

# CONRAIL



-3-

-2-

CONRAIL LOCO. NO.	BLDR. MODEL	TOTAL E.P. UNITS	CONRAIL LOCO. NO.	BLDR. MODEL	TOTAL E.P. UNITS
1629-1801	F74	1500 01	6135-6519	U30C	3000 5
2021-2044	H530	3000 24	6543-6578	U33C	3500 39
2048-2059	C430	5000 10	6579-6643	U30C	3000 5
2072-2077	C430	2000 6	6587-6599	U36C	3000 15
2100-2112	GP20	2000 15	+6100-6659	U30-T	3000 10
2188-2338	GP30	2250 62	6653-6658	U045-Z	5000 15
2250-2309	GP35	2500 146	6667-6690	U045	3000 25
2400-2414	H537	2400 10	6700-6718	U33C	2250 19
2416-2439	C425	2500 41	6721-6752	C628	2750 32
2474-2499	C434	2400 28	6753-6778	C630	3000 27
2500-2531	U250	2500 177	6781-6794	C638	3000 14
+2700-2798	U250	2250 99	6803-6804	R088	1400 2
+2800-2816	U25-T	2250 17	6813-6816	R0215	2400 4
2822-2823	U280	2400 2	6848	R0813	1200 1
2830-2839	U200	3000 29	6955-6979	R0212	1800 16
2880-2970	U336	3100 80	6980-6924	U09	1750 25
+2971-2974	U568	3000 4	6925-6950	U030	2000 35
3000-3274	U040	3000 172	6998-6999	H07	1800 2
+3275-3312	U040-2	3000 38	7000-7463	GP9	1750 422(A)
3600-3680	U036	2100 73	7468-7499	U018	1800 4
3690-3839	U03(B)	1750 40	7500-7530	GP5	1750 8
3841-3870	U03(B)	1800 12	7640-7679	U010	1800 18
4014-4065	E58	2250 4	7587-7639	U011	1800 58
4100-4112	U010*	3000 13	7640-7664	U011 Mod.	2000 9
4135-4182	U240H	2400 32	7665-7667	U511	1600 3
4233	E74	2100 1	7648	U111 Mod.	2000 1
4240-4250	E88	2100 2	7649-7654	U511	1600 6
4312-4370	F970	1800 11	7658-7659	U038	2000 282
4400-4437*	E44	4400 28	+7940-8180	GP38-E	2000 241
4438-4439*	E44	3000 23	8184	U10	1000 1
4480-4485*	E44	4400 6	8400-8509	U01	600 144
4602-4610*	E35	3000 10	8600-8627	U08	800 28
4710-4733*	E2E	792 6	8628-8657	U0000M	900 28(13)
4750-4754*	E108	1000 7	8664-8700	U08M	800 27
4800-4873*	U01	6820 85	8701-8731	U0000	900 21
4931-4973*	E40	4000 6	8830-9100	U07, U Mod.	1800 258
5000-5028*	U13	1750 17	9151-9194	U02 Mod.	1000 44
5030-5059*	U14	1800 27	9200-9298	U02	1000 87
5201-5203	H52	1900 2	9301-9314	U01200 Mod.	1000 14
5220-5554	H55	1600 13	9315-9382	U01200	1200 88
5800-6716	U07	1600 105	9400-9424	U01001	1000 25
6720-6728	U09	1600 9	9500-9520	U01000	1000 121
6738-6888	U07	1800 232	9601-9630	U015	1500 10
6000-6021	U035	2500 50	9640-9642	E2, E4	1000 20
6068-6239	U045	2820 178	9844-9848	E6	1000 5
6240-6357	U040	3000 110	1050-1055	E5	1000 3
+6358-6440	U040-2	3000 83	8808-8817	H01	1000 4
6500-6519	U250	2500 20	8950-8998	E53 Mod.	1200 43
6500-6536	U082	2820 19	8999	U04	800 1
			TOTAL OR UNITS		+6743(17)

+ = Includes New Units on Order  
 \* = B Units  
 \* = Electric Locomotives  
 # = Diesel - 1st Rail Electric  
 8000 - 8999 = 6-Axis Units

(T) = Cleveland Union Term. Units

6-1-77  
CNO(SD)

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## Foreword

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Conrail is a large organization doing business with thousands of customers throughout a complex railroad network. We offer a wide range of transportation services and do business in a large geographic area. As such, it is imperative that we 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 are drawn to the ideas and experience of our own management and staff as well as outside consultants to develop a consistent and formal in all forms of communication with our customers, employees, and various public.

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 O. Jordan  
Chairman and  
Chief Executive Officer



Richard D. Spence  
President and  
Chief Operating Officer

## New corporate trademark

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 font unit. The letter forms 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 balance 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 circles. 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 complies with 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 legal systems. 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, Box 1025, 6 Penn. Center Plaza, Philadelphia, Pa. Any alterations in the letter forms, letter spacing, and symbol weight and proportions are expressly prohibited without the written approval of the Vice President of Public Affairs.

# CONRAIL



**Trademark variants****Application****Illustration**

General versions

General typographic formats

1

Above



Below



2 Flush left/right versions

Type is flush left or flush right of the vertical axis

Left



Right



3 Semi-extended version

Limited vertical space available



4 Fully extended version

Horizontal formats appropriate to wide applications



See appropriate section for more detailed explanation.

Future is the typeface most compatible with the "CONRAIL" logotype. The Future Bold off cap alphabet is the preferred type style to be used for display (i.e. titles, headlines, etc.) on all printed matter. Lighter weights of Future upper and lower case are suggested for secondary copy. The Future family of typefaces should be used in advertising whenever possible. The extreme faces of Future should not be used (Future Black, Future Display Futura) [mine]. The Future alphabet should **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 Future is unavailable. These typefaces are graphically compatible with the Conrail trademark.

For large uses including signs, banners, transit 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.

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu vwxyz**  
**1234567890**

**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 #290. No other blue is permissible. Sample color swatches of Conrail blue may be found at the back of this manual.

Screening (halfting) is the process of visual ly adding white to a color to lighten the original color. Screens of Conrail blue (PMS #290) and of other colors are unacceptable because they appear as patterns 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  $\frac{1}{8}$ " as shown. For adverse printing, i.e. silkscreens, hot stamp, newsprint, etc.,  $\frac{1}{16}$ " 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 letter forms and spacing of the Conrail logotype. The word must never be redrawn which may weaken or weaken the letter forms.



**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 distorted (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.





The "CONRAIL" logotype is centered above the vertical axis of the bulbeys. The logotype height is  $1.5x$  (see width of one rail of the symbol). The logotype is post-fixed to a stance frame symbol.

In this version the length of the rails is  $2r$  ( $r$  = radius of the bulbeys). When the "CONRAIL" logotype is centered above the bulbeys (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 bulbeys and no closer to the symbol than  $1.5x$ .

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





The "CONRAIL" logotype is centered below the vertical axis of the bullseye. The logotype height is  $1\frac{1}{2}x$  (or width of one rail of the symbol). The logotype is positioned a distance from symbol.

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

Use used above or below the trademark should be centered on the vertical axis of the bullseye and no closer to the symbol than  $1\frac{1}{2}x$ .

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





## CONRAIL



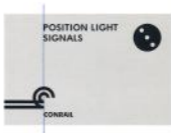
## CONRAIL

This "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 a distance above or below the symbol.

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

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 computer shows at right is a schematic example of a "typical" flush left layout. Other solutions are also possible.



**CONRAIL**

15X

X

X

X

15X

**CONRAIL**

The "CONRAIL" logotype is flush right with the vertical axis of the bulboye and positioned above or below the symbol. The logotype height is 15x (x=width of one rail of the symbol). The logotype is positioned a distance x above or below the symbol.

In this version the rails always bleed. The length of the rails may be no less than 2x (x=radius of the bulboye) 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 "C" in the logotype "CONRAIL." The type may be above or below the hardware but should be no closer than 15x.

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**





The "CONRAIL" logotype is an extension of the rails and is the same height as the width of both rails plus the space in between 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  $2r$  ( $r$  = radius of the bullseye). Where 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  $1/2$  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.





The "CONRAIL" logotype height is  $2r$  (a width of one roll of the symbol). It is positioned a distance above the top rail. The logotype may be placed horizontally in various positions above the rail, but may not be any closer than  $2r$  (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  $6r$ . The maximum length of the rails is  $10r$ .

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 #200

Paper stock: Strathmore Bond, Fluorescent White, Sub. 2415, Wave

Trim size: Letterhead 8 1/2" x 11"  
Envelope 4 1/2" x 9 1/2"

#### Corporate Officers' letterhead and envelope

Executive's name: 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" print grey PMS #430

Symbol treatment: Conrail symbol is blind embossed

Paper stock: Strathmore Fairfield Medium Opaque, 70 lb. text

Trim size: Letterhead 8 1/2" x 11"  
Envelope 5 1/2" x 7 1/2"

#### Corporate Officers' Monarch letterhead and envelope

Executive's name: 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" print grey PMS #430

Symbol treatment: Conrail symbol is blind embossed

Paper stock: Strathmore Fairfield Medium Opaque, 70 lb. text

Trim size: Letterhead 7 1/2" x 10 1/2" (Monarch)  
Envelope 3 1/2" x 7 1/2" (Monarch)

#### General business card

Employee's name: 12 point Futura Demi-bold, all caps

Other copy: 8 point Futura Medium, all caps

Ink color: Type and symbol print blue PMS #200

Trim size: 3 1/2" x 2"

#### Corporate Officers' business card

Executive's name: 12 point Futura Demi-bold, all caps

Other copy: 8 point Futura Medium, all caps

Ink color: All type prints grey PMS #430

Symbol treatment: Conrail symbol is blind embossed

Paper stock: Strathmore Fairfield, Series 60-3  
Sheet: White Colander Medium Plate

Trim size: 3 1/2" x 2"

#### Mailing label

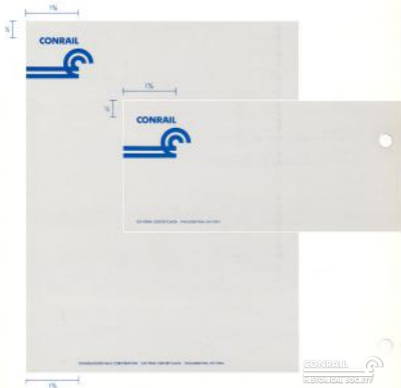
All copy: 8 point Futura Medium, all caps

Ink color: Type and symbol drop out of solid blue PMS #300

Trim size: 6 1/2" x 4 1/4"

This is the 8 1/2" x 11" general letterhead with gFO envelope. The type and symbols print in one color (PMS 280). Note that there are no names or titles on the general letterhead.

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



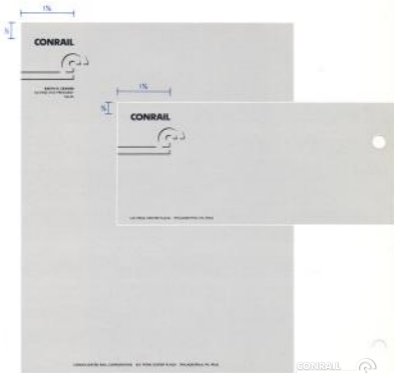
The Conrail stationery has been designed for use with the typing format demonstrated below. Uniform application of the format will help maintain visual consistency.

Example is shown at reduced size.



This is the 8 1/2" x 11" Corporate Officers' letterhead with 4 1/2" envelope. The symbol is blind embossed and the type prints charcoal grey (PM2 p.28). The executive's name and title appear on this letterhead.

Examples are shown at a reduced size.

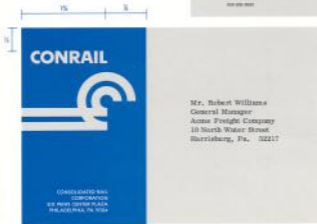


The Marzick letterhead and envelope are shown below at a reduced size. The executive's name and title appear on this letterhead. The symbol is blind embossed and the type prints charcoal grey (PMS 4430).



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 gray (PMS #430) 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 forms should graphically relate to all other printed material as part of the conrail 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 same 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 hyperhorizontal vertical lines, 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 "Conrail dated 1981 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 of reduced size.

FD 350001-30

## Purchase order Purchasing agent's copy

For Pricing Information  
Write Central Station, Distribution  
Philadelphia, Pennsylvania 19101

Date	LT	Class	Order number

We give shippers three alternative ways to order:  
circle codes and follow paragraph 7 for ordering  
direct with order. If you wish to place an order  
direct please follow below paragraphs 2, 3, 4 and submit  
about the order.



Conrail  
For a copy of the purchase order form  
write to the office of the  
Purchasing Agent  
and attach this form  
Philadelphia, PA, 19101

Quantity	Unit	Item number	Item description (include quantity, unit, and describing detail)	Unit price

Form 600-10

### Application for employment

When you apply for employment with the Conrail Authority, you are applying for employment under the Federal Railroad Retirement and Pension Act and the Federal Unemployment Compensation Act of 1959.



Name of applicant	Address of applicant	City or town	State
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To be employed under this Act, applicant is required to undergo a physical examination at a hospital or other institution approved by the Federal Railroad Retirement and Pension Board.

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Form 600-10

### Freight waybill

Required for freight shipments originating in Conrail territory.



Date	Origin	Destination	Commodity	Class	Rate	Weight	Volume	Freight		Taxes	
								Rate	Amount	Rate	Amount
10/15/55	NY	PH	COAL	10	1.00	1000	1000	1.00	1.00	0.00	0.00

### Procurement request page \_\_\_\_\_ of \_\_\_\_\_ pages



Name of requesting office	Quantity	Estimated unit price	Estimated amount of purchase order
---------------------------	----------	----------------------	------------------------------------

Type of procurement:

New contract     
  Change order or amendment     
  Modification     
  Contract or order

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### 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 a common serializing to use, it would help clarify the function of each individual check.

The second column is the Conrail trademark 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 (white color band in center).

The information area is defined by the background pattern showing the Conrail trademark. This pattern is of a color that is necessary to protect certain information from a thief. The background is printed in one of four solid colors (blue, green, gray or gold) according to the check's serial no. All type is overprinted in black.

### Typography 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 check is 9.9 Futura Medium upper and lower case. The copy should always be set flush left, ragged right. Half point rules (1/2 spaced) are used to define information areas.

CONRAIL PAYROLL CHECK				CONRAIL 		No. 000000007	
Employee Number	Pay Group	Pay Location	Pay Period	Date	Amount	Interest	
<b>SAMPLE</b>							
McDonough, N.A., 70-Mile							
⑈0000 27⑈ ⑈04 30⑈00 26⑈ ⑈97⑈ 2 ⑈0 ⑈0⑈							

CONSOLIDATED RAIL CORPORATION

IN PAYMENT OF ACCOUNT

CONRAIL

3/30  
3/0

No. K02282

Pay to the order of	Payee's No. & Claim No.	Date	Amount
			\$
The Federal Reserve Bank of New York			

⑆0220023⑆ ⑆0340⑆0050⑆ 484 984 3⑆

CONSOLIDATED RAIL CORPORATION

CONRAIL

3/30  
3/0

No. 006056

Pay to the order of	Date
Account No.	Amount
	\$
Authorized Signature	

Industrial Valley Bank and Trust Company  
Pittsburgh, Pa.

⑆58505⑆ ⑆0340⑆0016⑆ ⑆850 244 5⑆

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

1. Avoid visual clutter by including as few more 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 signs:
  - 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 (not justified) on the right.

Shown below are two "typical" press releases. The headings are dropped out (white) of a blue (PMS 2890) band. Note that the words "NewsClip" and "Update" are in the same type size and style (Helvetica Bold) as the word "Conrail." Follow rules found on page 10 for positioning type with the semi-extended trademark.



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.



The "Safety Rules" booklet is a flush-right format following the rules established on page 5. 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 5. It is suggested that the illustrations used on these instruction materials 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 shows 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 odd ones 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 made of gold and Conrail blue. Decorative buttons are an exception to the practice of always using the word "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 identification elements for all vehicles. These elements are used harmoniously 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 clarity. The largest symbol possible and, or practical is positioned to achieve maximum visibility. The largest possible logotype is then positioned accordingly. Once again, the size of the logotype (x, 15x, or 2x) is determined by the size of the symbol.

The Conrail alphabet is used throughout the system for reporting marks, numbers, etc. Location of these and all other markings including Consolidated stock ID, AO 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 a mirror treatment.



Locomotives



Caboose



Box cars



Flat cars



Double-deck, Hoppers, Passenger cars

The following ten classifications of locomotives have been selected to serve on grade lines, in applying the mark to all locomotives and switchers throughout the entire system. Numerals shall be 1 1/4" in height and logotypes positioned on either end shall be 1" 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.

#### **DMD freight**

GP20, GP30, GP35, GP38, GP38-2, GP40, GP40-2, GP40P, SD35, SD38, SD40, SD45, SD45-3, SD45

#### **Electric freight**

E30, E44

#### **Auto freight**

RS27, RS30, CA30, CA34, CA35, CA30, CA30, CA30, CA36

#### **GE freight**

U238, U23C, U258, U25C, U268, U26C, U308, U26C, U338, U25C, U36C

#### **Auto road switcher**

RS 2, RS 3

#### **Auto road switcher**

RS11, RS11, RSD, RSD 12, RSD 15

#### **DMD road switcher**

GP7, GP9, GP18

#### **DMD road switcher**

SW1, SW7, SW8, SW9, SW10, SW100, SW100, SW100

#### **Electric streamlined**

E40, E41

#### **Diesel streamlined**

ST, RPT, PLV, SS



DMD freight 1 1/4" symbols with 1 1/4" logotypes



Electric freight 3/8" symbols with 1/4" logotypes



Also freight / 56" symbols with 14" logotypes



GE freight / 56" symbols with 14" logotypes



Also road switcher / 36" symbols with 9" logotypes



Also road switcher / 36" symbols with 9" logotypes



EMD road switcher / 28' symbols with 9" logotypes



EMD road switcher / 28' symbols with 9" logotypes



Electric streamliner / 36' symbols with 14" logotypes



Diesel streamliner / 36' symbols with 14" 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/ 20" symbols with 9" logotypes and numerals



Passenger car/ 14" symbols, 1 1/2" x 2 1/2" decal 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 3/16" in height with 8" logotypes and sunrises.



Transfer



Cupola/centered version



Cupola/offset version



Bay window/centered version



Bay window/offset version

**Caboose**

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 26" in height with 9" logotypes and numerals.



Boxcar



Cupola/cornered version



Cupola/flat version



Box window/cornered version



Box window/flat version

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

All box cars, unless otherwise specified, shall be painted Conrail red ends and all identification markings shall be white. Reporting marks and numbers shall be 1" in height.



50' Box car—inside staves / 50' symbols with 1" logotypes



50' Box car—outside staves / 50' symbols with 1" logotypes



Box cars



62' Box car — 16' 10" or higher / 9'6" symbols with 20" logotypes



60' Box car / 8'0" symbols with 20" logotypes



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



66' Box car — single door opening / 9'6" symbols with 20" 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 20" in height with 6" logotypes and 11" reporting marks and numerals.



One jerry



One jerry with streamer base holes



Three jockey hopper



Not one jerry mining car / 12" in

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 1' logotypes



Outside stake / 36' symbols with 1' logotypes



Centerflow / 56' symbols with 1' 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 identification markings shall be white.

# FLEXI FLO



Outside holer / 48' symbols with 1 1/2" logotypes



Centerflow / 48' symbols with 1 1/2" logotypes

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 Control red on side and all identification markings shall be white.



Low side gondola / 20' symbols with 6' logotypes



High side gondola / 20' symbols with 6' logotypes



Corrugated gondola without plates / 12' symbols with 4' logotypes



Corrugated gondola with plates / 12' 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 10" in height with 7" logotypes, reporting marks and numerals.



General service



Coil steel flat / 12" symbols with 5" logotypes.  
Coil stack to receive 26" symbols with 10" 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 comes in positive (the 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 letter forms. The alphabet and numerals are used exclusively throughout the entire signage program.

**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**  
**1 2 3 4 5 6 7 8 9 0**



Letter, word and line spacing are determined by a unit measurement system. The unit module (40 units x 45 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 letter forms 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 ensure maximum readability for exterior signage fabricated of high reflectivity vinyl, a constant eight units should be added to the correct letter spacing.

	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	1	2	3	4	5	6	7	8	9	0
A	2	0	-1	5	3	0	-1	3	3	0	0	0	0	-1	3	-1	3	-1	-5	1	-6	-5	3	-7	3	3	1	1	1	0	0	0	1	0		
B	1	4	5	4	4	3	4	4	3	4	4	4	3	4	3	4	3	1	3	1	0	0	3	3	3	0	0	0	1	3	3	2	2	0		
C	8	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	1	0	0	0	-1	-1	1	2	2	2	2	2	2	2	2	2		
D	-1	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	0	0	0	0	-3	-1	1	2	2	2	2	2	2	2	2	2		
E	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
F	-2	4	0	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
G	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4	2	4
H	2	4	0	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
I	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
J	1	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
K	3	0	-2	0	3	-2	3	3	0	0	0	0	-2	3	-2	3	3	3	2	2	0	3	3	0	0	1	-1	0	0	0	-1	0	0	-1	0	
L	3	0	0	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
M	3	4	0	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
N	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
O	8	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	3	1	0	0	0	-1	-1	1	2	2	2	2	2	2	2	2	2	
P	-3	2	2	2	2	2	2	2	0	0	0	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Q	8	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	3	1	0	0	0	-1	-1	1	2	2	2	2	2	2	2	2	2	
R	3	2	2	2	2	2	2	2	0	0	0	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
S	1	3	0	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	1	1	1	2	2	2	3	3	3	3	3	3	3	3	3	3	
T	-3	0	0	0	3	3	3	3	-2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
U	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
V	-6	0	-1	0	0	-1	3	0	0	0	0	0	-1	3	-1	3	1	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
W	-4	0	0	0	3	3	3	3	-2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
X	3	0	-1	0	0	-1	3	0	0	0	0	0	-1	3	-1	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Y	-6	0	-1	0	0	-1	3	0	0	0	0	0	-1	3	-1	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Z	3	0	2	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	3	1	1	1	2	2	2	3	3	3	3	3	3	3	3	3	3	
1	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
2	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
3	1	3	0	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	1	1	1	0	0	0	2	2	2	2	2	2	2	2	2	2	
4	1	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	1	0	0	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	1	1	1	0	1	2	2	3	3	3	3	3	3	3	3	3	
6	1	0	0	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	1	1	1	0	0	3	3	3	3	3	3	3	3	3	3	3	3
7	-5	0	1	0	0	0	1	3	1	4	0	0	0	1	3	1	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
8	1	0	2	0	3	3	3	3	0	0	0	0	3	3	3	3	3	3	3	1	1	1	0	0	2	2	2	2	2	2	2	2	2	2	2	2
9	0	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	3	1	1	1	0	1	2	2	2	2	2	2	2	2	2	2	2	2
0	0	0	0	0	3	3	3	3	1	0	0	0	3	3	3	3	3	3	3	1	1	1	0	1	2	2	2	2	2	2	2	2	2	2	2	2

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.



The exterior signage program consists of operation signs as well as facility signs. Operation signs shall follow the guidelines specified previously in the manual (linking) 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 personal office) 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 vents should be added to the correct letter spacing. Installation as well as details and specifications shall be coordinated by C. C. Hennick, Engineer of Standards, 6 Penn Center Plaza, Philadelphia, Pa.



Facilities signage



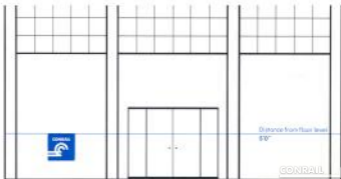
Although each aspect of signage has been covered separately, the letters, the proportions, etc., it must always be borne in mind that it is the total appearance which will give the system cohesion. Proper placement should not be overlooked.

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



Affixed

The interior sign program is based on the combination of the Conrail square with identification, information and directional messages. The message is stamped on single or multiple panels exactly as specified previously and perforated 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 Sabine Wells, Director Corporate Administrative Services, 6 Penn Center Plaza, Philadelphia, Pa.



Entrance



Private



Semi-Private



Department



Directory



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 art in application.



Outside door

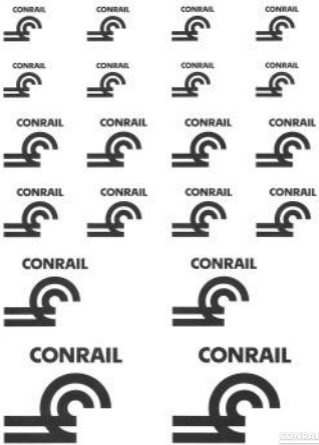
Single glass door

Double glass door

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



Entrance/reception area







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