

New Logo InterRail



Creative Rational



The expressive line above the wordmark refers to the adventurous and exciting way of travelling with InterRail. With your InterRail Pass you experience freedom in travelling and destination.

The signature of the line is distinctive, personal, rough and sketchy. Besides the adventurous it reflects the landscape too. It emphasizes the advantage of travelling by train whilst enjoying the passing green landscape and scenery.

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The rough dot before the line reflects the starting point for your journey.

It is the decision point to choose for InterRail, the advantages and flexibility it offers. The absence of a second dot as ending point implies the freedom and flexibility again.

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The second line below stands for the functional approach and the service the organisation InterRail offers. It implies quality, comfort, easyness and good organisation. Just what the traveller is looking for.

Although the lines are opposite in drawing they are together in balance and express the dynamic, rapidness and enjoyment of travelling with InterRail.

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InterRail

The wordmark is InterRail. The two words are linked together without space. Use a capital I and a R followed by lowercase letters. These linked words are always used in common text too, it's compact and related to the search engine on internet. To strengthen the reliability we've chosen not to use an italic version of the word InterRail. The typography radiates the trustworthiness and strength of the organisation. The font type of the wordmark is the bold version of the Myriad family.

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The colour green is chosen for the fresh radiation of InterRail. It refers to the nature and landscape scenery too. The colour blue underlines the quality and confidence of the organization.



The combination of the two colours is a practical one too. By choosing a basic spot colour (blue) and an accent colour (green) it will be easier to use them in a recognizable and flexible way.



Logo: color specifications



PMS 382U 100Y/60C (cmyk) 153R/204G (rgb)



PMS 282U 100C/90M/10Y/50K (cmyk) 102B



30% black



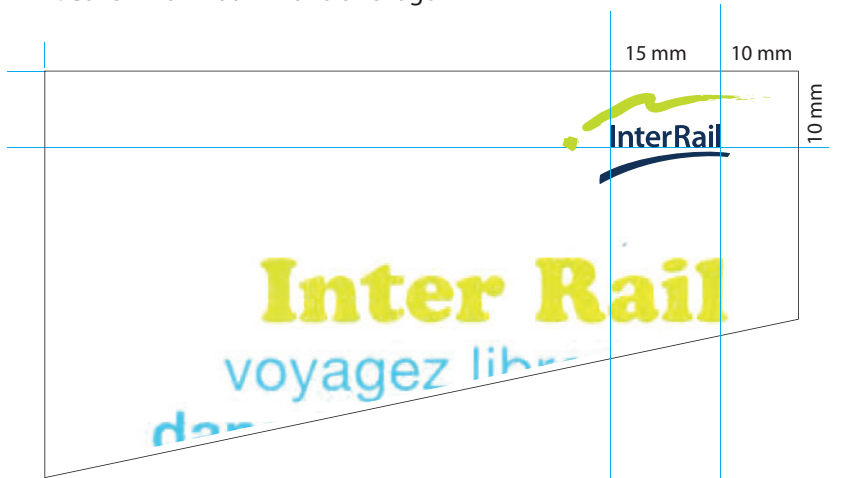
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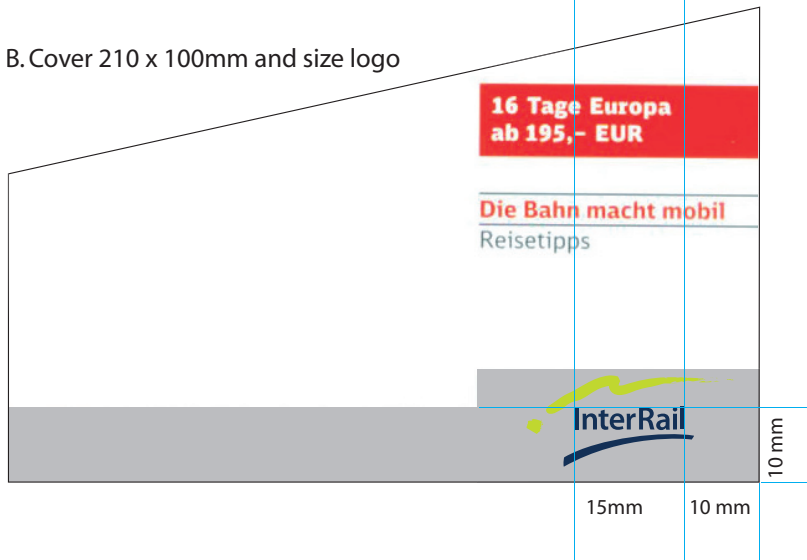
White version

Covers

A. Cover 210 x 100mm and size logo



B. Cover 210 x 100mm and size logo



A. Preferred Option



B. Alternative

Contact

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