Thalys, a strong brand
essential for conveying brand philosophy

Graphic standards

Content

1 Preface

The publication of this manual establishes guidelines for the official use of the visual identity of Thalys.

This identity represents much more than just a logo. A number of the characteristics used in determining the image profile influence this identity.

The symbol and the Thalys font for example, imply movement and high-speed, and suggest power and reliability. In combination with the human figure of the symbol, it visualizes the quality of comfort and customer-concern.

This manual is something that covers more than the creation of a visual image or identity. It also represents the way in which the image is implemented. To achieve a consistent presentation in all areas of applications, that is both balanced and consistent. This is the source of reference for the correct implementation of all aspects of Thalys. If the guidelines are adhered to consistently, the quality of the visual identity will be guaranteed and the overall identity protected.

THALYS