

# VIRGINIA PARTNER TOOLKIT



VIRGINIA  
PASSENGER RAIL  
AUTHORITY



Hello!

We're excited to personally introduce ourselves! We are the Virginia Passenger Rail Authority, the agency responsible for managing and funding Amtrak service in Virginia.

We've taken some time to create a digital toolkit to assist destination marketing organizations from across the state with promoting travel to your destination by leveraging the enclosed Amtrak information and assets.

As we continue to work closely with the Virginia Tourism Corporation, we understand that tourism and trains go hand-in-hand, as more and more travelers are choosing to make their trips by passenger rail. The ease and convenience of rail travel makes Virginia an even more attractive destination for travelers.

Amtrak Virginia is seeing record ridership, and we would love to help you connect your visitors with Amtrak offerings when considering trips to your destination. After all, Virginia is for Rail Lovers!

So feel free to get creative! We are here to assist and answer any questions that you may have with regard to this toolkit, Amtrak service, and any thoughtful partnership opportunities.

We hope that you find this toolkit to be helpful and look forward to working closely with you in the near future.

Sincerely,

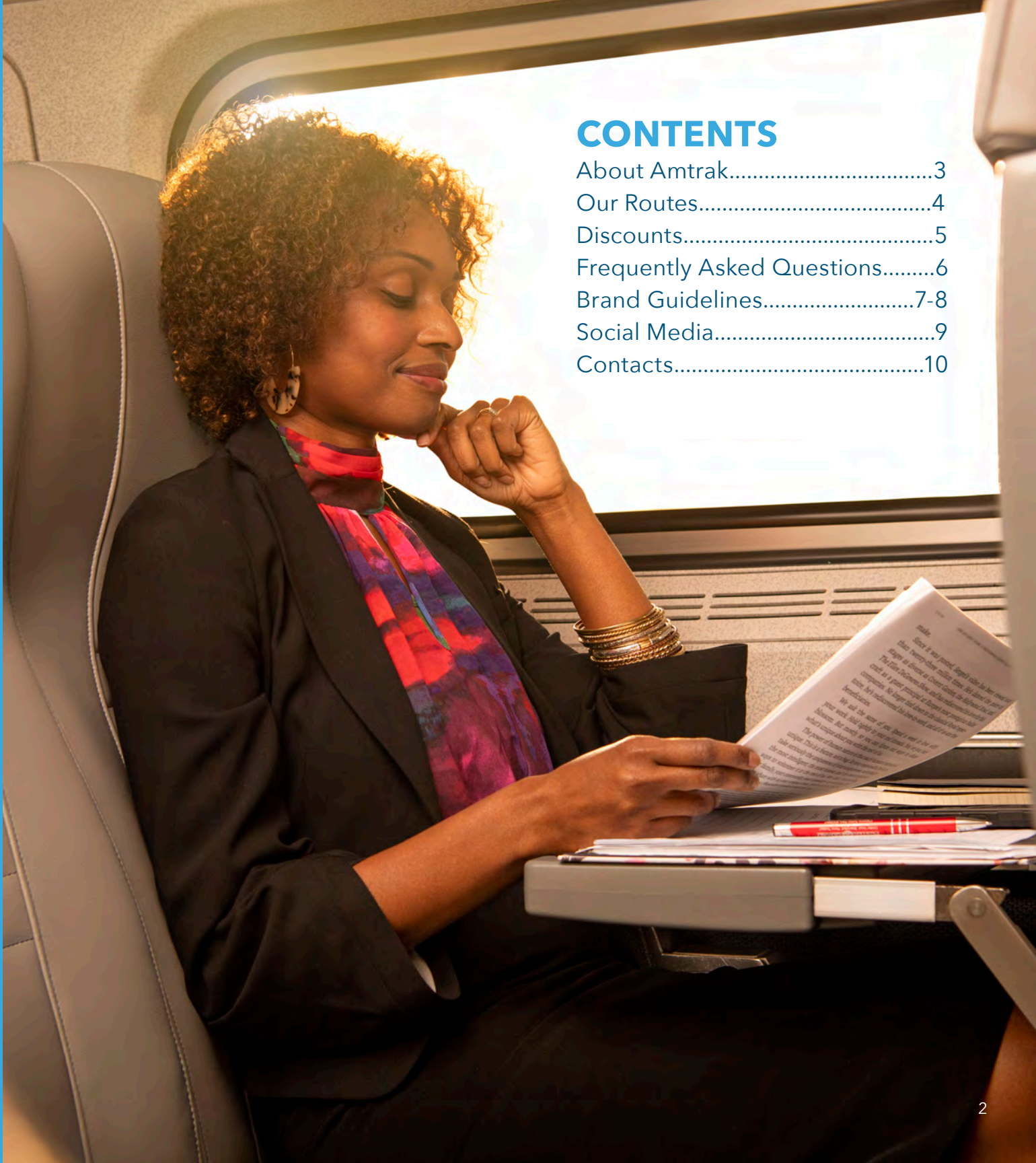
*Haley Glynn*

Amtrak Virginia Marketing Manager



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## ABOUT AMTRAK VIRGINIA

VPRA is responsible for promoting, sustaining, and expanding the availability of passenger and commuter rail service in the Commonwealth. VPRA helps Virginians enjoy the benefits of train travel. Travelers can hop aboard 8 daily Amtrak *Northeast Regional* trains to and from 18 stations, including Newport News, Norfolk, Richmond and Roanoke, connecting to Washington, D.C., Baltimore, Philadelphia, New York City, and other cities in the Northeast.

## WHY TAKE THE TRAIN?

- Everyone deserves a **relaxing, care-free travel** experience
- **Skip the traffic and stress** that comes with driving or flying
- **Relax with extra legroom** and reclining seats
- Stay connected with no airplane mode, **free WiFi** and outlets in every seat
- Get carried away by **beautiful scenery** out your window
- **No boarding hassles** or long lines
- Arrive downtown in the heart of the action
- Carry **up to 4 bags**, no extra charge
- **Pet friendly** travel



Amtrak and Northeast Regional are service marks of the National Railroad Passenger Corporation.

## WHERE TO, VIRGINIA?

Getting to know Amtrak *Northeast Regional* Route



# EVERYDAY DISCOUNTS

## TRAVEL FOR LESS ON AMTRAK

### VIRGINIA ANYTIME FARE

Book anytime and save 15% on trips in Virginia. Available on *Northeast Regional* trains in Virginia & to D.C.

### VIRGINIA STUDENT FARE

Students save 25% in Virginia. Available on *Northeast Regional* Trains in Virginia and to D.C. Save now through June 2023.

### SHARE FARES

**Save up to 60% on group travel.** Valid for up to eight companions.

### MILITARY DISCOUNT

Save 10% on all travel for Military personnel and their families.

### USA RAIL PASS

The USA Rail Pass is your ticket to tour the country. 10 rides (segments) over 30 days to your choice of over 500 destinations. At just \$499, that's less than \$50 per segment.

### GROUP TRAVEL DISCOUNTS

Passengers traveling together in groups of 15 or more may be eligible to receive a discount off the normal rail fare, or a free escort ticket for each 20 travelers. Learn more about group travel requests by calling 1-800-USA-1GRP for more information on taking everyone along to share the fun.

*Restrictions may apply on all discounts.*

# FREQUENTLY ASKED QUESTIONS

**Q:** Where can I find the train schedule?

**A:** Visit us at [Amtrak.com/Virginia](https://www.amtrak.com/Virginia) to find train schedules.

**Q:** What are the train stations in Virginia?

**A:** Some of our popular stations are Norfolk, Newport News, Williamsburg, Richmond: Staples Mill and Main Street Station, Fredericksburg, Alexandria, Washington, D.C., Roanoke, Lynchburg and Charlottesville. Go to [Amtrak.com/Virginia](https://www.amtrak.com/Virginia) to see all stations and destinations.

**Q:** How do I get to my final destination from the train station?

**A:** Easily take Uber or Lyft to get to your final destination. Most stations may offer public transit options such as buses or commuter rail.

**Q:** How many bags can I take with me on the train?

**A:** You may carry on up to two bags, and two personal items.

**Q:** What are your discounts?

**A:** See page 5 for our valuable discounts.

**Q:** Which discount lets me save the most?

**A:** The Saver Fare can save the most on individual travel. Saver Fares can be booked at least 21 days in advance to save up to 50%. Periodic flash sales also offer deep discounts, so keep an eye out!

**Q:** How can I save on a trip this weekend?

**A:** With our Virginia Anytime Fare, you can save 15% on last minute travel within Virginia and to D.C. Use promo code V552 when booking.

**Q:** Can I bring my pets on board?

**A:** Amtrak allows dogs and cats crated up to 20 lbs. with a reservation made in advance. For a small fee.



# AMTRAK | BRAND GUIDELINES

If you choose to promote Amtrak as a travel option to your destination (thank you!), please follow our brand standards when using our logo.

## AMTRAK'S SIGNATURE: Travelmark Logo

Horizontal

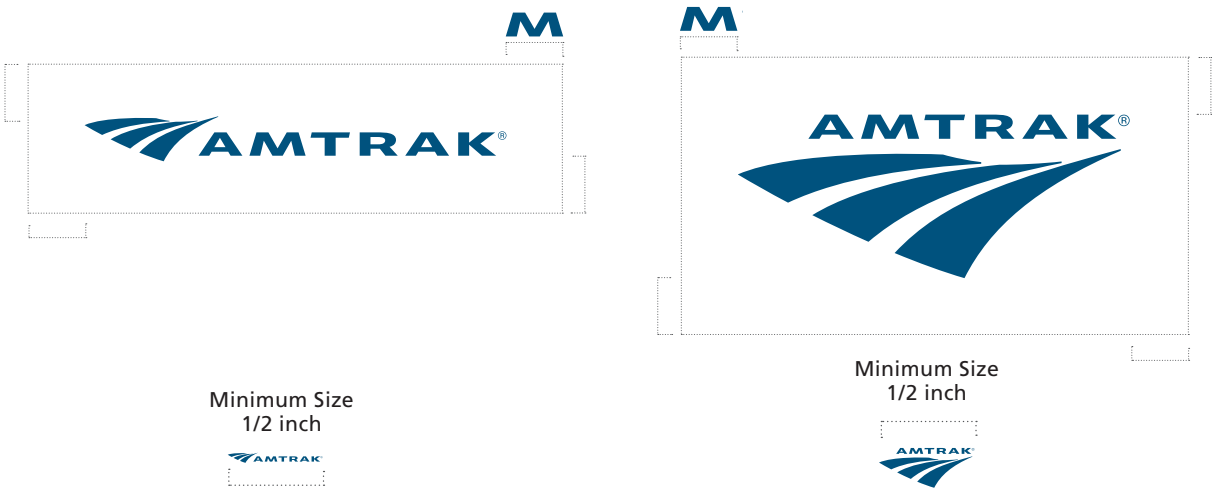


Vertical



Our signature, the Travelmark, is the most important visual asset used in our brand communications. It is the symbol of who we are, and represents two rails extending over the American landscape in a design that suggests movement.

## AMTRAK'S TRAVELMARK: Clear Space and Minimum Size



The clear space around the Amtrak signature upholds the integrity of our brand. The clear space is equal to the width of the "M" in Amtrak. This space should be free of text, graphics and borders. To maintain legibility, our signature should never appear smaller than 1/2-inch wide. The minimum size applies to all versions of the signature. Always maintain the signature's aspect ratio when scaling it. Please note: The registered mark is not required if it will not reproduce legibly.

## AMTRAK'S SIGNATURE: Correct Use



Use blue signature over white.



Use black signature over newsprint.



Use reversed signature over black.



Use blue signature over light background.



Use reversed signature over dark background.



Use reversed signature over red.

## AMTRAK'S SIGNATURE: Incorrect Use



Do not create frames or holding devices.



Do not alter color.



Do not distort.



Do not add elements.



Do not use the color signature over a dark image.



Do not use the reversed signature over a light image.



## CONNECT ON SOCIAL MEDIA

Connect with Amtrak Virginia on our social media channels. Say hello on social media, feel free to tag us, or share a post.



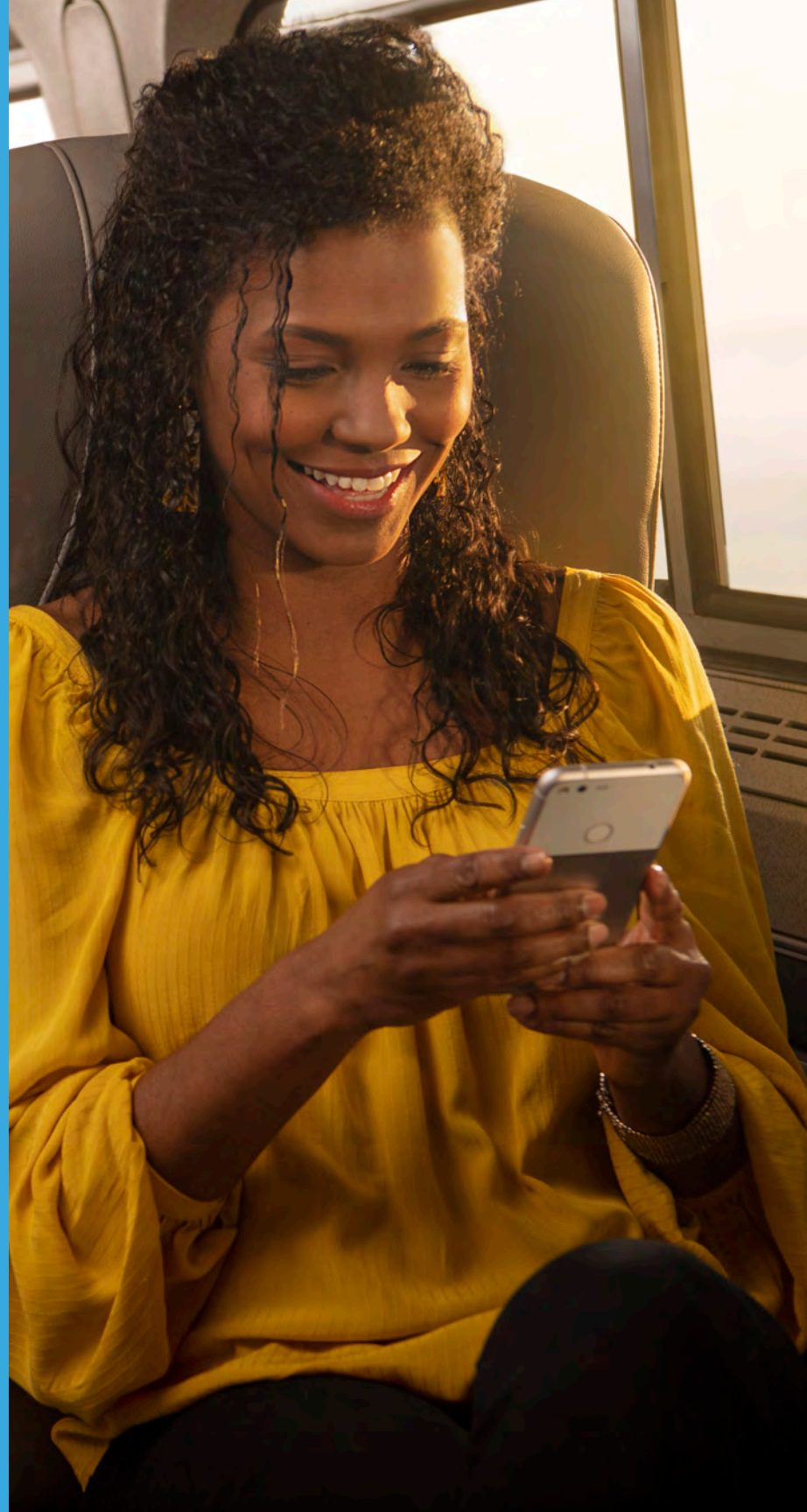
[amtrak.com/virginia](https://amtrak.com/virginia)



[@AmtrakVirginia](https://www.facebook.com/AmtrakVirginia)



[@amtrakva](https://www.instagram.com/amtrakva)



## STAY IN TOUCH

For inquiries about this toolkit and other resources, please contact:

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