



**The use of Rail Baltica logo  
Visual Guidelines**

**Rail Baltica project involves the construction of a new European standard gauge high-speed rail line infrastructure to connect Northeast Europe with Central and Western Europe and beyond. Rail Baltica is a unique and complex transnational infrastructure project, financed by the Estonian, Latvian and Lithuanian states and co-financed by the European Union.**

**The project implementation is carried out by various official players. However, there are many partner organisations interested in the project and could be in need to use Rail Baltica logo for the project's visibility purposes. The logo of Rail Baltica is a protected trademark belonging to RB Rail AS, the central coordinator of the project.**

# Terms and conditions of use

## **The logo of Rail Baltica may be used by the following official parties:**

**A project central coordinator and owner of the logo - RB Rail AS**

**Project beneficiaries – the Ministry of Economics and Communications of Estonia, the Ministry of Transport of Latvia, the Ministry of Transport and Communications of Lithuania for the project publicity purposes in coordination with RB Rail AS**

**Implementing bodies – Rail Baltic Estonia OÜ, Estonian Technical Regulatory Authority, SIA Eiropas Dzelzceļa linijas, UAB Rail Baltica statyba, AB Lietuvos geležinkeliai for the project publicity purposes in coordination with RB Rail AS**

## **For other partners and interested parties (third parties) – Rail Baltica logo may be used only if**

- **permission is requested and granted before the logo is used,**
- **third party is commissioned to provide services/ works and have to ensure project's visibility,**
- **there is no likelihood of the user of the logo being confused with the Coordinator, Beneficiaries or Implementing bodies of Rail Baltica project,**
- **it is not used in connection with objectives or activities which are incompatible with the aims and principles of Rail Baltica project,**
- **it is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by official implementing partners of the Rail Baltica project,**
- **it is not used for commercial interests of the user of the logo.**

**The logo shall be used in its entirety without distorting, modifying or separating its component elements and by following the graphical guidelines of Rail Baltica logo. Permission to use the Rail Baltica logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above and in the graphical guidelines. This will be unlikely in a commercial context if the logo of the Rail Baltica is used in conjunction with a company's own logo, name or trade mark.**

# Request for permission to use the Rail Baltica logo

Request for permission should be submitted to the Communications Manager of B Rail AS by official letter or e-mail: [ilze.rassa@railbaltica.org](mailto:ilze.rassa@railbaltica.org).

## Downloading Rail Baltica logo

Third parties can download, copy and store the logo in all its formats and versions from the Project's website: [www.railbaltica.org](http://www.railbaltica.org)

# Identity Inspiration



Speed



Lightness



Modern  
technology



Nordic climate



Glass



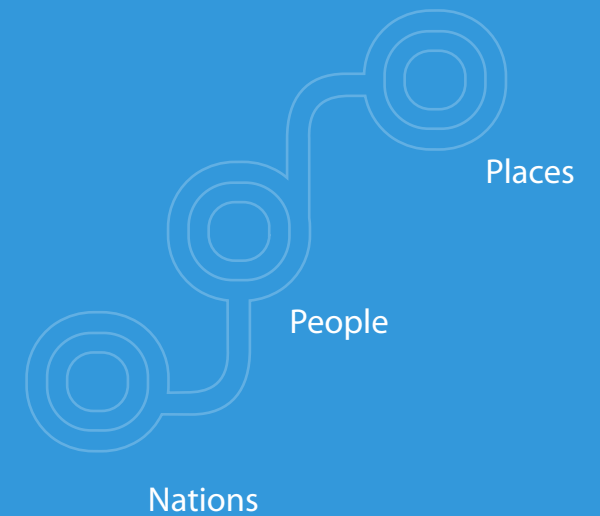
Aluminium

**Northeastern  
Economic  
Corridor**

Logo

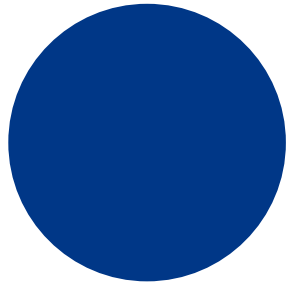


**With slogan**





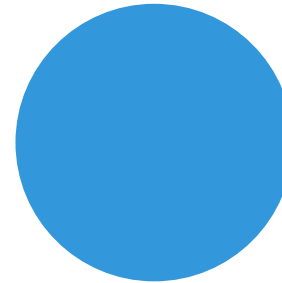
# Primary Colours



**Dark azure**  
**003787**  
**Pantone 294**  
**RGB 0 / 55 / 135**  
**CMYK 100 / 59 / 00 / 47**

**Nordic sea  
blue**

**Serve as symbol of speed and Nordic  
climate.**

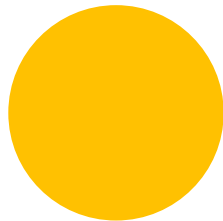


**Summer sky**  
**3398DB**  
**Pantone 2171 U**  
**RGB 51 / 152 / 219**  
**CMYK 77 / 31 / 00 / 14**

**Nordic sky  
blue**

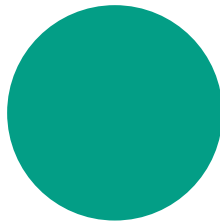
**Can be used in various opacities**  
**- 70%, 50%, 30%**

# Secondary Colours



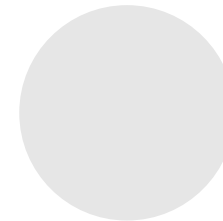
**FFC101**  
**RGB 255 / 193 / 1**  
**CMYK 00 / 24 / 100 / 00**

**Sun**



**039E86**  
**RGB 3 / 158 / 134**  
**CMYK 98 / 00 / 15 / 38**

**Nature**



**E5E5E5**  
**RGB 229 / 229 / 229**  
**CMYK 00 / 00 / 00 / 10**

**Aluminium**

**Can be used in design elements, accents and small areas.**

# Logo Usage Guidelines



**x is the unit of measurement which corresponds to the height of small cap letters.**  
**x also measures the white space needed outside the logo lines.**

# Logo Usage Guidelines



The colors of Logo should always be blue or white.

The preferred way to use the logo is over a blue/white clear background or on relatively dark/light pictures or preferably on black and white picture.

# With pictures



The colors of Logo should always be blue or white.

The preferred way to use the logo is over a blue/white clear background or on relatively dark/light pictures or preferably on black and white picture.

# With official partners

When using the logo in corporation with official third parties please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

Respecting the clear space of involved parties as well the equality of size and alignment.



\*Selected partner logos used only as an examples that illustrate logo placement.

# With other interested parties

When using the logo in corporation with third parties please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

Respecting the clear space of involved parties as well the equality of size and alignment.



\*Selected partner logos used only as an examples that illustrate logo placement.

# For Implementing bodies



**x is the unit of measurement which corresponds.**

**to the height of small cap letters.**

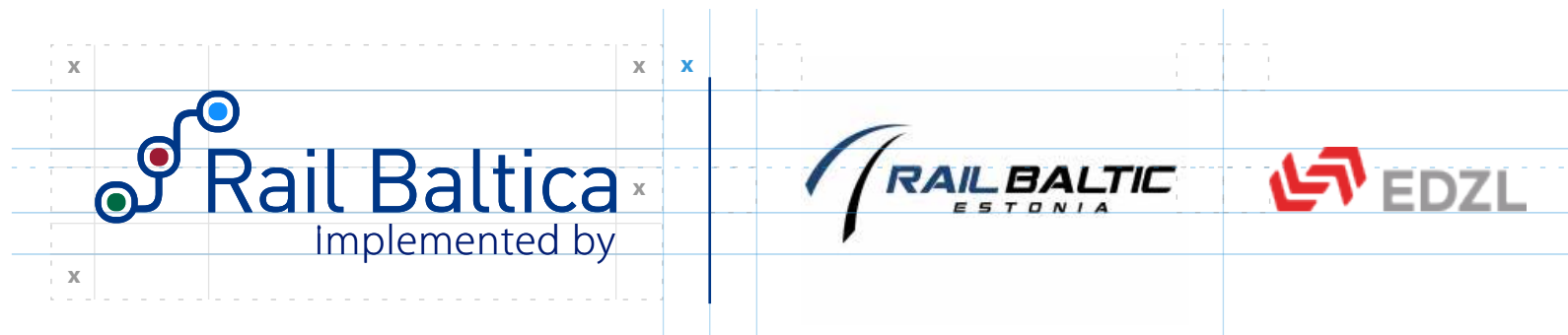
**x also measures the white space needed outside the logo lines.**





# For Implementing bodies

If there is a need to articulate the role of the official partner in the project then for the marketing communications purposes this solution can be used as well.



# For project central coordinator



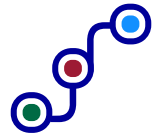
**x is the unit of measurement which corresponds.**

**to the height of small cap letters.**

**x also measures the white space needed outside the logo lines.**



# How Not To Use Logo



Use symbol as a complete logo



Use a false monochrome version



change the colours of logo to ones that are not defined in brandbook



Use such a logo version that blurs together with colourful background



Change the size proportions of all elements of the logo



Ad outlines to logo

# Main Typeface:

## Myriad Pro

Aa Āā Bb Cc Čč Dd Ee Ēē Ff Gg Ğğ Hh

Ii Īī Jj Kk Ķķ Ll Ļļ Mm NnŅņ Oo Pp Rr

Ss Šš Tt Uu Ūū Vv Zz

0123456789

\_ - - — + - , . " ' ~ < > [ ] { }

\ | / ? ! : ; \$ # ! @ \$ % ^ \* ( )

Myriad pro should be used as the primary typface for marketing communication materials, official and internal documentation

# Rail Baltica story

## Finances

### 01 | Myriad pro bold 60% black

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec sem semper, scelerisque magna eu, hendrerit felis. Mauris in neque a lectus eleifend bibendum. Nunc finibus lorem erat, ut faucibus tellus mattis quis. Praesent pulvinar rhoncus lobortis. Duis hendrerit sollicitudin ipsum, id pharetra tellus rutrum vitae. Vivamus cursus velit erat, nec faucibus enim egestas at. Curabitur dignissim nisl risus, eget feugiat enim ullamcorper eget. Curabitur mauris urna, scelerisque in tincidunt non, lobortis eu odio. Integer facilisis lobortis vehicula.

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Myriad Pro

60% black



Project implementers

2017

2017 •

Project  
implementers

2020 •

Project  
implementers

# Visual elements

Read more

01

02

03

04

01 Project implementers

01

02

03

Project  
implementers



**Project**  
implementers

Project implementers

Project  
implementers

Project  
implementers

A background network diagram consisting of a grid of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including white, light gray, blue, and green. The lines are thin and gray, forming a complex web of connections. The overall theme is 'Connections' and 'Networks'.

# Theme: Connections

Recommended as a design element for marketing communication, corporate documentation etc.