

Brand Book

Our new expression

2021

UTLC
Eurasian
Rail Alliance

01 contents.

04	brand introduction
06	brand philosophy
07	corporate logo design
14	typography
18	color palette
23	business documentation
26	corporate attributes
29	advertising communications

02 brand introduction.

brand introduction.

In 2015 UTLC ERA began its adventure in the world of rail logistics, laying an important stone for the development of Eurasia. Month after month the project grew up and developed: services and partners increased, routes extended, connecting the coasts of Europe with the farthest East.

Through commitment and dedication, during these 5 years our business has turned into something more: trains operated by UTLC ERA now are not simply trains transporting goods, but values such as dialogue between different cultures, reliability, commitment to environment protection, the power to reach objectives considered not possible before.

In order to embody these fundamental values, a new brand has therefore been developed, giving life to a new alliance between lines, colours and company business core values.

03 brand philosophy.

brand philosophy.



brand mission

Providing regular container transport services
through fast and safe railways



brand idea

Provide the most reliable, time-saving
and green transport service in Eurasia



brand vision

Be the most reliable, time-saving
and green commercial connection between
EU and China



brand values

- customer loyalty
- quality of service
- honesty
- collaboration
- respect for people
- personal responsibility
- environmental protection



UTLC ERA logotype, version of 2018.
This is the main and only version of the logo.
It is recommended for use in all marketing communications, mass media, and documents.

1The word mark

2Thetagline

NEGATIVE VERSION



GREY SCALE VERSION



DARK VERSION



LIGHT VERSION



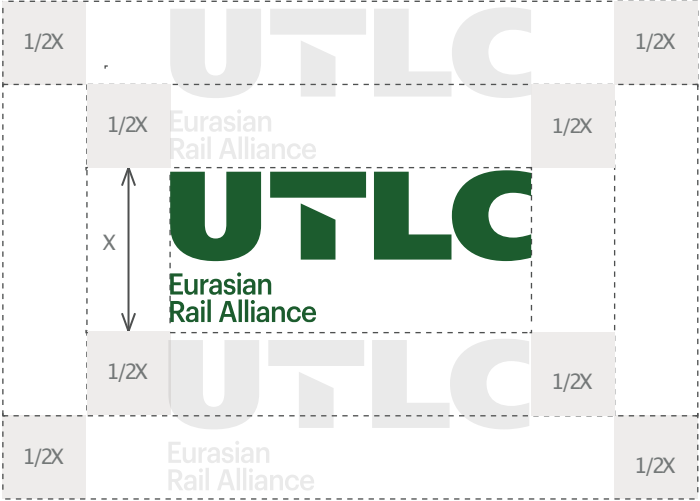
ON PICTURE VERSION (INSTAGRAM)



Measures



Logo clearance



To ensure the correct image of the logo, it is necessary to strictly take into account the minimum size of the security field. There should be no graphic elements or text in the area of the security field. To maintain visual unity, the logo should never change.

minimal sizes full logo



In order to make the logo more visible, dimensions should not be less than 40 millimeters. For social media the logo should not be less than 25 millimeters.

do and don't

do



To ensure the correct image of the logo, it is necessary to strictly take into account the minimum size of the security field.

There should be no graphic elements or text in the area of the security field. To maintain visual unity, the logo should never change.

don't



Can't separate the logo



Eurasian Rail Alliance

Can't compress the logo



Can't stretch the logo



Can't separate the logo

05

typography.

Primary typeface –
PT Sans

Secondary typeface –
Montserrat

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

typography.

about font

"PT Sans" is a font of the grotesque class, based in its stylistic basis on the chopped fonts common in the domestic typography of the second half of the 20th century, but having noticeable features of modern humanistic grotesques

Montserrat is a sans-serif font with approximately the same width-to-height ratio of characters. It looks solid, and there are certain advantages to it.

Regular. AaBbCcDdEeFfGgHhIiJjKLlMmNn
0123456789 (&?!/,,:;-_*)

AaBbCcDdEeFfGgHhIiJjKLlMmNn
0123456789 (&?!/,,:;-_*)

Italic. *AaBbCcDdEeFfGgHhIiJjKLlMmNn*
0123456789 (&?!/,,:;-_)*

AaBbCcDdEeFfGgHhIiJjKLlMmNn
0123456789 (&?!/,,:;-_)*

Bold. AaBbCcDdEeFfGgHhIiJjKLlMmNn
0123456789 (&?!/,,:;-_*)

AaBbCcDdEeFfGgHhIiJjKLlMmNn
0123456789 (&?!/,,:;-_*)

typography.

type hierarchy.

Slogan

THE RAIL OF NATURE

THE RAIL OF NATURE

Headline

KEEN ON GREEN
KEEN ON GREEN

Contents

Keen on green
Keen on green

Slogan

On advertising layouts for the *European target* audience, use the font - PT Sans

On advertising layouts for the *Chinese target* audience, use the font – HERCULANUM

Headline

Use uppercase letters for headings

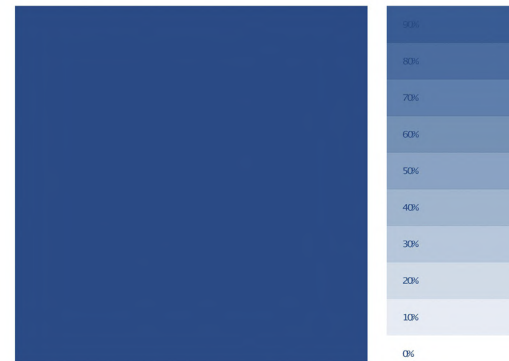
Don't use uppercase letters for headings

06 color palette.

color palette.

primary color palette

Classic blue



CMYK 100/65/0/27

RGB 0/70/128

Pantone 2154 C

HEX/HTML 004680

Classic blue is a color that has long been associated with royalty, art, military, business and nature, making it a color with a lot of applications. It has a long life in the world of art, from stained glass windows in Middle Ages, fine blue and white porcelain in China through to famous applications by

UTLC
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Forest Green – Europe



CMYK 85/36/100/36

RGB 12/105/40

Pantone 2427 CP

HEX/HTML 0C6928

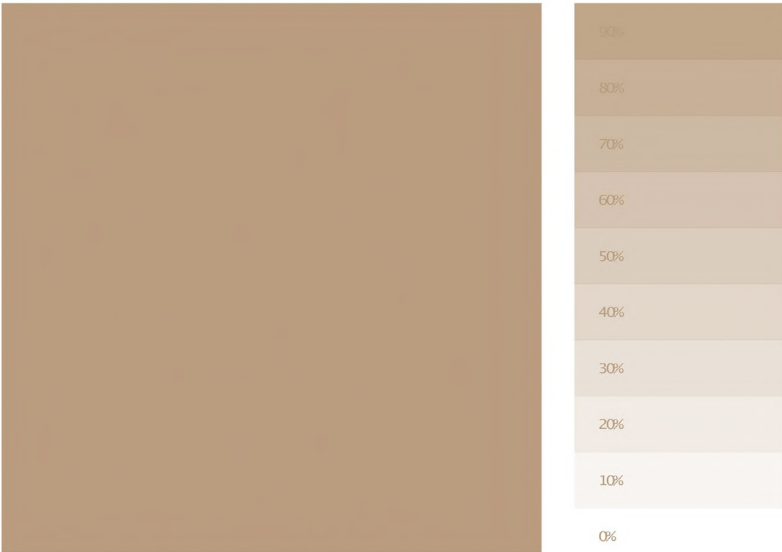
UTLC
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Rail Alliance

Forest green evokes visions of thick bushes and tall trees. Named for that exact type of scenery, forest green is a green hue commonly found in nature. Often associated with the environment, light forest green has been used for designs related to causes supporting the Earth and its ecosystem.

color palette.

secondary color palette

Gold Leaf – Asia



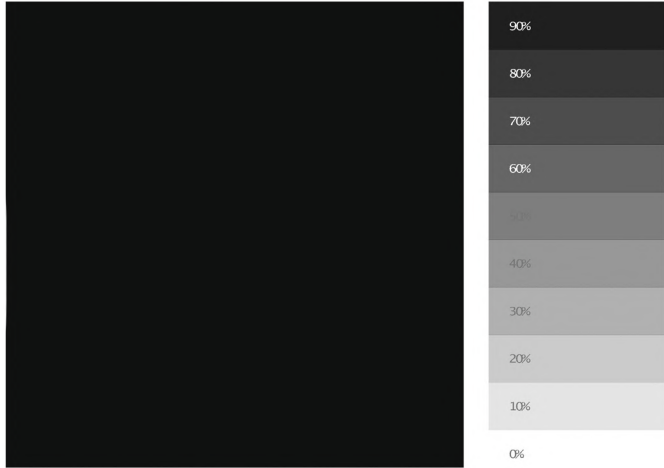
CMYK 23/38/53/1 RGB 197/159/126
Pantone 20-0027 TPM HEX/HTML C59F7E

It is used in China as a symbol of nobility and wealth. It is closely related to the imperial - "bright, pure yellow". Traditionally, the people appreciated the yellow color, perceiving it as the color of gold.

color palette.

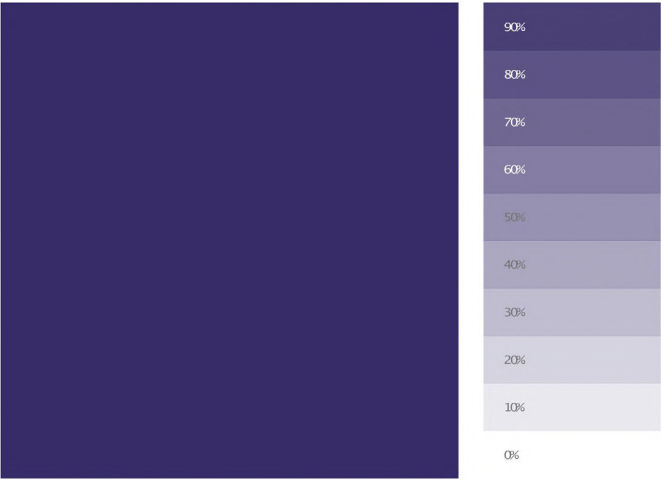
secondary color palette

Bluish-black



CMYK 75/68/67/90 RGB 6/8/8
Pantone Black 6C HEX/HTML 060808

Deep Purple



CMYK 47/62/0/58 RGB 56/40/106
Pantone 2112 C HEX/HTML 39296b

color palette.

secondary color palette

Pirate black



CMYK 47/62/0/58
Pantone 19-4305 TCX

RGB 55/56/56
HEX/HTML 373838

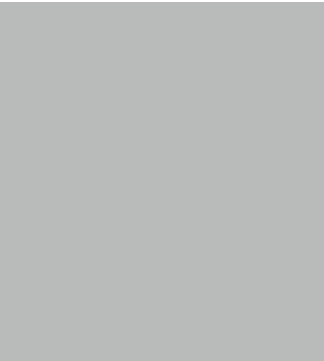
Illuminating



RGB 245/223/77
HEX/HTML F5DF4D

CMYK 0/9/69/4
Pantone 13-0647 TCX

Silver



CMYK 30/20/20/5
Pantone 10103 C

RGB 185/187/187
HEX/HTML B9BBBB

07
business
documentation.

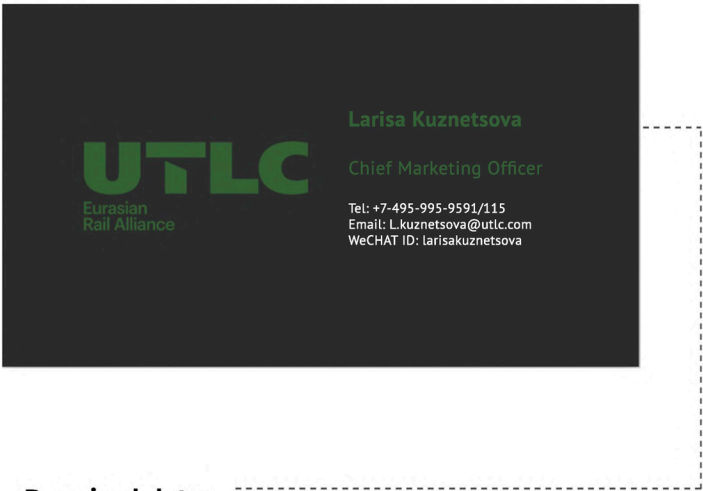
business documentation.

business card



Required data:

- Logo
- Address



Required data:

- Logo
- Full name
- Position
- Contacts (e-mail, work phone, mobile phone, wechat ID)

business documentation.

corporate badge



Required data

- logo UTLC ERA, ERAI
- Contacts
- Full name, position

08 corporate attributes.

corporate attributes.

national ornaments



Russian national ornament



Belarussian national ornament



Kazakh national ornament

corporate attributes.

iconset



The icons have a mix of feeling “hand drawn” and “corporate” at the same time.

By enclosing them in a circle, we are extending the visual theme into more elements of our brand.

09
advertising
communications.

advertising communications.

adv key elements

- **Style:**

UTLC ERA advs merge modernity and creativity: modern subjects and traditional graphic techniques are aimed at showing the Company as a combination of tradition and innovation.

- **Focus:**

All company's advertisings guide viewers beyond what they are looking at. Rails/ trains going towards the horizon are often present in our advertisings, in order to show how company is deeply committed in present but also looking at the future.

- **Subject:**

Every advertising tells a story and aims to engage viewers. Stories are related both to the territories of the Eurasian Corridor and their people. Main themes are dialogue between different cultures and respect for the beautiful lands crossed by trains operated by UTLC ERA.

advertising communications.

Key rules for the design of social networks

The three main areas that are covered in social networks (Instagram, WeChat, Facebook)

- 1) development of the main business (news, records, opening of new routes, etc.)
- 2) dialogue between different countries and cultures (presentation and description of cities that are part of the company's services)
- 3) commitment to the protection and protection of the environment (natural landscapes, animal species inhabiting various territories that are part of Eurasia)

The company's commitment to nature conservation is also evidenced by the colors that dominate the photos: shades of green and brown.

Pictures and photos published in social networks have special characteristics:

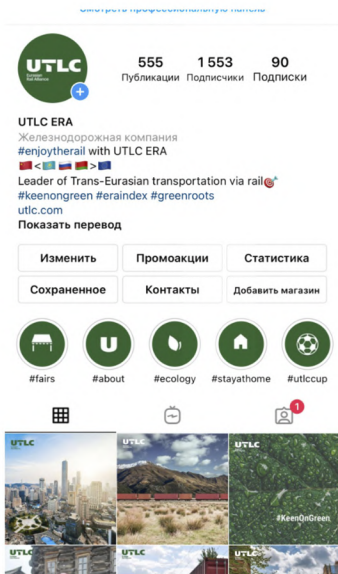
- The company logo must be on all pictures and photos published in social networks. Facebook Instagram WeChat logo should be placed on the left corner in Instagram and Facebook, and on the right side of the bar in WeChat.
- Photos do not have templates or frames: the goal is to engage the reader directly, as if the subject of the photo was in front, a few centimeters away from it.
- Photos dedicated to the cities of Eurasia have a common structure. In order to "geolocalize" a city, you must specify its name and state affiliation.
- Photos dedicated to the species of animals living in Eurasia have a common structure. Photos include the name of the animal species and a geographical reference to the territory where it lives.

advertising communications.

Key rules for the design of social networks

The texts of the posts have the following characteristics:

- All texts are written in English (in Chinese for WeChat), so that interested parties, business partners and subscribers of the company can get acquainted with the content, regardless of nationality and knowledge of foreign languages.
- The thoughts in the posts are stated briefly: the text should not be excessively long and should convey the key message of the company as directly and quickly as possible.
- Texts are enriched with emoticons to make them more pleasant and easy to read.



2020年12月，第一辆装有1000吨纸浆的专用列车从Brake（德国下萨克森）海港送往中国重庆。新班列提供了一种补充，快速且环保的送货方式。



布拉克（Brake）港口位于汉堡以东，最近不来梅市。港口的吞吐量每年可处理100多万吨货物。

根据Railfreight的数据，在2019年的前三个季度，有1500万立方米的原木从欧洲出口到了中国，是去年的5.5倍。作为一个区域，欧洲目前是中国仅次于新西兰的第二大木材供应国。以前，欧洲的大部分货物都是通过几个港口用海运出口的。但是自去年以来，大部分交易量已转移到铁路上。



advertising communications.

principles of design of exhibition stands

– Long-range identification.

Helps to find the stand in the pavilion as quickly as possible: the size of the stand, brand names; characteristic color scheme; banners, flags and other advertising structures;

– Near identification.

Helps to find the desired exposure on the stand: captions by topic; use of a special font; graphic images;

– Detailed identification.

Helps to get a brief explanation about the exhibits without assistance: technical characteristics; photos; diagrams; audio-visual means; banners, posters, etc.

advertising communications.

Booth in Europe



High-tech style – minimalism, ergonomics, up-to-date building materials and advanced technologies, light and space. Distinctive features are the lack of decor and the dominance of functionality. Ecology.

advertising communications.

Booth in China



Modern Chinese style – the idea of unity of opposites, maintaining balance, merging Yin/Yang and the harmonious coexistence of light and darkness.

UTLC

**Eurasian
Rail Alliance**