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**Immediate mandatories:**

Trains can initially be re-badged using a suitable colour combination ( see colours guidelines - page 10)  
 New rolling stock will then carry the main colour scheme as shown below:



**Signage + Poster information**

The strength of the design allows the brand to be used in a variety of instantly recognisable ways.



Uniforms would be in grey, giving a professional identity to staff, carrying a mono Northern badge in green or white. Green piping is an option for such items as caps, with stylish combinations of the four key colours being utilised for ties and scarves.  
 Overall, an impression of professionalism combined with taste and flair.

Stationery

Whilst the public brand is a priority, it is also the corporate “behind the scenes” image that will play as important a role. Through internal communications, creation of the correct culture will enable staff to positively take the new venture forward.

Whilst this is not part of the operation that the general public see, it is what the key stakeholders will encounter. It is as important that they take on board your brand values, creating confidence in Northern as a company they want to do business with. This also holds true for suppliers and contractors.



The brand will also be used to great effect on internal communications and supporting this could be areas such as staff computer desktops and screensavers.

## Website

As part of it's brand identity, the website is an integral part of today's modern business.

Welcome to Northern Rail

Northern

- Routes
- Timetables
- Tickets and offers
- Contact us
- News
- Customer info
- Company info
- Other services
- Home

**Northern Railways.**

At the **heart** of our operations are the great city **regions** of Leeds, Liverpool, Manchester, Newcastle and Sheffield, complemented by a large number of other top **leisure** and **tourism** locations including Blackpool, York, **four national parks** and a wide range of **top-class** sporting venues.

**Northern** Rail's train services operate over **1675 miles** of national rail network, and it's staff of over 4000 are **committed** to providing an **unparalleled** passenger **experience**.

12:26 Monday 18/07/04

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