



**BEWARE THE
BUBBLE**

**CAMPAIGN COMMUNICATIONS
AND BRAND GUIDELINES**

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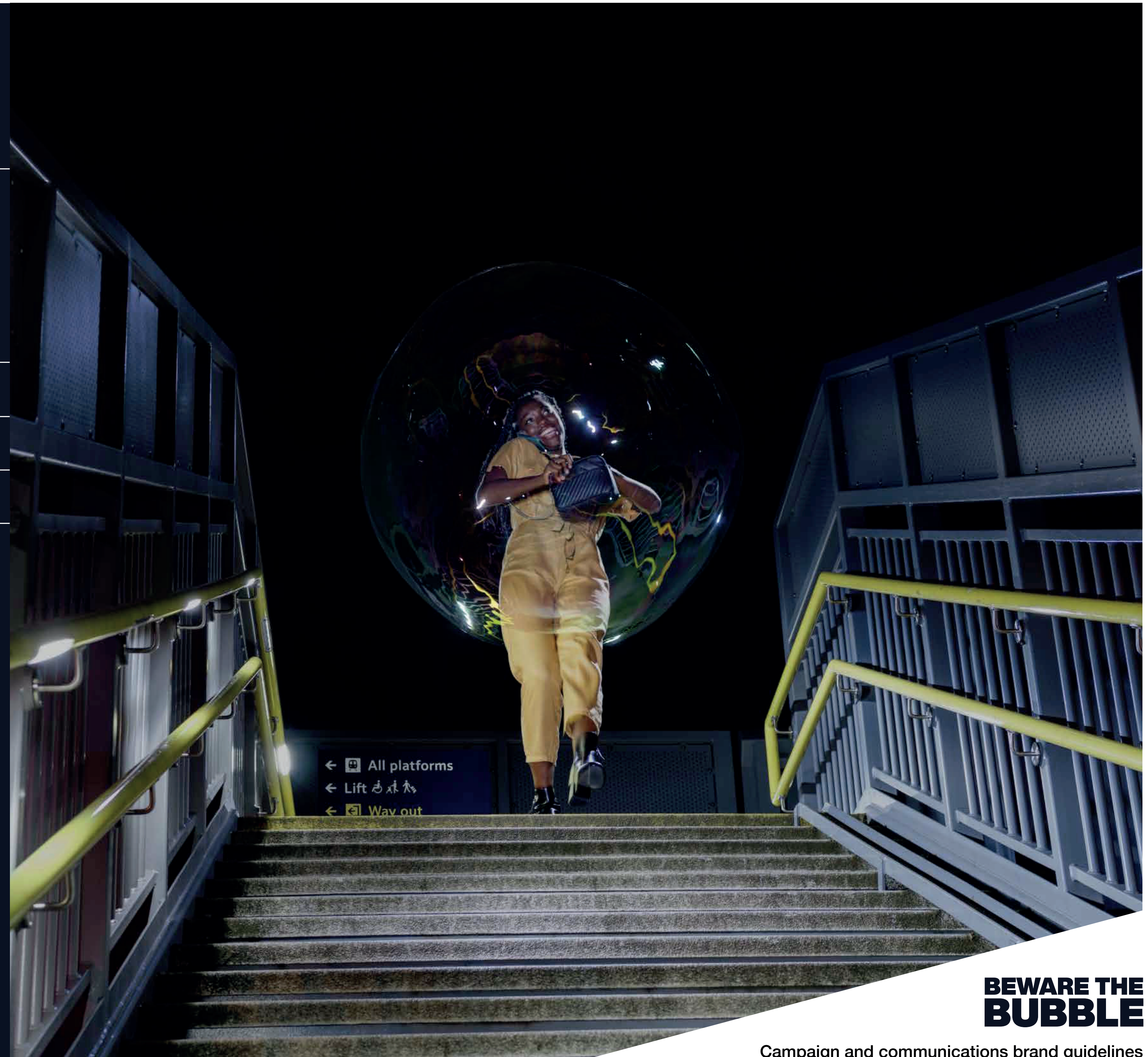
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**BEWARE THE
BUBBLE**

Campaign and communications brand guidelines

CAMPAIGN NARRATIVE

Ever feel like you're in a world of your own?

That private 'bubble', where you can be lost in your phone, your favourite song, or simply your thoughts. It might be a more dangerous place than you think...while the UK's railway is one of the safest in Europe, we still see hundreds of accidents each year across our stations and level crossings.

An increasing number of studies have shown that many of these accidents may be due to inattention –when we lose sight of what's around us because our head's elsewhere.

So we're calling on everyone to take care as they travel, wherever their attention wanders.

And help us keep people safe, wherever they are on the railway.



CAMPAIGN LOGO

The Campaign Logo consists of two key elements – The Bubble and The Wordmark.



The Bubble

The bubble is transparent with an iridescent sheen at its edge. It is a slightly distorted perfect circle, and a slightly more graphic version of the bubbles that appear in both the static artwork and the TVC.

The Wordmark

The wordmark uses the font Helvetica Now XBlack, is fully justified and ALL CAPS. It should not be recreated or typed out manually using one of the campaign fonts detailed later in these guidelines.

LOGO VARIANTS



Campaign Logo

This is the main standalone version of the campaign logo and should be used whenever a representation of a bubble isn't a major part in any creative asset or application it accompanies.

The text "BEWARE THE BUBBLE" is displayed in a bold, white, sans-serif font. The words are stacked vertically, with "BEWARE THE" on the top line and "BUBBLE" on the bottom line. The font is clean and modern.

The Wordmark

The Workmark on its own should be in place of the Campaign Logo when a bubble *does* feature prominently in any creative asset or application it accompanies.

LOGO WITH STRAPLINE

The wordmark within the bubble is sized such that the horizontal distance between its horizontal edges and the apex of the bubble edge matches the cap height of the smaller of the two font sizes within the wordmark (x). The horizontal distance between the wordmark and strapline is twice that ($2x$).



Font

Helvetica Neue Bold,
sentence case,
-15 tracking.

The horizontal distance between the wordmark and strapline is twice the cap height of the smaller of the two font sizes within the wordmark ($2x$). The strapline should be set in Helvetica Neue Bold, left aligned, sentence case, with -15 tracking.

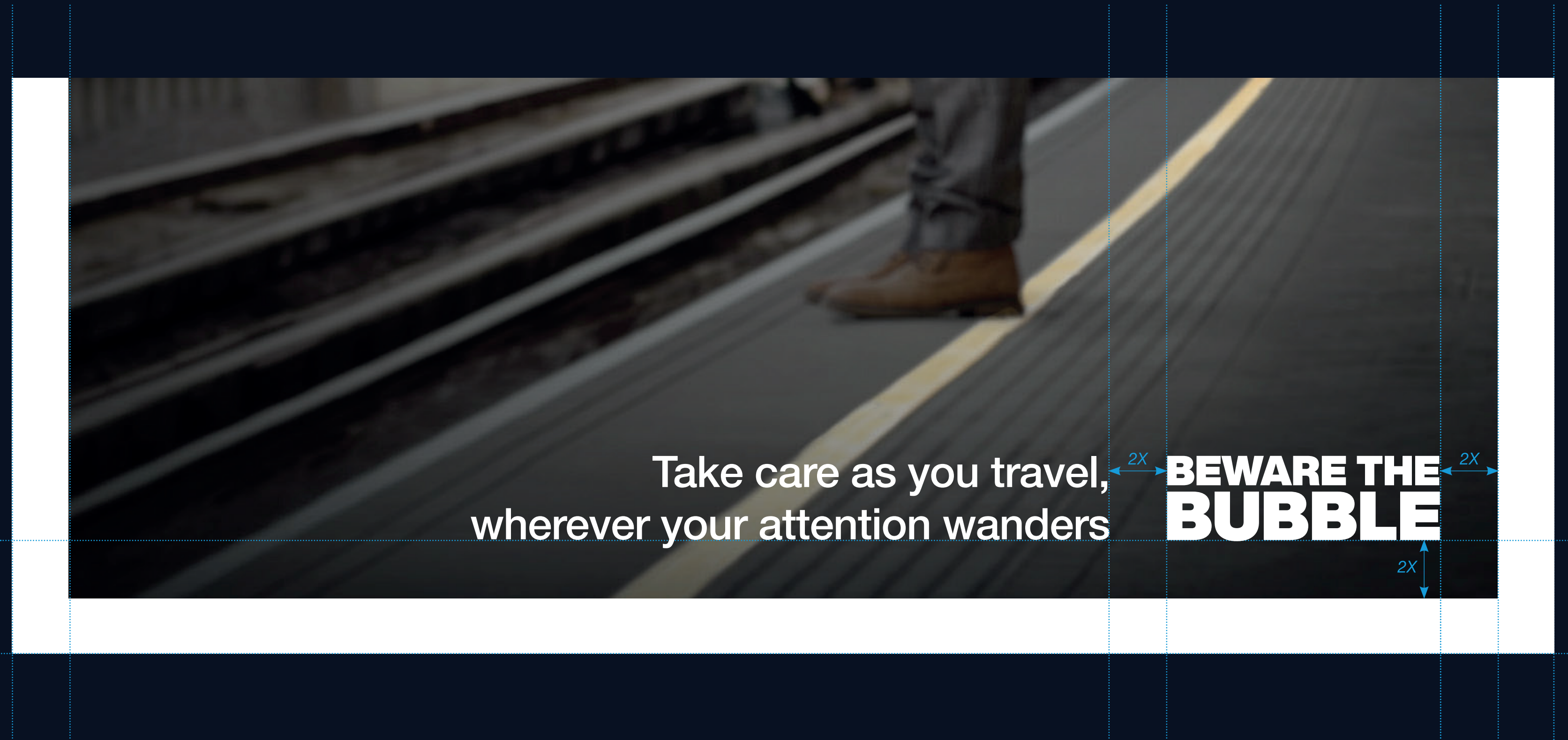


Font

Helvetica Neue Bold,
sentence case,
-15 tracking.

CLEARANCE AREA

The cap height of the smaller of the two font sizes within The Wordmark (x) should be used consistently through any application to define clearance areas around logos, wordmarks, straplines, and secondary copy.



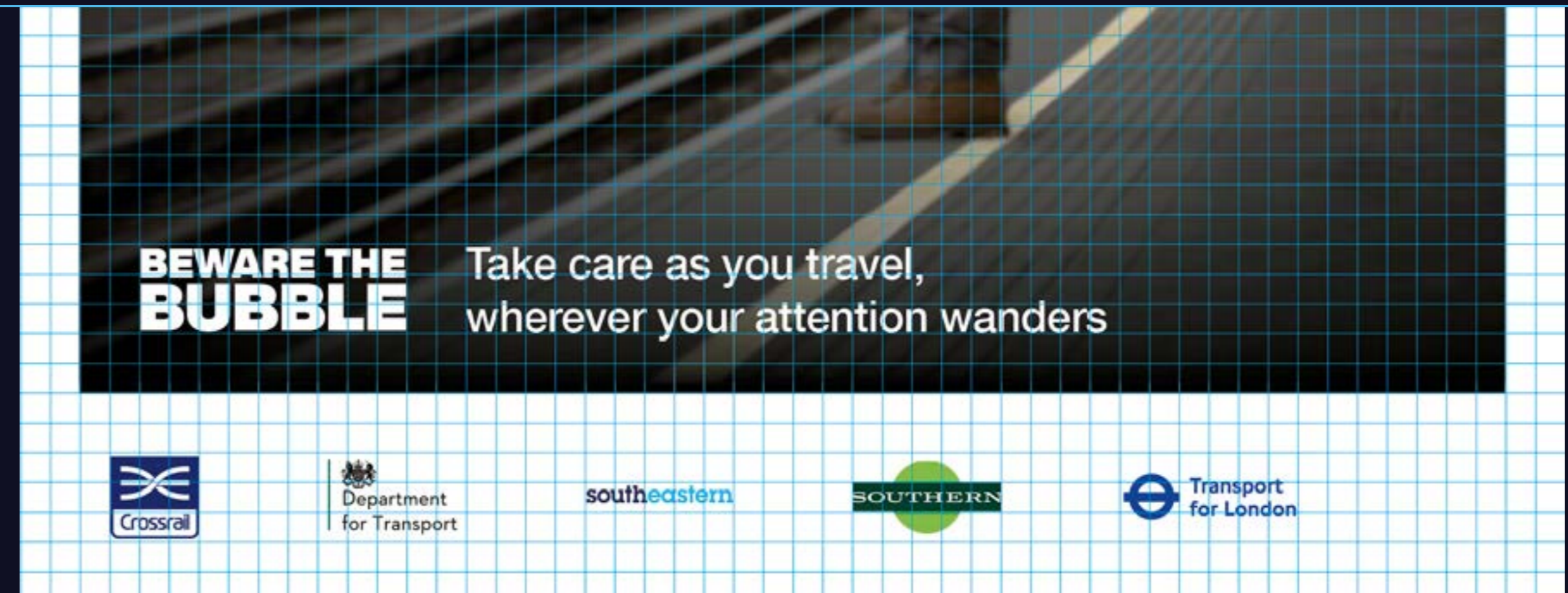
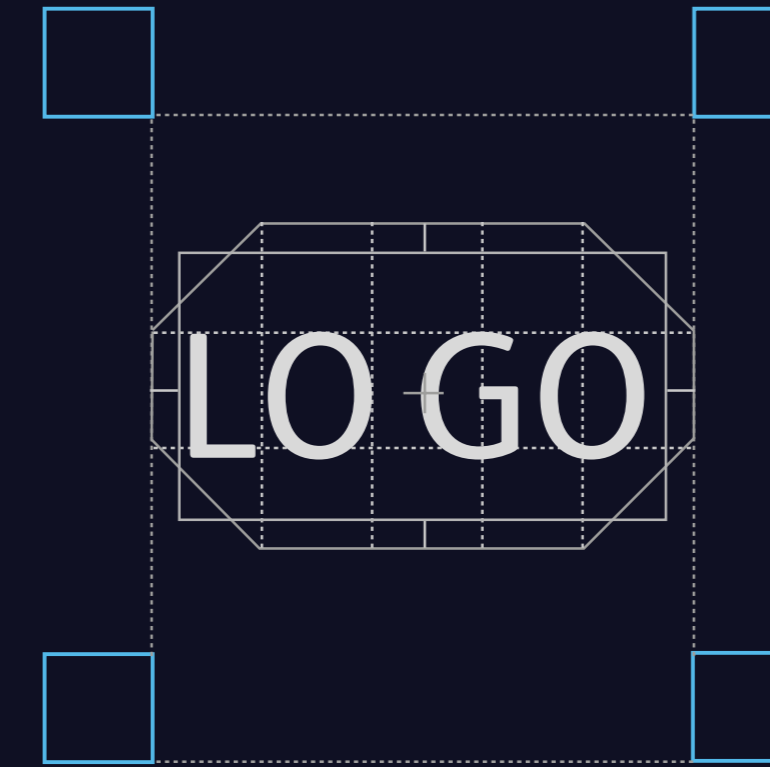
PARTNER LOGOS

Partner logos should be placed with the grid system set out in the wider [Network Rail brand guidelines](#), which determines distance and size when multiple partner logos appear together on a piece of communication.

Logos should be sized according to the framework outlined in the Network Rail brand guidelines, and shown here on the right.

Rules

- Logos should be arranged alphabetically
- Logos should be centred to the grid
- Logos must stay within the solid lines of the framework outlined
- There should be at least two grid squares horizontally between any two partner logos
- There should be at least one grid square vertically between any two partner logos
- There should be at least one grid square vertically and horizontally between a partner logo and a margin



COLOURS



Campaign Colours



Network Rail Colours



TYPOGRAPHY

Our main typeface is Helvetica Neue. Three weights are used:

Helvetica Neue Regular

Used for body text and small copy
Italics can be used within this if highlighting is required.

Helvetica Neue Medium

Used for the strapline in sentence case.

Helvetica Neue Bold HELVETICA NEUE BOLD

Used on headings, sub-headings and to highlight important text.

For this campaign, we use Helvetica Neue Bold in caps for headlines. Increase tracking +40 to improve legibility.

A headline can use varying sizes of type to add emphasis and drama.

For headlines, work type around, or in, the bubble in a playful way.

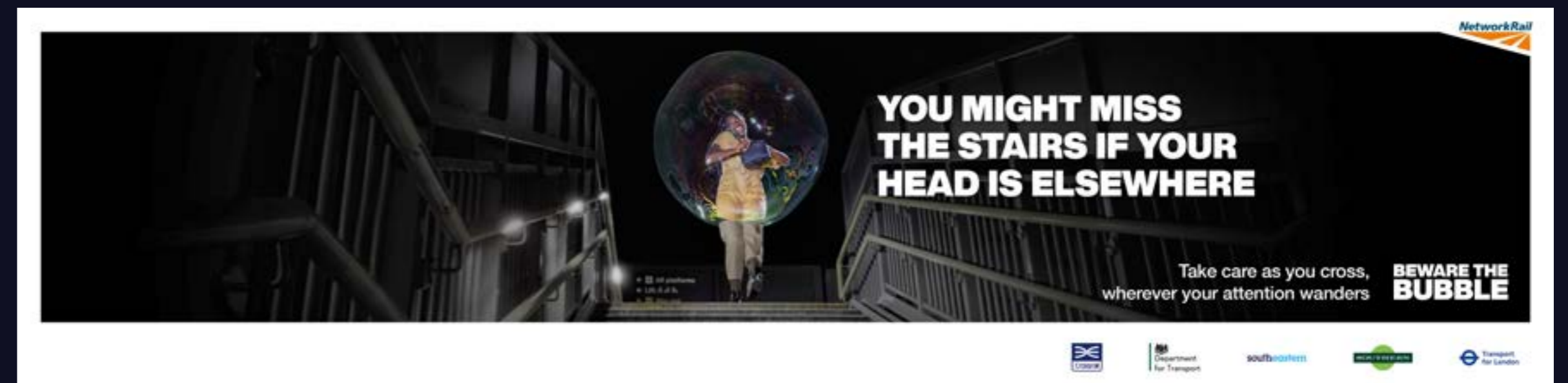
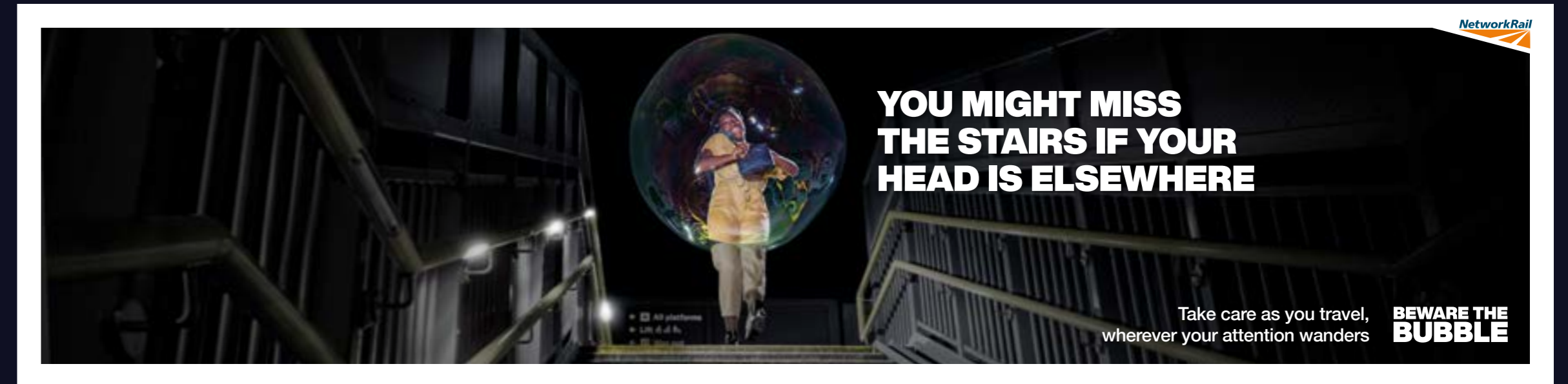
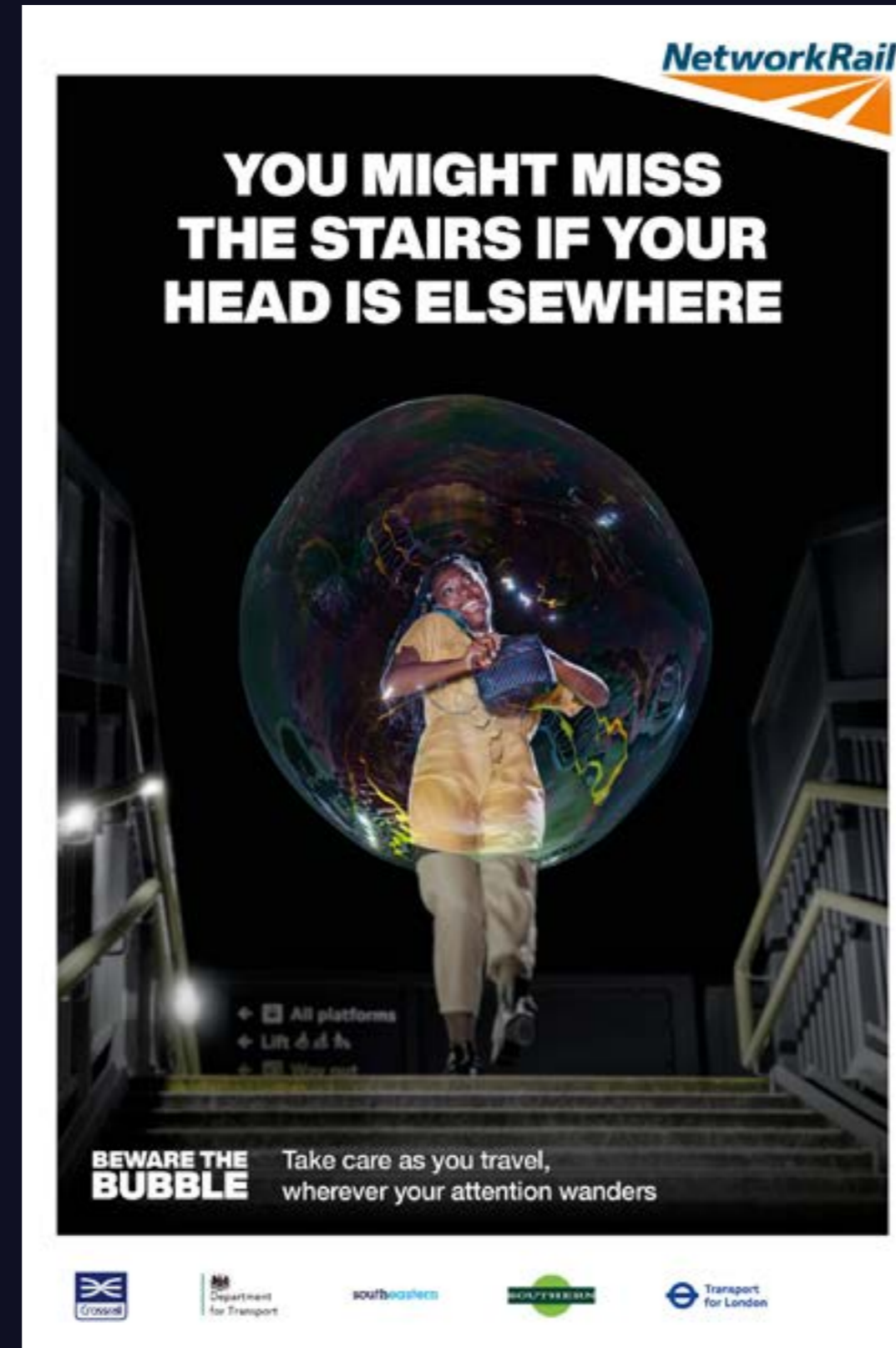
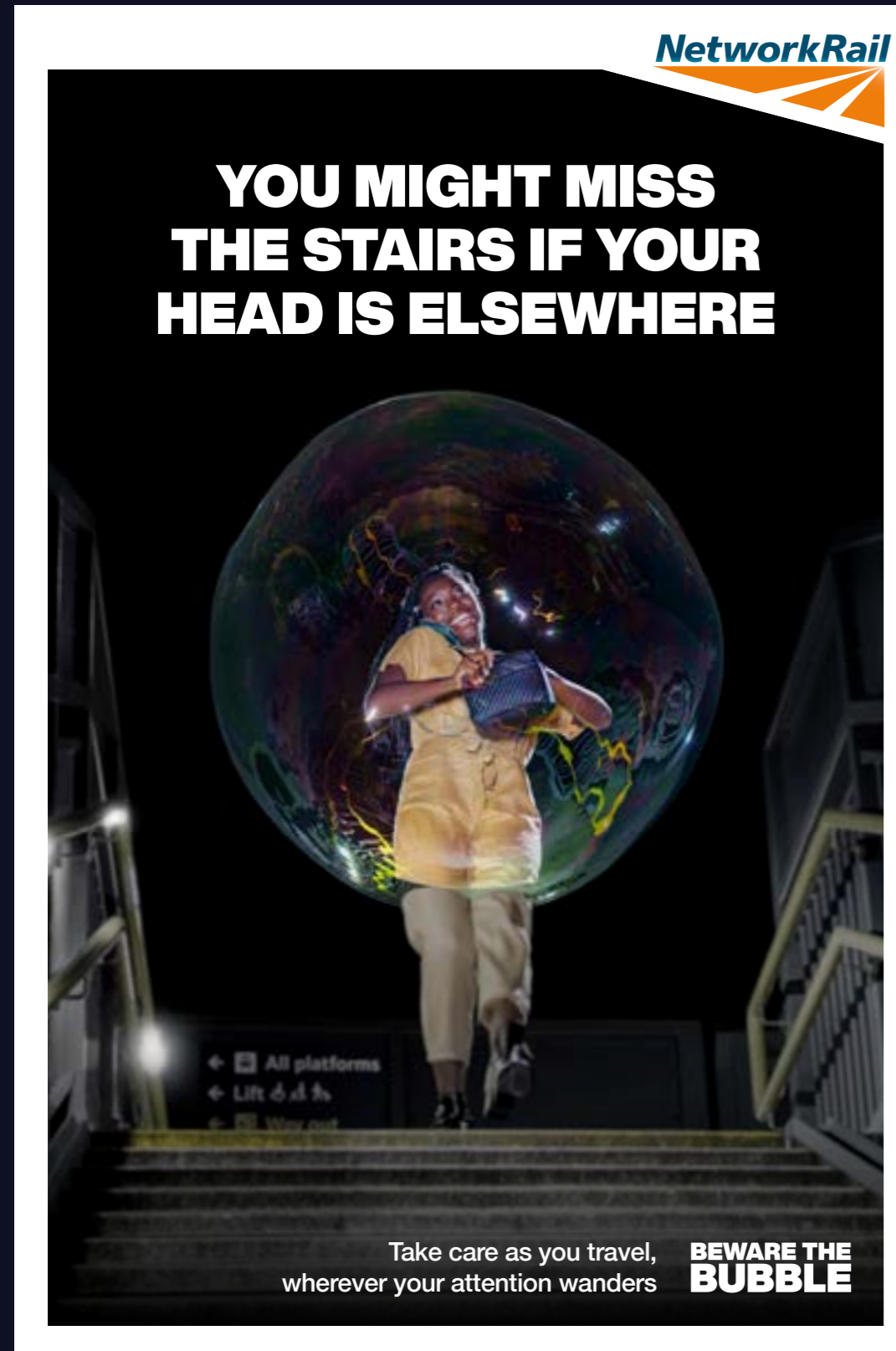
PHOTOGRAPHY

Each image looks to show a scenario in which being lost in your 'bubble' has heightened risks to your physical safety, due to the nature of certain parts of the rail infrastructure – level crossings, stairs and platform edges.

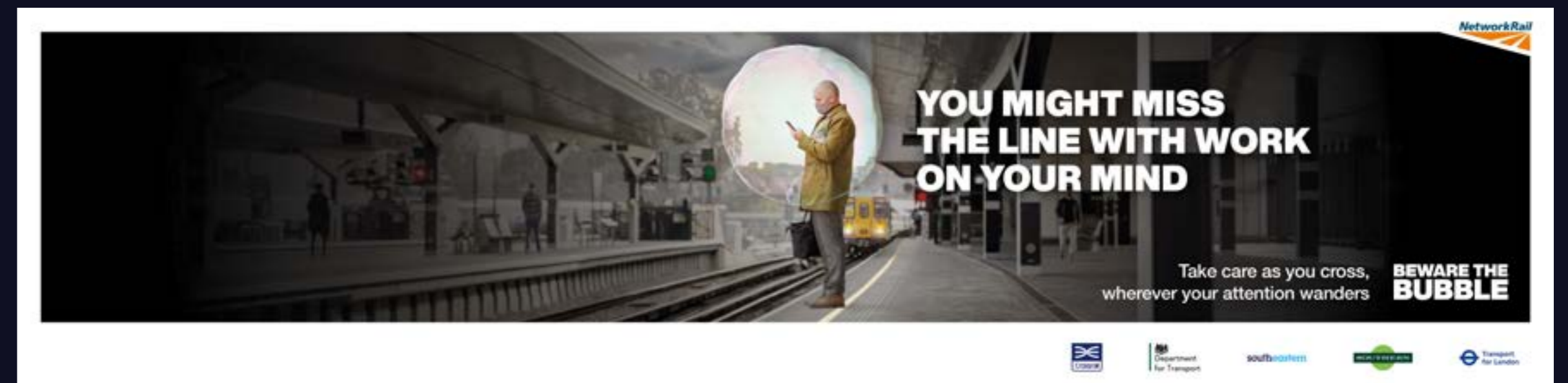
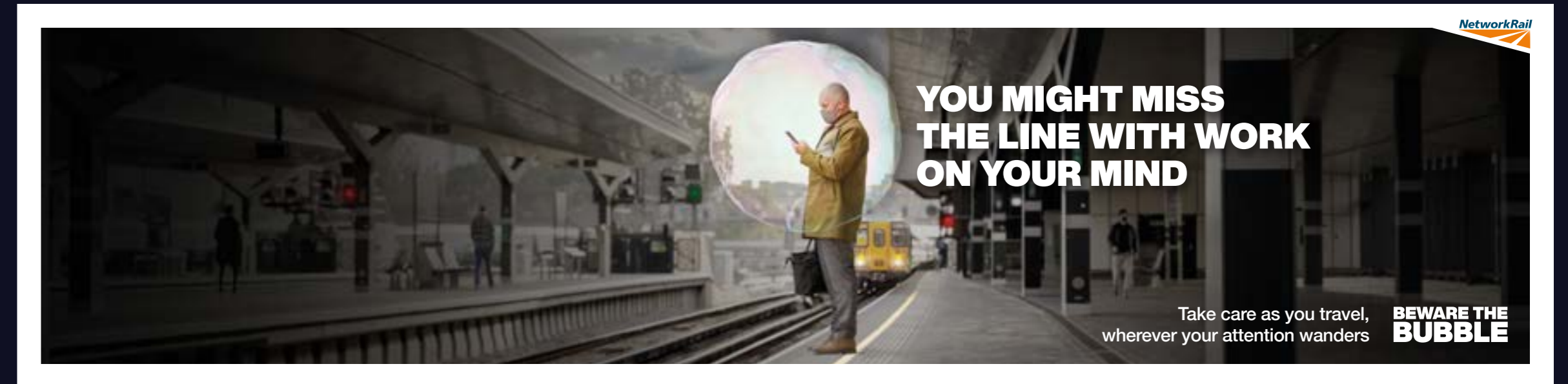
The photography has been artworked to visually communicate that although we might be aware of our immediate surroundings when inside a bubble of distraction, increasingly our peripheral awareness is hindered. This is why we have used vignettes at the extreme edges of the creative and also applies lens blur, centred around the bubble enveloping the main character in each scenario.



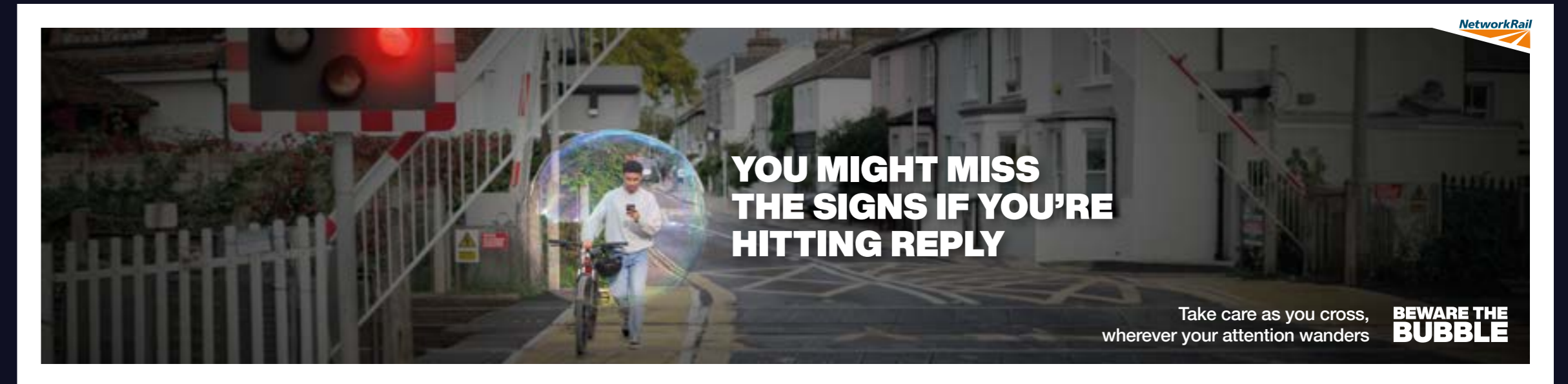
HERO CREATIVE: STAIRS



HERO CREATIVE: PLATFORM EDGE



HERO CREATIVE: LEVEL CROSSING





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