

Full design SBB locomotives

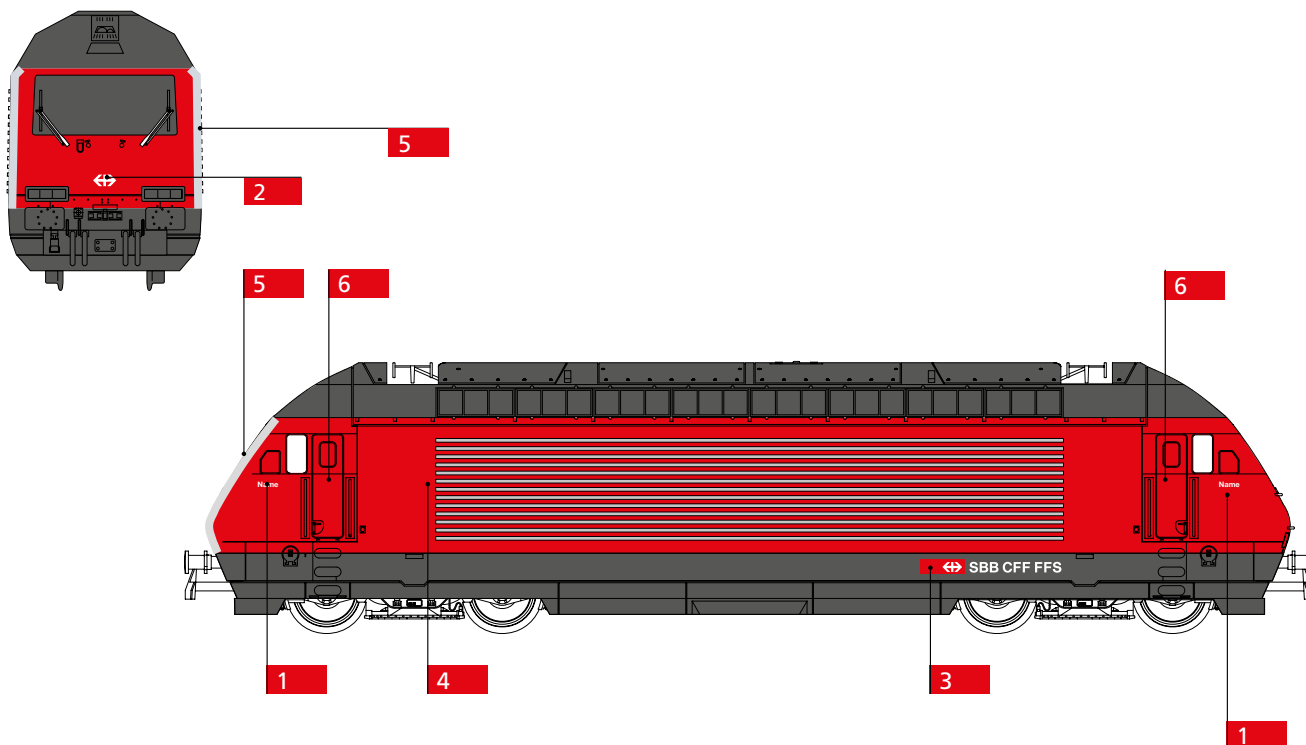
Specifications

Product format:	Full design loco
Dimensions:	18.5 × 4.3 m (W × H)
Advertising surface:	2 × 80 m ² (minus window areas and areas for mandatory lettering)
Duration:	from 1 year
Lead time:	From planning to rollout, production of the locomotive takes around four months
Vehicle and advertising technician:	SBB passenger traffic locomotive



- For implementations, the exact dimensional scheme of the corresponding locomotive is supplied by SBB.
- Certified advertising technician
The lettering of the locomotives may only be carried out by the following certified advertising technician:
- Remund Werbetechniker AG

Full design SBB locomotives – Specifications



1 Name for SBB advertising locomotive

If you wish to name your SBB advertising locomotive, you can affix the name at a dedicated launch event. The name is affixed beneath the window by SBB. Nonetheless, please include the name in your layout. You can also choose not to name the locomotive.

2 Signet on the front

The signet is affixed by SBB on both sides of the front. Please integrate both into your layout.

3 One SBB logo per side

The lower black area of the advertising locomotive has one SBB logo per side, affixed by SBB. Please ensure that your logo does not obscure the SBB logo.

4 Space between grooves and flat surface

If possible, please avoid placing important advertising messages, graphics or QR codes in the space between the grooves and the flat surface. Due to the production technology, these elements could be raised and distorted.

5 Space between side and front

There should be no text or images on the curve between the side and the front, as they cannot be precisely positioned. But if you would like to incorporate this space into your design, we recommend a monochrome area.

6 Cab door and door handle recesses

Please avoid placing logos or text on the cab doors, as the sheeting is cut in this area, which makes letters difficult to see. If you wish to place elements here, they must fit within the space of the door.

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Colour selection

We recommend avoiding white or light colours as the background for your advertising locomotive design. Experience shows that the two front sides are particularly vulnerable to external influences (rain, dirt, dust, flies, etc). It is also impossible to avoid dirt marks on light backgrounds. Locomotives are cleaned regularly, but not every day.

Type size

To give your advertising message the greatest impact, we recommend a type size with a height of at least 35 cm; i.e. over three grooves.

Print data

The print data must be in the image resolution specified by the sheeting manufacturer, which is generally 100 to 120 dpi. The file can be output from common graphics programmes; e.g. as an Illustrator EPS file or Photoshop TIFF file. Please observe the print margin, the trim of at least 200 mm per side, CMYK colour format for images and the Pantone colour for specifying full tones (coated).

Restrictions

Advertising for the following subject area and products is not permitted:

- Adult-oriented
- Addictive substances, such as tobacco, alcohol or medication
- Politics

In addition, advertising that is ethically dubious, defamatory, polarising or which in any other way contravenes the role model function of SBB is not permitted.

