

The logo features the word "TRANSRAIL" in a white, bold, sans-serif font. A thick orange arc is positioned above the letters, starting between the 'R' and 'A' and ending between the 'R' and 'I'.

TRANSRAIL

BRAND IDENTITY MANUAL

# LOGO GUIDELINES

## CMYK



C 100  
M 90  
Y 0  
K 0



C 0  
M 60  
Y 100  
K 0

## RGB



R 33  
G 64  
B 154  
#21409A



R 245  
G 130  
B 32  
#F58220

## PANTONE (Solid uncoated)



PANTONE Reflex Blue U



PANTONE 1505 U



Orange combines the energy of red and the happiness of yellow. It is associated with ambition, prosperity and progress. Set in contrast with the cool of blue, it takes on a fiery quality.

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence and intelligence. All of which Transrail stands for.

## CMYK



C	0
M	0
Y	0
K	100

## RGB



RGB	
R	33
G	64
B	154



C	0
M	0
Y	0
K	55



R	138
G	138
B	138

TRANSRAIL

The logo consists of the word "TRANSRAIL" in a bold, sans-serif font. A thick, black curved line arches over the letters 'A', 'N', 'S', and 'R', connecting the top of the first 'A' to the top of the second 'A'.

The single colour version of the logo can be used only in 100% Black.

However, an exception is when the logo is applied on materials like glass, wood, metal, plastic by processes like embossing or etching. In such cases it would take the colour of the material or the texture of the surface.

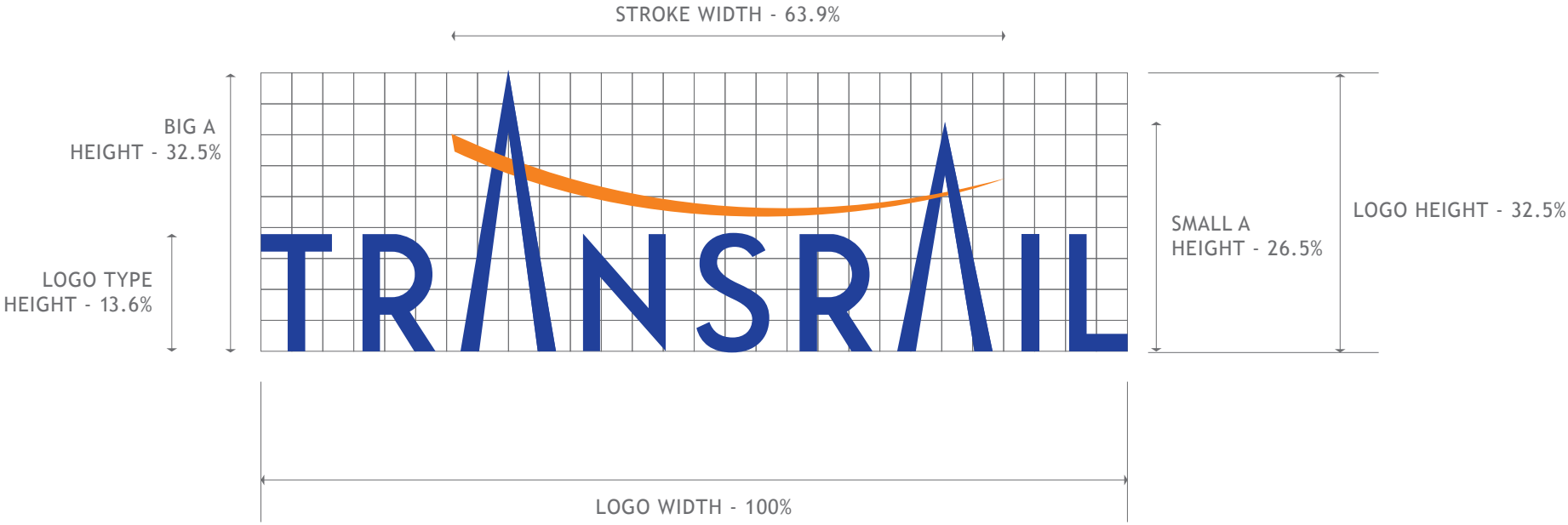
Typical applications are B/W Laser prints, Forms, Fax Sheets, Envelopes etc.



The logo can be only reversed out of the brand's Dark Blue colour. It should not be reversed out of any other colour.

In the reversed version on the brand's Dark Blue, the logo type 'TRANSRAIL' appears in White while the stroke line retains its original colours. The sequence should not be modified in any manner. This logo style should be used as a master for making a Neon Sign.

Application of this particular logo style is allowed only upon prior approval of the TRANSRAIL Corporate Marketing team.



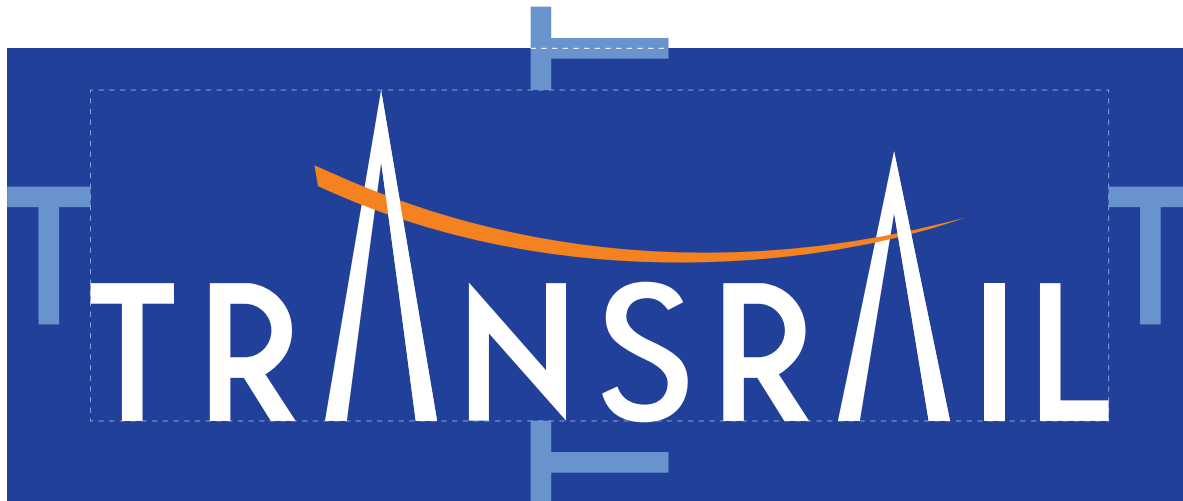
Proportions of the Stroke, Typography & A (Towers).



The minimum Clear Space to be left on all 4 sides of the Logo is shown above.  
It is the 'T' width on the left & right. 'T' sleeping on the bottom of the Logo Unit & 'half T' on the top of the Logo unit.

No other element should encroach this area.



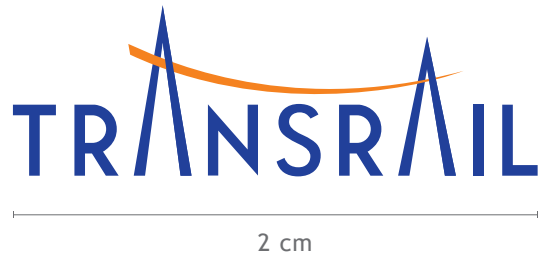


When used against any dark background colour, the minimum Clear Space to be left on all 4 sides of the Logo Unit is shown above.  
It is the 'T' width on the left & right. 'T' sleeping on the bottom of the Logo unit & 'half T' on the top of the Logo unit.

No other element should encroach this area.

When using the logo in different formats, please abide by the size regulations mentioned here. This is to ensure the best possible placement and visibility for the logo in every medium.

PRINT



WEB



All minimum size rules ensure that the logo is clearly visible for print & web scenarios.

# LOGO USAGE



White background



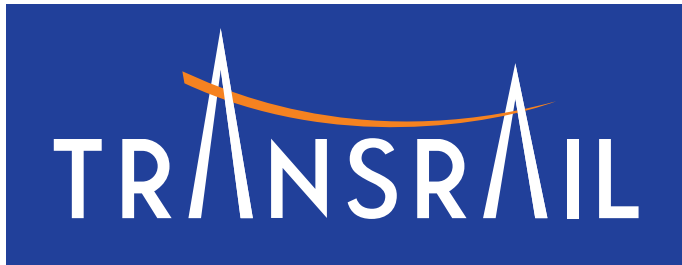
Grey (K 20%)



Light Blue



Photograph in lighter intensity,  
with an uncluttered background



Logo in reverse brand colour.



Logo on black or dark background.



Photograph in darker intensity,  
with an uncluttered background.

Logo should not be stretched, squeezed or turned.

Logo will not appear in any colour, proportion & alignment other than the prescribed ones.



Don't apply embellishments to the logo



Don't stretch the stroke.



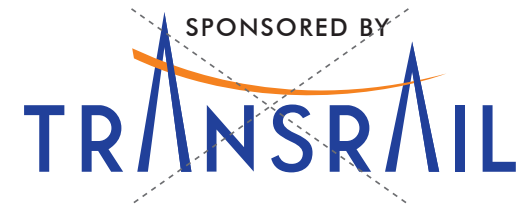
Don't press/stretch the logo disproportionately.



Don't change the proportions of the logo



Don't change the colour of the logo



Do not place any other active element (Visual, Graphic or Text) within the exclusion zone.



Don't reverse brand colour for the Logo



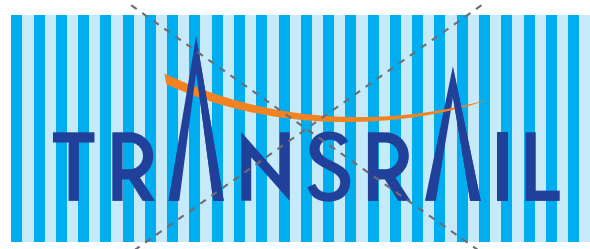
Don't change colour of the logo



The logo should never be placed on colour which it is not clearly visible.



On any background don't use only one brand colour of the logo



Any colourful pattern should be avoided behind the logo



The logo should never be placed on Visual which it is not clearly visible.

# BRAND COLOURS



This is the colour scheme to be used in all communication

Blue



Orange



# BRAND TYPOGRAPHY

## Primary Typeface

## Futura Family

## Futura light

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz  
1234567890

## Futura Lt BT

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz  
1234567890

## Futura Md BT

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz  
1234567890

## Futura Hv BT

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

## Futura Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

## Secondary Typeface

## Trebuchet Ms

## Trebuchet MS

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vxyz  
1234567890

## Trebuchet MS Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vxyz**  
**1234567890**