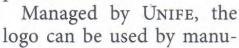# ERTMS logo launched

EUROPE: A common logo for the European Rail Traffic Management System was unveiled by UNIFE at InnoTrans on September 21. The intention is to provide 'a single visible brand and identity' for what UNIFE Director-General Michael Clausecker described as 'the best-selling signalling product — ever'.

Managed by UNIFE, the logo can be used by manufacturers of ERTMS components including ETCS and GSM-R, notably members of the UNISIG group. Other bodies may also use the logo under controlled licence conditions.

According to Patrick Clipperton of Thales, who chairs the ERTMS marketing group, the logo draws on a number of themes associated with a global standard. The converging lines signify the drive towards interoperability, and their curvature represents dynamism. The orange colour highlights novelty, and provides distinction from existing company brands.

As well as the logo, the association's website at **www.ertms.com** has been relaunched to provide more information about the concept, and a family of 13 factsheets has been developed to explain key elements of the ERTMS concept and its application.