

The Lothian group

Brand Guidelines

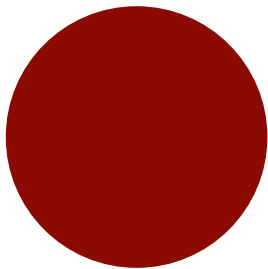
The content contained within these brand guidelines is the subject of various forms of intellectual property protection. Express prior written consent must be obtained from Lothian Buses Limited before reproducing the whole or any part of the content contained within these brand guidelines.

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

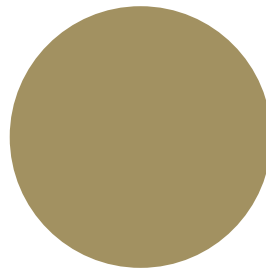
LOGO



COLOURS



Pantone 188 C
CMYK: 0, 97, 100, 50
#8c1713
RAL: 3005
Oracal Cast:
026 Purple Red



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL: 1024
Oracal Cast: 930 Gold

TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO - VARIANTS



Mono



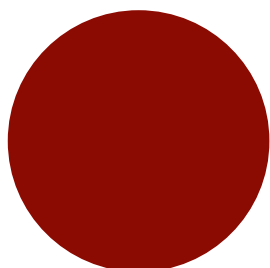
Mono reverse



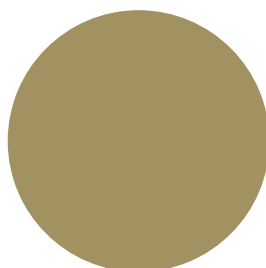
LOGO

Lothiancity

COLOURS



Pantone 188 C
CMYK: 0, 97, 100, 50
#8c1713
RAL: 3005
Oracal Cast:
026 Purple Red



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL: 1024
Oracal Cast: 930 Gold

TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO - VARIANTS



LOGO



two options for the wings logo are available

COLOURS



Pantone 871 C
 CMYK: 20, 25, 60, 25
 #ae9962
 RAL: 1024
 Oracal Cast: 930 Gold



Pantone 200 C
 CMYK: 3, 100, 70, 12
 Oracal Cast: 306



Pantone 540 C
 CMYK: 100, 57, 12, 66
 RAL: 5003

LOGO - VARIANTS



HEADLINE TYPEFACES

Square 721 EXTENDED roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 WXYZ

abcdefghijklmnopqrstuvwxy
 (&@£\$%!?) 1 234567890

Square 721 EXTENDED bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxy
(&@£\$%!?) 1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
(&@£\$%!?)1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 (&@£\$%!?)1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 =abcdefghijklmnopqrstuvwxy
 (&@£\$%!?)1234567890

TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
(&@£\$%!?)1234567890

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 (&@£\$%!?)1234567890

LOGO



COLOURS



Pantone 301C
CMYK 100, 50, 20, 3
#004B87
RAL: 5005
Oracal Cast: 057



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL 1024
Oracal Cast: 930 Gold

TYPEFACES

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO - VARIANTS



LOGO

The logo consists of the text "EastCoastbuses" in a white, bold, sans-serif font, centered within a dark teal rectangular background.

COLOURS



Pantone 7719 C
CMYK 96, 0, 49, 50
#006D68
RAL 6016
Oracal Cast:
607 Turquoise Green



Pantone Cool Grey 5
CMYK 13, 9, 10, 27
#B1B3B3
RAL 7038
Oracal Cast:
724 Ice Grey

LOGO - VARIANTS

The logo variant shows the text "EastCoastbuses" in a dark teal, bold, sans-serif font on a white background.

Typeface

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO



COLOURS



Pantone 7719 C
CMYK 96, 0, 49, 50
#006D68
RAL 6016
Oracal Cast: 607
Turquoise Green



Pantone 295
CMYK 100, 83, 41, 39
#002F5F
RAL: 5022

LOGO - VARIANTS



Typeface

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(&@£\$%!?)1234567890

LOGO



COLOURS



Pantone 7742 C
CMYK 71, 5, 100, 40
#31772f
RAL: 6002
Oracal Cast:
078 Foliage Green



Pantone 7499 C
CMYK 1, 2, 24, 0
#F1E6B2
RAL: 1015
Oracal Cast:
018 Light Ivory



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL: 1024
Oracal Cast: 930 Gold

LOGO - VARIANTS



TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
=abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO



COLOURS



Pantone 7742 C
CMYK 71, 5, 100, 40
#31772f
RAL: 6002
Oracal Cast:
078 Foliage Green



Pantone 7499 C
CMYK 1, 2, 24, 0
#F1E6B2
RAL: 1015
Oracal Cast:
018 Light Ivory



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL: 1024
Oracal Cast: 930 Gold



Pantone 3425 C
CMYK: 100, 0, 100, 60
Oracal Cast:
060 Dark Green

LOGO - VARIANTS

GREENARROW

TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
=abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?)1234567890

LOGO



COLOURS



Pantone 432 C
CMYK: 70, 50, 40, 55
#242931
RAL: 7021



Pantone 877 C
CMYK: 0, 0, 0, 25
#bfbfbf
Oracal Cast: 090 Silver



Pantone 871 C
CMYK: 20, 25, 60, 25
#ae9962
RAL: 1024
Oracal Cast: 930 Gold



Pantone ORANGE 021 C
CMYK: 0, 73, 100, 0
#ff4500

LOGO - VARIANTS

LOTHIAN
MOTORCOACHES

LOTHIAN MOTORCOACHES

LOTHIAN MOTORCOACHES

HEADLINE TYPEFACES

Square 721 EXTENDED roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxy
z (&@£\$%!?) 1 234567890

abcdefghijklmnopqrstuvwxy
z (&@£\$%!?)1234567890

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z (&@£\$%!?)1234567890

TYPEFACES

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z (&@£\$%!?)1234567890

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
=abcdefghijklmnopqrstuvwxy
z (&@£\$%!?)1234567890

Lato hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z (&@£\$%!?)1234567890