

Railway 200

Be part of the journey

200TM 
Years of Train Travel
Since 1825



PARTNER TOOLKIT

Railway 200

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What's Railway 200 all about?

200TM
Years of Train Travel
Since 1825



West Somerset Railway



The Watercress Line

What is Railway 200?

2025 marks the 200th anniversary of the birth of the modern railway.

Born in Britain, now spanning the globe. Through an exciting year-long series of activities and events, Railway 200 will showcase how rail shaped Britain and the world. And, as today's railway modernises and gears up for growth, Railway 200 will also look to the future, encouraging more people to take the train and inviting the next generation of pioneering talent to join the railway.

Partner with us to tell the railway's amazing story

- Use this toolkit to promote your events and activities.
- It's full of ideas, templates and guidance.



What's happening during the year?

There'll be a buzz of activity and headlines throughout 2025. Railway 200 partners span the rail sector and beyond.

- A touring exhibition train, named 'Inspiration', will criss-cross England, Scotland and Wales. Packed with interactive displays and careers info, developed in partnership with the National Railway Museum.
- Headline-grabbing events with national partners, such as a national rail art competition, rail film screenings and more.
- Highly collectable commemorative items and branded merchandise from the Science Museum Group.
- Most of all, the anniversary will shine thanks to the amazing involvement of the rail industry, heritage & community railways, civic groups, business bodies, art galleries, museums, and enthusiasts. See page 9 for ideas and opportunities.

Follow all the action

Visit the [Railway 200 website](#), sign up for our newsletter and follow us on: [X](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).



Our charity partnership

Four rail charities are joining forces for the first time and teaming up with [Alzheimer's Research UK](#) to raise at least £200,000 to support their combined work.

Railway 200 is a cross-industry campaign created to celebrate this historic milestone. Working to protect rail memories for the future, the campaign will support Alzheimer's Research UK, [Railway Mission](#), [Railway Benefit Fund](#), [Railway Children](#), and [Transport Benevolent Fund CIO](#).

Working collaboratively, the charities will host a variety of anniversary-related activities and events throughout 2025 to raise funds for their good causes.

To help raise funds for the #Railway200 charity partnership, Alzheimer's Research UK have put together a fundraising walking pack. Step outside and fundraise to protect railway memories for the future. Download the pack here:
<https://railway200.co.uk/aruk-walk-for-rail-memories/>.

Contribute to the charity partnership

Visit: <https://www.justgiving.com/campaign/railway200>.



Four key themes to inspire your events and activities

Where will your celebration fit in?

1

Innovation, technology and environment

Railway 200 will reinforce rail as a modern, innovative and green sector, contributing billions of pounds to the economy and en route to net zero.

2

Education and skills

Railway 200 will excite and invite people from all backgrounds to consider a career in rail, especially those with an interest in Science, Technology, Engineering & Maths. It will emphasise the diversity of jobs in rail and shine a spotlight on some of its more hidden roles.

3

Heritage, culture, and tourism

Railway 200 will highlight the huge contribution of rail to UK heritage and culture, boosting the economy. It will encourage more people to take the train, volunteer at and visit heritage railways, and attract tourists to its events.

4

Celebrating railway people

The pride, passion and professionalism of rail staff will be celebrated. They are the beating heart of the railway. Railway 200 will capture their stories, helping to showcase rail's past and present.

How to get involved

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How you can partner with Railway 200

Create a new event or tie in one you've already planned.

Who can register an event? **EVERYONE!**

- Schools, colleges, universities, STEM groups, scouts and guides.
- Trade & tourist bodies, councils, civic groups.
- Railway heritage groups, community railways or associations.
- Local museums or galleries.
- Current and former railway colleagues.
- Businesses with a connection to rail.

Promoting your activities

- [Register your event](#) on our website and we'll publish it on our interactive map.
- Use our brand guidelines to develop your promotions and download posters, leaflets, printed materials and more.

How else can you get involved?

You don't need to organise an activity or event to be part of the action:

- Follow our social channels.
- Share our stories and your own as part of Railway 200.
- Apply the Railway 200 logo to your organisation's intranet, extranet and other materials.
- Use our downloadable materials.
- Spread the word and volunteer at a local event.

Need some inspiration?

If you're wondering what type of event to put on, here are a few suggestions:

- Rail-inspired photography or art exhibition.
- Showcase of your favourite engine class or railway station.
- Heritage talk.
- Train naming competition.
- An unveiling of a community banner.
- Planting of a Railway 200 inspired garden.
- Film screening of rail classics.
- Rail reunion of former colleagues or enthusiasts.
- School or college STEM event.
- University engineering challenge.
- Model railway extravaganza!

Any involvement, big or small, which celebrates the railway and helps tell its story, can be part of Railway 200.



Partner FAQs

How do I get involved?

- We believe everyone can get involved in Railway 200 in some way. You can get started by following us on LinkedIn, Facebook and X and signing up to our newsletter to keep up to date with everything going on. Shout about us in your local community and at home and perhaps even think about planning a local event or Railway 200 activity to further increase awareness.

How do I register an event?

- Complete the form on our website [here](#) for your activity or event to feature on our interactive map.

What is your guidance for events?

- Be creative, think about what you want to achieve and have fun. We encourage you to consider:
 - What do you want to get out of the event?
 - How will you promote the event? Think about downloading some of the assets in the toolkit to help with this bit!
 - What will you offer on the day?
 - Will you need to do any post event follow-up?
 - How will you measure whether the event has been a success?

Where can I get support/help when creating Railway 200 content?

- The core Railway 200 team is happy to offer support where needed. To discuss your requirements, email railway200@gbrrt.co.uk with a brief description and any deadlines.

Can you help fund partner events?

- Railway 200's limited funding has already been allocated so it is unlikely that we'll be able to help fund activities at this time. However, we may be able to support in other ways such as promoting your event or activity on our interactive map, mini social media campaigns and blog posts. If this is something that you feel we may be able to assist with, please email railway200@gbrrt.co.uk.

Can I get involved with existing events?

- The Railway 200 team is always happy to have help! Railway 200 is a partner-led programme with lots of events being set up by different organisations across the UK. If you feel this is something you might like to get involved in, email railway200@gbrrt.co.uk detailing how you might like to get involved and where you're based.

How do I volunteer for Railway 200?

- Partners of Railway 200 are always looking for volunteers. Email railway200@gbrrt.co.uk with information on where you're based and the type of volunteering you'd like to do, and we'll put you in touch with an event organiser in your area.

The Railway 200 brand

200 
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Since 1825



Give your event an official feel

It's easy to make your marketing look on-brand, simply download the materials from the '[Get involved](#)' area of our website:

- The printed materials are available as Adobe PDFs. The social posts are available as JPG images.
- Please don't try to recreate the Railway 200 logo – use the [downloadable files](#) and avoid stretching or distorting.



Spreading the word

Please use the copy below when writing about the aims and scope of Railway 200.

...in a sentence

In 2025, Railway 200 celebrates the 200th anniversary of the modern railway - a once-in-a-generation opportunity to explore rail's crucial role in national life.

...in a paragraph

2025 marks the 200th anniversary of the modern railway. A British innovation that's continued its journey across the globe. Through a year-long series of activities and events, Railway 200 will explore how rail shaped Britain and the world. And, as today's railway modernises and gears up for growth, Railway 200 will also look to the future, encouraging more people to take the train and inviting the next generation of pioneering talent to join the railway and become the history-makers of tomorrow.

...in example messages of support

- We're also championing the railway's role in protecting the natural environment by supporting Railway 200, a series of events and activities that celebrate the 200th anniversary of the modern railway.
- The people who power the railway will also be celebrated in Railway 200, a series of events and activities across the UK, marking the modern railway's 200th anniversary.
- We're proud to be supporting the Railway 200 series of events and activities celebrating the history and future of rail – you can find out more at railway200.co.uk.

Spreading the word (continued)

...on a page

2025 marks the 200th anniversary of the birth of the modern railway. A British innovation that's continued its journey across the globe. Through a year-long series of activities and events, Railway 200 will explore how rail shaped Britain and the world. And, as today's railway modernises and gears up for growth, Railway 200 will also look to the future, encouraging more people to take the train and inviting the next generation of pioneering talent to join the railway and become the history-makers of tomorrow.

Railway 200 will uncover the stories behind the tracks and trains, with an exciting programme that explores four themed pillars:

- **Skills & Education:** as part of this historic anniversary, Railway 200 aims to encourage more people, from all backgrounds, to join the railway.
- **Innovation & Technology:** new investment and progress builds on the railway's pioneering pedigree that will be celebrated during Railway 200.
- **Environment:** rail's role in supporting our natural environment and the drive to net zero by 2050 will be explored as part of Railway 200's activities and events.
- **Heritage:** more people are being invited to visit and volunteer at heritage railways as part of Railway 200, with rail also an ideal way to travel to museums and cultural attractions across the UK.

- **Culture:** the railway has inspired countless artists, writers, musicians and film-makers down the ages. Railway 200 will explore rail's continued contribution to our cultural landscape.

- **Tourism:** the railway created mass tourism, giving rise to many towns, cities and resorts, and continues to provide great days out for everyone. Railway 200 aims to help boost tourism by encouraging people to visit its activities and events across the UK.

- **Celebrating Railway People:** the railway is like a family and employs proud, passionate people in a wide variety of jobs. Railway 200 will shine a deserved spotlight on rail's everyday heroes and the amazing work they do.

This will be part of a national campaign highlighting rail's remarkable past, its essential role today, and its ever-growing importance to a sustainable future.

Everyone can get involved and you can find out more at railway200.co.uk

Example headlines

Here's a selection of example messaging for Railway 200 that can be used in various communications assets.

A 200 year journey of innovation

Railway 200 marks a milestone, and signals the way to the future.

We're going back to the future of rail

Railway 200 will explore the past, present and future of rail travel.

An engine of reinvention

Rail's pioneering pedigree is shaping the future.

A railway of diverse voices and stories

Powered by all kinds of proud people then, now and tomorrow.

An anniversary and an invitation for future generations

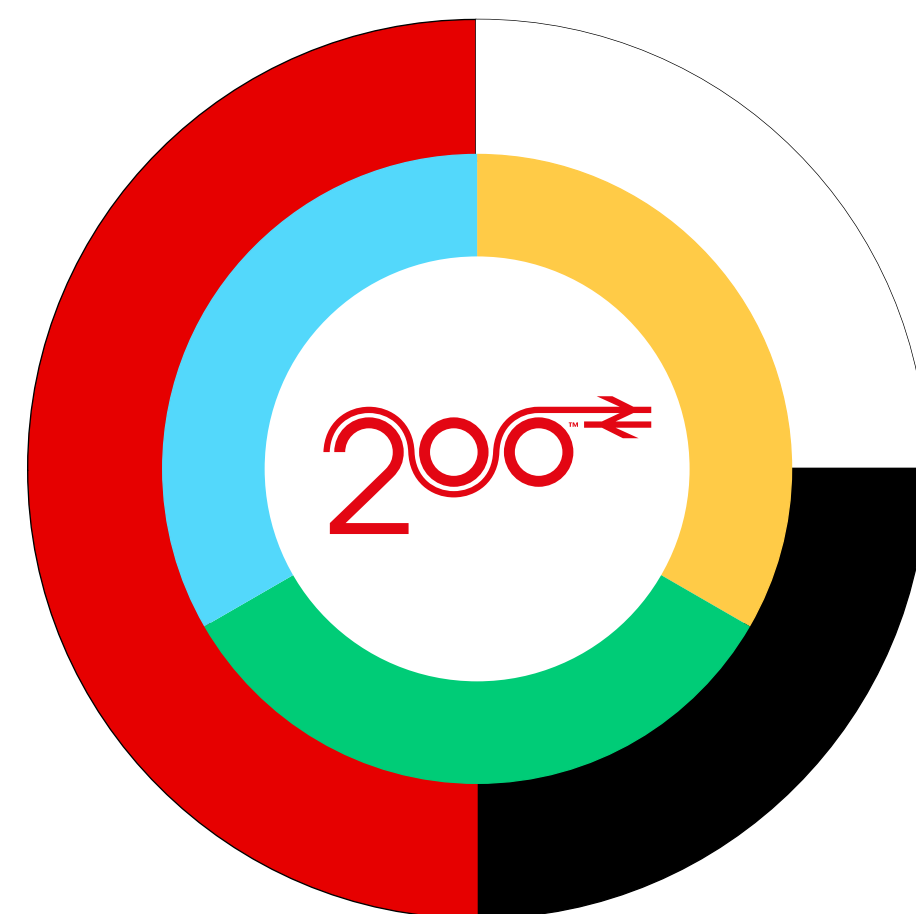
Welcoming all young talent to rail, from all backgrounds.


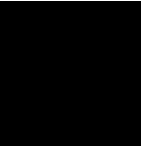
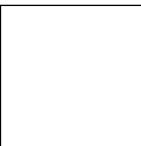


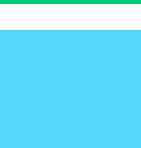


Applying the brand visually

A brief guide

Colour:



	#E30613 (online use) C:0 M:100 Y:100 K:0 (for print)
	#020A0A (online use) C:60 M:40 Y:40 K:100 (for print)
	White
	#FFCB47 (online use) C:0 M:20 Y:72 K:0 (for print)
	#00CC77 (online use) C:75 M:0 Y:70 K:0 (for print)
	#53D8FB (online use) C:67 M:14 Y:0 K:2 (for print)

The main brand colours are red, white and black.

Bright accent colours of yellow, green and aqua may be used to highlight. A more liberal use of the accent colours may be employed on social media and for comms aimed at young people.

Typography:

Our brand font is the Rail Alphabet family, please use this typeface where possible. If Rail Alphabet is unavailable please use Arial. Please do not add additional fonts.

Logos:

Our logo may be shown in red, black and white. Primarily it should be used in full with strapline, however where the strapline legibility is compromised due to size the 200 graphic may be used independently.

An animated version of the logo is also available: [animated R200 logo](#)



For more information about applying the Railway 200 brand refer to our [brand guidelines](#)

Download [brand guidelines](#)

Download [animated R200 logo](#)

Need inspiration for imagery?

Here's some guidance:

Ideally any images used to promote Railway 200 should feel authentic, natural and positive in tone.

If you have these kinds of images (and have permission to use them) – great! If not, you may need to source them from stock photography libraries. Here are some quick tips on how to select suitable stock images.

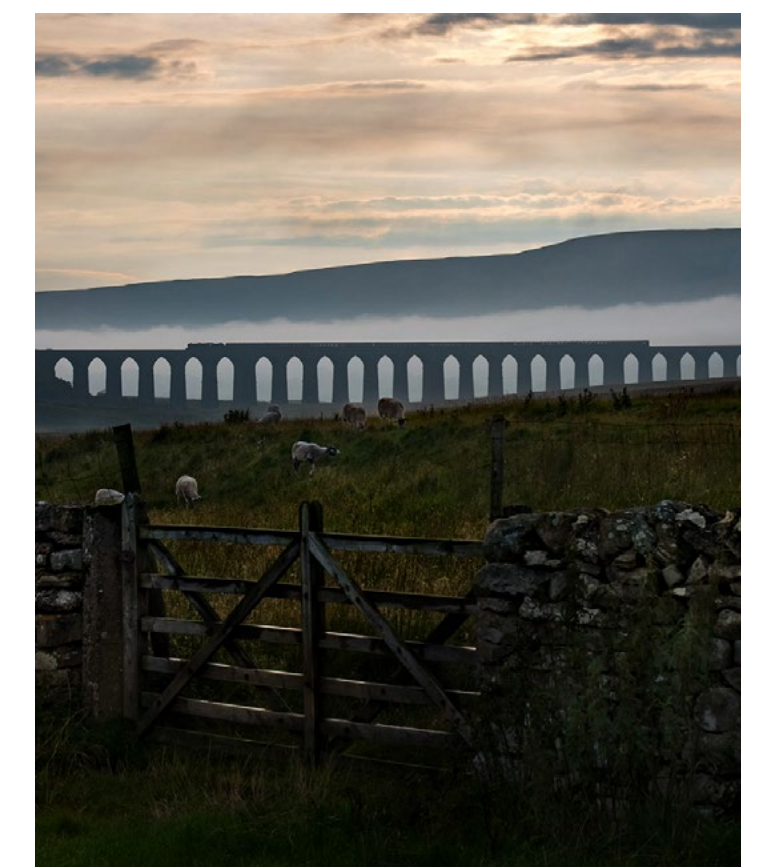
Focus:

By focus we mean both the subject of the image and also the depth of focal clarity. The subject of each image should be in clear, sharp focus with the surrounding contextual environment dropping into a softer focus (blur). Images should have one main focal point (the subject) and not be too full or busy so the meaning conveyed by the image is lost.

Permissions:

PLEASE OBTAIN PERMISSION to use photography, either a license from the relevant stock library/owner or from the photographer themselves.

PLEASE DO NOT use images straight from Google, as they will be likely subject to copyright law.



Downloadable assets

200TM
Years of Train Travel
Since 1825



The Watercress Line



East Coast Digital Programme

Printable assets

- Download the printable campaign assets and add your logo in the bottom right hand corner, if you wish.



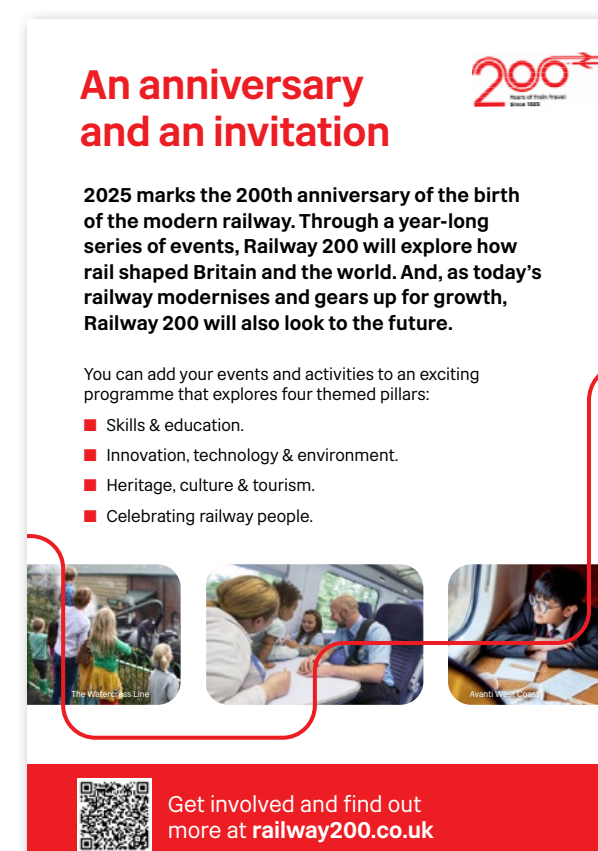
A3 poster options

Download



A4 leaflet options

Download



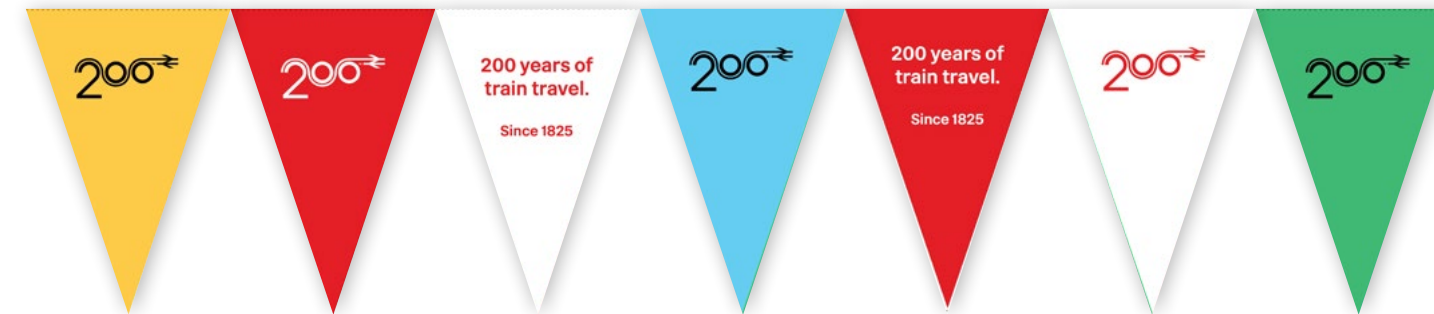
A5 leaflet

Download



A5 invitation

Download



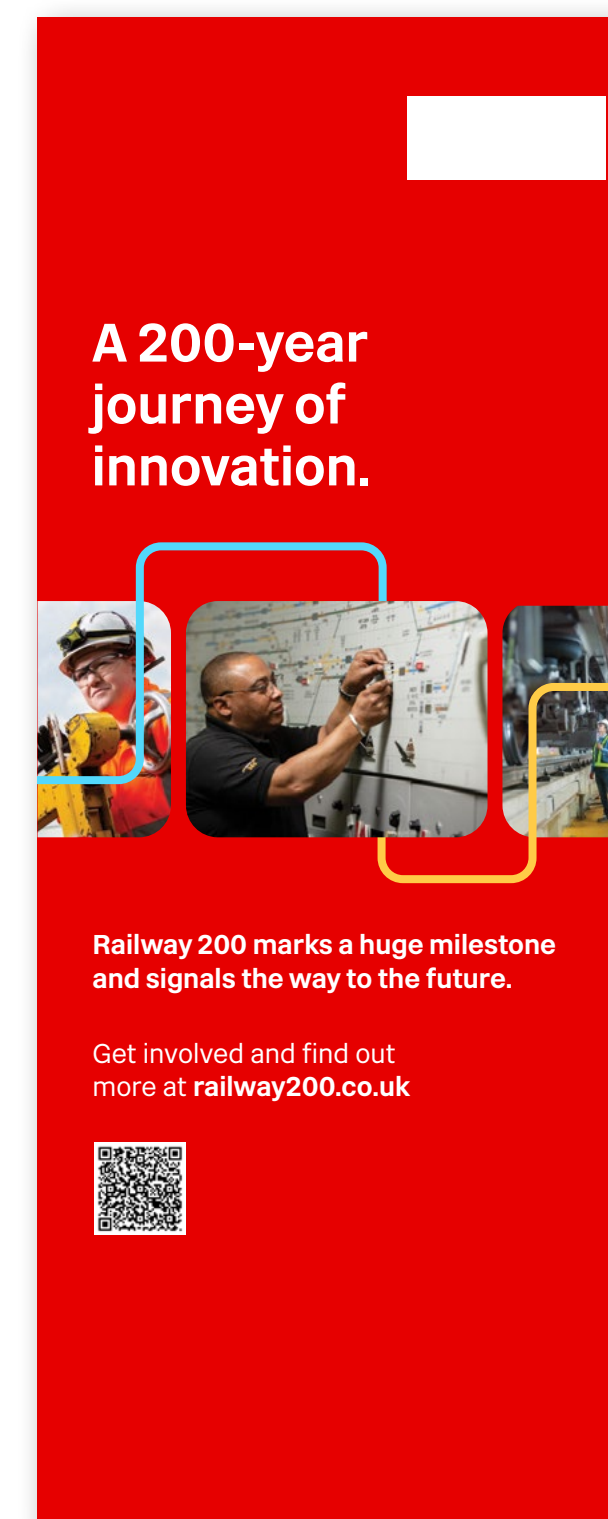
Bunting

Download



A4 word document

Download



Pull up banner options
800x2000mm

Download

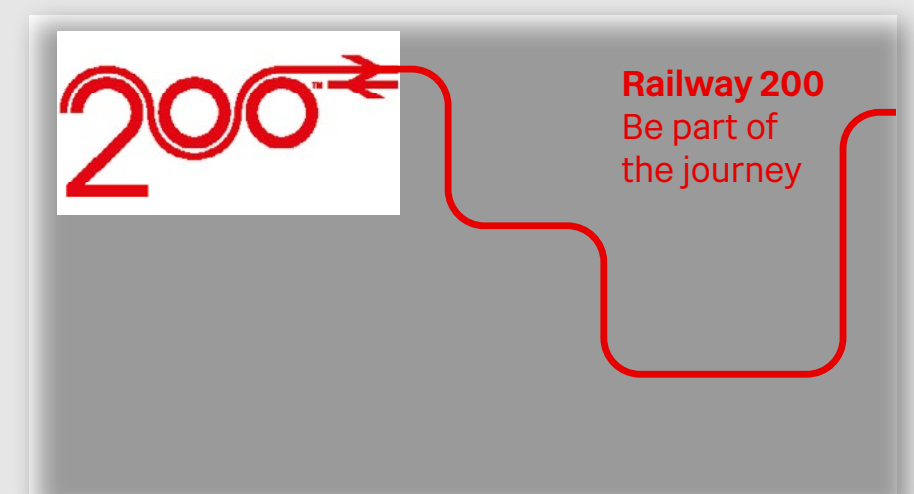
Online assets

- Download the campaign film and Teams background images



Explainer video

Download



Teams background
1920x1080px

Download

Social media copy

- The text shown on our marketing materials is designed to guide you – feel free to tailor it for your communications.

Option 1

2025 is a major milestone for Britain's railway and we're marking this big moment with our own special event for Railway 200. Tickets are FREE but please reserve ASAP.

Option 5

Be part of rail's big story. Plan your own events and activities to promote the past, present and future of rail. To get involved visit railway200.co.uk #Railway200

Option 7 Heritage, culture and tourism

Over a third of rail journeys are for now for leisure¹, and millions of people enjoy travelling by train for holidays and weekends away. Railway 200 will explore the fun and adventure of rail travel – past, present and future. And if you're in the heritage, culture or tourism sectors we'd love to partner up to show how the railway has been part of your story. Find out more and get involved visit railway200.co.uk

1. Rail factsheet 2023, Gov.uk

Option 2

Join us for our #Railway200 event this August Bank holiday, marking the 200th anniversary of the railway. We explore the stories behind the region's very first rail journeys in the early 19th Century. Sign up for tickets, link in bio.

Option 6

Britain invented the railway. Join us in commemorating the past, acknowledging the present and celebrating the future of rail through Railway 200.

Option 8 Celebrating railway people

There's something about the railway that inspires a unique brand of affection and loyalty in many of those who work in the industry. Railway 200 will celebrate railway people and tell their stories, and we'd love to hear about special individuals, past and present, who've dedicated their lives to rail. Find out more and get involved visit railway200.co.uk

Option 3

To mark 200 years since the birth of the modern railway, Railway 200 will explore the past, present and future of rail travel through a series of events right across the country. Get involved, register your own event and find out more at railway200.co.uk

Option 9 Education & skills

Schools, colleges and universities: how about partnering up with Railway 200 to promote the huge range of opportunities within the industry? As well as STEM careers, the rail sector employs marketeers, safety specialists, property and HR experts – to mention just a few – and we're ready to recruit the next generation of talent. To find out more and get involved visit railway200.co.uk

Option 4

Railway 200 is a once-in-a-generation opportunity to share your own rail stories, organise events and activities, celebrate the pedigree of your own rail route and be part of history in the making. Find out more: railway200.co.uk

Option 10 Innovation, technology & environment

The railway has always led the way for invention and industrial progress: from the early steam engines and today's trials with hydrogen, solar and other green technologies. If your organisation has a connection with rail's history of innovation, why not team up with us by creating an event or activity? To find out more and get involved visit railway200.co.uk

Social media assets

■ Download the social media assets.



Facebook options
1080 x 1080px

Download



Instagram options
1080 x 1080px

Download



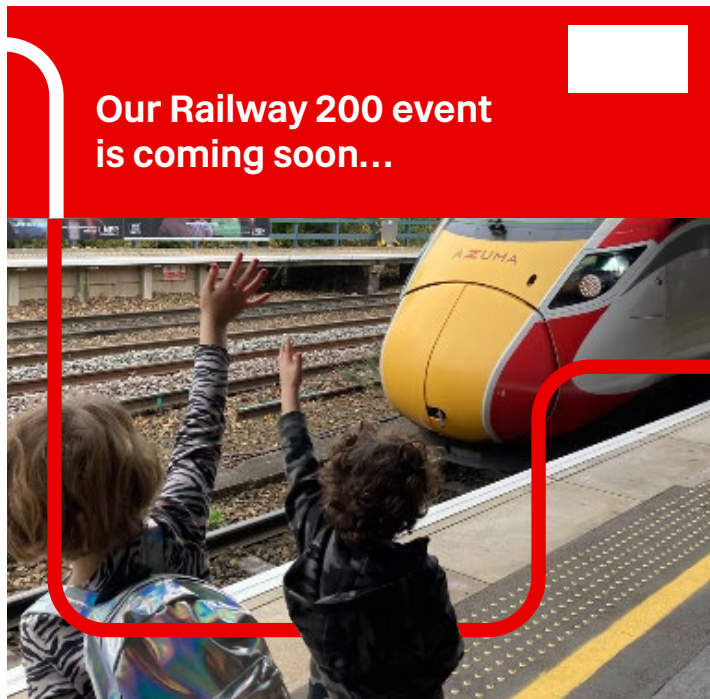
LinkedIn options
1200x627px

Download



X (formerly Twitter) options
1200x627px

Download



Partner social media
asset options

Download

Downloadable images and frame overlays

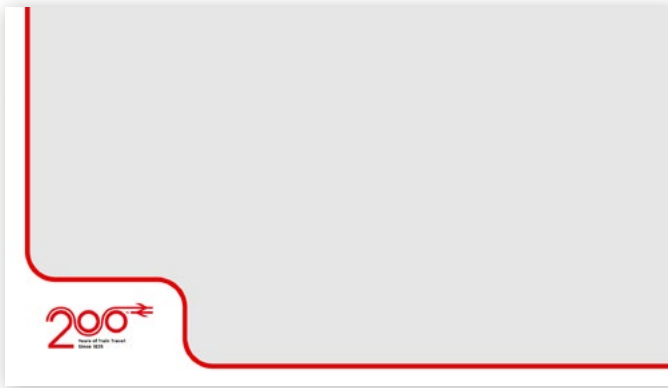
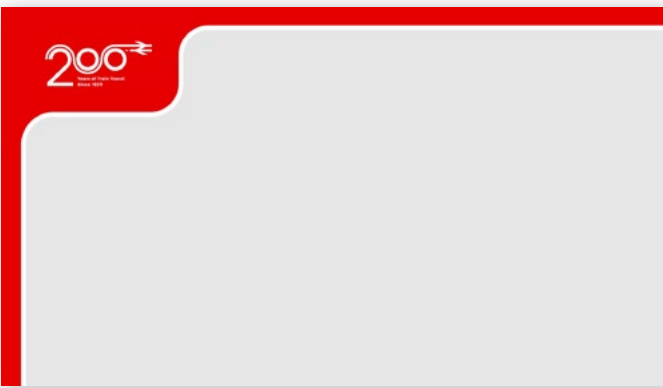
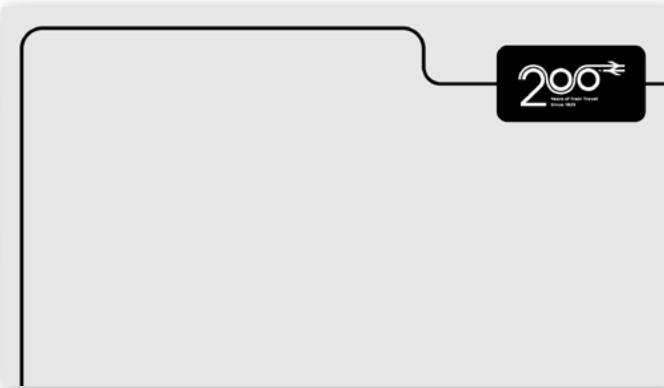
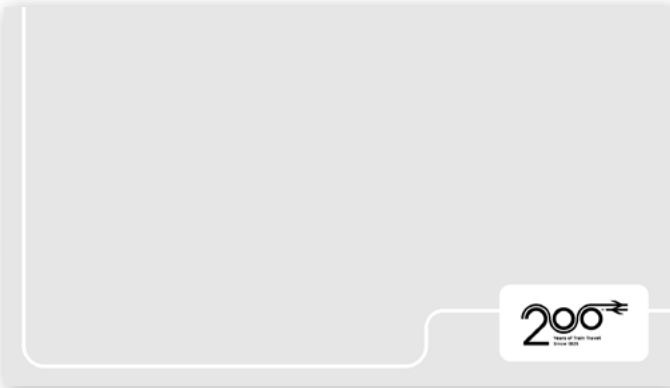
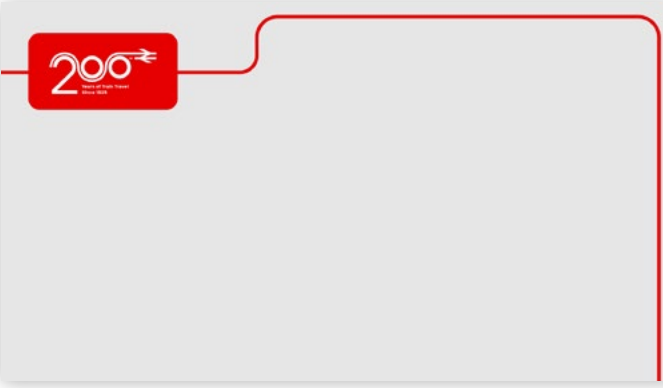


The images and frame overlays shown here are available to download as separate assets.

The graphics on the left show the frames overlaid on our downloadable images.

You have permission to use these images or place your own images within the frames (in the areas shown in grey on the visuals below). The frames will be provided as transparent png files.

Download images



Download frames

Merchandise

Developed in partnership with the National Railway Museum, the Railway 200 merchandise range is now available online and for wholesale.

With striking red tones at its heart, this range offers something for train enthusiasts of all ages, from timeless keepsakes to fun gifts and accessories.

Online shop: [Railway 200 | Celebrating 200 Years Of Train Travel | National Railway Museum | Science Museum Shop](#).

For wholesale enquiries please email wholesale.enquiry@sciencemuseum.ac.uk.



Science Museum Group



Be part of rail's big story

Register your event at railway200.co.uk/get-involved

For further information or support, please contact:

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