



BRAND GUIDELINES

January 2024

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

Our Logo

Our logo has two basic elements. The roundel¹ formed to create an abstract route map that connects different modes of transport, and the logotype², which is the name 'Lothian'.



Variants

There are two core variants of the logo. The full colour³ sits against either white or the primary colour madder, and the mono⁴ sits against all other colours as well as imagery in either full madder or full white reverse.



Sizing

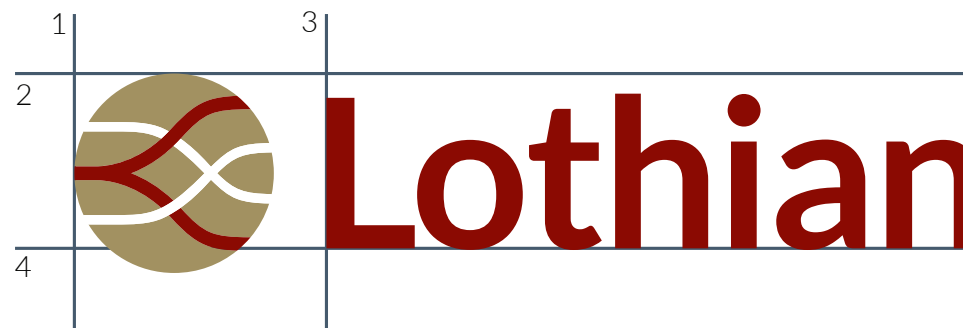
To ensure the logo has maximum impact, always keep the area around it clear. This space is called an exclusion zone which protects the logo from other visual and graphic elements. Our zone is derived from the size of the roundel, as illustrated.



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.



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 drop shadow to the logo.



Do not alter the proportions of the logo.

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- A sed diam nonummy nibh

Do not use the roundel as bullet points.

Colour Palette

Our primary colour is Pantone 188 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 188 C

C : 0
M : 97
Y : 100
K : 50

RAL : 3005

Oracal Cast : 026 Purple Red



Hex : #8C1713

R : 140
G : 23
B : 19



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