

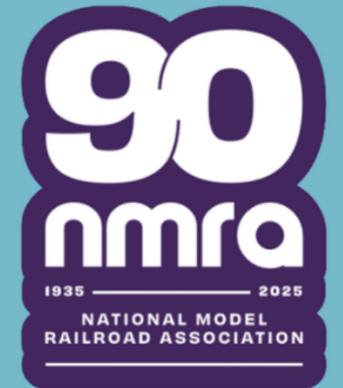
# LOGO

CELEBRATING 90 YEARS  
OF MODEL RAILROADING  
EXCELLENCE

## BRAND STORY

The National Model Railroad Association's 90th anniversary celebrates nearly a century of bringing together model railroad hobbyist of all ages, establishing industry standards, and fostering fellowship within the hobby.

Our 2024 celebration theme "#NMRA90Strong" represents not just our longevity, but the enduring strength of our community and our continuing commitment to excellence in model railroading.



# COLORS

SUBTLE HUES,  
HARMONIOUS ELEGANCE

## COLOR USAGE RULES

### Our Story

For 90 years, the National Model Railroad Association (NMRA) has been the cornerstone 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 enthusiasts 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. #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.

