

Brand Guidelines



Tracsis Brand Guidelines
October 2025

Table of Contents

1.0 Introduction

4	About these Guidelines
5	Message from the Chief Executive
6	Who We Are
7	Our Core Purpose
8	Our Vision
9	Mission Statement
10	Our Values
11	Brand Overview

2.0 Core Elements

13	Logo Versions
14	Using the Logos
15	Logo Exclusion Zone
16	Logo Minimum Sizing
17	Logo Misuse
18	Logo Use with Imagery
19	Co-branding
19	Partner Logo
20	Product Logos
21	Brand Colours: Primary
22	Brand Colours — Secondary
23	Colour Usage and Accessibility
24	Colour Values Explanation
25	Typography: Primary Typeface
26	Typography: Default Typeface
27	Typography: Hierarchy

3.0 Corporate Imagery Guidelines

29	Image Use Overview
30	Photographic Style
31	Image Copyright

4.0 Brand In Action

33	Powerpoint Templates
34	Stationery – Letterheads
35	Stationery – Business cards

5.0 Creative Assistance

37	Useful Contacts
----	-----------------

Introduction

The Tracsis Brand Overview

An overview of the Tracsis brand position and objectives, company mission statement and values.

Table of Contents

1.0

Introduction

2.0

Core Brand Elements

3.0

Corporate Imagery Guidelines

4.0

Brand Application

5.0

Creative Assistance

6.0

Appendices

1.0

About these Guidelines

Table of Contents

- 1.0 Introduction
 - About these Guidelines**
 - Chief Executive’s Message
 - Who We Are
 - Our Core Purpose
 - Our Vision
 - Mission Statement
 - Our Values
 - Brand Overview
- 2.0 Core Brand Elements
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance
- 6.0 Appendices

These guidelines have been developed to support staff and third-party agencies in producing consistent branded company materials for Tracsis PLC.

By faithfully applying these guidelines across all branded items, we will enhance external recognition of the brand and of the Tracsis mission and values that are associated with it.

Our visual style should communicate an instantly recognisable Tracsis look and feel whilst retaining the flexibility to encourage creativity, as well as the ability to ‘move with the times’.

The Tracsis identity

Described here are the basic guidelines for reproducing/designing with the Tracsis brand.

The document has been divided into several sections so that users can quickly locate the parts of the guidelines appropriate to their needs.

We recommend that you familiarise yourself with the ‘Core elements’ section of these guidelines before undertaking any creative/branded document work.

For further advice, or to access document templates, please consult with the marketing team.

Contact details can be found at the end of this document.

A strong and consistent brand will enable us to communicate our core values more effectively and enable our clients to visually identify how the different parts of the Tracsis Group integrate together.

David Frost
— CEO, Tracsis PLC

Message from the Chief Executive

Table of Contents

1.0 Introduction

About these Guidelines

Chief Executive's Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

6.0 Appendices

The strength of the Tracsis Group is that we have a broad range of leading edge products and services, however, we have struggled to communicate an integrated message which hasn't been helped by the fact that we trade under a series of different unrelated brands, which operate in different market spaces across the transportation industry.

Moving forward we are implementing a new visual identity for the Tracsis Group and its subsidiary businesses which offers a professional look, greater consistency and a distinctive visual presence for all the brands so that it is clear that we are all part of the same organisation.

A strong and consistent brand will enable us to communicate our core values more effectively and enable our clients to visually identify how the different parts of the Tracsis Group integrate together.

Our identity is based around **‘Technology makes it possible, people make it happen’**.

These guidelines have been developed to provide guidance and support for internal and external communications and designed to drive better consistency across the Group.

David Frost

CEO, Tracsis PLC

Table of Contents

1.0

Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0

Core Brand Elements

3.0

Corporate Imagery Guidelines

4.0

Brand Application

5.0

Creative Assistance

6.0

Appendices

Tracsis is a global transport technology business with deep expertise in rail, infrastructure, and local transport systems.

We design and deliver the critical technology that keeps transport networks moving. From intelligent asset monitoring, prediction and service planning to smart ticketing and mission-critical safety systems, our solutions enhance performance and empower our customers to improve operational outcomes.

Table of Contents

1.0

Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0

Core Brand Elements

3.0

Corporate Imagery Guidelines

4.0

Brand Application

5.0

Creative Assistance

6.0

Appendices

Our Core Purpose

Our purpose statement is our fundamental reason for existing — it’s our enduring motivation beyond profit.

Making Transport Work

Tracsis is shaping the future of global transport with innovative technology and integrated smart solutions that drive progress across the industry, making transport more intelligent, robust, and efficient.

Table of Contents

1.0 Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

6.0 Appendices

A Transport Network That Works Better For Everyone. Everywhere.

Tracsis is leading the advancement of a more connected, reliable, and efficient transport industry through innovative and integrated technology solutions. Whether modernising infrastructure, anticipating disruption, or predicting safety and performance, our solutions streamline operations and tackle these critical challenges with a global perspective and reach.

Mission Statement

A formal summary of the aims and values of a company, organisation, or individual.

Table of Contents

1.0 Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

6.0 Appendices

Technology Makes It Possible, People Make It Happen.

Tracsis is a technology company that solves business critical resource, planning, asset and safety/risk management problems across the transportation sector utilising advanced product solutions, data capture and analytics methodologies.

Tracsis develops software and hardware products and delivers consultancy, bespoke tools, data capture, analytics and event transport planning and management services.

Tracsis’ products and services are widely used to increase efficiency, reduce operational cost and risk, improve operational and asset performance and safety management and decision making capabilities for our clients.

Our business model is built around long term client relationships and significant recurring revenue which provides a strong platform for growth.

It’s the innovation and fast to market culture that sits across Tracsis that drives our success.

Table of Contents

1.0 Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

6.0 Appendices

Our Values

The aims and values of our company.



PROGRESSION

We have a growth mindset, and we constantly move forward.



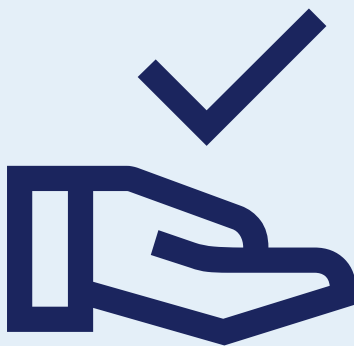
INTEGRITY

We do what’s right and we build trust.



COLLABORATION

We succeed together.



OWNERSHIP

We own what we do and the impact we have on others.

Brand Overview

Table of Contents

1.0 Introduction

About these Guidelines

Chief Executive’s Message

Who We Are

Our Core Purpose

Our Vision

Mission Statement

Our Values

Brand Overview

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

6.0 Appendices

The Tracsis Logo

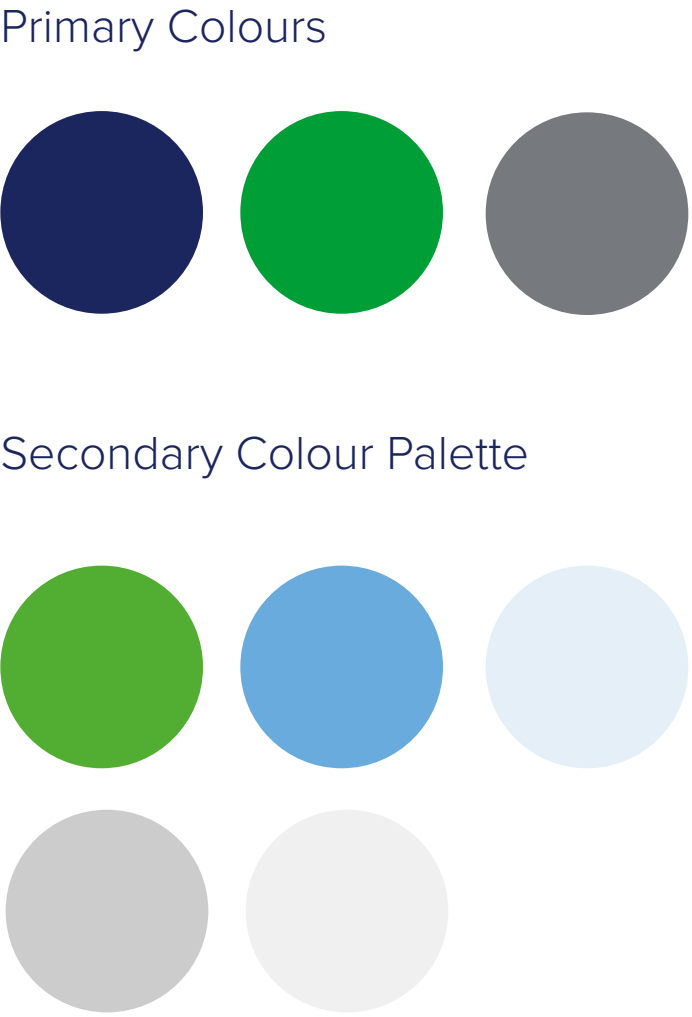
The fonts used to construct the Tracsis brand mark have been customised and must not be altered. **Use logo images and don’t try to construct your own logos.** The brand mark can only be used in monochrome black or white, or in its original colours.



Corporate Colours

Our corporate colours should be consistently used in all visual communications to avoid dilution of the brand identity. We have a longestablished core/primary colour palette, a secondary colour palette, and a separate palette for our different market sectors.

The visual style is designed to be crisp, bold and professional, and is intended to convey the message that we are an established, premium and professional company.



Typographic Style

Industry standard ‘OpenType’ typefaces are used throughout our brand and marketing communications.

Primary Typeface

Proxima Nova Light & *Light Italic*

Proxima Nova Semi-bold & **Bold**

Secondary Typeface

Calibri, Light, Regular, Bold

Core Elements

Table of Contents

1.0

Introduction

2.0

Core Brand Elements

3.0

Corporate Imagery Guidelines

4.0

Brand Application

5.0

Creative Assistance

6.0

Appendices

Tracsis Brand Architecture

We strongly recommend reading this ‘Core elements’ section before undertaking detailed design activity, to ensure understanding of and adherence to the guidelines. This section includes guidance on logo use, colour palettes, photographic style, fonts and footers.

2.0

Table of Contents

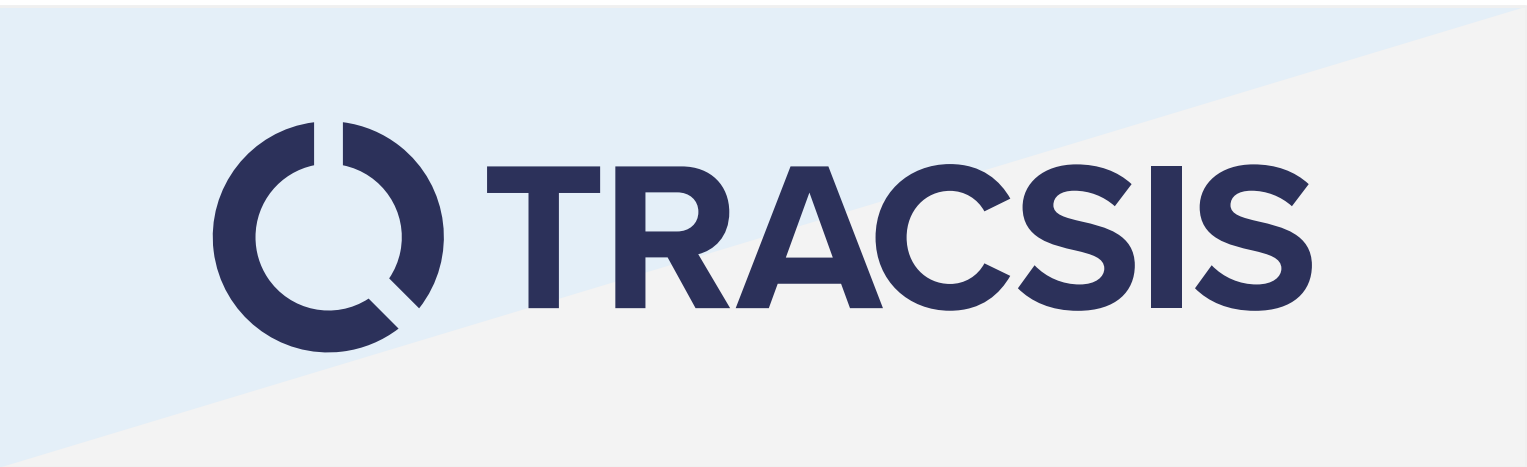
- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance



1. Full Colour Version
Should be used as a first option whenever and wherever possible. When printing in colour, use either spot Pantone colours or a four-colour process – only ever use the logo on a very light background, preferably white.



2. Monochrome Black Version
The entire logo must be black. It should only ever be used on a white or very light (up to 20% black/blue/colour) background. This variant should not be used overlaid on coloured imagery.



3. Monochrome Blue Version
The entire logo must be blue. It should only ever be used on a white or very light (up to 20% black/blue/colour) background. This variant should also not be used overlaid on coloured imagery.



4. Monochrome White Version
Useful when the logo needs to be reversed out of a solid or carefully selected picture where the full colour variant doesn't work. The entire logo should be in solid white. Please ensure the solid colour is dark enough, or the picture suitable, for this treatment of the logo.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance



Always use Master Logo Files
The logo has been created to exacting proportions. Do not try to recreate the logo or adjust the position of any elements as this will upset the visual balance.

The Logo Font
The logo typeface has been customised for use in the logo and is therefore unavailable for use as an independent typeface. Always use the official logo – do not try to reconstruct the logo from other sources or using similar fonts. (See pxxx for more info)



Our Social Media Icon / Avatar
An icon is required for some marketing applications such as Social Media, software identity and Favicon for website toolbars.

The icon is not designed to be used to replace or accompany the Tracsis PLC brand identity. The icon uses the Tracsis brand colours and is always used on a white background.



Service Logos
Our Service Logos include taglines for greater context and are generally reserved for marketing and specific targeted events only.

An exclusion zone, is the ‘clear space’ around a logo that is required to maximise its visual presence. An exclusion zone around the logo prevents any other graphic element from interfering with its integrity. The exclusion zone (the clear space) must be left clear of other text or images.

The exclusion zone around the logo is proportional to the height of the ‘circular brand mark’ in the Tracsis logo, defined here as dimension Y. Any graphic element, including type, is only permitted to bleed up to the edge of the exclusion zone.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone**
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance



Table of Contents

1.0 Introduction

2.0 Core Brand Elements

Logo Versions

Using the Logos

Logo Exclusion Zone

Logo Minimum Sizing

Logo Misuse

Logo use with Imagery

Co-branding

Product Logos

Brand Colours

Colour Usage & Accessibility

Colour Values Explanation

Typography: Primary Typeface

Typography: Default Typeface

Typography: Hierarchy

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

The size of the logo is dependent on the nature of the communication, as defined in this guide.

Only in exceptional circumstances, and with prior approval from the global marketing team or approved design agency, should the logo dimension ‘A’ be less than 15mm when used in print, or less than 50 pixels when used digitally.

When used in print, the logo can be as big as the print medium will allow, as long as the exclusion zone and logo dimension ratios are adhered to.

PRINT — Minimum and Maximum Sizes

Minimum size of the logo when used in print

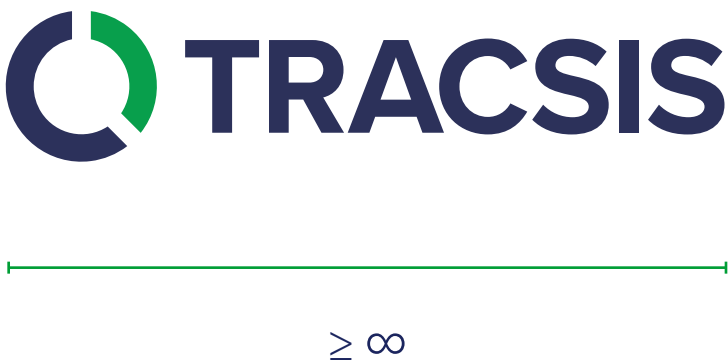


DIGITAL — Minimum Size Usage

Minimum size of the logo when used digitally



Maximum size of the logo when used in print



Misuse examples include altering the brandmark’s colour scheme to non-brand colours, distorting its shape in any form, or applying it in inappropriate contexts that could diminish its professional appearance.

Examples of incorrect use of the logo are illustrated below (2–12). Master logo files should NEVER be altered.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse**
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance










<p>✗ Do not apply a gradient to the logo.</p> 	<p>✗ Do not rotate the logo.</p> 	<p>✗ Do not alter the logo colours.</p> 
<p>✗ Do not distort or wrap the logo in any way.</p> 	<p>✗ Do not outline or create a keyline around the logo.</p> 	<p>✗ Do not change the proportions of the logo.</p> 
<p>✗ Do not use drop shadows or any other effects.</p> 	<p>✗ Do not change the transparency of the logo.</p> 	<p>✗ Do not crop the logo.</p> 

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance



Full Colour Logo
Only use the full colour logo over imagery that is light and uncluttered with a small level of detail.



Mono White Logo
Only use the mono white logo over very dark imagery without any light patches that would obscure the logo.



Mono Black Logo
Only use the mono black logo over very light and simple imagery that doesn't have any dark patches that would obscure the logo.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding**
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance

When using the Tracsis logo alongside other logos, make sure the logo is placed in a position and at a size where it has a similar impact to those around it.

The minimum exclusion zones and minimum sizes set out in section 2.3 and 2.4 must be followed.

Ultimately, the key is for all the logos to work well together, as in the example illustrated here. Due to print constraints, the black version and whiteout version of the logo are most commonly used, but the coloured version should always be given preference where practical, especially on a white background.



Tracsis has many software and hardware products. Each product has a its own logo made from the Tracsis Roundel and a typographic word mark.

Product logos are available form the Tracsis marketing teams as with the other Tracsis logos.

For colour application and guidance please refer to the main colour section of this document around the Group Tracsis logo.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos**
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance

Full Colour logo



Colour Variations

Mono Vector Blue



Mono Black



Mono White



Examples



Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Product Logos
 - Brand Colours
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance

VECTOR
BLUE

80%60%

Min opacity allowed is 60%

HEX #141B4D
RGB 20, 27, 77
CMYK 100, 100, 34, 40
PANTONE 2766c

SIGNAL
GREEN

80%60%40%

Min opacity allowed is 40%

HEX #209022
RGB 32, 144, 34
CMYK 82, 16, 100, 4
PANTONE 2766c

INDEX
GREY

HEX #63666A
RGB 99, 102, 106
CMYK 40, 30, 20, 66
PANTONE Cool Gray 10 c

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

Logo Versions

Using the Logos

Logo Exclusion Zone

Logo Minimum Sizing

Logo Misuse

Logo use with Imagery

Co-branding

Product Logos

Brand Colours

Colour Usage & Accessibility

Colour Values Explanation

Typography: Primary Typeface

Typography: Default Typeface

Typography: Hierarchy

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

KINETIC
GREEN

HEX #12D231
RGB 18, 210, 49
CMYK 70, 0, 100, 0

MOTION
BLUE

HEX #5B9BD6
RGB 91, 155, 214
CMYK 66, 30, 0, 0

CLARITY
BLUE

HEX #DEEBF7
RGB 222, 235, 247
CMYK 15, 4, 1, 0

DATA
GREY

HEX #CCCCCC
RGB 204, 204, 204
CMYK 23, 17, 18, 1

Colour Usage and Accessibility

By following colour accessibility principles, we make our content accessible to everyone, including people with colour vision deficiencies or visual impairments. Prioritising colour accessibility means using colour combinations with enough contrast to ensure readability for all users. It’s particularly important for text and informative visual elements.

The colour combinations below are at a minimum AA compliant (WCAG 2.0) and are the most accessible use of our brand palette. They are safe to use across a broad spectrum of digital output. The same considerations should be put into practice when designing for printed materials.

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

Logo Versions

Using the Logos

Logo Exclusion Zone

Logo Minimum Sizing

Logo Misuse

Logo use with Imagery

Co-branding

Product Logos

Brand Colours

Colour Usage & Accessibility

Colour Values Explanation

Typography: Primary Typeface

Typography: Default Typeface

Typography: Hierarchy

	Text WHITE	Text TRACSIS BLUE	Text TRACSIS GREEN	Text TRACSIS GREY	Text TRACSIS GREEN 1	Text LIGHT BLUE 1	Text LIGHT BLUE 2	Text GREY 2
Background WHITE		Text AAA Pass (16.2)	Text AA18 Pass (4.1) (large text only)	Text AA Pass (5.7)				
Background TRACSIS BLUE	Text AAA Pass (16.2)		Text AA18 Pass (3.9) (large text only)		Text AAA Pass (7.9)	Text AA Pass (5.4)	Text AAA Pass (13.4)	Text AAA Pass (10)
Background TRACSIS GREEN	Text AA18 Pass (4.1) (large text only)	Text AA18 Pass (3.9) (large text only)					Text AA18 Pass (3.4) (large text only)	
Background TRACSIS GREY	Text AA Pass (5.7)						Text AA Pass (4.7)	Text AA18 Pass (3.5) (large text only)
Background GREEN 1		Text AAA Pass (7.9)						
Background LIGHT BLUE 1		Text AA Pass (5.4)						
Background LIGHT BLUE 2		Text AAA Pass (13.4)	Text AA18 Pass (3.4) (large text only)	Text AA Pass (4.7)				
Background GREY 2		Text AAA Pass (10)		Text AA18 Pass (3.5) (large text only)				

The WCAG 2.0 (Web Content Accessibility Guidelines) is organized into three levels of conformance, each building on the previous. These levels indicate how accessible a website or digital product is for people with disabilities:

Level A — Minimum (3+)

- Basic accessibility features are met.
- Addresses the most critical barriers to access.
- If not met, the content is largely unusable for many disabled users.

Level AA — Standard (4.5+)

- Deals with the biggest and most common barriers for users with disabilities.
- Often the required standard for legal compliance (e.g., in UK public sector, US ADA).
- Balances accessibility with design flexibility.

Level AAA — Highest (7+)

- The most thorough level — difficult to achieve across an entire site.
- Enhances accessibility for a wide range of disabilities, but not always feasible for all content.

Colour Values Explanation

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

Logo Versions

Using the Logos

Logo Exclusion Zone

Logo Minimum Sizing

Logo Misuse

Logo use with Imagery

Co-branding

Brand Colours

Product Logos

Colour Usage & Accessibility

Colour Values Explanation

Typography: Primary Typeface

Typography: Default Typeface

Typography: Hierarchy

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

CMYK

CMYK stands for cyan, magenta, yellow, and key (black). This Colour model is primarily used in print media, and is based on the concept of subtractive Colour mixing. In this model, each Colour is represented as a percentage of the four Colours - cyan, magenta, yellow, and black — that are combined to create the final Colour. For example, a deep red Colour might be created by combining 15% cyan, 100% magenta, 90% yellow, and 5% black. CMYK is a four-Colour model, which means that it can reproduce a wide range of Colours, but not as many as RGB.

RGB

RGB stands for red, green, and blue. This Colour model is primarily used in digital media, and is based on the concept of additive Colour mixing. In this model, each Colour is represented as a value between 0 and 255 for red, green, and blue, which are combined to create the final Colour. For example, a bright green Colour might be created by combining 0% red, 100% green, and 0% blue. RGB is a three-Colour model, which means that it can reproduce a very wide range of Colours, but not all the Colours that CMYK can reproduce

HEX Colour

Hex Colours are commonly used in digital design, including website design, graphic design, and other digital media. They are a popular choice because they provide a standardized and consistent way of representing Colours across different platforms and devices.

Typography: Primary Typeface

Proxima Nova is the primary typeface of our identity. These are preferred fonts for all Tracsis communications. Using them builds a consistent look. Proxima Nova ‘Light’ and ‘Semi-bold’ weights are used for hierarchy purposes: Document titles, headlines, subheadings and signage. Light Italic is used for quotes and outquotes and this is the only time an italic font should be used.

Bold is used for impact titling on exhibition stands and adverts. The choice of type size is based on format, function and purpose. All use of Proxima Nova is recommended to have ‘optical’ kerning applied and tracking set to -10.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logo
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Brand Colours
 - Product Logos
 - Colour Usage & Accessibility
 - Colour Values Explanation
 - Typography: Primary Typeface
 - Typography: Default Typeface
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Proxima Nova Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

*0123456789
!@#\$%^&**

Proxima Nova Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**0123456789
!@#\$%^&***

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**0123456789
!@#\$%^&***

Aa Bb Cc Dd

Typography: Default Typeface

A default typeface is one that is widely available and used as a stand-in font when the primary is unavailable. It is used primarily in powerpoint presentations etc where the primary font cant be embedded and therefore the presentation wont render correctly.

CALIBRI is the secondary/default typeface of our identity. Using the variants shown here helps maintain a consistent look when Proxima Nova is not an option.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
 - Logo Versions
 - Using the Logos
 - Logo Exclusion Zone
 - Logo Minimum Sizing
 - Logo Misuse
 - Logo use with Imagery
 - Co-branding
 - Brand Colours
 - Product Logos
 - Colour Usage & Accessibility
 - Typography: Primary Typeface
 - Typography: Default Typeface**
 - Typography: Hierarchy
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance

*Calibri
Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

*Calibri
Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

**Calibri
Semi Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

**Calibri
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Aa Bb Cc Dd

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

Logo Versions

Using the Logos

Logo Exclusion Zone

Logo Minimum Sizing

Logo Misuse

Logo use with Imagery

Co-branding

Brand Colours

Product Logos

Colour Usage & Accessibility

Typography: Primary Typeface

Typography: Default Typeface

Typography: Hierarchy

Typography: Hierarchy

Style	Sample	How to use:
Eyebrows	MAKING TRANSPORT WORK	Case: CAPS Font: Proxima Nova SemiBold Leading: 120% Tracking: -10 (Optical)
Primary Headline	Making Transport Work	Case: Title Font: Proxima Nova Bold Leading: 95% – 100% of type size Tracking: -10 (Optical)
Standfirst	Making transport work	Case: Sentence Font: Proxima Nova Light Leading: 95% – 100% of type size Tracking: -10 (Optical)
Subhead	Making transport work	Case: Sentence Font: Proxima Nova Bold Leading: 150% Tracking: -10 (Optical)
Body copy	Making transport work	Case: Sentence Font: Proxima Nova light Leading: 150% Tracking: -5 (Optical)
Quotes	“Making transport work”	Case: Sentence Font: Proxima Nova Light Italic Leading: 95% – 100% Tracking: -10 (Optical)
Captions	Making transport work	Case: Sentence Font: Proxima Nova Regular Leading: 120% Tracking: 0 (Optical)

Corporate Imagery Guidelines

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

Visual Storytelling

Photography can tell a powerful story about our brand. Follow these guidelines to create pieces that are bold and engaging — and that reinforce our mission statement.

3.0

Image Use Overview

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
- 3.0 Corporate Imagery Guidelines
 - Image Use Overview**
 - Photographic Style
 - Image Copyright
- 4.0 Brand Application
- 5.0 Creative Assistance

Only images for which Tracsis has copyright should be used, unless permission has been obtained in advance from the copyright holder, or image use rights bought from a commercial image provider. To obtain permission, the specifics of the intended use for the image are often requested.

Images downloaded from the internet for use in presentations and marketing material — or anything else that may enter the public domain — should not be used. Images that include Tracsis or Group company employees may be used — as long as they do not contain external elements for which permission would be required — however, as a courtesy, employees who appear in the photos should be asked for their consent for the image to be used.

This is a very broad topic, but this page outlines a few important points.

It is the author’s responsibility to ensure correct use of images from a presentational and legal basis. For assistance, please check with the marketing team.

We don’t have an image policy with respect to style and content of images. However, we aim to use people-focused images when appropriate, to add a personal aspect to marketing material and enforce our mission statement, ‘Making transport work’.



Examples of images that are easily identifiable as our own – e.g. they include our technology, premises or employees.



An example of an image that we are not necessarily entitled to use, even though we have had a role in related project work.



These are people focused images but they are not Tracsis employees and most likely didn't give their permission for the image to be used.

Photography can tell a powerful story about our brand. Follow these guidelines to create pieces that are bold and engaging — and that reinforce our mission statement.

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
- 3.0 Corporate Imagery Guidelines
 - Image Use Overview
 - Photographic Style**
 - Image Copyright
- 4.0 Brand Application
- 5.0 Creative Assistance

Emphasise Our Mission

The photographs you choose should illustrate how Tracsis brings people together, emphasising the mission statement that ‘Technology makes it possible, people make it happen’. The goal is to let our audience identify with people of different geographies, ages, genders and ethnicities.

Stylistic Goals

When working with photographers, make sure they shoot in a setting that is as natural as possible. Ask them to try to capture natural, sincere facial and body expressions that convey emotion.

Photographic Content

Choose photographs that reflect the Tracsis audience and the diversity of cultures it represents. Ages should be mixed, but should reflect the age of people most likely to be employees. Settings should be as uncluttered as possible, to keep focus on the subject of the photo. Clothing should be appropriate to the setting. Images should be contemporary.

When using stock photos, or those provided from another source, follow these same guidelines and choose photographs that look bright, contemporary and genuine. Flawless images may look attractive, but rarely represent real life. Finally, when using photography, try to fill the frame entirely with the focal area of the image. Cut down on white space and large vacant areas (but bear in mind that the final images could still be cropped according to the final desired application).



- 1.0 Introduction
- 2.0 Core Brand Elements
- 3.0 Corporate Imagery Guidelines
 - Image Use Overview
 - Photographic Style
 - Image Copyright
- 4.0 Brand Application
- 5.0 Creative Assistance

1. Proprietary Imagery

All proprietary imagery, including photographs, icons, logos, and other design assets created by or for the company, are the intellectual property of Tracsis.

Unauthorised use, reproduction, or modification of proprietary imagery is prohibited unless explicitly permitted in writing by Tracsis.

When used in marketing, social media, or presentations, proprietary imagery must maintain its original colours, proportions, and resolution as specified in the brand guidelines.

2. Stock Imagery

Stock imagery is used under licensing agreements with third-party providers and must comply with the usage terms specific to each asset. Check individual licenses for each asset to ensure compliance.

Stock images must not be altered in any way that contravenes the license agreement, such as reselling, redistributing, or repurposing for uses outside of approved campaigns.

Avoid using stock images in contexts that could suggest that Tracsis owns or has created these assets.

3. Usage Guidelines

Ensure any images used in digital or print materials align with the intended brand tone and message.

Credit stock image providers when required by the license agreement. Any modifications to imagery, whether proprietary or stock, should align with Tracsis’s visual standards and be approved by the marketing team to maintain consistency.

4. Non-compliance and Violations

Misuse or unauthorised use of imagery may result in legal action and penalties. Please consult the marketing or legal team if you are uncertain about the usage rights of a particular image or asset.

Brand In Action

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

Maintaining a Consistent message

Print and digital collateral usage examples

4.0

4.1

Powerpoint Templates

The Tracsis powerpoint template has an extensive number of templates offering a number of cover styles and with both a light and dark version to theme your presentations accordingly.

Imagery can be placed by background or in predefined shape containers ensuring consistency and accuracy of your slides.

Table of Contents

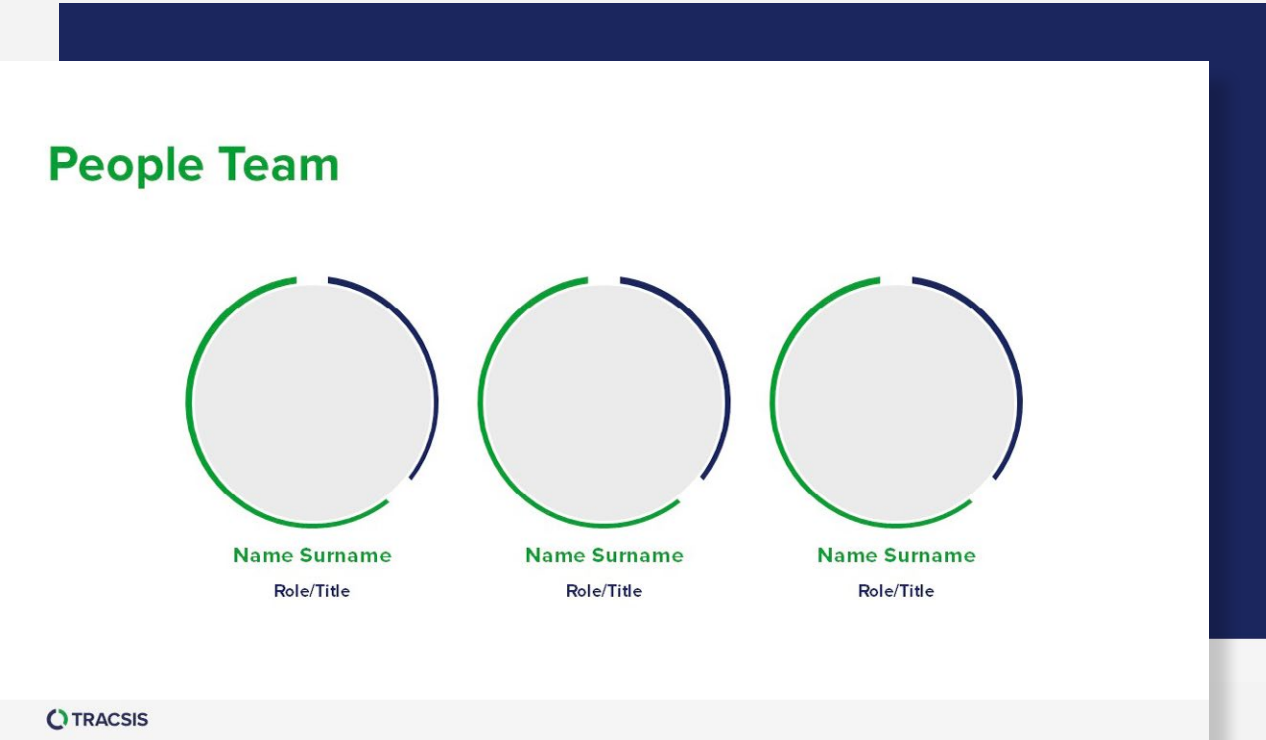
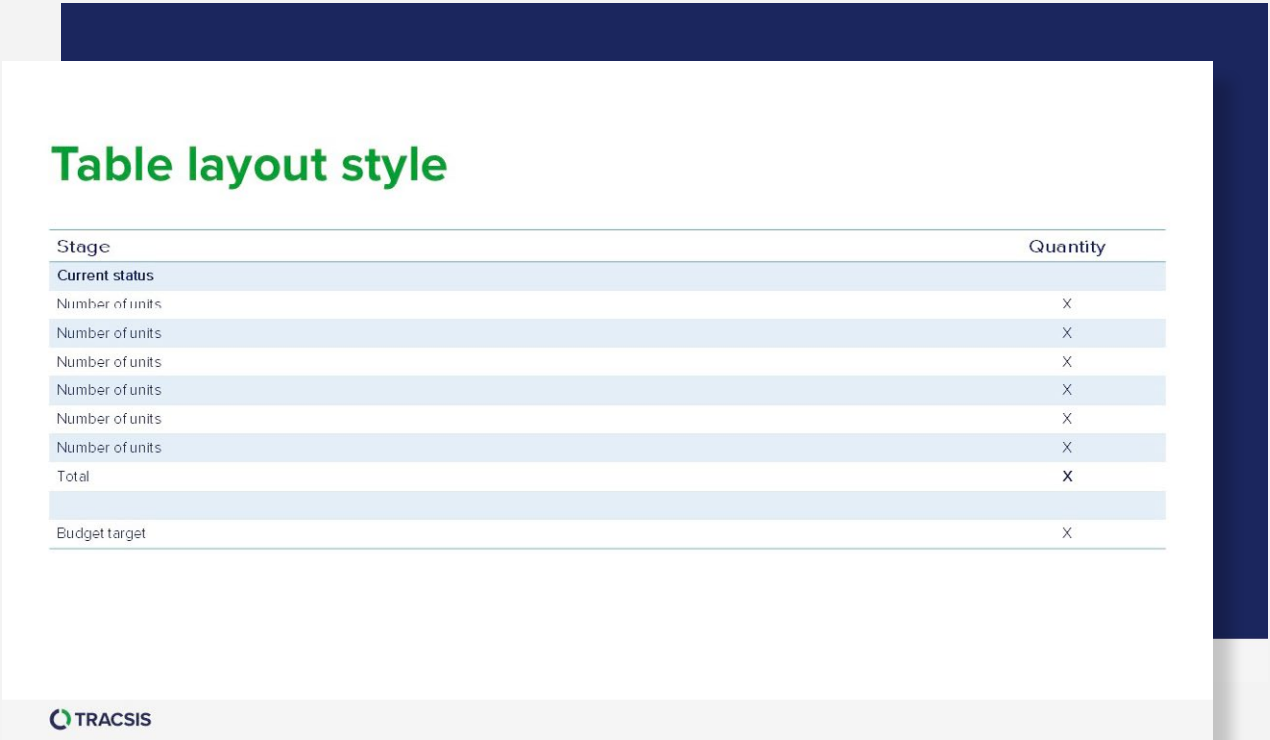
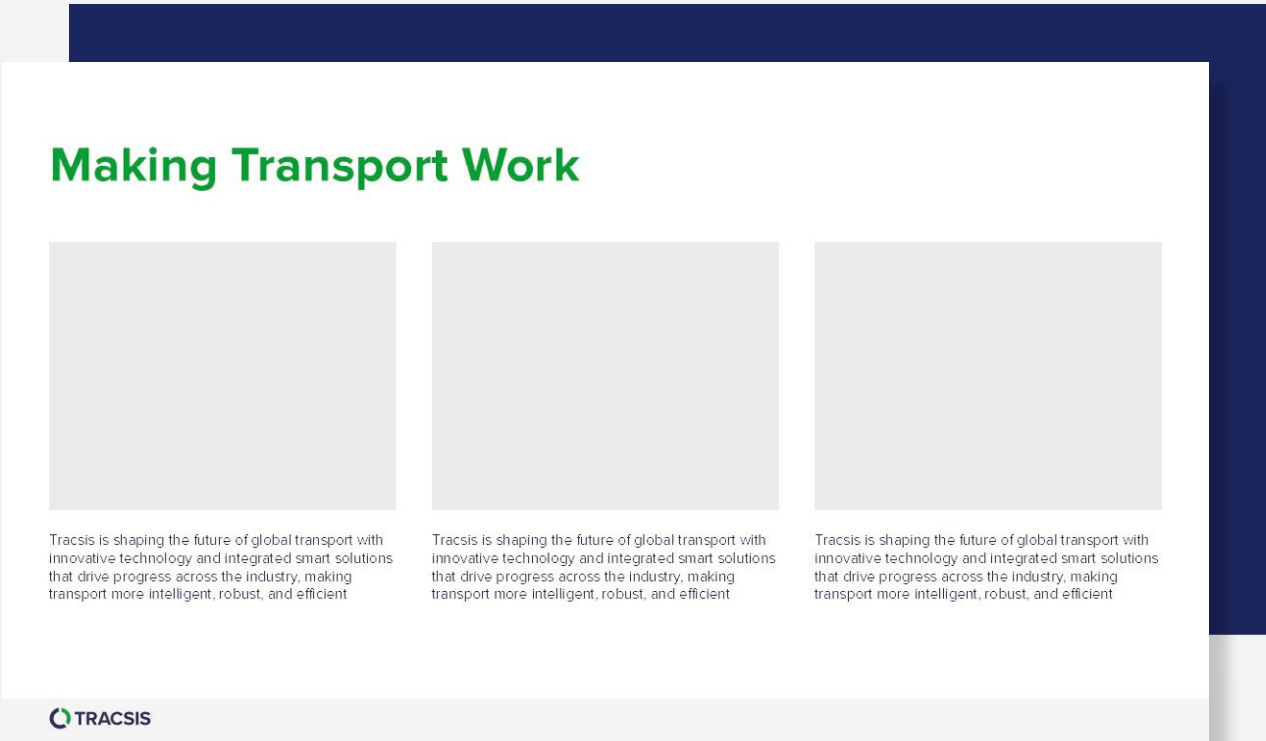
1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance



4.2 Stationery – Letterheads

Table of Contents

1.0 Introduction

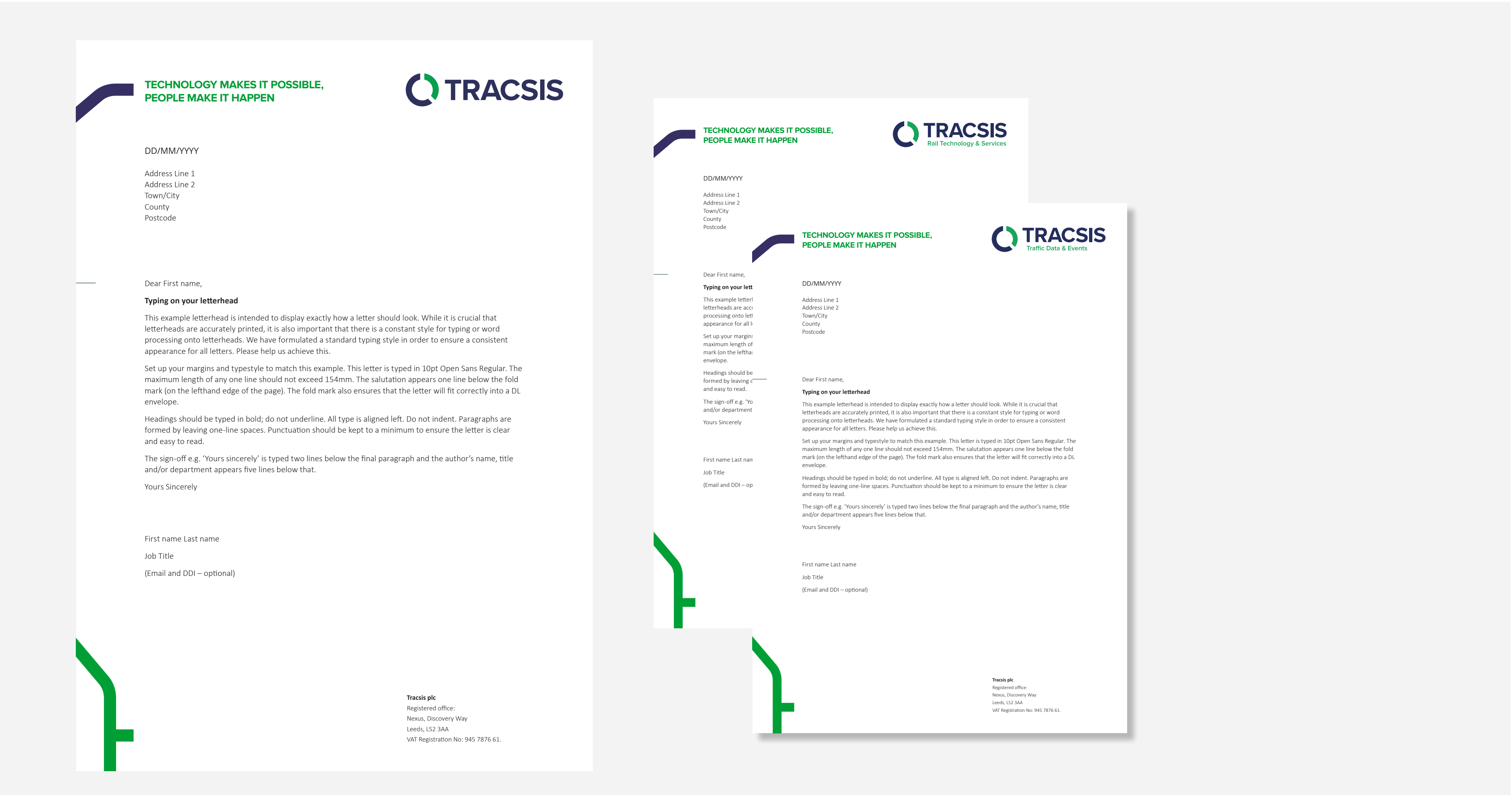
2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

- Letterheads are available as three Word doc templates.
- Tracsis
 - Tracsis Rail Technology & Services
 - Tracsis Data & Events



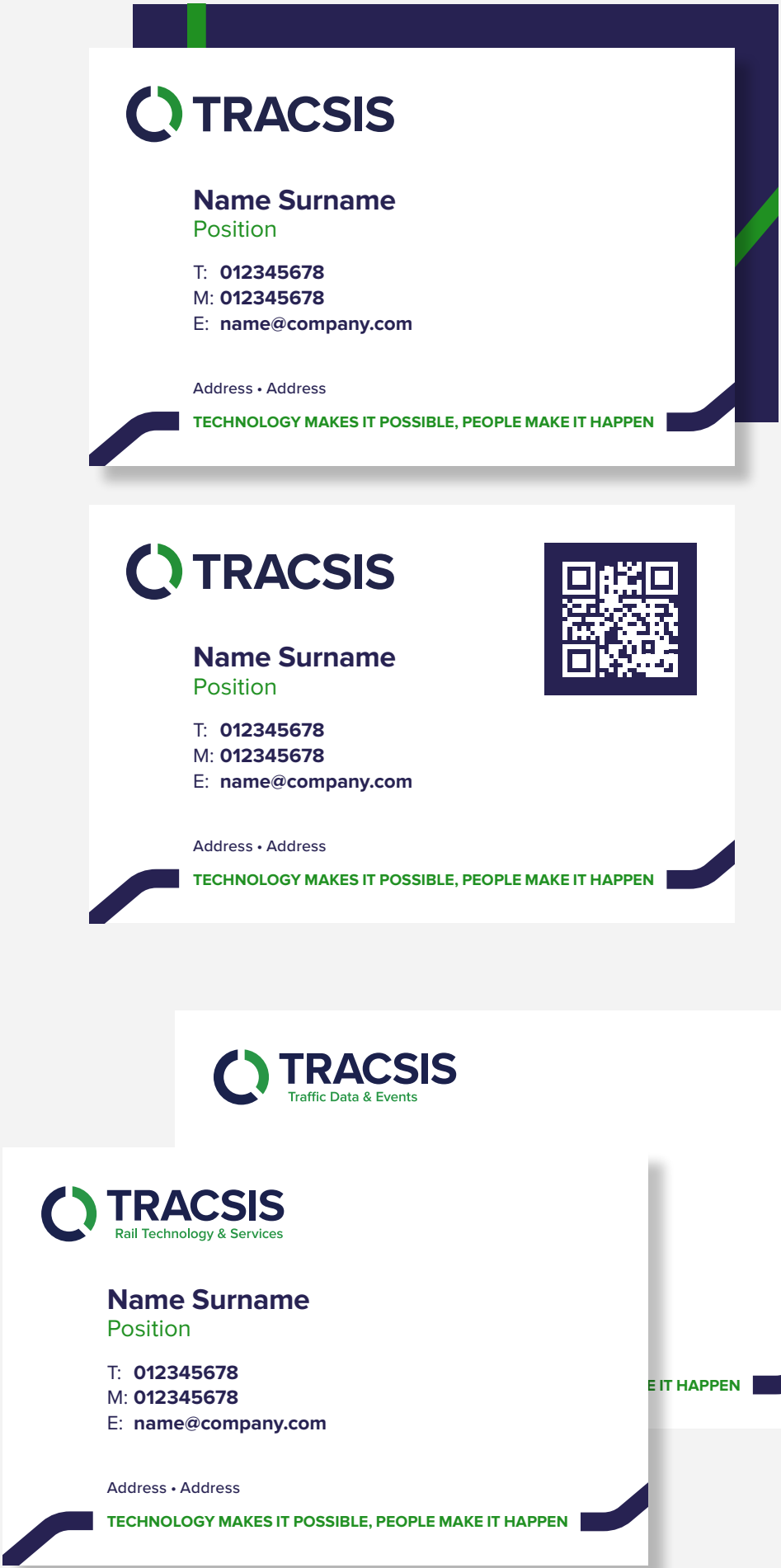
Stationery – Business cards

Business cards are available both with and without QR codes in three versions:

- Tracsis
- Tracsis Rail Technology & Services
- Tracsis Data & Events

Table of Contents

- 1.0 Introduction
- 2.0 Core Brand Elements
- 3.0 Corporate Imagery Guidelines
- 4.0 Brand Application
- 5.0 Creative Assistance



Creative Assistance

Table of Contents

1.0

Introduction

2.0

Core Brand Elements

3.0

Corporate Imagery Guidelines

4.0

Brand Application

5.0

Creative Assistance

Professional Support

Information for marketing and creative support or guidance on applying thesebrand guidelines.

5.0

Table of Contents

1.0 Introduction

2.0 Core Brand Elements

3.0 Corporate Imagery Guidelines

4.0 Brand Application

5.0 Creative Assistance

Useful Contacts

Useful Contacts

Marketing advice and official files

To request the brand graphics in the correct format for print or digital media including social media, presentations, brochures and online advertising.

Including the use of the brand identity by partners, customers, and other outside agencies.

Nick Mather

Strategic Partnerships Director

nick.mather@tracsis.com

Myles Chattwood

Marketing Manager

myles.chattwood@tracsis.com

Katie Beton

Marketing Executive

katie.beton@tracsis.com