

SKY RAILWAY BRAND GUIDE



SKY RAILWAY

LOGO ASSETS

MAIN LOGO



ALTERNATIVE LOGO



COLOR PALETTE

Main Purple
HEX #2A1D74

Deep Purple
HEX #0B012B

White
HEX #FFFFFF

Gold
HEX #EDC865

Red Orange
HEX #EC4D33

Turquoise
HEX #42939C

BRAND MESSAGING

- The name of the brand is "Sky Railway," *not* "The Sky Railway," "Skyrail," or "The Sky Rail."
- Brand slogans include "Santa Fe's Adventure Train" and "Ride the Sky."
- Sky Railway trains ride the scenic spur line between Santa Fe and Lamy, New Mexico.
- All Sky Railway trains are round trips from Santa Fe or Lamy Depot. Guests are on the train for the entire duration of the ride. Please read each experience description to see what station they depart and return to. This information will also be included in tickets and confirmation emails.
- Sky Railway can be mentioned/tagged on Facebook and Instagram at @skyrailway.
- The brand hashtags Sky Railway always uses are #SkyRailway and #RideTheSky

SKY RAILWAY BRAND GUIDE



SKY RAILWAY

BRAND FONTS

PARTS AND LABOR DISPLAY

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

SP BLUNT REGULAR

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

PALMDALE

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

RALEWAY

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

FONT USAGE

- Parts and Labor Display: To be used for the horizontal Sky Railway logo.
- SP Blunt Regular: To be used for headers and names of our train experiences - Santa Fe Scenic, etc.
- Palmdale: To only be used for the "Adventure" part of Santa Fe Adventure Train.
- Raleway: Use this font for typing, descriptions, and other wordy things.
- On Instagram, the closest font to Sky Railway's branding is the all-caps MODERN font.

DESIGN ELEMENTS

SANTA FE'S
Adventure
TRAIN



VIEW CALENDAR



LIVE MUSIC

