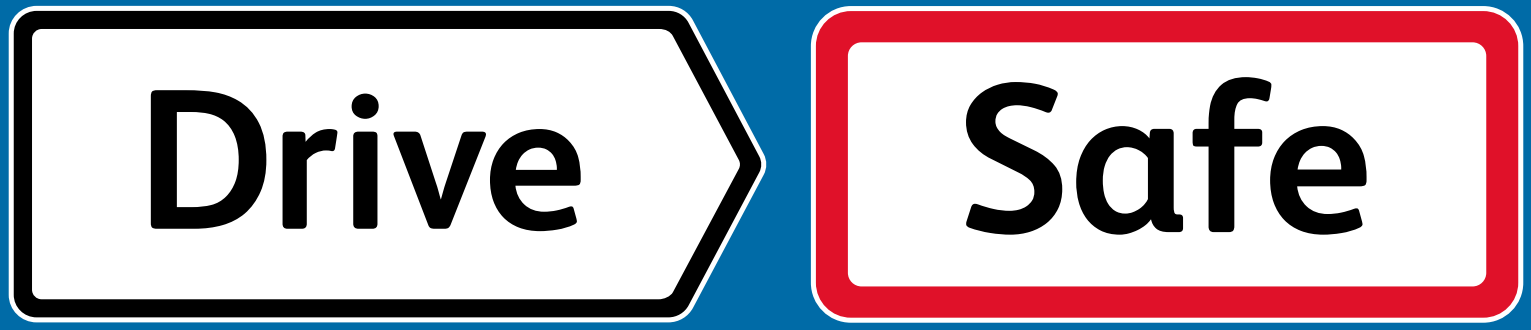
NetworkRail



Brand guidelines

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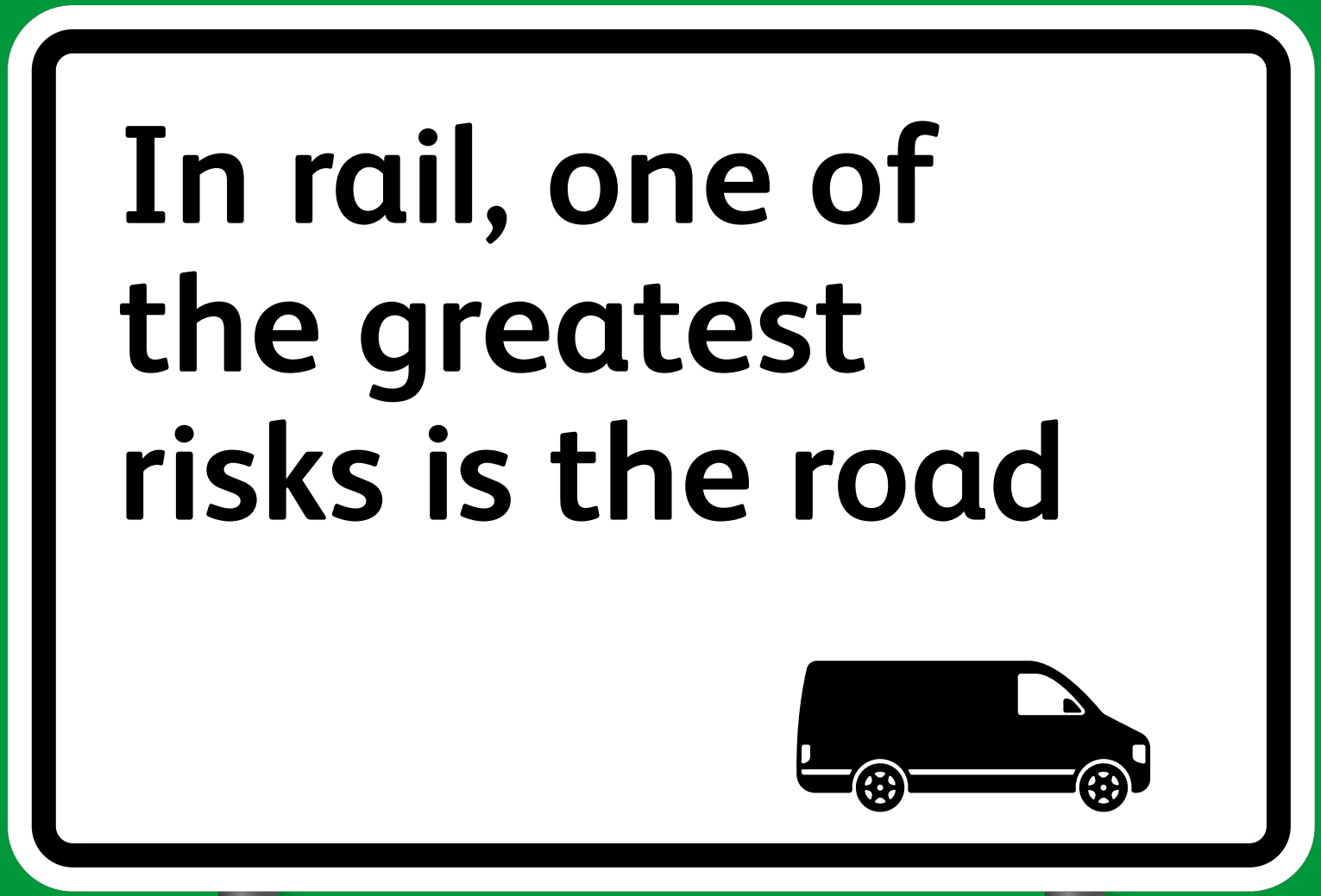

In rail, one of the greatest risks is the road

Programme story

In rail, one of the greatest risks is the road

Driving is the single most common cause of death for rail workers[1]. From 2011-2024, Network Rail vehicles were involved in 11 fatalities – a higher rate than any other area of our operations. We must do everything we can to avoid these tragedies.

The Drive Safe Programme aims to reduce our risks

We're incredibly rigorous when it comes to keeping our people safe on the track. The road network is a dynamic system, like the railway – but it's a less controlled environment. The risks are even more varied and unpredictable.

Our new Drive Safe Programme is a coordinated national effort to drive our risks down. It will be built on positive, two-way conversations between our safety teams, our drivers and their colleagues, to understand how we can work together to keep our people safe on the road.

Our journeys push drivers to their limits

We navigate Britain's roads in all conditions to keep the railway open. Our journeys are often pre-dawn commutes, long and difficult trips to isolated locations or high-pressure responses to track-side emergencies. We're out there day and night, driving nearly 10,000 vehicles, in cars, 4x4s, vans and trucks, navigating twisting country lanes, muddy tracks, mountain roads and crowded motorways.

Safety doesn't start with the driver

When we think about road risk, we naturally focus on the driver. But safety depends on a chain of actions – and we're only as strong as our weakest link. We rely on a range of people to manage the vehicles, plan the work, organise the journeys, check the paperwork and look after our drivers' welfare. Drive Safe will involve all these people to address the underlying reasons that contribute to unsafe driving.

We will clearly define and explain the rules for drivers

When you're driving for work or personal reasons, you have a legal duty to stay within the law. As part of your contract of employment, you must also follow the rules of the road. Our Driver Handbook sets out everything you need to know about driving for Network Rail – both fleet vehicles and your own vehicle.

Our fleet vehicles are better, safer and smarter than ever

We're investing in newer vehicles with the latest safety features. We've introduced the vehicle CheckedSafe app, so it's easy for drivers to check the roadworthiness of their vehicles daily.

We run driver inductions and training – with in-house and external experts. We also have the In-Cab Safety System (ICSS) in our fleet vehicles. Industry research shows that telematics systems like ours can cut speeding by 34%[2], helping more of you get home safe to your loved ones. The data is tightly managed, and it can't be used for anything other than supporting driver safety.

Despite all this, our road risks are still worryingly high

Speeding. Driving when we're at our least alert. Getting distracted behind the wheel.

Even with all our safety measures in place, some of our risks are increasing. So it's time for a new conversation. Our experts will go out on the road visiting depots and offices, speaking to drivers and their teams. We'll listen more and involve you in finding the answers.

We all need to think like professional drivers

Driving for work – carrying equipment, transporting colleagues, navigating railway locations – involves skills and respect for the task. We are going to recognise and reward those who drive safely and give them a platform so they can share their tips on staying safe. Whenever any of us get behind the wheel for work, we need to think like a professional driver.

Every job starts and ends with the journey

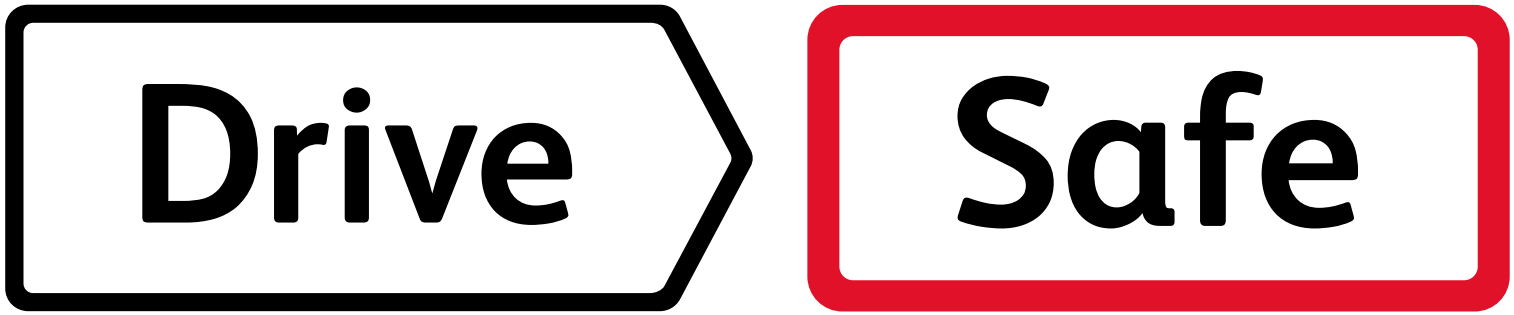
We know change won't happen overnight. It takes time to shift habits, and we want you to come on this journey with us so we can protect more of you from one of our industry's biggest risks.

Nothing matters more than getting everyone home safe every day.

1. Technical Authority and RSSB statistics. From 2009-2024 road traffic accidents were the biggest contributor to fatalities in the rail industry.
2. 'Evaluating the impact of Heavy Goods Vehicle driver monitoring and coaching to reduce risky behaviour' Mase et al. Journal of Accident Analysis and Prevention (2020) – with thanks to Dr Lisa Dorn for this reference.

Keep your eyes
on the road

Programme logo



Programme logo – versions

A straightforward, direct and instructional logo, reflecting the urgency and importance of the Programme.

Using the logo

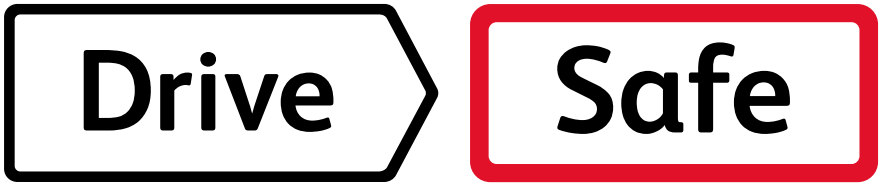
The Programme logo should be used on all Programme materials. The wording is intentionally designed as a call-to-action.

The logo can be placed on top of any of the colours from the Programme colour palette or over imagery.

Variants

A stacked version of the logo is available, however, the linear version should be used wherever possible.

Primary logo



Stacked logo

Programme logo – positioning and sizing

To ensure the Programme logo always looks its best, please follow these simple guidelines on sizing and spacing.

Exclusion zone

The logo's minimum exclusion zone is equal to half the height of the individual signs.

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

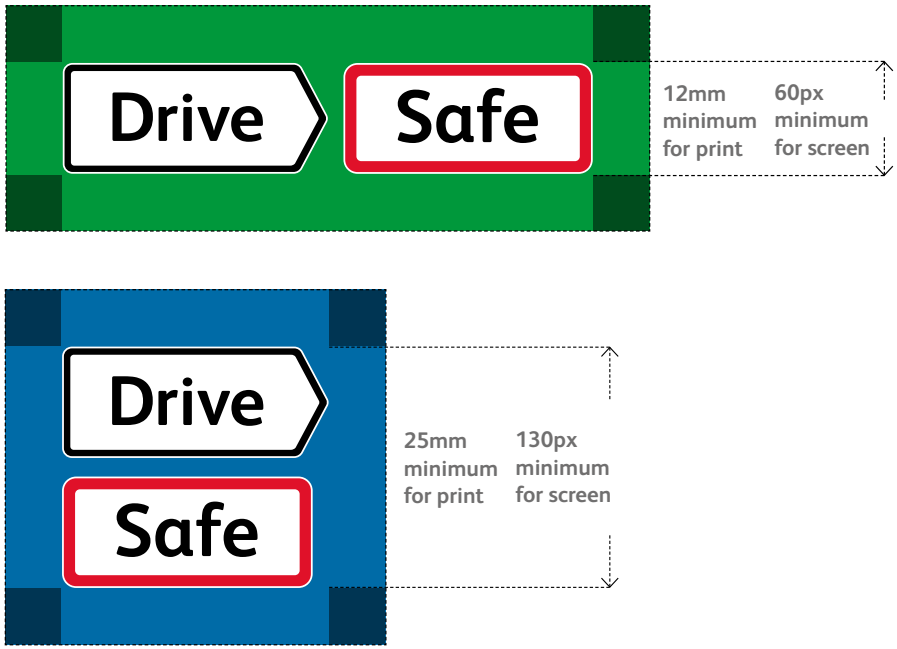
The linear logo should never be smaller in height than 60px in digital or 12mm in print.

The stacked logo should never be smaller in height than 130px in digital or 25mm in print.

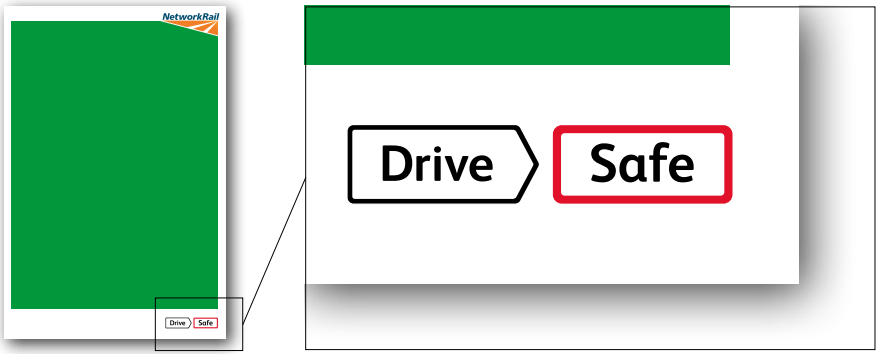
Positioning

As you will see throughout this document, where appropriate, the Programme logo can be used flexibly and confidently across Programme materials, but where necessary it should be positioned in-line with Network Rail's 'Joint Branding' guidance. If in doubt seek guidance using the contact details on the last page.

Logo exclusion zone and minimum sizes



Positioning



Programme logo – dos and don’ts

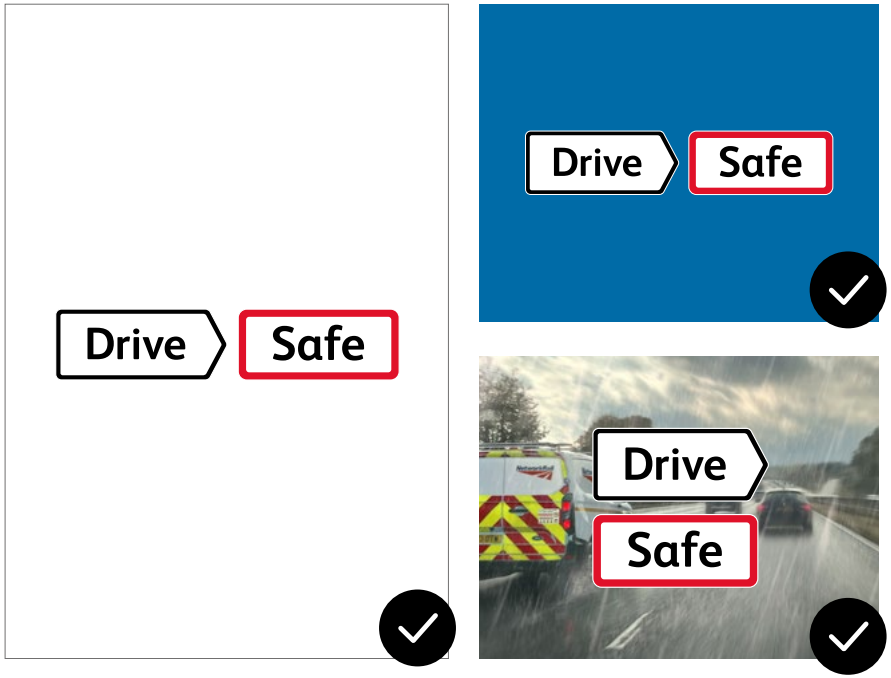
The Programme logo should not be misinterpreted, modified or added to. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.

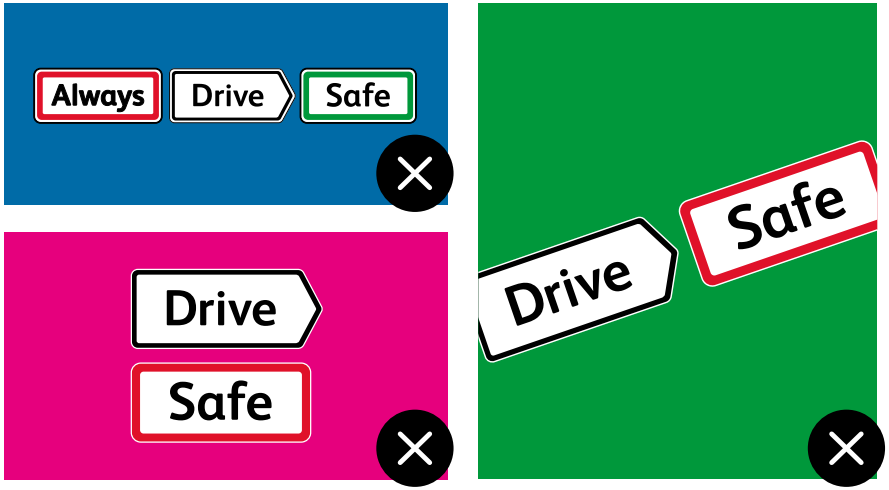
Always...

- Use the official versions of the logo.

Never...

- Rotate, flip or change the proportions of the logo
- Crop the logo
- Change the colours of the logo
- Alter the wording of the logo
- Place the logo on top of colours outside of the Programme colour palette
- Append the logo with additional signs/words.





Programme colour palette

The Programme's colour palette adopts five colours from the Network Rail brand colour palette that reflect those most commonly used on traffic signage throughout the UK road network.

Motorway Blue, Primary Route Green and Warning Red

These three colours can be used as background colours – either within a graphic road sign or more generally.

White

As well as being used as a background, white should be used for large text (14pt +) over Programme colour backgrounds.

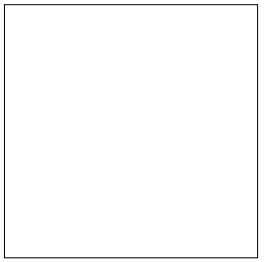
Black

Black is reserved for text over white backgrounds and sign borders.

CMYK: 100/46/11/4
RGB: 16/106/163
Hex: #006BA7

CMYK: 86/9/100/0
RGB: 78/150/67
Hex: #00983B

CMYK: 3/99/85/0
RGB: 187/0/52
Hex: #E01129



CMYK: 0/0/0/0
RGB: 255/255/255
Hex: #ffffff

CMYK: 75/68/67/90
RGB: 0/0/0
Hex: #000000

Programme typography and graphics

As with the colour palette, the look and feel of our Programme borrows from the design system of UK road signs – providing us with a familiar graphic language that immediately signals the subject of driving.

Typeface

Network Rail Sans is used throughout the Programme. Set in the stylised context of a road sign, it shares a useful similarity with the Transport and Motorway typefaces used in actual road signs.

Road signs

Rectangles with rounded corners and an inset border of varying widths easily create the feel of a road sign. The core blue, green and red colours can be used within these shapes, as can white and black.

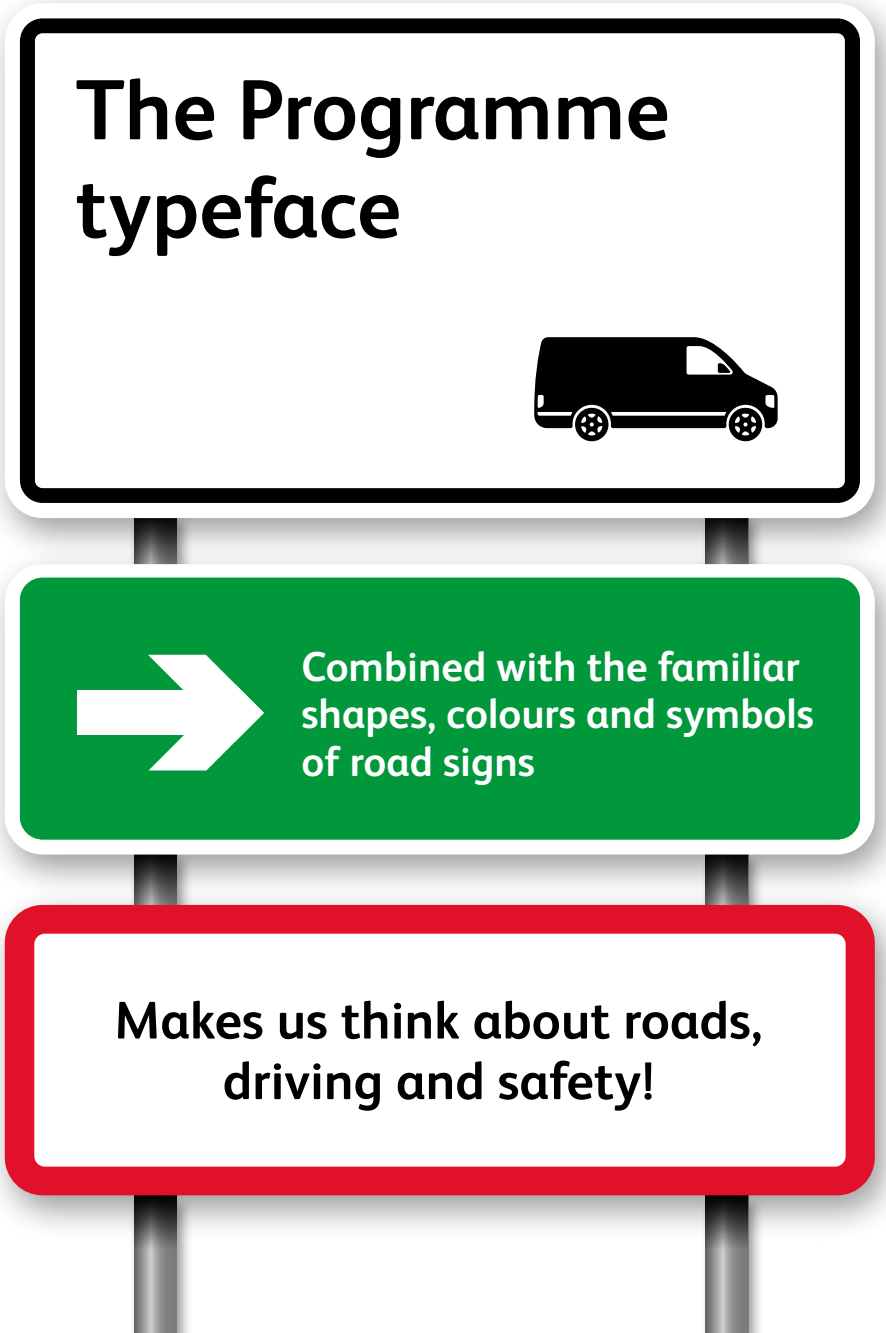
Circular and triangular (equilateral) shaped signs can also be used within the Programme.

Drop shadows can be used behind signs to help them stand off backgrounds/images.

Small sections of signposts can also be included to enhance the 'road sign' feel.

Symbols

Further reflecting the design of UK road signs, symbols such as directional arrows and vehicle silhouettes can be used to draw attention or support messages. These should be used sparingly and judiciously.



Programme typography and graphics

Care has been taken to reflect the overall look and feel of UK road signs that adhere to a strict system of measurements and colour-coding.

Road sign graphics

Rectangular-shaped signs are used as a background for text, while circular and triangular shaped signs are retained for use as backgrounds for symbols and short numerical messages.

All road signs have rounded corners.

Corner radius and borders

The outer corner radius of a rectangular shaped sign is calculated as 5% of the longest side.

If an inset border is required, its width is determined by firstly multiplying the outer corner radius of the sign by 2 and then dividing the resulting value by 5. The sum value is then used for both the border and its padding.

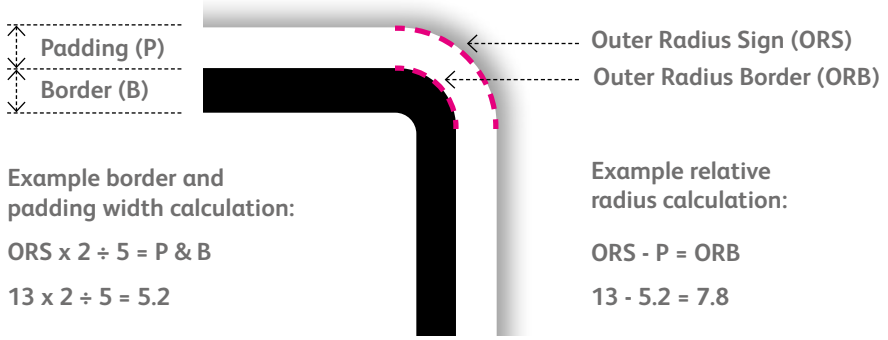
To ensure that the corner radius of the sign is relative to that of the border, please use the following formula to calculate its outer radius: ORS - P = ORB.

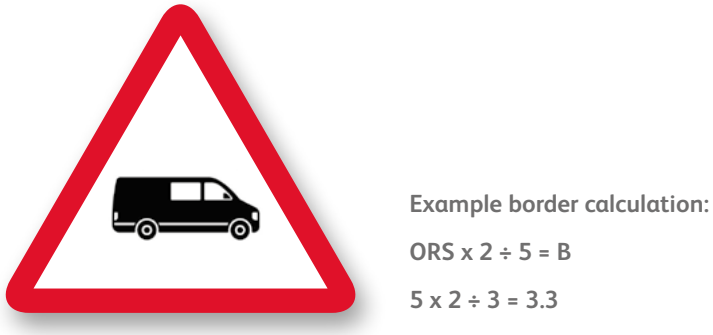
Triangular signs are equilateral. The outer radius is calculated as 10% of the longest side and the border width is determined by firstly multiplying the outer corner radius of the sign by 2 and then dividing the resulting value by 3. The sum value is then used for the border. Please note that triangular signs do not have rounded inner corners.

Road sign typography

Text frames should be positioned within the rectangular sign with equal padding around all sides. The size of padding is determined by calculating the diameter of the outer radius using the formula D=2R.

The font size can vary but should be styled to feel typical of an actual road sign. Line spacing should be set at 115 % of the font size.





Programme typography and graphics

Road signs can be used flexibly and creatively across Programme materials.

Over imagery or colour

Road signs can be used over imagery or any of the colours from the Programme's colour palette. Where a sign has a red border edge, care should be taken to avoid placing it on a red background, or if necessary, a small additional white outline can be added to create the necessary contrast.

Multiple and combined

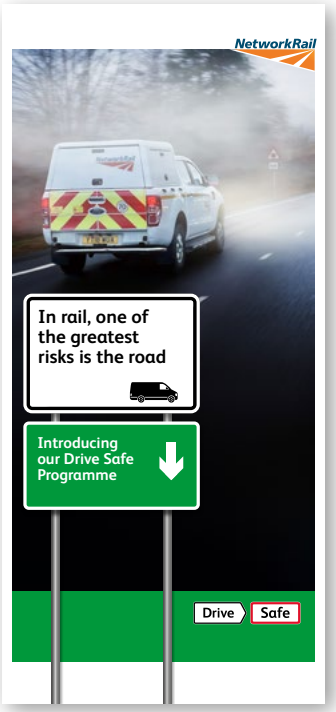
Whether stacking a series of messages on top of one another or creating a journey across the page, multiple signs can be used to create visual interest and deepen engagement.

Signposts

Signposts are created with a simple black gradient. The value range moves from 75% Black to 65% Black with a neutral midpoint (offset) of 25% Black.

75% 25% 65%

Road signs can be used with or without signposts.



Work safe
Drive safe
Home safe

Programme messaging – overview

It's a concern that, for an industry whose business is rail, the single biggest cause of fatalities for workers is the road[1].

Drive Safe is a new national Road Risk Reduction Programme from the National Road Risk Community of Practice.

The launch was timed to coincide with Rail Industry Road Safety Week, 18-22 November 2024. Drive Safe aims to change our culture around driving, at all levels of the business, through a compassionate approach to driver care and safety.

Starting with a 'back to basics' message, Drive Safe will then tackle each of our main road risks, providing you with quarterly content in 2025 on alertness management (fatigue), speeding and distractions. This regular drumbeat will continue, and the programme will bring together all our efforts to minimise road risks over the long term, with Safety Central being our hub for content.

1. Technical Authority and RSSB statistics. From 2009-2024 road traffic accidents were the biggest contributor to fatalities in the rail industry.

Supporting messaging

Our programme story provides the tone and direction for our supporting messaging.

When you create your own content for Drive Safe, please refer back to the programme story as a touchpoint, as it's based on our extensive discovery work and covers many of the themes and barriers we need to address.

Opposite, we've set out some headlines and sub-header messages that you can use in comms. If you create your own, please aim to follow the tone and sentiments of our messaging examples.

Audience: Front line

The riskiest part of your job today?

It could be the journey.

One of our greatest risks is the road. Together we need to do more to manage that and look out for each other while we're driving, as well as when we are line side.

Are you good to go?

Three steps to safer driving today:

1. Refresh yourself on the Driver Handbook
2. Use the CheckedSafe app
3. Fob into the In-Cab Safety System (ICSS).

Safer driving?

Your fob does the job.

The In-Cab Safety System (ICSS) in your vehicle has been proven to reduce accidents and could also prove your innocence if you're involved in a collision that's not your fault.

So, every time you jump in a fleet vehicle it's your job to fob in, so ICSS can keep you safe.

Audience: Line managers

Driving licence checks and your team

Are you up to date?

After checking driving licences initially, managers should set themselves a reminder to check all licences every 6 months or more frequently if they have any concerns.

Our road fleet vehicles are some of the railway's most lethal machinery

Since 2009, Network Rail vehicles have been involved in 11 fatalities. As a manager, you have a duty of care to make sure your team is safe on the road. Refresh yourself by reading our Driver Handbook in the Drive Safe section of Safety Central.

The CheckedSafe app. Did you remind your team today?

A quick check could save their lives.

Search 'Drive Safe' on Safety Central and download our 'Back to basics' guide to share with your teams.

Audience: Work planners & roster clerks

Do your work plans factor in one of the biggest risks to your teams?

Planning a safe job means planning a safe journey because one of the biggest risks in Rail is the road.

Work safe. Drive safe. Home safe.

Five nights away from the kids, then four hours home on the motorway at 6am?

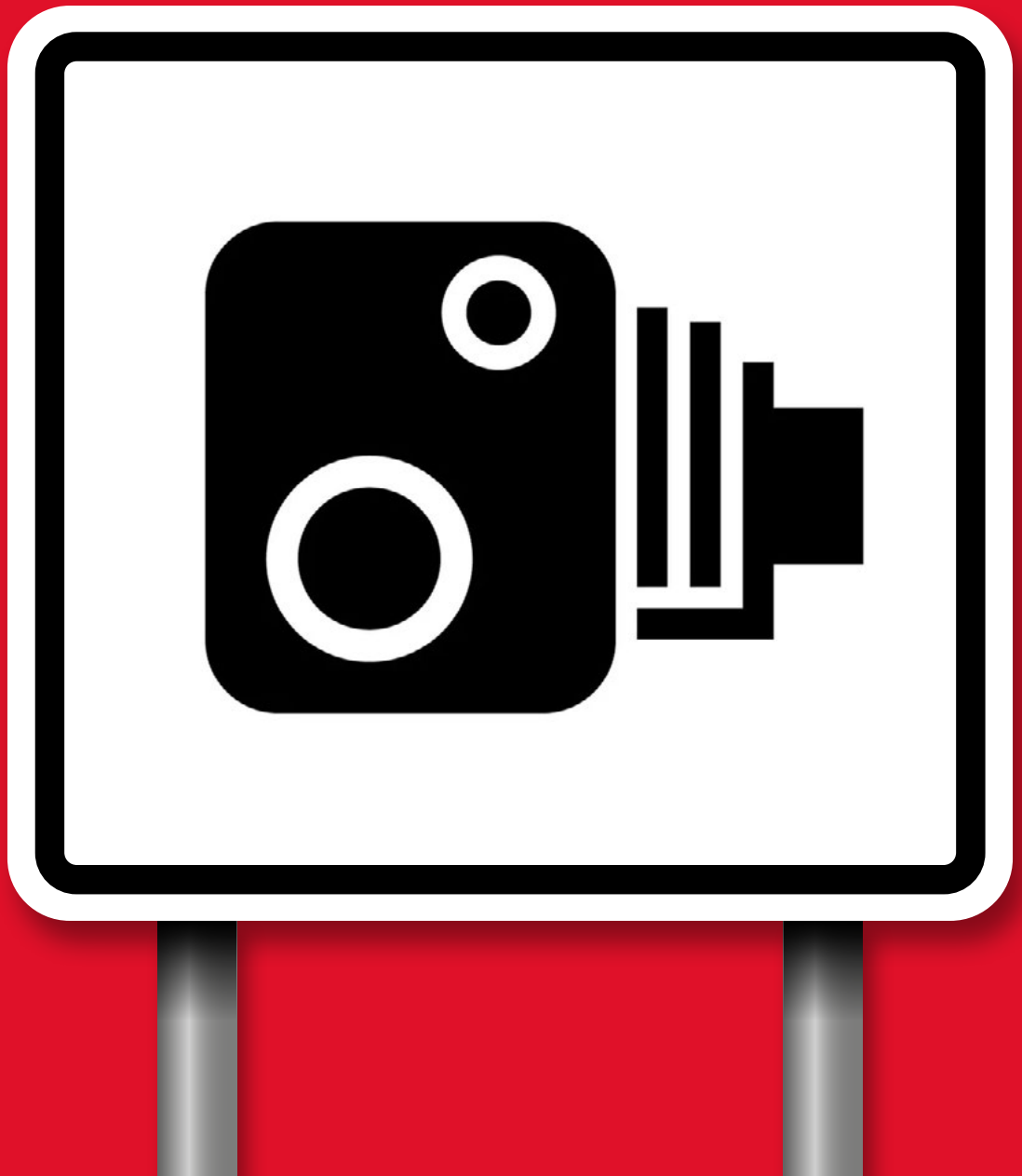
Planning a safe job means planning a safe journey. Please encourage your teams to stay in a hotel to avoid driving when fatigued.

Plan on them being tired.

Planning a safe job means planning a safe journey

Please make sure that work plans and rosters allow your teams to be well-rested and alert when driving, because one of the biggest risks in rail is the road.

Programme imagery



Programme imagery – documentary

Road risk is an industry-wide challenge and more broadly a societal one too – we're in this together. Our Programme imagery acknowledges this by embracing the authenticity of documentary storytelling.

The Programme's documentary-style imagery is intentionally accessible, naturalistic and reportage – there's no hyperbole or forced gritty heroism, just an authentic reflection of the real world.

On the move

The scenarios we depict should seek to reflect the dynamic nature of the working day, including a variety of contexts – e.g. in traffic, leaving depots, arriving on site etc.

24/7, 365

Night and day. Rain and shine. (And fog and ice and sleet and snow and gales).

Vehicle types

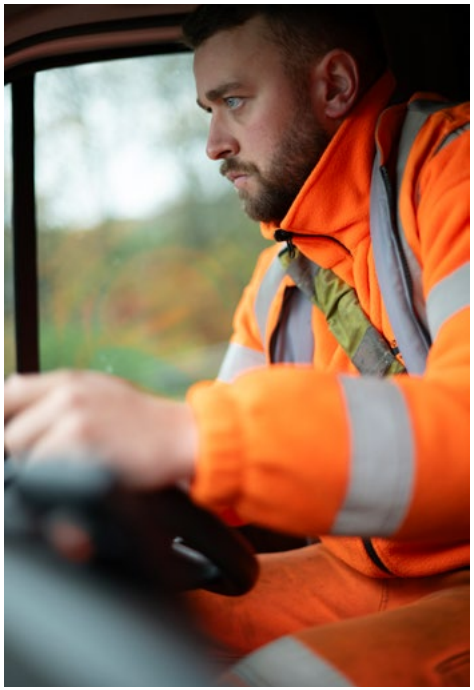
It's all of our fleet in every environment we work in. Commutes between offices in cars, 4x4s on rough tracks, all types of vans, HGVs, and Road Rail Vehicles.

Safe, legal and compliant

All images must be checked with a safety or compliance team member. We'll show driving and vehicle checks that reflect the high safety standards that form part of everyone's duty of care. Cargo must be safely stowed and loads secured. With PPE, if in doubt, go with the full array of protection including safety glasses, the right type of gloves, boots and full orange clothing.

Risks

We'll capture scenarios that imply the inherent risks of our driving: poor conditions, difficult terrain, long journeys at all hours, and dynamic environments with the potential for distractions and unexpected events.



Programme imagery – Dos and don’ts

This Programme sits within the broader Network Rail brand guidelines and as such, you should familiarise yourself with the photography guidelines.

Some simple dos and don’ts...

Diversity and inclusion

When using photographs of people, make sure that the subjects represent the diversity of our workforce, and the full range of job types. Everyone needs to be able to see themselves represented in this Programme.

But don’t overthink it. As long as your images aren’t offensive in anyway, it’s okay if one or two of them are not diverse - just make sure that all the images together do paint a diverse picture.

Safe working practices

As ever, it is of absolute importance that only safe working practices are shown in our photography.

Network Rail Photography Guidelines

Programme assets

Download all assets from Safety Central >

Programme assets

Drive Safe video

Why the road is one of the railway's greatest risks.

Our launch video is a reminder of the extreme conditions and unique challenges we face behind the wheel. With over 10,000 vehicles, driving over 138 million miles a year, our journeys push us to our limits.

Programme assets

Office and depot screens

We've created a version for screens in your workspaces.

Please share this with your teams so we can give the programme maximum visibility.

Programme assets

Posters – Front line

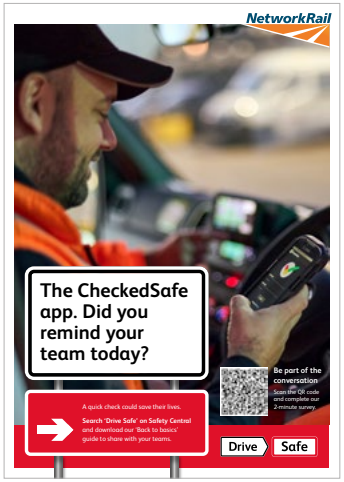
Please give Drive Safe a presence in your workspaces with these posters.

Throughout the programme, we'll share different poster messages for quarterly themes so you can give your notice boards a refresh every few periods.

Programme assets

Posters – Managers and planners

Please put up these posters in the offices of teams who plan and check drivers and journeys.



Programme assets

Safety briefing pack

Line manager discussion guide

This pack is a PowerPoint document for managers to present to their teams to help launch the Drive Safe Programme.

It's designed to generate healthy conversations about driver safety and explains the need to go 'back to basics' with driver, vehicle and journey checks. Within the pack, there's also a two-minute survey for team members to complete via their mobile phones. This will help us understand more about the risks our colleagues face on the road.

We've also produced a one-page summary slide, if you need to include this as part of a wider presentation.

Drive Safe: team briefing pack

Drive Safe: one-page summary

Programme assets

Safety briefing pack

Mobile version

Please share this with your teams to read on the go – especially if they can't take part in a team briefing.

Drive Safe: team briefing pack (Mobile version)

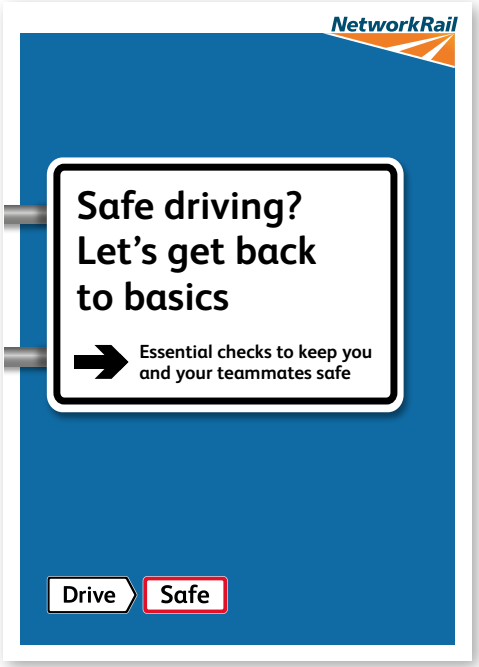
Programme assets

Back to basics guide

Give your teams a reminder of the basic checks and tips for staying safe out on the road.

Our ‘Back to basics’ guide is part of Rail Industry Road Safety Week. It takes just a few minutes to read and covers the essentials in three sections: safe driver, safe vehicle, safe journey.

Back to basics guide



Programme assets

Viva Engage content

Please help spread the word about Drive Safe by sharing these posts on your Viva Engage networks.

Driving is the most common cause of death for rail workers. Drive Safe is our response – a **Road Risk Reduction Programme** from the National Road Risk Community of Practice. Search 'Drive Safe' on Safety Central to find out more.

For two decades, driving has been the single biggest cause of railworker fatalities. Drive Safe is our response: Our new national Road Risk Reduction Programme from the National Road Risk Community of Practice. Watch our video to learn more.

As part of our new Drive Safe Risk Reduction Programme we want to know how we can support you and your teammates out on the road. Please complete our short survey.

To mark Rail Industry Road Safety Week, we're reminding everyone about the essential actions that can keep you safe on the road. Download our 'Back to basics' guide here.

For further information or support, please contact:

Caitriona O'Brien
Safety Improvement Specialist
Corporate Workforce Safety Team
Technical Authority
caitriona.obrien@networkrail.co.uk

Thank you.