

# EastCoast**buses**

## BRAND GUIDELINES

*January 2024*

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Please contact [marketing@lothianbuses.co.uk](mailto:marketing@lothianbuses.co.uk) should you wish to use any aspect of the guidelines.

## Our Logo

The East Coast Buses logo is a type-based logo using the font Trebuchet. The name is split visually by both colour and weight, with 'East Coast'<sup>1</sup> being heavier than 'buses'<sup>2</sup> and the latter being in the Lothian brand gold colour.

<sup>1</sup> **EastCoast** <sup>2</sup> buses

## Variants

There are two core variants of the logo. The full colour<sup>3</sup> sits against either white or light colours and the second<sup>4</sup> against the primary colour green in white and gold.

<sup>3</sup> **EastCoast** buses

<sup>4</sup> **EastCoast** buses

## Sizing

To ensure the logo has maximum impact, always keep the area around it clear. This space is called an exclusion zone which protects the logo from other visual and graphic elements. Our zone is derived from the size of the capital E in East, as illustrated.



## Alignment

Alignment points help to create strong and consistent layouts. These have been defined to guide positioning our logo with text or other elements.

Primary points 1 and 2 should be used where possible, though 3 and 4 may be used if necessary.



## To Avoid

The Lothian Logo should not be altered. Standards must be applied in order to maintain consistency both from within the Lothian group and in external use.



EastCoastbuses

Do not change the logo colour.



EastCoastbuses

Do not use the incorrect logo variant on a similar background.



EastCoastbuses

Do not try to recreate the logo with inaccurate assets.



EastCoast  
buses

Do not change the arrangement of the logo.



*EastCoastbuses*

Do not rotate or angle the logo.



EastCoastbuses

Do not skew or warp the logo.



EastCoastbuses

Do not add a drop shadow to the logo.



EastCoastbuses

Do not alter the proportions of the logo.



EastCoastbuses

Do not attempt to add the Lothian roundel to the logo.

# Colour Palette

Our primary colour is Pantone 350 C. Always use the correct Pantone colour in print, taking the CMYK breakdown values if you don't have access to a swatch.

If you need to use RAL or Oracal Cast colours please use the named colours alongside.

If designing for digital use (and digital use only,) use the HEX or RGB breakdowns alongside.



Pantone 350 C

C : 80

M : 21

Y : 79

K : 64

RAL : xxxx

Oracal Cast : xxx



Hex : #00492C

R : 0

G : 73

B : 44



Pantone 871 C

C : 20

M : 25

Y : 60

K : 25

RAL : 1024

Oracal Cast : 930 Gold



Hex : #AE9962

R : 174

G : 153

B : 98

# Typography

Lato is our typeface. It should be used in upper and lowercase.

This typeface works on an open license so it is free to use for all Lothian collateral. It is opentype so will work on any operating system regardless of whether it's PC or Mac.

Lato is available within the Adobe Creative Cloud if you have access to the package. To download Lato, visit;

<http://www.latofonts.com/lato-free-fonts>

## Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

## Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

## Lato Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

## Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

## Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

## Lato Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890