

Rail Safety Week

Brand Guidelines

Brand Logo

The Rail Safety Week logo is shown to the right. To keep brand consistency the logo is not to be broken up or reconfigured.

An alternate version with the date can be used.



Brand Logo

Proportion & clear space

The logo needs to be given clear space at all times, either from the edge of the page or from surrounding type and graphics.

The dotted lines show the minimum clear space required. This measure is derived from using a square that is the height of the 'R' in the word 'Rail'.

"x" represents the minimum amount of clear space that must surround the logo at all times.



Scaling & minimum size

Minimum size refers to the smallest allowable logo size.

The minimum width of the master logo is 20mm. It is always preferable to apply the logo at a larger size – thereby making sure it is easily read.



20mm

Brand Logo

Incorrect application

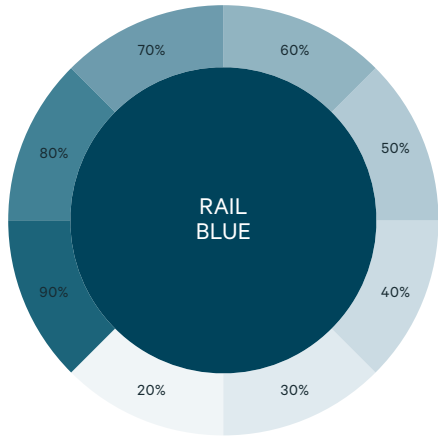
You are not permitted to:

- ✗ Stretch the logo
- ✗ Re-colour the logo
- ✗ Separate the elements
- ✗ Outline it
- ✗ Add to it
- ✗ Re-proportion it
- ✗ Re-draw it
- ✗ Add new colours

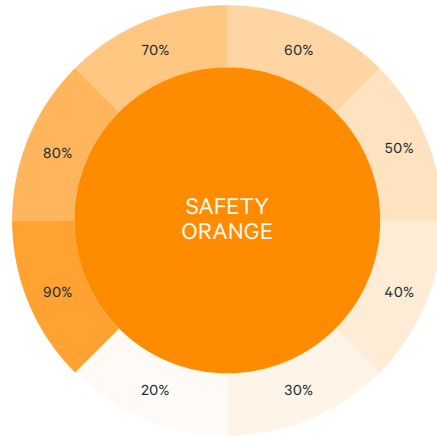


Logo Colours

Colour Palette



Pantone 3035 C
CMYK: C 75 M 0 Y 0 K 79
RGB: R 0 G 68 B 91
HTML: #00455C



Pantone 144 C
CMYK: C 00 M 55 Y 100 K 0
RGB: R 255 G 140 B 0
HTML: #FF8C00

