

The Northeastern Region (NER) logo has had at least three documented versions since the 1960's. All three versions are very similar. All have the same components. Yet, all are completely different.

1960's convention registration	NER website	The Coupler
		

All three versions of the logo contain the following:

- Arrow pointing to the northeast,
- Compass crosshairs,
- Older NMRA logo, with steam engine wheel and coupler, and
- A circle

But, you can see that the arrow, NMRA logo, colors, and fonts are different in all three. All the same components are there, but in all three, they are different.

Because the old NMRA logo was easily identified with the steam era due to the wheel and many mistook the coupler as a wrench, NMRA National decided to revise the logo in its efforts to brand itself. The new logo shows a wheel, common for all eras in the model railroad community. It also reflects the NMRA National's website, with nmra.org, using the axle dot in the center of the logo as part of the website. In addition, the shape and color was changed.



Since the current NER logo uses the older NMRA logo, with the steam engine driver wheel and coupler. And, since the NER is beginning a marketing campaign to brand itself, it was suggested that the NER logo be revamped to incorporate the new NMRA National logo. However, there are issues:

- The website in the logo is for the National organization, not the NER.
- And, while there are not any published style guidelines, you should avoid modifying or having objects touch the new logo. Adding “ner” in the Howard Fat font above nmra.org would be a modification that will likely be disallowed. Plus, what if the website should ever change?
- Arrows and compass crosshairs touching the logo may be an issue.

Instead, this proposal takes pieces from the new NMRA National logo and combines them with pieces from the three NER logos from the past.

Something new, something borrowed, something old, and nothing blue.

Below is a new proposed logo. It uses

- a compass needle instead of an arrow, as “something new”,
- “Northeastern Region” on the wheel face simulates the raised lettering often found on prototype wheels as “something new”,
- the curved highlights for the rim, hub, and axle from the new NMRA National logo as “something borrowed”,
- the City font for “NMRA Northeastern Region” for “something old”,
- the compass crosshairs, but disconnected from the circle to distinguish them from the wheel, from all three prior NER logos as “something old”,
- the circle from all three prior NER logos, which makes it more easily identified as a wheel than the NMRA National logo as “something old”, and
- “nothing blue” from the older 1960’s NER logo or new NMRA National logo. Instead, the proposed logo continues with the color red as “something old”.

