BRAND GUIDELINES (BRANDBOOK) FOR JSC UTLC ERA. PUBLIC VERSION

UTLC

Eurasian
Rail Alliance

Version 1.0

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CORPORATE IDENTITY FUNDAMENTALS

Consistent visual communication is essential for building a strong, distinctive brand identity.

The UTLC ERA brand identity relies on a set of carefully defined elements and techniques, each with specific usage guidelines.

Please review this manual thoroughly to ensure you understand and comply with the brand identity guidelines.

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BASIC ELEMENTS OF CORPORATE IDENTITY

Logo

UTLC

Eurasian Rail Alliance

Color

Typography

TT Hoves Pro

Corporate graphics

Photo style

LOGO

A logo serves as a company's primary visual identifier, reinforcing brand perception and fostering recognition among the target audience.

To ensure a cohesive brand presence and enhance communication effectiveness, it is important to adhere to the guidelines outlined in this section.

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MASTER LOGO

The master logo design features a stylized typographic representation of the company name in English, complemented by a descriptor.

The arrangement and sizing of the logo elements are fixed and should not be altered. Never attempt to reproduce the logo yourself, always use the original file.

01_constant / logo

OPTIONAL VERSION OF THE LOGO

The optional version of the logo omits the descriptor text. This version is typically used for informal applications, such as on souvenir products or in cases where the available space is too limited to accommodate the logo and descriptor legibly.

The arrangement and sizing of the logo elements are fixed and should not be altered. Never attempt to reproduce the logo yourself, always use the original file.

01_constant / logo

PROTECTED AREA AND MINIMUM SIZE

To ensure logo readability, maintain a protected area around it. No graphics or objects must penetrate this area.

The protected area for all logos is half the x-height of the letter T in the company name.

Minimum logo size:

110 px, 20 mm

UTLC
Eurasian
Rail Alliance

60 px, 15 mm

UTLC

LOGO IN RUSSIAN

The logo in Russian is used when legal or other restrictions prevent the use of the master logo.

Master logo

Optional logo

01_constant / logo

The arrangement and sizing of the logo elements are fixed and should not be altered. Never attempt to reproduce the logo yourself, always use the original file.

PROTECTED AREA AND THE MINIMUM SIZE OF THE RUSSIAN VERSION OF THE LOGO

To ensure logo readability, maintain a protected area around it. No graphics or objects must penetrate this area.

The protected area for all logos is half the x-height of the “T” in the company name.

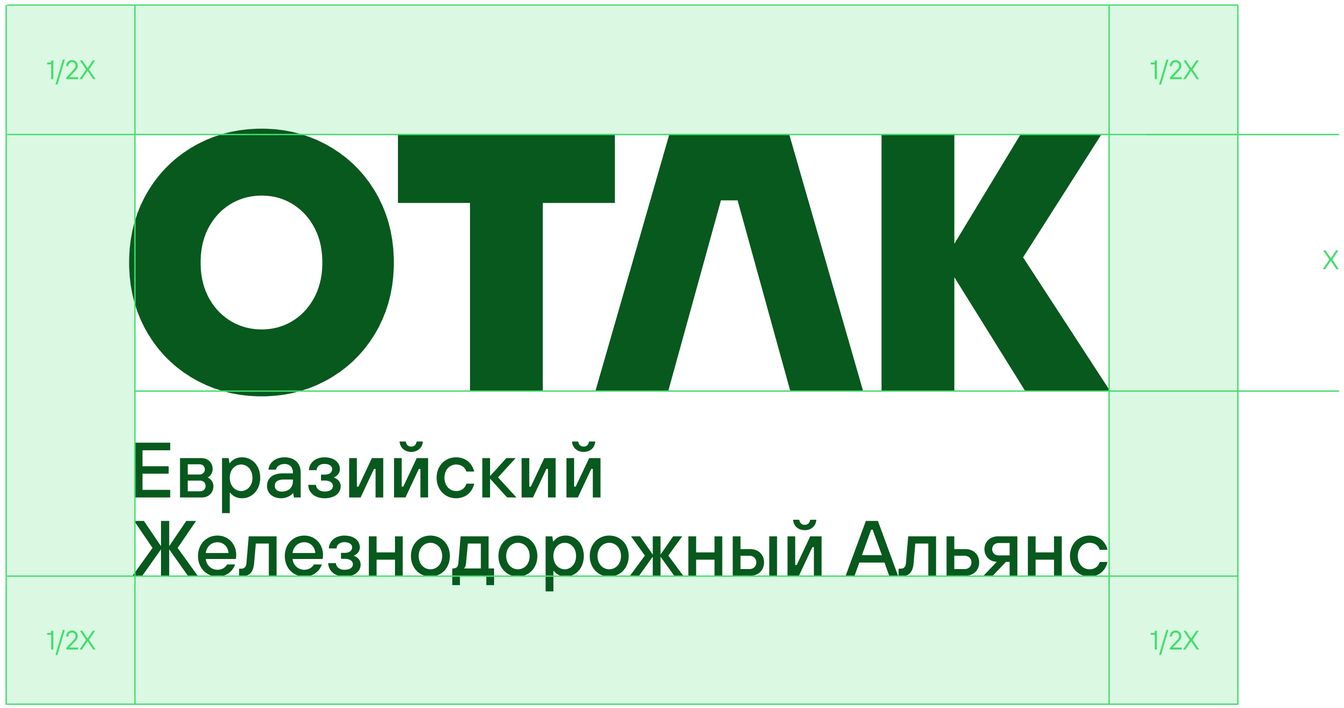
Minimum logo size:

110 px, 20 mm

ОТЛК
Евразийский
Железнодорожный Альянс

60 px, 15 mm

ОТЛК



USING LOGO IN COLOR

The logo comes in two versions:

1. The logo on color. Only for use on a white background.
2. The logo in white.
   It is used on the company's color palette and contrasting photo images.

Make sure there is enough contrast between all elements of the logo and the background color of the photo image.

Brand-controlled layouts prohibit using non-corporate colors as the logo background.

UTLC
Eurasian
Rail Alliance

The logo in black is the technical version.
This is used only for single-ink printing.

UTLC
Eurasian
Rail Alliance

UTLC Green

UTLC
Eurasian
Rail Alliance

UTLC Light green

UTLC
Eurasian
Rail Alliance

UTLC Mint

UTLC
Eurasian
Rail Alliance

UTLC Gray

UTLC
Eurasian
Rail Alliance

UTLC Black

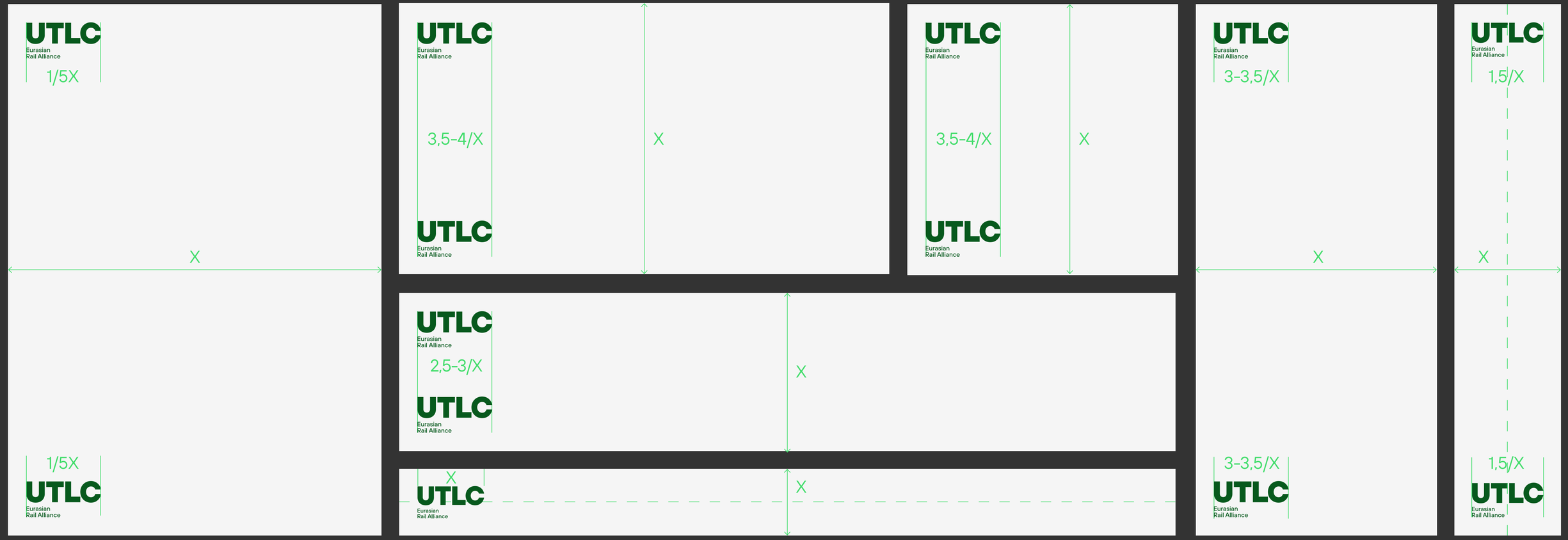
UTLC
Eurasian
Rail Alliance

LOGO.
USAGE RULES

Logos should be positioned in the upper-left or lower corner of media layouts, depending on the composition.

For extremely narrow horizontal layouts, center the logo horizontally on the left side. For extremely narrow layouts, center the logo vertically in either the top or bottom section.

Exceptions to the logo placement are possible if reasonable. For example, on souvenirs or pack shots.



INCORRECT USES

Do not change the proportions of the logo.

Do not alter the layout of the logo elements.

Do not change the corporate color of the logo.

Do not change the typefaces.

Do not allow the use of graphic effects.

Do not apply a contour outline to the logo.

Do not use the logo against a background that does not match the corporate color scheme.

Do not place the logo at an angle.

CORPORATE COLOR PALETTE

The color palette is a key component of the corporate identity system. This additional identifier conveys the brand's emotional aspect.

Consistent use of corporate colors across communication channels is crucial, adhering to CMYK and RGB color models.

Primary and additional colors 15

PRIMARY AND ADDITIONAL COLORS

The primary palette includes six colors: UTLC Green, UTLC Light green, UTLC Mint, UTLC Grey, UTLC Black and White. All corporate colors are used in both corporate graphics and as backgrounds.

UTLC Green, UTLC Light Green, and UTLC Mint are used to highlight headings, subheadings, and a display.

UTLC Green is the brand's primary title color.

UTLC Green

HEX # 07591D
RGB 7 89 29
CMYK 80 15 100 55
PANTONE 7483 C

UTLC Light green

HEX # 008C33
RGB 0 140 51
CMYK 80 5 100 20
PANTONE 348 C

UTLC Mint

HEX # 43DD6C
RGB 67 221 108
CMYK 70 0 80 0
PANTONE 7479 C

UTLC Grey

HEX # C7D8CD
RGB 199 216 205
CMYK 20 10 20 0
PANTONE Cool Gray 2 C

White

HEX # FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PANTONE White C

UTLC Black

HEX # 333333
RGB 51 51 51
CMYK 0 0 0 90
PANTONE Black 7 C

The HEX and RGB color palettes are used in digital media.
The CMYK palette is used for printed products.
The Pantone model is used to accurately represent corporate colors for image-building.

TYPOGRAPHY

Corporate typography creates a cohesive visual identity for a company, highlighting its unique character.

The company uses multiple corporate typefaces, each serving a specific purpose. Typefaces must be used correctly in accordance with the rules to ensure they effectively serve their aesthetic and practical purposes.

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Type hierarchy 18
Additional typefaces. 19

PRIMARY TYPEFACE

TT Hoves Pro is a typeface that covers both Cyrillic and Latin alphabets for all brand visual communications.

TT Hoves Pro DemiBold — For display type and body text following corporate style guidelines.

TT Hoves Pro Medium — For creating titles and subheadings, displays, advertising slogans, and leadings.

TT Hoves Pro Regular — For body text and large volumes of information.

TT Hoves Pro Light — For footnotes, and additional/technical information.

TT Hoves Pro typeface is not used when creating documents in office applications.

Licenses for the use of the typeface can be purchased from the developer.

TYPE HIERARCHY

INTERNATIONAL CARGO SERVICES — 2–2,5X

RAILWAY OPERATOR OF TRANSIT SERVICES BETWEEN CHINA AND EUROPE — X

IMPORT — X

Transportation of goods **from China to Russia and Belarus** through border **Dostyk/Altynkol** — X

550+
TRAINS DEPART MONTHLY

Footnote/Technical information — 0,5–0,8X

The recommended font size ratios shown in the diagram should be observed for all layouts.

Title: TT Hoves Pro Meduim, set in capital letters Size: 2-2.5X, Interlining: 100% of the size, Tracking: 0 (Auto)

Leading: TT Hoves Pro Meduim, set in capital letters Size: X, Interlining: Default (Auto), Tracking: 0 (Auto)

Subheading: TT Hoves Pro Meduim, in full capitals Size: X, Interlining: Default (Auto), Tracking: 0 (Auto)

Typeset text: TT Hoves Pro Regular
Body display font: TT Hoves Pro DemiBold
Size: X, Spacing: Default (Auto), Tracking: 0 (Auto)

Display font: TT Hoves Pro Medium
Size: Proportions are not fixed, Interlining: Default (Auto), Tracking: 0 (Auto)

Footnote/Technical information: TT Hoves Pro Light
Size: 0.5–0.8X, Interlining: Default (Auto), Tracking: 0 (Auto)

ADDITIONAL TYPEFACES

Arial is commonly used in office applications,
corporate forms, and email correspondence.
For typing texts in Cyrillic and Latin.

Arial Bold

For the design of titles and subheadings,
a display and leadings.

Arial Regular

For typing the body text, large amounts
of information and footnotes.

Typeface settings
are set by default.

ADDITIONAL TYPEFACES

To type Chinese on the Windows platform,
use the Microsoft YaHei system font.

Microsoft YaHei Regular

中欧轨道交通服务运营商

To type Chinese text on the macOS platform,
use the Arial Unicode MS system font.

Arial Unicode MS Regular

中欧轨道交通服务运营商

Typeface settings
are set by default.

ADDITIONAL TYPEFACES

The official website for www.utlc.com features Halvar Breitschrift Bold for display fonts and Manrope for its body text (main typesetting font).

HALVAR BREITSCHRIFT BOLD

For the design of titles and subheadings, a display and leadings.

Manrope Regular
Manrope Medium
Manrope Bold

For body text and large volumes of information, footnotes, buttons.

Licenses for the use of the Halvar Breitschrift Bold font can be purchased from the developer.

CORPORATE GRAPHICS

Graphics are a fundamental element of corporate identity.

Corporate graphics metaphorically represent the company's activities and convey unity and cooperation.

This section outlines all possible corporate graphic solutions and their usage guidelines.

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"Route" element 45
Iconography 50

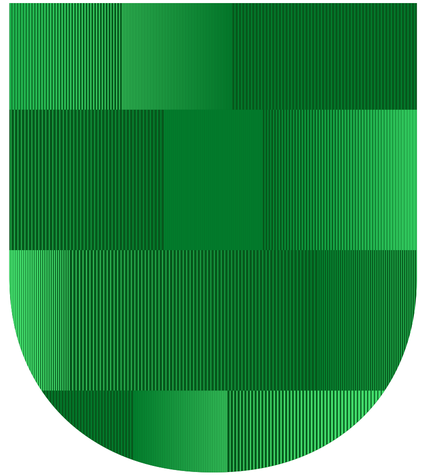
BRANDED MASK. IDEA

A single technological space
A single infrastructural space
A single information space
A shared opportunity space

UNITED

BRANDED MASK. IDEA

The company's primary branding element is a U-shaped mask that visually represents its name, conveying the idea of a unified space, connection, partnership, and joint development.



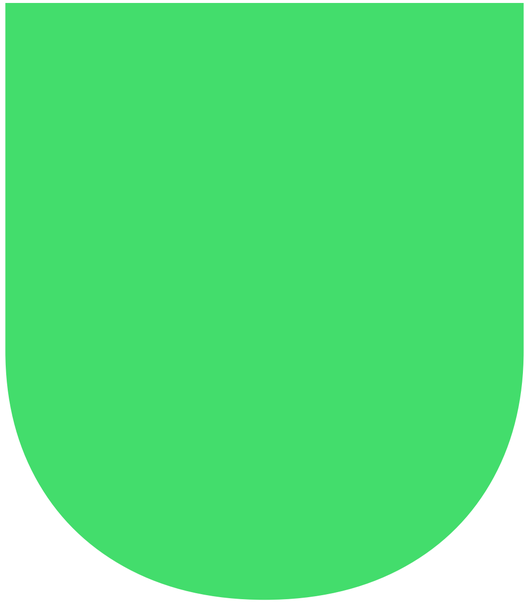
BRANDED MASK. SHAPE

Branded masks come in two types:

1. Open masks (static masks).
   Open masks have fixed proportions that cannot be adjusted.
2. Closed masks (scalable masks).
   These masks offer flexibility, allowing for both vertical and horizontal resizing.

1. Open masks (static masks).

2. Closed masks (scalable masks).



01_constant / graphics / mask

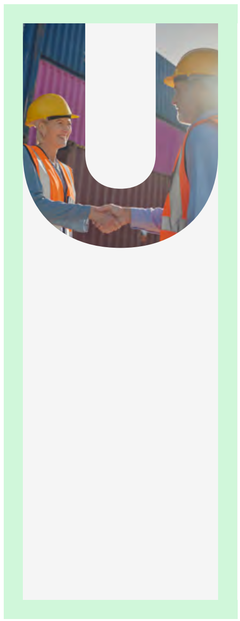
Always use the original mask file; do not attempt to recreate the masks yourself

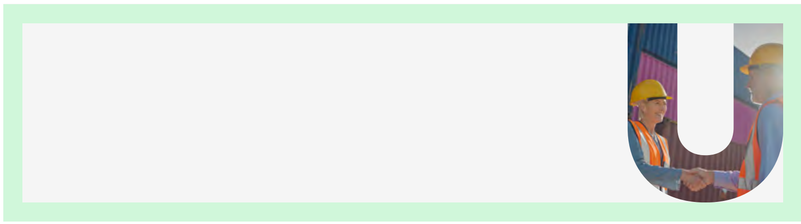
BRANDED MASK. PLACEMENT IN LAYOUTS

The open mask must cover the entire width or height of the layout's working field. Cropping or positioning the mask at the edge of the layout is prohibited.

Typically, the mask is placed at the top or on the right side of the layout. Square layouts are an exception to this rule. In square layouts, the mask is centered within the media.

Exceptions to these guidelines may occur and will be addressed on a case-by-case basis, depending on the specific task requirements. For instance, designing layouts for souvenir products may necessitate variations in mask placement.





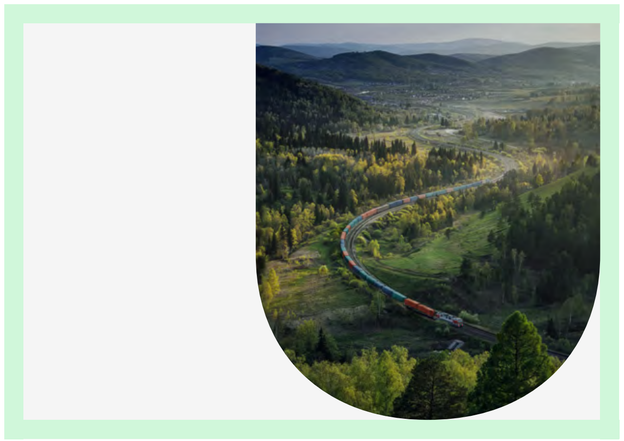
CLOSED MASKS (SCALABLE MASKS). PLACEMENT IN LAYOUTS

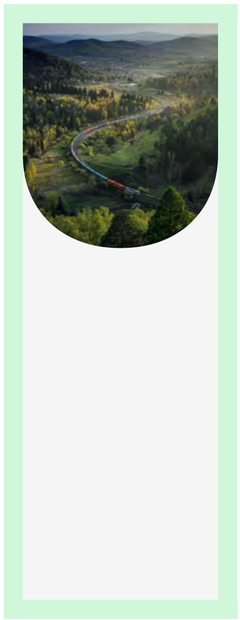
The closed mask must cover the entire width or height of the layout's working field. Cropping or positioning the mask at the edge of the layout is prohibited.

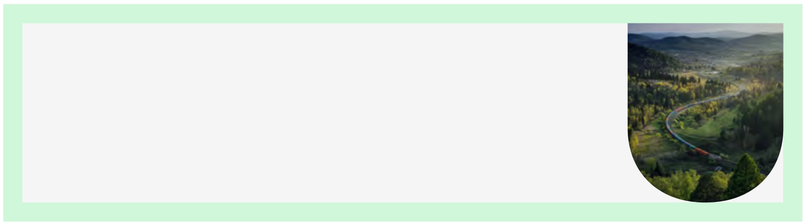
Typically, the mask is placed at the top or on the right side of the layout. Square layouts are an exception to this rule. In square layouts, the mask is centered within the media.

Always use the original file for the closed mask; do not attempt to recreate it.

These rules pertain to masks featuring a branded pattern.



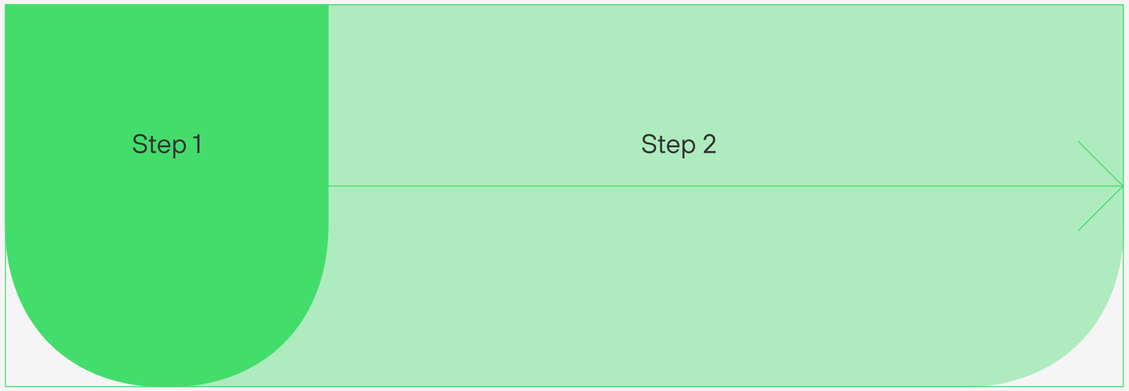




CLOSED MASKS (SCALABLE MASKS). HORIZONTAL MASK DESIGN: MAINTAINING SHAPE WHILE ADJUSTING WIDTH

Guidelines for resizing a horizontal mask while preserving its shape:

Step 1: Align the mask vertically: set the mask's height to match the layout area.
Step 2: Expand the mask horizontally: stretch the mask to fit the layout's width while maintaining corner curvature.



Example

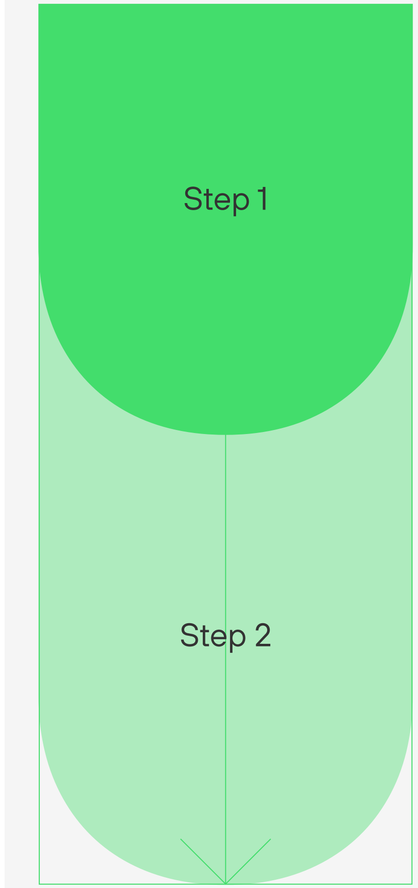
The resized horizontal mask fully covers the layout area, adapting to its dimensions.

CLOSED MASKS (SCALABLE MASKS). VERTICAL MASK DESIGN: MAINTAINING SHAPE WHILE ADJUSTING WIDTH

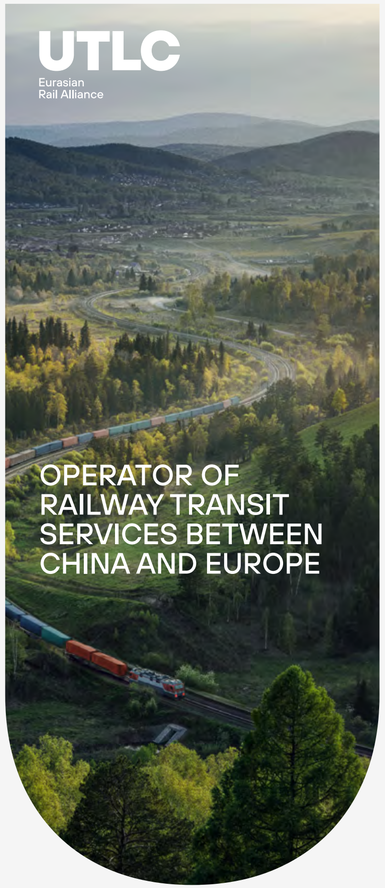
Guidelines for resizing a vertical mask while preserving its shape:

Step 1: Align the mask's top edge with the top of your layout area, matching its full width.

Step 2: Extend the mask downward to either cover the entire height of the layout area, or reach the top of a designated text block, while maintaining corner curvature.



An example with a full-height mask: the mask spans the entire vertical space of the layout area



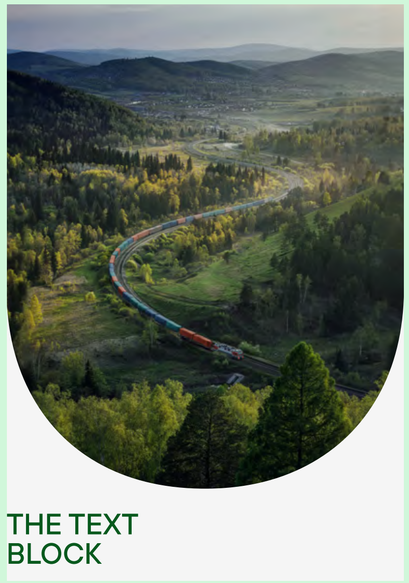
An example with partial-height mask with text block

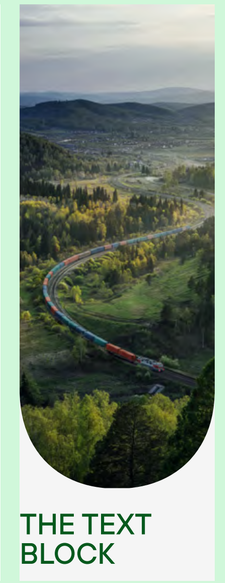
OPERATOR OF
RAILWAY TRANSIT
SERVICES BETWEEN
CHINA AND EUROPE

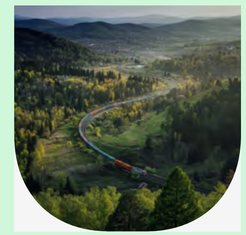
The mask extends partially down the layout, leaving room for a text block below.

CLOSED MASK WITH ADJUSTABLE PROPORTIONS PLACEMENT IN LAYOUTS

A scalable mask covers either the entire layout area or extends to a text block positioned at the bottom of vertical layouts.







CUSTOMIZATION OF BRANDED MASKS

Branded masks can be customized in three distinct ways:

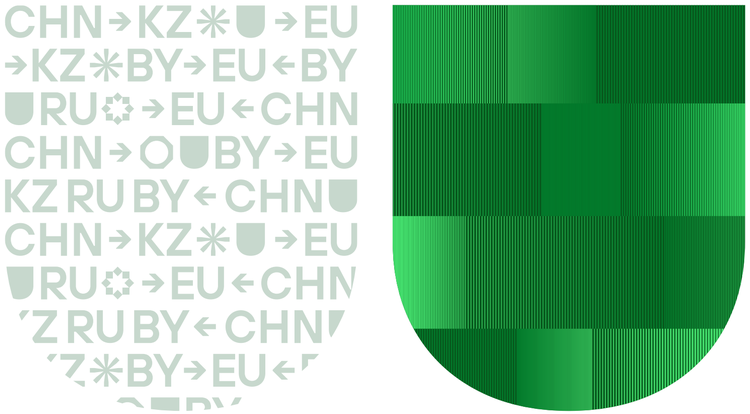
1. Company color fill.

Masks featuring the company color fill should always be paired with the official company logo.

2. Photo image integration.

When incorporating a photo image, ensure that the subject is clearly visible and all essential elements of the image fit within the mask's boundaries.

3. Corporate or thematic pattern application.



Corporate and thematic patterns are exclusively used in closed mask designs.

USING MASKS ON COLOR

When incorporating masks, adhere strictly to the corporate color palette.

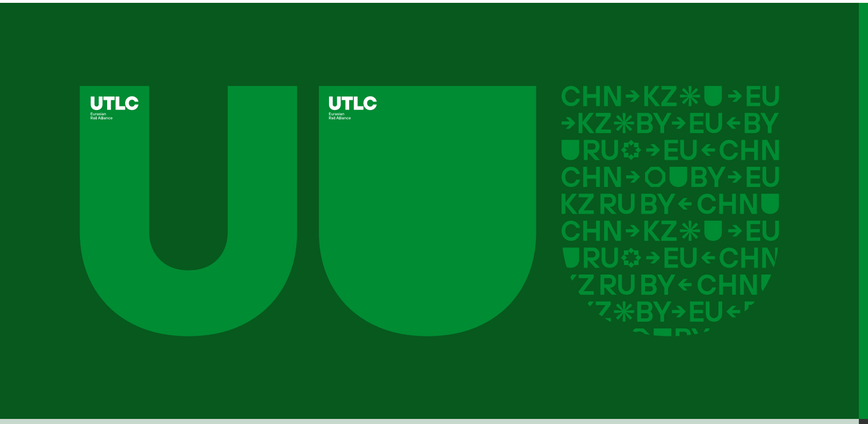
Approved combinations featuring masks with fills and a corporate pattern on a white background:

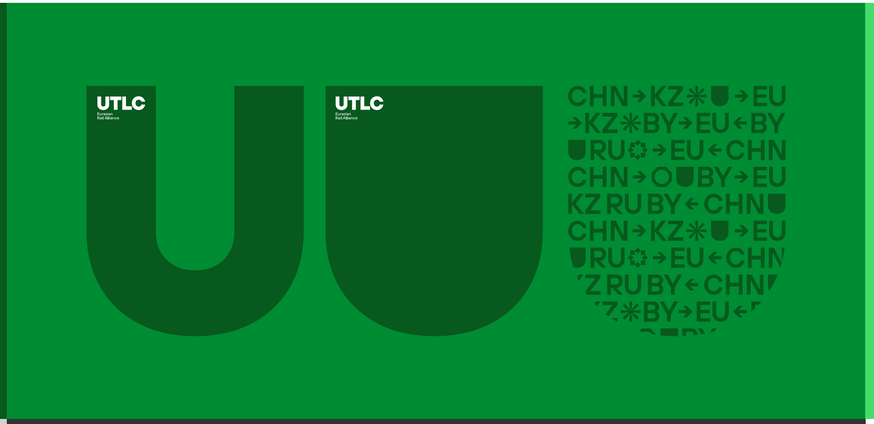
Imagery-based masks are exclusively applied on white backgrounds.

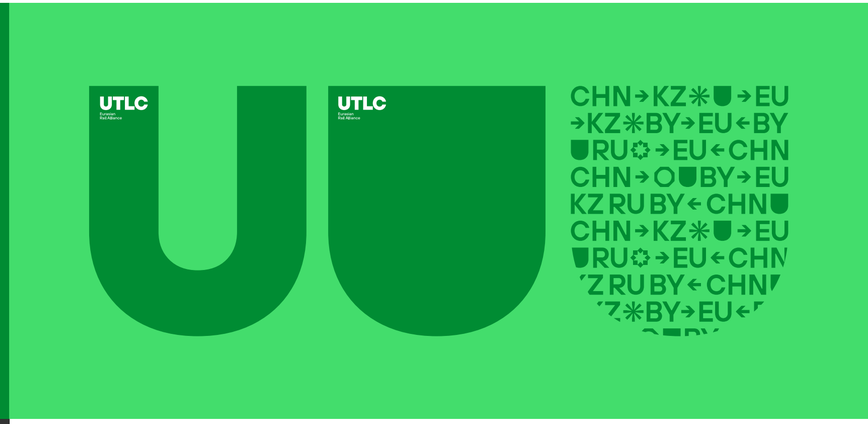
USING MASKS ON COLOR

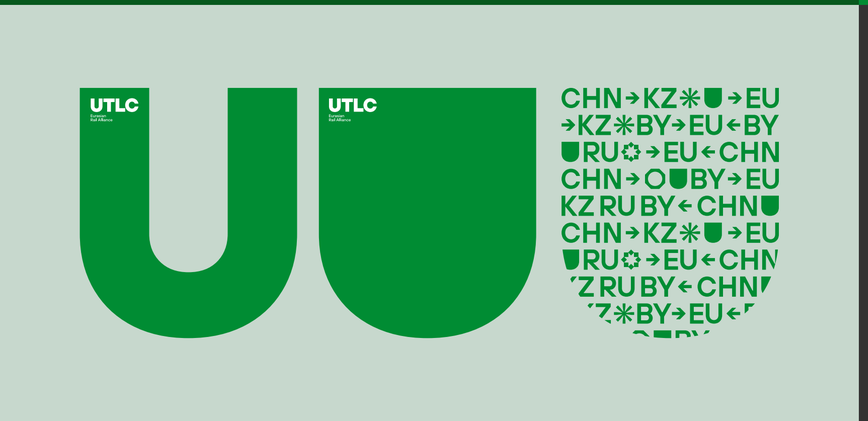
When incorporating masks, adhere strictly to the corporate color palette.

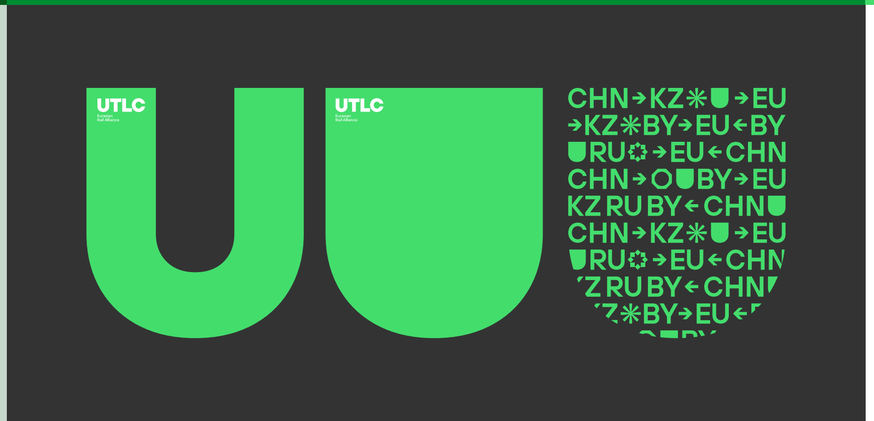
Approved combinations featuring masks with fills and a corporate pattern on a colored background:



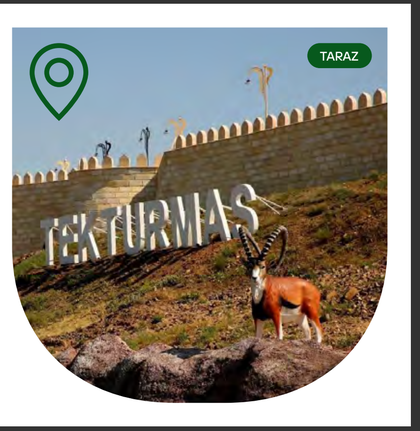








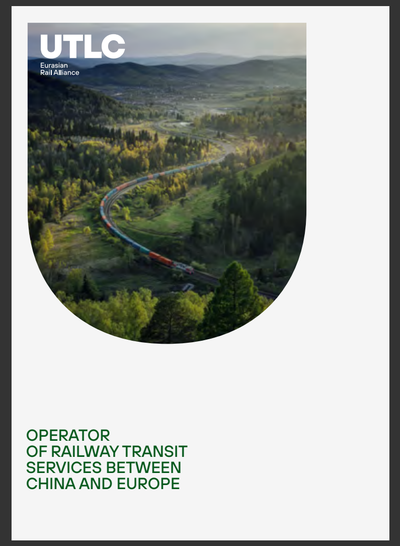
USAGE EXAMPLES



INCORRECT USES

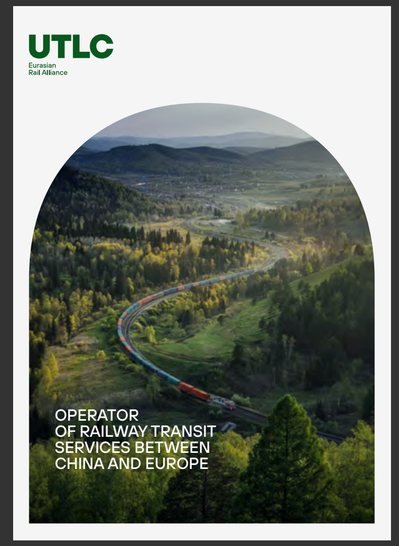
Do not crop masks beyond the format of the media.

Do not use colored backgrounds for masks that overlay photo images.

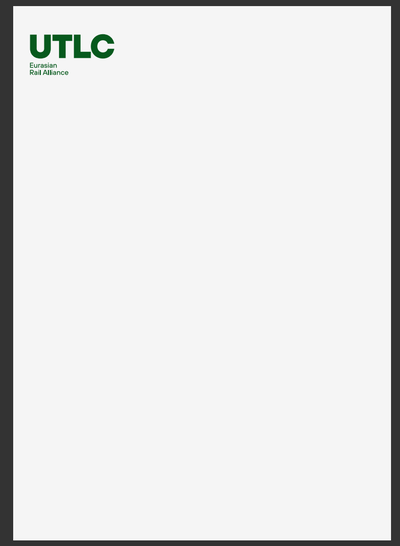


Do not allow masks to fall short of the layout working area width.

Do not modify the original corner radii of the masks.



Do not flip or rotate masks.



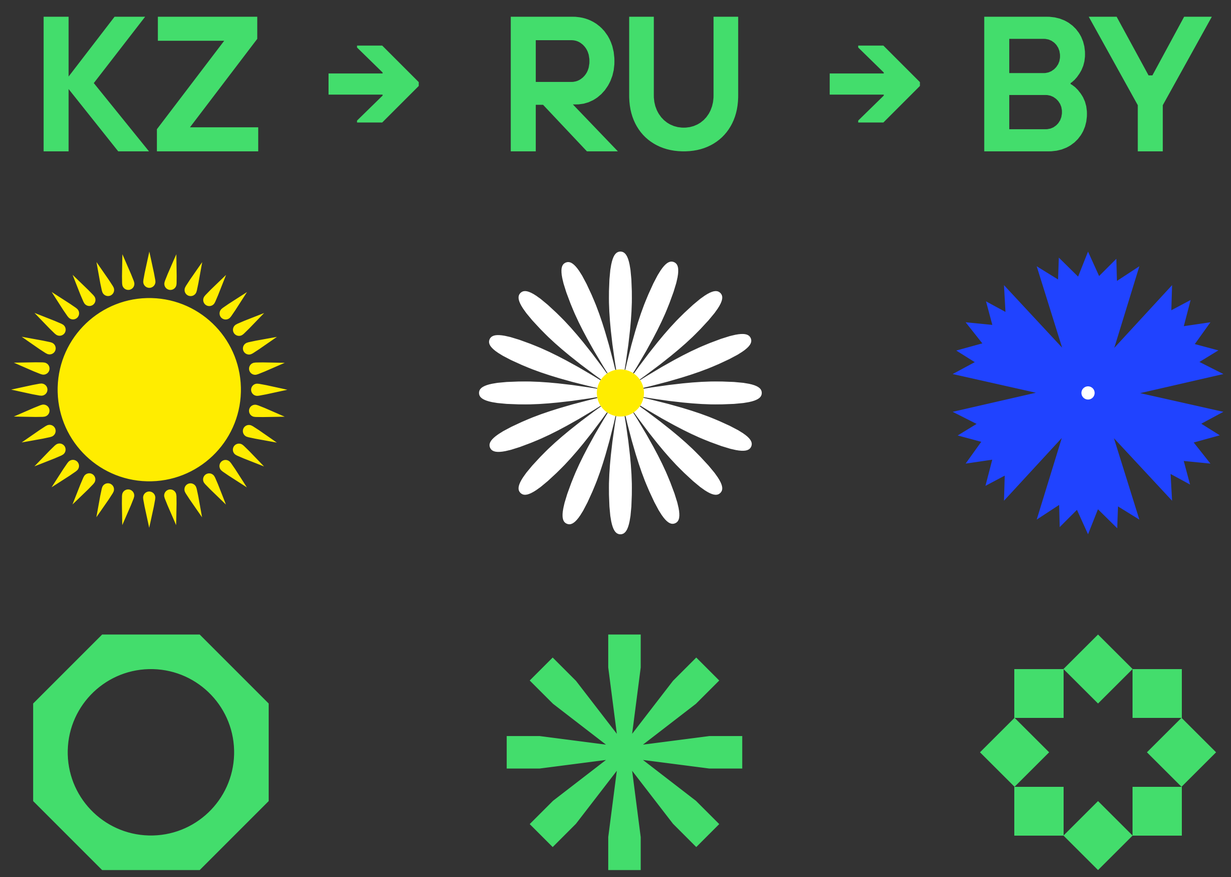
Do not use an open mask for a corporate or thematic patterns.

CORPORATE PATTERN IDEA

The corporate pattern features country letter codes of partner shareholders, arrows indicating routes, and recognizable symbols for these countries.

Various combinations of container-like marking patterns are permitted.

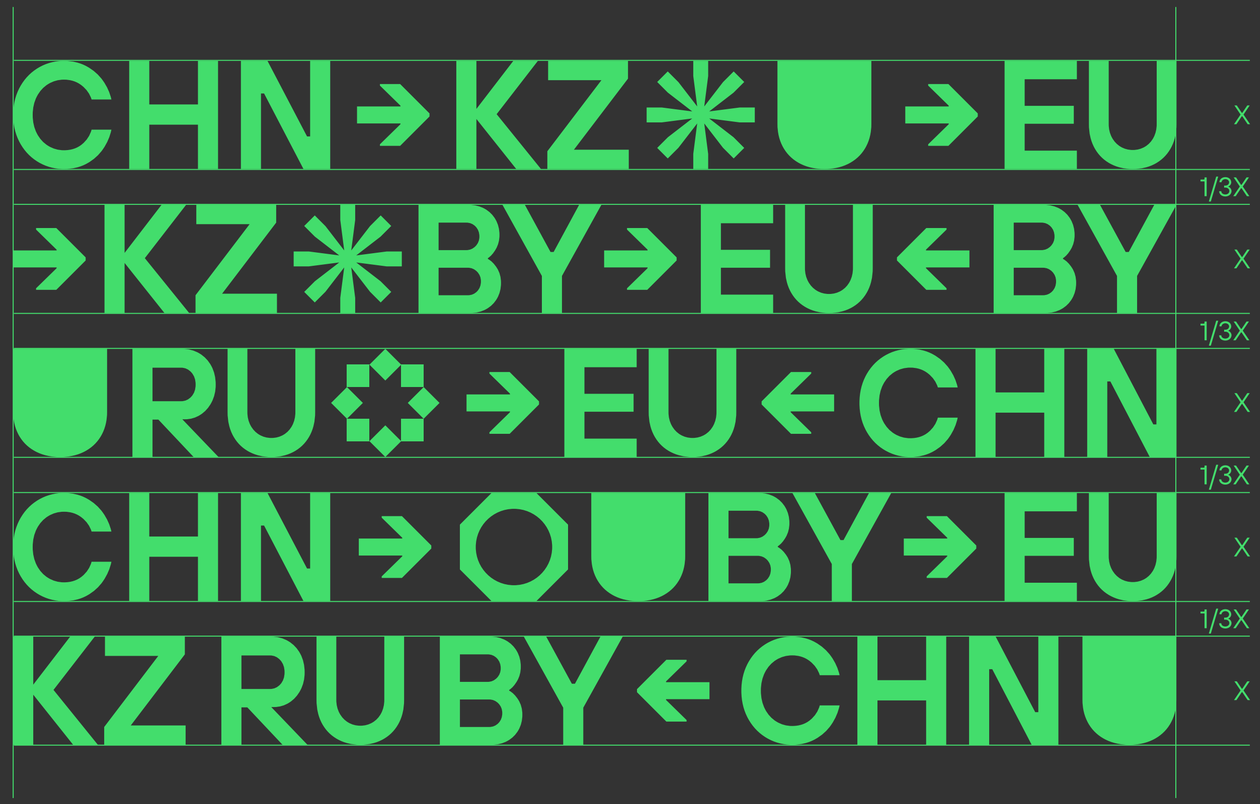
The corporate pattern appears in informal communications, advertising, and informational materials.



THE CORPORATE PATTERN. CONSTRUCTION GUIDELINES

The main element of the pattern consists of five lines of equal width.

Lines are spaced at one-third of the letter height.



01_constant / graphics / pattern

The core structure and proportions of the pattern elements must remain consistent across all applications. Always use the original pattern file; do not attempt to recreate the pattern yourself.

THE CORPORATE PATTERN. CONSTRUCTION GUIDELINES

A single line of text can be added above or below the pattern, depending on the medium's context. The width of the text must match the width of the pattern line.

The text must be positioned above the pattern line with a gap equal to one-third of a pattern letter's height. Limit the text to a maximum of three to four words. Set the text in TT Hoves DemiBold (corporate typeface).

The main element can be reduced to three lines.

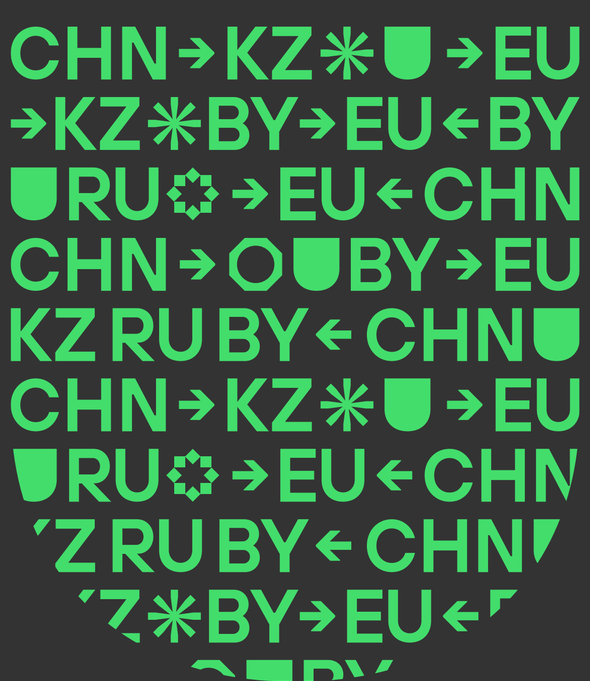
The pattern height can be expanded by duplicating the main element or individual lines.

CORPORATE PATTERN WITHIN THE MASK

There is an additional version of the pattern featuring an embedded corporate closed mask.

Depending on the media context, a single line of text can be added above the pattern.

The text must be positioned above the pattern line with a gap equal to one-third of a pattern letter's height. The text width matches the pattern width.



The core structure and proportions of the pattern elements must remain consistent across all applications. Always use the original pattern file; do not attempt to recreate the pattern yourself.

01_constant / graphics / pattern-mask

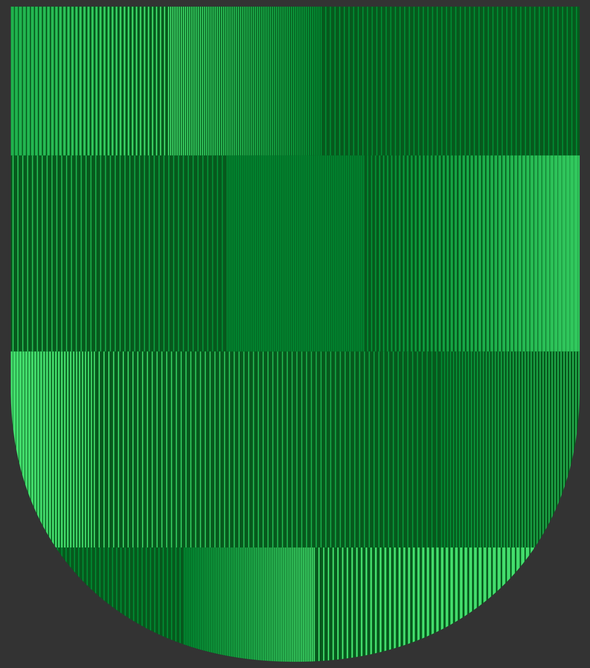
THEMATIC PATTERN

The development of thematic patterns is allowed to illustrate specific company activities or themes. The stylistics of the pattern should reflect the context of the message and not contradict the overall corporate identity of the company.

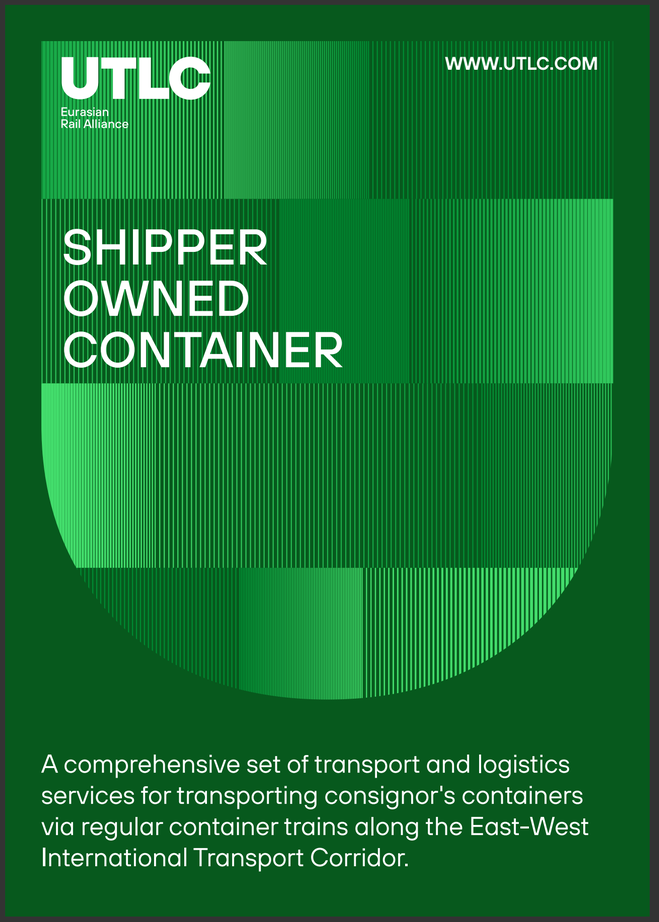
Thematic patterns must be placed only within a closed mask. Corporate colors should be used in the design during development.

The graphical solution of the pattern should not interfere with the readability of the overall mask's shape. Minimalistic solutions using geometric shapes or lines are recommended.

Example of a thematic pattern



Example of a conditional medium



01_constant / graphics / thematic-pattern

USING A PATTERN ON COLOR

Use corporate colors exclusively when implementing the pattern.

Approved combinations featuring patterns on white and colored corporate backgrounds:

THE CORPORATE PATTERN. PLACEMENT ON THE LAYOUT

The pattern spans the entire width or height of the layout's working area. Its specific placement within this area is flexible and depends on the amount of content present.

For guidelines on incorporating the pattern into a mask please refer to the Closed mask chapter. Maintaining proportions in layouts.

USAGE EXAMPLES

UTLC
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CHN→KZ✳BY→EU
→KZ✳BY→EU←BY
RU✿→EU←CHN
CHN→○BY→EU
KZ RU BY←CHN
CHN→KZ✳→EU

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→KZ✳BY→EU←BY
RU✿→EU←CHN
CHN→○BY→EU
KZ RU BY←CHN

Joint Stock Company "United Transport and Logistics Company – Eurasian Rail Alliance"
OGRN 1187746369590, OKPO 28117867,
TIN 9701104646, IRC 997650001

107078, Moscow city, 8 bld 7,
Sadovaya-Chernogryazskaya Street

+7 (495) 995 -95 91
utlc@utlc.com

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Eurasian
Rail Alliance

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- 5-10 November, 2023
- Hall 8.2 / Booth 8.2C5-05
- National Exhibition and Convention Center, № 333
  Xujing Songze Road, Qingpu district, Shanghai, China

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RU✿→EU←CHN
CHN→○BY→EU
KZ RU BY←CHN

ERAI NEWS

BELARUS
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ITS LOGISTICS
IN INTERNATIONAL
TRADE IN SEARCH
OF NEW MARKETS

CHN→KZ✳→EU
→KZ✳BY→EU←BY
RU✿→EU←CHN

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RU✿→EU←CHN

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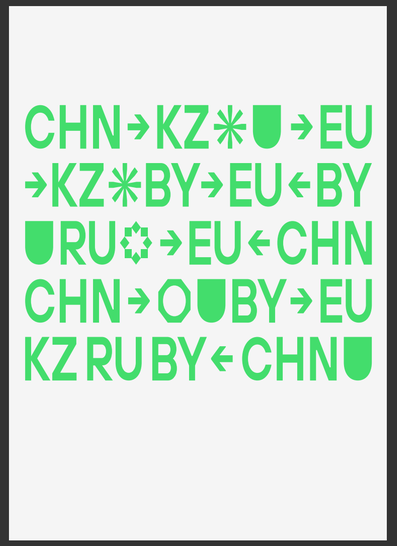
Kazakhstan, Astana, 53/1 Magnilik Ave., EXPO IEC

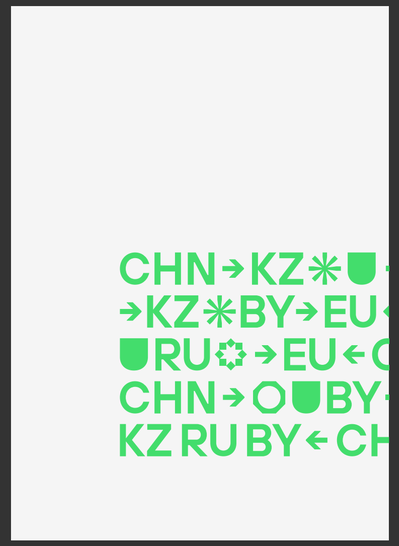
October 4-6, 2024
Booth: A07

Promocode TRA4YDUDLK

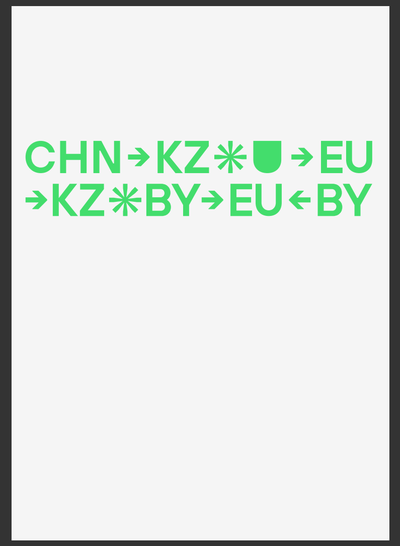
INCORRECT USES



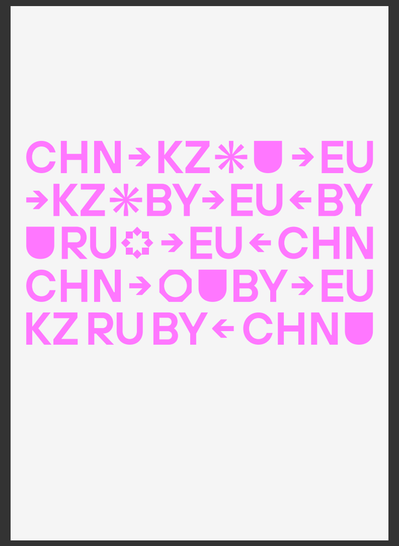
Do not change the proportions of the pattern.



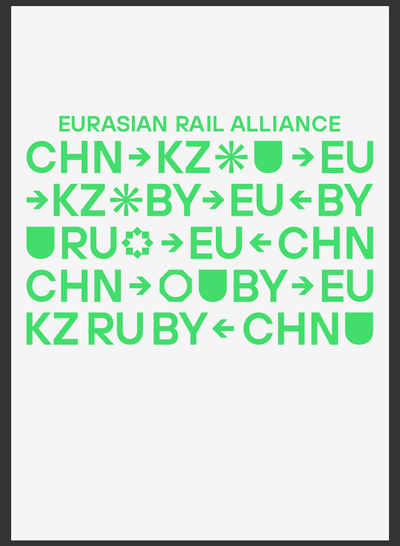
Do not crop the pattern beyond the layout.



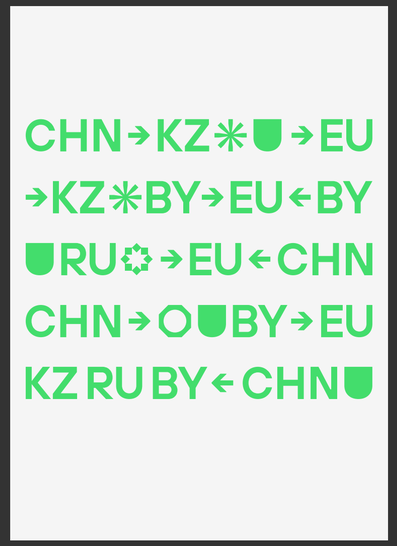
Do not use the pattern with fewer than three lines.



Do not use non-corporate colors.



Do not use a text line with a width less than that of the pattern.



Do not alter the line spacing of the pattern.

"ROUTE" ELEMENT

The element "Route" represents the path from China to Europe and back. It serves as a decorative element in the design of advertising and information media.

There are two configurations of the element:

1. China → Europe
2. Europe → China

Only one configuration should be used per medium, chosen according to the context of the message.

It is prohibited to use the "Route" element and the corporate pattern in the same layout.

1. China → Europe

CHN → KZ RU BY → EU

2. Europe → China

EU → BY RU KZ → CHN

CHN → KZ RU BY → EU

01_constant / graphics / element

The location and scale of letters and arrows in the element "Route" are unchangeable. Never attempt to reproduce the Route element yourself; always use the original file.

"ROUTE" ELEMENT. USE ON COLOR

When incorporating the "Route" element, adhere strictly to the corporate color palette.

Approved combinations featuring the element on white and colored corporate backgrounds:

Ensure sufficient contrast exists between the "Route" element and the background color, especially when placed over photo images.

"ROUTE" ELEMENT. PLACEMENT ON THE LAYOUT

The element spans the full width of the media format, reaching the edge.

The element's vertical position varies based on content volume and overall layout composition.

EXAMPLES

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Xujing Songze Road, Qingpu district, Shanghai, China
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TO EUROPE THROUGH
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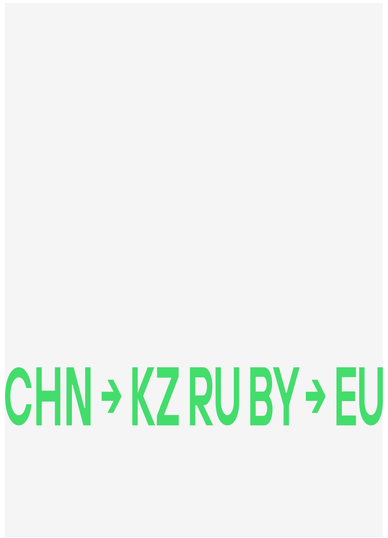
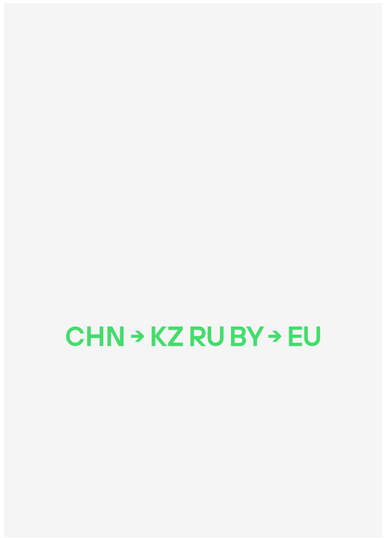
CHN → KZ RU BY → EU

INCORRECT USES



Do not alter the element's proportions.



Do not use elements narrower than the layout width.

Do not alter the spacing between letters and arrows.

Do not use non-corporate colors.

Do not incorporate two elements within the same layout.

Do not use both the Route element and the corporate pattern in the same layout.

ICONOGRAPHY

To illustrate textual content across all information materials, maintain a consistent style using line-based icons.

Icons come in two types:

1. Icons on a canvas (colored background).
   The grid of icons construction is equal to 28x28 cells.
   The canvas is 24 cells wide and 28 cells high.
   Margins from grid edge to icon: 5 cells top, 7 cells bottom.

2. Icons without a canvas.
   The grid of icons construction is equal to 16x16 cells.

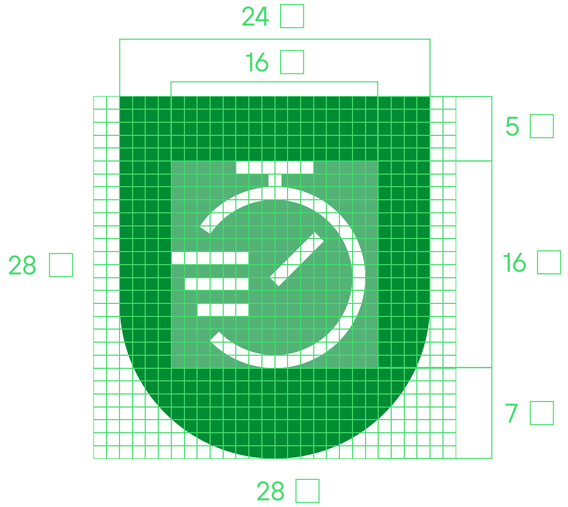
Icon lines are one grid division thick.

New icons are created based on existing examples, following the rules outlined in this section.

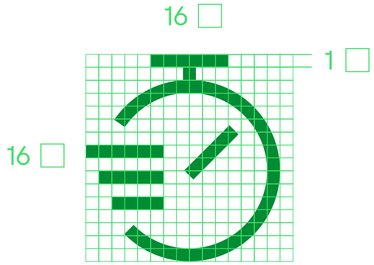
Icon stroke scales proportionally to size. Activate the Scale Strokes & Effects setting.

01_constant / graphics / icons

1. Creating an icon on the canvas.



2. Creating an icon without a canvas.



Stroke Settings: Butt Cap

Icon construction example

ICONOGRAPHY ON COLOR

When incorporating icons, adhere strictly to the corporate color palette. Icons on colored backgrounds or imageries always appear on a white canvas. Always ensure clear legibility when applying the icons on color backgrounds.

Maintain consistent scale and color palette for icons within a medium.

IMAGERY

Effective imagery communicates brand values and character consistently across all channels while preserving brand integrity.

Imagery must reflect a modern, tech-focused company while conveying the medium's core message.

General rules. 53
Panoramic image photos 54
Human stories. 55
Working environment 56
Metaphors 57
Incorrect uses 58

GENERAL RULES

Large-scale, emotive, and realistic photos communicate the company's image by depicting interactions with the environment, people, and business partners.

The key elements defining the style for all imagery include:

- scale and grandeur;
- emotional impact and authenticity;
- collaboration and confidence;
- practicality and security.

The photo style encompasses multiple narrative threads:

1. Panoramic image photos
2. Human stories
3. Working environment
4. Metaphors

Predominant colors in the imagery should be shades of green and blue.

Apply these guidelines to all visuals: professional photos, AI-generated images, and stock imager.

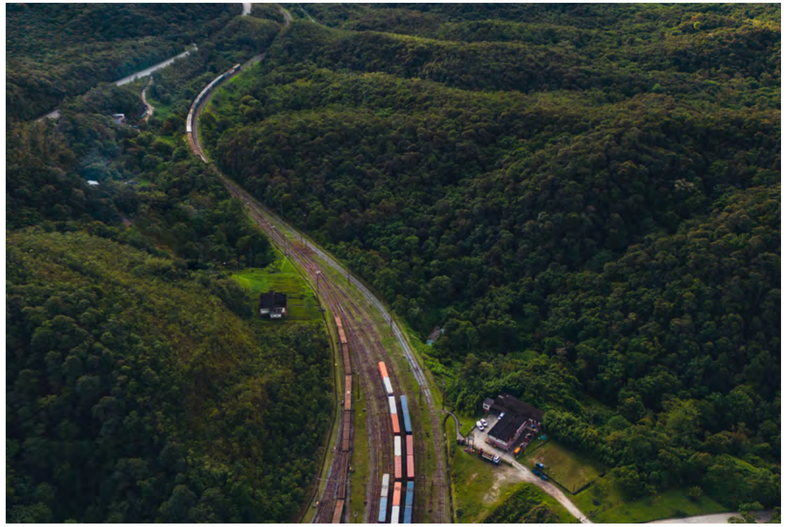
PANORAMIC IMAGE PHOTOS

Panoramic photographs showcasing the train traversing breathtaking natural landscapes underscore the brand's ambition while highlighting its commitment to environmental responsibility.

Images should evoke a sense of spaciousness and grandeur. Maintain a clean and uncluttered composition for each photograph. Drone shots are acceptable.

The photographs must maintain a natural appearance without additional effects, featuring restrained color palettes and natural lighting.

Plot inconsistencies must be avoided.
It is crucial to use only photographs depicting landscapes typical of the China-Europe route, taking into account the geographical features of this specific direction.



HUMAN STORIES

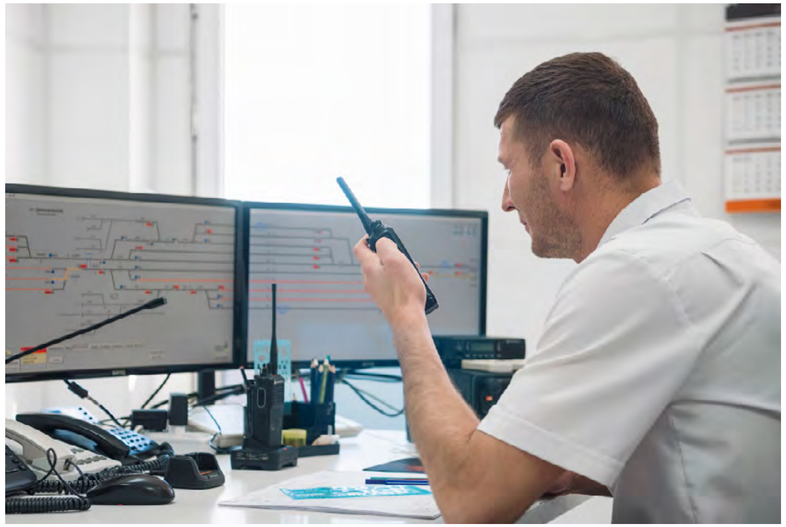
The photographs depict individuals within their professional work environments. The central theme revolves around the power of collaboration and partnership.

The narrative showcases a diverse, skilled professionals, united by their expertise and dedication, representing varied ages, genders, and nationalities.

Scenes should appear natural and authentic, avoiding staged poses or exaggerated emotional displays. The photos should radiate a sense of purpose and engagement in the work being done.

Individuals must maintain a neat and tidy appearance. Clothing must be clean, well-maintained, and appropriate for the work setting.

Backgrounds should be clean, uncluttered, and complementary to the subject, without being distracting.



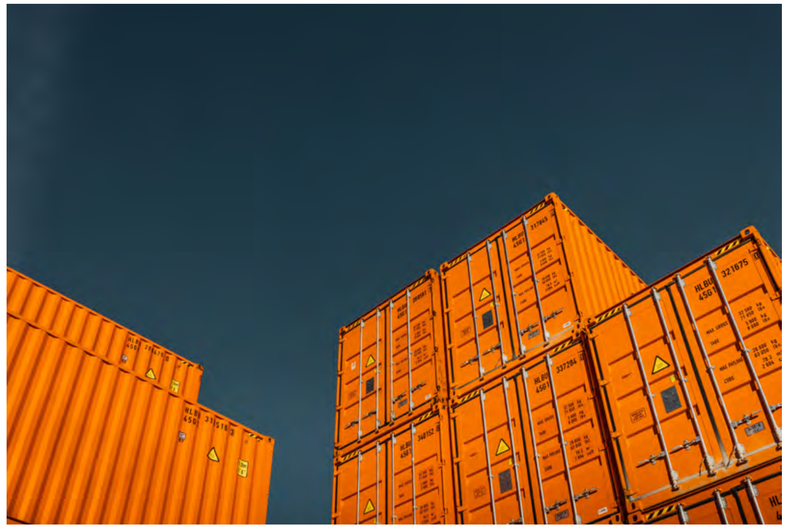
WORKING ENVIRONMENT

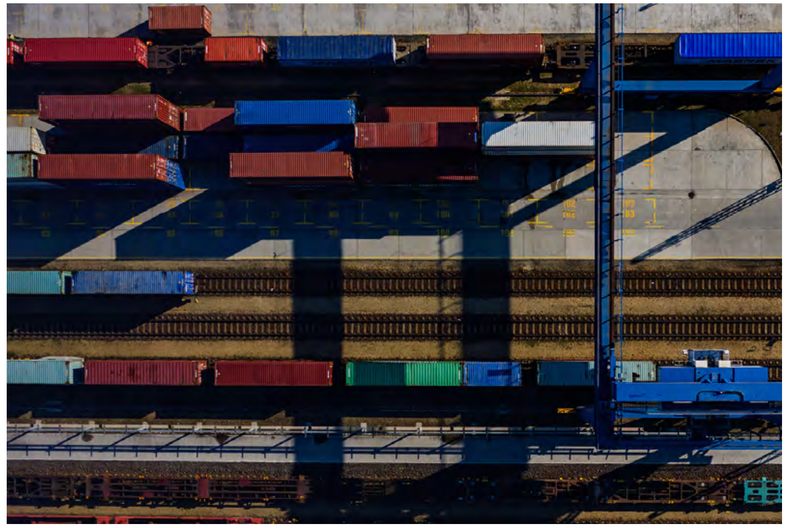
The photo images showcase authentic railway environment, capturing both infrastructure and work sites, to effectively communicate key messages.

Maintain a clean and straightforward composition in each photograph. Highlighting the company's scale of operations and professional expertise.

Dramatic and expansive aerial shots from drones are encouraged, as well as dynamic angles that convey scale and confidence.

Images depicting dirty, rusty objects or cluttered sites are unacceptable. During post-processing and retouching, address and correct any visual defects mentioned above.



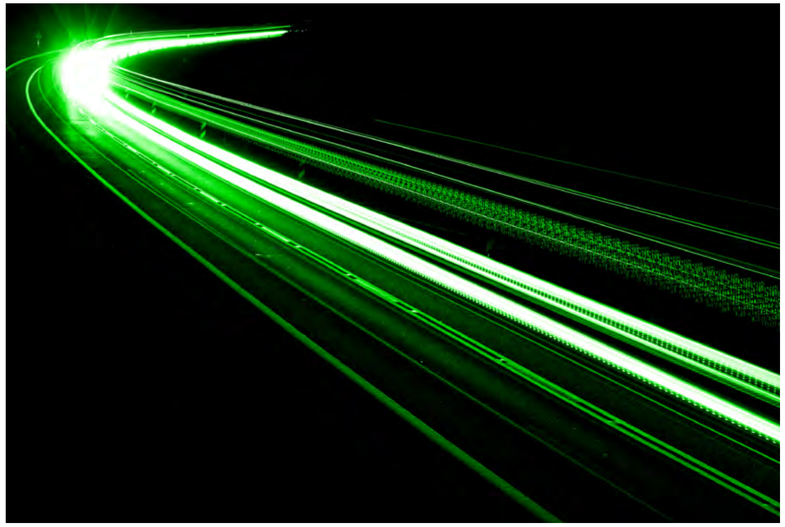


METAPHORS

Metaphorical imagery conveys the essence of information flow, highlighting its speed, efficiency, and dynamic nature.

Blurred imagery, such as a speeding train or a bustling cityscape, serves as a metaphor for the rapid flow of information.

When selecting an appropriate image, consider those with predominantly blue or green hues.



INCORRECT USES

Do not use shots taken from behind.

Do not use the collage technique.

Images with strong color correction are not allowed.

The use of rusty or deformed objects is prohibited.

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