

# Corporate Identity Guidelines



**METRO**

J U L Y 2 0 1 6



**METRO**

# Corporate Identity Guidelines

## Welcome to Metro's corporate identity design manual

Metro's corporate identity was originally created in the late 1980s. Since that time it has been amended and updated to provide an identity that communicates the values of the organisation and is easily identifiable and understood by its customers.

A great deal of time and effort is spent on creating, developing and building an identity. Therefore, it is crucial that these guidelines are followed closely and the Metro identity is applied correctly.

In this manual you will see how the logo is constructed and how the identity appears across numerous applications.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Aims and Mission

## **The aim of Metro's corporate identity is:**

**To create a strong presence; to promote sustainable public transport; to be easily recognised as an entry point into the public transport network and to raise the profile and image of Metro.**

A strong and consistently applied corporate identity will successfully present the organisation's aims and visions to its various audiences.

Strong brands need to have a carefully controlled programme of identity implementation. The result will be:

**A coherent image**

**Consistent communication of values**

**The Metro brand is remembered**

**The Metro brand is understood**

## **Metro's mission statement is:**

**'To be the driving force co-ordinating the provision and development of high quality public transport services within West Yorkshire'**

...and its marketing approach is based firmly in the policy:

**'To encourage and promote sustainable travel choices to the public of West Yorkshire in partnership with others'.**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Controlling Metro's Identity

## A definition

For the purpose of this manual, our identity is defined as:

**A controlled image policy covering all aspects of Metro's activity in order to foster a positive and co-ordinated presentation to all of its publics.**

These include existing and potential bus, train and tram travellers, bus, train and tram operators, employers, suppliers, central government, local authorities and other stake-holders and partners and council tax payers of West Yorkshire.

## Projecting and protecting our identity

Just as the quality of our service sets us apart, our distinctive identity further differentiates us. Over a number of years much time and effort

has been invested in the creation, development and management of a coherent identity which, through consistent exposure and recognition conveys the whole customer experience from Metro - including our values of customer focus, efficiency and professionalism, dependability and accountability.

Our identity is a great asset to the organisation and must continue to be presented in a co-ordinated and uniform manner.

## The need for guidelines

The purpose of this manual is to provide the information and guidelines required to ensure that the Metro identity is always presented in a controlled and consistent manner.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Using this Manual

## Staff

It is easy to fall into the trap of thinking that Metro's identity is simply a collection of logos on bus shelters, travel centres, timetables etc. and that what happens internally is of secondary importance. Nothing could be further from the truth! How Metro is presented verbally, on stationery, documents and reports, for example, is of equal importance to how it appears on literature or in advertising.

## Outside companies and suppliers

It is essential that the guidelines in this manual are followed. Most main areas are covered.

As new elements of the Metro identity and communications programme are designed and developed the manual will be supplemented at intervals with updated information. However, because there are increasingly more and more creative, media, print and production options opening up to everyone there may be particular activities and applications which may not be covered. If you are in any doubt or need any help, please contact the Information and Marketing Manager or Travel Choices Co-ordinator. See details at the bottom of this page.

## Copyright

All the elements of the corporate identity have been registered and are the copyright of Metro - the West Yorkshire Passenger Transport Executive.

This manual and its contents are for use only by Metro, its design and advertising agencies and other approved suppliers and contractors.

Complete copies of this manual should not be lent out to other parties, although relevant extracts may be provided under the guidance of Metro.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Metro and the WYITA

## **Metro**

is the 'trading name' of the West Yorkshire Passenger Transport Executive (WYPTE). Unless specifically instructed otherwise, the name Metro should be used to represent the organisation in all circumstances.

## **WYITA**

stands for West Yorkshire Integrated Transport Authority, a political body made up from the councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield, which provides the policy and funding for Metro activities.

To avoid potential confusion between the roles of Metro and WYITA, the Metro brand should, in the vast majority of cases, be used both internally and externally. Any departure from this should only occur where it is necessary for legal reasons to distinguish between WYITA and WYPTE.

If you are in doubt regarding the use of Metro, WYPTE or WYITA you should consult one of the following:

**Your Section Head**

**Your Departmental Manager**

**The Information and Marketing Manager**

**The Assistant Director Legal**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Verbal and Written Communication

## Switchboard

Callers should always be greeted with:  
*'Good morning/afternoon, Metro'*.  
Subsequent staff to whom the caller speaks need not use this introductory greeting. They should introduce themselves in line with departmental requirements.

## Direct Line

*'Good morning/afternoon, Metro. (Name) speaking'*

## Metro Travel Centre

*'Good morning/afternoon, Metro Travel Centre (Name) speaking'*

## Bus Station Managers

*'Good morning/afternoon, (station name) bus station. (Name) speaking'*

## MetroLine/Traveline

*'Good morning/afternoon, MetroLine/Traveline. (Name) speaking'*

## Other telephone and verbal contact

As with written communications, the term 'Metro' should always be used in verbal contact, eg: *Metro's tendered service... Metro's application to build a railway station... Metro's Assistant Director...* etc.

## Correspondence

Apart from certain exclusions\*, every activity we undertake can be related to the organisation, eg. *Metro's tendered service, Metro's concessionary fares, Metro's bus stations*. The presentation of names, products and actual terms needs to be consistent in all correspondence and the following list should be used as a guide:

**Metro**  
**MetroTrain**  
**MetroCard**  
**MetroRover**  
**DayRover**  
**AccessBus**

The above form of presentation applies only to use within text and not when used in a display heading in an advertisement or on vehicles. This is intentional.

\*If you are in doubt regarding the use of Metro, WYPTE or WYITA you should consult one of the following:

**Your Section Head**  
**Your Departmental Manager**  
**The Information and Marketing Manager**  
**The Assistant Director Legal**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





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# Metro and WYITA Reports

When reports are submitted to the Corporate Management Team, the Executive Board, RMT, PSMT, DMT or the ITA and ITA working groups they must be written in the appropriate format. Metro and WYITA report templates are provided in Microsoft Word. Your departmental manager will show you where these are to be found. If you have any queries or problems with accessing or using templates call the IT Helpline on extension 226.

The presentation of names, products and actual terms needs to be consistent. The following list should be used as a guide:

**Metro**  
**MetroTrain**  
**MetroCard**  
**MetroRover**  
**DayRover**  
**AccessBus**

The word 'Metro' should be used for all references to the organisation, as all activities are related to the organisation. eg: ***Metro's prepaid tickets... Metro's bus stations...*** etc.

There are certain instances when the name West Yorkshire Passenger Transport Executive should be used in full. A list of occasions on which it is necessary to do this is available from the Assistant Director Legal on extension 262.




If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Metro's Golden Rules

These basic 'golden' rules are merely meant as a synopsis and an overview of the detailed guidelines that appear on the following pages.

- 1 Never use **METRO** without the  symbol
- 2 The 'M' symbol appears as this  or reversed like this 
- 3 Use only the approved colours (See section 4)
- 4 Use only the approved typefaces (See section 5)
- 5 Use capitals and lower case for headlines, sub heads and body copy
- 6 Ensure that the main text is never smaller than 8pt
- 7 Make it as clear and legible as possible
- 8 Always include the Clearprint 12pt paragraph (See section 6)
- 9 Use photography (rather than illustration) wherever possible
- 10 Always include the standard disclaimer (See section 7)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# The Metro Symbol

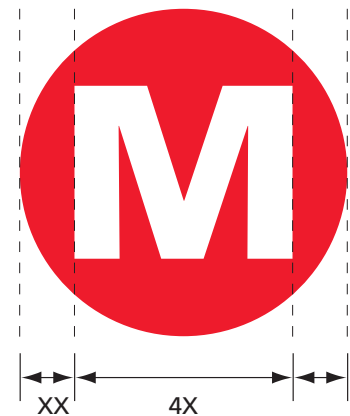
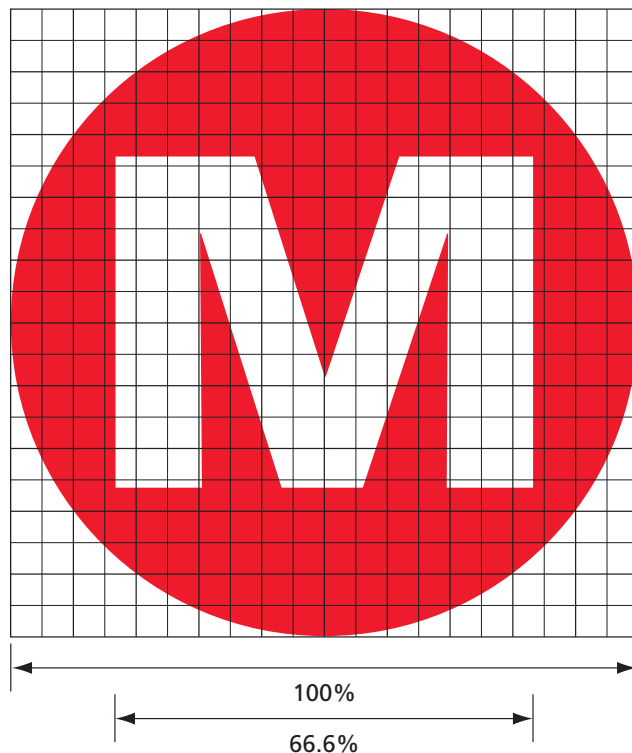
The Metro symbol is the major element in the logo and has been produced to an original design. No attempt should be made to draw the symbol freehand or to copy it by commencing fresh artwork\*.

The relationship between the size of the M and the background must never be varied.

The M within the circle should be centred and

occupy 66.6% of the diameter. For this reason, only true copies from the master artwork should be used. See 'Logo' and 'Colours' pages for colour usage and specifications.

\*In cases where reproduction from artwork is impossible, e.g. signwriting, you should consult the diagram shown to ensure the proportions of the symbol are consistent.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# The Metro Logo

Wherever the logo appears, it must be produced in a consistent format. Within the logo, METRO always appears in capital letters. Based on the Frutiger 75 typeface, the letters have been spaced carefully to achieve clarity and legibility. This spacing must always be used.

**Do not increase or decrease the letter spacing. Similarly, the letters must never be expanded or condensed.**

METRO **never** appears without the M symbol.

The logo has been designed to be versatile and easy to use in many different situations and across numerous applications. When it is not appearing in its grey panel there are three alternative options (see next page for option 3).

In **Option 1**, the word METRO is centred below the circle and is the same width as the circle's diameter. The gap between the bottom of the circle and the top of the letters is 100% of the height of the word METRO.

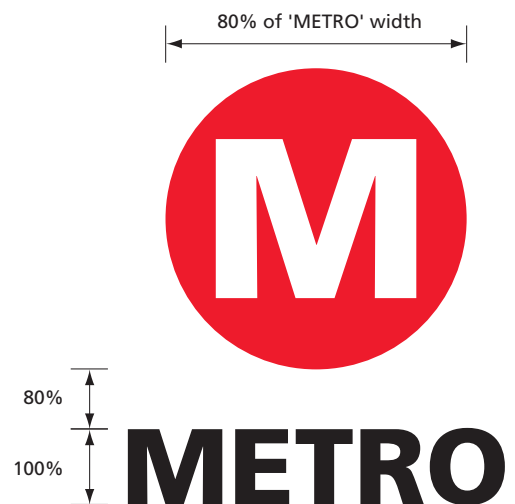
**Option 2** has the circle at 80% of the width of the word METRO and the gap between the bottom of the circle and the top of the letters is 80% of the height of the word METRO.

These are the only acceptable executions of this version of the logo (when the circle is centred above METRO). The circle should **never** be less than 80% of the width of METRO and the gap between the circle and METRO must **always** be as indicated.

## Option 1



## Option 2



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# The Metro Logo

When the symbol and METRO appear side by side in **Option 3**, the letters M are identical in size and sit on the same base line. The circumference of the circle is equidistant between the two Ms.

## Colours

The M should be reproduced white out of a **Metro Red** circle. If, due to printing restrictions, red is not available, the circle should be black. Other colours are not permitted. METRO always appears in black or may be white when reversed out of a dark background colour or photograph.

## Backgrounds

The two approved backgrounds are **Metro Grey** (see colours 4.2) and white. Choosing the appropriate background colour depends on the nature of the application and how the logo is to be used.

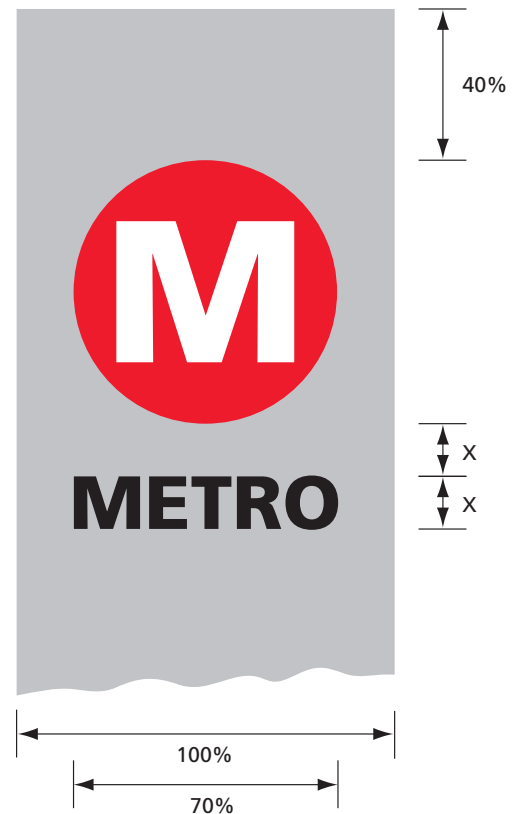
## The Metro Panel

For corporate consistency, the logo should appear on the **Metro Grey** panel wherever possible.

### Option 3



The depth of the grey panel can vary to suit the design, but the position of the M symbol and METRO, which are positioned at the top of the panel, must be as the dimensions/percentages shown. The circle and METRO are always the same width and always 70% of the width of the panel. The distance between the circle and METRO is always the same as the height of the METRO lettering. The distance between the circle and the top of the panel is 40% of the width of the panel.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro Colours

## The importance of consistency

To ensure that all printed colours remain uniform and constant, please use the correct Pantone reference numbers when specifying printed material. They are shown on the next page. CMYK splits are also shown for 4 colour process printing.

The specified names and numbers must be adhered to at all times to ensure colour accuracy and consistency.

Please note, however, that an ink printed on different types of paper and board can sometimes give different variations of the colour. If in doubt, test proofs should be done to achieve an accurate match to the specified colour.

The printed colours on the next page are only to give an indication of the colour and should not be taken as an accurate colour match.

RAL and BS numbers are also provided, along with other acceptable alternatives for paint.

**Website colours.** Please see section on Metro's colours for web use (Page 4.3)

**The Metro palette.** The colours on the next page make up the approved Metro palette. In addition to these, key colours are used for product literature and ad campaigns (MetroCard, DayRover, Messenger, etc). Any deviation from the palette needs approval from the Marketing Manager or Travel Choices Co-ordinator.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro Colours



## Metro Red

PMS: 485 C

CMYK: C-0 M-100 Y-91 K-0

RGB: R-254 G-0 B-12

Dulux Colour Palette: 19YR 14/629

or to match BS 4800 04 E 53

RAL: 3020 (Traffic Red)



## Metro Light Grey

PMS: Cool Grey 3 C


CMYK: C-0 M-0 Y-0 K-18

RGB: R-209 G-209 B-209

Dulux Colour Palette: 30RB 73/016

or to match BS 4800 00 A 01

RAL: 000 80 00 (Design System)



## Metro Grey

PMS: Cool Grey 4 C

CMYK: C-0 M-0 Y-0 K-27

RGB: R-186 G-186 B-186

Dulux Colour Palette: 30RB 64/030

or to match BS 4800 10 A 03

RAL: 000 75 00 (Design System)



## Metro Blue

PMS: 293 C

CMYK: C-100 M-56 Y-0 K-0

RGB: R-12 G-71 B-157

Dulux Colour Palette: 30BB 11/337

or to match BS 4800 20 E 53

RAL: 260 40 45 (Design System)



## Metro Navy

PMS: 289C

CMYK: C-100 M-60 Y-0 K-56

RGB: R-32 G-57 B-76

Dulux Colour Palette: 50BB 08/171

or to match BS 4800 20 C 40

RAL: 260 20 20 (Design System)

**Black** RAL: 9005 (Jet Black)

**White** RAL: 9010 (Pure White)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Web Colours

## Metro corporate colours for web use

When colours are used for web, we need to ensure they conform to accessibility guidelines, so they are visible to our visually impaired users.

Care needs to be taken when using coloured text. There should be sufficient contrast between foreground and background.

Colour		Value
<b>Red</b>	Metro logo (this colour should not be used for text)	#FF0000
<b>Darker Red</b>	Suitable for text (if required)	#CC0033
<b>Metro Blue</b>		#003399
<b>Metro Navy</b>		#3366CC
<b>Light Grey</b>	(not to be used for text)	#CCCCCC
<b>Dark Grey</b>	(not to be used for text) In order to make it web-safe, this comes up quite a bit darker than the print equivalent.	#999999

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





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# Metro Typefaces

## Clear, consistent, corporate

The typefaces that Metro uses have not only been chosen for their look and style, but also (and more importantly) for their clarity and legibility. For the same reason, headlines, sub-headlines and body copy **must** appear in upper and lower case wherever possible. Only use the fonts prescribed here to ensure

consistency of Metro's corporate image.

**Frutiger** is the main typeface and is used for all external communications. On the following pages suggested and permitted uses are listed with each typeface from the Frutiger family. Below is a typical leaflet showing how the different weights and sizes of Frutiger have been used.

55 Roman    75 Black    65 Bold

75 Black — **Travel West Yorkshire for less with...**

75 Black — **MetroCard**

75 Black — **MetroDay**

75 Black — **DayRover**

75 Black — **MetroRover**

75 Black — **Metro brings you four great ways to help you save money - and make travel easier within West Yorkshire**

45 Light — **MetroCard**  
For regular travellers Page 5

45 Light — MetroCard cuts the cost of regular travel throughout West Yorkshire. Choose a bus-only MetroCard or one that also covers rail travel within the zones you select. And remember, your MetroCard isn't just for work or study, use it to have fun at the weekends too.

65 Bold — **MetroDay**  
Unlimited bus travel throughout the day for adults Page 16

65 Bold — MetroDay offers unlimited travel on most bus services throughout West Yorkshire\*, making it the ideal ticket for the regular traveller. MetroDay is valid before 09:30 and may be purchased from the driver. \*Not valid on special bus services, eg, football, concerts, etc.

65 Bold — **DayRover**  
Adult, family and concessionary day tickets Page 19

65 Bold — West Yorkshire DayRover tickets offer unlimited travel all day long\*\* within West Yorkshire. Travel by bus, train or both. They can be used for business or pleasure, going it alone, in a group, or as a family. \*\*Tickets are valid after 09:30 Monday to Friday, and all day at weekends and public holidays.

65 Bold — **MetroRover**  
Half-fare travel if you are unemployed Page 24

65 Bold — MetroRover offers savings for bus and train passengers who are unemployed. MetroRover is valid for four weeks, providing half-fare travel on almost all train services and buses displaying the Metro symbol throughout West Yorkshire.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Metro Typefaces

## Frutiger 75 Black

Used in headlines, sub-headlines and also for Metro's sub-brands, eg. **MetroCard**, **MetroRover**.

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 £%&(.,:;"'""!?)**

## Frutiger 65 Bold

An alternative to 75 Black for headlines, sub-headlines and in text where a point is to be emphasised or a sentence or phrase to be highlighted.

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 £%&(.,:;"'""!?)**

## Frutiger 55 Roman

The primary typeface for body copy in literature, timetables and advertising.

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 £%&(.,:;"'""!?)

## Frutiger 45 Light

An alternative to 55 Roman when lighter text is required. Do not use at very small sizes and be careful when reversing out of a colour or image at small sizes. 55 Roman is probably better.

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 £%&(.,:;"'""!?)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Metro Typefaces

## Metro correspondence and reports

Arial is the face used on all Metro's internal and external correspondence, reports, presentations and other documents. It is clear and legible typeface, and having a similar appearance to Frutiger, it doesn't conflict with it - sitting comfortably alongside the main external display typeface.

## Website

Fonts for the web are determined using the CSS stylesheets. They are Arial, sans serif.

## Arial Bold

Used for headlines, sub-headlines and in text where a point is to be emphasised or a sentence or phrase to be highlighted.

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £%&(.,;:"'!"?)**

## Arial Regular

The primary typeface used for the majority of text in Metro documents

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £%&(.,;:"'!"?)

## The use of italics

Italic versions of Frutiger and Arial may be used within text as and when appropriate. For example: highlighted or emphasised text, quotations, lists, references, names, real places, etc. Useful as a means of making a word or phrase stand out from the surrounding copy.

Please avoid the use of italics on Metro's websites as it affects legibility.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Type. Things to avoid

**Don't** condense or compress the typefaces.

Metro Corporate Guidelines 


Metro Corporate Guidelines 

**Don't** expand or stretch the typefaces.

**Metro.** Here to get you there 

Metro. Here to get you there 


**Don't** reverse small type out of coloured or black backgrounds. Either make the typeface larger, bolder or both.


Metro Corporate Guidelines 

Metro Corporate Guidelines 

Metro Corporate Guidelines 

**Don't** use capital letters for sentences or paragraphs of body copy. Capitals can be used to give emphasis to single words or a simple phrase but should be avoided otherwise.

DON'T USE CAPITAL LETTERS FOR SENTENCES OR PARAGRAPHS OF BODY COPY. UPPER AND LOWER CASE IS MUCH EASIER TO READ. 

Don't use capital letters for sentences or paragraphs of body copy. Upper and lower case is much easier to read. 

**Don't** use typefaces that are not authorised by Metro without permission from the Information and Marketing Manager.

Metro Corporate Guidelines 

**Metro Corporate Guidelines** 

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If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



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# Clearprint Guidelines

## Improving print guidelines

It is important to recognise that blind and partially sighted people have different eye conditions and what they see can greatly differ. It is therefore impossible to devise a 'print standard' which will meet all needs.

The following guidelines simply aim to describe a number of common-sense steps.

### Contrast

Ensure good contrast between type and background. Black type on white gives a very good contrast. If coloured type is used it should be as dark or intense as possible. If coloured paper is used it should be as pale as possible. Avoid pale colours on coloured backgrounds.

### Reversal of type

White type reversed out of black or another dark or intense colour is acceptable. Very light coloured type reversed out of a very dark colour is also acceptable, but avoid reversing when the type and background do not have enough contrast. Ensure that the type face, size and weight are suitable. Small and light type has a tendency to fill in with ink. Reversing type out of photographs is acceptable only if good contrast is achieved.

## Fonts

Metro uses the Frutiger family of fonts because of its clarity and legibility in a number of faces and weights. The Frutiger 55 Medium, and Frutiger 65 Bold faces are recommended by the RNIB and are the principal faces used in Metro's communications.

### Type size

Type should be set to the largest size that circumstances will allow, with a minimum of 8pt. The size recommended by the RNIB is 12pt, but because of the amount of information to be included on most print items and the paper size available, it is usually not possible to achieve this. Therefore, all items of print must include the following statement (set in 12pt type).

**For timetables in large print, Braille, audio CD or tape, please contact us on 0113 245 7676. Typetalk friendly.**

### Type weight

This is almost as important as the size in determining legibility. Avoid using light faces at small sizes.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Clearprint Guidelines

## Capitals

These are harder to read than lower case letters. A couple of words in capitals are fine to highlight a point but continuous text in capitals should be avoided. Use upper and lower case letters in headlines, sub heads and body text.

## Spacing

Use even spacing. Condensing or stretching lines of type or single words can be confusing and should be avoided. Also, leave enough space between lines to aid legibility. If possible, leave extra line spacing between paragraphs.

## Line length

This should ideally be in the range of 50 - 65 characters. Avoid splitting words at line ends.

## Layout

If possible, type should be ranged left. Running type round photographs or illustrations is not recommended. If, however, it is necessary, ensure that there is enough space between type and image. Do not cram the page with type - good spacing is important for clarity. If type is set in double columns, make sure the margin between the columns clearly separates them. If space is limited, use a vertical rule.

## Forms

Provide a generous space on the reply part of forms as the handwriting of the blind and

partially sighted tends to be larger than average.

## Timetables

A horizontal line should be put in after every three lines to act as a guide. Vertical columns should be separated by white space.

## Copywriting

Avoid long words, sentences and paragraphs. Avoid technical information and abbreviations. Text should be in Plain English and as concise as possible and the layout easy to follow - use 'navigational aids' such as a contents list, titles and headlines.

Use sub heads to break up the text and make it more readable.

**Website.** The tone we use is generally 1st and 2nd person "We are pleased...You should apply..." rather than "Metro is pleased... Passengers should apply...". The exception to this is news releases.

Links must always describe where the user is being taken. Eg. **Read more about quality contracts.** Never use **Click here** or **More.**

## Paper

Avoid glossy paper as this can reflect too much light. Avoid thin, semi transparent papers as text can show through from the reverse - not only is this confusing for the reader but it can also devalue the Metro brand.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Metro Disclaimer

**We must always aim to make all Metro publicity material to be as accurate as possible.**

It is inevitable, however, that there will be occasions when information has changed since the publication date or errors have been missed. The following standard disclaimer has been developed and must be used on all publications:

**'Every care and attention has been taken to ensure the accuracy of the information contained in this publication. Metro accepts no responsibility for any inconvenience caused as a result of alterations or inaccuracies.'**

If the publication is in partnership with other organisations the disclaimer should be amended to read:

**'Every care and attention has been taken to ensure the accuracy of the information contained in this publication. Metro and (name of organisation) accept no responsibility for any inconvenience caused as a result of alterations or inaccuracies.'**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**




**METRO**

# The Metro Strapline

This short statement helps position Metro and sums up its role and responsibilities, its 'reason for being'. The wording and how the type appears need to be consistent (Frutiger 65 and 45, upper and lower case. Examples of it in use can be seen in this manual.

## **Metro.** Here to get you there

In many cases, usually at the base of items of literature, posters and advertisements, the strapline appears with the Metro symbol. The symbol is centred vertically in the strip. The strapline is the same typesize as the M and sits to the right of the symbol, the baseline of the type lining up with the base of the M.

 **Metro.** Here to get you there

The strapline has a variation that can be used whenever a piece of literature or advertising refers only to MetroTrain. Typefaces again, are Frutiger 65 and 45.

 **MetroTrain.** Part of the **National Rail** Network

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





**METRO**

# Website Panel

It is important to promote Metro's website and encourage the public to access information online. The layout of all of Metro's external items of communication (leaflets, timetables, posters, advertisements, etc) have been redesigned to include the web address into the Metro grey panel.

The website panel should appear, wherever possible, on all items of communication that will be seen by the public.

The typography is lower case Frutiger 75. The wording appears grey on the grey panel. The strength of grey can be between 40% and 50% black depending on what the item is and where it is appearing. The idea is to make it legible but not to overpower the message on the poster or ad, for example.

**www.wymetro.com** always reads from bottom to top and is centred vertically between the bottom of the panel and the bottom of the word METRO. Its x-height is centred horizontally in the panel (Example 1).

Example 1 is typical of an 'A' size portrait poster or advertisement.

When the panel is not as high, as in example 2, the web address has to reduce in size but still needs to be impactful. Make it as large as possible without being positioned too close to METRO. **No closer than the height of the M.**



Example 1



Example 2

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Website Lozenge

In addition to the 'website panel' a new 'website lozenge' has been designed to encourage the public to access information online. This lozenge should appear, wherever possible, on all items of communication that will be seen by the public. Especially leaflets, timetables, posters and advertisements.

The typography needs to be consistent (Frutiger 65, lower case) as do the proportions of the type and the lozenge. The wording always appears white out of a Metro Red panel. In mono reproduction, the panel can be black or mid/dark grey.

The website lozenge can appear on its own or combined with other selected graphic elements.

Examples are shown on the following pages.



[www.wymetro.com](http://www.wymetro.com)



[www.wymetro.com](http://www.wymetro.com)



[www.wymetro.com](http://www.wymetro.com)

Web lozenge as flat colour vector graphic



[www.wymetro.com](http://www.wymetro.com)



[www.wymetro.com](http://www.wymetro.com)

Web lozenge with drop shadow

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Keep in Touch

'Keep in Touch' is Metro's call to action to encourage the public to make contact with the organisation and keep up to date with the latest travel news. The website lozenge is joined by 5 icons and a finger to create the identity for Keep in Touch.

The identity comes in 4 versions:

**Version 1.** Full portrait design.

**Version 2.** Full landscape design.

**Version 3.** Basic design with lozenge and icons.

**Version 4.** For when the icons are unnecessary.

Eg, to avoid duplication on the standard back page where the icons already appear.

*Version 1*



*Version 4*



*Version 2*



*Version 3*



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Keep in Touch

Here are some examples to show the Metro logo, strapline, website panel & lozenge and the Keep in Touch identity in action.

Artwork can be obtained from the Information and Marketing Manager. See details at the bottom of the page



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**

www.wymetro.com



**METRO**

# Literature

Metro's literature range consists of corporate brochures, product leaflets & booklets and bus & train timetables - all produced in various shapes and sizes

Because of these varying sizes and formats, it is essential for Metro's print material to be consistent and project the same brand image. Over the next few pages examples are shown to illustrate how this can be achieved.

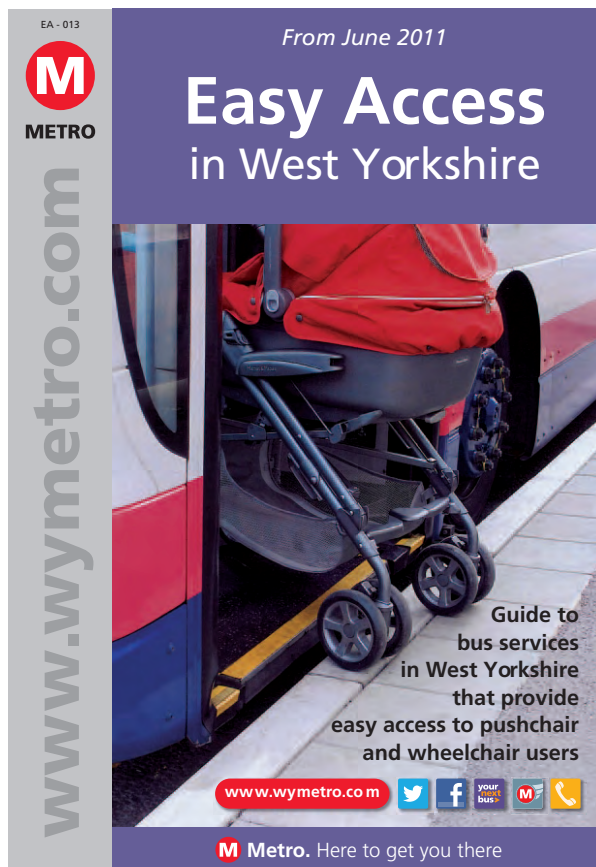
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Leaflets and booklets

The most common sizes for Metro's leaflets & booklets are A5 and Third A4. The A5 leaflet shown can be used to scale to A4 and A6 sizes - bearing in mind type readability. Corporate back covers are shown on page 9.4



A5



Third A4 (210mm x 99mm)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

# Flyers

Single or double-sided leaflets or 'flyers' are designed to promote short term promotions or offers. They are usually A5. The example shown adheres to Metro's branding style but the 'Keep in Touch' element has been omitted to allow more space for the offer details.

## About the Family DayRover Summer Special Offer

**Family DayRover gives you the freedom to travel throughout West Yorkshire. You can start out as early as you want at weekends and on public holidays, and after 9.30am on normal weekdays.**



This ticket is ideal for groups of up to five people

There is no refund or exchange. The 6 tickets must be bought in one transaction. No need to fix the dates of your days out, the Family DayRover tickets come in scratch-off form. Simply scratch off the day, date, month and year and then seal it with the protective overlay. Although the special offer is only valid for purchase during the summer, the tickets can be used for as long as they are valid – typically up to 3 years.

**So why not plan a special day out with your family or friends every week of the 6 weeks school holiday?**

\*Concessionary passengers for Family DayRover purposes are: children aged 5-15; Metro Senior; Metro Scholar PhotoCard and Metro Disabled Pass holders, companions of Metro Disabled Pass holders, Metro SchoolCard holders; MetroRover holders; dogs



More details at [www.wymetro.com](http://www.wymetro.com)

**M Metro.** Here to get you there



METRO

www.wymetro.com

## Fancy a Free Day Out?



**Buy 5 Family DayRovers and get 1 Free**

This fantastic summer offer runs from Monday 18 July to Sunday 11 September 2011. DayRover valid up to 3 years



See back of leaflet for details

**M Metro.** Here to get you there

A5

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Timetables - Train

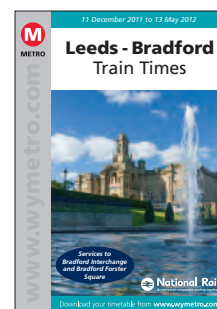
## Train Timetables

The region's train timetables have a consistent look\* with a line diagram showing each station and its facilities. Each line has its own special colour (see Rail Branding page 11.11 for colour specifications). The size is A6 and they are printed in 2 colours (special and black).

The Metro logo is printed black except on the Airedale Line (below left) which is printed red.

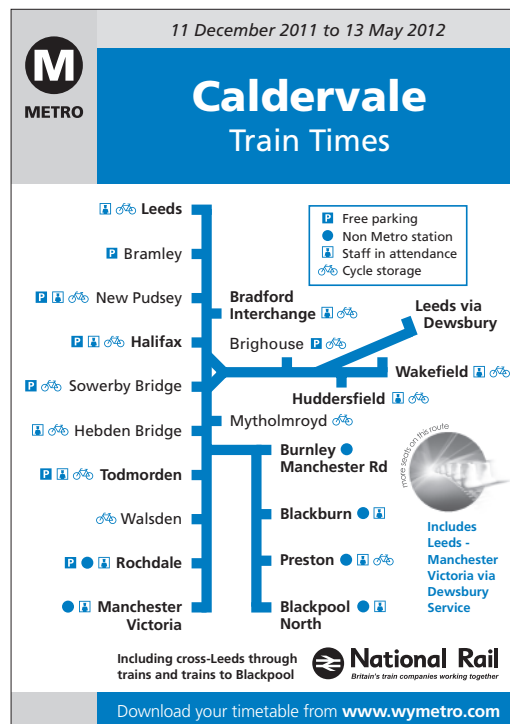
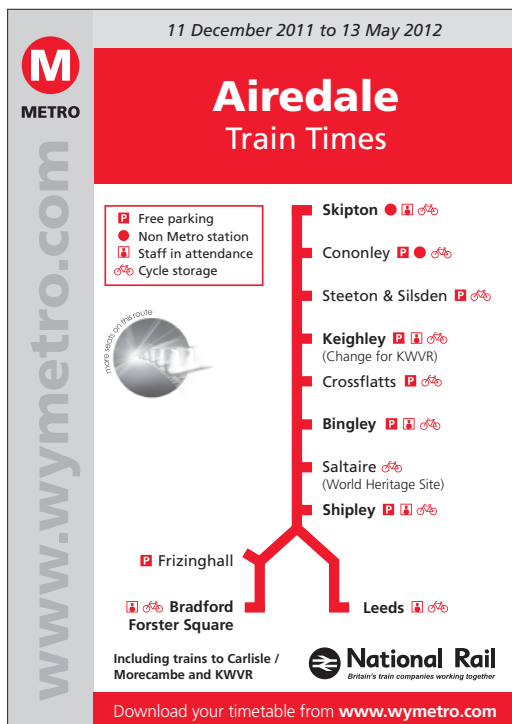
The grey panel includes the web address except the Caldervale Line (below right), where the grey panel is adapted to improve legibility.

\*The exception is the Leeds-Bradford Line timetable, (right) which doesn't show the line and is printed in full colour.



## Typography

<b>Title</b>	Line name - Frutiger 75 Black 'Train Times' - Frutiger 55 Roman
<b>Diagram</b>	Main stations - Frutiger 65 Bold Minor stations - Frutiger 55 Roman
<b>Key</b>	All type - Frutiger 55 Roman



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





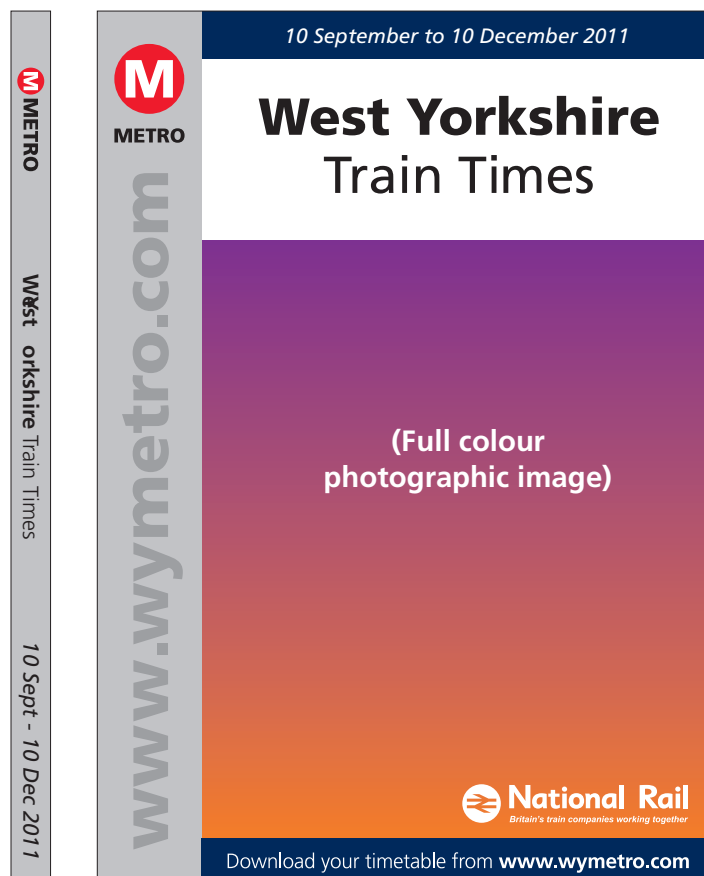
**METRO**

# Timetables - Train

## Composite Train Timetable

The West Yorkshire composite timetable is also A6 and the front cover follows the same style and layout as the Leeds-Bradford timetable.

Spine Front cover



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Timetables - Bus

## Bus Timetables

West Yorkshire's bus timetables are generally A6 in size and printed in red and black. However, a number of services have a brand colour (Please check with the Information and Marketing Manager or the Travel Choices Co-ordinator).

Operators' logos and Easy Access logos are situated at the bottom of the page, ranged from the left.

## Typography

Service number - Frutiger 75 Black  
'Bus Times' - Frutiger 55 Roman  
Diagram  
Main stations - Frutiger 65 Bold  
Minor stations - Frutiger 55 Roman



521-014 From 1 February 2012

**M** METRO

**5215** Sky Blue Line **22** Blue Line **523**

**Bus Times**

**521** Halifax - Ovenden - Illingworth Circular

**522** Halifax - Ovenden - Illingworth Circular

**523** Halifax - Abbey Park - Illingworth

www.wymetro.com

First transforming travel overground Easy Access

Download your timetable from [www.wymetro.com](http://www.wymetro.com)

11-004 From 1 February 2012

**M** METRO

**11 · 60 · 63 · 63A**  
**63B · 64 · 64A**

**Bus Times**

**11** Seacroft - Gipton - Leeds

**60** Leeds - Cross Green - Cross Gates

**63** Cross Gates - Scholes - Seacroft

**63A** Leeds - Temple Newsham - Scholes - Seacroft

**63B** Leeds - Cross Gates - Scholes - Seacroft

**64** Gildersome - Morley  
Leeds - Barwick - Aberford

**64A** Gildersome - Morley - Leeds - Scholes - Barwick - Aberford

www.wymetro.com

First transforming travel Centrebuss

Download your timetable from [www.wymetro.com](http://www.wymetro.com)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Timetables - Bus

## Bus Timetables

Examples of timetables printed in 4 colours. The one on the left is the standard A6 size. The MetroLocal timetable is A5.

370-019 From 30 October 2011

**M** METRO

**Red Line** **Sky Blue Line**  
**370 / 371** **372**

**Bus Times**

overground  
First transforming travel

Download your timetable from [www.wymetro.com](http://www.wymetro.com)

From 1 February 2012

**M** METRO

Your Local Hopper  
**ML 10**  
Bus Times

The bus that stops where **you** want it to

- Dewsbury
- Westtown
- Moorside Avenue
- Boothroyd

**£1 flat fare** for non-concession passengers

**MetroLocal**  
connecting communities

Download your timetable from [www.wymetro.com](http://www.wymetro.com)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Standard Back Cover

A5 2 colour

Visit [www.wymetro.com](http://www.wymetro.com) for the very latest public transport updates and news including timetables, tickets, journey planner & lots more.

**KEEPINTO CH**  
[www.wymetro.com](http://www.wymetro.com)

**Online**

**Messenger**  
[www.wymetro.com/messenger](http://www.wymetro.com/messenger)

**Twitter**  
[twitter.com/metrotravelnews](https://twitter.com/metrotravelnews)

**Facebook**  
[www.facebook.com/westyorkshiremetro](https://www.facebook.com/westyorkshiremetro)

**Text**

**yournextbus**  
Text your bus stop number to 63876\* or visit [www.wymetro.com/ynb](http://www.wymetro.com/ynb)

**Telephone**

**MetroLine** (Local travel) **0113 245 7676**  
**Traveline** (National travel) **0871 200 22 33\*\***  
**National Rail Enquiries** **08457 48 49 50**

For timetables in large print, Braille, audio CD or tape, please contact us on 0113 245 7676 - Typetalk friendly.

\*One standard outbound message rate + no more than 12p for our reply  
\*\*10p per minute + any network provider charges  
Published by Metro, 40-50 Wellington Street, Leeds LS1 2DE. Telephone 0113 251 7272

**M Metro. Here to get you there**

Third A4 full colour

Visit [www.wymetro.com](http://www.wymetro.com) for the very latest public transport updates and news including timetables, tickets, journey planner & lots more.

**KEEPINTO CH**  
[www.wymetro.com](http://www.wymetro.com)

Visit [www.wymetro.com](http://www.wymetro.com) for the very latest public transport updates and news including timetables, tickets, journey planner & lots more.

**Online**

**Messenger**  
[www.wymetro.com/messenger](http://www.wymetro.com/messenger)

**Twitter**  
[twitter.com/metrotravelnews](https://twitter.com/metrotravelnews)

**Facebook**  
[www.facebook.com/westyorkshiremetro](https://www.facebook.com/westyorkshiremetro)

**Text**

**yournextbus**  
Text your bus stop number to 63876\* or visit [www.wymetro.com/ynb](http://www.wymetro.com/ynb)

**Telephone**

**MetroLine** (Local travel) **0113 245 7676**  
**Traveline** (National travel) **0871 200 22 33\*\***  
**National Rail Enquiries** **08457 48 49 50**

For timetables in large print, Braille, audio CD or tape, please contact us on 0113 245 7676 - Typetalk friendly.

\*One standard outbound message rate + no more than 12p for our reply  
\*\*10p per minute + any network provider charges  
Published by Metro, 40-50 Wellington Street, Leeds LS1 2DE. Telephone 0113 251 7272

**M Metro. Here to get you there**

The standard back cover is used, whenever possible, on most of Metro's literature. Artwork has been produced in full colour, 2 colour and mono in A5, A6 and Third A4 sizes and can be obtained from the Information and Marketing Manager.

A6 mono

Visit [www.wymetro.com](http://www.wymetro.com) for the very latest public transport updates and news including timetables, tickets, journey planner & lots more.

**KEEPINTO CH**  
[www.wymetro.com](http://www.wymetro.com)

Visit [www.wymetro.com](http://www.wymetro.com) for the very latest public transport updates and news including timetables, tickets, journey planner & lots more.

**Online**

**Messenger**  
[www.wymetro.com/messenger](http://www.wymetro.com/messenger)

**Twitter**  
[twitter.com/metrotravelnews](https://twitter.com/metrotravelnews)

**Facebook**  
[www.facebook.com/westyorkshiremetro](https://www.facebook.com/westyorkshiremetro)

**Text**

**yournextbus**  
Text your bus stop number to 63876\* or visit [www.wymetro.com/ynb](http://www.wymetro.com/ynb)

**Telephone**

**MetroLine** (Local travel) **0113 245 7676**  
**Traveline** (National travel) **0871 200 22 33\*\***  
**National Rail Enquiries** **08457 48 49 50**

For timetables in large print, Braille, audio CD or tape, please contact us on 0113 245 7676 - Typetalk friendly.

\*One standard outbound message rate + no more than 12p for our reply  
\*\*10p per minute + any network provider charges  
Published by Metro, 40-50 Wellington Street, Leeds LS1 2DE. Telephone 0113 251 7272

**M Metro. Here to get you there**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Leaflets to be stocked at rail stations

## **Rail Timetables**

Timetables relevant to that line  
Composite Rail Timetable books

## **Leaflets**

Network MetroTrain Map  
Relevant Area Map & Guide

## **Prepayment**

Save Money with MetroCard, MetroDay, DayRover, MetroRover  
Student Plus MetroCard  
Schools Plus MetroCard  
Price List for Prepaid Tickets and Passes

## **Concessions**

Concessions for Disabled & Blind People  
Concessions for Seniors  
Savings for Young People on Bus and Train Travel

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Posters

Because of the varying sizes and formats, it is essential for all of Metro's posters to have the same 'look'.

Over the next few pages examples are shown to illustrate how Metro posters are to be laid out and how to give the proportions of the various elements some visual consistency across all sizes of poster.

Even though the proportions of A4, A3, A2 and A1 posters are identical the proportions of the logo/web panel on the left and the strapline panel across the base differ slightly to give optimum legibility as well as the best visual balance.

The usual sizes of poster that Metro uses are A4, A3, DR (Double Royal) and 3P. These are the examples shown with basic dimensions. 3P spec is the same as DR.

## Poster sizes

A4	297mm x 210mm
A3	420mm x 297mm
A2	594mm x 420mm
A1	840mm x 594mm
3P	1010mm x 635mm
DR	1016mm x 635mm
6 Sheet	1800mm x 1200mm

Please ensure you have the correct, up-to-date specifications from the printer when you are creating poster artwork.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Posters

A3 poster with full *Keep in Touch* information graphic



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Posters

DR poster with Metro web lozenge and icons

**M**  
METRO

[www.wymetro.com](http://www.wymetro.com)

**If your travel costs are going sky high...**

**...isn't it time to test-drive a MetroCard?**

**MetroCard**  
**The card for bus and train travel in West Yorkshire**

[www.wymetro.com](http://www.wymetro.com)    

**M Metro.** Here to get you there

97mm      259mm

Metro lozenge and icons same width as M logo & strapline  
40mm

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

# Posters

A4 promotional poster without Metro web lozenge and icons

**M**  
METRO

[www.wymetro.com](http://www.wymetro.com)

## Fancy a Free Day Out?

**Buy 5 Family DayRovers and get 1 Free**

This fantastic summer offer runs from Monday 18 July to Sunday 11 September 2011  
DayRover valid up to 3 years

For up to 5 people

**FAMILY DayRover**  
Summer Special Offer

Available at all Bus Station Travel Centres.  
Further details and terms & conditions available at [www.wymetro.com](http://www.wymetro.com)

**M** Metro. Here to get you there

32mm 85mm 13mm

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Posters

## Temporary posters

All Metro's posters have to have the same 'look'. Posters that are created in-house need to follow the same guidelines as the ones that are professionally produced.

Please use this design for all your temporary posters. The example is A4. For A3 or larger A-size posters, please use the same proportions. There are more examples on the next page.

The typeface is Arial - regular or bold - depending on emphasis. Black type stands out best. Red type can be used to make a point! Centre all type and use capitals and lower case. Do not use all capitals. Sentences in all capitals are difficult to read.

Try to keep all the type within the 140mm wide x 170mm high area indicated.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**

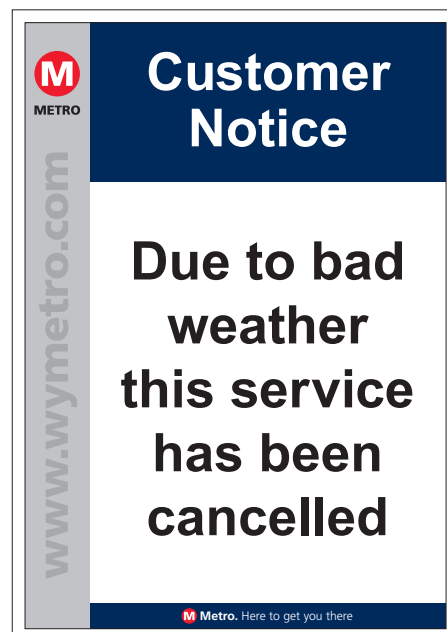
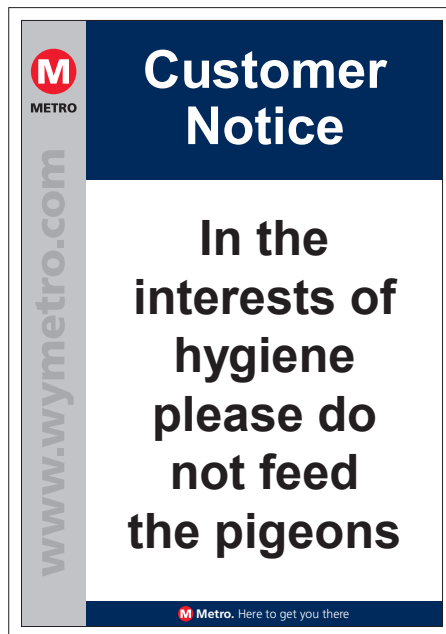




**METRO**

# Posters

Temporary poster examples.



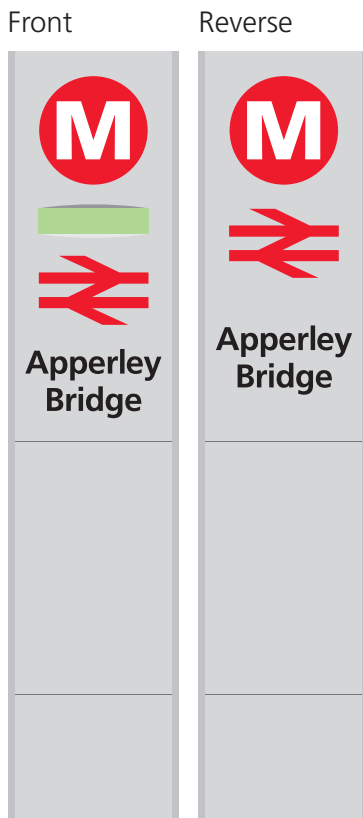
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**

## Transport Hubs – Totems

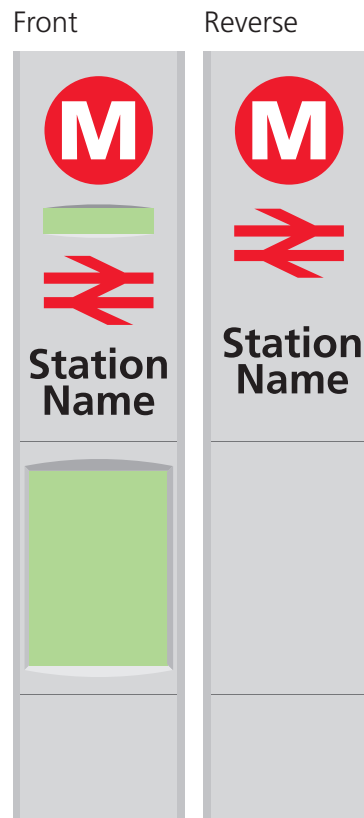
Transport Hub networks form part of West Yorkshire Local Transport plan strategy and aim to provide improved travel integration and interchange throughout the region.

The Transport Hub Totem design has been developed to provide clear visibility and branding in a strategically identified hub location (a place marker) as well as improved information. The totem design, in the majority of locations, forms part of all hub schemes, including within Rail Stations, Bus Stations and on-street locations.

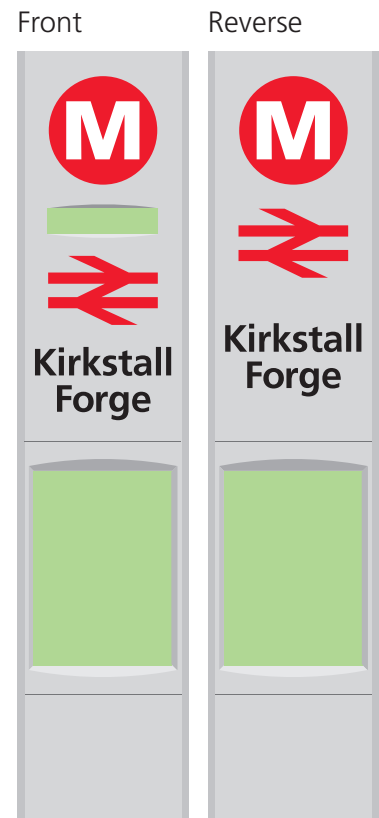
### Category 1 (without information poster panel)



### Category 2A (with single information poster panel)



### Category 2B (with double information poster panel)



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Colours

These are the Metro brand colours used for totems at transport hubs.

### Metro Red

**PMS:** 485 C

**CMYK:** C-0 M-100 Y-91 K-0

**Dulux Colour Palette:** 19YR 14/629

**BS** 4800 04 E 53

**RAL:** 3020 (Traffic Red)

### Metro Silver/Grey

Silver **PMS:** 877 C

Grey **PMS:** 429 C

**CMYK:** C-0 M-0 Y-0 K-32

**BS** 4800 00 A 05

Silver **RAL:** 9006 (White Aluminium)

Grey **RAL:** 7004 (Signal Grey)

Galvanised finish is also acceptable

\* Two options of finish have been given for the Silver/Grey colour. Where a metallic, lustrous finish is required, use RAL 9006. If a flatter effect (usually for larger structures) is required, use RAL 7004 or a galvanised finish.

**Notes.** The Metro logo and the rail logo are cut out of the metal and backlit. The red is to match Pantone P485. The station/location name is not backlit but surface-mounted in a suitable material.

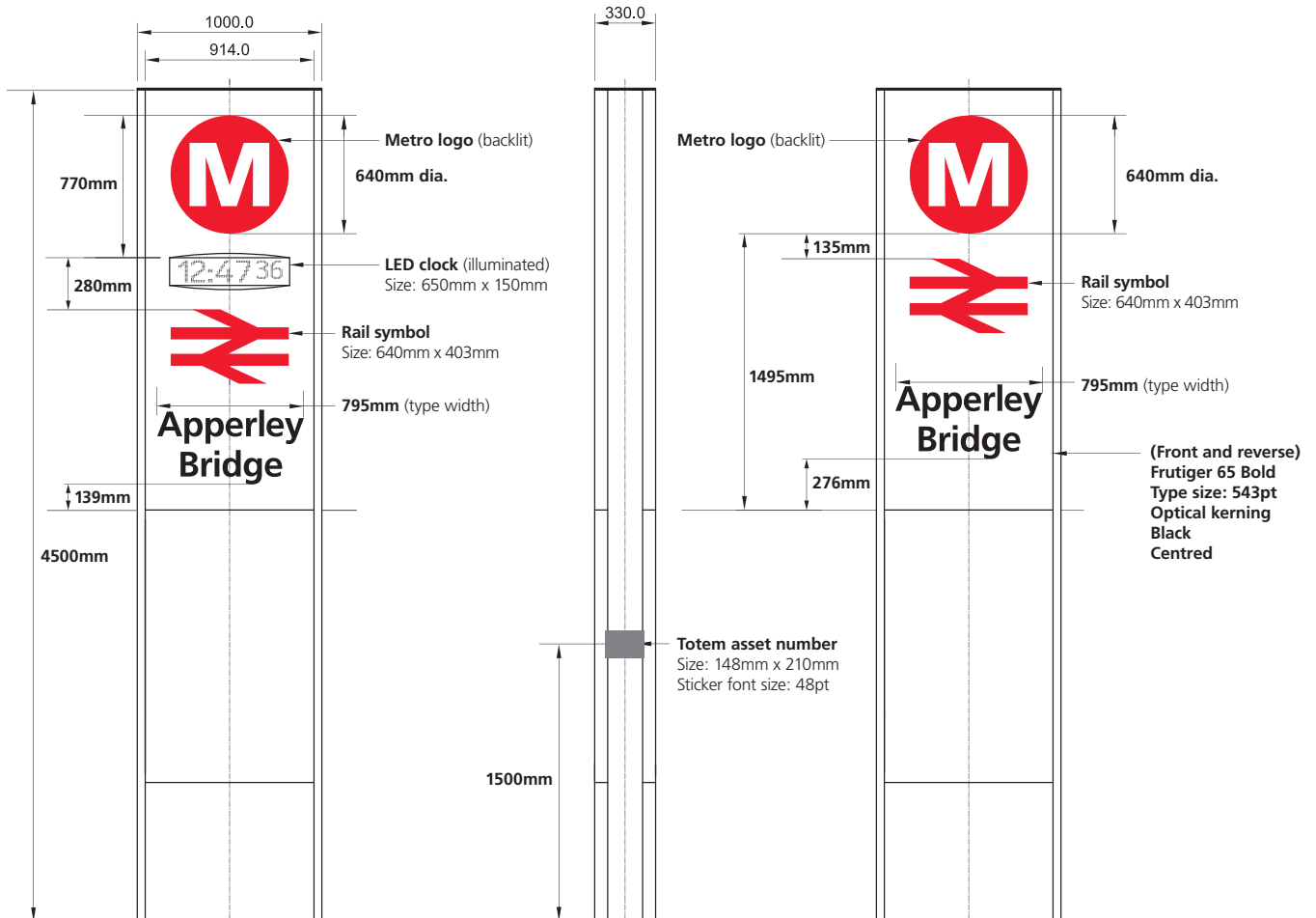
See next pages for detailed, technical drawings.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Rail Totem - Category 1 (without information poster panel)

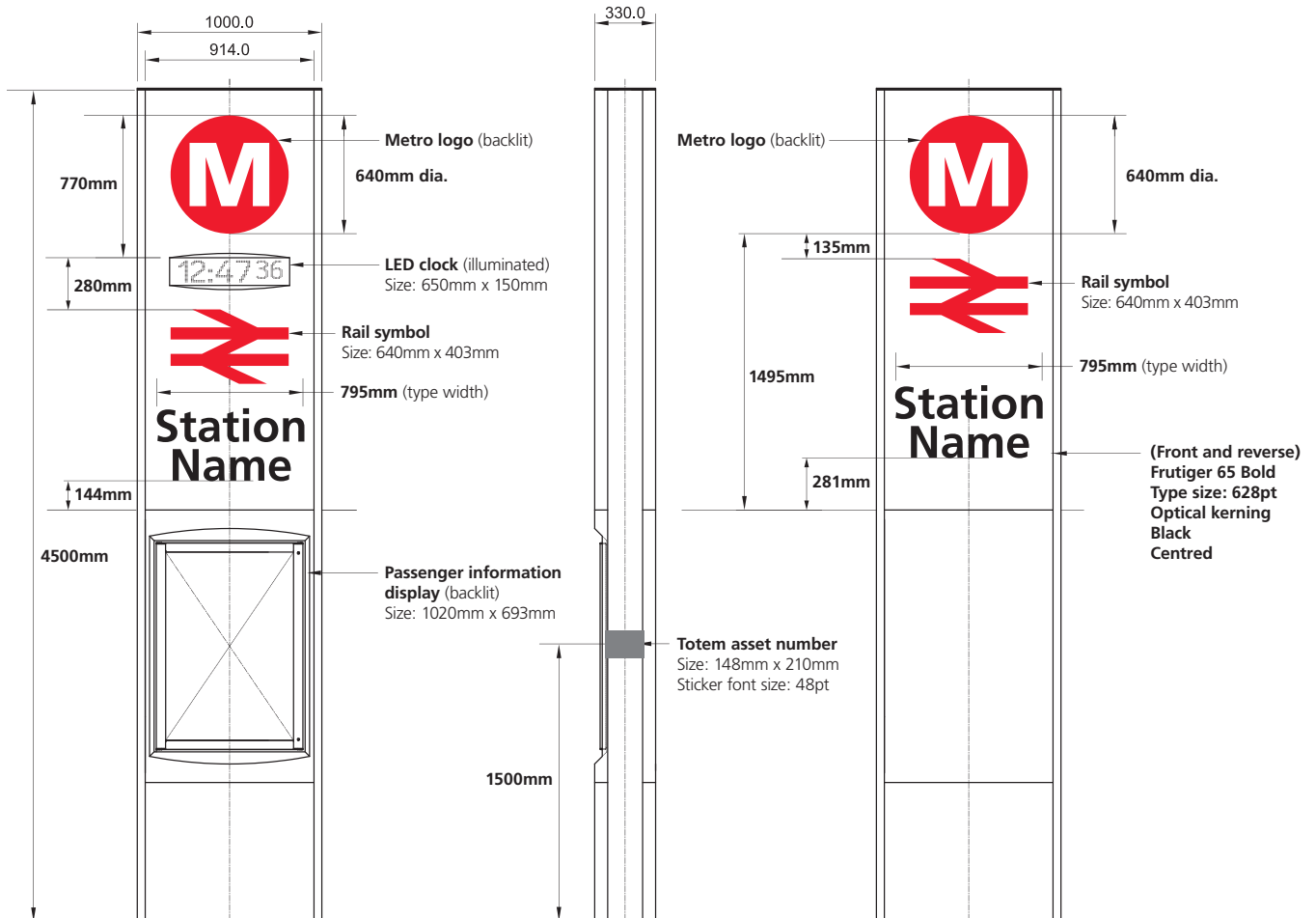
Technical Drawing



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Rail Totem – Category 2A (with single information poster panel)

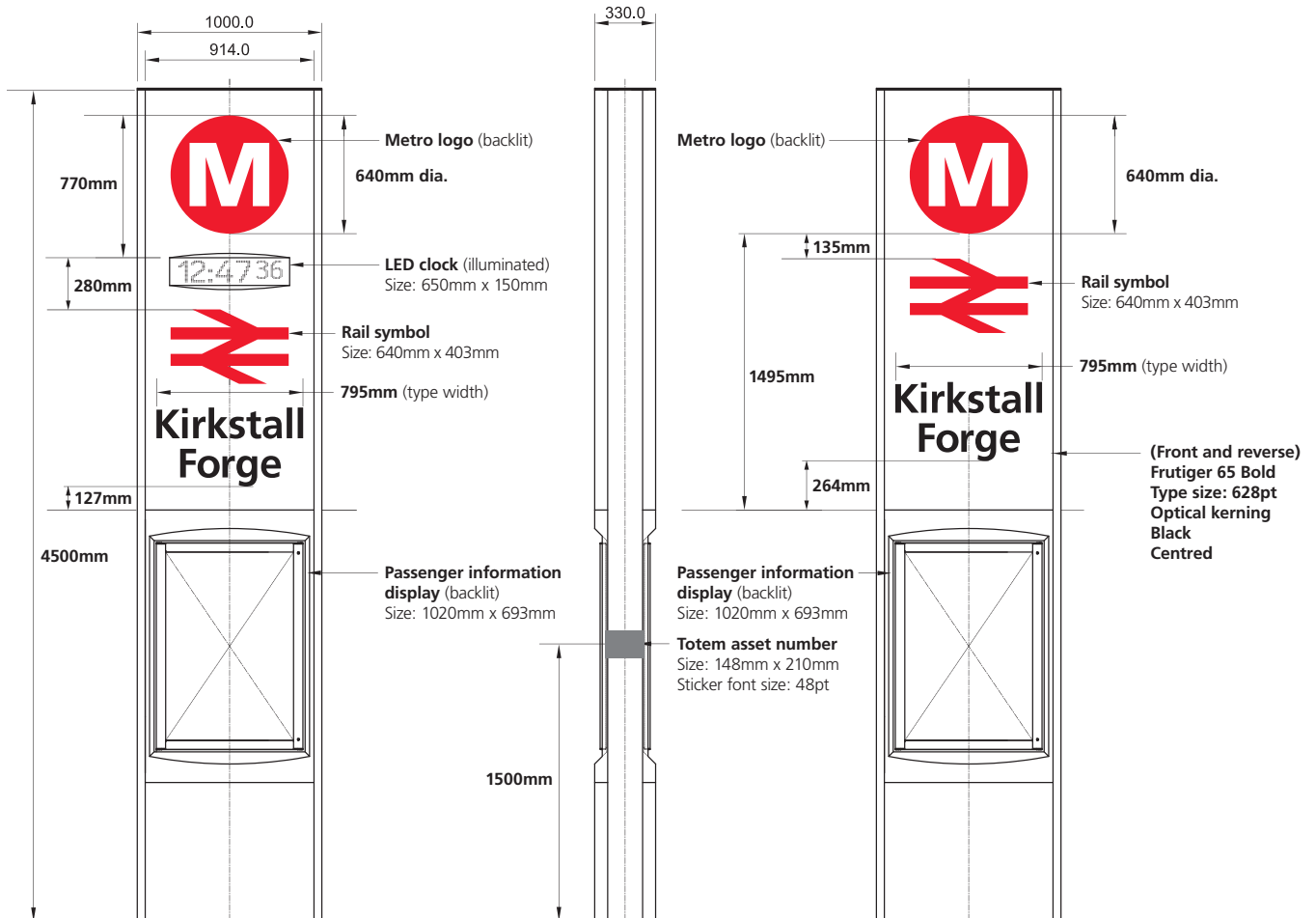
Technical Drawing



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Rail Totem – Category 2B (with double information poster panel)

Technical Drawing



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.



## Metro and National Rail

The Metro and National Rail identities appear with each other on a number of rail signs.

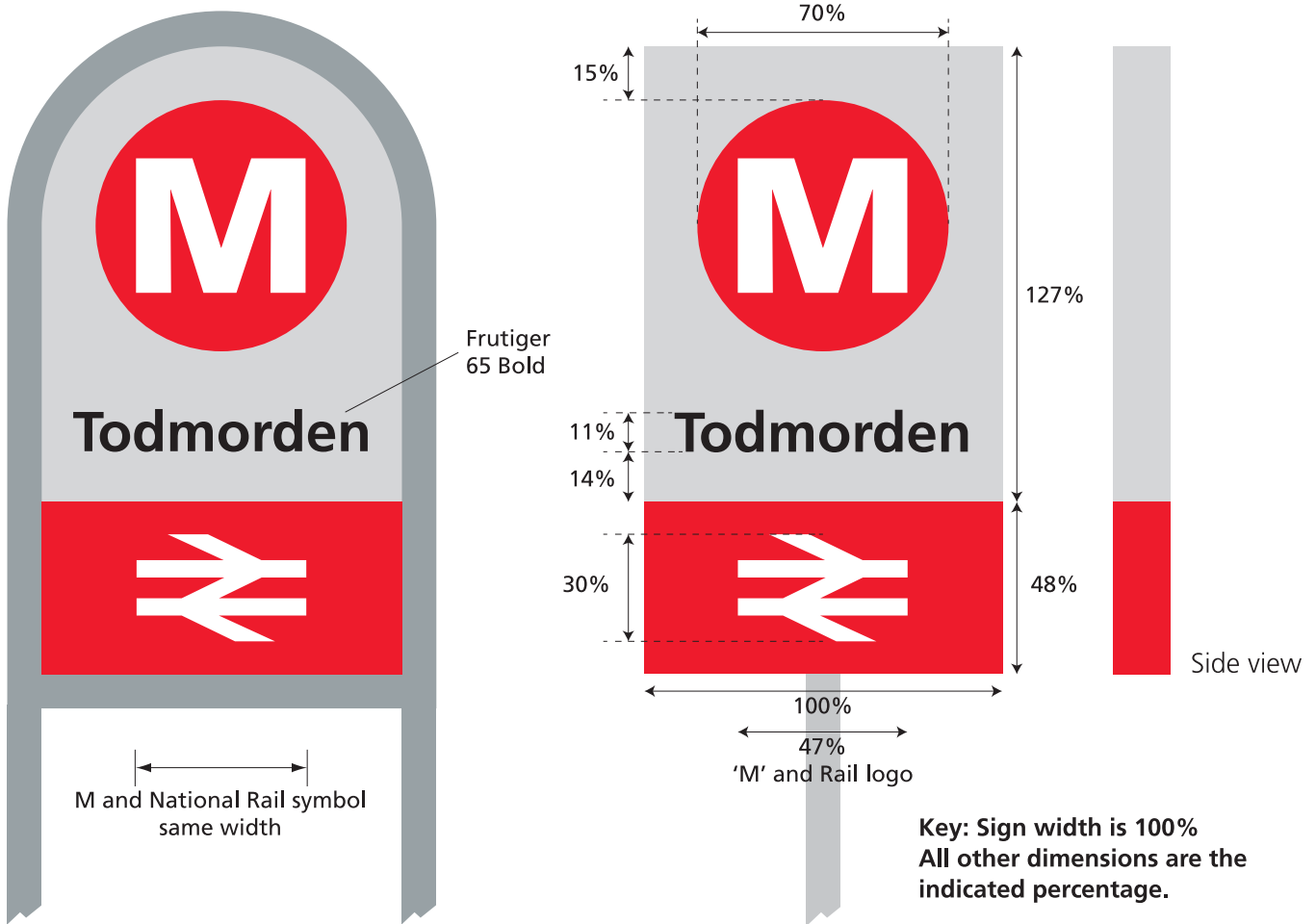
It is essential to demonstrate the Metro - National Rail partnership by showing their logos in a balanced manner.

To make the visual presentation strong, clear, consistent and legible throughout the whole of the rail station signage, please use the colours as indicated in this manual.

## Totem Sign

The Metro - National Rail totem is the primary sign at the entrance of all rail stations. The sign graphic is Metro Red, Metro Light Grey, Black and White. See Metro Colours page 4.2 for colour spec.

The frame/pole should be Metro Silver/Grey. See Rail Branding page 11.2 for colour spec.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Colours

These are the Metro brand colours for fixtures, fittings, structures, supports, shelters, poles, woodwork, etc in bus and rail stations.

For signs please refer to page 4.2 for colours.

### Metro Red

**PMS:** 485 C

**CMYK:** C-0 M-100 Y-91 K-0

**Dulux Colour Palette:** 19YR 14/629

**BS** 4800 04 E 53

**RAL:** 3020 (Traffic Red)

### Metro Rail Blue

**PMS:** 2757C

**CMYK:** C-100 M-95 Y-4 K-42

**Dulux Colour Palette:** 50BB 08/171

**RAL:** 5022 (Night Blue)

### Metro Silver/Grey

Silver **PMS:** 877 C

Grey **PMS:** 429 C

**CMYK:** C-0 M-0 Y-0 K-32

**BS** 4800 00 A 05

Silver **RAL:** 9006 (White Aluminium)

Grey **RAL:** 7004 (Signal Grey)

Galvanised finish is also acceptable

White **RAL:** 9010 (Pure White)

Off White **RAL:** 1013 (Oyster White)

Black **RAL:** 9005 (Jet Black)

\* Two options of finish have been given for the **Silver/Grey** colour. Where a metallic, lustrous finish is required, use RAL 9006. If a flatter effect (usually for larger structures) is required, use RAL 7004 or a galvanised finish.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Handrails

The rail should be Metro Red to ensure high visibility. The colour of the supporting structure is dependent on its size and scale relative to the handrail. The objective is to emphasise the rail itself and not the supporting framework.

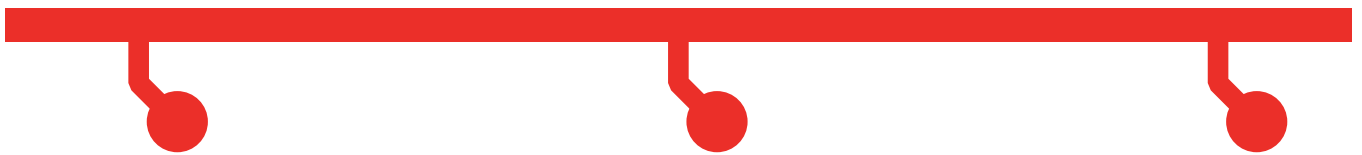
**Example A:** When the supports are small (1) or simple (2) they should match the rail colour.

**Example B:** Larger support rail structure (3) should be coloured Metro Silver/Grey.

See Rail Branding page 11.2 for colour spec.



Example A



Example B



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Seating

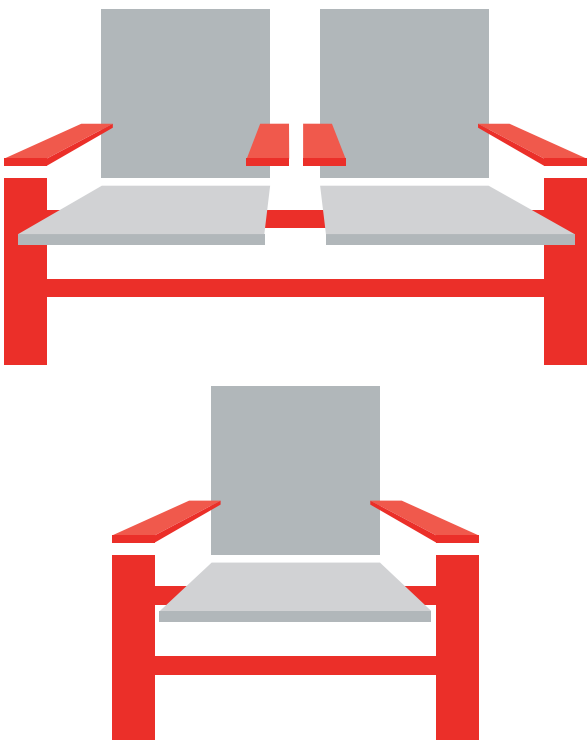
Metro Silver/Grey should be used for multiple piece seating. The actual seat and backrest should be Metro Silver/Grey. The framework and armrests to be Metro Red as in Example A.

When the seat is 'one piece' (as Example B) the whole seat should be Metro Red.

See Rail Branding page 11.2 for colour spec.



Example A



Example B

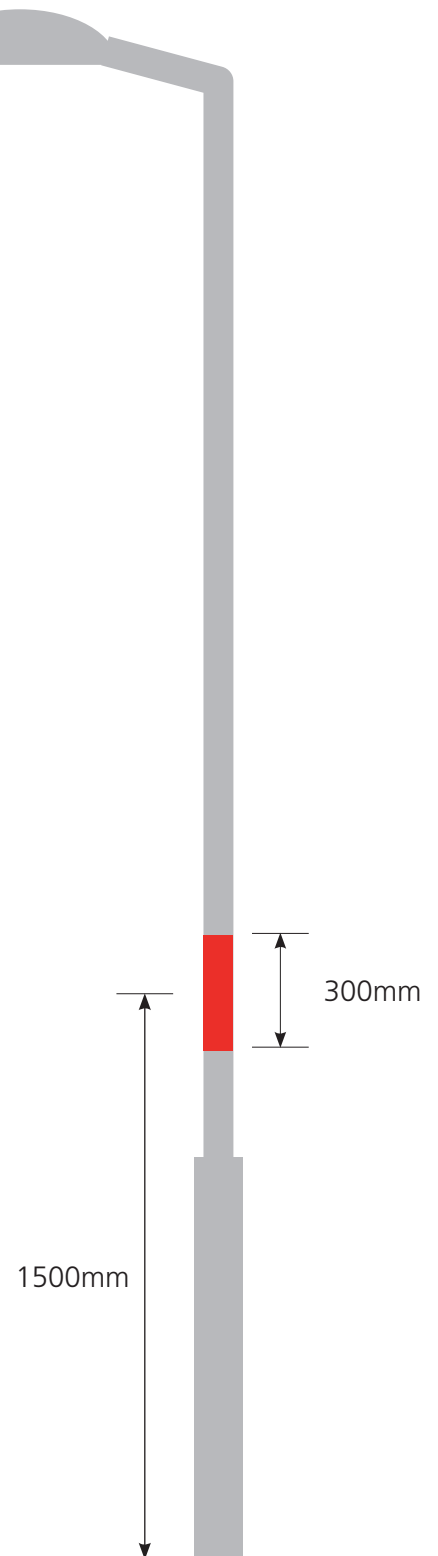


If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Lighting Columns

Use Metro Silver/Grey for all parts of the lighting column. A Metro Red 300mm high band should appear on the column at 1500mm centre.

See Rail Branding page 11.2 for colour spec.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

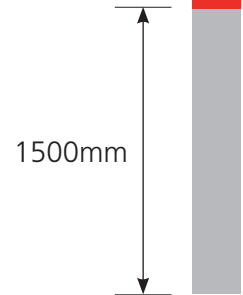


# Rail Branding : Columns

## Uprights and Columns

The default for uprights and column structures is Metro Silver/Grey RAL9006 with a Metro Red band RAL 3020 at 1500mm high. However, as most rail stations are unique it will depend on the structure, station environment and/or planning rules as to what colour uprights and column structures are painted, particularly at listed stations.

Please contact the Travel Choices Co-ordinator on 0113 251 7273 for guidance.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Digital Displays

Use Metro Silver/Grey for all parts of the supporting structure for the display. A Metro Red 300mm high band should appear on the vertical column at 1500mm centre.

The frame surround for the display should also be Metro Silver/Grey.

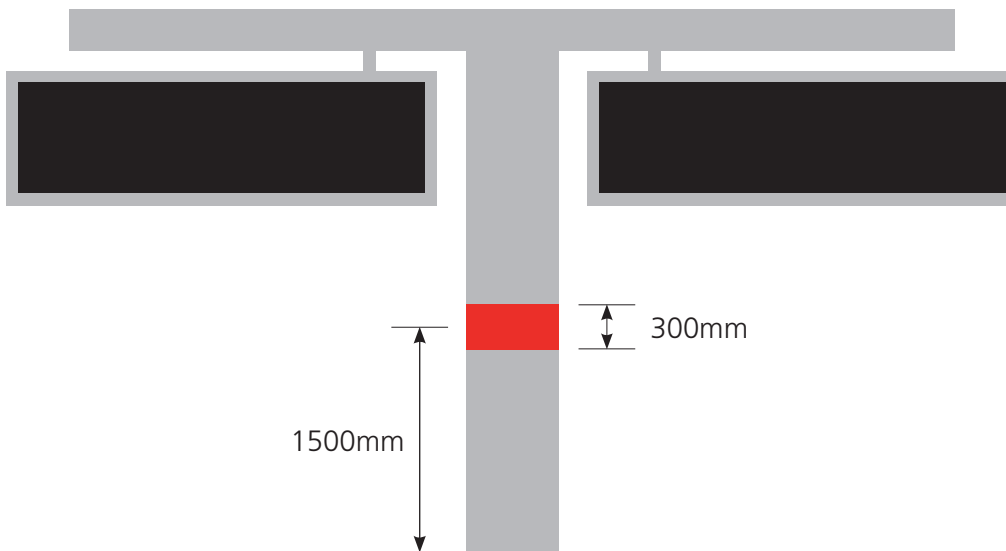
See Rail Branding page 11.2 for colour spec.



Example A



Example B



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Buildings

Use Metro Red for entrances for the public (ticket office, waiting room, toilets, etc.) and to highlight other areas of interest to the public.

Private doors, storage areas, delivery doors, etc. should be Metro Rail Blue.

Window sills should be the same colour and finish as the lintel.

See Rail Branding page 11.2 for colour spec.



Metro Rail Blue	Metro Red	Colour as lintel	Metro Red	Metro Red	Metro Red
-----------------	-----------	------------------	-----------	-----------	-----------

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.



## Walls

Ticket offices and small-scale customer areas to use White RAL:9010 (Pure White). For heavy duty areas or large expanses such as subways please contact the Travel Choices Co-ordinator for guidance as Off White RAL:1013 (Oyster White) may be more appropriate.

Waiting room



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Cycle Facilities

Cycle lockers and cycle stands use Metro Silver/ Grey RAL 9006 or galvanised finish.

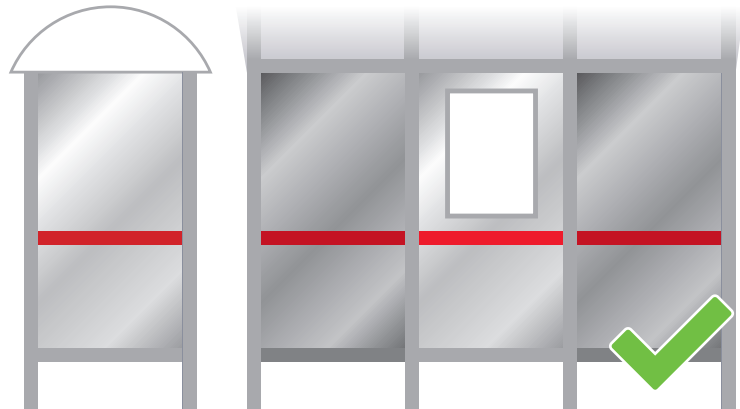


If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Rail Shelters

Metro Silver/Grey should be used for the majority of the shelter. Metro Red should be used for the middle horizontal rail(s).

See Rail Branding page 11.7 for colour spec.

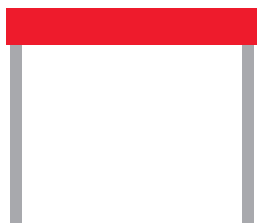


## Rail Shelter Seating

### Seating Unit - Without Arms

The seat is Metro Red supported by Silver/Grey legs.

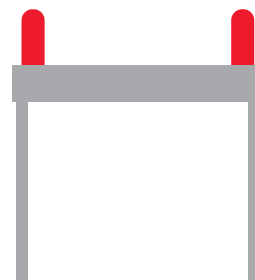
Seating unit - without arms



### Seating Unit - With Arms

The seat is Metro brand Silver/Grey. Arms to be Red and supported by Silver/Grey legs.

Seating unit - with arms



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Destination Signs

Destination or 'running in' signs are situated on rail station platforms.

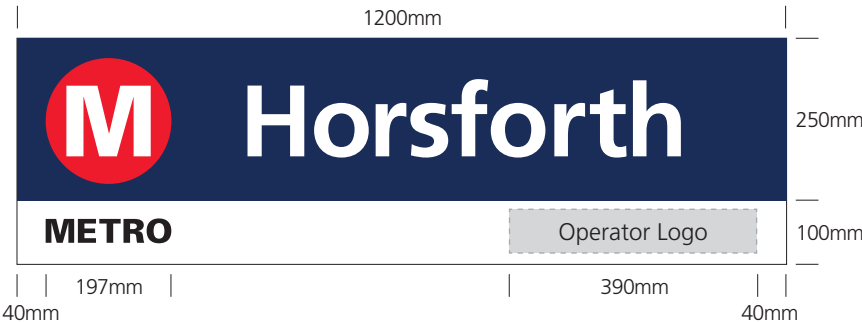
There are two main sizes: 2100mm x 350mm and 1200mm x 350mm. The main panel colour is Metro Rail Blue. Metro and operator logos are positioned as the diagram - centred vertically in their respective panels. The destination name typeface is Frutiger 65 u/lc in white (see Typefaces 5.2) - centred horizontally between the right edge of the Metro logo and the right edge of the panel.

The capital height of the name should be no higher than 110mm (the height of the Metro 'M') or no larger than 450pt. The name should not come any closer to the Metro logo or the right edge than 40mm. Longer names must be set in a smaller type size and be centred vertically in the 110mm central section and be no closer to the Metro logo or the right edge than 40mm.

### 2100mm x 350mm sign



### 1200mm x 350mm sign



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Destination Sign Examples

Destination name is same capital height as Metro 'M' no matter how long or short the name is. It sits on the same baseline and is always centred between the logo and the panel's right edge.



Please ensure that there is a minimum space of 40mm between the destination name and the logo on the left and the panel edge on the right.



If a destination name set at 110mm cap height or 450pt does not fit within this area it needs to be reduced in size to fit the width and be vertically centred in the 110mm space.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Directional Sign

The purpose of directional signs is to get passengers to where they want to be quickly and safely.

To make it easy for passengers, directional signs have been designed to be clear and consistent in how the information is presented - whatever the size or shape of the sign or the amount of information included.

### Note:

Arrows appear on the left or right, depending on which way they are pointing. Upward and leftward pointing arrows come first, followed by rightward and downward pointing arrows.



### Destination sign

Metro Rail Blue. Type is white Frutiger 75 Black and **always** centred.

### Direction sign

Metro Rail Blue. Type is white Frutiger 65 Bold, ranged left or right accordingly.

### Arrows

White. The 8 directions are: N, NE, E, SE, S, SW, W, & NW.

### Icons

White. Positioned between the arrow and the description.

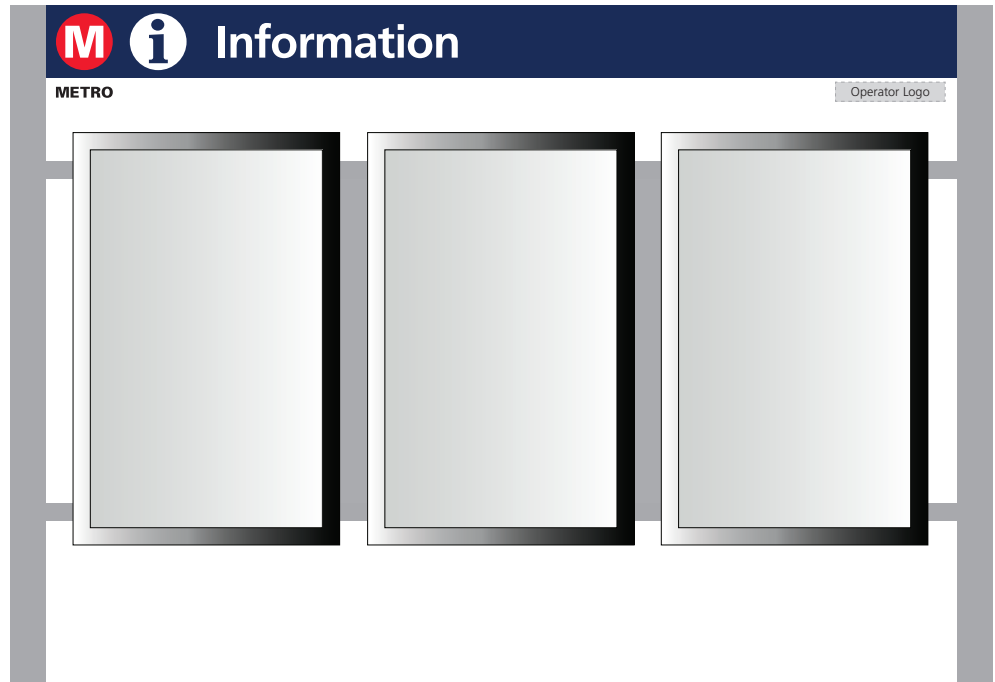
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Concourse Information Sign

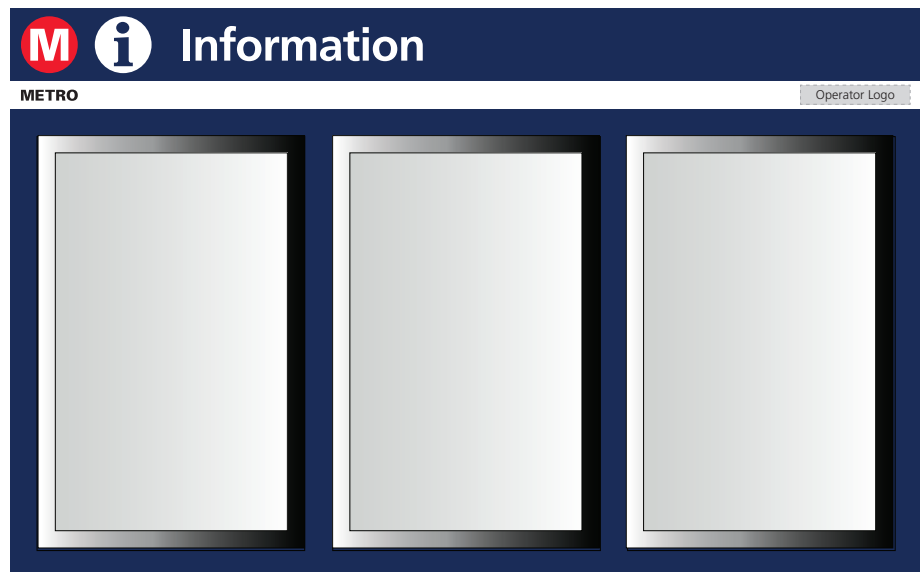
The framework and poster/timetable frames are coloured Metro Silver/Grey.

The information panel has a Metro Rail Blue band above a smaller white band. The Metro and Information logos and the word 'Information' are ranged to the left of the panel.

'Information' is white, Frutiger 65 Bold in upper and lower case.



If a backboard panel is required, Metro Rail Blue (RAL 5022) should be the background colour.



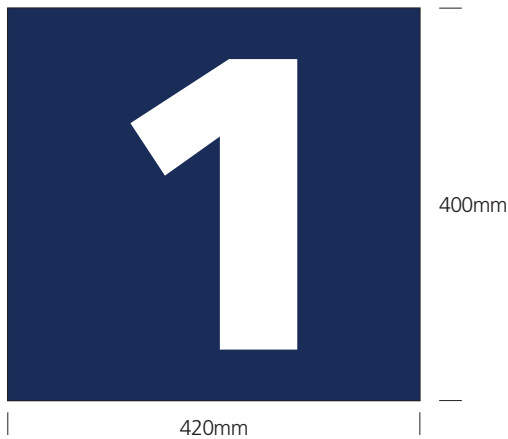
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.



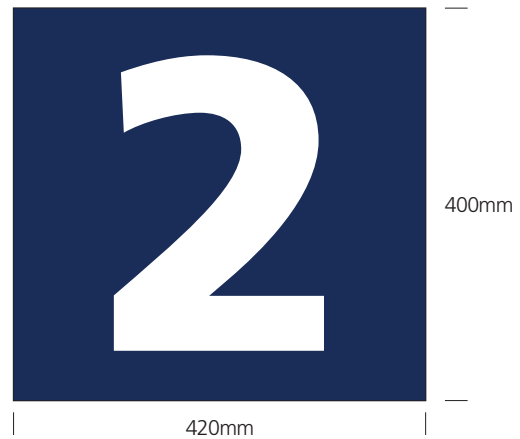
## Platform Numbers

Typical size: 400mm x 420mm. The main panel colour is Metro Rail Blue.  
The platform number is white, 1200pt Frutiger 75.

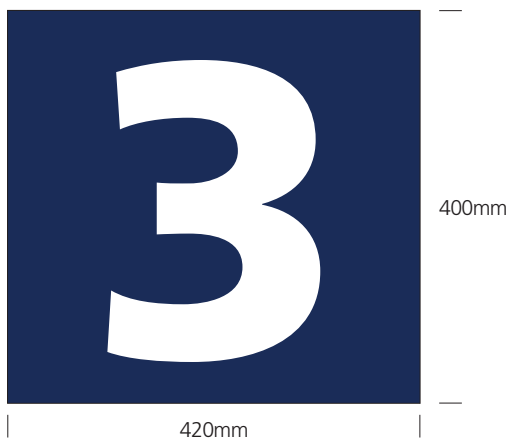
Platform 1 Sign



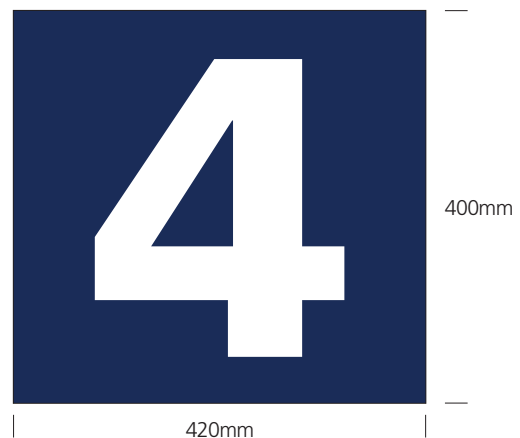
Platform 2 Sign



Platform 3 Sign



Platform 4 Sign



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.



## Warning Signs

Warning signs use yellow to highlight any potential danger. An eye-catching black and yellow striped panel is recommended where possible.

### Caution! Keep Back Sign



Typical size: 230mm x 470mm.  
'Caution' 230pt Frutiger 75.  
'Keep back...' 85pt Frutiger 65.

### Danger! No Unauthorised Access Sign



Typical size: 150mm x 300mm.  
'Danger' 150pt Frutiger 75.  
'No unauthorised...' 67pt Frutiger 65.

### No Smoking Sign



























Typical size: 230mm x 470mm.  
'No Smoking Please' 100pt Frutiger 65.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.

## Pictograms

A set of symbols have been specifically designed to be used with the Frutiger typeface on wayfinding signs. These symbols are usually blue on a white background.

	Platforms		Left luggage
	Tickets		Lost property
	Toilets		Lift
	Disabled toilets		Stairs
	Waiting facilities		Escalator
	Ramp		Car park
	No public access		British Transport Police
	No smoking		Station
	Baby changing		Taxis
	Cycle parking		Telephone
	Buses		Hotel
	Cash machines		Trolley point
	Bureau de-change		Fire Exit
	Information		First aid

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager or the Travel Choices Co-ordinator on **0113 251 7273**.



**METRO**

# Bus Station Signage

## Visibility and clarity

The signage at Metro bus stations has been produced to direct passengers quickly and safely in and around the bus station. The design emphasis is on visibility and clarity.

Because the architecture of each bus station is different and there are restrictions on what size certain signs can be and where they can be placed, each bus station signage system needs to be designed in its own right.

The purpose of the examples on the following pages, therefore, is to act as stylesetters that can be followed to create a successful, Metro-branded sign system that gets passengers to where they want to be.

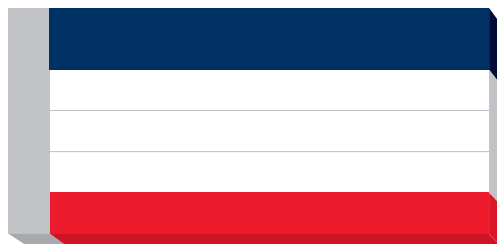
These examples include bus station branding signs, complex and simple directional signs, information signs and warning signs.

As more new signs are produced further examples and information will be added to this section.

## Making the signs stand out

There are instances when signs which are predominantly white are positioned against white walls or suspended from a white ceiling.

To ensure that the sign stands out against the background, the edge of the white area of the sign should be coloured Metro Grey (see colours page 4.2). The edges adjacent to other colours should match that colour (see below).



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Bus Station Signage

## Main entrance sign

The entrance sign has been designed to be flexible and be able to adapt to different entrances, shapes, sizes and locations. The background colour is Metro Navy (see colours 4.2) and the typeface is Frutiger 75 u/lc in white (see type 5.2) centred vertically and horizontally.

The Metro logo is centred vertically and horizontally in the Metro Grey panel.

If space is available please use the 'Welcome' version of this sign.

## Option A. Double logo sign

This is suited to fascias above entrances where a symmetrical look is desired



## Option B. Single logo sign

This is preferable when the sign is to the side of the entrance or sited away from the entrance.

### Notes:

- 1 Whatever the height of the sign, the Metro logo is always centred vertically within the Metro panel.
- 2 The width of the grey panel does not increase proportionally as the height of the sign increases. Design judgement needs to be applied to ensure a balanced relationship between the grey and blue areas.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Bus Station Signage

## Directional entrance sign

The directional entrance sign is basically the same as the main entrance sign (see Signs 12.2) with an arrow added.

## Notes:

- 1 These signs are designed to have one Metro logo only.
- 2 The arrow is always placed at the opposite side of the sign to the logo panel.
- 3 The style and weight of the arrow is to remain consistent with all other arrows used on Metro's signs. See Signs 12.8 for specification.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

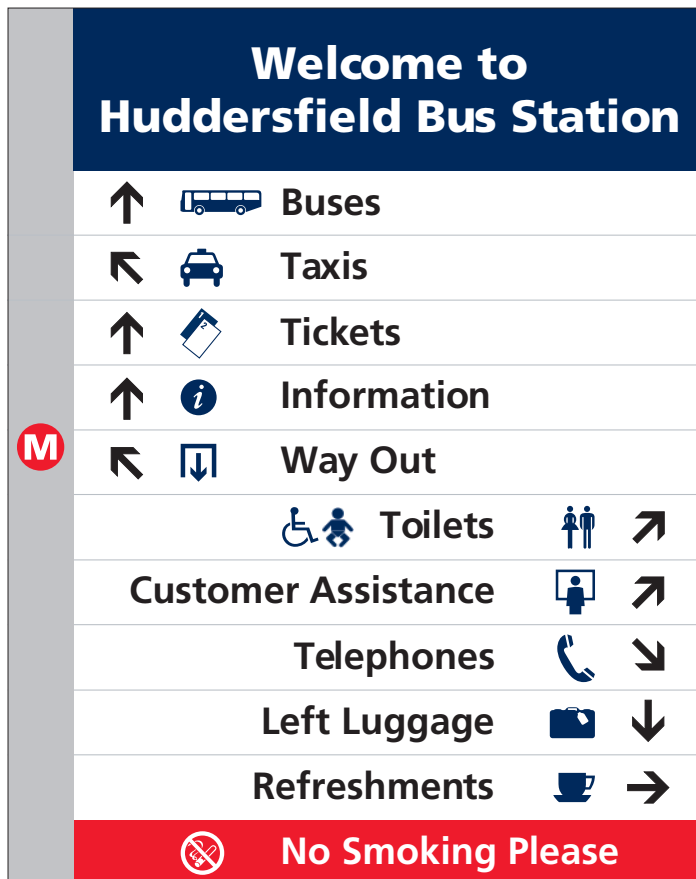
# Bus Station Signage

## Directional sign

Directional signs make up the majority of signs in Metro's bus stations. Their purpose is to get passengers to where they want to be quickly and safely. To make it easy for passengers they have been designed to be clear and consistent in how the information is presented.

## Notes:

- 1 The width of the vertical grey panel and the height of the individual directional panels are **always** the same on each sign.
- 2 The Metro symbol is **always** centred vertically within the panel - whatever the height.
- 4 Navy icons sit next to the arrows.



## Layout

The direction of the arrows determines how the information is set out. Up and left are first, followed by rightward directions. Maximum of 10 panels.

## Navy panel

Type is white Frutiger 75  
Black and **always** centred

## Direction panel

Type is black Frutiger 65  
Bold, ranged left or right accordingly.

## Arrows

Black. 8 directions are: N, NE, E, SE, S, SW, W, & NW.

## No Smoking

The red No Smoking panel appears at the base of all signs whenever possible.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Bus Station Signage



## Directional sign

Further examples showing different size signs. Where size is restricted or there are just one or two direction panels it is best to leave out the *Bus Station* and *No Smoking* panels.

## Notes:

- 1 The depth of the *Bus Station* navy panel always appears in multiples and half multiples of the directional panels.
- 2 The hierarchy of information is:  
*Interchanges*  
*Platforms*  
*Tickets*  
*Toilets*  
*Waiting lounges*  
*Station facilities*  
*Other facilities*  
*Way Out* always sits at the bottom of each section aligned either left or right.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Bus Station Signage

## Information sign

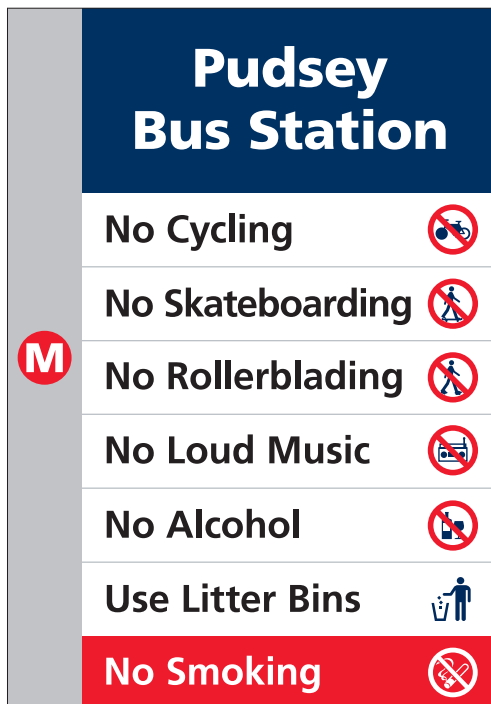
The design of Information signs is consistent with directional signs. For extra emphasis or

urgency please use white copy on a red panel. A list of the most commonly used icons can be found on page 12.9



### Note:

1 Use centred type alongside or below icon graphics. Black Frutiger 65 Bold for general copy and 75 Black to emphasise words or phrases



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

# Bus Station Signage



## Warning sign

Warning signs are similar in design terms to information signs. However, yellow is used wherever possible to highlight the potential danger. An eye-catching yellow and black striped panel is also recommended.

**PLEASE NOTE** At any point where there is open access to bus operating areas a warning sign must be in place and headed up 'Danger'. Please refer to the Bus Station Manager for guidance.



## Warning Yellow

PMS: Yellow C

CMYK: C-0 M-0 Y-100 K-0

RGB: R-255 G-242 B-0

Dulux Colour Palette: 53YY 69/747

or to match BS 4800 10 E 53

RAL: 1026 (Luminous Yellow)

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



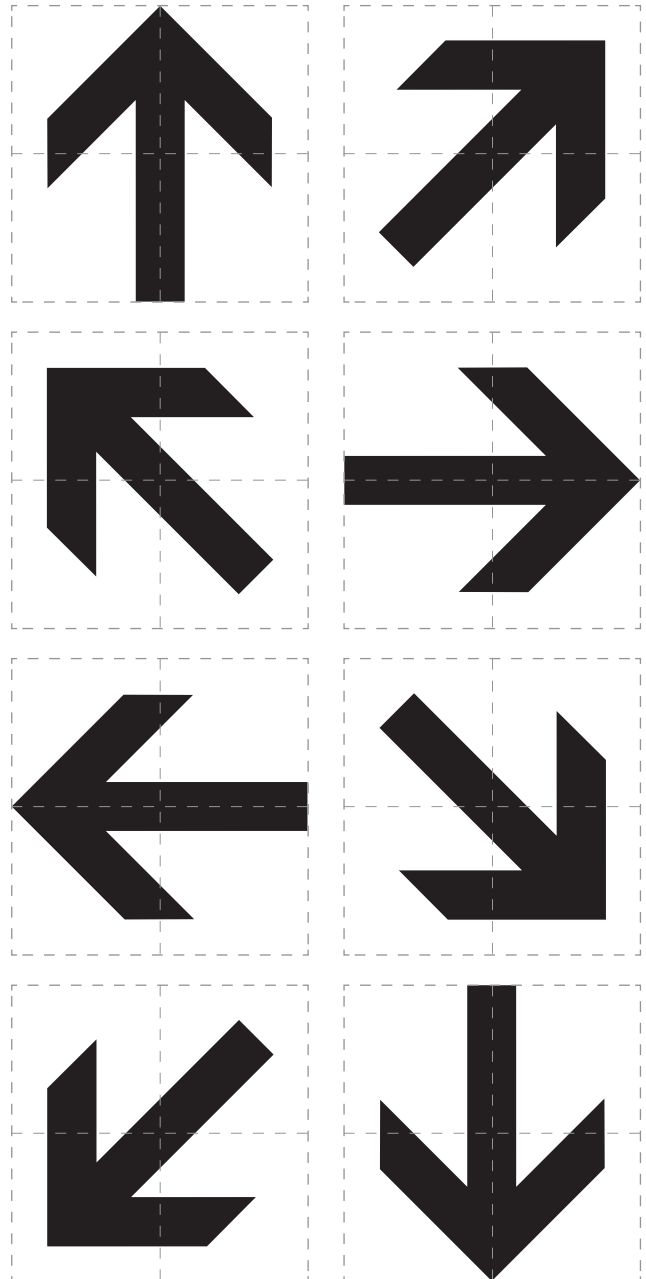
**METRO**

# Bus Station Signage

## Arrows

Directional arrows are always the same weight and shape as shown on this page. The colour is either black or white. The only directions permitted are N, NE, E, SE, S, SW, W and NW.

The squares opposite are a guide to help with how the arrows are positioned on directional signs. The arrows rotate from a central point indicated by the grid.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Bus Station Signage

## Icons

Below is a selection of the icons most commonly used on Metro's signs.

**Buses / Coaches**



**Information**



**Tickets**



**Toilets**



**Baby Care**



**Customer Assistance**



**Refreshments**



**Telephone**



**Left Luggage**



**Newsagent**



**Way Out**



**Taxis**



**Trains**



**No Cycling**



**No Skateboarding**



**No Rollerblading**



**No Loud Music**



**No Alcohol**



**No Pedestrians**



**No Smoking**



**Use Litter Bins**



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

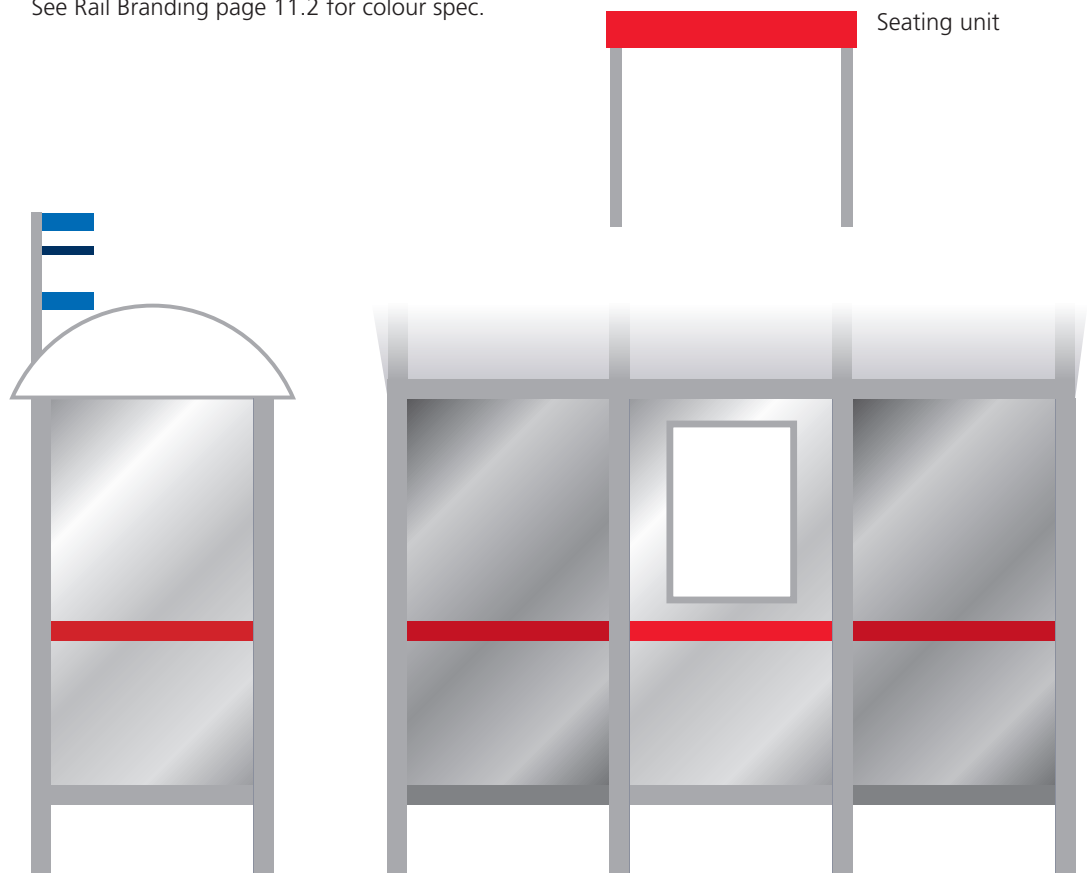
# Bus Shelters and Stops

## Shelters

Metro Silver/Grey should be used for the majority of the bus shelter. Metro Red should be used for the middle horizontal rail. The frame for the poster should match other poster frames and be Metro Silver/Grey.

The seat is Metro Red supported by Metro Silver/Grey legs.

See Rail Branding page 11.2 for colour spec.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**

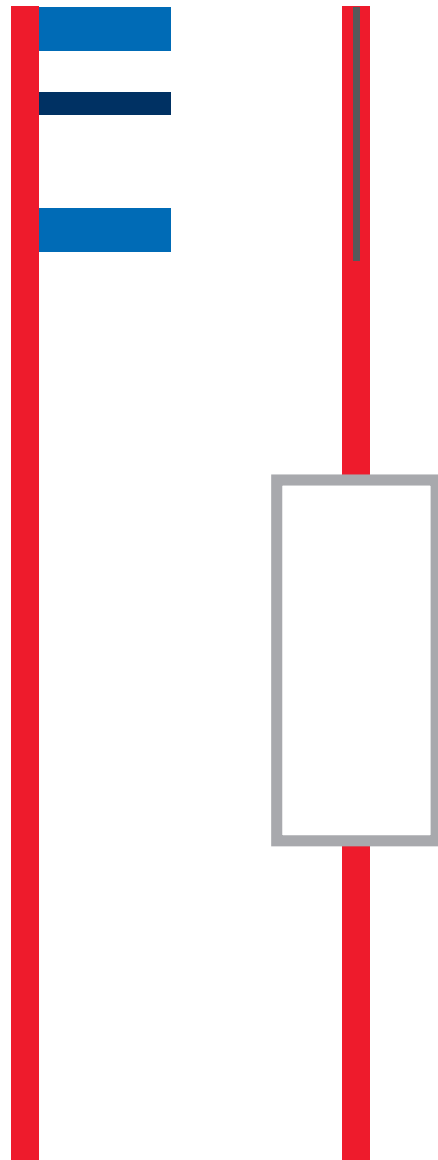


**METRO**

# Bus Shelters and Stops

## Bus stops

Metro Red should be used for bus posts.  
The frame for the timetable should match other Metro poster and timetable frames and be Metro Silver/Grey.  
See Rail Branding page 11.2 for colour spec.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

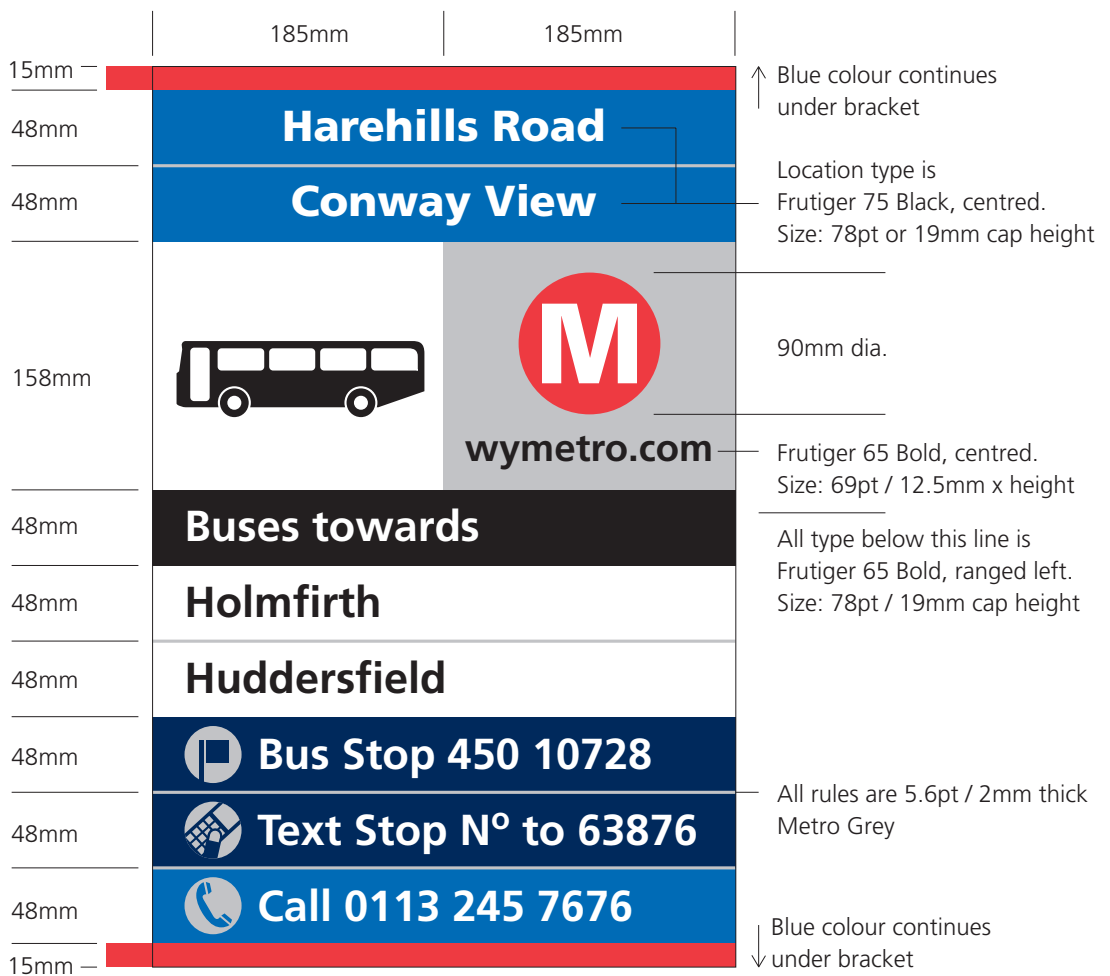
# Bus Flags

## Bus stop flags

This 572mm x 370mm example below shows all the elements that go into the flag design. How these elements are laid out and their relationship to each other can be applied to other sizes.

## Notes:

- 1 Grey rules are only to appear in the positions shown on this design.
- 2 Specifications for the colours are shown on Colours page 4.2



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Vehicle Livery

## **Metro on the move**

Metro branded vehicles are constantly on show in the public eye - so it is important that these brands are also communicated in a clear and consistent manner.

The vehicles include:

**Mybus**

**City and Town Buses**

**MetroConnect**

**Accessbus**

**Ring and Ride**

**Pool vehicles**

**Contractor vehicles**

The next section gives examples to show how the vehicles are branded. Further details and full specifications are available from the Information and Marketing Manager.

If the design has to be adapted to be applied to a new make or model of vehicle please keep as close as possible to the branding style illustrated.

**Please note** Metro livery is currently under review and therefore any questions or design proposals surrounding vehicle livery should be discussed with the Information and Marketing Manager in the first instance.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Mybus

## Mybus

The design shown on this bus demonstrates the graphics and colours of the Mybus brand. If the livery is applied to other types of vehicle it must

follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.



PMS: 109 C  
CMYK: C-0 M-10 Y-100 K-0



PMS: 485 C  
CMYK: C-0 M-100 Y-91 K-0

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





**METRO**

# City and Town Buses

## City and Town Buses

The designs on this and following pages show how the city and town bus branding is applied across West Yorkshire.

Where the city or town bus is free then the **freecitybus** branding is applied. See example shown. When the region is a town and not a city the **city** part of the branding is replaced with **town**. For example Huddersfield should be branded as a **townbus** rather than a **city bus**.

If it is free then it would become **freetownbus** and the branding applied as such. If there is a fee involved in travelling on the bus then the word free is replaced with the city or town. For example **leedscitybus**. See example below.

The colours for all City and Town buses are shown at the bottom of the page.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.

## Leeds



PMS: 485 C  
CMYK: C-0 M-100 Y-91 K-0



PMS: Reflex Blue  
CMYK: C-100 M-72 Y-0 K-6

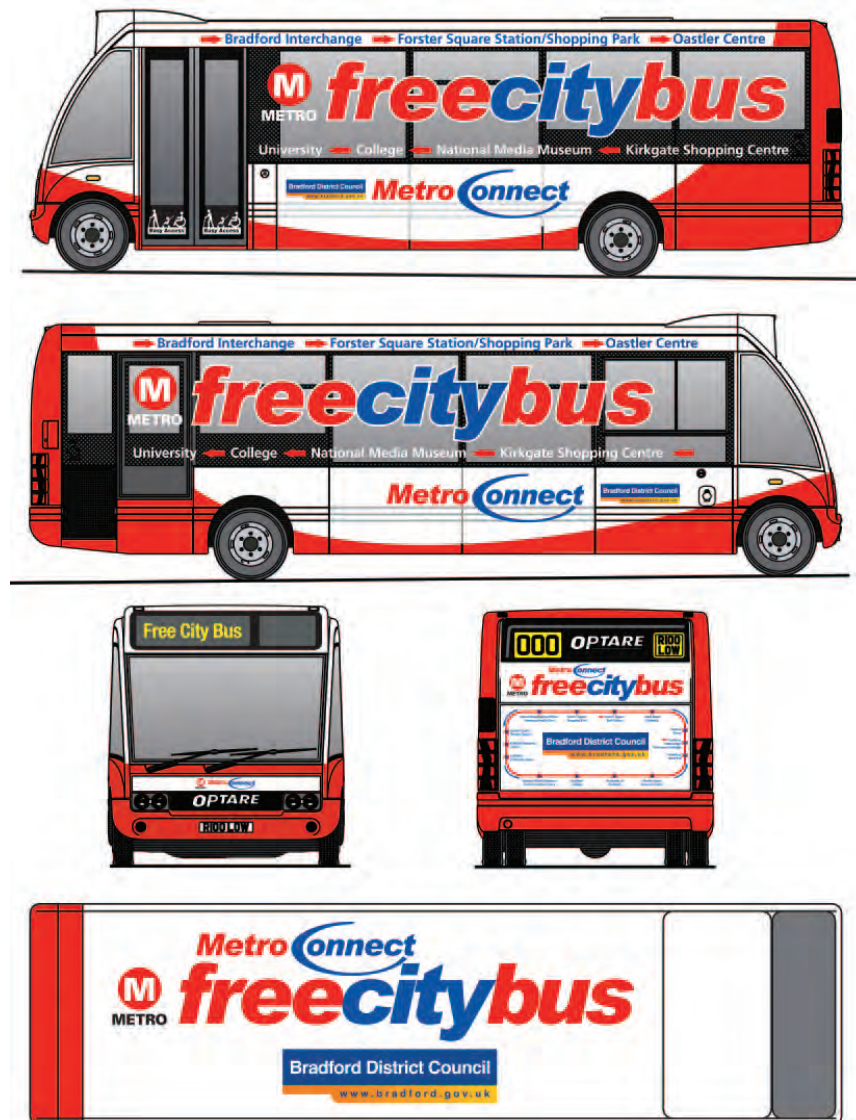
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# City and Town Buses

## freecitybus Bradford



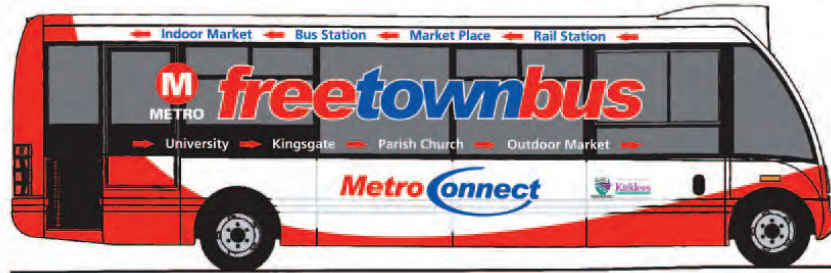
If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# City and Town Buses

## freetownbus Huddersfield



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

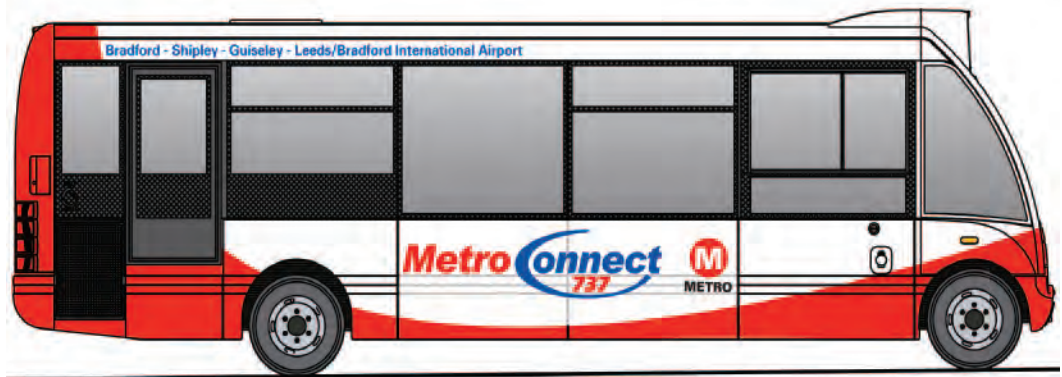
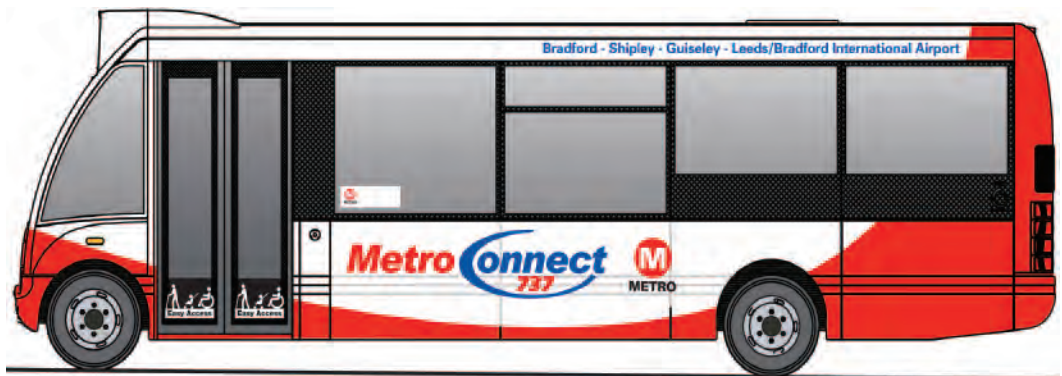
# MetroConnect

## MetroConnect

The design shown on this bus demonstrates the graphics and colours for MetroConnect. If the livery is applied to other types of vehicle it must

follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.



PMS: 485 C  
CMYK: C-0 M-100 Y-91 K-0



PMS: Reflex Blue  
CMYK: C-100 M-72 Y-0 K-6

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

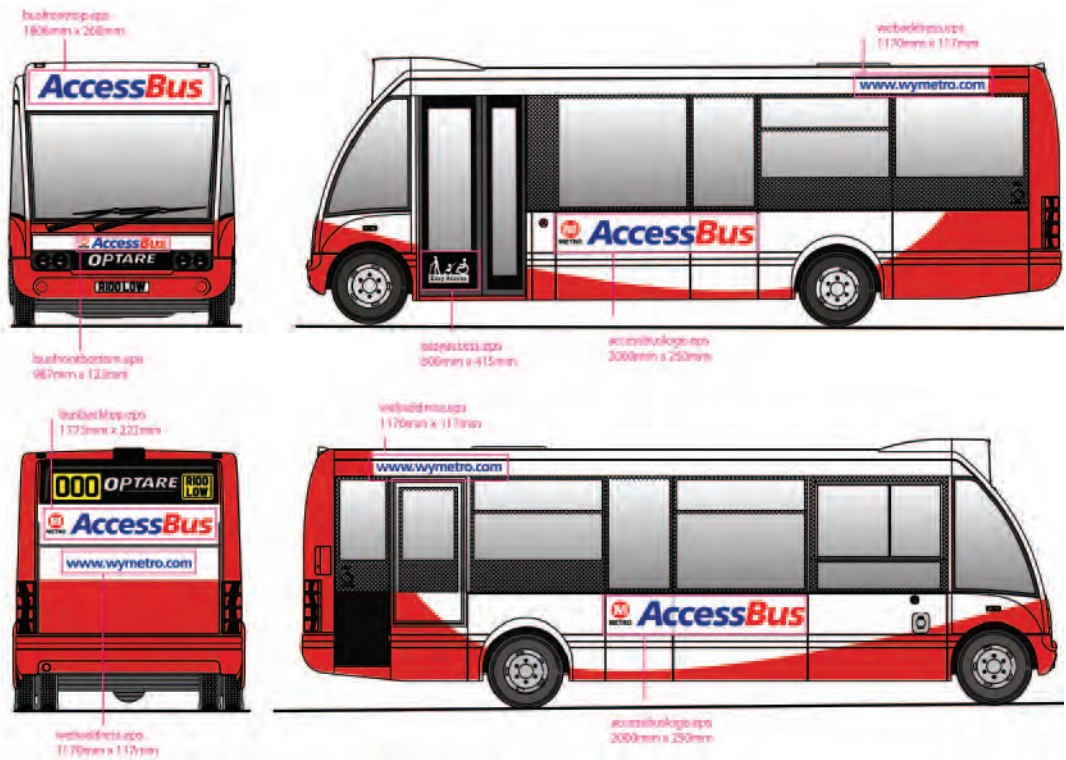
# AccessBus

## AccessBus

The design shown on this bus demonstrates the graphics and colours for AccessBus. If the livery is applied to other types of vehicle it must

follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.



PMS: 485 C  
CMYK: C-0 M-100 Y-91 K-0



PMS: Reflex Blue  
CMYK: C-100 M-72 Y-0 K-6

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



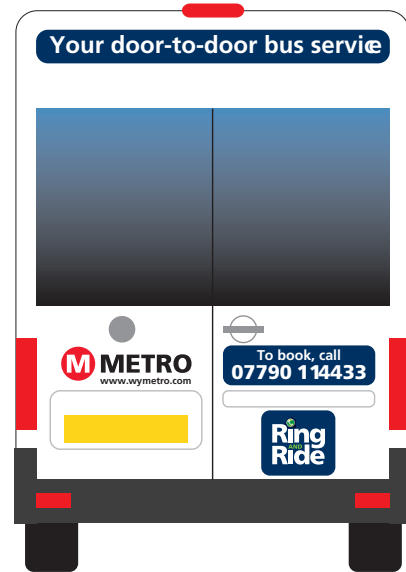
**METRO**

# Ring and Ride

## Ring and Ride

The design shown on this bus demonstrates the graphics and colours of the Ring and Ride brand. If the livery is applied to other types of vehicle it must follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for logo artwork and full specification.



PMS: 289 C  
CMYK: C-100 M-60 Y-0 K-56



PMS: 376 C  
CMYK: C-56 M-0 Y-100 K-0

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

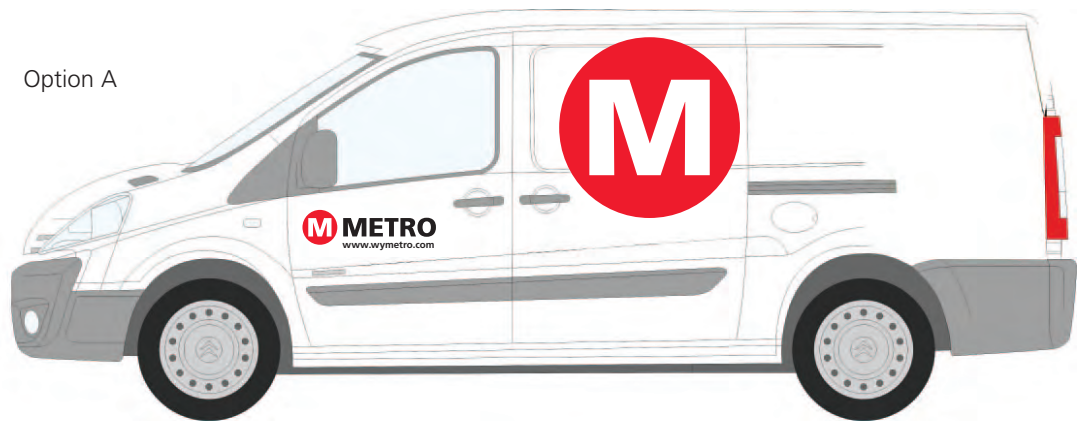
# Pool Vehicles

## Pool vehicles

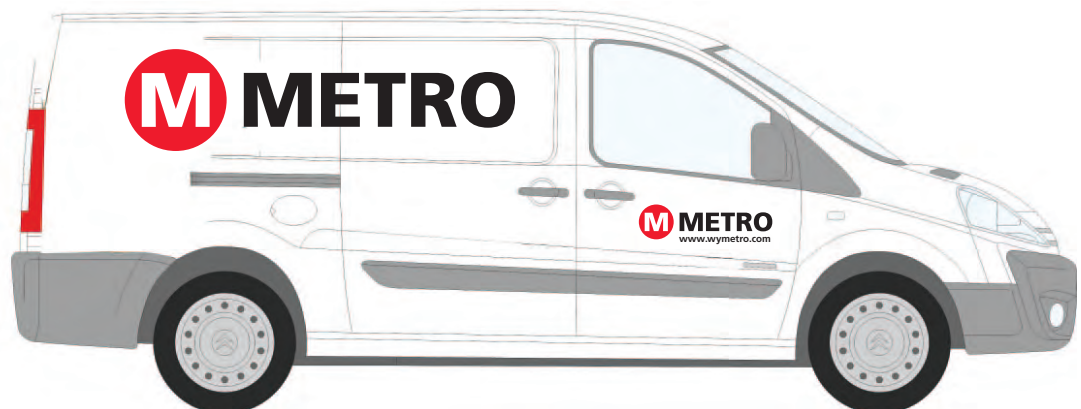
The examples shown here show how the Metro identity is applied to pool vehicles. If the livery is applied to other types of vehicle it must follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.

Option A



Option B



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Pool Vehicles

## Pool vehicles

The examples shown here show how the Metro identity is applied to pool vehicles. If the livery is applied to other types of vehicle it must follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.

Option A



Option B



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





**METRO**

# Contractor Vehicles

## Contractor vehicles

The example shown here shows how 'Working in Partnership with' and the Metro identity is applied to contractor vehicles.

'Working in Partnership with' and web address are in black, upper and lower case Frutiger 65 Bold.

The Metro logo specifications are on pages 3.2 and 3.3

If the livery is applied to other types of vehicle it must follow the style shown.

Please contact the Information and Marketing Manager or the Travel Choices Co-ordinator for more details and full specification.

Option A

**Working in Partnership with**



**METRO**

[www.wymetro.com](http://www.wymetro.com)

Option B

**Working in Partnership with**



**METRO**

[www.wymetro.com](http://www.wymetro.com)



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Updating Metro's Identity

## A common sense approach

In an ideal world an organisation would choose to change from its old identity to the new identity overnight. Everything would match, the colours would be from the same palette and the look of the identity would be absolutely consistent - from day one.

Unfortunately, in the real world things don't work quite like that. Especially when one considers how diverse an organisation like Metro actually is. The area it covers and the number of items the brand needs to be applied to mean that a carefully planned rebranding roll-out programme is required.

## Keeping it simple

The management of a coherent identity is extremely important - especially when upgrading and updating.

Luckily, most of the changes required are based on updating colours. The red circle, white M and METRO remain the same. But all cream and dark red paint finishes, for example, will be phased out.

The colour palettes in this manual will be applied to all new projects and when refurbishing existing works.

However, if an existing item temporarily requires simply touching up, then the current paint colour should be used.

Please refer to the Information and Marketing Manager or the Travel Choices Co-ordinator when undertaking any refurb job or new project that involves Metro's corporate identity.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro's Sub Brands

## Different identities working together

Sitting under the Metro brand are a number of sub brands for products or services. All of these hard working brands are highly valued by Metro, so how the identity of each of them is communicated is very important.

Examples are shown over the next few pages to give information on typefaces and colours.

Further information and artwork files for logos can be obtained from the Information and Marketing Manager or the Travel Choices Manager (see below).

## **MetroCard**

## **MetroDay**

## **MetroRover**

## **DayRover**

## **AccessBus**

## **MetroTrain**

### Basics

A number of Metro's sub brands use Frutiger 75 Black as the typeface for the name. The first letter of the second part of the name is capitalised.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Metro's Sub Brands

## MetroCard



### Identity / campaign colour



PMS: 5275 C

CMYK: C-72 M-56 Y-0 K-38

## MetroDay



### Identity / campaign colour



PMS: 285 C

CMYK: C-91 M-43 Y-0 K-0

## MetroRover



### Identity / campaign colour



PMS: 682 C

CMYK: C-25 M-79 Y-0 K-12

## yournextbus



### Identity / campaign colours



PMS: 267 C

CMYK: C-89 M-100 Y-0 K-0



PMS: 144 C

CMYK: C-0 M-47 Y-100 K-0

yournextbus is in Frutiger 75  
Black and always lower case

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro's Sub Brands

## DayRover



Identity / campaign colour



PMS: 1665 C

CMYK: C-0 M-69 Y-100 K-0



Identity colour



PMS: 285 C

CMYK: C-91 M-43 Y-0 K-0



Identity colour



PMS: 485 C

CMYK: C-0 M-100 Y-91 K-0

## MetroActive



Artwork files for logos can be obtained from the Information and Marketing Manager or the Travel Choices Manager.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro's Sub Brands

## Messenger



# Messenger

**The must-have message service**

## Campaign colour



PMS: 641 C

CMYK: C-100 M-4 Y-0 K-30

## Messenger:

Frutiger 65 Bold.

Black.

## Strapline:

Frutiger 75 Black.

Black / 60% black.

Artwork files for logo can be obtained from the Information and Marketing Manager or the Travel Choices Manager.

## Keep in Touch



**KEEPINTO CH**

[www.wymetro.com](http://www.wymetro.com)



## Campaign colour



PMS: 5405 C

CMYK: C-58 M-17 Y-0 K-46

Artwork files for logo can be obtained from the Information and Marketing Manager or the Travel Choices Manager.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro's Sub Brands

## MyJourney

# MyJourney

Frutiger 75 Black

Frutiger 65 Bold

## Identity colours



PMS: 293 C

CMYK: C-100 M-56 Y-0 K-0



PMS: 289 C

CMYK: C-100 M-60 Y-0 K-56

## MyJourney Logo



The MyJourney identity sits in a graduated pale blue panel.

West Yorkshire Local Transport Plan 2011-2026 lines up underneath. Frutiger 55 Roman.

Any piece of work or documents (including reports, presentations and reviews etc) funded through LTP should incorporate the Metro My Journey banner. This is made up from the MyJourney identity and the WYLTP identity. See page 17.6 for details.

## MyJourney/WYLTP banner for newsletter



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# Metro's Sub Brands

## West Yorkshire Local Transport Plan Partnership

When working on Local Transport Plan projects in partnership with other WYLTP Partners, the WYLTP logo must be evident on all literature. However, Metro's full requirements have been set out in the Corporate Identity Guidelines for Joint Ventures with the West Yorkshire Local Transport Plan Partnership. Please ask the Marketing Manager or Travel Choices Co-ordinator for a copy of these guidelines.

### WYLTP Logo

The WYLTP logo consists of 3 basic elements: the graphic panel of West Yorkshire, the blue WYLTP panel and the white title panel. These panels are always in the the same position in relation to one another. A keyline (Pantone 289) should be added when the logo appears on a white background.

If required a further panel can be added to the base to contain further information - for example, a document title, newsletter issue or number, etc. The width is always the same as the full width of the the WYLTP logo but the depth can vary (within reason) to accommodate the wording.

Example A



Example B



### Identity colours



**WYLTP Panel**

PMS: 294 C

CMYK: C-100 M-58 Y-0 K-21



**WYLTP Lettering**

PMS: 293 C

CMYK: C-100 M-56 Y-0 K-0



**Base Panel**

PMS: 289 C

CMYK: C-100 M-60 Y-0 K-56

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





**METRO**

# Metro's Sub Brands

## Generation M

Horizontal red



Horizontal black



Vertical red



## Identity colour

The Generation M logo can appear horizontal, vertical or centred.

The colour is Metro Red or black. It can also appear white out of suitable backgrounds.

### Metro Red:

PMS 485c

CMYK: C-0 M-100 Y-91 K-0)

Generation M is a specially drawn logo. Please do re-create the typeface. Artwork files for the logo can be obtained from the Information and Marketing Manager or the Travel Choices Manager.

Centred black

generation



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# Presentations

## Keeping it simple

Metro presentations, as all other internal and external communications, have to follow the corporate style - using Metro's colours, graphics and typefaces. Below are some slides from a Powerpoint presentation for guidance.

## Notes:

- Keep it simple
- Make it easy to understand
- Don't put too much information on one slide
- Make type big enough to read at the back of the room

**Aims of Metro's corporate identity**

- To raise the profile and image of Metro
- To successfully present Metro's aims and visions to the public

If implemented the results will be

- A coherent image
- Consistent communication of values
- The Metro brand is remembered
- The Metro brand is understood

**New - Keep in Touch**

Keep in Touch is Metro's call to action to encourage the public to contact Metro and promote the different ways to keep up to date with the latest travel news

Keep in Touch

**Examples - Rail Branding**

- One piece seating should be Traffic Red
- Two plus seating should be Traffic Red and framework Metro Silver/Grey or galvanised finish
- Lighting columns should be Metro Silver/Grey or galvanised finish

Rail Branding

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# E-Communications

## Newsletters

The newsletters that Metro send out can be of the printed variety or sent digitally via email.

Nevertheless, the design and style of the missive is the same.

Below is the front page of the 'My Journey' newsletter. The elements in the banner must remain as this design. The only change will be the issue number and date.

The rest of the page layout is to be adhered to

also: the contents are always listed down the left column, along with photographs if required; the right of the page contains highlighted information in panels; the main, detailed copy runs down the centre of the page in one column. Photographs may also appear within the text; partners' logos appear across the base.

See Sub Brands page 17.5 for type and colour spec.



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**

www.wyymetro.com



METRO

# E-Communications

## Consultation emails

The templates for Metro's emails follow the same design and style as the newsletters.

The elements in the banner must remain as this design. The only change will be the wording of the title.

In this 'Keep in Touch' email the panel, subhead type and the boxes on the right follow the 'Keep in Touch' brand colour and the icon sits under the Metro logo.

The contents are always ranged right down the left column

The Messenger logo and strapline (The must-have message service) always appear as this design.

The rest of the layout is also to be adhered to.



## Keep in Touch



PMS: 5405 C

CMYK: C-58 M-17 Y-0 K-46

RGB: R-59 G-110 B-143

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# E-Communications

## Messenger emails

The templates for Metro's emails follow the same design and style as the newsletters.

The elements in the banner must remain as this design. The only change will be the wording of the title.

In this Messenger email the panel, subhead type and the boxes on the right follow the Messenger brand colour and the appropriate Messenger icon sits under the Metro logo.

The contents are always ranged right down the left column.

The Messenger logo and strapline (The must-have message service) always appear as this design.

The rest of the layout is also to be adhered to.

The screenshot shows an email template with a blue header bar containing the Metro logo and the title "West Yorkshire Christmas and New Year travel". Below the header is a sub-header "The must-have message service" with the Messenger logo. The main content area is divided into three columns. The left column has a "TRAVEL NEWS" icon and a list of links: "West Yorkshire Christmas and New Year travel", "Boxing Day Buses 2011", and "Keep in touch - ways to stay updated". The middle column has a main heading "West Yorkshire Christmas and New Year travel" followed by a summary paragraph, a sub-heading "Boxing Day buses 2011" with a paragraph of details, and another "Keep in touch - ways to stay updated" section with a paragraph. The right column contains a vertical menu of buttons: "Home", "Journey Planner", "yournextbus", "Bus Timetables", "Train Timetables", "Service Changes", "Special Offers", and "What's On", along with social media icons for Twitter and Facebook. A footer bar at the bottom contains the Metro logo and the text "Metro. Here to get you there".

## Messenger



PMS: 641 C

CMYK: C-100 M-4 Y-0 K-30

RGB: R-0 G-127 B-178

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



**METRO**

# West Yorkshire Travel Plan Network

## WYTPN Logo

The West Yorkshire Travel Plan Network (WYTPN) logo has been redesigned to make it clearer, more impactful and also improve on how it sits with Metro and other identities.

There are two versions of the logo:

### Version 1

This logo is to be used on collateral aimed at WYTPN member employees. Because the best source of information for members is on Metro's own website, **WYTPN** in capitals is used for this version.

### Version 2

This logo is to be used on collateral aimed at WYTPN co-ordinators. Co-ordinators will use WYTPN's dedicated website so the web address **wytpn.com** in lower case is used.

Please ask the Travel Choices Co-ordinator for the artwork formats that you require.

## WYTPN Branding colour palette



PMS: 280 C  
CMYK: C-100 M-72 Y-0 K-18



PMS: 376 C  
CMYK: C-50 M-0 Y-100 K-0



PMS: 2995 C  
CMYK: C-100 M-8 Y-0 K-0

## WYTPN Logo. Version 1 Member



**WYTPN**

## WYTPN Logo. Version 2 Co-ordinator



If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

# WYTPN Member Template

- Always use the Metro and WYTPN grey web panel
- Always use WYTPN version of the logo. See p.20.1
- Adhere to the WYTPN colour palette. See p.20.1
- Use Frutiger (professional production) or Arial (inhouse)

## Member Template

This design is a generic 'A' format template to be used for collateral aimed at WYTPN member employees.

The grey Metro web address panel appears with the Metro logo at the top and the WYTPN logo (same diameter circle, lined up) at the base. The blue arrow protrudes out of the circle and points to the contact details to the right. Please use contact details in the colours exactly as shown. The headline panel should be green with blue or white copy and the base is green with the logos and strapline in dk blue.

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**



METRO

# WYTPN Co-ordinator Template

www.wytpn.com

**Leave the cars behind...**

**With rising fuel and parking prices now is the time to give the bus or train a test drive.**



**Dear Travel Plan Network Co-ordinator**

The West Yorkshire Travel Plan Network would like your organisation to take part in our latest public transport campaign 'Leave the cars behind...'

The campaign's primary aim is to encourage car drivers to try out public transport for a month and convert them into using the bus or train on a permanent basis.

Encouraging your staff to use public transport reduces the demand for car parking spaces, makes your site more accessible and helps your organisation to reduce its carbon footprint.

**What can you do to promote the campaign?**

Start promoting this offer to your car driving staff straight away by:

- Displaying the posters, postcards and stickers, included in this pack, on noticeboards or leave in staff areas around the workplace.
- Copying the example text document on [www.wytpn.com/leavethecarsbehind](http://www.wytpn.com/leavethecarsbehind) which can be sent to staff as an email, be posted on your intranet site or used in other staff communications.

All employees need to do to apply for a free ticket is to complete the online application form at [www.wytpn.com/freeticket](http://www.wytpn.com/freeticket) promoted on the posters and postcards. The form is also accessible by employees scanning the campaign QR code, displayed on the campaign posters onto their smartphones.

And that's not all! To say thank you for promoting the campaign to your colleagues you can claim two free family DayRovers for yourself by completing the co-ordinator questionnaire [www.wytpn.com/leavethecarsbehind](http://www.wytpn.com/leavethecarsbehind) about how you have promoted the campaign within your organisation.

The West Yorkshire Travel Plan Network is a partnership between Metro and the West Yorkshire Local Authorities helping employers in West Yorkshire promote a greener way to work.

Best Regards, Travel Plan Network Advisors

**Special Offer**  
We have free monthly MetroCards to give away to your employees. They can be used on all buses and trains in West Yorkshire.



Visit [www.wytpn.com/freeticket](http://www.wytpn.com/freeticket)

**M Metro & WYTPN. Here to get you to work**

- Always use the [www.wytpn.com](http://www.wytpn.com) grey web panel
- Always use [wytpn.com](http://wytpn.com) version of the logo. See p.20.1
- Adhere to the WYTPN colour palette. See p.20.1
- Use Frutiger (professional production) or Arial (inhouse)

## Co-ordinator Template

This design example is a generic 'A' format template to be used for collateral aimed at WYTPN co-ordinators.

The grey [wytpn.com](http://wytpn.com) web address panel appears with only the [wytpn.com](http://wytpn.com) logo at the base. The blue arrow protrudes out of the circle and points to the contact details to the right. Please use the contact details in the colours exactly as shown.

The headline panel, if required, should be green with blue or white copy and the base is green with the logos either side of the strapline in dk blue.

**Dk blue or white headline**

See WYTPN Elements page 20.4 for more detail

Visit [www.wytpn.com/freeticket](http://www.wytpn.com/freeticket)

**M Metro & WYTPN. Here to get you to work**

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**





METRO

# WYTPN Elements

Member  
Web panel

Co-ordinator  
Web panel

If you are unsure about any aspect of these guidelines please contact the Information and Marketing Manager on **0113 251 7203** or the Travel Choices Co-ordinator on **0113 251 7273**