



A moving brand

Technical brand guidelines

From our timeless logo to our motion-inspired graphic platform, here are 10 essentials to help keep our brand on track in your daily communications.

– VIA Rail's Brand & Go-to-Market team

love the way™



— Our brand

Logo

1



Simply timeless

An instantly recognizable classic, our logo evokes friendliness, reliability and safety. The slanted VIA lettering suggests the motion of rail travel. The flag and red maple leaf proudly convey that we’re a Crown corporation.

What to know



— Protection space

The logo should stand out in any page layout. The space around the logo must be equal to or greater than the width of the vertical part of the V in the VIA symbol.



— Minimum size

For optimal readability, the logo should never be smaller than one inch (2.5 cm).



Positive colour version



Black monochrome version



Reverse colour version



White monochrome version



Trademark symbol version



Trademark symbol version

— Application on light backgrounds

The colour version of the logo must be used whenever the background is white or very pale.

Here are the two versions available for use on light backgrounds.

— Application on dark backgrounds

The logo can also be used on a dark background with the VIA symbol in yellow, the VIA Rail name in white, and the maple leaf and Canadian flag in red.

Here are the two versions available for use on dark backgrounds.

— Trademark symbol

The trademark symbol, TM (or the French equivalent, MC), is used to assert our trademark rights regarding the VIA Rail logo. It isn't necessary to add the symbol every time the logo appears in a given print or electronic communication, provided it appears with the logo at least once, and preferably the first time the logo is displayed. It isn't necessary to include the TM (or the French equivalent, MC) in small formats such as online banners.

The use of the TM symbol is accompanied by the legal text (except in most digital formats):

™Trademark owned by VIA Rail Canada Inc.
OR
The VIA Rail logo is a trademark owned by VIA Rail Canada Inc.

— Our colours

Reproducing these colours precisely is essential to the uniformity of our logo across all communications—which is what makes VIA communications instantly recognizable.

The following formulas cover most print and digital applications.

VIA RAIL YELLOW			
PANTONE 123 C / 115 U			
C: 0	R: 255	HTML:	
M: 24	G: 204	#FFCC00	
Y: 94	B: 0		
K: 0			

VIA RAIL RED		
PANTONE 032 C / 032 U		
C: 0	R: 255	HTML:
M: 90	G: 0	#FF0000
Y: 86	B: 0	
K: 0		

What to avoid



Never try to recreate the VIA Rail logo. Always use one of the digital versions found [here](#).



Never modify or remove any elements of the VIA Rail logo.



Never change the colour of the elements that make up the VIA Rail logo.



Never apply the logo on textures, patterns, colours or parts of photos that would reduce its visibility. The environment in which the logo is positioned must always be taken into account.



Certain logos have been created to be more impactful on light or dark backgrounds. Always consider the effectiveness of the version that you choose. There's a logo suited to each environment.



Never place an obvious drop shadow under the VIA Rail logo to improve its visibility. Use a soft shadow only.



— Our brand

Signature

2

love the way™

It says it all

Our signature says exactly who we are and how we do things. It also acts as an invitation to explore Canada by train and love every moment.

What to know



In both languages

The brand signature exists in both official languages, to be used depending on the context.



Background

Some versions are meant for use against light backgrounds, and others dark backgrounds. It's all a matter of readability.



Positioning

The signature always appears to the left of the VIA Rail logo.



Lowercase

The “love the way” signature is always written in lowercase, with no capital L and no period.



Various formats

Always use one of the digital versions of the signature.

Several of them are available in AI (CMYK an RGB) formats, and in PNG and JPG (RGB) formats:

[Without trademark](#)

[With trademark](#)

What to avoid



Never try to recreate the brand signature.



Never modify or remove any elements of the signature.



Never change the colour of the elements that make up the signature.



Don't convert the colour signature to greyscale. Use only the 100% black or 100% colour version.



Don't use the signature on its own. It should always appear with the logo.

— Colour version

love the way™



la voie qu'on aime™



love the way™



la voie qu'on aime™



— Monochrome version

love the way™



la voie qu'on aime™



love the way™



la voie qu'on aime™



~~love the way~~



love the way



VIA Rail Canada ~~love the way~~

~~love the way~~



~~love the way~~



— Our brand

Brand mark

3



A key element

Our mark is a key graphic element of our brand, but not a standalone replacement for our logo. It gives us a dynamic, bold, clean, and consistent visual identifier in our communications.

What to know



Two positions

When the mark is used as a graphic element, it can be positioned in two possible ways: at the top or at the bottom of the layout.



Two colours

The mark is available in two colours: VIA Rail Yellow and Arctic White.



One size

The mark always takes up the full width of the communications piece. This consistent application makes it instantly recognizable.



Never alone

The mark is never used in place of the logo, which must appear on all VIA Rail communications.



85%

For best results, the mark can be used on images with no transparency (100% opacity) or low transparency (85% opacity).



Various formats

Always use one of the digital marks. Several of them are available [here](#), in AI (CMYK and RGB) formats, and in PNG and JPG (RGB) formats.



What to avoid



Never position the mark anywhere other than the top or bottom of the communications piece.



Only apply the mark in horizontal orientation.



Avoid cropping, reframing or resizing the mark. It must be used in its entirety.



The only two colours allowed are VIA Rail Yellow and Arctic White. Never alter the mark's colour.



If text overlaps the mark, make sure it doesn't interfere with readability.



— Our brand

Colours

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Life in yellow

Yellow brings “love the way” to life. Our entire colour palette makes us feel friendly, approachable and inclusive.

What to know



VIA Rail Yellow

This yellow is one of the elements that best identifies our brand. There should be a significant amount of it in all our communications.



Warm shades

Our colour palette is warm and welcoming, just like we are.



Pastel colours

Our secondary palette of four pastel shades was specifically designed to be used as background colours for our communications pieces, as it makes the text pop.



Red

Red should only be used in the official logo.

— Corporate colours

VIA RAIL YELLOW C: 0 M: 24 Y: 94 K: 00 R: 255 G: 204 B: 0 HTML: #FFCC00 PANTONE 123 C 115 U	ARCTIC WHITE C: 00 M: 00 Y: 00 K: 00 R: 255 G: 255 B: 255 HTML: #FFFFFF BLANC	BLACK C: 00 M: 00 Y: 00 K: 100 R: 00 G: 00 B: 00 HTML: #000000 PANTONE BLACK	CHARCOAL C: 41 M: 28 Y: 22 K: 70 R: 75 G: 79 B: 84 HTML: #4B4F54 PANTONE 7540	VIA RAIL RED C: 00 M: 90 Y: 86 K: 0 R: 255 G: 00 B: 00 HTML: #FF0000 PANTONE RED 032 C
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— Background colours

TINTED WINDOW C: 02 M: 04 Y: 06 K: 00 R: 245 G: 240 B: 234 HTML: #F5F0EA PANTONE PASTEL 9224 50%	COMFY WHITE C: 01 M: 01 Y: 03 K: 00 R: 253 G: 247 B: 217 HTML: #FDF7D9 PANTONE 7699 70%	ROSY CHEEKS C: 00 M: 06 Y: 03 K: 03 R: 246 G: 233 B: 230 HTML: #F6E9E6 PANTONE 7604 70%	COOL GREY C: 07 M: 06 Y: 08 K: 0 R: 231 G: 228 B: 222 HTML: #E7E4DE PANTONE 9081 C / 9080 U 60%
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— Accent colours

BRIGHT YELLOW C: 00 M: 00 Y: 92 K: 00 R: 251 G: 225 B: 34 HTML: #FBE122 PANTONE 107 100%	½ BRIGHT YELLOW C: 00 M: 00 Y: 46 K: 00 R: 255 G: 248 B: 161 HTML: #FFF8A1 PANTONE 107 50%	ORANGE C: 00 M: 65 Y: 100 K: 00 R: 254 G: 80 B: 0 HTML: #FE5000 PANTONE 021
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What to avoid



Don't introduce colours other than the ones found in our primary and secondary palettes.



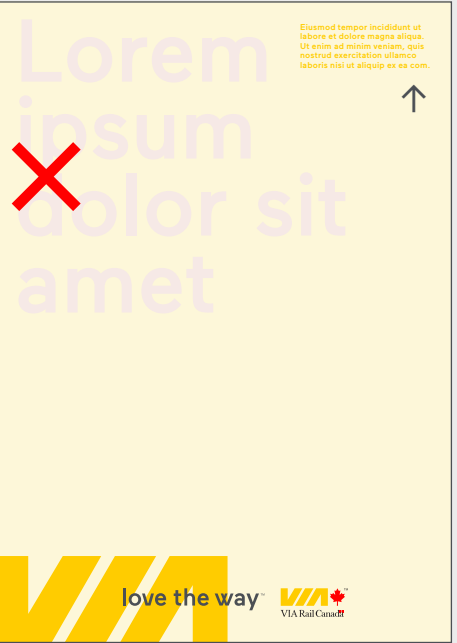
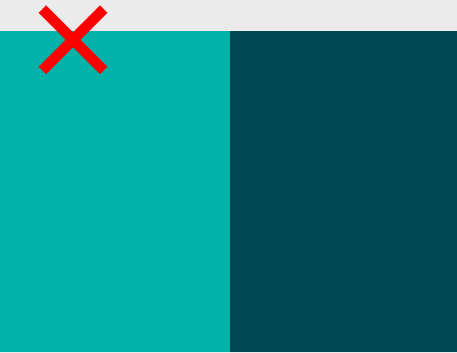
Red is one of the colours found in our logo, but it's not part of VIA Rail's brand expression. Remember, we see life through yellow-coloured glasses.



The four shades of our pastel colour palette don't create enough contrast to be used for anything other than backgrounds for our communications pieces. Never use them for text of any kind.



Although two shades of turquoise are still visible on our trains, they're no longer part of our communications colour palette and should never be used.



— Our brand

Typography

5

A B C

Our type of love

Created just for us, Maax VIA gives our type and headlines just a little more love. Note that our copy is always left-aligned to look its very best.

What to know



A font that’s all our own

The character font to use is Maax VIA, which was created specifically for VIA Rail. Download it [here](#).



Maax VIA

Use of this font is restricted to VIA Rail materials only.



Lowercase

Our brand, like us, is approachable and inviting. That’s why titles and text should be written in lowercase rather than using capitals.



Left-aligned

When it comes to page layout, titles and text blocks should be left-aligned.



Titles

Maax VIA Medium
Capitals/lower-case
Line spacing:
94% of the point size
Tracking: 0



Body copy level 1

Maax VIA Medium
Capitals/lower-case
Line spacing:
112% of the point size
Tracking: 0

— Brand

Maax VIA family
abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
0123456789!?\$

— Substitution

Arial family
abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
0123456789!?\$



What to avoid



Titles and text should never appear in all caps.



Always aim for accessibility when creating VIA Rail communications. Page layout issues and lack of contrast affect readability.



Never position a title or its accompanying text over elements that will make them difficult to read, such as patterns or textures.



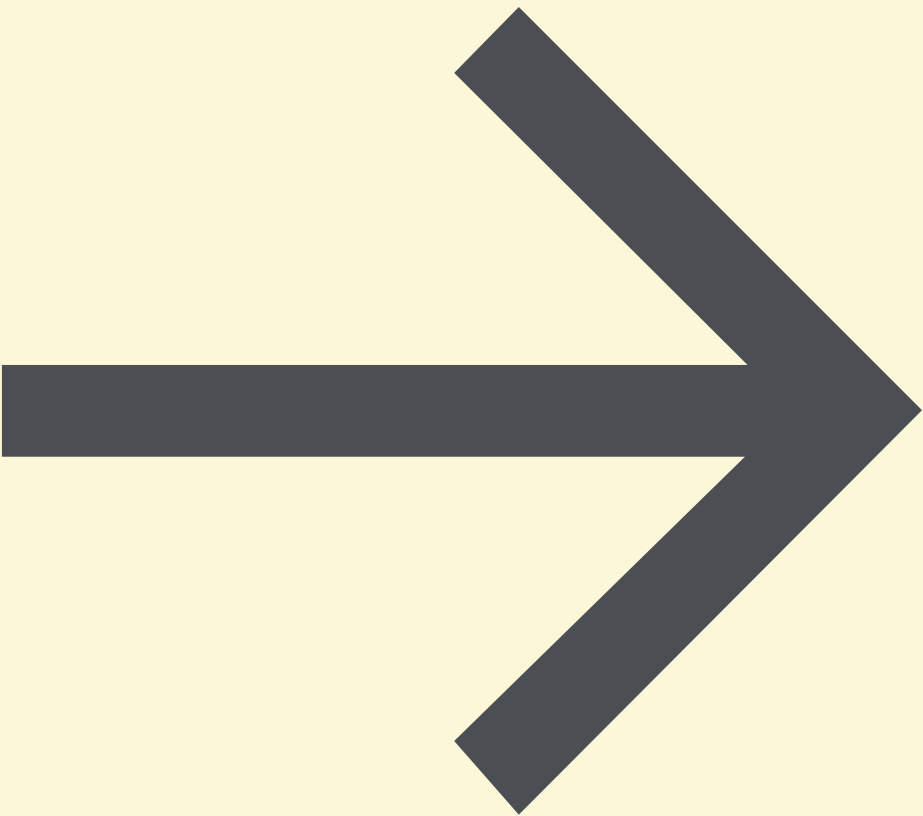
Don’t introduce new character fonts, especially serif fonts. If you don’t have access to the VIA Maax font, the Arial font family is an acceptable solution.



— Our brand

Symbols and icons

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Movement-inspired

As part of our movement-based language, we’ve designed a unique set of typographic elements to capture people’s attention.

What to know



Lines and contours

Our symbols and icons are designed to be functional and are based on lines and contours. They need to be very descriptive for optimal performance.



Keep it simple

When it comes to our symbols and icons, the simpler the better. Avoid any notion of size or perspective (width or depth).



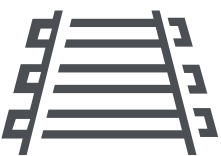
One colour

For best results, opt for monochrome icons (black, grey or white). Function is more important than form.



Modern style

A simple, modern design is preferable to one that’s heavy and traditional or common.



What to avoid



Don't use clipart-type images taken from image banks.



Avoid anything that's overdrawn, bordering on sign language, or too image-based. The aim should be to represent rather than illustrate.



Opt for contour lines over icons, symbols and geometric shapes.



When it comes to symbols and icons, it's best to stay away from graphic styles that resemble drawings or cartoons, or that use bright colours or a variety of colours. It's all about simplicity!



— Our brand

Imagery

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A mirror of us

Our imagery is a reflection of our customers and employees. It helps us convey our values and says we are a modern, open and caring company.

What to know



Modern

Our brand is modern and authentic. Our goal is to depict little slices of life in every image. Favour original photography over stock photos. You'll find original photos on our [Extranet](#).



Optimism

Optimism, energy, collaboration and human nature are the elements that should shine through our imagery.



Yellow

Yellow is an important asset for our brand recognition. Warm colours and yellow elements are strongly encouraged in our imagery.



Illustrations

When we talk about imagery, we quite often mean photos, but illustrations and 3D renderings can also be useful. Just be sure to apply the same rules.



Diversity

Our imagery should always reflect diversity. Its richness must be celebrated and stereotypes are to be avoided.



What to avoid



We like yellow... but we shouldn't overdo it. The objective is to find accents of yellow and not to drown the image in an ocean of yellow.



Although red is included in the VIA Rail colour palette, its use should be limited to the maple leaf in the logo.



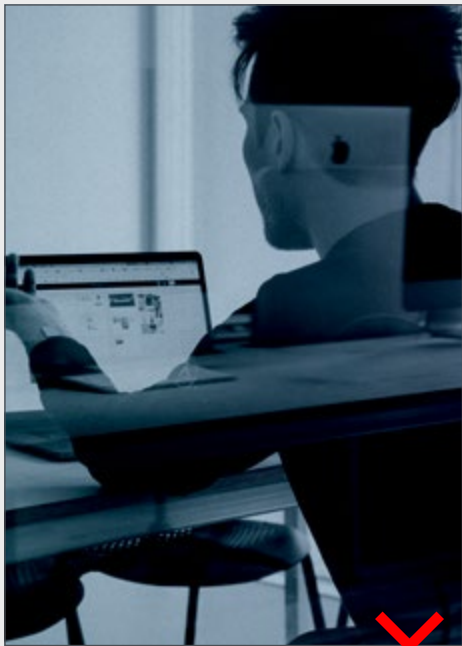
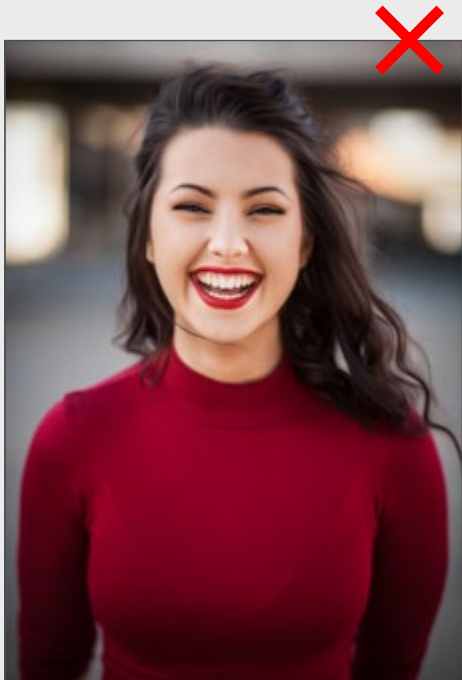
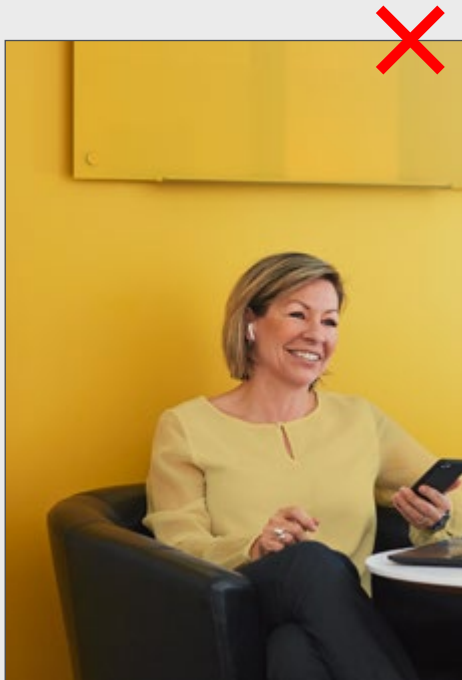
When employees are shown, special attention must be paid to ensure that uniforms are impeccable (name tag on the correct side, accessories, etc.). The current VIA Rail dress code must be followed to the letter (no old uniforms).



A colour spectrum that's too blue, too cold or too clinical isn't part of our brand expression.



Make sure that employee photos taken in maintenance centres and on platforms respect all health and safety guidelines.



— Our brand

Official languages

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Thanks!

Merci!

We are proud to serve all Canadians equally. That means we place equal importance on both our official languages.

What to know



Requirement

As a Crown corporation, VIA Rail is required to use both official languages in its communications.



On equal terms

When a communication includes text in both French and English, the two languages must be of equal size, regardless of region.



Regional context

In a market that's primarily Anglophone, the English text must appear before the French text, and vice versa when the market is primarily Francophone.



Bilingual signatures

There's a bilingual signature for primarily Anglophone markets and one for primarily Francophone markets.



Faithful adaptation

In bilingual texts, the adaptation in the second language must reflect the original as faithfully as possible (content, presentation, length, etc.), as long as the logic of each language is respected.

What to avoid



In bilingual communications, never make one language stand out more than the other. One language should never dominate the other in terms of size or importance.

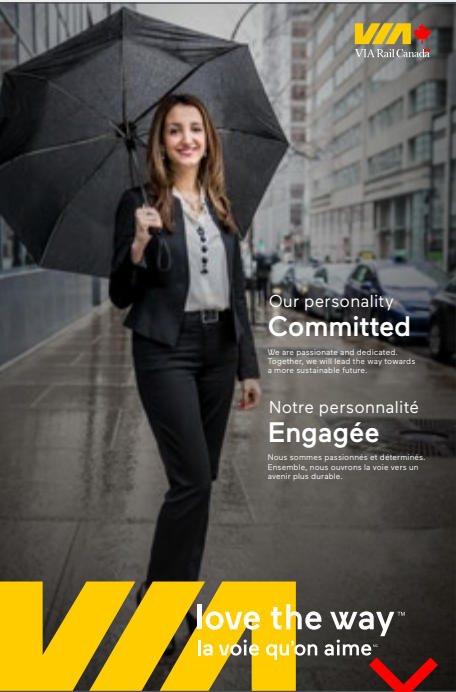


Don't use a bilingual signature in a unilingual communication, or vice versa. Pay attention to the order of the languages in the signature as well.



Although a translation should reflect the original text, some adaptation may be required in certain circumstances, as a good translation is always favoured over a literal one. Avoid using machine translation tools at all times.

love the way™
la voie qu'on aime™



— Our brand

Secondary logos

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One big family

Even our extended family should look, feel and sound just like “love the way.” All our logos deserve the same care and attention to detail.

What to know



Digital version

For logos, products, services, and secondary programs, always use a digital version for the best rendering and the greatest accuracy.



Ask us

Each sub-brand has its own ecosystem and expression. When in doubt, feel free to reach out to us—we’re here to help!



Meticulousness

Logos should not be created for every occasion, initiative or product. This is the responsibility of the Communications and Marketing department. Talk to us about your needs.



Multiple logos

There are many logos available in the VIA Rail ecosystem. Reach out to us to find what you need.

— VIA Préférence logo
Vertical



— VIA Préférence logo
Horizontal



— *The Ocean* logo
On light backgrounds



— *The Canadian* logo
On light backgrounds



What to avoid



Never recreate any of the existing logos. Always use one of the digital versions available here:

[VIA Préférence](#)

[The Ocean](#)

[The Canadian](#)



Each sub-brand logo exists in different versions. Please reach out to us when in doubt.

— Our brand

Copy and tone

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Love the words

Our written words reflect our spirit. They’re inspiring, inclusive, adventurous and unafraid of some fun. We speak like real travellers on a mission to ensure everyone loves every moment of the way.

How we talk

Our tone of voice defines how our brand speaks and interacts with our passengers.

Inspiring

We are driven by what’s ahead. We believe that together, we can make a difference. We are full of energy and enthusiasm. Our desire to move forward is contagious.

Clever and witty

Perceptive and quick-witted, we’re solution-driven. We rely on common sense and good judgement.

Authentic

Real people, real places, real ideas. We understand the needs of our passengers. We like to keep things simple. We are heartfelt and genuine. It’s honestly as simple as that.

Friendly and inclusive

We’re warm, welcoming, and kind-hearted. Likeable and friendly, but never overly familiar. At our best, people will smile and chuckle with our insightful, witty, and clever take on life.

Who we’re talking to matters

When we talk, we want everything we say to sound like it comes from the same person. That doesn’t mean it has to be identical (you don’t talk to your dad the same way you talk to your sister, friend or boss), but it should all sound like us.

Global copy goals

1. Inspiring yet realistic
2. Clever but not elitist
3. Friendly but not chummy

Advertising copy goals

1. Inspiring but down-to-earth and approachable
2. Witty but not sarcastic
3. Friendly, inclusive, and approachable but not overly familiar
4. In-the-know and understanding, but no inside jokes
5. We have conversations with our passengers, about our passengers

One-to-one communications copy goals

1. We have conversations with our passengers, about our passengers
2. We have a proximity to our passengers, but we’re not too familiar
3. Friendly and approachable but not overly intimate
4. Inspiring yet realistic
5. Clever but not elitist

Corporate copy goals

1. Professional but not stuffy
2. Ambitious but not smug
3. To the point but not witty
4. Corporate but approachable
5. We speak about VIA Rail’s impact on the Canadian journey
6. We listen to Canadians in our effort to be constantly improving

Internal copy goals

1. Authentic and inclusive
2. Inspiring yet realistic
3. Professional but not stuffy
4. To the point, but not witty

**After 10 pages of theory,
it's time to put things into
practice. Here are the
hyperlinks you'll need to
work independently.**

**When in doubt, feel free to
reach out to us—we're here
to help!**

– The Brand & Go-to-Market team

[VIA Rail Canada logos](#)

[LTW signature \(without trademark\)](#)

[LTW signature \(with trademark\)](#)

[Brand mark](#)

[Maax VIA font](#)

[Photo bank \(Extranet\)](#)

[VIA Préférence logo](#)

[The Ocean logo](#)

[The Canadian logo](#)

love the way™

