Wisconsin Railways

Identity & livery

Illustrator artwork / Blue livery study / Proposed applications



From flag to flat mark

The flag places two figures beside a gold shield. In my railway mark, those three masses survive at a glance. The details become a handful of colored blocks.



REFERENCE

Wisconsin state flag



ILLUSTRATOR MASTER

Primary signature

The blue in the railway artwork is sampled from the Illustrator export.

Place the signature

Use the complete artwork wherever the name introduces the railway. Its lettering, two-line stack and symbol share a fixed relationship.

PRIMARY SIGNATURE / CLEAR SPACE





REVERSE SIGNATURE

Use the blue-field version from the Illustrator file on solid blue panels.

SPACING UNIT

U equals the width of the gold square. Leave at least one U around the full signature.

Clear space applies to the outer edges of the complete artwork.

Original master and reverse artwork

A working palette

Cobalt carries the name across a large surface. Cream gives printed pieces a quiet field. Gold, red, brown, navy and white keep their place inside the symbol.

Cobalt	Cream	Gold	Red	Brown	Navy	White
#253995	#FFFAE9	#FCC011	#ED334E	#4A2619	#26377B	#FFFFFF

PROPOSED TYPE PAIR

Milwaukee

Cream on cobalt 9.6 to 1

PROPOSED TYPE PAIR

Station guide

Ink #192137 on gold 9.7 to 1

sRGB values sampled from the primary mark. Ink is a proposed type color.

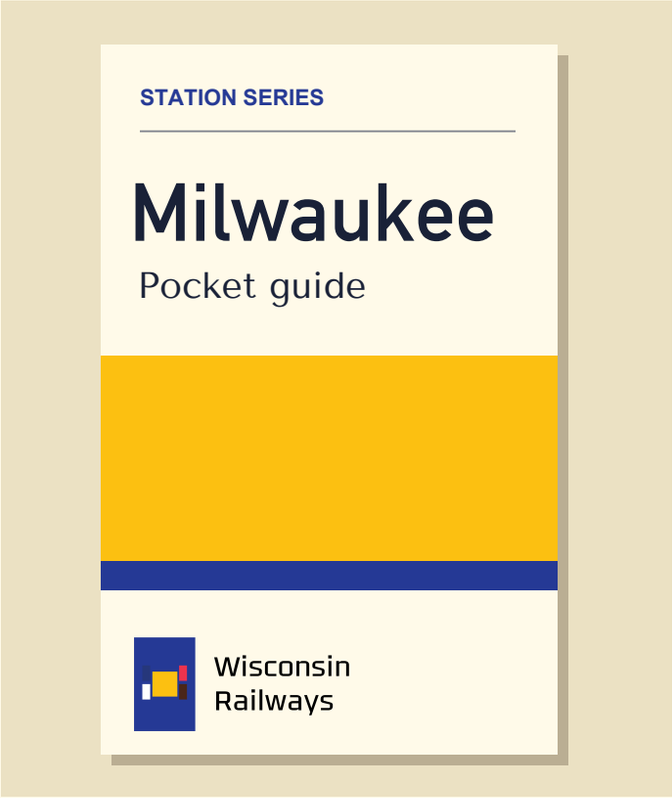
Ratios use relative luminance in sRGB.

At the station

Keep the railway name in its original lockup. Give the place name the largest line on a station panel, then carry the same order onto a pocket guide.



Station identification panel



Folded city guide