



## SUPPORTER TOOLKIT 2024

Brought to you by:



**YOUNG RAIL**  
PROFESSIONALS

## WELCOME

Rail Week is a pan-industry collaborative effort aimed at bridging the rail sector's looming skills gap and inspiring the next generation of rail professionals.

Rail projects across the UK and around the world are shaping the future of the way people travel. Railways are catalyst for social and economic growth. Rail provides a wide range of careers, from engineering, architecture and construction to operations, legal and design.

More and more, railways are becoming modern, technologically advanced and highly sustainable - and we need a work force to reflect these advancements.

Rail Week invites all rail organisations and stakeholders across the rail industry to showcase big or small rail engineering projects and show the public how Rail and Engineering shape the future of travel and society.

Rail Week aims to promote, inspire and develop a diverse work force across the industry, and to demonstrate to young people that there is a career for them in rail.



## HOW YOU CAN SUPPORT US...



Help us promote Rail Week & rail careers by:

**Share with us your case studies & videos** and we will promote it on Rail Week website and social media. Rail Week is compiling a top 10 list of rail engineering projects and we want to feature yours.

**Get creative!** Promote Rail Week, your projects and your staff on office notice boards, station posters and station screens; get an article in the local community

newsletter or mums' magazines; or sponsor a train wrap!

**Get trending on social media.** Tag Rail Week on social media with @intorail and @youngrailpro, retweet our posts and help us get trending with these hashtags:

#Railweek24 #yrp #CareersinRail  
#PeopleinRail #IntoRail

Make lots of noise throughout railweek and beyond about rail careers, rail projects and how rail is shaping our future!



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## MARKETING ASSETS



We have created a series of design templates, which you can use in your own marketing, website and social media platforms, such as flyers, templates and banners.

The files can be downloaded from our website at <https://www.railweek.com/promotional-materials/>



# LOGOS



*Logo with 2024 dates*



*Logo without the year*



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Rail Week is a pan-industry collaborative effort aimed at bridging the rail sector's looming skills gap and inspiring the next generation of rail professionals.

Rail projects across the UK and around the world are shaping the future of the way people travel. Railways are catalyst for social and economic growth. These rail projects often involves a wide range of careers, from engineering, architecture and construction to operations, legal and design. More and more, railways are becoming modern, technologically advance dand highly sustainable.

Rail companies and organisations across the rail industry are coming together to open the doors to rail and demonstrate to the public how Rail and Engineering shapes the future of travel. Get involved at [www.railweek.com](http://www.railweek.com) or follow [#railweek](https://twitter.com/railweek) on social media.



## SUPPORTER BADGE



Add our supporter badge to your email signature, website, marketing materials or social media.



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## SOCIAL MEDIA BANNER

# RAILWEEK



*Facebook Cover Photo*



*Twitter Banner Photo*



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# RAILWEEK

5 - 11 OCT 2020



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