metlink

Metlink Brand Guidelines

January 2021

Contents

We've designed this guide to be used electronically. It's up to you whether you print it, but before you do, please consider the trees.

Introduction

The Metlink Brand Guidelines specify the brand standards which all Metlink publishing must follow, as determined by Metlink and Greater Wellington Regional Council's publishing policies. Everyone using the Metlink brand must comply with these guidelines.

Metlink publishing and collateral using the Metlink logo must be approved by the Greater Wellington Regional Council Brand team.

For specific applications, please also refer to the following Metlink brand documents, available on request.

· Metlink How We Write Style Guide

· Metlink Brand Guidelines - Bus Livery

· Metlink Brand Guidelines - Bus & Train Uniform

· Wellington Metlink Wayfinding & Signage Guidelines (Diadem)

Contact Us:

We're here to help. Please get in touch with our team if you have any questions:

Brand, Insights and Design team
Greater Wellington Regional Council
100 Cuba Street
PO Box 11646
Wellington 6142

brand@gw.govt.nz
+ 64 4 384 5708

01 Who we are The Metlink story

Metlink is our integrated transport network for the Wellington Region. You could say we're the glue that binds the people of the Wellington region to their lives, the region and each other.

Every day we have thousands of people travelling with Metlink and every one of those journeys matters to us. We're not just here to get people to work, home or the beach, we're here to make their day better.

What gets us up in the morning?

We care about each and every customer moment, and go the extra mile to deliver a better customer experience in every journey. We might not always be perfect or get it right, but we strive to make it better for their next trip.

Our goal is to be more than just a public transport service, we want to be a symbol of pride for the Wellington Region, an integral part of what makes living in our region great.

'Every day better'

The promise we make to our customers

We make public transport simple and effortless, we help people get amongst all that's served up in the Wellington Region – we help them get amongst life.

For some people, public transport is a critical part of their everyday lives – they rely on it to get by. Others choose to use it because it's convenient, practical and fits into their lifestyle. Either way, 'Every day better' captures the role of Metlink as an important marker of daily life in the Wellington Region and something that makes the region great. It communicates the fact that we can't always be perfect, but we have a strong desire to go the extra mile for our customers and a commitment to continual improvement.

This is our internal promise – the thought that drives everything we do. It informs our product development, our daily service delivery, and is why we get out of bed every morning.

Who is in the Metlink network?

These bus, train and harbour ferry operators in the Region operate as part of the Metlink network:

Bus
· Tranzurban
· NZ Bus
· Uzabus
· Mana Coach Services

Train
· Transdev

Harbour Ferry
· East by West Ferry

02 The Basics Metlink logo

To apply the Metlink logo simply follow these rules. Don't distort, recreate or misuse it. Always use the master artwork to ensure the proportions are maintained and colour is accurately matched.

The Metlink master logo, right, is the primary logo format.

Metlink master logo (full colour version)
This corporate version of the Metlink logo sits on either the Puru Kororā Metlink Blue (PMS 303) or one of the secondary brand colours allocated to a Metlink mode of transport. This Metlink logo comes in two formats, CMYK for four colour printing and Pantone for two colour printing.

File name: Metlink Logo No Lockup CMYK Master

Single colour version PMS 303
This format shows how the logo works when printing in one colour on white. This logo is only used on one colour brand collateral.

File name: Metlink Logo No Lockup PMS Mono Blue

White version
This format shows how the logo works when printing reverse out of a colour. This logo is to reverse out of the Puru Kororā Metlink Blue (PMS 303) or one of the Metlink secondary brand colours.

File name: Metlink Logo No Lockup Mono White

Black version
This format shows how the logo works when printing in one colour on white. This logo is only ever used for one colour black and white printing.

File name: Metlink Logo No Lockup Mono Black

Solid version
This format shows how the logo works when used on a white background.

File name: Metlink Logo No Lockup CMYK Master Solid

02 The Basics Metlink logo - Total Mobility

The Total Mobility logo is for use on Total Mobility related collateral. The logo is stand alone and does not need to be used with the Metlink logo.

Total Mobility master logo (full colour version)
This Total Mobility logo sits on either the Puru Kororā Metlink Blue (PMS 303) or one of the secondary brand colours allocated to a Metlink mode of transport.
This Total Mobility logo comes in two formats, CMYK for four colour printing and Pantone for two colour printing.

File name: Total Mobility Logo Colour

Single colour version PMS 303
This format shows how the logo works when printing in one colour on white. This logo is only used on one colour brand collateral.

File name: Total Mobility Logo Mono Blue

White version
This format shows how the logo works when printing reverse out of a colour.

File name: Total Mobility Logo Mono White

Black version
This format shows how the logo works when printing in one colour on white. This logo is only ever used for one colour black and white printing.

File name: Total Mobility Logo Mono Black

02 The Basics How to apply the Metlink logo

When applying the Metlink logo, there are rules around colour, clear space and minimum size.

Keeping it clear
The Metlink logo needs to be the right size to be clearly seen and recognised.

The minimum spacing around the Metlink logo should be the width of the Metlink 'M', as shown on the right.

There are no maximum size restrictions but the logo must always be reproduced in the proportions it is supplied.

The logo should have a presence on the page, not dominate it.
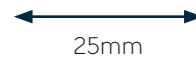
25mm

Minimum size
There is a minimum permitted size for the logo. When printing, the width of the logo should not be less than 25mm.

Resizing
Always ensure the logo is resized proportionately and that the relationship between the elements is never altered.

02 The Basics Logo do's and don'ts

Metlink master logo (full colour version)
✔ The full colour logo should be used where possible.

✘ Don't place the logo on a background that compromises legibility.

✘ Don't stretch, skew or angle the logo.

✘ Don't change the colour of the logo in any way.

✘ Don't place the logo on background colours other than brand colours.

✘ Don't rearrange or change the size of logo elements.

✘ Don't place the logo over faces in images.

02 The Basics Metlink contact bar

The contact bar should be used on collateral to clearly display the Metlink URL and contact phone number. The contact bar can be omitted from collateral on occasions where the designed creative requires the bottom right hand corner for another element, and the URL and phone number are included clearly in the body copy.

Size and placement
The contact bar is placed with the Metlink logo as lock up, shown above right. The Metlink logo and contact bar share the same baseline. The Metlink URL and contact phone number font sizes should be 50% of the height of the Metlink logo and features on one line as shown bottom right. The contact bar is right-aligned, along from the left-aligned Metlink logo.
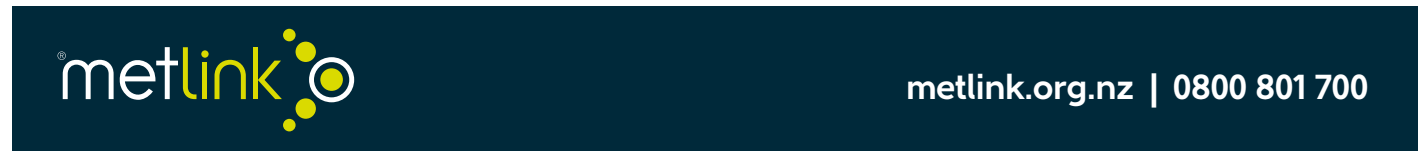
Metlink master logo (full colour version)
File name: Metlink Logo No Lockup CMYK Master Contact Bar

02 The Basics Social media branding

For social media purposes the Metlink arrow device is used in most situations as it may be displayed at very small sizes where the full logo is not suitable. Images have been set up for use as favicons for the main social media channels.

The Metlink Facebook username is www.facebook.com/MetlinkWgtn

The Metlink Twitter username is www.twitter.com/MetlinkWgtn

The Metlink social media accounts are not required on printed Metlink collateral, but should be linked to when referred to online.

Twitter and Facebook Favicon

02 The Basics Metlink transport mode icons

Bus, train and ferry icons

The bus, train and ferry icons can be used on marketing, advertising and promotional collateral. The trio of icons together should be used with the Puru Kororā Metlink Blue (PMS 303) as they refer to the total suite of public transport services.

The bus, train and ferry icons sit as a trio at the top left of Metlink promotional collateral. The minimum spacing from the edge is half the size of the icon.

For bus, train or ferry specific collateral, the individual icons will sit solitary in the same position at the top left of the page.

As an alternative, the transport icon can sit at the bottom to the right of the Metlink logo. This approach is only if there are space issues or if there is an image at the top for visual impact.

They can be shown positive on white background or reverse on their mode specific colour - Bus Green, Train Purple and Ferry Blue.

Metlink arrow

The Metlink arrow can be used as a background feature on collateral. The grade is 16% of the icon colour. The arrow should never be full colour as a background graphic feature.

02 The Basics Typography - external font

The font for externally produced documents is Gentleman, which is friendly, modern, and legible at all sizes. Gentleman is suitable for body copy, headings and captions.

Gentleman has many different weights but no italics. To keep things simple only four weights of Gentleman should be used across all Metlink branding. Weights and usage are detailed here.

The minimum preferred body copy font size for accessibility is 12 point and 16 point line spacing.

Māori Language
Māori language should always have macrons correctly applied. Visit www.gazetteer.linz.govt.nz to check macrons in Māori place names.

Gentleman fonts with macrons are available from Greater Wellington Creative Studio on request.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ0123456789 `=[]\;',./~!@#$%^&*()_+{}|:"<>?

Gentleman 800 - Bold
For headlines and larger subheads.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
`=[]\;',./~!@#$%^&*()_+{}|:"<>?

Gentleman 600 – Regular
Body copy on brochures, flyers and all body copy that appears on a white background.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
`=[]\;',./~!@#$%^&*()_+{}|:"<>?

Gentleman 700 – Medium
Body copy on posters, press ads and signage.

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
`=[]\;',./~!@#$%^&*()_+{}|:"<>?**

Gentleman 900 - Heavy
To highlight numbers, intro headers, call to action and other important information within body copy.

02 The Basics Typography - internal font

Calibri is our chosen font for all internally generated communications, i.e letters, memos, presentations. You should always use Calibri even if you're writing for an external audience as it is a common computer font.

The preferred font size is 12 point and 16 point line spacing.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ0123456789 `=[]\;',./~!@#$%^&*()_+{}|:"<>?

Calibri – Bold
To highlight numbers, intro headers and headlines and larger subheads within body copy.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
`=[]\;',./~!@#$%^&*()_+{}|:"<>?

Calibri – Regular
Body copy on letterhead and administration documents, internal flyers, posters and any other internal documents when Gentleman is not available.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789
`=[]\;',./~!@#$%^&()_+{}|:"<>?*

Calibri – Italic
Used to distinguish words from others within the text.

02 The Basics Primary brand colours

A set of five brand colours make up the base Metlink colour palette. The Metlink brand colour CMYK and RGB breakdowns are sourced directly from the Pantone Colour Bridge Series. The colour breakdowns are listed at right. While we have provided CMYK and RGB breakdowns for each Pantone, please reference the Pantone Colour Bridge Series swatch book for an exact colour matching reference.

We expect there may be slight variations in colour across print and digital mediums. Please send a printer's proof sample to Greater Wellington Regional Council if you have any concerns about correct colour matching.

The complete Metlink brand colour swatch library is available on request.

Puru Kororā (blue penguin)
An iconic native bird which is very dear to our hearts in the Wellington region.

PMS 303
CMYK 100/47/22/82
RGB 0/42/58
HEX #002A3A

Protoplasm (lime green)
Named after the iconic Wellington sculpture 'Protoplasm' by Phil Price.

PMS 381
CMYK 25/0/98/0
RGB 206/220/0
HEX #CEDCC00

Pantone   **CMYK**   **RGB**

Pantone   **CMYK**   **RGB**

02 The Basics Secondary brand colours

Using colour for different transport modes

Metlink is colourful and vibrant so we're using these colours for specific transport modes in our advertising communications.

Note: the colours shown here are indicative only. Refer to your Pantone Colour Bridge book for accurate colour matching.

Bus Green
PMS 2278
CMYK 62/0/98/35
RGB 78/128/31
HEX #4e801f

Pantone   CMYK   RGB

Train Purple
PMS 2082
CMYK 70/81/0/0
RGB 120/78/144
HEX #784e90

Pantone   CMYK   RGB

Ferry Blue
PMS 632
CMYK 93/2/15/7
RGB 0/147/178
HEX #0093b2

Pantone   CMYK   RGB

02 The Basics Train ticket colour palette

These colours are chosen for their visibility and contrast specifically for on-board staff who check train tickets. These colours should only be used for train ticket related material.

Zone 3
PMS 7548
CMYK 0/12/98/0
RGB 255/198/0
HEX #ffc600

Zone 4
PMS GREEN
CMYK 93/0/63/0
RGB 0/171/132
HEX #00ab84

Zone 5
PMS 170
CMYK 0/48/50/0
RGB 255/134/116
HEX #ff8674

Zone 6
PMS 359
CMYK 40/10/50/0
RGB 161/216/132
HEX #a1d884

Zone 7
PMS 4645
CMYK 11/46/64/30
RGB 173/124/89
HEX #ad7c59

Zone 8
PMS 144
CMYK 0/51/100/0
RGB 237/139/0
HEX #ed8b00

Zone 9
PMS 451
CMYK 21/15/54/31
RGB 155/148/95
HEX #9b945f

Zone 10
PMS 272
CMYK 61/56/0/0
RGB 116/116/193
HEX #7474c1

Zone 11
PMS 472
CMYK 1/46/63/1
RGB 229/158/109
HEX#e59e6d

Zone 12
PMS 493
CMYK 2/57/17/3
RGB 220/134/153
HEX #dc8699

Zone 13
PMS 1775
CMYK 0/49/23/0
RGB 255/141/161
HEX #ff8da1

Zone 14
PMS 251
CMYK 17/43/0/0
RGB 221/156/223
HEX #dd9cdf

02 The Basics Rail line route colours

These colours are used to show the different rail routes.
The exact colours should only be used for this purpose.

Hutt Valley Line
PMS 1505 C
CMYK 0/56/90/0
RGB 255/105/0
HEX #FF6900

Melling Line
PMS 1505 C
CMYK 0/56/90/0
RGB 255/105/0
HEX #FF6900

Kāpiti Line
PMS 387 C
CMYK 12/0/80/0
RGB 227/233/53
HEX #E3E935

Johnsonville Line
PMS 637 C
CMYK 62/0/8/0
RGB 78/195/224
HEX #4EC3E0

Wairarapa Line
PMS 116 C
CMYK 0/14/100/0
RGB 255/205/0
HEX #FFCD00

02 The Basics Bus route colours

These colours are used to show the different bus routes. The exact colours should only be used for this purpose.

Route 7 and Route 110 are the same colour but routes for different areas. Route 7 is Wellington City only, and Route 110 is Hutt Valley only.

Route 1
PMS 1797 C
CMYK 2/97/85/7
RGB 203/51/59
HEX #CB333B

Route 2
PMS 300 C
CMYK 99/50/0/0
RGB 0/94/184
HEX #005EB8

Route 3
PMS 362 C
CMYK 78/0/100/2
RGB 80/158/47
HEX #509E2F

Route 7
PMS 7656 C
CMYK 45/90/0/4
RGB 142/58/128
HEX #8E3A80

Route 21
PMS 204 C
CMYK 0/59/5/0
RGB 231/130/169
HEX #E782A9

Route 22
PMS 7413 C
CMYK 1/60/98/4
RGB 220/134/51
HEX #DC8633

Route 110
PMS 7656 C
CMYK 45/90/0/4
RGB 142/58/128
HEX #8E3A80

Route 120/220
PMS 7732 C
CMYK 89/0/96/30
RGB 0/122/62
HEX #007A3E

Route 130
PMS 307 C
CMYK 100/22/2/18
RGB 0/107/166
HEX #006BA6

Standard Routes
PMS 542 C
CMYK 60/19/1/4
RGB 123/175/212
HEX #7BAFD4

Peak Only Routes
PMS 431 C
CMYK 45/25/16/59
RGB 91/103/112
HEX #5B6770

After Midnight services
PMS Process Black C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
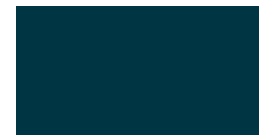
School routes
PMS 548 C
CMYK 100/21/28/76
RGB 0/61/76
HEX #003D4C

02 The Basics Printing and paper specifications

Paper stocks and weights

Please use stocks and inks that offer sustainable printing options. If you would like to use other materials, think about the environmental accreditation of papers, inks and finishing techniques. Tell your audience the material can be recycled, if it can.

Digital printing statement
Printed on paper from well-managed forests that comply with environmentally sustainable practice and principles. Please recycle.

Offset printing statement (use with FSC Logo)
Printed with mineral oil-free, soy-based vegetable inks on paper produced using FSC certified mixed source pulp that complies with environmentally responsible practices and principles. Please recycle.

Paper stocks
Sumo Laser
Royal Offset Hi-Brite (if Sumo is not available)

Please note we use uncoated paper stocks as a preference.

Paper weights
A4/A5/DL/brochures: 150gsm or 120gsm for multiple pages

Posters: 150gsm

Folders: 250gsm on Sumo Laser or 300gsm on Royal Offset Hi-Brite

Please note the paper stock and weights listed above are a guide. Each job needs to be looked at individually based on quantity, fold, configurations and purpose.

FSC Logo

Metlink's preferred paper stock (Sumo Laser) is sourced from environmentally responsible plantations.

All offset print items printed on this stock can carry the Forest Stewardship Council (FSC) logo, a globally recognised mark that certifies the stock's origin.

The FSC need to approve the use of their logo and statement on collateral, which an FSC accredited printer can facilitate. Where the FSC have already approved a layout, but it is included on a different piece of collateral, the FSC accredited printer can approve the print run.

Our primary offset printer, Format Print, is FSC accredited and is authorised to apply the logo to our print runs. Format place the logo next to the print statement and certify the print run.

The logo can only be applied by an FSC accredited printer.

Find out more about the FSC mark at www.fsc.org or contact Format Print.

FSC logo placement

The logo is placed to the left of the print statement on all offset print documents. The logo and statement will generally be placed above the Metlink logo on the back of leaflets and timetables. The FSC logo mini version can be used on items A5 or smaller.

Designers should use a logo placeholder (below) on the relevant artwork.

02 The Basics Imagery and photography

Photography

Always ensure that images are:

· High resolution (300dpi)

· Good quality (not blurred or pixelated)

· Images taken from the internet are not suitable for print

Photographs should:

· Be distinctly Wellington region (locations).

· Show energy and movement.

· Real people in real situations using public transport vehicles (interior or exterior) or at infrastructure such as a bus stop, train station, harbour ferry, wharf, signage.

· Give the impression of having caught the subject in the middle of an activity or conversation.

· Not cut off the top of people's heads due to cultural reasons.

· Have consent to use the image if it contains clear identifiable close ups of people's faces.

· Be shot from middle distance, or close ups of people's faces where applicable.

Image Library

The Brand, Insights and Design team have a library of brand photography for you to use in public transport marketing collateral.

02 The Basics Metlink illustrations

Illustrations are available for use as supportive graphic techniques, providing visual relief on text heavy pages or to help illustrate an idea.

Illustrations

Illustrations help add personality and charm to Metlink communications. The Metlink illustration style is warm and relatable, consistent with the brand's tone and manner. A library of Metlink illustrations is available on request.
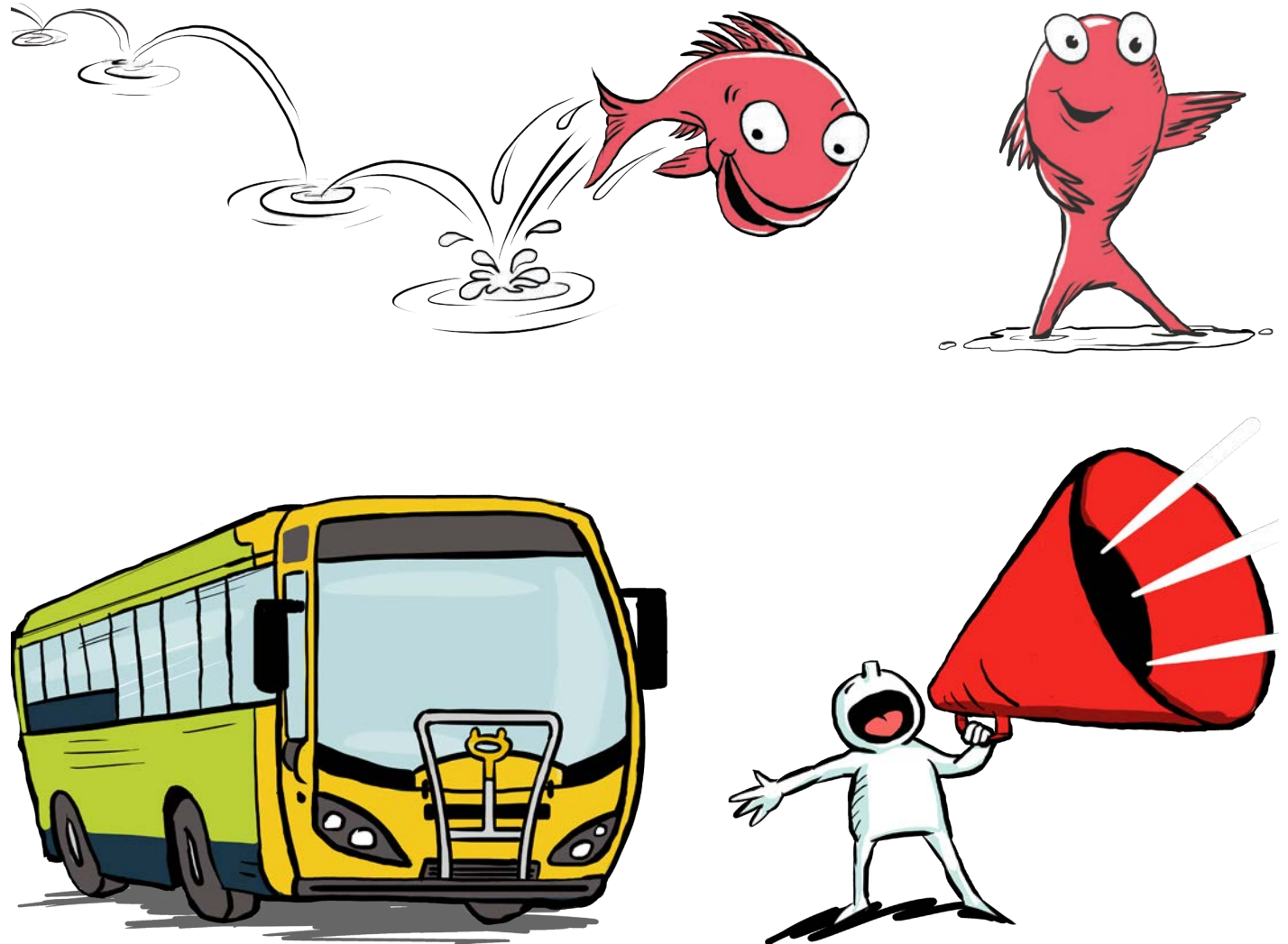
02 The Basics Metlink graphic icons

Icons are available for use as supportive graphic techniques, providing visual relief on text heavy pages or to help illustrate an idea.

Icons

A library of Metlink icons are available to help communicate ideas to our customers. The icons share the same informal and friendly style as the Metlink tone and manner, and are placed in a circle, consistent with the brand's visual identity.

There are two treatments blue/green and green/blue, and use depends on the background colour. They can also be made black and white if needed. The Metlink graphic icons are displayed to the right, the full library of icon artwork is available on request.

Bus Hub	**Bus Stop**	**Bus Stop Person**	**Calendar Date**	**Cash in Hand**	**Coins in Hand**	**Clock**	**Closer to Home**
Computer	**Discounts**	**Electric Bus**	**Electric Double Decker Bus**	**Email**	**FAQ's**	**Ferry**	**Free Transfers**
High Frequency Routes	**Journey Planner**	**Less Harmful Emissions**	**Man Walking**	**Many People**	**Map**	**Mobile Phone**	**Moon**
More Choice	**More Frequent**	**Number Increase**	**Off-peak Services**	**Passengers**	**Person Close Up**	**School**	**Sign Up**
Snapper	**Snapper Hand**	**Stopwatch**	**Stored Valued Card**	**Telephone**	**Ticket**	**Timetables**	**Transfer Hubs**

03 Tone and manner Overview

We're creating an integrated Metlink public transport service for the Wellington Region for today, tomorrow and future generations.

We're a customer-obsessed brand which means we care about each and every customer moment and go the extra mile to deliver a better customer experience in every journey. We make every day better.

Whatever we write (eg advertisements, websites, newsletters, emails), for trains, buses or ferries, should be an expression of the fact we are an 'outside-in' brand and always put the customer first. We use our writing to reflect our ambition to be a loved and valued brand for the Wellington Region.

This is why we have our distinct tone of voice. One that helps all of our customers feel a connection with Metlink. Our style is informal, we don't communicate like a large corporate. We say things simply and with a bit of charm whenever we can.

Our writing principles

Approachable - We're friendly, welcoming and open. We write like we're having a conversation.

Enthusiastic - We always have an optimistic outlook. Sometimes we need to apologise. When we do, we do it with grace. Sometimes we need to let people know we're changing. When we do, we do it with positivity.

Genuine - We tackle things head on, we don't shy away from our customers. At times, we don't know all the answers but we acknowledge the situation and are up front with our customers.

Charming - We create a connection with people and invite them in with warmth and subtle wit.

03 Tone and manner Language examples

Talking to our customers

✔	✘
Outward-in	Internally-focused
Simple and concise	Jargon, corporate, technical
Informal, conversational and friendly	Overly-familiar, abbreviations, flippant (e.g. gonna, 'em)
Confident and clear	Unsure, vague
Enthusiastic	Flat, unenergetic
Invitational, consultative	Impersonal, dictatorial, clinical
Charming, witty in a subtle way	Dry, functional

Good language examples:

Sorry about the delay…

Traffic's pretty heavy today so…

We realise there is nothing more frustrating…

There are a number of ways…

Metlink is investing in your network…

Trains, buses and ferries are machines and sometimes they break down…

We're making improvements to your services…

Always know where your service is; the Metlink Commuter app is available from Google Play and the App Store.

Thanks for your feedback on the new website.

If you are unfamiliar with using public transport we can provide training to help.

Let's not beat around the bush, we want to hear what you think about our proposed changes to Metlink fares.

It makes sense to us that the public who use our services should have a say on their public transport so if you have a good idea on where the new Johnsonville and Kilbirnie bus hubs should go, make sure to let us know.

Bad language examples:

It's all on our website…

Ask a bus driver/train staff…

We don't know…

That's not our problem…

Just wait for the next bus/train…

You could just drive there…

I think it's $5 for 3 zones I'm not sure though…

We were grateful for the feedback on the new website

We are providing optional public transport training for people unfamiliar with its use

It may be of interest to you to learn…

03 Tone and manner Disruption messaging examples

These are examples of good and bad disruption messages.

Good disruption messaging example

●●●●● Voda 4G   9:25 PM   ⚹ 75% ▮

‹ Messages   **Metlink**   Details

JVL: the 8:32pm train has broken down. Next train 9:02pm

We have a broken down train on JVL. Working on clearing. We will keep you updated with progress.

Broken down train still blocking JVL. 9:02pm service is cancelled. Next service is 10.30pm.

Broken down train still blocking JVL. 9:02pm services is cancelled. Next service 10:30pm.

We've fixed the train! 9:02pm service is on its way to JOHN 38 mins late - or it could be the 9:30pm service running.

○ Text Message   Send

Bad disruption messaging example

●●●○○ Voda 4G   09:25 PM   ⚹ 75% ▮

‹ Messages   **Metlink**   Details

JVL: Delays on the Johnsonville line due to a mechanical fault, updates to follow.

JVL: The 9:02pm service from WELL to JOHN is canceled due to a mechanical fault. Alt service departs 10:02pm.

JVL: The 9:30pm service from JOHN to WELL is canceled due to a mechanical fault. Alt service departs 10:30pm.

JVL: The 9.02pm servcie from WELL to JOHN is has departed WELL 38 min late due to a mechanical fault.

○ Text Message   Send

03 Tone and manner Poster examples

These are examples of posters with a good style of tone and manner.
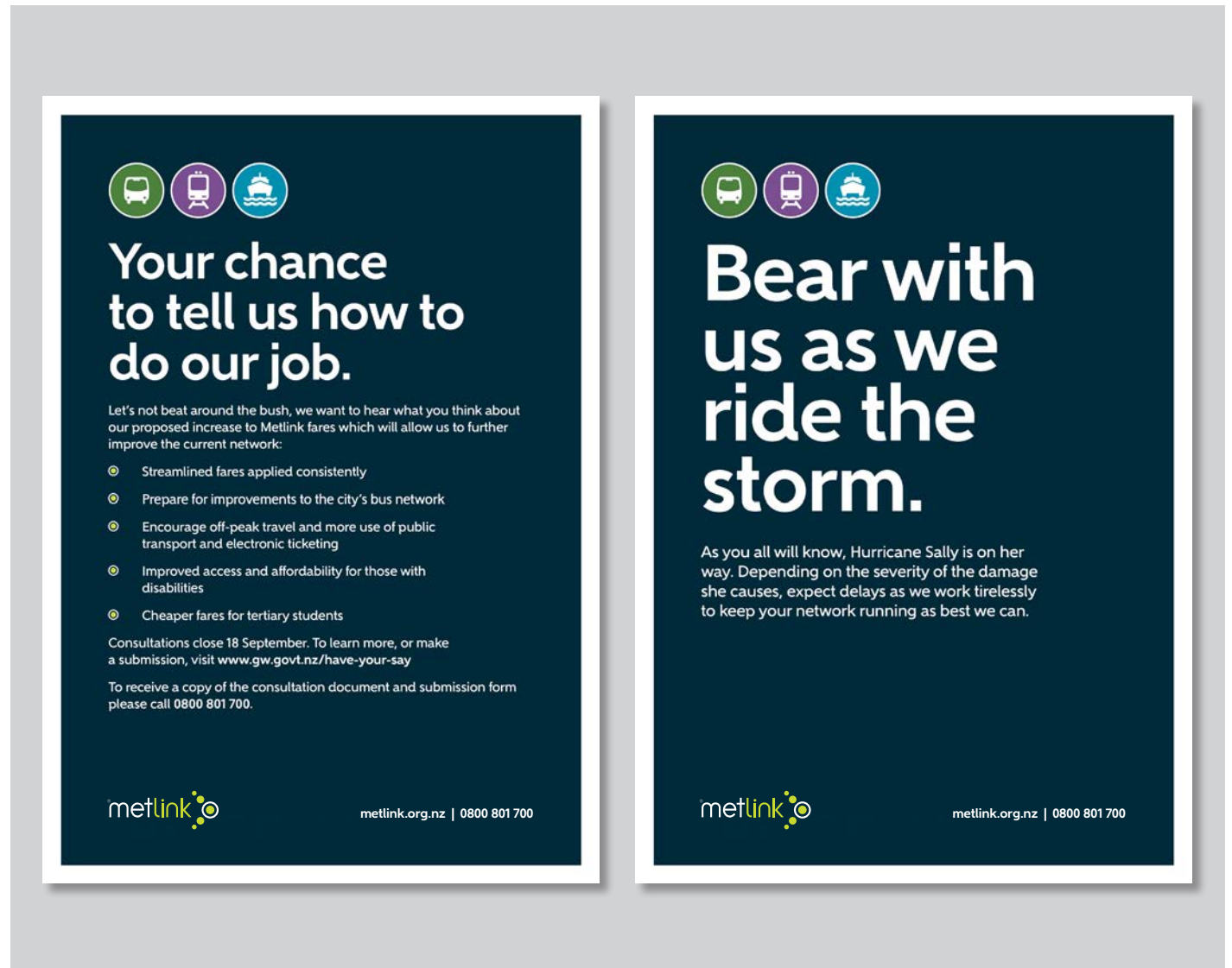
03 Tone and manner Social media examples

These are examples of social media posts with a positive style of engagement.
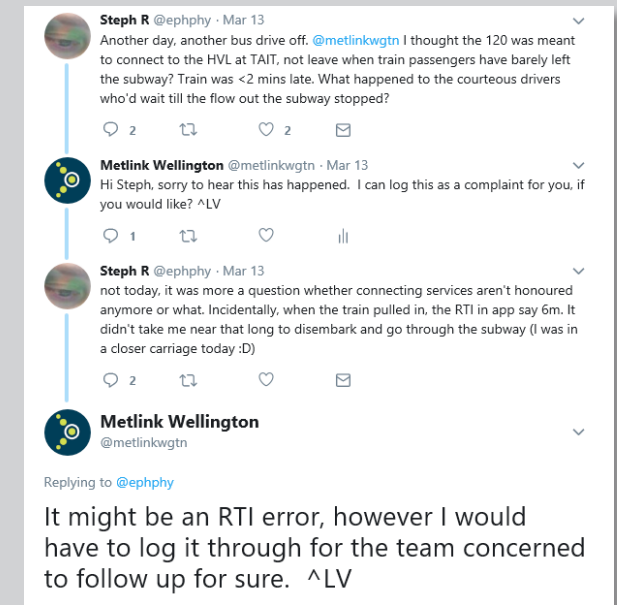
04 Applications Posters

This is the template for all posters.

The colour of the poster depends on the messaging. Refer to pages 14-15 for exact colour references.

· General messaging use the Puru Kororā Metlink Blue (303)

· Bus-related messaging use the Bus Green (2278)

· Train-related messaging use the Train Purple (2082)

· Ferry-related messaging use the Ferry Blue (632)

All posters have a 7mm white border.

For posters which sit in any poster-holders, please double-check the holder specifications to make sure the contact bar is not obscured.

For all bus, train and ferry poster-holders, allow a minimum safe visual area of 25mm. The preference is to have the 7mm white border on all posters. However for posters where space is at a premium, it is acceptable to omit the white border.

Refer to pages 34-35 for typesetting for Metlink documents.

Note: InDesign artwork files supplied come with style sheets. Artwork is scaled to approximate sizing.
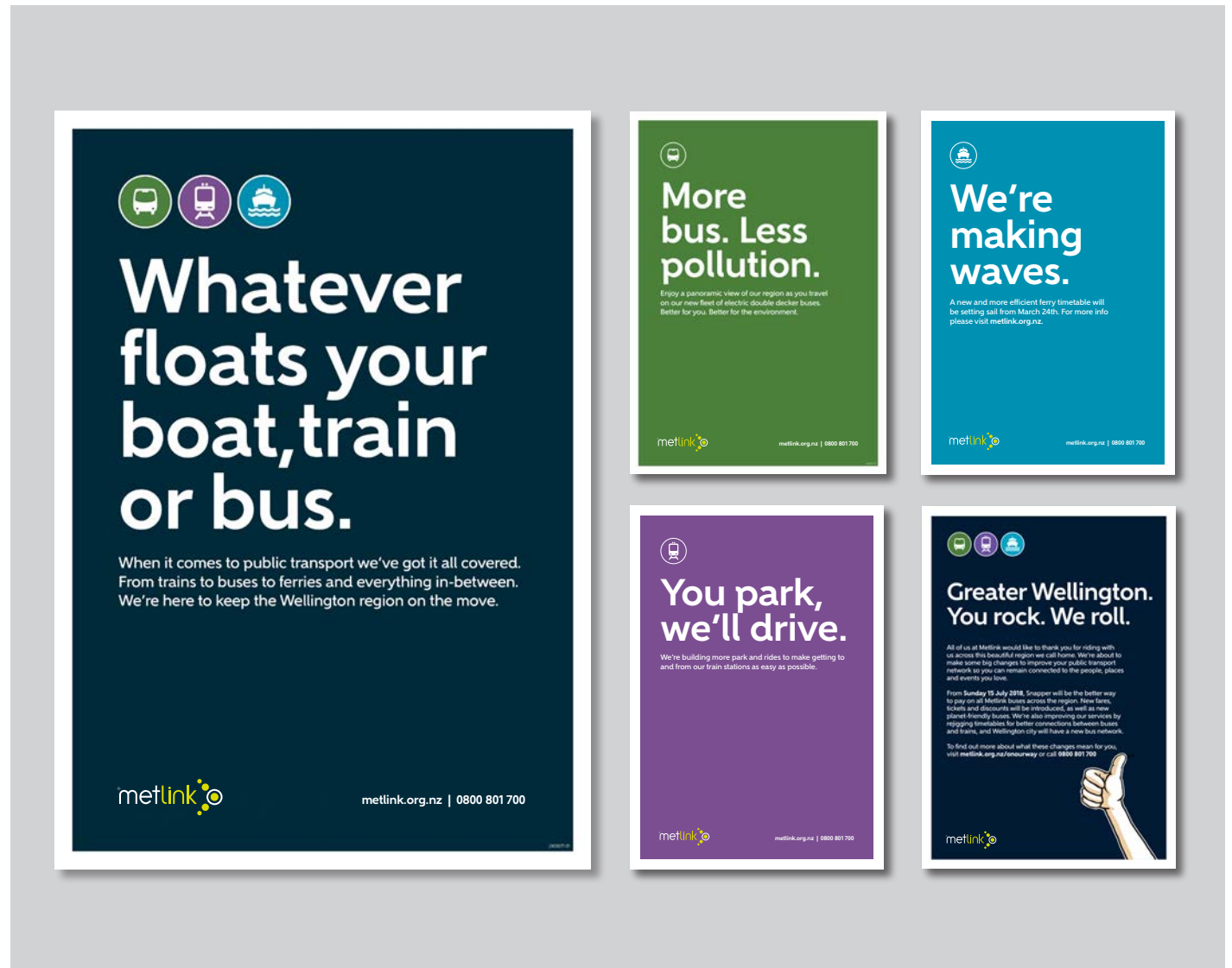
04 Applications DL flyer

The front panel is a solid colour with a white border.
The back panel is white with Puru Kororā Metlink Blue
(PMS 303) or the relevant transport colour mode as the footer.

Fig 1. Example for generic/brand messaging, when it isn't
related to a particular mode of transport.

Fig 2. Example for information relating to buses only.
Trains and ferries are the same but in their respective modal
colour with the correct icon.

Note: artwork is scaled to approximate sizing.

Fig 1. Generic flyer

Fig 2. Bus flyer

Fig 3. Train flyer

Fig 3. Ferry flyer

04 Applications 3-fold DL leaflet

The front cover is a solid colour with the white border.
The inside panels are white with Puru Kororā Metlink Blue
(PMS 303) or the relevant transport mode colour as the footer.

Note: artwork is scaled to approximate sizing.
Artwork is displayed as it would be folded.

Fig 1. Generic leaflet

Fig 1. Bus leaflet

04 Applications Timetables

The timetables use the Puru Kororā Metlink Blue
(PMS 303), rather than a modal transport colour.
This approach is particular to timetables only.

The bus, train and ferry icons are reverse white for clarity of
the route colours.

Note: artwork is scaled to approximate sizing.

**Fig 1. Partial sample of a timetable
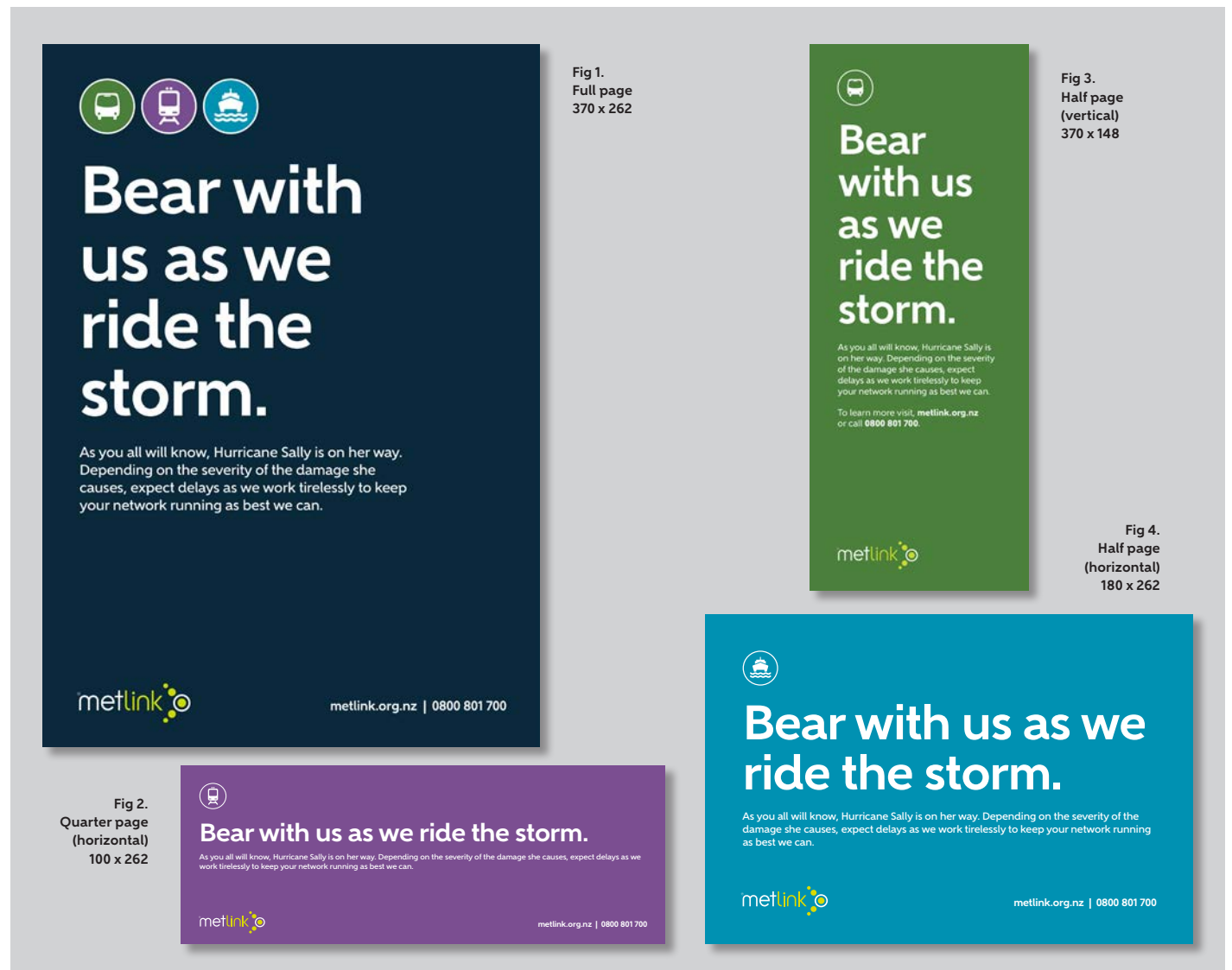to demonstrate visual approach.**

04 Applications Press ads

Unlike other print collateral, press ads do not have a white border as it isn't printable given the medium.

The font size of the headlines and body copy can be adjusted in size for visual appeal.

Everything else about the design remains the same.

Note: artwork is scaled to approximate sizing.

Fig 1.
Full page
370 x 262

Bear with us as we ride the storm.

As you all will know, Hurricane Sally is on her way. Depending on the severity of the damage she causes, expect delays as we work tirelessly to keep your network running as best we can.

metlink.org.nz | 0800 801 700

Fig 3.
Half page (vertical)
370 x 148

Bear with us as we ride the storm.

As you all will know, Hurricane Sally is on her way. Depending on the severity of the damage she causes, expect delays as we work tirelessly to keep your network running as best we can.

To learn more visit, **metlink.org.nz** or call **0800 801 700.**

Fig 4.
Half page (horizontal)
180 x 262

Fig 2.
Quarter page (horizontal)
100 x 262

Bear with us as we ride the storm.

As you all will know, Hurricane Sally is on her way. Depending on the severity of the damage she causes, expect delays as we work tirelessly to keep your network running as best we can.

metlink.org.nz | 0800 801 700

Bear with us as we ride the storm.

As you all will know, Hurricane Sally is on her way. Depending on the severity of the damage she causes, expect delays as we work tirelessly to keep your network running as best we can.

metlink.org.nz | 0800 801 700

04 Applications Alert signage

The buses replace trains, bus stop closed and associate operational alert or planned disruption templates are different to marketing campaign and customer message templates. They have bright colour headers to get the users' attention and to differentiate from other signage.

Please ensure when using this template that body copy is kept to a minimum, the point size is as large as possible, and font is a minimum 12 point. Please use only the regular and bold type styles, do not use italics.

If you need to provide more information and need more space, refer customers to the Metlink website or provide handouts.

Message	Band Colour	Text colour in band	Icon	Icon Reverse
Closure signage (station, carpark, toilets)	Alert Red	White		
Planned disruption (Buses replace trains, bus route detour)	Buses Replace Trains / Detour Pink	White		
Construction or safety hazard	Hazard Yellow	Black		

Alert Red
PMS 485 C
CMYK 0/95/100/0
RGB 218/41/28
HEX #DA291C

Pantone   CMYK   RGB

Buses Replace Trains / Detour Pink
PMS 225 C
CMYK 9/87/0/0
RGB 225/0/152
HEX #E10098

Pantone   CMYK   RGB

Hazard Yellow
PMS 115 C
CMYK 0/6/87/0
RGB 255/218/36
HEX #FDDA24

Pantone   CMYK   RGB

04 Applications Alert signage

Style Guide

- Operational messages should have a clear, succinct language, different from promotional or marketing tone to reduce clutter and word count on operational signage

- Use the terms: 'Buses replace trains' or 'Buses replacing trains', and not 'Buses will be replacing trains' or 'Bus replacements' or 'Rail replacements'

- Please use sentence case for heading rows in tables, do not use all capitals.

- On these templates, always list train services in the same order left to right or top to bottom:

  · Hutt Valley line

  · Melling Line

  · Kāpiti Line

  · Johnsonville Line

  · Wairarapa Line

Avoid mixing background and modal colours on posters, e.g. magenta pink posters with a Train purple-fill train icon

Refer to the 'Metlink Service Centre', not the 'Metlink Contact Centre', or 'Contact Centre'.

For more information, refer to the Metlink 'How We Write' Style Guide on GWennie.

Fig 1.
Planned disruption signage

Fig 2.
Closure signage

Fig 3.
Construction or safety signage

04 Applications Using images in collateral

Images or photos are primarily used at the top of posters, flyers or presentations to provide impact. The examples show how images could be used to best effect in collateral.

04 Applications Using illustrations in collateral

Illustrations can be used to provide visual relief on text heavy pages or to help illustrate an idea. The examples show how illustrations can be used in collateral.

The example on the right also shows an alternate placement of the transport icon when space is at a premium.

04 Applications Typesetting

There are two alternative typesettings for posters, one where copy is heavy, the other where copy is light, see Fig 1. and Fig 2.

Type size and leading scales in unison on larger artwork. Group all components and scale to work with artwork dimensions – adjust if needed visually.

The minimum preferred font size is 12 point and 16 point line spacing.

Poster headlines

The font size of the headlines can be adjusted in size for visual appeal. The headline is set to have maximum contrast with the body copy for impact, take care not to reduce headline size too far below the recommended size.

Poster body copy

Body copy in the poster layout is set up to run full-width across the page. Rarely, when there is minimal copy, the body copy may look better as three-quarter width. A comparison example is shown in Fig 4. Both are acceptable.

Poster copy light - alternative template

Some poster applications may require larger font size for the body copy, when they are placed in pressure or high density situations. For example, digital Adshels are on display for less than 7 seconds, and it may be difficult to see on-bus posters at a distance. In situations like these, the copy light alternative poster template is available, as shown in Fig 3.

Fig 1.
A4 Poster Copy (Light)
Headline
85pt Type
80pt Leading
-20pt Kerning

Body copy
17pt Type
21pt Leading
-10pt Kerning

Fig 2.
A4 Poster Copy (Heavy)
Headline
54pt Type
54pt Leading
-20pt Kerning

Body copy
14pt Type
18pt Leading
-10pt Kerning

Fig 3.
A4 Poster Copy Light (Alternative)
Headline
85pt Type
80pt Leading
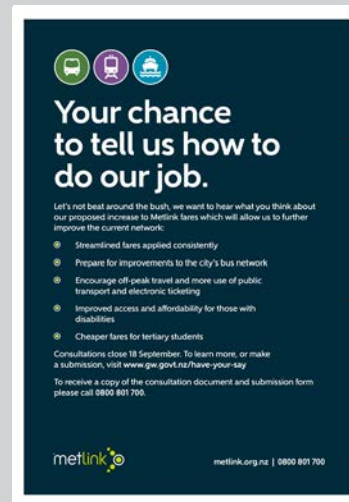-20pt Kerning

Body copy
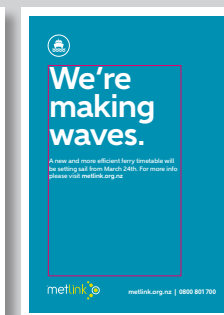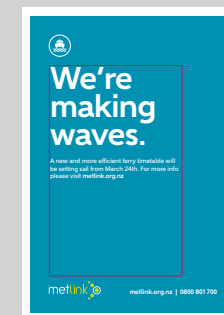26pt Type
30pt Leading
-10pt Kerning

Fig 4.
Example of body copy layout at 3/4-width (left) and full-width (right)

04 Applications Typesetting

Body copy for flyers and brochures
Standard body copy on all brochures and flyers is 11pt with 15pt leading. Intro copy following the main headline is set slightly larger, 12pt with 16pt leading.

Kerning and leading
For legibility purposes all body copy and subheads have -10 kerning. The standard leading is + 4pt of what the body copy is set as. eg: 10 point type = 14 point leading.

As Gentleman is quite open between letters for legibility purposes, the following kerning applies: all body copy and subheads are -10 kerning. All headlines -20 kerning.

As a general rule of thumb all headline leading is set to the same as the type point size, eg: 50 point type = 50 point leading.

Headline
27pt Type
27pt Leading
-20pt Kerning

Intro copy
12pt Type
16pt Leading
-10pt Kerning

Body copy
11pt Type
15pt Leading
-10pt Kerning

Here's what's happening.
- New Wellington city bus network coming mid 2018
- An easy to understand simplified network
- More punctual and reliable service
- One smart card for all buses in the region
- 75% of residents within 10 minutes' walk of a high frequency bus route
- More regular off-peak services to 22 suburbs
- New weekend and evening services to 10 suburbs
- Higher capacity buses will carry more people, less bus congestion in the CBD and faster journey times
- New modern bus fleet with over 35% reduction in harmful emissions

Thanks for travelling with Metlink.
Connect with Metlink for timetables and information about bus, train and ferry services in the Wellington region.

metlink.org.nz
0800 801 700
info@metlink.org.nz

Five hundred and four thousand heads are better than one.
Johnsonville and Kilbirnie are getting new and improved bus hubs and we want you to have a say on where to put them.

Fig 1. 3-fold DL flyer

05 Stationery Letterhead

Microsoft letterhead templates containing the correct logo and visual information are on Greater Wellington Regional Council's shared drive OurSpace.

Use the colour logo version of the letterhead, unless the print run is high quantity. There is also a one colour and a black version.
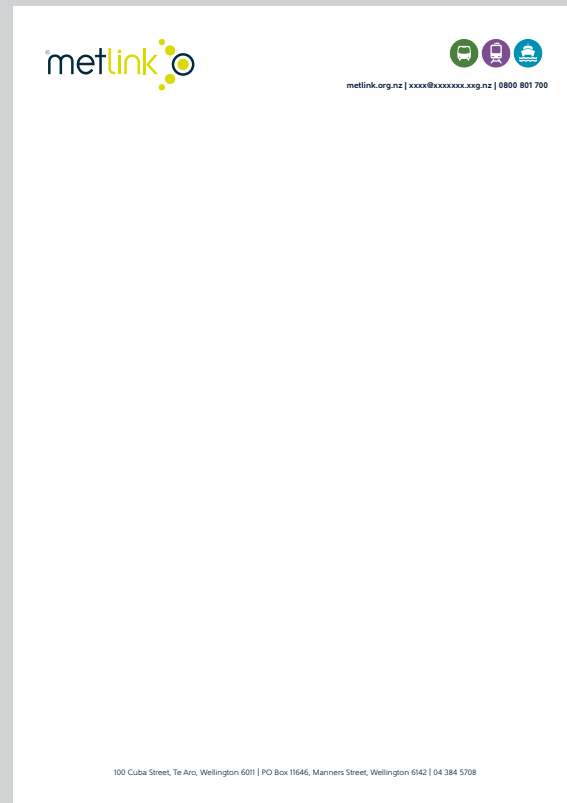
Fig 1. Full colour letterhead

Fig 2. One colour letterhead
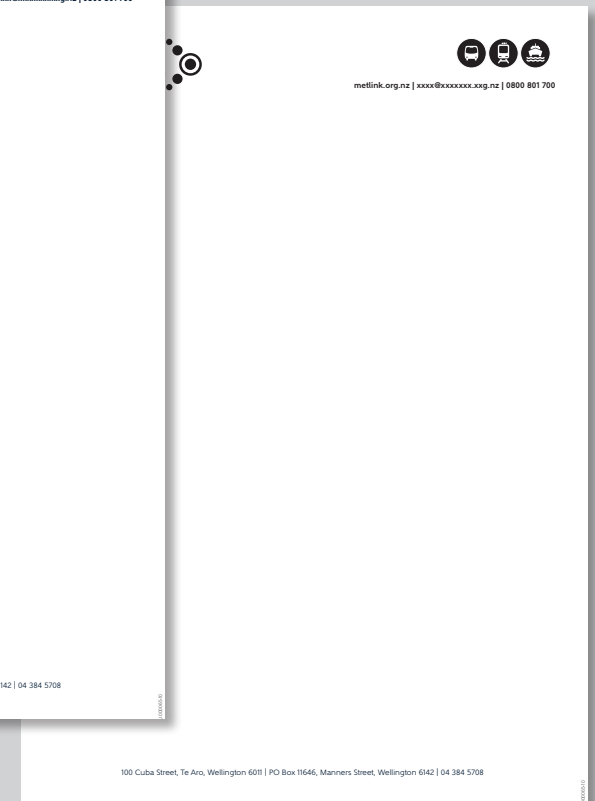
Fig 3. Black and white letterhead

05 Stationery Envelope

metlink

Proudly part of Greater Wellington Regional Council.
100 Cuba Street, Te Aro, PO Box 11646, Wellington 6142, New Zealand
metlink.org.nz

J000065-04

metlink

Proudly part of Greater Wellington Regional Council.
100 Cuba Street, Te Aro, PO Box 11646, Wellington 6142, New Zealand
metlink.org.nz

J000065-03

Fig 2. DL envelope

Fig 1. C4 envelope

05 Stationery Address label and compliments slip

metlink

Proudly part of Greater Wellington Regional Council.
100 Cuba Street, Te Aro, PO Box 11646, Wellington 6142, New Zealand
metlink.org.nz

Recycle and reuse if possible. Please think about how this packaging can be used again.

Fig 1. Address label

metlink

Proudly part of Greater Wellington Regional Council.
100 Cuba Street, Te Aro, PO Box 11646, Wellington 6142
metlink.org.nz | xxxx@xxxxxxx.xxg.nz | 04 384 5708

Printed on paper from well-managed forests that comply with environmentally sustainable practice and principles. Please recycle.
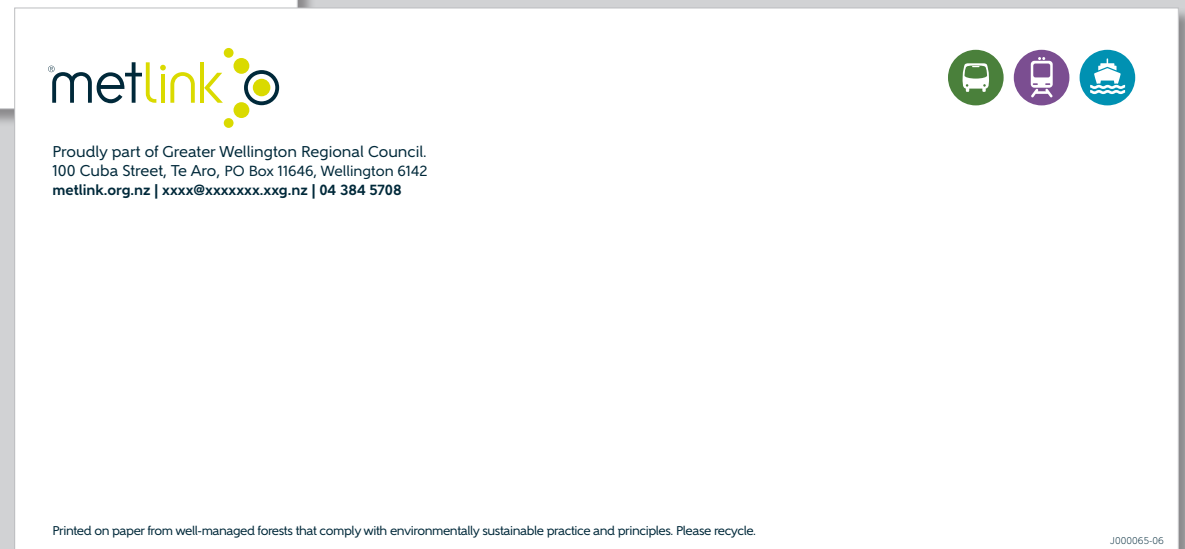
J000065-06

Fig 2. Compliments slip

05 Stationery Microsoft templates

Microsoft templates containing the correct logo and visual information are available on Greater Wellington Regional Council's shared drive OurSpace.

Templates include:

- Letter
- Fax
- Memo
- Agenda
- Minutes
- File note
- Report

05 Stationery Email signature

When sending any electronic mail from Metlink it must adhere to the rules provided. Never personalise the message with any other colours, fonts, pictures or clip art.

Body copy
Email font: Calibri regular
11pt black

Signature
Signature font: Calibri bold
12pt black
Job title font: Calibri regular
10pt black

Font: Calibri regular (bold for highlighted information)
10pt black

05 Stationery Report cover

metlink

metlink

Proudly part of Greater Wellington Regional Council.
100 Cuba Street, Te Aro, PO Box 11646, Wellington 6142
metlink.org.nz | xxxx@xxxxxxx.xxg.nz | 04 384 5708

Printed on paper from well-managed forests that comply with environmentally sustainable practice and principles. Please recycle.

05 Stationery Presentation folder

05 Stationery Business card

Sam Sample
Te Reo job title | Job title
Team name

M 027 385 6021
sam.sample@gw.govt.nz

100 Cuba Street, Te Aro, Wellington 6011 | 04 384 5708
PO Box 11646, Manners Street, Wellington 6142 | **metlink.org.nz**

Fig 1. Business card (front)

Business cards can be ordered through Greater
Wellington Regional Council's Intranet, GWennie.

Fig 2. Business card (back)

05 Stationery PowerPoint presentation

This is the Powerpoint template we use for internal and external Metlink presentations. The template is located on Greater Wellington Regional Council's shared drive OurSpace.

Powerpoint presentations should be clear and concise. Don't try to pack too much information onto the slides, instead use the presentation as an aid when speaking.

06 Co-marketing

For approvals or clarification about co-branding, please contact Greater Wellington Regional Council's Brand team at brand@gw.govt.nz

Metlink and Greater Wellington
Greater Wellington Regional Council plans, delivers and manages public transport under the brand name Metlink.

Public facing material such as Metlink signage, bus and train livery, uniforms and marketing communications collateral are all branded Metlink, and do not feature the Greater Wellington logo.

Metlink is the brand name used externally for all public transport operational communication to provide a clear voice to customers and one place for their questions and issues. The Greater Wellington brand is used at the regional transport planning and strategic level.

Any exceptions must be approved in writing by the GWRC Brand team, contact brand@gw.govt.nz

Metlink and transport operator co-branding
Metlink's transport providers operate under the Metlink brand, and all public facing material is branded Metlink. However, operators may occasionally wish to publish collateral with reference to their company and Metlink.

The following are approved examples of Metlink and operator co-branding:

· Customer commitment posters are co-branded with the operator and Metlink

· Operator logo will be on rail industry lead promotions, such as Rail Safety Week. These may be co-branded where the Metlink or Greater Wellington logo is also likely to be present.

Bus and train livery is Metlink branded, with an 'operated' by acknowledgement to the operator. Train livery also includes 'Funded by' Greater Wellington and Waka Kotahi NZ transport agency logos.

Any use of the Greater Wellington or Metlink logos must be approved by the GWRC Brand team, contact brand@gw.govt.nz

Metlink and Greater Wellington business partner co-branding
For joint projects with external business partners, the GWRC or Metlink logo may feature with other logos on joint marketing communication collateral. Please see examples at right.

Metlink is the brand used at an operational level, Greater Wellington is the brand used at a regional transport planning and strategy level, however exceptions may apply.

Any use of the Greater Wellington or Metlink logos by external partners must be approved by the GWRC Brand team, contact brand@gw.govt.nz

Fig 1.
Future Rail example –
Metlink rail project template.

Fig 2.
Future Rail example –
Kiwirail branded rail template.

09 Co-marketing Livery

Train livery

All design and maintenance of the train livery is managed by Metlink in consultation with Transdev.

Bus livery

For brand guidelines detailing Metlink bus livery, please refer to the document: Metlink Brand Guidelines – Bus Livery available on request.

Ferry livery

Ferry livery is currently managed by East by West Ferry.

10 Suppliers Preferred suppliers

Design:
GWRC creative studio 04 384 5708
Double Fish 04 382 8780

Printing and installation of information Adshels:
Adshel 04 473 3210

Printing and installation of totems and signage requirements:
Dzine Signs 04 939 6860

Printing of digital posters and brochures:
Excel Digital 04 499 0912

Printing and distribution of timetables:
Format Print 04 569 3519

Printing and installation of Wellington station signage:
Mesh 04 802 0558

Digital Design Partner:
Somar Design Studios 04 385 1075

Production of merchandise materials:
SauceIT 021 939 539

08 Amendments

Please see below for a table of amendments.

September 2018

Reference	Description
Page 11	Contact bar: added extra page to show contact bar usage and signage
Page 22	Added in full library of graphic icons
Page 31	Timetable graphic updated
Page 33	Bus stop closed template added

November 2019

Reference	Description
Whole document	Bus Green colour icon updated from PMS 369 to PMS 2278
Pages 33 and 34	Added examples of Metlink images and illustrations in collateral

December 2020

Reference	Description
Whole document	Retirement of Metlink On Our Way logo device
Whole document	Twitter and Facebook removed from printed collateral
Page 6	New Total Mobility logo added
Page 9	Contact bar updated
Pages 12, 13, 33, and 37	Reference to Minimum font size and correct Māori language use
Pages 17 and 18	Rail line colours and bus route colour palettes added.
Page 33	Updated alert signage templates
Page 46	Metlink business card and stationery updated to new office location
Page 47	New Metlink Powerpoint visuals
Page 48	Co-Marketing section updated to current guidelines