

# Branding

## Guidelines



More information can be obtained by contacting [Brandadmin@amtrak.com](mailto:Brandadmin@amtrak.com).  
Amtrak is a registered service mark of the National Railroad Passenger Corporation.  
Effective: 23 April 2009

## Contents

|                             |    |
|-----------------------------|----|
| Introduction _____          | 3  |
| Guidelines _____            | 3  |
| Amtrak Marks _____          | 5  |
| Registered Marks _____      | 5  |
| Service Marks _____         | 5  |
| Web Display Examples _____  | 6  |
| Amtrak Brand _____          | 7  |
| Amtrak Wordmark _____       | 7  |
| Amtrak Logos _____          | 8  |
| Horizontal _____            | 8  |
| Vertical _____              | 8  |
| Acela® _____                | 9  |
| Amtrak Guest Rewards® _____ | 9  |
| Amtrak® Brand Review _____  | 10 |
| Notes _____                 | 11 |

## Introduction

Companies identify their products through Branding. Identifiers such as labels, marks, colors, logos, or designs make products easily recognizable to the consumer. From a marketing standpoint, Branding allows a company and product to rise above a cluttered marketplace. It is important to maintain “brand integrity” by properly displaying the company in electronic as well as print media.

There is no real shortcut or work around when it come to respecting a company’s corporate brand. If there is any doubt about the right way to display a logo, contact the company’s brand management team or legal department for assistance.

## Guidelines

Here are guidelines to keep in mind when incorporating Amtrak into your website or electronic messaging.

1. **Do not use Amtrak in the possessive form.**

*Example:*

**Right:** The Amtrak 30% discount is now available.

**Wrong:** Amtrak’s 30% discount is now available.

2. **Do use the trademark symbol of a “®” the first time\* Amtrak is used in copy only and whenever Amtrak marks appear in headlines.**

*Example:*

**Right:** The Amtrak® Celebration starts October 6th. Amtrak will feature the benefits to our guests.

**Wrong:** The Amtrak Celebration starts October 6th. Amtrak will feature the benefits to our guests.

\*It is not necessary to repeat the registration mark (i.e., ®, SM) after the first use in the copy.

3. **Do use the Amtrak mark on one line when used in a story or as a part of copy.**

*Example:*

**Right:** Sign up for Amtrak Guest Rewards® at Amtrak.com today.

**Wrong:** Sign up for Amtrak Guest Rewards® at Amtrak.com today.

4. **Do incorporate the Amtrak legal phrasing (used in the examples below) in your print advertising or other written public communications to indicate Amtrak ownership of the service mark.**

*Example:*

**Right:** Acela and Amtrak are registered service marks of the National Railroad Passenger Corporation.

5. **Do position punctuation marks such as commas below the <sup>SM</sup> and ®.**

*Example:*

**Right:** Acela,<sup>®</sup> Acela Express,<sup>®</sup> and Auto Train<sup>®</sup> are included in the offer.

6. **Do not use a ® with Amtrak when it is used as a trade name or business entity.**

*Example:*

**Right:** Amtrak is also known as the National Railroad Passenger Corporation. Amtrak employs over 20,000 people. The Amtrak<sup>®</sup> and Major League Baseball<sup>®</sup> promotion will start in the spring.

**Wrong:** Amtrak<sup>®</sup> is also known as the National Railroad Passenger Corporation. Amtrak employs over 20,000 people. The Amtrak and Major League Baseball<sup>®</sup> promotion will start in the spring.

7. **Do respect the trademark rights of other companies.**

*Example:*

The Amtrak<sup>®</sup> and Pepsi-Cola<sup>®</sup> in-store promotion will include over 400 stores. Disneyland<sup>®</sup> and Amtrak<sup>®</sup> present a new travel package to meet your needs.

8. **When referring to Amtrak's consumer website, always use Amtrak.com instead of www.amtrak.com.**

## Amtrak Marks

The following are Registered Marks of Amtrak and must appear within print or electronic format as seen below:

### ***Registered Marks***

|                       |                          |
|-----------------------|--------------------------|
| Acela®                | Heartland Flyer®         |
| Acela Club®           | Hiawatha®                |
| Acela Express®        | Hoosier State®           |
| Adirondack®           | Illini®                  |
| Amfleet®              | Julie®                   |
| Amtrak®               | Kansas City Mule®        |
| Amtrak Guest Rewards® | Keystone Service®        |
| Amtrak West®          | Lake Shore Limited®      |
| Ann Rutledge®         | Lincoln®                 |
| Arrive®               | North America Rail Pass® |
| Auto Train®           | Pacific Surfliner®       |
| California Zephyr®    | Palmetto®                |
| Cardinal®             | Piedmont®                |
| Cascades®             | Quiet Car®               |
| Catch A Train Online® | San Joaquins®            |
| City of New Orleans®  | Silver Meteor®           |
| ClubAcela®            | Silver Palm®             |
| Coast Starlight®      | Silver Star®             |
| Crescent®             | Southwest Chief®         |
| Empire Builder®       | Sunset Limited®          |
| Empire Service®       | Surfliner®               |
| Ethan Allen Express®  | Texas Eagle®             |

### ***Service Marks***

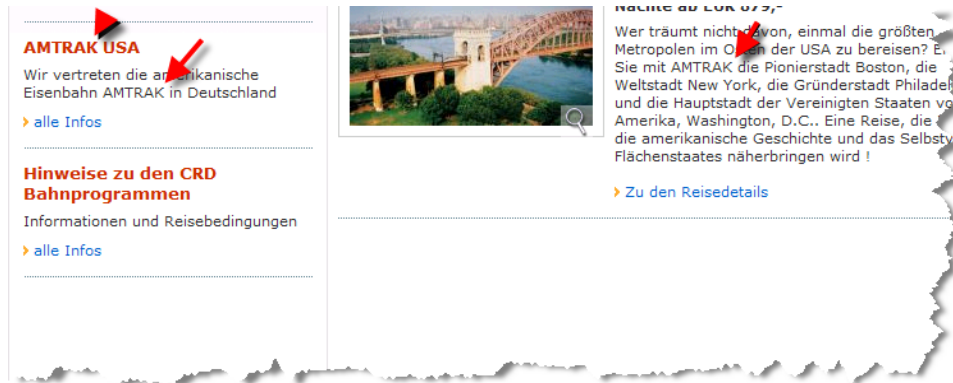
Blue Water<sup>SM</sup>

Great American Stations<sup>SM</sup>

# Web Display Examples

## 1. Omitting The Registration Symbol ®

One of the most common mistakes is omitting the trademark symbol or “circle R” as seen above.



## 2. Don't Crowd The Logo

Study the crowded placement of the logo at the top of this web page. As a rule, allow space around the logo. You can gauge this by a simple step. The space should equal the width of the bottom of the first two letters of the word Amtrak in the logo (AM).



Another mistake in this example is the omission of the registration or trademark symbol. The ® must be used after the word “Amtrak”, since the rule is to use the symbol after the word “Amtrak” first appears in copy. (Remember to always use it when Amtrak is referred to within a headline.)

## Amtrak Brand

### ***Amtrak Wordmark***

The Amtrak Wordmark may be applied in PMS 302, black, or white. When applied as a positive image, PMS 302 should be used. Use the black version of the Wordmark when PMS 302 cannot be used, such as in black-and-white printed materials. When placing the Wordmark on a dark background, use the white version. When placing the Wordmark on a light background, use the black version.

**PMS  
302**

**Amtrak®**

**Amtrak® Amtrak®**

**Black**

**Amtrak®**

**Amtrak® Amtrak®**

## Amtrak Logos

Uses of Amtrak logo are not authorized without prior written approval of Amtrak Brand Management. An Amtrak® Brand Review document has been included with this document. Please see that steps outlined in the Amtrak® Brand Review document are completed and then send request for review and approval. Email your request to [brandadmin@amtrak.com](mailto:brandadmin@amtrak.com).

### Horizontal

PMS  
302



Black



### Vertical

PMS  
302



Black





**Acela®**



**Amtrak Guest Rewards®**



# Amtrak® Brand Review

## Approval Checklist



Project Title: \_\_\_\_\_

Date Submitted to Brand Review Team: \_\_\_\_\_

Submitted as: (circle one) PDF JPG Fax Hard Copy

**Please complete this checklist and submit your project to Brandadmin@amtrak.com**

☐yes ☐no

**Has the CORRECT VERSION of the Amtrak® logo been used?**

For example, the vertical version must be used in a co-branding situation unless you are using the endorsement rail.

☐yes ☐no

**Is the Amtrak logo in the correct COLOR?**

The logo should only appear in PMS 302, black or reversed to white. The reversed version must be used when the background is 40% black or darker.

☐yes ☐no

**Has the EXCLUSION ZONE been maintained?**

This zone is the width of the AM in the Amtrak logo. It should be maintained on all four sides of the logo.

☐yes ☐no

**Have the REGISTERED MARKS been applied in the correct locations and in the correct size?**

A registered or service mark is necessary on every Amtrak logo, every time the word Amtrak or an Amtrak wordmark appears in a headline and the first time the word Amtrak or a wordmark appears in body copy. When adding the registered mark after the Amtrak logo refers to the guidelines for specifications on size and placement. When adding the registered mark after the Amtrak brand name in headlines or body copy, the ® should always be at least 50% smaller in point size than the Amtrak name and aligned to the top of the k.

☐yes ☐no

**Has the LEGAL LINE for the service mark been included?**

The following line of text should be included in a secondary location any time the Amtrak logo or mark is used: Amtrak is a registered service mark of the National Railroad Passenger Corporation. If more than one Amtrak mark is used in the copy or headline, then it should also be added to the legal line. An example is as follows: Amtrak, Acela, Acela Express and Amtrak Guest Rewards are registered service marks of the National Railroad Passenger Corporation. If the piece contains registered and unregistered marks the legal line should read as follows: Amtrak, Capitol Limited, QuikTrak and Quiet Car are service marks of the National Railroad Passenger Corporation.

☐yes ☐no

**Have the CORPORATE FONTS been used?**

Frutiger and Times Ten are the corporate fonts for Amtrak. Please use Frutiger for display type, headlines and some body copy. Times Ten should only be used for body copy.

☐yes ☐no

**Has the Amtrak BRAND NAME been treated properly in text?**

It should be treated the same as surrounding text. Please remember to use the registered mark after the first mention only.

☐yes ☐no

**If the TRAVELSCAPE is being used, has it been applied properly?**

This motif should not be distorted, rotated or altered in any way. The Amtrak logo should float above the pattern.

yes no

**If an ENDORSEMENT RAIL is being used, has it been applied properly?**

The endorsement rail is a containing device for the reversed, horizontal logo and is designed with specific proportions that must be maintained.

Brand Review - Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

## Notes

