

Indian Railway Catering and Tourism Corporation

New Identity Proposal Book

IRCTC

Indian Railway Catering and Tourism Corporation (IRCTC) transformed Indian rail travel by bringing ticketing, catering, and tourism services into the digital age. Serving millions of passengers daily, IRCTC continues to connect people across the country through accessible technology, seamless travel experiences, and nationwide connectivity.

शयनयान SLEEPER CLASS

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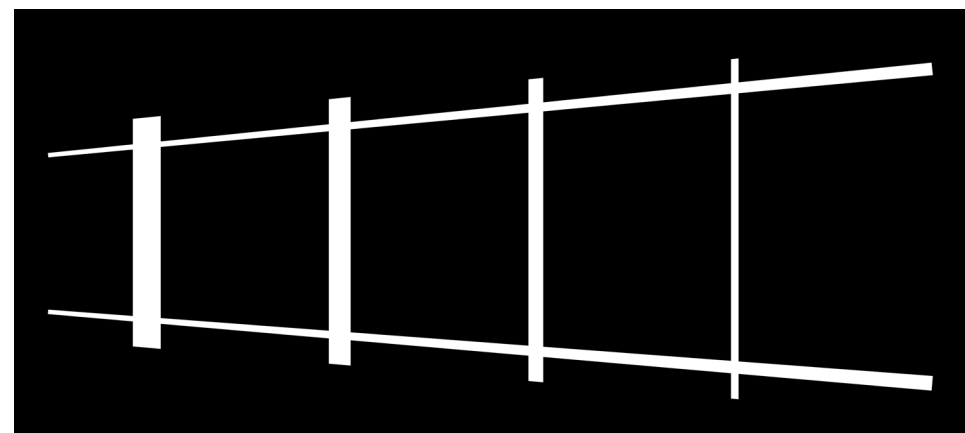
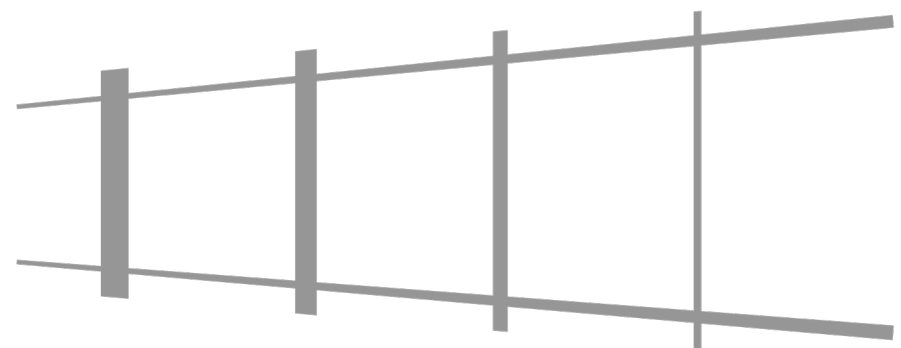


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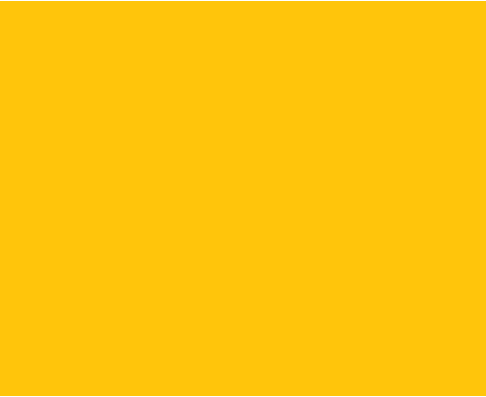
IRCTC



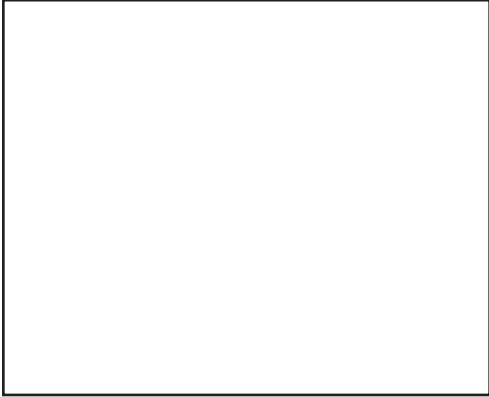




Hex code #3677b0
Primary color



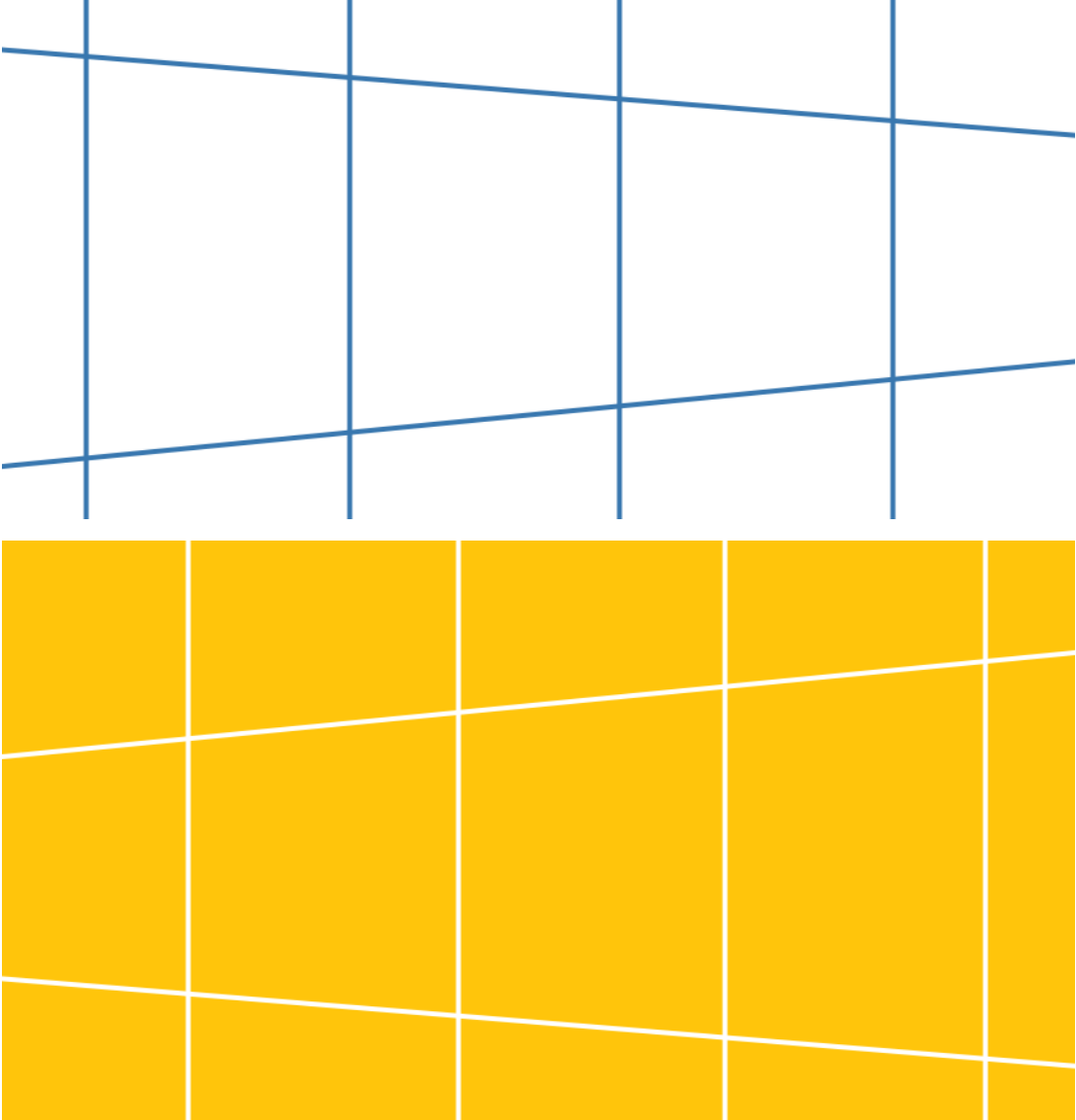
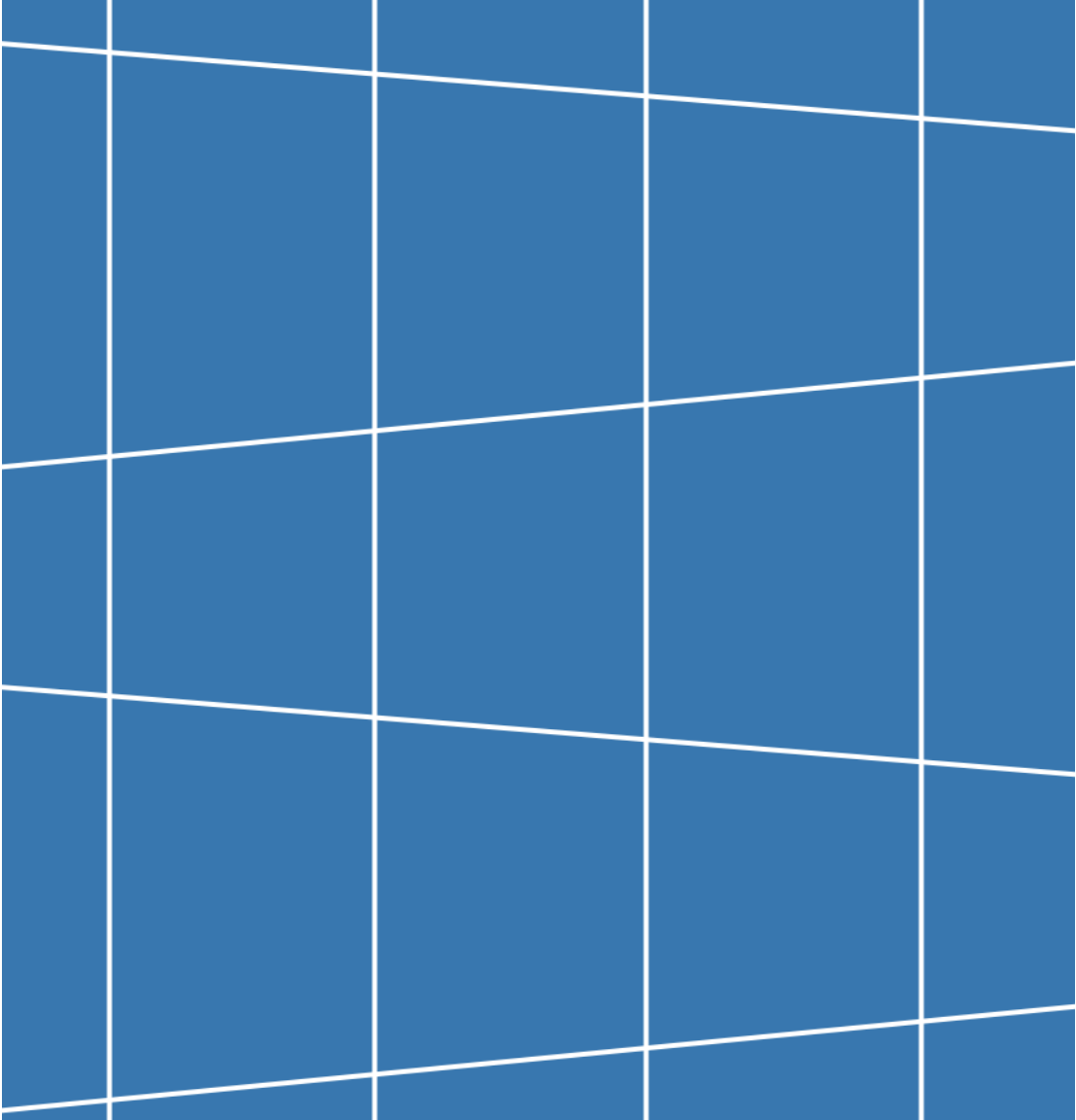
Hex code #ffc50b
Accent color



Hex code #ffffff



Hex code #000000



Lifeline of the Nation

Indian Railway Catering and Tourism Corporation helps millions of people move, reunite, and connect across India every day. With over 66 million users and lakhs of daily bookings, IRCTC transformed railway travel into something more accessible, seamless, and connected — bringing the nation closer, one journey at a time.





Indian Railway Catering & Tourism Corporation Limited

Tower-D, World Trade Centre
4th Floor Nauroji Nagar
New Delhi, 110029
India

91 11 2618 1550 O

May 24th, 2026

Mr. Sanjay Kumar Jain
Chairman & MD
Indian Railway Catering & Tourism Corporation Lmt.
Centre
4th Floor Nauroji Nagar
New Delhi, 110029
India

Dear Mr. Sanjay Jain,

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Sincerely,

Sanjay Kumar Jain
Chairman & MD

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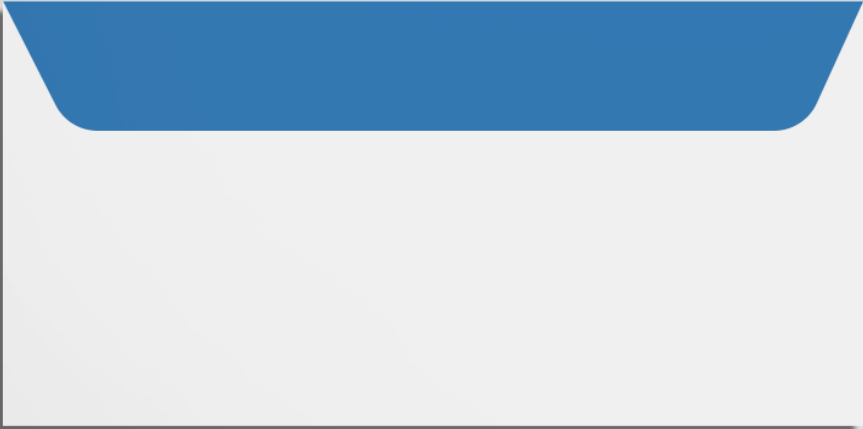
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irctc.co.in



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Train

The Indian Railways has a long legacy of existing brand colors for trains, which is why this design works within the familiarity.





TRAIN INFORMATION

TIME 10:25

गाड़ी संख्या TRAIN No.	गाड़ी का नाम TRAIN NAME	आगमन ARRIVAL	प्रस्थान DEPARTURE	प्लेटफॉर्म PF No.	स्थिति STATUS
12671	CHENNAI CENTRAL EXP	10:30	10:35	3	ON TIME
12798	NILGIRI EXP	10:45	10:50	2	ON TIME
22820	COROMANDEL EXP	11:00	11:05	4	ON TIME
12603	KARNATAKA EXP	11:15	11:20	1	ON TIME
16851	CHENNAI EGMORE EXP	11:30	11:35	5	ON TIME



यात्रियों से अनुरोध है कि वे धूम्रपान न करें और स्टेशन को स्वच्छ रखें।

PASSENGERS ARE REQUESTED NOT TO SMOKE AND TO KEEP THE STATION CLEAN.





Packaging

One of the biggest roles IRCTC takes upon is the catering for all trains operated by the Indian Railways, and having committed to bringing the experience to the digital realm, passengers can order food in any station and recieve warm meals. The branding for this stays true to its color palette and its persona.





Uniforms

A modern uniform system that balances professionalism with approachability. Drawing from the IRCTC identity, the collection creates a unified presence across services while ensuring comfort for teams working across India's vast railway network.



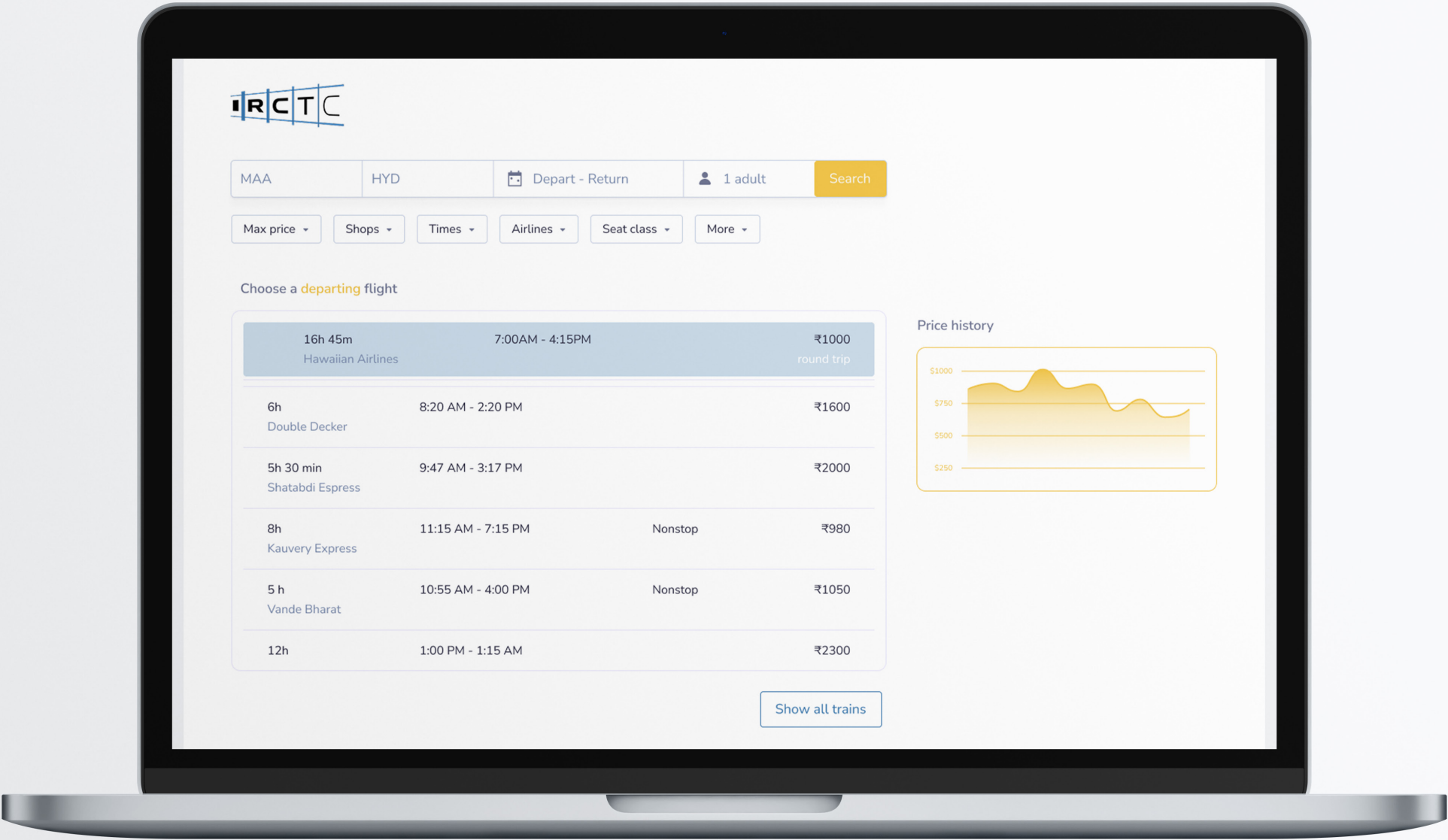
App and Tickets

The IRCTC mobile experience reimagines railway ticketing through a contemporary, user-centered interface. Designed to reduce complexity and increase accessibility, it enables passengers to plan, book, and manage their journeys effortlessly from anywhere.



Website

The website and the app work together to provide to create an ecosystem , making travel as seamless as possible.



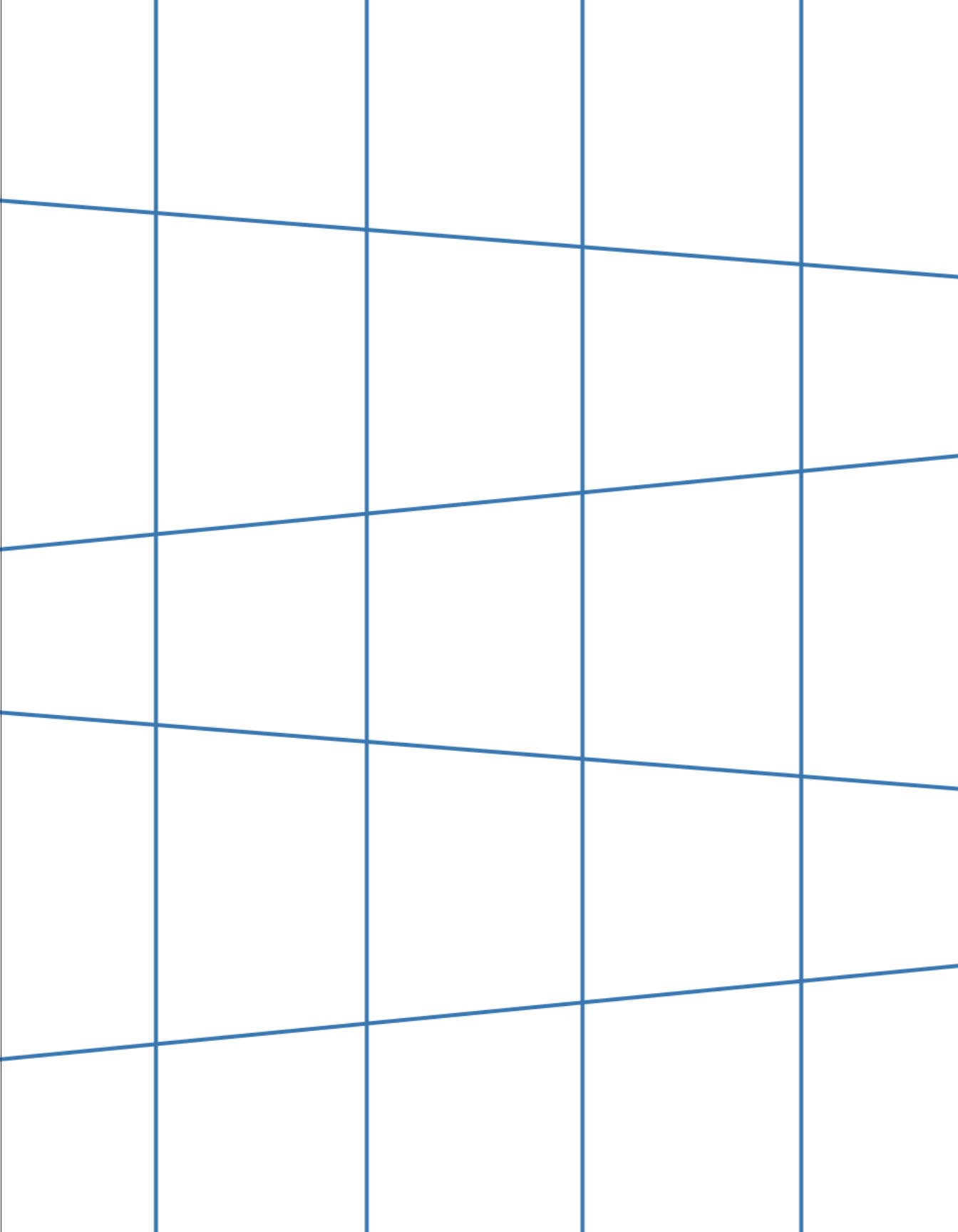
Merchandise

The merchandise collection extends the identity system into tangible, everyday experiences. Built around a disciplined use of color, typography, and graphic hierarchy, the designs emphasize consistency, legibility, and brand recall across varied formats. The collection demonstrates the flexibility of the visual system, showing how a single identity can scale seamlessly from digital interfaces and station environments to personal objects carried by passengers and staff.



Disclaimer

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