



200 YEARS OF
AMERICAN
— **RAIL** —

IDENTITY GUIDELINES

INTRODUCTION

All Aboard!

A logo has been developed for the 200th anniversary of railroading celebration in 2027. The logo has intentionally been designed to be recognizable yet evergreen, so all may feel comfortable using it alongside their own logos. Please use the logo when planning, hosting, or posting about the 200th anniversary as it allows your activity to be easily identified with the 200th anniversary of railroading. Brand guidelines and use of the logo are included in this brand guide.



Main Logo

The main celebration logo is inspired by railway roundhouses, locomotive driving wheels, train tracks, and iconic American symbols.

This celebration is about looking back at 200 years of railroading history, but it's also about looking forward. That's why we created a logo that evokes the past while also conveying optimism for what's next.

This logo can be used in one- or two-color variants. Additionally, vertical and horizontal variations are available for added flexibility based on application.



Main Logo Guidelines

Please follow these rules to ensure consistent styling.



PADDING
Using the “M” in “American,” maintain at least an “M-sized” distance around the logo based on the respective scale of the logo’s application.



ROTATION
Don’t rotate the icon.



ADDING ELEMENTS
Don’t add, extend, or manipulate the existing elements of the logo for any reason.



POSITION
Don’t switch the locations of the logo and the wordmark in conjunction.



COLOR VARIATION
Don’t exceed one- or two-color variations in a single logo.



MAINTAIN PROPORTIONS
Don’t increase the scale of the icon without also proportionately increasing the size of the wordmark.

LOGO PAIRINGS

The celebration logo was designed to encourage partnerships. When pairing the logo with that of another organization, there are a few rules to keep in mind.



Rules for Pairings

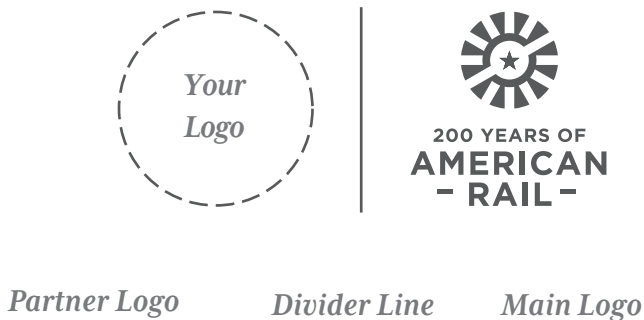
To ensure consistent styling when paired with other logos, adhere to these guidelines.

The main logo is recommended for pairings, but when size, layout, or design requires an alternate format to preserve legibility, use the alternate pairing.

Use only the one-color version to avoid distracting from the respective paired logo. The abbreviated mark follows the same rules as the main logo.

Always use a vertical line to separate the logos to maintain an optimal rectangular shape for easier placement across various formats. The line should maintain a one-point width and a height aligning with the top and bottom of the paired logos.

RECOMMENDED PAIRING



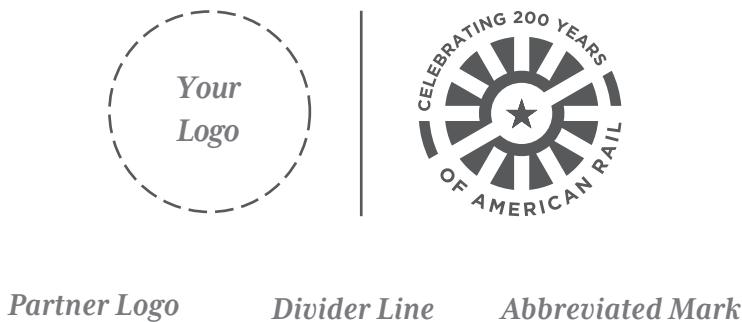
Choose a legible size for your logo and match the height of the anniversary logo and divider line accordingly.



Maintain half the respective width of the icon between paired logos on both sides of the divider.

Use the main vertical logo as legibility allows. As applications get smaller, use the alternate pairing to maintain the legibility of the logo mark.

ALTERNATE PAIRING



PAIRING EXAMPLES



Forever Linking the Nation

