CROSSRAIL BRAND GUIDELINES

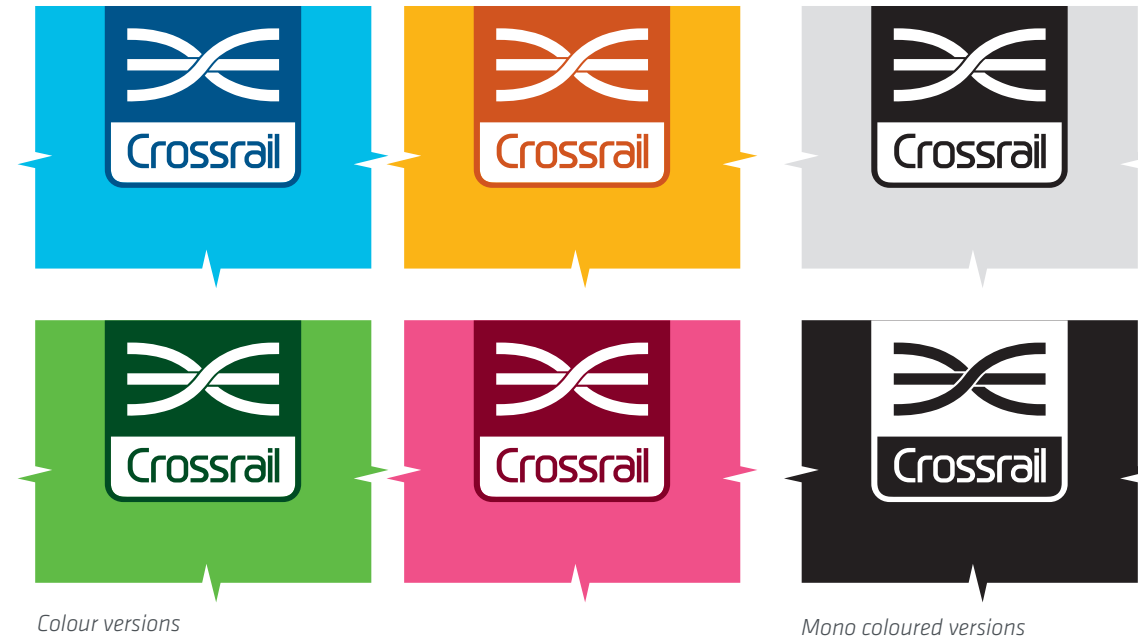September 2019 | Version 1.1

COLOUR VERSIONS

There are four different colour versions of the Crossrail logo: blue, dark orange, dark green and burgundy. The white background behind the 'Crossrail' wording and the symbol is applied to the artwork files. These logos should always be used.

Every colour version of the logo has a set background colour it has to be placed on, e.g. blue on cyan, green on dark green. It can be applied either on the plain backgroun colour or on the background colour with the halftone texture.

There are also two mono versions of our logo that have been designed to work on both light and dark backgrounds. They should only be used on specific media or applications with production restrictions, e.g. embroidery, engravements etc.
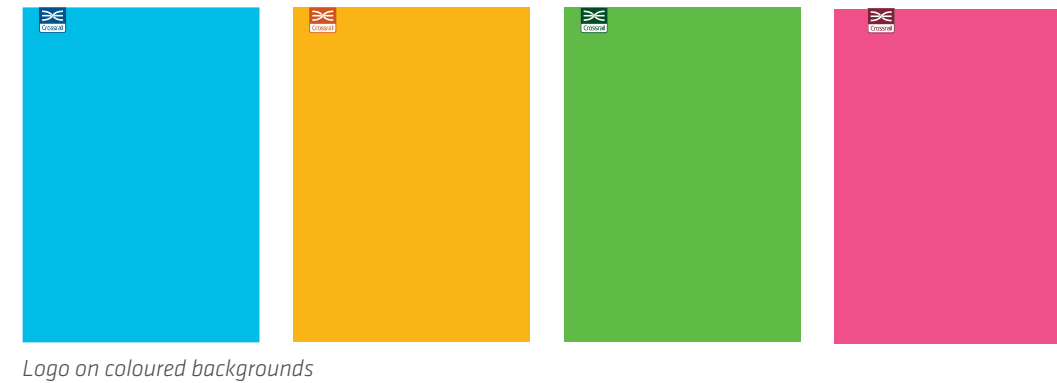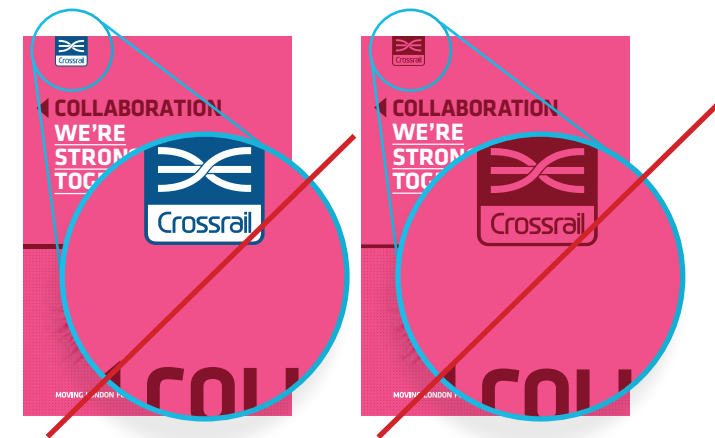
DON'T DOS

Do not combine a logo with a background that doesn't belong to a set colour combination.

Do not use the logo without the white background behind the wordmark and symbol.

Colour versions

Mono coloured versions

Logo on coloured backgrounds

POSITIONS

The logo is positioned at the top of every application, bleeding off. The horizontal positioning is flexible and can be used to the left or right of a page.

❶ BLEED

As the logo is bleeding off the top of the page, make sure enough bleed is added to the logo. This is not included in the artwork files and needs to be done manually.

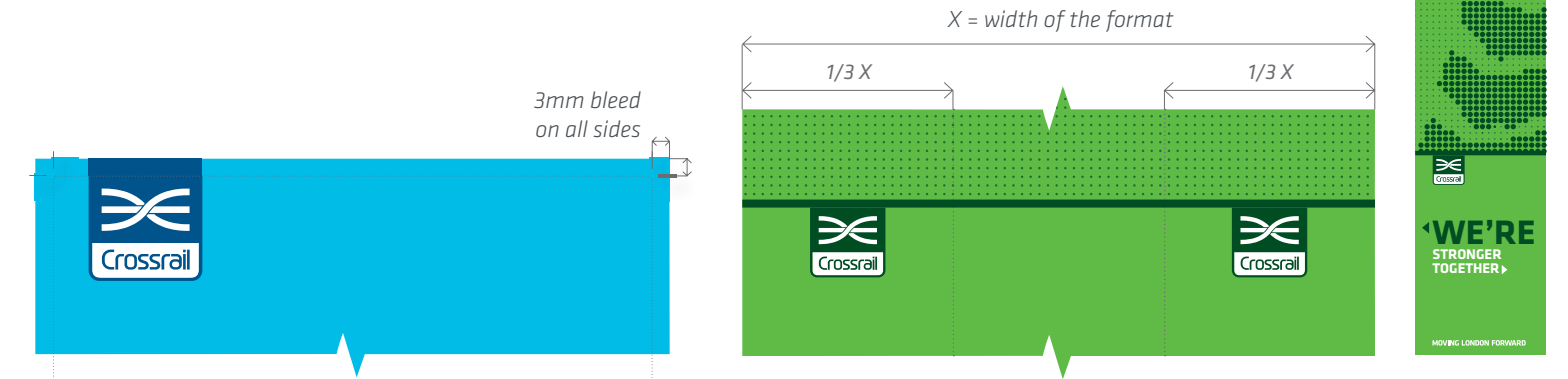**❷ EXCEPTION**

As the logo is bleeding off the top of the page, make sure enough bleed is added to the logo. This is not included in the artwork files and needs to be done manually.

X = width of the format

1/3 X

1/3 X
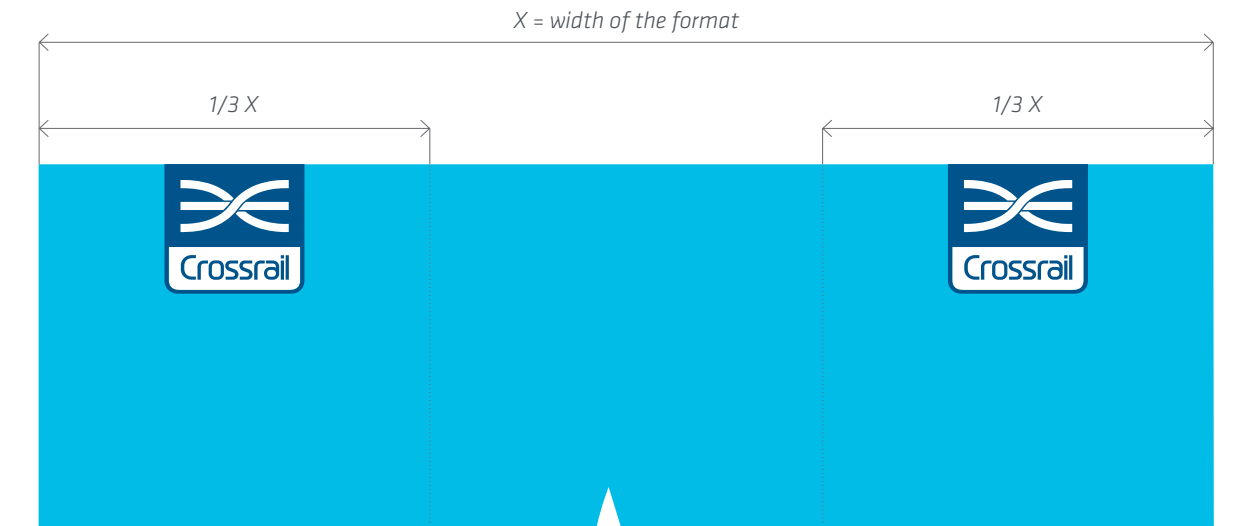
Positioning of the logo: hanging from the top, flexible in horizontal position within the illustrated areas.

X = width of the format

1/3 X

1/3 X

3mm bleed on all sides

'WE'RE STRONGER TOGETHER'

❶ *Logo bleeding off the page; The area outside of the dotted line indicates a safe amount of bleed added to the logo.*

❷ *The logo can hang from the horizontal line in exceptional cases.*

TYPOGRAPHY

Type sends out a strong signal about a brand's personality. Our typeface Klavika is a straight-sided sans-serif, which has been selected to reflect the technical skills throughout the Crossrail project.

It comes in three different weights, both italic and non italic. We use Klavika bold caps for headlines, bodycopy is mainly written in Klavika regular or light with highlights in Klavika bold.

Our secondary typeface is Arial, we use it when live type is required, such as on our website or in Powerpoint presentations. Arial is one of the standard system fonts and is available to both PC and Mac users.

AaBbCc

Light   *Regular*   *Bold*

AaBbCc

Light Italics   *Regular Italics*   *Bold Italics*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Klavika Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Family

UNDERLINING & ARROWS

We use an underline to highlight specific parts of a headline. The underline is only used for the second part of the text. Only underline entire lines, not parts of a line. Arrows are used at the start and end of a headline and the same size as the text (see right).

◄ **DAILY CHECKS** PLEASE TAKE A FEW MOMENTS ►

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Do not underline partial lines or individual words

PHOTOGRAPHY

When selecting images of people, use images that are warm, friendly and engaging. They should represent the diversity of London along with the workforce of the Crossrail project.

Tip: The Crossrail Image Library (access via the Intranet) has a wide selection of project related images.
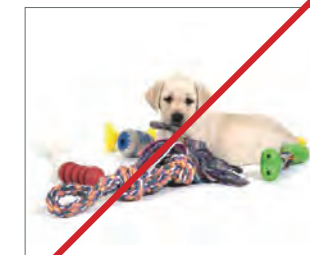
Do not use celebrity shots.
Do not use cluttered or complex images.
Do not use forced funny images.
Do not use blurred or black & white images.
Do not use images from the internet without permission.

CHARTS & GRAPHICS

When creating graphics & charts, simple and legible designs are best. They should be flat (see right) and without shadows and other effects. Ideally try to use the circles/dots that reflect the dots in the halftone background used in the graphics as a strong linking visual element to the brand.

20%

65%
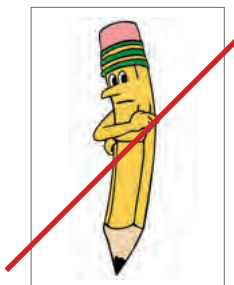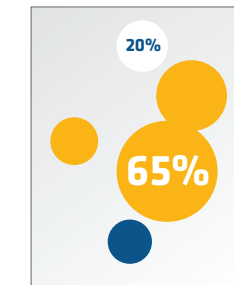
Do not use clipart or borrow images from Google Images or other sources without obtaining permission. If in doubt please ask the Crossrail Graphics Team.

COLOUR PALETTE

Our colour palette has been designed to create a strong, distinctive look and feel and help our communications stand out.

It consists of four combinations of core colours with a grey and white used in support. Each colour combination is made up of a bright and a dark shade of the same colour, e.g. green and dark green. These colours have been selected for their vibrancy and freshness.

There is an Adobe Swatch Exchange file (ase) created for us, that provides all Crossrail colours.

CR cyan
Pantone 306
CMYK 75 0 5 0
RGB 0 181 226
RAL D2 220 70 35

CR blue
Pantone 647
CMYK 96 54 5 27
RGB 35 97 146
RAL D2 260 30 30

CR green
Pantone 368
CMYK 65 0 100 0
RGB 120 190 32
RAL D2 120 70 75

CR dark green
Pantone 357
CMYK 92 18 94 61
RGB 33 87 50
RAL D2 150 30 30

CR magenta
Pantone 205
CMYK 0 83 16 0
RGB 224 69 123
RAL K1 4010

CR burgundy
Pantone 202
CMYK 9 100 64 48
RGB 134 38 51
RAL D2 020 30 40

CR yellow
Pantone 130
CMYK 0 31 100 0
RGB 242 169 0
RAL D2 070 70 80

CR dark orange
Pantone 7580
CMYK 0 77 97 15
RGB 192 81 49
RAL K1 2001

CR grey
Pantone Cool grey 11
CMYK 0 0 0 70
RGB 83 86 90
RAL D2 000 35 00

CR white
CMYK 0 0 0 0
RGB 255 255 255

CR black
CMYK 0 0 0 100
RGB 0 0 0

E-MAIL SIGNATURE

Branded email signatures add a level of professionalism to our email communications - our email signature must promote our company's brand in a positive and professional way.

Due to the wide variety of desktop and web browser email programs, a consistent signature can be difficult to achieve. The following guidelines are the organisations recommended layout for your signature.

DON'T DOS

Crossrail staff should no longer be using old signatures in the examples below.

Do not add anything to the signature, such as inspirational quotes or additional graphics. **Do not** resize the image generated for your signature in your email client.

MOVING LONDON FORWARD

Crossrail will increase central London's rail capacity by **10%**, reduce journey times and increase choice

Kind regards,

Construction Manager

T:
E: @crossrail.tfl.gov.uk
Crossrail, 5 Endeavour Square, London, E20 1JN
www.crossrail.co.uk

Image should stay consistent and high-res, without any alterations or additional artwork below or on top and linked to the corporate website.

Social media icons format should stay in the order above and be correctly linked to the correct platforms. Links to all platforms are below.

Arial, 10 pt and coloured CR grey - Format should be as follows;
Telephone (ext xxxx), mobile, e-mail and company address.
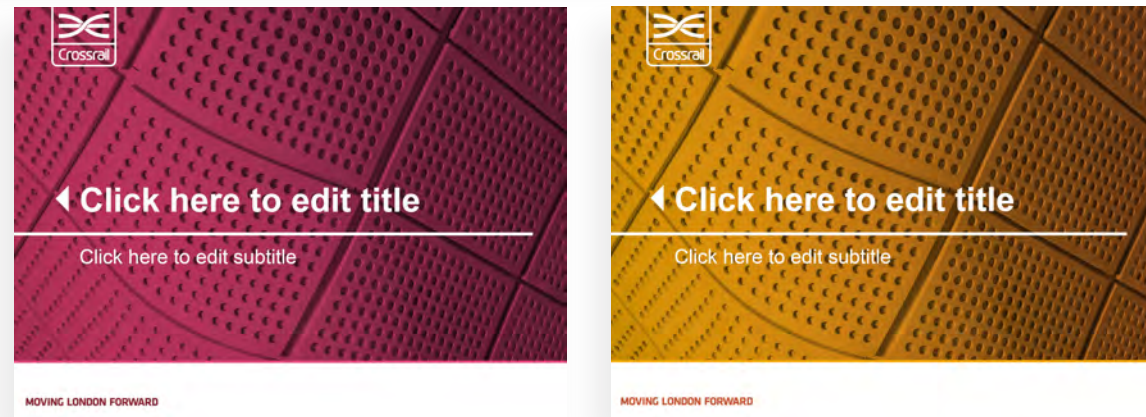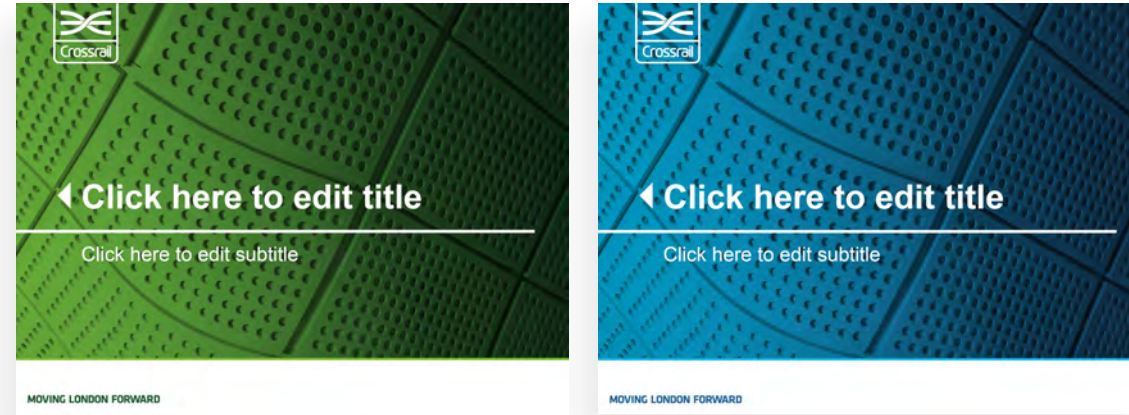
Arial, 10 pt and should be in CR Cyan

SOCIAL MEDIA LINKS

LinkedIn: www.linkedin.com/company/crossrail
Twitter: www.twitter.com/Crossrail
YouTube: www.youtube.com/user/CrossrailLtd
Facebook: www.facebook.com/CrossrailLtd
Instagram: https://www.instagram.com/crossrailproject
Flickr: www.flickr.com/photos/crossrailpress

POWER POINT PRESENTATIONS

A refreshed Crossrail PowerPoint template has been created to help you develop your presentation. Its design is modern, clean and elegant and it is important to follow these guidelines to ensure maximum impact.

Please bear in mind that PowerPoint is a convenient way of displaying graphical information to support your talk. The slides themselves are not the 'star of the show'. Audiences come to hear you speak and be informed by what you have to say.

Make sure that your slides only convey key information and are not too text heavy or busy, as this can detract from the message of your presentation.

Photography is a vital part of making your presentation interesting to your audience.

However, you should only use images that support your message. White space is better than a poor image or one which is inappropriate.

Coloured blocks, using the supporting colour palette, can be used to complement the colours in a photo.

These can be squares or rectangles with no set ratio. A set of coloured squares is provided as part of the Toolkit and these can be stretched as appropriate.

Tip: *Make sure there is a good contrast between the colour of text and the background for good readability.*

TEMPLATES

There are various branded templates available for use, please ensure you are using the most recent templates. These can be found in the template folder on Crossrail Connect under resources.

NAME BADGES

Branded name badges are now available for talks, exhbitions or any event where Crossrail staff are required to represent the company.

For more help please contact the Crossrail Graphics Team.

WORD TEMPLATES

Word templates should be used for any internal and external facing documents.

For more help please contact the Crossrail Graphics Team.