Brand guidelines

December 2020

metro

Get to know the brand

Metro is a business made up of many partners working together to provide essential transport services. With so many unique individuals working together it is vital that we express a single, compelling voice in everything we do. A unified brand helps us to achieve this.

The combination of the logo, visuals and words we use to describe the Metro business enables us to establish and maintain a clear, unified brand identity, both for internal communications and when we are talking with our customers and business partners.

This document is intended to be a guide as to how our brand functions and how it is best utilised. These guidelines are designed to help everybody involved in the production of our communications. They also play an important role in building our brand.

Thank you for taking the time to read and understand them.

We are all guardians of the Metro brand.

Contact
If you have any questions around this brand and how to use it, please contact Team Lead Creative and Digital Print Services at Environment Canterbury.

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Contents

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Brand foundations

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Brand foundations:

Audience

To ensure efforts are well spent, we should focus on those that are
willing to change their perception and take action.

Shift infrequent
users-by-choice to
becoming **frequent
users-by-choice**

Encourage **potential
users** to becoming
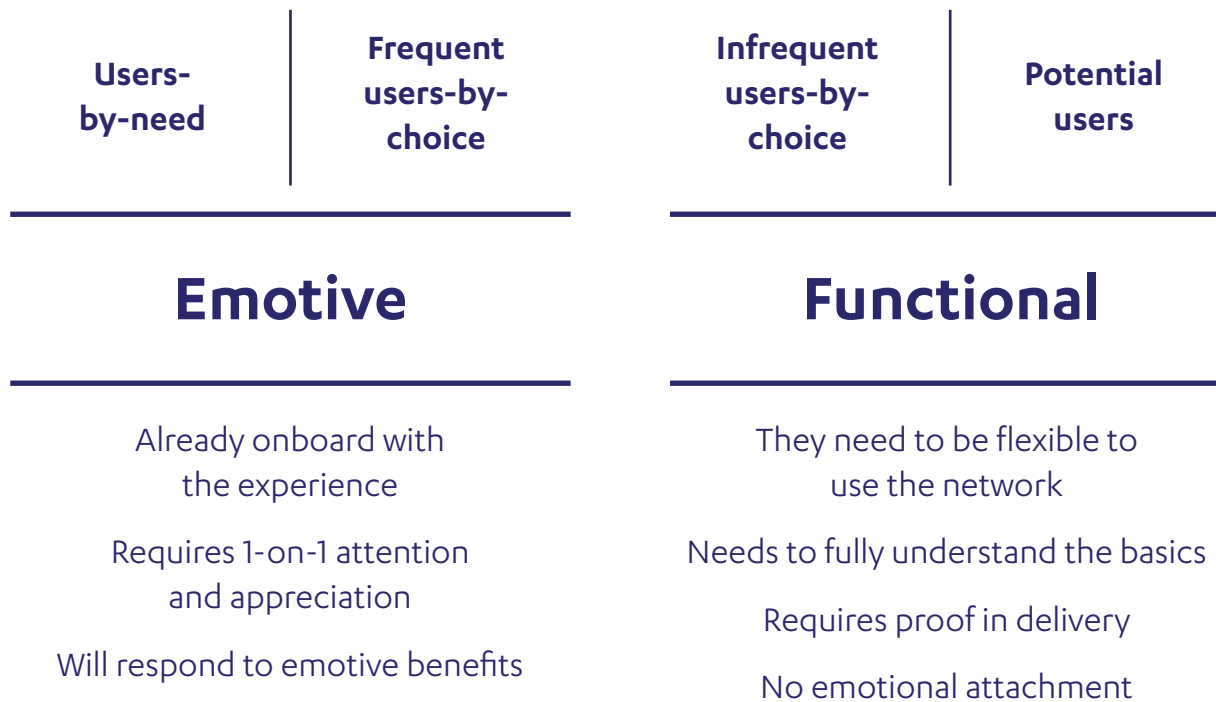a **user-by-choice**
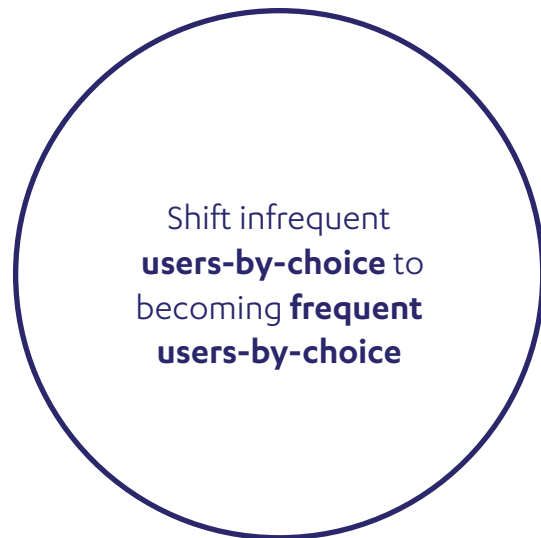
And, where possible, talk to
those whose starting point
and/or destination is on a
high frequency route.

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Brand foundations:

Audience

How to best communicate with our audience groups all comes back to the experience which is wildly different for our sweet spot audience groups.

Users-by-need	Frequent users-by-choice	Infrequent users-by-choice	Potential users

Emotive

Already onboard with the experience

Requires 1-on-1 attention and appreciation

Will respond to emotive benefits

Functional

They need to be flexible to use the network

Needs to fully understand the basics

Requires proof in delivery

No emotional attachment

We of course must be truthful to all audiences, but in particular our non users - we can't give them a chance to think poorly of Metro and our offering.

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Brand foundations:

Proposition

Metro is our network, getting people where they need to go with coverage from early until late and higher frequency at peak times and between key destinations.

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Brand foundations:

Proposition

Why focusing on the Metro network experience works for our audience groups:

User-by-need	**User-by-choice**	**Potential user**	
"Metro is here for me"	**"Metro is a good fit"**	**"I know what Metro does"**	**Non user**
They can rely on the Metro network to take them wherever they need to go, and when.	The Metro network offers enough variety, flexibility and coverage to make it a viable option to get them where they need to go, and when.	The Metro network's citywide coverage and regular schedule can be trusted to be an option worth considering.	

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Brand foundations:

Tagline

Our network

The Metro network experience offers

» Frequency

» Coverage

» Destinations

» Added bonuses

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Brand foundations:

Brand theme

Connection

Emotive

It can work for all audiences; connecting with people, places, events, memories… a more emotive angle suitable for users-by-need and frequent users-by-choice.

Functional

And in a very functional and literal way, the Metro network is connected and connects people with where they need to go; a perfect message for infrequent users-by-choice and potential users.

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Cultural narrative

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Cultural narrative:

Framework

Development of Metro's brand identity was informed by a cultural narrative developed in association with Matapopore. This cultural narrative is summarised here.

Kaihaukai

A system that connected people and areas across our region. Today, it is Metro that provides vital connections for people in Greater Christchurch.

Why Kaihaukai? Hapū/sub-tribes in Waitaha/Canterbury are connected through kaihaukai through the diverse natural resources, area specific delicacies, the travel between areas and the elaborate presentation and exchange of kai between them.

Two concepts are fundamental to the kaihaukai system:

Mahinga kai

The natural resources, the places where these resources are obtained, and the philosophies and practices that surround them are all part of the system of mahinga kai. Mahinga kai is of central importance to Ngāi Tahu culture and identity. It quite literally means to work (mahi) the food (ngā kai) and refers to the seasonal migration of people to key food gathering areas to gather and prepare food that will sustain them through the year.

Mātauranga

The growth and transfer of traditional ecological knowledge is another important aspect of mahinga kai, whether directly relating to the harvesting and working of natural resources, or associated activities such as travel or building of temporary structures, the teaching of traditional ecological knowledge to the young or ensuring the safekeeping of traditional knowledge and practices for future generations.

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Cultural narrative:

Messaging

Our region, connected by our network

Ōtautahi/Christchurch sits on a mosaic of historic wetlands and waterways formed by a powerful connection between the mountains and the sea.

Across this land lay a network of trails, streams and rivers that connected settlements and provided access to areas of vast natural resource, full of native birds, fish and plants that sustained the people who lived there. These resources were shared amongst the hapū/sub-tribes of the region through kaihaukai, a system that wove together trade, kinship and mahinga kai/food resources.

People would travel the region to exchange ngā kai/food that was the best each had to offer and represented the wealth, health and uniqueness of their area.

Today, surrounded by our urban environment, Metro is our network that provides a vital connection between people and the Greater Christchurch area.

By weaving into the design and experience the fundamentals of kaihaukai, we hope to create a meaningful sense of place and connection that enriches people's understanding of their region.

This is why the Metro bus livery is made up of motifs and iconography inspired by taonga/treasure species, the foods and resources shared by hapū/sub-tribes, and the natural landscape that connected them. Altogether, it represents our connection to the natural environment and reminds us of our shared responsibility.

Ka noho a Ōtautahi ki ngā tini kūkūwai me ngā arawai, nā te hononga o ngā maunga ki te moana i hanga.

I ngā wā o mua i tūhonoa tēnei whenua e ngā ara, e ngā arawai, e ngā awa hoki. I tūhono atu ngā wāhi noho, ki ngā wāhi kai/wāhi mahinga kai - i reira ngā manu, ngā ika me ngā tupu e ora pai ai ngā tāngata whenua.

I tohaina ēnei rauemi ki ngā hapū o te rohe mā te kaihaukai, he tikanga i whakakotahi i te hohoko, te whanaungatanga me te mahinga kai hoki.

I hāereere ngā tāngata huri noa i te rohe ki te whakawhiti i ā rātou tino kai hei tohu i te whai rawa, i te oranga, i te rerekētanga hoki o ō rātou ake wāhi.

I ēnei rā, i te ao hurihuri, ko Metro tērā e tūhono ana i ngā tāngata ki te rohe whānui o Ōtautahi.

Ko te tūmanako, mā te whakatō i ngā āhuatanga o te kaihaukai ki ngā whakaahua me te wheako e rongo kau ai ngā tāngata i te hononga ki tēnei wāhi, hei whakawhānui i ngā mōhiotanga ki tō tātou rohe.

Koirā te take ka hua mai ngā whakaahua Metro i ngā āhua me ngā tohu nō ngā taonga, nō ngā kai, nō ngā rauemi i tohaina ai e ngā hapū o konei, me te taiao i tūhono ai i a rātou.
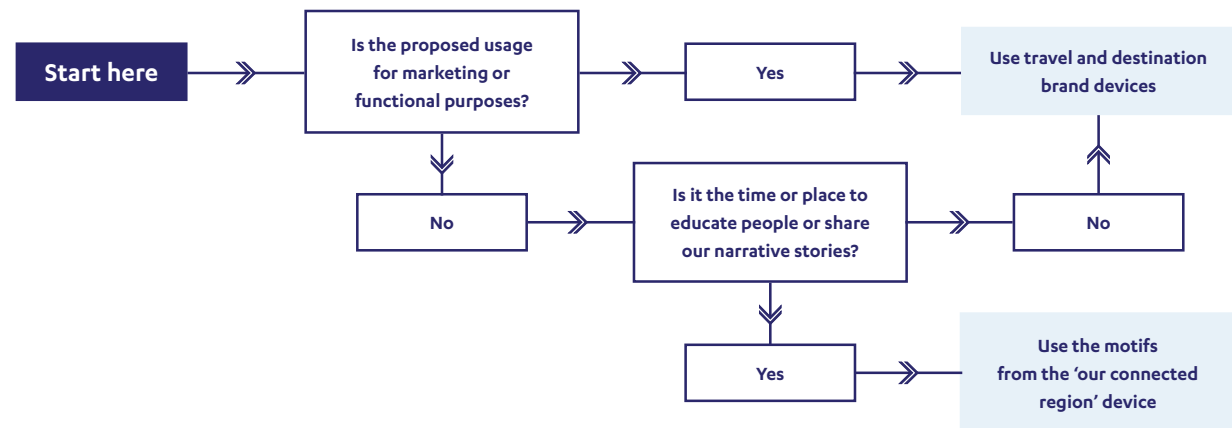
Arā, he tohu o te hononga ki te taiao hei whakamaumahara i a tātou - mā tātou katoa e tiaki.

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Cultural narrative:
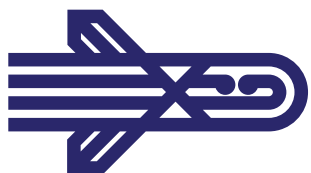
Visual representation

Our cultural narrative is visually represented as individual motifs and as our 'our connected region' device (livery version shown below).

To ensure we protect these brand elements and use them in appropriate ways, please follow this chart for guidance.

| Start here | → | **Is the proposed usage for marketing or functional purposes?** | → | **Yes** | → | **Use travel and destination brand devices** |

↓

| **No** | → | **Is it the time or place to educate people or share our narrative stories?** | → | **No** |

↓

| **Yes** | → | **Use the motifs from the 'our connected region' device** |

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Cultural narrative:

Motifs and storytelling

Tuna
Freshwater eel

A taonga/treasure species and iconic mahinga kai/food resource. For early Māori it was a lifeline, eaten fresh but also dried and preserved for winter sustenance; a specialty of Māori from Kaiapoi and Te Waihora/Lake Ellesmere. Tuna are one of Aotearoa/ New Zealand's most resilient native fish species and can live over 200 years.

He taonga, he mahinga kai tūturu. Ki ngā Māori o mua he oranga, i kai i te wā i hopukina, i whakamaroke, i pakapaka hoki hei ō i a Makariri; he tino ki ngā Māori nō Kaiapoi, nō Te Waihora hoki. Ko te tuna tētahi o ngā ika tino manawaroa ki Aotearoa, ā i ētahi wā ka 200 tau neke atu te pakeke.

Teretere
Travel

The people of Ōtautahi/Christchurch were once connected by a network of trails, streams and rivers that provided access to areas of natural resources. People would travel the region to exchange ngā kai/food that was the best each had to offer and represented the wealth, health and uniqueness of their area. Today, it is Metro that provides vital connections for people in Greater Christchurch.

I ngā wā o mua, i tūhono ai ngā tāngata o Ōtautahi mā ngā ararau, ngā arawai, me ngā awa e tae pai atu rā ki ngā wāhi i reira ngā rauemi nō te taiao. I hāereere ngā tāngata huri noa i te rohe ki te whakawhiti i ā rātou tino kai hei tohu i te whai rawa, i te oranga, i te rerekētanga hoki o ō rātou ake wāhi. I ēnei rā, ko Metro tērā e tūhono ana i ngā tāngata o te rohe whānui o Ōtautahi.

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Cultural narrative:

Motifs and storytelling

Puke
Hills

Hills provided a vantage point for early Māori of Ōtautahi/Christchurch to build upon for safety and to survey their natural landscape.

I ngā wā o mua, he taumata matira ngā puke ki ngā Māori nō Ōtautahi kia haumaru noho, kia whānui te titiro ki te nuku o te whenua.

Kererū
New Zealand pigeon

From the forest, one of the traditional food baskets of the early Māori economy, kererū were a good source of protein and would be hunted, trapped, cooked and eaten or preserved in their own fat.

Nō te ngahere, arā tētahi o ngā kete kai tuatahi o te ōhanga Māori, he nui te pūmua ki ngā kererū, ā i kimihia, i tāroretia, i tunua, i kaingia, i tutua rānei ki te hinu kererū tonu.

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Cultural narrative:

Motifs and storytelling

Harakeke
Flax

As a strong natural fibre, harakeke was one of the resources essential for survival for early Māori as it was used to make clothing, shelter, baskets, mats, ropes, sails for canoes, traps, nets and fishing lines. It was also used for rongoā/traditional Māori medicine.

Nā te kaha o te weu, ki ngā Māori o mua kāore i tua atu i te harakeke hei rauemi mō te oranga tonutanga - ka whakamahi ki te hanga kākahu, tāwharau, kete, whāriki, taura, rā mō ngā waka, rore, kupenga, me ngā aho hī ika. I whakamahia hoki mō ngā rongoā.

Aruhe
Bracken fern

The root was cultivated en masse for its high fibre content; its younger fronds eaten both uncooked or roasted.

I whakatupua whānui te aruhe mō te fibre te take; i kaingia ngā mōkehu mata, ngā mōkehu maoa hoki.

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Cultural narrative:

Motifs and storytelling

Pātiki
Flounder

A significant kai moana/seafood found in
Te Waihora/Lake Ellesmere, a traditional name
for which is - Te Kete Ika a Rākaihautū - "the fish
basket of Rākaihautū".

He kaimoana whakahirahira nō Te Waihora, arā nō
Te Kete Ika a Rākaihautū.

Our connected region

Once, the people of Ōtautahi/Christchurch
were connected through kaihaukai, a system of
travel and trade. Today, Metro connects people
and the region.

I ngā rā o mua, nā te kaihaukai ngā tāngata
o Ōtautahi i tūhono, he tikanga hāereere,
he tikanga hohoko. I ēnei rā, mā Metro ngā
tāngata e tūhono ki te rohe.

Cultural narrative:

Motifs and storytelling

Maunga
Mountains

Formed by powerful forces and elevated above the land, maunga provided a natural landmark for navigating. Water run-off feeds the rivers and the sea, which sustained the people that lived here.

Nā ngā rū me ngā nekehanga nui o te whenua ngā maunga i whakaputa, ā ko ngā maunga tētahi tohu māori mō te whakatere. Ka whāngaia ngā awa me te moana ki ngā wai ka rere atu, ā i ora ngā tāngata e noho ana ki konei.
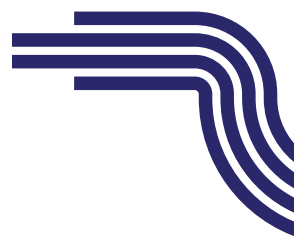
Awa
River

Water is the essence of all life, akin to the blood of Papatūānuku/Earth mother, who supports all people, plants and wildlife. Ōtautahi/Christchurch was once connected by spring-fed waterways formed by the Waimakariri River and its many underground aquifers.

Ko te wai te mauri o te ora, anō nei ko te toto o Papatūānuku, māna ngā tāngata, ngā tupu me ngā kararehe katoa e tauwhiro. I ngā wā o mua, i honohono a Ōtautahi mā ngā arawai māori nō te Waimakariri me ōna puna manawa whenua.

Cultural narrative:

Motifs and storytelling

Tī kōuka
Cabbage tree

A staple in the diets of early Māori for its high protein content. It was prized for its resilient, fibrous strength and used to weave pāraerae/sandals to traverse the landscape. Tī kōuka also provided sugar for Ngāi Tahu sweet treats in the late summer.

He tino kai ki ngā Māori i ngā wā o mua, he nui nō te pūmua. I matapoporetia mō te kaha te take, ā i whakamahia mō ngā mahi raranga pāraerae hei whakawhiti i te whenua. Nō te tī kōuka te huka hoki hei kai mā Ngāi Tahu i a Matiti.

Moana
Sea

Ōtautahi/Christchurch's wetlands and waterways were formed by a powerful connection between the mountains and the sea. The sea was a plentiful provider of resources for early Māori and a place to be respected. Seafood gathering was a serious undertaking, with specific trips made for seasonal harvesting of various fish, shellfish and seaweed species.

I puta mai ngā kūkūwai me ngā arawai o Ōtautahi nō te hononga kaha ki waenga i ngā maunga me te moana. Ko te moana tētahi tino kete rauemi ki ngā Māori i ngā wā o mua, ā, he wāhi tino whakahirahira. He mahi rangatira te kohi kaimoana, he mahi motuhake mō ngā mahinga kai rerekē, mō ngā momo ika, kaimoana, rimurimu hoki.

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Collateral examples

Messaging

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Messaging:

Tone of voice

How we talk is about more than what we say, it's how we say it. Part of what gives our brand life is adopting a tone of voice that reflects our personality.

What we say

» Engage with people as a service provider here to help them

» Make people feel better connected with their region

How we say it

» Be straightforward

» Be welcoming

» Be truthful

» Be polite

Volume

Whisper	Soft	Conversational	Loud	Shout

Energy

Chilled	Composed Upbeat	Enthusiastic	Fizzing	Raving

Intimacy

Lovers	Friends	Colleagues	Distant Acquaintances	Strangers

Attitude

Safe	Conventional	Considered Thinkers	Challengers	Experimental

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Messaging:

Language guide

Case use

The Metro brand uses sentence case for all communications. Key words that have special formatting are:

» Metro (title case)

» Metro Network (title case)

» Metrocard (title case, one word)

» Metroinfo (title case, one word)

» Top-up, top-ups (hyphenated)

» 03 366 88 55 (no brackets, spaces as shown)

» metro.co.nz (lower case, www. omitted)

Language

When using both Te Reo and English, the following convention should be used (please note the lack of spaces and the / symbol):
Te Reo first/English second

Hyphens vs. dashes

Use en dashes between destinations
eg. Rangiora – Cashmere.

Spacing

One space should follow a comma or full stop.

Symbols

Symbols such as @ and & should not be used in sentences or headings.

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Messaging:

Functional messaging pillars

Our functional messaging pillars express the brand proposition and give more context to the tagline.

Infrequent users-by-choice and potential users

Frequency

Coverage and destinations

Added bonuses

Frequent users-by-choice and users-by-need

Thanks

It's good for our city

Your route...

Where else can we take you?

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Messaging:

Functional messaging pillars

Infrequent users-by-choice and potential users

Frequency

Buses go regularly all day with higher frequency at peak times and between key destinations across Christchurch.

Go often

Buses go regularly from early until late with higher frequency at peak times and between key destinations.

Quicker connections

Get to and from key destinations with higher frequency.

Higher frequency at peak times

Metro has our region connected.

Higher frequency at peak times

Metro connects.

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Christchurch

Go often

» Buses go regularly all day with higher frequency at peak times and between key destinations across the city.

» With higher frequency at peak times and between key destinations, Metro has Christchurch connected from early until late.

» Metro has Christchurch connected from early until late with higher frequency at peak times and between key destinations.

Higher frequency at peak times

» Metro has Christchurch connected.

Quicker connections

» Metro connects key destinations with higher frequency.

» Metro connects key destinations on a higher frequency schedule.

» Connecting the city from early until late.

Selwyn

Go often

» Buses go regularly from early until late with higher frequency at peak times and between key destinations.

» Metro has the Greater Christchurch region connected from early until late with higher frequency at peak times and between key destinations.

Other

» With higher frequency and express options at peak times, Metro connects you with the city.

» Connecting with the city from early until late.

Waimakariri

Go often

» Buses go regularly from early until late with higher frequency at peak times and between key destinations.

» Metro has the Greater Christchurch region connected from early until late with higher frequency at peak times and between key destinations.

Other

» With higher frequency and express options at peak times, Metro connects you with the city.

» Connecting with the city from early until late.

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Messaging:

Functional messaging pillars

Infrequent users-by-choice and potential users

Coverage and destinations

Get where you need to go; Metro services the Greater Christchurch region.

Key destinations connected

Metro gets you where you need to go.

Get where you need to go

Metro services the Greater Christchurch region.

Get to and from key destinations

Metro connects.

metro

Christchurch

Connecting the city

» Metro connects the city's most popular destinations on a high frequency schedule.

» With multiple lines connecting key destinations within the city, Metro can get you around on a higher frequency schedule.

Other

» Metro connects key destinations within the city.

Selwyn

Christchurch connected

» With multiple lines connecting key destinations within the city, Metro gets you around on a higher frequency schedule.

Other

» Get where you need to go; Metro services the Greater Christchurch region.

» Get to key destinations locally and in the city.

» Metro connects key destinations.

» Get to and from key destinations with Metro's regular schedule.

Waimakariri

Christchurch connected

» With multiple lines connecting key destinations within the city, Metro gets you around on a higher frequency schedule.

Other

» Get where you need to go; Metro services the Greater Christchurch region.

» Get to key destinations locally and in the city.

» Metro connects key destinations.

» Get to and from key destinations with Metro's regular schedule.

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Messaging:

Functional messaging pillars

Infrequent users-by-choice and potential users

Added bonuses

The more you use Metro, the better it is with fare caps and other discounts.

Use more. Pay less.

The more you use Metro, the better it is with daily and weekly fare caps.

Pay less. Get more.

Free weekend travel when you use Metro everyday.

Free weekend travel

When you use Metro every weekday.

Tap into local discounts

Metro connects.

Use more. Pay less.

With daily and weekly fare caps.

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Messaging:

Functional messaging pillars

Frequent users-by-choice and users-by-need

Connecting our city

Whether it's a person, place or event, with Metro's citywide coverage and quick connections between key destinations, it's always easy to enjoy what's great about Christchurch.

Connect with your city

Things to do, people to see, places to go, events to attend, memories to make. Connect with what you love about Christchurch with Metro's citywide coverage and regular schedule running early until late.

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Logo

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Logo:

Metro logo

Without tagline

Our logo without tagline is to be used in instances where 'our network' features prominently elsewhere, such as in headlines or in large sized body copy.

Clear space

Please ensure that there is enough clear space around the Metro logo in all applications. The 'o' from Metro can be used as a guide.

Logo:

Metro logo

With tagline

When using our logo with tagline, please select the appropriate alignment for the application.

2020 logo refinements

To ensure you are using the correct logo, check that the crossbar on the 'e' is complete.

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⌄
metro

metro
Our network

metro
Our network

metro
Our network

metro
Our network

Logo:

Colour and placement

Colour

All Metro logos should be Metro blue, white, or, in rare instances, black.

Placement

Our logo variations offer great flexibility however the preference is that it follows on from messaging (see examples on page 39) or in the bottom left or right hand corners as shown here.
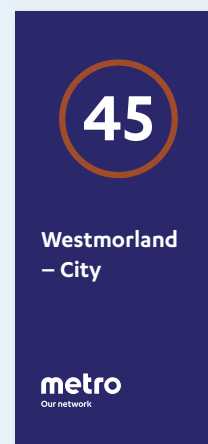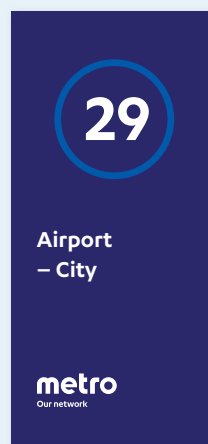
Logo:

Other variations

Metrocard

The Metrocard logo only features on the physical card.

URL

The URL logo only features on the exterior of the bus.

metrocard

metro.co.nz

metrocard

metro.co.nz

Visual identity

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Visual identity:

Brand devices

Our travel and destination motifs represent our offering and connect our functional side to the 'our connected region' device seen on our livery. They can feature in all brand applications and bring meaning to the more functional side of our brand.

Animation
The simplicity of our brand devices allow for subtle animation in appropriate applications.

Device extension
These devices can inform other brand elements such as bullet points (right-pointing double angle quotation mark) or route icons.

Travel 1

Travel 2

Destination

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Visual identity:

Brand device use

In all instances, placement of our devices should create a clear area for copy to be the hero and compliment, rather than compete with, any imagery used.

Advertising and marketing

When a single message is present, bold use of scale and colour helps grab attention while creating a dynamic background for copy and imagery.

Heavy information

When we have a longer, functional message to share, our device can take a back seat and feature at a smaller scale and in our brand blue or white (depending on background colour).

Quick as a flash

Buses come every 15 minutes on our high frequency routes.

Visit metro.co.nz for more information.

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Our network

Improved Waimakariri bus services

Hassle-free Park and Ride
The Park and Ride facilities in Rangiora (White Street) and Kaiapoi (Silverstream) mean you can drive or cycle to these locations, park hassle-free, and travel by bus to Christchurch. They are free to use and help to ease congestion on our roads.

Save 30% with a Metrocard
Using a Metrocard is a cheaper and more convenient way to travel by bus. You no longer have to carry the right change and it saves you at least 30% on your trips compared to paying cash.

Find a Metrocard retailer nearest to you at metro.co.nz

metro
Our network

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Visual identity:

Colour palette

The Metro blue is our primary brand colour, supported by a broad colour palette that covers routes within the network.

This secondary palette is also available for use in brand devices - chosen to match imagery or the application.

Dark pink	Dark purple	Metro blue	Dark teal	Dark green	Dark orange	Dark red	Dark brown	Dark grey
Medium pink	Medium purple	Dark blue	Network teal	Medium green	Medium orange	Medium red	Medium brown	Medium grey
Light pink	Light purple	Medium blue	Medium teal	Orbiter green	Medium yellow	Light red	Light brown	Light grey
		Light blue	Light teal	Light green				
		Metro light blue						

metro

Visual identity:

Colour palette

Please follow the specifications on this page for accurate breakdowns of these key brand colours.

The use of supporting colours requires approval from the Environment Canterbury marketing team.

Metro blue

PMS 274C
C=100 M=100 Y=23 K=16
R=43 G=40 B=108

Metro light blue

PMS 649C
C=8 M=2 Y=1 K=0
R=230 G=239 B=247

Network teal

PMS 7716C
C=87 M=23 Y=50 K=0
R=0 G=148 B=142

Please note:
Colour specifications differ for the exterior livery - refer to the Metro livery manual for details

Orbiter green

TBC

Visual identity:

Colour palette use

The Metro blue features as the background colour in most applications.

The Metro light blue can be used to help break information as required.

As digital applications (eg. website, edm, social channels) are mostly seen by our existing users, we can keep the brand fresh by flipping our colour palette use (colour in background, Metro blue as the secondary).

Visual identity:

Colour palette use

Over time, route colours can be shifted to align with our supporting palette.

Spare colours

» Dark pink

» Light red

» Dark grey

» Medium grey

City connectors

High frequency

(1) Blue line

(7) Orange line

(3) Purple line

(5) Yellow line

(17) Bryndwr – Huntsbury

(28) Casebrook – Lyttelton

(29) Airport – City

(44) Shirley – Westmorland

(60) Hillmorton – Southshore

(80) Lincoln – Parklands

(85) Rolleston – City non-stop

(95) City – Pegasus & Waikuku

Suburban connectors

High frequency

(Or) Orbiter

(100) Wigram – The Palms via Riccarton

(107) Styx Mill – Northlands

(120) Burnside – Spreydon

(125) Redwood – Westlake

(130) Hei Hei – Avonhead via Riccarton

(135) New Brighton – The Palms via Prestons

(140) Russley – Mt Pleasant

(155) Lyttelton – Eastgate shopper service

(820) Lincoln – Burnham via Rolleston

(F) Diamond Harbour Ferry

metro

Visual identity:

Typography

A simple typographic hierarchy has been created to aid in laying out information. Using this guide accurately will help ensure our brand is portrayed consistently.

Colour

All typography should be in our Metro blue when on a white or light blue background or reversed out (white) of the Metro blue.

Tracking/kerning

Should be set to '0' or '-10' for very large headlines. Ensure metrics is used (not optical).

Leading

See notes to the right.

Headers:
Karbon Semibold

Leading = point size eg.
100pt=100pt
This is a variable and visually increasing/decreasing is required

Subheaders or large body copy:
Karbon Medium

Leading set to auto
eg. 14pt = 16.8pt

Body copy:
Karbon Regular and Semibold for CTA

Leading set to auto
eg. 10pt = 12pt

Large headers look like this

Subheaders or large body copy look like this. Everaepe rnatior abo et qui simusanditia edis atemost. Qui ullitatur reptatia perianis ex estrum nulpa nis eosam si ut eaquis as re omnimusaniae.

Body copy looks like this. Dus resed quis sequiam dolendi audigni milibus et aut mo exeria net parumque remodis ne serunt mos voluptatem se eius. Em dolut quibus, quid quat.

CTA to look like this. Learn more at metro.co.nz

metro

Visual identity:

Photography - people moodboard

Creative direction

» Relaxed

» Natural light

» Interesting angles

» Not looking at camera

Our photography should embody our brand idea of connection. For people photography, showing the connection between people using our network brings warmth to the brand.

Visual identity:

Photography - places moodboard

Our photography should embody our brand idea of connection. For destinations, we can show the connection to what the network allows people to do and where they can go.

Creative direction

» Natural

» Engaged

» Enjoying the result of their journey

» Not looking at camera

Visual identity:

Supporting imagery - stock

To ensure that any stock photography used looks part of the Metro brand, it should be clearcut and placed on top of a Metro blue background and brand device in a supporting colour.

Selection and treatment

Please consider the following when selecting an image for use:

» A flat composition will allow for a better clearcut result - avoid shots with a shallow depth of field for the same reason

» Imagery that has inherent tonal cues to the Metro brand colours will lend themselves to a more cohesive final product

» Add a subtle shadow so the image feels more comfortable on the background

» If you are struggling to find a suitable image, consider creating an illustration (see following page)

Medium blue
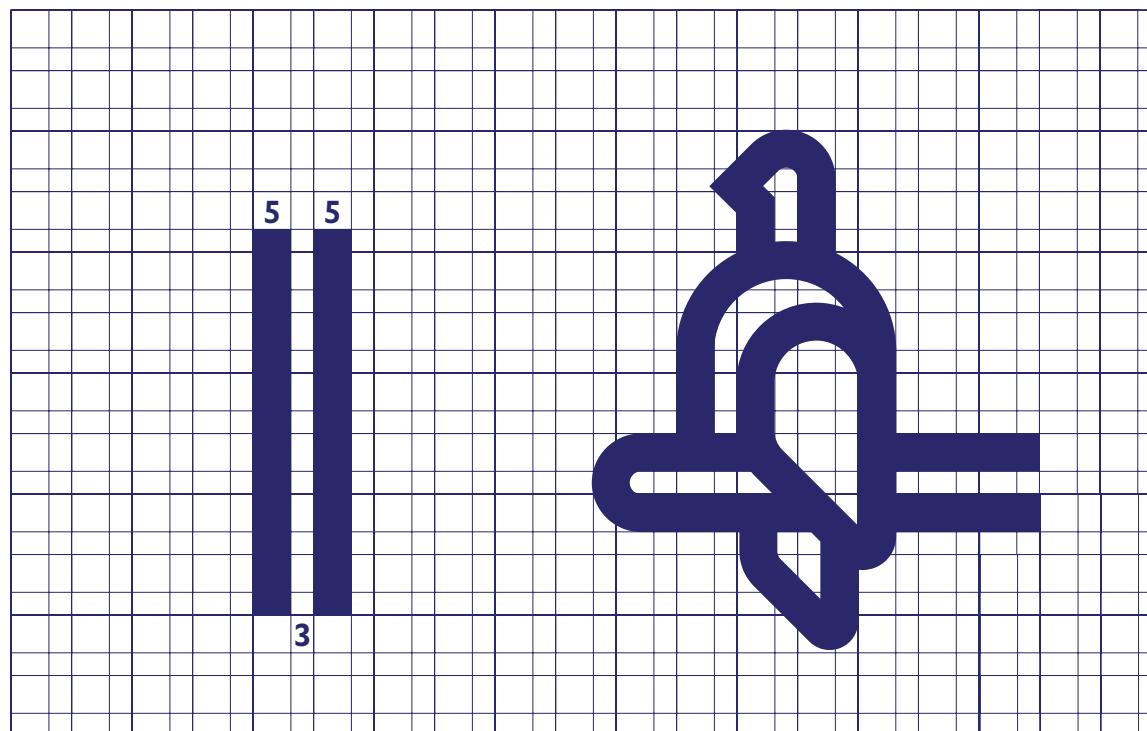
metro

Visual identity:

Supporting illustrations

For scenarios where brand photography or supporting imagery are not suitable, illustrations based on the 'our connected region' device and our brand devices can be created.

Style and grid

The style has been derived from same geometric grid system used for the 'our connected region' device. Our 5-3 grid (shown to the right) defines the line width and minimum spacing to create consistency across the brand.

Illustrations ideally should:

» Strive for a refined, minimalist look - illustrations should be achieved with the least amount of lines and embellishments required to describe the subject

» Include double lines where appropriate eg. the branch the kereru sits on

» Lines can only appear horizontally, vertically or on a 45° angle and any curvilinear lines should have a constant radius

metro

Visual identity:

Collateral examples

29 Airport – City

metro
Our network

45 Westmorland – City

metro
Our network

Improved Waimakariri bus services

Hassle-free Park and Ride

The Park and Ride facilities in Rangiora (White Street) and Kaiapoi (Silverstream) mean you can drive or cycle to these locations, park hassle-free, and travel by bus to Christchurch. They are free to use and help to ease congestion on our roads.

Save 30% with a Metrocard

Using a Metrocard is a cheaper and more convenient way to travel by bus. You no longer have to carry the right change and it saves you at least 30% on your trips compared to paying cash.

Find a Metrocard retailer nearest to you at metro.co.nz

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Our network

Enjoy summer on us

Sunday travel is half price during the month of March.

Visit metro.co.nz for more information.

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Our network

Best seats in the house

Enjoy the New Zealand International Film Festival the easy way.

Visit metro.co.nz for more information.

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Our network

Quick as a flash

Buses come every 15 minutes on our high frequency routes.

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