

## Angel Trains' brand summary

### What's in a name?

The correct title for the company is Angel Trains, not 'Angel'. The company should always be described in the singular, e.g. "Angel Trains is the UK's leading train leasing business", not "Angel Trains are the UK's leading train leasing business".

### Apostrophes

When referring to something belonging to Angel Trains, use s', e.g. "Angel Trains' head office is in London", not "Angel Trains's head office is in London" or "Angel Train's head office is in London".

### Our customers and 'you'

Our communications can be read by a wide variety of audiences. So, unless the material is likely to be read by a specific audience, say for example customers, it is better not to refer to the audience as 'you'.

### Logo

The full colour logo should be used in all instances (if appropriate). The plain black logo should only be used if the application is unable to represent colour. The logo can be used with or without the strapline depending on space.

### Rail People

#### Real Expertise

The strapline can also be used separately from the logo on all forms of communication. Please ensure that it is set over two lines and appears in Arial (in Angel Trains green or black) and never appear smaller than 25mm in length.

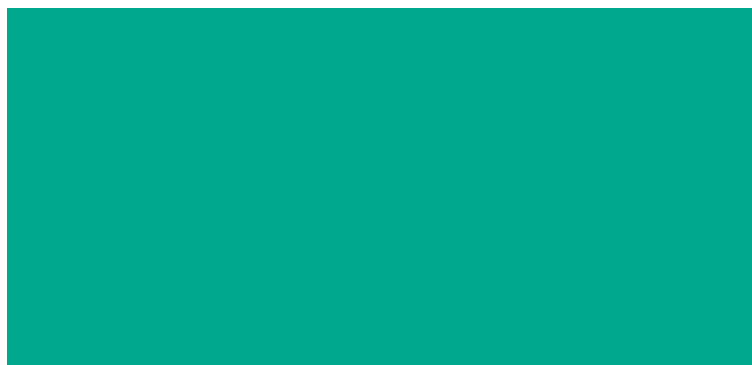
### Typeface/Font Size

Arial MT Pro is Angel Trains official typeface for most material. In instances where Arial MT Pro is not available, please use Arial. The legible and universal quality makes it ideal for body copy and large areas of text. This may also be used in bold or italics where appropriate.

The font size for most general documents should be 10.5.

### Colour Palettes

The Angel Trains signature green (Pantone 3285 / C100 M0 Y60 K0 / R0 G168 B142) is one of the most recognisable elements of the brand. The bright, vibrant colour represents the positive and dynamic nature of the company. This is the primary colour of Angel Trains and should feature on *all* outward facing communication collateral.



Pantone 3285 C100 M0 Y60 K0 R0 G168 B142



Pantone 330 C90 M52 Y53 K34 R18 G80 B87



Pantone 325 C60 M0 Y35 K0 R94 G196 B182



Pantone 317 C20 M0 Y10 K0 R201 G233 B230

The rest of the core colour palette is comprised of complimentary tones of the green to give a versatile, yet unified approach when applying colour to collateral. These colours should feature heavily across all marketing material including the website. The supporting colour palette has been specifically chosen to work in conjunction with the core palette.



Pantone 433 C38 M35 Y33 K88 R39 G36 B37



Pantone 431 C22 M14 Y20 K65 R93 G96 B95



Pantone 421 C11 M7 Y10 K22 R182 G184 B183



Pantone 302 C92 M62 Y36 K20 R26 G84 B113



Pantone 633 C100 M12 Y27 K0 R0 G156 B183



Pantone 311 C50 M0 Y9 K0 R115 G206 B228



Pantone 8003 C39 M39 Y58 K4 R159 G143 B115



Pantone 7403 C0 M19 Y64 K9 R233 G191 B107