

# BNSF BRAND QUICK REFERENCE GUIDE

Updated: 12/2020

## BNSF Railway Company Logo

The Orange and Black version is the preferred choice. When layout or print requirements cannot accommodate the BNSF logo in the primary brand colors, a 100% black or reverse white version is available.



2 PMS colors or  
4 color process



Process Black



Reverse White

## Minimum Clearspace

Make sure the logo is free of distracting elements and is surrounded by a generous amount of space. The logo has a clearance equal to the height of the logo.



## Minimum Logo Width

The logo is always readable, which generally means no smaller than one inch in width.



1 inch  
72 pixels (72 dpi)

## The Burlington Northern Santa Fe LLC Logo

The limited liability company (LLC) that holds BNSF Railway Company is Burlington Northern Santa Fe, LLC.

Only use the LLC logo (without "Railway") on railway equipment and materials on behalf of the BNSF Railway Foundation.



## Primary Colors

The dominant colors in the palette.

<b>PMS 021</b> CMYK M78, Y100 RGB R248, G93, B19 Hex #f85d13
<b>Process Black</b> CMYK K100 RGB R43, G41, B38 Hex #2B2926

## Support Colors

Use as font colors or backgrounds.

<b>PMS 1235</b> CMYK M29, Y91 RGB R247, G181, B18 Hex #F7B512
<b>PMS Cool Gray 10</b> CMYK M2, K60 RGB R115, G115, B115 Hex #737373

## Secondary Colors

Use sparingly as accent colors.

<b>PMS 134</b> CMYK M11, Y45 RGB R242, G226, B125 Hex #F7D67D	<b>PMS 5783</b> CMYK C6, Y28, K27 RGB R168, G182, B124 Hex #B0B58C	<b>PMS 466</b> CMYK C12, M22, Y43 RGB R201, G181, B130 Hex #C9B582	<b>PMS 7458</b> CMYK C40, Y5, K6 RGB R130, G184, B201 Hex #82B8C9	<b>PMS 453</b> CMYK C14, M10, Y27 RGB R201, G199, B166 Hex #C9C7A6
<b>PMS 2945</b> CMYK C100, M45, K14 RGB R0, G105, B170 Hex #0069aa	<b>PMS 7490</b> CMYK C45, Y80, K35 RGB R103, G145, B70 Hex #679146	<b>PMS 497</b> CMYK M70, Y100, K78 RGB R89, G31, B0 Hex #591f00	<b>PMS 1805</b> CMYK M91, Y100, K23 RGB R191, G49, B26 Hex #bf311a	<b>PMS 5483</b> CMYK C62, M9, Y20, K27 RGB R49, G138, B146 Hex #318A92

## Typography

When a modern, clean font is needed, use the Univers family of fonts. Use Arial if Univers is unavailable.

When a more traditional, serif-style font is preferred, use Sabon. Use Times New Roman when Sabon is unavailable.

For digital designs, such as those on [bnsf.com](http://bnsf.com), use Helvetica.

### Primary San Serif

#### Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### San Serif Substitute

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Primary Serif

#### Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Serif Substitute

#### Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

For any questions regarding these brand guidelines, contact Corporate Relations at [branding@bnsf.com](mailto:branding@bnsf.com).