
Network Brand



E1 Network Principles

E2 Books Structure

Network Principles

E1

E1.1 Traditional House

E1.2 Standardization

E1.3 Identity

E1.4 Accessibility

E1.5 Maintenance

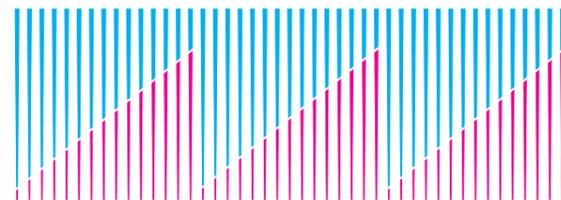
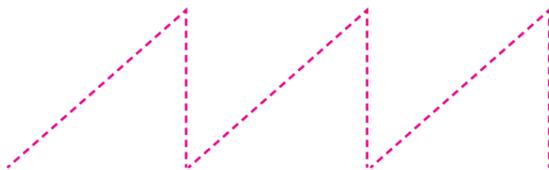
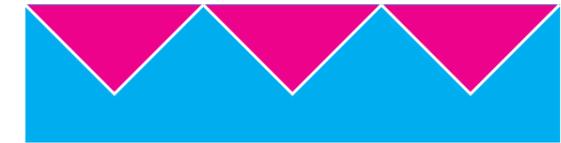
E1.6 Environment

Traditional House

Typical geometry of the traditional architecture have inspired the design of most of network elements.

The pattern illustrated is the results of this graphic approach.

Instruction on how to apply the pattern are explained in the book F - *Network Elements*.



Pictures

- From above:
- Image 1 - Credits: SBS Engineering
- Image 2 - Credits: Wake and Wander
- Image 3 - Credits: Juozas Kamenskis

Standardization

The Architectural, Landscaping and Visual Identity Design Guidelines manual is a set of rules, parameters and requirements leading the development of a project.

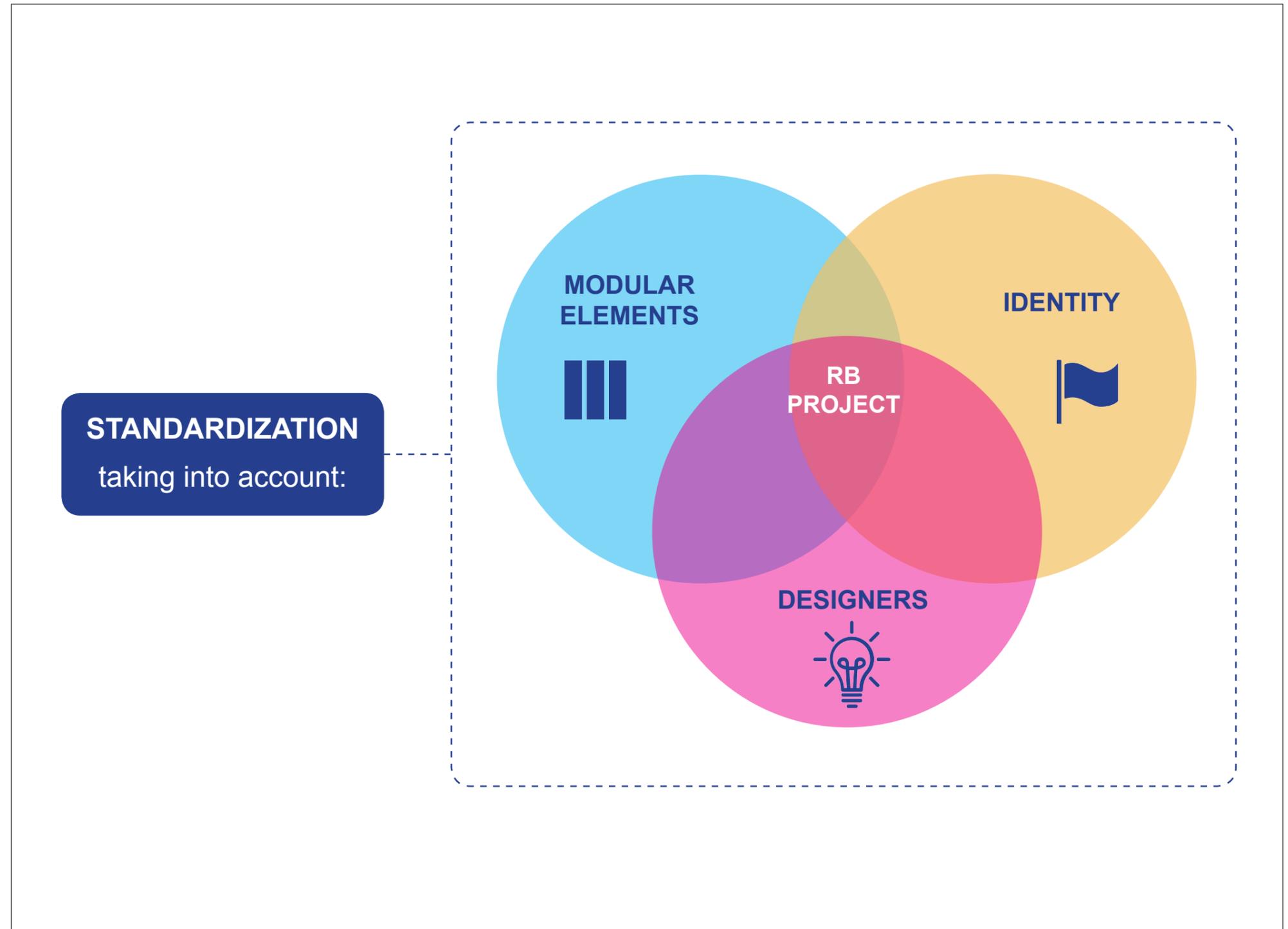
It defines the concept of all the elements composing the RB project.

During the design phase it's important to have guidelines in order to standardize the elements all along the rail line and at the same time make them recognizable.

To reach the best results in terms of design, costs, maintenance and fast construction, the project must follow the following principles:

- MODULARITY
- IDENTITY
- SITE CONDITIONS

Principles together with the creativity of the designers will give rise to a high-quality project.



Identity

Identity Matrix

1. The Network Identity defines principally materials, and geometry of all the elements which are part of the Architectural, Landscaping and Visual Identity Design Guidelines.

2. The Country Identity defines colours taking inspiration from the flags of each country.

3. The Regional Identity is revealed through choose of local vegetation and elements derived from local and regional culture.

-  Material
-  Geometry
-  Modularity
-  Color
-  Vegetation

	N	C	R
Railway bridge	  		
Embankment & Cut	 	 	
Road Overpass	  		
Noise barrier	  		
Animal Passage	  	 	
Pedestrian Overpass	  	 	

Identity

Network Identity - Materials

Several materials and elements are been selected to represent the Network Identity of the Rail Baltica Line.

Network materials palette ensure a common identity to each public area near the Rail Baltica station, giving the possibility to future designers to propose a design suitable for each site.

Green areas



Green areas



Wood



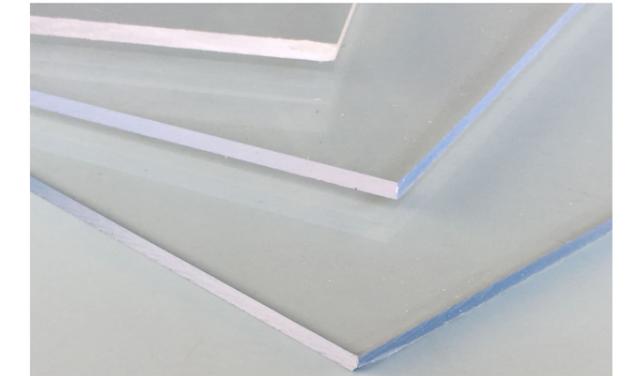
Stone



Limestone



Glass



Stone



Coloured concrete



Metal



Note

All material selections and specifications require approval from Rail Baltica and municipalities.

Identity

Country and Regional Identity - Vegetation

The Rail Baltica line across three different countries. Each has a primary colour assigned for identification.

- Estonia
- Latvia
- Lithuania

Designers can define and choose from native species of trees and flowers in order to apply the identity to the green areas.

	NETWORK IDENTITY	COUNTRY IDENTITY		INSPIRATION
ESTONIA				
LATVIA				
LITHUANIA				

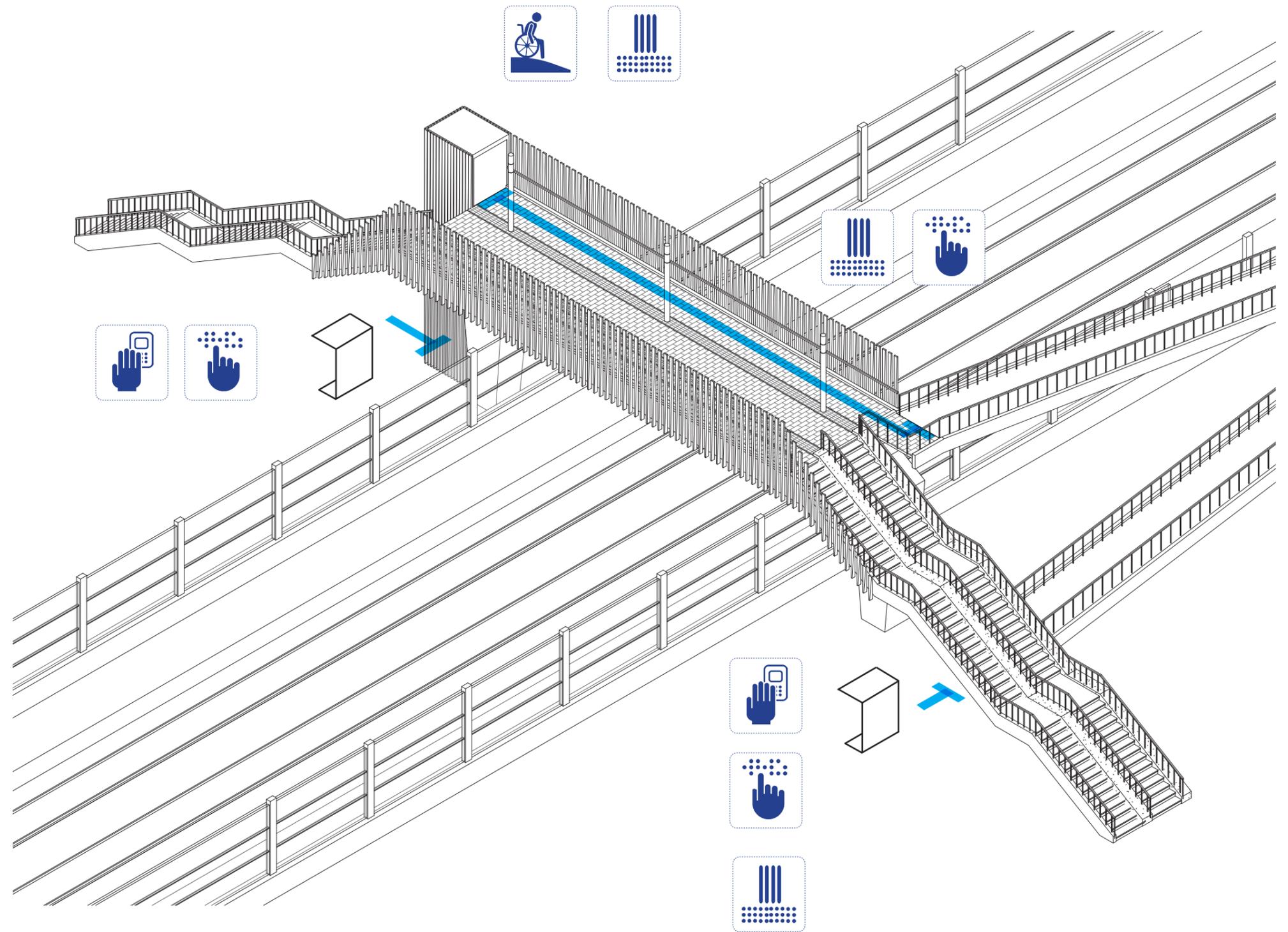
Accessibility

Network elements of the Architectural, Landscaping and Visual Identity Design Guidelines must be compliant to EU standards and local regulations in terms of accessibility.

Accessibility must be ensured to everyone in the easiest way.

Design milestones are:

- Tactile paths
- Braille maps
- Ramps and elevators
- Mobile App

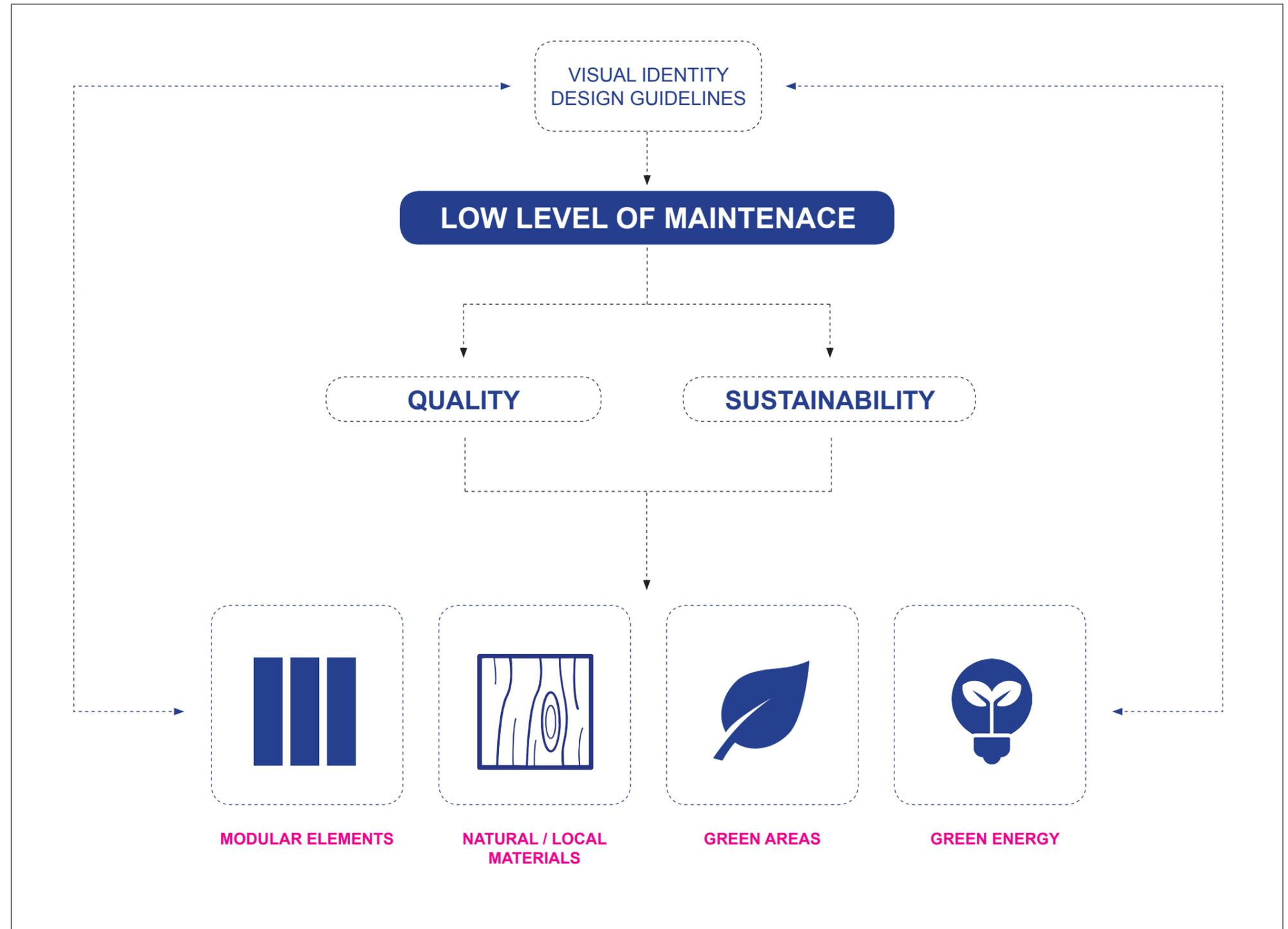


-  Braille map
-  No architectural barriers
-  Tactile path
-  Mobile instruction

Maintenance

Designers must pay particular attention to the topic of maintenance. Design, materials and technologies choices must be made considering the maintenance in terms of costs and environmental impact.

The uses of local and natural materials, standardized elements, and systems of renewable energies are highly recommended.

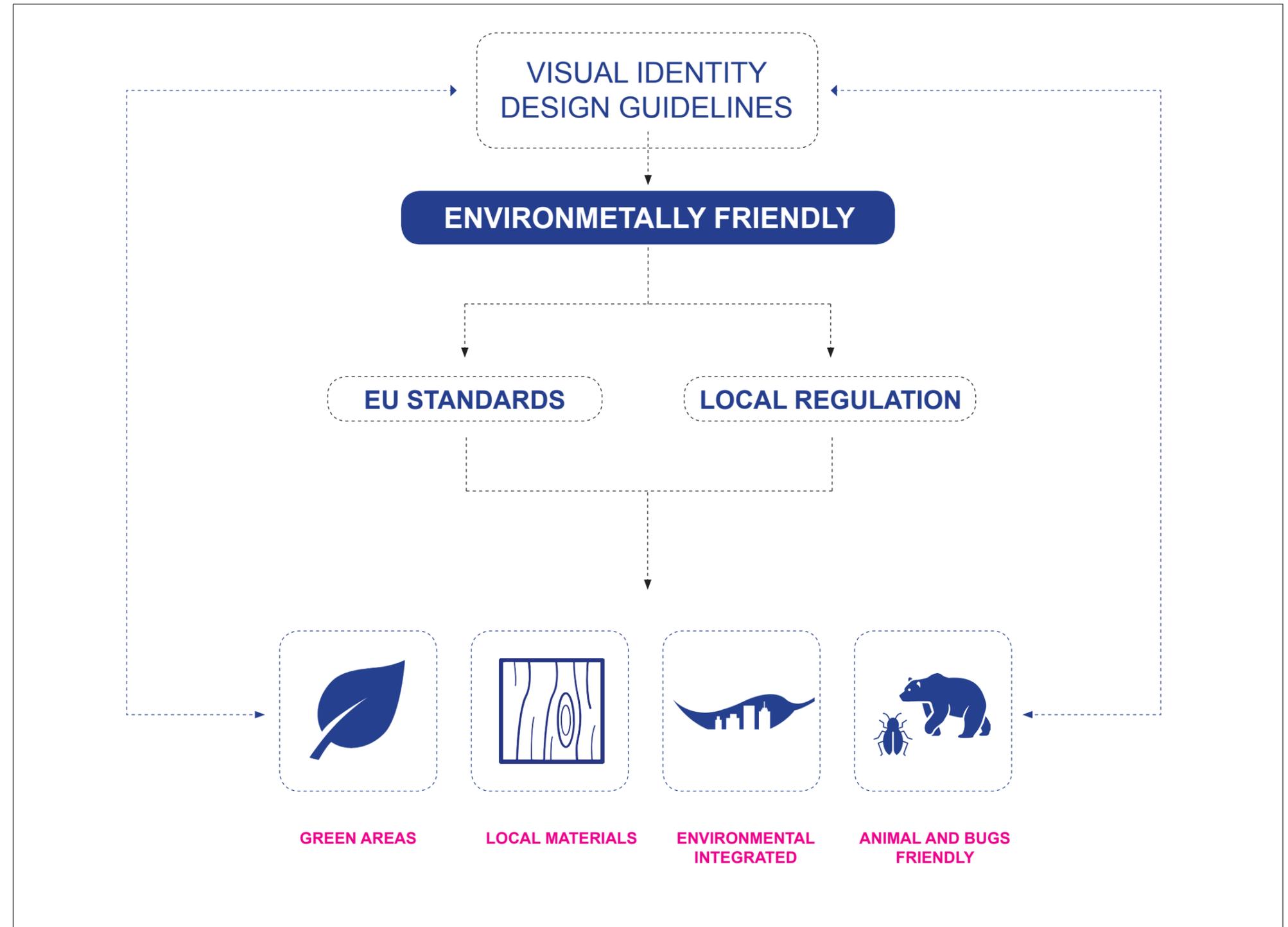


Environment - Zero Impact

Design architectural elements that will be part of the landscape imply a great consideration of sustainable principles considering that an architectural element can be a landmark but also environmental integrated.

Based on the local conditions, designers must define Rail Baltica Network elements taking into great consideration the following milestones:

- Use of native plants
- Use of local materials
- Low maintenance landscape
- Permeable paving
- Drip/water-efficient irrigation
- Wireless/internet connectivity
- Rainwater/greywater harvesting
- Animal and bugs friendly



Books Structure

E2

Book 0 + E + F

Book E and Book F provide guidelines which are elaborated to facilitate the understanding of the main design features which will guide the design of all the Network Elements and conditions of Rail Baltica project.

The Book E *Network Brand*, consists of two chapters which illustrate Rail Baltica Network Brand Vision:

- E1 Network Principles
- E2 Books Structure

The Book F *Network Elements*, consists of one chapter structured in six sub-chapters which detail the required design elements for the development of Rail Baltica network:

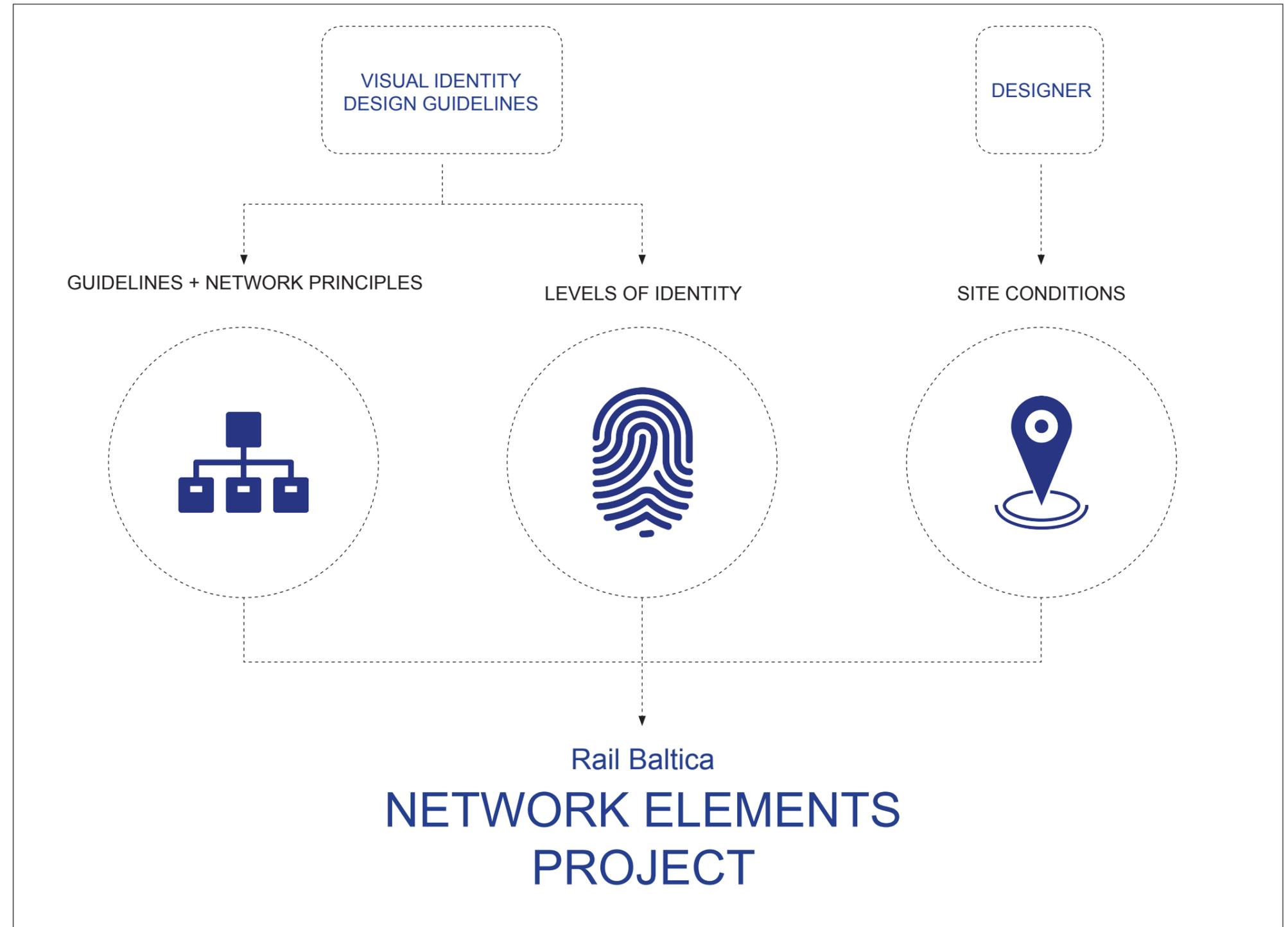
- F1 Railways Bridge
- F2 Embankment and Cut
- F3 Road Overpass
- F4 Noise Barrier
- F5 Animal Passage
- F6 Pedestrian Overpass

Network aspects of the project are based on the analysis of two main topics:

- Architectural, Landscaping and Visual Identity Design Guidelines Principles
- Three levels of identity

During the design phase, future designers will have to add another very important aspect:

- Site Conditions





Rail Baltica Network Brand

ARCHITECTURAL, LANDSCAPING AND
VISUAL IDENTITY DESIGN GUIDELINES FOR
RAIL BALTICA

RB Rail AS



SBS ENGINEERING
GROUP