontal and the standard GWR logo). If in doubt contact the brand team.
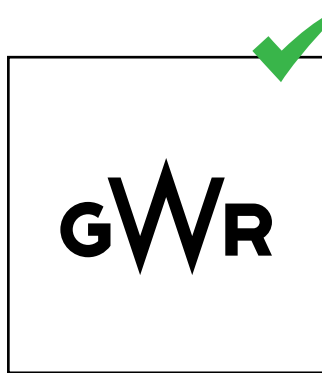
Do

White on a GWR green background

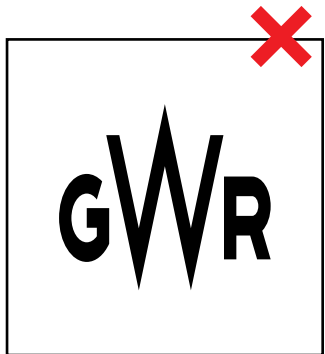GWR green on a white background
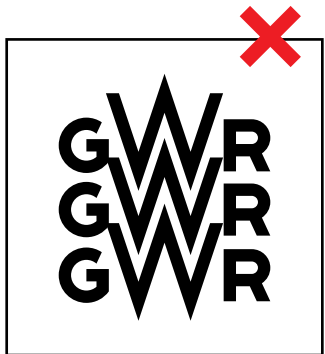
Black on a white background

White on a black background

Use these colour combinations, respecting the exclusion zone. Making sure to always have the logo the right way up, never at an angle and never used as part of a pattern, or stretched and skewed in any way whatsoever.

Don't

Never stretch or skew the logo

Do not make patterns with the logo

Don't place the logo on an image
Exceptions for TV ads only
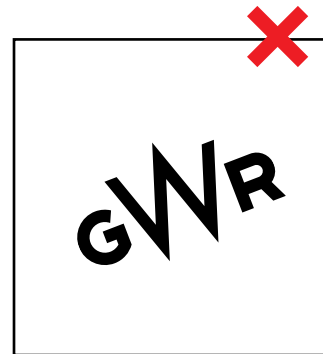
Never place the logo at an angle
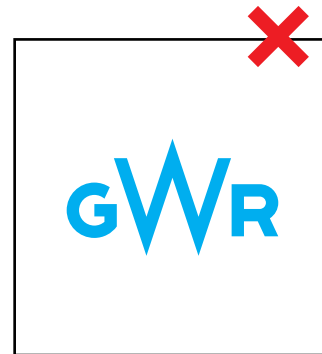
Do not show the logo in any colours other than those specified

Colours

This section covers:

- Signature colours
- Complementary colour palette and warm colours
- Functional colour palette
- Relative colour use
- Functional colour palette
- Colour use exceptions.

For products (which use different signature colours)
please refer to the products section.

Signature colours

Our signature colours are:

- GWR Corporate Green
- Accent Green
- Black
- White.

GWR Corporate Green should be the most prominent colour in most instances. We use it for colour blocks at the top, bottom, or right hand side of ads and posters. We also use it as the background colour on signs, book covers and badges.

Accent Green, as the name suggests, is purely an accent colour and should be a regular design feature but only with minimal use, to highlight certain areas of designs such as icons, buttons or subheaders.

Black and white are both main colours to be used predominantly for text. Black is preferable to GWR Corporate Green for text.

	Print:	Digital:
GWR Corporate Green	CMYK 84/53/68/69 PANTONE 5535	RGB 24/48/41 HEX #0b2d27
Accent Green	CMYK 75/0/100/0 PANTONE 361	RGB 58/170/53 HEX #39B54A
Black	CMYK 70/50/30/100 PANTONE Black C	RGB 0/0/0 HEX #000000
White	CMYK 0/0/0/0 PANTONE N/A	RGB 255/255/255 HEX #ffffff

Complementary colour palette and warm colours

Complementary palette:

- Plum
- Sky Blue
- Grass Green
- Teal
- Slate Grey
- Cool Grey.

The complementary colour palette features 6 colours that should all be individually used less frequently than Accent Green, but are all contextually useful in maps, icons and tables.

Always make sure your choice of text colour stands out when used on top of any background colour.

Plum	Print	CMYK 69/89/35/24 PANTONE 519 C	Digital	RGB 91/49/94 HEX #5B315E
Sky Blue	Print	CMYK 53/5/3/0 PANTONE 297 C	Digital	RGB 107/196/232 HEX #6BC4E8
Grass Green	Print	CMYK 71/14/59/1 PANTONE 7723 C	Digital	RGB 76/165/133 HEX #4CA585
Teal	Print	CMYK 87/20/48/2 PANTONE 7716 C	Digital	RGB 0/148/144 HEX #009490
Slate Grey	Print	CMYK 66/56/53/29 PANTONE 425 C	Digital	RGB 83/87/90 HEX #53575A
Cool Grey	Print	CMYK 14/11/12/0 PANTONE Cool Gray 1 C	Digital	RGB 217/216/214 HEX #D9D8D6

Warm colours (limited use):

Yellow, orange and red from the warm colour palette are more muted then their equivalent colours in the functional colour palette. These are reserved for limited use and should be used sparingly for things such as book now buttons and map designs.

|				
Yellow	Print	CMYK 1/12/72/0 PANTONE 120 C	Digital	RGB 253/218/100 HEX #FDDA64
Orange	Print	CMYK 3/54/100/0 PANTONE 144 C	Digital	RGB 241/138/0 HEX #F18A00
Red	Print	CMYK 0/86/55/0 PANTONE 1785 C	Digital	RGB 240/75/93 HEX #F04B5D

Relative colour use

A visual example

On the right is a visual breakdown representing the relative amount of each colour that should be used across GWR designs.

GWR Corporate Green should be by far the most prominent colour across the brand, then white, black, accent green in that order.

Complementary colours should be used sparingly, and warm colours (red, orange and yellow) should have very limited use.

Not all colours need to necessarily be used at the same time in a design.

warm colours

complementary colours

GWR corporate green

accent green

black

white
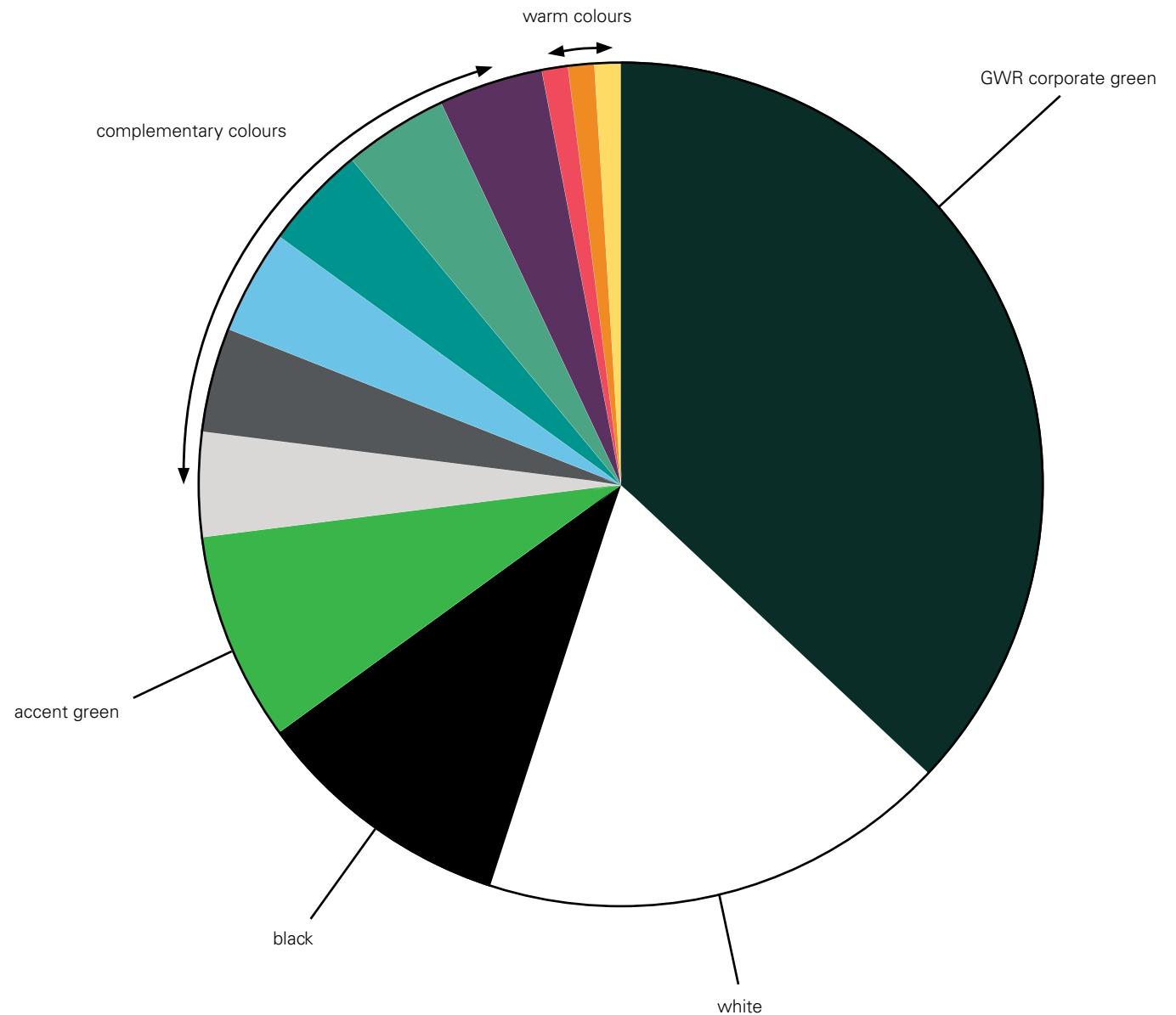
Functional colour palette

This palette consists of:

- Functional Yellow
- Functional Orange
- Functional Red
- Accent Green.

To be used for important safety messages, urgent messages, possessions and engineering works only.

Llimited use only and should be approved by **GWR.brand@GWR.com** before use.

Functional Yellow	Print:	Digital:
	CMYK 0/5/98/0	RGB 255/232/0
	PANTONE 803 C	HEX #FFE800
Functional Orange	Print:	Digital:
	CMYK 0/42/100/0	RGB 255/164/0
	PANTONE 137 C	HEX #FFA400
Functional Red	Print:	Digital:
	CMYK 6/98/100/1	RGB 225/37/27
	PANTONE 485 C	HEX #E1251B
Accent Green	Print:	Digital:
	CMYK 75/0/100/0	RGB 58/170/53
	PANTONE 361 C	HEX #3AAA35

Colour use exceptions

Exceptions

There are categories within the GWR brand guidelines that have their own internal set of rules for using colour. These are:

- Safety

- Possessions

- One-offs.

To see the rules for these categories please refer to their respective sections within the guide.

Other exceptions may be allowed in limited circumstances, to discuss your requirements contact the Brand team at **GWR.Brand@GWR.com**

Products

The GWR products each have their own individual signature colours and therefore follow a different set of rules.

To see the rules for these categories please refer to their respective sections within the guide.

Typeface/font

This section covers:

- GWR's main fonts
- Hierarchy of fonts.

GWR's main fonts

Signature font

■Glypha 55 Roman

When to use Glypha

Glypha is the font that appears in our logo saying "Great Western Railway" and it is also the font that conveys our unique brand identity.

We should only use this font for headers, and it should always be specifically "55 Roman" (or equivalent weighting).*

Do not use Glypha 35 thin, 45 light, 75 black.
Glypha 65 bold should only be used in limited circumstances.

The key is to use this font minimally to bring the unique GWR brand style to sections of type.

Main font

•Univers 45 Light
• **Univers 65 Bold**

When to use Univers

Univers should be used for the majority of type, including sub-headers, body copy, legal lines and Ts&Cs.

*Naming conventions may vary between different font sets (such as Glypha LT Std 55 Roman, Glypha LT 55 Roman, Glypha standard, etc. The same applies to Univers) but the equivalent weightings should be used from each font family. There are also exceptions where Glypha 65 Bold may be used.

Hierarchy of fonts

The three main levels of hierarchy in GWR's fonts

Our designs use Glypha 55 Roman for headers and Univers 45 Light for the subhead and body copy.

Other uses

Other miscellaneous areas of text should default to Univers 45 Light.

Univers 65 Bold is used for URLs such as **GWR.com**

Univers 65 Bold is also used when providing **particular emphasis** to a specific section of text within the body copy, this text can also appear in Accent Green if appropriate.

Glypha 55 Roman (with underline) ⟶

Header

Univers 45 Light ⟶

Subhead

Univers 45 Light ⟶

Body Copy

Univers 65 Bold ⟶

Bold body copy

Univers 65 Bold ⟶

"Special emphasis can be given to text from body copy by using bold, Accent Green and quotation marks, but this should be used sparingly."

Partner logos

This section covers:

- How we display partner logos
- Our partner logos in context.

How we display partner logos

Horizontal and vertical alignment

Partner logos are to be displayed by placing each logo in a horizontal or vertical alignment with space in between.

If the logos are arranged horizontally and include the GWR logo then the first logo on the left should be the GWR logo.

If the logos are arranged vertically and include the GWR logo then the first logo at the top should be the GWR logo.

horizontal alignment

vertical alignment

Our partner logos in context

Partner logos in posters sit above the image on the left, or where there is no image, at the bottom of the poster.

Partner logos in leaflets sit within a white or black (depending on the colour of the logo) band at the bottom on the front page.

Glypha LT Std 55 Roman

Univers LT Std 45 Light

The body copy typeface is Univers LT Std 45 Light.

The specific size of each section of text may vary from one poster to another, but the most important thing is to keep the hierarchy in order, with staggered sizes of text.

If it is not easy to visually perceive the size difference between one section of text and another then at least one of them needs to either increase or decrease in size.
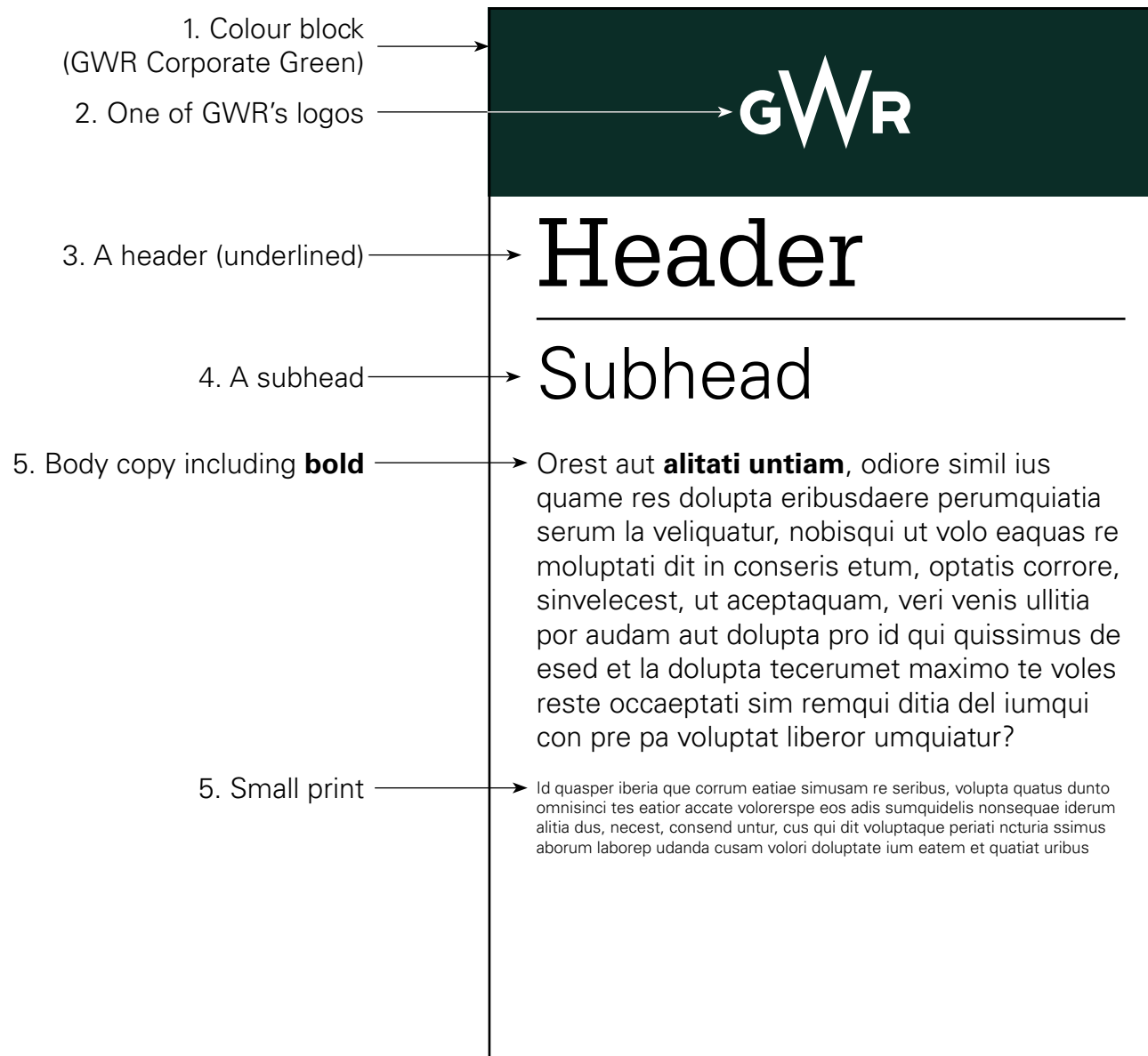
Layout

This section covers:

- Layout overview.

Layout overview

Commonly used layouts

This section gives an overview of how we typically use the design elements of GWR branding in most layouts. There will always be exceptions and for more specific templates please contact the Brand team.

Generally speaking, a standard GWR layout would feature some or all of the elements seen here.

1. Colour block (GWR Corporate Green)

2. One of GWR's logos

3. A header (underlined)

4. A subhead

5. Body copy including **bold**

5. Small print

Header

Subhead

Orest aut **alitati untiam**, odiore simil ius quame res dolupta eribusdaere perumquiatia serum la veliquatur, nobisqui ut volo eaquas re moluptati dit in conseris etum, optatis corrore, sinvelecest, ut aceptaquam, veri venis ullitia por audam aut dolupta pro id qui quissimus de esed et la dolupta tecerumet maximo te voles reste occaeptati sim remqui ditia del iumqui con pre pa voluptat liberor umquiatur?

Id quasper iberia que corrum eatiae simusam re seribus, volupta quatus dunto omnisinci tes eatior accate volorerspe eos adis sumquidelis nonsequae iderum alitia dus, necest, consend untur, cus qui dit voluptaque periati ncturia ssimus aborum laborep udanda cusam volori doluptate ium eatem et quatiat uribus

Tone of voice

This section covers:

- GWR's tone of voice
- Our house style
- Jargon.

GWR's tone of voice

We are real

We speak in a straightforward way that is easily understood:

- Using everyday words that are normal, not formal; that means you can say 'bags' instead of personal belongings and cut out stuffy phrases like 'in order to avoid disappointment'.
- Being short and sweet - no waffle.
- Using things like bullet points, tables and icons to make things easy to read.

We are personal

We put people first - not processes, policies and procedures*:

- Putting the reader first; telling them what they want to know, not what we want to say.
- Making it personal, using active writing and taking responsibility for our actions.
- Being ourselves when we write.

We are inspiring

We use words to move our readers, not just inform or demotivate them:

- Inspiring people and showing them how we're making history.
- Going above and beyond - using our words to do more than the minimum and following through on our promises.
- Writing with pride and passion, using language that excites and moves is positive.

*This refers to tone of voice only, and in all operational and instructional policies we put safety first above all else

Our house style

Numbers

When you write numbers in station environments, always use digits. Digits (1,2,3,4,5) are understood by far more people than words (one, two, three, four, five) and so it is more effective for wayfinding.

In all other instances numbers should be written as words from one to nine (one, two, three, four as opposed to 1,2,3,4). From 10 up numbers can be written as digits

Times

Use the 24-hour clock, with colons, to display times (eg. 23:00). Most people understand this, as it's what they see on a digital clock. The exception is our timetables, where using colons makes the page too busy (eg. 2300).

Headers and subheads

Headers and subheaders should be written in sentence case. The first letter of each sentence should be a CAPITAL, the rest should be in lower case unless it is a name or a product.

Example:

"How our use of fonts differs for products"

Bullet points

- Start each bullet with an uppercase letter, when the bullets are short add a full stop to the last one.

- For longer bullets, end with full stops. If you need to talk about more than one thing in a single bullet, use a comma or a semicolon.

- When in doubt about any grammatical details including bullet points, refer to
https://bordeure.files.wordpress.com/2008/11/the-economist-style-guide.pdf

Jargon

The way you write should be easy to understand. Try not to use jargon, industry terms, and long words and sentences.

Instead of	Say
We have improved how we communicate our service information.	It's easier than ever to check if your train's running.
It is vital to purchase a ticket before you travel on a Great Western Railway train to avoid the risk of receiving a penalty fare.	Make sure you have a ticket when you board. Otherwise, you could be fined. It's easy to buy tickets online, or at a station.

Customers don't like jargon. We're all customers. Do your best not to use it.

Some examples:

Jargon	Plain speak
Rail Replacement Bus Service	Replacement bus
Train Operating Company	Train company (unless in legal terms)
Ticket Vending Machine / TVM	Ticket machine
Additional	More or extra
High-Speed Services (only in for franchise)	High-speed services
We at Great Western Railway	At GWR, we're

Powerpoint

This section covers:

- Which Powerpoint template to use.

Which Powerpoint template to use

The current Powerpoint template is the **marketing** PPT template. There is also a **corporate** PPT template in development and the launch date will be confirmed.

The layout, use of colour and fonts across the templates is the same but the difference lies in the set of images included.

Marketing PPT template

This template uses illustrations of locations around the network.

To be used in a majority of instances, but in some circumstances where the illustrative feel is deemed inappropriate a second option will be available (as described below)

To download the Marketing PPT template you need use the link below:

gwr.to/templates

Corporate PPT template

This template uses photographic images selected from our image libraries.

To be used in instances where the illustrative feel is deemed inappropriate.

Launch date of this template to be confirmed.
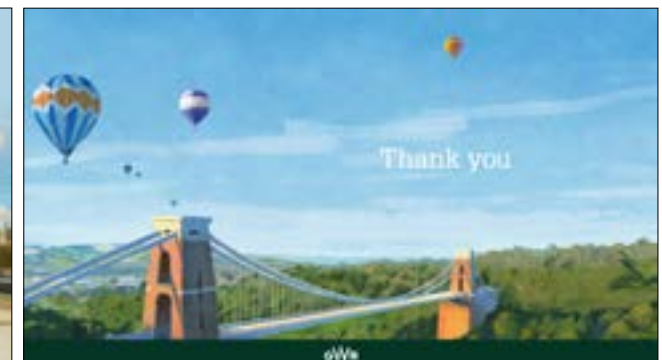
Tables

This section covers:

- GWR's table style.

GWR's table style

Typeface/font

The font in all tables should be:

- Univers 45 Light
- **Univers 65 Bold**
  (header cells and contextual use in other cells)

Colours

Header rows use GWR Corporate Green as the background colour and white as the text colour.

All other rows use black text and alternate between white and Cool Grey shading.

Header	Header	Header	Header
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

GWR Corporate Green	Print:	Digital:
	CMYK 84/53/68/69	RGB 24/48/41
	PANTONE 5535	HEX #0b2d27

Cool Grey	Print:	Digital:
	CMYK 14/11/12/0	RGB 217/216/214
	PANTONE Cool Gray 1 C	HEX #D9D8D6

Black		White	
Print:	Digital:	Print:	Digital:
CMYK 70/50/30/100	RGB 0/0/0	CMYK 0/0/0/0	RGB 255/255/255
PANTONE Black C	HEX #000000	PANTONE N/A	HEX #ffffff

Icons

This section covers:

- Understanding GWR's icons
- Roundels
- Rounded squares
- Simple icons.

Understanding GWR's icons

GWR's icon style

Our icons are designed to be as simple and intuitive as possible, which means pertinent shapes and symbols are broken down into the simplest and most concise form possible and placed as a single colour that can either be on a basic shape (roundel or rounded square) or remain simple with no shape behind it.

GWR's icon libraries

Our icon libraries consist of matching sets of icons in various categories of style.

The categories are:

• Roundels

• Rounded Squares

• Simple Icons.

Each category comes with a limited set of colours which are:

• GWR Corporate Green

• Accent Green

• Black

• White.

To get icons please contact the Brand team at **GWR.Brand@GWR.com**

Roundels

Rounded squares

Simple icons
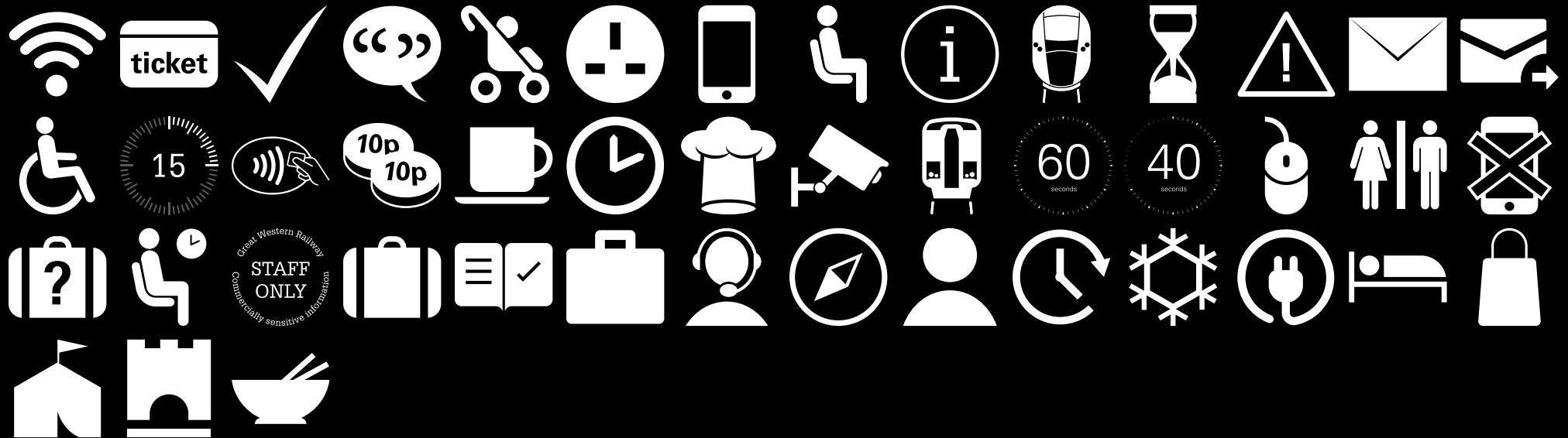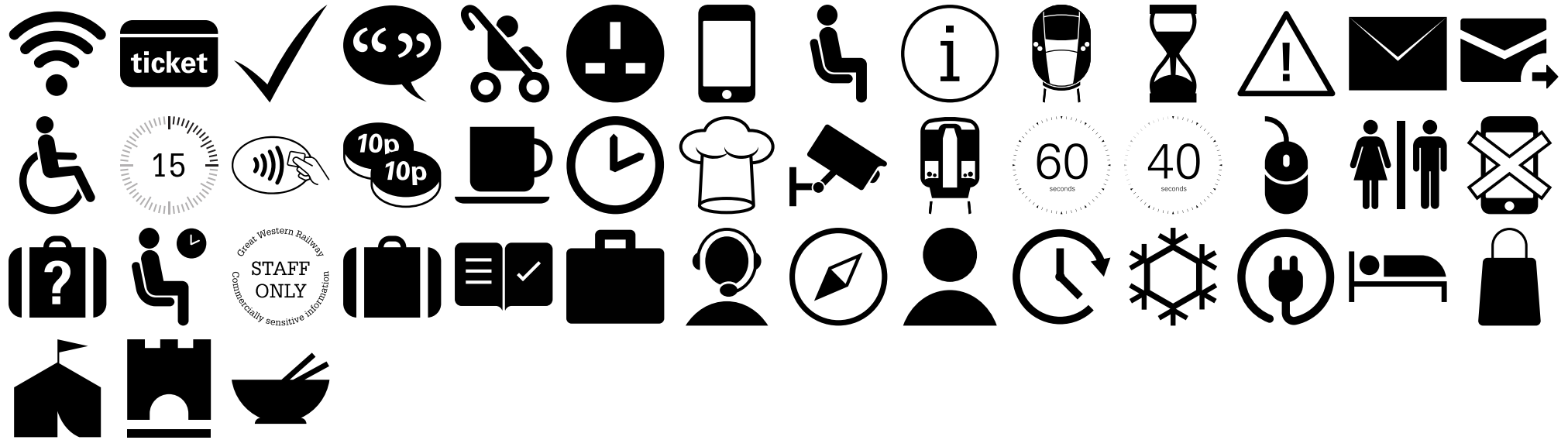
GWR's product logo suite

This section covers:

- An overview of our product logo suite
- Exclusion zones and minimum sizes
- Signature product colours
- Secondary product colours
- Dos and don'ts.

An overview of our product logo suite

GWR's product logo suite consists of grouped and horizontal versions of:

- The **First Class** logo
- The **Night Riviera Sleeper** logo
- The **Pullman Dining** logo.

When to use which logo

The **First Class** logo:
On all First Class publications, services and related products/packaging (such as disposable cups).

The **Night Riviera Sleeper** logo:
On all Night Riviera Sleeper publications, services and related products/packaging.

The **Pullman Dining** logo:
On all Pullman Dining publications, services and related products/packaging.

Logos can be provided by the brand team upon request and should not be edited in any way.

Exclusion zones and minimum sizes

How to use exclusion zones

It is important to respect the empty space around the logos by leaving an exclusion zone that must remain empty. Whether using the First Class, Night Riviera Sleeper or Pullman Dining logos we still use the same method of establishing the exclusion zone.

The exclusion zone is an empty space with an equivalent size to the height of the letter 'R' in 'GWR' in the logo. This should be the absolute minimum amount of empty space surrounding the logo.

Minimum sizes

Print
Grouped logos - 8mm high
Horizontal logos - 6mm high

Digital
Grouped logos - 30px high
Horizontal logos - 20px high
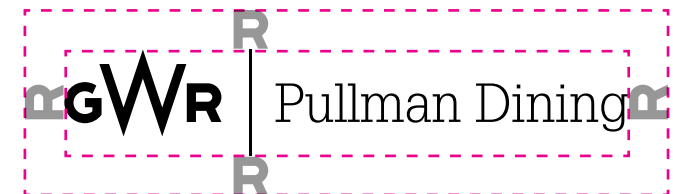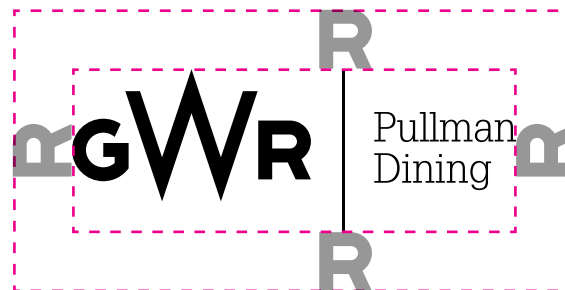
Signature product colours

How to use colour when displaying GWR's product logos

Logos from the product logo suite have their own individual signature colours.

- First Class is gold

- Night Riviera Sleeper is silver

- Pullman Dining is black.

On the right you can see the different colour combinations available for each individual product logo.

First Class

Night Riviera Sleeper

Pullman Dining

gold on white background

silver on white background

black on white background

gold on GWR green background

silver on GWR green background

white on black background

Gold	Silver	Black
PANTONE 871C	PANTONE 877C	PANTONE Black C
CMYK 0/11/41/48	CMYK 49/39/39/3	CMYK 70/50/30/100
RGB 132/117/78	RGB 138/141/143	RGB 0/0/0
HEX #84754E	HEX #8A8D8F	HEX #000000

Print

Digital
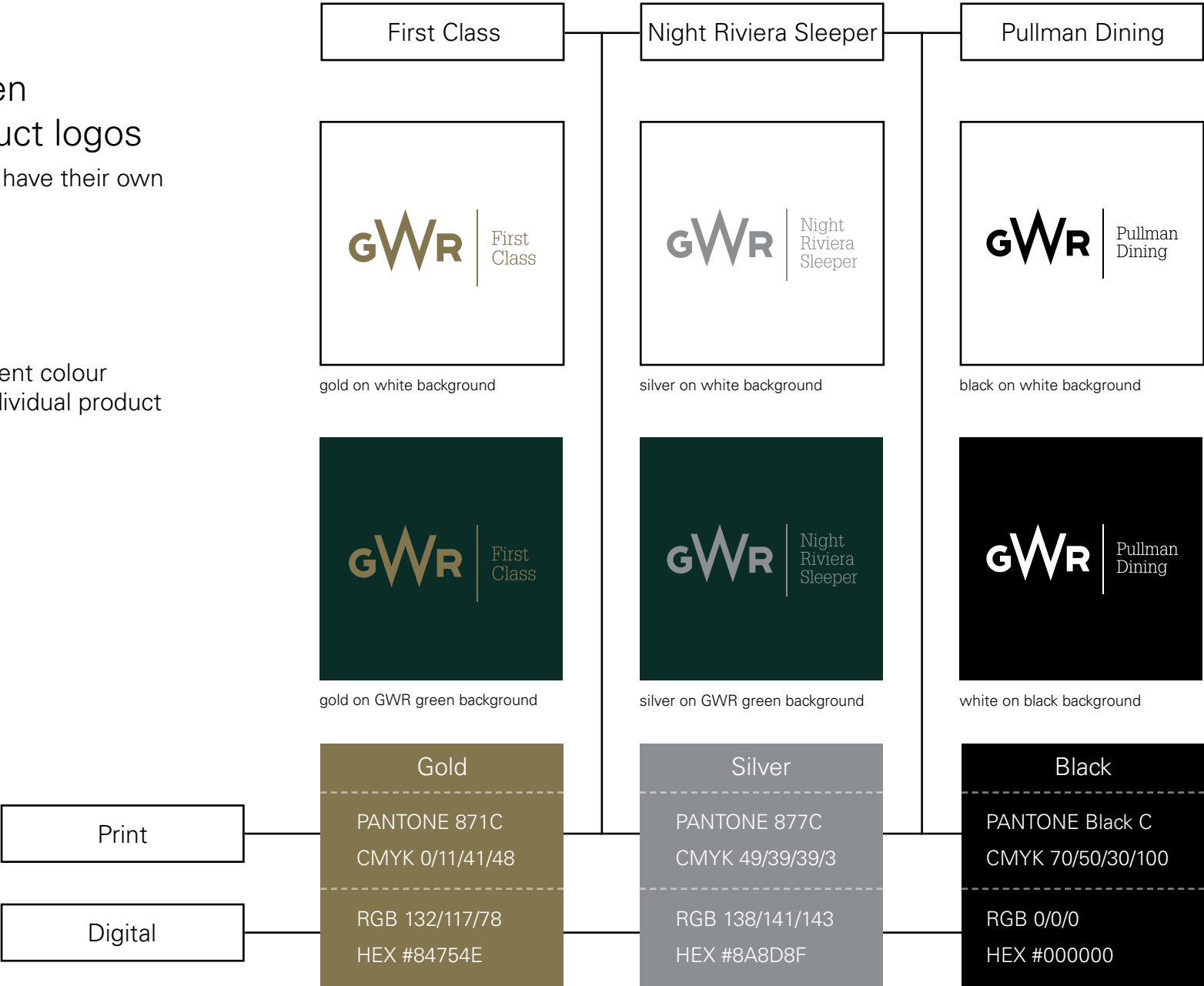
Secondary product colours

How to use secondary colours when displaying GWR's product logos

There may be instances where it is not possible to create the gold or silver effect on product logos due to printing limitations. When these scenarios occur then we should use one of the following 2 colour options:

- Black (on a white background)

- White (on a black or GWR Corporate Green background).

This will be applicable in specific instances, such as printing letterheads when there is no option to print in colour, or if the gold or silver is totally unachievable due to difficult or limited printing materials. Gold or silver should always be our first choice, depending on whether it is First Class or Night Riviera Sleeper.

Dos and don'ts

What to do and what not to do

There are some important rules regarding how to use GWR product logos, demonstrated here in the form of a "dos and don'ts" section.

These rules apply to all logos within the standard logo suite (grouped, horizontal and the standard logo. If in doubt please contact the brand team.

Do

gold on white background	gold on GWR green background	silver on white background	silver on GWR green background	black on white background	white on black background

Use the colour combinations above, respecting the exclusion zone. Making sure to always have the logo the right way up, never at an angle and never used as part of a pattern, or stretched and skewed in any way whatsoever.

Don't

never stretch or skew the logo	do not make patterns with the logo	don't place the logo on an image	never place the logo at an angle	do not show the logo in any colours other than those specified	do not place the logo without a minimum exclusion zone

Great Western Railway
Brand Standards

Product layout

This section covers:

- Product layout overview
- Pullman Dining crest and colour block.

Product layout overview

Commonly used layouts

This section gives an overview of how we typically use the design elements of GWR branding in most product layouts. There will always be exceptions and for more specific templates please contact the Brand team.

Generally speaking, a standard GWR product layout would feature some or all of the elements seen here.

1. Colour block
(GWR Corporate Green)

2. Logo

3. A header (underlined)

4. A subhead

5. Body copy including **bold**

5. Small print

Header

Subhead

Small printOrest aut **alitati untiam**, odiore simil ius quame res dolupta eribusdaere perumquiatia serum la veliquatur, nobisqui ut volo eaquas re moluptati dit in conseris etum, optatis corrore, sinvelecest, ut aceptaquam, veri venis ullitia por audam aut dolupta pro id qui quissimus de esed et la dolupta tecerumet maximo te voles reste occaeptati sim remqui ditia del iumqui con pre pa voluptat liberor umquiatur?

Id quasper iberia que corrum eatiae simusam re seribus, volupta quatus dunto omnisinci tes eatior accate volorerspe eos adis sumquidelis nonsequae iderum alitia dus, necest, consend untur, cus qui dit voluptaque periati ncturia ssimus aborum laborep udanda cusam volori doluptate ium eatem et quatiat uribus

Pullman Dining crest and colour block

Exceptions for Pullman Dining

Pullman Dining stands out from the other products due to its use of black instead of GWR green and inclusion of the Pullman Dining crests.

When using the Pullman Dining crests they should always be at the bottom of the layout.

There are 2 crests that we use which are:

- West Country Pullman Dining crest

- Welsh Dragon Pullman Dining crest.

Example of each crest below

West Country   Welsh Dragon
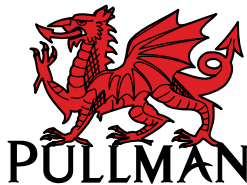
1. Colour block (Black)

2. Logo

GWR | Pullman Dining

3. A header (underlined)

Header

4. A subhead

Subhead

5. Body copy including **bold**

Small printOrest aut **alitati untiam**, odiore simil ius quame res dolupta eribusdaere perumquiatia serum la veliquatur, nobisqui ut volo eaquas re moluptati dit in conseris etum, optatis corrore, sinvelecest, ut aceptaquam, veri venis ullitia por audam aut dolupta pro id qui quissimus de esed et la dolupta tecerumet maximo te voles reste occaeptati sim remqui ditia del iumqui con pre pa voluptat liberor umquiatur?

5. Small print

Id quasper iberia que corrum eatiae simusam re seribus, volupta quatus dunto omnisinci tes eatior accate volorerspe eos adis sumquidelis nonsequae iderum alitia dus, necest, consend untur, cus qui dit voluptaque periati ncturia ssimus aborum laborep udanda cusam volori doluptate ium eatem et quatiat uribus

PULLMAN

Product fonts

This section covers:

- Our product fonts
- How our use of fonts differs for products.

Our product fonts

Signature font

■ Glypha 55 Roman

When to use Glypha

Glypha is the font that appears in our product logos saying "First Class", "Night Riviera Sleeper" and "Pullman Dining" and it is also the font that conveys our unique brand identity.

We should only use this font for headers, and it should always be specifically "55 Roman" (or equivalent weighting).*

Do not use Glypha 35 thin, 45 light, 65 bold or 75 black.

The key is to use this font minimally to bring the unique GWR brand style to sections of type.

Main font

• Univers 45 Light
• **Univers 65 Bold**

When to use Univers

Univers should be used for the majority of type, including sub-headers, body copy, legal lines and Ts&Cs.

*Naming conventions may vary between different font sets (such as Glypha LT Std 55 Roman, Glypha LT 55 Roman, Glypha standard, etc. The same applies to Univers) but the equivalent weightings should be used from each font family. There are also exceptions where Glypha 65 Bold may be used.

How our use of fonts differs for products
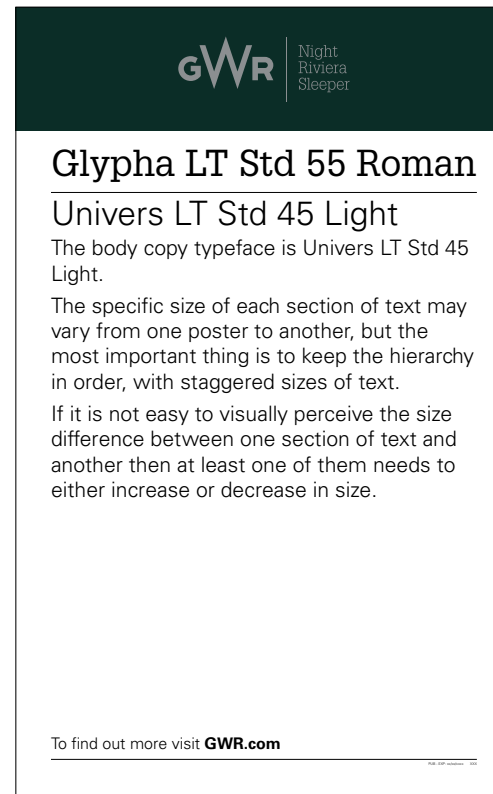
Use of colour

Our product fonts are exactly the same as the main GWR fonts. The difference lies in how we use them. In most GWR designs we allow the use of Accent Green, and potentially any colour from our complementary palette depending on the specific use, but in all product designs the font is always black or the signature colour of the product.

On leaflet covers the font can be either white or black depending on the colour of the front page image.
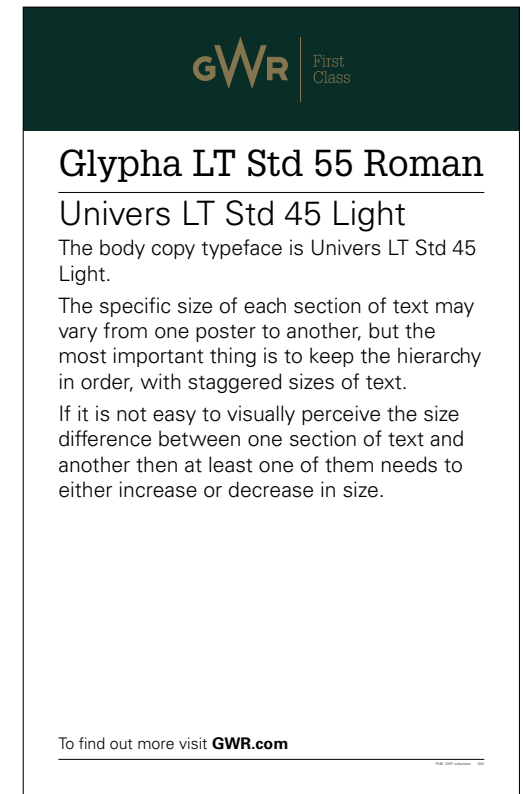
Font weight

It is fine to use bold to emphasise particular words or phrases but **never in Accent Green**. We use the different weights of fonts in the same way in products as we do in other designs, but the font is always black on a white background or the product signature colour on a white or GWR green background.

See examples on the right of product designs using either black or the product signature colour.

Glypha LT Std 55 Roman

Univers LT Std 45 Light

The body copy typeface is Univers LT Std 45 Light.

The specific size of each section of text may vary from one poster to another, but the most important thing is to keep the hierarchy in order, with staggered sizes of text.

If it is not easy to visually perceive the size difference between one section of text and another then at least one of them needs to either increase or decrease in size.

To find out more visit **GWR.com**

Glypha LT Std 55 Roman

Univers LT Std 45 Light

The body copy typeface is Univers LT Std 45 Light.

The specific size of each section of text may vary from one poster to another, but the most important thing is to keep the hierarchy in order, with staggered sizes of text.

If it is not easy to visually perceive the size difference between one section of text and another then at least one of them needs to either increase or decrease in size.

To find out more visit **GWR.com**

Posters

A guide to GWR posters

- Our suite of posters
- When to use which poster.

When to use which poster

We have several different poster styles which are used for different types of messages, below is a short description of each template and when to use it

Standard image posters

Some posters use images as well as text, these could be posters for events (such as a rugby match or festival). In this case the template you will need to use is the standard image poster.

Policy posters

If the poster communicates a policy message (such as the policy on pushchairs, bicycles or surfboards on train) then it is a policy poster, which means it does not use any photography or illustrations. Instead, it uses text and icons to get the message across. The template you will need to use is the policy poster.

Safety posters

If the poster is communicating a safety message then it should be made using the safety poster template.

Partner posters

Posters that use partner branding need to use the partner poster templates. Standard image and standard poster templates both have a partner template version.

Marketing posters

Includes Famous Five, business travel and regional poster templates. These posters should be strictly designed by members of the marketing team only. For any questions regarding the use of these posters please contact the brand team.

Standard posters

Posters with messages that do not fall under any of the other categories (policy message, events or safety hazard) should be standard text-only posters. The template you will need to use is the standard poster.

Our suite of posters

Standard image

Policy

Please fold your pushchair before getting on a train

If you need help ask a member of staff

To find out more visit **GWR.com**

Safety

SAFETY NOTICE

MIND THE GAP
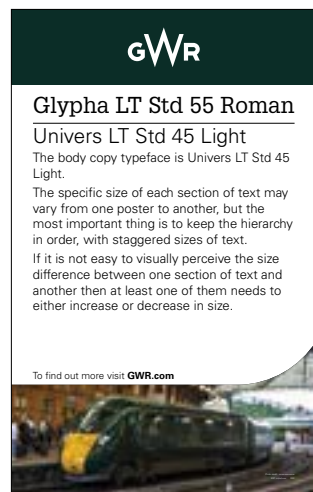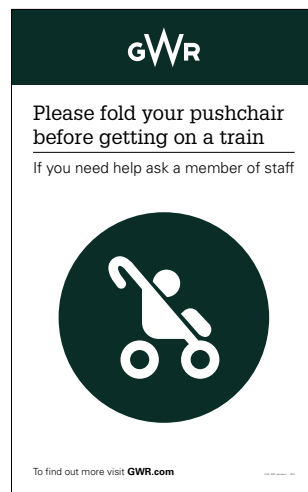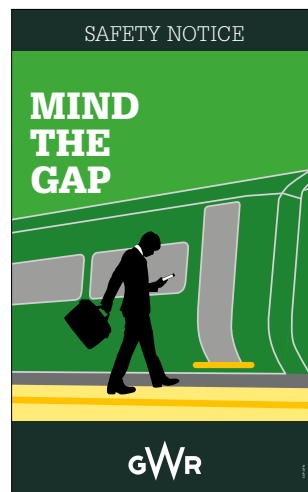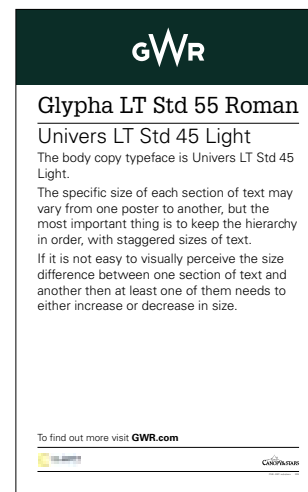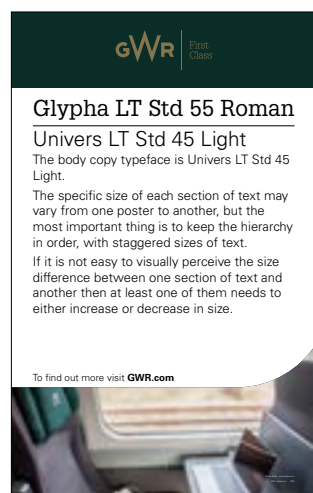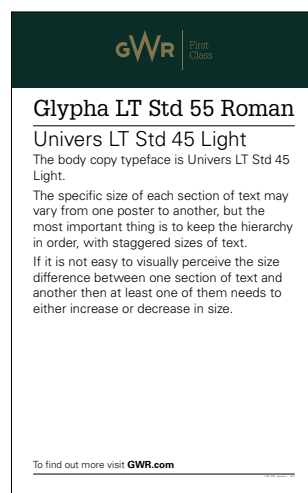
Standard (partner)

Standard
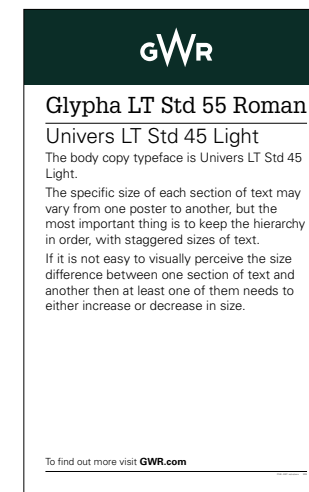
Standard image (partner)
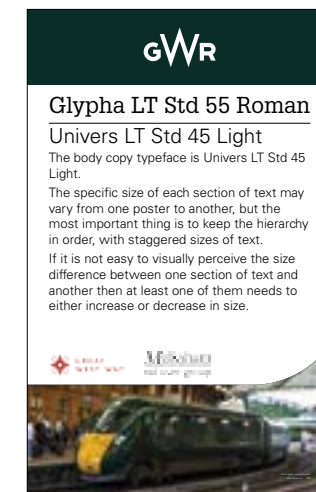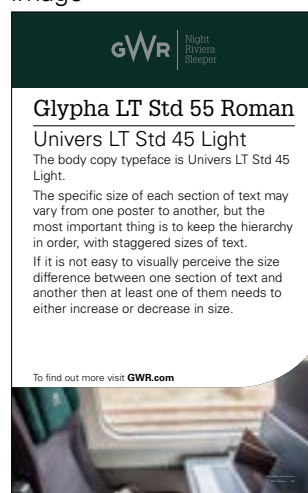

First Class image
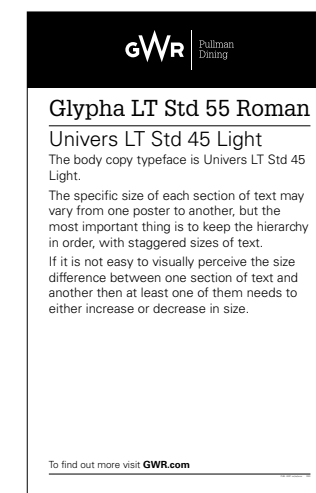

First Class generic

Night Riviera Sleeper image

Night Riviera Sleeper generic
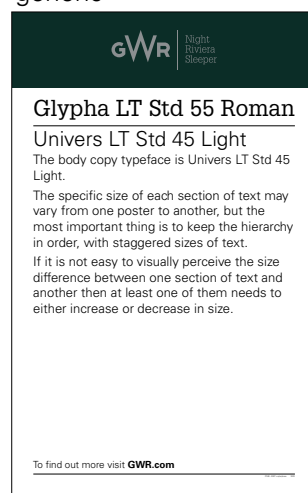
Pullman Dining image
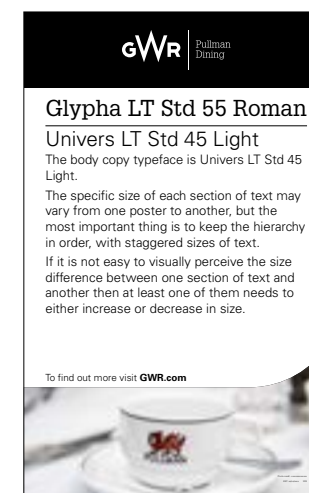
Pullman Dining generic

Leaflets

This section covers:

- Leaflet layout
- Our suite of leaflets.

Leaflet layout

Our leaflets consist of the GWR Grouped logo in a colour block at the top of the design, the header and subhead (where appropriate) on top of the cover image, placed towards the top of the image.

The backpage consists of a set of standard icons and information.

Inner pages are white and when they use an image it either fills the entire page with no margin, or if it only takes up part of the page it sits within the margins.

Versions are available for all products (First Class, Night Riviera Sleeper, Pullman Dining).
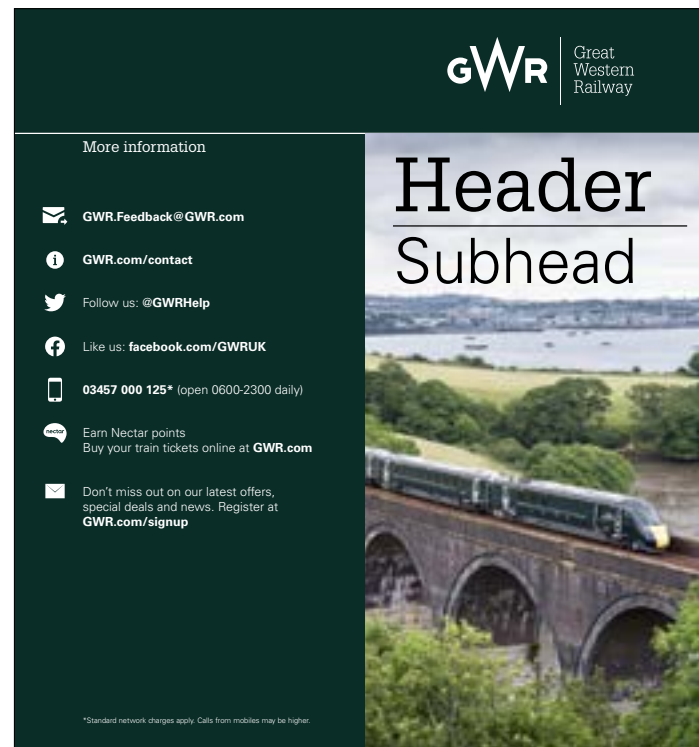
GWR | Great Western Railway

More information

GWR.Feedback@GWR.com

GWR.com/contact

Follow us: @GWRHelp

Like us: facebook.com/GWRUK

03457 000 125* (open 0600-2300 daily)

Earn Nectar points
Buy your train tickets online at GWR.com

Don't miss out on our latest offers, special deals and news. Register at GWR.com/signup

*Standard network charges apply. Calls from mobiles may be higher.

Header
Subhead

Header

Subhead

Xerorendiatur mi, sunt volor si apici nonsequos sam ute nonseca borerovite rerrum rernatur? Qui ut as audi omnimi, secto offic temperios pa duci rem endit et lic tecteturepro cus, quo quasimi, teceperios earchil illor moloribus estrum ere pos veres eatiunt odit aut ut eum quatiam fuga. Mus ipsa dis accusdae si dolut voluptaturi doloreperum volorupta aut quid quia ne conet exeribus.

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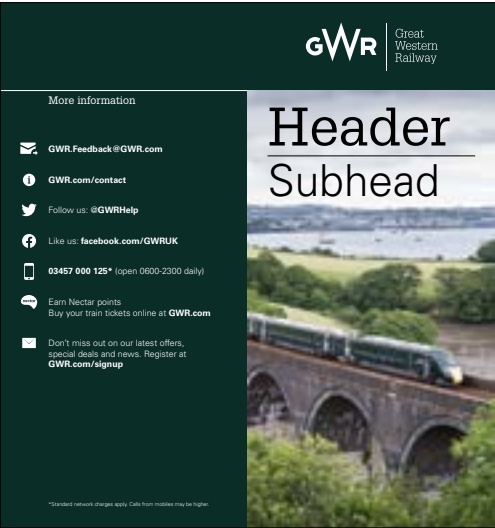
Header

Subhead

Xerorendiatur mi, sunt volor si apici nonsequos sam ute nonseca borerovite rerrum rernatur? Qui ut as audi omnimi, secto offic temperios pa duci rem endit et lic tecteturepro cus, quo quasimi, teceperios earchil illor moloribus estrum ere pos veres eatiunt odit aut ut eum quatiam fuga. Mus ipsa dis accusdae si dolut voluptaturi doloreperum volorupta aut quid quia ne conet exeribus.

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Our suite of leaflets

Standard DL leaflet

First Class DL leaflet

Pullman Dining DL leaflet

Night Riviera Sleeper DL leaflet

Maps

This section covers:

- Map design basics.

Map design basics

There is a great deal of variety among map purposes and each map should therefore be dealt with individually.
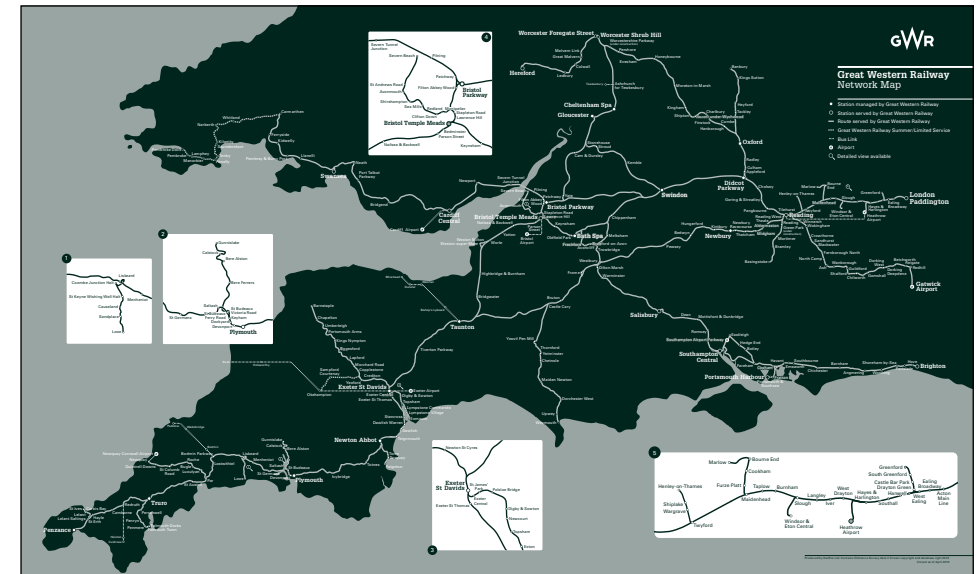
Typeface/font

The font on all maps should be:

- Univers 45 Light

- **Univers 65 Bold.**

If you need to use an already existing map or if you need to have a bespoke map made for you then please contact the Brand team at **GWR.Brand@GWR.com**

The timetable suite

This section covers:

- DL, A7 and quick card timetables.

DL, A7 and quick card timetables

The timetables suite follows the style of posters with images by using our signature curve (that is derived from the 'R' in our logo). The design is adapted across DL, A7 and quick card specifications. Each design also features a simple map and the GWR logo in a colour block at the top.

DL

The design of the DL uses a slightly larger and more complex map and the text sits above the map, laid out horizontally

A7 and quick card

The design of the A7 and quick card is very similar in layout, differing only when there is a line logo featured beneath the date as seen in the A7 template on the right for the 'K2'.

For a more in depth look at the line logos and where they are used please refer to the stations section.

Timetable DL
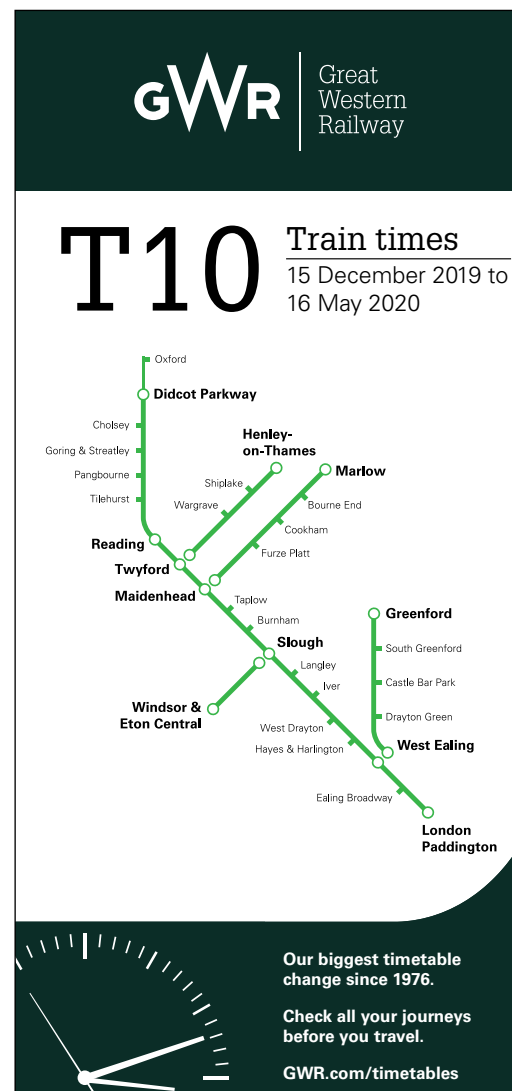
Timetable A7

Timetable quick card

Safety

This section covers:

- Safety design exceptions
- Safety design examples.

Safety design exceptions

All designs within the safety suite follow a separate set of rules to the rest of the GWR brand due to their critical functional requirements.

Communicating safety messages effectively is a top priority for us and therefore colours, icons, fonts and even the way we use our logo may differ in usage within this context.

Use of colour in safety designs

Safety designs use our colour palettes in a completely different way to any other part of GWR. Safety is the priority, above all else, and therefore colour-coded systems are used to convey certain critical safety messages which can vary from one year to the next.

For clarification on the specific colour used at the time of reading please contact a member of the Brand team.

Safety look and feel

We have a separate look and feel for safety designs (for safety design templates please contact the Brand team).

Safety design examples

Safety designs fall into the following two categories:

Internal safety communications

These designs intentionally cycle through our complementary colour palette in various ways to help them distinguish between one section and another within the same booklet, or from one year to the next on the cover of a printed publication. The example in figure 1 is the Safety and Business Briefing booklet which uses blue on the front and back cover, and cycles through colours in various sections inside which appear in chevron-like blocks at the top of each page.

Customer-facing safety communications

These designs follow specific templates, such as the safety poster template seen in figure 2. Each of these posters features minimal text in Glypha, a distinct and simple illustration and "SAFETY NOTICE" at the top of the poster. We do not use gory, photographic images in these designs.
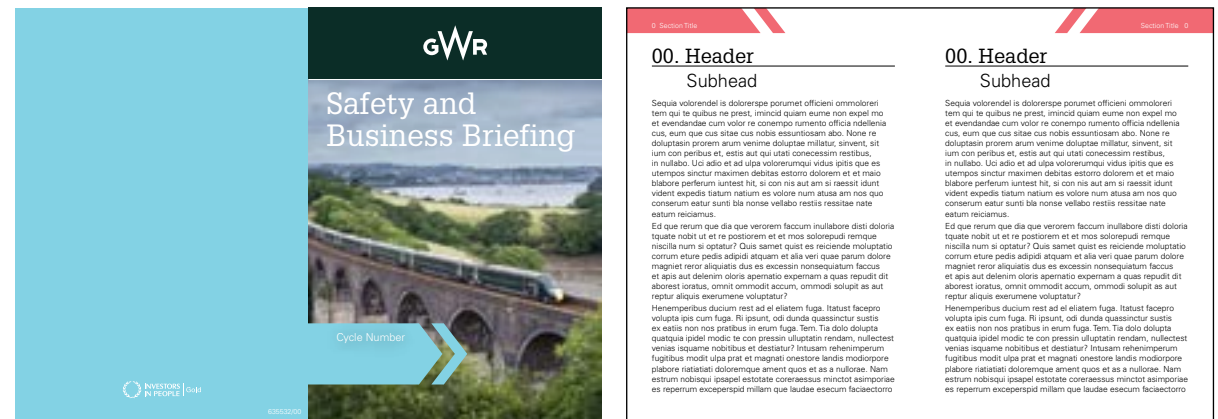
figure 1

figure 2

Possessions

This section covers:

- Possessions design.

Possessions design

All designs within the possessions design suite follow a separate set of rules to the rest of the GWR brand due to its critical functional requirements.

Use of colour in possessions designs

Possessions designs use either functional yellow or functional orange in the design depending on the phase of the specified engineering works.

Possessions look and feel

We have a separate look and feel for possessions designs (for possessions design templates please contact the Brand team).

Examples of designs from our possessions suite can be seen on the right.

Possessions colour code palette below:

T-12 Yellow	Print	CMYK 1/12/72/0	Digital	RGB 253/218/100
		PANTONE 120 C		HEX #FDDA64
T-4/6 Orange	Print	CMYK 3/54/100/0	Digital	RGB 241/138/0
		PANTONE 144 C		HEX #F18A00
Functional Red Unexpected, unplanned or urgent possessions	Print	CMYK 6/98/100/1	Digital	RGB 225/37/27
		PANTONE 485 C		HEX #E1251B

One-offs

This section covers:

- Understanding one-offs
- Pride
- State occasions
- Plaques.

Understanding one-offs

What is a one-off design project?

When there is a special occasion, or a rare event that we think justifies it, we allow an exception to be made to our fundamental brand rules for a specific, isolated project.

These projects can be given an extra special treatment that makes them stand out from the crowd, and may involve a degree of flexibility on some brand fundamentals, and we classify them as 'one-off' projects.

One-offs are few and far between and must be considered on a case by case basis in conjunction with the Brand team.

How to get a project considered for one-off status

If you have a project that you would like to be considered as a 'one-off' then please e-mail your proposal to **GWR.Brand@GWR.com** at which point the brand team will meet to discuss the proposal and will respond once the decision is made.

Pride

Exceptions for Pride

Despite our fundamental brand rules allowing only black, white or GWR green as a background colour for the logo, we do make a special allowance for Pride, but there are rules as to what we allow.

The GWR logo must be either black or white, it must be the standard logo only and it must sit on the entire rainbow (not on individual colours from the rainbow).

We make this special allowance because Pride qualifies as a 'one-off' design project.

If you have a project that you would like to be considered as a 'one-off' then please e-mail your proposal to **GWR.Brand@GWR.com**

If you are looking to source a Pride lanyard please contact your admin support.
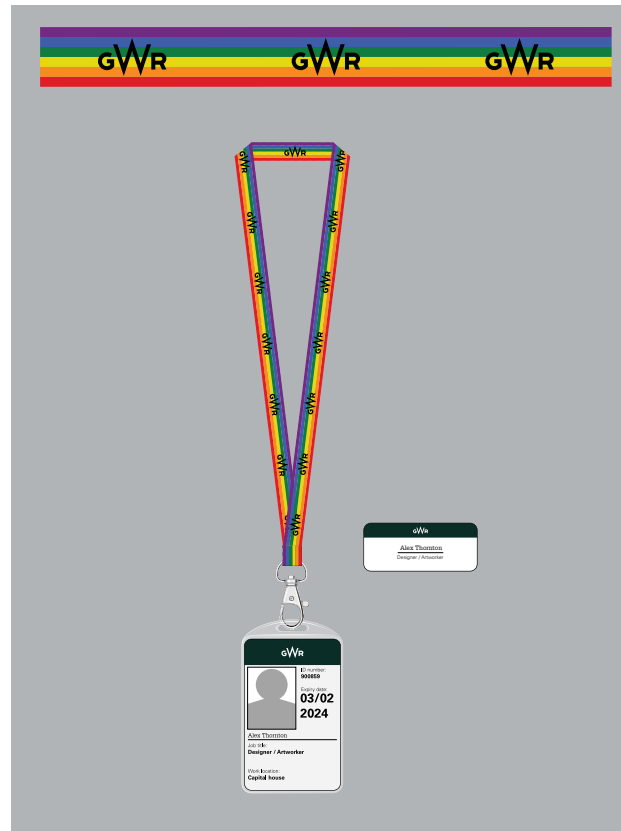
State occasions

Exceptions for state occasions

In the case of royal weddings we make a special allowance to some of our fundamental brand rules.

We allow the use of gold, applied in certain areas of text, and a bespoke crown icon as well as for the logo.

We make this special allowance because royal weddings qualify as a 'one-off' design project.

If you have a project that you would like to be considered as a 'one-off' then please e-mail your proposal to **GWR.Brand@GWR.com**

Royal Wedding

2018

Congratulations from

GWR

#GWRRoyalTreats

Plaques

Exceptions for plaques

When creating commemorative plaques we prefer to stick with a classic feel that is more traditional.

In this instance we allow the logo and text to sit on a metallic background rather than white, GWR green or black.

We make this special allowance because commemorative plaques qualify as a 'one-off' design project.

If you have a project that you would like to be considered as a 'one-off' then please e-mail your proposal to **GWR.Brand@GWR.com**

Stations

This section covers:

- Typeface / font
- Colours
- Symbols
- Glossary of terms
- Totem
- Entrances
- Platforms
- Line identifiers
- Running-in boards.

Typeface / font

Running-in boards

The typeface used on all running-in boards is
Glypha 65 Bold.

Wayfinding signs

All other wayfinding signs should use **Univers 65 Bold.**

All signage is to be black text on a white background.

Glypha 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colours

GWR colours

GWR wayfinding signs consist of 3 colours:

- Black

- White

- GWR Corporate Green.

Each of these colours has its own RAL colour value which is needed for the creation of signs.

Bracket work and fixture colours

Bracket work and fixtures should be telegrey 2 (RAL 7046) and the paint should be in either a matte or satin finish.

GWR colours

GWR Corporate Green	RAL 6012 (Black Green)
Black	RAL 9006 (Jet Black)
White	RAL 9016 (Traffic White)

Bracket work and fixture colours

Telegrey 2	RAL 7046

Symbols

The symbols seen here have been selected to be used in conjunction with the **Univers 65 bold** typeface on GWR wayfinding signage.

Symbol colours

In most instances symbols are to be black on a white background.

Please contact the Brand team for more information and for technical information regarding the station symbols at **GWR.Brand@GWR.com**

Bus	Tram	Platform	Taxi	Cycle	Cycle parking	Cycle hire	Tickets	Way out	Way in
Car hire	Luggage trolleys	Luggage locker	Lost property	Customer lounge	First lounge	Station reception	Litter		
Car park	Post office	Post box	Showers	Food & drink	Cafe	Shopping	Telephone		
Airport	Ferry	Hotel	Travelator	Stairs	Escalators	Footbridge	Lift		
Information	Tourist information	Mobility assistance	British Transport Police	Meeting point	Cash machine	Bureau de change	Pedestrian	Rail Network	Underground
Baby change	Pushchair	Ramp	Accessible (wheelchair)	Gentlemen	Ladies	Toilets			

Glossary of terms

To the right is a list of common GWR signage terms.

Some terms are specific to particular stations and some can be joined together, for example:

'Accessible toilet'

or

'Buses and taxis'

Accessible
Airport
Assistance
Baby change
British Transport Police
Bureau de change
Buses
Cafe
Car park
Car hire
Cash machine(s)
Crossrail
Cycles
Cycle parking
Cycle hire
Escalators
Ferry
Fire exit
First Class lounge
Food & drink
Help point
Hotel

Information
Ladies
Litter
Lost property
Luggage locker(s)
Luggage trolley(s)
Meeting point
Mobility assistance
Motor cycles
Night exit
No entry
No exit
Parking
Passenger assistance
Passenger lounge
Passenger lift
Pay here
Pedestrian(s)
Pick up & set down
Platform(s)
Post box
Post office

Pushchair(s)
Ramp
Reservations
Stairs
Shops
Showers
Station reception
Taxi(s)
Telephone
Tickets
Toilet(s)
Tourist information
Tram(s)
Tramlink
Train
Travelator
Travel centre
Trolley point
Underground
Waiting area
Waiting room
Way in / out

Totem

Station name signs - totem

Font: Rail Alphabet
Colour: Black on white
X Height: 75mm
Fixing: Post mounted,
                 wall mounted or
                 projecting

The totem sign is an integral part of station signage, as it is the first instance to identify the site as an entrance to the rail network.

Fixing / bracketwork specification

RAL 7046 Telegrey 2

Post specification

New signs: Brushed stainless steel
Existing: RAL 7046 Telegrey 2

X = 75mm / Y = 62.5mm
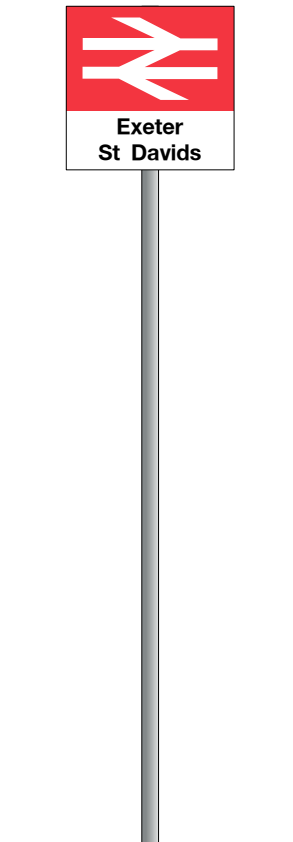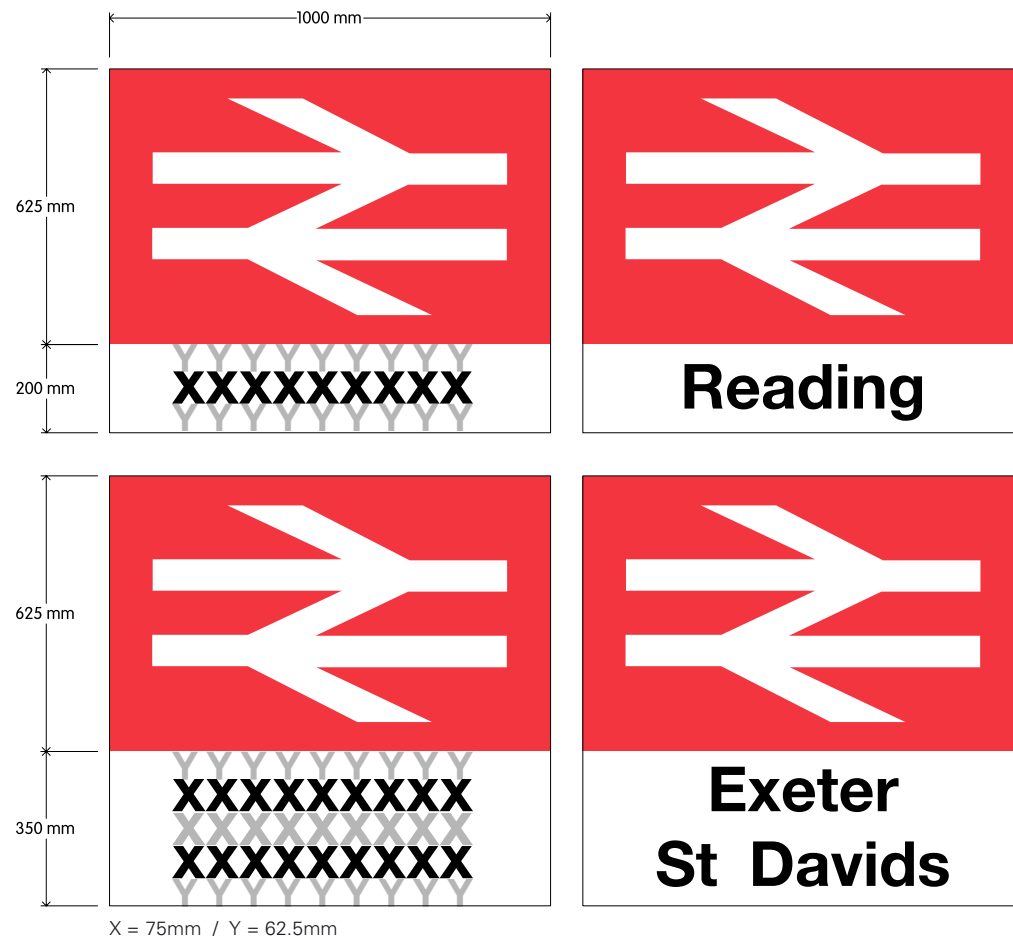
Entrances

Entrance signs

Font:	Glypha 65 Bold
Colour:	Black on white
X Height:	Variable
Colour block	GWR Corporate Green
Fixing:	Post mounted,
	wall mounted or
	projecting

The station's entrance signs are a greeting on behalf of GWR. These signs are normally located at the entrances to station buildings. However these signs can also be used under different circumstances, such as station approach roads and pedestrian entrances.

Fixing / bracketwork specification

RAL 7046 Telegrey 2

Post specification

New signs:	Brushed stainless steel
Existing:	RAL 7046 Telegrey 2

Welcome to
Reading Station
GWR

Welcome to
Didcot Parkway
GWR
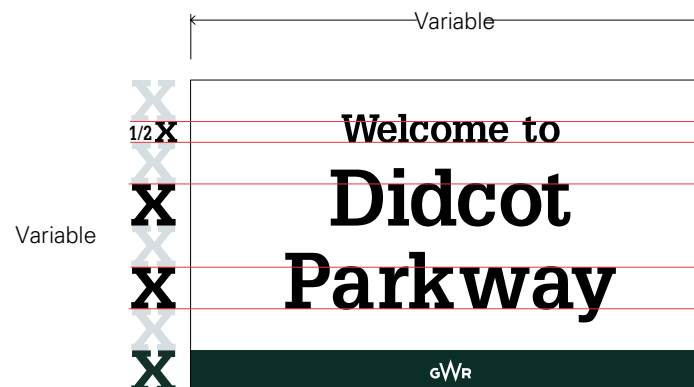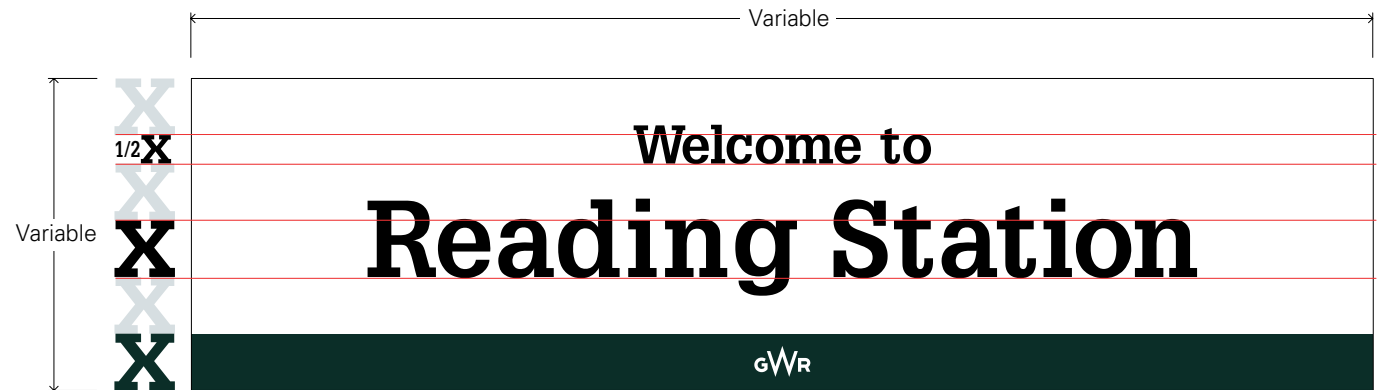
Platforms

Platform name signs

Font: Glypha 65 Bold
Colour: Black on white
X Height: 87.5mm (centred)
Colour block   GWR Corporate Green
Fixing: Post mounted,
                   wall mounted or
                   projecting

Platform name signs enable the passenger to easily view their current location.

They should be placed so they are visible from the train carriage.

Fixing / bracketwork specification

RAL 7046 Telegrey 2

Post specification

New signs: Brushed stainless steel
Existing: RAL 7046 Telegrey 2

x **Reading** — 350 mm — GWR

x **Calstock** — 200 mm / 200 mm — GWR

x **Didcot Parkway** — 525 mm — GWR

x **Bere Alston** — 200 mm / 200 mm — GWR

Line identifiers

Line identifiers form part of the platform name signs on some routes and designated stations.

Atlantic Coast Line Stations

Luxulyan	St Columb Rd
Bugle	Quintrell Downs
Roche	Newquay

Avocet Line Stations

Polsloe Bridge	Lympstone
Digby & Sowton	Commando
Newcourt	Lympstone
Topsham	Village
Exton	Exmouth

Looe Valley Line Stations

Coombe Junction Halt
St Keyne Wishing Well Halt
Causeland
Sandplace
Looe

Maritime Line Stations

Perranwell
Penryn
Penmere
Falmouth Town
Falmouth Docks

Riviera Line Stations

Exeter St	Teignmouth
Thomas	Torre
Starcross	Torquay
Dawlish Warren	Paignton
Dawlish	

St Ives Bay Line Stations

Lelant Saltings	Carbis Bay
Lelant	St Ives

Tamar Valley Line Stations

Devonport	Bere Ferrers
Dockyard	Bere Alston
Keyham	Calstock
St Budeaux	Gunnislake
Victoria Road	

Tarka Line Stations

Newton St	Eggesford
Cyres	Kings Nympton
Crediton	Portsmouth
Yeoford	Arms
Copplestone	Umberleigh
Morchard Rd	Chapelton
Lapford	Barnstaple

Running-in boards

Sign specification:

Font:	Glypha 65 Bold
Colour:	Black on white
X Height:	87.5mm (centred)
Colour block	GWR Corporate Green
Fixing:	Post mounted

Secondary
Panel X Ht: 60mm (centred)

Post specification

New signs:	Brushed stainless steel
Existing:	RAL 7046 Telegrey 2

2100mm

350mm

Station Name

ɢWʀ

Sign: 2100 x 350mm

2100mm

350mm

180mm

Station Name

ɢWʀ

Alight here for the big event
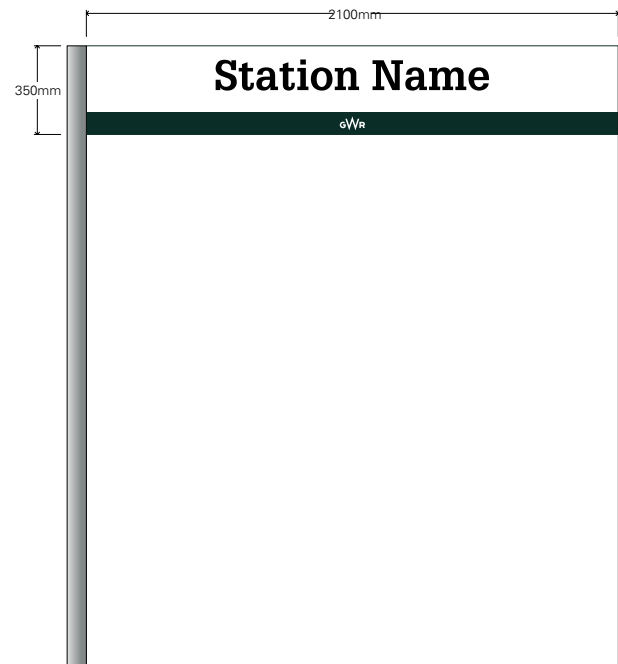
Staff and contractor items

This section covers:

- Staff badges and ID cards
- Business cards
- Staff lanyards
- Contractor items.

Staff badges and ID cards

Staff name badges

The standard badge measures 64mm x 27mm and consists of the GWR Standard logo in a GWR green colour block, the staff member's name and job title.

For staff members who speak other languages the badge is slightly taller to allow space for flags. This larger badge measures approx 64x35mm.

The font is Univers (bold for name and light for job title). To source staff badges please contact your admin support.

Staff ID cards

Measuring 54mm x 85mm, the staff ID cards consist of the GWR Standard logo in a GWR green colour block, the staff member's details and photo.

The design of staff ID cards has to change periodically for security reasons which means the design will vary.

Example of one of the staff ID card designs on the right.

To ask for staff ID cards please contact **Wendy.Mack@GWR.com**

Staff name badge

GWR

Alex Thornton

Designer / Artworker

Staff name badge

GWR

Alex Thornton

Designer / Artworker

Staff ID cards - front

GWR

ID number:
123456

Expiry date:

**03/02
2024**

Alex Thornton

Job title:
Designer / Artworker

Work location:
Capital House

Staff ID cards - back

GWR

NOT VALID FOR TRAVEL

1. This Security Identification Card must be worn at **ALL** times.

2. It is not transferable and remains the property of Great Western Railway

3. It must be produced on demand to any authorised official, BTP officer or a representative of TRANSEC.

4. Loss of this Security Identification Card must be reported immediately to the appropriate Great Western Railway Station/Depot or Contract Manager.

5. If found and promptly handed in to a Great Western Railway station or returned to Great Western Railway at the address below, a reward will be paid to the finder.

Great Western Railway, Milford House, 1 Milford Street, Swindon SN1 1HL

Business cards

The front of the GWR business card template uses the Standard logo in a colour block at the top of the design, and the following information:

- Name

- Job title

- Work email

- Work phone number

- Work address (the office where you are based)

- GWR.com

The back page consists of the Grouped logo in GWR Corporate Green on a white background.

If you want to get some business cards please contact your admin support.

Alex Thornton

Designer / Artworker

Alex.Thornton@GWR.com
07976 302620

Great Western Railway, 4th Floor, 25 Chapel Street, London, NW1 5DH
GWR.com

Staff lanyards

Staff lanyards

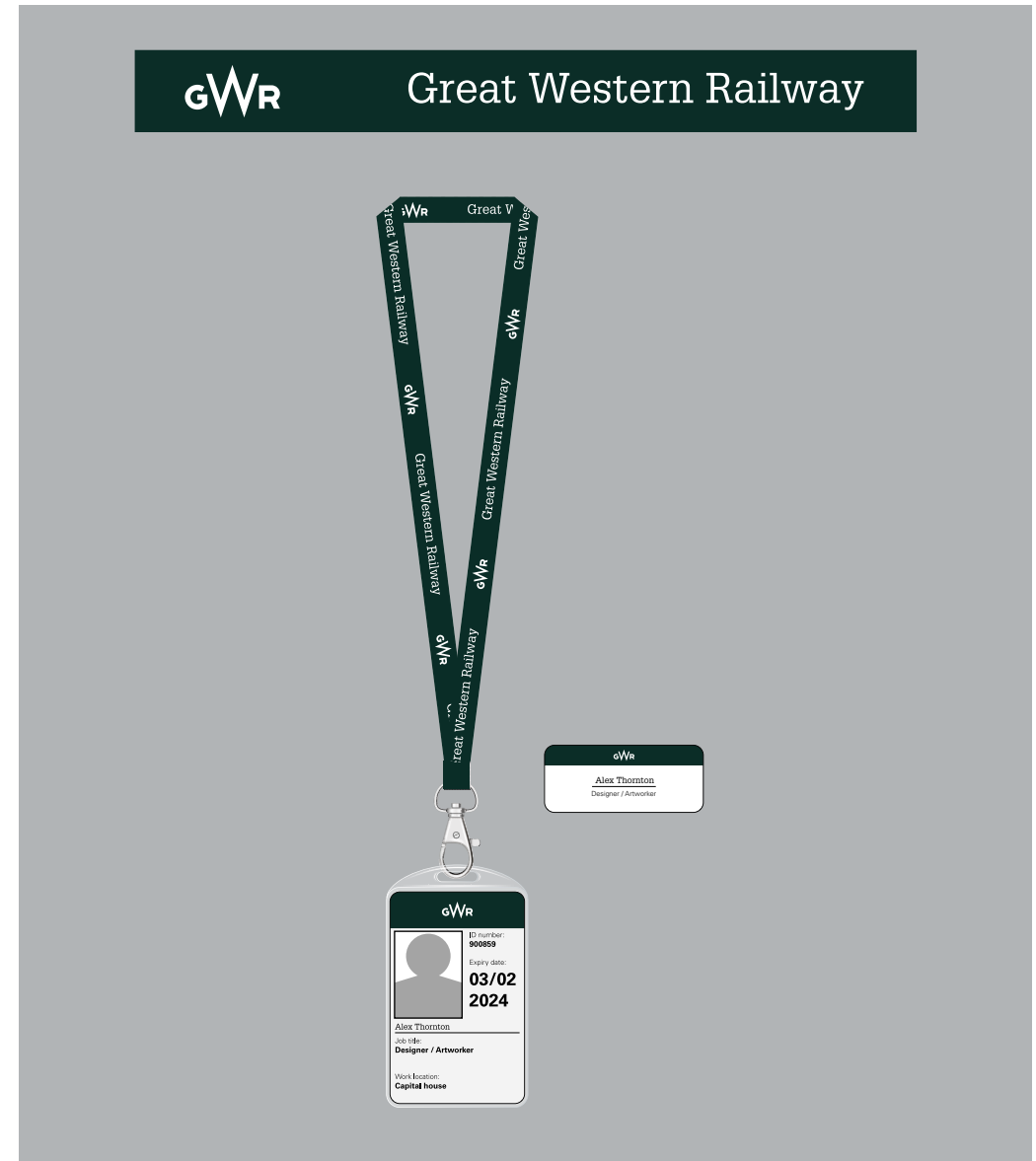The staff lanyards consist of the Standard GWR logo and 'Great Western Railway' written in Glypha 55 Roman, reading along the entire lanyard on a GWR Corporate Green background.

A thick version is available for station staff which allows the wearer to also attach badges.

For office staff a version with thinner material is available.

If you are want to get a staff lanyard please contact **Wendy.Mack@GWR.com**
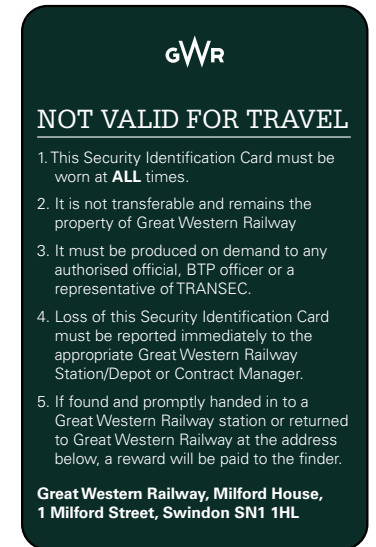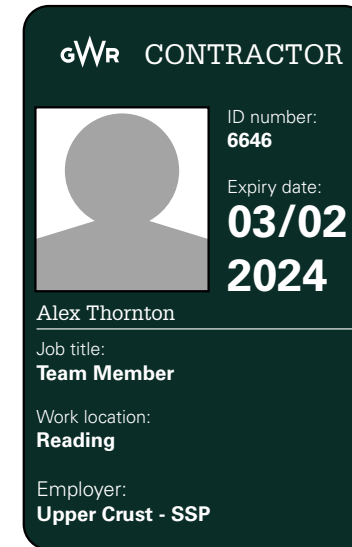
Contractor items

Contractor lanyards

The contractor lanyards consist of the word 'Contractor' written in Glypha 55 Roman, reading along the entire lanyard on a GWR corporate green background.

Contractor ID cards

Measuring 54x85mm, the contractor ID cards consist of the GWR Standard logo next to the word 'CONTRACTOR' in all caps. The background colour is GWR corporate green, text is white.

Example of one of the contractor ID card designs on the right.

If you are looking to source a contractor lanyard please contact **Wendy.Mack@GWR.com**

Contractor

gWR CONTRACTOR

ID number:
6646

Expiry date:
**03/02
2024**

Alex Thornton

Job title:
Team Member

Work location:
Reading

Employer:
Upper Crust - SSP

gWR

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Great Western Railway, Milford House, 1 Milford Street, Swindon SN1 1HL

Thank you

If your query or project was not covered in these pages then please contact the Brand team at **GWR.Brand@GWR.com**

GWR