



Brand Guidelines



Our Mission

Page 02

Bringing railroad history alive with authentic experiences, archive preservation & locomotive restorations.





Color Palette



Brand Colors

Used to ensure consistency in all visual applications, both on print and digital media.

These colors include the primary color palette that is the core of the brand identity, as well as the secondary color palette to complement and provide design flexibility.

#FFCA06

RGBA (255, 202, 6)

Primary Color

#FFFFFF

RGBA (255, 255, 255)

Secondary Color

#211F20

RGBA (33, 31, 32)

Tertiary Color



Logo Usage

The logo is the most recognizable element of our brand and must always be used consistently to maintain its integrity.

It should never be stretched, altered, or distorted, and must always appear clear and legible across all applications. Adequate spacing around the logo should be maintained to ensure visibility, and only approved color variations may be used.

By following these guidelines, we ensure that our brand identity remains strong, professional, and instantly recognizable.





Alternative NNRy Logos

In addition to the primary logo, alternative logo versions are available to provide flexibility across different applications. These variations include simplified marks, wordmarks, and layout adjustments that maintain brand consistency while accommodating unique design needs such as merchandise, signage, or limited-space formats.

All alternative logos should be used in accordance with these guidelines to preserve the integrity and recognizability of the NNRy brand.



Used for Hands on History Experiences



Used for Phoenix Dare Donation Campaign



Alternative “Safety First” Logo



Alternative to Main NNRy Logo



Typography



Brand Typeface

Typography plays a key role in maintaining a cohesive brand identity. For headings and titles, **Roboto Condensed** is used to provide a bold, modern, and easily readable style. For body copy and general text, **Roboto Regular** ensures clarity and consistency across both print and digital platforms.

Together, these fonts create a professional, approachable, and unified look that strengthens the NNRy brand voice.

Roboto Condensed

AaBbCcDdEeFfGg
1234567890!/?#.,()&

Roboto Regular

AaBbCcDdEeFfGg
1234567890!/?#.,()&



Graphic Elements

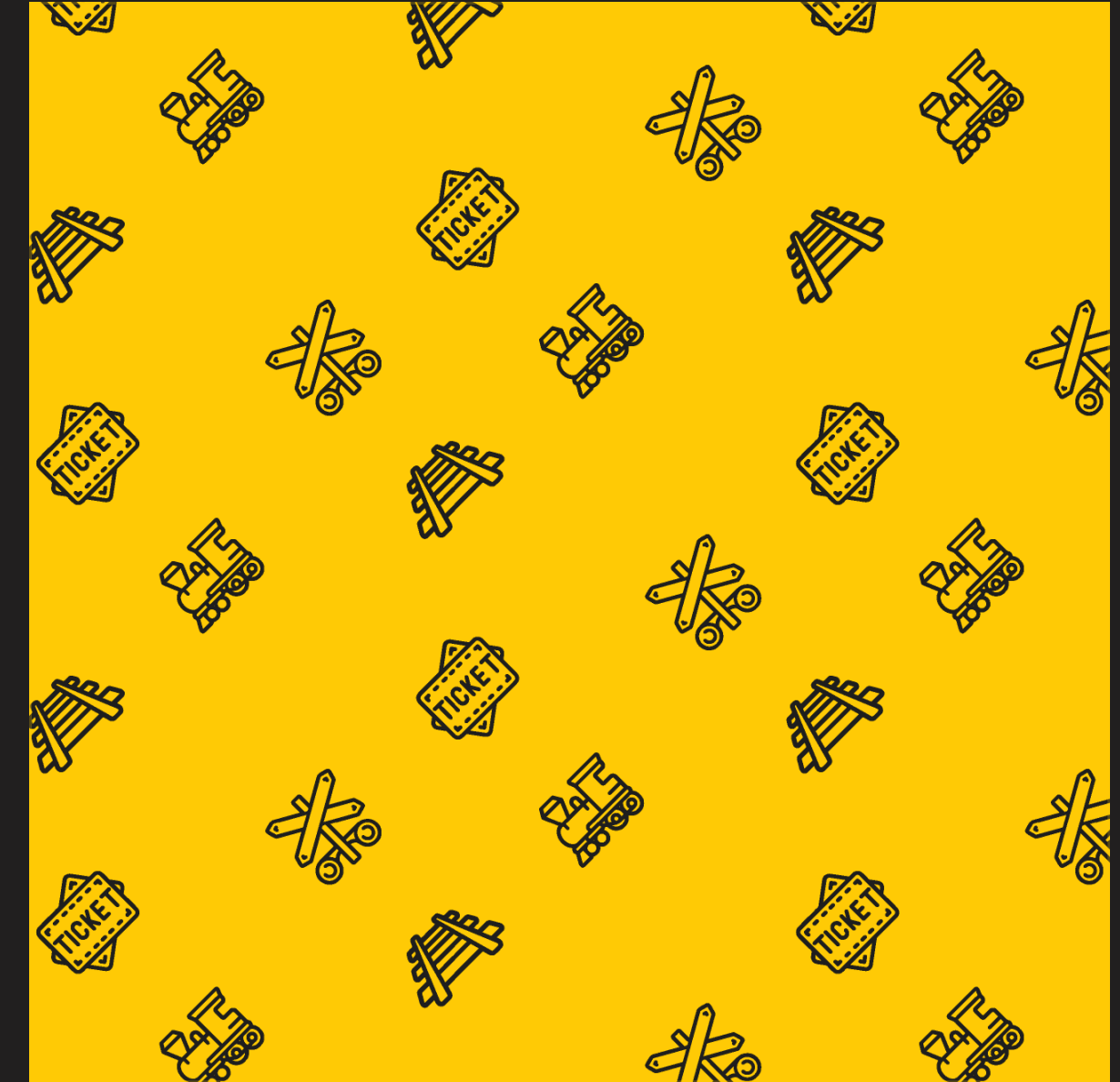
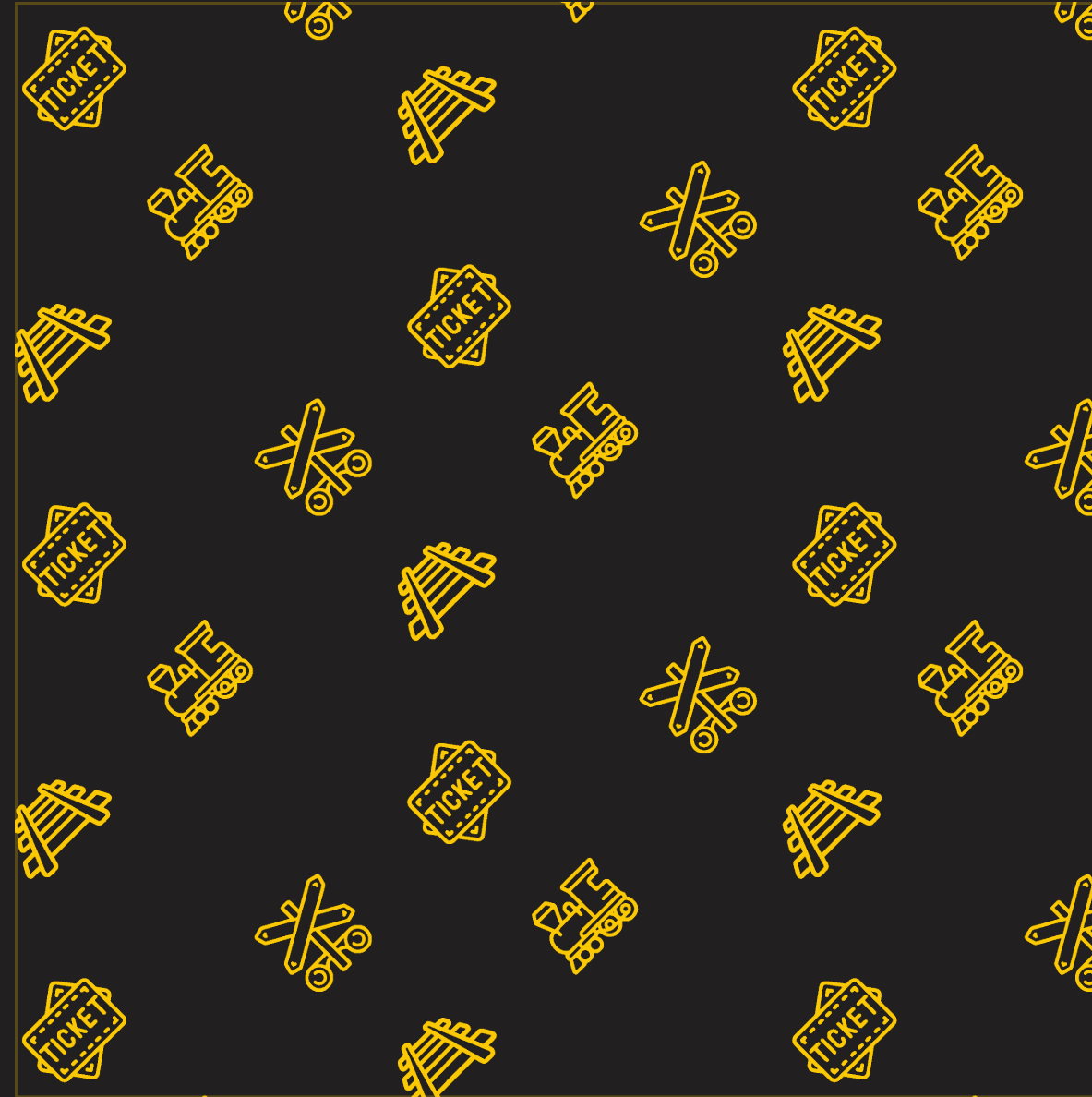




Patterns

Patterns inspired by railroad tracks, timetables, or vintage design motifs provide structure and visual interest while maintaining brand consistency.

When applied thoughtfully, these textures and patterns add depth, create atmosphere, and strengthen the connection between modern audiences and the railroad's enduring legacy.





Textures and Materials

Textures and patterns play a key role in reinforcing the NNRY brand's historic character and visual identity. Subtle grunge picture overlays and aged paper textures are used to evoke authenticity, nostalgia, and the passage of time.



Locomotive #40 had its last run of the Steptoe Valley Flyer on July 31, 1941, before retiring.





Social Media Iconography

Social media icons are crafted using Ionicons, providing a clean, modern, and consistent visual style across all digital platforms. The kit includes official icons for major social networks, ensuring easy recognition and seamless integration into both web and print materials.

Use these icons in their original proportions and colors to maintain brand consistency, and avoid altering their shape or adding effects that could compromise legibility or brand integrity.



Social Media Platforms



