

AMTRAK

BRAND GUIDELINES

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VISUAL STRATEGY





***Luxurious and comfortable travel
doesn't have to come at a price.***



MISSION

Amtrak has brought back the premium feeling of trains from the early 1900s and with our design, you'll feel a combination of the train's past and modern touch. We know everyone deserves to be treated with luxury once in a while.



AMTRAK'S HISTORY

1971

1973

1975

1977

1982

1990

1992

1997

2001

2008

2011

2013

May 1, Service begins and the first train operated by the new company is a Clocker traveling from Philadelphia to New York.

The design process for b-level cars begins. Amtrak installs a new ticket reservation system, "Automated Reservation and Ticketing System".

March 1, New routes established, Norfolk-Chicago, Boston-Chicago, Minneapolis-Duluth, and Detroit-Jackson state-supported service.

March 31, Begins using preportioned servings, frozen meal items, automatic beverage dispensing and other modern food preparations.

Amtrak introduces Arrow, the new nationwide ticketing and reservation computer system, which reduced lost call volume to 1% of all calls received.

Amtrak's Metropolitan Lounge opens in New York for First Class sleeping car and Club Service passengers. The first of several such lounges.

For the first time in Amtrak's history, the trains carries more commuter passengers than intercity passengers.

In July, upgraded website allows customers to make reservations online.

The "Quiet Cars" are introduced on select Metroliner Service trains. A popularity of these cars, where passengers are asked to speak in subdued tones and not make any phone calls, lead Amtrak to their expansion.

Initiates the deployment of Mobile, Security Teams to patrol trains and conduct random screenings of passengers and carry-on baggage on the Northeast Corridor, Chicago, and the West Coast.

Amtrak Connect, A Wi-Fi equipment installed on more than 450 Amfleet 75 percent of all Amtrak passengers had access to free onboard Wi-Fi.

Completed reorganization of the operations department into three new business lines. State-Supported Services, Northeast Corridor Services, and Long-Distance Services.

LUXURIOUS

In the bistro bar, we value fine food and drinks as well as a modern and comfortable venue both in the train carts and the bistro so that people can socialize with friends and family.

COMFORT

In our trains, we offer clients comfortable seating, fine dining and phenomenal experience of exploring America's smaller towns.

EXPLORE

America has a lot to offer and with our stations all over the nation, we provide the perfect opportunity to explore America in the most comfortable, luxurious and affordable way.



ECO-FRIENDLY

Amtrak values the environment highly. Our new brand direction help make an environmentally friendly travel choice easier for loyal and potential customers.

NEW BRAND DIRECTION

Amtrak is focusing more on the experience of the journey, as well as making sure our customers get to our many destinations fast and smoothly. The train has an enjoyable and relaxing atmosphere for daily commuters, who might want to get some work done during their ride, or the vacation traveler wanting a delicate meal and to enjoy the landscape of America.



STRENGTH

- Extensive operational network.
- Maintains station facilities.
- Less expensive than flying and gas for driving.
- Safer than driving.

WEAKNESS

- Over-dependence on Federal support for the capital requirement.
- More expensive for the quality.
- Limited tracks & inconvenience.
- Bad customer service.

OPPORTUNITY

- Capacity expansion in the Northeast.
- Develop amenities further.
- Potential for travel transportation.

THREAT

- Government regulations.
- Negative reputation caused by frequent incidents.
- Intense competition in the market.





YESTERDAY

Amtrak had a passenger railroad service with medium to long-distance inter-city service. A negative reputation due to frequent incidents, and we were lacking a brand identity and unique positioning. The design was outdated and the journey became too destination-oriented.

TODAY

Bringing back a premium service for locals and tourists alike to explore and discover America luxuriously and affordably.





TECH-SAVVY TIM

"The hours spent on the train have only been beneficial for me because I can work and save up time to do other things I like such as hiking and spending time with my girlfriend". Tim is a mechanical engineer working for Tesla in California. He values the environment in many aspects of his life, from the food he eats, work environment, and the travel choices he makes. When John is traveling to meetings in LA every other week he goes by train and with our new bullet train he saves up to 4 hours compared to driving or taking the bus.

ADVENTUROUS AGNES

"I'm in no rush in life and we try to get off at as many stops we can, but I do appreciate having a comfortable ride between the towns. That's why me and my husband rides with Amtrak". Agnes is a kindergarten teacher and she has found a new passion for traveling. She wants to explore America and all of its hidden treasures and enjoy herself now that she finally got more time.



FRED THE FAMILY MAN

"I want to spend as much time with my family as possible and the new bullet train allows me to spend less time traveling and more time with my family". Fred is a banker who lives in Washington with his wife and three children. His job requires some traveling to New York and the bullet train is the most comfortable and affordable way to go back and forth as many times as is required for Fred in a month.



IDA THE INFLUENCER

"When I traveled with Amtrak I was able to get really good shots for my social media accounts, both of the trains interior to the landscape of America". Ida just graduated as a designer from a college in Europe, and she traveled with her friends to explore America. Ida is extremely conscious about the environment, but for a long journey, she wants a luxurious experience.



CURRENT COMPETITORS

Our current competitors are regional rail services in North America. Genesee & Wyoming, Kansas City Southern, BNSF Railway, Canadian National Railway, Caltrain, UTA FrontRunner, Trinity Railway Express, Tri-Rail, Sounder, Metra, BART, MARC, MBTA, Metro-North Commuter Railroad, SEPTA, are some of our current competitors. North American rail-transportation market is rapidly evolving, which makes several regional rail services take part in the suburban market and are directly competing with Amtrak.



ADJACENT COMPETITORS

Our adjacent competitors are global transportation services offering multiple vacation packages like Delta, American Airlines, Greyhound, Megabus, FlixBus, Southwest Airlines, Spirit Airlines, Coach USA, Busfor and CheckMyBus, The Great Western Limited. The global transportation services market reached a value of nearly \$6,630.5 billion in 2018, having grown at a compound annual growth rate of 7.1% since 2014. Many growing global transportation services take part in the travel transportation market and adjacently compete with us.



ASPIRATIONAL COMPETITORS

Our aspirational competitors are mainly bullet trains, and luxury trains with multiple itineraries from all over the world. We aspire to provide high-quality, convenient, comfortable, clean, tidy service like Shinkansen, China Railway High-speed, ICE, KTX, Treno Alta Velocita, AVE, TGV for our clients. Amtrak aspire to offer the classic, luxury, an elegant, exquisite, delicate, elaborate and unique experience like Seven Stars, The Blue Train, The Ghan, Rocky Mountaineer, Belmond Andean Explorer.





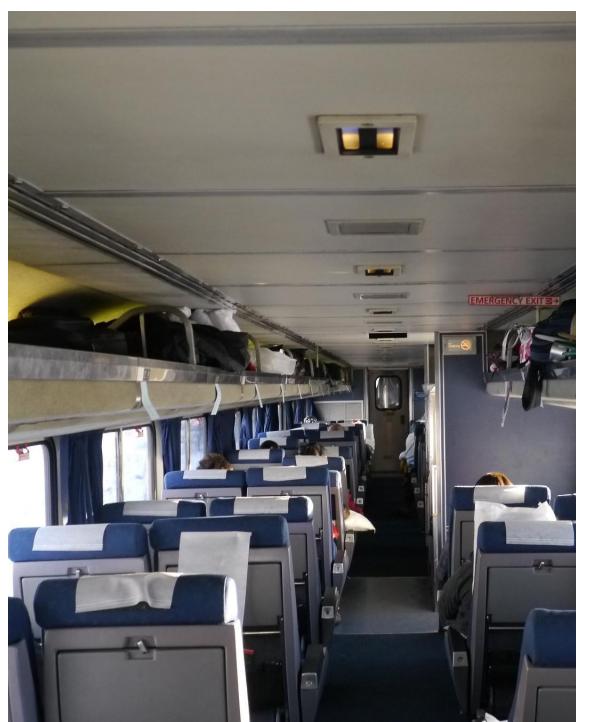
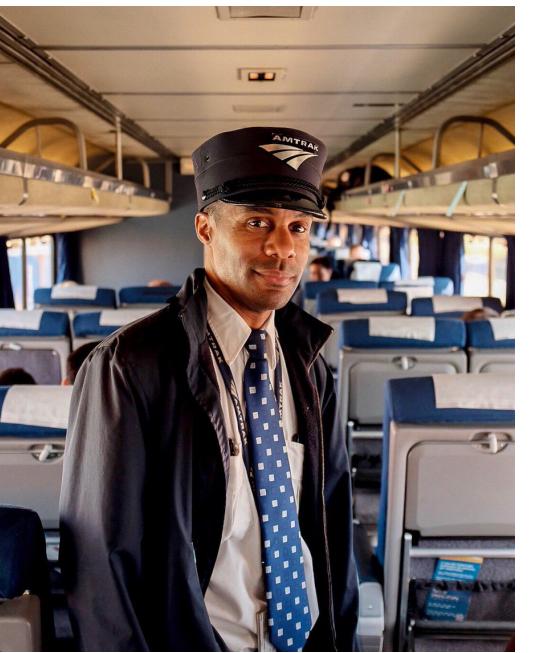
The premium feeling of the early 1900s with a modern touch.

VISUAL DEVELOPMENT

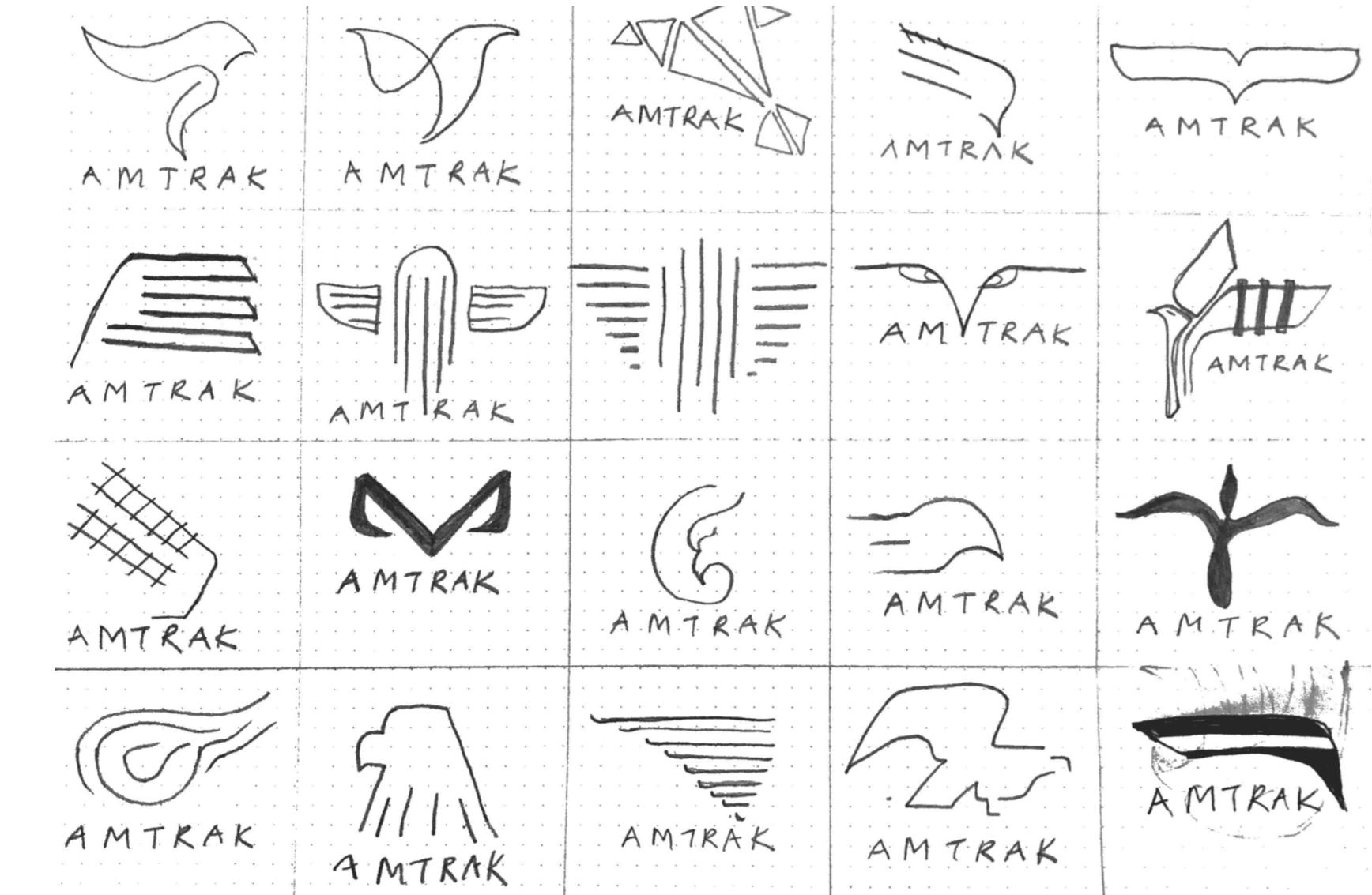


THE OLD

Amtrak's brand identity has for a long time been plain and nothing that stands out in the crowd of the many transportation services we see today. Customers haven't chosen Amtrak for the food, train cars, or tickets, and it has solely been a transportation and destination-oriented brand. Amtrak has unfortunately not provided the customers with a pleasant experience when riding the train or using our services.



LOGO SKETCHES



DIGITAL DRAFTS



SIMILAR LOGOS

Amtrak's new logo shares some similarities with logos such as Bentley, Aston Martin and Boy. They all utilize the eagle or simply the wings, many of the brands are automotive and the eagle helps symbolize class and speed.



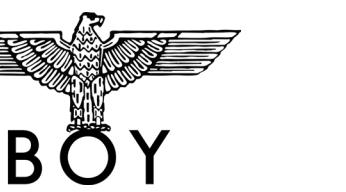
BENTLEY



GIORGIO ARMANI



mazda



BOY



AMERICAN EAGLE
OUTFITTERS

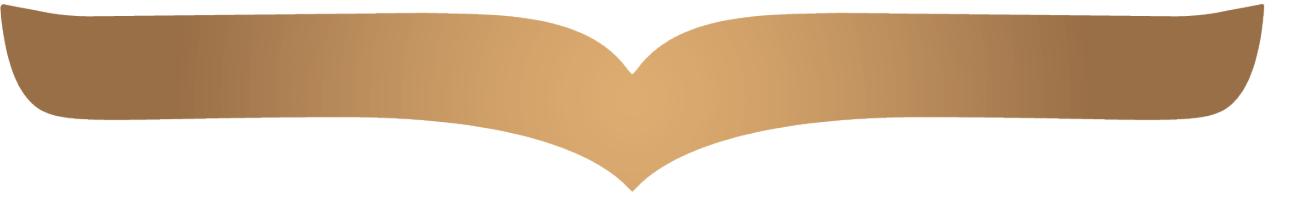


ASTON MARTIN



LOGO MARK

The logos wings resemble the wings of an eagle. It communicates luxury and grace, which is our desired goal for the new brand direction. The eagles' wings represent speed, and the golden color reflects the color of an eagle as well as the color of something upscale and premium.

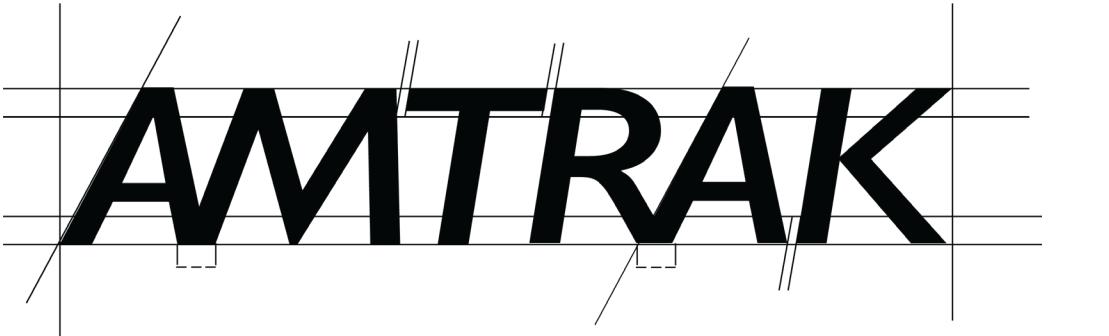


COMBINATION MARK

The combination mark utilizes a font that is simple yet sturdy. The font is slightly italicized as it is intended to show speed. A few of the letters have also been connected, to symbolizes the trains' railway wagons.



WORD MARK CONSTRUCTION



FINALIZATION

AMTRAK





***We value a luxurious experience in every medium
our customers will interact with the Amtrak brand.***

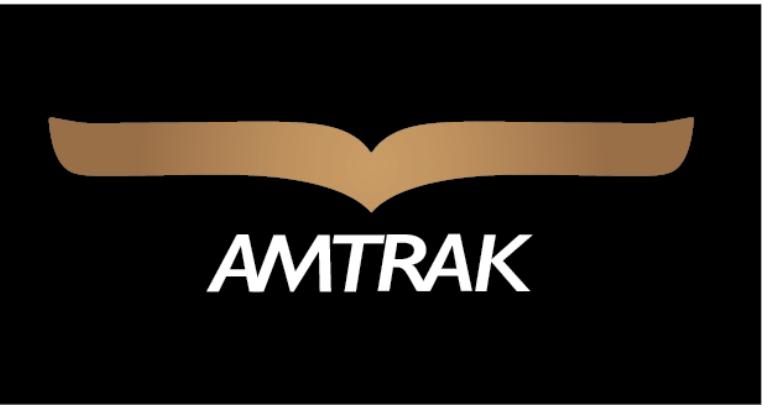
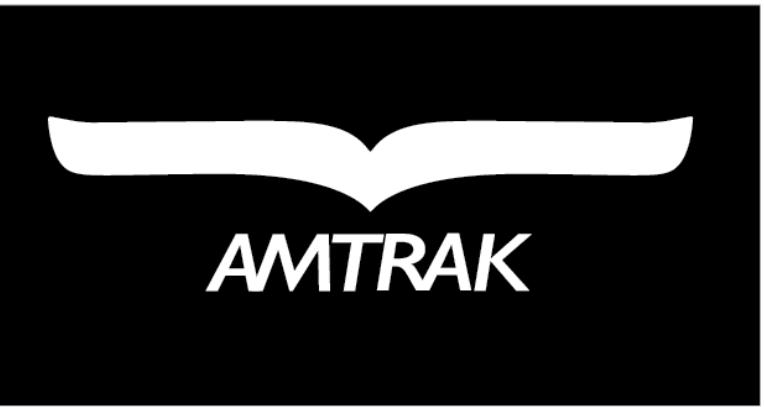
VISUAL STANDARDS GUIDE



AMTRAK'S LOGO

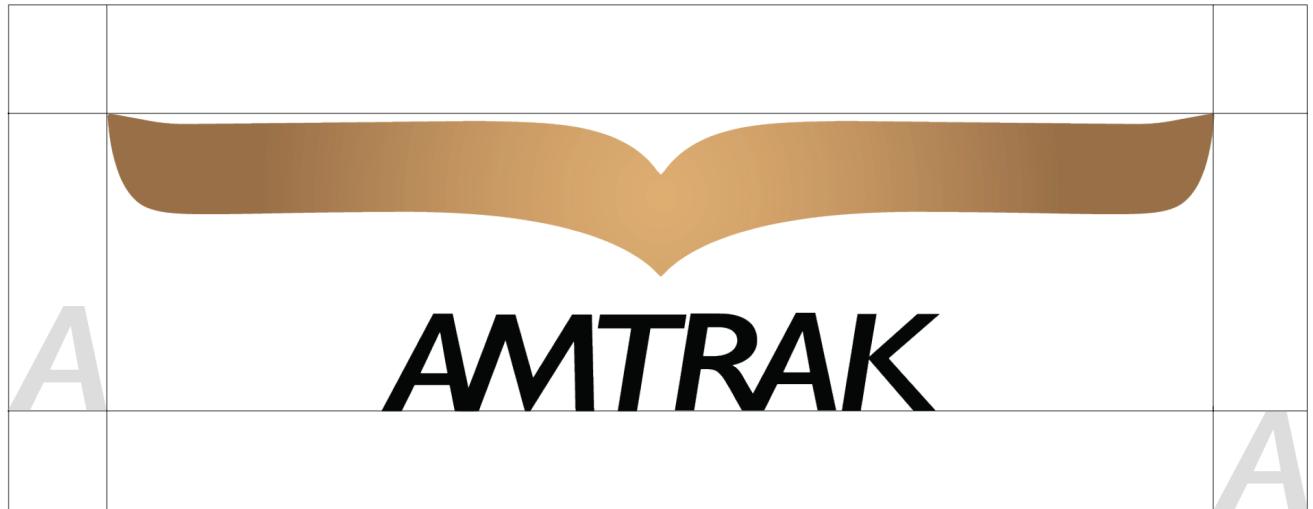


VARIATIONS



CLEARSPACE

RATIO 4:3



DO

Amtrak combination mark
Gold and black on a white background.



Amtrak combination mark
White logomark on a darker image.



Amtrak mark
Gold on black background.



Amtrak mark
Black on light image.

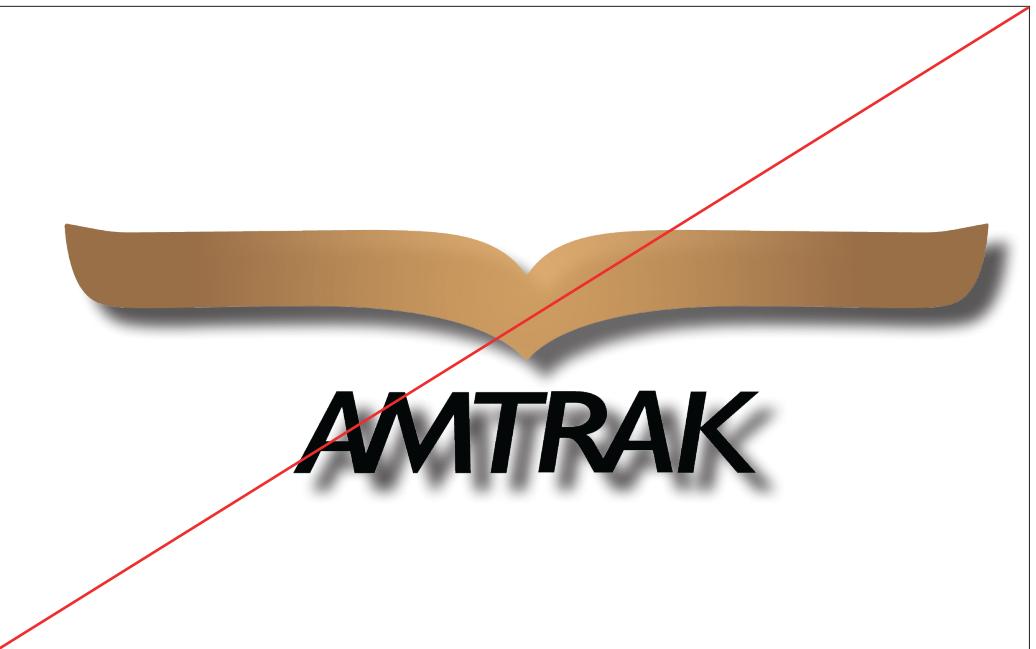


DON'T'S

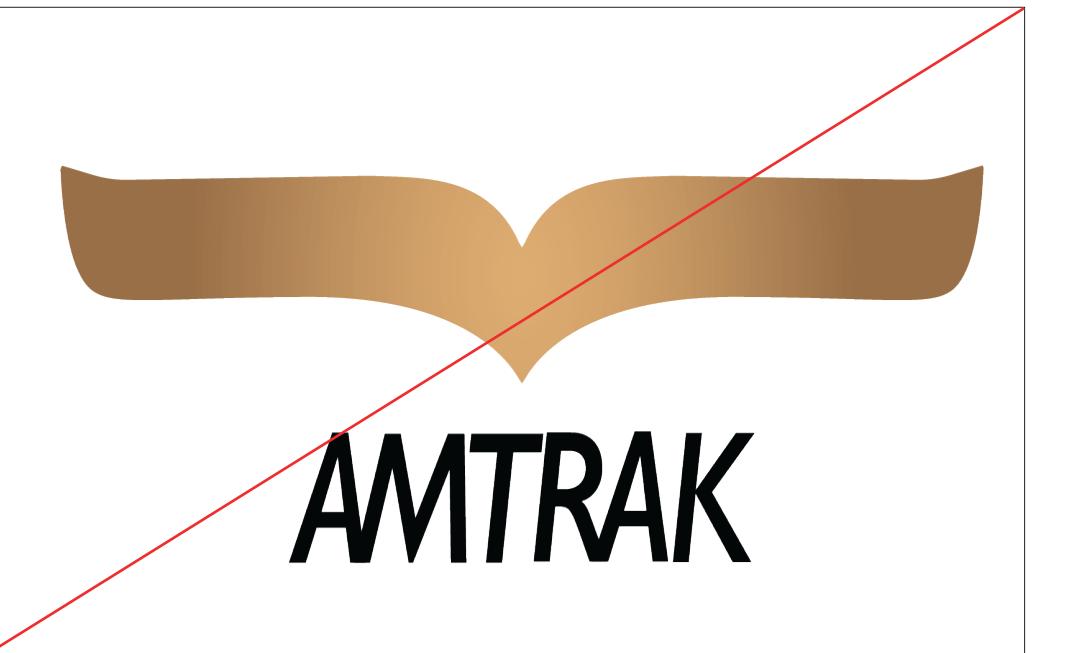
Don't
Place on busy image.



Don't
Use place drop shadow.



Don't
Stretch, skew or distort.



Don't
Add graphics.



HEAD

Trenda is a geometric sans serif Latinotype typeface. Trenda will only be used as the headline and display font. A bold and italicized headline set in Trenda will communicate speed and stability with a modern look for their new direction.



Trenda

Cap-Height

X-Height

Baseline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

Fairfield font is based on the forms of Venecian Old Face fonts as well as on the designs and details of Art Deco, giving the font a distinctive appearance. Fairfield will be used as the body copy for Amtrak, giving the brand an elegant and exclusive appearance.



Fairfield

Cap-Height

X-Height

Baseline

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR PALETTE

Amtrak Gold Gradient

Inner gold:

PMS: 4079 CP

R: 218
G: 163
B: 98

HEX/HTML: daa362

C: 14
M: 37
Y: 70
K: 0

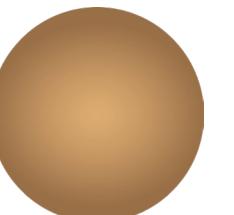
Outer gold:

PMS: 33-10 C

R: 153
G: 110
B: 71

HEX/HTML: 996e47

C: 34
M: 54
Y: 78
K: 16

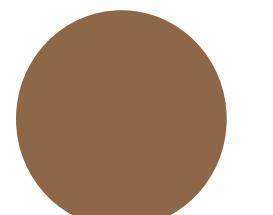


Amtrak Dark Gold

PMS: 33-10 C

R: 153
G: 110
B: 71

HEX/HTML: 996e47

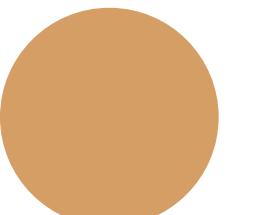


Amtrak Light Gold

PMS: 4079 CP

R: 218
G: 163
B: 98

HEX/HTML: daa362



TONE OF VOICE

Amtrak's vision is to provide an affordable but yet luxurious train service that entices you to travel through America. Tourists and Americans alike, will yet again open their eyes to the experience of what traveling by train can provide. We want to evoke the explorer we have inside all of us, and to encourage people to do so in an eco-friendly way. Amtrak cares about the coming generations and value sustainability, but we want people to not to feel limited while standing by this cause so you can travel in class, without any guilt.

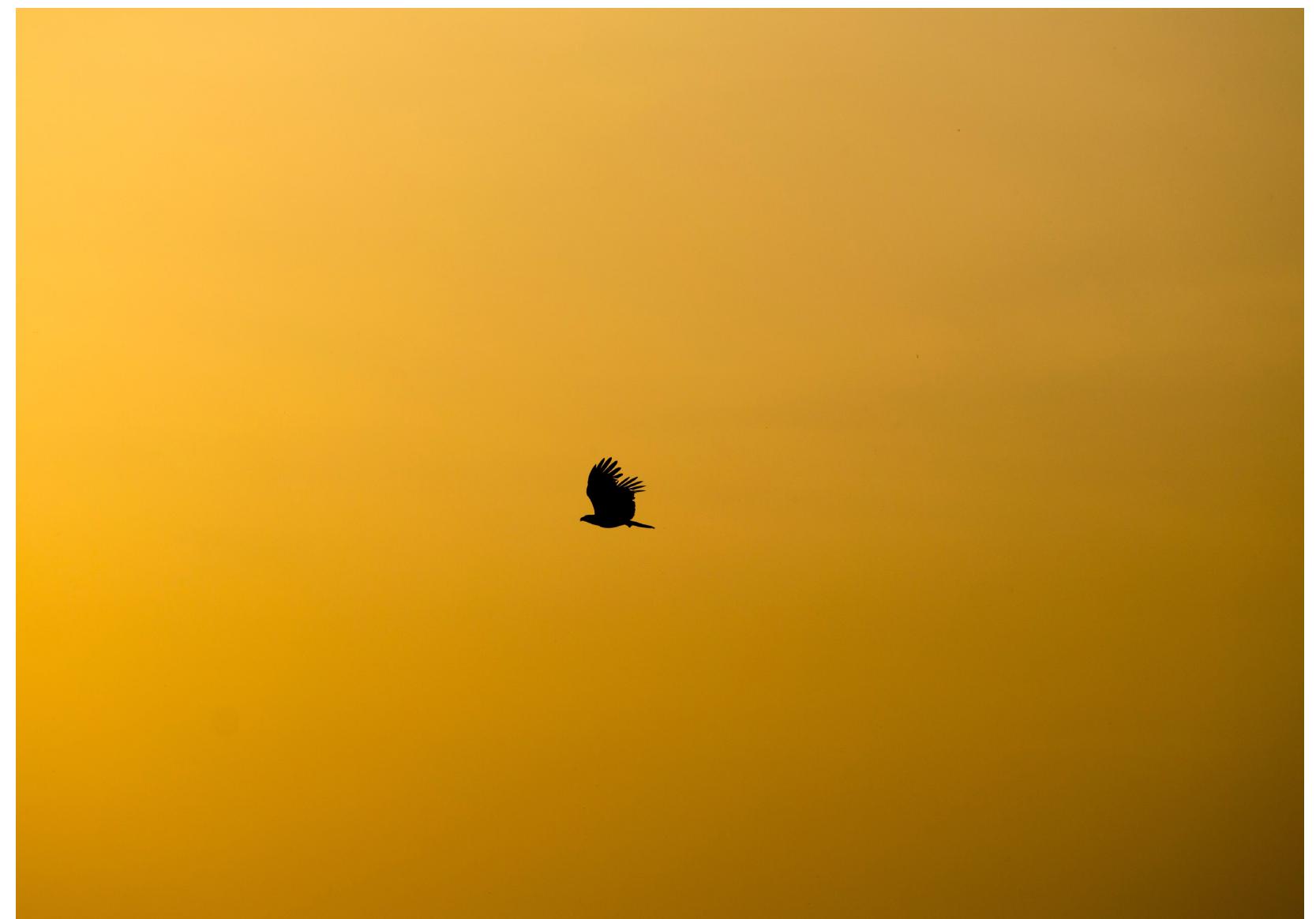


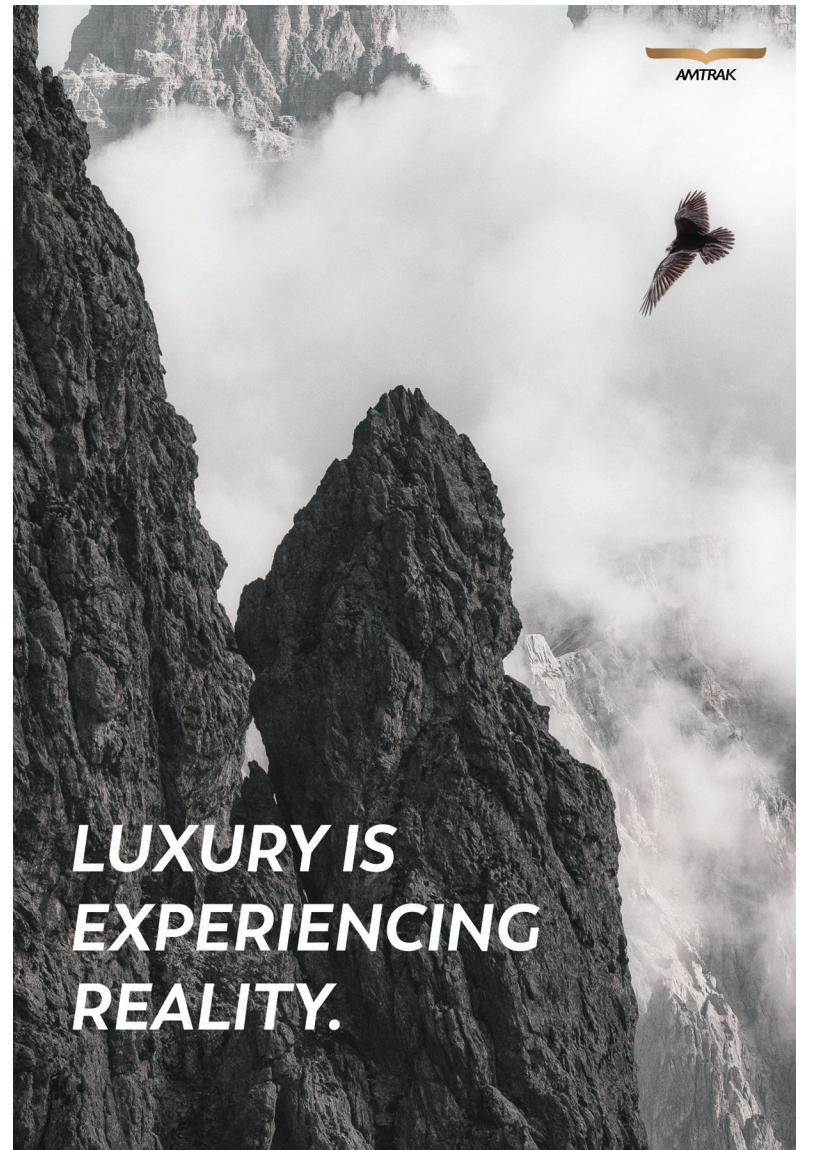
PHOTO STYLE

The photo style for the Amtrak brand is showing luxury and should indicate back to the early 1900's premium trains, through the tones of color, objectives portrayed, and angles of the photos.



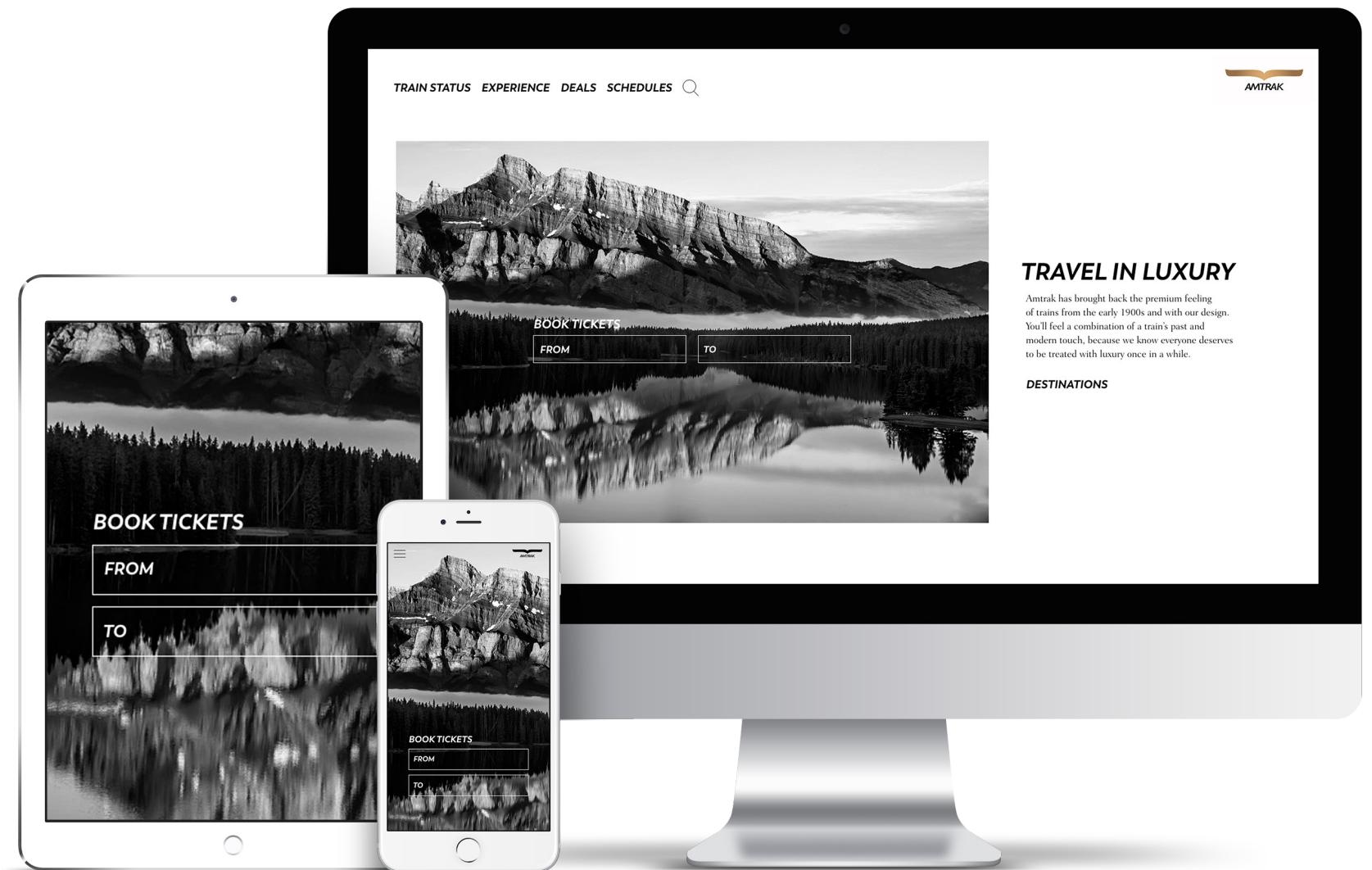
ADVERTISING

The old advertisements were completely destination-oriented, they wanted their customers to get from point A to point B as quickly as possible. The new advertising is focusing on the experience and is working with the new brand identity's style guide and strategic direction.



WEBSITE AND APP

The website and app are updated for better user experience, as well as keeping up with the new visual standards of Amtrak. The goal is to let customers be able to book a trip in a fast and easy manner without any complications. It's simple yet elegant for users of all ages.



STATIONERY SET

Amtraks' identity is modern and luxurious, this style is reflected in our stationary system. The logo can be placed on a matte black background or a clear white background, to create a clear contrast to Amtrak's golden logo.



TICKETS

Amtraks' tickets come in two versions, economy and business class tickets. They both have a clean and modern design, but the business class is designed to communicate the premium feel from the 1900s trains.



MENU

Amtrak's new identity is modern and luxurious, this applies to the menu's design as well as the content. We are providing luxurious food, drinks, and relaxation in our updated bistro car.

DESSERT

Crêpes Suzette
Grand Marnier flambéed crêpes,
orange, vanilla ice cream and
lemon caramel
10 USD



DESSERT

Crêpes Suzette
Grand Marnier flambéed crêpes,
orange, vanilla ice cream and
lemon caramel
10 USD

MAIN

Seared Salmon
“Sauce béarnaise” with browned butter, cured
tomatoes, fennel and potato croquettes with
cheddar cheese
22 USD

Entrecôte Café de Paris
Tomato salad, café de Paris butter
and french fries
29 USD

Celery Fries
Fried celery patty, pickled celery, tomato
salad, tomato gravy, chickpea
aoli and french fries
20 USD

APPETIZERS

Chèvre Chaud
Baked goat cheese on sour dough bread,
tomatoes, balsamic vinegar, spinach
and pine nuts
10 USD

1/2 Steak Tartar
Capers, beetroot, red onion, egg yolk,
horseradish and dijon
15 USD

Shrimp Salad
Hand peeled shrimp, avocado, egg,
cauliflower, dijon vinaigrette, wheat berries,
horseradish, onion and rouille
18 USD

MARKET SOLUTIONS

PHASE ONE

Iconic stops:

The destination-oriented traveler sometimes misses the experience of iconic sights. Our stops at specific locations let everyone enjoy the view or explore the local culture.

Exquisite gift:

A train ride on a modern train can easily be forgotten, and we want our customers to feel special. Amtrak gives you an exquisite gift to take home after the trip.

Special chef:

The food on trains isn't famous for taste or quality. Amtrak will change this perception by giving guests the opportunity to reserve a special chef for your entire journey.

Toothbrush:

The most common item to forget when packing your bag for a vacation is the toothbrush, and Amtrak is well aware of this phenomenon, so we provide a deluxe toothbrush.

PHASE TWO

Interactive mirrors:

The modern technology is not applied to trains as much as they should. The interactive mirrors allow you to see the map on a touch screen.

Robot:

The lack of service for customers can provide a negative experience, and minimize this risk. We have humanoid robots on board to answer your regular questions and for guidance.

Note walls:

Trains usually aren't a place for you to express your creativity. We have walls for painting and to collect notes with feedback of Amtrak.

3D model map:

The many cars and additions to Amtrak trains can cause confusion. We will have a 3D model map in the lounge bar to show the entire indoor map to clients.

PHASE THREE

Vending machine:

The upgrade of the bistro can make customers miss the simplicity of food and drinks. A vending machine will give you the perfect balance of luxury from the bistro and a snack.

Theme room:

People enjoy to experience new and creative atmospheres, so Amtrak has themed rooms with different interior settings based on seasons.

Outdoor viewing platform:

Missing iconic stops and the opportunity to grasp its beauty as the train passes by. An observation car that opens when the train stops at iconic sights for everyone to enjoy.

Breakfast in bed experience:

The breakfast in bed experience is available for anyone wanting to buy that experience and get some extra luxury service on their vacation.

PHASE FOUR

Sleep mask:

People have a fear of getting the sunlight hit you when sleeping on a train. We provide sleep masks for you to take a rest anywhere anytime.

Resident pianist:

Trains usually don't provide any entertainment. Amtrak provides the guests with performances from our pianist who plays classical music.

Natural room scent jars:

The small areas on a train sometimes create a bad smell. We provide home scented infused jars with revolutionary technology.

Luggage rack

People riding with trains experience the fear of having their luggage stolen or feel that it is a burden to carry. We offer a safe luggage rack for storing your bags during the journey.

PHASE FIVE

Gala night:

The elements missing from the modern train is luxury. Amtrak will host gala nights on one of the cars. Everyone who wants to join the gala night and follow the dress code.

Regional dance performance:

Trains sometimes lack entertainment, and people want to enjoy themselves now and again. The regional dance performance put on a show with a special performance from the area.

Tea Car:

Afternoon tea is often associated with luxury and early 1900s. The calm and delicious experience that Amtrak provides, is traditional tea and savories in the tea car.

Live TV:

When the weather is bad, and people want to have a cozy time with family and friends. Our trains have live TV to enjoy sports, news and other shows.

PHASE SIX

High-class toiletries:

The fear people have to use public restrooms is swept away when the rest of the atmosphere is luxurious. We provide deluxe toiletries with fresh towels and scented candles.

Five-course meal:

The bistro of Amtrak has never been seen as the provider of fine food. A luxury meal experience in the bistro car, with a changing menu as the train, enters different cities.

Satellite phone:

The fast speed and some deserted locations the train passes sometimes make broadband connections weak. To prevent a crisis from happening, we offer a satellite phone.

Event planning:

People want specific experiences when going on a vacation. Amtrak lets you customized an event to host parties with different themes.

PHASE SEVEN

Dining car:

What's missing in trains is a place where you're fully relaxed. The fine dining cars with its classy standards has great service that makes every guest feel special.

Yoga car:

A moving train doesn't provide much room for exercise. The yoga room to let you move your body and provide you with that extra relaxation, everybody needs on their vacation.

Bartending workshop:

People today are busy and don't get time to explore new hobbies. Amtrak wants guests to get the opportunity to learn something new with a workshop for your bartending skills.

Vacation photographer:

People want to capture the memorable moments of traveling. We provide a resident vacation photographer on trains to shoot photos for our customers and be able to purchase.

PHASE EIGHT

Doctor:

Being on a vacation doesn't hinder people from getting sick. We have a resident doctor to help you anytime when a crisis strikes.

Laundry services:

Most people get back home with a bag full of dirty laundry. To save our customers sometime when they're back from their vacation, we provide laundry services of the best quality.

Social area:

We are familiar with the lack of different cars and ambients a train today provides. Amtrak has a special social area for you to make new friends and get some exchange from the other cars.

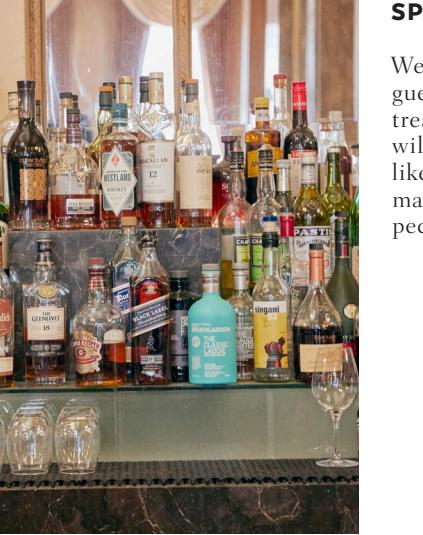
Air conditioning:

Trains and airplanes small areas can make the air quality tight and bacteria circling. An air conditioning to offer climate-controlled interiors as per season and for staying healthy.

BRAND EXTENSIONS

CLUB CAR:

A place for customers to have fun.



SPA CAR:

We have on-board SPA cars to let guests relax with a personalized spa treatment while they travel. Guests will be able to pick from treatments like facials, de-stress and deep tissue massages and manicures and pedicures.



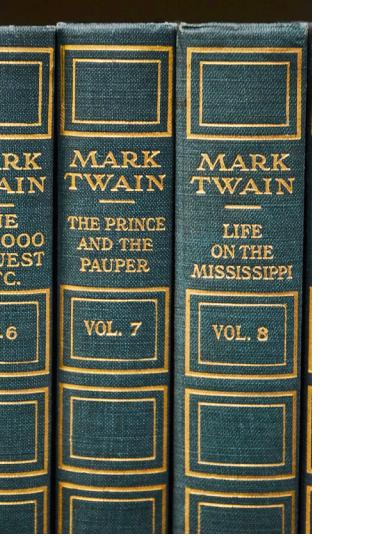
BAR CAR:

Provide regional music and dance performance. It is a social area for people to make friends and relax themselves.



LIBRARY CAR:

We have a library car as a reading room. Our library car has a classical interior setting. We provide books in different kinds for you to enjoy the reading experience.



OUTDOOR VIEW-PLATFORM

It is an exploration version of observation car that opens when the train stops and closes when the train runs.



BREAKFAST IN BED:

The breakfast in bed experience is only available in deluxe cabin suite and presidential suite.



SUITES:

Junior suite, one bedroom suite, deluxe cabin suite, presidential suite: We provide 4 different room types on the train. Junior suite doesn't have a full stove while the one bedroom suite does. The one bedroom suite has a door separating the bedroom from the living room area while the junior suite does not.



MUSEUM CAR:

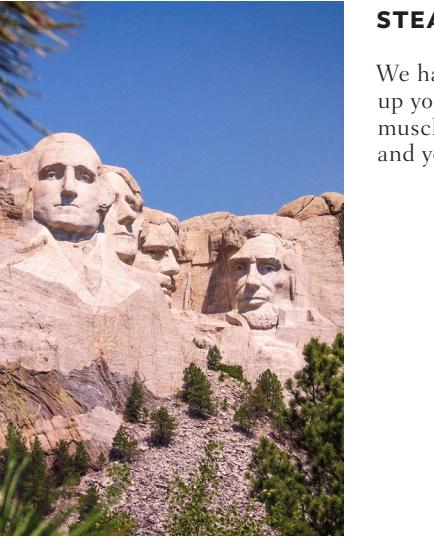
We have museum on board about Amtrak history, where we showcase installation art, artworks from the iconic stops of the trail to help you understand the meaning of Amtrak.



BRAND EXTENSIONS

TOUR GUIDE:

In order to help you dive deeply into the local culture, we offer tour guides on board to provide guided excursions, sightseeing tours at the iconic stops.



VR GLASSES:

When you put on our VR glasses, you can explore about the regional history and culture.



STEAM ROOM:

We have a heated room to help open up your pores and loosen up your muscles. Give the immune system, and your skin a boost.



PHOTO BOOTH MACHINE:

We have photo booth machine on board to let you take photos with your friends and families by yourself and get the photos immediately.

