



Signage

Soidhnichean

Introduction

Ro-ràdh

There are three main categories of signs at ScotRail stations:

- Name signs
- Directional/identification signs
- Information signs

However, the objective is the same for all signage: to convey information with maximum clarity.

This is achieved by using the core elements of colour, typeface and the identity in a consistent way that is appropriate to the communication required.

For example, the name of the station is of paramount importance to passengers, and does not usually need to be prefixed by 'Welcome to...'. Similarly, too much additional information, such as 'alight here for...' can detract from the main message.

The identity mark should also be applied with care, and over use should be avoided – it should be a mark of authority, not an embellishment.

A strong brand presence can be achieved by using **all** recognisable elements (colour, type, etc) – not just the ScotRail identity.

Principles

For all signage, the basic principles are:

- White background and ScotRail blue text for maximum legibility
- ScotRail blue band at the base of all signs and, where appropriate, ScotRail mark reversed out in white
- The height of the blue band should be 25% of the sign height

North Queensferry



Station names | British Rail signs
Ainmean Stèisein | Soidhnichean British Rail

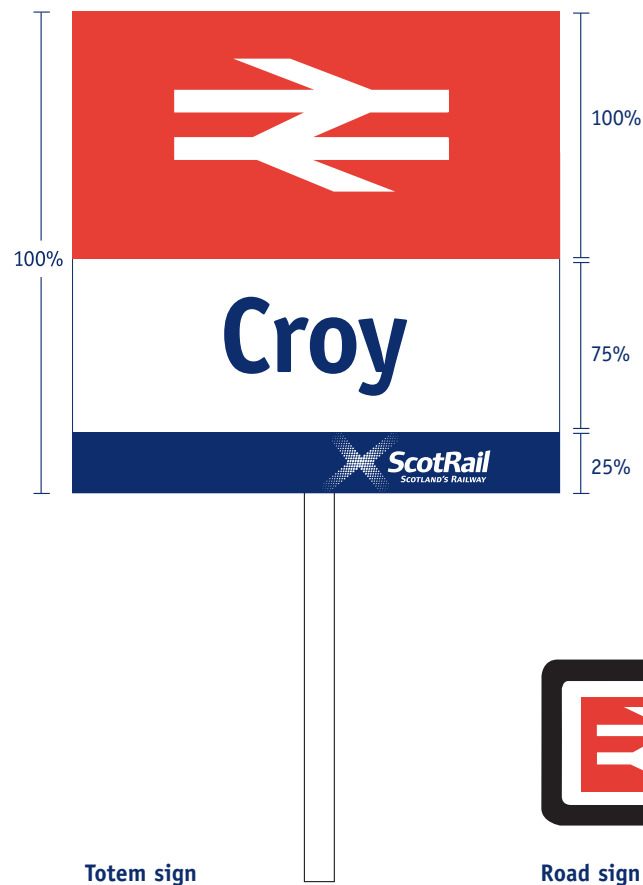
The British Rail double-arrow is the widely recognised symbol for all railway stations. As such, it should be retained on all road and street signage, and as an identification mark at the entrance to ScotRail stations.

The ScotRail mark cannot be used on its own to identify stations – although it can be used in conjunction with the ‘double-arrow’. The ScotRail mark cannot be used in any form on road signage.

There are two main types of station identification signage:

- Totem signs at station entrances
- Flat signs on the exterior of station buildings

It is not envisaged that the double-arrow mark will appear within ScotRail stations, either as a stand-alone or complementary mark.



Station names | Buildings
Ainmean Stèisein | Togalaichean

Exterior signage on buildings will vary depending on the characteristics of the station. Indeed, some smaller stations have no buildings at all, and name signage may simply take the form of platform signs.

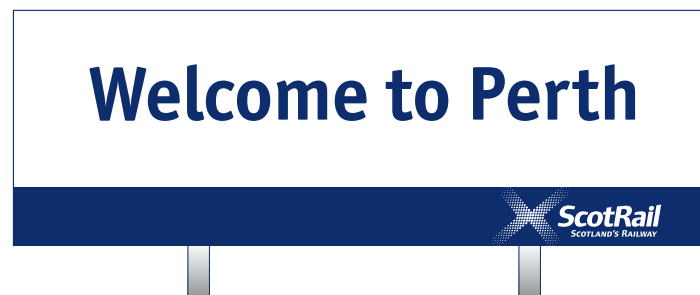
Generally, exterior signs will take two forms:

- Wall signs
- Fascia boards, roofline bargeboards

Wall signs – May take the form of ‘Welcome to...’ and will be positioned on the exterior of the station building, on boundary walls/fences or on low level posts. The ScotRail mark should always appear reversed out of the blue band.

Fascia boards – The ScotRail mark must always be used and should be given equal prominence to the station name (eg, the combined height of ‘ScotRail’ and the strapline should be no less than the height of the initial capital letter in the station name). Signs will be blue or white,

depending on the environment in which they are to be placed. The ScotRail mark should be placed to the right of the station name, although a repeating name/logo pattern may be necessary for long buildings and/or short station names.



Station names | Platforms
Ainmean Stèisein | Platforman

Station name signs are often attached to lamp columns to be easily visible from the train. Where necessary, they are also attached to building walls.

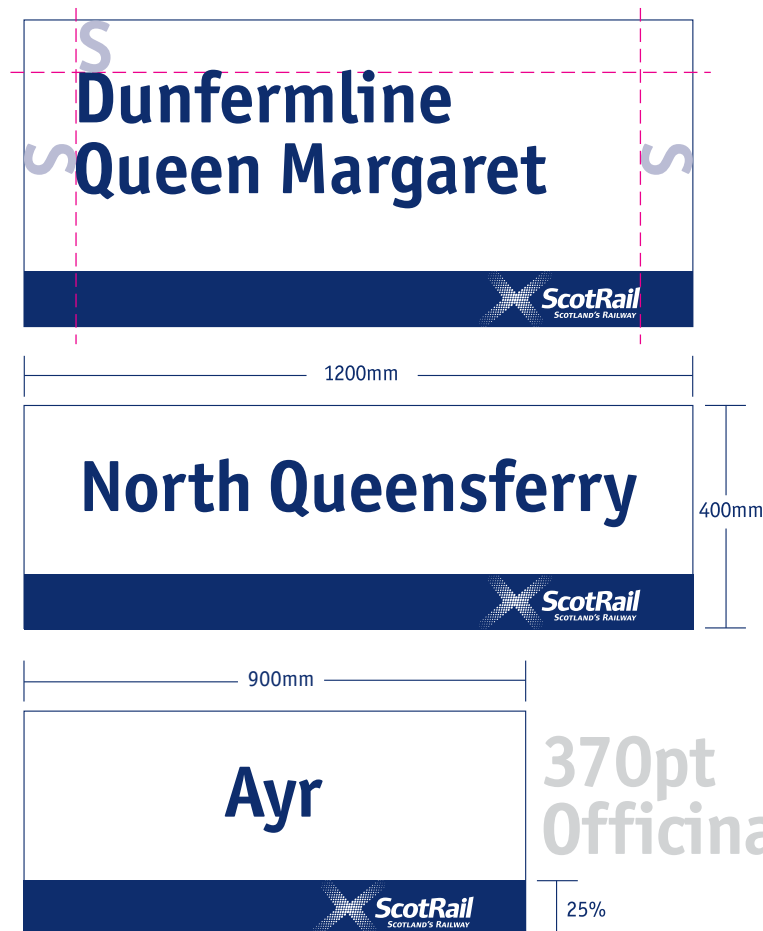
The size of the sign is determined in the first instance by the length of the station name. There are two generic dimensions and, where possible, the smaller sign should be used:

- 900mm wide x 400mm high
- 1200mm wide x 400mm high

The name is centred both horizontally and vertically within the white panel.

Left and right margins should be no less than the height of an upper-case 'S', set in the station name font. If this is not possible, the wider version of the sign should be used (eg, 1200mm). Longer station names may be stacked, and ranged left*, and the height of the sign increased to 550mm accordingly.

The ScotRail identity should be placed bottom right on all name signs. See Introduction for the depth of the blue band.



**This 'range-left' rule forms the basis of all name signs with more than one line of text (eg, long station names, signs with additional information and/or signs with Gaelic translations).*

Station names | Platforms | Additional information
Ainmean Stèisein | Platforman | Fiosrachadh a bharrachd

Some rail passengers may find this type of signage helpful (eg, 'Alight here for Royal Infirmary'). However, it can also be distracting, so information should be kept to a minimum.

Each application should be assessed on its own merits and take account of the following:

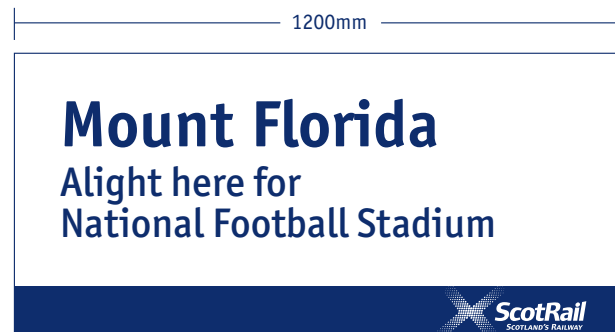
- Only major public service type venue signage should be permitted (eg, hospital, town centre, airport, sports stadiums)
- No commercial logos should be permitted
- Only the standard signage typeface should be used

The secondary information (and the station name, regardless of length) should be ranged left.

Where necessary, the height of the sign may be increased, but the generic width of 900mm or 1200mm should be retained wherever possible.



370pt
Officina Sans Bold
225pt
Officina Sans Medium



Station names | Platforms | Gaelic
Ainmean Stèisein | Platforman | Gàidhlig

A Gaelic version of the station name should appear beneath (but not instead of) the English version in the alternative serif typeface. Both names should be ranged left, regardless of length.

When renewing or adding any “Alight here for” signage at station platform which holds a Gaelic name, this should be added to every second sign, with every other sign reflecting the bilingual signage.



**370pt (100%)
Officina Sans Bold**

**281pt (75%)
Officina Serif Book**

Station names | Bridges
Ainmean Stèisein | Togalaichean

Rail bridges in urban areas that form part of the broader station infrastructure should be branded with the ScotRail identity/colourways.

The design principles are exactly the same as for fascia boards.

However, where the entrance to the station is nearby, the 'arrow' device can be introduced to provide directional emphasis. It is recommended that the 'arrows' are placed at the end of the sign nearest the station.

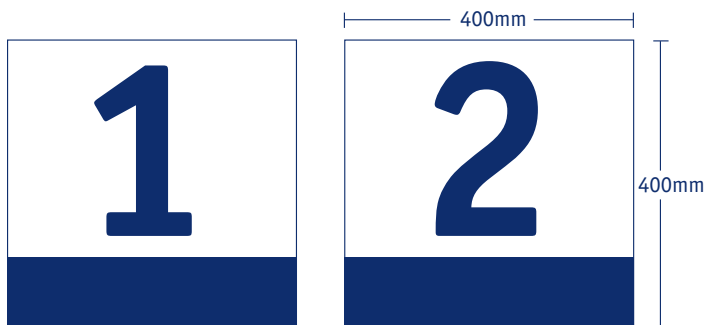


Identification signs Soidhnichean aithneachaidh

Identification signage is white with ScotRail blue text and a solid blue band. The ScotRail logo should **not** be used.

There are no strict guidelines for the size of identification signage. As with all signage, the primary consideration should be legibility. However, as a general rule, signs fall within the following size specifications:

- 400mm wide x 400mm high
- 1000mm wide x 150mm high



The use of symbols can help travellers. However, only universally recognised sign symbols should be used.

Where possible, identification signage should **not** be placed on the same column as the station name sign.

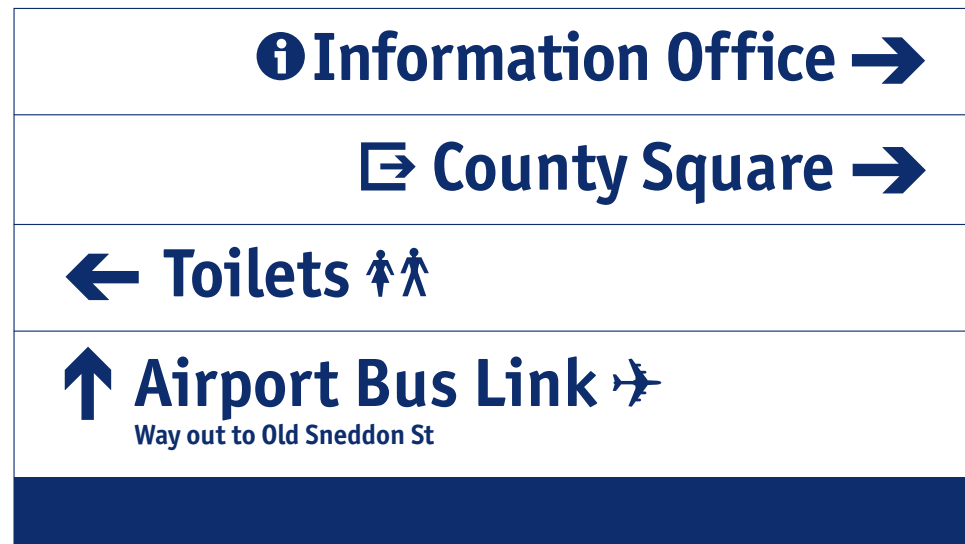


Directional signs Soidhnichean stiùiridh

Directional signage differs from identification signage only by the inclusion of an arrow.

Signs are also white with ScotRail blue text and a solid blue band. Again, the ScotRail logo should **not** be used.

To aid the visually impaired, it is recommended that the text is ranged left or right to correspond with the direction of the arrow.



When designing additional signage, the same principles of font, colour, identity placement (or not) and board size all apply. However, the primary consideration is legibility.

Letter size

As a general rule it is suggested that the minimum letter height should be at least 1% of the distance at which the message will usually be read. For example, where the sign will mainly be read at a distance of 5m (5,000mm), the lettering should be at least 50mm high. If space permits, letter height should be greater.

The Department for Transport recommends the following character sizes:

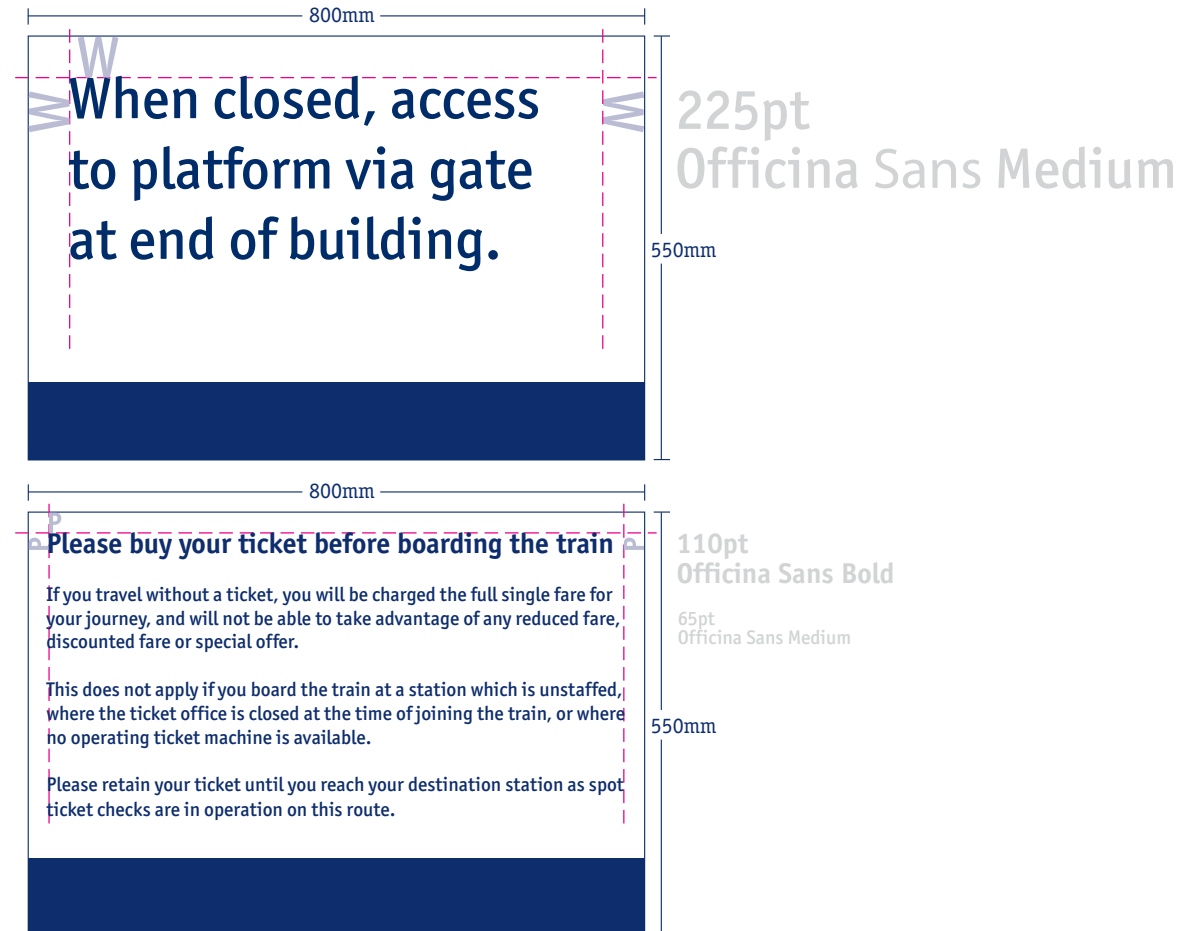
- Long distance reading (eg, at building entrances) – a minimum height of **150mm**
- Medium range reading (eg, direction signs) – a minimum height of **50-100mm**
- Close up reading (eg, wall-mounted information signs) – a minimum height of **15-25mm**

Margins

All text is ranged from the left. The minimum width of the margins – top, left and right – is determined by the height of the initial capital letter in the sign heading. For example, the minimum margins of the signs overleaf are equal to the height of the letters 'W' and 'P' respectively.

The exceptions are signs with one line of text, or those that include a graphic. In those cases, the information is centred (see overleaf).

Information signs | Examples
Soidhnichean fiosrachaidh | Eisimpleirean



Information signs | **Non-rail services**
Soidhnichean fiosrachaidh | **Seirbheisean Neo-rèile**

Non-rail services, such as car parking, should be clearly endorsed as being owned and/or operated by ScotRail.

The branding should, therefore, be more dominant. The blue band should be positioned at the **top** of each sign, and the ScotRail mark **included**.

