

The Lothian group

Brand Guidelines

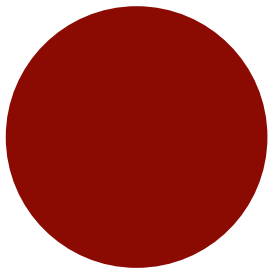
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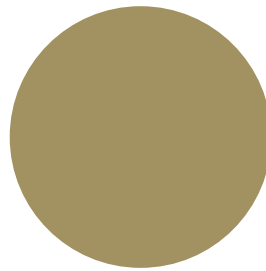
LOGO



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



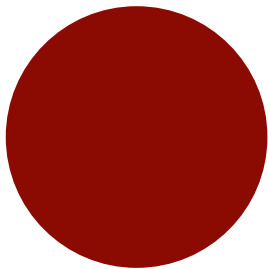
Mono reverse



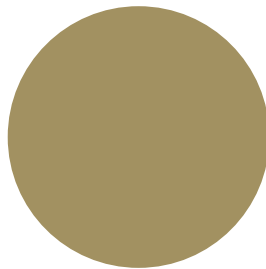
LOGO

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
abcdefghijklmnopqrstuvwxyz

(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

Square 721 EXTENDED bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
=abcdefghijklmnopqrstuvwxyz
(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

TYPEFACES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

Lato hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&@£\$%!?) 1 2 3 4 5 6 7 8 9 0

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

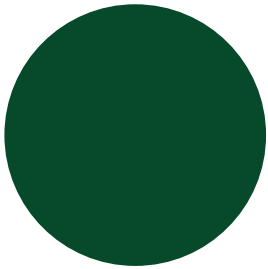
LOGO - VARIANTS



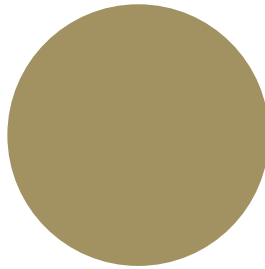
LOGO

EastCoastbuses

COLOURS



Pantone 350 C
CMYK 80, 21, 79, 64
RGB 44, 82, 52
#2C5234



Pantone 871 C
CMYK: 20, 25, 60, 25
RGB 174, 153, 98
#ae9962

LOGO - VARIANTS

EastCoastbuses

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 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

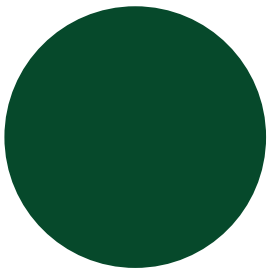
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(&@£\$%!?)1234567890

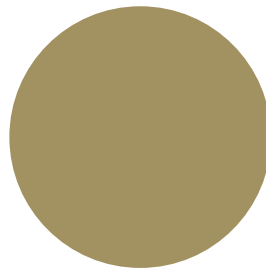
LOGO



COLOURS



Pantone 350 C
CMYK 80, 21, 79, 64
RGB 44, 82, 52
#2C5234



Pantone 871 C
CMYK: 20, 25, 60, 25
RGB 174, 153, 98
#ae9962

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



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

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

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

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

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

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

TYPEFACES

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

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ