

The BNSF Logos

There are two versions of the logo. Use the logo with the word "RAILWAY" for BNSF Railway Company materials. Use the Corporate Logo (without the word "RAILWAY") for Burlington Northern Santa Fe Corporation materials. (Both are available for download at bnsfweb.bnsf.com/brandmgt/.) All BNSF logos must include a service mark as shown. (The size of the SM can be minimized as long as it reproduces clearly.)

Applying the Logos in Color

The BNSF typography prints in Pantone® 021, while the graphic and the word "RAILWAY" print in black. No other colors may be substituted. For black and white printing, all elements of the logos appear in black.



Two color or process



One color

Reversing the Logos out of Color

When reversed out of black or a dark field of color, the logos appear in all white.



Clear Space

The clear space around the BNSF logos should be at least equal to the height of the logos (X), as shown.

BNSF Railway Company Version



Burlington Northern Santa Fe Corporation Version



Color Palette

Corporate Colors



PMS 021
M53; Y100
R248; G93; B19
Hex #ED6E00

Process Black
K100
R43; G41; B38
Hex #2B2926

Support Colors



PMS 1235
M29; Y91
R247; G181; B18
Hex #F7B512

PMS Cool Gray 10
M2; K60
R115; G115; B115
Hex #737373

PMS 8401
(Metallic)

Minimum Logo Size

The BNSF logos should never appear smaller than 1.5" in width. Use the Corporate Logo for applications when the "RAILWAY" typography becomes too difficult to reproduce.



Accent Colors (use sparingly)



PMS 134
M11; Y45
R242; G226; B125
Hex #F7D67D

PMS 5783
C6; Y28; K27
R168; G182; B124
Hex #B0B58C

PMS 466
C12; M22; Y43
R201; G181; B130
Hex #C9B582

PMS 7458
C40; M0; Y5; K6
R130; G184; B201
Hex #82B8C9

PMS 453
C14; M10; Y27
R201; G199; B166
Hex #C9C7A6

Typefaces

The primary typeface for BNSF print communication materials is the Univers family. Use Sabon when a serif font is required. Arial and Times New Roman are acceptable when the primary font families are unavailable.

For Additional Information

Visit <http://www.bnsf.com/brand2k5/> to download logo art and for additional information about applying the BNSF brand guidelines.