



# PAINT SCHEME AND LOGO BRANDING GUIDE

December 2017

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02-8219



# USING THIS GUIDE

## COLOR MATCHING

The truest method of color matching is achieved by eye when using an original hard copy of this guide as a visual reference under a controlled light source. Attempting to match printed colors from this guide with a color matching scanner is not recommended. The scanner's light will pass through the translucent ink and reflect off of the paper, likely providing inaccurate results.

Due to fading/color shifting, original hard copies used for critical color matching are recommended to be replaced at least every five years or more often if exposed to UV light for long periods of time. Store this guide in a dark location like a drawer.

## LIGHTING INDICATOR

To help avoid metamerism (when two colors that are not actually the same appear the same under certain lighting conditions) issues when matching colors, a lighting indicator is included below. If the indicator appears as a solid color, your light source is conducive for matching. If stripes are visible, the lighting is not optimal for color matching.

Indicator included on original hard copy

## COLOR FORMULAS

The formulas in this guide have been customized for various types of reproduction.

- PANTONE® Matching System (PMS) formulas are only for use with PANTONE inks. Please do not rely on PANTONE formula conversions for other formats.
- CMYK is for process printing performed at print shops.
- RGB and hex value formulas are for digital displays like computer and phone screens.

Color formulas for true Black and White are not included as these are considered standard colors.

## PAINT / PRINT / DIGITAL

The color swatches in this branding guide have been matched to physical paint and/or decal samples used on rolling stock, and are calibrated to the Amtrak Reprographics Services printing equipment to represent paint colors as accurately as possible in print. This includes our best effort to mitigate the different properties of translucent ink printed on a substrate vs pigmented opaque paint, as well as other factors impacting the matching process. These factors include variations in the colors applied to rolling stock between paint and decal applications, chemical formulas for paint changing over the years, reflectivity, and/or different top coats.

Our custom color formulas are intended to be used as a good starting point when professionally printing, but may not reproduce identically to the swatches on the following pages due to a variety of factors. When color matching is critical, your print shop may need to make slight adjustments to perfectly match this guide's swatches to offset the variables of color printing. Inconsistencies also occur when viewing digitally from screen to screen, but color values should not be modified to conform to a screen's rendering.

It is important to note that not all paint colors have a PANTONE® equivalent, but those that do are represented in this guide with color swatches that are more accurate to the paint sample than their identified PANTONE® match. It is best to use this guide's swatches for color matching.

Metallic colors have non-metallic equivalent formulas, as it isn't possible to create a metallic color across all mediums. Platinum Mist, the most common metallic Amtrak color, is a generic name for paint intended to match stainless steel equipment. Platinum Mist paint normally contains metallic flakes and has no true print equivalent. PANTONE® Premium Metallic Silver PMS 10077 C ink is identified as the recommended ink for a metallic representation and appears in the Color Swatches section, however "Light Gray 428" is the non-metallic Platinum Mist substitute used elsewhere in this guide.



# A LOGO IS THE MOST VISUALLY RECOGNIZABLE ASPECT OF A BRAND.

A brand encompasses the perception of everything a company does. Consistently reproducing accurate logos and colors is key to brand identity. This document is intended as a concise reference to supplement the Amtrak® Brand Identity Guidelines book by providing further information and specifications on fundamental visual identities and intellectual property. The full Amtrak® Brand Identity Guidelines Book is available on the Amtrak Intranet under Library>Branding.

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### COLOR SWATCHES

Calibrated physical color swatches and equivalent formulas for PANTONE® inks, CMYK printing, RGB and hex values.

# THE ARROW Active (1971-1999)

## About The Arrow

Adopted in 1971, the name Amtrak® is a contraction and blending of the concepts "American" and "track." The Amtrak® Arrow (aka motion-mark or chevron) is a crisp, motion-oriented design signifying speed and purpose of direction, featuring the national colors of red, white and blue.

## Orientation

The Arrow lockup is comprised of two parts: the Amtrak® logotype and the Arrow symbol. The two configurations are the Vertical Lockup of the Arrow (01, top) and the Horizontal Lockup (01, bottom). These signatures should always be presented as fixed units without alteration to the positioning of their components.

## Color Variations

The Arrow occurs in the following versions:

- 01 color
- 02 black
- 03 white
- 04 outline

## The Wordmark

# Amtrak®

Because it is a variation of the Helvetica typeface, the word "Amtrak®," as used as part of the Arrow logo, must only be reproduced from provided artwork and nothing else.

## The Logo



## Clear Space

The clear space around the Arrow is equal to the width and height of the "A" in the logotype. This space should be free of text, graphics and borders.



## Circle R

The registered trademark symbol should be proportionate to the Logotype at all sizes, with the top of the symbol aligned with the top of the "k" and the base aligned to the middle of the arm of the "k."



Inclusion of the ® symbol is important as it provides fair notice of registration protections afforded by federal law.

## Typography

# ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Medium

# ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

## Color Palette



Full color reproduction of the Arrow logo is preferred, and may only use Amtrak® Heritage Blue and Amtrak Red for the Arrow symbol, with Black used for the logotype. The white outlined version of this logo (04) is only for use on dark backgrounds. All Black (02) or all White (03) applications may be used alternatively.

# THE TRAVELMARK Active (2000-Present)

## About The Travelmark

Adopted in 2000, the Travelmark logo is suggestive of movement, using abstract lines and negative space, creating two rails that curve toward the horizon.

## Orientation

The Travelmark is comprised of two parts: the Amtrak® logotype and the Travel symbol.

The two configurations are the Vertical Lockup of the Travelmark (01, top), and the Horizontal Lockup (01, bottom). These signatures must always be presented as fixed units without alteration to the positioning of their components.

Logotype minimum size = 1/2"

## Color Variations

The Travelmark occurs in the following versions:

- 01 color
- 02 black
- 03 white

## Clear Space

The minimum clear space is equal to the width of the "M" in "AMTRAK®" as portrayed in the logo. This space should be free of text, graphics and borders.



## The Logo

01



02



03



## Typography

### Body Copy

# ABC

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

Frutiger Roman 55

### Headlines

# ABC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

FRUTIGER BLACK CONDENSED 77 - CAPS

## Color Palette

The Amtrak® brand signature color is Amtrak Blue, and full color reproduction of the logo is preferred in solid Amtrak Blue without effects such as drop shadows or other stylized treatments used in its application. The all Black (02) version may be used alternatively or where full color is not available. For darker backgrounds where the background has a 40% or greater grayscale value, the solid White version (03) is used to provide adequate contrast.

**AMTRAK® BLUE**  
 PMS 302C  
 100C 26M 0Y 51K  
 R0 G83 B126

## Circle R

There are two standard sizes for the registered trademark symbol (®). The smaller ® symbol (minimum size) is for larger reproductions of the logo, and is equal to the height of the arm of the letter "T" in AMTRAK. The larger ® (maximum size) is for smaller reproductions of the logo, with the top of the ® aligned with the top of "K" and the bottom with the base of the arm of the "K" (right); or half the height of the letters in AMTRAK. The ® may be omitted if illegible at minimum size.

### Minimum size ®



### Maximum size ®



# THE ACELA LOGO Active (2000-Present)

## About

The name Acela® is derived from the words "acceleration" and "excellence." The symbol is an abstraction of a sea turtle's fin, instilling stately and peaceful progress through blue waters. Together they form the Acela brand mark or logo.

## Orientation

The Acela logo is comprised of two parts: the "fin" symbol and the logotype.

The two main configurations are: Vertical (01, top) and Horizontal (01, bottom).

## Color Variations

The Acela logo occurs in the following versions:

01 4-color gradient

02 1-color

03 black

04 white



## "Flopped Symbol"

This exception is exclusive to power cars only, and occurs in both horizontal and vertical configuration. The orientation of the fin symbol always faces toward the nose of the locomotive.

## The Logo

01



02



03



04



## Typography

### Body Copy

# ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger Roman 55

### Headlines

# ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER BLACK CONDENSED 77 – CAPS

## Color Palette

The Acela® logo is preferred in the full color gradient of Amtrak® Blue and Sky Blue (01). Solid Amtrak Blue (02), Black (03) and White (04) logo options are available alternatively, with the White version used when the background has a 40% or greater grayscale value. Other support colors are shown, but may not be used for the logo.



## Color Combinations



Amtrak® Blue and Dark Blue with accents of Orange signifies Acela First Class.



Amtrak® Blue and Medium Blue with accents of Light Blue signifies Acela Business Class.



Light Blue and Amtrak® Blue with accents of Medium Blue signifies Coach Class.



Amtrak® Blue and with accents of Green signifies Food Service or a Cafe Car.



# OUR TRAINS ARE THE ICONIC COMPONENT OF OUR BUSINESS.

A representation of each Amtrak® paint scheme was applied to a current locomotive for the Amtrak 40th Anniversary, pictured above on May 1, 2011.



Our fleet of equipment was inherited in 1971 and came decorated in a variety of predecessor colors and motifs. The locomotive in the inset

photo had the arrow logo applied in 1971 for publicity purposes, calling attention to the need for a uniform identity. In 1972, the first official livery was rolled out, and over the years Amtrak® paint schemes change as our brand evolves. This section identifies official names, general paint scheme characteristics, color swatches and formulas.

# PHASE I Introduced in 1972

## Locomotives



### Color Palette



### Pictured: SDP40F

Platinum Mist body, Amtrak® Red nose, black roof and underbody, and large nose-facing Arrow logo.

## Locomotive Variant – Non-Revenue Locomotives



### Color Palette



### Pictured: GP9, GP7

Platinum Mist body, Amtrak® Red angled toward front, black roof and black underbody, and large nose-facing Arrow logo. Some units feature black that angles toward a "V" shape on the nose.

## Locomotive Variant – GG1



### Color Palette



### Pictured: GG1

Platinum Mist body, black underbody, Amtrak® Red noses and an Amtrak Heritage Blue stripe on each side that dips down at both ends toward the pilots.

## Trainset Variant – UAC TurboTrain



### Color Palette



### Pictured: UAC TurboTrain

White body, black underbody, striping consisting of Amtrak® Red above Amtrak Heritage Blue separated by a white pin stripe, nose-facing Arrow logos, and Amtrak® Red noses.



# PHASE I Continued

## Trainset Variant – RTG I Turboliner



### Color Palette



### Pictured: RTG I Turboliner

White body, black underbody, striping consisting of Amtrak® Red above Amtrak Heritage Blue separated by a white pin stripe, and nose-facing Arrow logos. striping instead of a red nose.

## Passenger Cars – Opposite Arrows



### Color Palette



### Pictured: Heritage 10-6 Sleeper

Platinum Mist or stainless steel body, black underbody, striping consisting of Amtrak® Red above Amtrak® Heritage Blue with white pinstripes on top, between and below, with Arrow symbols on white fields at or near the ends of the car.

## Self-Propelled Variant – Metroliner®, RDC



### Color Palette



### Pictured: Metroliner®

Stainless steel body, Light Gray underbody, and striping consisting of Amtrak® Red above Amtrak® Heritage Blue with white pinstripes on top, between and below. Cab ends feature vertical columns of red, white and blue.

## Passenger Cars – Single Arrow



### Color Palette



### Pictured: Amfleet® I Coach

Platinum Mist or stainless steel body, black underbody, striping consisting of Amtrak® Red above Amtrak® Heritage Blue with white pinstripes on top, between and below, with one Arrow symbol per side on white fields at or near the end of the car.

# PHASE II Introduced in 1975

## Locomotives



### Color Palette



### Pictured: P30CH

Platinum Mist body, black underbody, and striping consisting of Amtrak® Red above Amtrak Heritage Blue with white pinstripes on top, between and below.

## Passenger Cars



### Color Palette



### Pictured: Superliner® Coach

Platinum Mist or stainless steel body, black underbody, and striping consisting of Amtrak® Red above Amtrak® Heritage Blue with white pinstripes on top, between and below.

## Self-Propelled Variant – Metroliner®



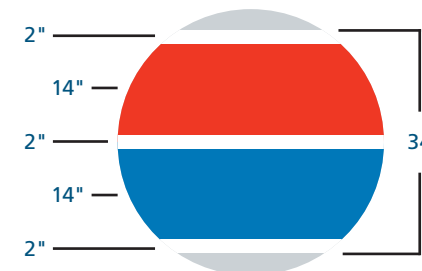
### Color Palette



### Pictured: Metroliner®

Platinum Mist and stainless steel body, black underbody, and striping consisting of Amtrak® Red above Amtrak Heritage Blue with white pinstripes on top, between and below. Cab ends feature large red and blue fields separated by a white Helvetica wordmark.

## Stripe Pattern



### Pictured: Superliner® Sightseer Lounge<sup>SM</sup>

Standard overall stripe pattern height is 34". Some instances of non-standard heights occur. Examples include Sightseer Lounge<sup>SM</sup> car stripes angled up in a stylized transition to span the height of the large windows, and Heritage cars with reduced stripe heights to fit the window band.

# PHASE III Introduced in 1976

## Locomotives



### Color Palette



### Pictured: F40

Platinum Mist body, black underbody, and striping consisting of Amtrak® Red above Amtrak Heritage Blue with white pinstripes on top, between and below.

## Locomotive Variant – Non-Revenue Locomotives



### Color Palette



### Pictured: GP38 and SW1000r

Platinum Mist body, black roof and underbody. The Non-Revenue variant does not include a black mask around cab windows.

## Locomotive Variant – AEM-7



### Color Palette



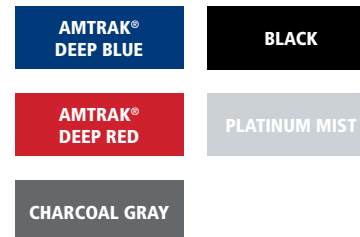
### Pictured: AEM-7

Platinum Mist body, black underbody and roof with connecting mask around windshields, and striping consisting of Amtrak® Red above white, above a large Amtrak Heritage Blue field that extends to the sill and into the pilots.

## Locomotive Variant – Dash 8-32BWH



### Color Palette



### Pictured: Dash 8-32BWH

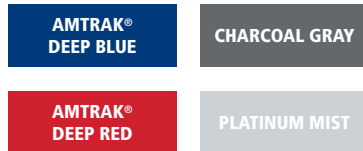
Platinum Mist body, Charcoal Gray roof, black underbody, and unique stylized striping consisting of Amtrak® Deep Red, white, and Amtrak® Deep Blue.

# PHASE III Continued

## Locomotive Variant – P40, P32AC-DM



### Color Palette



### Pictured: P32AC-DM

Platinum Mist body and underbody, Charcoal Gray roof, and striping consisting of Amtrak® Deep Red above white, above Amtrak® Deep Blue with white pinstripe trim. Stripes fade-out toward the rear of the locomotive on P40 and P32AC-DM models only.

## Passenger Cars



### Color Palette



### Pictured: Amfleet® II Coach

Platinum Mist or stainless steel body, black underbody, and striping consisting of Amtrak® Red above white (8" tall), above Amtrak® Heritage Blue. Note: Red and blue stripe height is usually equal, but varies by fleet; most are 8" in height, however Superliners are 13".

## Trainset/Locomotive/Passenger Car Variant – RTL I, RTG I & II Turboliners, LRC



### Color Palette



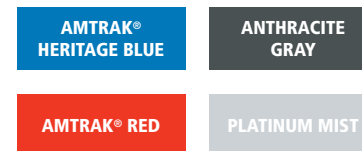
### Pictured: RTL I Turboliner

White body and roof, black underbody, black mask around cab windows, and striping consisting of Amtrak® Red above white, above a large Amtrak Heritage Blue field that extends to the sill. Later applications of this variant included reduced red and white stripe heights of 8" each and black roofs.

## Passenger Car Variant – Viewliner® II



### Color Palette



### Pictured: Viewliner® II Baggage Car

Platinum Mist or stainless steel body, Anthracite Gray underbody, equal 8" high stripes consisting of Amtrak® Red above white, above Amtrak® Heritage Blue.

# PHASE IV Introduced in 1993

## Locomotives



### Color Palette



### Pictured: P40

Platinum Mist body and underbody, Charcoal Gray on the rear two-thirds of the roof, and striping consisting Amtrak® Deep Red and white pin stripes on top of a large Amtrak® Deep Blue band.

## Passenger Cars



### Color Palette



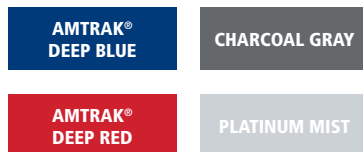
### Pictured: Viewliner® I Sleeping Car

Platinum Mist or stainless steel body, Platinum Mist or Black underbody, striping consisting Amtrak® Deep Red and white pin stripes on top of a Amtrak® Deep Blue stripe band. Blue stripe height varied by car type.

## Locomotive Variant – "NEC" P42 and P32AC-DM



### Color Palette



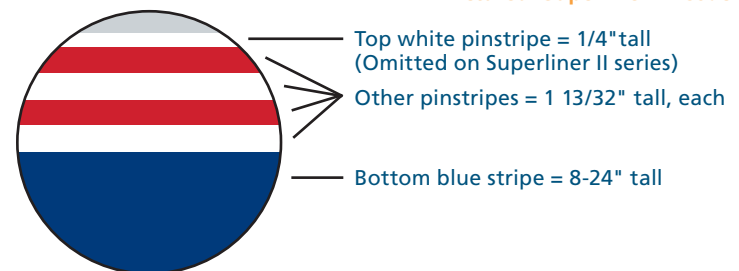
### Pictured: P42

Unique to Northeast Corridor assigned Genesis series units, this variant is distinguished by the Charcoal Gray extending further down off the roof onto the sides and front face of the locomotive.

## Stripe Pattern



### Pictured: Superliner® II Coach

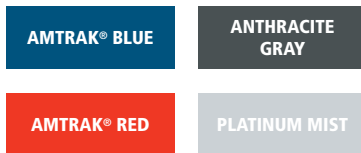


# PHASE V Introduced in 2000

## Locomotives – P40, P32AC-DM and P42



### Color Palette



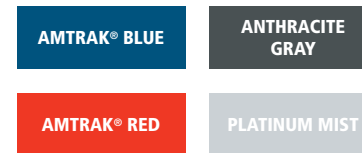
### Pictured: P42

Platinum Mist body, Amtrak® Blue nose and roof stylized as a "wave," Anthracite Gray underbody, Amtrak® Red sill stripe, and large Travelmark logo on each side. Note: Some of the first P42s in this scheme had a higher dual red and blue sill stripe, and some had a blue closer to PMS 294 C.

## Locomotive Variant – Non-Revenue Locomotives



### Color Palette



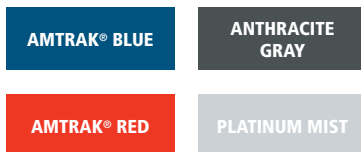
### Pictured: GP15D

Platinum Mist body, Amtrak® Blue nose and roof (does not carry through windshields), Anthracite Gray underbody, Amtrak® Red sill stripe, and small Travelmark logos under the cab windows.

## Locomotive Variant – Other Revenue Units



### Color Palette



### Pictured: NPCU

Platinum Mist body, Amtrak® Blue around windshields, roof and top of nose, Anthracite Gray underbody, Amtrak® Red sill stripe, and large Travelmark logo on each side.

## Trainset Variant – RTL III Turboliners



### Color Palette



### Pictured: RTL III Turboliner

Platinum Mist body, Black surrounded by Amtrak® Blue around cab windows and nose, Anthracite Gray underbody and car ends, Amtrak® Red sill stripe, and window band colors featuring an Amtrak Blue base with Light Blue Acela®-inspired "mobile shapes" for Business class, and a Light Blue base with Amtrak Blue Mobiles for Coach class.

# PHASE V Continued

## Trainset Variant – Acela Express®



### Color Palette

AMTRAK® BLUE	ANTHRACITE GRAY
AMTRAK® RED	PLATINUM MIST
LIGHT BLUE	DARK GRAY
SKY BLUE	BLACK
MEDIUM BLUE	ORANGE
DARK BLUE	BURNT ORANGE
GREEN	

### Pictured: Acela Express® Power Car

Platinum Mist & stainless steel body, Anthracite Gray underbody, Amtrak® Blue power car nose and roofline, Dark Gray and black around windshields, various Acela mobile designs on the cars, and Amtrak® Red sill stripe. Acela logos on power cars always face power car nose and feature an exceptional Medium Blue to Sky Blue gradient.

**Acela Mobiles:** A family of secondary shapes based on the outline of the Acela logo, called mobiles, appear on the cars. Acela mobile colors indicate a specific car purpose or class of service. For more information, see the Acela logo chapter.

### Examples:



### AcelaCafe mobiles:



## Passenger Cars



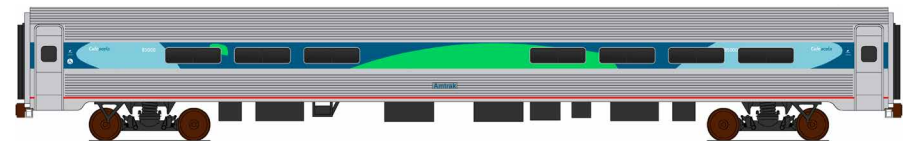
### Color Palette

AMTRAK® BLUE	BLACK
AMTRAK® RED	PLATINUM MIST
LIGHT BLUE	GREEN
MEDIUM BLUE	

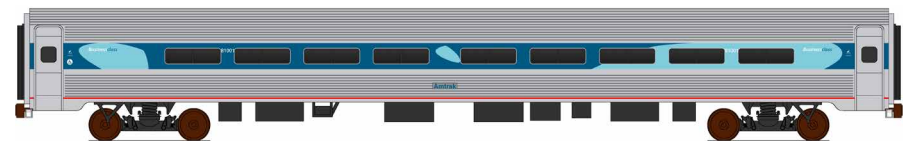
### Pictured: Amfleet® I Coach

Platinum Mist or stainless steel body, black underbody, Amtrak® Red sill stripe, and window band designs consisting of a background color and various Acela®-inspired “mobile shapes”. Created for Acela Regional service, this scheme consists of different color combinations for specific car types/functions. The design for Coach class and Baggage cars used a Light Blue band with Medium Blue mobiles (pictured above). Cafe cars are Amtrak® Blue band with Light Blue and Green mobiles, and Business class cars are Amtrak® Blue band with Light Blue mobiles.

### Cafe design:



### Business class design:



# PHASE V Continued

# PHASE VI Introduced in 2002

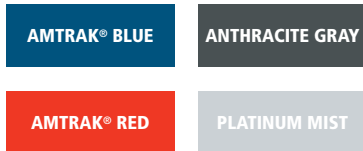
## Non-Passenger Cars



## Passenger Cars



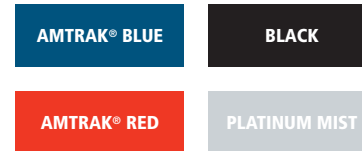
### Color Palette



### Pictured: Auto Carrier

Platinum Mist or aluminum body, Anthracite Gray underbody, Amtrak® Red sill stripe, and large Amtrak® Blue travelmark logo.

### Color Palette



### Pictured: Amfleet® II Coach

Often referred to as Phase IVb. Platinum Mist or stainless steel body, black underbody, Amtrak® Red sill stripe, and striping consisting Amtrak® Red and white pin stripes on top of a large Amtrak® Blue stripe. Amtrak® Blue stripe height varies from 8" - 24" depending on car type (see below).

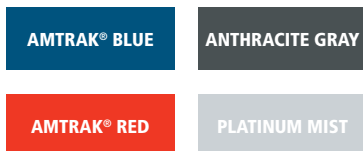
## Non-Passenger Car Variant – Express Box Cars



## Stripe Pattern



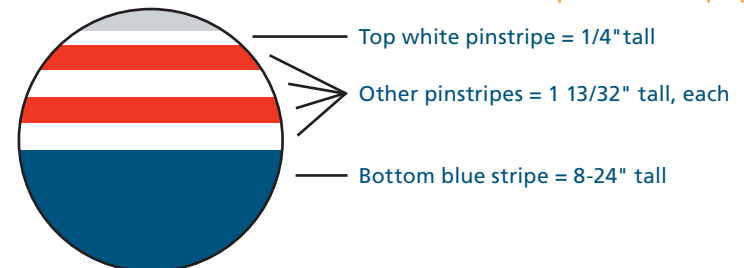
### Color Palette



### Pictured: 71000 Series Express Box Car

Platinum Mist or aluminum body, Anthracite Gray underbody, Amtrak® Red sill stripe, Amtrak® Blue bands at the top and beneath the sill tripe, and large Amtrak® Blue travelmark logo.

### Pictured: Superliner® I Sleeping Car





# SERVICE SPECIFIC

## Pacific Surfliner® – Locomotives and Cars, introduced 1998



### Color Palette



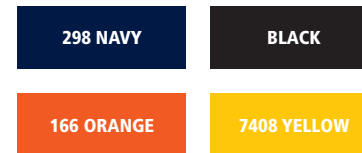
### Pictured: Pacific Surfliner® F59PHI

Platinum Mist or stainless steel body and underbody, large Amtrak® Deep Blue color band bracketed by white pinstripes on the upper half of the car body, stylized to drop down to the nose on locomotives, and Deep Blue and White pinstriping along sills.

## Amtrak California<sup>SM</sup> – Caltrans® Locomotives, introduced 1994



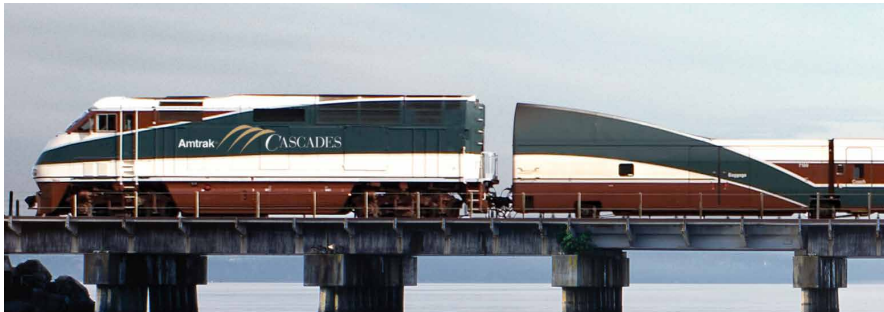
### Color Palette



### Pictured: Caltrans F59PHIs

Platinum Mist or stainless steel body, Black band through upper locomotive body, 7408 Yellow stripe above a 298 Navy band (carries to bottom of locomotive including trucks). The front section of locomotives have a sweeping 298 Navy field that encompasses cab windows.

## Amtrak Cascades® – Locomotives and Cars, introduced 1998



### Color Palette



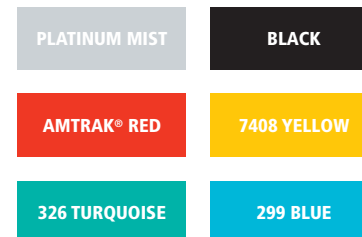
### Pictured: Cascades F59PHI and Talgos

Cascades® Castilian Copper body and window band, Cascades Double Latte body, and Cascades Evergreen stripe with white pinstripe outline across the bottom of cars (arching up on end cars and down the front of locomotives). The Cascades symbol is Cascades Nugget.

## Amtrak California<sup>SM</sup> – Caltrans® NPCU



### Color Palette



### Pictured: Caltrans NPCU

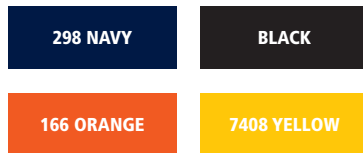
Platinum Mist body and trucks, black underbody, chevron patterned Amtrak® Red and White stripes on nose, 7408 Yellow grab irons, and 326 Turquoise and 299 Blue striping along lower portion of unit that is stylized to the roof near the rear.

# SERVICE SPECIFIC

## Amtrak California<sup>SM</sup> – Caltrans<sup>®</sup> Bi-Level Passenger Cars



### Color Palette



### Pictured: Caltrans Bi-Levels

Stainless steel body, Black band along upper level windows, 7408 Yellow stripe above a 298 Navy band, 298 Navy trucks and 166 Orange triangle shapes on both sides of doors designated for boarding.

## MOW Orange – Introduced circa 1976



### Color Palette



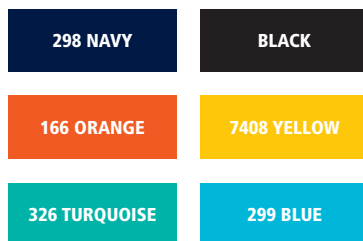
### Pictured: Transfer Caboose

Safety Orange body and Black underbody. Applied to work train locomotives and rolling stock.

## Amtrak California<sup>SM</sup> – Caltrans<sup>®</sup> Single-Level Passenger Cars



### Color Palette



### Pictured: Caltrans Comet Car

Stainless Steel or Platinum Mist body, Black underbody, 298 Navy window band with diagonal 166 Orange, 326 Turquoise and 299 Blue bars at each end, and 7408 Yellow sill stripe.

## MOW Grey – Introduced circa 2004



### Color Palette



### Pictured: Ballast Hopper

Light Gray body, black underbody, and Amtrak<sup>®</sup> Red sill stripe. Applied to work train rolling stock.

# SERVICE SPECIFIC

## MOW Yellow – Introduced circa 2001



### Color Palette



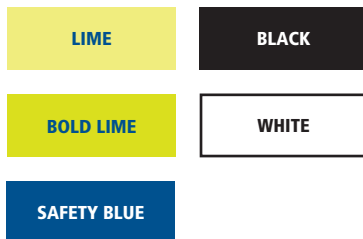
### Pictured: Track SAVe

Safety Yellow body, Black underbody, White roof, and Safety Blue lettering. Applied to roadway vehicles and MOW equipment.

## MOW Lime – Introduced circa 2004



### Color Palette



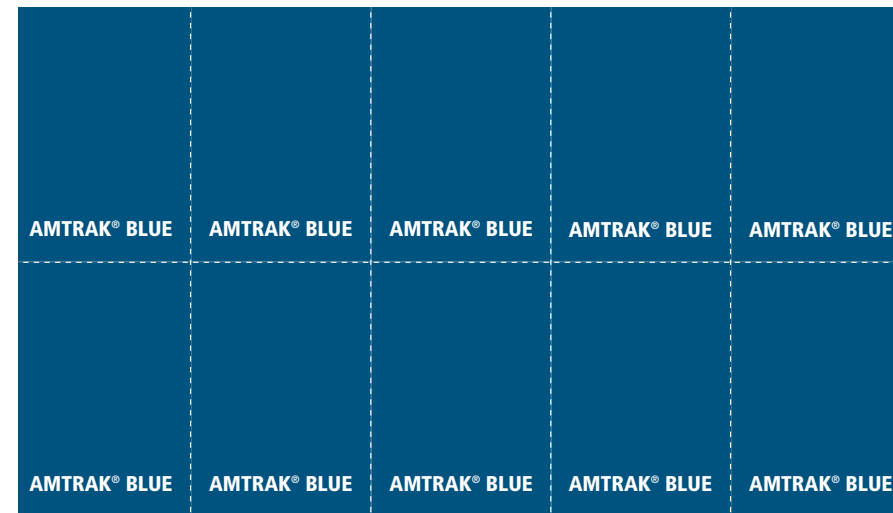
### Pictured: MMU-1000

Lime or Bold Lime body, black underbody, White roof, and Safety Blue lettering/accent striping. Applied to work train rolling stock, roadway vehicles and MOW equipment. Bold Lime introduced to replace Lime circa 2013.

# COLOR SWATCHES

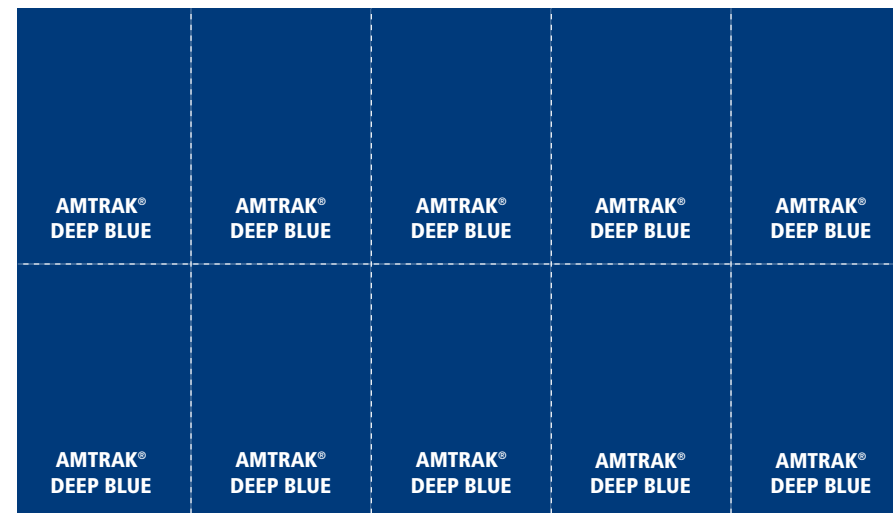
## AMTRAK BLUE 302

PMS 302 C, 100C 26M 0Y 51K, OR 83G 126B, 00537e



## AMTRAK DEEP BLUE 280

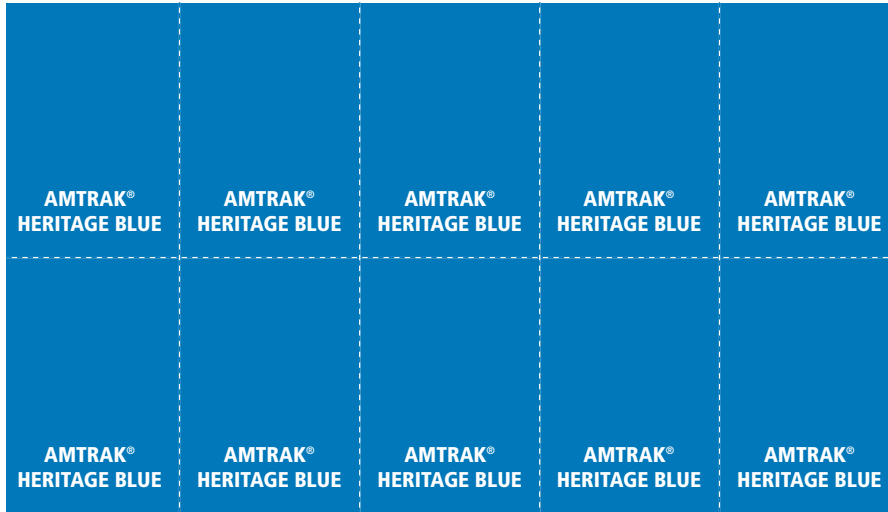
PMS 280 C, 100C 76M 0Y 32K, OR 58G 123B, 003a7b



# COLOR SWATCHES

## AMTRAK HERITAGE BLUE 300

PMS 300 C, 100C 35M 0Y 10K, OR 120G 185B, #0078b9



## DARK BLUE 539

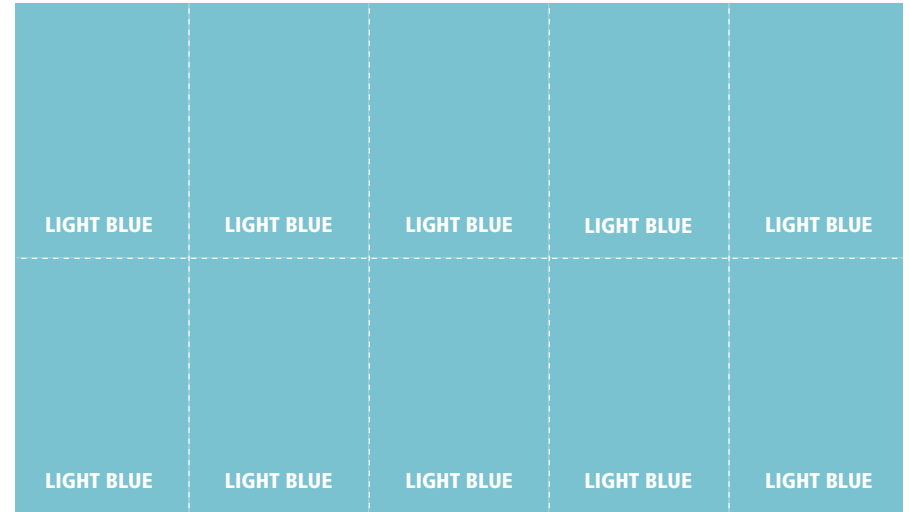
PMS 539 C, 100C 34M 0Y 81K, OR 38G 72B, 002648



# COLOR SWATCHES

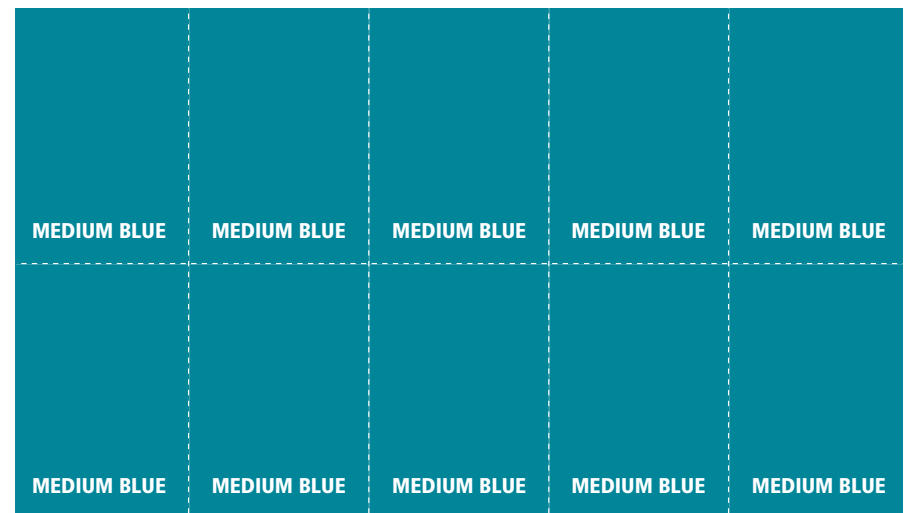
## LIGHT BLUE 630

PMS 630 C, 49C 5M 15Y 1K, 123R 194G 208B, 7bc2d0



## MEDIUM BLUE 3145

PMS 3145 C, 100C 10M 29Y 20K, OR 133G 153B, 008599



# COLOR SWATCHES

## SAFETY BLUE 294

PMS 294 C, 100C 57M 0Y 27K, OR 81G 143B, 00518f



## SKY BLUE 306

PMS 306 C, 81C 0M 13Y 0K, OR 183G 217B, 00b7d9



# COLOR SWATCHES

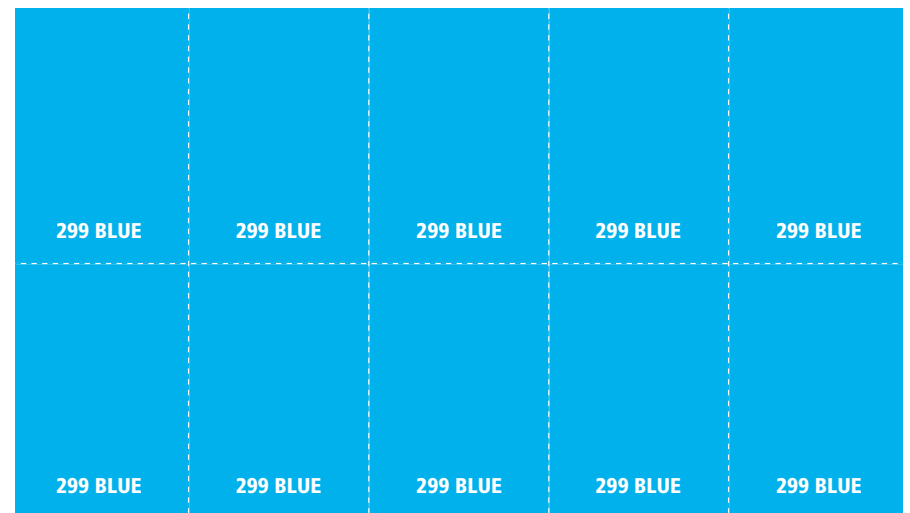
## 289 NAVY

PMS 289 C, 100C 62M 0Y 76K, OR 25G 69B, 001945



## 299 BLUE

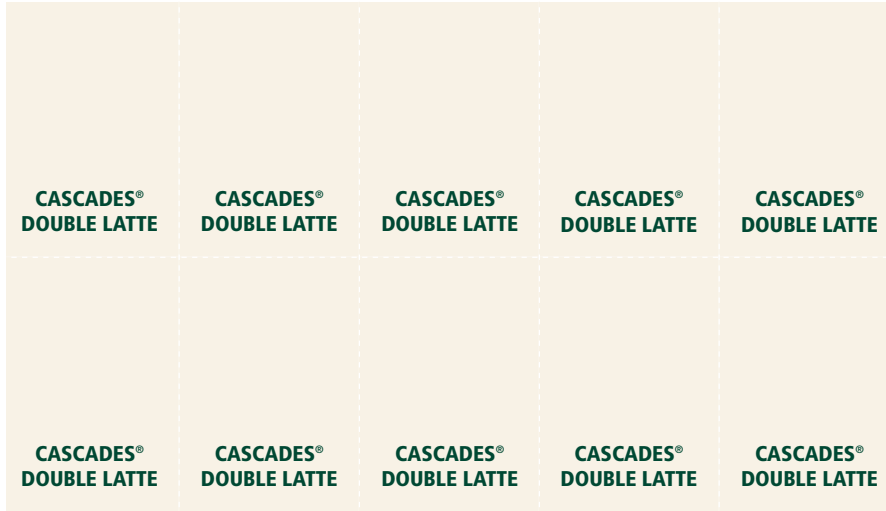
PMS 299 C, 80C 5M 0Y 0K, OR 177G 235B, 00b1eb



# COLOR SWATCHES

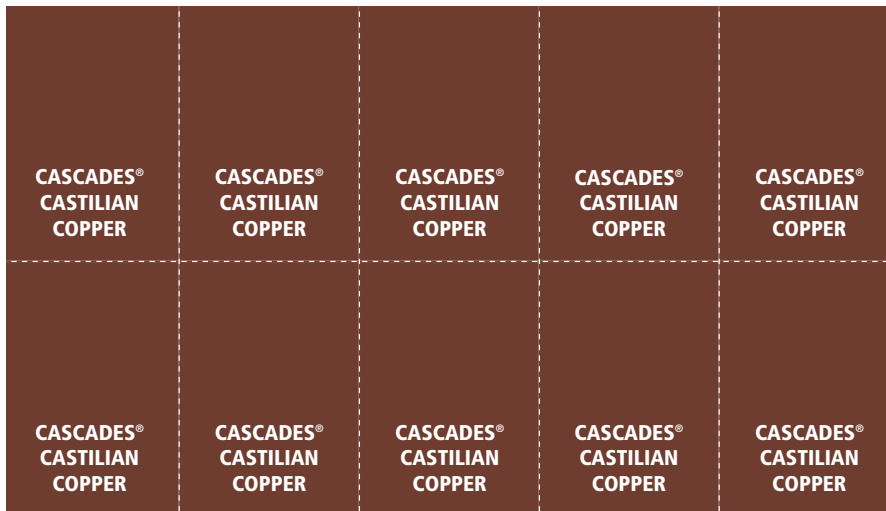
## CASCADES DOUBLE LATTE

No PMS, 2C 3M 9Y 0K, 248R 242G 230B, f8f2e6



## CASCADES CASTILIAN COPPER 7595

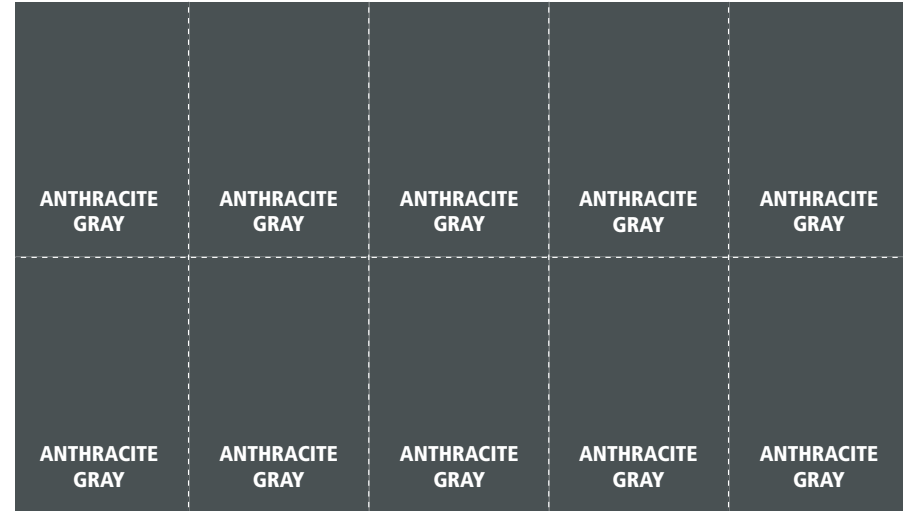
PMS 7595 C, 38C 74M 76Y 41K, 111R 61G 48B, 6f3d30



# COLOR SWATCHES

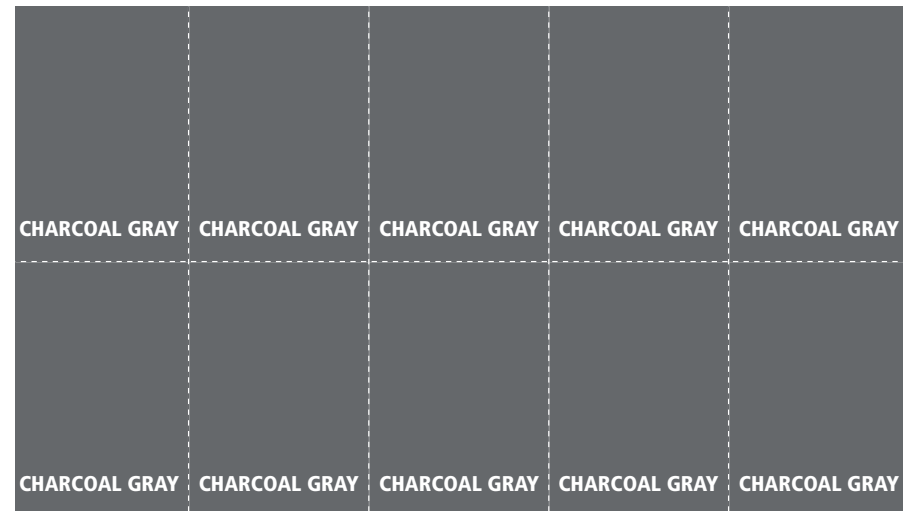
## ANTHRACITE GRAY 11

PMS Cool Gray 11 C, 17C 4M 8Y 79K, 73R 81G 83B, 495153



## CHARCOAL GRAY 10

PMS Cool Gray 10 C, 13C 8M 8Y 66K, 101R 104G 107B, 65686b



# COLOR SWATCHES

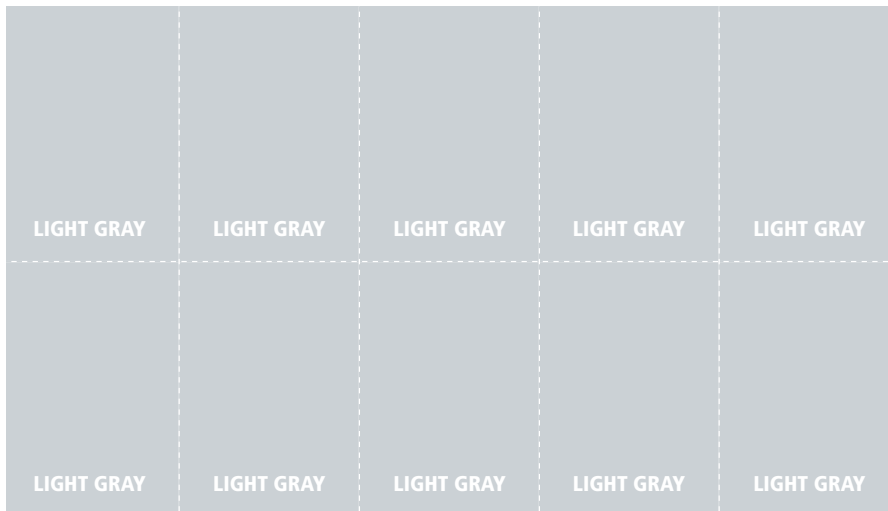
## DARK GRAY 432

PMS 432 C, 24C 11M 8Y 81K, 62R 70G 76B, 3e464c



## LIGHT GRAY 428

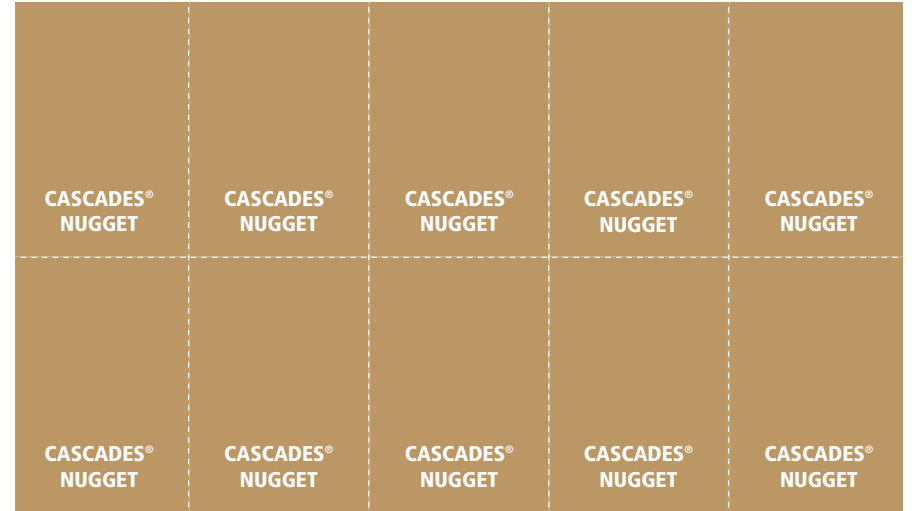
PMS 428 C, 11C 5M 5Y 10K, 203R 209G 213B, cbd1d5



# COLOR SWATCHES

## CASCADES NUGGET 875

PMS 875 C (Metallic), 30C 40M 70Y 0K, 186R 151G 101B, ba9765



## GREEN 369

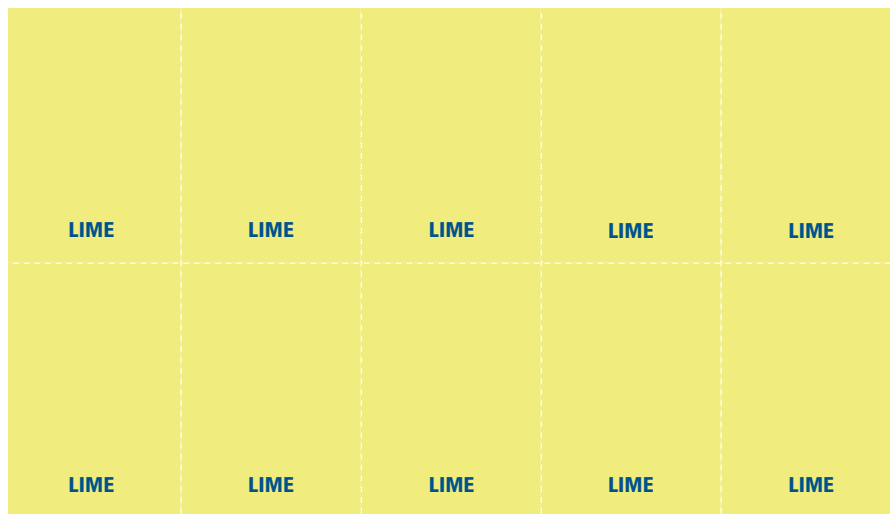
PMS 369 C, 67C 12M 100Y 1K, 98R 167G 68B, 62a744



# COLOR SWATCHES

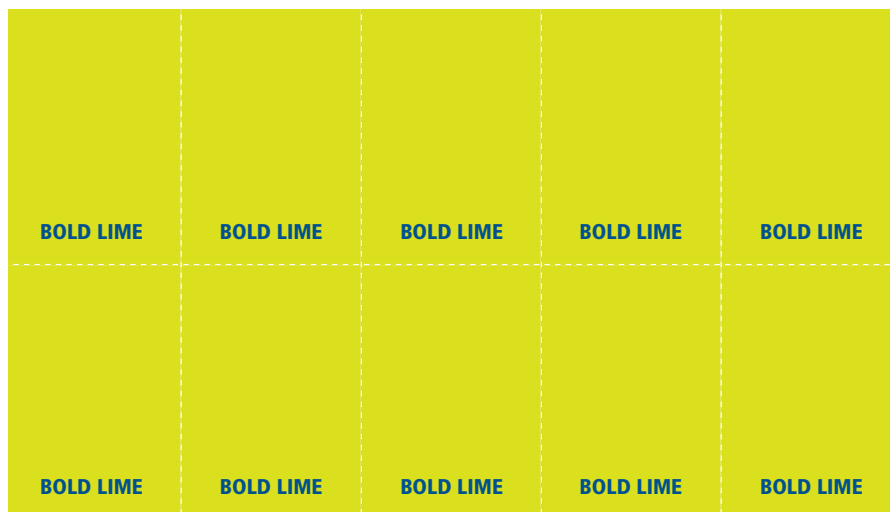
## LIME 386

PMS 386 C, 8C 0M 64Y 0K, 240R 237G 126B, f0ed7e



## BOLD LIME 396

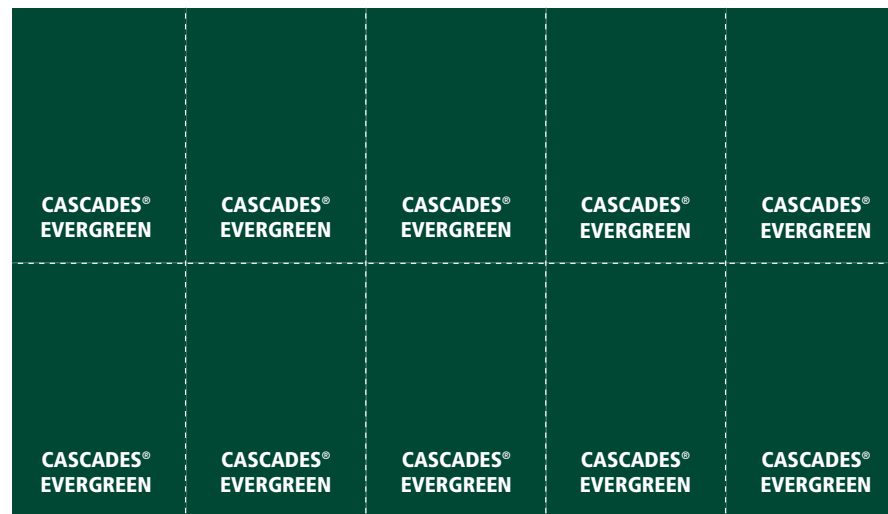
PMS 396 C, 17C 0M 100Y 1K, 218R 223G 30B, dadf1e



# COLOR SWATCHES

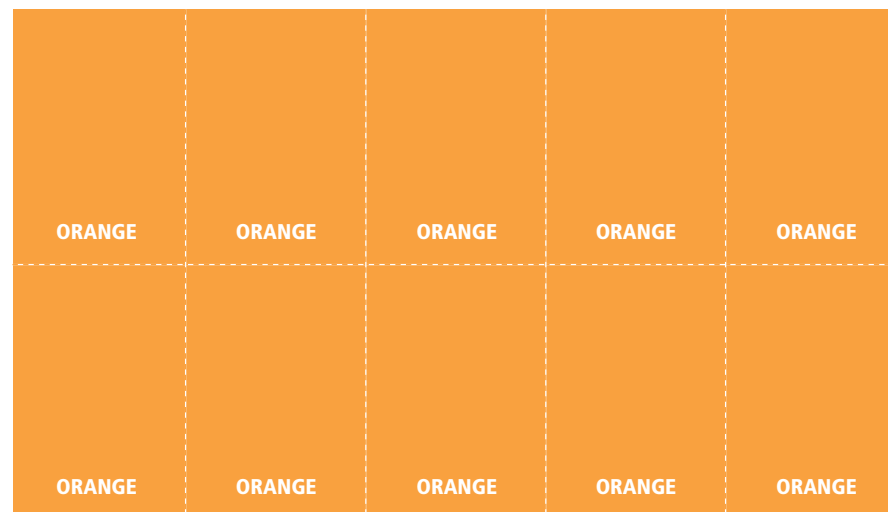
## CASCADES EVERGREEN 560

PMS 560 C, 80C 0M 63Y 75K, 0R 72G 51B, 004833



## ORANGE 1375

PMS 1375 C, 0C 43M 85Y 0K, 249R 161G 63B, f9a13f

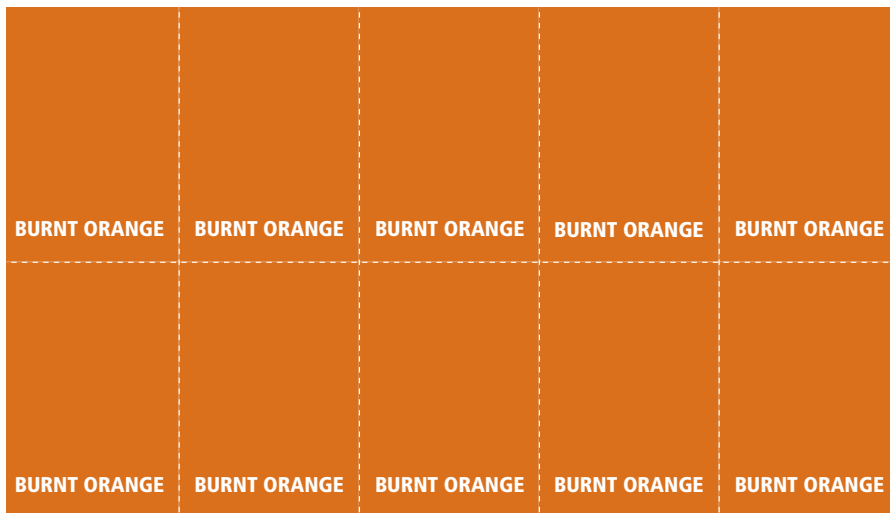




# COLOR SWATCHES

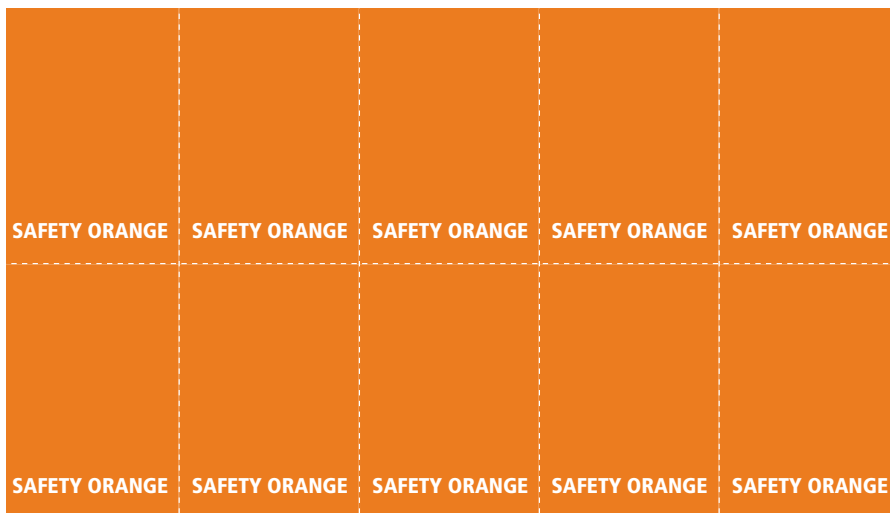
## BURNT ORANGE 2019

PMS 2019 C, 0C 63M 100Y 11K, 219R 112G 28B, db701c



## SAFETY ORANGE 152

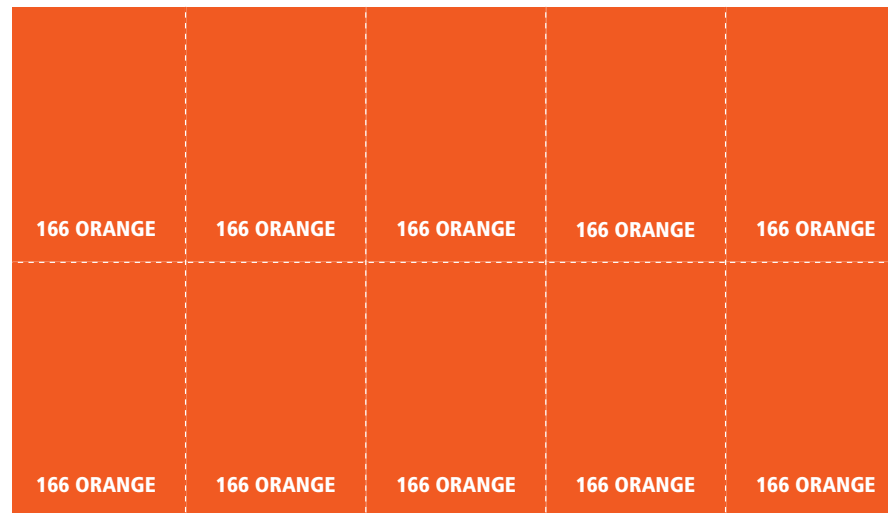
PMS 152 C, 0C 61M 100Y 3K, 236R 124G 31B, ec7c1f



# COLOR SWATCHES

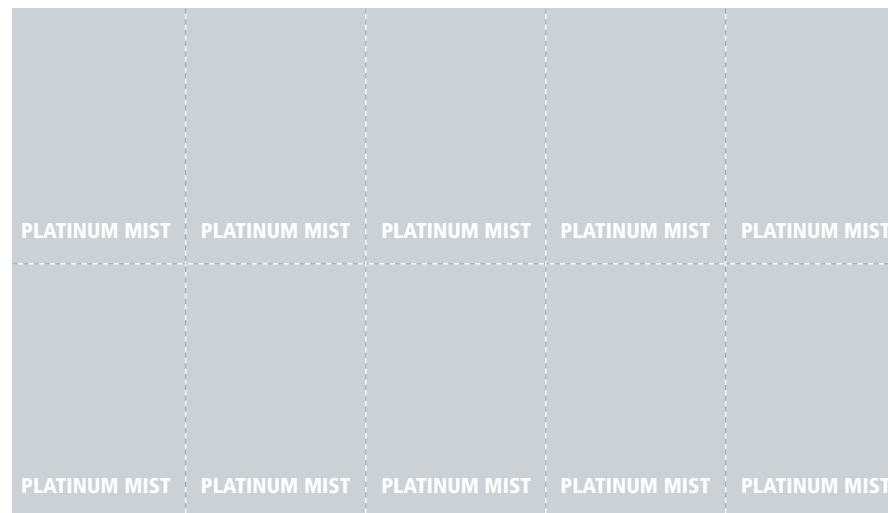
## 166 ORANGE

PMS 166 C, 0C 80M 100Y 0K, 241R 90G 34B, f15a22



## PLATINUM MIST

PMS Premium Metallic Silver 10077 C, no CMYK or RGB equivalent\*

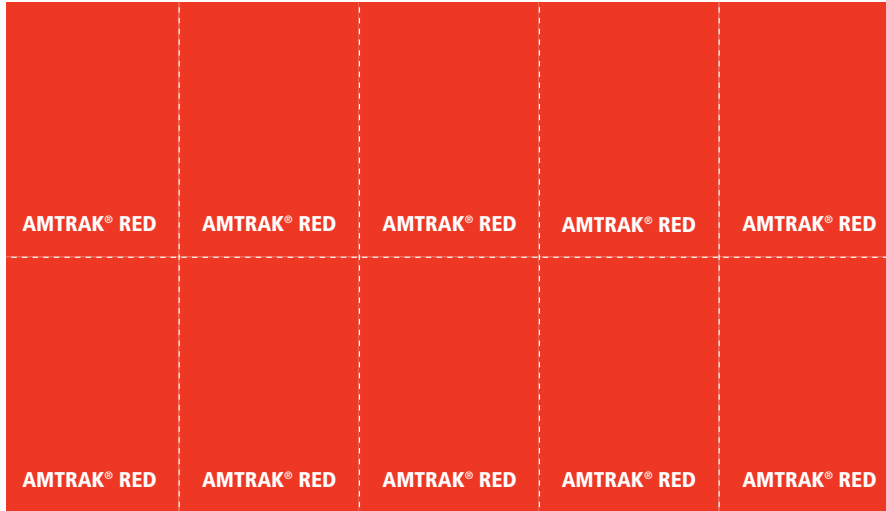


\* PMS 428 C is used as a non-metallic representation elsewhere in this guide.

# COLOR SWATCHES

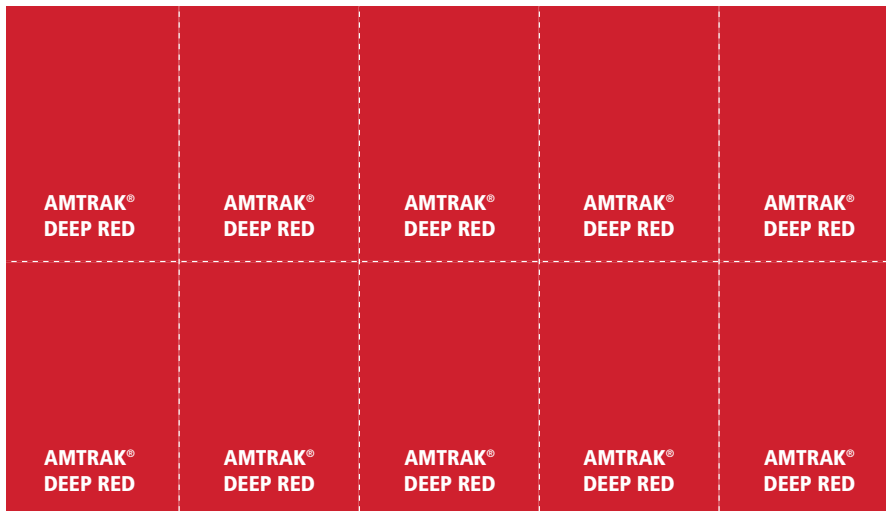
## AMTRAK RED 485

PMS 485 C, 0C 93M 100Y 0K, 239R 56G 36B, ef3824



## AMTRAK DEEP RED 186

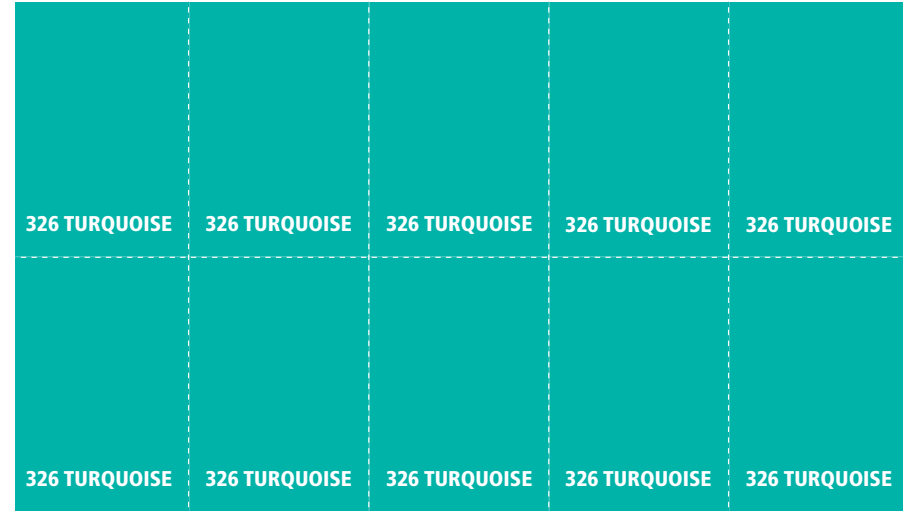
PMS 186 C, 12C 100M 92Y 3K, 207R 32G 46B, cf202e



# COLOR SWATCHES

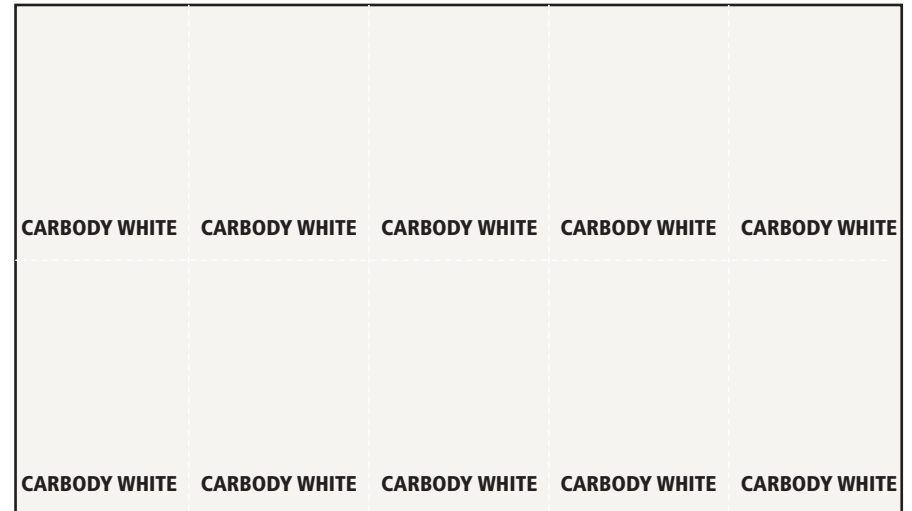
## 326 TURQUOISE

PMS 326 C, 84C 0M 43Y 0K, 0R 179G 168B, 00b3a8



## CARBODY WHITE

No PMS match, 3C 2M 4Y 0K, 245R 244G 240B, f5f4f0



# COLOR SWATCHES

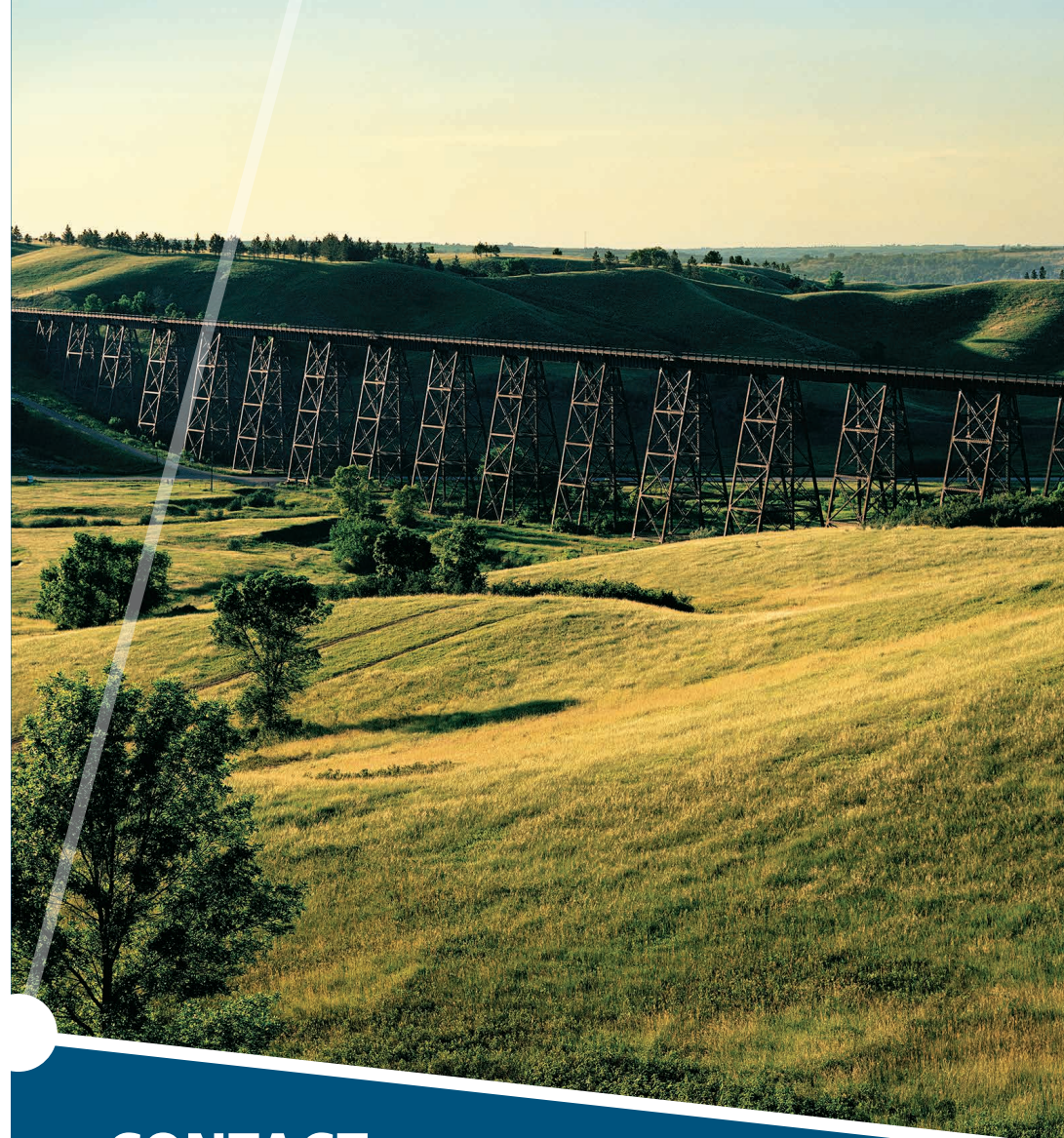
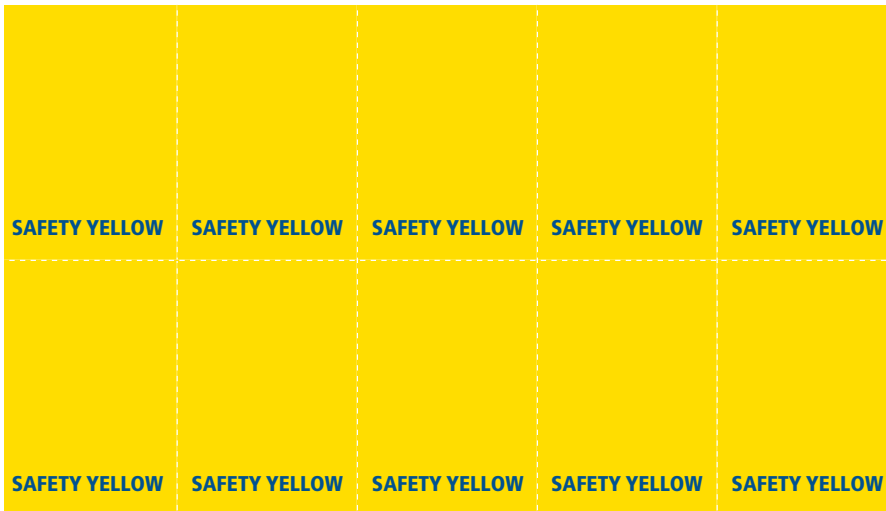
## GOLDEN YELLOW 7408

PMS 7408 C, 0C 22M 100Y 0K, 255R 199G 9B, ffc709



## SAFETY YELLOW 109

PMS 109 C, 0C 10M 100Y 0K, 255R 221G 0B, ffd00



## CONTACT

The Marketing Department Brand Management Team is available to assist with specifications for all applications of Amtrak® logos and service marks. Additional resources and guides are available on the Amtrak intranet under Library>Branding. Third-party use of an Amtrak brand must be vetted by the Brand Management Team. Please contact:

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