

FINDING AID: 30-147

RECORD GROUP: RG 30 - Canadian National Railways Canada

SERIES: Public Relations/Advertising - Visual
Redesign Program

ACCESSION/BOXES: 1997-98/512 - box 1

DESCRIPTION: The finding aid consists of a typed box
content list indicating box number and file
titles.

INSTRUCTIONS: The following information is required to
order a box:

RG No.:
Accession No.:
Box No.:

DATE: December 1998

**CANADIAN NATIONAL RAILWAYS -
VISUAL REDESIGN PROGRAMME FILES**

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CN SYMBOL/LOGO:

- . Revitalization of a Corporate Image - 1960-61
- . CN's Redesign Programme - A Case Study - 1961
- . Design Program Survey - Questionnaire (front page?)
- . Brochure re: Origin of Allan Fleming's CN symbol
- . Slide show scripts - L.C. Perry presentations
- . Letterhead samples - various CN Departments
- . Embossed 'blind' CN symbol business cards, etc.
- . CN Library - Film request card, etc.
- . Department of Public Relations - Address Label (old design)
- . As above - new design (with CN symbol)
- . Safe Driver Awards - Design Samples
- . Passenger Train Tickets - Design Samples
- . Match folders - samples
- . Drink Coasters - samples
- . Miscellaneous advertisements/promotional materials
- . Brochure entitled 'Container Cars'
- . Chef's cap - design example

COLOUR SCHEMES:

- . Paint Chips - CN - official colours
- . CN Logo and Colour Schemes - Diesels and Passenger Equipment
- . As above - Diesels and Other Rolling Stock - 1961
- . As above - Bridges and Viaducts

OTHER - SYMBOL RELATED:

- . RIDE (Rail International Design Environment) Conference - 1969
- Speakers' Papers

- . RIDE - Personal Correspondence - Lorne Perry, Supervisor, Visual Redesign

GRAND TRUNK RAILWAY:

- . GT symbol - Railway Timetable - October 1964

CENTRAL VERMONT RAILWAY:

- . VT symbol - Berwick magazine ad featuring box cars bearing new VT symbol

CANAC:

- . Design of CANAC symbol/logo
- . CANAC symbol - sample letterhead and envelope

CN FERRY TERMINALS:

- . Study of Visual Design - Ferry Terminals, Atlantic Region

CN AUTOBUS SERVICE NEWFOUNDLAND:

- . Study of Visual Redesign - ca. 1967

CN HOTELS - RED KEY SYMBOL:

- . Red Key Symbol - Design of...
- . Copy of 'au fil du rail - Montreal, mars 1970 - 'Nouveau symbole pour identifier les Hotels du CN'
- . Various hotel promotional brochures, advertisements, etc. (1960s)
- . Registration cards, etc. - samples
- . Letterheads and envelopes - samples
- . Letter writing kit folders - various hotels - samples
- . Notebook holder - sample
- . Hotel Newfoundland - postcard - printer's proof

TURBO TRAIN:

- . Promotional brochure - 1966(?)
- . Inaugural week - 'void' ticket

6060 STEAM LOCOMOTIVE:

. Sponsored 6060 Steam Locomotive Excursions - 1974

OTHER:

. 'Rails to Resources Tour' - CN - September 1973