**Brand Guidelines for Tracing the Rails Productions**

**Company Overview**

Tracing the Rails Productions is a private, non-profit organisation dedicated to exploring and documenting railway history. While not licensed, the name "Tracing the Rails" is a registered trademark under UK trademark law.

**Trademark Details:**

* **Trademark No:** UK00004066016
* **Mark:** TRACING THE RAILS®
* **Owner:** Chris T. Kirk
* **Class:** 41 (Education, training, entertainment, cultural activities)

**Logo Usage**

* **Primary Logo:**  
  Tracing the Rails uses the standard British Rail Totem shape to contain the company name. This totem is a public domain shape and, while widely recognisable, cannot be owned or copyrighted.

A green sign with white text

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* **Font in Logo:**  
  The logo text uses **Gill Sans MT**, with "TRACING THE RAILS®" displayed prominently. The small ® symbol must be placed immediately following the company name, adhering to legal requirements for registered trademarks.

**Typography**

1. **Primary Font:**
   * **Gill Sans MT** (for all branding materials where the company name appears).
   * The registered trademark (®) symbol must follow the company name in all instances.
2. **Secondary Font:**
   * **British Rail Font**: Provided by Tracing the Rails Productions on request for specialised uses such as digital, print media, or signage.

**Colour Palette**

1. **Primary Colour:**
   * Southern Railways Green: **HEX #008000**

|  |  |  |
| --- | --- | --- |
| Sample: |  | 008000 |

1. **Secondary Colour Options:**
   * Southern Railway Green Variant: **HEX #419F6B**
   * London, Brighton, and South Coast Railway Ochre: **HEX #CC7722**

These colours are inspired by historic railway branding and should be used to maintain consistency with the railway heritage theme.

**Guidelines Summary**

* The **name** "Tracing the Rails" must always include the ® symbol when written in Gill Sans MT or any other font.
* The **logo** incorporates the British Rail Totem and cannot feature the ® symbol, as the totem itself is not trademarked.
* Font files for Gill Sans MT and British Rail Font are available upon request.
* Ensure the correct HEX codes are used for all branding materials to maintain brand consistency.

For further details or to request design assets, please contact **Tracing the Rails Productions** via the production team.

A green and white sign

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