



Amtrak Fleet, Graphic Identity

PROJECT TEAM: Cesar Vergara, Chief Designer, Amtrak (1990-2000)
Amtrak Rail Design Center
Amtrak Maintenance Facilities (Bear, DE; Beech Grove, IN)
ALD Decal (Canton OH)
Reidler Decal (St. Clare, PA)

CLIENT: Amtrak

COMPLETION DATE: 1994

While modernizing its fleet with the procurement of new locomotives, *Superliner IIs* and *Viewliners*, Amtrak decided to update the striping and graphic livery of the fleet. This project also would achieve a consistent look across the entire fleet.

The use of state-of-the-art 3M substrates and inks produced a crisper rendition of the Amtrak corporate colors in use at the time. The logistics involved in this change were significant, as the double pin stripe in red and white atop the wider blue stripe had to be dimensioned to fit different equipment configurations.

The new Dash 8, GE Genesis and EMD F-59 locomotives were configured to achieve graphic consistency with all of Amtrak's rolling stock. The GE Genesis received an added touch -- a fading dot pattern that imparted a sense of speed and avoiding different height stripes on trailing cars from mismatching with the locomotive. An italicized and extended Helvetica typeface was devised, making a design statement of stability and class the fleet deserved.

