

GBR Brand – Draft Branding Approach in Scotland and Wales

Note for Devolved Governments. 4 December 2025, Department for Transport

Background

Great British Railways will adopt a unified masterbrand approach, with a single brand being used nationally. GBR will be composed of different business units, but these will not have separate sub-brands. Instead, the masterbrand will have a region name used on some assets – an example of the format could be GBR | South Western. Network Rail's brand will be retired as it will adopt GBR's, as well as its business unit names where relevant.

This note reflects informal discussion between UK Government Department for Transport officials and counterparts at the Scottish and Welsh Governments, who have discussed how Network Rail's "Scotland's Railway" Region and "Wales & Borders" Route will be branded with the move to GBR, with each becoming a business unit.

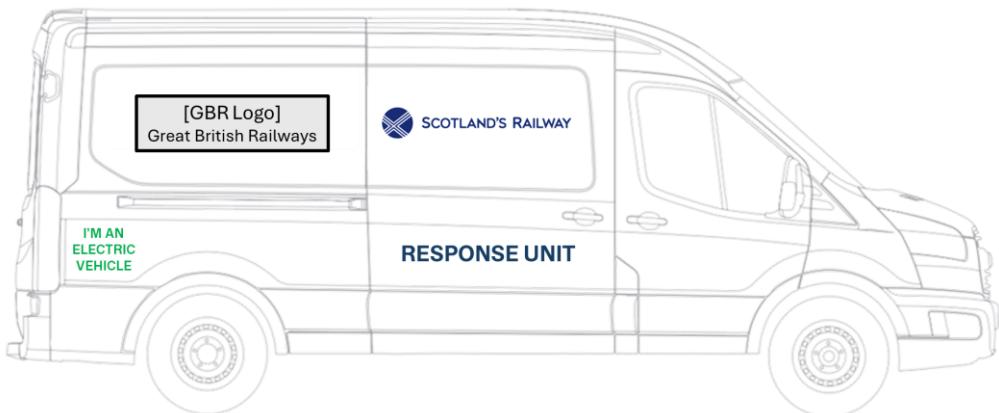
Existing Brands

The services designated by Scottish and Welsh Ministers, currently ScotRail, Caledonian Sleeper, and Transport for Wales Rail are not in scope of this work, given control of these services (and their branding) is devolved.

Train services primarily serving England (currently operated by LNER, TransPennine Express, CrossCountry and Avanti West Coast in Scotland, and CrossCountry, Avanti West Coast & Great Western Railway in Wales) would be branded as GBR, and labelled with their region name reflecting their business unit (these names are to be confirmed, but an example of the format is GBR | TransPennine or GBR | West Coast).

Scotland Business Unit

Given Scottish Ministers' formal responsibilities for GBR's Scotland business unit, this would be branded as "GBR | Scotland's Railway". This brand would primarily be used on road vehicles and fixed infrastructure such as track maintenance depots, but would also apply to the two Network Rail managed stations in Scotland (Edinburgh Waverly & Glasgow Central), as well as PPE worn in Scotland (subject to further exploration of costs – we are determining whether NR currently operate with a common national uniform supply, and any impact having a separate Scotland supply would have).





Wales Business Unit

This approach would see GBR's Wales business unit branded as "GBR | Cymru a'r Gororau Wales and Borders", with a 'working in partnership' branding approach with the Transport for Wales logo – reflecting the nature of the partnership between GBR in Wales & TfW, and avoiding confusion between GBR (currently NR) maintenance and TfW's maintenance of its own infrastructure. This brand would primarily be used on road vehicles, and some fixed infrastructure such as track maintenance depots.

