Great British Railways

Unifying, Modernising & Creating a
Better Railway Network

The Brief - Britains Rail App Crisis

Summary:

2025 marks the 200th anniversary of the first railway opening in 1825. However the last 50 years, the network has faced challenges in reliability, overcrowding, and being the most expensive in Europe. To address these problems and build a modern and reliable network for the next 100 years, this brief focusses on improving how people in Great Britain use their digital devices to navigate the complex and confusing railway network.

The Brief - Britains Rail App Crisis

Brief History:

Great Britain is renowned for being the pioneers in the creation of railways. Since the first railway opened in 1825, the network grew rapidly throughout the 19th century until World War I and World War II, when it was briefly nationalised. Following the end of World War II, it was transfered into a public entity known as British Railways, which saw the Beeching cuts, sweep the country closing 50% of the network by the 1970s. In 1965, the network rebranded as British Rail. The British Rail era from 1965 to 1994 was a pivotal period when the network experienced significant growth in popularity, thanks in part to the introduction of the Inter-City 125s and the dreadful Pacer Trains. Despite its controversial reputation for poor maintenance, underfunding, and serving soggy sandwiches, the British Rail era remains a defining moment in British rail history. However, in 1994, the government sold off the network to private operators to manage and operate the system.

Until 2025, the network operated on a franchised model, comprising 30 train operating companies. However, each company imposed limitations and restrictions, preventing collaboration with others. This led to confusion and frustration for travellers and commuters. Since 2017, more operators have been gradually brought under government control due to the private operators failing to run a service. As of 2023, the network consists of 8 Publically-Owned Operators: Northern, South Eastern, LNER, East Midlands Railway, TransPennine Express, Caledonian Sleeper, Transport for Wales (operated by the Welsh Government), and ScotRail (operated by the Scottish Government). 5 Open-Access Operators: Grand Central, Lumo, Hull Trains, Heathrow Express and Eurostar. 17 Private Operators: Cross-Country. West Midland Trains, London Northwestern Railway, Avanti West Coast, Chiltern Railways, Great Western Railway, Thameslink. Southern, Gatwick Express, Great Northern, Greater Anglia, C2C, South Western Railway, SWR Island Line, Merseyrail, London Overground and Elizabeth Line.

The Brief - Britains Rail App Crisis

The Network Today

Following the Labour landslide in the July 2024 General Election, they promised to bring the rail network back into public hands. This was achieved through the 2024 Railway Acts Bills, which will gradually re-nationalise the network over a five-year period.

Transport for Wales and ScotRail will be seperated from Great British Railways (GBR), and the existing government-owned operators will be brought under GBR from May 2025, with South Western Railway being the first private operator to be renationalised.

The Brief - Britains Rail App Crisis

How to improve the Digital Experience

There are over 40 apps on your phone that allow you to book and manage train tickets, navigate the network, and some even offer delay compensation. While Britain has some of the best apps in Europe, there's a lack of innovation in the digital rail experience, making it appear outdated and confusing. In contrast, countries like France (SNCF) and Switzerland (SSB) have more advanced digital rail systems.

While also creating a brand new identity for Great British Railways that appears modern, sophisticated, and builds on the foundations of the past 200 years, which allows GBR to turn a new leaf and start fresh, leaving behind the problems of the past.

Therefore this brief aims to reduce all of that into a single app that allows you to do the following:

- Navigate the Network
- Book and Manage Train Tickets
- Integrate regional urban transport systems, including the Tube in London, Merseyrail in Liverpool, and various tram networks across the country, such as Sheffield Super-Tram and Manchester Metrolink.
- Allows people to claim and track delay compensation without creating multiple accounts for each operator and all in one place.
- Makes travelling with friends, family, and groups easier.
- Highlights the unique features of Great Britain's rail network and the various places you can explore and travel by train.
- Helps people figure out what to do in times of service delays and disruption and provides you with solution on hoe to get there.
- Saves peoples information to make booking easier and quicker.

The Brief - Britains Rail App Crisis

Outcomes:

- A new Brand Identity
- A Digital Map showing the network that's simple and clear.
- A new App UX and UI.
- An Advertising Strategy utilising Posters/Billvoards

Its time for a upgrade

Its time the railway has a facelift to create a Simple.
Consistent, Adaptive and Modern design

The Current Look

Pros:

- **A Iconic British Symbol**
- **Represents a Twin-Track Alignment, with the arrows facing in each direction of travel**
- **Stood the test of time**



Cons:

- **Been in use since 1965 (60 years ago)**
- **Been used as the symbol of**
  British Rail (1965-1994)
  National Rail (1999-2025)
  Great British Railways Transition (2022-Present)
- **Has a bad reputation due to being linked to 3 distinct use case.**



So after 60 years



This is GBR

A Chance to make a fresh start.

Key Features

- Retains the Twin-Track Alignment, of the arrows facing in the direction of travel.
- A new gradient effect, creating a sense of movement, reflection and transparency.
- Allows the new house design system and logo to be adaptive.
- Represents a fresh start, while retaining the heritage of past designs.
- Create a design system around simplicity and function.

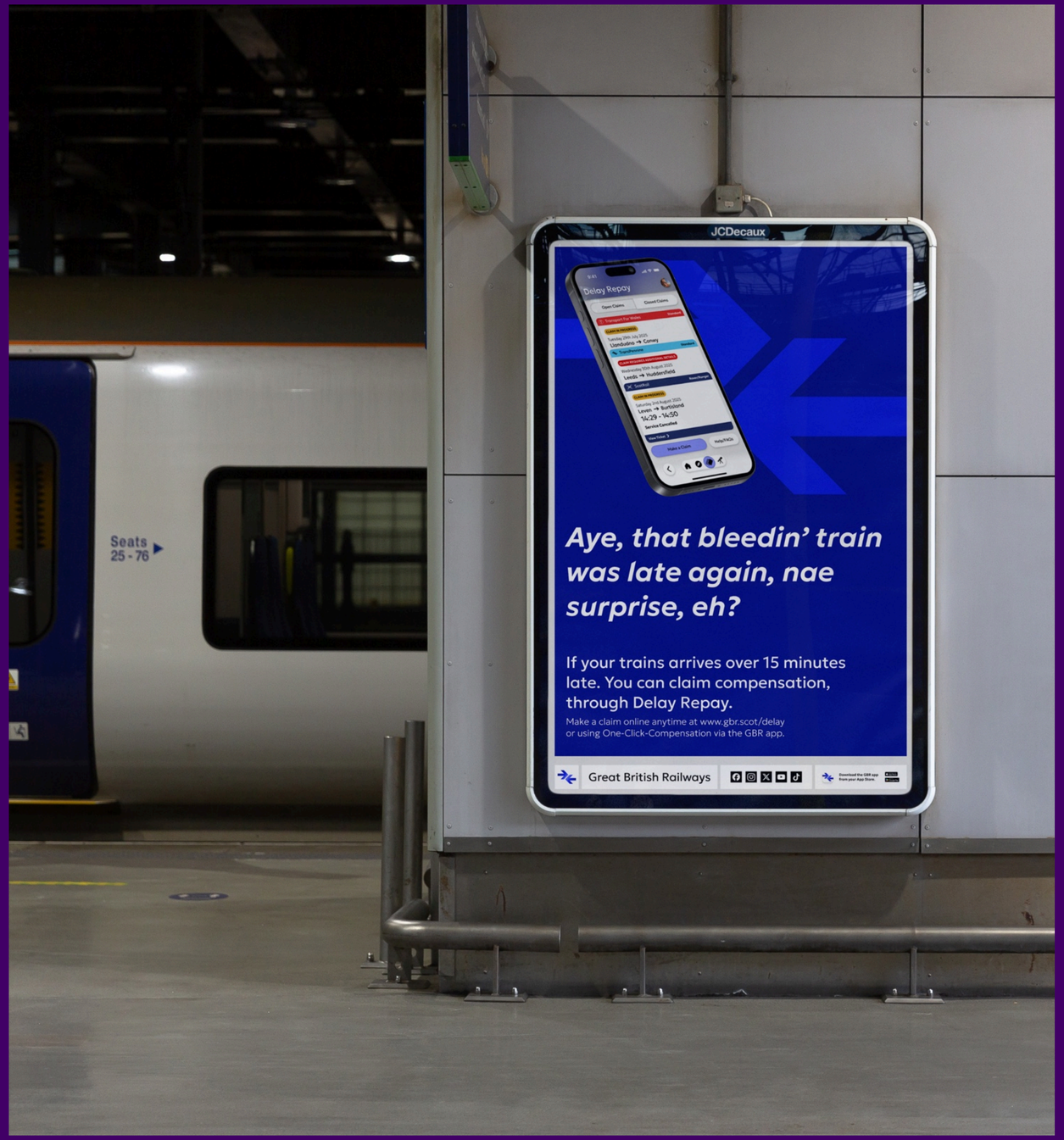


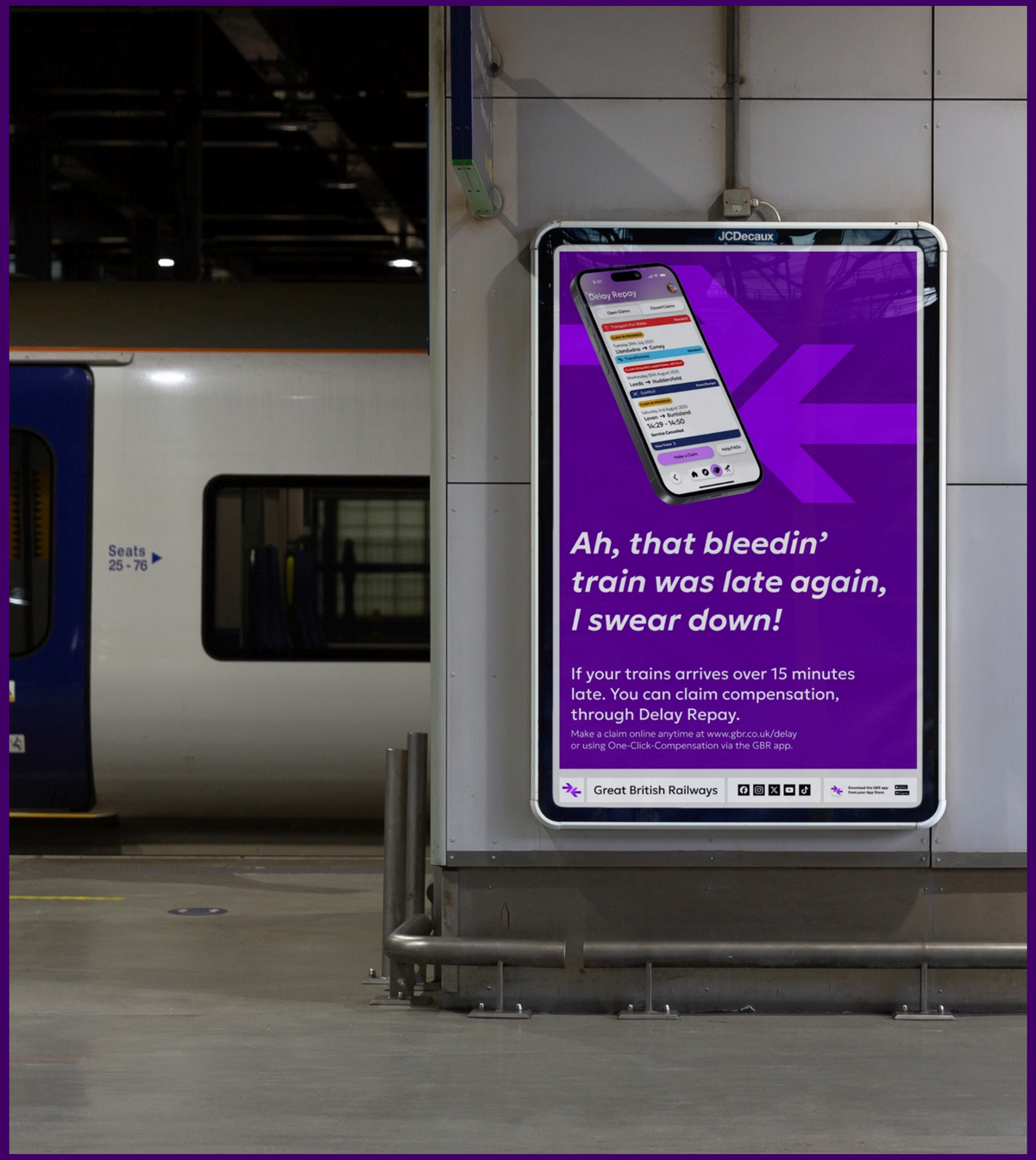

Huddersfield
Home to University of Huddersfield

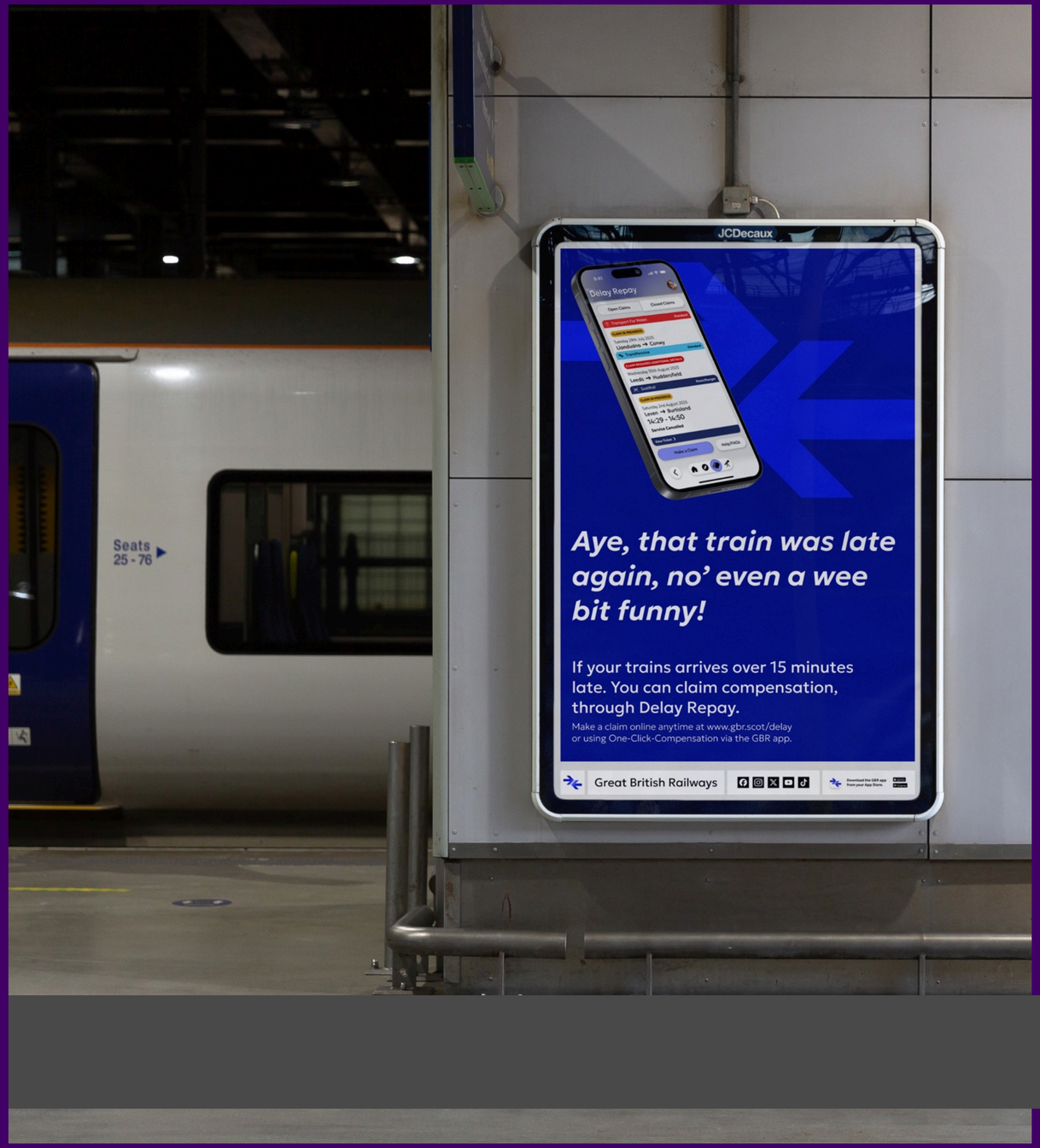

Newcastle


Motherwell


Swansea

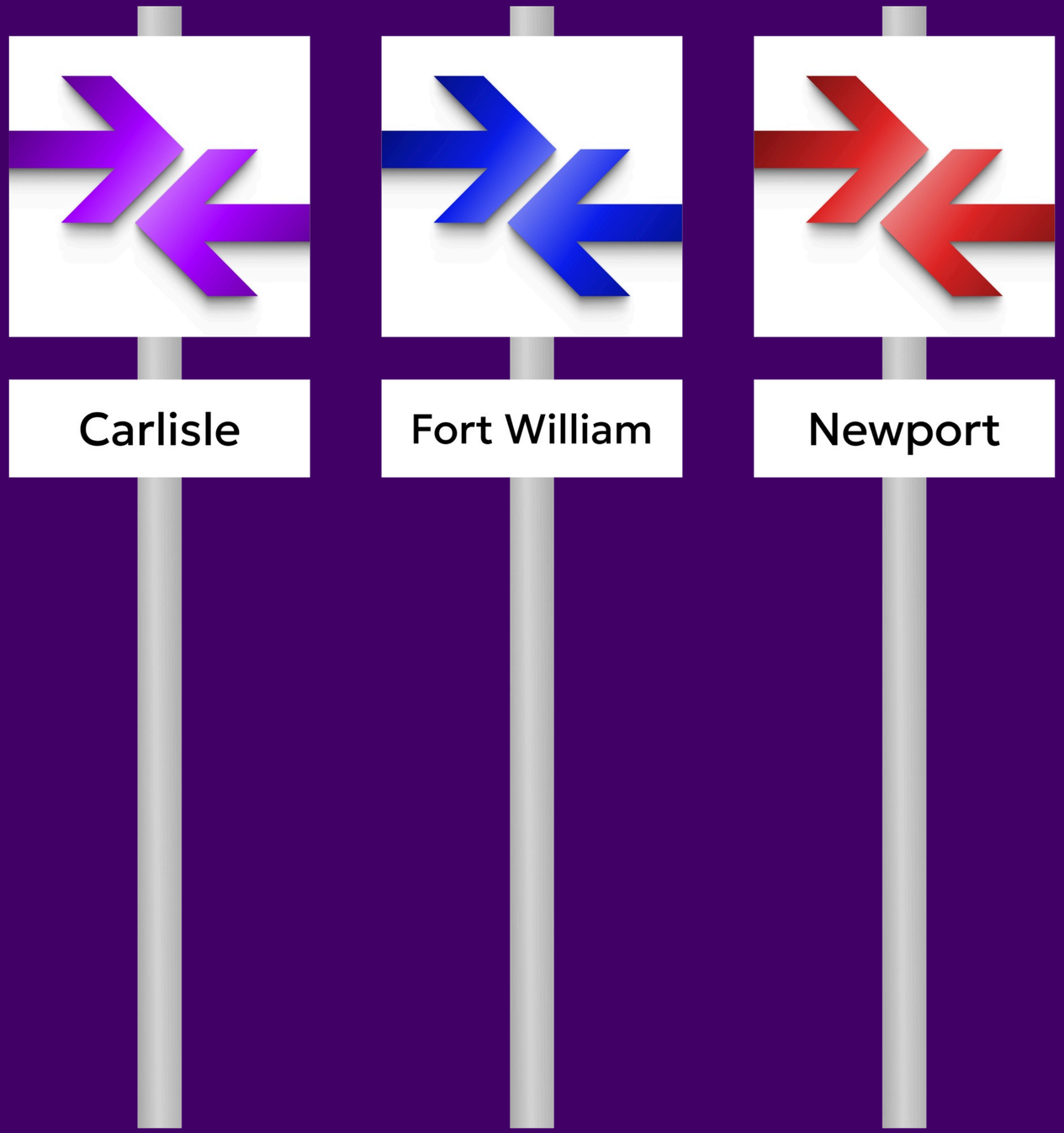

JCDecaux
Delay Repay
Aye, that bleedin' train was late again, nae surprise, eh?
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.scot/delay or using One-Click-Compensation via the GBR app.
Great British Railways
Seats 25 - 76


JCDecaux
Delay Repay
Ah, that bleedin' train was late again, I swear down!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.co.uk/delay or using One-Click-Compensation via the GBR app.
Great British Railways
Seats 25 - 76

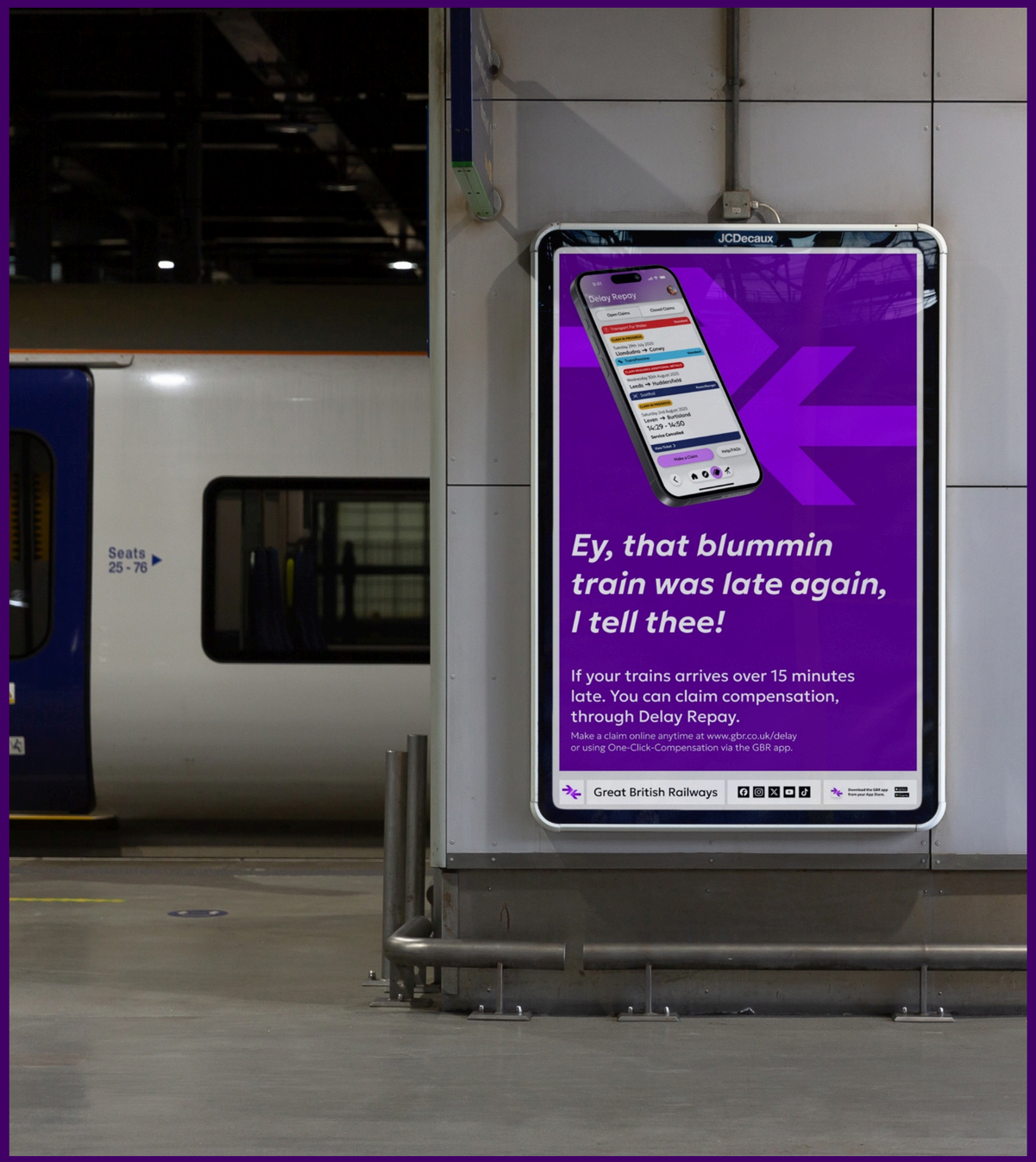

JCDecaux
Delay Repay
Aye, that train was late again, no' even a wee bit funny!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.scot/delay
or using One-Click-Compensation via the GBR app.
Great British Railways


Barry
I tell you what now, that train was late again, wasn't it? Proper nightmare, like!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.wales/delay
or using One-Click-Compensation via the GBR app.
Great British Railways


Conwy
By ‘eck, that train was late again, I’m tellin’ you now, boyo!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbrailes/delay or using One-Click-Compensation via the GBR app.
Great British Railways


Carlisle
Fort William
Newport


Sandy
Goodness me, that train was terribly late again, I must say!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.co.uk/delay or using One-Click-Compensation via the GBR app.
Great British Railways


JCDecaux
Seats 25 - 76
Ey, that blummin train was late again, I tell thee!
If your trains arrives over 15 minutes late. You can claim compensation, through Delay Repay.
Make a claim online anytime at www.gbr.co.uk/delay or using One-Click-Compensation via the GBR app.
Great British Railways


9:41
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GBR Brand Guidelines

How the new GBR Logo, Colours, Type and Design System must be presented.

Primary Logo

GBR Semaphore Compact

The GBR Semaphore Compact is a modern take on the 1980s British Rail design. With a the design style based on the historic semaphore signals.

This logo should be used to represent the brand unless using regional or operator variations.

It should use the Spread icon on the left, With spacing. followed by the Great British Railways text framed to the centre of the box.

Semaphore Compact



Semaphore Compact with spacing overlay



Secondary Logos

GBR Semaphore Expanded

The GBR Semaphore Expanded is systematically the same as the compact design. However this design is mainly to be used when theres more horizontal spacing on posters and digital screens.

The Icon set for the Expanded and Expanded 2W, must used the Spaced version of the logo which must fit in-line with the text.

In order for the design to work universally, theres two versions, the Expanded has the spacing whereas Expanded 2W has no spacing between the logo and the text. The Expanded 2W design must only be used when the logo is being placed on a white background.

Semaphore Expanded



Semaphore Expanded 2W



Semaphore Expanded with spacing overlay



Semaphore Expanded 2W with spacing overlay



Brand Colours

The main colour for GBR and to represent GBR in England, is a combination of the Welsh Red and Scottish Blue colours to create a Royal English colour. The Royal English colours should be used for all branding, signage and promotional material for the brand as a whole and within England. This should also be used for services on the Isle of Wright.

For representing GBR in Scotland, inspired on the Blue found within the Scottish Saltire Flag. The Scottish Blue colours should be used for all branding, signage and promotional material within Scotland. In places of border overlaps, the use Royal English is recommended.

For representing GBR in Wales, inspired on the Red dragon found within the Welsh Flag. The Welsh Red colours should be used for all branding, signage and promotional material within Wales. In places of border overlaps, the use Royal English is recommended.

For GBR as the Brand & GBR England

Royal English	Royal English 40	Royal English 60	Royal English 80
#A300FF	#620099	#410066	#210033
R163 G000 B255	R098 G000 B153	R065 G000 B102	R033 G000 B051

For GBR Scotland

Scottish Blue	Scottish Blue 40	Scottish Blue 60	Scottish Blue 80
#0C1FEC	#07138E	#050C5E	#02062F
R012 G031 B236	R007 G019 B132	R005 G012 B094	R002 G006 B047

For GBR Wales

Welsh Red	Welsh Red 40	Welsh Red 60	Welsh Red 80
#DF2626	#861717	#590F0F	#2D0808
R223 G038 B038	R134 G023 B023	R089 G015 B015	R045 G008 B008

Brand Type

Inspired on the Rail Alphabet 1 & 2 fonts designed prevously. GBR takes it to the next level by using the Geologica Variable Font. Which works for both Screen and Print.

With two font variants Geologica & Geologica Modern in 3 Weights Light 184, Regular 400 and Bold 644.

Geologica Modern 184

Geologica 184

Geologica Modern 400

Geologica 400

Geologica Modern 644

Geologica 644

Brand Iconographic's

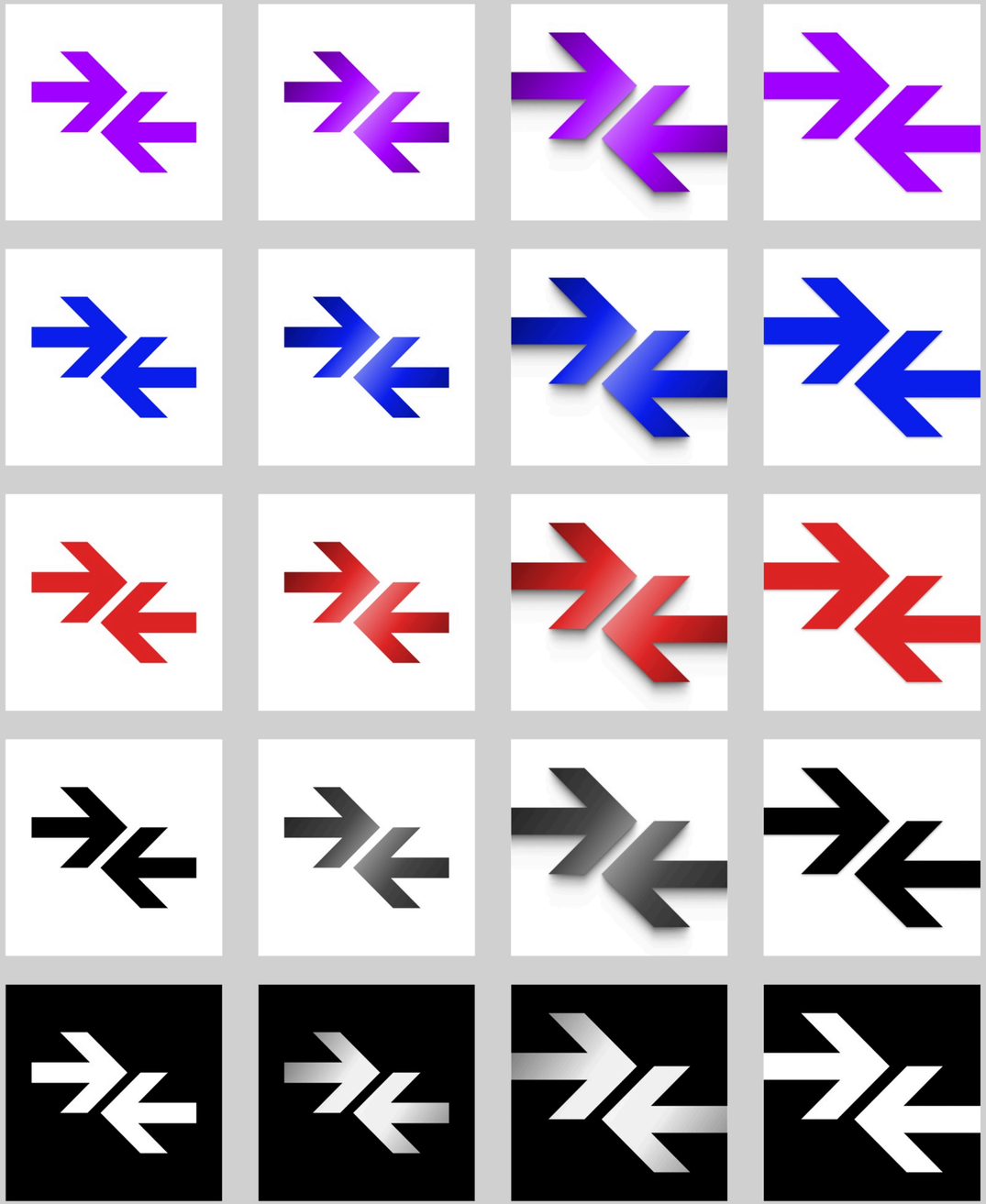
There are four Icon Set versions five colour variations; White, Black, Royal English, Scottish Blue and Welsh Red. The four sets are to be used as outlined below.

Spaced (Print)
This variant is recommend to be used when printing and must only be used with the Expanded & Expanded 2W logos

Spaced Gradient
This variant must only be used with the Expanded & Expanded 2W logos

Spread (Print)
This variant should only be used for the Semaphore Compact & Semaphore Compact Regional.

Spread Gradient
This variant should only be used for the Semaphore Compact, Regional Semaphore Compact, Way-finding Totem, Icon representation & App Icons.



Regional Branding

GBR Regional Semaphore Compact

The Regional Semaphore Compact branding is the same as the main GBR logo. With only a change in the colour used within the logo set on the left.

The Regional Semaphore Compact logo should be used in the respective nations if the main GBR logo is not being represented.

(England) Regional Semaphore Compact



(England) Regional Semaphore Compact



(England) Regional Semaphore Compact



Regional Branding

GBR Regional Semaphore Expanded

The Regional Semaphore Expanded uses the same fundamentals of the Expanded & Expanded 2W.

The spaced logo colours should be changed to being in Royal English for GBR England, Scottish Blue for GBR Scotland and Welsh Red for GBR Wakes.

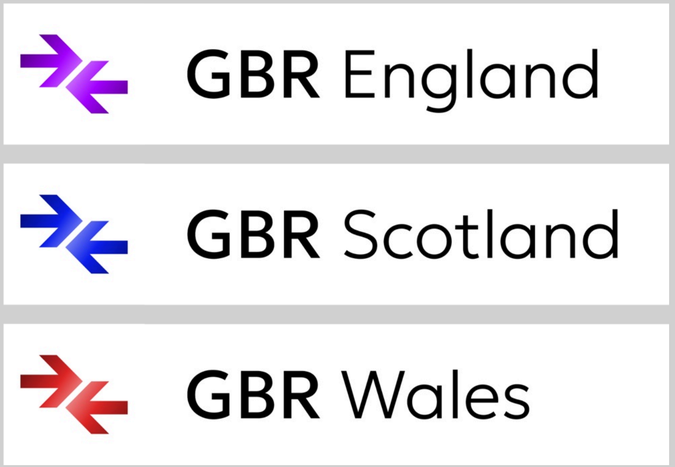
Instead of the Great British Railways text, this has been shortened to GBR in the Bold 644 weight with the nations name in the Light 184 weight.

The Regional Semaphore Expanded 2W should only be used when the background the logo is being placed on is white.

Regional Semaphore Expanded



Regional Semaphore Expanded 2W

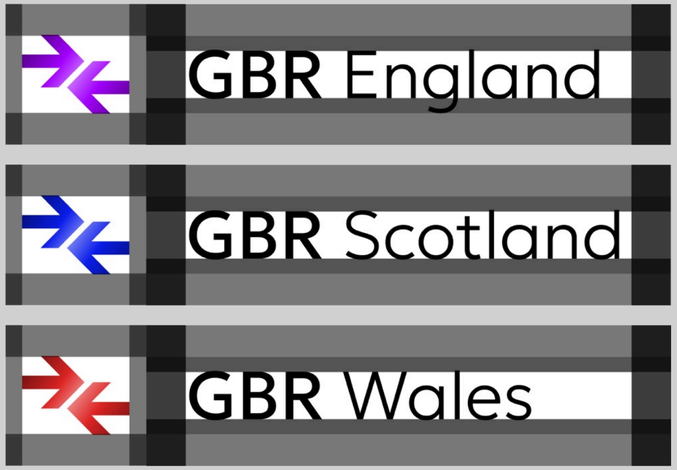


With spacing overlay

Regional Semaphore Expanded



Regional Semaphore Expanded 2W



Operator Branding

GBR Operators Identification

As part of the new house style, all operators that provide a passenger rail service must conform to the semaphore design system.

For Operators solely owned and operated under the GBR umbrella such as Cross-Country for example, must have the spaced GBR logo on the left and can use the Expanded or Expanded 2W style.

The background colour of the Expanded/Expanded 2W should be in the operators main colour, with the text and soldi fill of the logo match in either Black or White.

The advantages of the design style is that ONLY on the operator designs can the logo be placed on either the left or right side with the same spacing.

Operator Expanded





Operator Expanded 2W





Bi-Directional layout





Operator Branding

GBR Operators Considerations

These are some further examples of how GBR Owned operators should be designed and laid out.

However there is a set minimum horizontal length fro operators that have 9/10 letters or less, such as the Regional operator should have its spacing set at 3x the width of the Spaced Icons size.

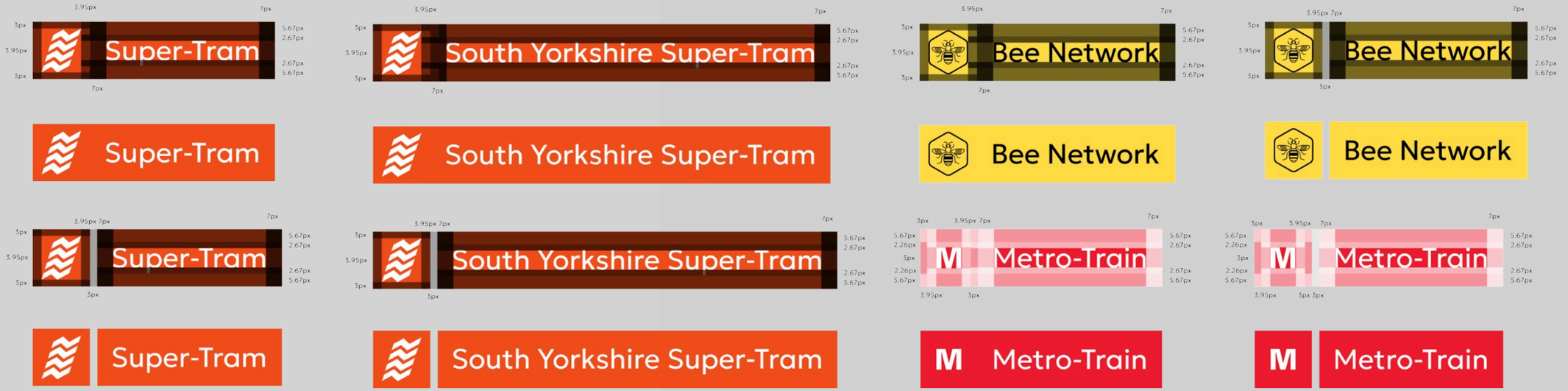
Example:
Spaced Icon = H - 250px, W - 250px
Text Frame = H - 250px, W - 750px

in this case the minimum horizontal length for the text frame should be 750px as the width of the spaced icon is 250px.



Operator Branding

Open-Access Operators & Urban Transit Networks



For Open-Access Operators & Urban Transit Networks should follow the same guidelines, but instead of the GBR logo it should be replace with the Open-Access Operators/Urban Transit Networks branding.

However, they is a set padding that is required for all side of the square boundary. For example the square is 250 X 250px, the padding should be 30 for all sides.

Station Signage













To identify a GBR owned Station, it should use the GBR Regional Semaphore Expanded 2W style, with a border at the bottom, 1/10 the height of the signage.

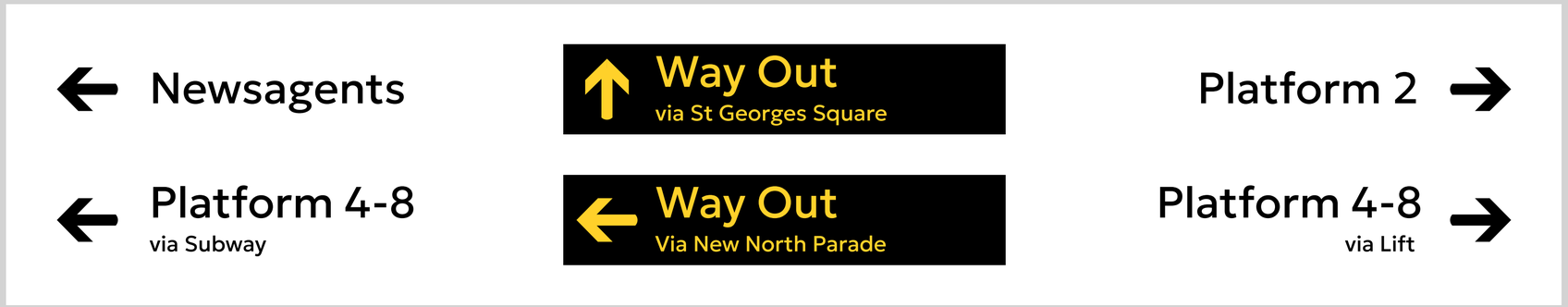


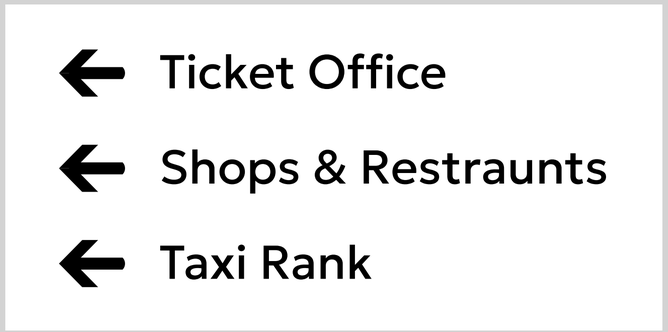


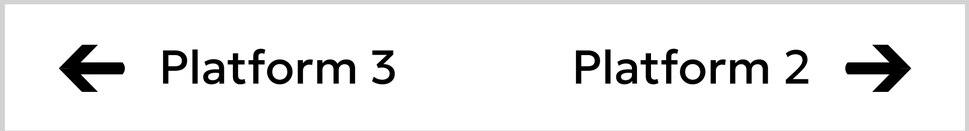
They will also be some slight addtions to the signs if the station is within a Urban Transit Network, such as Manchester Victoria has the GBR England colour scheme & Branding, alongside the Bee Network branding. The UTMs colour should not be covering the whole of the signagem instead it should be contained within the UTMs Logo.

However, in Scotland & Wales for stations that translate into the native language of that country, they should be a box below 2/5 the size in a 40 variation of the nations GBR colour.

External Wayfinding







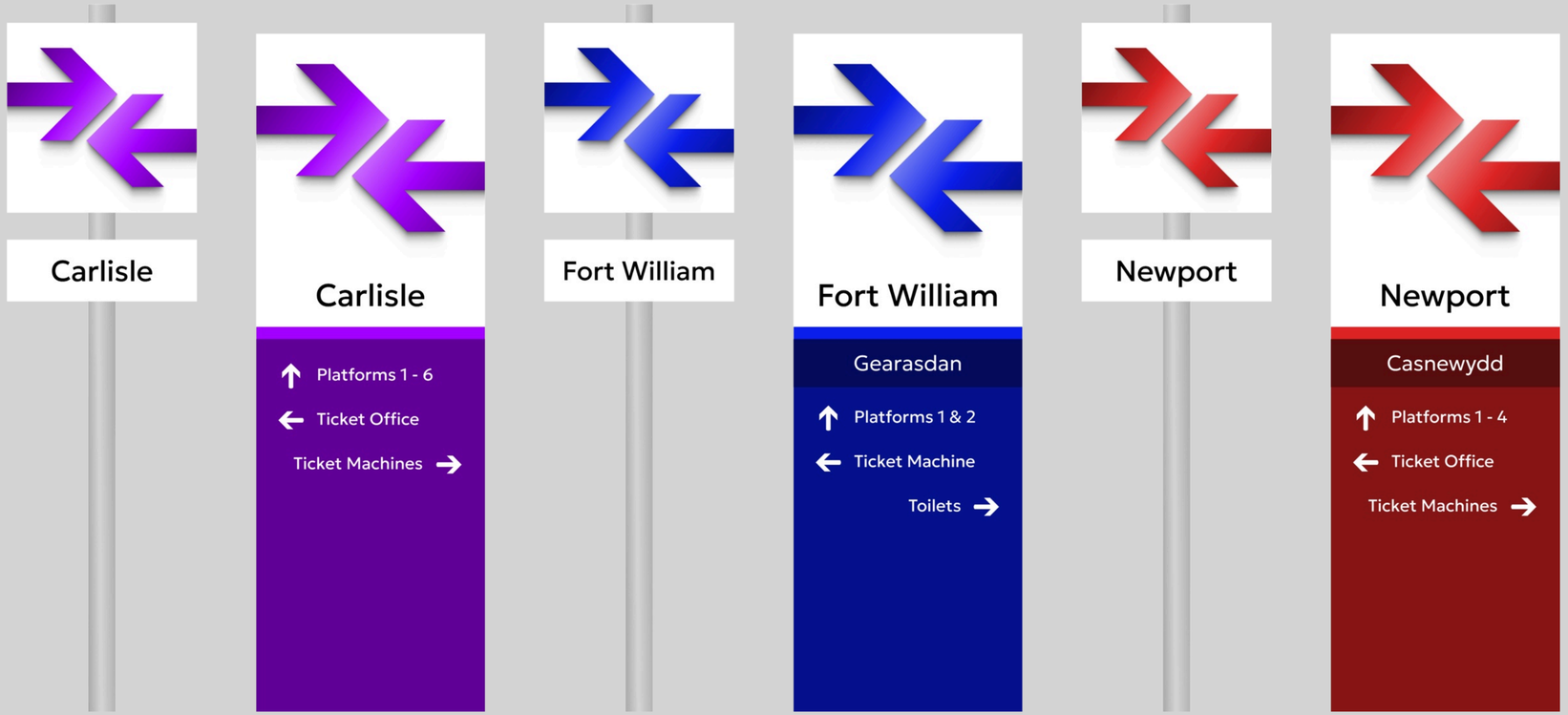
For in-station wayfinding, the background should be white. With the GBR arrows being used, followed by text in the Geologica Regular 400 weight. If there is a need for sub text below, the use of the light 184 is required.

For parts of the Signage displaying the Way Out, should use a contrasting colour of black with the GBR Alert colour. The Way Out text must always be on top of any subtext, if theres multiple exits.

External Station Signage

Theres two types of external signage, Totem and Totem wayfinding. Both versions use the Spread Gradient Icon in the respective nation colours. Followed by the station name using the station signage format without the logo.

However. with the totem wayfinding, below the station name should be in a 40 version of the colour and use the same wayfinding system as mentioned previously.



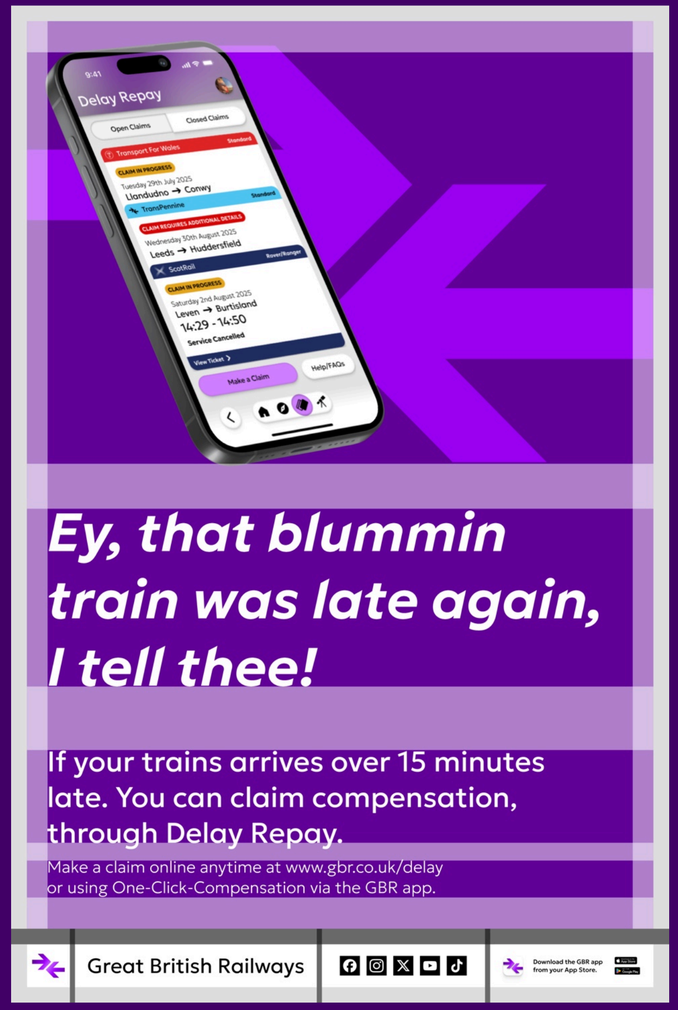
Poster Guidelines

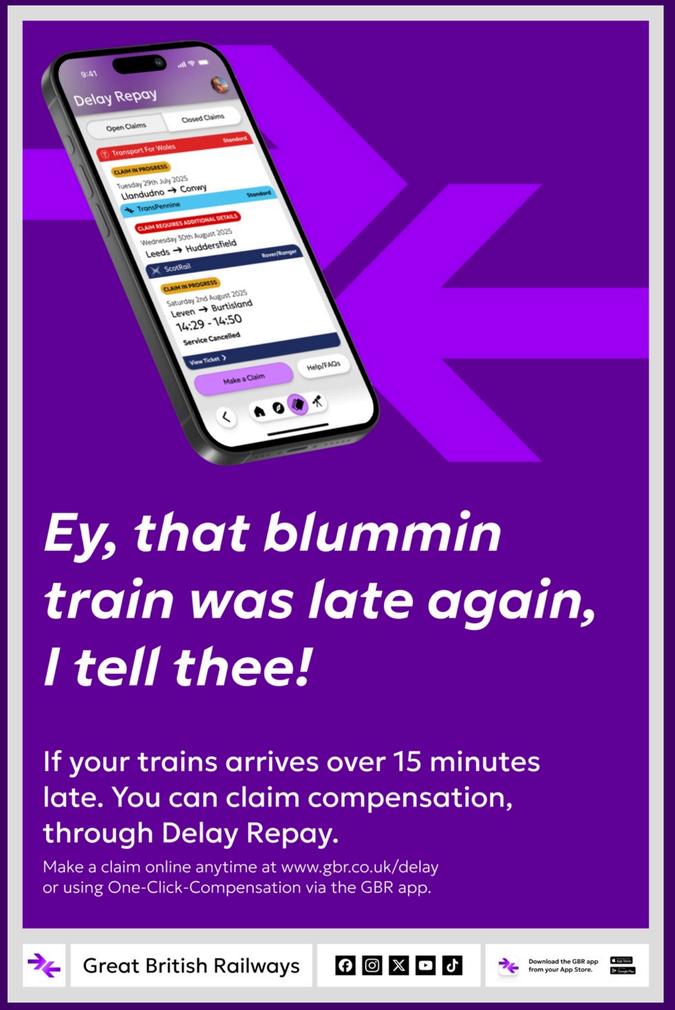
Layout & Spacing

For the poster the layout and spacing for the outer border should be constant, with a off-white background colour. For the main content, it should be filled in a 40 version of the regions colour, and any other assets that use the region colour should use the full 100 colour preset.

For font choices, you can use any weight of the geologica set, but the top set should be the boldest and get lighter as you go down, so the bottom text is at a 184 weight.

The Contextual bar, containing the logo, social icons and app download advertising, should have the same spacing in-between each section, in line with the gap, in-between the icon & brand text. As the design system is modular, the Contextual bar can be placed above or below the content, depending on the context of the content.





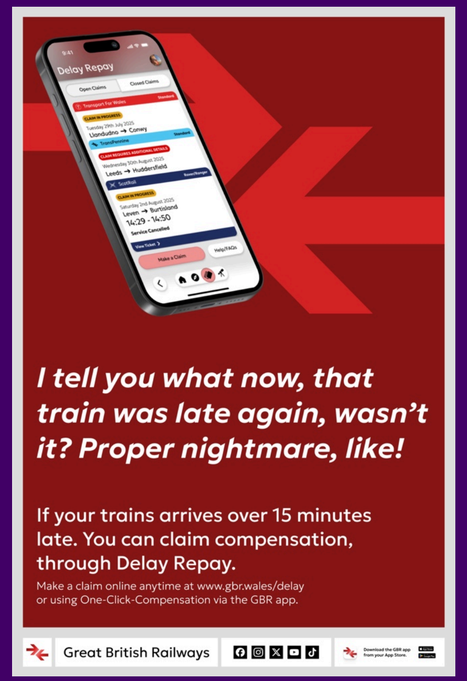
Poster Guidelines

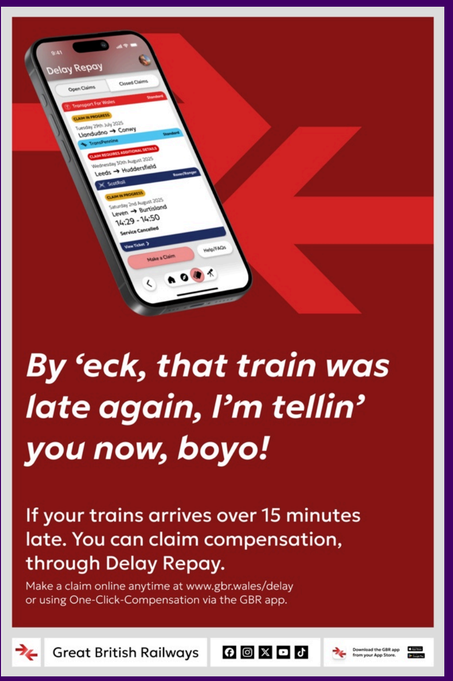
Tone & Regionality

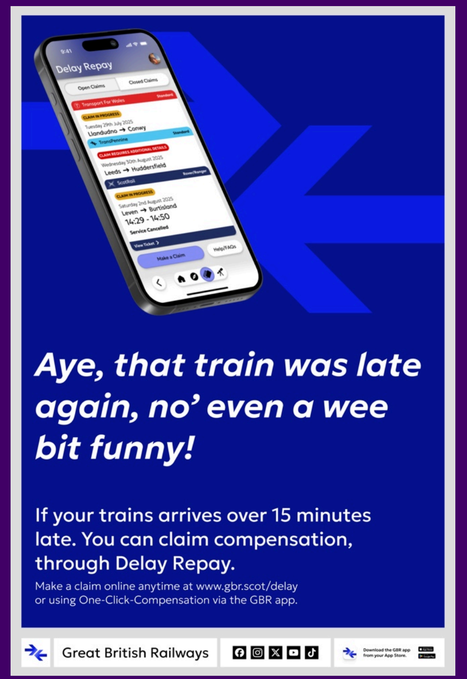
As the GBR network covers a wide & diverse range of accents, tones and formality, Choosing one to fit all would be hard, therefore, with designing posters for a place you need to consider the following.

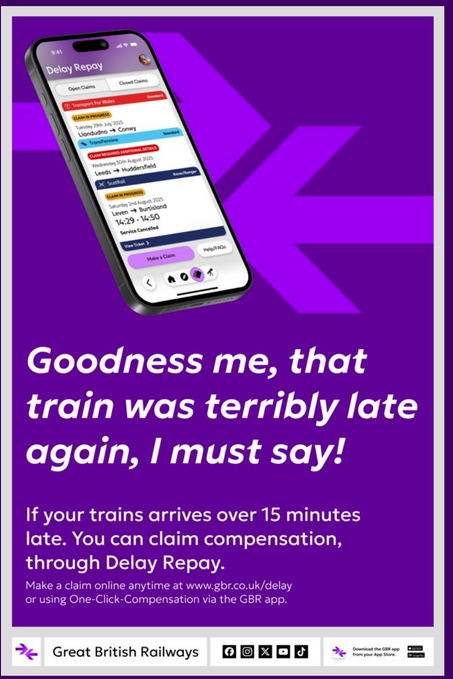
- Tone should be friendly, and relatable.
- Use gender-neutral pro-nouns, where possible to avoid targeting a single gender.
- Use regional slang and accents for the area your creating the poster for such as: Yorkshire = Yorkie, Manchester = Mancunian, Liverpool = Scouse, Glasgow = Glaswegian, South Wales = South Walian.

However in the London & Cotswold areas, please stick to a more formal, queens english tone of voice.









Upgrading the Digital Experience.

Solving the confusing and complex nature of navigating and booking train journeys.


Theres currently over
40
Different apps that allow you to plan, book and manage your train journeys


But what makes each app special
Nothing


They all work the same
70% of Train Operators apps only have the bare features
There not helpful and are just as confusing as the railways

So what if there was just



ONE APP

That allows you to plan, book and manage your train journeys

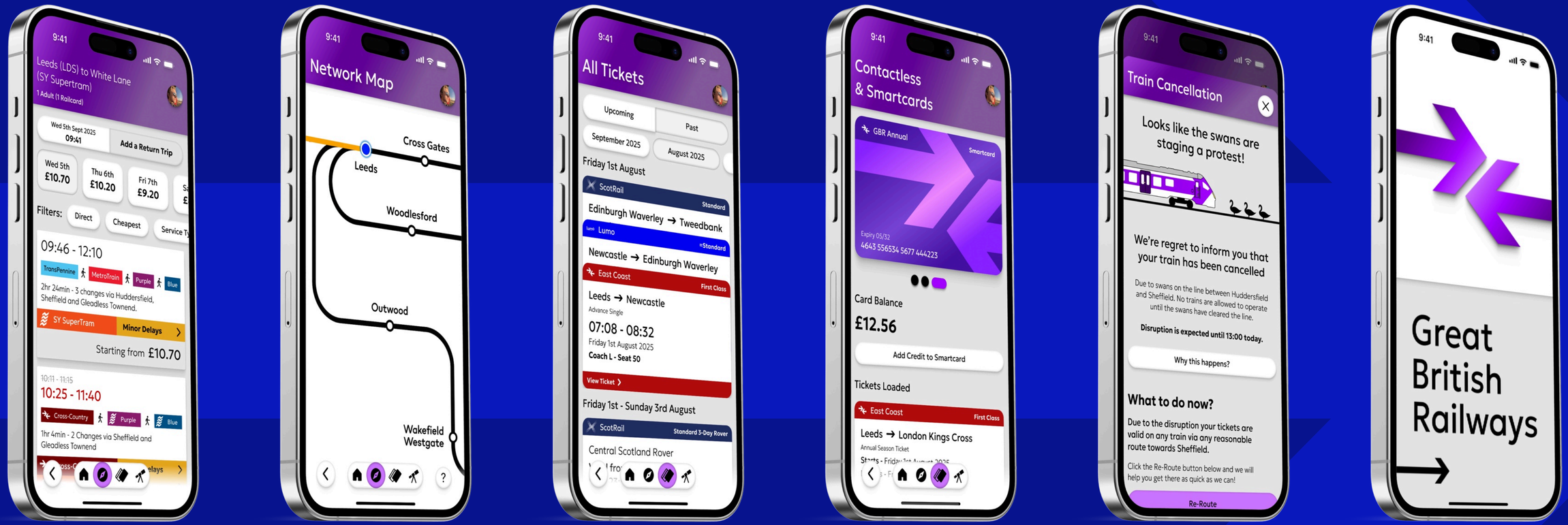
That makes traveling by train, more than going from A to B

Its a experience that allows you to explore new places and hidden secrets

Whilst having no hidden booking fees or ticket restrictions

Making it easier to travel solo or with friends

Whilst maintaining familiarity



The NEW GBR app

View the Prototype here:
https://www.figma.com/proto/FkHh8mUk0VdeWrYTuB5TvW/GBR-App-Concept

Opening the App

Upon opening the GBR app, your greeted with a loading screen that create a sense of forward movement, simplicity and ease. The loading screen is unique to each nation, with the brands colours changing if you are in England, Scotland or Wales.

But create a sense of uniqueness for extra effect a model train swoops in from left to right adding some personalty.



Buying a Ticket is as simple as making a brew!

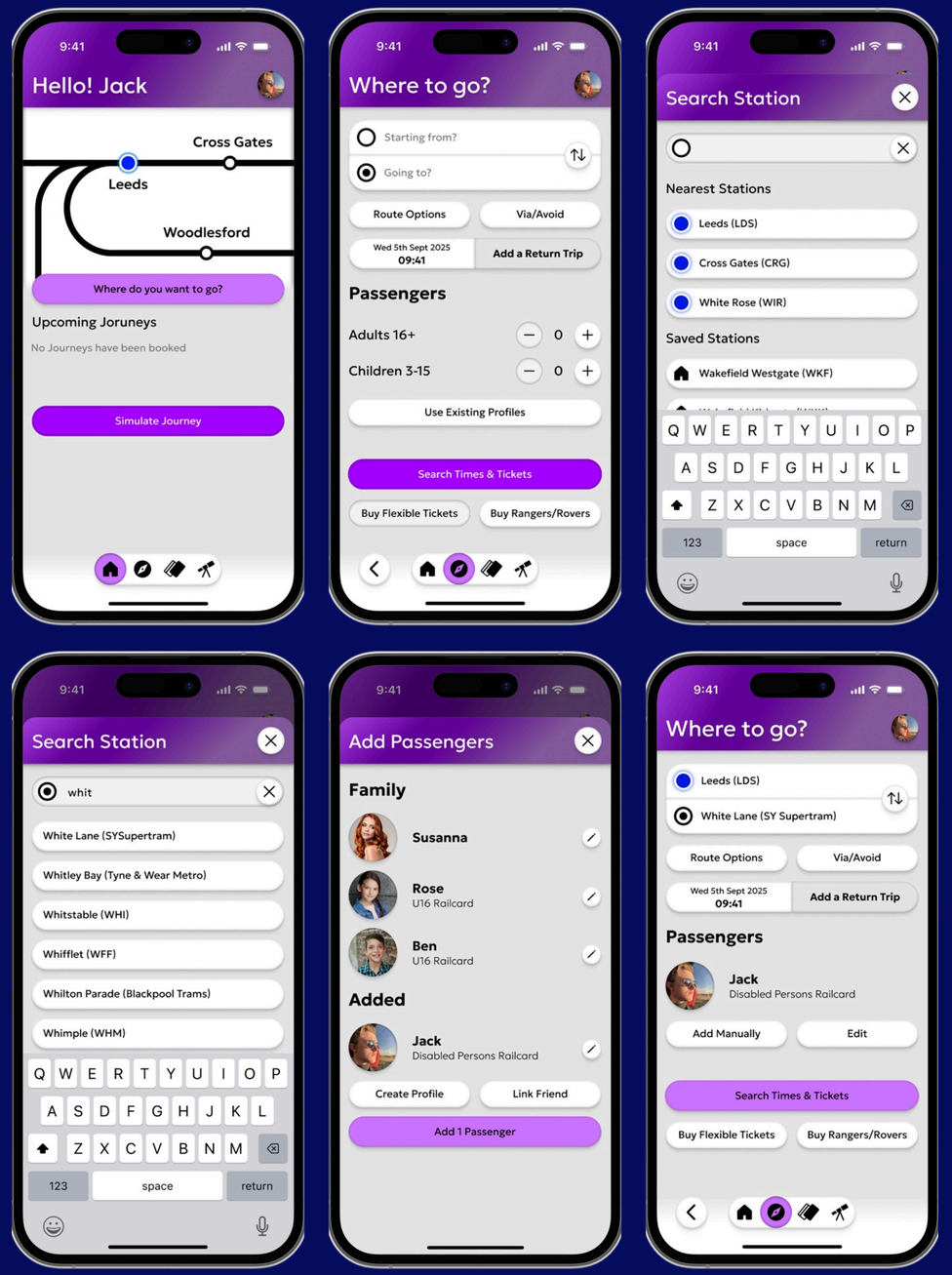
Buying a ticket shouldn’t be hard, all you have to do is click the “Where do you want to go?” button to load a simple journey planner.

Today, we’re wanting to travel from Leeds to White Lane (SYSupertram). So click on the “Starting from” button

As were already at Leeds, you can click on Leeds under the Nearest Stations section. Then click on “Going to?” and press on the keyboard “White”. You should then see White Lane (SYSupertram), click that.

Now we need decide who's going? Well today its only Jack going. But as he uses the app frequently, hes saved a profile to save time. So you’d want to click “Use Existing Profiles” and add Jack.

Now you’d click “Search Times & Tickets” but you need to navigate to the next slide to continue.



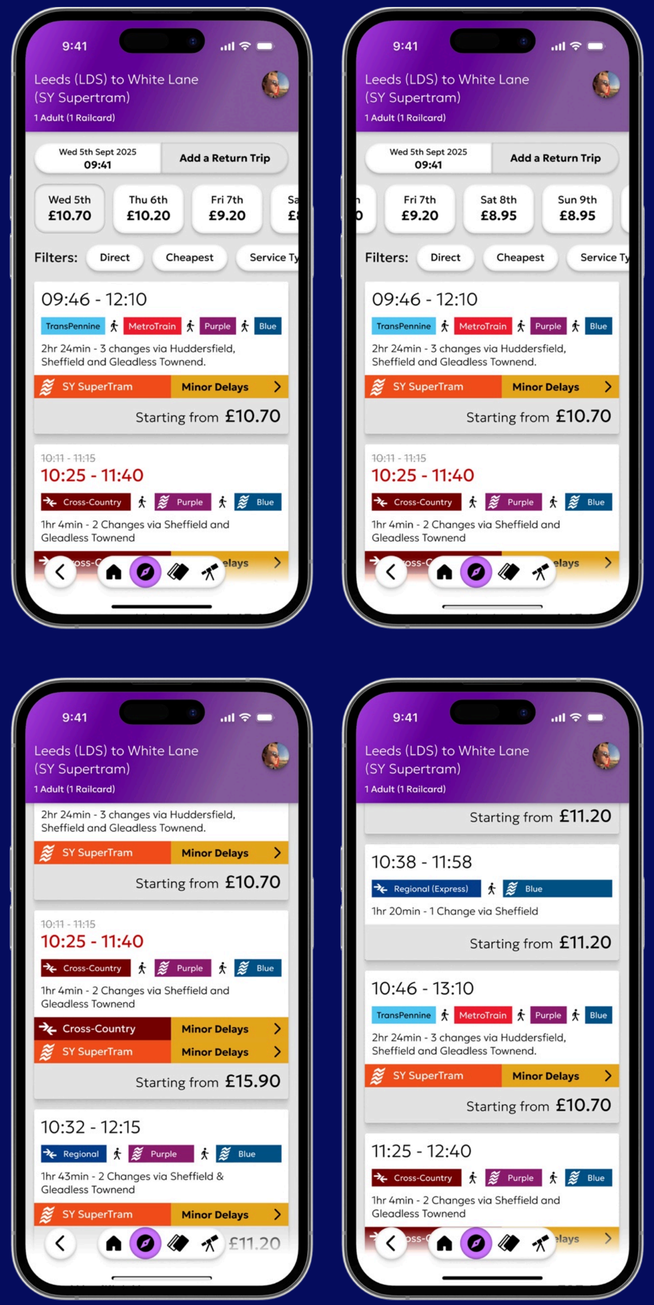
Giving you the best value & up-to-date service disruption

When you search for tickets with GBR, it will show you tickets with the cheapest fare first, giving you the best value for money, but also lets you know that if you were to book in advance you'll get a cheaper fare.

Don't fancy loads of changes? Well scroll down and you can find alternative times and routes, all by looking at the route tabs which tell you what trains/operator you'd need to travel on.

Its frustrating to find out that your train was delayed even after booking the tickets. So we will now tell you before you buy that the train is expected to be late. Plus the service disruption data will also be shown, if theres disruption that could affect your journey.

So today were going to travel on the 09:46-12:10, using 2 trains and 2 trams. But you need to navigate to the next slide to continue.

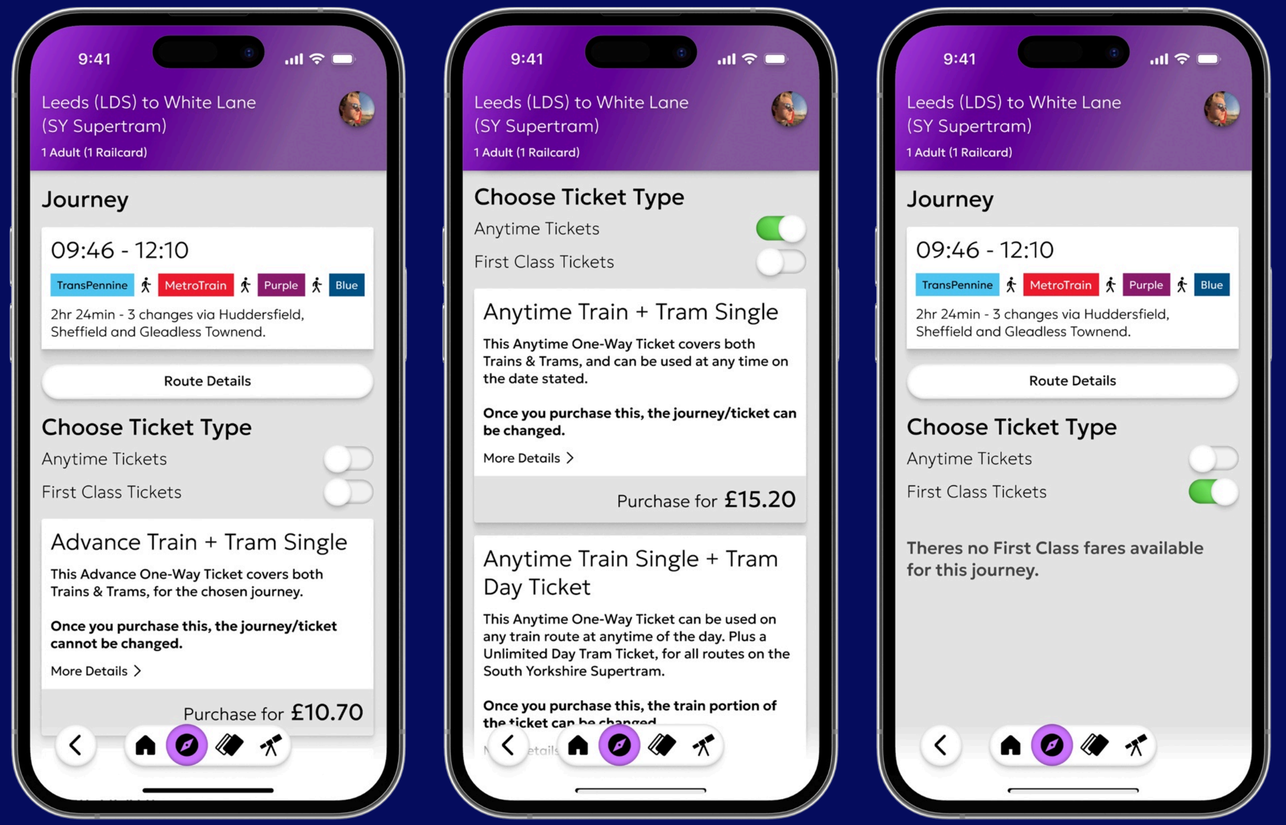


Showing Tickets as simple as it needs to be!

Buy a ticket shouldn’t require a degree in Train Travel, So GBR will show you as little tickets that are need, including tickets that use split ticketing.

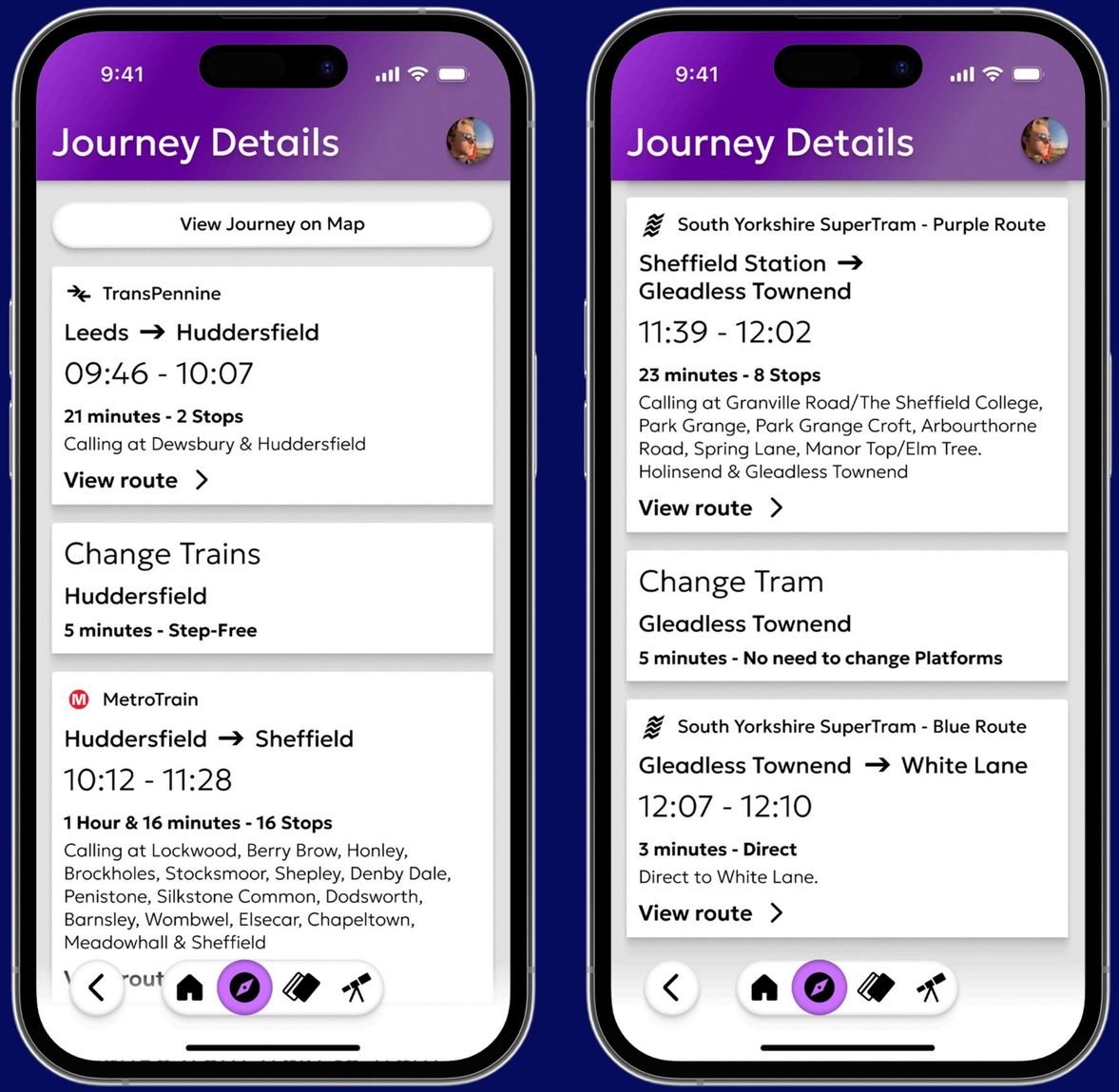
But for those who want a bit of flexibility, you can toggle “Anytime” which will cost more, but gives you no time restrictions.

if you fancy traveling in style, why not toggle First Class which will give both advance and anytime version at a First Class rate.



Know where you going in detail before you book!

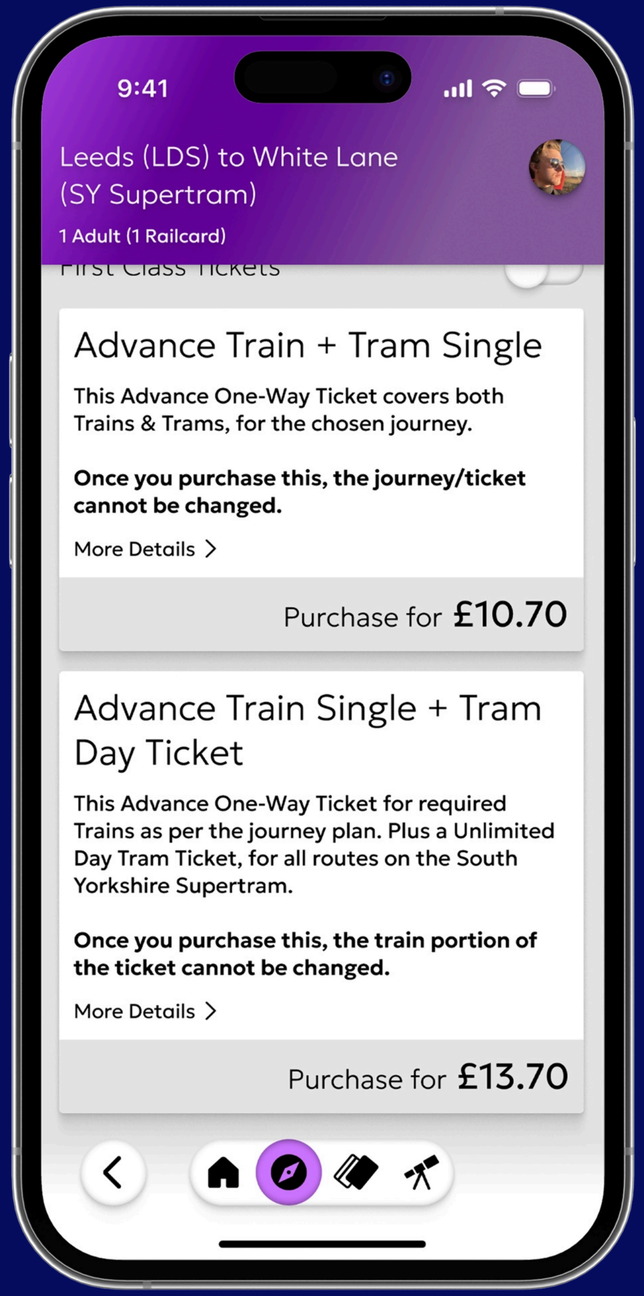
To help you understand where your going, GBR will tell step by step where changes are needed and how long you have to change. Plus it gives you a detailed run down of the routes your trains will take and how long you be needing to travel.



Not getting caught out by pesky restrictions!

So you know exactly what ticket your buying, we will tell you what restrictions are applied to your ticket in summary, so you are aware.

Today, were going to be buying a Advance Train Single+ Tram Day Ticket. But you need to navigate to the next slide to continue.



Easy to make Seat Reservations

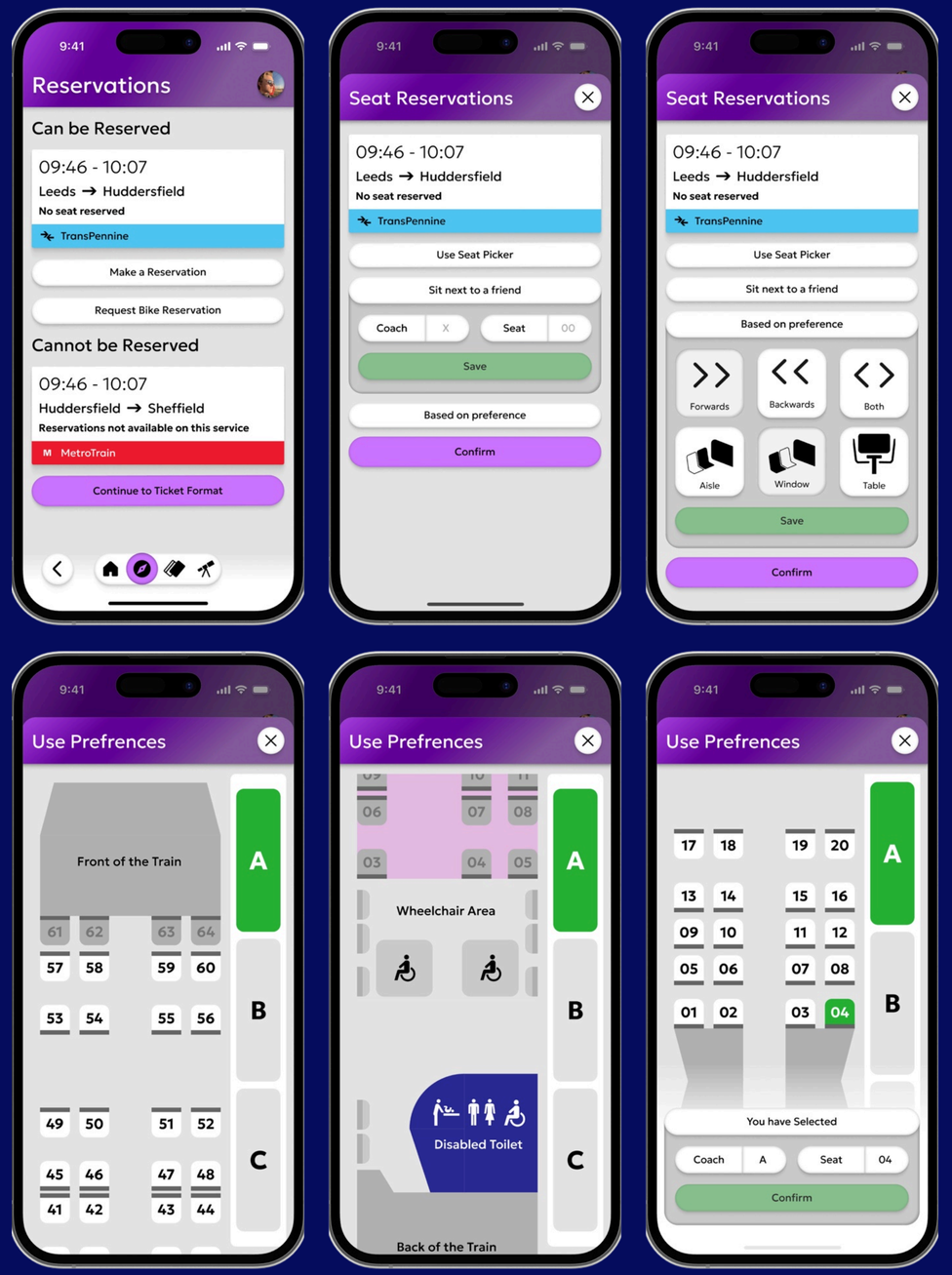
If the route you've selected offers seat reservations, GBR will let you know. Click on "Make a reservation"

You can choose a seat from a seat picker, in this case Jack would like Coach A, Seat 4

Alternatively, you can let GBR reserve a seat based on a preference. In this case a forward facing, window seat.

But a first for GBR is the option to input a Coach letter & seat number if you want to sit next to your friend who's booked separately.

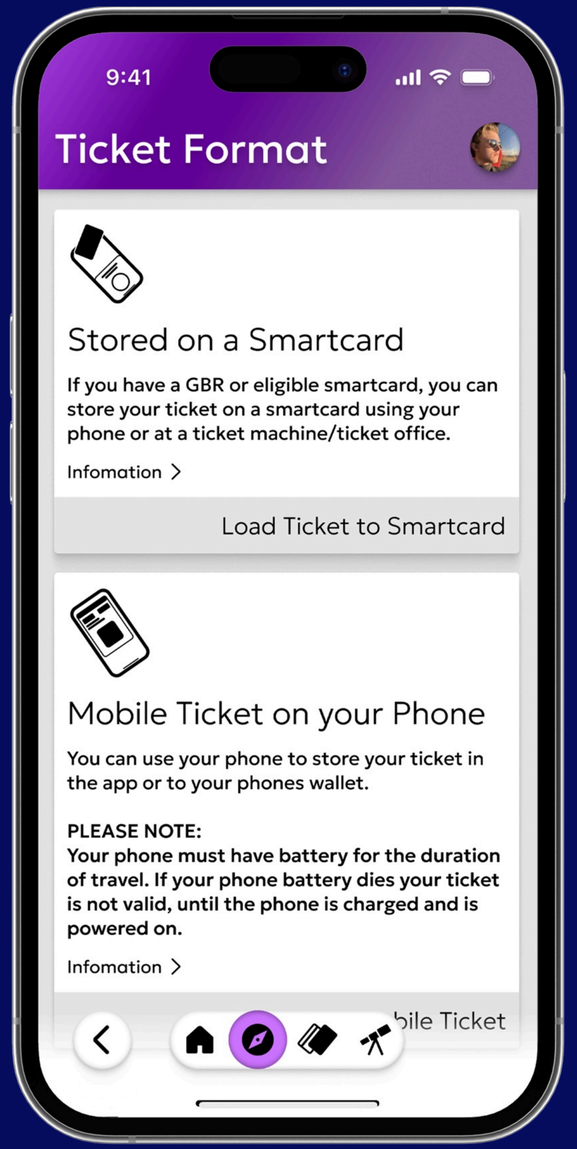
You can also book a bike reservation if operators require them, then you'd click "Continue to Ticket Format" But you need to navigate to the next slide to continue.

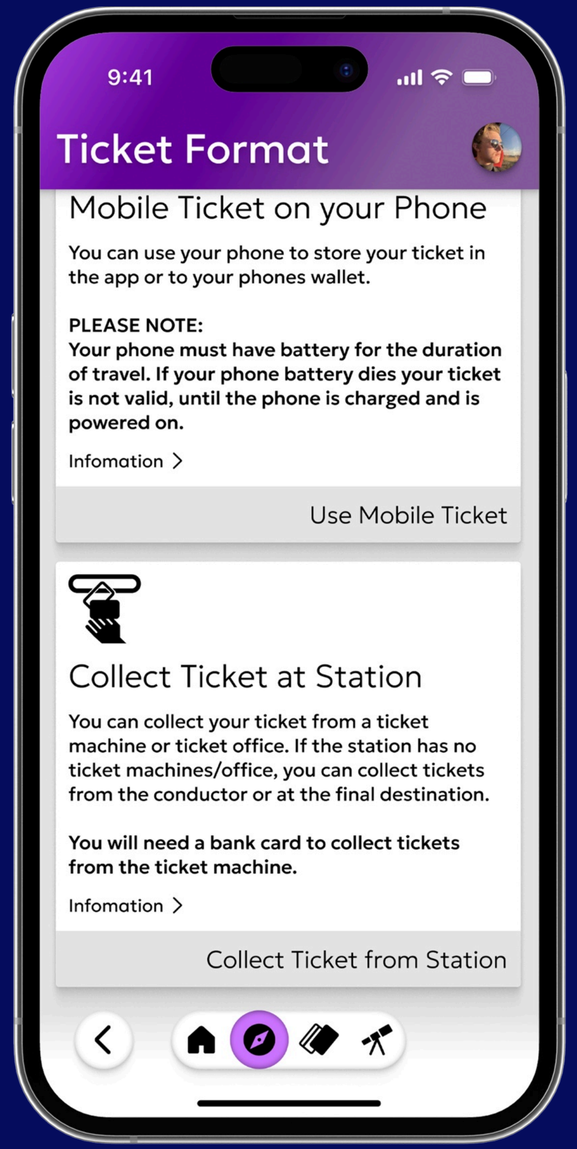


Your Ticket!
Your Choice of Format!

To get the most from your ticket, you can either store and load the ticket to a GBR smartcard. Have the ticket stored on your phone as a E/M-Ticket. Or if you prefer going old school, collect a paper ticket from the station.

But to help you decide, theres a brief summary of the Pros & Cons to each format. So you can decide whats best for you. In Jacks case hes going to load it to a smartcard. But you need to navigate to the next slide to continue.



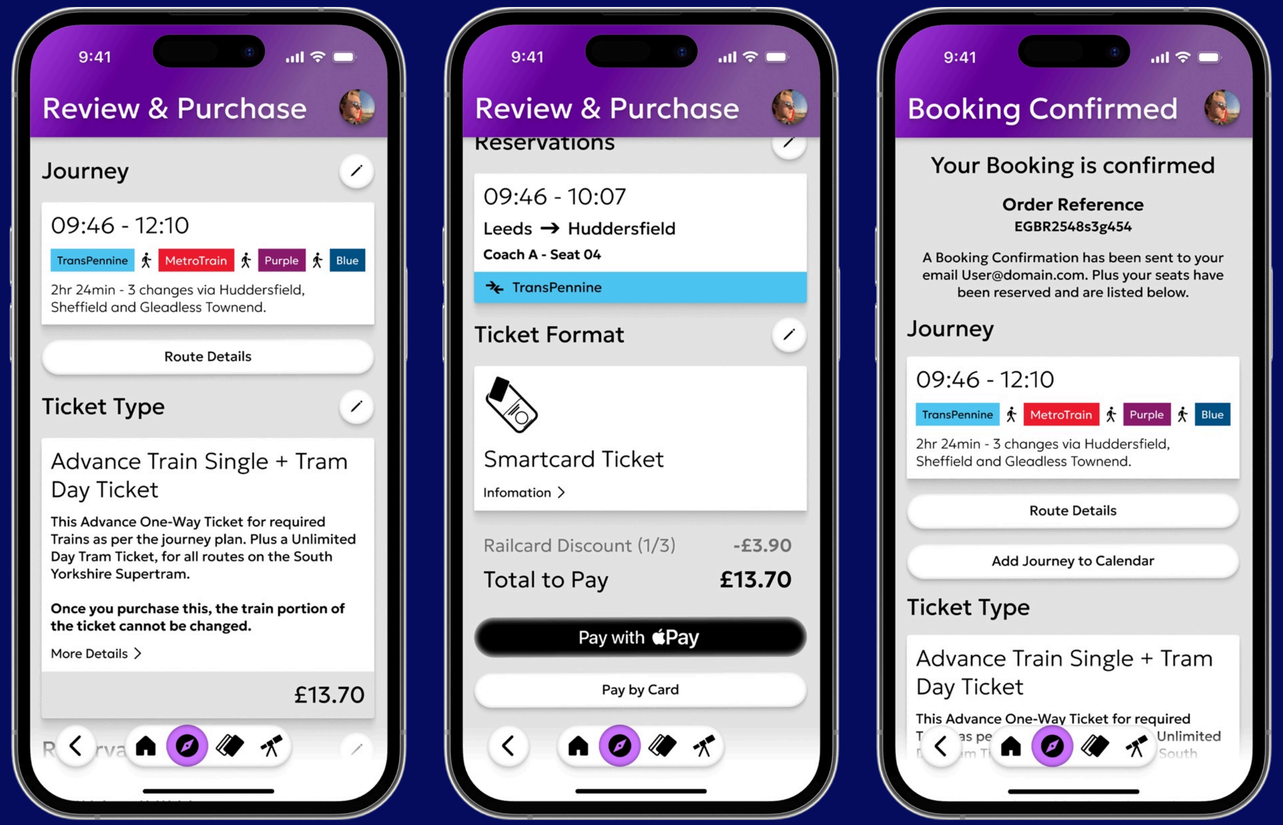


Reviewing & making the booking.

Now your reviewing your route, ticket, reservations & ticket format. But if you need to change anything, click the pencil button to makes changes.

Now you can use Apple/Google Pay or Pay by card to checkout. In this case were using Apple Pay.

Once you've paid, you'll see a booking confirmation and your tickets will then be added to the home page. But you need to navigate to the next slide to continue.

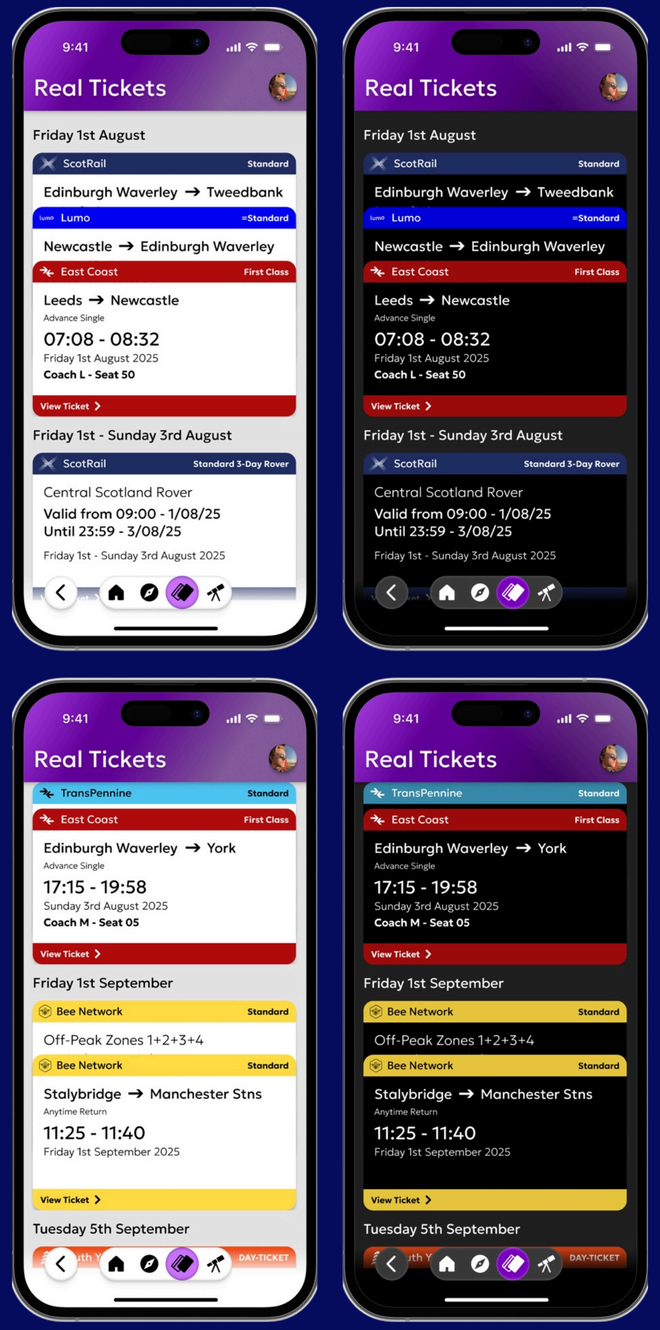


Tickets are just as real as the iconic orange tickets!

Instead of having some boring card showing your ticket, why not take the design of the physical orange tickets that have a recognisable symbol of rail travel for over 40 years.

But in the GBR app, it takes it to the next level. With the orange band now being based on the operators colour and branding, to make each ticket unique. Though theres more, why not scroll down and click on the Leeds to Huddersfield ticket, operated by Trans-Pennine.

It opens a quick actions menu, giving short cuts to view booking, claim compensation and delete the ticket. But if you click the ticket again and click “View Ticket” you will see more information and actions. However, if you have a M/E-ticket you would see the ticket QR code here.



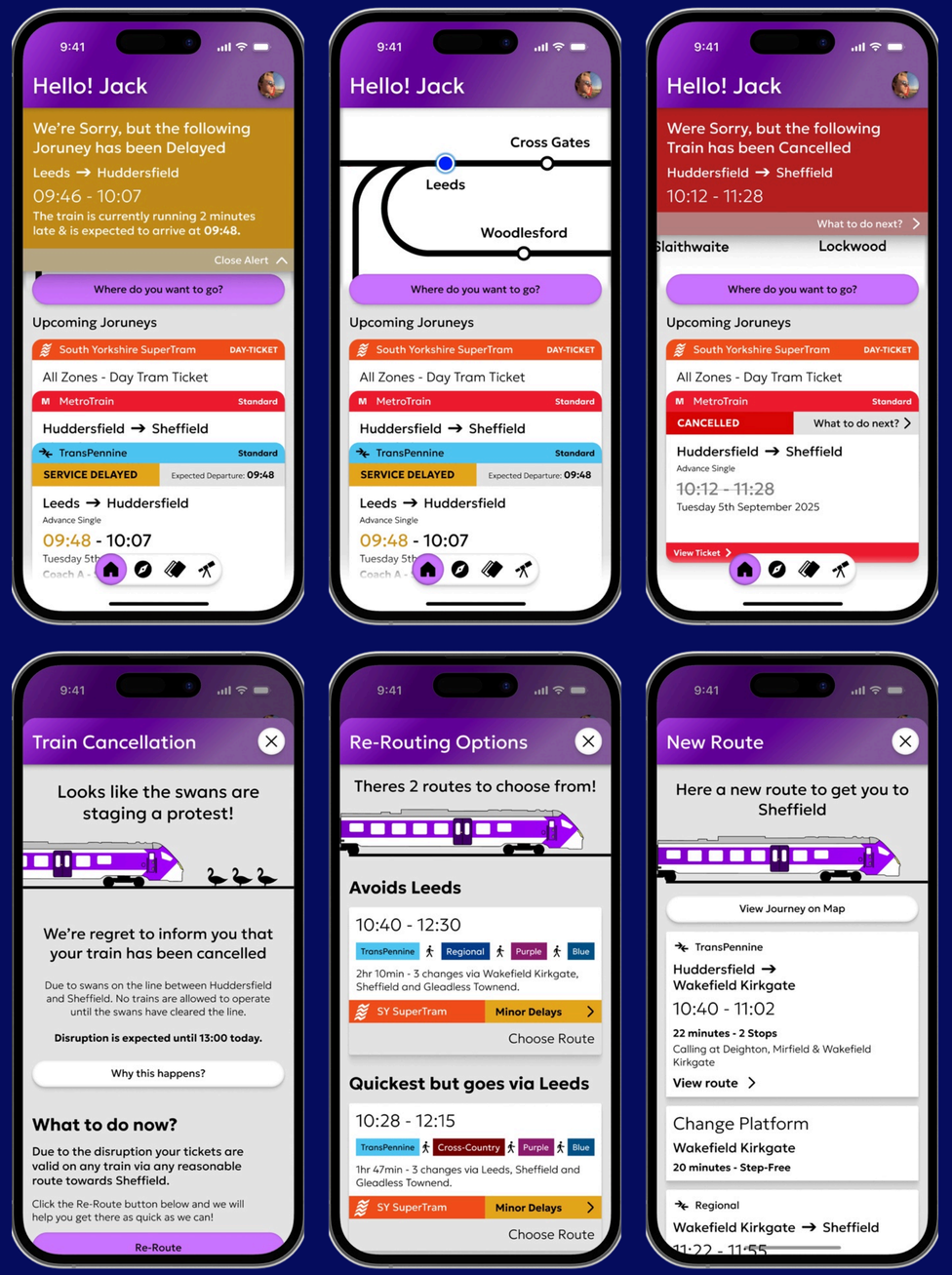
Simulating Delays & Disruption whilst traveling

In a ideal world, we shouldn’t be delayed, but unfortunately it happens when we least expect it. So when you are using the GBR we going to make it super clear and simple whats happened.

If you get Delayed or a train is Cancelled, you'll se a drop down notification letting you know, but you'll also see a status bar appear on the ticket.

If your delayed it will show the expected departure/arrival time. But if your train is cancelled, we won’t let you struggle, were going to help you get there.

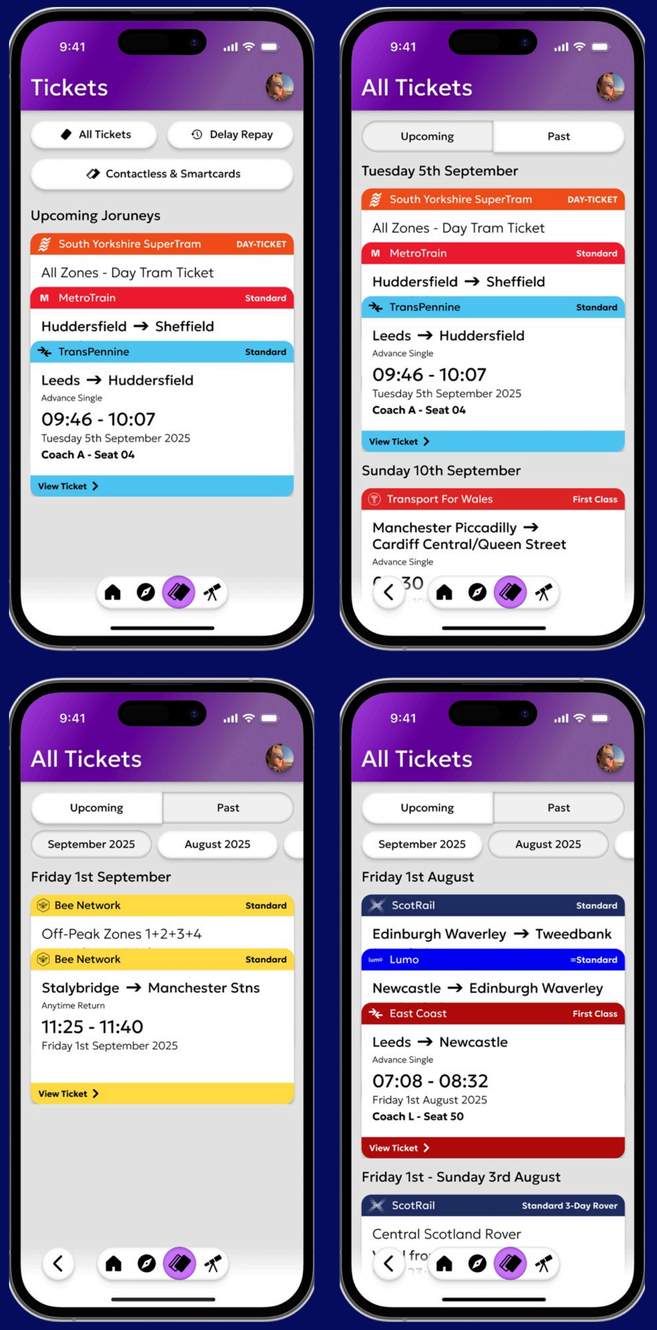
So if you click on “What to do next” we’ll explain whats caused the cancellation and help you get you there with re-route. It shows you the best routing options that get you there as soon as possible by train. If thats not possible, will advisee you to get a rail replacement bus.



View all your tickets in one place

In the Tickets section you will be able to see upcoming tickets for the current day, but see past and future tickets, click “All Tickets”

To see past tickets up-to a year ago, click on the past tab, which allows you to filter by month.

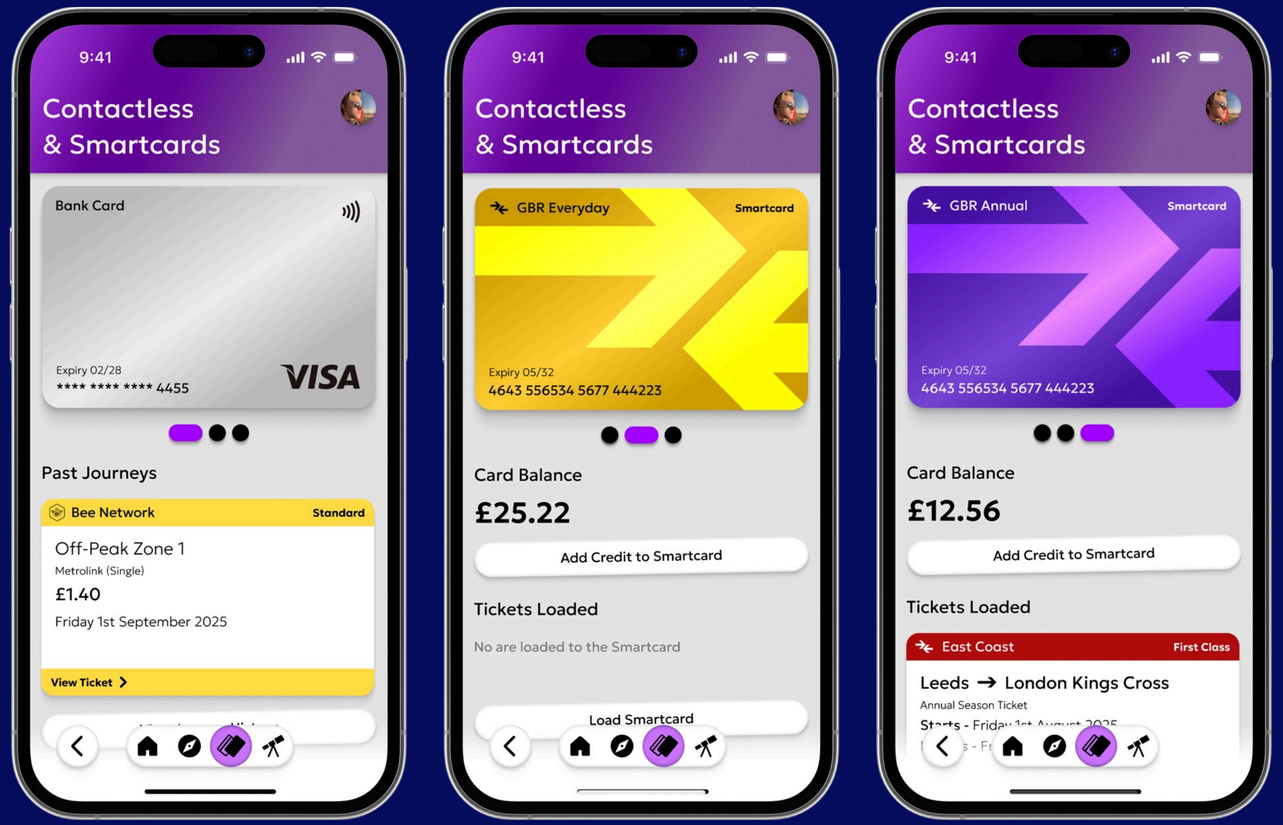


View Contactless & Smartcard tickets & balances in one place

With GBR you can link all your smartcards and contactless payment cards in one place for all rail and regional transit networks.

So if you use contactless on the trams in Manchester and then travel to London, and use it on the Tube. All of that shows up in the same place so you always know how much you've spent.

Not a fan of using your bank card? Well you can use a snazzy GBR Smartcard which functions the same as your bank card. But with more features, you can load and Store tickets and even pre-load Pay as you Go credit to use whenever.



Claiming Delay Compensation is easy and stress-free!

When you've been delayed, your not happy. It also doesn't help that delay repay compensation is unique to every operator, so it requires you creating a separate account to make a claim.

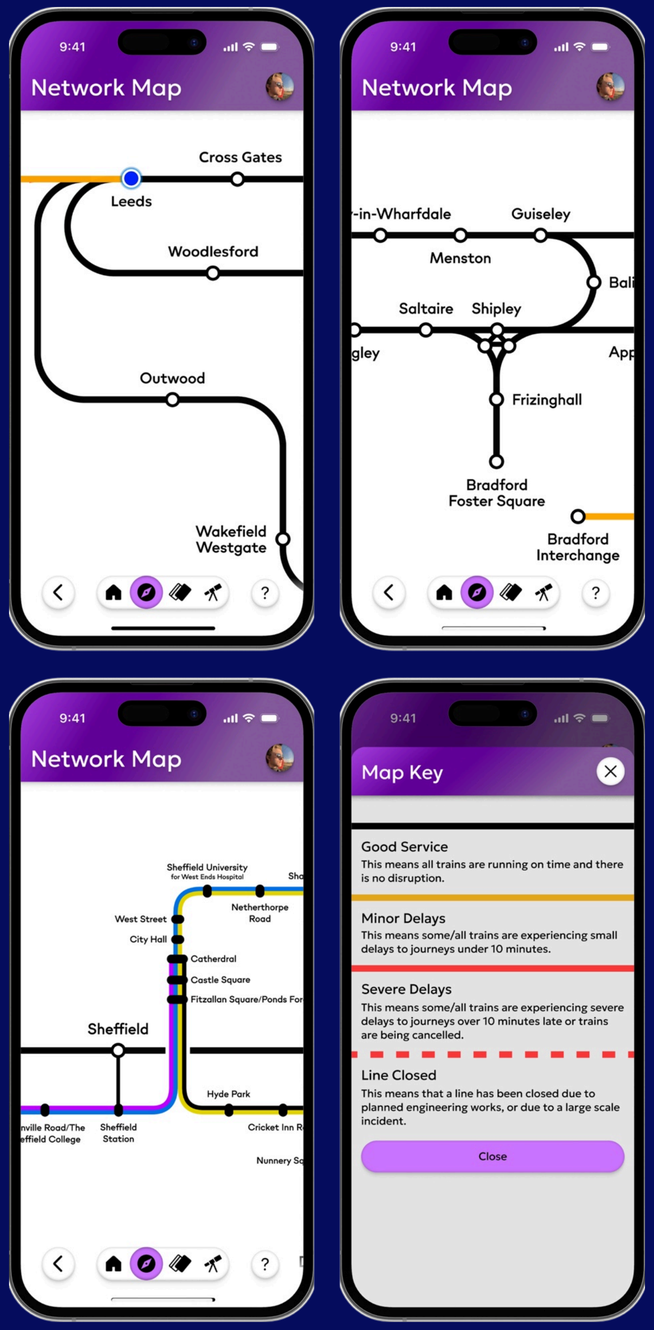
Well thats no-more, with GBR if your delayed regardless of operator, you can quickly make a claim in a few clicks.



Navigate the Rail Network by map, in real time.

When using the GBR app, you can view the whole network as a map if you prefer, but it also more than that. It shows you real-time service status by line making it visually clear where theres delays or severe disruption.

Not sure what the colours of the lines mean? Click the “?” button in the bottom right for a quick breakdown of the line status.

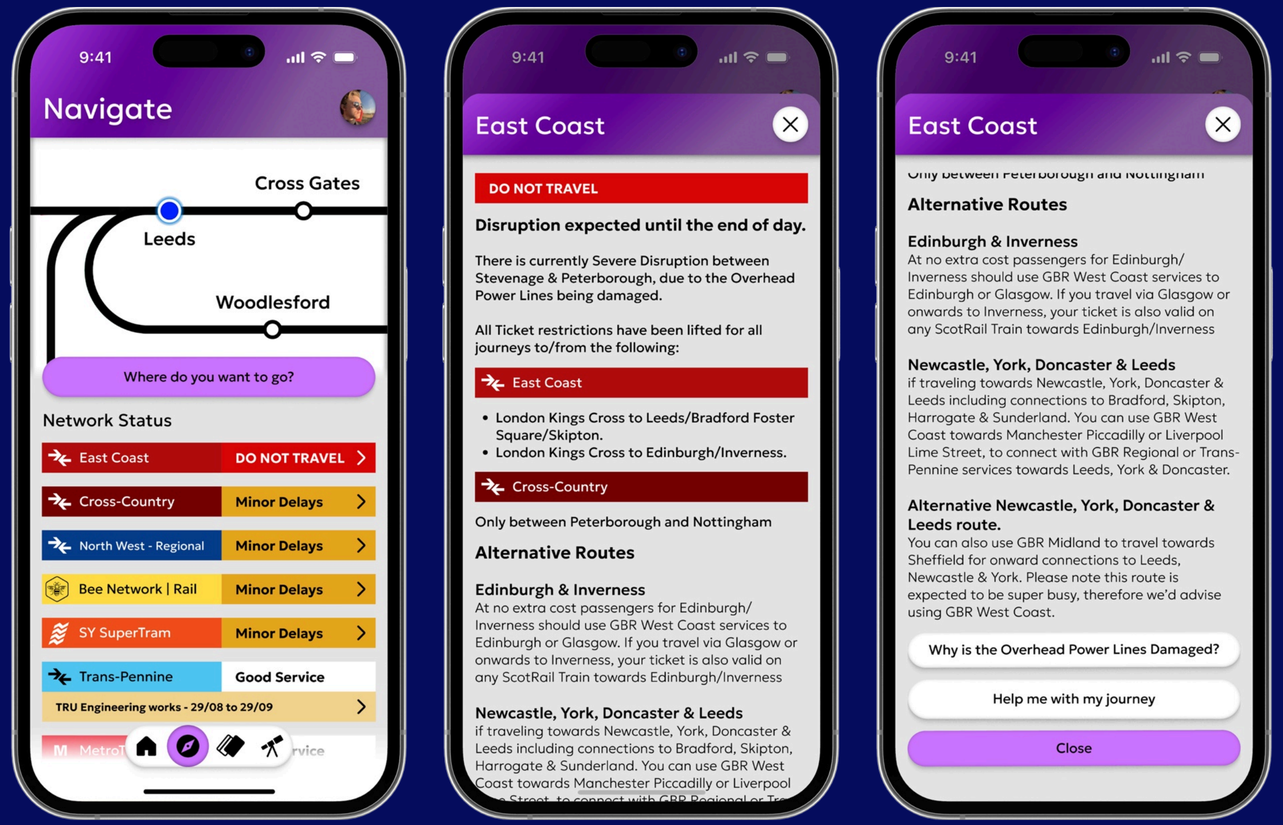


See the status of the network at a quick glance by operator

With GBR, we can show you real-time service disruptions by operator and also inform you of any upcoming engineering works.

But if you click on the East Coast bar, which says “Do Not Travel”. It opens a page that explains the disruption in detail, and advises you on the best route options, to get you there.

Plus you may wonder how the disruption can happen in the first places, such as the Overhead power lines being damaged. So there a page that explains why it happens.

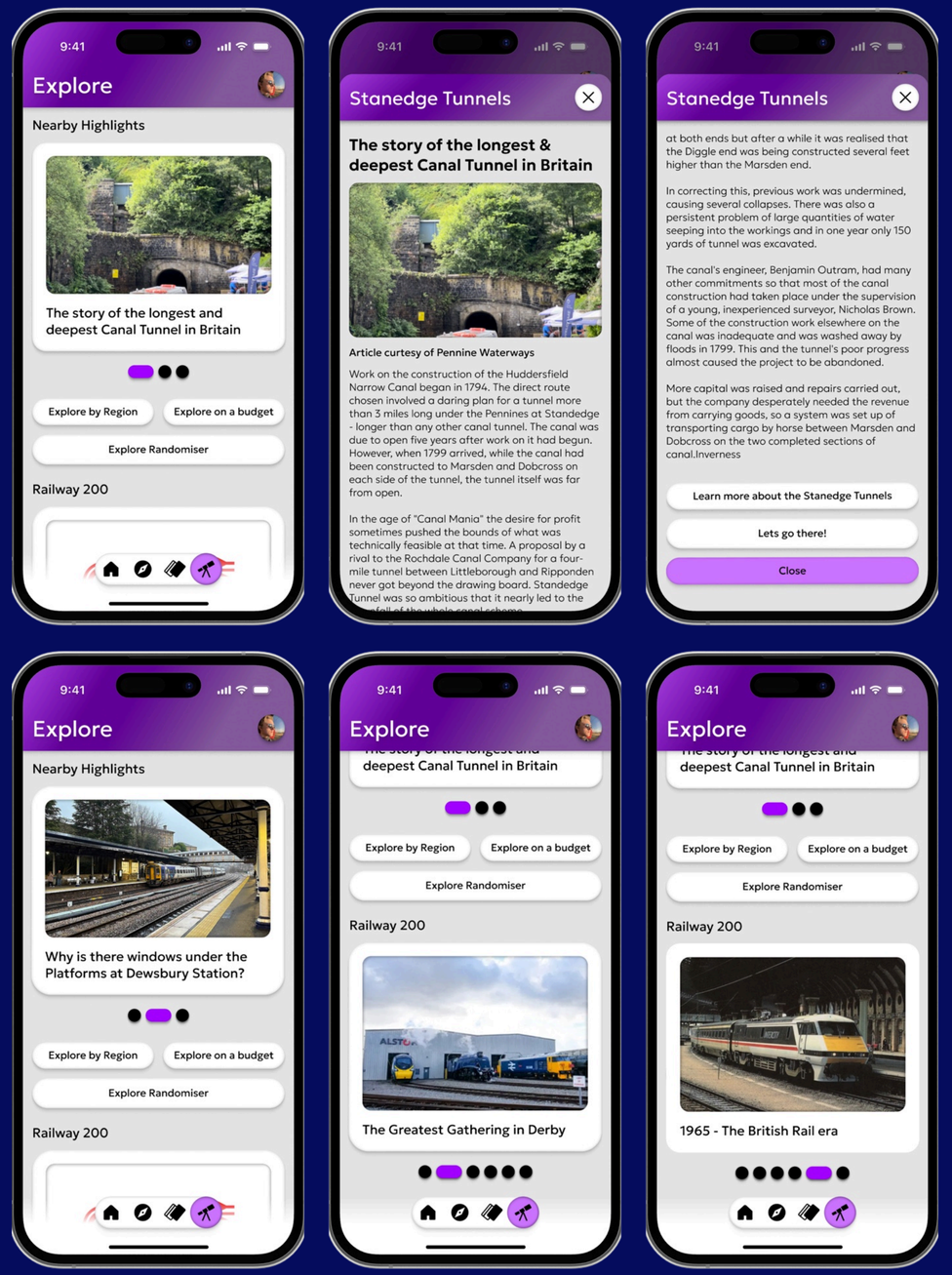


Explore Great Britain by Rail.

Want to go out for a day somewhere by train and discover new places and their history? With the GBR app's new Explore page, you can do just that. The app suggest nearby suggestions of history, places and Facts that you might have never known.

Or during special periods like in 2025, marks the 200th anniversary of the modern railway. The app will showcase a timeline history and facts you may have not known. Or perhaps during large scale events such as a royal celebration or large scale event. It will let you know of any alterations, transport suggestions and more.

For example, click on "The longest and deepest Canal tunnel in Britain" to see a detailed view of the highlight. Theres also buttons that allows you to easily navigate to that location quickly if you fancy going there.

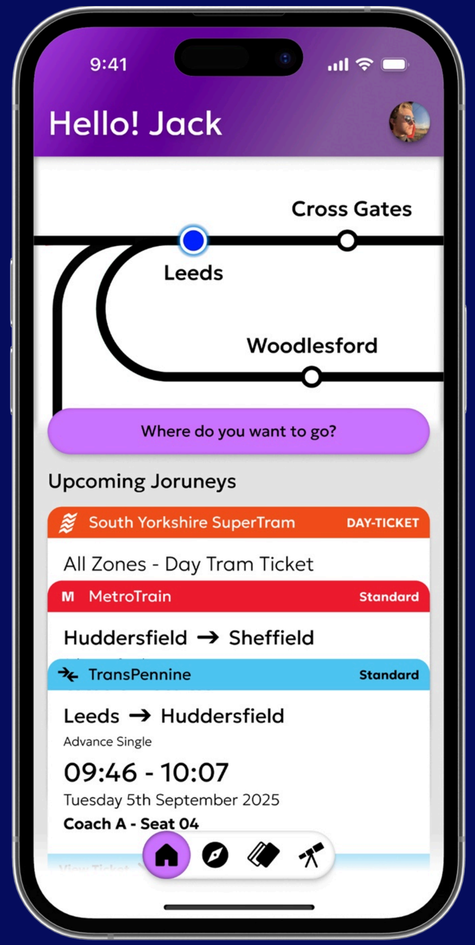


3 Unique Looks, across Great Britain.

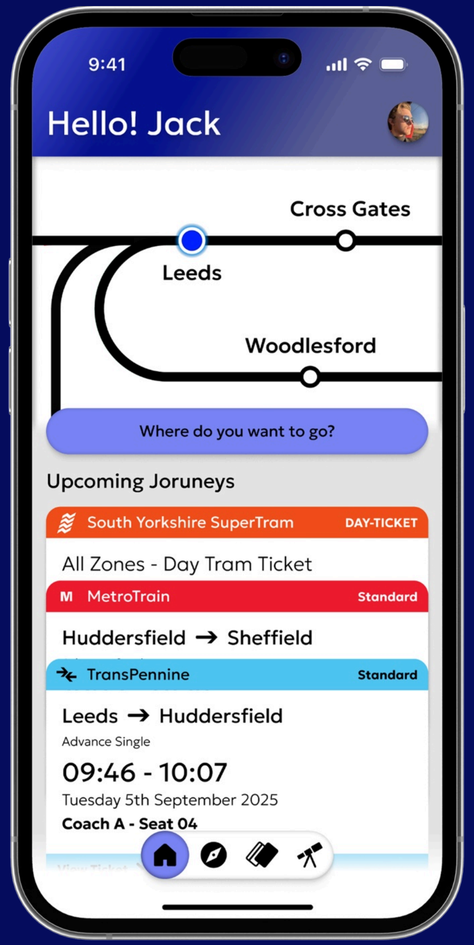
The GBR app adapts based on the nation you are in within Great Britain. The app layout remains the same, but the colours change to reflect the regions.

if you use the app in England it will be purple. But in Scotland it will be Blue and in Wales it will be Red.

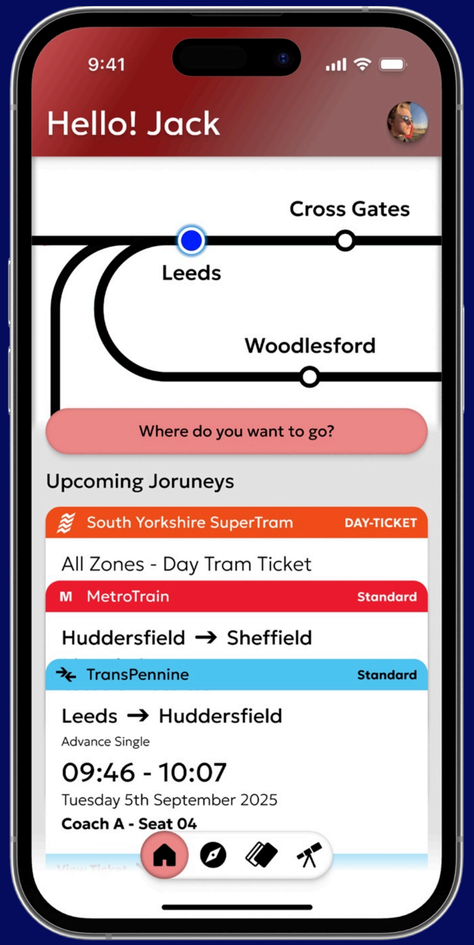
England



Scotland



Wales



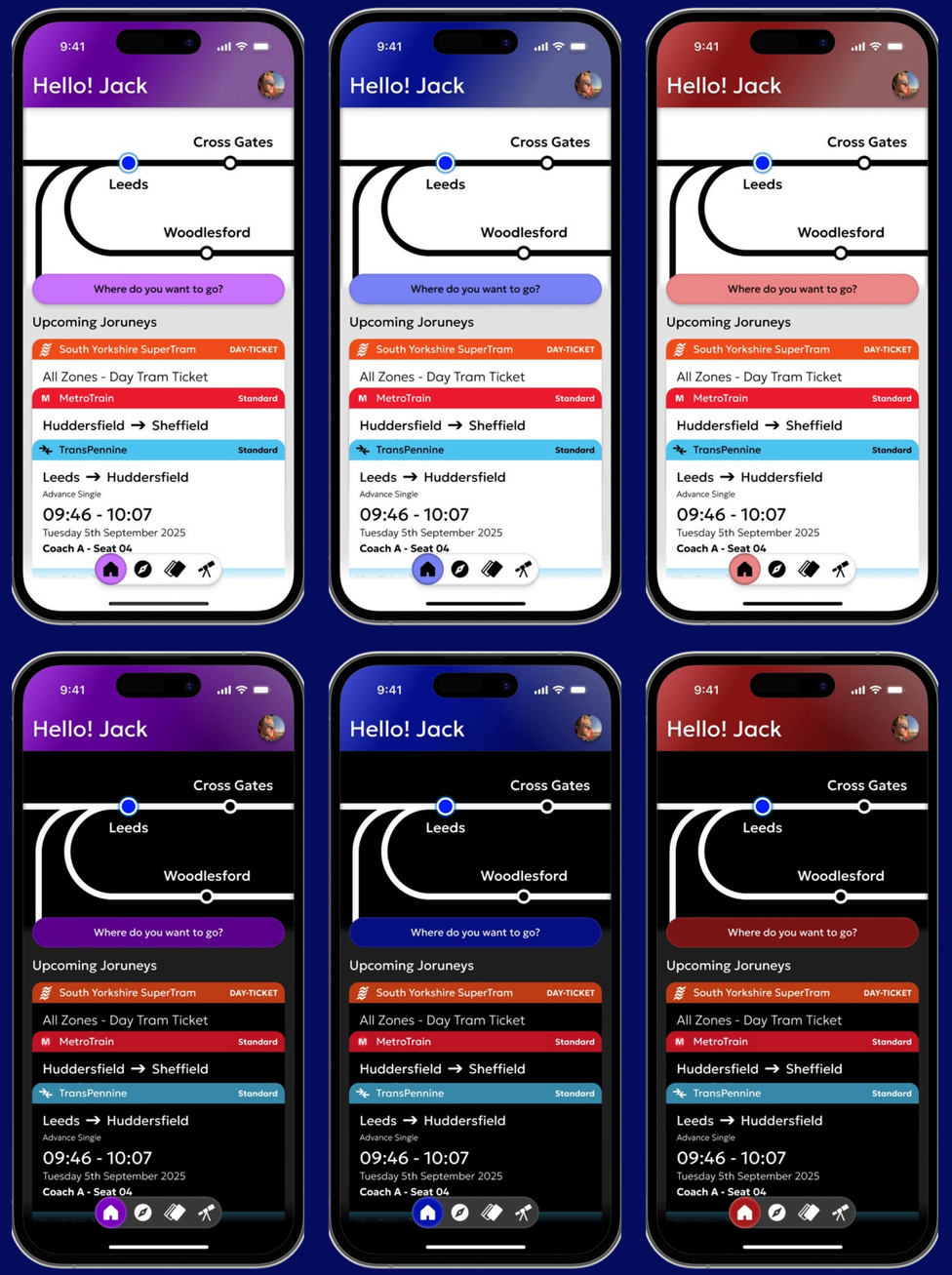
Tailored to where you live in the Country

The GBR automatically sets the region based on your location, to give you the best experience, recommendations and more. But if you want to manually change it, click on the profile icon in the top right from any page. Click “Change Region” and the app update and works based on your location.



Works in both Light and Dark mode

The GBR app also works in both light and dark modes, alongside the 3 country colour variations.



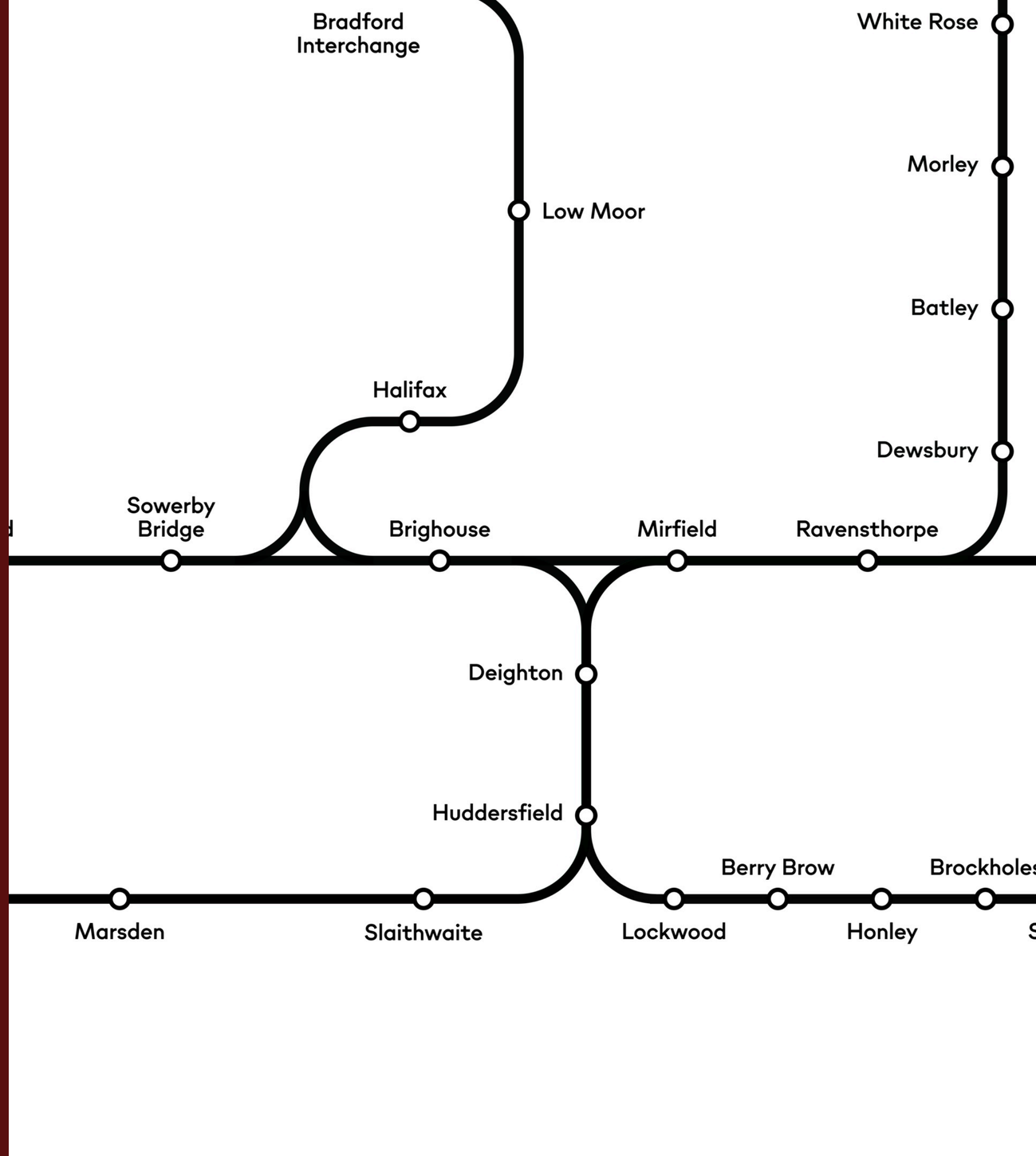
Click on the phone, to load the prototype

Additional Assets

Maps, Colours, Icons & Graphics

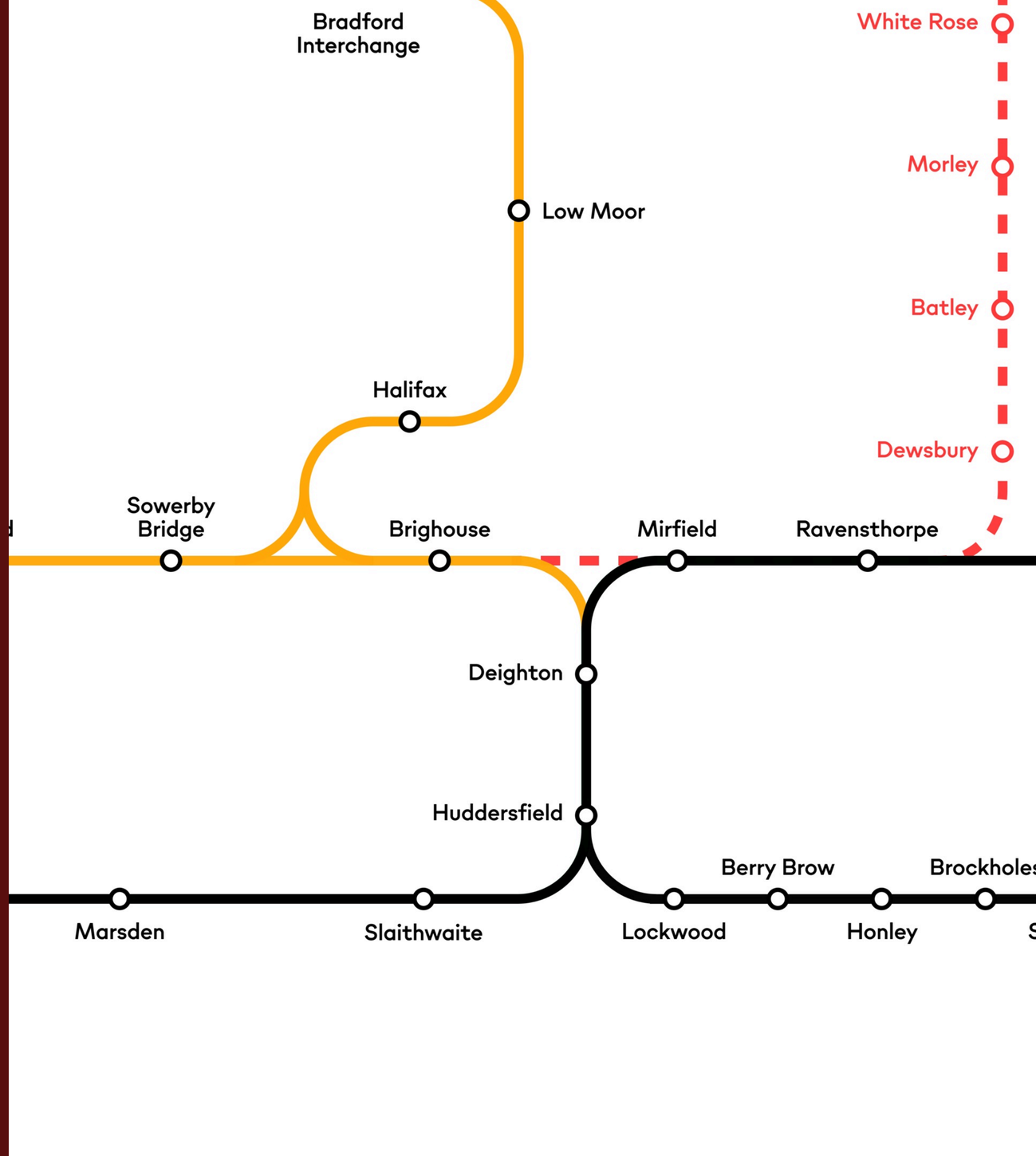
Static Map

A standard map showing the rail network in a semi-geographical orientation, inspired by the London Underground Tube Map. Plus Local Light rail systems are shown such as Sheffield Supertram.



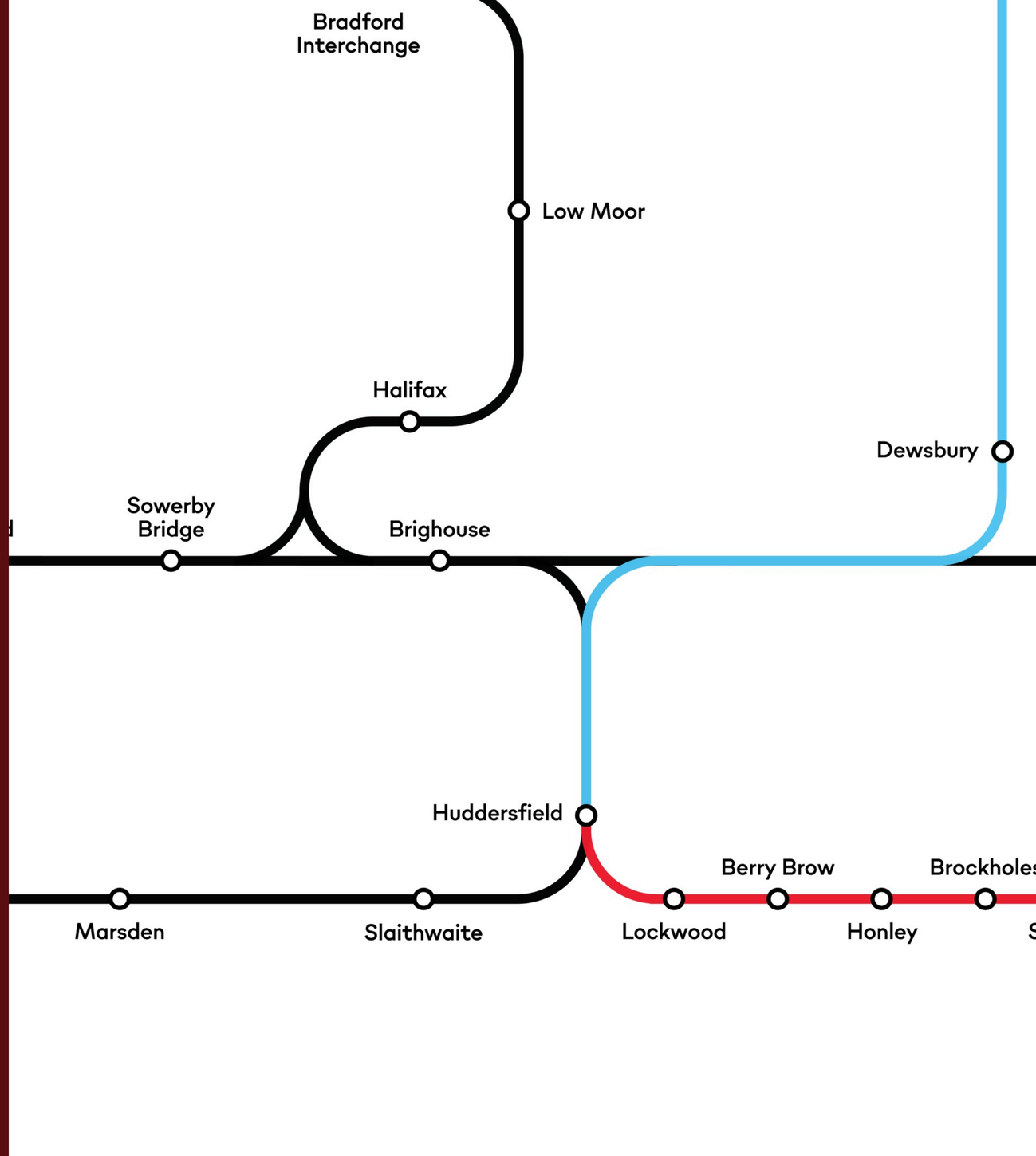
Live Status Map

Each line changes colour based on a level of disruption: Amber - Minor Delays, Solid Red - Severe Delays and §a Dashed Red indicating§ a Line is shut



Routed Map

Shows the users route in a simplified form, hiding stations there not stopping at; with each line colour code depending on the Operator



Additional Colours

GBR Action Colours

GBR Danger	Action Red	GBR Alert	Action Amber	Action Green	GBR Safe
#D70505	#C44A4A	#FFD22B	#E5A61E	#40A34B	#26B135
R215 G005 B005	R196 G074 B074	R255 G210 B043	R229 G166 B030	R064 G163 B075	R038 G177 B053

Operator Colours

SY Super-tram	Metro-Train	Trans-Pennine	East Coast	West Coast	Cross-Country	Regional	Bee Network	TfW
#F04E1A	#ED1C2E	#4FC5F2	#B00D0D	#204555	#740000	#053D8A	#FFDC44	#DF2626
R240 G078 B026	R237 G028 B048	R079 G197 B242	R176 G013 B013	R032 G069 B085	R116 G000 B000	R005 G061 B138	R255 G220 B068	R223 G038 B038

ScotRail	Lumo	London Underground	SY Blue Route	SY Purple Route	SY Yellow Route	SY Tram-Train
#202D61	#0000F2	#000F9F	#005186	#8B1C6D	#FBB912	#000000
R032 G045 B097	R000 G000 B242	R000 G015 B159	R000 G081 B134	R139 G028 B109	R251 G185 B018	R000 G000 B000

GBR Arrows & Icons

Left

Right

Up-Left

Up-Right

Down

Up

Down-Left

Down-Right

Booking

Delayed

Refresh

Back

Card

Ticket

Bin

Close

Home

Navigate

Tickets

Explore

Work



Profile

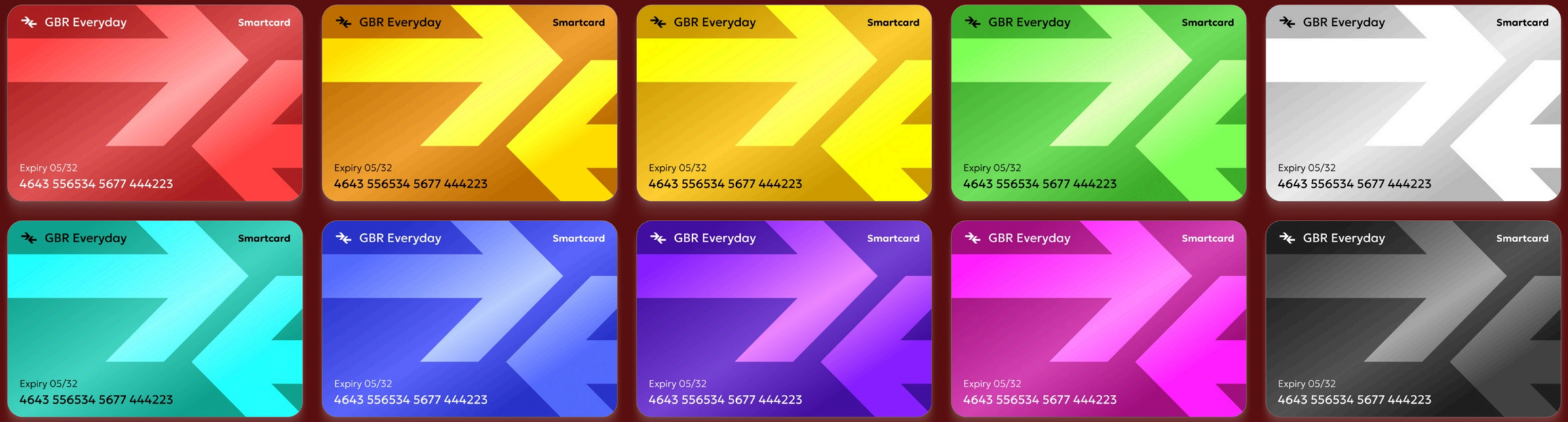
Local

Destination

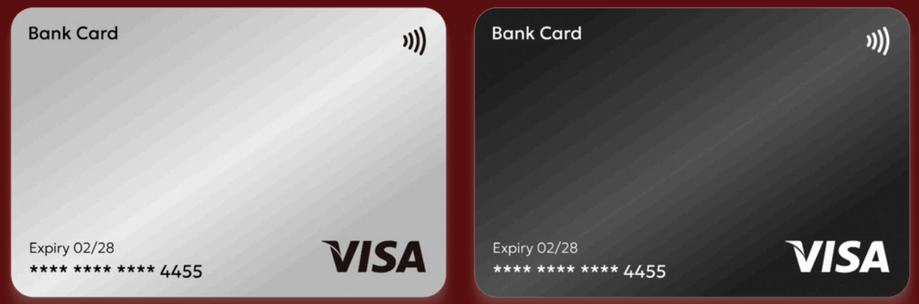
Origin

GBR Smartcards & Digital Cards

GBR Smartcards



GBR Smartcards



App Train livery & Layout

