



Rail Baltica Brand Book

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Introduction

Introduction

Rail Baltica is a greenfield high-speed rail infrastructure project that will connect the Baltic states with the European rail network, linking Northeast Europe with Central and Western Europe and beyond.

This unique and large-scale transnational project is jointly financed by Estonia, Latvia, and Lithuania, with substantial co-funding from the European Union.
Rail Baltica is implemented through close cooperation among several key entities: RB Rail AS, the central project coordinator; the national implementing bodies – Rail Baltic Estonia, Eiropas Dzelzceļa līnijas, and LTG Infra; and the responsible ministries of Estonia, Latvia, and Lithuania.

A wide range of partners and suppliers are also involved in delivering the project. Therefore, to ensure consistent and effective visibility, all participating organizations and stakeholders must follow the Rail Baltica brand design guidelines.
The Rail Baltica logo is a registered trademark owned by RB Rail AS, the central coordinator of the project.

Terms and conditions of use

The Rail Baltica brand design guidelines and logo may be used by the following official entities, for project-related publicity purposes and in coordination with RB Rail AS:

Project coordinator and logo owner:
RB Rail AS.

Project beneficiaries:
Ministry of Climate of Estonia
Ministry of Transport of Latvia
Ministry of Transport and Communications of Lithuania

Implementing bodies:
Rail Baltic Estonia OÜ
SIA Eiropas Dzelzceļa līnijas
AB LTG Infra

Project partners and suppliers:
May use the brand in coordination with RB Rail AS or the relevant national implementing body for approved project publicity purposes.

Logo

Logo

Full-colour logo, mainly used in large printed formats.



Logo safe zone

To ensure logo readability, it is recommended to follow the logo's safety zone.

The safety zone is determined by the width and height of the letter 'R.'



Logo colours

The full-colour logo consists of the main colour, dark blue, along with three other colours, each representing the Baltic States.



HEX: #003787
RGB: 0 55 135
CMYK: 100 59 0 47
Pantone: 294

HEX: #3398DB
RGB: 51 152 219
CMYK: 77 31 00 14
Pantone: 2171 U

HEX: #BF2E55
RGB: 191 46 85
CMYK: 0 91 31 28

HEX: #039E86
RGB: 3 158 134
CMYK: 81 14 58 1

Logo with a tagline

The tagline 'Linking nations, people, places' should not be translated in visual materials for local audiences.



Logo with a tagline

A simplified version of the logo is used for materials with many details and for small-size logo applications. Please note that the monochrome version of the logo symbol does not contain circles.



Logo usage on colour background

The logo should always be black or white and dark blue on white and grey backgrounds. Logo with full colour range should be used only on a white background.



Logo of
'Co-funded by the
European Union'

Co-funded logo

As a recipient of EU funding, Rail Baltica is required to clearly acknowledge this support by displaying the EU emblem in all communication materials. The emblem must be shown prominently and in accordance with official guidelines, accompanied by a straightforward statement indicating that the project is co-financed by the European Union.

All guidelines and files of “Co-funded by the EU” logo can be found here:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



Co-funded by the European Union

Co-funded logo

The logo is used in the language in which the relevant material is created.



Co-funded by
the European Union



Co-funded by
the European Union



Līdzfinansē
Eiropas Savienība



Līdzfinansē
Eiropas Savienība



Bendrai finansuoja
Europos Sąjunga



Bendrai finansuoja
Europos Sąjunga



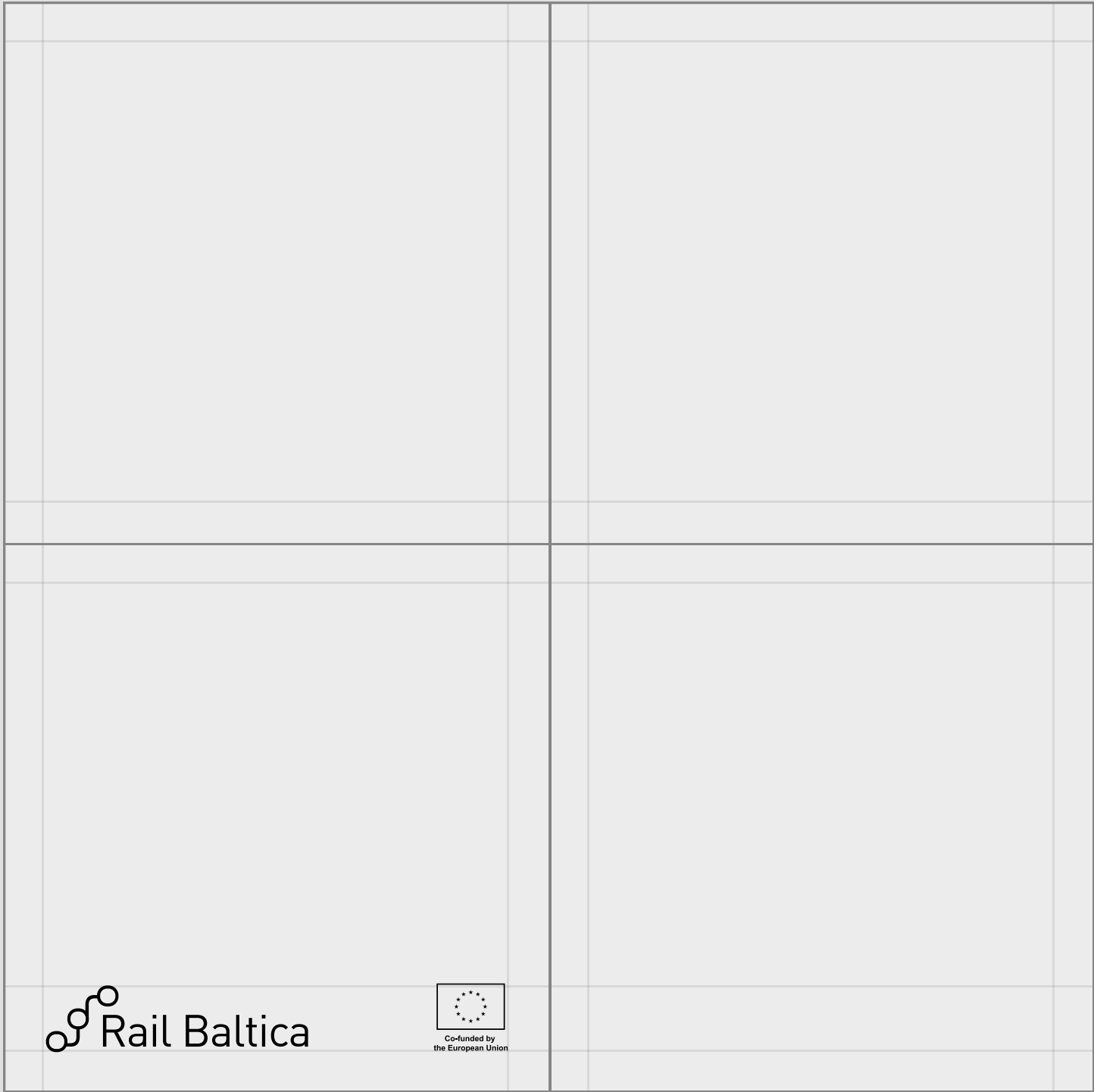
Kaasrahastanud
Euroopa Liit



Kaasrahastanud
Euroopa Liit

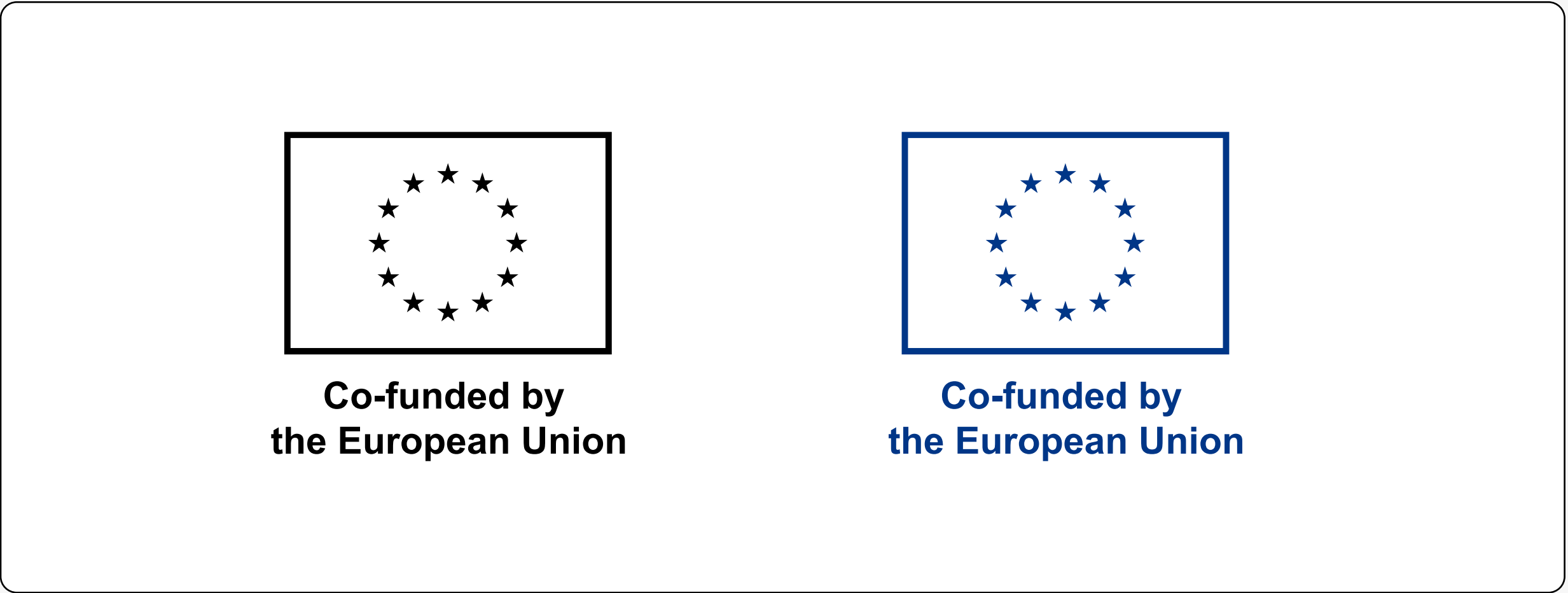
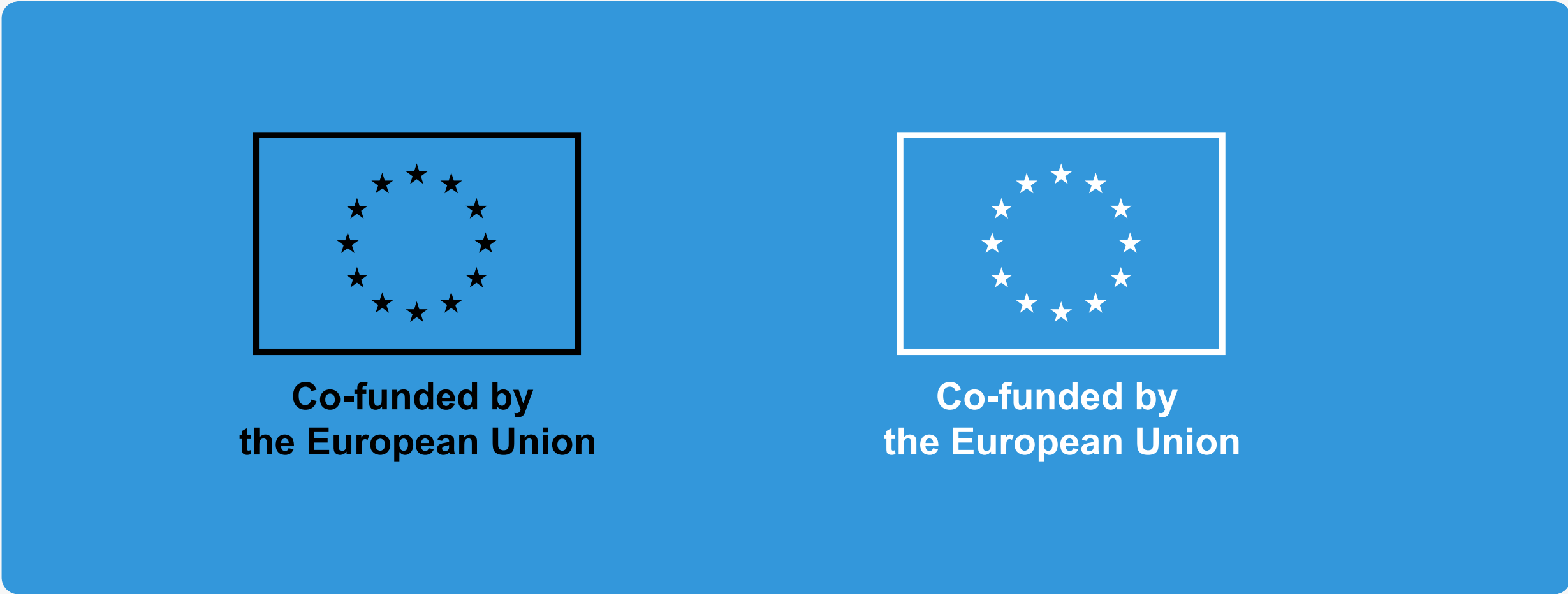
Co-funded logo use with Rail Baltica logo

All logos should have the same height as the Rail Baltica logo.



Co-funded logo usage on colour background

A simplified version of the logo is used for materials with many details and for small-size logo applications. The logo should always be black, white or dark blue.



Usage of Rail Baltica
delivery organisation
logos

Logo arrangement in order of importance

The Rail Baltica logo is the primary logo and should always appear first in the chain of partner logos. The second most important logo, following Rail Baltica, is the ministry logo. The third logo in order of importance is the EU co-funded logo lastly followed by the implementing body logos.

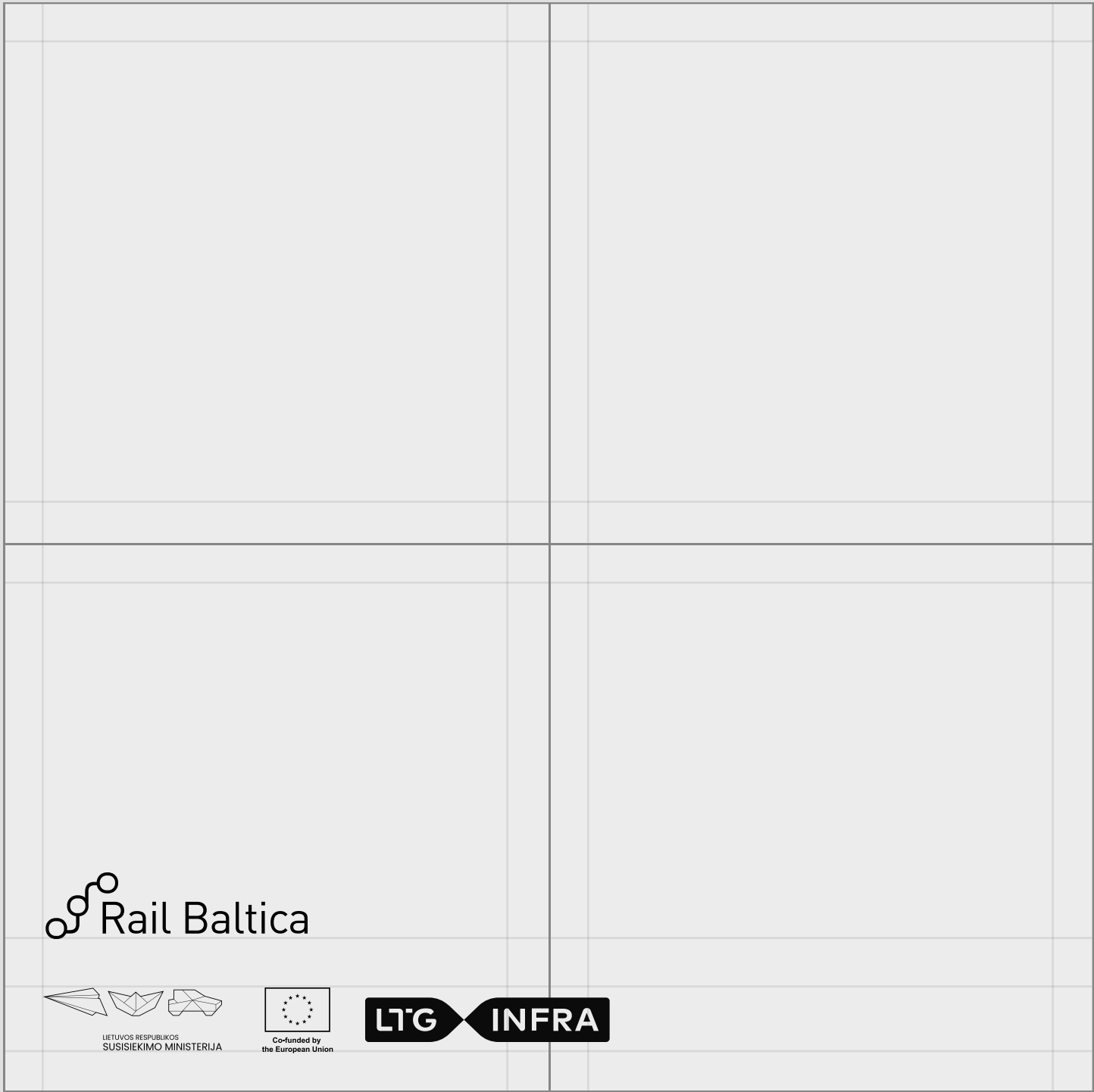
All logos should be sized with the same height as Rail Baltica logo.



Logo use in layout

The Rail Baltica logo is the primary logo and should always appear first in the chain of partner logos. The second most important logo, following Rail Baltica, is the EU co-funded logo. The third logo in order of importance is the ministry logo lastly followed by the implementing body logos.

All logos should be sized with a same height as Rail Baltica logo.



Logo placement examples

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Rail Baltic Estonia



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Mon, Oct 7th, 13:00 (GMT+2)



Lorem Ipsum plaza, Lorem Ipsum street, Riga ,Latvia



EIROPAS DZELZCELA LINIJAS



Logo usage on colour background

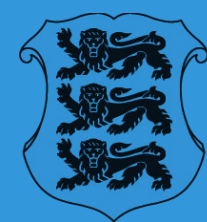
A simplified version of the logo should be used for materials with many details and for small-size logo applications. The logo should always appear in black or white.



Satiksmes ministrija



**EIROPAS
DZELZCEĻA
LĪNIJAS**



Rail Baltic
Estonia



Typography

Primary Typeface Myriad Pro

Myriad Pro is the main typeface of the brand. It is used across external materials such as ads, social media posts, booklets and others.

Aa

Rail Baltica is the largest
infrastructure project in the
Baltic region

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Text hierarchy

If the layout consists of a lot of free space, the main title (Headline) text size can be bigger than the standard.

All text is aligned to the left to compose a more classic and practical overall look of design.

Rail Baltica is an infrastructure project in the Baltic region

HEADLINE

Myriad Pro
Regular

Size: 3:3

Name Surname

Role

ACCENT / SUBHEADLINE

Myriad Pro
Regular (Alternative: bold in print materials)

Size: 2:3

Rail Baltica is a greenfield rail transport infrastructure project aimed at integrating the Baltic states into the European rail network.

BODY TEXT

Myriad Pro
Regular (Alternative: light and bold accent in print materials)

Size: 1:3

Text colour on different backgrounds

Large text as a headline looks better white.
Use black for small size body text on light blue background for better readability.

Use white for
headline text

Use white for small size body
text.

Use white or
black for
headline text

Use black or white for small
size body text.

Use dark
blue for
headline text

Use dark blue for small size
body text.

Use dark
blue for
headline text

Use dark blue for small size
body text.

Alternative Typeface

Arial

If Myriad Pro isn't available, as an alternative typeface it is recommended to use Arial Regular

Use Arial Regular for internal work documents, Emails and PowerPoint presentations. Arial Regular for Headlines and Arial Regular for body text.

Aa

For me, Rail Baltica is
a project with a soul

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Consistency of texts

To ensure consistency across all brand materials, the following language and formatting principles must be observed.

Rail Baltica Mainline is
Already Under Construction.

TITLES

- Use capital letters only at the beginning of the sentence.
- Do not use a full stop at the end of a title.

GENERAL PRINCIPLES

and it's

10 € billion 2,3 billion

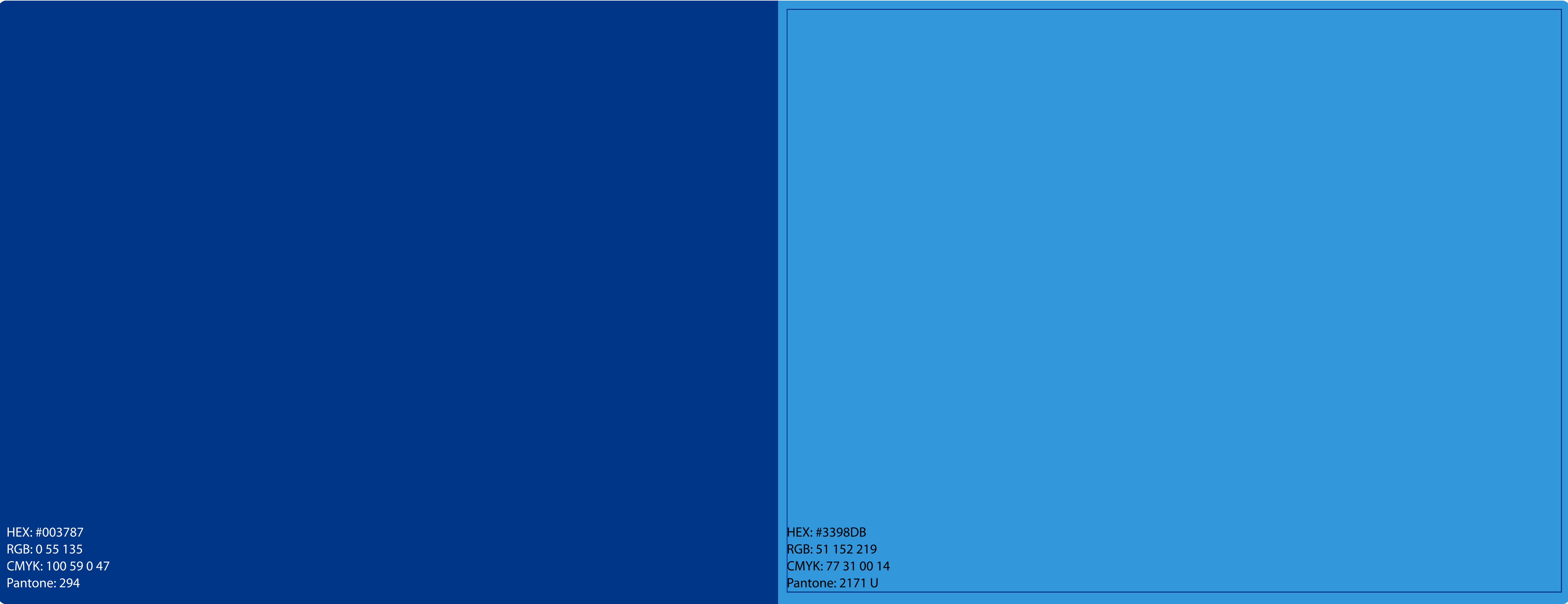
www.railbaltica.org

- UK English is used in all English-language materials.
- A formal, corporate tone is maintained throughout all communications.
For example, use 'and' instead of ' and', and avoid contractions – write 'it is' instead of 'it's'.
- Use a full stop as the decimal separator in numbers. For example: 2.3 billion.
- In English-language materials, always use the euro sign (€) to avoid inconsistencies such as EUR, eur, or euro.
- Place the euro sign (€) before the amount. For example: €10 billion.
- Do not use 'www' when writing website addresses.

Colour

Primary colour palette

The main colour combination is dark blue with light blue.
If necessary, secondary colours can be used.



HEX: #003787
RGB: 0 55 135
CMYK: 100 59 0 47
Pantone: 294

HEX: #3398DB
RGB: 51 152 219
CMYK: 77 31 00 14
Pantone: 2171 U

Secondary colour palette

In primary materials, such as social media posts or billboards: Yellow, light blue and grey are accent colours that should not exceed 30% coverage in material.

In secondary or internal materials such as presentations, website, brochures, reports: Yellow, light blue, grey and white coverage in material can be greater than 30%.

HEX: #FFC101
RGB: 255 193 1
CMYK: 0 24 100 0

HEX: #E5E5E5
RGB: 229 229 229
CMYK: 0 0 0 10

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

Colour usage

Secondary colours can be used with the primary colour dark blue, but be aware that the accent colour should not exceed 30%.

In secondary or internal materials such as presentations, website, brochures, reports:
Yellow, light blue, grey and white coverage in material can be greater than 30%.



90% Primary or secondary colours

30% Secondary or complementary colours

Aditional colour accent

For materials that contain a large amount of text such as website, brochure, presentations and data sheets – dark blue or light blue can be used with an opacity percentage less than 100%

<div>HEX: #003787</div> <div>RGB: 0 55 135</div> <div>CMYK: 100 59 0 47</div> <div>Pantone: 294</div>	<div>HEX: #3398DB</div> <div>RGB: 51 152 219</div> <div>CMYK: 77 31 00 14</div> <div>Pantone: 2171 U</div>	
<div>Opacity: 80%</div>	<div>Opacity: 80%</div>	<div>HEX: #B4B4B4</div> <div>RGB: 180 180 180</div> <div>CMYK: 0 0 0 35</div>
		<div>HEX: #C3C3C3</div> <div>RGB: 195 195 195</div> <div>CMYK: 0 0 0 30</div>
<div>Opacity: 60%</div>	<div>Opacity: 60%</div>	<div>HEX: #CDCDCD</div> <div>RGB: 205 205 205</div> <div>CMYK: 0 0 0 20</div>
<div>Opacity: 40%</div>	<div>Opacity: 40%</div>	<div>HEX: #E5E5E5</div> <div>RGB: 229 229 229</div> <div>CMYK: 0 0 0 10</div>

Colour Combinations

Recommended colour combinations for both graphic elements and typography on various coloured backgrounds.

White background is an exception and can be used to deal with large text groups. Application of white background is meant for use in presentations, print (brochures, leaflets), website and video materials.

The image displays four vertical panels, each representing a different background color. Each panel contains a vertical column of four colored circles, representing the recommended color palette for graphic elements and typography on that background.

- Dark Blue Background:** The circles are white, light grey, medium blue, and yellow.
- Medium Blue Background:** The circles are white, light grey, black, and yellow.
- Light Grey Background:** The circles are white, medium blue, dark blue, and yellow.
- White Background:** The circles are light grey, medium blue, dark blue, and yellow.

Exceptional colour usage

If primary and secondary colours are not enough to illustrate track roads, extra colours (red and green) can be used as an exception.

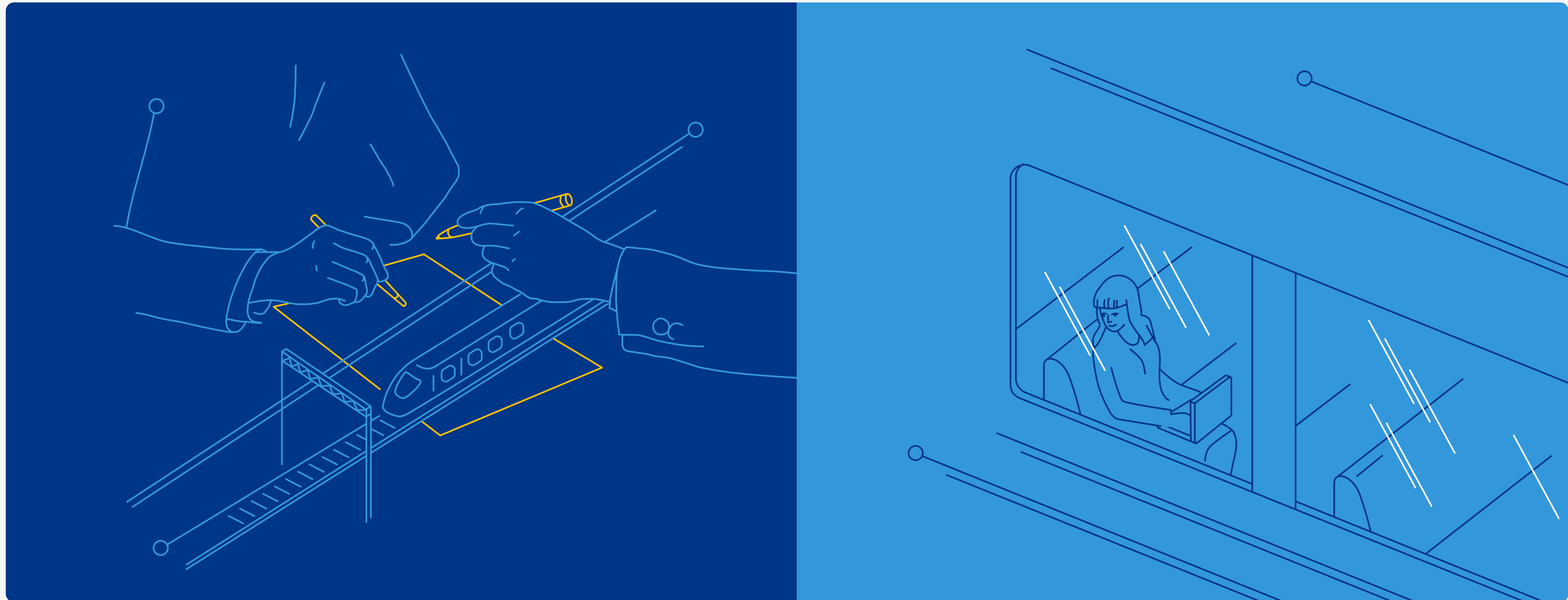


Illustration

Illustrations

We have simplified and blended illustrations and icons into a single style to make them easier to manage. The illustrations draw clear inspiration from the logo symbol, which represents a rail track connecting cities.

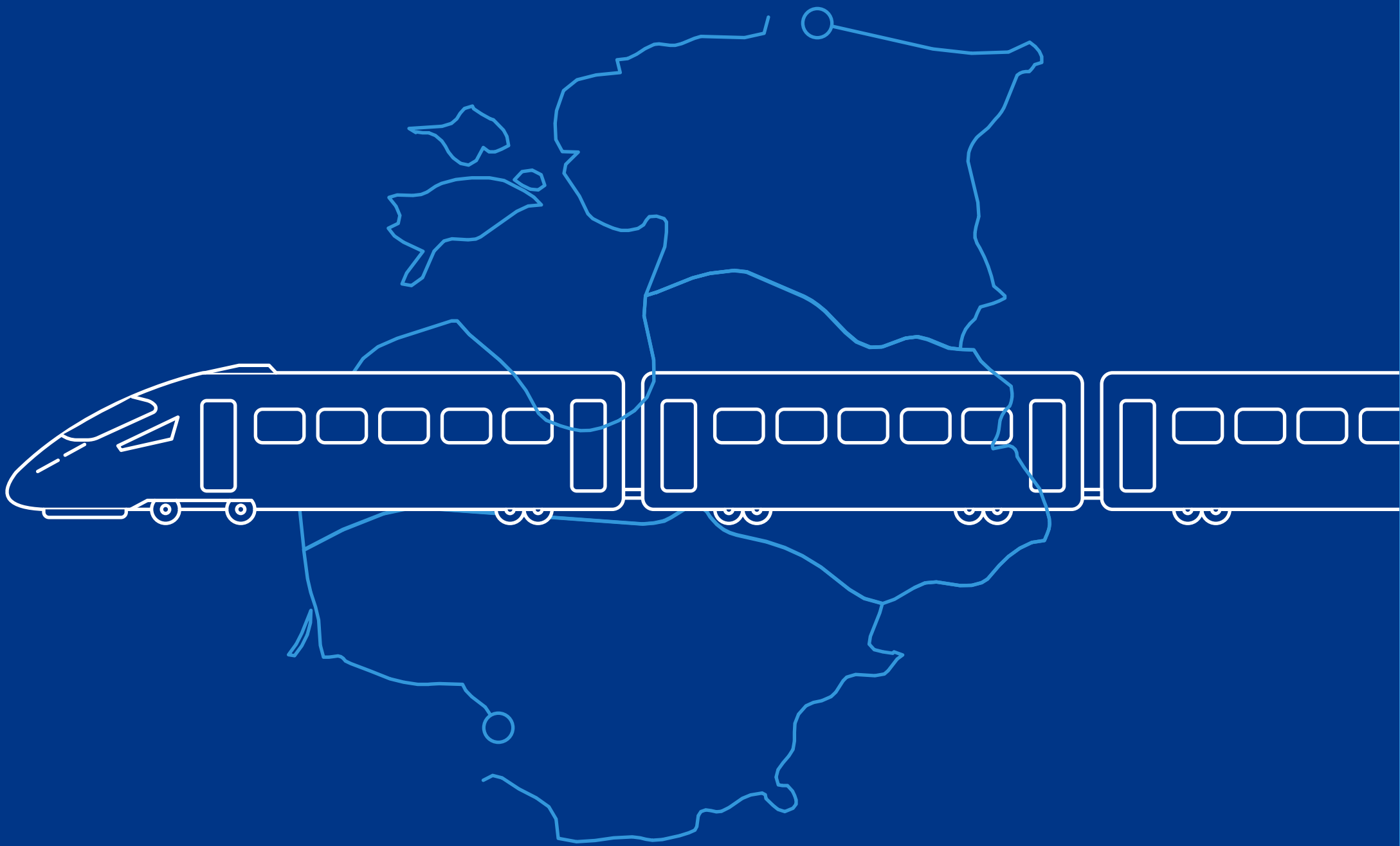
The illustration consists only of line work without fill.








Illustrations

The illustration consists of the following elements:

- 1) Stroke value 1-2 px with rounded corners.
- 2) Stroke with rounded corners
- 3) Accent elements with secondary colours – light blue, yellow, white
- 4) Background colours – dark blue, light blue, grey
- 5) Circles at the end of the line (to emphasise rail track and stations as a symbol)



- 1)  ~2 px
- 2) 
- 3) 
- 4) 
- 5) 

Icons can be used as illustration

The illustration consists only of line work without fill. When scaling an icon to use as illustration, as an end result – the line width should be approximately 1-2 px with rounded corners.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

 Rail Baltica

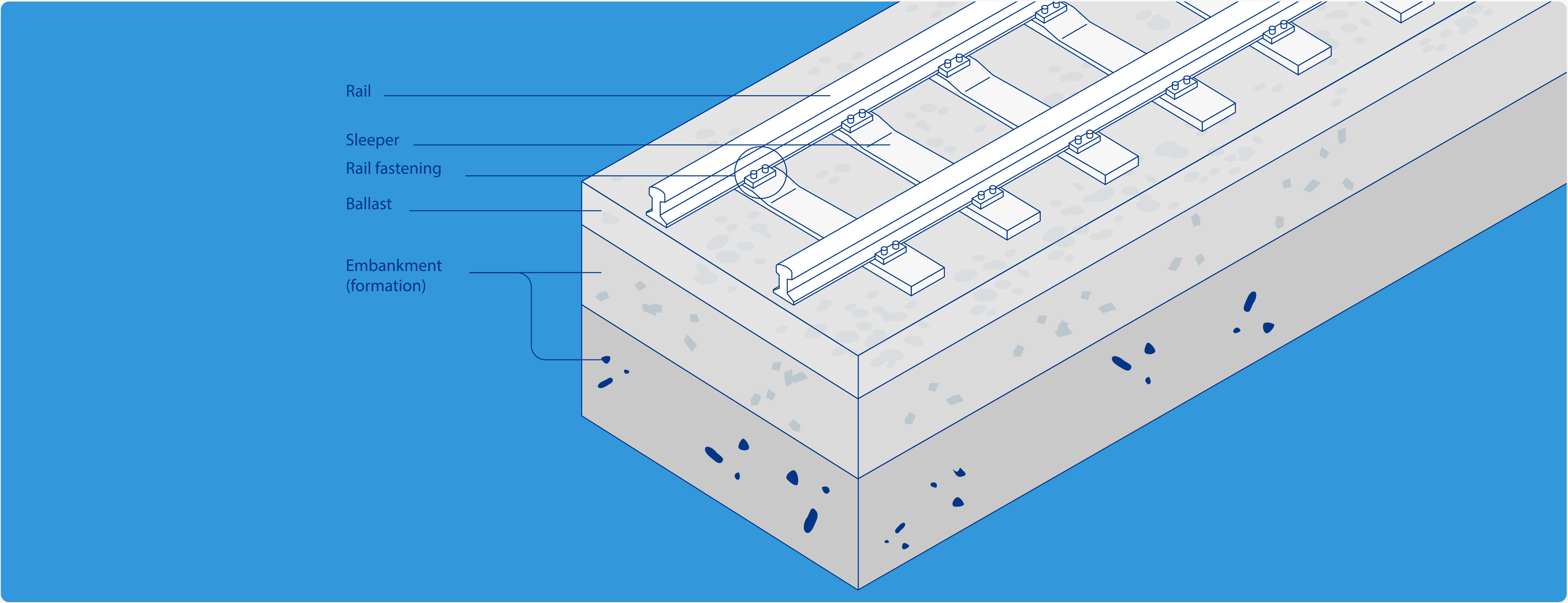
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



 Rail Baltica

Secondary illustration style (exception)

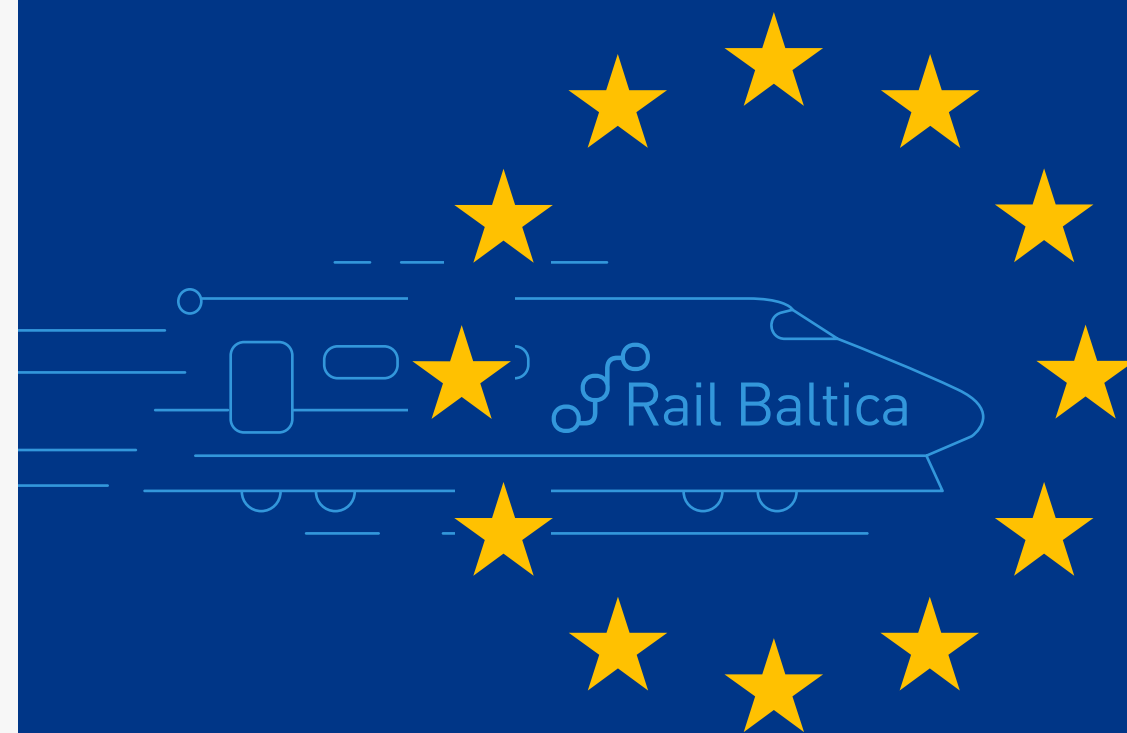
The secondary illustration style (exception) can be used when there is a need for a more detailed representation of an idea. The application of exceptional illustrations are presentations, print (brochure, leaflets), website and video materials.



Main illustration examples

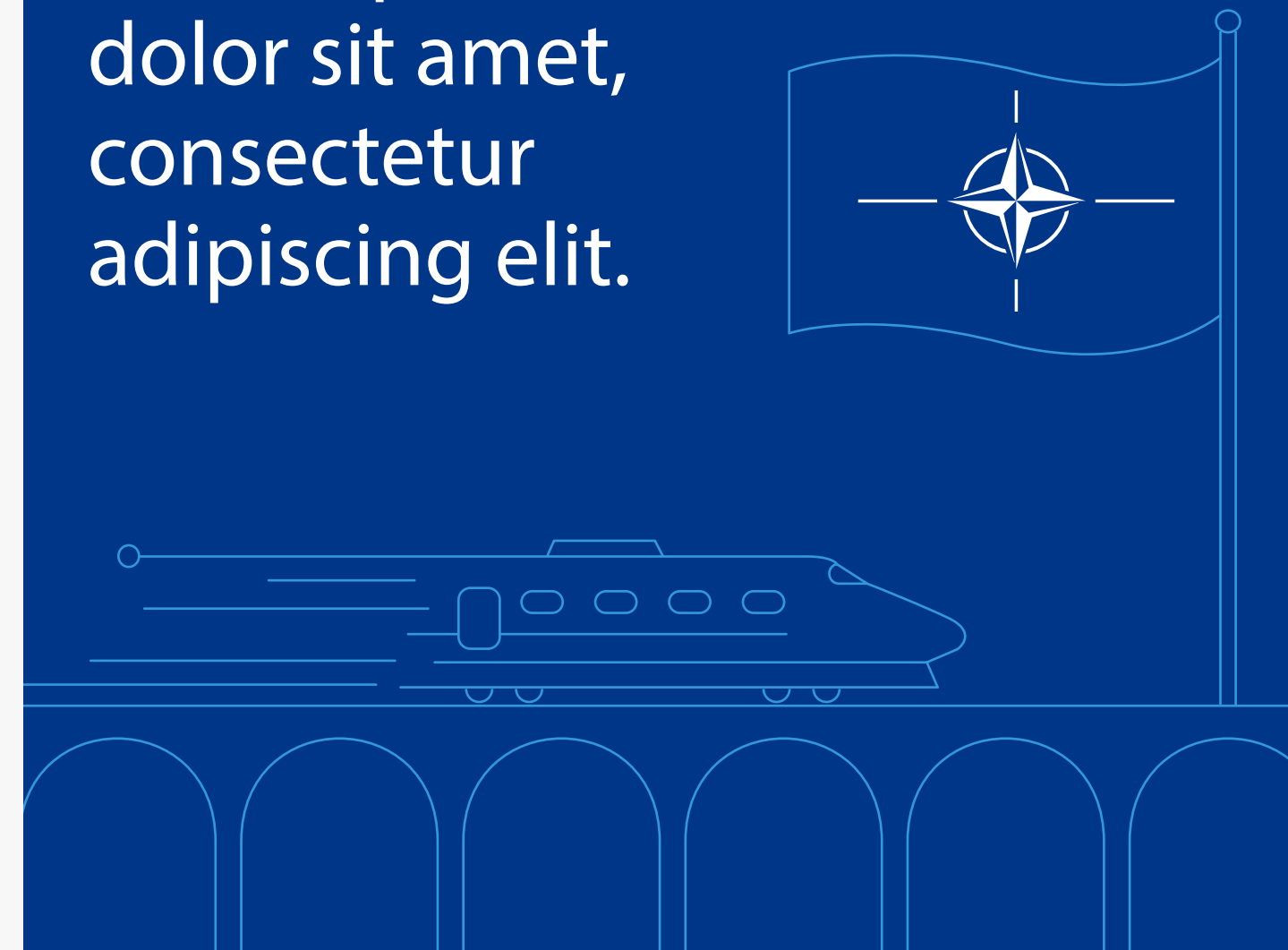
The illustration must consist of one colour with a contrasting background. It is possible to use an extra colour as an accent.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



 Rail Baltica

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.



 Rail Baltica

Illustration secondary colour examples

The main colour combination is dark blue with light blue.



Story post illustration – examples

Lorem ipsum dolor sit amet 2025





Mon, Oct 7th, 2025
13:00 (GMT+2)

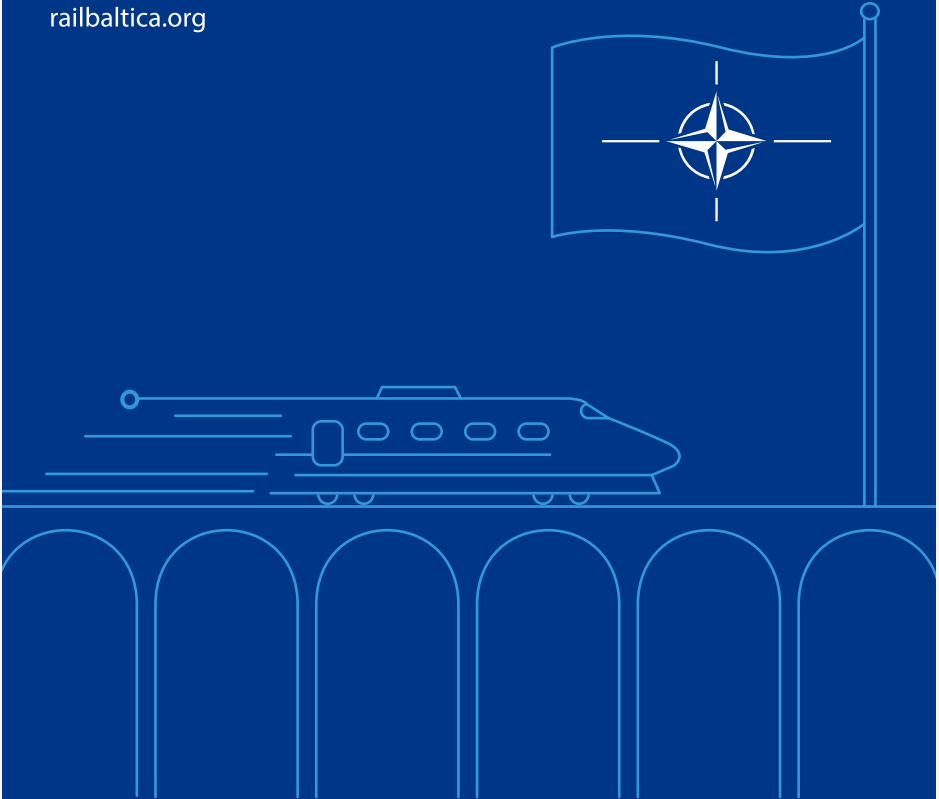




Lorem Ipsum plaza, Lorem Ipsum street, City ,Country



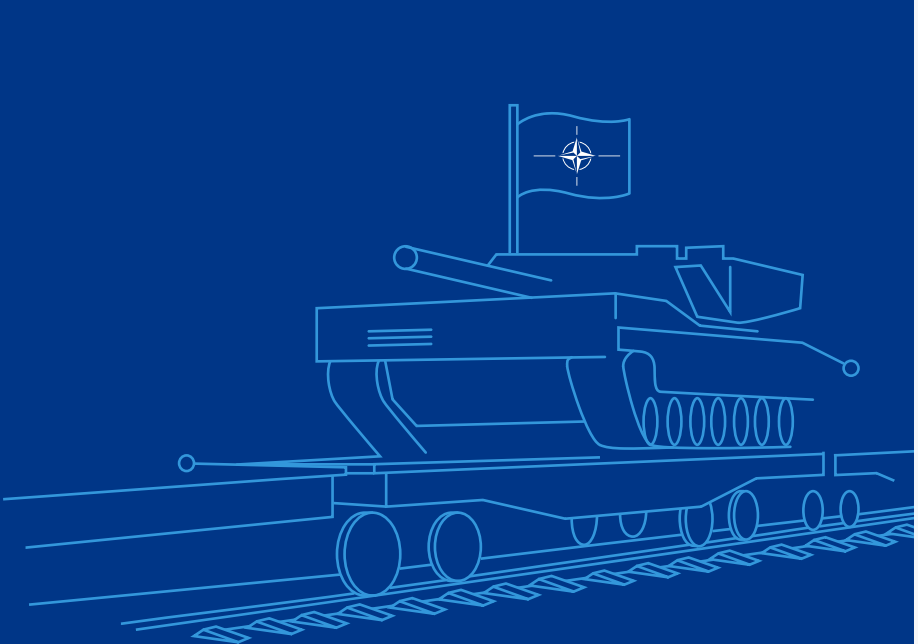
Lorem ipsum dolor sit amet, consectetur adipiscing.



[Read full announcement on railbaltica.org](#)





Lorem ipsum dolor sit amet, consectetur adipiscing elit.





Lorem ipsum dolor sit amet 2025





Mon, Oct 7th, 2025
13:00 (GMT+2)



Lorem Ipsum plaza, Lorem Ipsum street, City ,Country



Icons

Icons

To maintain icon-style consistency within the brand, use line-stroke-style icons. The icon line width should be approximately 1-2 px with rounded corners.



Icon usage



Lorem Ipsum plaza,
Tartu ,Estonia



Lorem Ipsum plaza,
Tartu ,Estonia




Lorem Ipsum


Icons can be used aligned to the left side or centred inside the box.




Lorem Ipsum plaza,
Tartu, Estonia



Lorem ipsum dolor
sit amet




Lorem ipsum dolor
sit amet




Lorem ipsum dolor
sit amet


Icons can be used aligned to the left side or centred without the box.



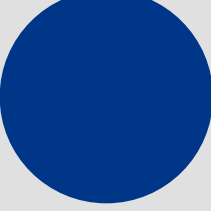
Lorem Ipsum plaza,
Tartu, Estonia



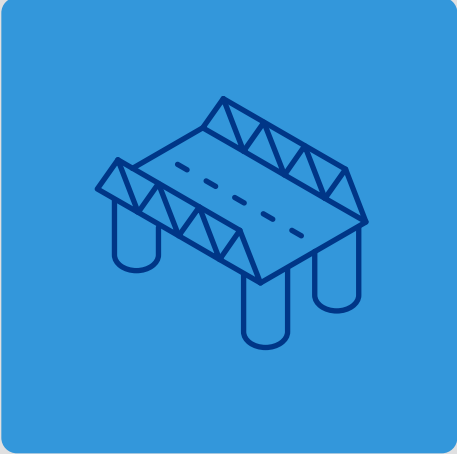
Lorem ipsum dolor
sit amet



Lorem ipsum dolor
sit amet



Lorem ipsum dolor
sit amet



Lorem Ipsum plaza,
Tartu, Estonia

Icon usage examples in social media materials

Example of an icon in a social media post format.
Another example incorporating the secondary colours, either yellow or light blue.



Large-scale icons can be used as an illustration, positioned in the centre.



Icons can be positioned on the side with text inside the box.



Icons can be positioned on the side without the box.



Large-scale icons can be used as an illustration, positioned in the centre.


Icon usage examples in presentation slides

Example of an icon in PowerPoint format.

Rail Baltica delivers military mobility benefits – in peace and war

Military conflict

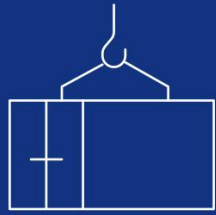
Up to 98k passengers



Daily citizen emergency transport capacity

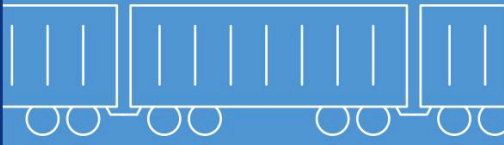
Peacetime

Up to 55k tons of cargo




Daily cargo transport capacity

7 kilometers





Truck convoy can be replaced by one 40 wagon rail transport

1 day



Loading/ unloading time savings per transport from Poland



Icons can be positioned on the side or centred with text inside the box.

Vision

Excellence in Rail Security

To be the leading example of railway security excellence in Europe, fostering a seamless, resilient, and innovative security framework that unites Baltic region, protects critical infrastructure, improve regional security and inspires the future of safe and efficient rail transportation.



Leadership in European rail security



Integration of the Baltic region



Protection of critical infrastructure



Resilience & Innovation in security frameworks



Inspiration for the future of rail mobility



Photography

Photography

When photographing people, take photos of them in a natural environment. Make sure that the background is not overly saturated with unnecessary details. When taking photos of people, the focus should be on the person and the topic. Avoid overly edited unnatural lighting.

When text and image are combined on one artboard, the basic layout principle is to split the artboard in half. One side for text and the other for image.



“Lorem ipsum dolor sit amet,
consectetur adipiscing elit.”

Name Surname
Position and Department

 Rail Baltica

Gradient and Photography

Brochures, presentations, data sheets, newsletters and websites contain large amounts of text. When text and image are combined on one artboard, an alternative layout principle is to use colour gradient.

When there is a necessity for a more slick look, colour gradient can come in handy. Usage of gradient is a more advanced skill and needs the assistance of a designer.



Advanced gradient use examples



Advanced gradient use examples

Layout

Brand volume

It is worth keeping in mind that brand assets can be scaled in volume. They can work very well in simple layouts as well as more complicated and information-rich layouts.

Covers of material should be represented on a dark blue background colour to ensure Rail Baltica brand recognition. To enhance readability, inside pages require more complex layout principles. Usage of multiple boxes and light background is preferable.



Main cover material as social media posts, billboards and brochure covers and website

→

Complex (heavy based text) materials, such as the inside pages of brochures, website, newsletters, data sheets and presentations

Principles of social media post content

Principles of social media carousel post content

When building social media carousel post, the first slide has to contain a large image and very little text. The second and third slide are more suitable for larger text volume and more than one message.



The first slide has to contain a large image and very little text



The second and third slide are more suitable for larger text volume and more than one message.



Layout and grid of social media

Layout design and grid of square post format

The layout consists of splitting the artboard in half – horizontally or vertically. One half contains text, the other half can include an illustration or an image. All can be merged into one to create more room for an image or headline.

A simplified layout system has been created to help future designers produce easily recognisable materials with a clear message. The design system is modern, clear, mature and simple.

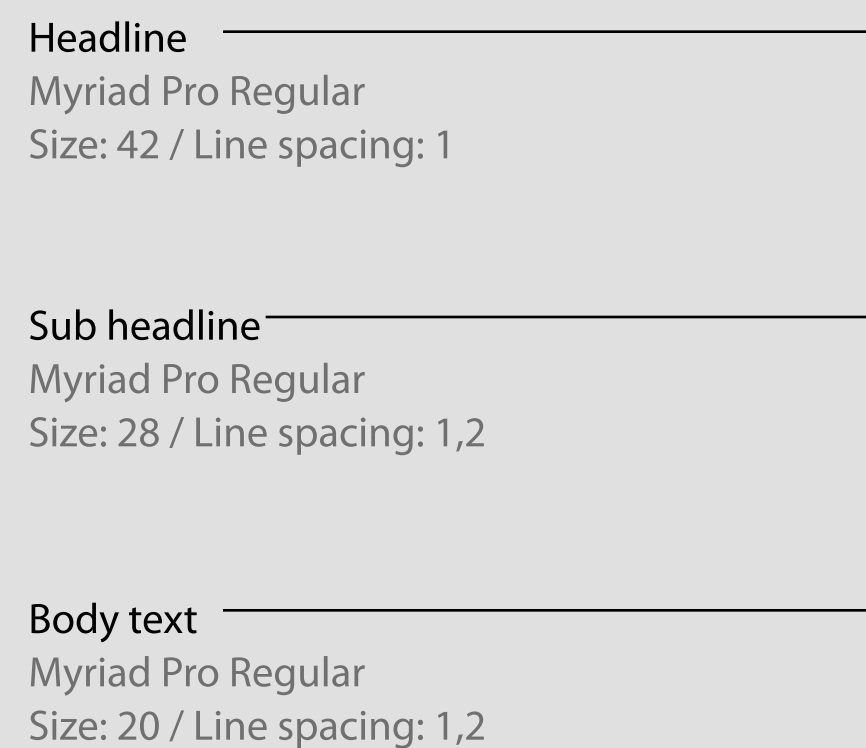


Advanced gradient use examples

Layout design and grid

The layout consists of four modules: two for text and two for illustrations or images. The final result will split the artboard in half – either horizontally or vertically – with one half dedicated to text and the other half to an image or illustration. These modules can be merged to create more space for the image or headline if needed.

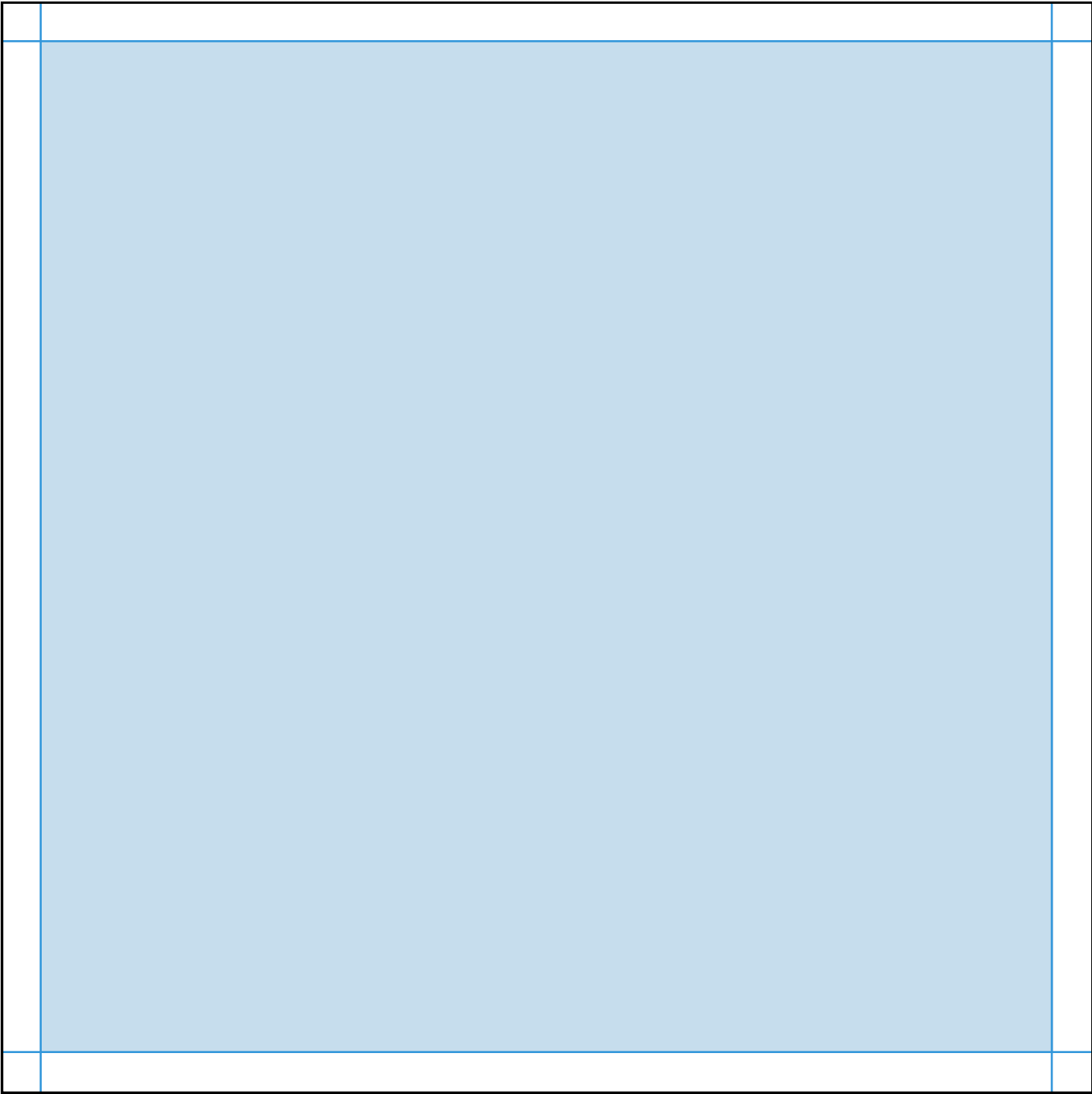
If the layout has a lot of free space, the text size of the main title can be larger than the standard.



Margins and gutters

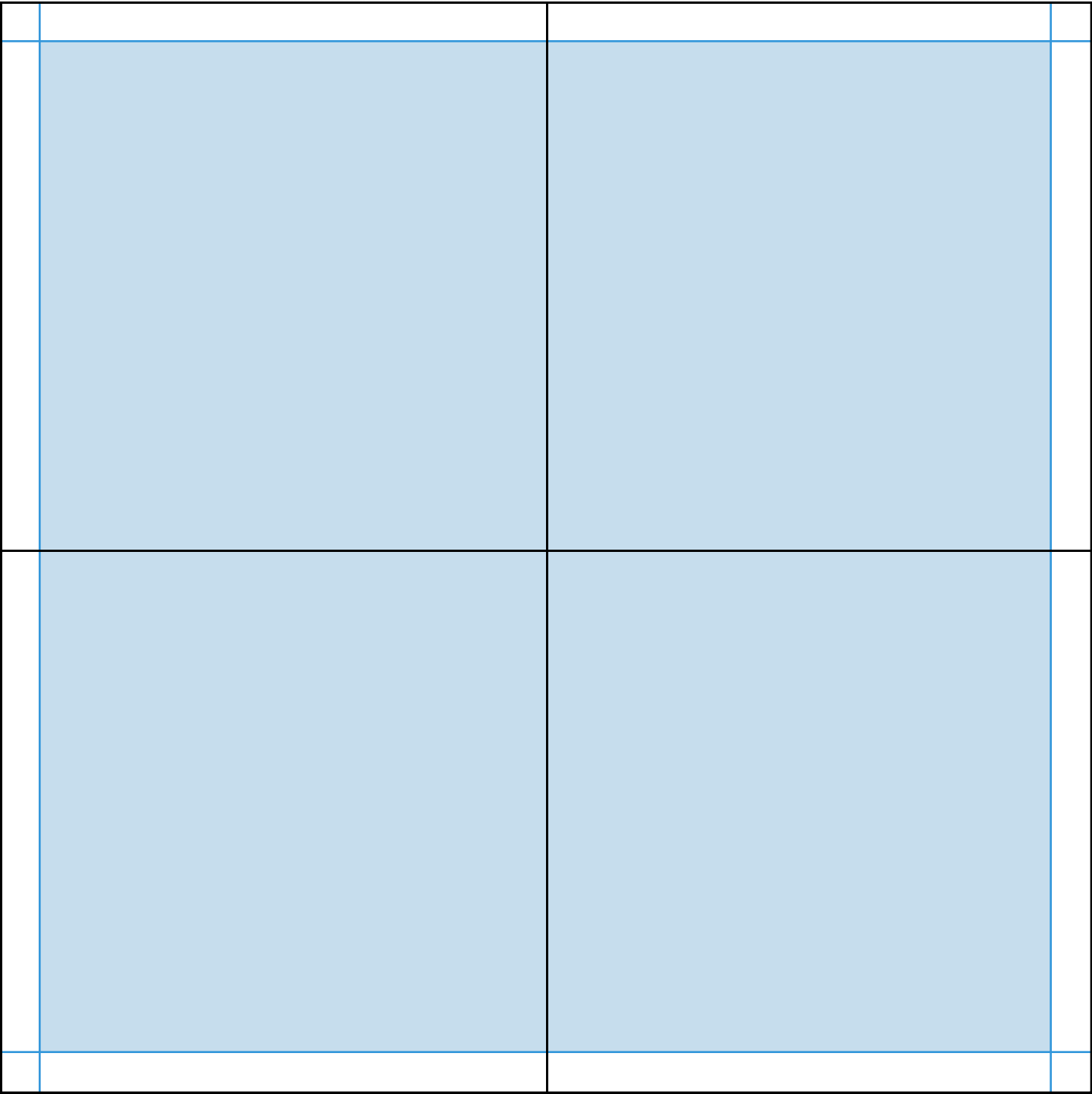
1

The suggested margin size for a social media square post is 40 px.



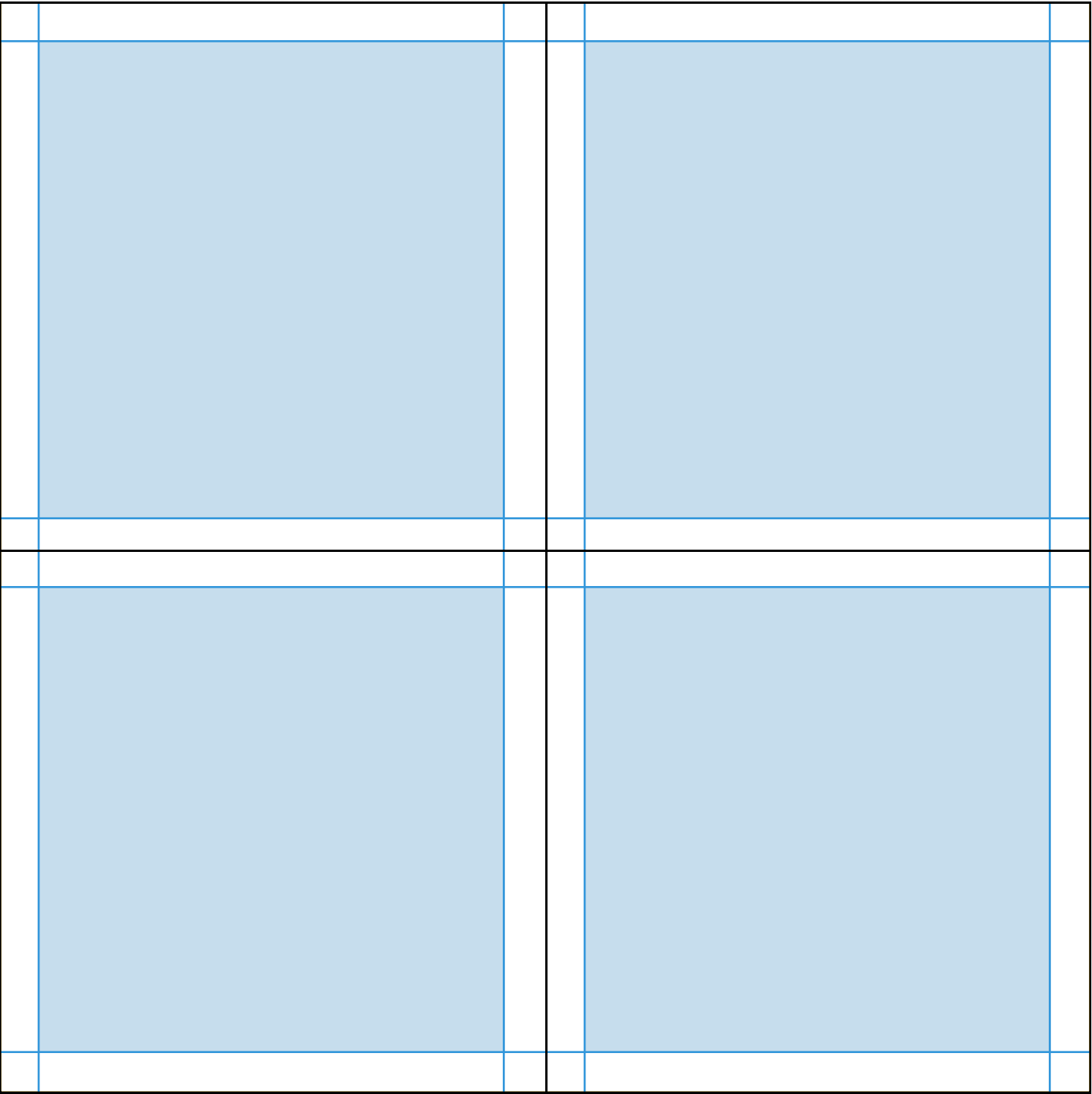
2

The artboard must be divided into four identical modules, two of which contain one type of information: headline, sub-headline, body text, logo, illustration, or image.



3

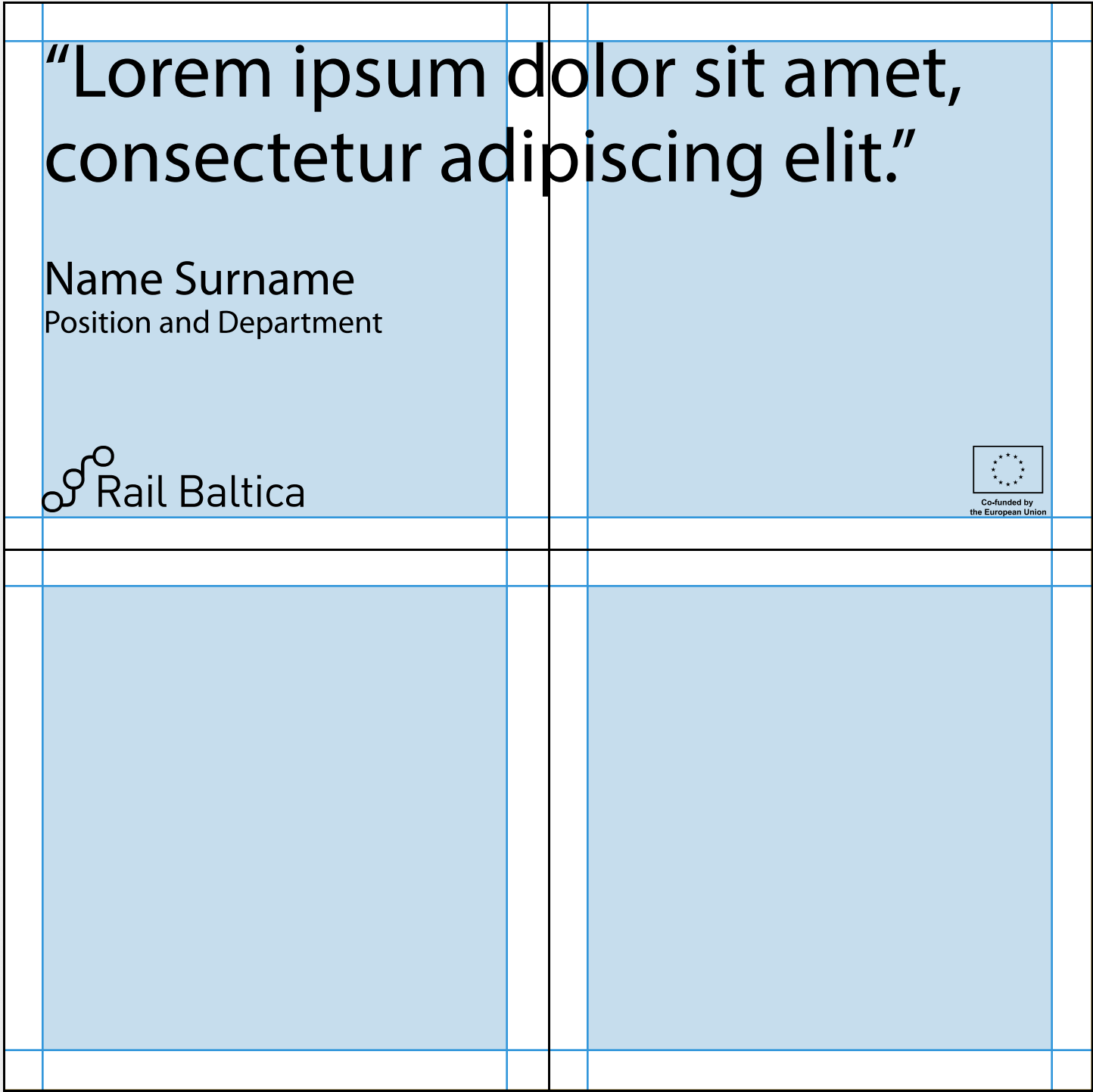
The gutter spacing is 80 px.



Text placement

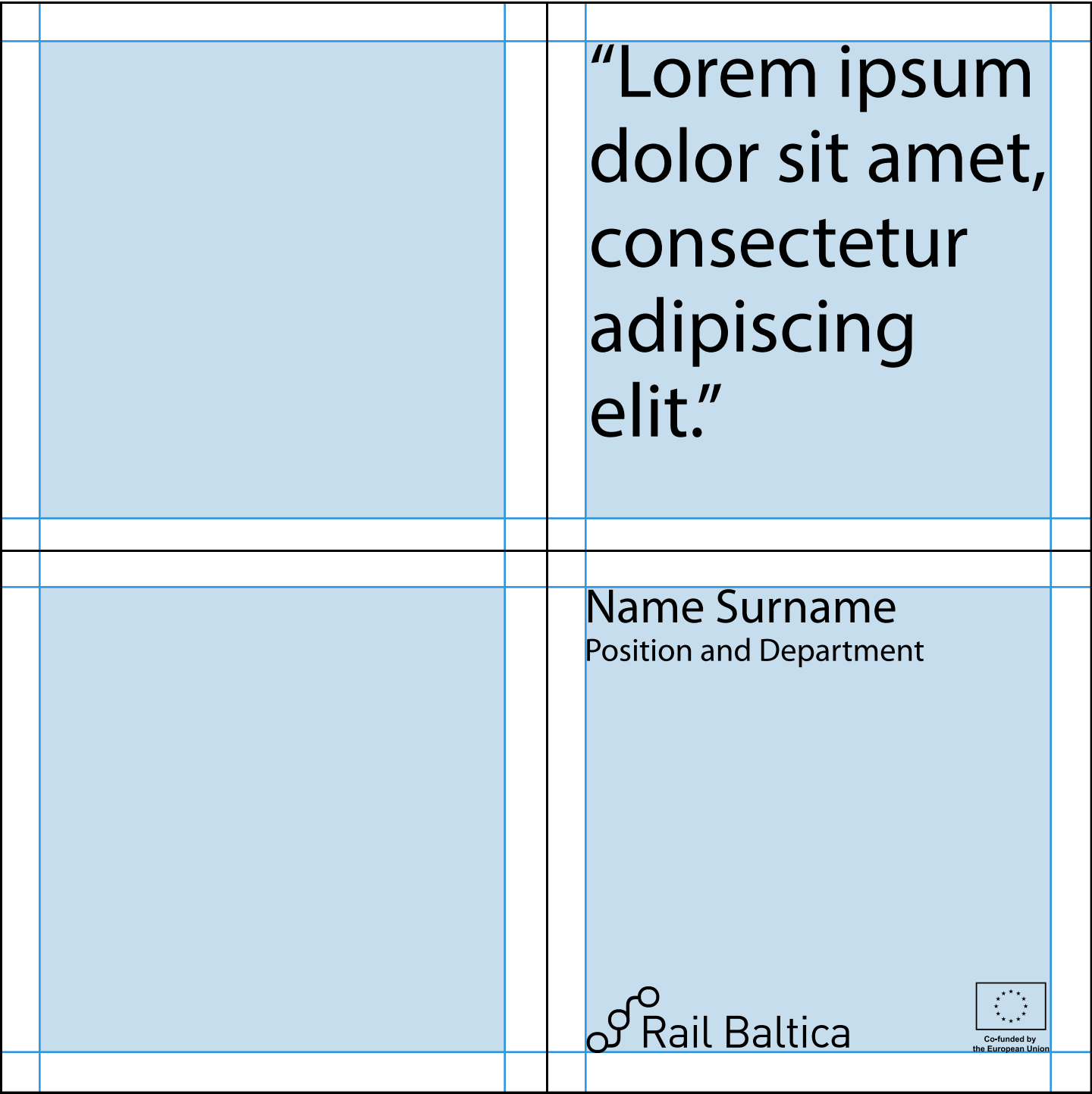
1

Two modules contain one piece of information: headline, sub-headline, body text, logo, illustration or image.



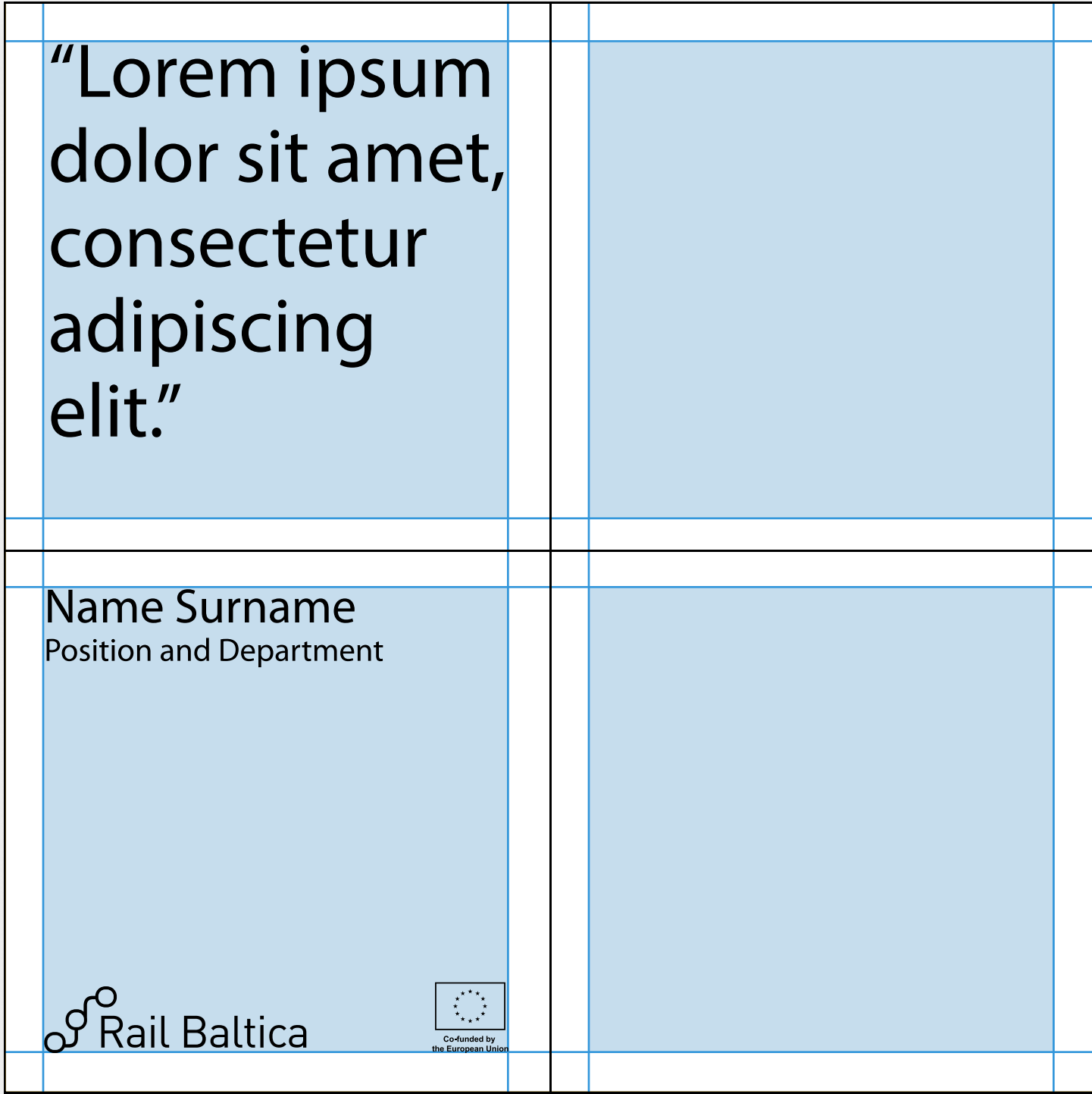
2

All modules can be merged into one to create more space for an image or headline.



3

The order of the primary and secondary message blocks can be swapped and rearranged.



Examples of employer branding posts

For social media materials like Meta posts and story formats,web banner and billboard design should be represented on a dark blue background to ensure Rail Baltica brand recognition.



Advanced gradient use examples

Examples of construction update posts

Layout design can be supplemented with dividing lines or outlined boxes in the case of multiple messages.

Value of icon lines and strokes:: 1px



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Lorem ipsum dolor sit amet, consectetur adipiscing elit.





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Lorem ipsum dolor sit amet, consectetur adipiscing elit



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Examples of event posts

Layout design can be supplemented with dividing lines or outline boxes in case of multiple messages.

Value of icon lines and strokes: 1px



Lorem ipsum dolor sit amet 2025



Mon, Oct 7th, 13:00
(GMT+2)



Lorem Ipsum plaza,
Tartu ,Estonia

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Lorem ipsum dolor sit amet 2025



Mon, Oct 7th, 13:00
(GMT+2)



Lorem Ipsum plaza,
Lorem Ipsum street,
Riga ,Latvia

Lorem ipsum dolor sit amet, consectetur adipiscing elit.





Lorem ipsum dolor sit amet 2025



Mon, Oct 7th, 2025
13:00 (GMT+2)



Lorem Ipsum plaza, Lorem
Ipsum street, Vilnius ,Lithuania

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Examples of announcement posts





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Layout and grid of
social media story
format

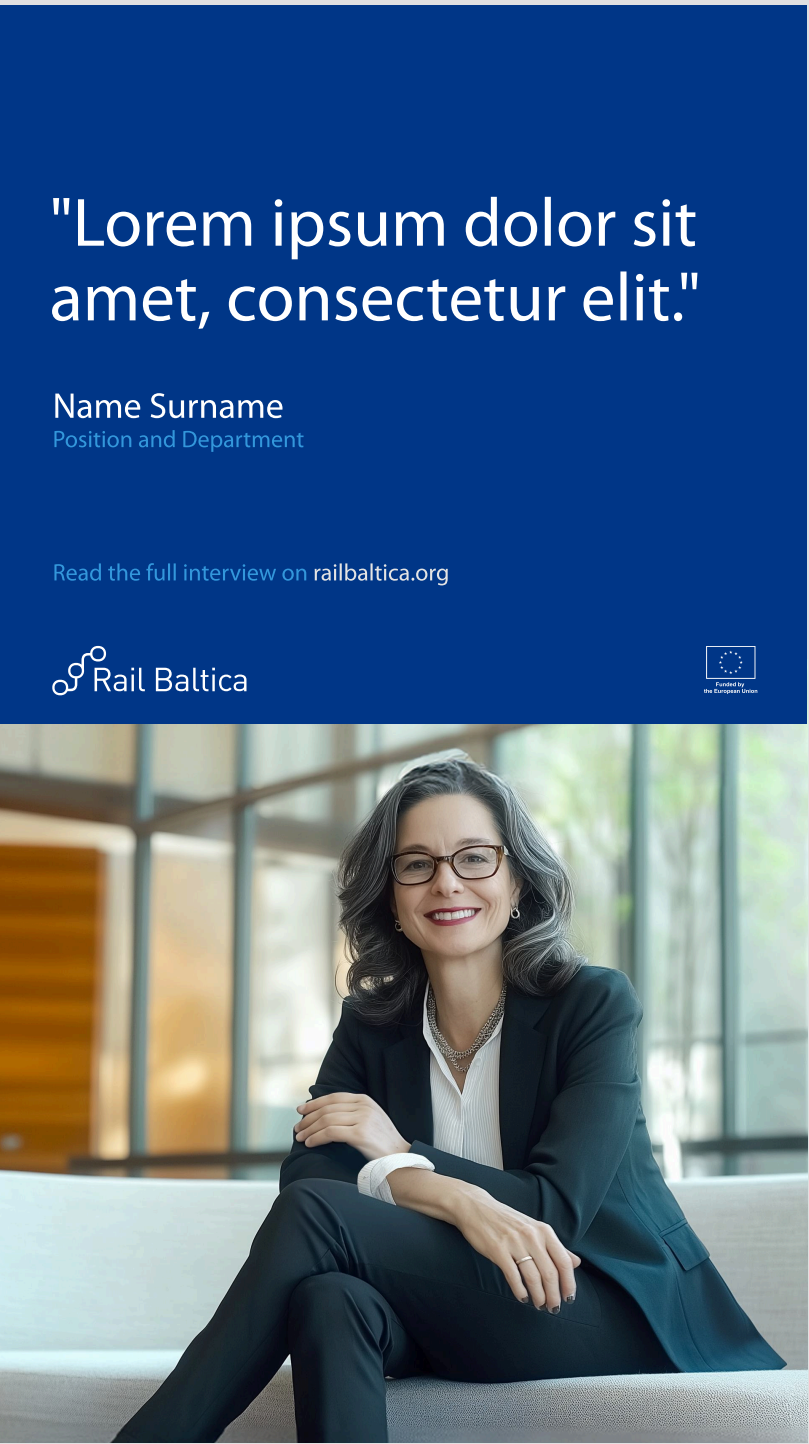
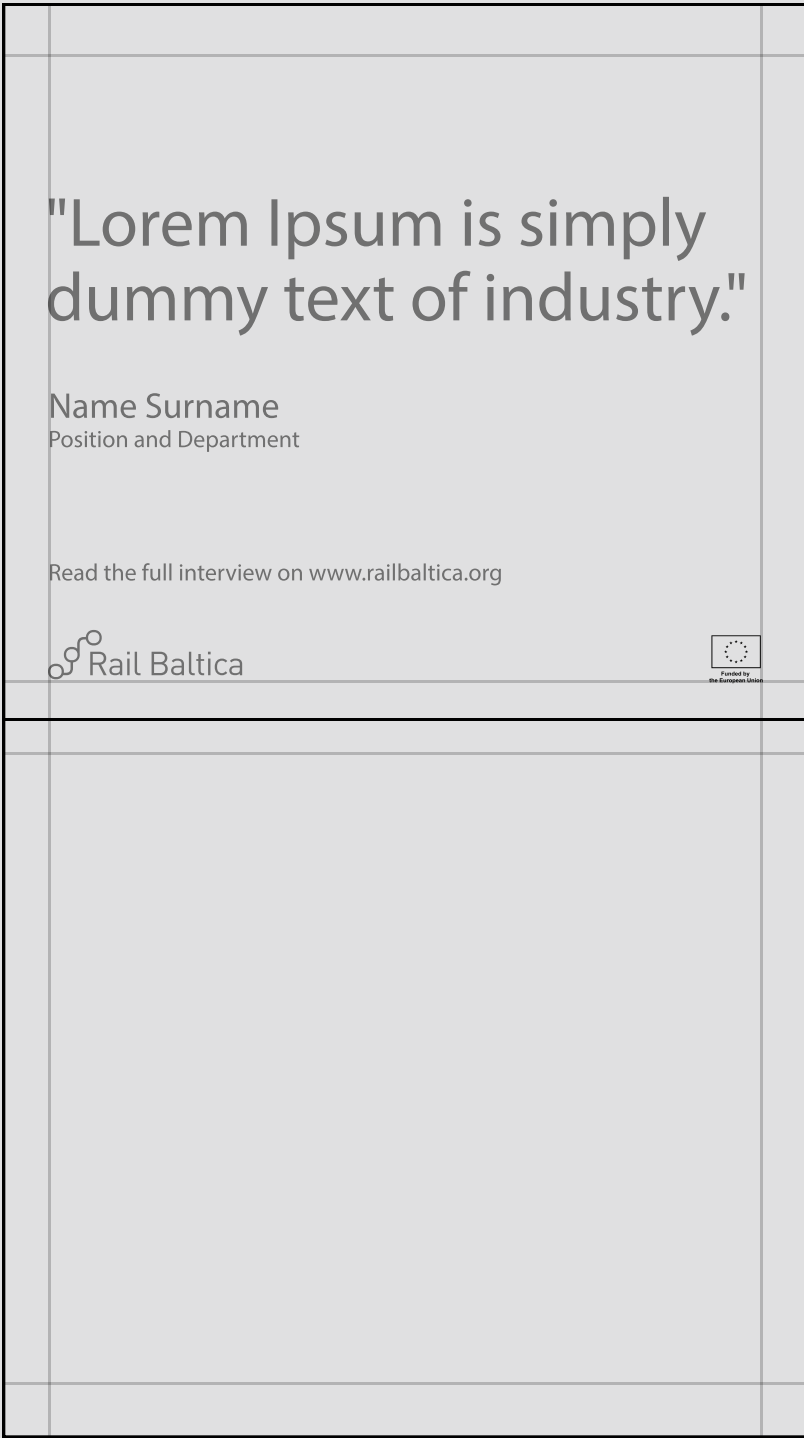
Social media story layout design and grid

The layout consists of two identical modules, each containing one type of information: text and illustration, or image. Two modules can be merged into one to create more room for an image or headline.

Headline
Myriad Pro Regular
Size: 46 / Line spacing: 1

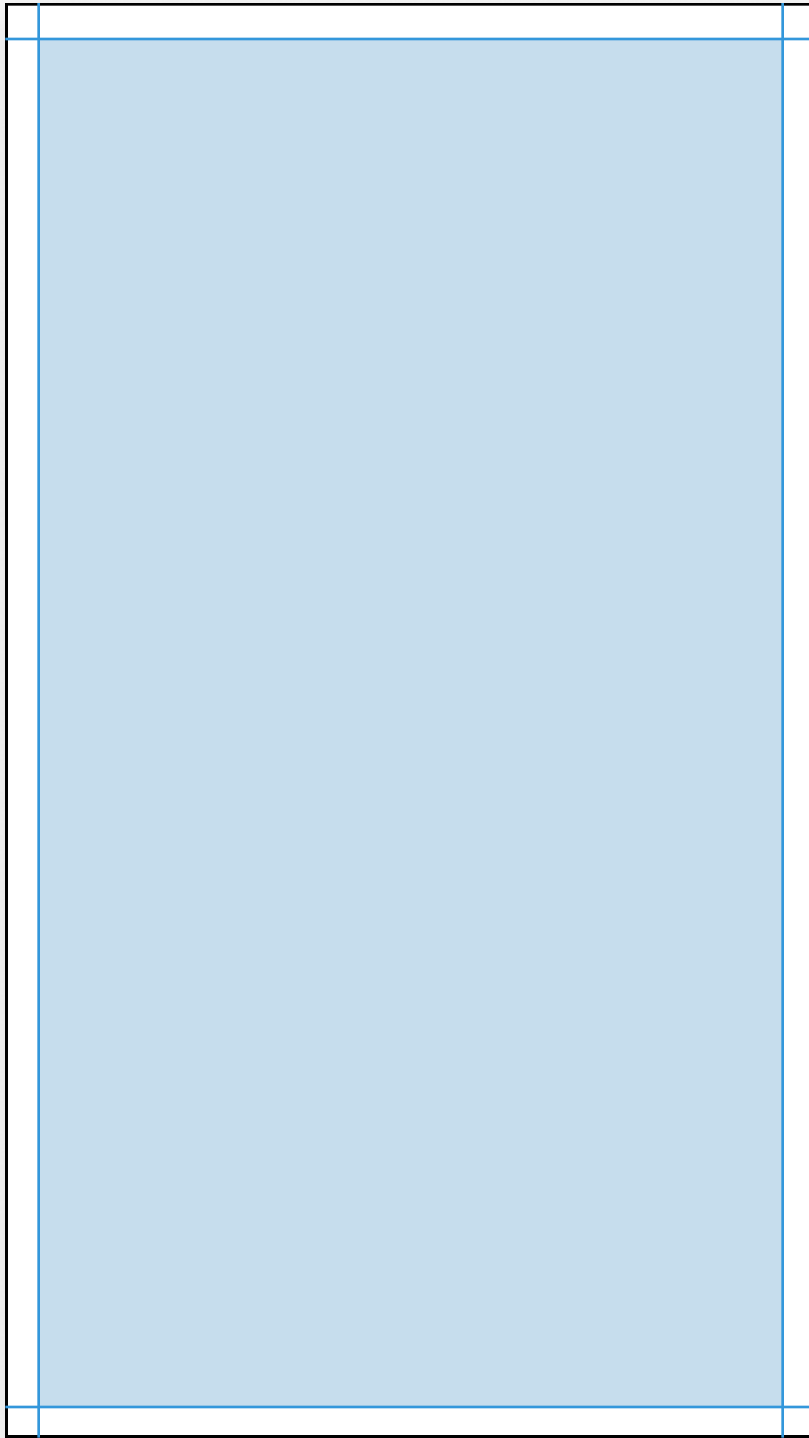
Sub headline
Myriad Pro Regular
Size: 28 / Line spacing: 1,2

Body text
Myriad Pro Regular
Size: 20 / Line spacing: 1,2

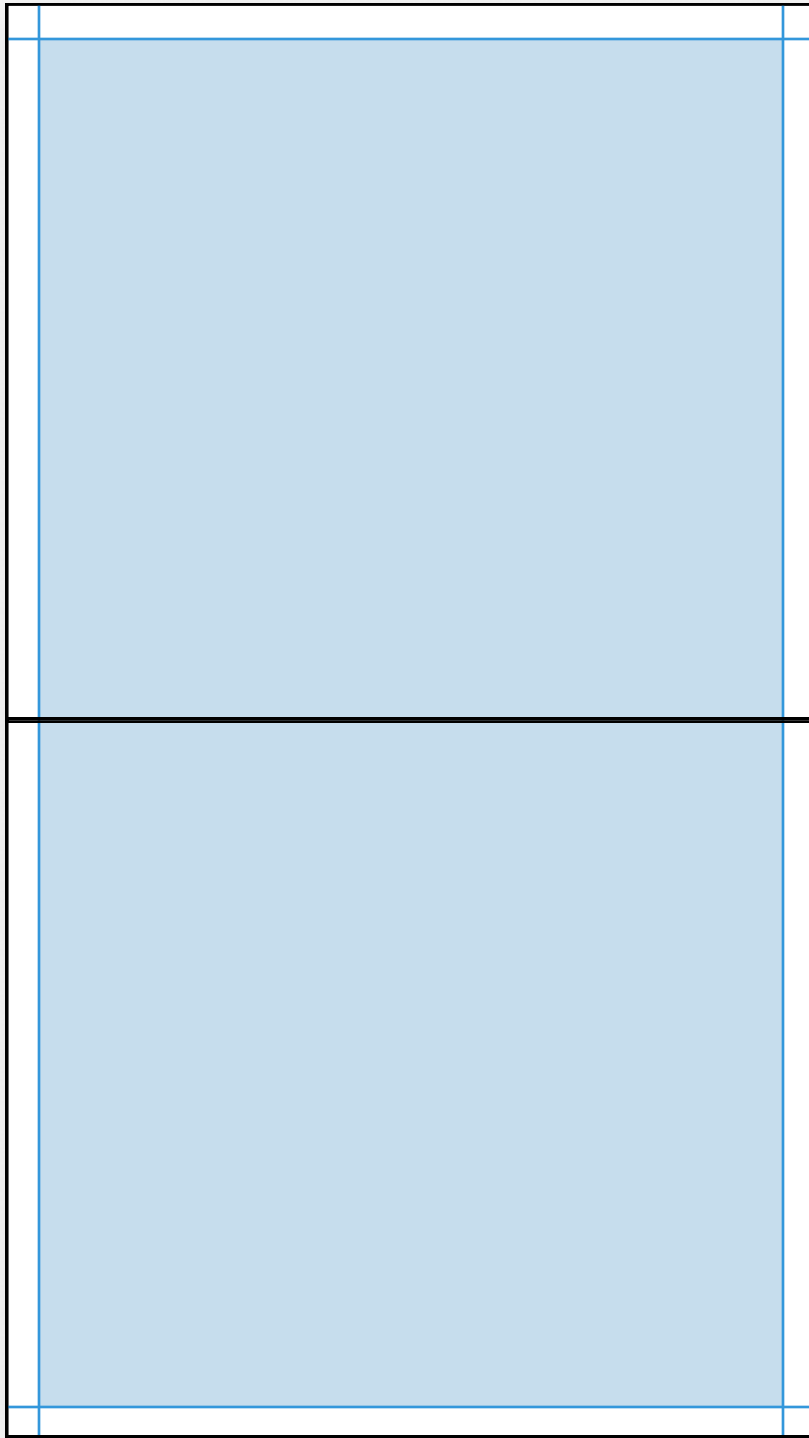


Social media story format margins and gutters

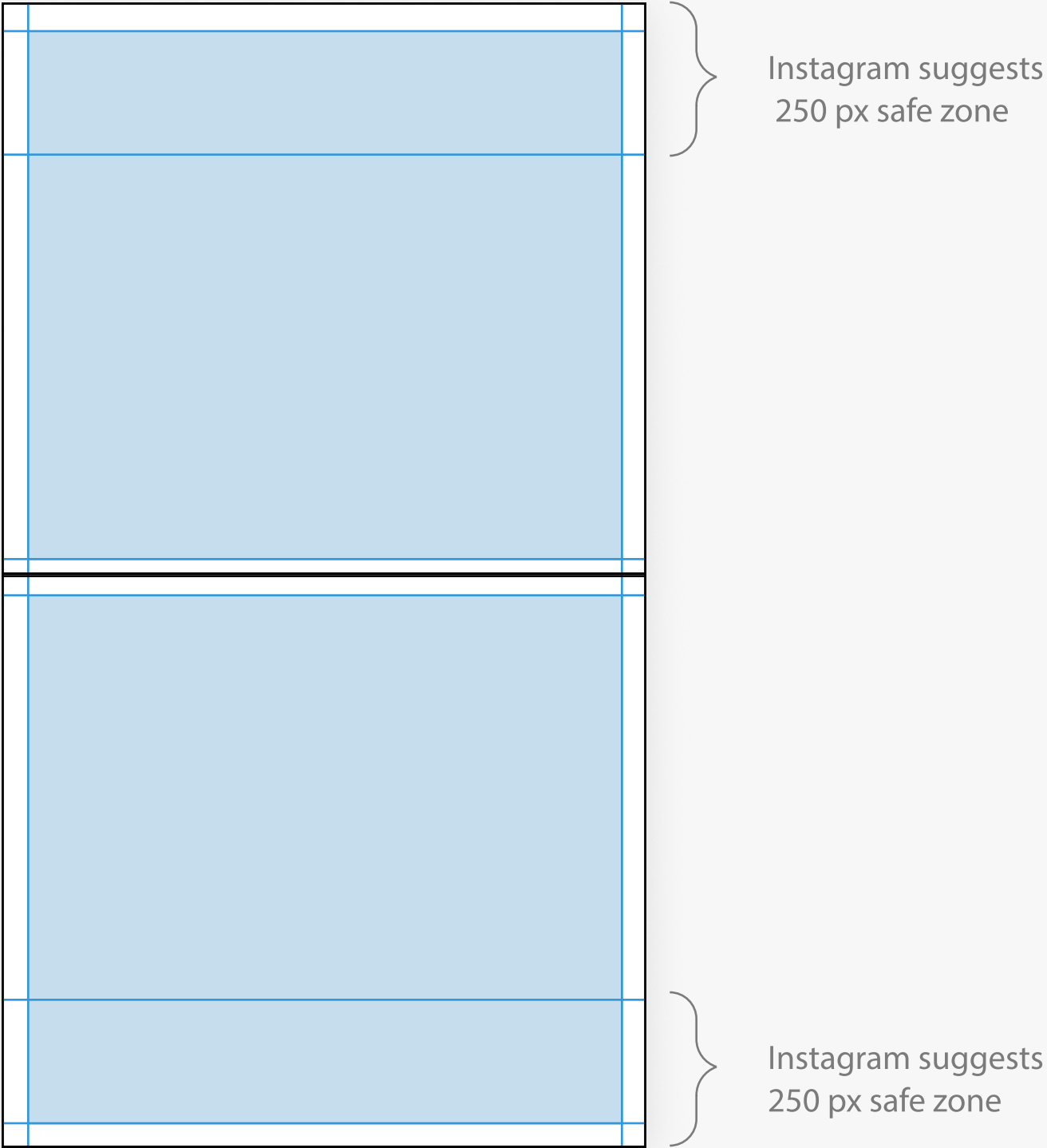
1 The suggested margin size for a social media story format is 40 px.



2 The artboard must be divided into two identical modules, each containing one type of information: text or image.

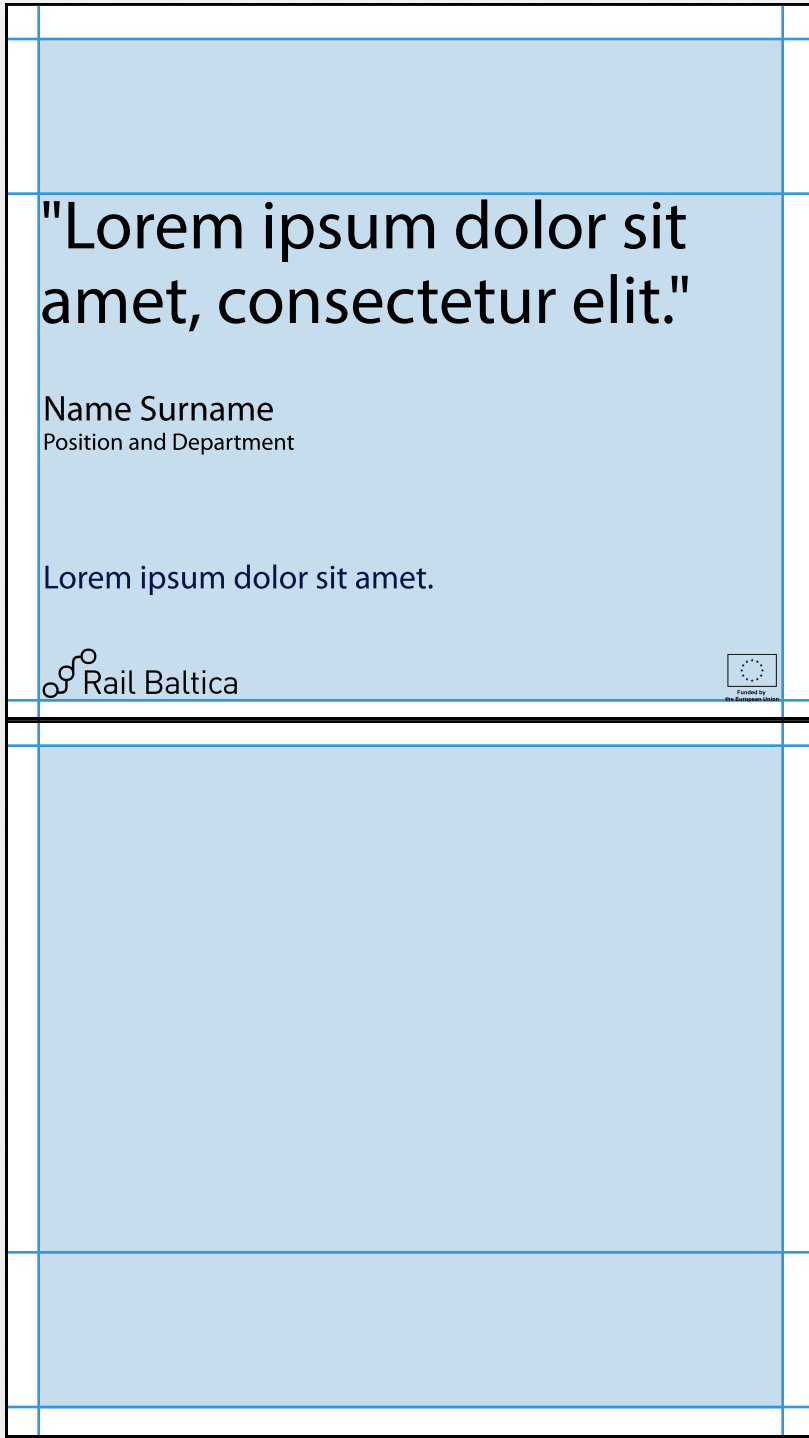


3 The gutter spacing is 80 px.

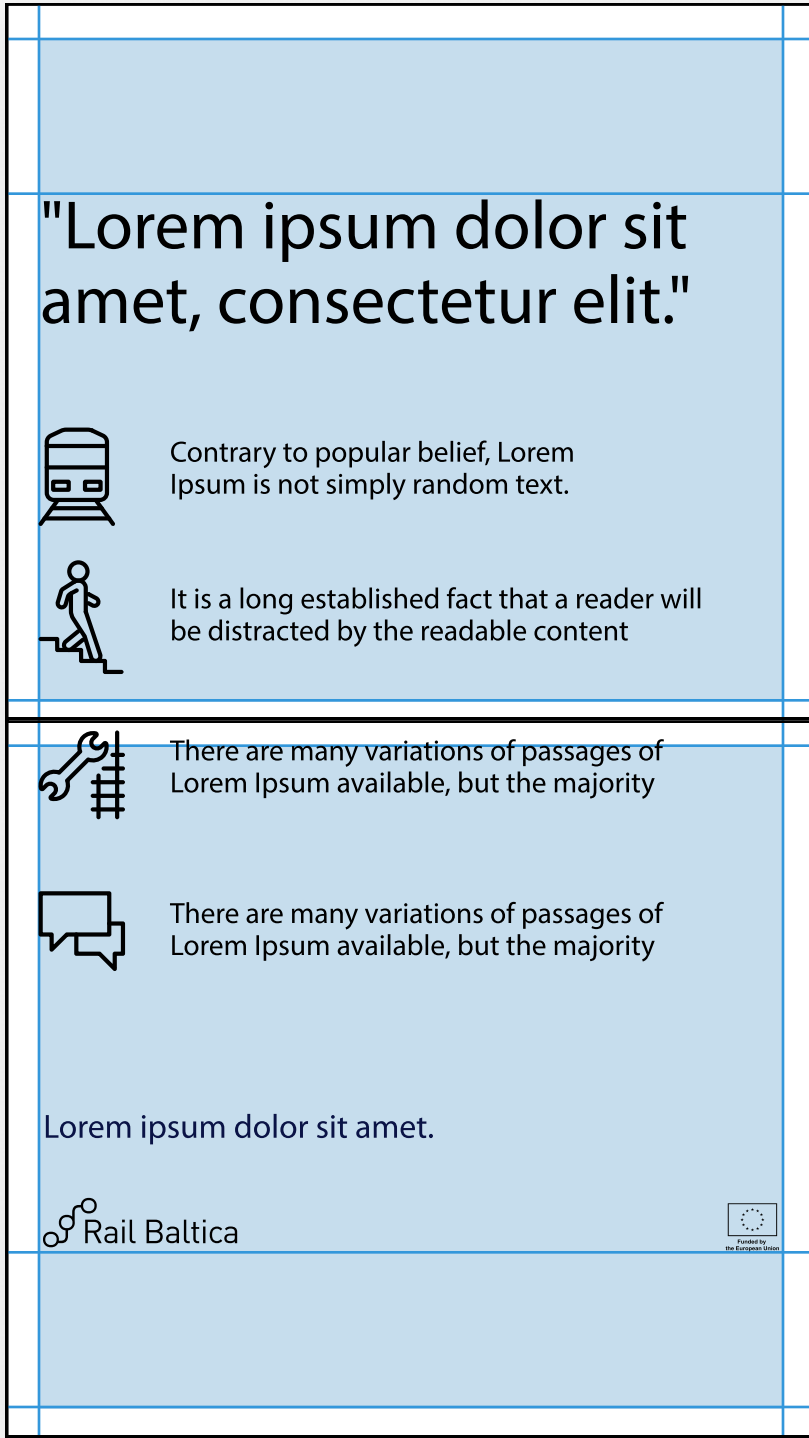


Text placement in social media story format

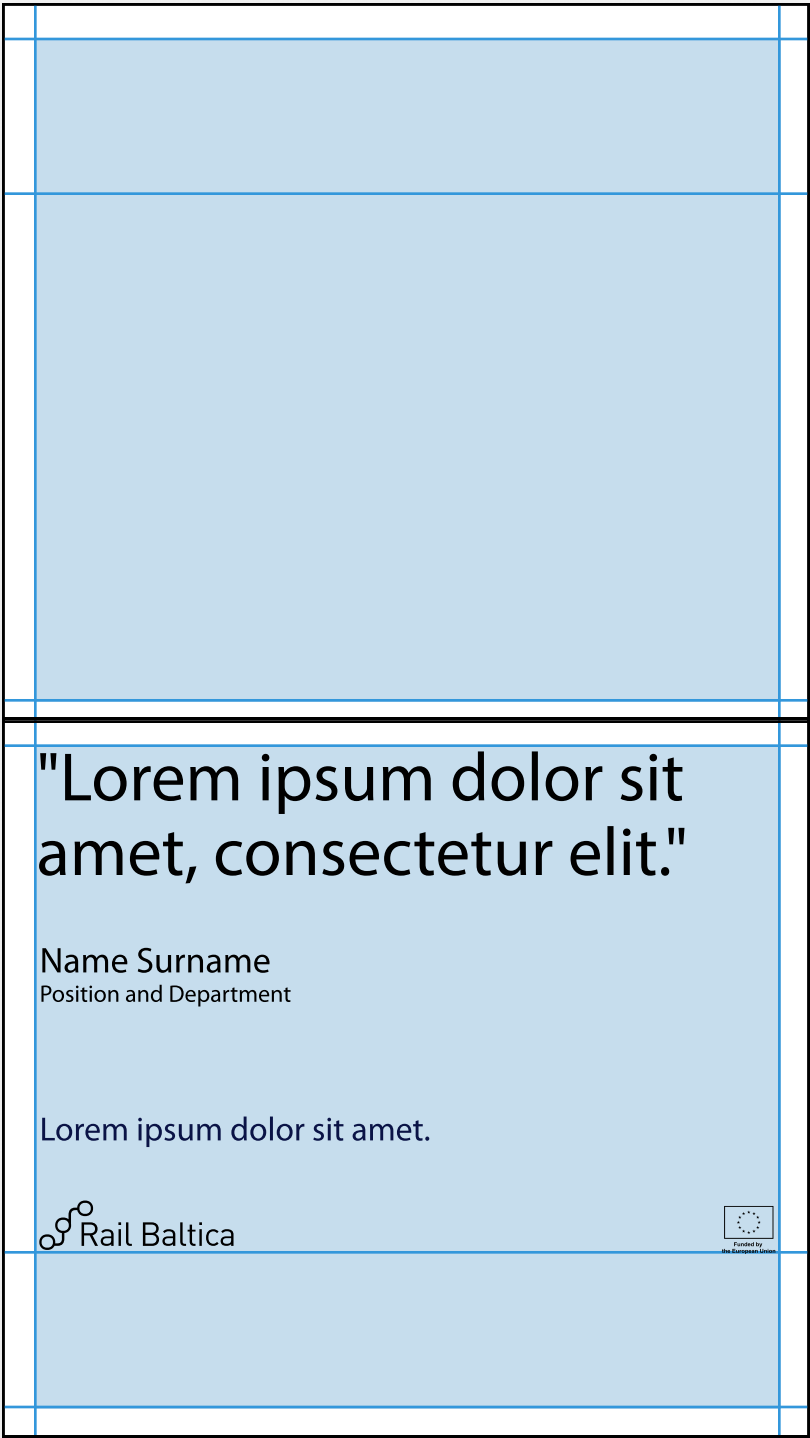
- 1
- Each module contains one piece of information: headline, sub-headline, body text, logo, illustration or image.



- 2
- If the layout consists of a lot of free space, text size of the main title can be larger than the standard. Two modules can be merged into one to create more room for an image or headline.



- 3
- The order of primary and secondary message blocks can be swapped and rearranged.



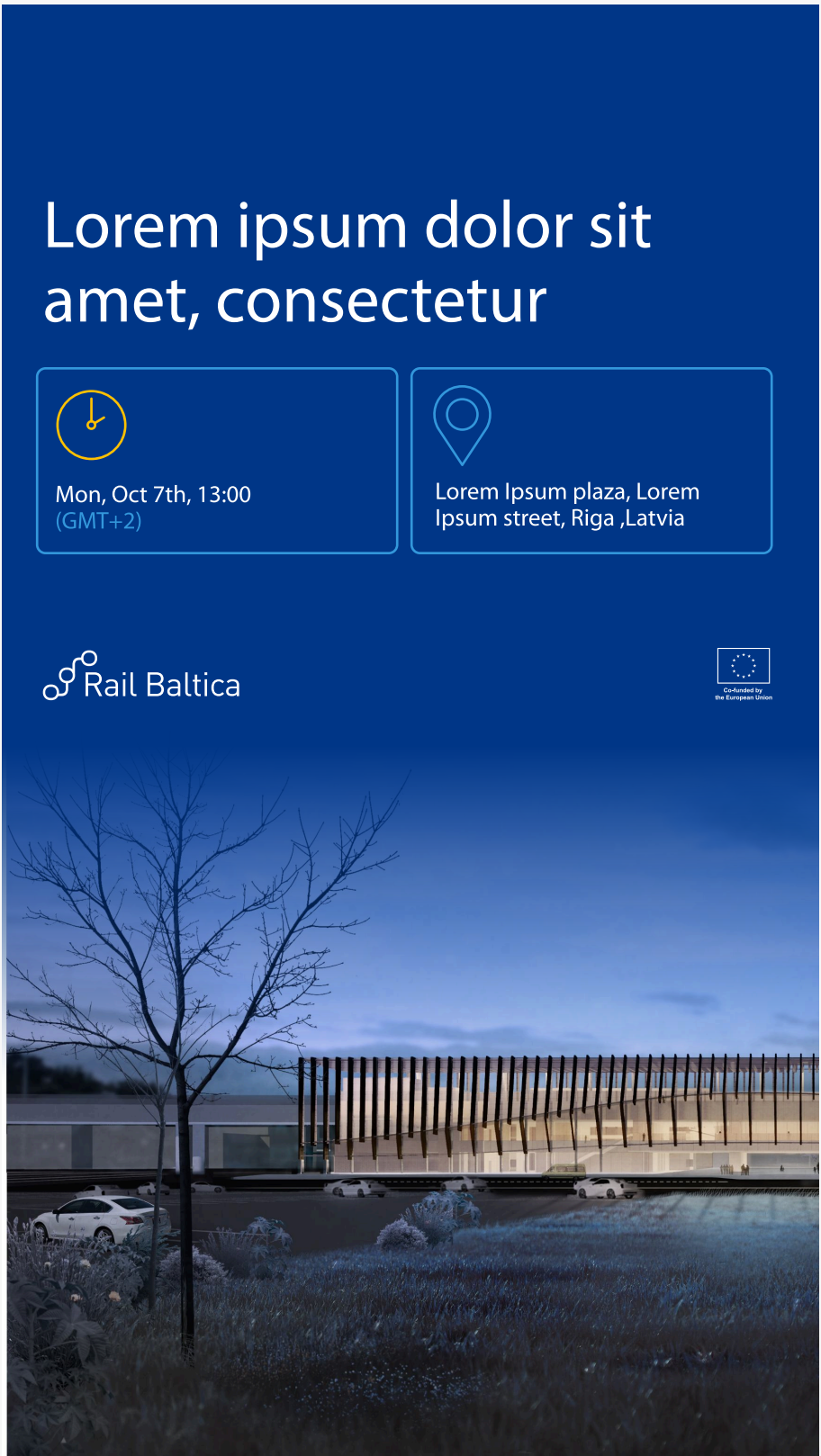
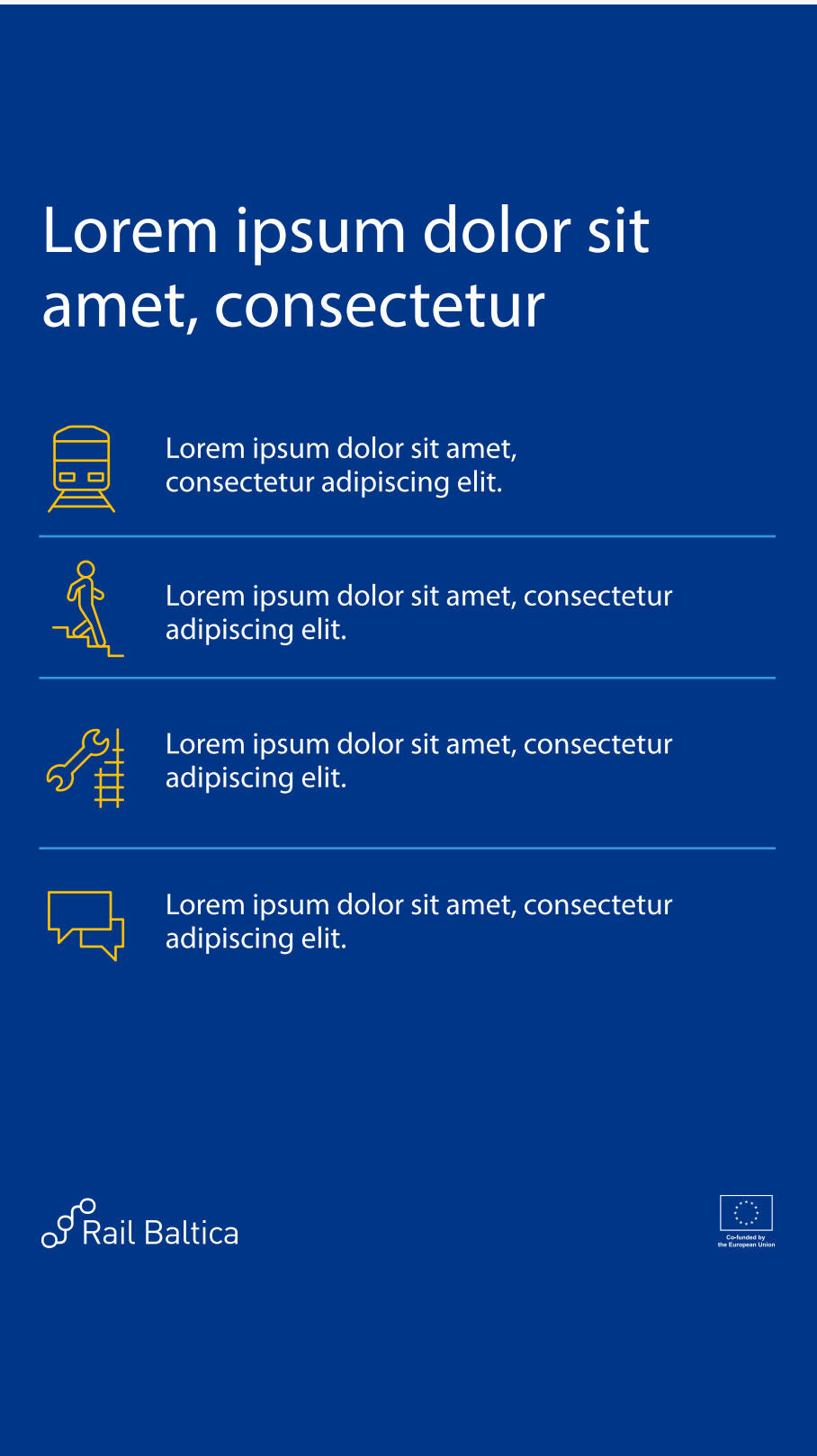
Instagram suggests
250 px safe zone

Instagram suggests
250 px safe zone

Social media story format examples



Advanced gradient use examples



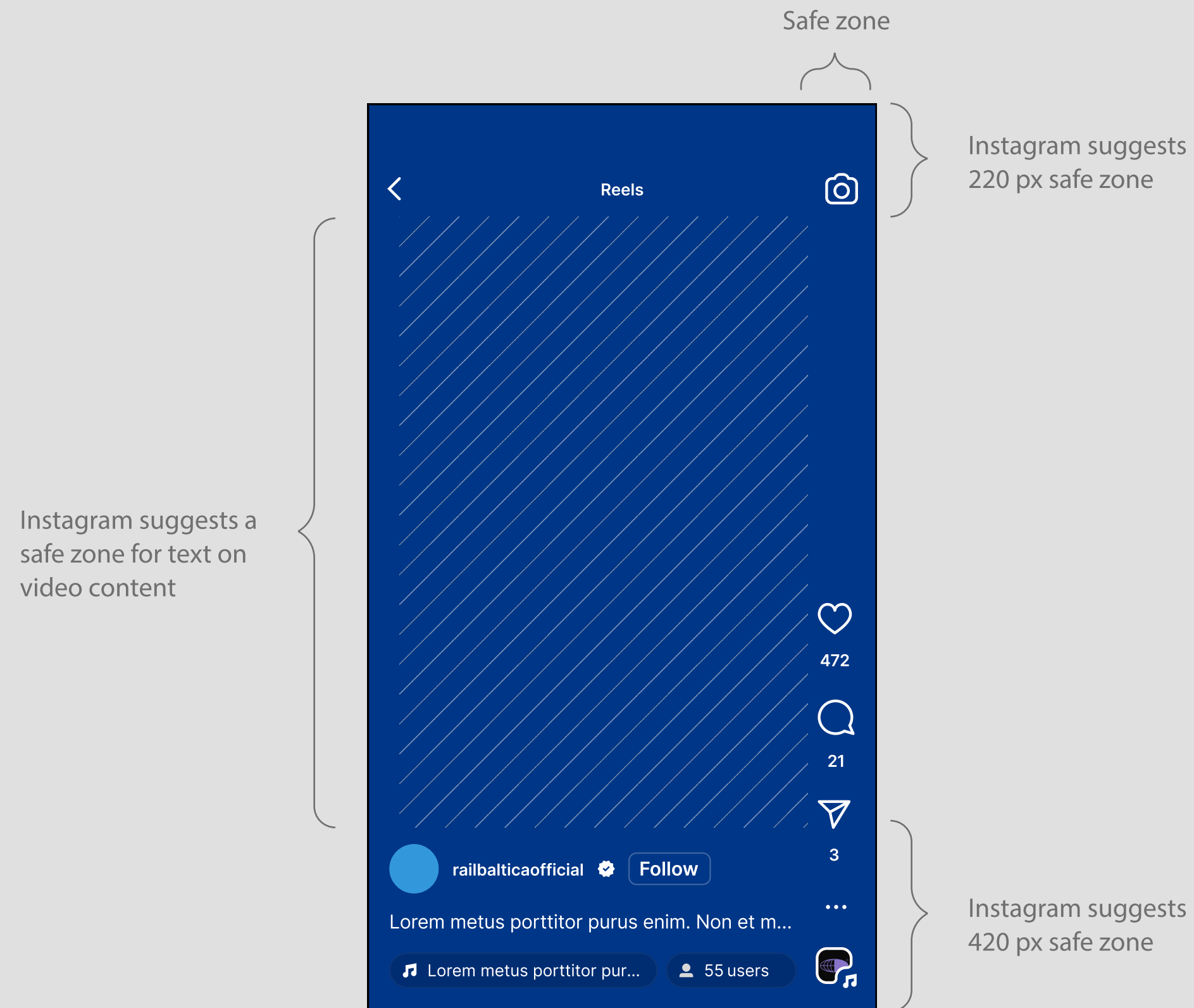
Advanced gradient use examples



Layout and grid of
social media reels
format

Social media reels layout design

The layout design of reel format consists of a simpler approach. We do not use the Rail Baltica logo, nor a dark blue square that divides the artboard into two. Use Instagram reel-style settings to add text at the top of the video.



Example of reel safe zone

Rail Baltica dark blue for text background.

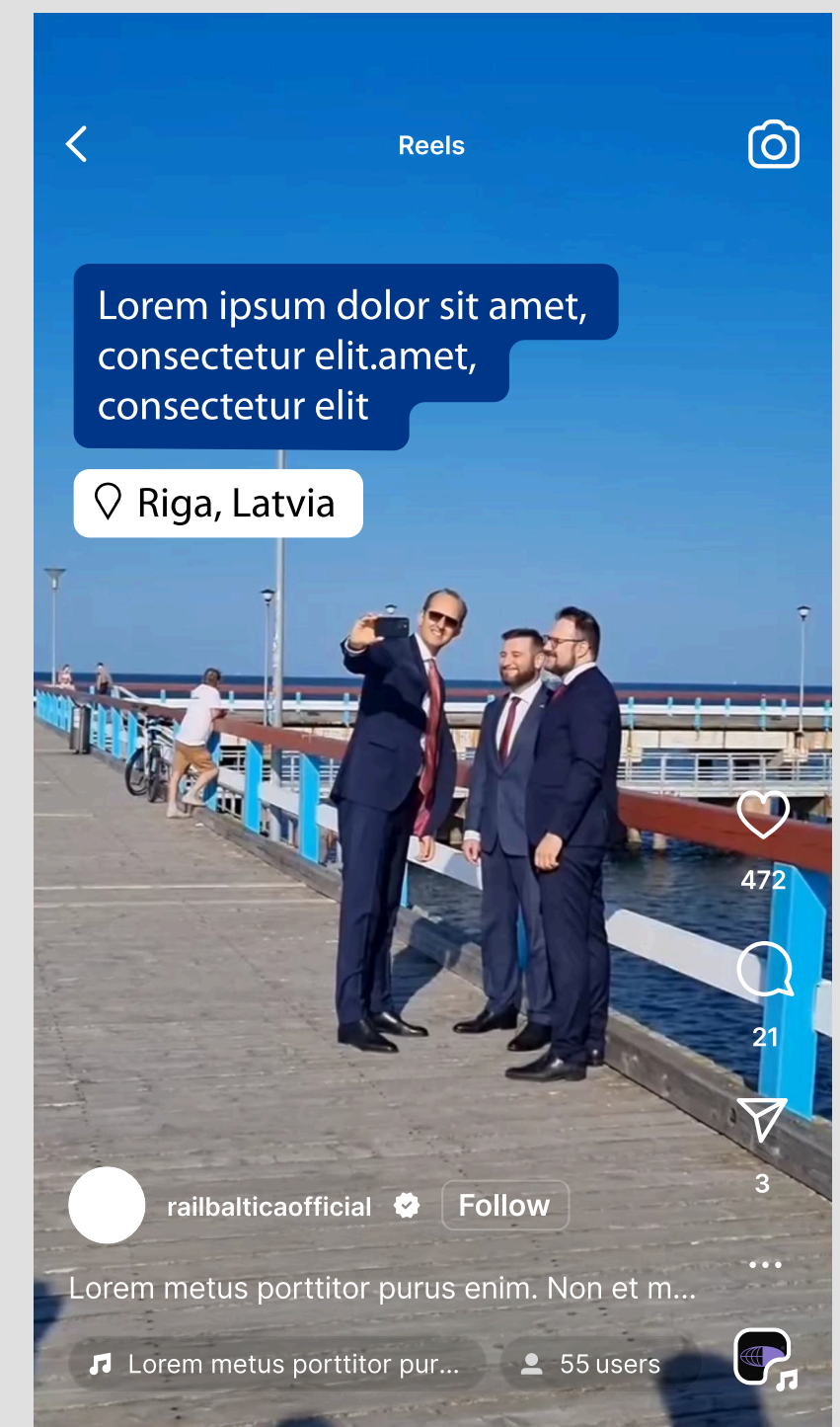
Use 'Modern' font from style settings in instagram reel view.

Lorem ipsum dolor sit amet,
 consectetur elit.amet,
 consectetur elit

📍 Riga, Latvia

For location use neutral black and white style settings in instagram.

Example of text on video content



Example of final result of reel content

Layout and grid of
horizontal video

Horizontal video layout and grid

The layout consists of six identical modules, each containing one type of information: text or image. Two modules can be merged into one to create more room for an image or headline. Split screen only horizontally and vertically.

Headline
Myriad Pro Regular CAPSLOCK
Size: 100 / Line spacing: 1,2

Body text
Myriad Pro Regular
Size: 50 / Line spacing: 1,2

Subheadline
Myriad Pro Regular
Size: 35 / Line spacing: 1,2

December 2025

Main video title

/ Main title in different languages

 Rail Baltica



Rail Baltic
Estonia

December 2025

Main video title

/ Main title in different languages

 Rail Baltica



Rail Baltic
Estonia



Horizontal video margins and gutters

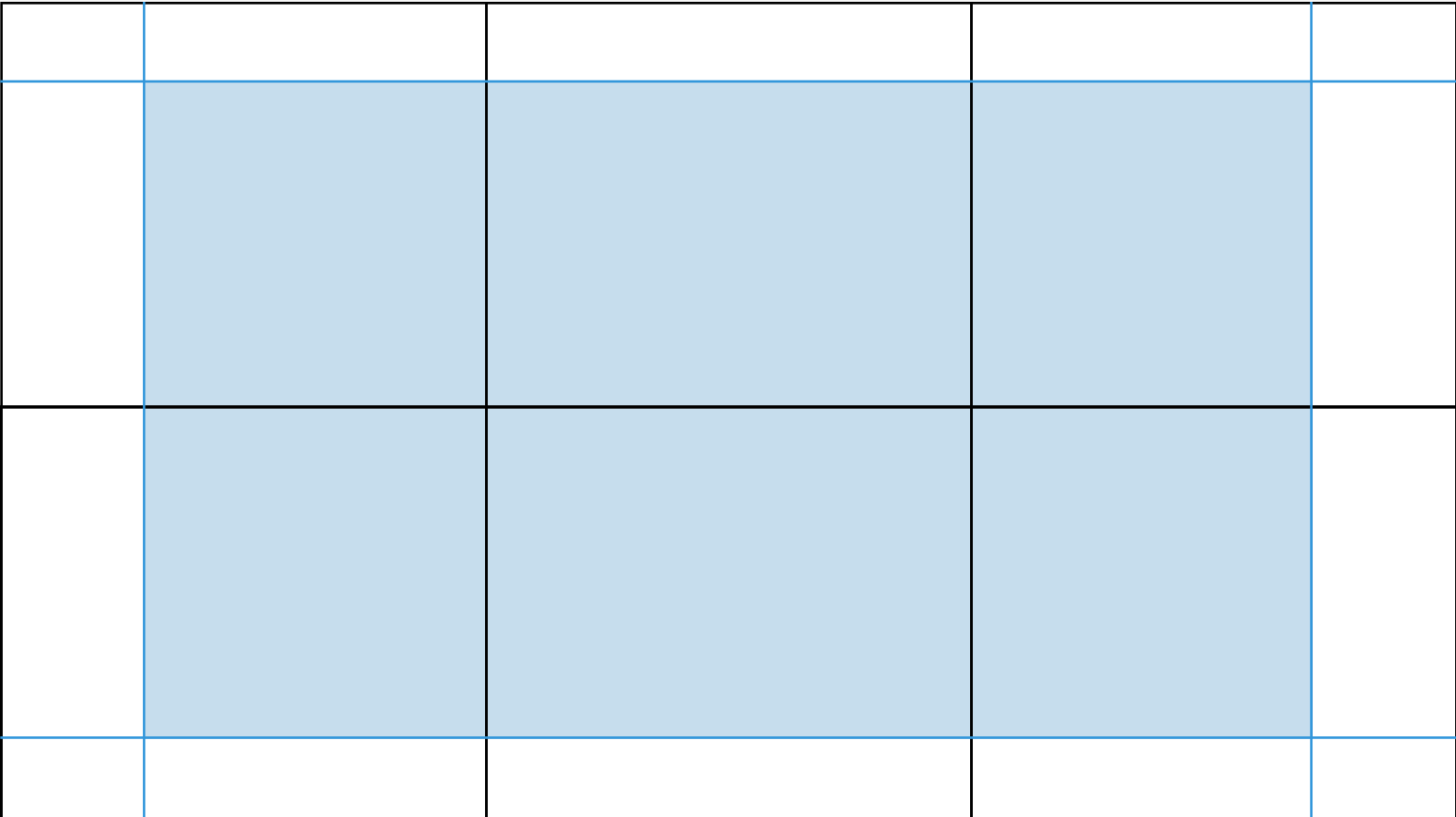
The safe zones of a horizontal video have specific margins to ensure title and animated text visibility on YouTube videos watched on a TV screen. The Safe Action Area is 93% of the width and 93% of the height of the Production Aperture.

Safe zones are areas within a frame that can be seen on all devices, displays and TV screens. This is particularly important in title animation, as it ensures that important elements are not cut off or obscured by display issues such as overscan.

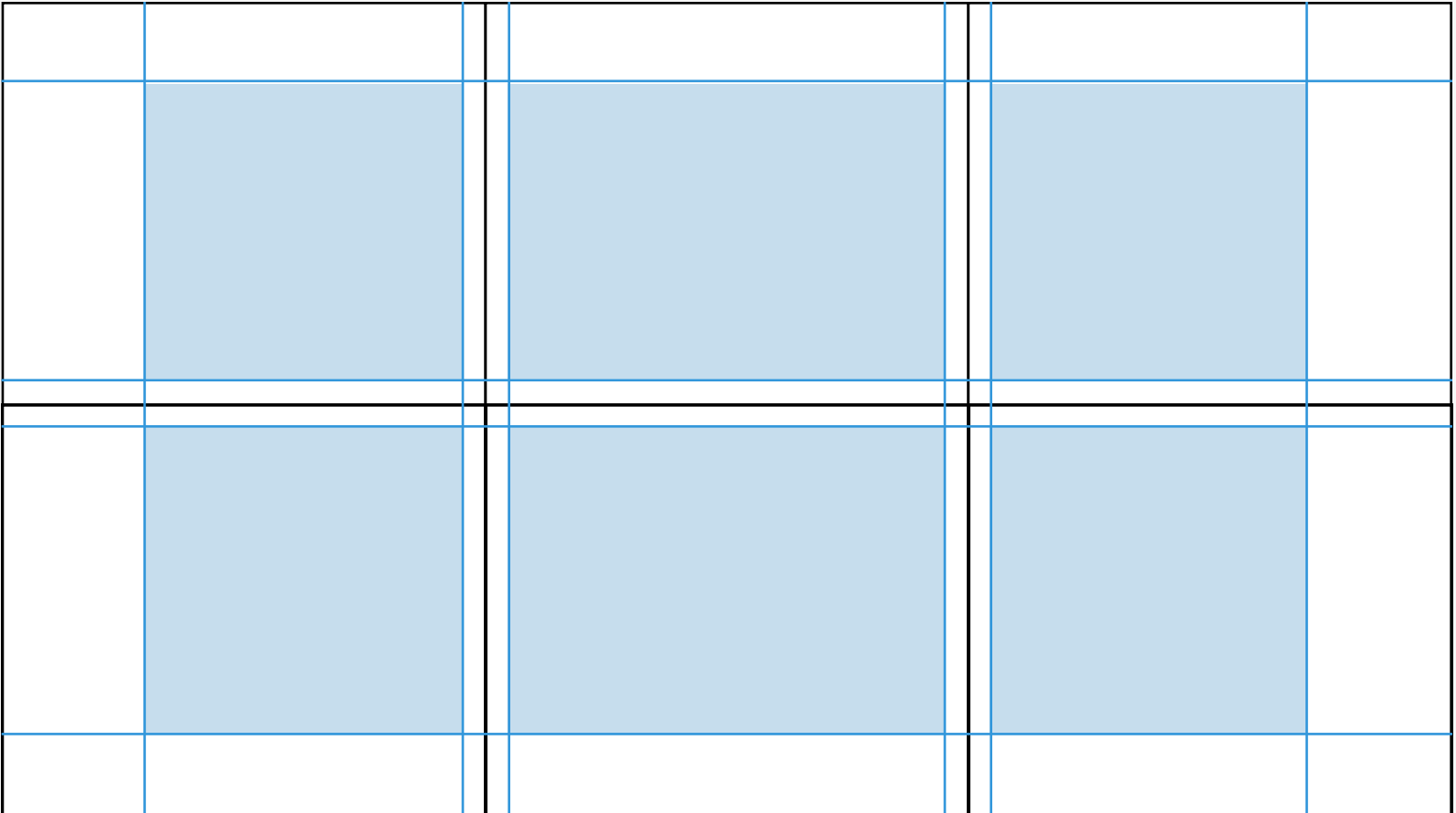
1 The suggested margin size for a horizontal video is 96 px from both sides of the width and 54 px from the top and bottom.



2 The artboard must be divided into six identical modules, each containing one type of information: a headline, sub-headline, body text, logo, illustration or image.



3 The gutter spacing is 80 px.

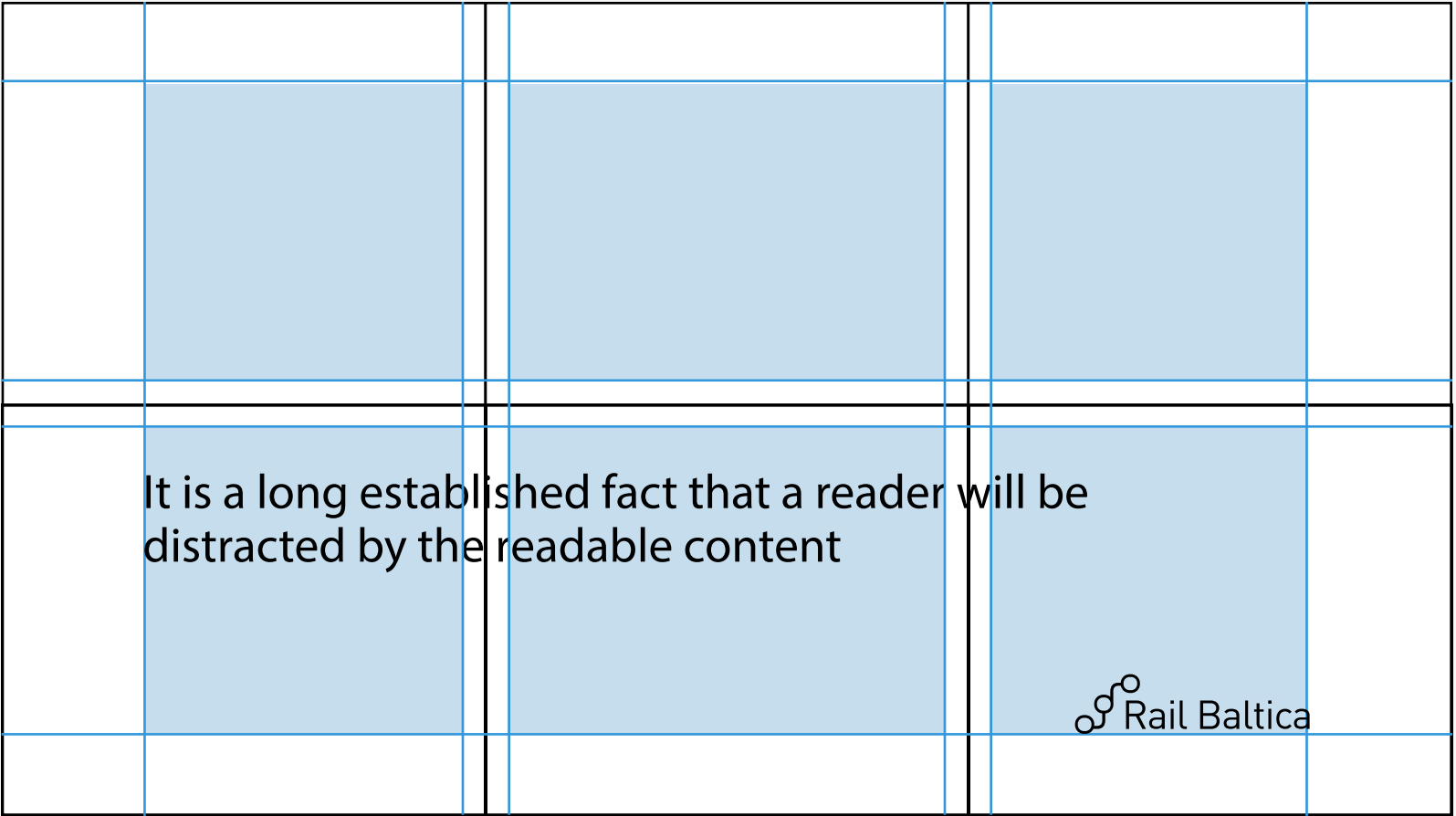
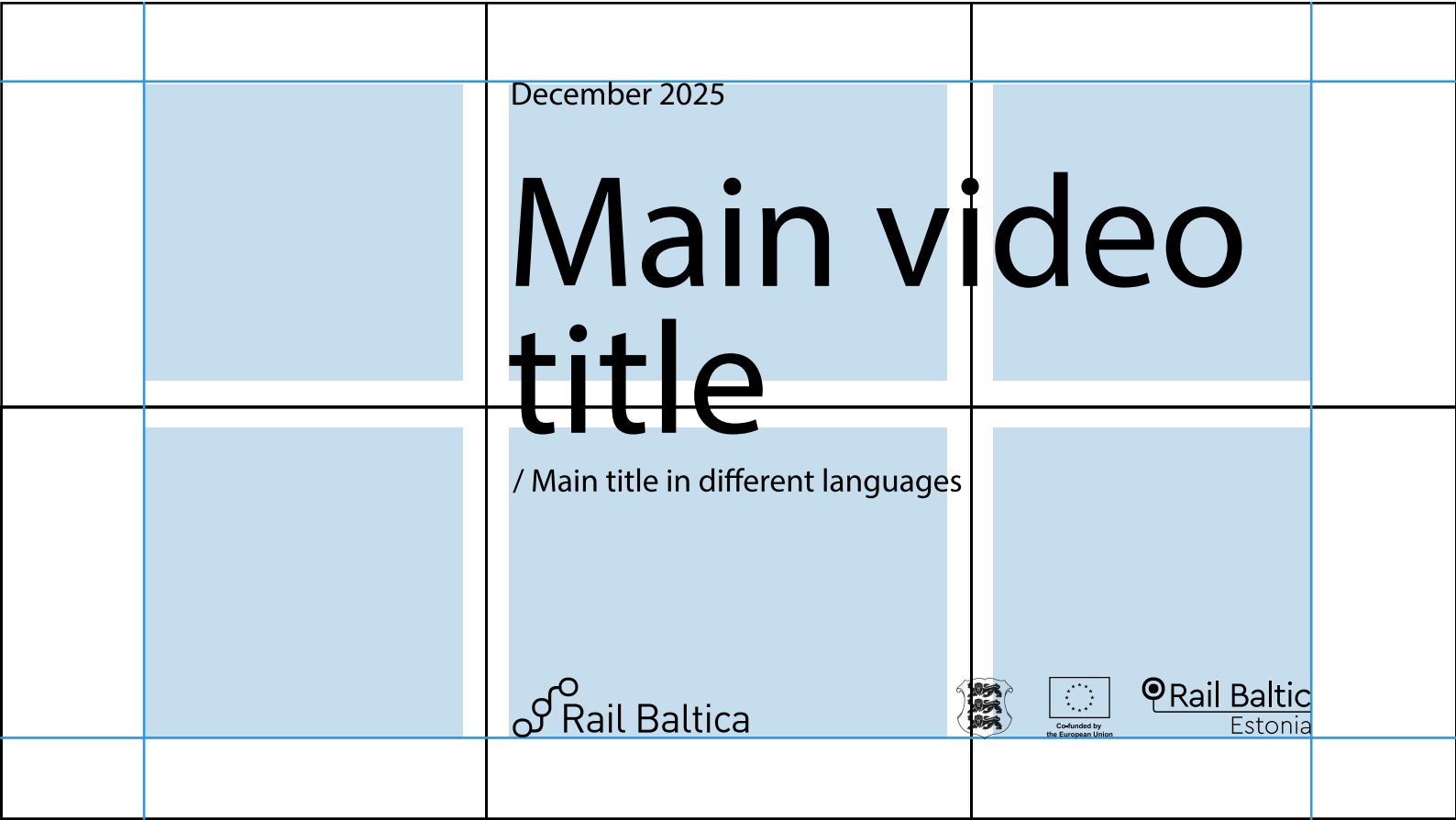
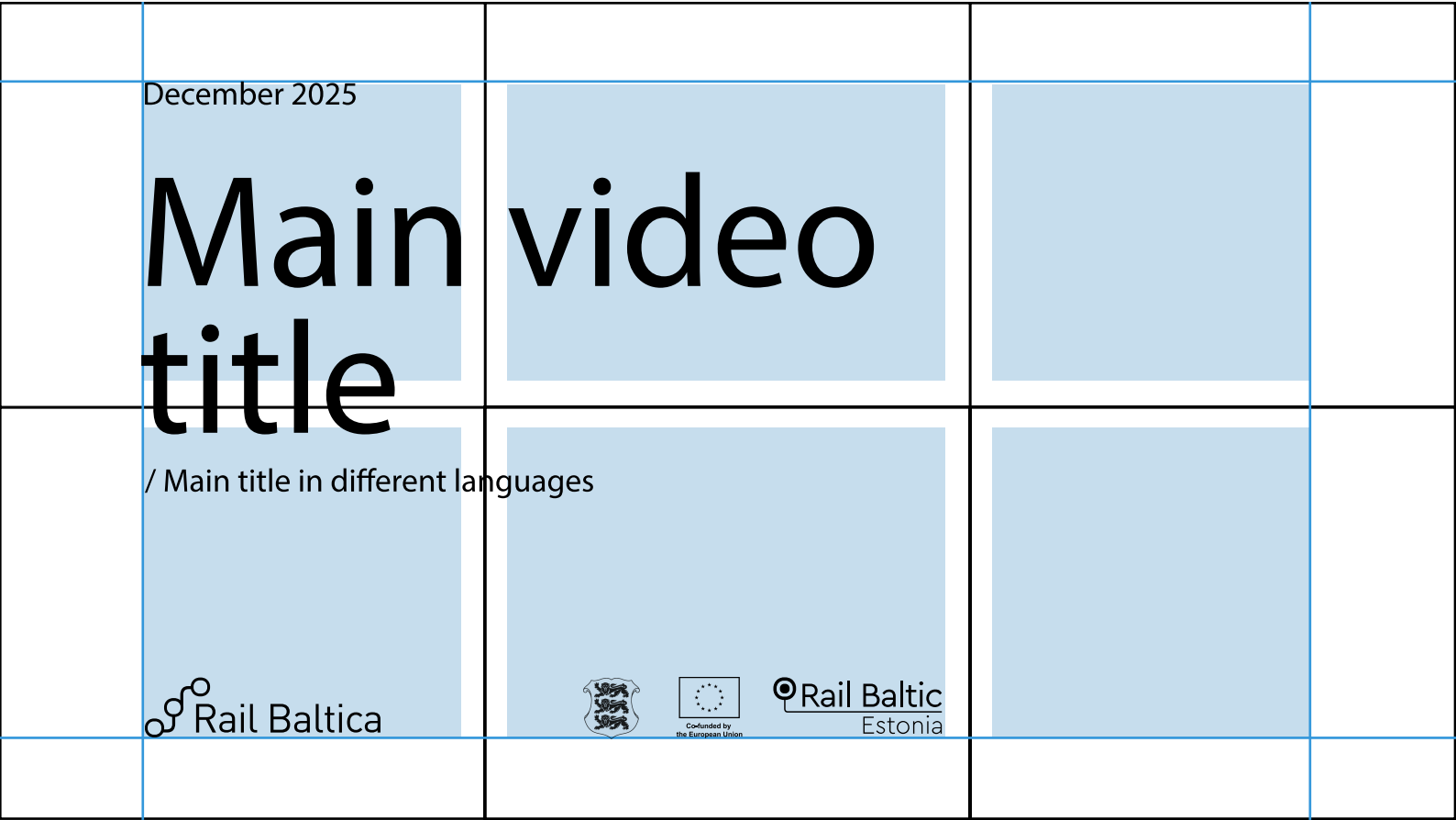


Text placement in horizontal video format

1 Each module contains one piece of information: headline, sub-headline, body text, logo, illustration or image.

2 If the layout consists of a lot of free space, the text size of the main title can be doubled. Two modules can be merged into one to create more room for an image or headline.

3 The order of primary and secondary message blocks can be swapped and rearranged.



Examples of horizontal video format

December 2025

Main video title

/ Main title in different languages



Rail Baltica



Rail Baltic Estonia

Contrary to popular belief, Lorem Ipsum is not simply random text.

It is a long established fact that a reader will be distracted by the readable content






- Kabeļu kanāls
Cable channel
- Apkopes ietve un sistēmu vieta
Maintenance path and systems space
- Sliežu balasts
Ballast

Name Surname

Position and Department




Rail Baltica



It is a long established fact that a reader will be distracted by the readable content

Rail Baltica



Rail Baltica dienvidu posms Iecavas pagastā

Rail Baltica Southern section in Iecava parish

Principles of presentation layout grid

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, , more complex layout principles can come in handy. Usage of multiple boxes and a light background is preferable.

The front part or cover of material should be represented on a dark blue background to ensure Rail Baltica brand recognition.

All photo and text boxes must have rounded corners of a value ranging between -2 to 4 px.

Headline text

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed do
 eiusmod tempor.

Icon

Icon

Lorem ipsum dolor sit
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 adipiscing elit, sed do
 eiusmod tempor.

Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed do
 eiusmod tempor.

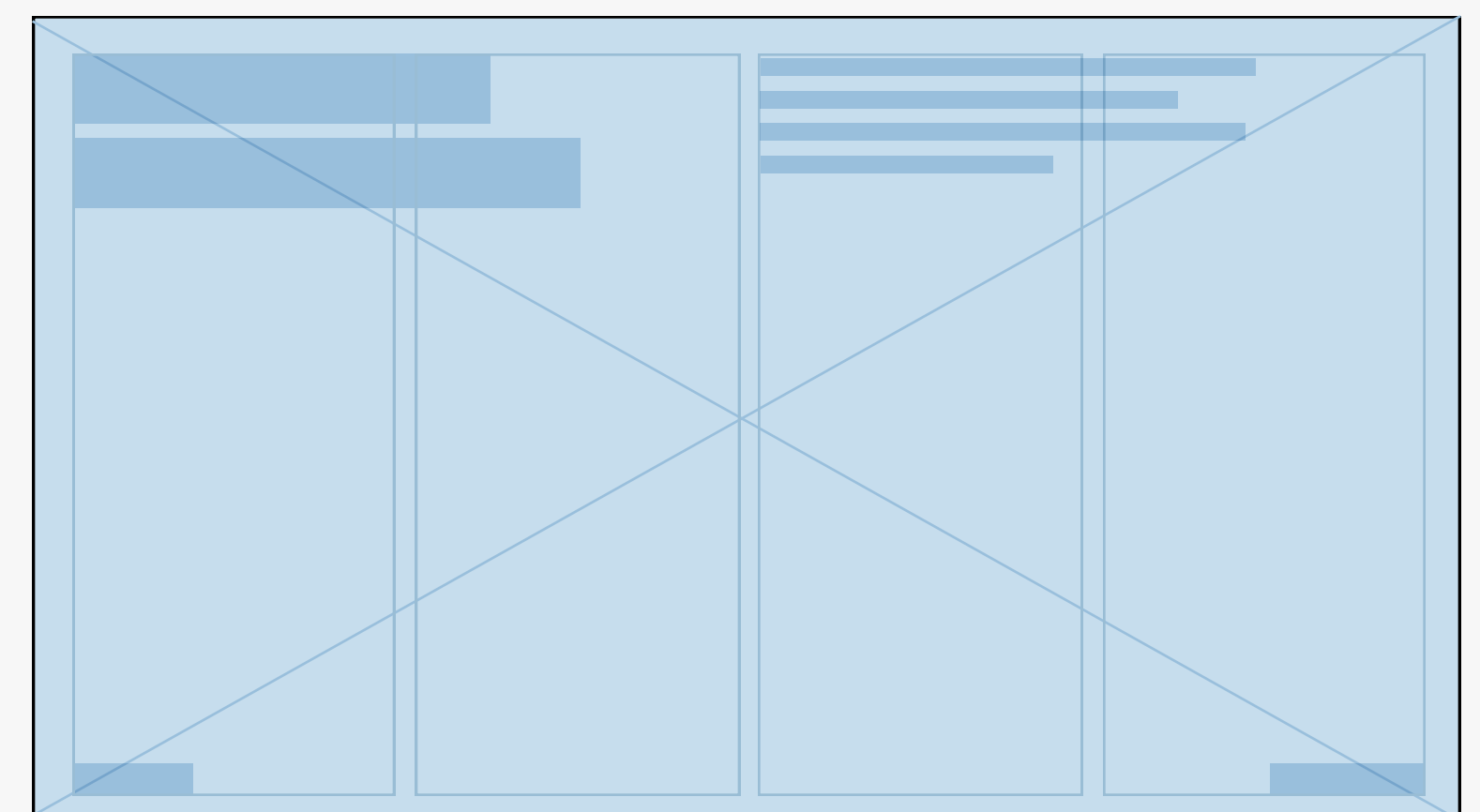
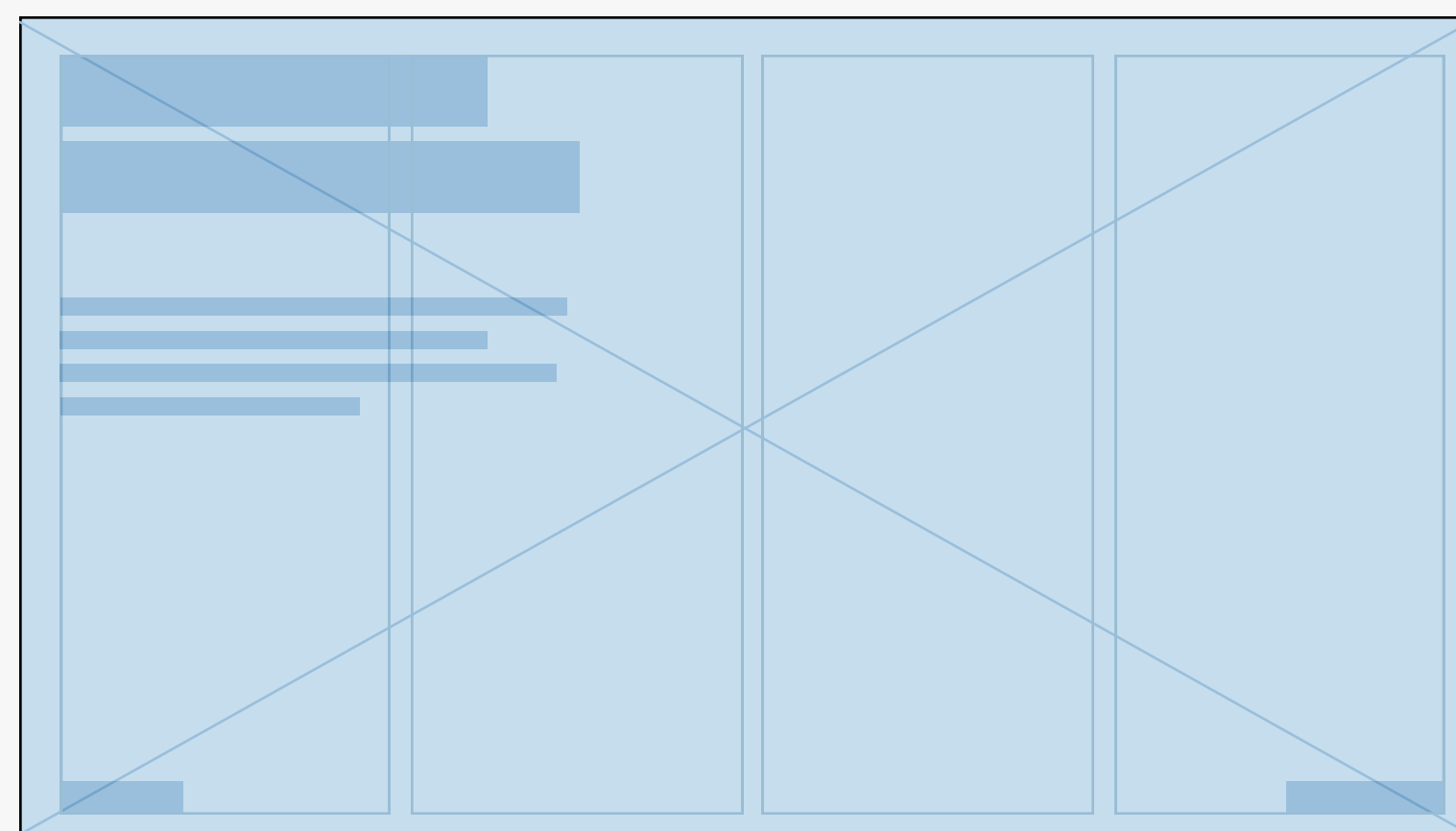
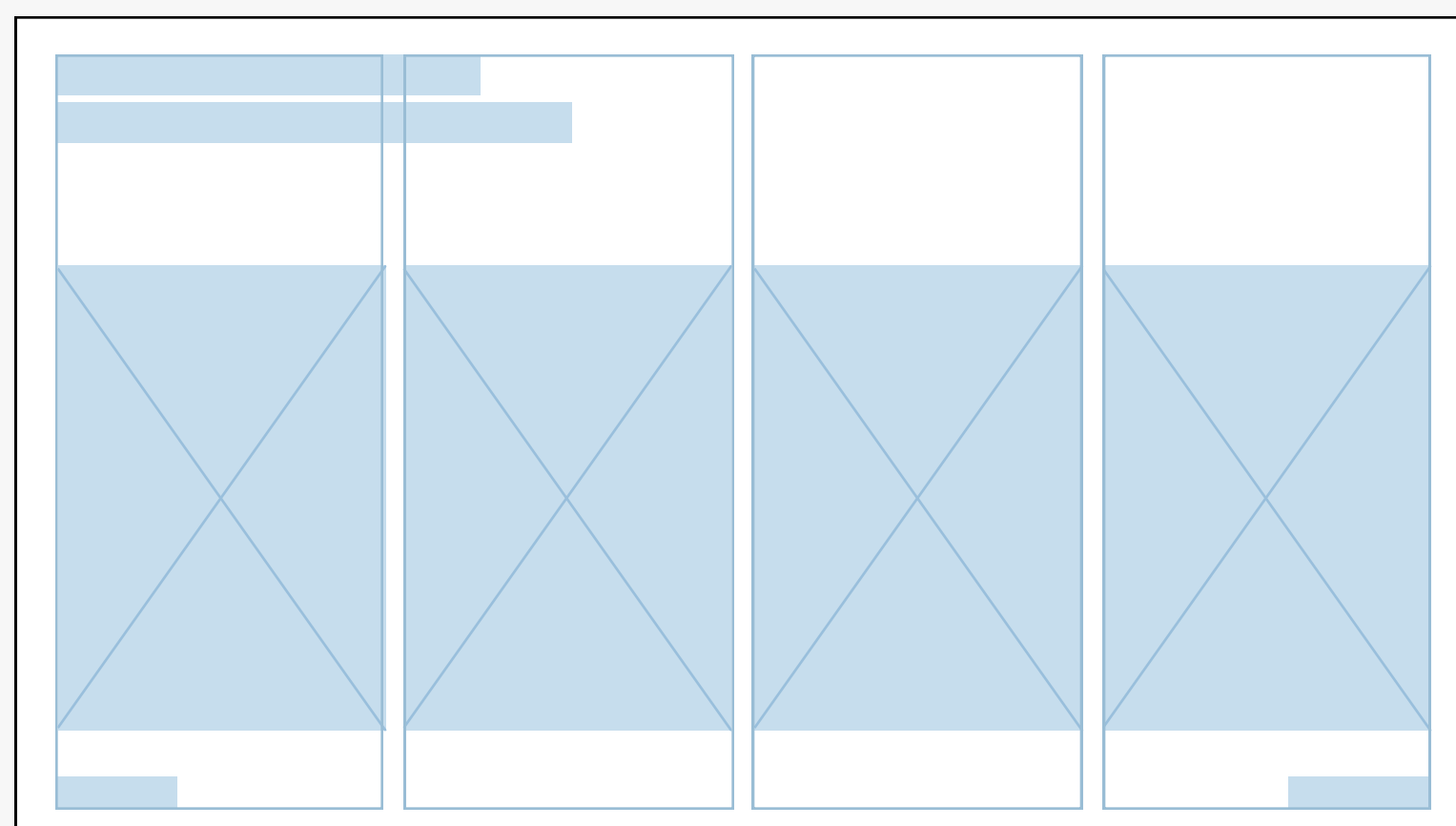
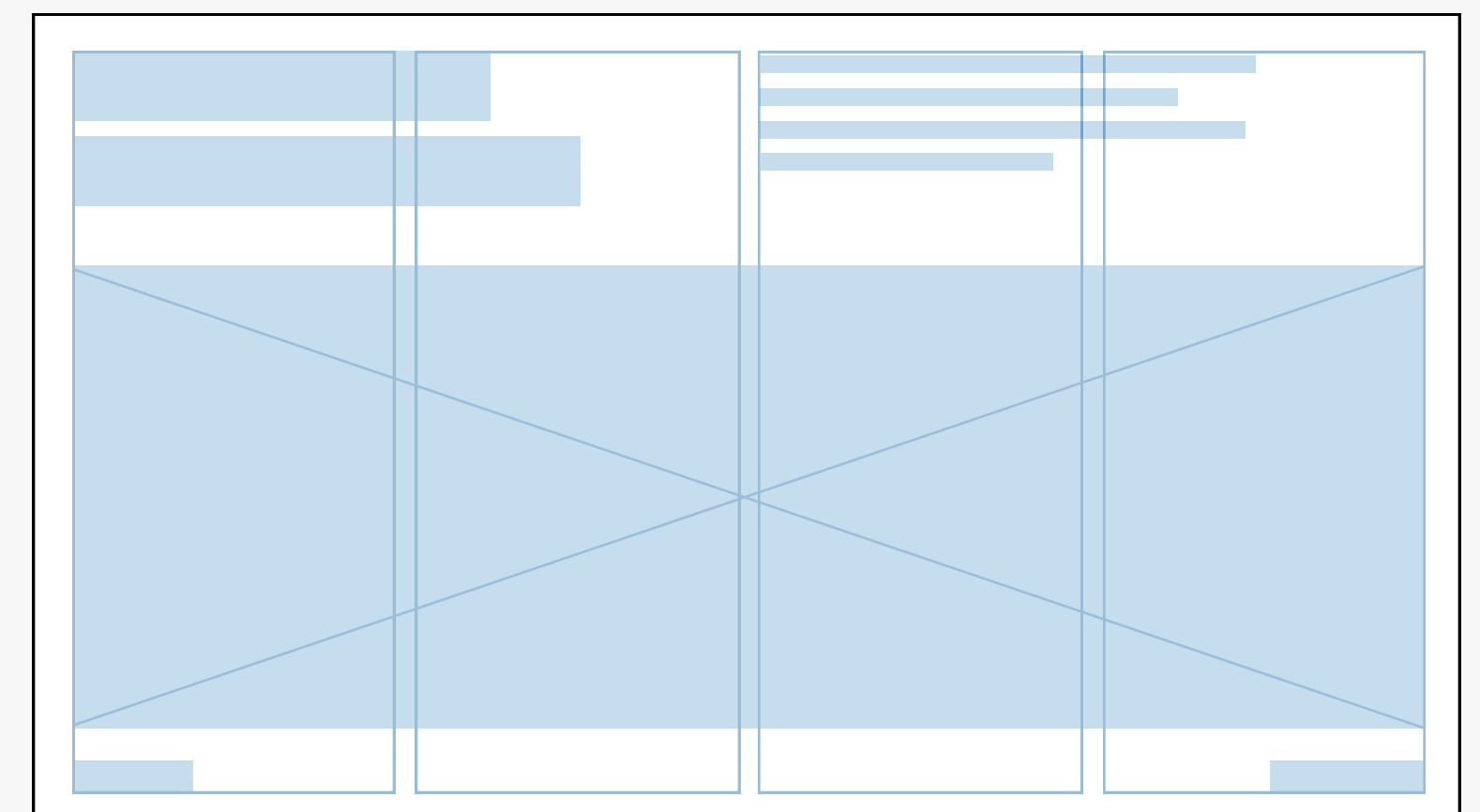
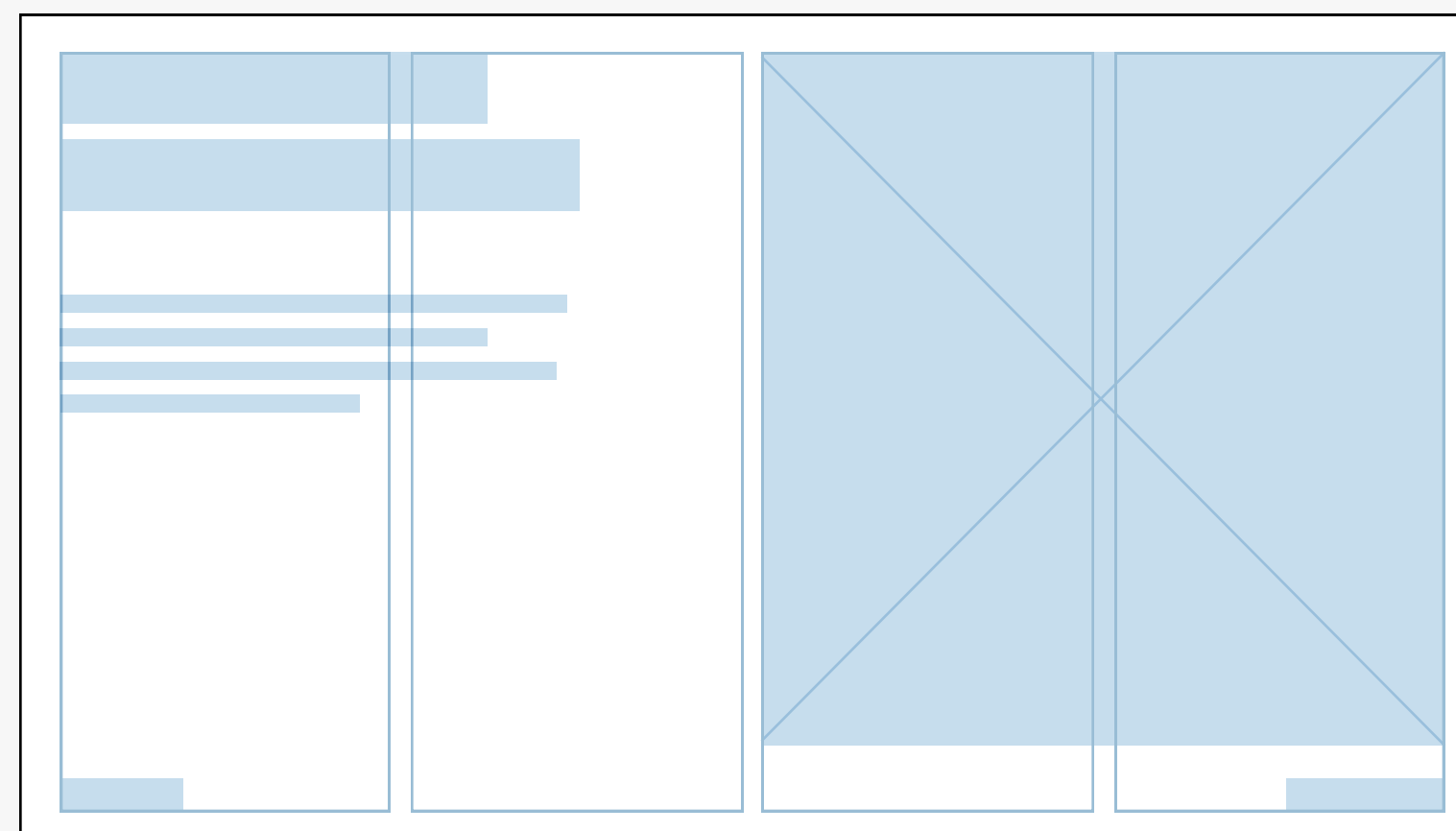
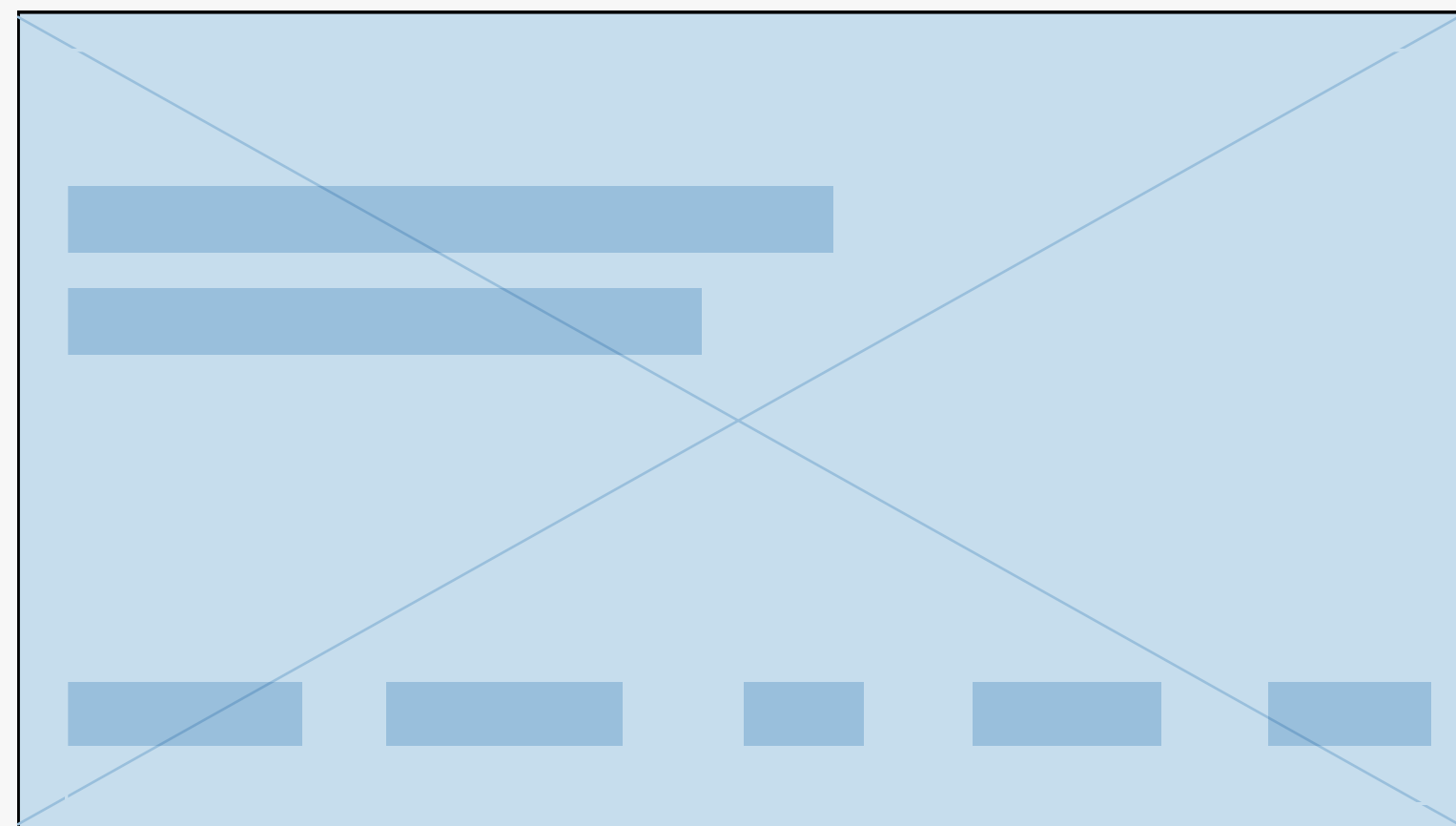
Photo



Principles of presentation layout grid

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Examples of presentation layout

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, more complex layout principles can come in handy. Usage of multiple boxes and a light background is preferable.

Front part or cover of material should be represented on dark blue background colour to ensure Rail Baltica brand recognition.

Rail Baltica:

Enhancing military mobility for a secure Europe



 Rail Baltica

 Co-funded by the European Union


 Rail Baltic Estonia

 EIROPAS DZELZCELA LINIJAS


 LTG INFRA


64%

of Baltic citizens view military as the most important reason for building Rail Baltica.



Source:
Public opinion poll, Rail Baltica, 2025.
railbaltica.org

 Rail Baltica

 Co-funded by the European Union

Rail Baltica is designed to strengthen regional security and NATO defence capabilities

By enabling the rapid movement of troops, heavy equipment, and supplies across the Baltics, Rail Baltica enhances military mobility and reinforces collective defence readiness.



 Rail Baltica

 Co-funded by the European Union

Rail Baltica eliminates military transport barriers



Faster movement of forces across Estonia, Latvia, and Lithuania



Seamless NATO logistics integration with standardised 1435 mm gauge



Reduced border delays – full compatibility with Western European railways




Built for military needs – supports tanks, armoured vehicles, and heavy military machinery

 Rail Baltica


 Co-funded by the European Union


64%

of Baltic citizens view military mobility as the most important reason for building Rail Baltica.



Source:
Public opinion poll, Rail Baltica, 2025.
railbaltica.org

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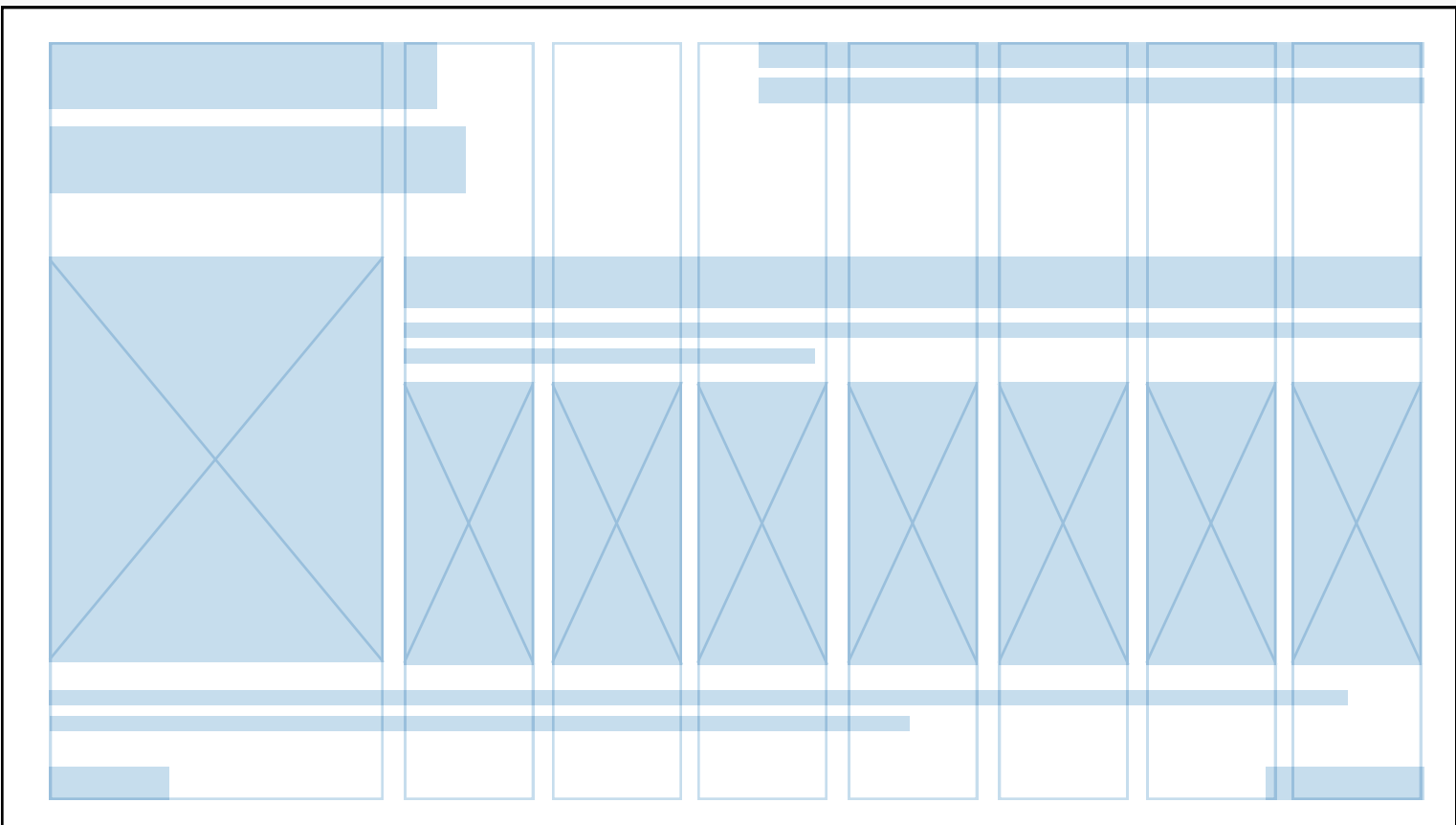
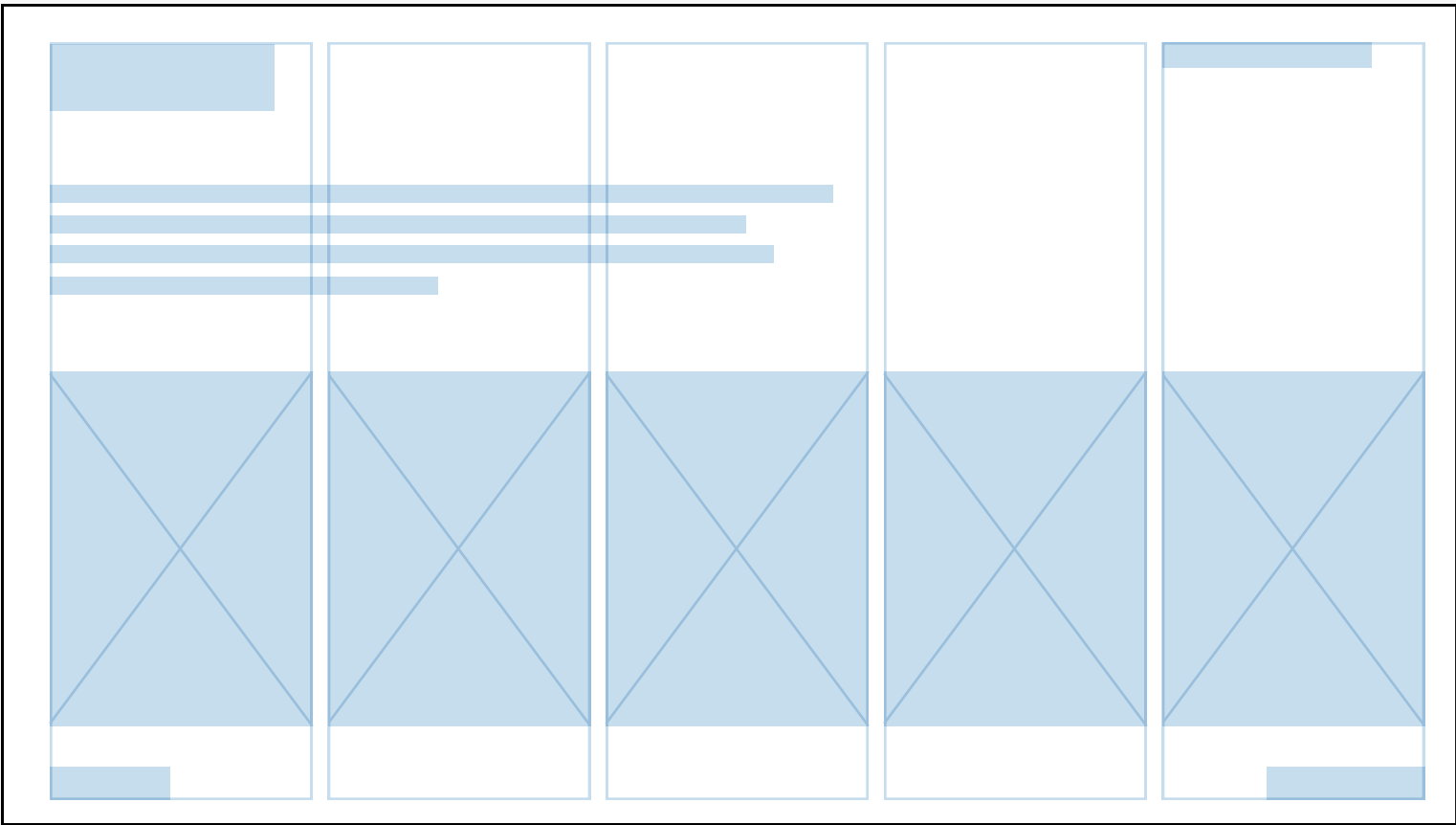
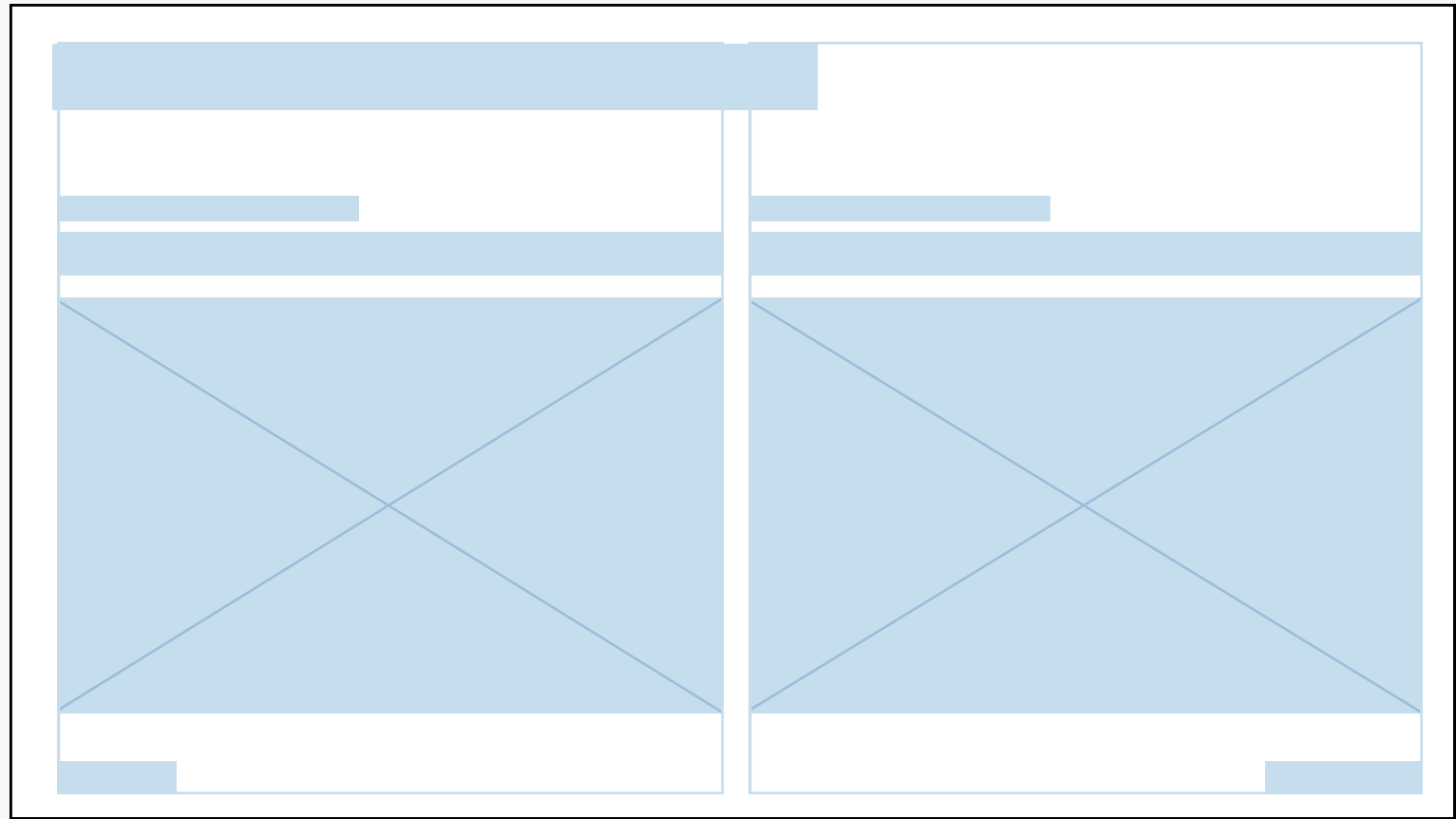
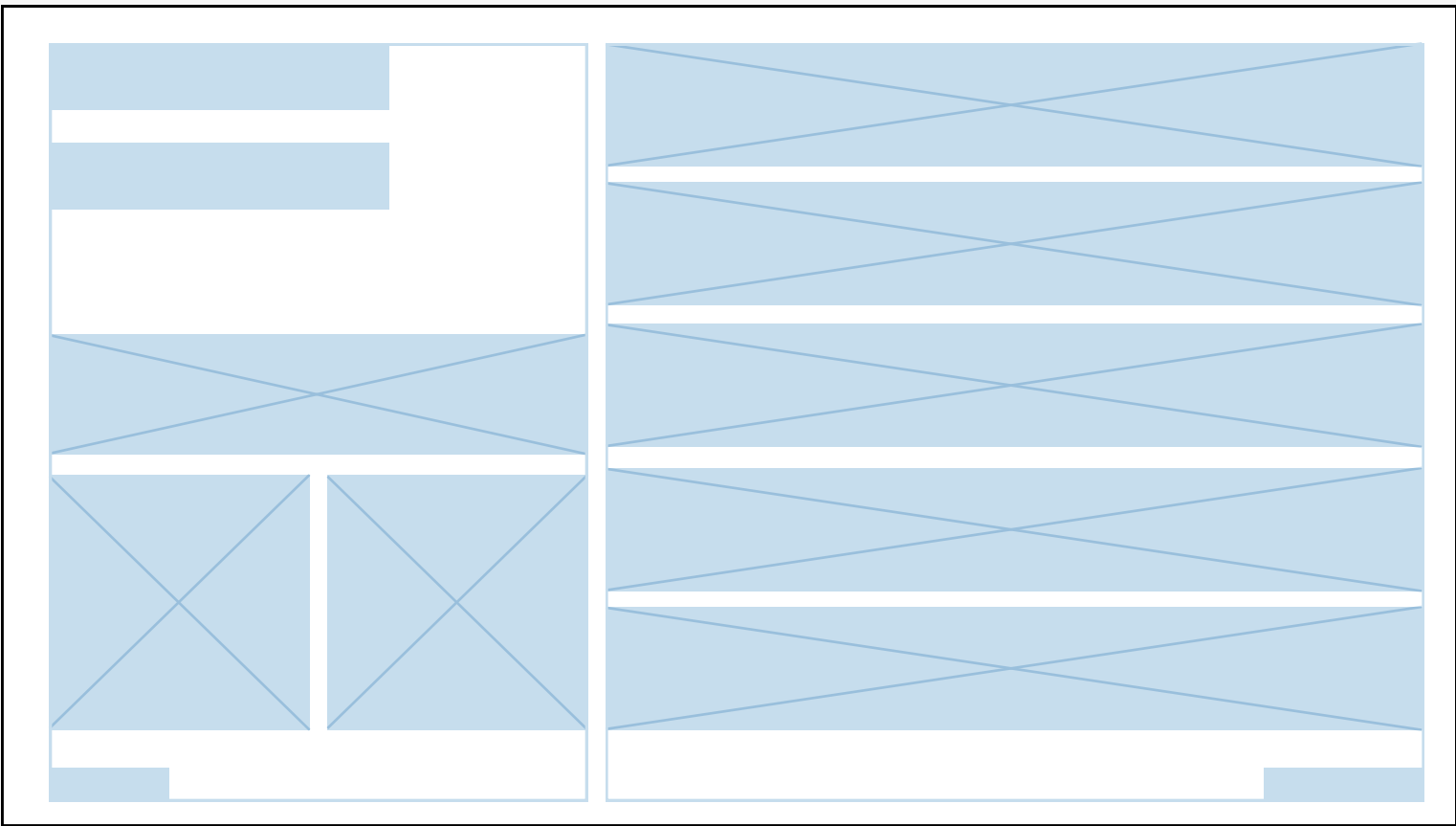
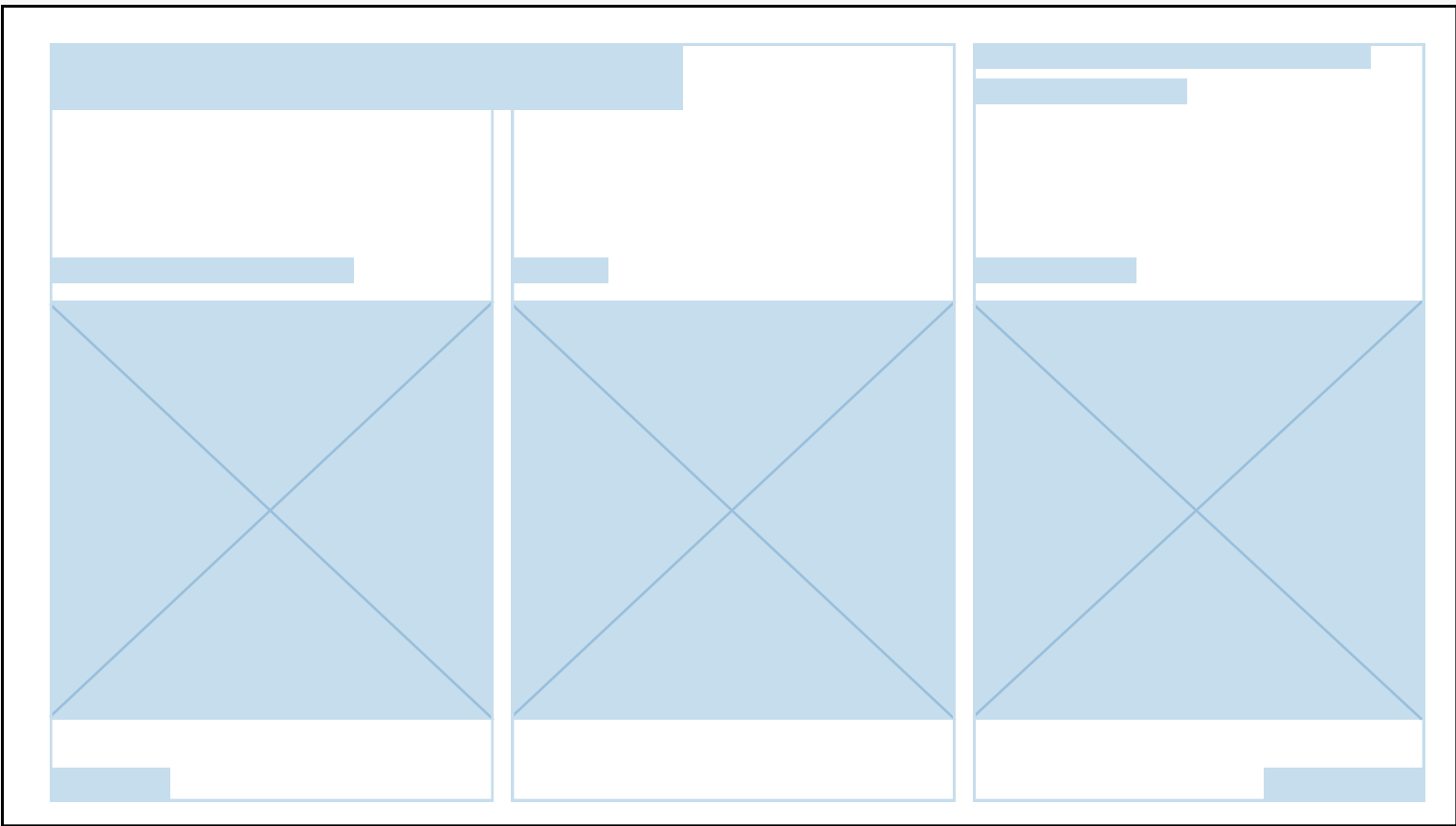
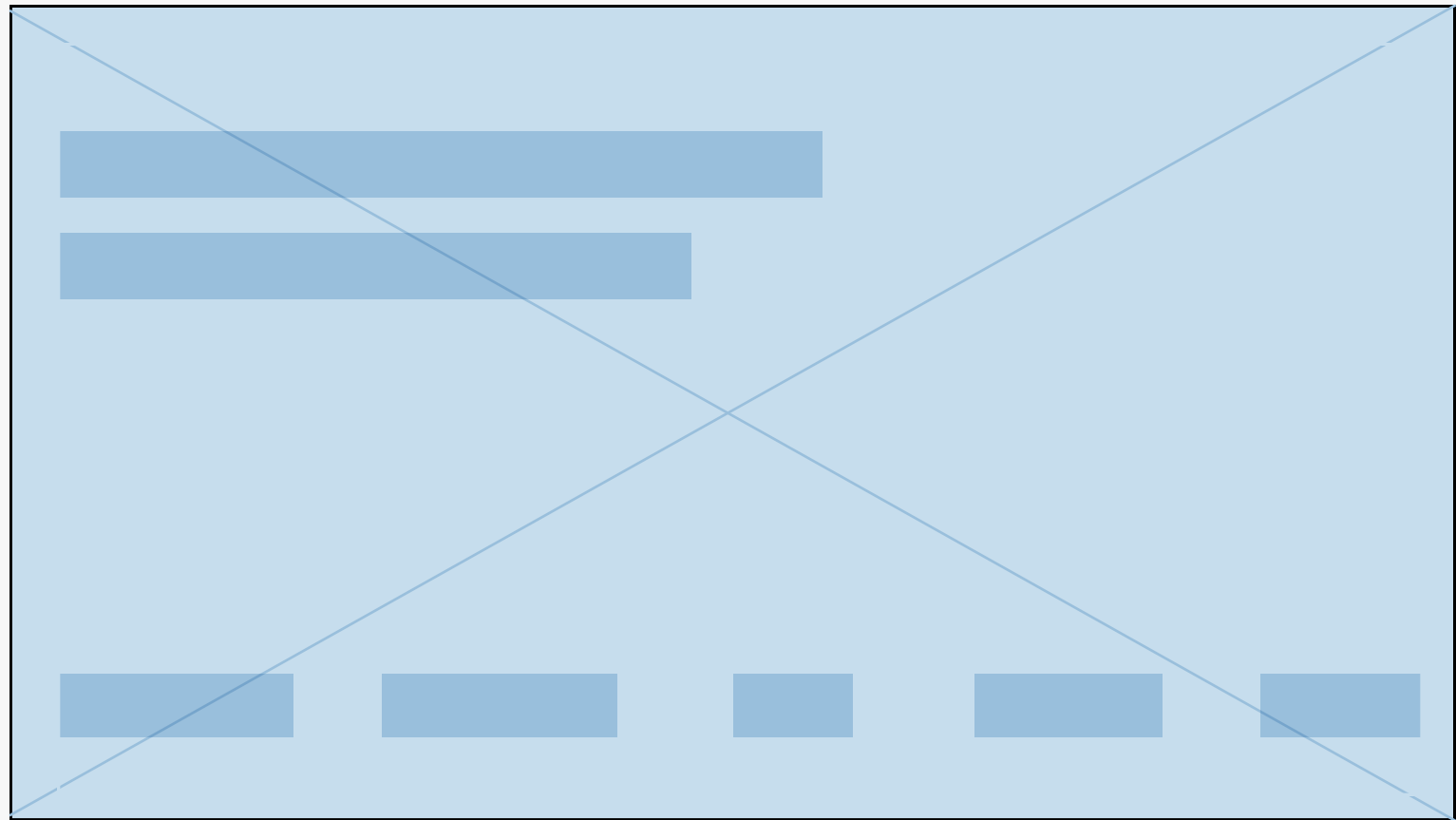
 Rail Baltica

 Co-funded by the European Union

Principles of text-heavy presentation layout grid

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, more complex layout principles can come in handy. Usage of multiple boxes and a light background is preferable.

The front part or cover of material should be represented on a dark blue background to ensure Rail Baltica brand recognition.



Examples of text-heavy presentation layout

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, more complex layout principles can come in handy. Usage of multiple boxes and a light background is preferable.

The front part or cover of material should be represented on a dark blue background to ensure Rail Baltica brand recognition.

Rail Baltica:

Enhancing military mobility for a secure Europe



NATO can move troops to the Baltics within hours

Reduced bottlenecks



Troops and equipment move seamlessly from Poland to Estonia

Military-ready freight terminals



No disruptions to civilian cargo transport

Reinforced rail infrastructure



Bridges, tracks, and stations designed for military trains



Strategic Principles

Strategic principles

A unified security standard for all three Baltic countries, allowing enhancements but no compromises

Security Levelling

Strategic, tactical and operational level

Cross-border

Seamless security collaboration across all Baltic countries, ensuring alignment and consistency

Critical infrastructure

Focus on securing essential assets for cross-border railway operations

Synergies

Integration with multiple railway disciplines to optimize capital investment efficiency

Based Management



Security measures are prioritized based on risk assessment to ensure effective resource allocation

Multi-Layered

Security is implemented through multiple layers, combining passive, technical, organizational, and personnel measures for comprehensive protection

Staging

Security management begins at the project stage and continues throughout the railway operation stage



Strategic Objectives

Mid-term strategic objectives (RBGP stage)

- National Security Governance
- A Unified Security Baseline Establishment
- Governance and Harmonization
- Development of the Critical Infrastructure Catalogue
- Risk-Based Management and Processes
- Prepare for the Railway Operational Phase
- Railway Security Architecture

Long-term strategic objectives (Railway operation stage)

- Security Services Readiness at Railway Operation Stage
- Permanent Security Advisory Board for Cross-Border Security Governance
- Security Infrastructure
- Efficient Cross-Border Security Operational Collaboration
- Sustainability and Resilience of Railway Operations



Vision

Excellence in Rail Security

To be the leading example of railway security excellence in Europe, fostering a seamless, resilient, and innovative security framework that unites Baltic region, protects critical infrastructure, improve regional security and inspires the future of safe and efficient rail transportation.



Leadership in European rail security



Integration of the Baltic region



Protection of critical infrastructure



Resilience & Innovation in security frameworks



Inspiration for the future of rail mobility



RW Security Architecture

A future-proof security architecture is essential for ensuring safe, seamless, and resilient operations across the Rail Baltica network.

Strategic Objective

Build a robust, modern security architecture to protect assets, passengers, and operations

Prepare the Rail Baltica network to withstand current and emerging threats

Alignment with national and international security standards

Proactive threat anticipation, not just reactive protection

Principles

The design of the Railway Security Architecture is underpinned by fundamental principles that establish a robust and comprehensive framework for safeguarding the railway environment:

Holistic Security

Integrated approach to security

Preventive Security

Measures aim to stop incidents from happening

Responsive Security

Reacts to events promptly and effectively

Multilayered

Multiple, complementary security measures

Deterrent Security

Discouraging potential adversaries from engaging



Proactive Security

Staying ahead of potential threats

Resilient Security

Ability to withstand challenges - recover and continue functioning in the face of adversity

All principles are interconnected and often work in tandem. The prioritisation may vary based on the specific security objectives, the nature of the environment, and the type of assets being protected. An effective security strategy integrates all principles in their security architecture.



Digital Media

Web banner examples

The layout consists of dividing the artboard in half – horizontally or vertically. One half contains text, the other half – an illustration or an image. All can be merged into one to create more room for an image or headline. If web banner format is extra wide, the artboard can be divided unevenly to leave more room for the image.

4000 x 1008 px:



800 x 180 px:



1177 x 1412 px:




630 x 434 px:



Newsletter examples

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, more complex layout principles can come in handy. Usage of multiple boxes and light background is preferable.

The front part or cover of material should be represented on a dark blue background to ensure Rail Baltica brand recognition.



Co-funded by
the European Union

Procurement news

21 May 2025

[View this email in your browser](#)


Dear Partner,

RB Rail AS is preparing for the procurement of Design Expertise Services for the Rail Baltica Energy Subsystem (ENE) and is conducting market research to better understand the available capabilities in the market.


Kind regards,
RB Rail AS Procurement Team


Learn more about Rail Baltica procurements

Procurement plan




Rail Baltica is a high-speed rail project connecting Estonia, Latvia, and Lithuania with Poland and the wider European network, including indirect links to Finland. It aims to boost connectivity, regional security, and economic growth. Fully electrified and built to European





Rail Baltica is a high-speed rail project connecting Estonia, Latvia, and Lithuania with Poland and the wider European network, including indirect links to Finland. It aims to boost connectivity, regional security, and economic growth. Fully electrified and built to European standards (1,435 mm gauge, ERTMS), Rail Baltica will reach speeds of up to 249 km/h, reducing travel times by half and enhancing mobility for passengers, freight, and military use.



Rail Baltica is a high-speed rail project connecting Estonia, Latvia, and Lithuania with Poland and the wider European network, including indirect links to Finland. It aims to boost connectivity, regional security, and economic growth. Fully electrified and built to European standards (1,435 mm gauge, ERTMS), Rail Baltica will reach speeds of up to 249 km/h, reducing travel times by half and enhancing mobility for passengers, freight, and military use.

Find out more



Co-funded by
the European Union



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RB Rail AS Riga, Latvia,
info@railbaltica.org
+371 66 967 171
www.railbaltica.org

RB Rail AS, the central coordinator for the Rail Baltica project, is a joint venture between the three Baltic states established in October 2014. Holding equal shares in RB Rail AS are "Eiropas Dzelzceļa līnijas" SIA in Latvia, "Rail Baltica statyba" UAB in Lithuania and "Rail Baltic Estonia" OU in Estonia.

[Unsubscribe](#) [View in the browser](#)

Print Media OOH



 Rail Baltica



Co-funded by
the European Union

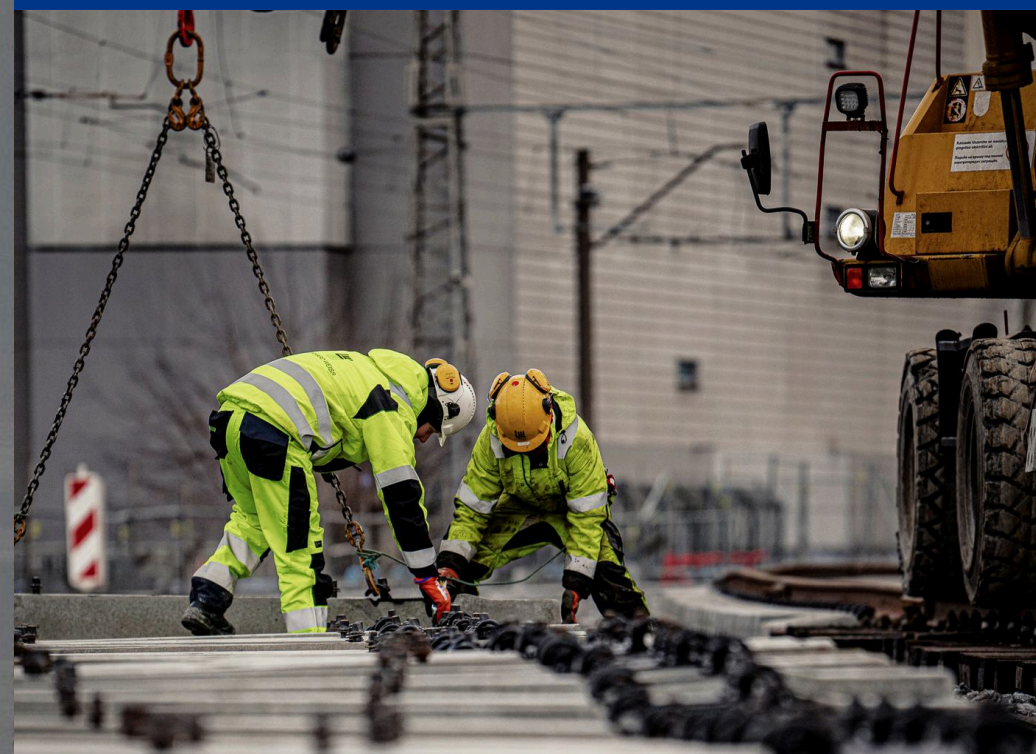
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Read full description on www.railbaltica.org

 Rail Baltica



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the European Union



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 Rail Baltica



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 Rail Baltica



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[Read full description on www.railbaltica.org](#)

 Rail Baltica



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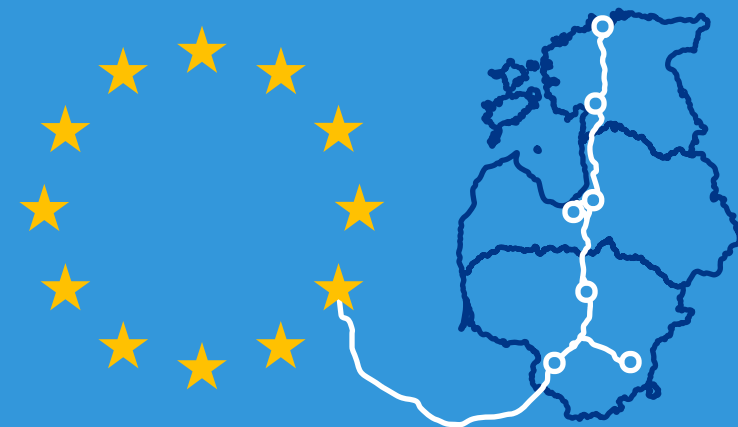
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 Rail Baltica

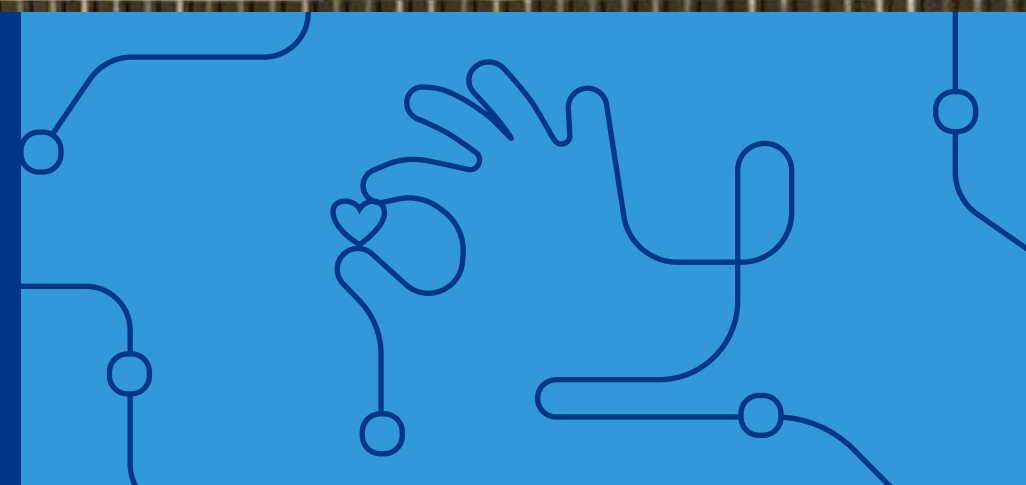




o
Rail Baltica



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sit amet, elit.



Co-funded
by the European Union

Brochure example

Brochures, presentations, data sheets, newsletters and website contain a large amount of text. To enhance readability and perception, more complex layout principles can come in handy. Usage of multiple boxes and light background is preferable.

The front part or cover of material should be represented on a dark blue background to ensure Rail Baltica brand recognition.

Rail Baltica: Transforming the Baltics for Connectivity, Security, and Prosperity



www.railbaltica.org



Rail Baltica's economic benefits outweigh the required investments

Economic impact (direct and indirect)
45.4 bnEUR

Socio-economic benefits 23.4 bn EUR

Rail Baltica's immediate and tangible benefits for multiple sectors:

Passengers: time, costs, accidents savings

Freight: costs savings

Environment: emissions reduction

Direct labour benefits: employment, growth salary increase

Capex for Phase 1 of Rail Baltica project
15.3 bn EUR

Rail Baltica pays back more than it costs, proving that smart investments drive real value. But Rail Baltica is more than just numbers. It's about reconnecting the Baltics to the heart of Europe, unlocking opportunities for trade, travel, and innovation. It's how we build jobs, open markets, and secure prosperity for generations. This is how the Baltics grow wealthier, together.


Wider economic impact up to 22 bn EUR

Rail Baltica's influence on regional development by boosting connectivity and fostering development across multiple sectors:

GDP growth
0,5-0,7% annually

Knowledge that lasts for generations

By bringing together railway and related industry experts from around the globe, Rail Baltica fosters knowledge exchange and advances the region's technical capabilities, equipping the Baltics with the skills and expertise needed to tackle major projects and drive future innovation.



Building high-speed rail is among the most difficult infrastructure challenges

Spanning nearly 900 km, Rail Baltica is a technologically complex infrastructure project designed for performance, safety, and sustainability. It is not just about laying tracks – it's an integrated rail ecosystem built for the next century.

Equipped with ERTMS for automated operations, its 249 km/h tracks require meticulous calculations for curve radii, inclines and stability to ensure safety and efficiency. With no level crossings, all road and pedestrian intersections are grade-separated. Rail Baltica's engineering integrates environmental considerations at every stage, incorporating wildlife crossings, noise barriers, and vibration-damping systems to minimize impact on ecosystems and communities.

Technical parameters:


Total line length	900km
Design speed	249 km/h for passenger trains 120 km/h for freight trains
Standard gauge	1435 mm
Electrified double-track	2x25k VAC. Single track in phase 1 Double-track in full project scope
Axle load	25 t
Traffic management	ERTMS L2


Infrastructure system:

7 international passenger stations 45 local passenger stations/stops
3 tunnels
>44 structures (bridges, overpasses, viaducts, tunnels)
6 infrastructure maintenance facilities
>90 wildlife crossings (ecoducts, culverts, overpasses)
14 freight terminal + port connections

The railway is moving as large-scale construction

The project has fully entered the construction phase, with mainline development actively underway in all three countries, alongside the construction of international passenger stations, railway crossings, bridges and other key infrastructure. By the end of 2025, 43% of the mainline is expected to be construction-ready and actively advancing.





Who is making Rail Baltica happen

Central project coordinator

RB Rail

Overall project and program coordination, financing strategy, railway subsystems, interoperability, and certification.

Estonian implementing body

Rail Baltic Estonia

National project implementation, construction, infrastructure management, and functional planning.

Latvian implementing body

Eiropas Dzelzceļa līnijas

National project implementation, construction, infrastructure management, and functional planning.

Lithuanian implementing body

LTG Infra

National project implementation, construction, infrastructure management, and functional planning.

Who owns RB Rail

Estonia — Ministry of Climate

Rail Baltic Estonia

Latvia — Ministry of Transport

Eiropas Dzelzceļa līnijas

Lithuania — Ministry of Transport & Communication


LTG Infra

RB Rail


Central project coordinator

The Baltics – united for growth

Inspired by the Baltic Way, Rail Baltica symbolizes unity and European integration. This unprecedented cross-border project, involving more than three countries - unlike most cross-border railways - is a showcase of cooperation. Nearly the entire Baltic construction industry is involved in its development, demonstrating the region's collective effort. Estonia, Latvia and Lithuania are working together to build a modern 900km rail link that enhances mobility, strengthens economic ties, and reinforces regional resilience.




Geopolitical railway for a stronger defense network



Rail Baltica is not just a rail project - it is a European priority and a strategic asset for security and logistics. As the backbone of NATO's transportation, it enables the swift movement of troops, equipment and supplies across the Baltic region. This dual-use corridor strengthens defense logistics while also serving as a key enabler for multimodal cargo transport, reinforcing both regional resilience and civilian mobility. With strong European support, Rail Baltica is setting a new standard for infrastructure in the region.

Reliable and resilient infrastructure


Rail has proven its reliability in times of crisis—moving people, goods, and essential supplies when other networks are disrupted. Rail Baltica provides infrastructure for heavy military equipment, with a daily cargo capacity of up to 55,000 tons, cutting transport preparation by up to 50%.



A strategic link in NATO's defence network

Rail Baltica enhances regional security by providing vital infrastructure for mobility and logistics. Strengthening NATO ties, it ensures faster response times and better coordination to protect lives and defend freedoms.

Rail Baltica is the largest infrastructure project in the Baltic history, reconnecting the region to the rest of Europe



The Baltic states once had 1 435 mm rail links to Europe, but the Soviet-era shift to Russia's 1 520 mm gauge cut them off. Rail Baltica is now restoring this connection, integrating Estonia, Latvia and Lithuania into the EU network.


As part of the Trans-European Transport Network (TEN-T), Rail Baltica links the Baltics to key European corridors, boosting trade, mobility and economic resilience while reinforcing Europe's strategic infrastructure.

North Sea - Baltic TEN-T corridor

Rail Baltica

Baltic Sea - Black Sea - Aegean Sea TEN-T corridor

Unlocking new markets and opportunities



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