

**#BeyondThe
Tracks 200**

Get involved



**#BeyondThe
Tracks200**

Whether you're sharing stories to social media or hosting an event, our easy-to-use brand guidelines are designed to help you get the most out of the **#BeyondTheTracks200** campaign branding.





Logo

The primary logo version should be used when using **#BeyondTheTracks200** branded collateral.

Don't recreate the logo.
Don't alter the logo.

Use the secondary logos when the logo needs to be placed on a light background or when the logo needs to be used in conjunction with third party branding elements.

A solid blue, black or white out version of the logo can be used when placed on top of imagery or on a background which clashes with the lime highlight colour.

Primary logo



Secondary logos



Secondary logo with strapline



Solid blue



Whiteout



Logo Exclusion zone & positioning

Exclusion zone

Creating clear space around our logo helps maintain clarity and impact. We call this clear space the 'logo exclusion zone'. No other design elements or logos should enter this space.

We use a proportional measurement to set the exclusion zone, equal to the width of the '#' of the logo.

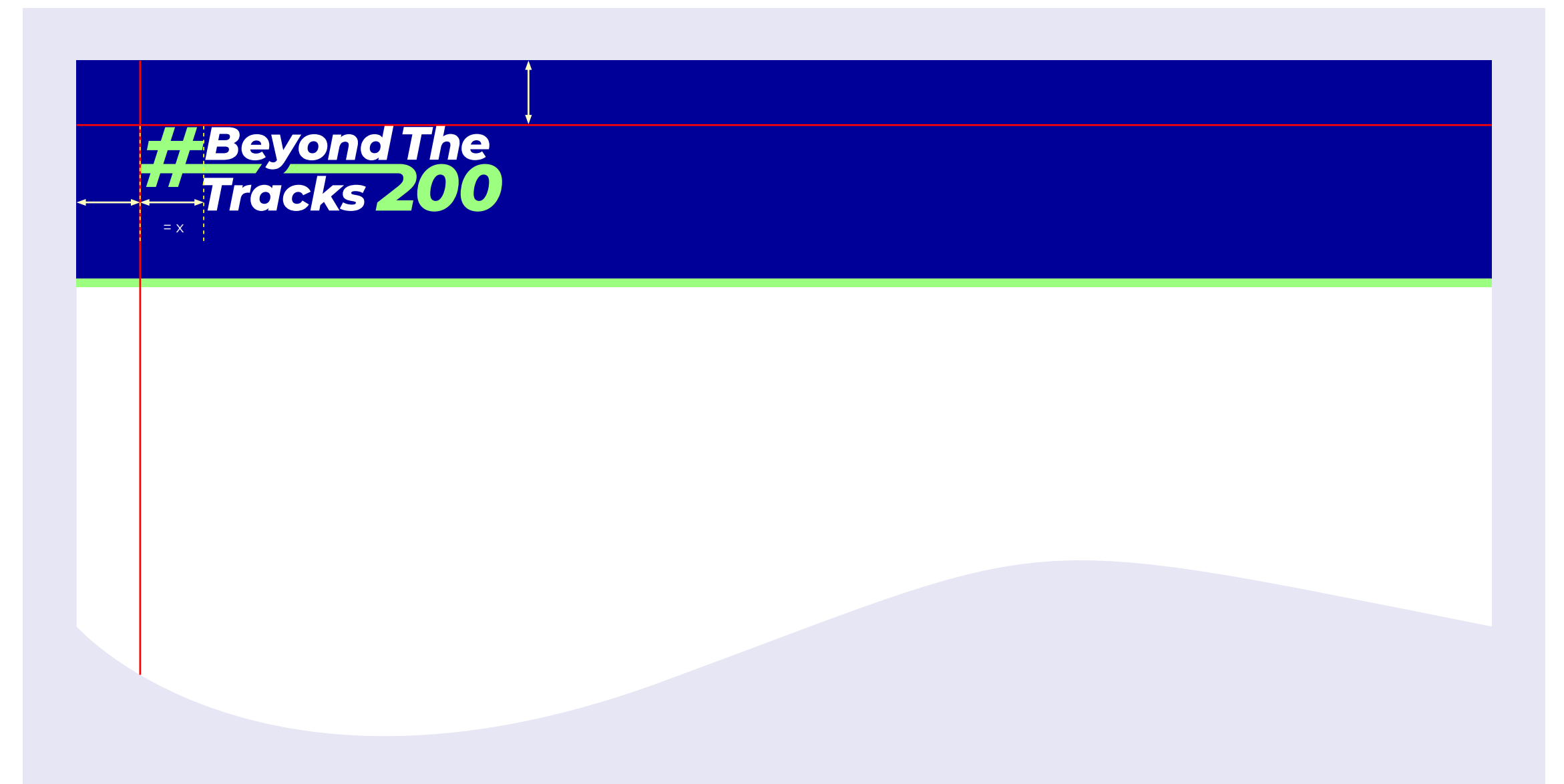
The logo can be positioned in **any** corners of the page to suit the layout of the content.

For exhibition stands and pullups the logo can be used centered.

Exclusion zone



Positioning



Colour

Our lead colour is ‘Midnight Blue’ and should be used heavily across branded materials.

Our ‘Signal Green’ is our primary accent colour.

‘Twilight Journey’ can be used to add depth where required and the two blues can be combined to create a subtle gradient.

‘Platform Chalk’ is used to create space and is used to house content and partner assets and logos.

<div>Midnight Blue</div> <div>RGB0, 0, 153</div> <div>CMYK100, 80, 0, 25</div> <div>HEX000099</div>	<div>Twilight Journey</div> <div>RGB0, 0, 117</div> <div>CMYK100, 93, 29, 27</div> <div>HEX000075</div>	<div>Signal Green</div> <div>RGB157, 255, 128</div> <div>CMYK45, 0, 70, 0</div> <div>HEX9DFF80</div>	<div>Platform Chalk</div> <div>RGB255, 255, 255</div> <div>CMYK0, 0, 0, 0</div> <div>HEXFFFFFF</div>
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Typography

Montserrat is our main typeface throughout all #BeyondTheTracks200 creative materials.

Various font weights can be used to ensure the best heiracy of information is achieved.

Arial is our secondary font when Montserrat is unavailable.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

Semi Bold

Medium

Regular

Social Media Assets

A range of social media assets have been produced for use across Facebook, Instagram, LinkedIn and X.

A full list of assets can be seen on the following pages, using LinkedIn as the example platform.

Facebook/Instagram Example Asset



Dimensions: 1080px x 1080px

LinkedIn Example Asset



Dimensions: 1200px x 627px

X Example Asset



Dimensions: 1200px x 600px

Social Media Assets LinkedIn Examples

Primary assets

These are the primary social media assets to show your support for the overall campaign.



Category assets

These social media assets show support in more depth for specific touchpoints of the campaign.

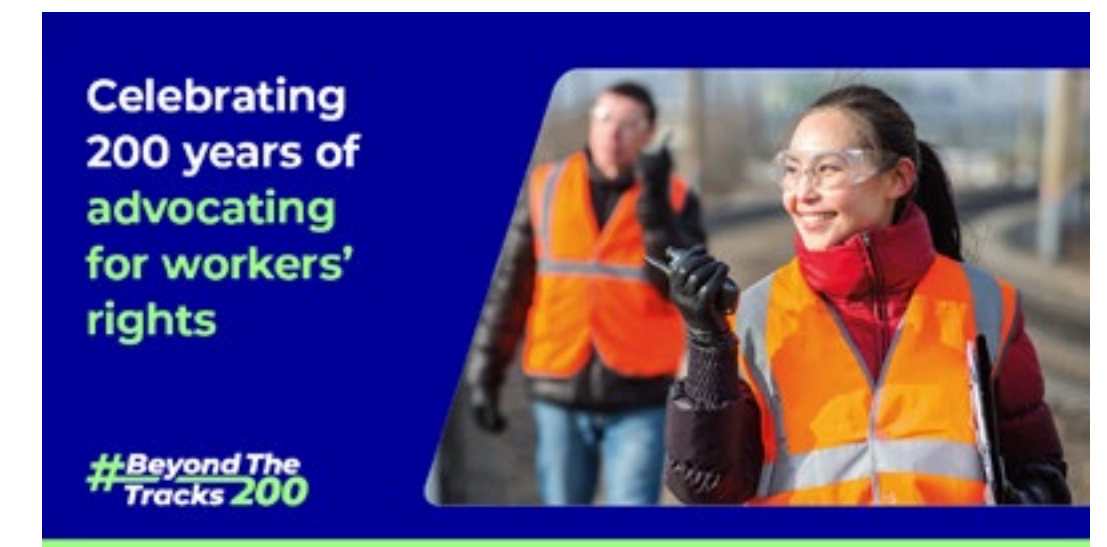
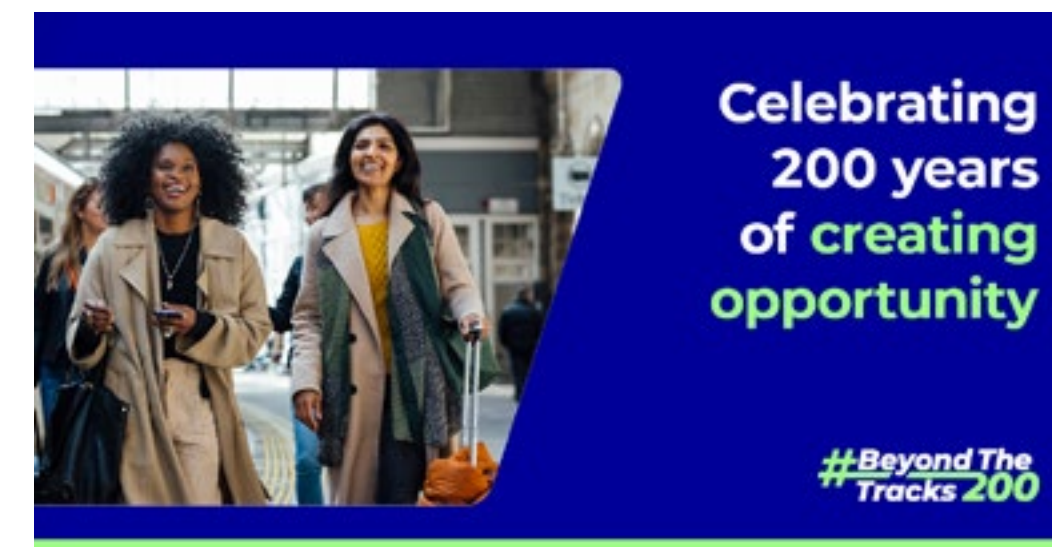
There are left and right aligned versions of each to maintain visual interest in your posts. Please alternate left and right aligned posts as needed.



Social Media Assets LinkedIn Examples

Category assets

These social media assets show support in more depth for specific areas of the campaign.



Social Media Assets LinkedIn Examples

Category assets

These social media assets show support in more depth for specific areas of the campaign.

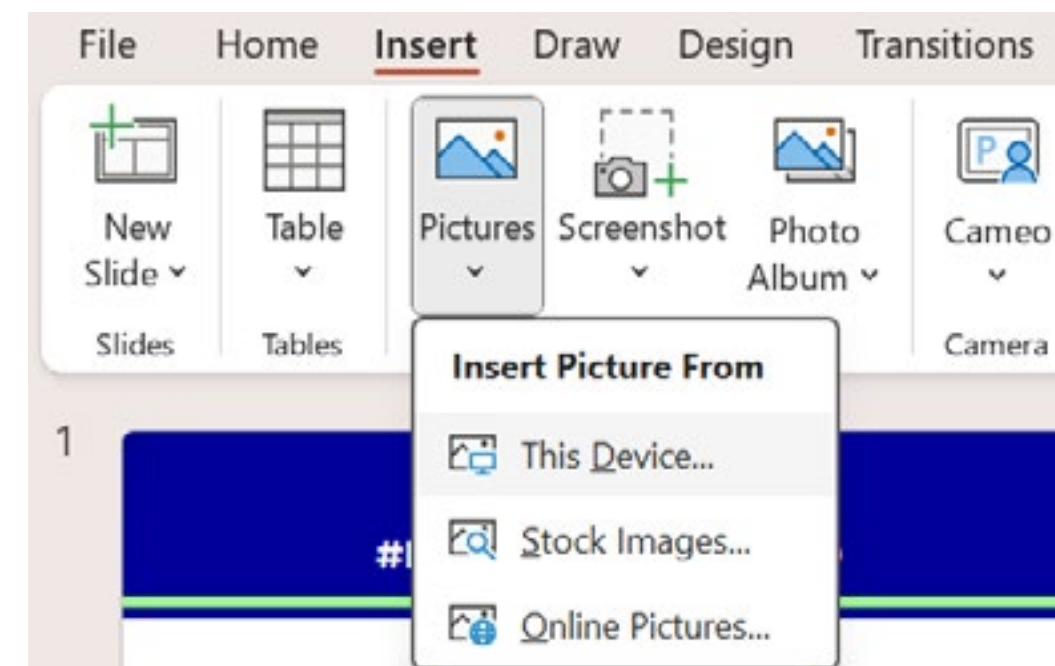


Social Media Assets PowerPoint Templates

Customisation

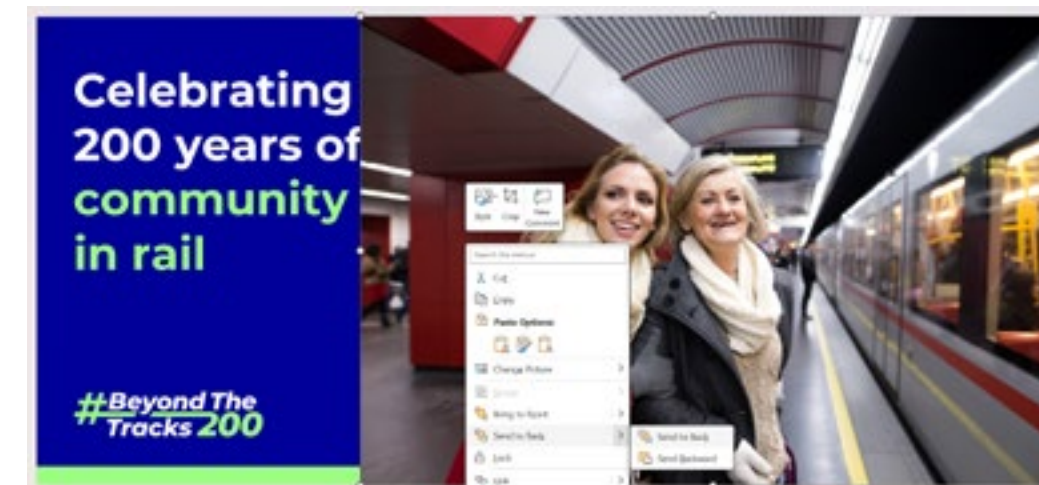
If you wish to create your own versions of these assets, PowerPoint templates have been created for each platform with full text and image customisation.

To include your own imagery, follow these simple steps.



Start by placing your chosen image.

Insert > Pictures > This Device



Ensure that your chosen image covers the full size of the cutout shape before sending it to the back of the slide.

Right Click > Send to Back



You may wish to then crop your image to fit within the slide. (This will not affect the next steps, as PowerPoint will only export what is within the slide).

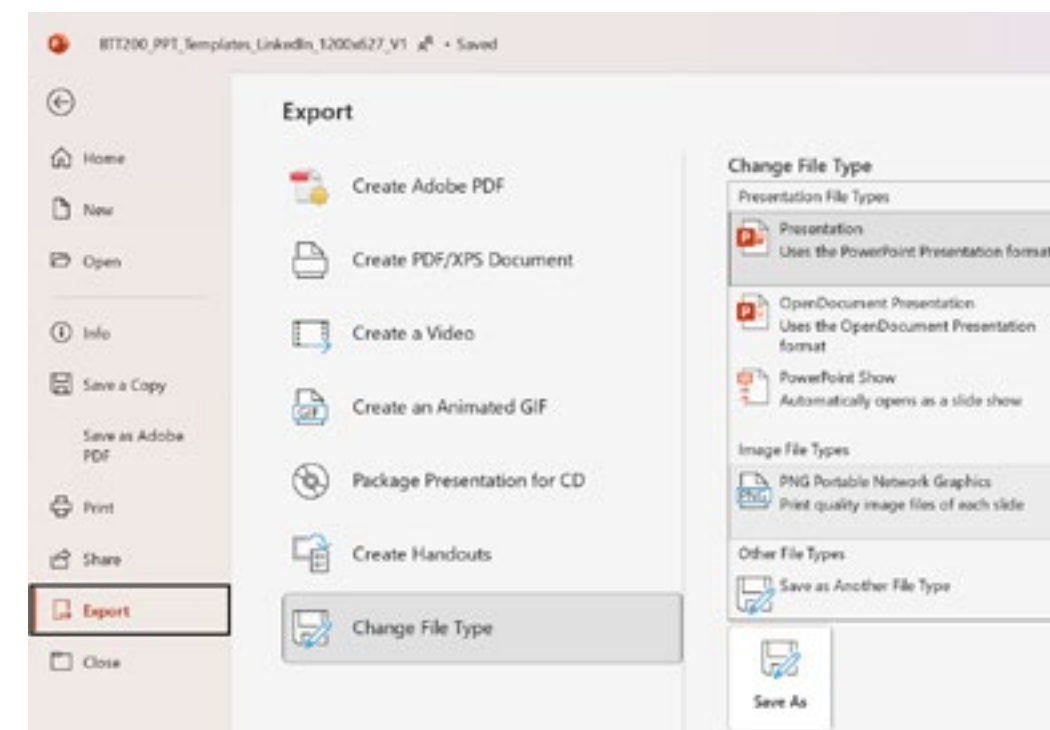
Picture Format > Crop

Social Media Assets PowerPoint Templates continued

Customisation

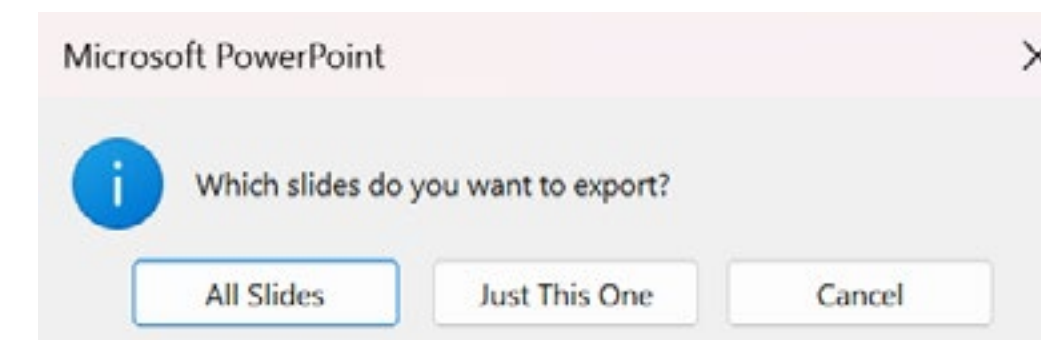
If you wish to create your own versions of these assets, PowerPoint templates have been created for each platform with full text and image customisation.

To include your own imagery, follow these simple steps.



You can now export the template as a JPEG or PNG image file.

File > Export > Change File Type > JPEG/PNG > Save As



When prompted, you can either select 'All Slides' or 'Just This One' depending on how many custom assets you wish to export.



Your exported template will now appear as an image file in your chosen location.