



# Logo usage guidelines

## Grand Train Tour of Switzerland



## 1. «Grand Train Tour of Switzerland» – brand positioning

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The Grand Train Tour of Switzerland combines the most beautiful panoramic routes into a unique travel experience. It links the highlights of Swiss public transport and can be experienced throughout the year. The tour can be started at any point along the route – there is no prescribed direction or duration. The brand «Grand Train Tour of Switzerland» explicitly stands solely for the clearly defined round trip and not for other routes or optional excursions along the tour. These may be attractive additions to the tour but not an integral part of the brand. All communication measures and usage types must ensure optimum recognition of the brand «Grand Train Tour of Switzerland».

## 2. «Grand Train Tour of Switzerland» – word mark

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The name, or word mark, «Grand Train Tour of Switzerland» has to be used in its entirety in all marketing communications. The word mark «Grand Train Tour of Switzerland» is only used as an English word mark, adaptations to other languages are not admissible. Abbreviations such as GTToS or GTT are not permitted in marketing communications.

## 3. «Grand Train Tour of Switzerland» – route

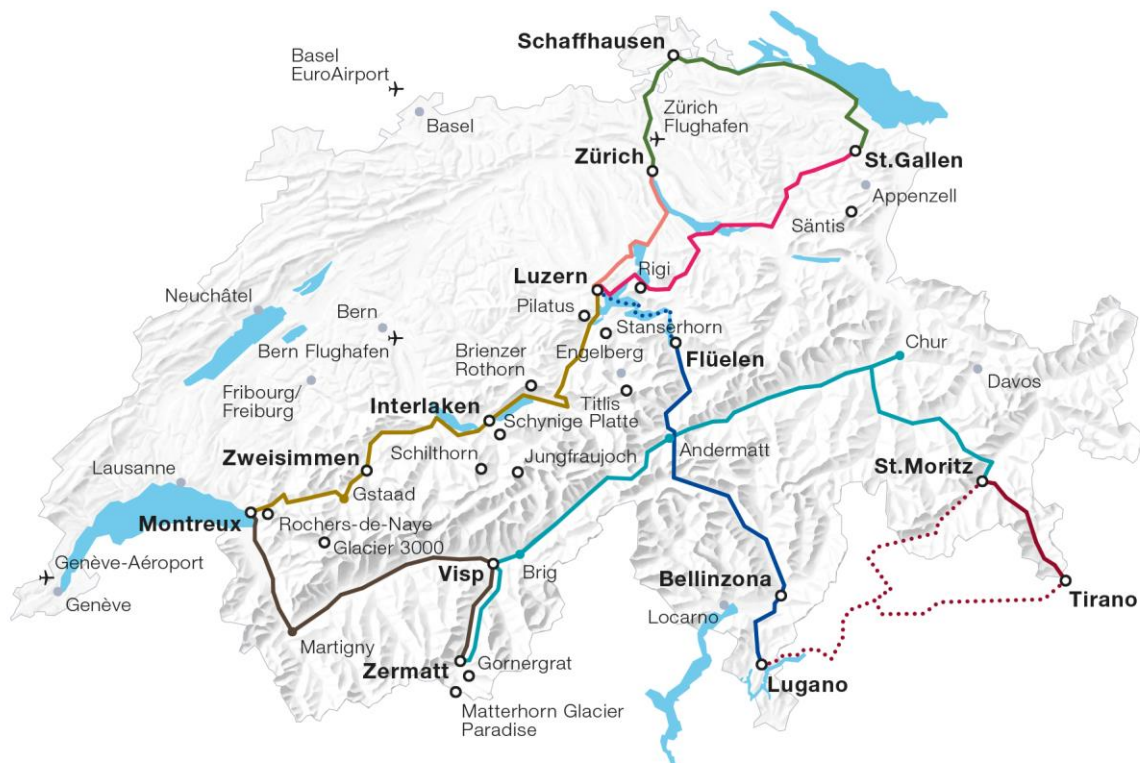
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### 3.1 Route

The route of the Grand Train Tour of Switzerland has been officially defined and cannot be changed: *Zurich – St. Gallen – Lucerne – Montreux – Zermatt – St. Moritz – Lugano – Lucerne – Zurich.*

### 3.2 Map

In connection with the use of the brand «Grand Train Tour of Switzerland», the route must not be changed. The below map should be used in marketing communications wherever possible. In-house map productions may be used provided that the routes have been drawn correctly. The below map is available for download in the Trade Corner of our Website [SwissTravelSystem.com](http://SwissTravelSystem.com).



### 3.3 Core messages

The following core messages should be incorporated into marketing communications regarding the Grand Train Tour of Switzerland. The contents of the short texts are suggestions. The wording is not prescribed and may be adapted according to need and type of usage.

#### a) Core message:

The Grand Train Tour of Switzerland combines the most beautiful panoramic routes into a unique travel experience. It links the highlights of Swiss public transport and can be travelled throughout the year. Best of all: The entire tour can be experienced with one single ticket – the Swiss Travel Pass.

#### b) Route description:

Let's roll – all across Switzerland! Travellers can start their journey wherever they choose along the tour. For instance, the Grand Train Tour can start in Zurich, the most multicultural metropolis of Switzerland. First, the tour leads from Zurich to St. Gallen, then to Lucerne on board the Voralpen-Express and on to Interlaken East and Montreux on the GoldenPass Line. From Lake Geneva, the route continues to Martigny, Brig and Zermatt, where the Glacier Express is waiting to take travellers to Chur and St. Moritz. This fashionable resort offers two options to move on to Lugano: on board the Bernina Express train and the Bernina Express bus in summer and on the Palm Express (PostBus) in winter. The Wilhelm Tell Express then takes travellers to Lucerne and from there the journey leads back to Zurich.

#### c) Keywords

The «Grand Train Tour of Switzerland»

- combines the most beautiful panoramic routes into one unique travel experience
- links the highlights of Swiss public transport
- can be experienced/travelled throughout the year
- can be travelled in either direction
- can be experienced with one single ticket – the Swiss Travel Pass
- passes through more than 10 towns and past many mountains
- may be joined from all parts of Switzerland
- offers something for everybody (young, old, individual travellers, groups, families, children)

## 4. «Grand Train Tour of Switzerland» - logo

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The logo comprises the picture and word mark «Grand Train Tour of Switzerland». Furthermore, there is a logo with the extension «Part of» for service providers promoting only sections of the «Grand Train Tour of Switzerland».

### 4.1 Purpose of logo use

The purpose of the logo – including the «Part of» version – is to draw attention to the «Grand Train Tour of Switzerland», thereby raising the level of awareness for the entire tour.

#### 4.1.1 Non-commercial use

The logo «Grand Train Tour of Switzerland» is used in all means of communication in which the Grand Train Tour of Switzerland features prominently and whose design conforms to the guidelines as outlined in this manual. Any deviations have to be authorised by STS AG. Respective requests must be submitted by email (please refer to contact details below).

#### 4.1.2 Commercial use

For any use of the logo «Grand Train Tour of Switzerland» within a commercial context (e.g. merchandising), explicit authorisation by STS AG is obligatory.

### 4.2 Use of word mark and picture mark

#### 4.2.1 «Grand Train Tour of Switzerland» logo

The logo «Grand Train Tour of Switzerland» may be used in all means of communication when referring to the whole round tour as a comprehensive experience.

#### 4.2.2 «Part-of the Grand Train Tour of Switzerland» - logo

The logo with the «Part of» extension is used by service providers who are part of the Grand Train Tour of Switzerland and by distribution partners who market a section of the Grand Train Tour of Switzerland. STS AG uses this logo during promotions of sections of the Grand Train Tour of Switzerland, e.g. in product-specific advertisements for the Glacier Express, etc.

The following service providers are part of the Grand Train Tour of Switzerland:

- Matterhorn Gotthard Bahn (MGB) (Glacier Express)
- Montreux Berner Oberland Bahn AG (MOB) (GoldenPass Line)
- PostAuto Schweiz AG (Palm Express)
- Rhätische Bahn AG (RhB) (Glacier- und Bernina Express)
- Schweizerische Bundesbahnen AG (SBB AG) (Wilhelm Tell Express)
- Schifffahrtsgesellschaft des Vierwaldstättersees AG (SGV) (Wilhelm Tell Express)
- Südostbahn AG (SOB) (Voralpen Express)
- Turbo AG
- Zentralbahn AG (ZB) (Luzern-Interlaken Express)

#### 4.3 Logo versions

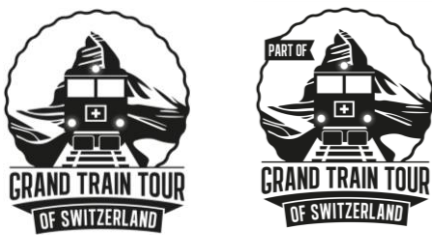
The logo «Grand Train Tour of Switzerland» as well as the «Part-of» version are available in two colour versions: one with red and one with pale lettering «Grand Train Tour of Switzerland».



Versions with red lettering «Grand Train Tour of Switzerland»: for use on a white background (e.g. text section in a brochure or in a PPT presentation)

#### 4.4 Logo colours

Generally, the logo should be used in the colour versions. Where this is not possible (e.g. in black-and-white newspapers and magazines), a black-and-white logo version is available.



Black and white version

#### 4.5 Logo don'ts

The logo must not be changed in any way and under any circumstances. The following examples are not admissible:



Use of the picture without the lettering «Grand Train Tour of Switzerland»



Use of the lettering «Grand Train Tour of Switzerland» without the picture



Distortion of the logo, change of proportions, rearrangement of the elements (e.g. lettering above the picture)

The logo (picture and lettering) cannot be changed in any way. The logo must always be used at right angles and stand out from the background. All versions of this logo including usage guidelines are available for download in the Trade Corner on the SwissTravelSystem.com website.

## 4.6 Logo usage

### 4.6.1 «Grand Train Tour of Switzerland»

The logo «Grand Train Tour of Switzerland» may be used in all means of communication provided that design guidelines (positioning, dimension, etc.) are complied with. The logo is always used as a co-brand.

### 4.6.2 «Part-of the Grand Train Tour of Switzerland»

The logo with the «Part-of» extension is designed for service providers who are themselves part of the Grand Train Tour of Switzerland (e.g. Glacier Express) or who are marketing parts of it (e.g. distribution partners). The two logo versions - «Grand Train Tour of Switzerland» and the «Part-of» version – must never be used together.

Logo	Usage	Examples	Used by
«Grand Train Tour of Switzerland»	As logo for all means of communication focusing on the entire tour	<ul style="list-style-type: none"> <li>- in the text section of a brochure or in a picture</li> <li>- Give Aways</li> </ul>	<ul style="list-style-type: none"> <li>- Swiss Travel System AG</li> <li>- distribution partners</li> <li>- communication partners</li> <li>- the media</li> </ul>
«Part of Grand Train Tour of Switzerland»	As logo for partners operating or marketing a section of the Grand Train Tour of Switzerland	<ul style="list-style-type: none"> <li>- in the partners' means of communication</li> <li>- on carriage signs</li> </ul>	<ul style="list-style-type: none"> <li>- service providers</li> <li>- distribution partners</li> <li>- Swiss Travel System AG</li> </ul>

## 4.7 Dimensions

There are different templates for large and small formats:

DIN format	Dimensions	Proportions
A5	14.5mm x 18mm	proportional
A4	23mm x 28.5mm	proportional
A3	35mm x 43mm	proportional

## 5. Contact

For further information regarding usage of the logo, please contact:

Swiss Travel System AG

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