Railteam applications—across all media

Here are the corporate design guidelines of all Railteam applications such as stationary, informational leaflets, brochures and service counter. The here depicted applications show Railteam as sender within its own corporate design.

Communication media published by a rail partner use the Railteam logo within the corporate design guidelines of the partner company. Application examples for the joint appearance of Railteam and the Deutsche Bahn AG can be found here:

→ DB plus Railteam Applications

Guidelines are defined for the following applications:

Stationery (1) PowerPoint Presentation (2) Informational Material (3) Brochures (4) Network Map (5) Poster (6) Counter / Information Point (7) Banner (8) Signage (9)
Corporate design guidelines

Stationery

Letterhead and business cards are important components of the Railteam communication. They transport the image of Railteam visibly outward and often the first contact to a client happens using a business letter or business card. The design and the dimensions shown here are mandatory.

Letterhead

The measurements for the Railteam logo and the text placement are mandatory.

- Format: DIN A4, 210 x 297mm
- Logo: Width 38mm Color: Railteam distalblue
- Font: Verdana, left aligned; only the date subject line, etc. are right aligned
- Sender line in envelope window: 7pt, regular
- Sender details and letter content: 9pt, regular, line spacing 12pt
- Date, subject line, etc.: 8pt, regular, line spacing 12pt
- Partner logo stripe: Color: 60% black
  Line over partner logo stripe: 0.2pt
**Business cards**

The business cards are printed on both sides. They contain corporate information and the Railteam-Logo on the front and the back side contains the partner logo stripe next to the internet address.

- **Format**: 85 x 55mm
- **Color**: Railteam distalblue and 60% black (Partner logo stripe)

**Front**

- **Font**: Praxis, left aligned
- **Name**: Praxis semibold, 9pt
- **Function**: Praxis regular, 6pt; line spacing 9pt
- **Contact data**: Praxis regular, 7.5pt; line spacing 10pt

**Rear**

- **URL**: Praxis light, 21pt

Business card, front and rear – dimensioning in millimeters from zero point top left
PowerPoint Presentation

PowerPoint slides are generated using standardized templates. Unified templates warrant a continuous quality of the Railteam presentations. This secures that the defined image is communicated in a desired manner.

Title slide
- **Font**: Verdana
- **Title line**: Verdana, regular and bold, 28pt

The image to the left represents the depiction on screen.

Content pages
- **Column title**: Verdana regular, 24pt
- **Subtitle**: Verdana bold, 12pt
- **Body copy**: Verdana regular 12pt
- **Footer**: Verdana bold 9pt

The image to the left represents the depiction on screen.
Information Material

A press folder and a press release form and a press folder are available to you as information material. For internal use a file folder is available in addition. The Railteam logo is placed in the top left corner.

Press release

- **Format**: DIN A4, 210 x 297mm
- **Logo**: 38mm wide
- **Color**: Distalblue
- **Font**: Praxis, Verdana
- **Press release**: Praxis light, 10pt; line spacing 20pt
- **Lines**: 0.5pt; line offset: 1.5 mm
- **Reference line**: Verdana bold, 9pt
- **Body text**: Verdana, 9pt; line spacing 14pt

The European high-speed network is set to double in the next 10 years. There are many new projects underway and in the pipeline, including High Speed 1 in the UK in November 2007, the South of Netherlands line between Eupen and the Netherlands in 2008 and the line extension in Germany between Brussels and Köln in early 2009.

Redesigned Europe with the Railteam network. From Paris to Berlin, London to Vienna, choose among a wide selection of destinations in Europe, including Brussels, Zurich or Frankfurt... Whether you are after a bustling brick or a sleepy topaz, you'll find the perfect city on the Railteam network.

High-speed rail journeys release around 10 times less CO2 than flying to the same destinations.

Some Railteam members have already made a start on becoming greener still. So by travelling with Railteam, you are making the intelligent environmental choice. Journeys release around 10 times less CO2 than flying to the same destinations. Some Railteam members have already made a start on becoming greener still. So by travelling with Railteam, you are making the intelligent environmental choice.
Press folder

- **Format:** 220 x 305mm
- **Logo:** 46mm wide
- **Color:** Distalblue
- **Font:** Praxis
- **Text with line:** Praxis regular, 14pt; line spacing 40pt
- **Lines:** 0.5pt; line offset: 1.5mm
- **URL:** Praxis bold, 14pt
- **Line above partner logo strip:** 0.5pt, 60% black
- The color graphic element is placed centered. The white pane atop and below the element each occupy about 30% of the total space.
Internal file folder

- **Format:** 215 x 305mm
- **Logo:** 46mm wide
- **Color:** Distalblue
- **Font:** Praxis
- **URL:** Praxis Bold, 14pt
- **Line above partner logo strip:** 0.5pt, 60% black
- The color graphic element is placed centered. The white pane atop and below the element each occupy about 30% of the total space.

Internal file folder, format 215x305mm – dimensioning in millimeters from zero point top left
Brochures

Design sample and dimensioning are shown here as an example of a brochure measuring 99x210mm.

Railteam brochure, cover and inside pages – dimensioning in millimeters from zero point top left
Cover page
On cover pages may the graphic element be used with or without text. On the graphic element itself is only text allowed that is set using standard capitalization.

- The headline may be placed above or below the graphic element. If it is placed above the graphic element (without copy lines) then the headline may consist of two to three different font sizes (the example shows 38pt, 18pt and 32pt) in order to create an impression of speed and movement.
- **Font:** Praxis
- **Logo placement:** The logo may be placed top left or on the bottom of the page depending on the placement of the headline.

Content pages

- **Font:** Praxis
- **Headlines:** Praxis light, regular or semibold, 18-22pt
- **Color:** Distalblue or secondary colors green, blue, orange
- **Subheadlines:** Praxis regular or semibold, 8-11pt, mixed capitalization or all caps (use sparingly)
- **Color:** Distalblue or secondary colors green, blue, orange

- **Body copy:** Praxis light or regular 8-11pt
- **Highlights:** Praxis semibold
- **Color:** Black
- **Bullet points, tables and other graphic elements should be marked using the secondary color palette.**
Network map

The link below guides you to the download option of up-to-date templates of the vertical stripe used within the map.

→ High Speed Services Stripe

The network map is an important element of the Railteam communication. Through it is the Railteam product carried outwards directly. The network map is being used in different media (for example in brochures, press releases, posters, banners, websites, etc.)

The network map with all here depicted elements is available in a horizontal and a vertical version. If depicted in size DIN A5 or smaller the high speed services stripe is omitted. The Railteam logo is always placed on a light background with sufficient distance to the other graphic elements.

Download network map
The here compiled templates are available as EPS files. The Railteam logo, the graphic element, the partner logo stripe, the high speed services stripe and text element (in an outlined version) are included. Depending on the layout and desired design do these elements require to be removed manually. The templates have been compressed for transfer.

Download: Railteam network map A4
File format: PDF
File size: 7.6 MB
Poster

The design of posters offers different design possibilities. For example as an overview map with network map or for marketing purposes it may include the graphic element.

Poster
The network map may be used on posters. The headline is placed in the top area on top of the graphic element.

Poster without network map
For poster designs may the graphic element be used as well. As shown in the examples below may the headline be placed on the graphic element or above it.
Counter Design / Information Point

The counter as a point of sale marks the beginning of a travel chain. The Railteam appears on counters in various ways depending if it is a Railteam information stand, an information stand of a Railteam partner or a general information stand. Here are some design models of possible Railteam counters shown. The design theme needs to be converted and applied to the existing architectural elements.

Counter designs
The Railteam corporate design can be applied to counters and room dividers in different ways. Three elements are being combined: the Railteam logo, the partner logo stripe and the colored graphic element.

Railteam Counter
Mandatory for use on counters and information stands are: the Railteam logo, the high speed services stripe, the network map and if possible the graphic element. The network map should be placed in direct proximity of the counter/information stand.

Railteam logo and high speed services stripe must be present in an appropriate size, while the Railteam logo is of higher importance and should be depicted larger.
Attention: Counters and information stands use instead of the ICE logo on the high speed services stripe the DB brand.

Glass or mirrored surfaces
In order to ensure that the Railteam logo maintains always good visibility is the outlined version of the logo used on mirrored surfaces and glass.

Mobile Desk
The described elements are being used here as well by taking all available surfaces into account.

Non-dedicated Railteam information point—carrier-specific information point
On Railteam information stands of Railteam cooperation partners is the Railteam logo, the high speed services stripe and if possible the network map mandatory. If it is not possible to place the high speed services stripe close to the Railteam logo, then a negative version of the stripe is being used on distalblue background to ensure visual contiguity.
Non-dedicated Railteam information point—general information point
General information spots use the Railteam logo and depending on conditions the network map.

Banner

Banners may be informative, colorful, reserved or communicate a marketing message independent of their presented content.
Signage

Railteam spaces are represented by the Railteam logo as well. In order to ensure a proper marking the Railteam mark needs to maintain a width of 100mm.

Example for a signage of a Railteam lounge.

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