

Brand Guidelines

The Tracsis Brand - An Overview

v1.1

Updated December 2021

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1.0 Introduction

The Tracsis Brand Overview

Overview of the Tracsis brand position and objectives, company mission statement and values.

A strong and consistent brand will enable us to communicate our core values more effectively and enable our clients to visually identify how the different parts of the Tracsis Group integrate together.

Chris Barnes, CEO, Tracsis PLC

These guidelines have been developed to support staff and third-party agencies in producing consistent branded company materials for Tracsis PLC.

By faithfully applying these guidelines across all branded items, we will enhance external recognition of the brand and of the Tracsis mission and values that are associated with it.

Our visual style should communicate an instantly recognisable Tracsis look and feel whilst retaining the flexibility to encourage creativity, as well as the ability to ‘move with the times’.

The Tracsis identity

Described here are the basic guidelines for reproducing/designing with the Tracsis brand.

The document has been divided into several sections so that users

can quickly locate the parts of the guidelines appropriate to their needs.

We recommend that you familiarise yourself with the ‘Core elements’ section of these guidelines before undertaking any creative/branded document work.

For further advice, or to access document templates, please consult with business marketing teams. Contact details can be found at the end of this document.

Message from the Chief Executive



Chris Barnes, CEO, Tracsis PLC



The strength of the Tracsis Group is that we have a broad range of leading edge products and services, however, we have struggled to communicate an integrated message which hasn't been helped by the fact that we trade under a series of different unrelated brands, which operate in different market spaces across the transportation industry.

Moving forward we are implementing a new visual identity for the Tracsis Group and its subsidiary businesses which offers a professional look, greater consistency and a distinctive visual presence for all the brands so that it is clear that we are all part of the same organisation.

A strong and consistent brand will enable us to communicate our core values more effectively and enable our clients to visually identify how the different parts of the Tracsis Group integrate together.

Our identity is based around **'Technology Makes It Possible, People Make It Happen'**.

These guidelines have been developed to provide guidance and support for internal and external communications and designed to drive better consistency across the Group.

Technology Makes It Possible, People Make It Happen

Tracsis is a technology company that solves business critical resource, planning, asset and safety/risk management problems across the transportation sector utilising advanced product solutions, data capture and analytics methodologies.

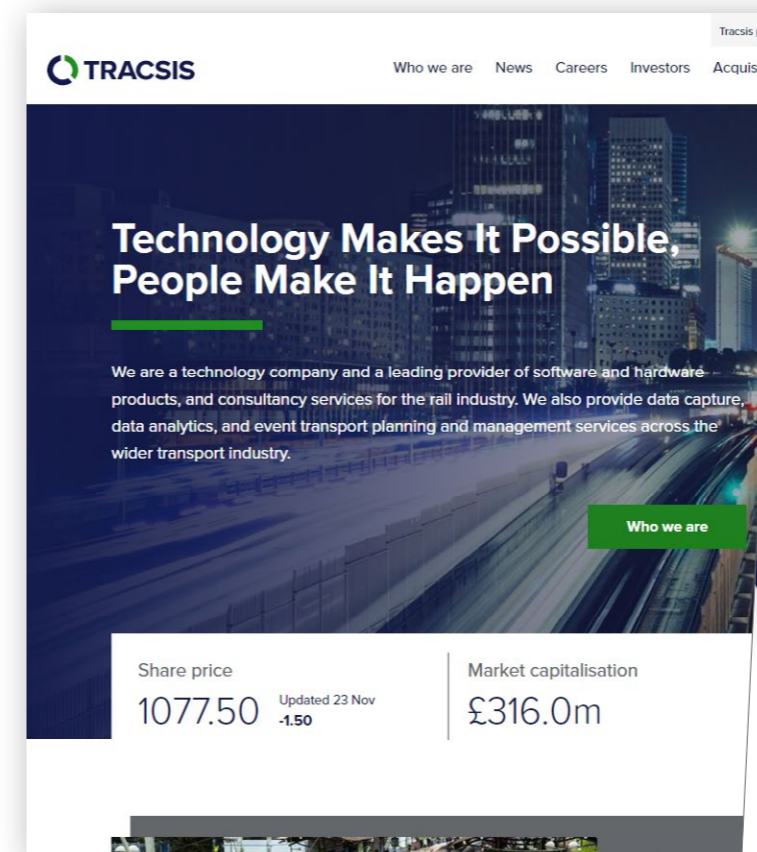
Tracsis develops software and hardware products and delivers consultancy, bespoke tools, data capture, analytics and event transport planning and management services.

Tracsis' products and services are widely used to increase efficiency,

reduce operational cost and risk, improve operational and asset performance and safety management and decision making capabilities for our clients.

Our business model is built around long term client relationships and significant recurring revenue which provides a strong platform for growth.

It's the innovation and fast to market culture that sits across Tracsis that drives our success.



Tracsis's mission statement is 'Technology Makes It Possible, People Make It Happen'. All marketing collateral should carry the statement as a tagline where possible.

The Tracsis Logo

The fonts used to construct the Tracsis brand mark have been customised and must not be altered. **Use logo images and don't try to construct your own logos.** The brand mark can only be used in monochrome black or white, or in its original colours.



The next section, **Section 2.0, 'Core elements'**, contains usage guidelines for all logo and core brand elements in much more detail.

Corporate Colours

Our corporate colours should be consistently used in all visual communications to avoid dilution of the brand identity. We have a long-established core/primary colour palette, a secondary colour palette, and a separate palette for our different market sectors.

The visual style is designed to be crisp, bold and professional, and is intended to convey the message that we are an established, premium and professional company.

Primary Colours



Secondary Colour Palette



Typographic Style

Industry standard 'OpenType' typefaces are used throughout our brand and marketing communications.

Primary Typeface:

Proxima Nova Light & *Light Italic*

Proxima Nova Semi-bold & Bold

Secondary Typeface:

Calibri, Light, Regular, **Bold**



2.0 Core Elements

The Tracsis Brand Architecture

We strongly recommend reading this ‘Core elements’ section before undertaking detailed design activity, to ensure understanding of and adherence to the guidelines. This section includes guidance on logo use, colour palettes, photographic style, fonts and footers.



Always use Master Logo Files

The logo has been created to exacting proportions. Do not try to recreate the logo or adjust the position of any elements as this will upset the visual balance.

The Logo Font

The logo typeface has been customised for use in the logo and is therefore unavailable for use as an independent typeface. Always use the official logo – do not try to reconstruct the logo from other sources or using similar fonts. (See p13 for more info)

The logo must always be reproduced from approved master files.

Tracsis Group Business Logos

Tracsis Group Businesses have their own logos. All of which are designed to sit as a coherent family and not compete when used alongside one another.

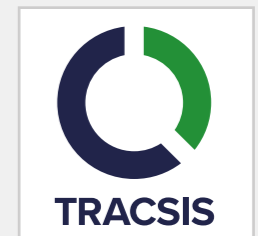


See group business logo guidelines on page 27

The Tracsis Social Media Icon / Avatar

An icon is required for some marketing applications such as Social Media, software identity and Favicon for website toolbars.

The icon is not designed to be used to replace or accompany the Tracsis PLC brand identity. The icon uses the Tracsis brand colours and is always used on a white background.



The logo design has four usable versions.



1. Full Colour Version

Should be used as a first option whenever and wherever possible. When printing in colour, use either spot Pantone colours or a four-colour process – only ever use the logo on a very light background, preferably white.



2. Monochrome Black Version

The entire logo must be black. It should only ever be used on a white or very light (up to 20% black/blue/colour) background.

This variant should not be used overlaid on coloured imagery.



3. Monochrome Blue Version

The entire logo must be blue. It should only ever be used on a white or very light (up to 20% black/blue/colour) background.

This variant should also not be used overlaid on coloured imagery.



4. Monochrome White Version

Useful when the logo needs to be reversed out of a solid or carefully selected picture where the full colour variant doesn't work. The entire logo should be in solid white.

Please ensure the solid colour is dark enough, or the picture suitable, for this treatment of the logo.

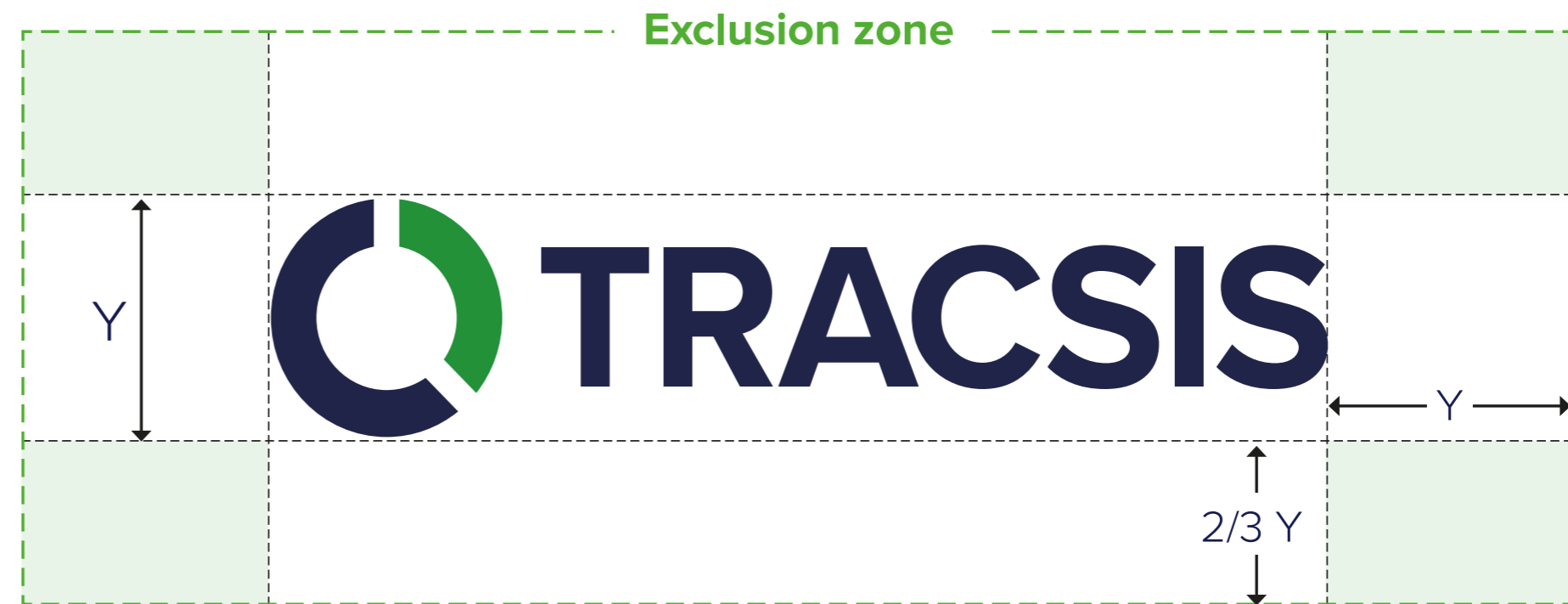
What is an Exclusion Zone?

An exclusion zone, is the ‘clear space’ around a logo that is required to maximise its visual presence.

An exclusion zone around the logo prevents any other graphic element from interfering with its integrity.

The exclusion zone (the clear space) must be left clear of other text or images.

The exclusion zone (the clear space) around the logo is proportional to the height of the ‘circular brand mark’ in the Tracsis logo, defined here as dimension Y. Any graphic element, including type, is only permitted to bleed up to the edge of the exclusion zone.



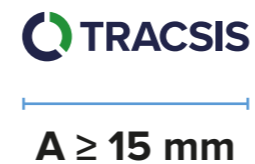
The size of the logo is dependent on the nature of the communication, as defined in this guide.

Only in exceptional circumstances, and with prior approval from the global marketing team or approved design agency, should the logo dimension 'A' be less than 15mm when used in print, or less than 50 pixels when used digitally.

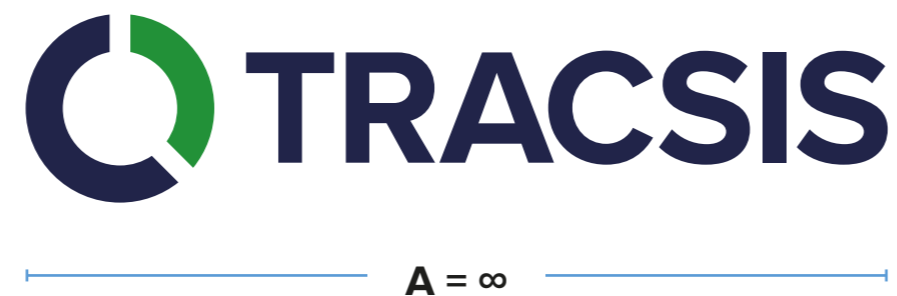
When used in print, the logo can be as big as the print medium will allow, as long as the exclusion zone and logo dimension ratios are adhered to.

PRINT - Minimum and Maximum Sizes

Minimum size of the logo when used in print

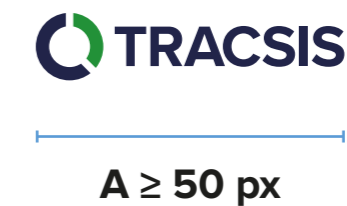


Maximum size of the logo when used in print



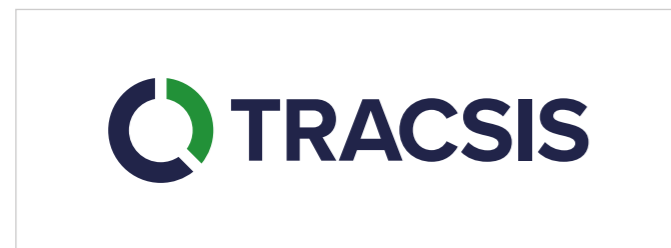
DIGITAL - Minimum Size Usage

Minimum size of the logo when used digitally

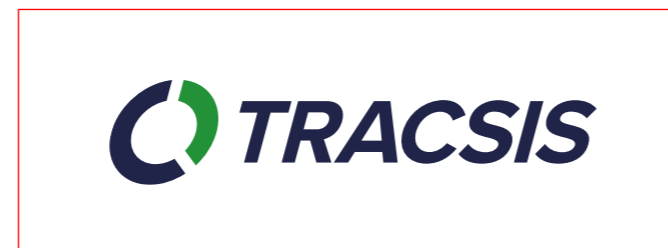


Incorrect usage of the logo

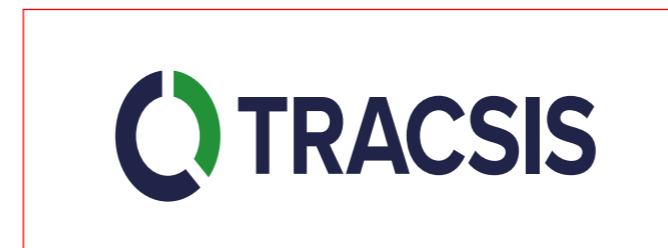
The logo must always be reproduced in the correct corporate colours (see p16). The symbol and word bar must always be proportionally scaled. No modification should be made to the symbol or word bar. Examples of incorrect use of the logo are illustrated below (2–12). Master logo files should NEVER be altered.



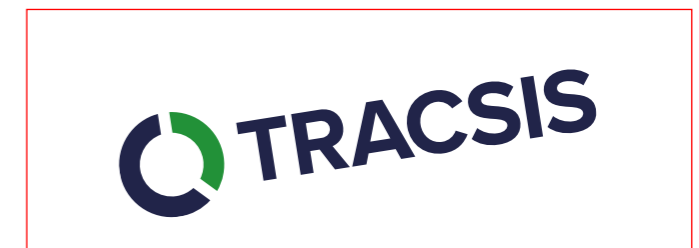
1. The 'standard' logo



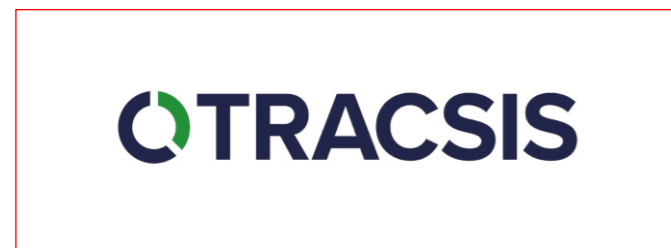
2. **Skewing:** Never skew the logo



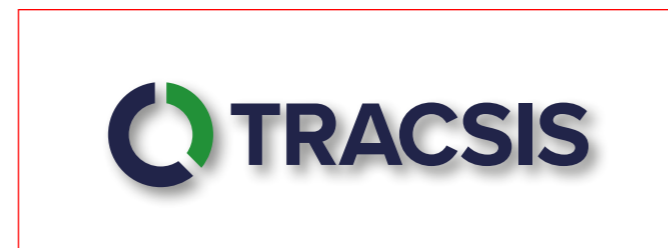
3. **Distorting:** Never distort the logo to fit (e.g. in InDesign do not 'fit proportionally to box')



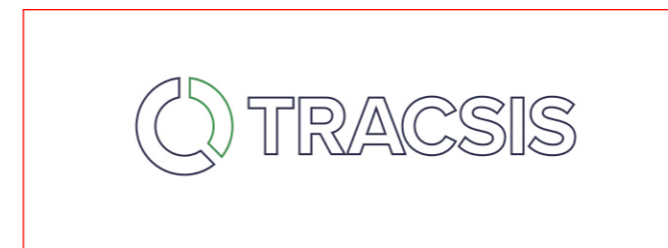
4. **Orientation:** Never orient the logo other than horizontally



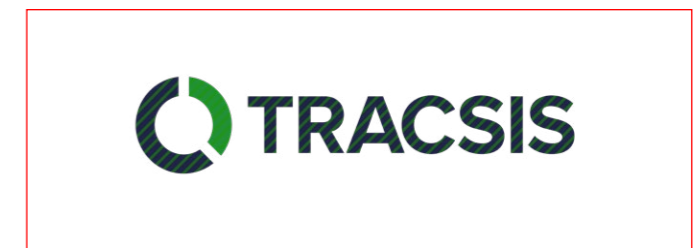
5. **Modifying:** Never modify the relationship between the symbol and word and/or composition



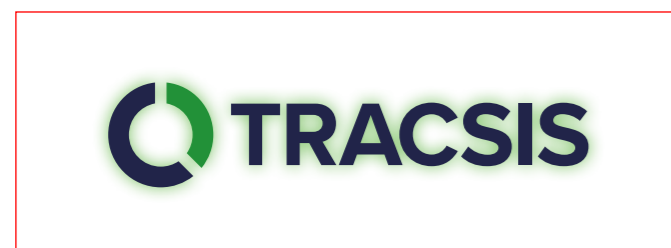
6. **Drop shadows:** Never apply drop shadows to the logo



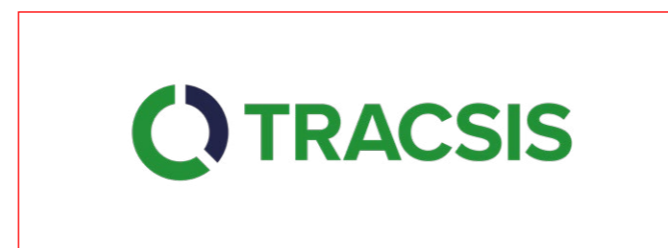
7. **Outlines:** Never outline the logo



8. **Stylizing:** Never add unnecessary treatments to the logo



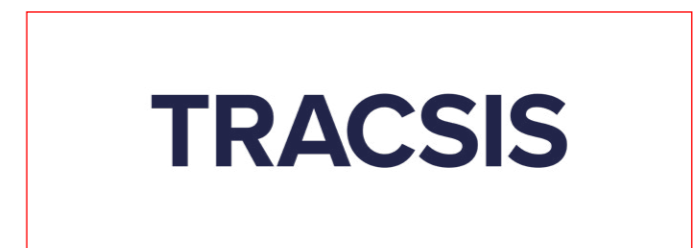
9. **Filters:** Never add unnecessary treatments to the logo



10. **Colour changing:** Never change the colour of any or all logo elements



11. **Typeface:** Never try to recreate the logo with similar fonts. Always obtain an official version



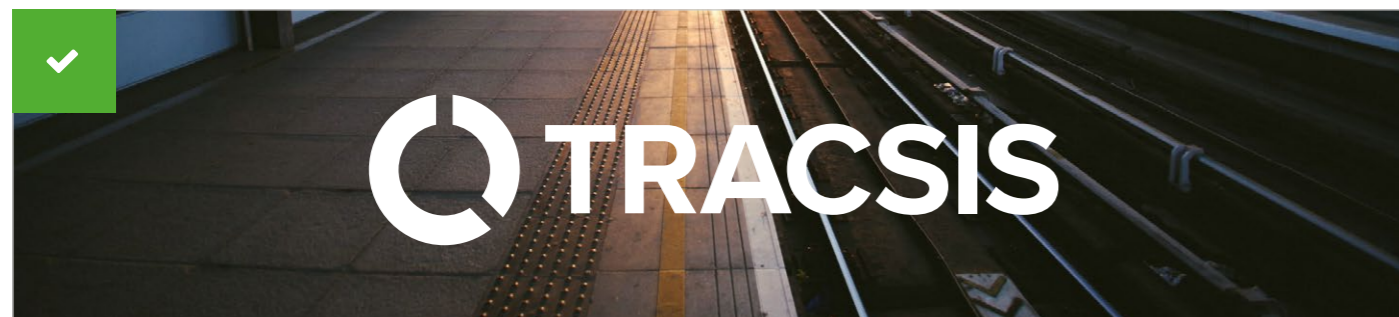
12. **Splitting elements:** Never use individual elements of the logo on their own. (Except when using the icon as an avatar on social media accounts.)

Logo Usage: The Logo with Images

Full Colour Logo Only use the full colour logo over imagery that is light and uncluttered with a small level of detail



Mono White Logo Only use the mono white logo over very dark imagery without any light patches that would obscure the logo.



Mono Black Logo Only use the mono black logo over very light and simple imagery that doesn't have any dark patches that would obscure the logo



Using the Tracsis logo with partner logos

When using the Tracsis logo alongside other logos, make sure the logo is placed in a position and at a size where it has a similar impact to those around it.

Ultimately, the key is for all the logos to work well together, as in the example illustrated here. Due to print constraints, the black version and white-out version of the logo are most commonly used, but the coloured version should always be given preference where practical, especially on a white background.

The exclusion zones and minimum sizes set out in section 2.2 must be followed.



CORRECT: Tracsis logo is a consistent size to the other logos and the exclusion zones have been adhered to.



INCORRECT: Even though the Tracsis logo is nice and big, it is too close to the other logos and text to the left

2.0 Core Elements

Brand Colours

Primary Brand Colours

TRACSIS BLUE Pantone: 2766c Hex: #141B4D RGB: 20, 27, 77 CMYK: 100, 100, 34, 40	TRACSIS GREEN Pantone: 2272c Hex: #209022 RGB: 32, 144, 34 CMYK: 82, 16, 100, 4	TRACSIS GREY Pantone: Cool Gray 10 c Hex: #63666A RGB: 99, 102, 106 CMYK: 40, 30, 20, 66				
80%	60%	Min opacity allowed is 60%	80%	60%	40%	Min opacity allowed is 40%

Secondary Brand Colours

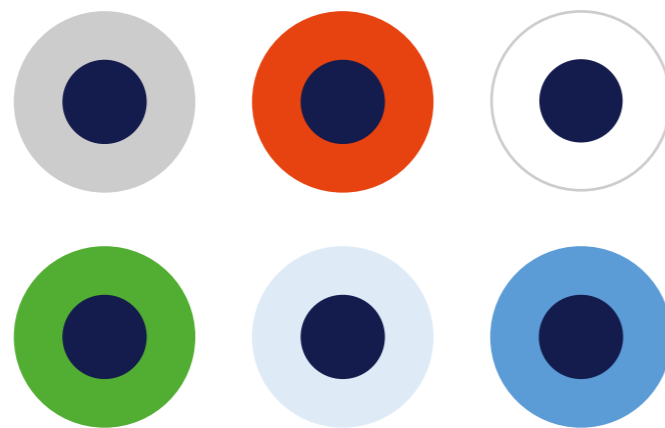
LIGHT GREEN 1	LIGHT BLUE 1	LIGHT BLUE 2	GREY 2	GREY 3	TRACSIS ORANGE
Hex: #12D231 RGB: 18, 210, 49 CMYK: 70, 0, 100, 0	Hex: #5B9BD6 RGB: 91, 155, 214 CMYK: 66, 30, 0, 0	Hex: #DEEBF7 RGB: 222, 235, 247 CMYK: 15, 4, 1, 0	Hex: #CCCCCC RGB: 204, 204, 204 CMYK: 23, 17, 18, 1	Hex: #F0F0F0 RGB: 240, 240, 240 CMYK: 7, 5, 6, 0	Hex: #FF4E00 RGB: 255, 78, 0 CMYK: 0, 84, 100, 0

Note: Tracsis Orange has been added to the colour palette for specific use in the Rail Sector

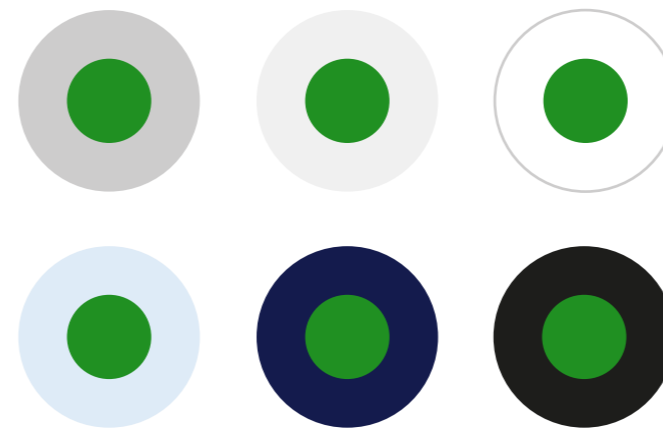


Allowed uses of primary colour **OVER** other colours

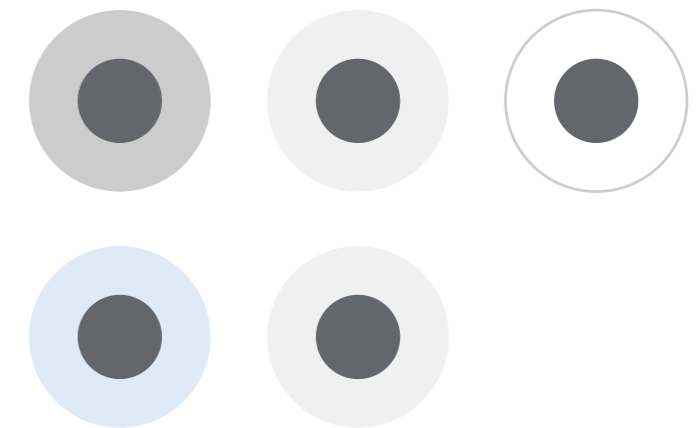
The primary blue will work when used over any of the lighter secondary colours



The primary green will only work when used over very dark or very light colours

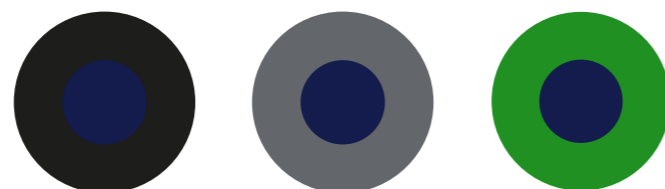


The primary grey will work when used over any of the lighter secondary colours

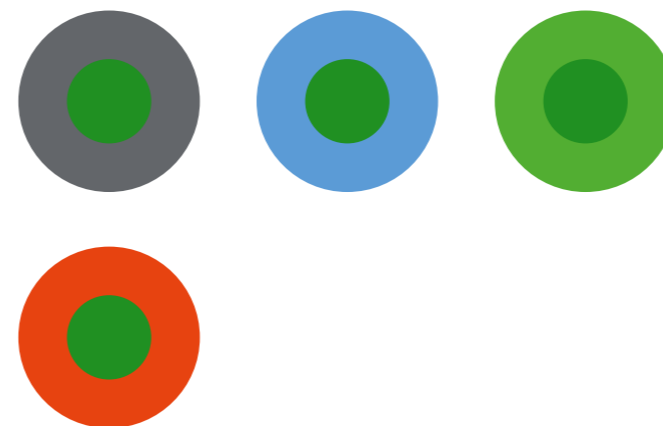


Disallowed uses of primary colour **OVER** other colours

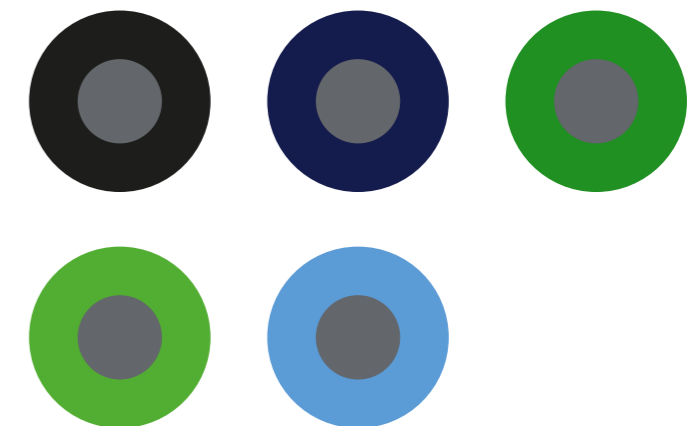
The blue will not work when used over any of the other primary colours, or over black. There's not enough contrast



The primary green does not work when used over the mid range of colours



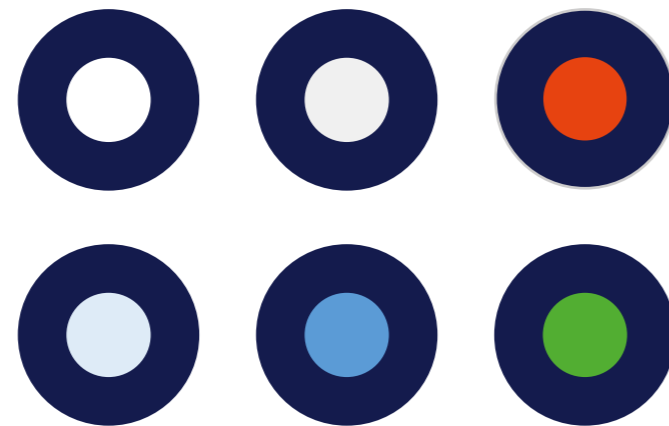
The primary grey does not work when used over the darker colours - not enough contrast



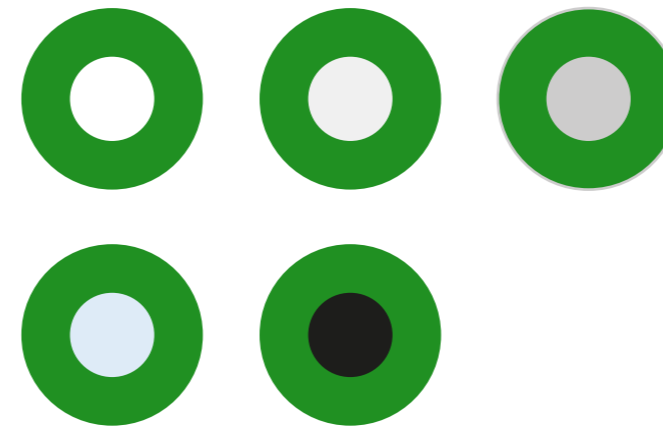


Allowed uses of primary colour **BEHIND** other colours

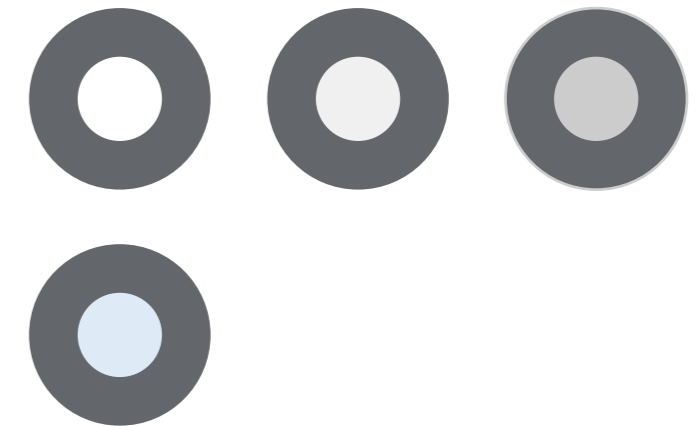
The primary blue will work when used over any of the lighter secondary colours



The primary green will only work when used over very dark or very light colours



The primary grey will work when used over any of the lighter secondary colours

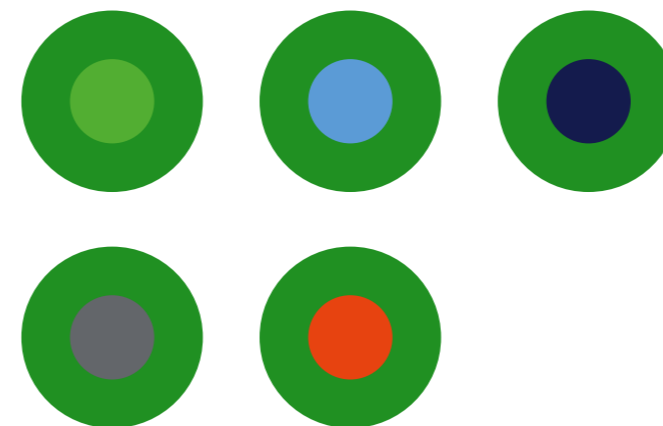


Disallowed uses of primary colour **BEHIND** other colours

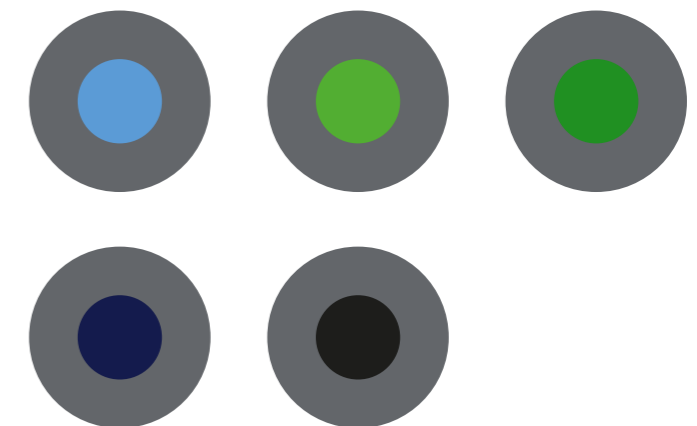
The blue will not work when used over any of the other primary colours, or over black. There's not enough contrast



The primary green does not work when used over the mid range of colours



The primary grey does not work when used over the darker colours - not enough contrast



Typography is a strong extension of our brand's personality.

PROXIMA NOVA is the primary typeface of our identity. These are preferred fonts for all Tracsis communications. Using them builds a consistent look.

This fonts 'Light' and 'Semi-bold' weights are used for hierarchy purposes: Document titles, headlines, subheadings and signage.

Light Italic is used for quotes and out-quotes and this is the only time an italic font should be used.

Bold is used for impact titling on exhibition stands and adverts.

The choice of type size is based on format, function and purpose.

All use of Proxima Nova is recommended to have 'optical' kerning applied and tracking set to -10.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

Proxima Nova Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&")*

Proxima Nova Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

A default typeface is one that is widely available and used as a stand-in font when the primary is unavailable. It is used primarily in powerpoint presentations etc where the primary font cant be embedded and therefore the presentation wont render correctly.

CALIBRI is the secondary/default typeface of our identity. Using the variants shown here helps maintain a consistent look when Proxima Nova is not an option.

This fonts 'Light' and 'Semi-bold' weights are used for hierarchy purposes: Document titles, headlines, subheadings and signage.

Light Italic is used for quotes and out-quotes and this is the only time an italic font should be used.

Bold is used for impact titling on exhibition stands and adverts.

The choice of type size is based on format, function and purpose.

All use of Calibri is recommended to have 'optical' kerning applied and tracking set to -10.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&")*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*")

Primary Typeface - Proxima Nova

Secondary/Default Typeface - Calibri

Level 1: Main Headings



Proxima Nova Bold

**Headline Title Case
Black**

Calibri Bold

**Headline Title Case
Black**

Level 2: Sub-headings



Proxima Nova Light

Subheading 1 (Sentence case)

Calibri Light

Subheading 1 (Sentence case)

Level 3: Sub-headings 2



Proxima Nova Semi-bold

Subheading 2 (Sentence case)

Calibri Regular

Subheading 2 (Sentence case)

Level 4: Quotes



Proxima Nova Light Italic

*“Quotes and outquotes, tios si
officia nducim num eiumendusam”*

Calibri Light Italic

*“Quotes and outquotes, tios si officia
nducim num eiumendusam”*

Level 5: Body Copy



Proxima Nova Light

Furo terehebem hos consum tus noritum estam. Nitus ce popos, molut conostra ia ditus, P. Fir ut fuium re videm se dius; nonsunulium tam poenati. Tinatus essid con sit, quiderbis fortem vidiessuam. Grae dionsimmo comne

Calibri Light

Furo terehebem hos consum tus noritum estam. Nitus ce popos, molut conostra ia ditus, P. Fir ut fuium re videm se dius; nonsunulium tam poenati. Ommorudem omnont. Od morum nonem senatur opubitemum inat, eo,

Level 6: Captions / Footnotes



Proxima Nova Light Italic

Caption (Sentence case)

Calibri Light Italic

Caption (Sentence case)

2.0 Core Elements

Typography & Colour

Using Black Text

When using black text, make sure the background is light and gives enough contrast to make the text readable.

Black on Dark Grey	✘
Black on Tracsis Grey	✘
Black on Tracsis Blue	✘
Black on Tracsis Green	⚠
Black on Tracsis Light Green 1	
Black on Tracsis Light Blue 1	⚠
Black on Tracsis Light Blue 2	
Black on Tracsis Light Grey 1	
Black on Tracsis Light Grey 2	
Black on White	

Using White Text

When using white text, make sure the background is dark and has enough contrast to make the text readable.

White on Black	
White on Dark Grey	
White on Tracsis Grey	
White on Tracsis Blue	
White on Tracsis Green	
White on Tracsis Light Green 1	⚠
White on Tracsis Light Blue 1	⚠
White on Tracsis Light Blue 2	✘
White on Tracsis Light Grey 1	✘
White on Tracsis Light Grey 2	✘

Using Coloured Text

Dark coloured text (Tracsis Blue & Green) should only be used on the lightest backgrounds. And light coloured text (Light Blue 1 & 2 and Light Green) on the darkest backgrounds. However beware that even then, some colour clashes may occur. Below are some examples of combinations to avoid.

Tracsis Green on Black	⚠
Green on Tracsis Blue	✘
Green on Light Blue	✘
Green on Dark Grey	✘
Green on Cool Grey	✘
Green on Light Green	✘
Light Blue on Tracsis Green	✘
Light Blue on Cool Grey	✘
Light Blue on Dark Grey	⚠
Light Blue on Light Grey 1	✘

Tracsis Blue on Black	✘
Tracsis Blue on Dark Grey	✘
Tracsis Blue on Cool Grey	✘
Tracsis Blue on Green	✘
Tracsis Blue on Light Blue	⚠
Light Green on Tracsis Green	✘
Light Green on Cool Grey	✘
Light Green on Light Grey 1	✘
Light Green on Light Grey 2	✘
Light Green on Light Blue 1	✘
Light Green on Light Blue 2	✘



3.0 Corporate Imagery

Visual Storytelling

Photography can tell a powerful story about our brand. Follow these guidelines to create pieces that are bold and engaging – and that reinforce our mission statement.

Brief Overview (and a few DON'Ts)

This is a very broad topic, but below are a few important points.

We don't have an image policy with respect to style and content of images. However, we aim to use people-focused images when appropriate, to add a personal aspect to marketing material and enforce our mission statement, **'Technology makes it possible, people make it happen'**.

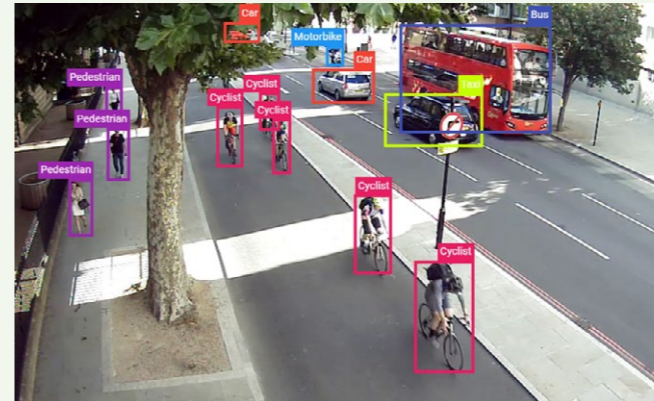
Only images for which Tracsis has copyright should be used, unless permission has been obtained in advance from the copyright holder, or image use rights bought from a commercial image provider. To obtain permission, the specifics of the intended use for the image are often requested.

Images downloaded from the internet for use in presentations and marketing material – or anything else that may enter the public domain – **should not be used**.

Images that include Tracsis or Group company employees may be used – as long as they do not contain external elements for which permission would be required – however, as a courtesy, employees who appear in the photos should be asked for their consent for the image to be used.

It is the author's responsibility to ensure correct use of images from a presentational and legal basis. For assistance, please check with business marketing teams or Major Digital Ltd (see Section 6.0).

Examples of images that are easily identifiable as our own – e.g. they include our technology, premises or employees.



Examples of images that we are not necessarily entitled to use, even though we have had a role in related project work.



These are people focused images but they are not Tracsis employees and most likely didn't give their permission for the image to be used.



Photography can tell a powerful story about our brand. Follow these guidelines to create pieces that are bold and engaging – and that reinforce our mission statement.

Emphasise Our Mission

The photographs you choose should illustrate how Tracsis brings people together, emphasising the mission statement that **‘Technology makes it possible, people make it happen’**. The goal is to let our audience identify with people of different geographies, ages, genders and ethnicities.

Stylistic Goals

When working with photographers, make sure they shoot in a setting that is as natural as possible. Ask them to try to capture natural, sincere facial and body expressions that convey emotion.

Photographic Content

Choose photographs that reflect the Tracsis audience and the diversity of cultures it represents. Ages should be mixed, but should reflect the age of people most likely to be employees. Settings should be as uncluttered as possible, to keep focus on the subject of the photo. Clothing should be appropriate to the setting. Images should be contemporary.

When using stock photos, or those provided from another source, follow these same guidelines and choose photographs that look bright, contemporary and genuine. Flawless images may look attractive, but rarely represent real life. Finally, when using photography, try to fill the frame entirely with the focal area of the image. Cut down on white space and large vacant areas (but bear in mind that the final images could still be cropped according to the final desired application).





4.0 Brand Application

Maintaining a Consistent Image

Guidelines on using the core brand elements when used in development of printed and digital materials, for internal and/or external use.

4.0 Brand Application

Tracsis Group Businesses

Product, service, event or technology sub-branding is used to provide a consistent marketable identity.

Tracsis Group Business logos are constructed using a specific set of rules and should only be created by an approved design party.

Tracsis Sub-brands

The logos consist of the Tracsis logo mark on the left, the business name in upper case and the strapline below in title case.

Tracsis Businesses (Acquisitions)

When a business is acquired by Tracsis, a logo will be created using the above set of rules. This will ensure it aligns with other Tracsis brand properties and helps maintain a consistent brand family feel.



Logo colour usage rules carry over into sub brand logos too



All Group Business Logos

A showcase of all current group business logos and product logos can be found in Appendices 1 & 2 of this document.



Tracsis Product branding is used to provide a consistent marketable identity across all of the group businesses products.

Tracsis product logos are constructed using a specific set of rules and should only be created by an approved design party.

Tracsis Product Brands

There are a lot of products around the Tracsis group of businesses. Each product should have an identity that follows a specific set of rules and identifies it as a Tracsis Group Product. As with the Tracsis PLC logo and the group business logos, product logos should only be used in full colour, black, blue or white.



Example of how a product logo relates to its parent business

Business Logo

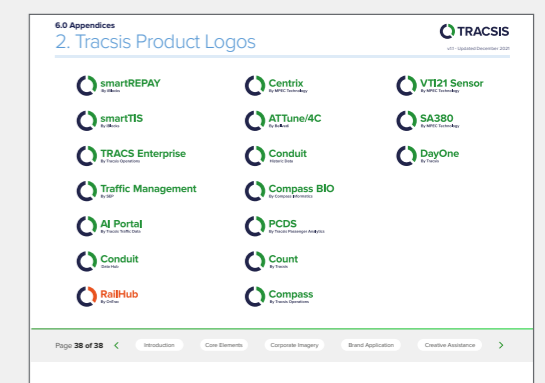


Product of Business Logo



All Group Product Logos

A showcase of all current group business logos and product logos can be found in Appendices 1 & 2 of this document.



4.0 Brand Application

Tracsis Product Sub-Brands

Tracsis product sub-branding is used to provide a consistent identity across all of a products sub-products.

Tracsis sub-product logos are constructed using a specific set of rules and should only be created by an approved design party.

As with the Tracsis PLC logo and the group business logos, sub-product logos should only be used in full colour, black, blue or white.

Historic[○]
By Tracsis Traffic Data

Tracsis Information Manager[○]
By Tracsis Traffic Data

Access Points[○]
By OnTrac

Example of how a sub-product logo relates to its parent business

Business Logo



Product of Business Logo



Sub-product of Product Logo



4.0 Brand Application

Branded Collateral Examples

Print advert templates
A4/A5

TRACS Enterprise
By Tracsis Operations

Revolutionising Transport Operations

The leading planning, optimisation and disruption management solution for rail. Enabling train and freight operators to run high performance, efficient operations while ensuring customers' complete confidence in their journeys and plans.

Major operators are entrusting TRACS Enterprise with the transformation of their operations, maximising efficiencies and eliminating the chaos caused by disruption.

Operation efficiency improvements delivered through 3 core modules:

- **Operational Planning:** To plan the train service.
- **Rostering and Resource Management:** To plan and manage resources.
- **Operational Management:** To assist control in managing real-time operations, reducing and eliminating disruption.

**Proud Sponsor of the
Fourth Friday Club's
Golden Whistle Awards**

Congratulations to all Golden Whistle Award winners!

Talk to our team today
Visit tracsisops.com or email info@tracsisops.com

TRACS Enterprise
By Tracsis Operations

Realise Significant Improvements In Operational Performance

- Cloud-hosted, enterprise-wide access, creating a single source of information for all resource planning and allocation
- Simplifies reporting, enabling control teams to make complex, short term decisions, especially in times of disruption
- Facilitates and automates communication with staff and customers in real time
- Prevents violations of employee terms and conditions, including fatigue
- Proactively manages skills and skill retention

TRACSIS are proud to be working with:

Benefits TIWRS are seeing from implementing TRACS Enterprise include:

- The facilitation of prompt delay attribution
- Increased reporting accuracy
- Time savings
- Safety compliance

Talk to our team today
Visit tracsisops.com or email info@tracsisops.com

MPEC TECHNOLOGY
Remote Condition Monitoring

Level Crossing Event Logging

Enabling remote monitoring and investigation to create a safer rail network

Developed by rail signalling experts,
MPEC provide UK wide and global coverage

Level Crossings are one of the most high risk points on any rail network. This comes back to the interactions between rail assets and the public, on both highways and footways. Monitoring these critical infrastructure points for judicial purposes ensures that, in the event of an incident or allegation, the network operator can easily investigate.

It is vital this process is efficient and effective, with confidence in the data being used. Real-time transmission of data from SA380 loggers to MPEC's cloud hosted Centrix platform ensures compliance with NR/L3XNG/100. Centrix's alarm functionality also allows for early warning of issues enabling signal engineers to investigate before they escalate.

Metrics that can be measured include:

- Barrier movement times
- Strike-in/Strike-out times
- Barrier angle
- Barrier motor currents
- Local track circuit occupancy
- Signal behaviour
- Other associated digital data

Talk to our team today
Visit www.mpec.co.uk or email enquiries@mpec.co.uk

4.0 Brand Application

Branded Collateral Examples

16:9 Widescreen
brochure/flyer covers



Centrix
By MPEC Technology

- Rail asset monitoring
- Fault prediction
- Automated data analysis
- Condition and event logging
- Cloud based

Rail Remote Condition Monitoring Software

Diagnostics platform enabling predictive and reactive maintenance to create a safer and more efficient rail network

Visit www.mpec.co.uk or email enquiries@mpec.co.uk

MPEC TECHNOLOGY
Remote Condition Monitoring



MPEC TECHNOLOGY
Remote Condition Monitoring

- Points / Switches
- Track Circuits
- Level Crossings
- Signalling Systems
- Interlockings
- Axle Counters

Condition and Event Logging

Enabling predictive and reactive maintenance to create a safer and more efficient rail network

Visit www.mpec.co.uk or email enquiries@mpec.co.uk

TRACSIS



AI Portal
By Tracsis Traffic Data

Capturing Speed Data through AI and Video Analytics

An Alternative Option for Automatic Traffic Counting

Visit tracsistraffic.com or email info@tracsis.com

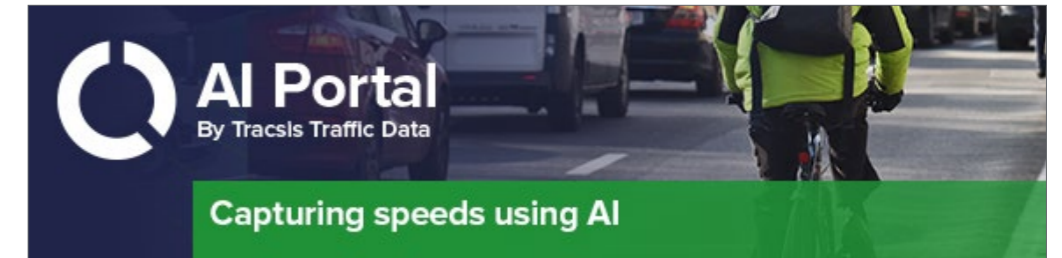
VIVACITY **TRACSIS**

4.0 Brand Application

Branded Collateral Examples

Email header/footers

LinkedIn social card templates



4.0 Brand Application

Branded Collateral Examples

Pull-up roller banners for small exhibition/ office space.





5.0 Creative Assistance

The Tracsis Brand overview

Information for marketing and creative support or guidance on applying these brand guidelines.

Usage permissions

Including use of the brand identity by partners, customers, and other outside agencies:

Nick Mather

07702 201 639

Nick.mather@tracsis.com

Marketing advice and supply of brand graphics in the correct format:

To request the brand graphics in the correct format for print or digital media including social media, presentations, brochures and online advertising:

Martyn at Major Digital

martyn@majordigital.com

Andy at Major Digital

andy@majordigital.com



6.0 Appendices

1. Tracsis Group Business Logos



2. Tracsis Product Logos

