

FirstGroup Corporate Brand Guidelines

Winter 2017



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Tim O'Toole
Chief Executive

FirstGroup plc is the leading transport operator in the UK and North America. During the last year around two billion people relied on us to get to work, to school or college, to visit family and friends and much more and, each day, every one of our 100,000 employees works hard to deliver vitally important services for our customers.

FirstGroup has grown to become the leading transport operator in the UK and North America. Every day on both sides of the Atlantic we are relied upon to connect communities, making it easier for millions of people to lead their lives.

Our services open up opportunities and experiences and help to create strong, vibrant and sustainable local economies.

Our vision is to provide solutions for an increasingly congested world, keeping people moving and communities prospering.

We are able to seize this opportunity because of the unique competitive advantage we have as a result of our scale and the diversity of our portfolio of market leading transport businesses. We design and operate more networks, we hire and train more employees, we procure, maintain and deploy more vehicles and we work with more local communities than any other operator.

Our overall strategy is to leverage our scale by developing and sharing our global expertise for the benefit of our local markets.

Each of our businesses is a local business, and the insights and knowledge of our local colleagues hold the key to our success. While we must take advantage of our size, we must also apply the expertise that exists around our company to the local level.

We will do this through our five company values, applying them to every decision and action we take to create a consistent way of working across our company that our customers, partners and stakeholders will know and trust us for.

Our corporate brand is representative of all this: the ambition of our vision, the strength in our strategy and the integrity of our values. It is an important part of how we position ourselves and communicate with our different stakeholders. In this document you will find guidelines as to how the FirstGroup brand identity, and associated materials, should be used consistently to help complement our overarching vision, strategy and values. We want to create a corporate brand that is trusted, and that takes the best of FirstGroup's global expertise to achieve our aims of developing the very best relationships with all our customers and the communities they live in.

We are FirstGroup and our solutions will keep people moving and communities prospering in an increasingly congested world.





Our brand supports the communication of the purpose of the Group, the way we work and our guiding principles – our vision, strategy and values. The vision is our purpose, why we exist, our strategy is what makes us different and our values define our character and what people can expect from us.

In an organisation with the scale and breadth such as ours, it is important that we have a clear direction, a shared sense of purpose to ensure that we are working together towards the same goal. FirstGroup is one of the few organisations which has the scale and expertise to meet this challenge. In this, we find our higher purpose – our vision.

Our brand helps us to communicate who we are, what we want to be known for and what we want people to think and feel about us. Our vision, strategy and values are a basis for this and are set out [at right]. They should be reproduced as shown, not altered or rewritten and the values should be used holistically, not in isolation.

The Group vision, strategy and values are shared and consistent for the whole company. Therefore while it is acceptable to create a locally relevant mission or promise, or a more specific strategy, this must show alignment to our overall vision and strategy. No alternatives to the Group vision or values should be created.

For more information on our narrative, please visit the [Employee Portal](#) or contact [Corporate Communications](#).

1.1 | Our vision, strategy and values

Our vision

To provide solutions for an increasingly congested world... keeping people moving and communities prospering.

Our strategy

To leverage our scale by developing and sharing our global expertise for the benefit of our local markets.

Our values

Committed to our customers

We keep our customers at the heart of everything we do.

Dedicated to safety

Always front of mind, safety is our way of life.

Supportive of each other

We trust each other to deliver and work to help one another succeed.

Accountable for performance

Every decision matters, we do the right thing to achieve our goals.

Setting the highest standards

We want to be the best, continually seeking a better way to do things.





As part of achieving our vision of providing solutions for an increasingly congested world, our businesses have launched brand solutions that better reflect and connect with our local customers and the communities we operate in. Whilst the brands of our different businesses create locally specific connections, our corporate brand connects employees and stakeholders on a national and international level.

By combining both the local and corporate brand, we are supporting the delivery of our strategy, leveraging our scale by developing and sharing our global expertise for the benefit of our local markets.

With this new purpose and strategic focus, our corporate brand strategy has also evolved. We now seek to highlight that, regardless of their visual identity, each of our customer-facing businesses share a common vision, a common set of values, and access to the global expertise of the whole group when seeking to provide solutions to our local customers.

As a result, FirstGroup has moved from a being a centralised brand to a collection of local, customer facing brands built upon the central corporate brand. This reflects the structure of our organisation where FirstGroup underpins the local initiatives by inputting the knowledge and investment, giving confidence to our stakeholders that we are fostering strong relationships with our customers and ensuring that any success will ultimately be for the benefit of all of us. It also ensures that our corporate brand is being correctly positioned and used with its primary audience – our national and international partners and stakeholders, and our employee communities.



2.1 | Introduction to these Guidelines

Our corporate brand strategy recognises the overall direction, priorities and progress of the company, and how this is translated through different materials and channels, helping us achieve greater consistency of internal and external messaging across our business and ensuring that we are recognised for the successes and achievements of all parts of our business to further enhance our reputation.


These guidelines help us to ensure that the FirstGroup plc corporate brand identity is consistently applied to all our Group corporate communications and also address how the FirstGroup corporate brand signature is applied when the Group wants to demonstrate its relationship to an operating company and/or brand in every one of our portfolio of customer facing brands. This brand signature can vary but should appear, where reasonably practicable, on vehicle livery, marketing materials, internal and external comms.

Most importantly, these guidelines also help us to maintain the integrity of the corporate brand for its primary audiences, whilst allowing our businesses to continue to connect with their customers and stakeholders through their local brand identities.








The table below sets out the logos of FirstGroup and our five divisions, and also sets out how the names of FirstGroup and our five divisions should always be written in text. These names should not be altered.

Corporate

Logo	Name	Website	
	FirstGroup	firstgroupplc.com	FirstGroup has a corporate presence in the UK, USA and Canada.

Divisions

Logo	Name	Website	Operations
	First Student	firststudentinc.com firststudentinc.ca firstcharterbus.com	The largest provider of student transportation in North America – over twice the size of the next largest competitor. We operate a fleet of approximately 47,000 school buses, and carry around 6m students per school day throughout the US and Canada. Around 1,200 multi-year contracts in more than 500 locations.
	First Transit	firsttransit.com firstvehicleservices.com	One of the largest private sector providers of public transit management and contracting in North America. Transporting almost 350m passengers a year, we operate and manage more than 12,500 vehicles, and maintain a further 35,000. Nearly 350 contracts from around 320 locations, delivering fixed route, paratransit, shuttle and vehicle maintenance services.
	Greyhound	greyhound.com greyhound.ca boltbus.com	The only national operator of scheduled intercity coach services in North America, serving 48 US States and ten Canadian Provinces and Territories, as well as services from the southern USA into Mexico. 3,800 destinations served via a fleet of approximately 1,700 vehicles. Point to point brands including Greyhound Express and BoltBus.
	First Bus	firstgroup.com firsttravelsolutions.com aircoach.ie	One of the largest bus operators in the UK, with around a fifth of the deregulated market. We have 6,200 buses, carrying around 1.6m passengers per day. We operate in around 40 towns and cities through many local operating companies, most of which have some form of local branding.
	First Rail	firstgroupplc.com/rail gwr.com hulltrains.co.uk southwesternrailway.com tpexpress.co.uk heathrowconnect.com	One of the UK's largest and most experienced rail operators, carrying more than 140m passengers in 2015/16. We currently operate the Great Western Railway (GWR), South Western Railway (SWR) and TransPennine Express (TPE) franchises and First Hull Trains, an open access passenger rail service, plus Tramlink on behalf of Transport for London and Heathrow Connect with Heathrow Airport.





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4.1 Logo

This is our logo. It instantly identifies the corporate body, representing who we are and our company vision and values.

The word First and roundel together form a unique logo that is confident, instantly recognisable and memorable. It is important we protect our logo by making sure it is used in the right way at the right times, so that it continues to be recognisable and to convey positive associations about our company.

The way it should appear is fixed and therefore it must never be redrawn. When reproducing the logo you must only use original first generation artwork. Never use logos that have been redrawn, photocopied, faxed or taken from the internet as screengrabs or poor reproductions look unprofessional and can damage our identity.

It is our logo and we are very proud of it, so please make sure you always use it in the right way.

- Colour references are specified on page 16.
- Logo artwork files can be downloaded internally from the [Employee Portal](#) or from [Corporate logo](#).



Minimum logo size for use in print

Minimum logo size for use on screen



15mm



75 Pixels

4.2 Logo clear space

To strengthen the identity's impact the logo is surrounded by an area of clear space into which other graphic elements must not intrude.

The clear space is shown by the dotted line as on the example to the left. The minimum clear space is determined by the height of the 's' within the logo.

The preferred position for the FirstGroup logo is top right however this may change depending on the media being used.

FirstGroup logo for print

Before setting the logo at a small size please take into account the printing method being used, ensuring both legibility and quality are retained at all times.

The smallest size the FirstGroup logo can be reproduced at is 15mm. From this minimum size, the logo can be scaled to any size required.

FirstGroup logo for screen

Before setting the logo at a small size please take into account the type of device it will be seen on, ensuring both legibility and quality are retained at all times.

The smallest size the FirstGroup logo should be seen at is 75 pixels for standard screens and 150 pixels for high-resolution Retina screens. From this minimum size, the logo can be scaled to any size required.

- For application with third party logos, refer to page 34.
- When reproducing the FirstGroup logo at small sizes please take guidance from your printer or digital specialist especially when reproducing the logo using silkscreen printing, pad print or web offset.

1.



2.



3.



4.



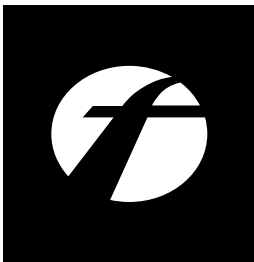
5.



6. Black



7.



8.



- The 'F' symbol within the roundel is transparent (not white) therefore the background should show through.
- When reproducing the logo you must only use original first generation artwork. Never use logos that have been redrawn, photocopied, faxed or taken from the internet as screen-grabs.
- Never reproduce the FirstGroup logo using tints.

4.3 Correct usage

Applying our logo correctly is essential to maintaining the integrity of our brand. The preferred version is full colour on a white background which should be used wherever possible.

1. Full colour

To be used wherever possible. Use on a white or light coloured backgrounds.

2. Full colour + Photograph

When placing on photography make sure the area behind the logo is washed out.

3. White / Rubine Red

When used only on a dark, simple background, the reversed logo can be used with a Rubine Red roundel.

4. White

To be used only on a dark, simple background, or when used on a clear background e.g. glass/perspex (see page 30).

5. White + Photograph

When placing on photography make sure the area behind the logo is a simple dark area.

6. Black

To be used only when absolutely necessary, given the limitations of the media (e.g. newspaper, classified advert, fax).

7. Roundel / Rubine Red and White

For small applications such as promotional items or large applications such as exhibition stands or signage, the roundel may be used on its own. White roundel to be used on dark or clear background e.g. glass/perspex (see page 30).

8. Roundel + Photography

Use the full colour roundel on simple, light photography. White roundel should be used on simple, dark photography.

1.

First

2.

First 

3.

 **First**

4.

First 

5.

First 

6.

First 

7.

First 

8.



9.



10.

First 

11.

First 

12.

First 
transforming travel

4.4 Incorrect usage

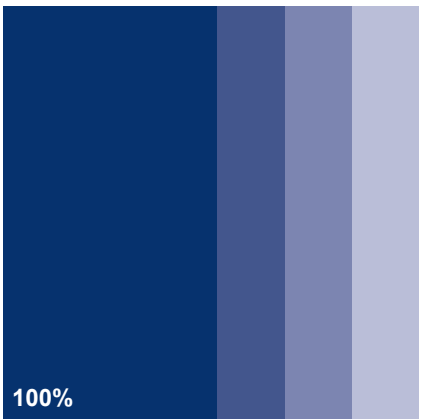
When reproducing our logo you must never reset any of the elements or redraw the roundel. The examples on the left are some of the things you should not do.

1. Never use the FirstGroup logo without the roundel as both elements form the logo.
2. Never condense or elongate the logo.
3. Never re-align the logo or alter the proportions between the roundel and First word.
4. Never use logo in non-approved colours.

Never use the roundel in any colour other than Rubine Red or white.
5. Never set the logo at an angle.
6. Never re-set the type with a font.
7. Never gradate colours within the logo.
8. Never use a complex background behind the logo.
9. Never add an outline to the logo or fill the roundel with white.
10. Never recreate the logo as a keyline.
11. Never recreate the logo as a halftone.
12. We previously used our logo with the 'transforming travel' strapline. With the introduction of our Vision and Values in 2012, this strapline is no longer relevant and should not be used.

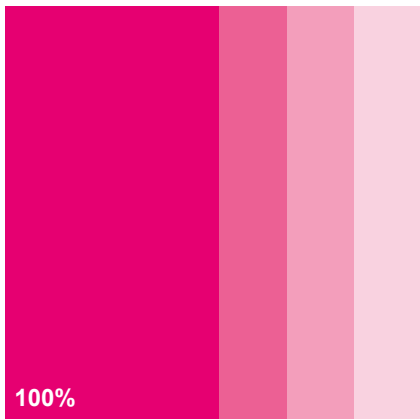


Primary colours



FirstGroup Blue

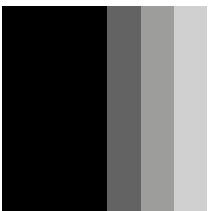
PMS 2758 C/U
C100 M76 Y0 K38
R6 G50 B110
HEX 05326e



FirstGroup Rubine Red

PMS Rubine Red C/U
C0 M100 Y15 K0
R229 G0 B113
HEX e50071

Secondary colours



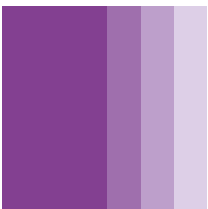
Black
C0 M0 Y0 K100
R0 G0 B0
HEX 000000



Cool Gray 11C/U
C62 M52 Y46 K40
R86 G86 B90
HEX 55565a



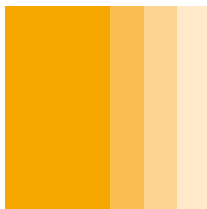
Cool Gray 6C/U
C36 M29 Y28 K7
R168 G167 B168
HEX a8a6a7



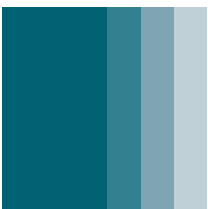
PMS 2592 C/U
C60 M85 Y0 K0
R130 G64 B145
HEX 824091



PMS Bright Red C/U
C0 M85 Y84 K0
R232 G65 B44
HEX e7412c



PMS 130C/129U
C0 M39 Y100 K0
R247 G168 B0
HEX f7a800



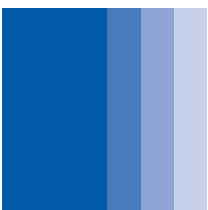
PMS 3155 C/U
C100 M33 Y41 K27
R0 G98 B114
HEX 006272



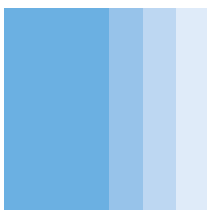
PMS 3275 C/U
C95 M0 Y51 K0
R0 G158 B146
HEX 009d91



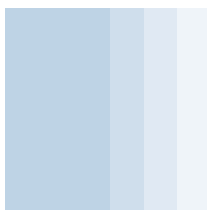
PMS 368 C/U
C59 M0 Y100 K0
R120 G184 B42
HEX 78b829



PMS 2935 C/U
C100 M62 Y0 K0
R0 G90 B167
HEX 0059a7



PMS 292 C/U
C59 M17 Y0 K0
R107 G176 B226
HEX 6ab0e1



PMS 544 C/545 U
C30 M2 Y2 K0
R191 G211 B229
HEX bed3e5

4.5 Colour

Colour is a powerful tool in creating a distinctive and memorable brand image. The FirstGroup brand identity is made up of two primary colours and twelve secondary colours.

Primary colours

The primary colour palette is made up of two colours, FirstGroup Blue and FirstGroup Rubine Red. Both colours are used in our full colour logo and must always be used at 100% and never as a tint.

Tints

Primary colours should be used in the first instance but can also be used in varying degrees of tints as a secondary colour.

Secondary colours

The secondary colours are used more sparingly e.g. within publications, charts, graphs and diagrams, or as highlight colours.

Solid colours should be used wherever possible however tints may also be used.

The colour chart to the left shows colour references for both print and on screen.

- The use of white is very important when creating our brand image and should be used wherever possible
- PMS colour swatches must always be used for matching colour
- Secondary colour breakdowns shown on this page have been attained using InDesign CC with assigned Colour Profile: Europe General Purpose 3 – Coated FOGRA39 (ISO 12647-2:2004)

The colours shown on this page and throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE® Color Formula Standards. For accurate standards, refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of Pantone Inc. are not intended to match the Pantone® Colour Standards. Pantone® is a registered trademark of Pantone®, Inc.

Arial Regular

Regular

Arial Bold

Bold

Arial Black

Black

Arial Narrow Regular

Narrow

Arial Narrow Bold

Narrow

Arial Regular Italic

Regular

Arial Bold Italic

Bold

Arial Narrow Regular Italic

Narrow

Arial Narrow Bold Italic

Narrow

4.6 Fonts

In order to build a clear consistent style, one family of fonts has been chosen as our approved typeface.

Arial is a no-nonsense, contemporary typeface which is clear, legible and available in a wide range of weights, from regular to black, allowing for personal expression.

Arial should be used across all applications: advertising, promotional material, etc.

Examples of approved photography to be found on our FirstGroup Photo Library



4.7 Photography

Photography is one of the most important tools we have to communicate our messages and reinforce our brand's image. The photos you choose should reflect our vision and values, capturing and communicating positive stories of FirstGroup.

FirstGroup Photo Library

FirstGroup has established a photo library with an extensive set of approved images which are updated regularly. These images should be used wherever possible.

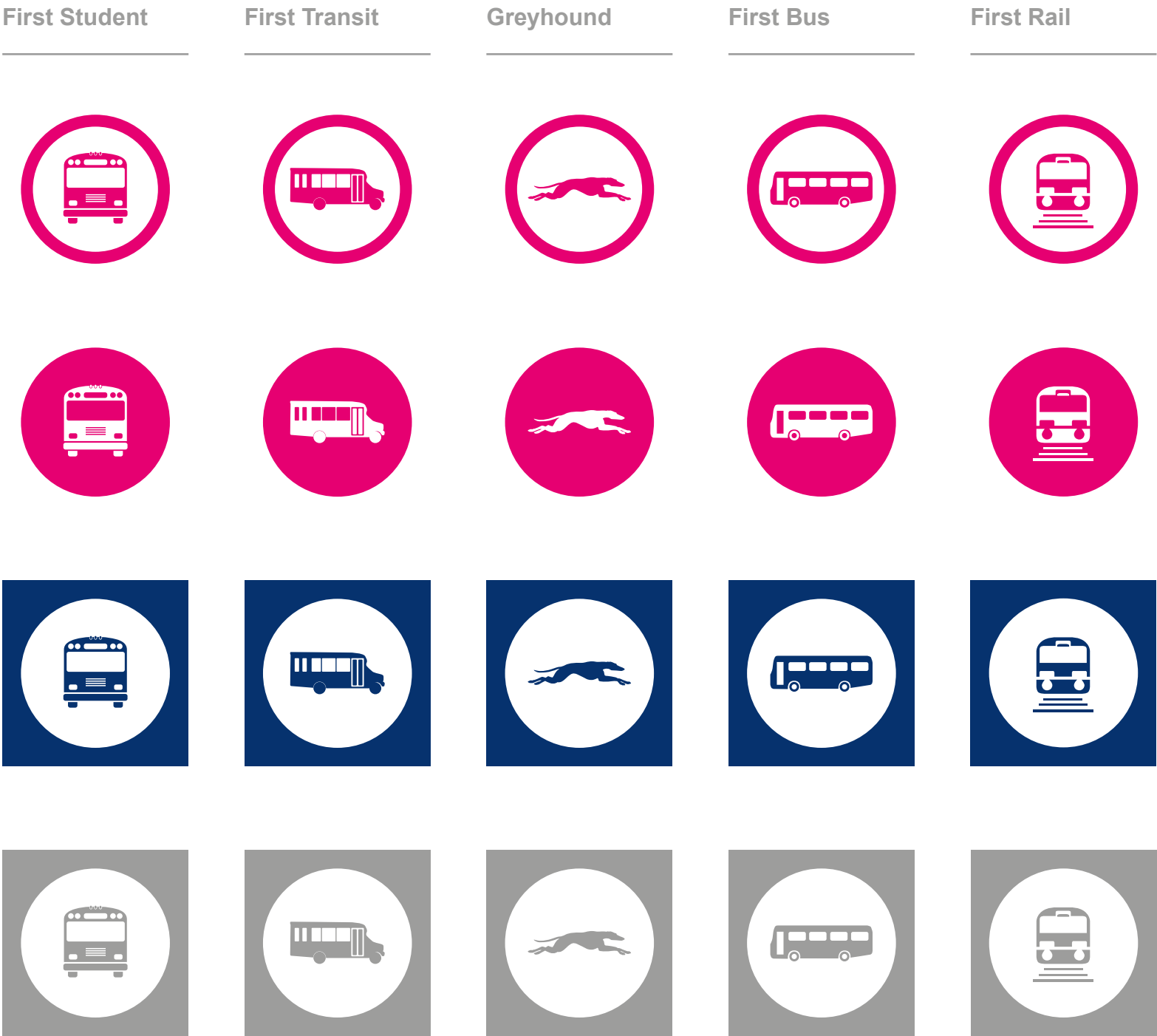
Access to Photo Library

New users should contact FirstGroup Corporate Communications to obtain a username and password. The FirstGroup Photo Library can be found at photos.firstgroup.com

Commissioning photographers and models

Every photograph you buy will have copyright and usage conditions associated with it. When buying or commissioning photography make sure you understand the agreed terms and conditions for both photographer and models. Whenever possible, negotiate complete buy out with the photographer and model agency, giving exclusive usage rights for an indefinite period of time. Before commissioning or buying any photography make sure you understand fully how and where the images can be used. When commissioning images, please consider that they may be used further throughout FirstGroup by sharing via the [Photo Library](#).

- When taking pictures in a public area, consent forms must always be signed by the individuals (including employees). If this is not feasible, then a sign explaining that photography is taking place must be displayed clearly. This allows members of the public to avoid being in the shot if they so choose. Standard FirstGroup consent form available from Group Corporate Communications.



4.8 Division icons

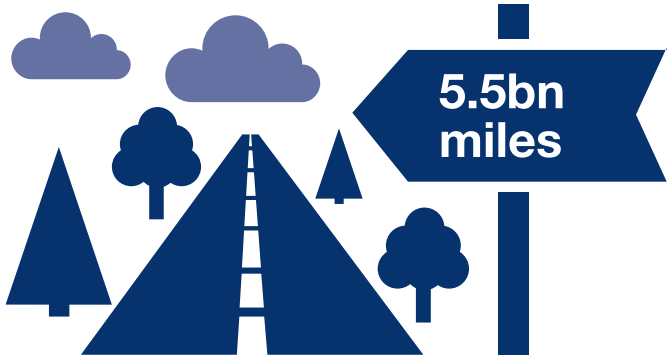
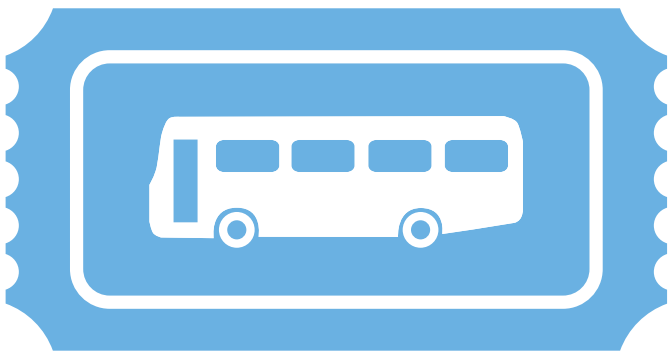
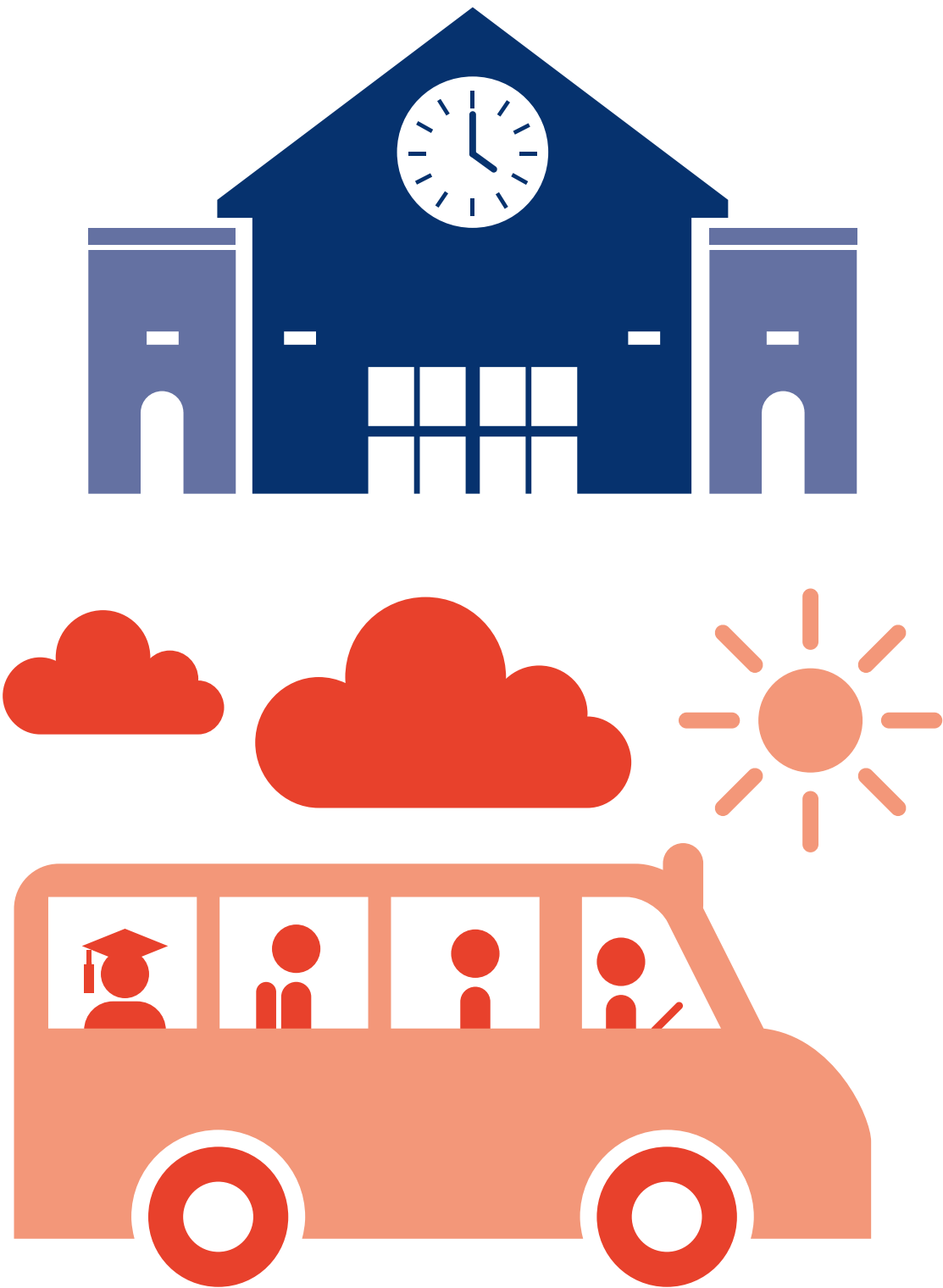
The transport icons shown here are used to signify FirstGroup’s five divisions.

The icons can only be reproduced using solid colours of FirstGroup Blue, FirstGroup Rubine Red and grey.

Icons can only be used on FirstGroup Blue, FirstGroup Rubine Red, grey and white backgrounds. Never use icons on any other background.

When using all icons at one time, then they must appear in the following order: First Student, First Transit, Greyhound, First Bus and First Rail. Division icons are available to download from the [Employee Portal](#) or from [Division icons](#).

Icon examples below



4.9 Additional icons

Our support icons can be used throughout all activity to help communicate your messaging.

Several icons have already been created and can be downloaded from the [Employee Portal](#) or from [Additional icons](#).

New icons must convey the message clearly and with no misinterpretation.

Only reproduce icons using FirstGroup Blue, FirstGroup Rubine Red and colours from the FirstGroup secondary colour palette.

Tints can be used within these icons however gradated colours should not be used.

4.10 Corporate stationery

Our stationery has been designed to give a professional and clean look to all our written communications.

To protect the corporate brand and ensure consistency in application and production quality, one print supplier has been appointed to fulfil all stationery requirements in the UK. Detailed print specification files for all items are held by this printer. New items must be signed off by FirstGroup Corporate Communications prior to printing.

Printed stationery

Our printed stationery comprises the following branded items:

- Letterhead
- Compliment slip
- Business card

Printed stationery is ordered and paid for by each operating company.

To place an order, please contact:
firstbusaccman@theapsgroup.com





Letter example



4.11 Setting a letter

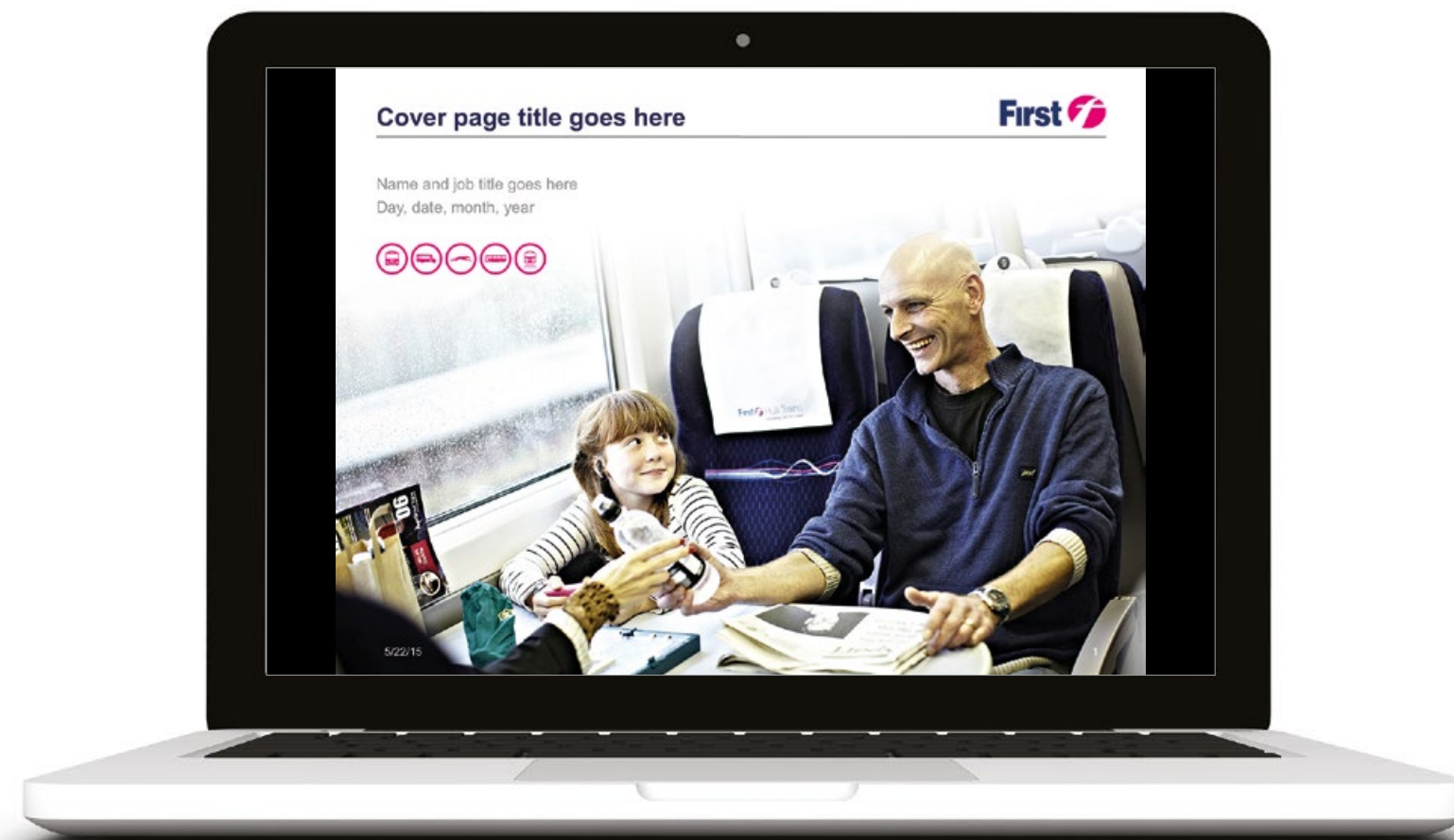
Our stationery has been designed to give a professional and clean look to all our written communications.

Copy style
We have chosen a modern, open punctuation style for our communications, e.g. dates should be shown as 15 August 2015 no comma after the addressee's name or letter close (see example opposite).

For letters and internal documents, please set the font as follows:

Header	Arial bold 11pt
Body text	Arial 11pt
Line spacing	Single line

Example slides



4.12 PowerPoint

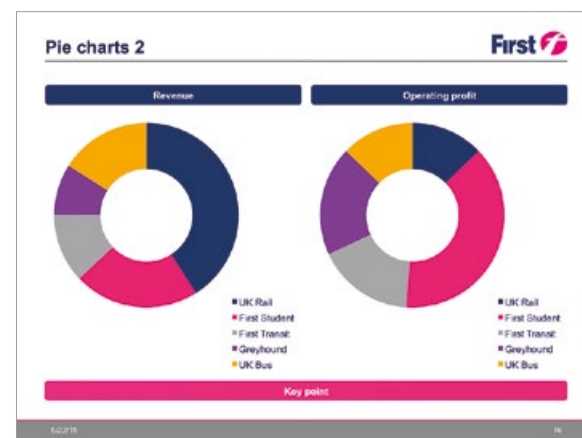
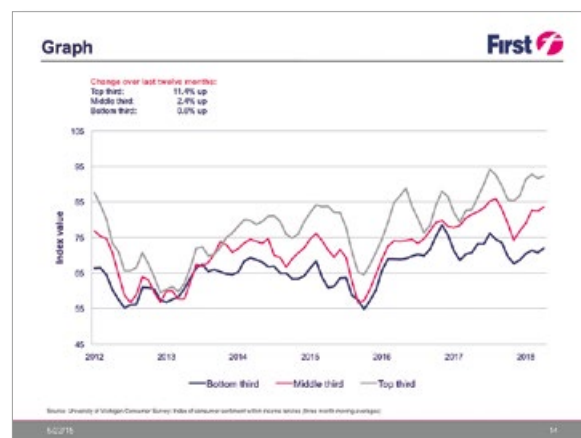
Our PowerPoint presentation templates have been designed to look clean and fresh while being easy to use. Every presentation you produce will use a white backdrop as shown here.

Colours should be taken from our primary and secondary colour palettes. Primary colours can be used for text and bullet points while secondary colours can be used in charts and graphs or to highlight a piece of important text.

Only use icon and logo artwork as provided.

Up-to-date, low resolution images from across FirstGroup's divisions can be accessed via the [Photo Library](#).

- Master PowerPoint files are available within the Office Toolkit on the [Employee Portal](#).



Example of FirstGroup branded merchandise available



4.13 Branded merchandise

Should you have a requirement for branded merchandise, please contact our approved suppliers.

All corporate promotional items are designed to give professional, clean look.

In the UK, BTC Group produce bespoke branded merchandise and clothing for all requirements.

Contact BTC Group on 020 8587 3378 / 020 8587 3387
email firstgroup@btcgroup.co.uk

In North America and Canada, our customised online store stocks a range of pre-branded merchandise as well as producing bespoke branded merchandise and clothing for all requirements.

In North America and Canada, our customised online store stocks a range of pre-branded merchandise as well as producing bespoke branded merchandise and clothing for all requirements.

View the full range of promotional items and order stock items here: co-store.com/firstgroup
or call 716-632-2614
email tmcnulty@inwk.com



Example of our email signature with additional confidentiality and non-responsibility message.

Kind regards
Name

Name Surname
Job title
Company name
Tel: [] | Address
Mobile: [] | email address
www.[]

[Operating company name], registered in [country] No. [registered number]
Registered office: [registered office address]

Our vision is
to provide solutions for an increasingly congested world...
keeping people moving and communities prospering.

Committed to
our customers

Dedicated
to safety

Supportive
of each other

Accountable
for performance

Setting the
highest standards

FirstGroup plc, registered in Scotland No SC157176. Registered office: 395 King Street, Aberdeen AB24 5RP

This email (and any attachment) is intended solely for the addressee and may contain confidential information. If you have received this email in error, please send it back to us immediately and delete it without reading, copying or disseminating it. For more information on our range of services, please visit <http://www.firstgroupplc.com>

4.14 Email signature

Users of Outlook 365 will have an approved footer applied automatically across all email signatures.

The footer includes the vision and values image, FirstGroup plc registered office details (for UK users) and a disclaimer.

Users are required to format their email signature as soon as possible following the example on the left. NB Registered office details apply to UK users only.

Please do not include any other messages within your signature, including any personalised footers (other than those directed by your local communications team). Should you require any additions to your email signature, please seek approval for this from your local communications team.

4.15 Corporate website

firstgroupplc.com

This is our corporate website, aimed at a wide range of user groups including investors, media, local authorities, current and potential employees enabling them to obtain the information they require about FirstGroup with ease.

When a FirstGroup corporate website is mentioned or made reference to in any document, please ensure that this is the URL that is quoted. The former URL www.firstgroup.com is incorrect.

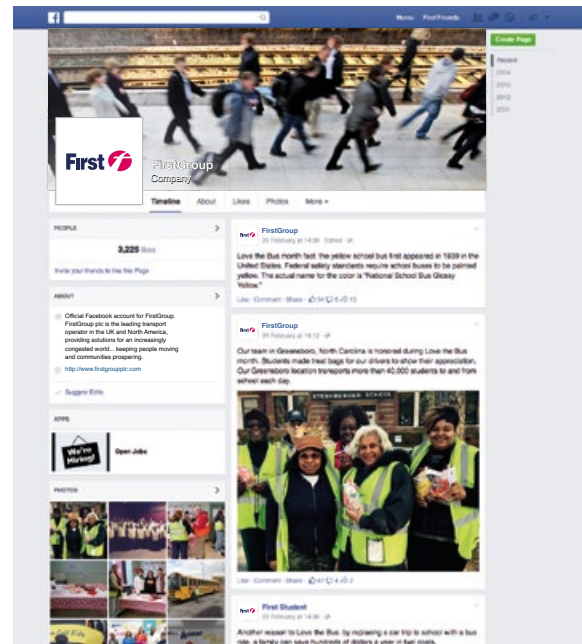
Any new website must reflect a similar clean, uncluttered look and feel, meeting accessibility and DDA requirements. Please contact FirstGroup Corporate Communications for additional detail including minimum fonts, T&Cs, cookie policy, DDA requirements and optimization for responsive design.



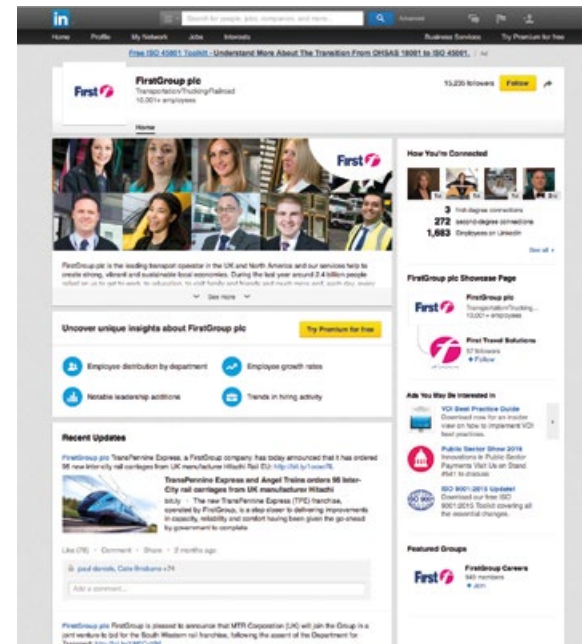
Twitter



Facebook example



LinkedIn



4.16 Corporate social media

The following must be adhered to when setting up your social media site.

Username: Our preferred username is: FirstGroup.

Profile photo: Always use the FirstGroup corporate logo in full.

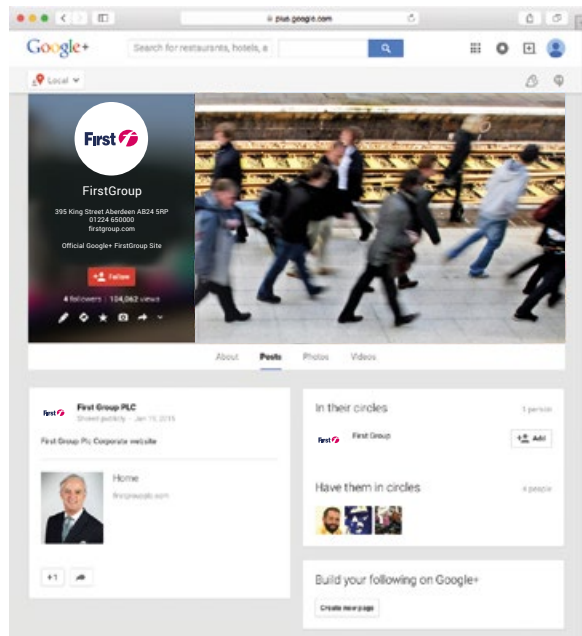
Descriptor: Official (social media site name e.g. Twitter) account for FirstGroup, the leading transport operator in the UK and North America. Our vision is to keep people moving and communities prospering.

Header photo: Our customers and employees should be reflected in your choice of imagery. Reflect on our vision and values and show how this will benefit customers and consumers.

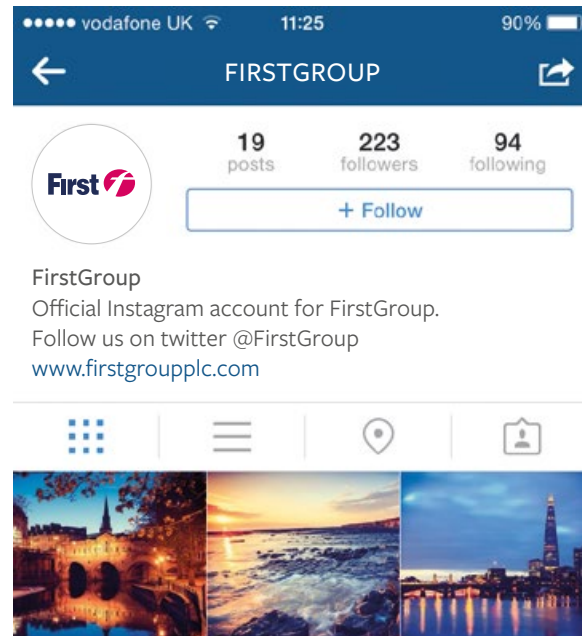
Website: firstgroupplc.com

Offline: Always use our official title FirstGroup for both referrals and hashtags.

Google+ example



Instagram example



Offline – Twitter used as example

When referring to FirstGroup on Twitter write: Follow us on Twitter, @firstgroup

When hashtagging FirstGroup on Twitter write: #firstgroup on Twitter.

Social media icons can be used alongside FirstGroup username:

 [Twitter/@firstgroupplc](https://twitter.com/firstgroupplc)

 [Facebook/firstgroup](https://facebook.com/firstgroup)

 [LinkedIn/firstgroup](https://linkedin.com/company/firstgroup)

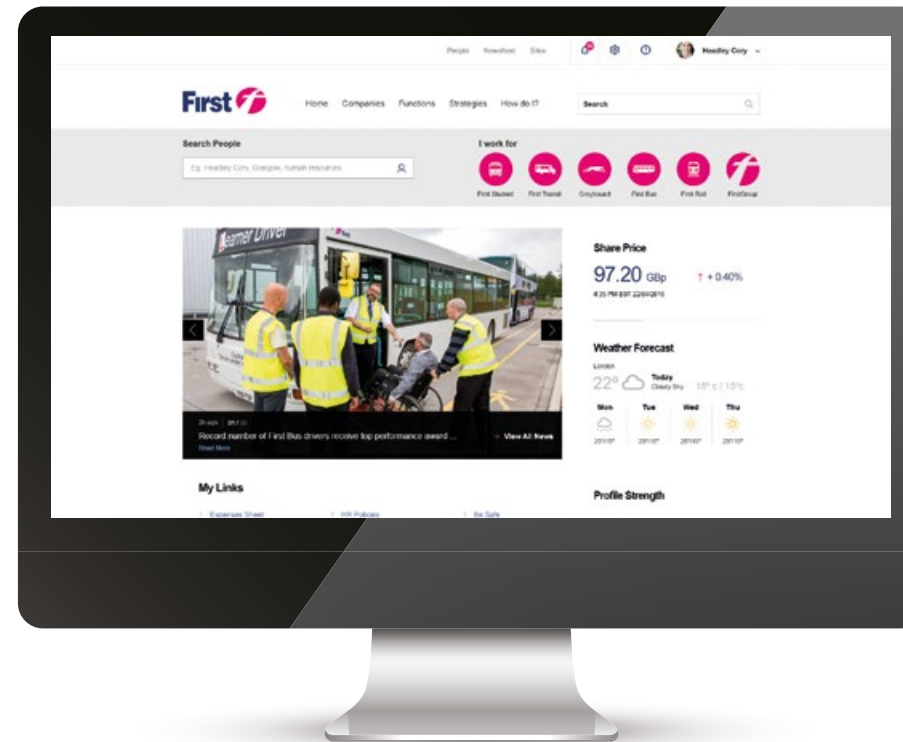
 [Google+/firstgroup](https://google.com/+firstgroup)

 [Instagram/firstgroup](https://instagram.com/firstgroup)

Film



Employee Portal



4.17 Other media

Film

The Corporate Brand Guidelines also apply when creating film or video. Please ensure that the logo is used as described on page 14 and any text uses the correct naming conventions. Both should be clear and easy to read when used over an image. Please also be sure that any footage used contains current liveries, that the footage is of good quality and uses a professional standard of shots that portray our services and people well e.g. people wearing correct uniform/safety equipment.

The most recent corporate film provides a good example of how to apply these guidelines to film: [FirstGroup Film](#)

Employee Portal

As with other forms of media, a consistent style and approach to content is important in maintaining the integrity of any online site. As well as applying the Corporate Brand Guidelines concerning digital media, those who create content for the Employee Portal are also advised to use the Employee Portal style guide to ensure their content:

- is appropriate, relevant and appealing
- supports the Group's core messages
- fits the Group's tone of voice and style of presentation
- is formatted, tagged and uploaded correctly so people can find it

The Employee Portal style guide can be found on the [Employee Portal](#).

Examples of building signage



4.18 Infrastructure

The infrastructure that supports our business operations is often highly visible both to customers and employees. Building signage, street furniture, reception areas, ticket offices and employee facilities are typical of the parts of our operation where we are improving the presentation of our brand.

An important part of living our values is the way we treat each other and the quality of the facilities we provide to employees and customers.

Our facilities are upgraded in line with an approved corporate interior design scheme.

If any work is to be undertaken, please contact FirstGroup Property for advice and dedicated guidelines.

1. Stone and brick



2. Stainless steel or aluminium



3. Glass



4. Transparent wall plaque



4.19 Logo usage

Our building signage signals our presence to people we do business with. Having unified signage throughout all areas of business gives our shareholders, customers and suppliers confidence through consistent recognition.

- 1. Stone and brick**
When applying our logo to a stone or brick fascia always use the full colour logo. NEVER fill in the roundel with white or add a white keyline.
- 2. Stainless steel or aluminium**
When applying our logo to stainless steel or aluminium always use the full colour logo.
- 3. Glass**
When applying our logo to glass a white version of our logo can be used.
- 4. Transparent wall plaque**
When applying our logo to transparent wall plaques that are mounted on a light coloured wall always use the full colour logo.










• When reproducing the logo you must only use original first generation artwork. Never use logos that have been redrawn, photocopied, faxed or taken from the internet as screen-grabs.

4.20 Interior signage

This is the design for interior directional signage.

- The signs should be made of perspex or glass
- The detailed inserts are printed on paper or card and secured between the Perspex or glass to protect them

To access these design files, please contact FirstGroup Corporate Communications.

	
Toilets	
Union Terminal	
Penn Station	
I.T.	
Health & Safety	
Purchasing	
Marketing	
Human Resources	

Preferred proportion – portrait

Scale 1:1.5

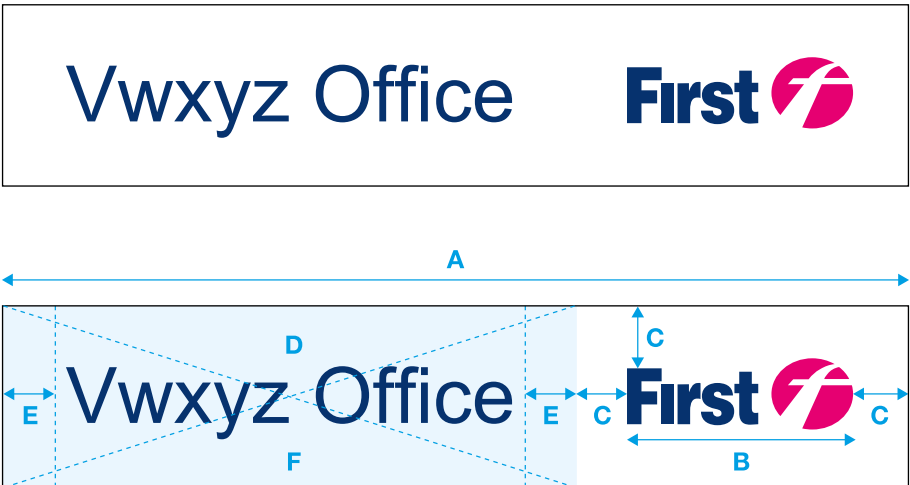


Key

- A: Sign width
- B: Logo width = 50% of A
- C: Minimum distance from edge of sign = 's' from FirstGroup logo (see page 13)
- D: Copy is centred within shaded area as shown.
Lettering = Cap. height of FirstGroup logo. Helvetica Neue Roman
U/L = Leading 100%
Pantone 2758

Preferred proportion– landscape

Scale 5:1



Key

- A: Sign width
- B: Logo width = 25% of A
- C: Minimum distance from edge of sign = 's' from FirstGroup logo (see page 13)
- D: Copy is centred within shaded area as shown.
Lettering = Cap. height of FirstGroup logo. Helvetica Neue Roman
U/L = Leading 100%
Pantone 2758
- E: Cap. height of FirstGroup logo. Copy should not enter into this area
- F: Website address should be centred

4.21 Exterior signage

Exterior signage should be produced in line with the proportions shown here.

Be First



Rewards



Be Safe



4.22 Internal campaigns

In order to ensure we do not overwhelm employees with too many logos, badges or icons, and to ensure we maintain the integrity of the corporate brand, the creation of any new internal brands must be carefully considered in the context of what already exists and the value in adding to this further. Identities must only be created for ventures and initiatives that will run for a sustained period of time and have multiple strands of activity that require a collective identifier.

A number of well-established existing logos and identities are used internally. The examples on this page show the preferred weight for the First corporate logo when being used with these internal sub-brands.

When dual-branding, set both logos to make them equal size.

Before considering whether an identity is required for a new internal sub-brand, please contact your relevant communications team or Corporate Communications to discuss.

- Brand Guidelines on the use of the Be First identity are available from the [Employee Portal](#).
- Be Safe brand guidelines available: [here](#).



Examples of organisations and associations FirstGroup are associated with.



...brought to you by **FirstGroup** and Bristol 2015.

FirstGroup is a proud supporter of Prostate Cancer UK.

Prostate Cancer UK, proudly supported by **FirstGroup**.

4.23 Third party logos

When the FirstGroup logo is positioned next to a sponsor or partner logo, there should be visual consistency in terms of size.

Wherever feasible, adhere to clear space standards when placing the signature next to other marks or logos (see page 13).

A simple linear element may be used as a linking device between the logos. Any additional text should be in one of the recommended typefaces.



Examples of company logos using the FirstGroup identity

First  Student

First  Transit

First  Aberdeen

Examples of company logos requiring corporate brand signature



Corporate brand signature

Operated by First 

Brought to you by First 

Service provided by First 

In partnership with First 

A First  company

5.1 Introduction

As our strategic focus in recent years has evolved into leveraging our scale by developing and sharing our global expertise for the benefits of our local markets, our businesses have introduced new ways to connect with customers through more localised brands. Where there are clear commercial benefits in doing so, businesses have developed bespoke branding and identity that resonates more strongly locally among its core communities.

By reaching out to individual customers at a local level and importantly also to the communities they live and work in, we aim to achieve our vision of providing solutions for an increasingly congested world; keeping people moving and communities prospering.

Underpinning each of our operating businesses and their brands, FirstGroup provides global expertise and investment to make things happen. It is this strength that connects us and makes us unique and therefore we want people to be clear about this so that they can associate the success of the local businesses to the success of the Group.

This chapter of our guidelines addresses how we can continue to demonstrate the strength of the Group alongside the local brands by applying the FirstGroup corporate ‘brand signature’ to every one of our portfolio of operating company brands. This signature should be standard across the Group, regardless of what the local brand proposition looks like and used to demonstrate the brand’s relationship to the Group.

This corporate brand signature is typically applied to touchpoints such as vehicle liveries, websites, marketing comms and social media.

- The corporate brand signature can be downloaded from the [Employee Portal](#) or from [Corporate Brand Signature](#).

Division/operational logo









Division icon



Digital

firststudentinc.com
firststudentinc.ca
firstcharterbus.com

Social media

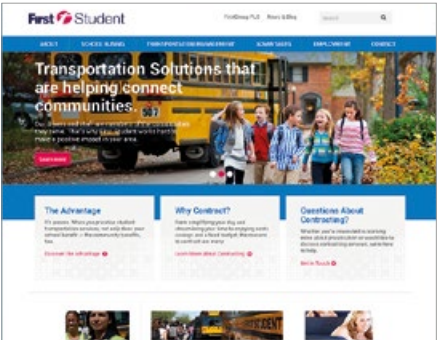
 **@FirstStudentInc**
 **FirstStudent**
 **First Student Charter**
 **FirstStudentInc**
 **FirstStudentInc**
 **First Student**

5.2 First Student

First Student references the FirstGroup corporate identity in its business to business proposition. The division name, logo, digital and social media are all of a standard corporate nature.

In its essential relationship building activities with local communities, however, the FirstGroup corporate identity is less visible. The highly distinctive yellow liveries on the buses have varying references to FirstGroup. Drivers' vests carry the FirstGroup logo.

Examples of identity applications



Division/operational logo



Division icon



Digital

firsttransit.com
firstvehicleservices.com

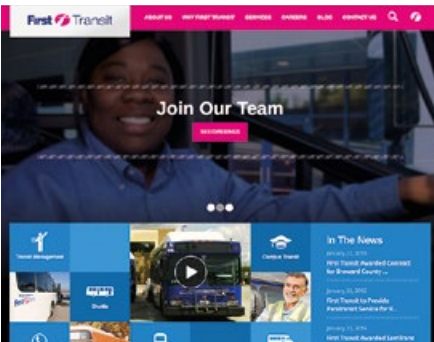
Social media



5.3 First Transit

First Transit provides a number of service operations in which, by contractual necessity, the FirstGroup brand is not highly visible. In some operations, employees' clothing includes the First Transit logo.

Examples of identity applications



Division/operational logo



Division icon



Digital

greyhound.com
greyhound.ca

Social media

-  **@GreyhoundBus**
-  **Greyhound Bus Lines**
-  **GoGreyhound**
-  **GoGreyhound**
-  **Greyhound Lines, Inc**
-  **Greyhound Lines**
-  **Greyhound Lines**

5.4 Greyhound

The Greyhound brand is iconic and as such has retained its original identity whilst incorporating the FirstGroup corporate brand signature on the rear of the vehicle. This is a good example of how the corporate brand signature can be applied in parallel with the operating brand.

Examples of identity applications



Division logo



Division icon



Division digital

firstgroup.com

Operating Company logo example



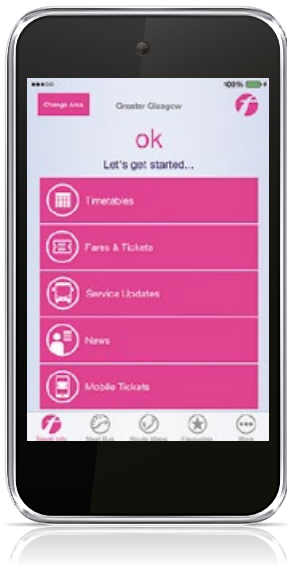
Operating Company digital example

firstgroup.com/ukbus/aberdeen

Operating Company social media example

[@FirstAberdeen](https://twitter.com/FirstAberdeen)

Example of identity applications



5.5 First Bus

The First Bus division consists of Operating Companies, some of which follow a standard 'First Bus' identity and others a local identity.

The FirstGroup corporate brand signature must appear alongside the Operating Company identity at least once in a prominent position, where reasonably practicable, on each of the following materials:

- Vehicle livery
- Marketing materials
- Press releases
- Customer website
- Social media pages
- External presentations (particularly to major stakeholders, eg DfT)
- Employee intranet
- Internal comms (staff notices, magazines, etc)

For any questions on First Bus branding, including advice on local liveries, please contact National Campaigns & Brand Manager Judy Giles, 07968 798066 / judy.giles@firstgroup.com

Corporate Brand Signature

The FirstGroup corporate brand signature may be used in a format such as the following:

Operated by **First**

Brought to you by **First**

Service provided by **First**

In partnership with **First**

A **First** company

- The corporate brand signature can be downloaded from the [Employee Portal](#) or from [Corporate Brand Signature](#).

Division/operational logo



Division icon



Division digital

www.firstgroupplc.com/about-firstgroup/first-rail

Operating Company logos and liveries



OpCo social media example

gwr.com
[@GWRHelp](https://twitter.com/GWRHelp)
facebook.com/gwruk

hulltrains.co.uk
[@Hull_Trains](https://twitter.com/Hull_Trains)

southwesternrailway.com
[@SW_Railway](https://twitter.com/SW_Railway)
[@SW_Help](https://twitter.com/SW_Help)
[@SWRailway](https://facebook.com/SWRailway)
[@SW_Railway](https://instagram.com/SW_Railway)

tpexpress.co.uk
[@tpeexpresstrains](https://twitter.com/tpeexpresstrains)
[@tpeassist](https://twitter.com/tpeassist)
[TPExpressTrains](https://facebook.com/TPExpressTrains)
[TPExpressTrains](https://youtube.com/TPExpressTrains)
[+transpennineexpress](https://google.com/+transpennineexpress)
[tpexpresstrains](https://pinterest.com/tpexpresstrains)

5.6 First Rail

The First Rail division consists of Great Western Railway (GWR), Hull Trains, South Western Railway (SWR) and TransPennine Express.

Any approved non-standard livery must include the FirstGroup corporate brand signature in one of the following formats:

Operated by **First**

Brought to you by **First**

Service provided by **First**

In partnership with **First**

A **First** company

The FirstGroup corporate brand signature must be included on the vehicle and all associated materials and media (eg. marketing materials, press releases, website, social media pages).

- The corporate brand signature can be downloaded from the [Employee Portal](#) or from [Corporate Brand Signature](#).



This document provides guidelines for the use of the FirstGroup corporate brand, including the corporate brand signature to be applied to liveries that are tailored to local markets.

If you are creating a new livery – or promotional item, communications, advertising or stationery – featuring the FirstGroup brand in any other format than the corporate signature, then this requires approval. Please contact Corporate Communications for advice, or the contacts for your local business below.

To obtain approval, please supply a PDF version of the item to corporate.comms@firstgroup.com in an email marked 'Brand Approval' with details including a description of the item, the intended audience (ie external, internal), duration of use (one-off, limited or unlimited) and go-live date.

Within five working days of receiving your email, the Corporate Communications team will respond with an email to approve or offering additional direction to achieve approval.

Looking for further advice? Please contact your local marketing and brand teams. If you are unsure of the contact name, Corporate Communications will be able to advise – email corporate.comms@firstgroup.com



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