Cincinnati Division 7 NMRA

Official New Logos Access & Applications

Our official new logos in various colors and sizes have been placed our Cincinnati Division 7 NMRA website for anyone to access. Starting on April 1, 2026, these are the only logos and colors permitted for Div 7 to use on new items. All applications must use our fully stacked new logo, except for the few exceptions specifically mentioned below. These logos are not permitted to be altered in either shape, image, color or text. Please address any questions to Tony Valerius, Chris Shackleton or John Burchnall.

LOGOS ACCESS VIA DIV 7 WEBSITE –

- Go to the last main menu category in our website main menu entitled "Contacts & Other Topics"

- Then slide over to the sub-menu and select "Guidelines and Logos"

- That brings you to the proper webpage (or use this link to get there directly: https://cincy-div7.org/guidelines-and-logos)

- Scroll down to either the "Medium Size Div 7 Logos" or the "Large Size Div 7 Logos" section (the Medium Size should meet nearly all your needs)

- Select the color you need, as well as whether you want a background or not – typically black, white or blue image, without background (i.e. clear) will be best

- Once you click on your desired version, the image will appear in a new window

- Right-Click on that image for a menu to appear, giving you choices to "Save Image As" or "Copy Image". Use either one to get that PRN file into either your storage files or directly pasted into your document.

APPLICATION SUGGESTIONS –

- **Apparel** (Shirts, Hats, Jackets) – the BOD decided to use White Threads on our usual either navy blue or royal blue fabrics, while our supplier needs the **medium black on clear version** to design the thread patterns, including exploring adding fill areas above, on, or near the arch in the CUT Terminal graphics. Chris and Paul Mus. will need to get some graphical mockups from our supplier and review the best options with Tony and me.

- **Name Badges** – Paul Mus. and Chris should mock-up a few badge formats – likely a horizontal badge is preferred, with the stacked logo filling the left end and 3 lines on the right (large name line, plus two smaller optional "sub-title" lines). Our supplier should

need the **<u>medium black on clear</u>** logo version. Chris and Paul Mus. will need to experiment with badge text and background color – presumably white-on-black, black-on-white, on white-on-navy should work. The current black-on-silver doesn't have enough contrast and the text is too small.

- **Car Kit Box Labels** – Paul Mac. should be able to use either the **<u>medium black on clear</u>** version, or the **<u>medium blue on clear version</u>**, whichever looks best.

- **Business/Name Cards** – Should be able to use the **<u>medium black on clear version</u>**, or the **<u>medium blue (really light blue) on clear version</u>**. Depends if you want a splash of color on your card.

- **Letterheads, Report Headers, Oil Can Cover, Postcard Oil Can** – Use the new NMRA "boxcar" logo in the one upper corner, and the CUT Terminal portion of our new Div 7 logo in the other upper corner. Each of these "split logo" portions will need to be the same single color, using <u>either the Black or Blue versions</u>. Note, <u>if using the Light Blue version, you may need to adjust or remove the color of any text or graphics placed near these logos to avoid color clashes</u>. Work with Chris on that. These "split" logos are found in other sections of that same page on our website. One is labeled "<u>NMRA "Boxcar" Only Logos</u>" and the other "<u>Cinti Union Terminal Portion</u>". **Note – These are currently the only approved applications where the new "stacked" logo can be used in a split fashion.**

- **Roll-Up Banners/Posters** – John S. and others will want to use the largest file versions we have so the resolution is maintained for such large formats. Those sizes are found in the <u>Large Size Div 7 Logos</u> section of the same webpage. There are even a few extra-large and giant sizes at the bottom of that section. If you need those in a different color, especially blue, let Chris know

- **Plaques** – Use the <u>stacked logo</u>, likely needing the <u>Large Black on Clear</u> version – the supplier can then use that to either put black graphics/text on a light colored surface (white, light metal, light wood, etc.) or put white graphics/text version on a dark surface (dark wood, dark metal, black, navy blue, etc.).

- **Certificates** – Likely use a stacked logo: On light colored cardstock, use either the <u>Large Blue on Clear</u> or <u>Large Black on Clear</u> logo; If using Dark colored cardstock, then use the <u>Large White on Clear</u> logo. However, if the certificate design works better with a split logo (like with letterheads), then put the <u>NMRA "Boxcar" Only</u> logo in one spot (corner or side?) and the <u>Div 7 Terminal Only Logo</u> in the other spot (another corner or side?), both in matching colors.