

The background is a deep red color. A diagonal line from the top-left corner to the bottom-right corner divides the image. The upper-left portion is a solid dark red. The lower-right portion features a perspective view of a tunnel with many parallel lines receding into the distance, creating a sense of depth and motion.

LINEER

CONTENTS

Logos	Fonts	Letterheads	Leaflets	HST	Lounges	Lanyard	App	Brand Team
Descriptor	System		Timetables	Electric	Ticketing	Badge	Social Media	
Colour			Onboard	Azuma			Website	
Azuma			Posters				Email	
Clearspace			Misc					
Corner			Messaging					
Avatars								
Colour								

BASIC ELEMENTS



LOGO

The bold NE highlights the outreach of our service.

Our logo has been specially drawn and should not be represented with any other typeface.

Available in various formats from our Brand Team.



LOGO / REVERSED OUT

Our logo reversed out of Pantone 186C – one of our primary colours

Our logo can also be reversed out of a colour or image

LNER



DESCRIPTOR

At the launch not everyone will know what LNER stands for, so early applications of the branding will need to be accompanied by a descriptor.

The type descriptor has been specially drawn and should not be represented in any other way.

LONDON **NORTH EASTERN** RAILWAY



LOGO + DESCRIPTOR

The logo and descriptor can be used separately but when used together should be used as illustrated.



MINIMUM SIZE

25mm/ 70px wide



LOGO + DESCRIPTOR REVERSED

The logo and descriptor can be used separately but when used together should be used as illustrated.

LNER
LONDON NORTH EASTERN RAILWAY



BRAND GUIDELINES



LOGO REVERSED / 2 COLOURS

Reversed out of Pantone 490C and Pantone 186C

LNER



BRAND GUIDELINES



LOGO REVERSED / 2 COLOURS

Reversed out of Pantone 490C and Pantone 186C

LNER

LOGO / MINIMUM CLEARSPACE

To protect the clarity and visual integrity of our logo, it needs to be surrounded by clear space.

This is determined by the width of our distinctive letter N in our logo.



LOGO / NE CORNER

On branded collateral such as posters and leaflets that need space for text and imagery, the LNER corner brands the collateral without dominating the space.

V1 in Pantone 490C and Pantone 186C / CMYK

V2 features on stationery and collateral where the background is white.



LNER Corner showing minimum clearspace and bleed



LNER Corner v1



LNER Corner v2

LOGO / AVATARS

The LNER logo uses the split colour combination.
Pantone 186C & Pantone 490C



App Avatar



Social Media Avatar / Twitter / Facebook

COLOUR

PRIMARY COLOURS

RED

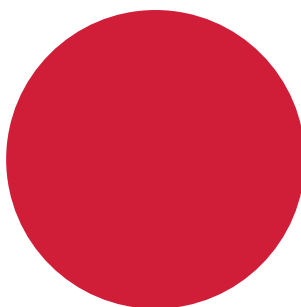
PANTONE
186C

CMYK
12 / 100 / 81 / 3

RGB
206 / 19 / 46

HEX
#ce0e2d

PAINTS
Dulux Trade: 19YR 14/629
RAL: 3000 Flame Red
NCS: S 1080-R



OXBLOOD

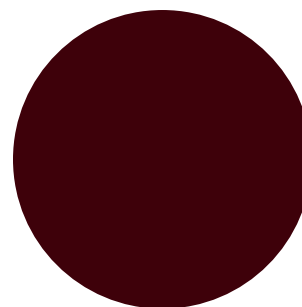
PANTONE
490C

CMYK
46 / 98 / 78 / 71

RGB
68 / 15 / 17

HEX
#440f11

PAINTS
Dulux Trade: 95RR 07/271
RAL: 3005 Wine Red
NCS: S5040-R10B



LIGHT GREY (PLATINUM)

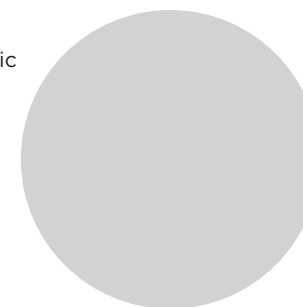
PANTONE
Cool Grey 2 / 877C Metallic

CMYK
0 / 0 / 0 / 20

RGB
218 / 218 / 218

HEX
#dadada

PAINTS
Dulux Trade: 00NN 72/000
RAL: 7047 Telegrey 4
NCS: S 1500-N



SECONDARY COLOURS

MID GREY (SILVER)

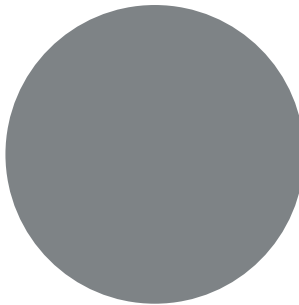
PANTONE
423C / 8401C Metallic

CMYK
0 / 0 / 0 / 40

RGB
156 / 157 / 159

HEX
#939393

PAINTS
Dulux Trade: 00NN 53/000
RAL: 7004 Signal Grey
NCS: 3502-B



CHARCOAL

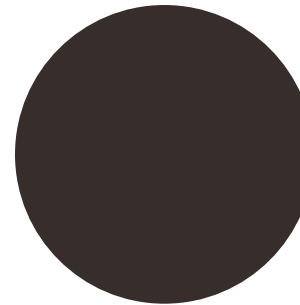
PANTONE
412C

CMYK
63 / 65 / 65 / 62

RGB
56 / 47 / 45

HEX
#382f2d

PAINTS
Dulux Trade: 00NN 13/000
RAL: 7022 Umbra Grey
NCS: 8005-R80B



MID RED

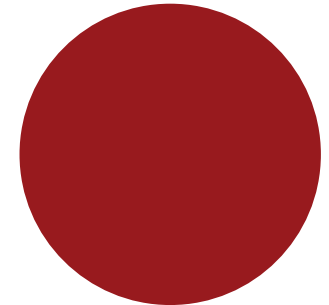
PANTONE
7627C

CMYK
25 / 100 / 100 / 25

RGB
154 / 0 / 0

HEX
#9a0000

PAINTS
Dulux Trade:
RAL: 3003 Ruby Red
NCS: S 2570-Y90R



TYPE



FONTS / GOTHAM LIGHT

GOTHAM LIGHT
 abcdefghijklmnopq
 rstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890
 #£\$¢¥€&@?!/+ (.,:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 #£\$¢¥€&@?!/+ (.,:;)*

FONTS / GOTHAM BOOK

GOTHAM BOOK
 abcdefghijklmnopq
 rstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890
 #£\$¢¥¤&@?!/+ (.,:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 #£\$¢¥¤&@?!/+ (.,:;)*

FONTS / GOTHAM MEDIUM

GOTHAM MEDIUM
 abcdefghijklmnopq
 rstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890
 #£\$¢¥€&@?!/+(',:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 #£\$¢¥€&@?!/+(',:;)*

FONTS / GOTHAM BOLD

GOTHAM BOLD
 abcdefghijklmnopq
 rstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890
 #£\$¢¥¤&@?!/+(-,.;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 #£\$¢¥¤&@?!/+(-,.;)*

SYSTEM FONTS / ARIAL

For use on internal documents –
Email / PowerPoints / Letters etc.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

1234567890 #£€\$¢¥¤&@?!/+ (.,:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£€\$¢¥¤&@?!/+ (.,:;)*

ARIAL BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

1234567890 #£€\$¢¥¤&@?!/+ (.,:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£€\$¢¥¤&@?!/+ (.,:;)*

STATIONERY

STATIONERY / LETTERHEAD

SIZE

A4 / 210 x 297mm

DESCRIPTOR

70mm across

LOGO

40mm across

COLOUR

Pantone 186 + Pantone 412

MARGINS

15mm

ADDRESS

7pt LNER Book

LOGO

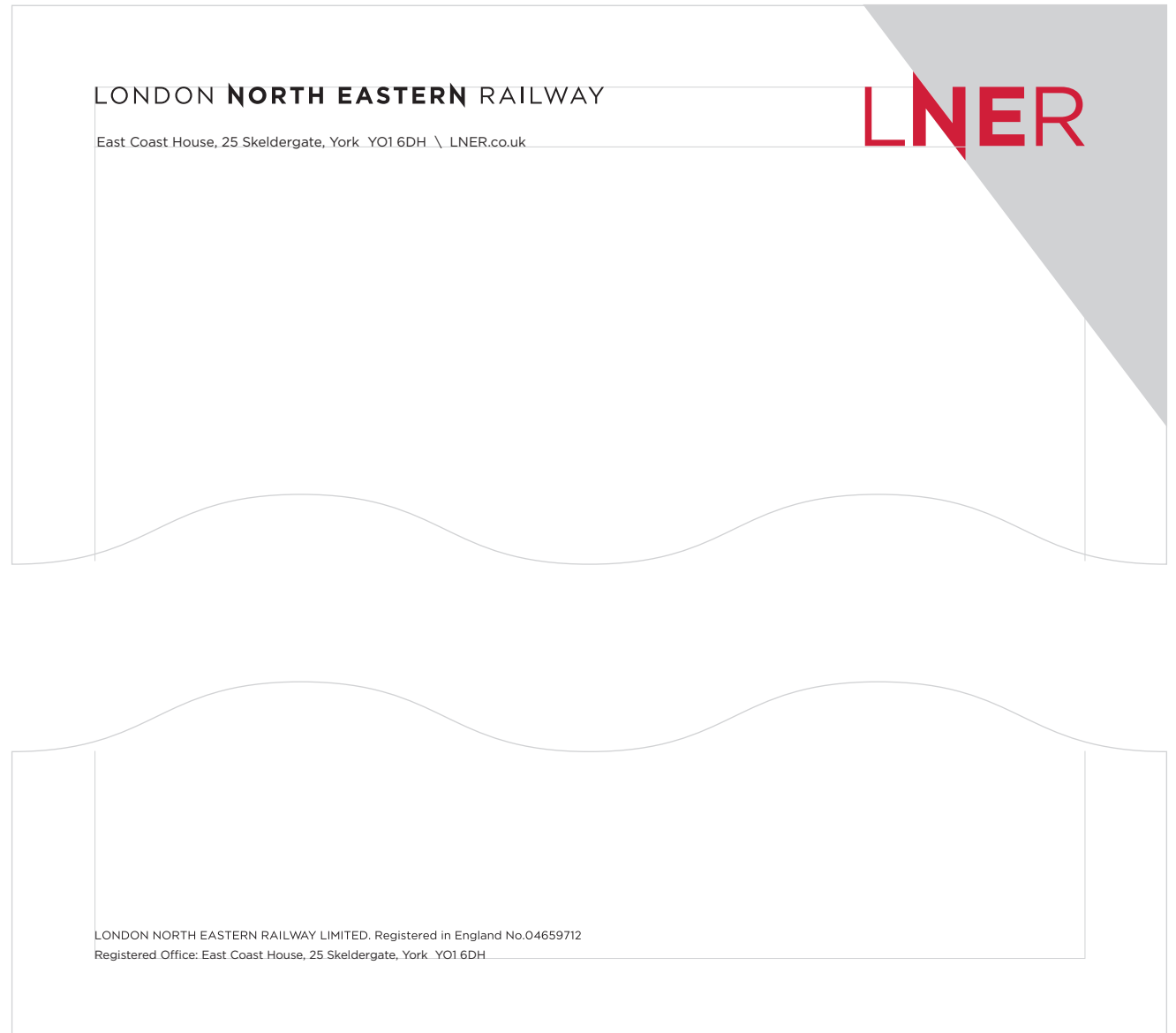
LNER Red

REGISTERED DETAILS

6/8pt LNER Book

WORD TEMPLATE

Available from Brand Team



WEB ADDRESS & CONTACT INFORMATION

CONTACT / WEB ADDRESS / OTHER CONTACT INFORMATION

WEB ADDRESS

TEXT

Gotham Bold & Book

COLOURS

Pantone 186 + Pantone 412
+ White. Where appropriate,
so that text is legible.

The LNER web address never features
www. LNER is always in gotham Bold,
.co.uk is always in Gotham Book.

LNER.co.uk

OTHER CONTACT INFORMATION

When included in body copy, the
contact details (social media tags,
email addresses, web address &
phone numbers) are always in
LNER Red to stand out.

Our timetable booklets contain advice on how to make comments
and complaints, and also include details of Transport Focus and
London TravelWatch. These are available from every staffed station
where our trains call.

Our website, [LNER.co.uk](https://www.lner.co.uk) also has full details of the complaints
handling process as well as all the relevant contact details you may
require.

MESSAGING / TONE OF VOICE

MESSAGING / TONE OF VOICE

Friendly but not over familiar

Simple but not patronising

Few words as possible

Active voice

Avoid clichés

Engaging

Informative

LNER / BRAND

LNER IS:

CONFIDENT
INNOVATIVE
SERIOUS
PLAYFUL
FRIENDLY
STYLISH
PROUD

LNER IS NOT:

RECESSIVE
PLODDING
BORING
FLIPPANT
DISTANT
BLAND
AWKWARD



BRAND GUIDELINES

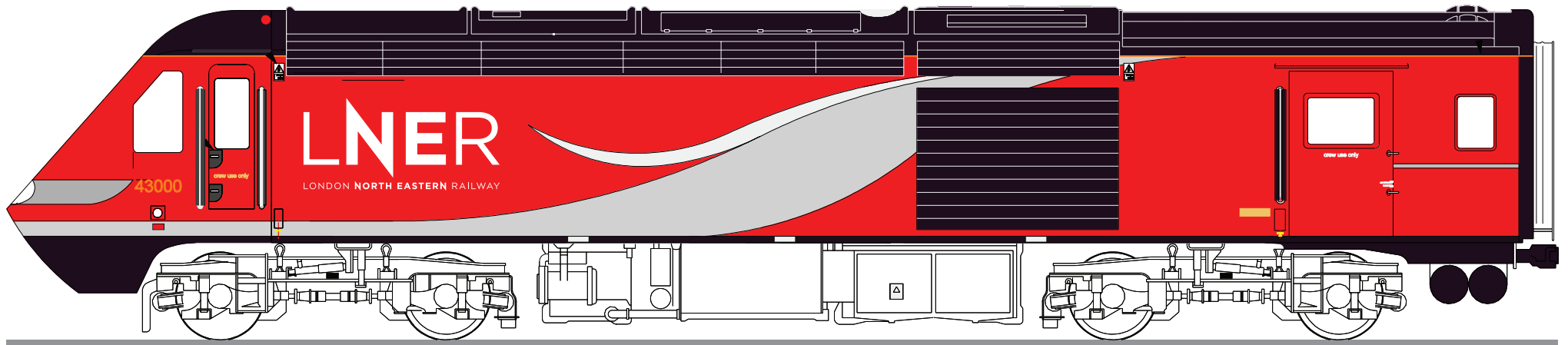


LIVERY

LIVERY / VTEC 2017755A



LIVERY / VTEC 2303778A



Fonts / GOTHAM NARROW LIGHT

GOTHAM NARROW
LIGHT

abcdefghijklmnopq

rstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

#£\$¢¥&@?!/+ (.,:)*

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£\$¢¥&@?!/+ (.,:)*

Fonts / GOTHAM NARROW BOOK

For body copy.

GOTHAM NARROW BOOK

abcdefghijklmnopq

rstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

#£\$¢¥¤&@?!/+(„)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£\$¢¥¤&@?!/+(„)*

Fonts / GOTHAM NARROW MEDIUM

For body copy when standout is needed.

GOTHAM NARROW MEDIUM

abcdefghijklmnopqrstuvwxyz

rstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

#£\$¢¥¤&@?!/+(-,:;)*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMN<div data-bbox="45 934 213 948" data-label="Page-Footer">

© LONDON NORTH EASTERN RAILWAY 2018

FONTS / GOTHAM NARROW BOLD

For Headlines and to pull out body copy when needed.

**GOTHAM NARROW
BOLD**

abcdefghijklmnopq

rstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

#£\$¢¥¤&@?!/+(!,")*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£\$¢¥¤&@?!/+(!,")*

UNIFORMS / PLATFORM

UNIFORMS / LANYARD / BADGE

LANYARD

SIZE

Ribbon width is 20mm

The lanyard features a step & repeat of the logo and descriptor reversed out of red



BADGE

MATERIAL

Metal & plastic

SIZE

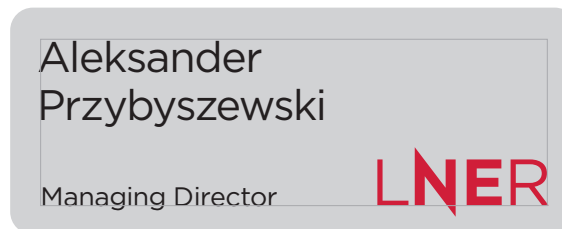
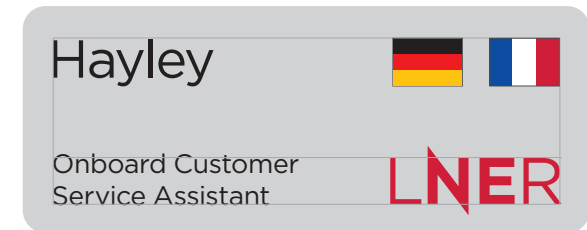
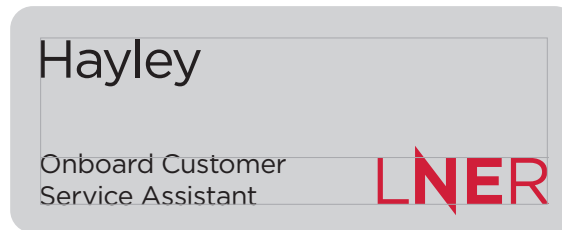
75 x 30mm, 3mm corner radius

FULL NAME

16/18pt LNER Book

TITLES

10/12pt LNER Book





BRAND GUIDELINES



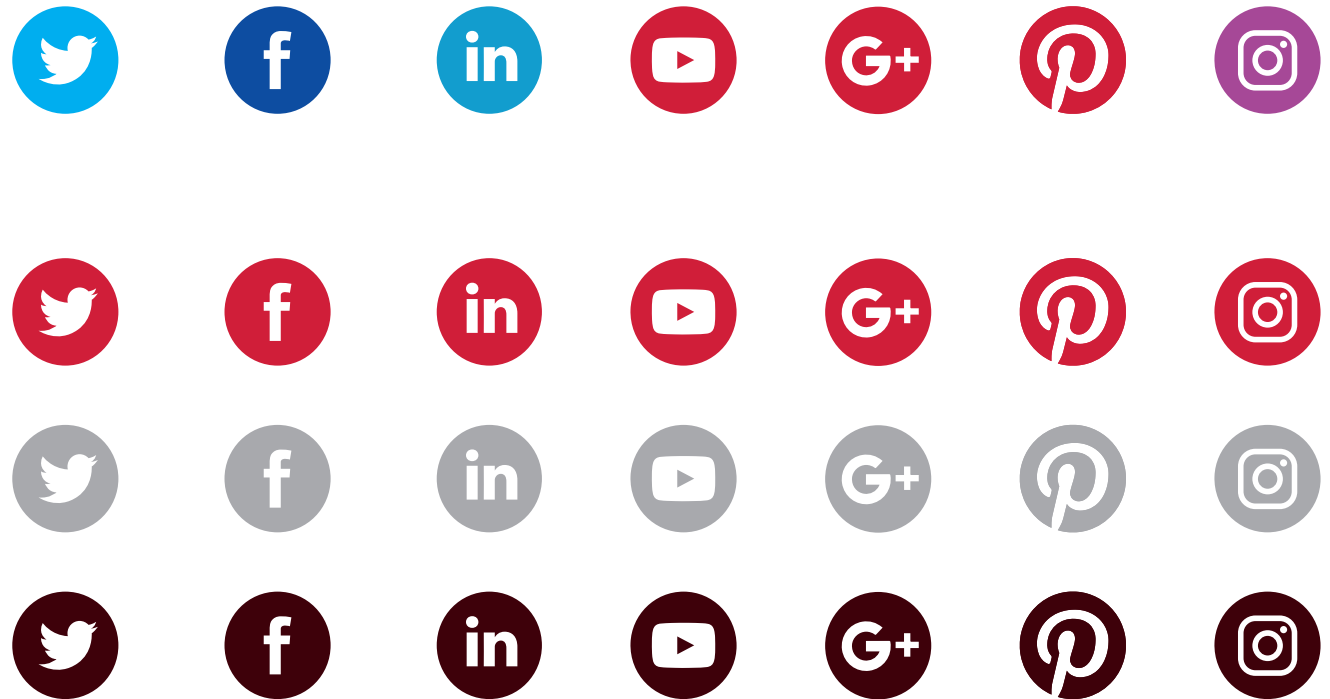
DIGITAL

SOCIAL MEDIA / ICONS

Twitter
Facebook
Linkedin
Youtube
Google+
Pinterest
Instagram

It is preferred that the network colour is used, where possible.

See other acceptable options where the network colour isn't available.



EMAIL / SIGNATURE

TEXT

Arial Regular & Bold

COLOURS

Match to Pantone 186C and black

SOCIAL MEDIA ICONS

Match to Pantone 423C

Signatures are added automatically by IT, no need to create and set up your own in the signatures tool in Outlook.

It is not permitted to add bespoke logos to corporate signatures.

External signature:



John Smith Head of I.S. Service Delivery
LNER East Coast House, 25 Skeldergate, York YO1 6DH
t: 07768 123456 **m:** 07768 123456 **e:** johnsmith@LNER.co.uk



Internal signature:

John Smith Head of I.S. Service Delivery
t: 07768 123456 **m:** 07768 123456 **e:** johnsmith@LNER.co.uk

DX65542 York 12



BRAND GUIDELINES



CONTACT

REDACTED

REDACTED