



Alaska Railroad Corporation  
Identity Guidelines Manual

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## 1.00 Building the ARRC Brand

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### BUILDING THE ARRC BRAND

Our ultimate goal is to build a clear, strong brand (a name with associated symbols and meaning) that our audiences equate with quality, reliability, competence, friendliness, safety, history, innovation, and value. Every time our company appears in print or online we have an opportunity to reinforce the attributes associated with the Alaska Railroad Corporation (“ARRC”) brand. That’s why it is essential that the ARRC brand be presented correctly and consistently whenever and wherever it appears.

We have developed these identity guidelines to help achieve the consistent visual implementation of our corporate identity worldwide. Following these guidelines will help make our company instantly recognizable to all our audiences – existing and potential customers, suppliers, affiliates and all of us on the ARRC team.

### HOW TO USE THIS GUIDE

This guide is intended for everyone who is involved in preparing ARRC communications and merchandise. It will be updated regularly, so please check <http://www.akrr/identityguide> to ensure that you are working with the most recent version.

### NAVIGATION

Use the master table of contents on the next page or the table of contents that begins each section to jump to the page you need. Jump back to the section contents using the ARRC logo at the foot of each page. If you have any questions about implementing these guidelines, or require more information about using our graphic standards, please contact:

Director of External Affairs  
[externalaffairs@akrr.com](mailto:externalaffairs@akrr.com)



## 2.00 Basic Elements

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## 2.01 The Logo

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PRIMARY LOGO



SECONDARY LOGO



Our logo is the primary visual expression of the ARRC brand.

The name and colors recall our strong heritage.

The ARRC logo has been precisely designed and must not be redrawn or altered in any way.

It is a distinct design that cannot be reproduced using standard typefaces. Redrawing or misusing our logo will dilute and weaken our visual identity and damage the integrity of our brand. Following the guidelines in this document will ensure consistent representation.

The secondary logo can be used only when (1) four color use is available (2) a three dimensional effect is desired and (3) high grade paper and high quality printing are available.

Always download the logo from official artwork available at the link [www.akrr.com/images](http://www.akrr.com/images).

For employee access to electronic artwork, please contact External Affairs.



## 2.02 Proper Use – Size



1.063"

This size is for the reproduction of the logo on all design applications in A3 size.



0.9843"

This size is for the reproduction of the logo on all design applications in US Tabloid size.



0.7874"

This size is for the reproduction of the logo on all design applications up to US Letter or A4 in size.



0.5906"

This is the minimum size for the reproduction of the logo.

### MINIMUM LOGO SIZE

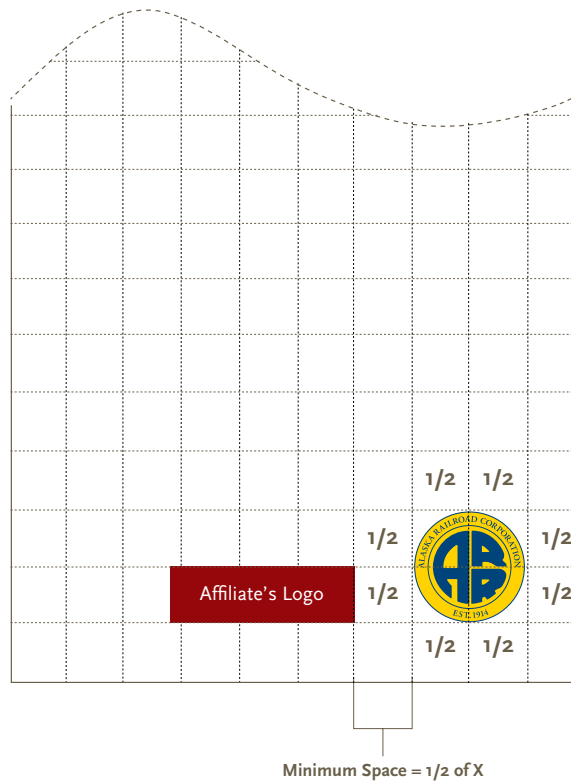
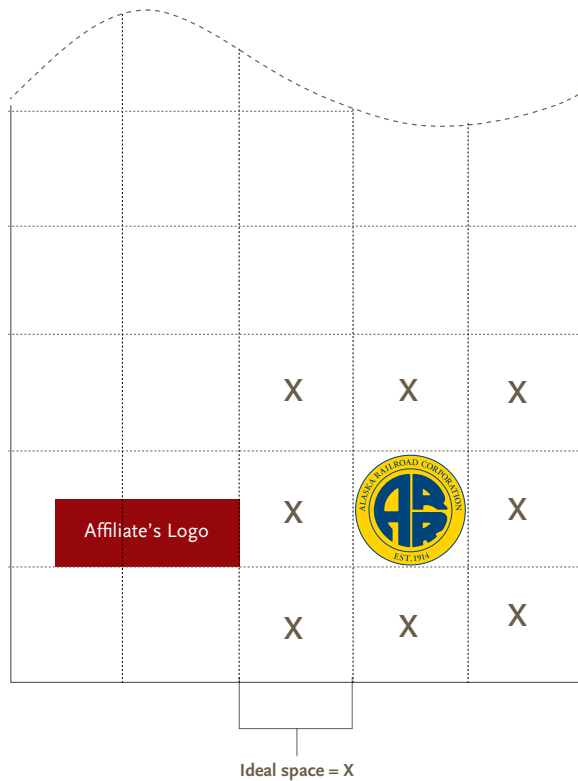
The minimum size for the reproduction of the logo is 0.5906". The ARRC logo should always be used in the size most appropriate to the application in question.

As a rule, the logo is applied at a consistent size of 0.7874" on all design applications up to US Letter or A4 in size. [ARRC logo artwork/EPS file placed or imported at 100%].

If you need additional information on the size most suitable for an application, please contact the ARRC Marketing Department or External Affairs Department.



## 2.03 Proper Use – Size Relationships



When it appears with other company logos, the ARRC logo must be the same size or appear slightly larger than the other logos. The choice depends on the context of the situation.

Where the goal is to have both logos appear equal, the logos should be sized so that both logos have a similar visual impact. This may mean that the measured sizes of the two logos are slightly different to achieve visual equality.

X = the total height of the logo. Minimum space around the ARRC logo is at least '1/2' of 'X' unit on all sides. The ideal space around the logo is one unit of 'X'. This rule applies regardless of the size at which the logo is produced.



## 2.04 Proper Use – Acceptable Variations

1



1



2



3



Our logo works in a variety of applications and contexts. This page presents the acceptable variations of our logo, showing how to achieve maximum impact in any situation.

**The primary application of the logo is on white or Pantone 295 blue.**

- 1 The **color version** of the logo may be used only on white or Pantone 295 blue backgrounds.
- 2 The **black version** of the logo may only be used on documents that are to be output in black and white. This is also recommended for advertisements in publications that are printed in black and white and for merchandise such as clothing.
- 3 The **white version** of the logo may also be knocked out of a black background on documents that are to be output in black and white. This is also recommended for advertisements in publications that are printed in black and white and for merchandise such as clothing.

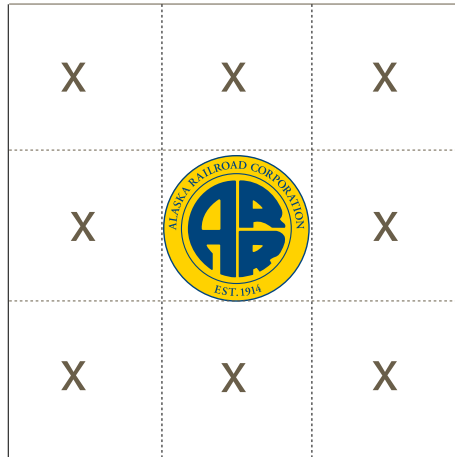
Note: Merchandise and Vehicle Signage are the only exceptions where the background color can be outside of white, blue or black. This is to meet current fashion trends for merchandise and visibility for vehicles.





## 2.07 Protected Areas

Ideal space = X



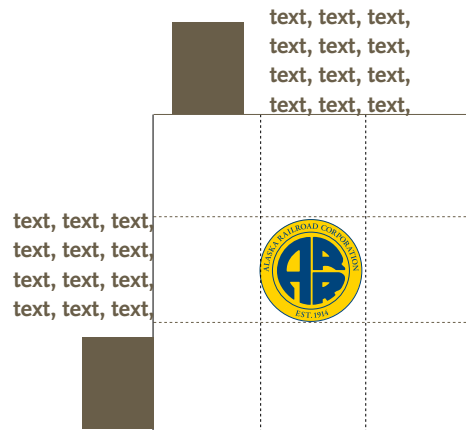
Minimum Space = 1/2 of X



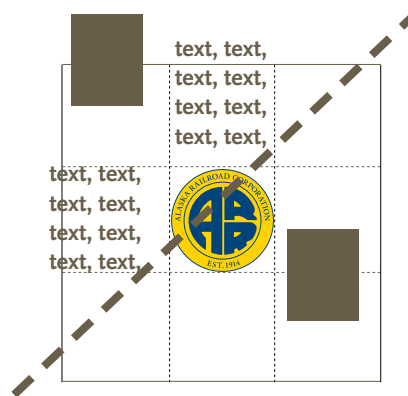
In almost all applications, the ARRC logo will appear together with text and graphic elements. The reader/viewer should be drawn to the ARRC logo and not be distracted by other elements cluttering the space around it. To achieve this objective, the logo should be protected on all sides by a clear area. This clear area ensures that no other text or graphical elements encroach on the logo.

This area is based proportionately on the size of the logo being used. X = the total height of the logo. Minimum space around the ARRC logo is at least '1/2 of 'X' unit on all sides. The ideal space around the logo is one unit of 'X'. This rule applies regardless of the size at which the logo is produced. For example, the 'X-rule' applies equally at "1" or "1000".

- 1 Using the protected area correctly gives the logo the prominence and space it requires.
- 2 If the protected area is compromised, the logo will become lost in the surrounding elements and prominence will be reduced.



1 Correct



2 Incorrect



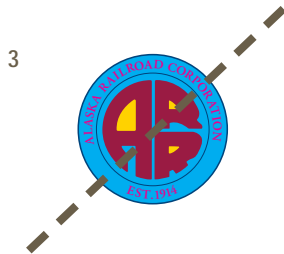
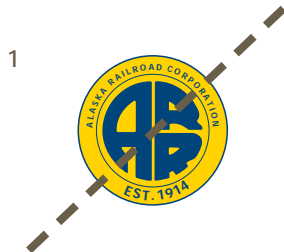
## 2.08 Incorrect Reproduction

Improper use of the logo can dilute our visual identity, damage the integrity of our brand and diminish the strength of our image in the marketplace.

When using the logo, knowing what not to do is sometimes as important as knowing what to do. The next two pages illustrate incorrect use of the logo.

Always download the logo from official artwork available at the link [www.akrr.com/images](http://www.akrr.com/images).

- 1 Do not replace the typography of the logo with another font.
- 2 Do not distort or redraw any part of the logo.
- 3 Do not use any color other than Pantone 295 blue and Pantone 116 yellow or in black and white for the logo.
- 4 The logo should only appear at 100% and should not be reproduced in a tint or screened back form. Do not use the logo as a super graphic element (watermark).



## 2.09 Incorrect Application

Improper use of the logo can dilute our visual identity and damage the integrity of our brand by diminishing the strength of our image in the marketplace.

1 Do not enclose the logo in a separate shape.

2 Do not link other words or logos with the ARRC logo.

3 Do not overlap logo over type or graphics.

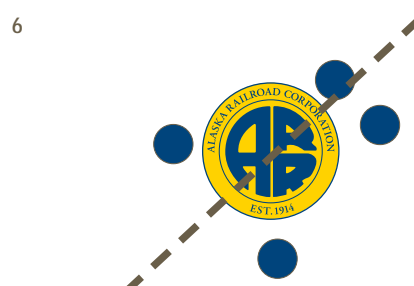
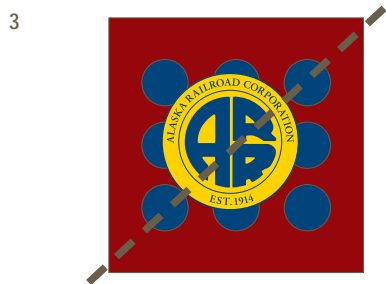
Note: Merchandise is the only exception where the background can have a pattern. This is to meet reproduction issues where there is no blank area to apply the logo.

4 Do not use the color version of the logo on any color other than white or Pantone 295 blue.

Note: Merchandise is the only exception where the background color can be something other than white and blue. This is in order to address current fashion trends.

5 Do not use the black and white version of the logo on any materials that will be produced in color.

6 Do not compromise the protected area of the logo in any way.











## 3.00 Color Palette

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- 3.01 The Primary Color Palette
- 3.02 The Secondary Color Palette



### 3.01 The Primary Color Palette

PANTONE	Process	RGB	Web Safe RGB
 295	 C 100 M 068 Y 008 K 052	 R 000 G 047 B 095	 HTML 002F5F
 116	 C 000 M 012 Y 100 K 000	 R 254 G 203 B 000	 HTML FECB00





The ARRC corporate colors are Pantone 295 blue and Pantone 116 yellow.

In the marketplace, customers and industry professionals associate the ARRC with our corporate Pantone 295 blue and Pantone 116 yellow colors just as they may associate our competitors with other colors. Used consistently, our corporate colors help to reinforce our image and brand, and clearly distinguish us from the competition.

Pantone® is a registered trademark of Pantone, Inc.



## 3.02 The Secondary Color Palette

PANTONE	Process	RGB	Web Safe RGB
 405	 C 023 M 029 Y 032 K 067	 R 095 G 087 B 079	 HTML 5FG74F

The secondary color palette is Pantone 405 grey. This grey-brown is softer, providing a nice counterbalance to a strong primary color palette. Being a warm grey-brown, this color would also work well for historical photographs (e.g., sepia-toned) as well as for text or supporting graphical features.

Pantone® is a registered trademark of Pantone, Inc.



## 4.00 Typography

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### 4.01 Corporate Typeface Families



## 4.01 Corporate Typeface Family

### Adobe Garamond Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ

### Adobe Garamond Pro Italic

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ*

### Adobe Garamond Pro Semi-Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ**

### Adobe Garamond Pro Semi-Bold Italic

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ***

### Adobe Garamond Pro Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ**

### Adobe Garamond Pro Bold-Italic

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789[\]^\_{'|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ***

There are two corporate typeface families that should be used on ARRC communication materials that are produced professionally such as stationery, advertising, signage, and merchandise. Consistent use of these typefaces will contribute to a unified expression of our brand.

The primary family is Adobe Garamond Pro, a serif typeface. The second family is FF Scala Sans, a sans serif typeface.

FF Scala Sans is both friendly and contemporary, which creates a nice contrast to Adobe Garamond Pro. The x/y heights of FF Scala Sans are also well suited to the x/y heights of Adobe Garamond Pro, allowing for clean, balanced lines when these typefaces are used together.

The Adobe Garamond Pro typeface family contains several styles and weights: Roman, italic, semi-bold, semi-bold italic, bold and bold-italic.

Note: Arial should be used for internal purposes only, meaning, for Word-processed documents or PowerPoint presentations created by ARRC staff. The other fonts will need to be used by your suppliers for professionally created communications and marketing materials.







### FF Scala Sans Bold Condensed Expert

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 °123¼½¾ / ° ¼ ½ ¾ / € ffl  
 ÷ ★ ffl³

### FF Scala Sans Bold Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPRSTUVWXYZ*  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ *ffl*

### FF Scala Sans Caps

ABCDEF GHIJ KLMNOPRSTUVWXYZ  
 ABCDEF GHIJ KLMNOPRSTUVWXYZ  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ & FFFFIFFL

### FF Scala Sans Caps Italic

*ABCDEFGHIJKLMNPRSTUVWXYZ*  
*ABCDEFGHIJKLMNPRSTUVWXYZ*  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ & FFFFIFFL

### FF Scala Sans Caps Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPRSTUVWXYZ**  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ **ffl**

### FF Scala Sans Caps Bold Expert

š đ ð ı ł š þ x ý ž  
 € Đ FIFL Ł Š Þ Ý Ž  
 °123¼½¾ / ° ¼ ½ ¾ / € FIFL  
 ÷ ★ FIFL

### FF Scala Sans Caps Bold Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPRSTUVWXYZ*  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ *ffl*

### FF Scala Sans Caps Bold Italic Expert

š đ ð ı ł š þ x ý ž  
 € Đ FIFL Ł Š Þ Ý Ž  
 °123¼½¾ / ° ¼ ½ ¾ / € FIFL  
 ÷ ★ FIFL

### FF Scala Sans Black

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPRSTUVWXYZ**  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ **ffl**

### FF Scala Sans Black Expert

š đ ð ı ł š þ x ý ž  
 € Đ ffl Ł Š Þ Ý Ž  
 °123¼½¾ / ° ¼ ½ ¾ / € ffl  
 ÷ ★ ffl

### FF Scala Sans Black Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPRSTUVWXYZ*  
 0123456789[\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿  
 ÷ ★ *ffl*

### FF Scala Sans Black Italic Expert

š đ ð ı ł š þ x ý ž  
 € Đ *ffl* Ł Š Þ Ý Ž  
 °123¼½¾ / ° ¼ ½ ¾ / € *ffl*  
 ÷ ★ *ffl*

### FF Scala Sans Figures Bold

0123456789\_~¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿

### FF Scala Caps Figures Bold Italic

0123456789\_~¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿



## 6.01 Signage Overview



Signs are an important part of the ARRC identity. They not only serve a practical purpose – identifying our sites and guiding visitors and employees within them – they are also one of the most consistent expressions of the ARRC brand.

These guidelines will help you identify which signs are appropriate for your site. The following pages provide further details about each type of sign as well as recommended uses and dimensions.

### GENERAL RULES

- 1 Only use the official ARRC logo file provided by the ARRC. (This is the flat, non-3D version of the logo)

The ARRC logo always appears in blue and yellow unless using a metallic bronze substrate.

- 2 The primary corporate fonts for the ARRC are Adobe Garamond Pro and FF Scala Sans as per Section 4.0. Consistent use of these typefaces will contribute to a unified expression of our brand, help ensure consistency and bring a distinctive look and feel to our signage.

Regarding typographic hierarchy, use Adobe Garamond Pro for primary information and FF Scala Sans for secondary information/elements. For signage, the recommended weight for Adobe Garamond Pro is semi-bold. The recommended weight for FF Scala Sans is regular.



## 6.02 High Level Building Identification

1



Main buildings should be prominently identified with the ARRC logo. The logo should be sized and positioned, maintaining the protected area, on the building for maximum readability day and night.

- 1 The recommended approach is to produce a back-lit sign for high level building identification. The ARRC logo should be made of laser cut or casted bronze metal. The sign should have a solid bronze background with the main elements embossed from the solid background. If possible, mount on raised bolts or screws from the surface. If the color or substrate makes that impractical, the sign should first be attached to a backboard, which is similar to the substrate of the building, and then affixed to the building. Ideally, the sign should be illuminated from the back to create a glow around the logo.

If a back-lit sign is not viable, the logo should be produced from laser cut aluminum that is powder coated to look like bronze and mounted on raised bolts or screws from the surface. The sign should be illuminated from the back to create a glow around the logo.



## 6.03 Interior Informational & Station Signage

1-2

**SIGN NAME**  
Secondary Element

**SIGN NAME**  
Secondary Element



**SIGN NAME**  
Secondary Element



**SIGN NAME**  
Secondary Element



**SIGN NAME**  
Secondary Element

- 1 It is recommended that informational signage such as A-boards, directional signs, safety signs and notices be treated with Pantone 295 blue for the background with white typography. This will create contrast and high visibility while keeping within the ARRC brand.
- 2 Regarding typographic hierarchy, use Adobe Garamond Pro for primary information and FF Scala Sans for secondary information/elements. For signage, the recommended weight for Adobe Garamond Pro is semi-bold. The recommended weight for FF Scala Sans is regular.

For high-level signage such as depot name, giftshop name or the logo, it is recommended that it is treated with a metallic bronze substrate. If possible, mount on raised bolts or screws from the surface.



## 6.04 Exterior Information Signage



- 1 It is recommended that information signage such as directional signs, safety signs and notices be treated with Pantone 295 blue for the background with white typography.
- 2 The structure on which the sign sits or rests upon should be a finish made to look like brass or iron.
- 3 Regarding typographic hierarchy, use Adobe Garamond Pro for primary information and FF Scala Sans for secondary information/elements. For signage, the recommended weight for Adobe Garamond Pro is semi-bold. The recommended weight for FF Scala Sans is regular.
- 4 For high-level signage such as depot name, name of a building or space, or the logo, it is recommended that it is treated with a metallic substrate of bronze. If possible, mount on raised bolts or screws from the surface.



## 6.05 Interior Signs - Reception Area



Reception areas and lobbies of ARRC buildings should be prominently identified with the ARRC logo.

- 1 The recommended approach is to produce a metal sign for the reception area. The ARRC logo should be made of laser cut bronze metal. The sign should have a solid bronze background with the main elements debossed from the solid background. Mount on raised bolts or screws from the surface.
- 2 If a metal sign is not viable, the logo should be produced from laser cut Sintra that is powdercoated to look like bronze mounted on raised bolts or screws from the surface.

The width of the ARRC logo should never be more than 40 - 45% of the width of the wall on which it is mounted. It should be centered visually in all directions.

It is recommended that the wall in which the logo is mounted is painted to match Pantone 295 blue.

The ARRC logo must never appear on textured metal backgrounds.

For signage only, the ARRC logo must never appear in silver or on silver metallic surfaces.

Where possible, artificial spot lighting should also be installed and directed at the logo to ensure maximum visibility.



## 6.06 Logo on Glass Doors



Where the logotype appears on glass or opaque surfaces, it must be produced using computer cut etched glass vinyl with a minimum 10-year exterior life. The logo should be applied to the interior side of the window panel if possible.

The ARRC logo must be produced to a size equivalent to 40 - 45% of the window width and be positioned at approximately eye-level. The logo should be applied to the interior side of the window panel if possible.

Typography, such as address details, if necessary, must be produced using the same computer cut vinyl in the same etched glass.

Regarding typographic hierarchy, use Adobe Garamond Pro for primary information and FF Scala Sans for secondary information/elements. For signage, the recommended weight for Adobe Garamond Pro is semi-bold. The recommended weight for FF Scala Sans is regular.





## 6.07 Vehicle Signage



This is another area where the logo can be applied to a background color other than the standard white and Pantone 295 blue.

Although white is acceptable, yellow and blue vehicles are the preferred color choice. If possible, match vehicle color either to Pantone 116 yellow or Pantone 295 blue.

When the logo is applied to yellow vehicle apply only the areas that have Pantone 295 blue and allow the yellow of the vehicle to show through.

Logo placement should be located on the most visible and largest flat surface of the vehicle. Avoid placing the logo in areas where there is an obstruction to the driver's view or where it competes with elements of the vehicle.

The logo should be applied with an exterior vehicle vinyl or substrate that lasts a minimum 10-years and will withstand the weather conditions in Alaska.

Regarding typographic hierarchy, use Adobe Garamond Pro for primary information and FF Scala Sans for secondary information/elements. For signage, the recommended weight for Adobe Garamond Pro is semi-bold. The recommended weight for FF Scala Sans is regular.



## 8.00 Third Party Use

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- 8.01 Licensee/Affiliates Overview
- 8.02 Acceptable use of ARRC Logo in Conjunction with Affiliate Logos
- 8.03 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos
- 8.04 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos – Vertical Orientation
- 8.05 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos – Horizontal Orientation
- 8.06 Unacceptable use of ARRC Logo in Conjunction with Affiliate Logos
- 8.07 Acceptable use of ARRC Identity/Imagery in Conjunction with Affiliate Communications
- 8.08 Unacceptable use of ARRC Identity/Imagery in Conjunction with Affiliate Communications



## 8.01 Licensee/Affiliates Overview

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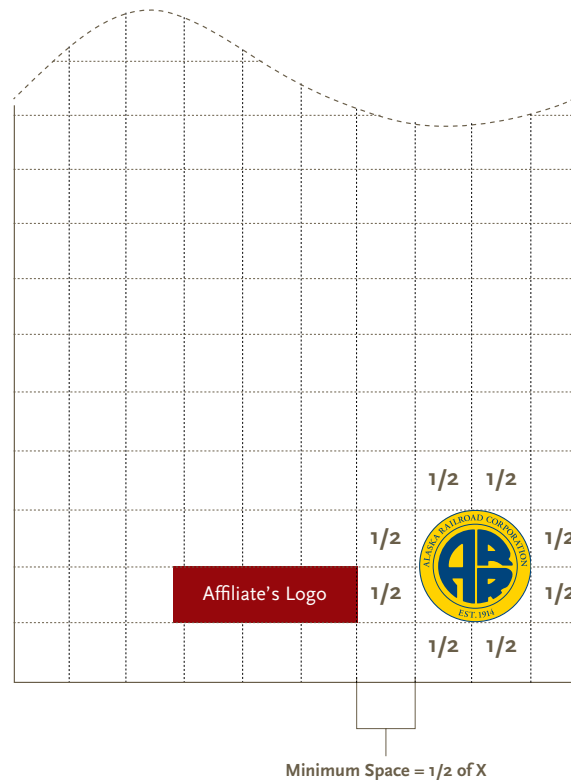
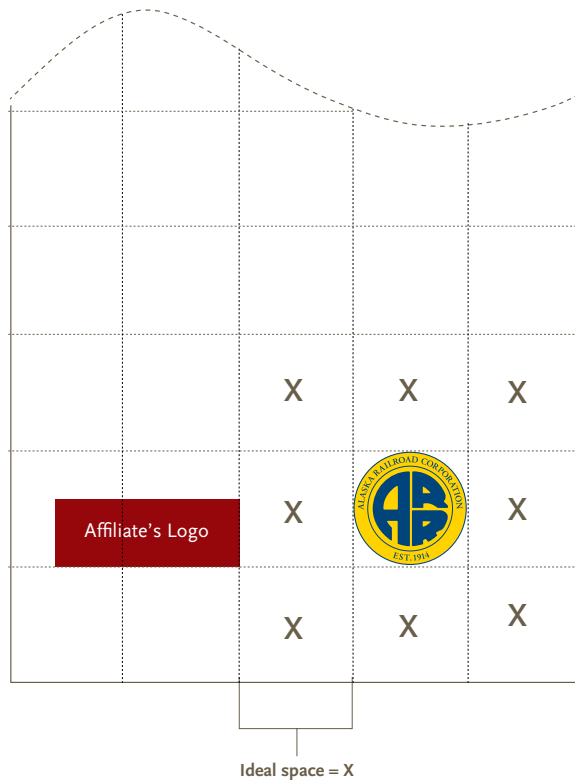
Working in conjunction with our merchandising licensees and other business affiliates is an important aspect of ARRC's business. These groups are key in helping to promote and sell our services. It also means that there is a responsibility on behalf of these groups to use the ARRC logo and brand elements in such a manner that our brand is not compromised or confused with the brand of the licensee/affiliate in their marketing efforts.

The following guidelines provide basic parameters around positioning of the ARRC logo in relation to affiliate logos and are predicated on the ARRC being either primary or equal in endorsement. In cases where the ARRC is a secondary endorsement, how the logo is positioned should be at the discretion of the ARRC Marketing Department and their mutual decision with the respective affiliate.

The ARRC logo and registered trade name "Alaska Railroad" are the sole property of ARRC and may not be used or reproduced without ARRC's prior written consent. Any third party seeking use of the ARRC logo or trade name must first sign an appropriate agreement or contract with ARRC authorizing such use. Please contact the ARRC External Affairs or Marketing Department for more information.



## 8.02 Acceptable use of ARRC Logo in Conjunction with Affiliate Logos



When it appears with other company logos, the ARRC logo must be the same size or appear slightly larger than the other logos. The choice depends on the context of the situation.

Where the goal is to have both logos appear equal, the logos should be sized so that both logos have a similar visual impact. This may mean that the measured sizes of the two logos are slightly different to achieve visual equality.

X = the total height of the logo. Minimum space around the ARRC logo is at least '1/2' of 'X' unit on all sides. The ideal space around the logo is one unit of 'X'. This rule applies regardless of the size at which the logo is produced. Implementation will depend on the context. This rule applies regardless of the size at which the logo is produced.

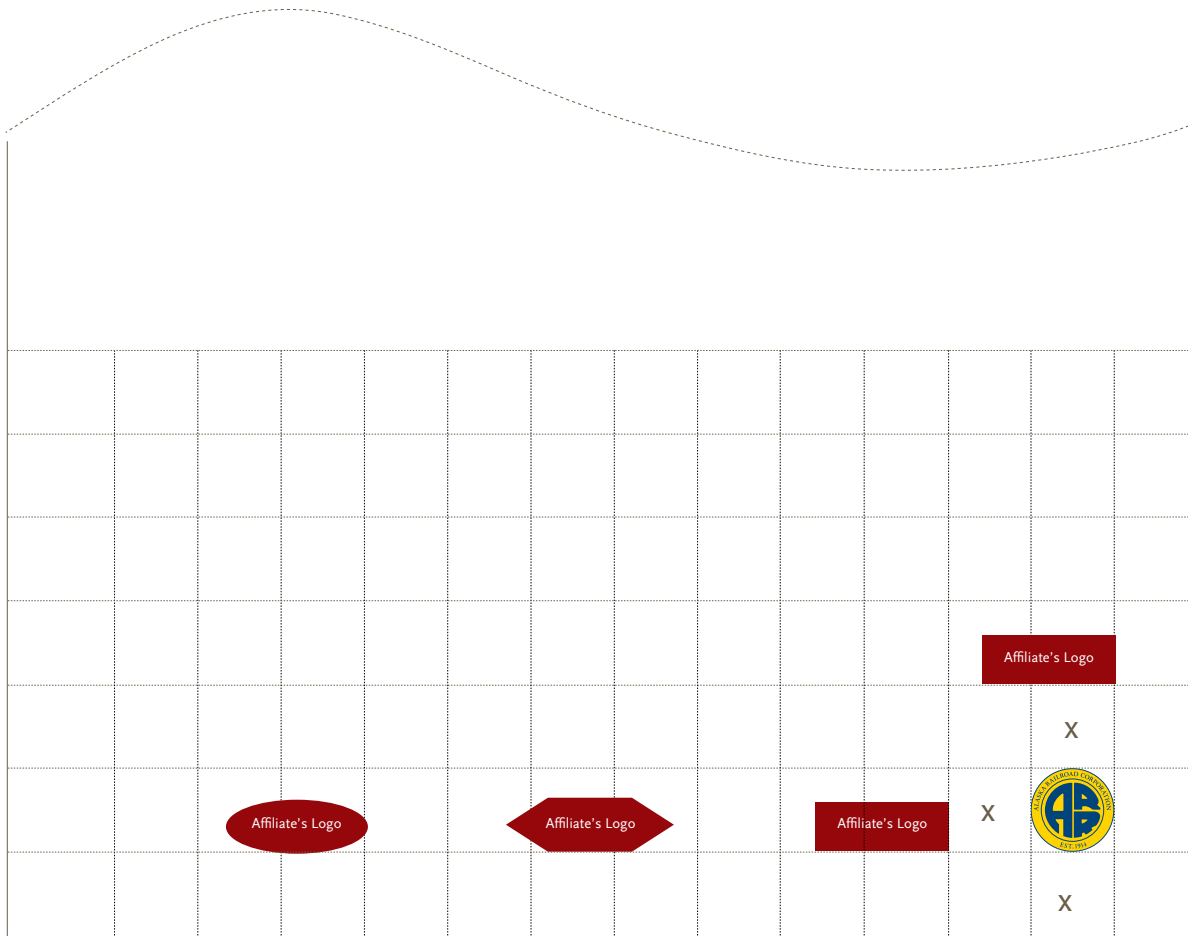


## 8.03 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos

When it appears with other company logos, the ARRC logo must be the same size or appear slightly larger than the other logos. The choice depends on the context of the situation.

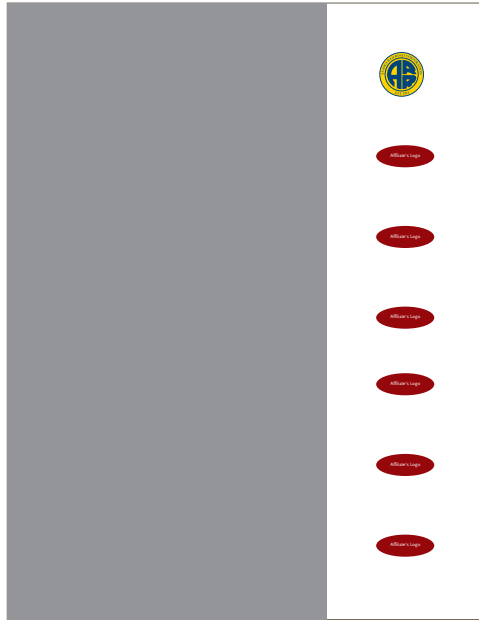
Where the goal is to have both logos appear equal, the logos should be sized so that both logos have a similar visual impact. This may mean that the measured sizes of the two logos are slightly different to achieve visual equality.

Minimum space around the ARRC logo is at least  $\frac{1}{2}$  'X' unit (X = the total height of the logo) on all sides and, ideally, one 'X' unit. Implementation will depend on the context. This rule applies regardless of the size at which the logo is produced.

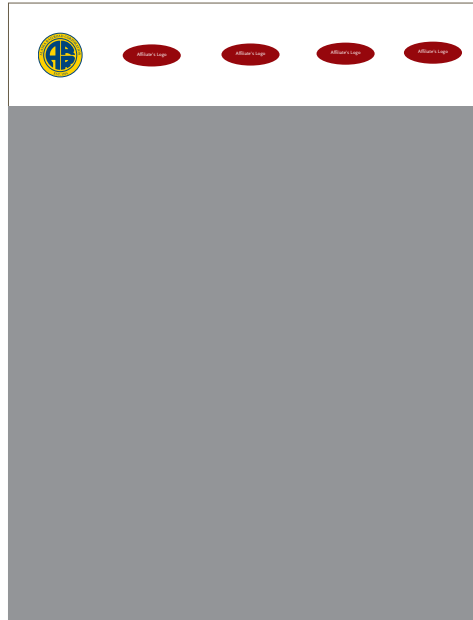


## 8.04 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos – Vertical Orientation

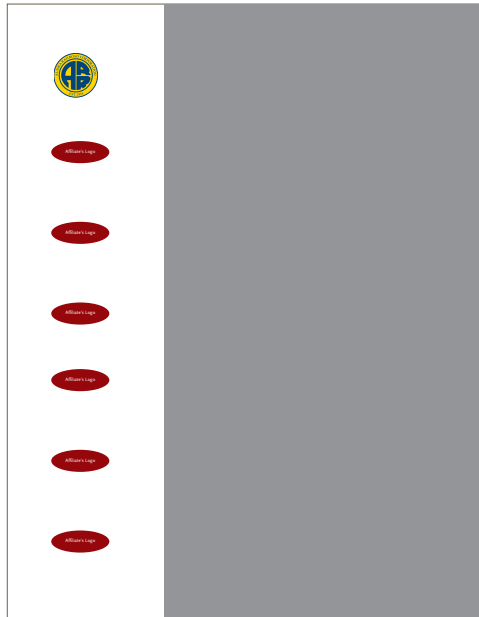
1



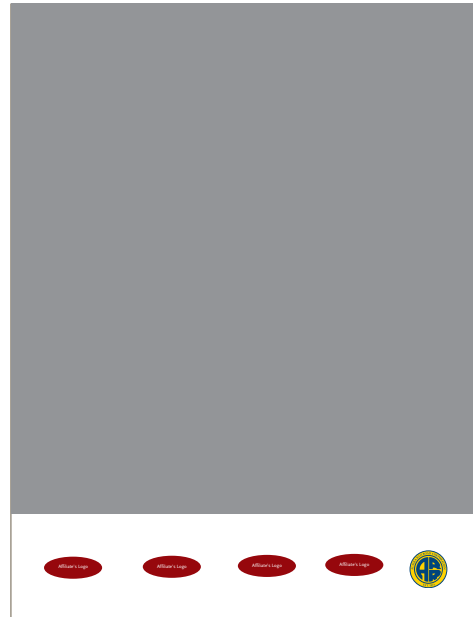
2



3



4

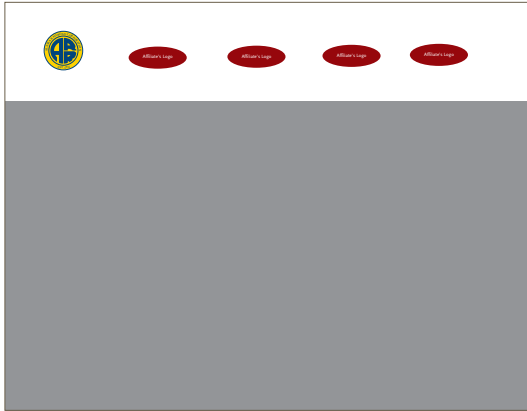


- 1 The ARRC logo starts at the top right hand corner before other affiliate logos if the ARRC is the primary sponsor.
- 2 The ARRC logo starts at the top left hand corner before other affiliate logos if the ARRC is the primary sponsor.
- 3 The ARRC logo starts at the top left hand corner before other affiliate logos if the ARRC is the primary sponsor.
- 4 The ARRC logo ends at the bottom right hand corner after other affiliate logos if the ARRC is the primary sponsor.

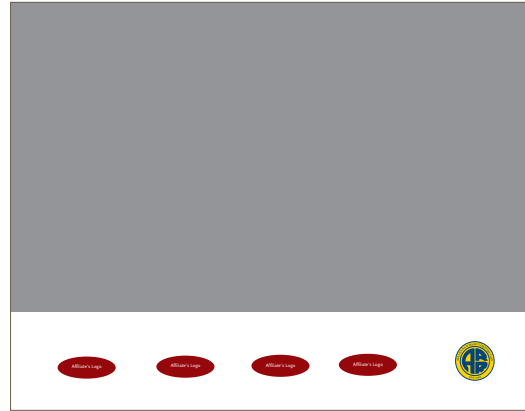


## 8.05 Acceptable use of ARRC Logo in Conjunction with Multiple Affiliate Logos – Horizontal Orientation

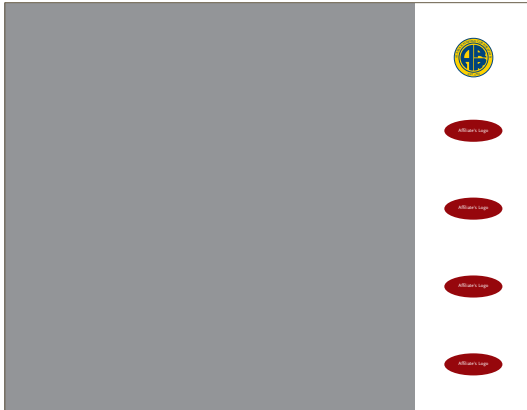
1



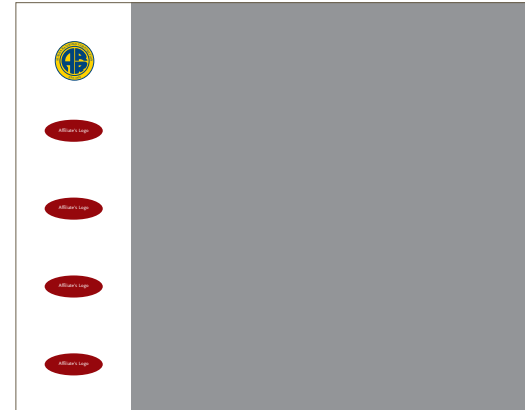
2



3



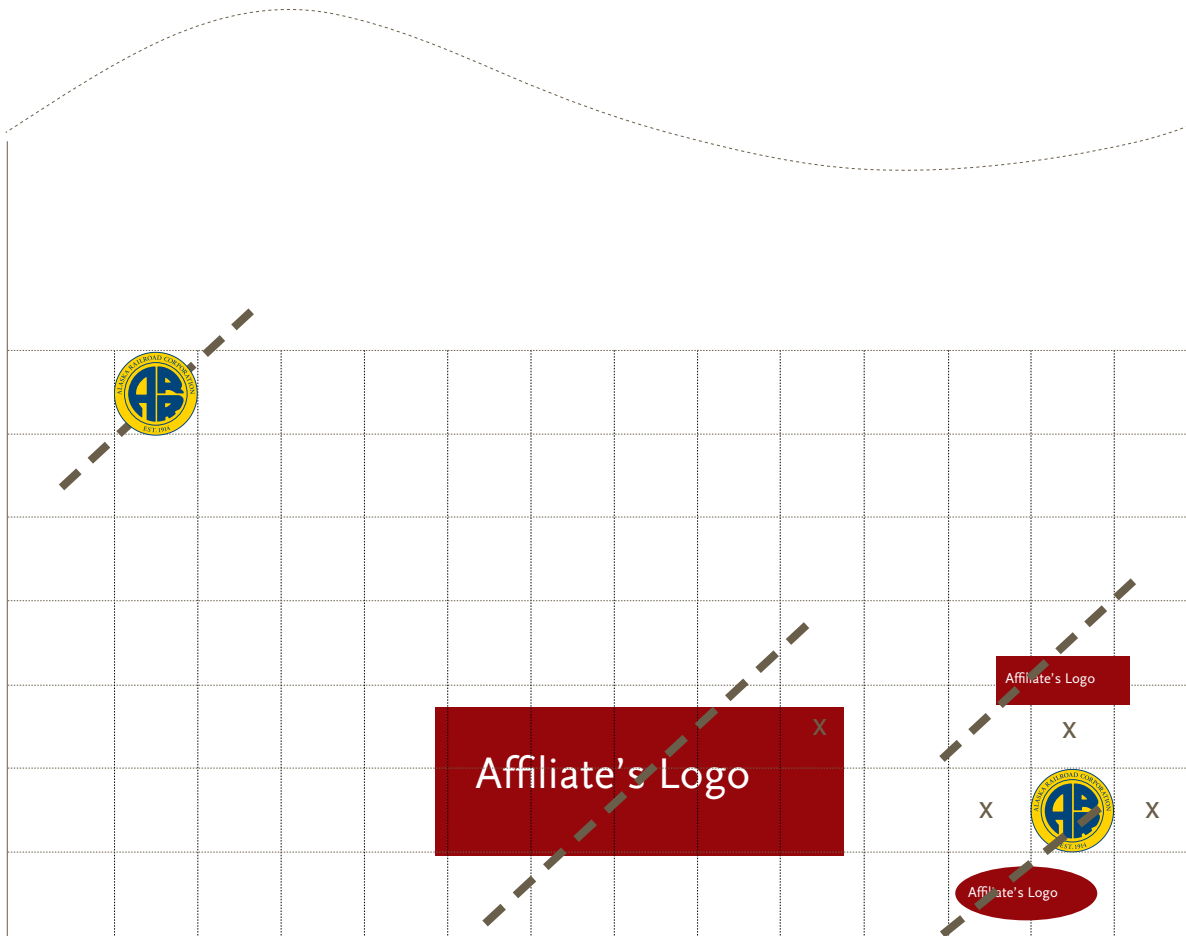
4



- 1 The ARRC logo starts at the top left hand corner before other affiliate logos if the ARRC is the primary sponsor.
- 2 The ARRC logo ends at the bottom right hand corner after other affiliate logos if the ARRC is the primary sponsor.
- 3 The ARRC logo starts at the top right hand corner before other affiliate logos if the ARRC is the primary sponsor.
- 4 The ARRC logo starts at the top left hand corner before other affiliate logos if the ARRC is the primary sponsor.



## 8.06 Unacceptable use of ARRC Logo in Conjunction with Affiliate Logos



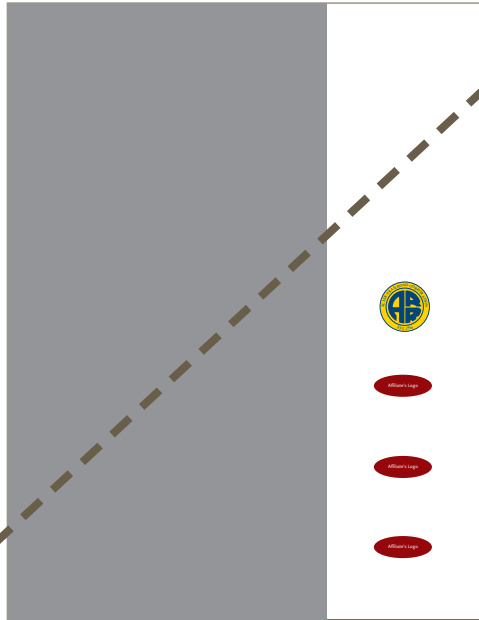
- A** It is unacceptable when the affiliate logo is larger than the ARRC logo if the ARRC is the primary sponsor.
- B** It is unacceptable when the affiliate logo is within the protected area of the logo.
- C** It is unacceptable when the ARRC logo is elsewhere other than what is specified in Sections Advertising 7.03 - 7.05.



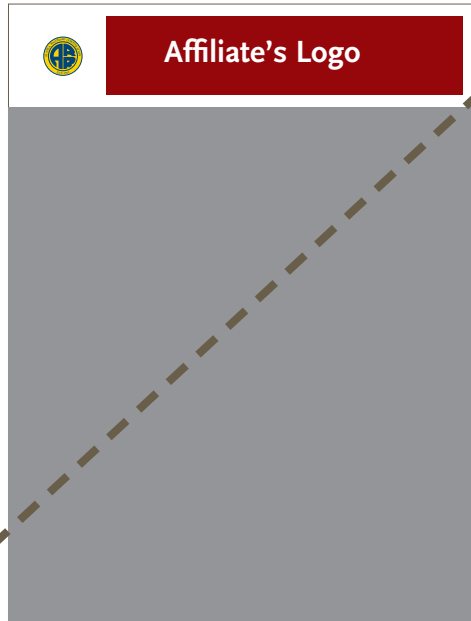


## 8.06 Unacceptable use of ARRC Logo in Conjunction with Affiliate Logos Cont'd

1



2



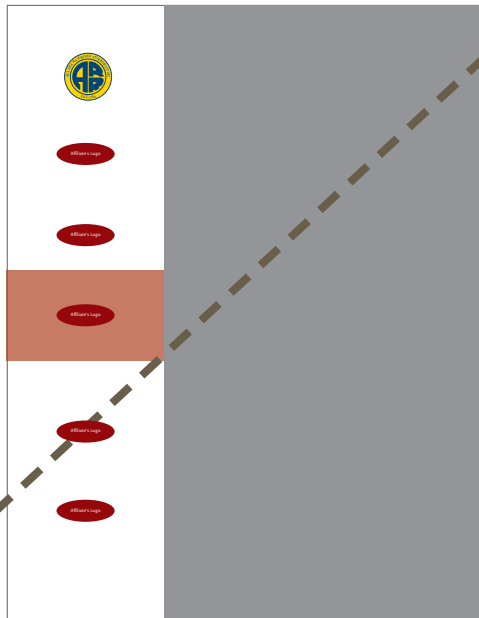
1 It is unacceptable when there is a different placement of the logo other than approved placements.

2 It is unacceptable when the sizing of affiliate logo is larger than the ARRC logo.

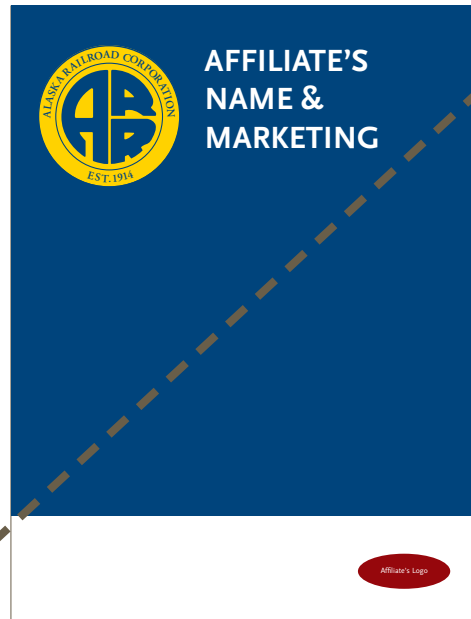
3 It is unacceptable when the graphic or visual emphasizes a affiliate logo making the affiliate logo more visually prominent.

4 It is unacceptable when a affiliate uses the ARRC color identity and logo as their own marketing.

3



4



## 8.07 Acceptable use of ARRC Identity/Imagery in Conjunction with Affiliate Communications

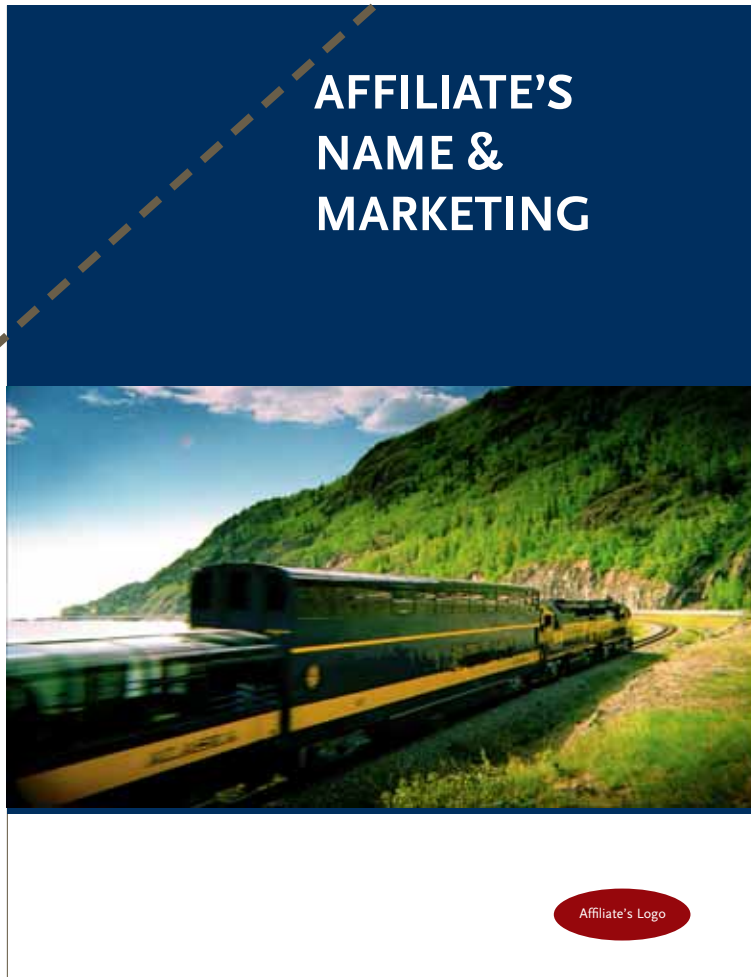


- 1 The words "sponsored by" or "in affiliation with" must live near the logo.
- 2 When an ARRC owned image is used on an affiliate's communication or web site without an ARRC logo, there should be an ARRC photo credit appearing on the image.
- 3 ARRC owned images may not be used or reproduced without ARRC's prior written consent.



## 8.08 Unacceptable use of ARRC Identity/Imagery in Conjunction with Affiliate Communications

1



- 1 The ARRC logo is more prominent visually than the affiliate's logo.



## 9.00 Merchandise

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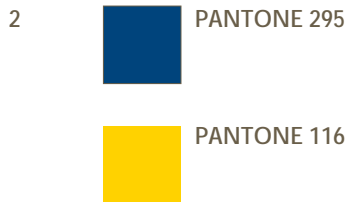
- 9.01 Merchandise Overview
- 9.02 Merchandise - Stitching/Silkscreen
- 9.03 Merchandise - Sample Logo Applications
- 9.04 Merchandise - Goldstar
- 9.05 Merchandise - Gift Bag
- 9.06 Merchandise Chart



## 9.01 Merchandise Overview



USED FOR STITCHING OR APPLICATIONS WHERE THE LOGO (1)  
CANNOT BE REDUCED TO MEET MANUFACTURING REQUIREMENTS.



3A-B

**THE ALASKA RAILROAD**

### GENERAL RULES

- 1 Only use the official ARRC logo file provided by the ARRC.  
(This is the flat, non-3D version of the logo)  
  
The logo should NOT be altered in any way. Do not extract elements from the logo, change its proportions, use an image rather than the line art version of the logo or change its colors (other than tone-on-tone stitching).  
  
See Section 2.08 Incorrect Reproduction for illustrations.
- 1B-D This logo and wordmark should ONLY be used in instances where the flat logo cannot be reduced to meet manufacturing requirements such as stitching onto hats and clothing.
- 2 Use Pantone 295 blue and Pantone 116 yellow chips to color match substrates or materials.  
  
See Section 3.01 The Primary Color Palette.  
  
Merchandise is the only exception where the background color can be something other than white or blue. This is to meet current fashion trends.  
  
See Section 2.04 Proper Use – Acceptable Variations.
- 3 A Do not spell out the words “The Alaska Railroad”.  
  
B No supplier should be given permission to reproduce artwork that has the words “The Alaska Railroad”. All art files must be supplied from the ARRC.
- 4 Merchandise is the only exception where a silver metal substrate can be used.



## 9.02 Merchandise - Stitching/Silkscreen

1



1



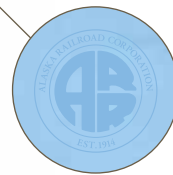
1



1D



2



2

### STITCHING ONTO FABRIC

- 1 The primary color palette is Pantone 295 blue and Pantone 116 yellow: selected merchandise should be matched as closely as possible. Where the fabric color is yellow and blue (as mentioned), white, denim or patterned (ie. blue/white "railroad" stripes) use the full color logo. For all other colored fabrics, use a tone-on-tone approach. For example, if it is a grey fabric use matching grey thread.

Note A: Merchandise is the only exception where the background can have a pattern. This is to meet reproduction issues where there is no blank area to apply the logo.

Note B: Merchandise is the only exception where the background color can be something other than white and blue. This is to meet current fashion trends.

Note C: A blue or yellow material that is not closely matched to the corporate colors is considered a different color and, as such, should be treated with the tone-on-tone treatment.

Note D: In the instance of silkscreen only a reversed logo can be applied to a black colored t-shirt.

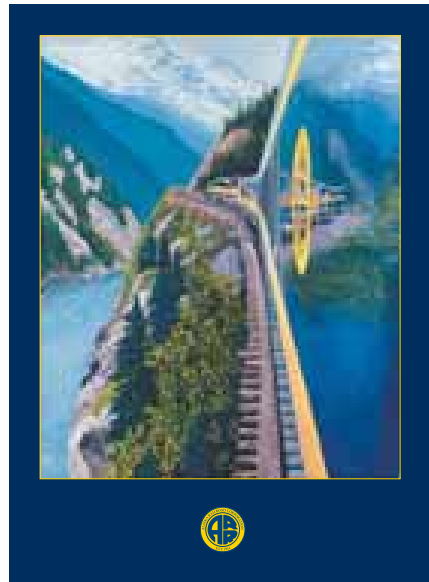
Note E: In cases where stitching is applied to blue or yellow fabric that closely matches the corporate Pantones, the stitching can be all yellow on blue fabric and all blue stitching on yellow fabric.

- 2 When the logo is used as tone-on-tone, all the elements except the background should be printed including the outer line, "Alaska Railroad Corporation", "Est. 1914", inner line, and "ARR".



## 9.03 Merchandise - Sample Logo Applications





Note: apply all generic artwork images to t-shirts within the range demonstrated on this page.



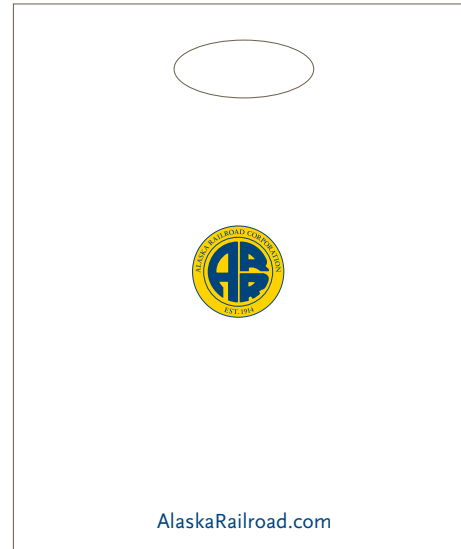
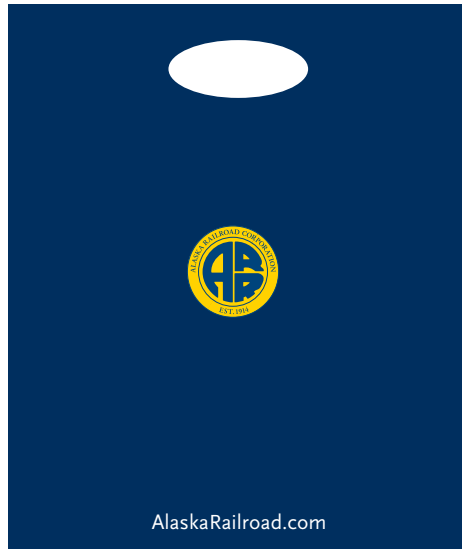
## 9.04 Merchandise - Goldstar

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## 9.05 Merchandise - Gift Bag

1



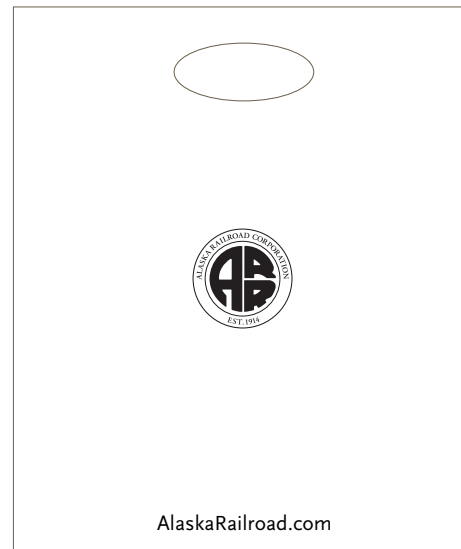
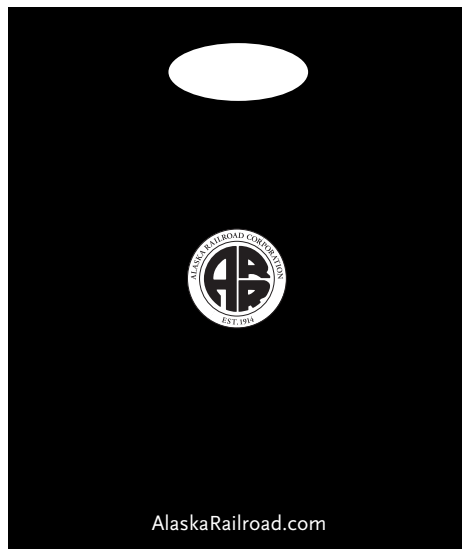
### OPTION 1

- 1 The logo is in full color with a blue background matching Pantone 295 blue or over a white background.

### OPTION 2

- 2 The logo is in black and white, reversed out of black.

2



## 9.06 Merchandise Chart

ITEM	PLACEMENT OF LOGO	RECOMMENDED
<b>CLOTHING - Infant &amp; Children Only</b>		
01. Child Pale Yellow T-Shirts	graphics separate from logo-logo on sleeve or back	graphics/logo
02. Child Royal Blue T-Shirts	graphics separate from logo-logo on sleeve or back	graphics/logo
03. Child T-Shirts White (Glow in the Dark)	graphics separate from logo-logo on sleeve or back	graphics/logo
04. Child T-Shirts Navy (Glow in the Dark)	graphics separate from logo-logo on sleeve or back	graphics/logo
05. Infant Pale Blue Onesy	graphics separate from logo-logo on sleeve or back	graphics/logo
06. Infant Pale Yellow Onesy	graphics separate from logo-logo on sleeve or back	graphics/logo
<b>CLOTHING Denim, Jackets and Vests</b>		
07. ARRC Crewneck Yellow Sweatshirt	left chest	tone-on-tone or only blue thread
08. ARRC Denim Shirt	left chest	full color ARRC logo
09. Girls' Blue Jacket	left chest	tone-on-tone
10. Girls' Yellow Jacket	left chest	tone-on-tone
11. Ladies' Black Fleece Vest	left chest	tone-on-tone
12. Ladies' Blue Fleece Vest	left chest	tone-on-tone
13. Denim Shirt	left chest	full color logo
14. Ski Jacket - Yellow	left chest	full color logo or tone-on-tone
15. Ski Jacket - Blue	left chest	full color logo or tone-on-tone
<b>CLOTHING - Hats</b>		
16. ARRC Gold Hat	centered	blue thread
17. Adult Logo Engineer Hat	centered	full color ARRC logo
18. Adult Tan with Brown Leather Hat	centered	tone-on-tone
19. Adult Pink Engineer Hat	centered	tone-on-tone
20. Black Embroidered Fleece ARRC Hat	centered	tone-on-tone
21. Brown Leather Logo Hat	centered	tone-on-tone
22. Youth Pink Engineer Hat	centered	tone-on-tone
23. Youth Logo Engineer Hat	centered	full color ARRC logo
24. Youth ARRC Metro Blue Hat	centered	tone-on-tone
25. Youth ARRC Yellow Hat	centered	tone-on-tone or blue thread
26. Youth Embroidered Engine Hat	graphics in front centered/logo on side or back	graphics and full color logo



## 9.06 Merchandise Chart Cont'd

ITEM	PLACEMENT OF LOGO	RECOMMENDED
<b>CLOTHING - T-Shirts</b>		
27. Adult T-Shirts Size XXL Engine, Yellow, Navy, White	graphics separate from logo-logo on sleeve or back	graphics and full color logo
28. Adult T-Shirts Size XXL Navy Logo	left chest	full color logo
29. Adult T-Shirts Size XXL Gray Logo	left chest	tone-on-tone
30. Adult Embroidered Logo T-Shirt Size XXXL	left chest	tone-on-tone, if blue shirt-yellow logo
31. Adult Embroidered Logo T-Shirt Navy Logo	left chest	yellow thread
32. Adult Navy Sweatshirt with Engine	graphics separate from logo-logo on sleeve or back	graphics and full color logo
33. Gray Embroidered Logo T-Shirt S - XL	left chest	tone-on-tone
34. Adult T-Shirt S - XL Engine, Yellow, Navy, White	graphics separate from logo-logo on sleeve or back	graphics and full color logo
35. Navy Embroidered Logo T-Shirt S - XL	left chest	tone-on-tone
36. Yellow Wildflower Ladies T-Shirt S - XL	Image in front-logo on sleeve or back	full color logo
<b>KEYCHAINS &amp; MAGNETS</b>		
37. Alaska Railroad Lanyard	centered	use AlaskaRailroad.com wordmark
38. ARRC Bottle Opener Keychain	centered	full color logo
39. ARRC Locomotive Epoxy Magnet	n/a	locomotive graphic
40. ARRC Magnet Photo Frame	not recommended	not recommended
41. Locomotive Keychain	n/a	locomotive graphic
42. Mt. McKinley Red/Black Magnet	not recommended	not recommended
43. Rubber Locomotive Magnet	n/a	locomotive graphic



## 9.06 Merchandise Chart Cont'd

ITEM	PLACEMENT OF LOGO	RECOMMENDED
<b>MEDIA</b>		
44. A History of the Alaska Railroad VHS Video	as per guidelines	see general guidelines for communications
45. ARRC Calendar	as per guidelines	see general guidelines for communications
46. ARRC Alaska Geographic Society	as per guidelines	see general guidelines for communications
47. Books and Other Media	as per guidelines	see general guidelines for communications
48. Come Along and Ride the Alaska Train by Bernd & Susan Richter	as per guidelines	see general guidelines for communications
49. Get Mears! - by Katharine Carson Crittenden	as per guidelines	see general guidelines for communications
50. Portrait of the Alaska Railroad Book by Kaylene Johnson	as per guidelines	see general guidelines for communications
51. Rails Across the Tundra Book - by Stan Cohen	as per guidelines	see general guidelines for communications
52. Ride Guide to the Historic Alaska Railroad - by Anita Williams & Linda Ewers	as per guidelines	see general guidelines for communications
53. The Great Alaska Train Adventure Anchorage to Fairbanks VHS Video	as per guidelines	see general guidelines for communications
54. The Great Alaska Train Adventure DVD	as per guidelines	see general guidelines for communications
<b>MUGS &amp; SHOTGLASSES</b>		
55. 4002 Engine Mug	logo-right of handle	full color logo on blue or white cup
56. ARRC Logo Shotglass(clear glass)	centered	full color logo
57. ARRC Shotglass(blue glass)	centered	logo
58. Mac Train Mug in a Box	locomotive on one side, logo on opposite side	full color logo
<b>SD-70 MAC COLLECTIBLE SERIES</b>		
59. Alaska Mint 1 oz.Gold Money Clip	n/a	all in gold only
60. Alaska Mint 1 oz.Silver Money Clip	n/a	all in silver only
61. Alaska Mint Pocket Watch - 2005 Silver/ Gold Open-face	n/a	all gold or all silver, image or ARRC logo
62. Alaska Mint Pocket Watch - 2005 Silver/Gold w/Lid	n/a	all gold or all silver, image or ARRC logo
63. Alaska Mint Pocket Watch - ARRC Logo Silver/Gold w/Lid	n/a	all gold or all silver, image or ARRC logo



## 9.06 Merchandise Chart Cont'd

ITEM	PLACEMENT OF LOGO	RECOMMENDED
<b>SILVER COLLECTIBLES</b>		
64. ARRC Logo Bookmark	centered	full color ARRC logo
65. ARRC Logo Money Clip	centered	full color ARRC logo
66. ARRC Logo Spoon	centered	full color ARRC logo
67. ARRC Logo Thimble	centered	full color ARRC logo
<b>TRAIN FUN</b>		
68. 28 Piece Battery Operated Die Cast Train Set	n/a	full color logo on packaging and side of 1st train
69. ARRC Beanie Bear	on belly	full color logo
70. ARRC Golf Ball & Tee Set	on lid or front of packaging	full color logo
71. ARRC Playing Cards w/Tin	create blue bar with to place logo on top w/ image above	full color logo
72. ARRC Royal/Black Zipper Tote	centered on both sides	full color logo
73. ARRC Sweater Moose	centered on belly	full color logo badge
74. Bear With Train Sweater	centered on sweater	full color logo badge
75. HO scale engine	n/a	n/a
76. HO Walthers Loco and Caboose Set	n/a	n/a
77. Keychain Steam Whistle	engine graphic on one side/logo on opposite side	engine graphic/full color logo
78. Model Caboose	n/a	n/a
79. Moose With Train Sweater	centered on sweater	full color logo badge
80. Steam Whistle	engine graphic on one side/logo on opposite side	engine graphic/full color logo
81. Pen	1) on lid opposite clip (2) on side	1) full color ARRC logo (2) wordmark
<b>PINS &amp; PATCHES</b>		
82. ARRC Caboose Pin	centered	caboose graphic
83. ARRC Logo Patch	centered	full color ARRC logo
84. ARRC Logo Pin	centered	full color ARRC logo
85. Locomotive Pin	n/a	locomotive graphic
<b>POSTERS &amp; PRINTS</b>		
86. Print	as per guidelines	see general guidelines for communications

