

# 90 years of The National Model Railroad Association



## National Model Railroad Association

### *90th Anniversary Brand Guide*

#### Our Story

For 90 years, the National Model Railroad Association (NMRA) has been the “mothership” of the model railroading community. Founded on the principles of supporting both the hobby and industry of model railroading, we've grown into a global fellowship of model railroaders united by our passion for "the world's best hobby." As we celebrate our rich history, we look forward to the next 90 years of innovation, education, and community. Supporting the NMRA, supports the hobby! #GetInvolved #BetterTogether #NMRAStrong

#### Brand Promise

To foster the art and craft of model railroading through education, standards, and fellowship, ensuring the hobby continues to thrive for generations to come.

#### Core Values

- Fellowship: Creating connections through shared passion
- Education: Sharing knowledge and expertise
- Innovation: Advancing the hobby through standards and best practices
- Heritage: Preserving and celebrating railroad history
- Community: Supporting and inspiring model railroaders worldwide
- Strength: Building lasting connections and enduring standards

#### Primary Hashtags

- #NMRAStrong
  - Represents our community's resilience and unity
  - Use for content highlighting member achievements and community support
- #90YearsStrong
  - Celebrates our lasting legacy and continued growth
  - Perfect for historical content and anniversary celebrations

- Celebrate and tag key heritage partners within the industry (Walthers, Lionel, Scale Trains, etc. – Social Media accounts with larger audiences. This will help us get on their algorithm and gain new followers.
- #NMRA90YearsStrong
  - Combines our heritage with our strength
  - Ideal for major anniversary events and milestone announcements

## Hashtag Usage Guidelines

- Always capitalize each word for readability
- Use consistently across all social media platforms
- Use NMRA provided templates
- Combine with content-specific tags when appropriate
- Include in all anniversary year communications (social media posts, newsletters when appropriate, etc.) \*January 2025 - December 2025

## Primary Colors

- **Royal Purple (#43265e)**
  - Represents leadership and legacy
  - Use for primary headers and key graphic elements
- **Heritage Cream (#d9d7b9)**
  - Evokes vintage railroad documents and maps
  - Perfect for backgrounds and secondary elements

## Secondary Colors

- **Railroad Blue (#4692b3)**
  - Reflects trust and precision
  - Use for accents and supporting graphics
- **Steel Purple (#682868)**
  - Symbolizes innovation and creativity
  - Ideal for highlighting important information
- **Sky Blue (#75b9cb)**
  - Represents the future and possibility
  - Use for decorative elements and overlays

## Recommended Fonts \*\* REVISE WHEN GET FROM RILEY!

- **Headers: Georgia or Times New Roman**
  - Classic, authoritative, and timeless
  - Use for titles and major sections
- **Body Text: Arial or Helvetica**
  - Clear and readable
  - Perfect for body copy and detailed information

# 90th Anniversary Logo Guidelines

- Maintain clear space equal to the height of the "N" in NMRA around the logo
- Never stretch or distort the logo
- Minimum size: 1 inch wide for print, 72 pixels for digital
- Use approved colors only
- Include #90YearsStrong where appropriate

## Heritage Elements

- Railroad track patterns
- Vintage map elements
- Traditional railroad symbols
- Anniversary ribbon designs
- Strength-focused iconography

## Modern Elements

- Clean lines
- Geometric shapes
- Digital-friendly icons
- Grid-based layouts
- Dynamic "Strong" typography treatments

## Photography Style

- High-quality images of model railroads
- Both detail shots and complete layouts
- Behind-the-scenes educational content
- Community gathering moments
- Historical and archival imagery
- Images showcasing community strength and unity

## Tone of Voice

- Professional yet Approachable
- Knowledgeable but never condescending
- Welcoming to both newcomers and experts
- Passionate about the hobby
- Educational and informative
- Emphasizing strength through unity

## Key Messages

- "90 Years of Model Railroading Excellence"
- "Building the Future of Model Railroading"
- "Connecting Generations Through Rails"

- "90 Years of Fellowship, Education, and Innovation"
- "NMRA Strong: Nine Decades of Model Railroad Excellence"
- "90 Years Strong and Still Growing"

## Social Media Campaign Ideas

- **#NMRAStrong Stories Series**
  - Weekly member spotlights
  - Historical moments
  - Achievement celebrations
- **#90YearsStrong Timeline**
  - Monthly historical highlights
  - Evolution of standards
  - Innovation showcases
- **#NMRA90YearsStrong Events**
  - Anniversary celebrations
  - Virtual gatherings
  - Local chapter highlights

## Application Guidelines

- Use anniversary branding on all 2024 materials
- Incorporate heritage colors with modern design elements
- Include both historical references and future-focused messaging
- Feature member stories and community achievements
- Integrate strength-themed hashtags across all platforms

## Digital Applications

- Website headers and banners
- Social media templates
- Email newsletter designs
- Digital publication layouts
- Hashtag integration in all digital materials

## DO:

- "Join us in celebrating 90 years of model railroading excellence #NMRAStrong"
- "Building on our heritage, innovating for tomorrow #90YearsStrong"
- "Where passion meets precision #NMRA90YearsStrong"
- "Nine decades strong, countless connections made"

## DON'T:

- "The only place for real model railroaders"
- "Better than other hobbies"
- Overly technical language without context

- Use strength messaging competitively