CONRAIL

LOCOMOTIVE FLEET — -1-

CONRAIL LOCO. NO.	BLDR. MODEL	H.P. UNITS	TOTAL UNITS
1639-1691	F7a	1500	82
2021-2044	RS32	2000	24
2048-2059	C430	3000	12
2072-2077	C420	2000	6
2100-2112	GP20	2000	12
2168-2249	GP30	2250	82
2250-2399	GP35	2500	150
2400-2414	RS27	2400	15
2416-2429	C425	2500	14
2474-2499	C424	2400	26
2500-2685	U25b	2500	177
*2700-2798	U23b	2250	99
*2800-2816	B23-7	2250	17
2822-2833	U28b	2800	2
2830-2889	U30b	3000	1
2890-2970	U33b	3300	80
*2971-2976	U36b	3600	6
3005-3274	GP40	3000	272
*3275-3312	GP40-2	3000	38
3620-3692	GP35	2500	73
3800-3819M	GP38	2000	20
3861-3874M	F7b(3)	1500	12
4016-4061	E8a	2250	46
4100-4112	GP40P	3000	13
4131-4182	U34CH	3400	32
4249-4258	E8a	2250	10
4274-4288	F7a	1500	15
4438-4494	E44a	4400	6
4601-4610	E33	3300	10
4754-4756	E2E	750	3
4800-4937	E40	4620	22
4971-4977	E40	4620	7
5000-5028	FL9	1800	29
5100-5198	RS2	1500	4
5201-5203	RS3	1500	3
5400-5619	GP7	1500	16
5600-5719	GP7	1500	4
5720-5728	GP9	1600	9
5738-5999	GP9	1750	232
6025-6047	SD45	3600	6
6060-6236	SD40	3000	176
6240-6357	SD40	3000	101
*6358-6440	SD40-2	3000	83
6500-6534	U30c	2800	15

LOCOMOTIVE FLEET — -2-

CONRAIL LOCO. NO.	BLDR. MODEL	H.P. UNITS	TOTAL UNITS
6535-6539	U30c	3000	5
6540-6578	U33c	3300	39
6579-6583	U36c	3600	5
6587-6599	U34c	3430	13
6600-6609	C30-7	3000	10
6664-6666	SD9m	1750	3
6667-6699	SDP45	3600	33
6700-6718	U23c	2250	19
6721-6752	C628	2750	32
6753-6779	C630	3000	27
6781-6794	C636	3600	14
6802-6804	RSD5	1600	2
6812-6816	RSD15	2400	4
6849	AEM13	1200	1
6855-6870	RSD12	1800	13
7000-7017	U25b	2500	17
7019-7022	U23b	2250	4
7400-7499	GP10	1750	421(4)
7500-7575	GP10	1750	18
7496-7499	GP10	1750	4
7587-7639	RS11	1800	53
7640-7644	RS11 Mod.	1800	5
7645-7647	RS11	1800	3
7676-7684	RS11 Mod.	1800	9
7759-7829	GP38	2000	282
*7960-8180	GP38-2	2000	241
8354	SLUG	0	1
8400-8599	SW1	600	144
8600-8627	SW8	600	28
8628-8677	SW900	900	40
8664-8700	SW900	900	54
8701-8721	SW900	900	10
8836-9150	SW7,9Mod.	1200	259
9151-9194	SW8 Mod.	1200	44
9200-9300	SW9	1200	44
9301-9314	SW9	1200	14
9315-9362	SW1200 Mod.	1200	48
9400-9424	SW1500	1500	25
9500-9620	SW1001	1000	100
9621-9630	MP15	1500	10
9631-9634	MP15	1500	4
9836-9850	RS1	1000	5
9908-9977	RS1	1000	7
9975-9998	RS3	1000	3

TOTAL CR UNITS = +4745(7)

(7) = Cleveland Union Term. Units

* = Includes New Units on Order
# = B Units
$ = Electric Locos
~ = Diesel - 3rd Rail Electric
6000 - 6999 = 6-Axle Units

Contents

Foreword

Conrail is a large organization doing business with thousands of customers throughout a massive railroad network. We offer a wide range of transportation services and do business in a large geographic area. As such it is important for us to be viewed as capable of following through on the commitments we make as a unified organization.

The Conrail Identification Standards Manual is a significant tool to be used towards reaching that objective. The Standards Manual represents the beginning of a long range program designed to create a consistent and recognizable identification system for Conrail. The Standards Manual is the result of considerable effort which began before Conveyance Day. We've drawn on the talents and experience of our own management and staff as well as outside consultants to develop a consistent attitude and format in all forms of communication with our customers, employees, and various publics.

The Standards Manual provides the basic guidelines for implementing our Identification Program. The graphic standards described in the Manual must be followed if we are to reach our goal. Responsibility for the success of our Identification Program lies with us—the people who make up the Conrail organization.
We ask each of you to accept that responsibility.

Edward G. Jordan

Edward G. Jordan
Chairman and
Chief Executive Officer

R.D. Spence

Richard D. Spence
President and
Chief Operating Officer

CONRAIL

The new Conrail corporate trademark is depicted on this page. It is composed of two elements, a "CONRAIL" logotype and a symbol. The Conrail logotype may appear without the symbol, but the symbol may never appear without the Conrail logotype, except as specifically approved by the Conrail Public Affairs Department.

The "CONRAIL" logotype is a specially drawn total unit. The letterforms and letter spacing may not be altered in any way.

The Conrail symbol has been carefully constructed and proportioned for a specific visual impact.

It is the relationship of these two elements, i.e., logotype and symbol which is the basis for the Conrail identification system. This device is in essence a bullseye and the center of the concentric circles determines the vertical axis of the trademark. Note that the horizontal rails extend slightly beyond the vertical axis of the bullseye. The symbol must appear with the logotype in one of the designated formats.

There are four basic versions of the Conrail trademark. These provide the flexibility to select a version that compliments specific layout requirements. A summary of these versions is presented on the next page. Check the appropriate sections for a more detailed explanation.

The official art for reproducing this trademark must be used in all applications. Copies of reproduction artwork are included at the back of this manual. Additional copies can be secured from the Manager-Graphic Services, Public Affairs Department, Rm. 1040, 6 Penn Center Plaza, Philadelphia, Pa. Any alterations in the letterforms, letterspacing, and symbol weight and proportions are expressly prohibited without the written approval of the Vice President of Public Affairs.

Trademark versions	Application	Illustration

Centered versions · Centered typographic formats

1

Above

CONRAIL

SUBURBAN TRAIN
SCHEDULE

Below

CONRAIL

CONRAIL

2 **Flush left/right versions** · Type is flush left or flush right off the vertical axis

Left

CONRAIL

CONRAIL

POSITION LIGHT
SIGNALS

CONRAIL

Right

CONRAIL

CONRAIL

CONRAIL

NORTHEAST
CORRIDOR
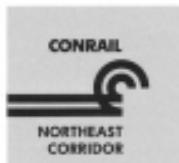
3 **Semi-extended version** · Limited vertical space available

CONRAIL

NEWS CLIP CONRAIL

4 **Fully extended version** · Horizontal formats appropriate to wide applications

CONRAIL

CONRAIL

See appropriate section for more detailed explanation.

Futura is the typeface most compatible with the "CONRAIL" logotype. The Futura Bold all cap alphabet is the preferred type style to be used for display, i.e. titles, headlines, etc. on all printed matter. Lighter weights of Futura upper and lower case are suggested for secondary copy. The Futura family of typefaces should be used in advertising whenever possible. The extreme faces of Futura should not be used (Futura Black, Futura Display, Futura Inline). The Futura alphabet shown below **never** be enlarged for use on vehicles or signs. The special alphabet shown below has been designed for such applications.

Alternate typefaces including Helvetica and Univers may be used for body copy only in situations where Futura is unavailable. These typefaces are graphically compatible with the Conrail trademark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For large vehicles including signage, banners, transport vehicles, trucks and rolling stock, a specially drawn Conrail alphabet has been designed. The Conrail alphabet consists of 26 capital letters, 10 numerals and one word "CONRAIL".

The Conrail alphabet should **never** be reduced for use on printed material.

For information regarding use and procurement of this special alphabet see the signage section.

ABCDEFGHIJ KLMNOPQRS TUVWXYZ 1234567890

Color

The trademark may be used in positive (blue symbol on a white background) or in negative (white symbol on a blue background). The official Conrail color is blue PMS #300. No other blue is permissible. Sample color swatches of Conrail blue may be found on the back of this manual.

Screening (tinting) is the process of visually adding white to a color to lighten the original color. Screens of Conrail blue (PMS #300) and all other colors are unacceptable because they appear as pastels which are inappropriate to the character of the railroad.

Maximum and minimum size

There is no maximum size for the trademark. The minimum size for accepted printing techniques is ⅝" as shown. For adverse printing, i.e. silkscreen, hot stamp, newsprint, etc., ¾" is the minimum size.

Mirror image

Under special circumstances it is permissible to use the Conrail symbol in a mirror image (i.e. reading from right to left) (see Miscellaneous section for example). This application must never be used without the written permission of the Department of Public Affairs.

DO NOT alter the letterforms and spacing of the Conrail logotype. The word must never be redrawn which may thicken or weaken the letterforms.

DO NOT alter the proportional relationship of the Conrail logotype to the symbol, so as to destroy the visual unity of the identification system.

DO NOT obscure the trademark in any way. Any additional elements (type, pattern or photograph) printed on top or behind the mark will change the graphic integrity of the trademark and destroy the recognition.

DO NOT change the orientation of the trademark. The visual characteristics of the mark demand that the symbol and logotype always be oriented horizontally for legibility. The logotype must never be oriented vertically, at an angle or with the letters stacked (i.e. under one another).

DO NOT use the trademark within a shape other than the Conrail square (refer to Signage and Vehicle identification for examples).

DO NOT photographically distort the trademark.

CONRAIL

1½X
X

X
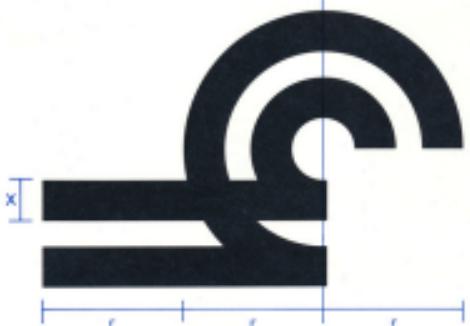
The "CONRAIL" logotype is centered above the vertical axis of the bullseye. The logotype height is 1½x (x=width of one rail of the symbol). The logotype is positioned a distance from symbol.

In this version the length of the rails is 2r (r=radius of the bullseye). When the "CONRAIL" logotype is centered above the bullseye (vertical axis) the length of the rails can never be extended.

The centered version of the trademark bleeds off the left hand side when used in the Conrail square. The proportional relationship of the trademark in the square is fixed.

Type used above or below the trademark should be centered on the vertical axis of the bullseye and no closer to the symbol than 1½x.

The illustration shown at right is a schematic example of a "typical" centered layout. Other solutions are also possible.

CONRAIL

**SUBURBAN TRAIN
SCHEDULE**

BOSTON
PROVIDENCE
NEEDHAM
FRANKLIN

MARCH 1, 1976

CONRAIL

The "CONRAIL" logotype is centered below the vertical axis of the bullseye. The logotype height is 1⅛x (¼xwidth of one rail of the symbol). The logotype is positioned x distance from symbol.

In this version the rails always bleed. The length of rails may be no less than 2r (r=radius of the bullseye) but may be as long as required to bleed. The bullseye should appear in the center (left to right) of the given area.

Type used above or below the trademark may be centered on the vertical axis of the bullseye and no closer to the symbol than 1⅛x.

The flag illustrated to the right is a schematic example of a "typical" centered layout. Other solutions are also possible.

CONRAIL

2

$1\frac{1}{2}x$
x

CONRAIL

x

x
$1\frac{1}{2}x$
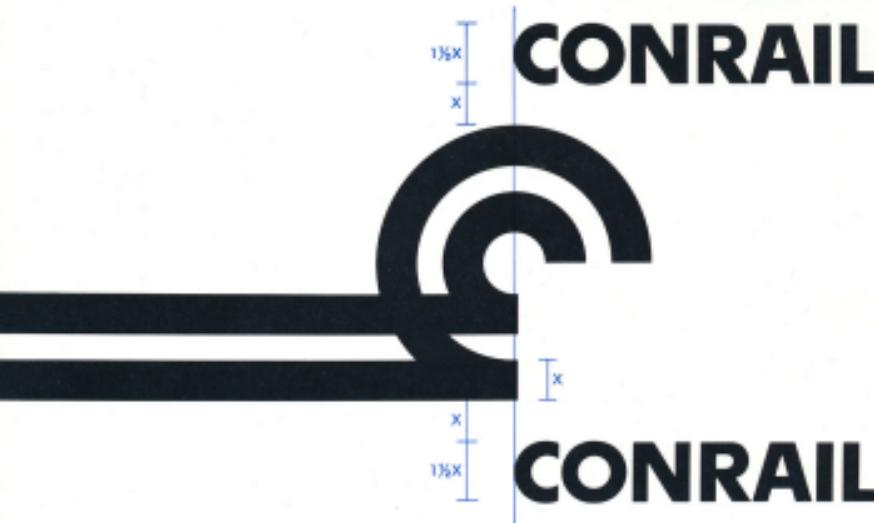
CONRAIL

The "CONRAIL" logotype is flush left with the vertical axis of the bullseye and positioned above or below the symbol. The logotype height is $1\frac{1}{2}x$ ($x=$ width of one rail of the symbol). The logotype is positioned x distance above or below the symbol.

In this version the rails always bleed. The length of the rails may be no less than $2r$ ($r=$ radius of the bullseye) but may be as long as required to bleed.

Type used with this version should be flush left off the vertical axis, and should align with the "C" in the logotype "CONRAIL." The type may be above or below the trademark but should be no closer than $1\frac{1}{2}x$.

The pamphlet shown at right is a schematic example of a "typical" flush left layout. Other solutions are also possible.

**POSITION LIGHT
SIGNALS**

CONRAIL

CONRAIL

1⅝X
X

CONRAIL

X
X
1⅝X
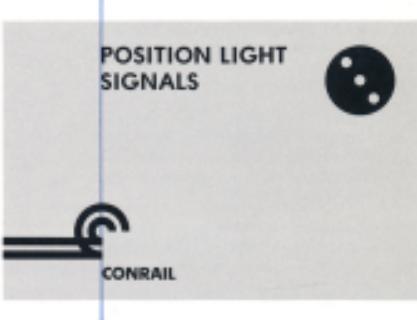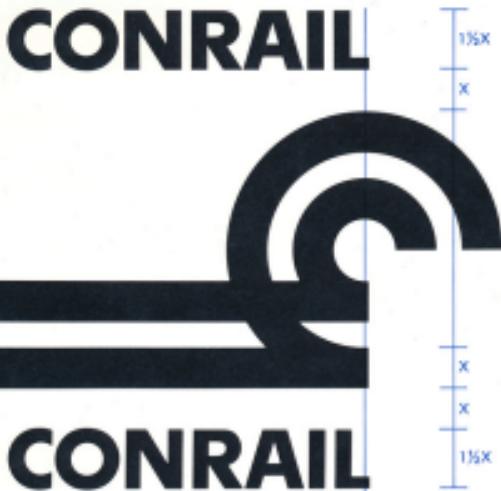
The "CONRAIL" logotype is flush right with the vertical axis of the bullseye and positioned above **or** below the symbol. The logotype height is 1⅝x (x=width of one rail of the symbol). The logotype is positioned **x** distance **above or** below the symbol.

In this version the rails always bleed. The length of the rails may be no less than 3r (r=radius of the bullseye) but the rails may be as long as required to bleed.

Type used with this version should be flush right off the vertical axis, and should align with the "L" in the logotype "CONRAIL." The type may be above or below the trademark but should be no closer than 1⅝x.

The plastic binder shown at right is a schematic example of a "typical" flush right layout. Other solutions are also possible.

CONRAIL

**NORTHEAST
CORRIDOR
REGION
TIMETABLE**

CONRAIL
HISTORICAL SOCIETY

CONRAIL

Eq. Eq.

3r   r
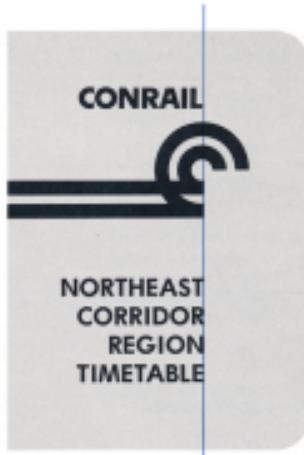
The "CONRAIL" logotype is an extension of the rails and is the same height as the width of both rails plus the space inbetween the rails. The logotype is positioned one letter space (the distance between "I" and "L") from the end of the rails.

The length of the rails in this version is 3r (r=radius of the bullseye). When the trademark is used in this version, the length of the rails may never be extended.

This format should be used in areas when there is limited vertical space, i.e. top of forms, checks, etc. Short headlines can align with logotype in the same cap height and style (Futura Bold caps). The headline may not be any closer than 1r to the left of the logotype.

The illustration shown at right is a schematic example of a "typical" use of the semi-extended version. Other solutions are also possible.

NEWS CLIP   CONRAIL

The "CONRAIL" logotype height is 2x (x=width of one rail of the symbol). It is positioned x distance above the top rail. The logotype may be placed horizontally in various positions above the rail, but may not be any closer than 2r (r=radius) to the bullseye.

In this version the rails always bleed. When the logotype is positioned 2r from the bullseye the minimum length of the rails is 8r. The maximum length of the rails is 15r.

The magazine cover shown at right is a schematic example of a "typical" use of the fully extended version. Other solutions are also possible.

Stationery performs a large part of the business of communication between a corporation and the public. This system relates to all other aspects of the identity program and is the unifying element for the various pieces of stationery. It is essential therefore, to adhere closely to the specifications in this manual in order to maintain uniformity. The quality of production should be strictly supervised, particularly in the areas of color and trademark reproduction.

General letterhead and envelope

Corporate name and address: 8 point Futura
    Medium, all caps
Color ink: All type and symbol print blue
    PMS #300
Paper stock: Strathmore Bond, Fluorescent White,
    Sub. 24 lb. Wove
Trim size: Letterhead 8½" x 11"
    Envelope 4½" x 9½"

Corporate letterhead and envelope

Executive's title, corporate name and address:
    8 point Futura Medium, all caps
Color ink: All type including word "Conrail" prints
    grey PMS #438
Symbol treatment: Conrail symbol is blind embossed
Paper stock: Strathmore Fairfield Vellum Opaque,
    70 lb. text
Trim size: Letterhead 8½" x 11"
    Envelope 8½" x 3½"

Corporate Officers' Monarch letterhead and envelope

Corporate name and address: 8 point Futura Demi-bold, all caps
Executive's title, corporate name and address:
    8 point Futura Medium, all caps
Color ink: All type including word "Conrail"
    prints grey PMS #438
Paper stock: Strathmore Fairfield Vellum Opaque,
    70 lb. text
Trim size: Letterhead 7¾" x 10½" (Monarch)
    Envelope 3⅞" x 7½" (Monarch)

General business card

Employee's name: 12 point Futura Demi-bold, all caps
Other copy: 6 point Futura Medium, all caps
Ink color: Type and symbol print blue PMS #300
Trim size: 3½" x 2"

Corporate Officers' business card

Executive's name: 12 point Futura Demi-bold, all caps
Other copy: 6 point Futura Medium, all caps
Ink color: All type prints grey PMS #438
Symbol treatment: Conrail symbol is blind embossed
Paper stock: Strathmore Fairfield, Basis 60-2
    sheet, White Calender Medium Plate
Trim size: 3½" x 2"

Mailing label

All copy: 8 point Futura Medium, all caps
Ink color: Type and symbol drop out of solid blue
    PMS #300
Trim size: 6⅛" x 4⅛"

CONRAIL
HISTORICAL SOCIETY

This is the 8½" x 11" general letterhead with #10 envelope. The type and symbols print in one color (PMS #300). Note that there are no names or titles on the general letterhead.

Examples are shown at a reduced size. All dimensions are in inches.

CONRAIL

CONRAIL

SIX PENN CENTER PLAZA   PHILADELPHIA, PA 19104
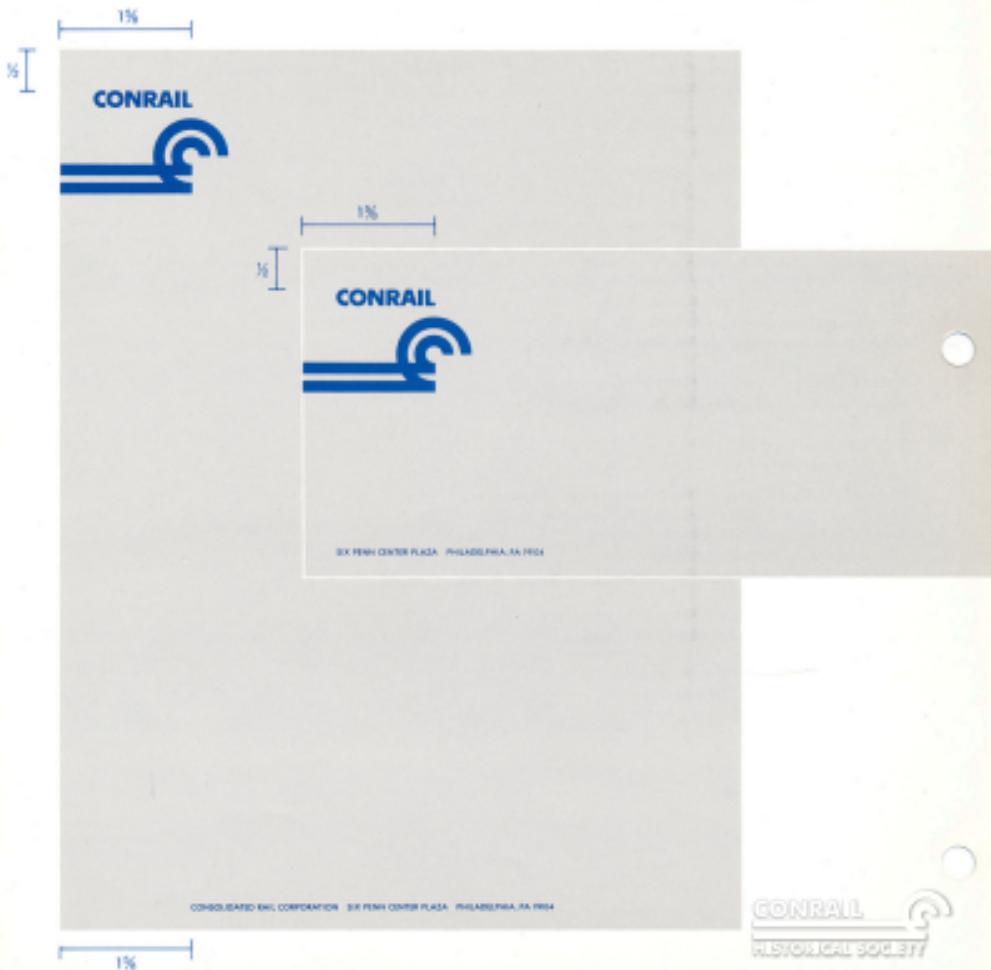
The Conrail stationery has been designed for use
with the typing format demonstrated below.
Uniform application of the format will help
maintain visual consistency.

Example is shown at reduced size.

CONRAIL

November 1, 1976

Mr. Robert Williams
General Manager
Acme Freight Company
16 North Water Street
Harrisburg, Pa.   58337

Dear Mr. Williams:

This letter demonstrates the recommended flush left typing format for
Conrail letters. The left hand margin is aligned with the vertical axis of
the bullseye. The date, inside address, salutation, letter body,
complimentary close, signature and title, room number and writer's/
secretary's initials are typed flush left on this margin.

The dateline is 2" below the printed element (symbol or executive's
title), and all other information falls sequentially under the date. The
inside address begins two double-spaces below the date. The salutation
is double-spaced below the inside address. The body of the letter begins
one double-space below the salutation.

Typing is single-spaced with a double-space between paragraphs. There
are no paragraph indentations. The complimentary close is double-spaced
below the letter body. Leave a double-space for the signature. The name
and title, room number and writer's/secretary's initials should all be
single-spaced. For shorter letters, leave additional space
below the dateline.

Very truly yours,

John Jones
Assistant Vice President

Room 1040

JJ:dm

This is the 8½" × 11" Corporate Officers' letter-
head with I/9 envelope. The symbol is blind
embossed and the type prints charcoal grey
(PMS #438). The executive's name and title
appear on this letterhead.

Examples are shown at a reduced size.

CONRAIL

RALPH N. CRAMER
ACTING VICE PRESIDENT
SALES

CONRAIL

SIX PENN CENTER PLAZA   PHILADELPHIA, PA 19104

CONRAIL/CONSOLIDATED RAIL CORPORATION   SIX PENN CENTER PLAZA   PHILADELPHIA, PA 19104
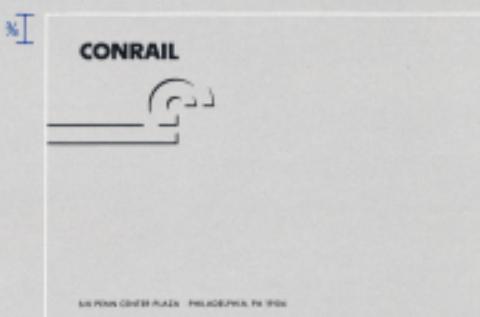
The Monarch letterhead and envelope are shown below at a reduced size. The executive's name and title appear on this letterhead. The symbol is blind embossed and the type prints charcoal grey (PMS #438).

CONRAIL

RALPH N. CRAMER
ACTING VICE PRESIDENT
SALES

CONRAIL

SIX PENN CENTER PLAZA PHILADELPHIA, PA 19104
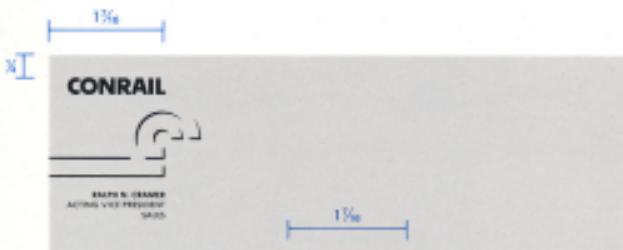
CONSOLIDATED RAIL CORPORATION SIX PENN CENTER PLAZA PHILADELPHIA, PA 19104

Two basic business cards are shown here at full size. The general business card is one color (PMS #300) and the Corporate Officers' business card is blind embossed with charcoal grey (PMS #438) type.

The standard mailing label shown below is full size. The type and symbol drop out (white) of a PMS #300 blue background. The white area to the right is reserved for typing the mailing address.

CONRAIL

CONSOLIDATED RAIL
CORPORATION
SIX PENN CENTER PLAZA
PHILADELPHIA, PA 19104

600 000 0000

J. W. VONDERSCHMIDT
GENERAL MECHANICAL SUPERINTENDENT
ENGINEERING RESEARCH

CONRAIL

CONSOLIDATED RAIL
CORPORATION
SIX PENN CENTER PLAZA
PHILADELPHIA, PA 19104

000 000 0000

J. W. VONDERSCHMIDT
GENERAL MECHANICAL SUPERINTENDENT
ENGINEERING RESEARCH

CONRAIL

CONSOLIDATED RAIL
CORPORATION
SIX PENN CENTER PLAZA
PHILADELPHIA, PA 19104

Mr. Robert Williams
General Manager
Acme Freight Company
10 North Water Street
Harrisburg, Pa.   52217

Conrail forms should graphically relate to all other printed material as part of the overall identification program. The form system is based on the logical organization of both verbal and visual information.

Identification area and information area

All forms are divided into two areas. The first area is the identification area which includes the Conrail trademark, the title of the form, form number, and a limited amount of related information. The extended version of the Conrail trademark would always be used due to the limited vertical space available in the identification area.

The second area is the information area incorporating all other elements of the form. By aligning various elements of a given form beneath one another along a few hypothetical vertical axes, a sense of simplicity and organization will be communicated.

Typographic style

The number of type sizes and weights should be limited to as few as possible. The form title should appear in the upper left hand corner in 16 point Futura Demi-bold upper and lower case. The form number should always appear above and flush left with the form title. The Conrail trademark is positioned on the right side of the identification area, flush right with the right edge of the rules. The words "Consolidated Rail Corporation" appear in 8 point Futura Book upper and lower case, flush left and below the Conrail trademark. All body type should be no smaller than 8 point Futura Book upper and lower case. Arrangement of the type throughout should be flush left, ragged right. Words or phrases appearing in a boxed area should be positioned in the upper left hand corner of the area.

Rules

Rules should be limited to two weights, hairline rules for general use and two point rules for dividing major areas of information. The vertical space between rules should be equal throughout a given form.

Examples are shown at reduced size.

P-30-A-9-x-15

Application
for employment

CONRAIL
Consolidated Rail Corporation

	We are an equal opportunity employer as stated by the Civil Rights Act of 1964 and by Executive orders numbers 11246 and 11478, administered by Office of Federal Contract Compliance Act of 1972.	
Date of application	Region or system office	Division or department

To be completed in handwriting of applicant in presence of employing officer. To determine the eligibility of the applicant for further consideration, the information must be complete in every particular.

AC 3481 R 5 1 76

Freight waybill

CONRAIL
Consolidated Rail Corporation

To be used for single assignments, carload and less carload.

Date	PWC no.	Waybill format	Traffic code	Recall no.						
Car initial	Car number	L o	Kind	Station	Contents	Destination	Rate	Consignee	Car weight	Car billg. weight

---

Procurement request
page ____ of ____ pages

CONRAIL
Consolidated Rail Corporation

Name of originating officer	Request no.	Date request received	Name and phone of requisitioner	
Type of request (check one) ☐ New request		☐ Change to previous PR (date)		Modification to ☐ contract or order no.

Three column grid

The check design system is based on a three column grid in which the elements are distributed across the top of the check for maximum understanding. The first column includes the name of the corporation and the name of the check (i.e. Payroll Check). It is suggested that if all checks within the corporation are given names according to use, it would help clarify the function of each individual check.

The second column is for the check number in the approved semi-extended version. The trademark is centered left to right regardless of the length of the check.

The third column is for the check number. The date of the printing is in the upper right hand corner of the check.

Whenever possible, the type within the body of the check should align vertically on this three column grid.

Horizontal divisions

The Conrail checks are also divided into three horizontal areas: the primary identification area (white band on top), the secondary identification area (white band on bottom), and the information area (wide color band in center).

The information area is defined by the background pattern showing the Conrail trademark. This pattern (safety paper) is necessary to protect certain information from alteration. The background is printed in one of four solid colors (blue, green, grey, or gold) according to the check's function. All type is overprinted in black.

Typographic style

The check name and number appear in 12 point Futura Demi-bold (Techno Bold) caps. The corporation name is 9 point Futura Medium (Techno Medium) caps. All other body copy on the checks is 9/9 Futura Medium upper and lower case. The copy should always be set flush left, ragged right. Half point rules ("L" shaped) are used to define informational areas.

CONSOLIDATED RAIL CORPORATION
IN PAYMENT OF ACCOUNT CONRAIL

2-30
310

No. K02202

Claimant's No.	R.R. Claim No.	Date	Void after three months from date	Amount
				$

Pay to the order of

The Fidelity Bank, Philadelphia

⑆0 2 200 23⑈ ⑆0310⭗0050⭗ 481 984 3⑈

SAMPLE

CONSOLIDATED RAIL CORPORATION
CONRAIL

2-76
310

No. 686006
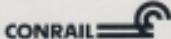
			Void good after six months from date	Date
Pay to the order of				
				Amount
				$

Account No.

Authorized Signature

Industrial Valley Bank and Trust Company
Philadelphia, PA.

⑆686006⑈ ⑆0310⭗0076⭗ ⭗850 714 5⑈

SAMPLE

CONRAIL
HISTORICAL SOCIETY

The purpose of the suggestions listed here is to help reinforce the Conrail "look" through consistent style in typography, format and use of the corporate trademark.

1 Avoid visual clutter by including as few main elements as possible.

2 Limit the number of different type styles, weights and sizes.

3 Emphasis can be created by using **one** of the following typographic signals:
Change type weight from regular to bold
Put words in italic
Position words in white area away from copy
Change size of type
Change color of type

4 All body copy should appear in a single type size. Whenever suitable, body copy should be organized in a flush left format for easy reading. Lines of text should run ragged (non-justified) on the right.

Shown below are two "typical" press releases. The headings are dropped out (white) of a blue (PMS #300) band. Note that the words "Newsclip" and "Update" are in the same type size and style (Futura Bold) as the word "Conrail." Follow rules found on page 10 for positioning type with the semi-extend trademark.

NEWS CLIP   CONRAIL

UPDATE   CONRAIL
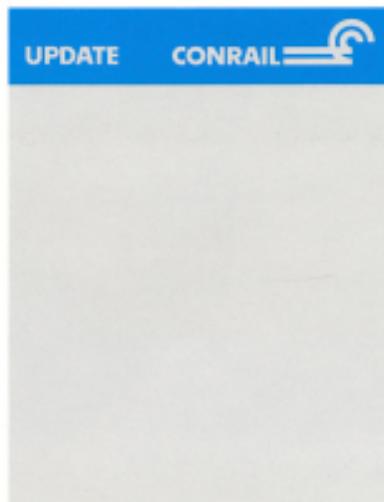
CONRAIL

The Conrail magazine shown at a reduced size
demonstrates an effective use of the fully
extended trademark. The number of type faces
and sizes has been kept to a minimum. Text is in
a flush left format.

CONRAIL

VOLUME 1 ISSUE 2   OCTOBER-NOVEMBER 1976

The "Safety Rules" booklet is a flush right format following the rules established on page 9. The title has been set in Futura Bold caps which relate to the Conrail logotype.

The "Color Light Signals" booklet is a flush left format following the rules established on page 8. It is suggested that the illustrations used on these instruction manuals be simple graphic drawings and that they be positioned away from other design elements. In both examples a limited number of type faces have been used.

Illustrations are shown at a reduced size.
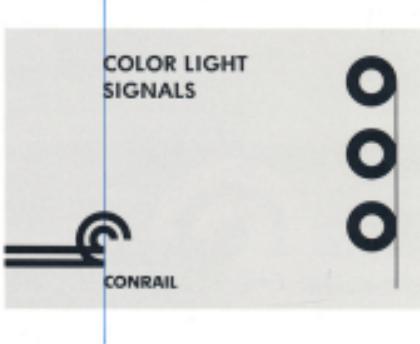
This manual cover shown at a reduced size demonstrates the proper use of the flush left version of the Conrail trademark. The straight forward arrangement of typographical elements provides the clarity needed for manuals and instruction materials. Note that all of the type is in the same style.

TRAINING PROGRAM

CONRAIL
LABOR RELATIONS AND PERSONNEL

The few examples shown on these pages are the solutions to special design problems. In some ways they are exceptions to standard practices but the unique character of the problems necessitated individual treatment.

The hat badges, uniform buttons and lapel pins shown here are metallic gold and Conrail blue. Decorative buttons are an exception to the practice of always using the world "CONRAIL" with the symbol.

The lapel pins are one of the rare instances where a mirror image (right to left) symbol is appropriate.

Requests for miscellaneous items such as the design and procurement of uniform buttons, etc. are handled through the Department of Public Affairs.

Hat insignia

Buttons

Lapel pins

The flag and the banner use the centered version
of the trademark with the logotype centered below
the symbol. The mark is white on a blue field. Both
sides of the flag and banner are identical.

The Conrail symbol and logotype are the iden-
tification elements for all vehicles. These elements
are used horizontally and parallel to the dominant
lines and features of each vehicle.

Exact proportional relationships have been
established between the logotype and the symbol
to maintain a high level of consistency and con-
tinuity. The largest symbol possible and/or
practical is positioned to achieve maximum visi-
bility. The largest possible logotype is then
positioned accordingly. Once again, the size of the
logotype (x, 1½x, or 2x) is determined by the
size of the symbol.

The Conrail alphabet is used throughout the sys-
tem for reporting marks, numerals, etc. Location
of these and all other markings including Con-
solidated stencils, ACI labels, etc. shall be in
accordance with the Association of American
Railroads.

The following illustrations are not drawn to a
standard scale, but are in proportion to one
another. They illustrate the proper alignment and
proportional relationships for the various types
of rolling stock. Except for locomotives and
switchers, both sides of all vehicles shall receive
similar treatment.

CONRAIL

Locomotives

CONRAIL

Cabooses

CONRAIL

Box cars

CONRAIL

Flat cars

CONRAIL

Gondolas/Hoppers/Passenger cars

The following ten classifications of locomotives have been selected to serve as guidelines in applying the mark to all locomotives and switchers throughout the entire system. Numerals shall be 1'4" in height and logotypes positioned on either end shall be 9" in height. The other side of locomotives (not shown) shall receive symbol in a mirror image (i.e. reading from right to left).

All locomotives shall be painted Conrail blue and all identification markings shall be white.

EMD freight
GP20, GP30, GP35, GP38, GP38-2, GP40, GP40-2, GP40P, SD35, SD38, SD40, SD45, SD45-2, SDP45

Electric freight
E33, E44

Alco freight
RS27, RS32, C420, C424, C425, C430, C628, C630, C636

GE freight
U23B, U23C, U25B, U25C, U28B, U28C, U30B, U30C, U33B, U33C, U36C

Alco road switcher
RS 2, RS 3

Alco road switcher
RS11, RS 11 MOD, RSD 12, RSD 15

EMD road switcher
GP7, GP9, GP18

EMD road switcher
SW1, SW7, SW8, SW9, SW900, SW1001, SW1200, SW1500, NW2, MP15

Electric streamlined
E40, GG1

Diesel streamlined
F7, FP7, FL9, E8

EMD freight/ 5'6" symbols with 1'4" logotypes

Electric freight/ 5'6" symbols with 1'4" logotypes

Alco freight/ 5'6" symbols with 1'4" logotypes

GE freight/ 5'6" symbols with 1'4" logotypes

Alco road switcher / 3'6" symbols with 9" logotypes

Alco road switcher / 3'6" symbols with 9" logotypes

EMD road switcher/ 3'6" symbols with 9" logotypes

EMD road switcher./ 3'6" symbols with 9" logotypes

Electric streamlined/ 5'6" symbols with 1'4" logotypes

Diesel streamlined/ 3'6" symbols with 1'4" logotypes

The following passenger cars have been selected to serve as guidelines in applying the mark to all passenger cars throughout the entire system.

Conrail blue business cars shall receive white identification markings.

All commuter cars previously marked with predecessor line logos shall be marked with Conrail symbol as shown at right. (This is an approved exception to the general rule which stipulates that the name and symbol must appear together.)

Business car/ 2'0" symbols with 9" logotypes and numerals.

Passenger car/ 1'4" symbols. 1½" x 2'2" decals to replace predecessor line identification.

The following cabooses have been selected to
serve as guidelines in applying the mark to all
cabooses throughout the entire system.

All cabooses shall be painted Conrail blue and all
identification markings shall be white. Symbols
shall be 3'6" in height with 9" logotypes and
numerals.

Transfer

Cupola/centered version

Cupola/offset version
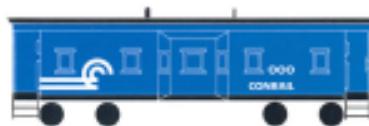
Bay window/centered version

Bay window/offset version

Cabooses

The following cabooses have been selected to serve as guidelines in applying the mark to all cabooses throughout the entire system.

All cabooses shall be painted Conrail blue and all identification markings shall be white. Symbols shall be 3½" in height with 9" logotypes and numerals.
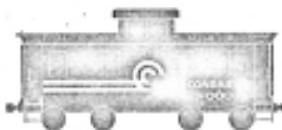
Transfer

Cupola/centered version
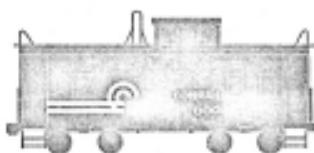
Cupola/offset version
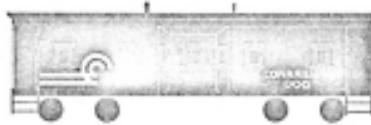
Bay window/centered version
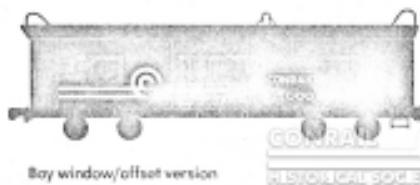
Bay window/offset version

The following box cars have been selected to
serve as guidelines in applying the mark to all box
cars throughout the system.

All box cars, unless otherwise specified, shall be
painted Conrail red oxide and all identification
markings shall be white. Reporting marks and
numerals shall be 11" in height.

50' Box car—inside stake / 8'0" symbols with 1'9" logotypes

50' Box car—outside stake / 8'0" symbols with 1'3" logotypes

60' Box car—16' 10" or higher / 9'6" symbols with 2'0" logotypes

60' Box car—8'0" symbols with 2'0" logotypes

86' Box car—double door opening / 9'6" symbols with 1'6" logotypes

86' Box car—single door opening / 9'6" symbols with 2'0" logotypes

The following open top hoppers have been selected to serve as guidelines in applying the mark to all open top hoppers throughout the system.

All open top hoppers, unless otherwise specified, shall be painted Conrail red oxide and all identification markings shall be white. Symbols shall be 2'0" in height with 6" logotypes and 11" reporting marks and numerals.


One jenny

One jenny with steam lance holes

Three pocket hopper

Hot ore Benson mining car / 1'3" symbol and logotype

The following covered hoppers have been selected
to serve as guidelines in applying the mark to all
covered hoppers throughout the system.

Chemical, grain and flour service hoppers shall be
painted Conrail light grey with black markings.
All other covered hoppers shall be painted
Conrail red oxide and all identification markings
shall be white.

Outside stake / 20" symbols with 19" logotypes

Outside stake / 56" symbols with 19" logotypes

Centerflow / 56" symbols with 19" logotypes

The following covered hoppers have been
selected to serve as guidelines in applying the
mark to all covered hoppers throughout the
FlexiFlo system.

All FlexiFlo cars, unless otherwise specified,
shall be painted Conrail red oxide and all identi-
fication markings shall be white.

FLEXI FLO

Outside stake / 4'6" symbols with 1'3" logotypes

Centerflow / 4'6" symbols with 1'9" logotypes

Gondolas

The following gondolas have been selected to serve as guidelines in applying the mark to all gondolas throughout the system.

All gondolas, unless otherwise specified, shall be painted Conrail red oxide and all identification markings shall be white.

Low side gondola / 2'0" symbols with 6" logotypes

High side gondola / 2'0" symbols with 6" logotypes

Corrugated gondola without plates / 1'3" symbols with 4" logotypes

Corrugated gondola with plates / 1'3" symbols with 4" logotypes

The following flat cars have been selected to serve as guidelines in applying the mark to all flat cars throughout the system.

All flat cars, unless otherwise specified, shall be painted Conrail red oxide and all identification markings shall be white. Unless specified otherwise, symbols shall be 16˝ in height with 7˝ logotypes, reporting marks and numerals.

General service

Coil steel flat / 13˝ symbols with 5˝ logotypes.
Coil covers to receive 2'6˝ symbols with 1'0˝ logotypes.

Depressed center flat

Trailer / Container service

For non revenue vehicles including all equipment and machinery, the Conrail square is used as the identification device.

This device exists in positive (blue symbol on a white background) and negative (white symbol on a blue background) and in a number of sizes to accommodate all vehicles, equipment and machinery.

All dark colored vehicles including Conrail blue shall use positive Conrail squares as large as practical. All light colored vehicles including yellow shall receive negative Conrail squares.

The following Conrail vehicles have been selected to serve as guidelines in applying the mark to all non revenue vehicles.

Signage is the second most visible medium, after vehicles, of all Conrail communications. Continuity has been established from exterior to interior, through color, size and proportion. Adherence to the system set forth on the following pages shall insure a coordinated, functional and economic signage program.

The Conrail alphabet, designed for maximum legibility, fulfills the criteria of simple, bold and easily identifiable letterforms. The alphabet and numerals are used exclusively throughout the entire signage program.

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
1234567890

Letter, word and line spacing are determined by a unit measurement system. The unit module (48 units x 48 units) is used throughout the entire system as a general method of measurement. The size of the unit is determined by the height of the letter.

The units establish letter spacing and word spacing as well as panel proportions.

Based on the unit module, panel sizes and proportions may vary to suit the particular message and/or location.
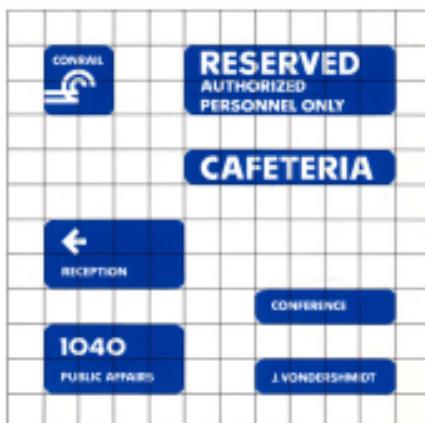
This chart indicates the exact number of units required for correct letter spacing and word spacing.

A minus unit space is used for two adjacent letterforms which slope away from the vertical but in a parallel direction (i.e. VA).

Word spaces are determined by the addition of a constant ten units to the correct letter spacing.

To assure maximum readability for exterior signage fabricated of high reflectivity vinyl, a constant eight units should be added to the correct letter spacing.

When positioning messages on panels, the left hand margin is 24 units. The right hand margin should always be 24 units or more. When additional messages of varying type sizes are combined, the left hand margin should remain constant. See illustration below.

These panels of equal size illustrate how the size of type may vary within the same area to suit the particular message and/or application.

PERSONNEL

AUTHORIZED PERSONNEL ONLY

WARNING PROCEED 10 MPH TO NEXT SIGN

The exterior signage program consists of operation signs as well as facility signs. Operation signs shall follow the guidelines specified previously in the manual taking into consideration all established rules and regulations.

Exterior facility signs shall only identify entrances, areas, and buildings that interface with the general public. The Conrail trademark (centered version within a square) should only appear at major entrances. Additional information such as location (no personalization) should be positioned to the right of the mark.

All nomenclature, including the Conrail trademark shall be white on Conrail blue panels. Once again, for exterior signage fabricated of high reflectivity vinyl, a constant eight units should be added to the correct letter spacing. Installation as well as details and specifications shall be coordinated by C. C. Herrick, Engineer of Standards, 6 Penn Center Plaza, Philadelphia, Pa.

CONRAIL

FLEXI FLO TERMINAL

Facilities signage

CAFETERIA

RESERVED AUTHORIZED PERSONNEL ONLY

Although each aspect of signage has been considered separately, the letters, the proportions, etc., it must always be borne in mind that it is the total appearance which will give the system cohesion. Proper placement should not be overlooked.

Exterior signs, whether affixed or free-standing, shall be prominently displayed, taking into account practical considerations such as vandalism, cleaning, maintenance, lines of sight, and rights of way.

Affixed

Free Standing

Distance from floor level
5′0″

Affixed
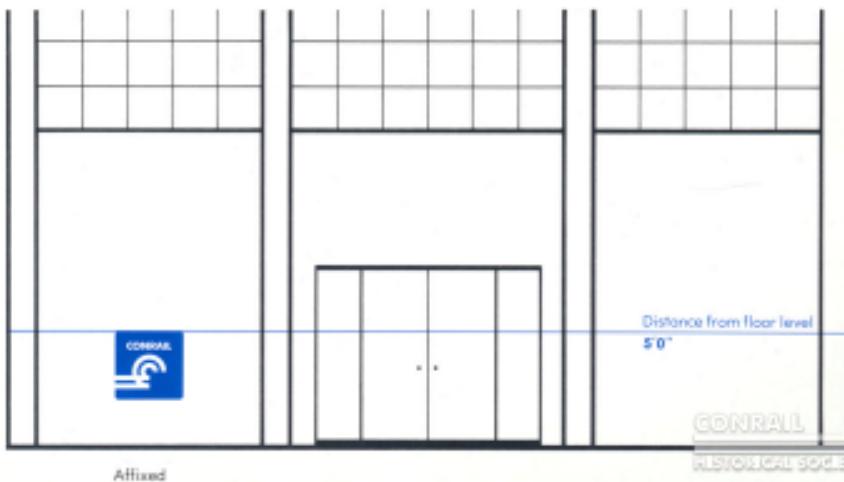
The interior sign program is based on the com-
bination of the Conrail square with identification,
information and directional messages. The
message is arranged on single or multiple panels
exactly as specified previously and positioned
below the Conrail square. The virtue of this method
is flexibility, as individual panels can be added
without affecting the total framework.

Only departments, such as Public Affairs, and
private or semi-private work stations shall receive
plaque identification. All information shall be
white on Conrail Blue plaques.

Installation, as well as details and specifications
shall be coordinated by Tobias Welo, Director
Corporate Administrative Services, 6 Penn Center
Plaza, Philadelphia, Pa.

CONRAIL

Entrance

J. VONDERSCHMIDT

Private

CONFERENCE

Semi-Private

CONRAIL

1040
PUBLIC AFFAIRS

Department

CONRAIL

ACCOUNTING	1020
PURCHASING	1030
PUBLIC AFFAIRS	1040
CONFERENCE	1042

Directory

← **RECEPTION**

Directional

Once again, proper placement of interior signs
should not be overlooked.

Where possible, all interior signs shall be
positioned 4" to the left of the designated
entrance, and 5'0" from the floor. Where space
does not exist for such positioning, the plaque
shall be positioned on the door as illustrated
below. Whether the door(s) are glass, wood, or
metal, the height and distance from the
entrance shall remain constant throughout the
entire application.

Distance from floor level
5'0"

Opaque door   Single glass door   Double glass door

Unique situations, such as a main entrance of a
large facility or reception area shall receive
special consideration and shall be coordinated
by Donald Martin, Vice President, Public Affairs,
6 Penn Center Plaza, Philadelphia, Pa.

Entrance/reception area

CONRAIL

CONRAIL

CONRAIL

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Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper
Conrail Blue PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper	**Conrail Blue** PMS 300 Coated paper

CONRAIL
HISTORICAL SOCIETY

Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper
Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue	Conrail Blue
PMS 300	PMS 300	PMS 300	PMS 300	PMS 300	PMS 300
Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper	Uncoated paper