

Logo Briefing

Eurail Group GIE



Briefing as entered in the Design Crowd Form



Project name:

- European Rail Discovery Logos wanted: InterRail, Eurail and Company Logo Development and Alignment

Description:

- Development of 3 logos for InterRail (product logo), Eurail (product logo) and Eurail Group (corporate logo)
- Eurail Group offers two sister products for European Rail Travel: InterRail (for our European customers) and Eurail (for non-European customers). For information please look at our resellers website www.eurail.com and www.interrail.eu.
- We are currently aligning our product communication and want to go for a clear product brand approach. It is clearly visible that InterRail and Eurail are familiar products (the underlying concept is equal). Today, both product logos use the same tones of green and blue. Still, they are not really aligned from a style perspective. Both logos shall be brought closer together, whilst still being recognizable. In addition, we would like to have a new company logo for Eurail Group. This should be corporate style and taken a bit aback. Nevertheless, it would be great to have some familiarity with the product logos. Our corporate communication is held in a dark blue.
- The InterRail communication is green with a recognizable red line element. The Eurail communication is blue with a recognizable green line element (examples at the bottom of the presentation).

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Logo texts:

- 1) Product logo InterRail: InterRail
- 2) Product logo Eurail: Eurail
- 3) Corporate logo: Eurail Group

Tag line:

The tag line for Eurail is not needed but could be used optional.
It is today "Your Pass. Your Europe"

For Webapplications or small displays, there should be a version without tag line.

Please mind the writing:

InterRail and Eurail: the current capital letter in Eurail is a mistake; nevertheless, it could be kept if this is part of your concept...

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This is the corporate layout for a presentation master

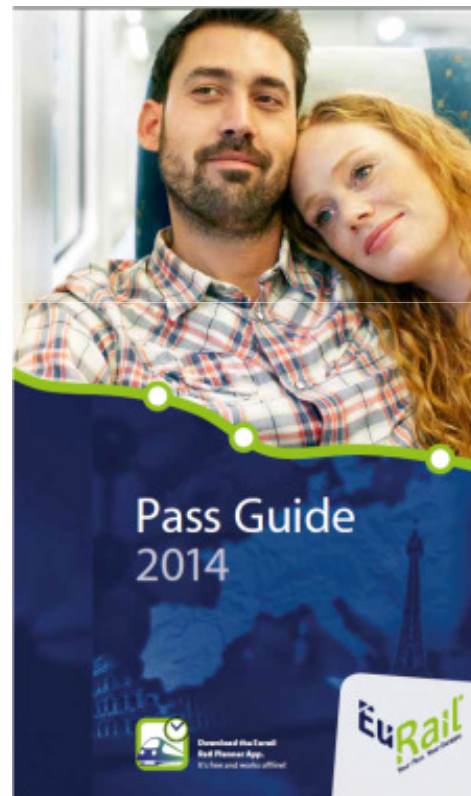


- Normally, the product logos could be replaced by a corporate logo; the existing corporate logo is not in use as it is very old fashioned.
- The product logos as demonstrated above shall be aligned, whilst keeping the same colour schemes.
- Please mind the writing: InterRail and Eurail (the current capital letter is a mistake; nevertheless, it could be kept if this is part of your concept...)

Current Eurail Product Design



- Standard communication; the same exists for InterRail



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Current InterRail Product Design



- Promotional material and roll-up

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