
EDINBURGH BUS TOURS

BRAND GUIDELINES

March 2024

The content contained within these brand guidelines is the subject of various forms of intellectual property protection. Express prior written consent must be obtained from Lothian Buses Limited before reproducing the whole or any part of the content contained within these brand guidelines.

Please contact marketing@lothianbuses.co.uk should you wish to use any aspect of the guidelines.

Our Logo

Our logo has two main variations. Either may be used, alternatively if being utilised in mono colour, it can be included in graphics without the supporting yellow lines.

**EDINBURGH
BUS TOURS**

EDINBURGH BUS TOURS

On Colour

The full colour sits against either white or light imagery, though images as a background should be used sparingly. The white text logo sits against all other colours as well as darker imagery. Where possible, the logo should not have a drop shadow to offset it unless absolutely necessary.

**EDINBURGH
BUS TOURS**

EDINBURGH BUS TOURS

Colour Palette

Our primary colour is Pantone 295. 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 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. Note that the variation in digital colours from the print is intentional and improves accessibility.



Pantone 295 C

C : 100

M : 53

Y : 0

K : 67

Oracal Cast : 590 Blueberry



Hex : #06173F

R : 6

G : 23

B : 63



Pantone 130 C

C : 0

M : 30

Y : 100

K : 0

Oracal Cast : 020 Golden Yellow



Hex : #F7A800

R : 247

G : 168

B : 0

To Avoid

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

- Do not change the logo colour.
- Do not use the incorrect logo variant on a similar background.
- Do not try to recreate the logo with inaccurate assets.
- Do not change the arrangement of the logo.
- Do not rotate or angle the logo.
- Do not skew or warp the logo.
- Do not add a noticeable drop shadow to the logo.
- Do not alter the proportions of the logo.

Typography

Montserrat 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 Edinburgh Bus Tours collateral. It is opentype so will work on any operating system regardless of whether it's PC or Mac.

Montserrat is available within the Adobe Creative Cloud if you have access to the package.

Montserrat Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Montserrat Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Tour Brands

The tour brands of Edinburgh Bus Tours have been updated for the 2024 Summer Season - their logos and variants as well as colour breakdowns are as follows.

CITYSIGHTSEEING EDINBURGH

PRIMARY LOGO



REVERSE LOGO



SECONDARY LOGO



SECONDARY LOGO



TERTIARY LOGO



TERTIARY LOGO



BRAND GUIDELINES

Colours

CITYSIGHTSEEING EDINBURGH



Pantone 295 C

C : 0
M : 100
Y : 100
K : 0



Hex : #E21316

R : 227
G : 6
B : 19



Pantone 123 C

C : 0
M : 26
Y : 100
K : 0



Hex : #FDC100

R : 253
G : 193
B : 0



Pantone Purple C

C : 20
M : 100
Y : 0
K : 0



Hex : #C7017F

R : 199
G : 1
B : 127

BRAND GUIDELINES

Colours

CONTINUATION OF:
CITYSIGHTSEEING EDINBURGH



Pantone 362 C

C : 100
M : 0
Y : 100
K : 0



Hex : #329332

R : 0
G : 150
B : 64



Pantone Cyan C

C : 100
M : 0
Y : 0
K : 0



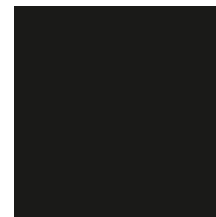
Hex : #009FE3

R : 0
G : 159
B : 227



Pantone Black C

C : 0
M : 0
Y : 0
K : 100



Hex : #1D1D1B

R : 29
G : 29
B : 27

Tour Brands

THE EDINBURGH TOUR

PRIMARY LOGO



THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

SECONDARY LOGO



THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

TERTIARY LOGO



THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

GREYSCALE LOGO



THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

THE
EDINBURGH
TOUR

BRAND GUIDELINES

Colours

THE EDINBURGH TOUR



Pantone 362 PC

C : 78
M : 2
Y : 98
K : 9



Hex : #26A146

R : 38
G : 161
B : 70



Pantone -

C : 78
M : 2
Y : 98
K : 50



Hex : #00692A

R : 0
G : 105
B : 42



Pantone -

C : 78
M : 2
Y : 98
K : 80



Hex : #003E0C

R : 0
G : 62
B : 12



Pantone 130 C

C : 0
M : 30
Y : 100
K : 0



Hex : #F7A800

R : 247
G : 168
B : 0

Tour Brands

THE REGAL TOUR

PRIMARY LOGO



THE
REGAL
TOUR

THE
REGAL
TOUR

THE
REGAL
TOUR

SECONDARY LOGO



THE
REGAL
TOUR

THE
REGAL
TOUR

THE
REGAL
TOUR

TERTIARY LOGO



THE
REGAL
TOUR

THE
REGAL
TOUR

THE
REGAL
TOUR

GREYSCALE LOGO



THE
REGAL
TOUR

THE
REGAL
TOUR

THE
REGAL
TOUR

BRAND GUIDELINES

Colours

THE REGAL TOUR



Pantone 295 C

C : 100
M : 28
Y : 0
K : 0



Hex : #008CD1

R : 0
G : 140
B : 209



Pantone -

C : 100
M : 28
Y : 0
K : 60



Hex : #00466F

R : 0
G : 70
B : 111



Pantone -

C : 100
M : 28
Y : 0
K : 90



Hex : #001937

R : 0
G : 25
B : 55



Pantone 130 C

C : 0
M : 30
Y : 100
K : 0



Hex : #F7A800

R : 247
G : 168
B : 0

BRAND GUIDELINES

Logo Order

When displayed together, the bus tour logos should follow this order:

- CitySightseeing Edinburgh
- The Edinburgh Tour
- The Regal Tour

This applies to both landscape inline and portrait stacked versions of the logos. If using a reversed version of a logo alongside others, ALL logos must be reversed.

To maintain consistency, all logos should be adjusted to the same height when displayed together.

