

NORFOLK SOUTHERN LOGO LINGO

Soaring Format

Preferred signatures



Norfolk Southern's logo is the corporation's distinctive signature. It is a unique design based on a careful combination of graphic elements.

It is important that the logo be used correctly so that the public will recognize the Norfolk Southern name wherever it appears.

For that reason, Norfolk Southern has standards that specify how the logo is to be used

When used on printed material the logo should be accompanied by a registration mark. This provides legal protection for Norfolk Southern's corporate identity.

The soaring NS logo combines elements of the classic logo with a Thoroughbred icon. Several formats for this logo are shown at left. The logo should appear with a generous amount of space around it. The minimum lengths for speed lines are shown here. The speedlines can be extended but not shortened.

IMPORTANT NOTE: The slanted NS initials and the words "Norfolk Southern" were specially designed for every version of the logo and cannot be recreated by any available font. The words "Norfolk Southern" are an integral part of the logo and must be used whenever possible.

The classic NS logo consists of five speed lines that merge into slanted NS initials and the words "Norfolk Southern." The logo is illustrated at left in two formats, horizontal and vertical. The logo should appear with a generous amount of space around it.

This is the classic format which includes the Thoroughbred. The arrangement of these elements cannot be altered.

The type used in the NS logo has been specially designed and cannot be recreated by using any available font. The classic format logo colors are black, white and Pantone 403 (gray). The preferred two-color signature consists of gray speed lines and NS initials, with Norfolk Southern spelled out in black. An all-black, all-white, or all-gray logo is acceptable. A 60% screen of black for the speed lines and NS initials with black for the Norfolk Southern name is permitted. The Thoroughbred format can be used only in black, while the soaring format can be used only in black, or white on a color background.

The length of the speed lines in the classic and Thoroughbred logos must be consistent. For the horizontal logo, the minimum length is never less than the width of the NS initials. For the vertical logo, the minimum length is half the width of the NS initials.

When supporting type is used with the classic or Thoroughbred logos, it must meet the alignment standards shown here. There are no type alignment specifications relating to the soaring format.

Use of a limited number of typefaces creates a consistent look for all NS communications. Two primary families of type have been selected for their compatibility with the Norfolk Southern logotype and for their legibility. Both are contemporary and bold.

The primary families of typefaces recommended for all Norfolk Southern print communications are Helvetica and Times Roman. The Helvetica family is recommended for headline copy. It is a contemporary sans serif typeface available in a variety of weights and sizes. The Times Roman family is recommended for text. It is a classic serif typeface available in a variety of weights and sizes. The examples at left demonstrate the two type families.

Helvetica: ABCDEFGHIJKLMnopqrstuvwxyz
Times Roman: ABCDEFGHIJKLMnopqrstuvwxyz

Sample Headline

Sample Text Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam **Sample Bold Text** euismod tincidunt ut laoreet dolore magna aliquam erat volutpat *sample italic text ad minim veniam*. *Lorem ipsum dolor sit amet, sample bold italic adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat*