

Quick reference Railway 200

Primary logo



Reduced size logo



Typography

We are using **Rail Alphabet 2** as our primary typeface. We use three weights of the font (Regular, Medium and Bold).

If you need the font files for Rail Alphabet 2 please contact brand@gbrtt.co.uk.

We allow Arial as a secondary font for system use or where Rail Alphabet is unavailable.

Check the main brand guidelines for further advice on our use of typography.

The **Railway 200 brand** is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as Railway 200.

Our **primary logo** lockup should be used on the majority of our communications, where space allows. For accessibility, use the **reduced size logo** when the width of the logo is smaller than 35 mm (132 pixels) wide.

A black version of the logo can be used on a white background. When production is limited to one colour use the white logo on a coloured background.

Primary colour palette

Primary Red	Primary Black	Primary Grey
PMS 485c	PMS Black	PMS Cool Gray 8c
C 0 M 100 Y 100 K 0	C 60 M 40 Y 40 K 100	C 0 M 0 Y 0 K 60
R 227 G 6 B 19	R 2 G 10 B 10	R 125 G 125 B 125
#e30613	#020a0a	#7d7d7d
RAL 3028	RAL 9005	RAL 7037

Secondary colour palette

Sunglow	Vivid Sky Blue	Emerald
PMS 136c	PMS 305c	PMS 7480c
C 0 M 20 Y 72 K 0	C 67 M 14 Y 0 K 2	C 75 M 0 Y 70 K 0
R 255 G 203 B 71	R 83 G 216 B 251	R 0 G 204 B 119
#ffcb47	#53d8fb	#00cc77
RAL 1018	RAL 6027	RAL 6038

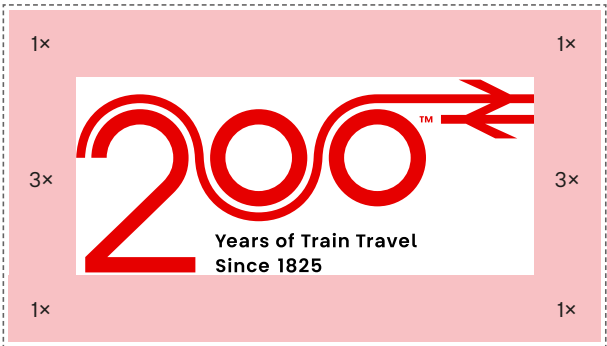
This is a quick reference guide. Consult the full guidelines for our brand if you wish to know more. If you have any questions, [contact the Railway 200 Team](#) before you use this identity.

Minimum size



35 mm/132 px

Exclusion zone



Logo files

Please ensure you use the **correct logo file type**:

Print CMYK > AI (vector/scalable file)
Screen RGB > PNG (raster/72dpi file)
or SVG (vector/scalable file)

Other file types are available on request from the [Railway 200 Team](#).