

Maximum detail in various formats

Scotland brand mark with strapline and telephone / cost / generic text / web



A horizontal rectangular layout. On the left is the Traveline Scotland logo, consisting of two green dots above an orange curved line that ends in an arrow pointing up and to the right. Below the logo, the text "traveline scotland" is written in a bold green font, with "public transport info" in a smaller green font underneath. To the right of the logo, the text "txt 84268" is displayed in bold green, followed by a horizontal orange line. Below the line is the website "www.traveline.info" in bold green, followed by another horizontal orange line. At the bottom of this section is the phone number "0871 200 22 33" in bold green, with "calls from landlines cost 10p per minute" in a smaller green font below it.

Horizontal

The information that supports the the brand mark such as txt details, web address, telephone number and cost is set in Frutiger bold.



A vertical rectangular layout. At the top is the Traveline Scotland logo. Below it, the text "traveline scotland" is written in a bold green font, with "public transport info" in a smaller green font underneath. A horizontal orange line follows. Below the line is the phone number "0871 200 22 33" in bold green, with "calls from landlines cost 10p per minute" in a smaller green font below it. Another horizontal orange line follows. Below the line is the text "txt 84268" in bold green, followed by a horizontal orange line. At the bottom is the website "www.traveline.info" in bold green.

Vertical



A wide horizontal rectangular layout. On the left is the Traveline Scotland logo. To its right, the text "traveline scotland" is written in a bold green font, with "public transport info" in a smaller green font underneath. Further right is the phone number "0871 200 22 33" in bold green, with "calls from landlines cost 10p per minute" in a smaller green font below it. On the far right, the text "txt 84268" is displayed in bold green, followed by a horizontal orange line. Below the line is the website "www.traveline.info" in bold green.

Limited vertical space (suitable for poster endorsements)