DISTRACTED?
YOU'VE CROSSED THE LINE.

Brand guidelines

- Placement: The Distracted logo should be placed to the bottom left corner of supporting materials such as CCTV. See the PDF named '**Distracted Placement**' to show where the logo should fit with both full-frame images and images with a white Network Rail border.
- Suggested size is approx. 180px high but is readable at 100px.
- PNG have transparent backgrounds that can be used in digital formats
- AI (Vector) formats can be scaled to any size for print
- On lighter/busy backgrounds, we recommend using a subtle shadow to help legibility
- All the files are supplied with an invisible safe area built in. This gives enough room between the logo and other assets, or margins within the frame