

Livery manual

August 2021



metro

Introduction

As partners operating the Metro Network, we appreciate your support in keeping the buses looking clean and tidy. We all know how perception can affect people's desire to travel on public transport – research shows us that it really does make a difference.

This manual provides best practice guidelines for applying livery to the buses on our network. It has been designed to help improve the appearance of the buses and create consistency across the network. We do understand that models vary and that this manual may not always be totally in line with your fleet. In these instances, please contact Environment Canterbury for application guidance.

Thank you for partnering with Environment Canterbury to operate the Metro network. With your support, we're a step closer to helping Christchurch become a more modern and people friendly city.

Contact

If you have any questions please contact the Environment Canterbury Public Transport team:

03 365 3828

metro@ecan.govt.nz

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Overview:

Process

File supply

Environment Canterbury will supply all artwork files for the internal and external livery as pdf files labelled to match this guideline.

Proofing

Before installation, a proof must be supplied to the Environment Canterbury Public Transport team showing the placement of all interior and exterior livery and labels on the intended model of bus.

Application

All existing stickers are to be removed with the exception of any anti-graffiti stickers that are currently under window film - these can remain until the film is next replaced. Any stickers above the film must be replaced.

For all clear graphics, please produce and apply graphics to best avoid fingerprints on rear of clear vinyl.

Additional messaging

To achieve consistency across the network for a seamless customer experience, it is important that additional messaging is not added. If you feel an additional message is required, please contact Environment Canterbury to discuss.

Colour:

Paint



Network teal

PPG reference: BX1M

Code	Description	CML.
F3160	HIGH DURABILITY BINDER	677.40
F3533	WHITE	954.00
F3540	MEDIUM GREEN	1,082.70
F354	ORGANIC BLUE	1,108.70
F3543	BLACK	1,126.80
F3542	YELLOW OXIDE	1,129.10



Orbiter green

PPG reference: 4X2B

Code	Description	CML.
F3160	HIGH DURABILITY BINDER	612.40
F3522	VERDANT YELLOW	1,049.60
F3541	DARK ORGANIC GREEN	1,195.50
F3531	HI STR. SPLENDID YELLOW	1,218.40
F3533	WHITE	1,224.80

Colour:

Vinyl



Network dark teal

3M

Bermuda Blue

Avery

Custom colour match to 3M Bermuda Blue,
to be approved by Environment Canterbury



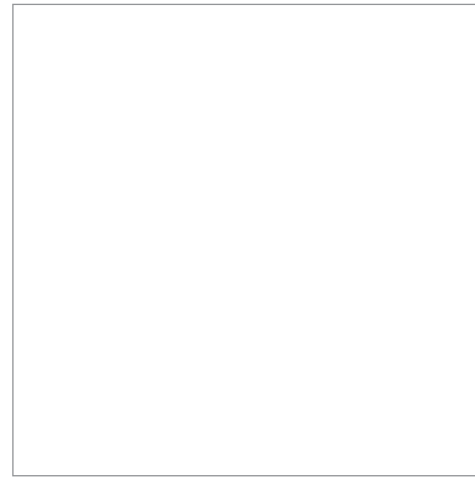
Orbiter dark green

Avery

929 SC Green

3M

Custom colour match to Avery 929 SC Green,
to be approved by Environment Canterbury



White

Clear

Optically clear

Colour:

Fabric



Standard seats

Camira Vigor AT Curve
Code: SFTECW57



Priority seats

Please select a contrasting colour and seek approval from Environment Canterbury

To be used wherever possible to create a consistent user experience.

Exterior

Exterior:

Hero logo and tagline



- Code:** E-HL (logo) and E-TL (tagline)
- Size:** 1150x297 (logo), 730x897.5 (tagline)
- Colour:** n/a
- Vinyl:** White
- Location:**
 - a) Kerbside window and panel behind rear door above rear wheel
 - b) Roadside window and panel above rear wheel
- Tips:**
 - a) Align where blackout finished and viewable area starts
Centre 'm' in blackout area - the top of the 't' will sit over viewable area
'Our network' sits 160mm below logo - see measurement guide to right
Add primer to silicone under vinyl
 - b) Match spacing from rear of bus on kerbside
Centre 'm' in blackout area - the top of the 't' will sit over viewable area



Exterior:

Small logo

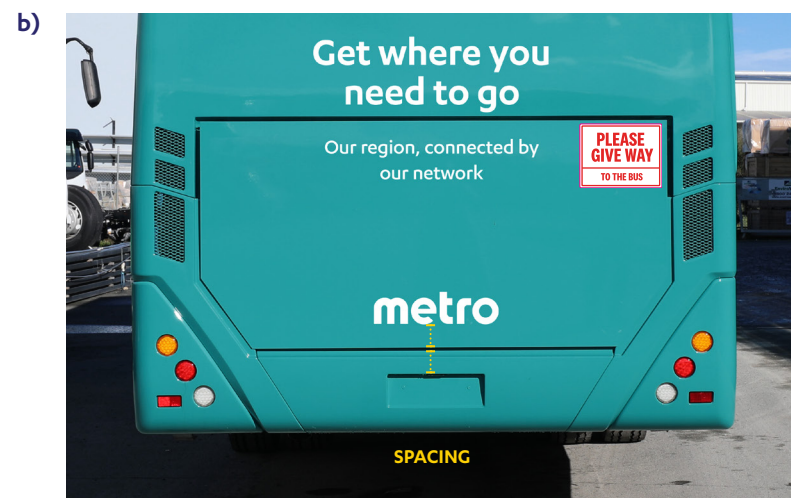
**Code:** E-SL**Size:** 464.5x120**Colour:** n/a**Vinyl:** White**Location:** a) Front right under windshield

b) Rear centre

Tips: a) Visually centre between windshield and top of headlight where possible

Align to the right of headlight where possible

b) Give similar breathing space from panel break as number plate



Exterior:

Bus identification

To enable easy identification for users, each bus must have a unique prefix and number combination (eg. GB1234).

Prefix

GB: Go Bus

RT: Ritchies

Numbers

Numbers should reflect the individual operator's fleet numbering system and ideally not feature any leading zeros to avoid confusion between the number 0 and the letter O.

Exterior:

Bus identification

B G R T
0 1 2 3 4 5 6 7 8 9

- Code:** E-BIB, E-BIG, E-BIR, E-BIT and E-BIO-9
- Size:** Minimum 80mm high (width varies)
- Colour:** n/a
- Vinyl:** White, black if required on top of light coloured advertising
- Location:**
- a) Front left under windshield - compulsory
 - b) Top left on rear - compulsory
 - c) Cant rail at rear - preferred
 - d) Above driver window on black area - compulsory
- Tips:** See previous page for prefix and numbering details
- a) Align with bottom of logo if possible
 - Align to the left of headlight where possible
 - b) Centre with lights where possible
 - As this is applied on top of advertising, please consider colour use
 - c) Align with bottom of contact details and edge of window



Exterior:

Destination display

Static

All information should be static.

Case use

Please use title case in all instances (eg. City Centre not CITY CENTRE).

Route number

Route numbers must be displayed on all screens.

The front screen should feature the number on the right side to be more accessible to the user (eg. City Centre 5).

The kerbside and rear screens should feature the number on the left side (eg. 5 City Centre).

Via text

Via text (eg. Via City) will be limited to the side only.

Exterior:

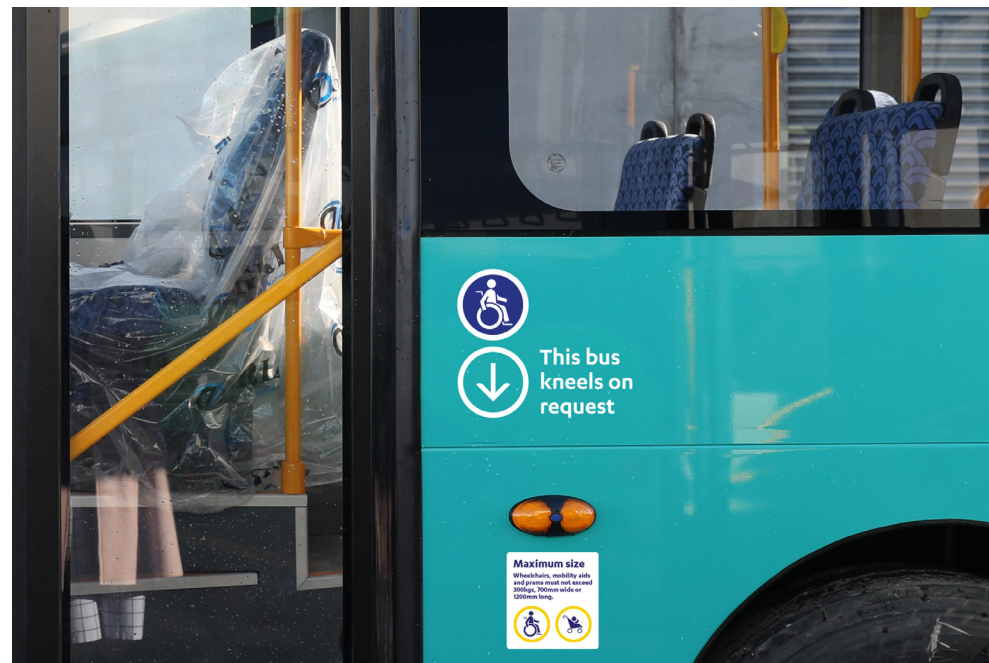
Signal driver



- Code:** E-SD
- Size:** 700x566
- Colour:** PMS 109C yellow
- Vinyl:** Clear
- Location:** Top right corner of windshield
- Tip:** Avoid placing over video camera

Exterior:

Wheelchair



Code: E-WC

Size: 112x112

Colour: PMS 274C blue

Vinyl: White

Location: Right of front kerbside door under glass panel

Tips: Combine with E-KN

Exterior:

Kneel



- Code:** E-KN
Size: 112x276
Colour: n/a
Vinyl: White
Location: Right of front kerbside door under glass panel
Tip: Combine with E-WC

Exterior:

Maximum size



- Code:** E-MS
Size: 132x139.5
Colour: PMS 274C blue, PMS 109C yellow
Vinyl: White
Location: Beside kerbside front door
Tip: Centre under light or emergency door control if available

Exterior:

Emergency door control

If other warning stickers are required, please contact Environment Canterbury



- Code:** E-DC
Size: 90x43.5
Colour: PMS 485C red
Vinyl: White
Location: Above all emergency door controls
Tip: Centre above control



Exterior:

Give way



- Code:** E-GW
- Size:** 280x218
- Colour:** PMS 485C red
- Vinyl:** White
- Location:** Rear right side
- Tips:** Place at eye level for following drivers
Avoid panel joins
Must be applied on top of advertising

Exterior:

Our connected region device

The buses on our network proudly showcase motifs and stories that represent kaihaukai, a historic system that connected the region's hāpu/sub-tribes through the sharing and exchange of mahinga kai/food resources including native birds, fish and plants. Via a network of historic trails, streams and rivers hāpu travelled the region to trade these and connect with one another.



Exterior:

Device - Kerbside

This device must not be scaled in any way. Please contact Environment Canterbury if you are concerned about placement on a particular model



- Code:** E-DK (device) and 1x E-DR top of circle
- Size:** 4070 (approx) x 1200 (approx)
- Colour:** n/a
- Vinyl:** Network dark teal or Orbiter dark green
- Location:** Between doors on kerbside
- Tips:** Vertically aligned to top edge of teal panel, excess trimmed at bottom to suit model
Horizontally aligned to left hand side of front wheel rim, excess trimmed on right to suit model
If model has no doors, graphic to continue like roadside on following page
Combine with one top of circle from E-DR
- Create a seamless look by utilising the bleed on the graphics and adding a primer to the silicone under vinyl - preferred
- OR install graphics either side of the silicone taking care to create a perfect circle
Vinyl colour selection to match bus type eg. Network or Orbiter

Exterior:

Device - Roadside

This device must not be scaled in any way. Please contact Environment Canterbury if you are concerned about placement on a particular model



- Code:** E-DR (device) and 1x top of circle
- Size:** 4640 x 1200 (approx)
- Colour:** n/a
- Vinyl:** Network dark teal or Orbiter dark green
- Location:** Roadside
- Tips:** Vertically aligned to top edge of teal panel, excess trimmed at bottom to suit model
Horizontally aligned to right hand side of front wheel rim
Combine with one top of circle from E-DR
- Create a seamless look by utilising the bleed on the graphics and adding a primer to the silicone under vinyl - preferred
- OR install graphics either side of the silicone taking care to create a perfect circle
Vinyl colour selection to match bus type eg. Network or Orbiter

Exterior:

Contact details

1)

metro.co.nz 03 366 88 55

2)

03 366 88 55 metro.co.nz

- Code:** E-CD1 (website), E-CD2 (phone number)
Size: 745x113 (website), 665x85.6 (phone number)
Colour: n/a
Vinyl: White
Location: a) E-CD1 on kerbside cant rail
 b) E-CD2 on roadside cant rail
Tips: a) To avoid cameras installed on new models, range from middle of doors
 b) Ensure website is at the front of the bus (on the right side)
 Match spacing from front of bus from roadside placement



Exterior:

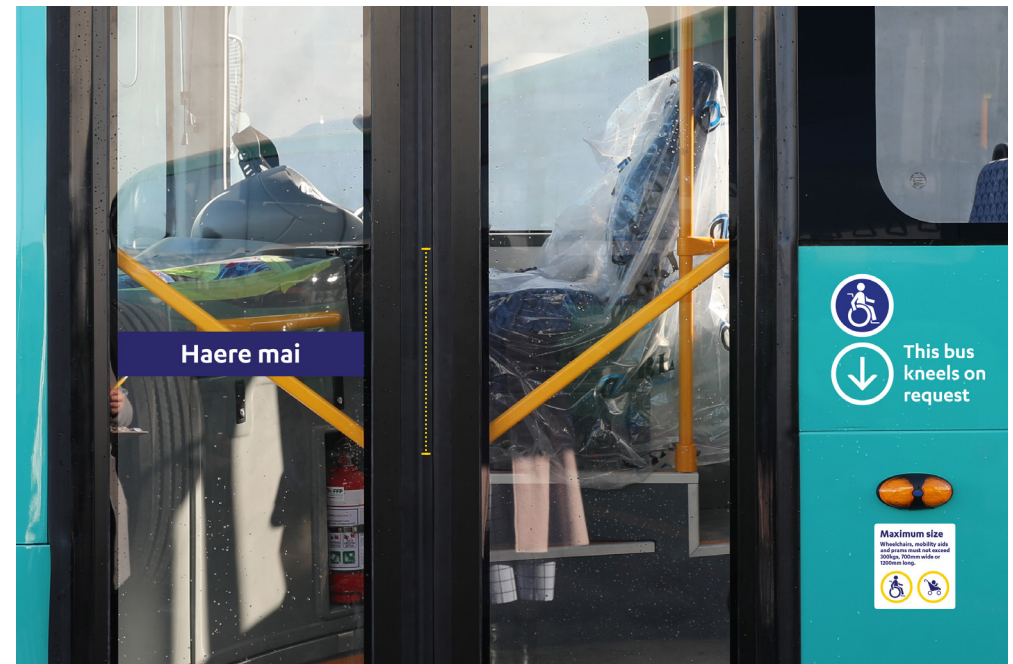
Wi-Fi



- Code:** E-WF
- Size:** 120x92.5
- Colour:** n/a
- Vinyl:** White
- Location:** Kerbside cant rail of Wi-Fi enabled buses
- Tips:** Only apply if Wi-Fi is installed on bus
Avoid camera (if present)
Place base of graphic in line with contact details

Exterior:

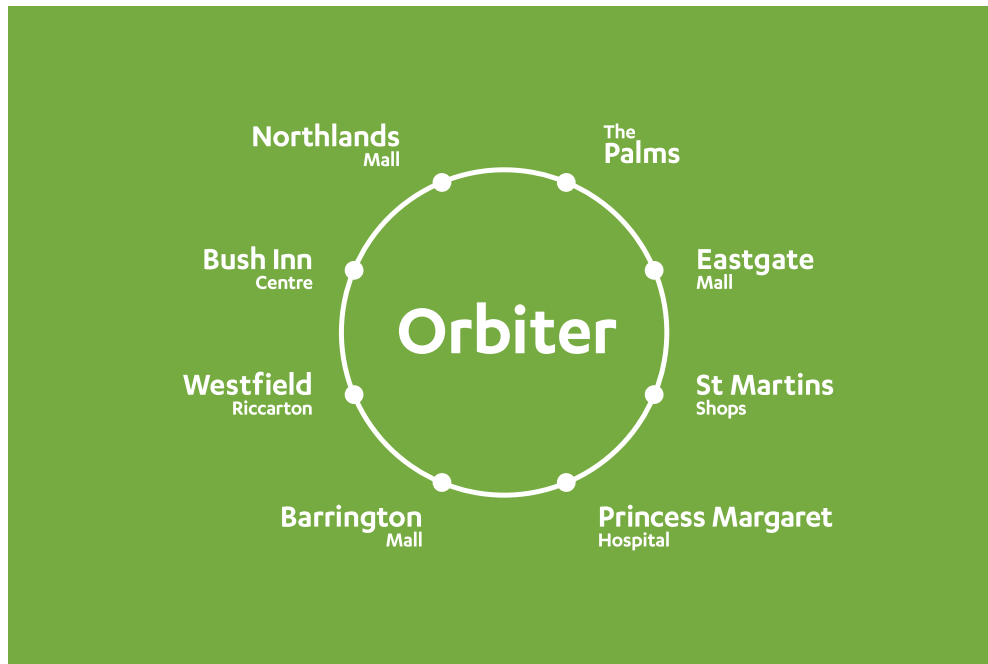
Haere mai



- Code:** E-HM
- Size:** 435 (approx) x80
- Colour:** PMS 274C blue
- Vinyl:** White
- Location:** Left front door
- Tips:** Centre within door handle reach
Extend blue to edges of glass
- Note:** Right front door will have 'Please tag on' message once appropriate

Exterior:

Permanent messaging - Orbiter



Code: E-PM0

Size: 1310x860 or to suit space and panel joins

Colour: n/a

Vinyl: White

Location: Rear

Tip: Avoid placing text on panel joins

Please contact Environment Canterbury for alternative placement options if space is restricted or panel joins effect legibility

Exterior:

Permanent messaging - Network

<p>1)</p> <p>Get where you need to go</p> <p>Our region, connected by our network</p>	<p>2)</p> <p>Use more, pay less</p> <p>With daily and weekly fare caps</p>	<p>3)</p> <p>Our connected network</p> <p>Metro covers the Greater Christchurch area</p>
<p>E)</p> <p>This is an electric bus</p> <p>We're on a journey to a zero emissions bus fleet</p>		<p>This is an electric bus</p> <p>We're on a journey to a zero emissions bus fleet</p>

Code: E-PM1, E-PM2, E-PM3, E-PME1, E-PME2

Size: Varies

Colour: n/a

Vinyl: White

Location: Rear

Tips: A range of messages must be present across the network - please use a combination across your fleet

Place on buses that don't regularly feature advertising

E-PME must only feature on electric models and can feature in one of two formats

Avoid placing text on panel joins



Exterior:

EV



- Size:** 70x70 along diagonals
- Colour:** Black
- Vinyl:** White
- Location:** To the right of the rear number plate
- Tips:** To be present at all times
Apply on top of advertising

Exterior:

Pod messaging - Electric

This bus is zero emission



- Code:** E-PMP
- Size:** 1500x108 or to suit pod size
- Colour:** n/a
- Vinyl:** White
- Location:** Front pod
- Tips:** Check that recommended size fits the pod size and flat areas
Centre and avoid areas that curve and place graphic on the flat area of the pod
Please contact Environment Canterbury for alternative placement options if pod size is too small

Exterior:

Air conditioning pods and headlight surrounds

Air conditioning pods

All pods must be painted to match the exterior of the bus (eg. Network teal or Orbiter green).

If a pod is currently another colour, it must be painted the appropriate bus colour.

Headlight surrounds

Headlight surrounds must be painted to match the body of the bus (eg. Network teal or Orbiter green).

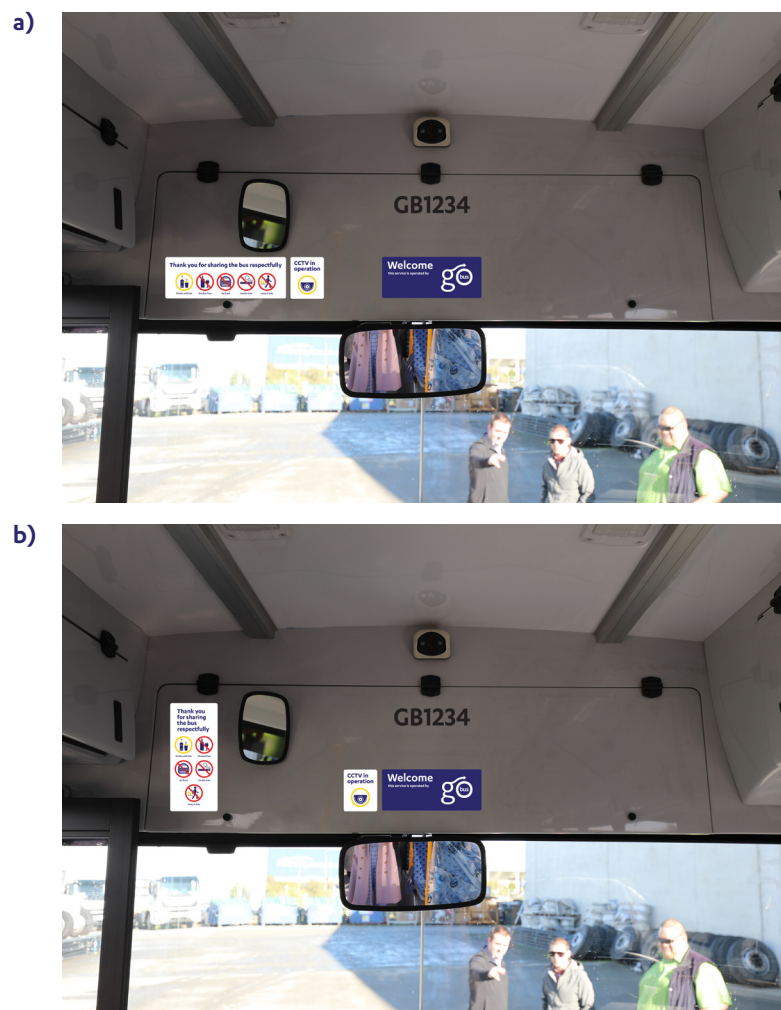
Interior

Interior:

Thank you



- Code:** I-TY1 (preferred), I-TY2
- Size:** 1) 326x112, 2) 128x295
- Colour:** PMS 274C blue, PMS 485C red, PMS 109C yellow
- Vinyl:** White
- Location:** Front internal panel above windscreen on left side
- Tip:** Pair with E-TY1 or operator details sticker



Interior:

Crime prevention



- Code:** I-CP
Size: 90x112
Colour: PMS 274C blue, PMS 109C yellow
Vinyl: White
Location: Front internal panel above windscreen on left side
Tip: Pair with E-TY1 or operator details sticker



Interior:

Operator details



- Code:** I-GB, I-RT
- Size:** 270x112
- Colour:** PMS 274C blue
- Vinyl:** White
- Location:** Front internal panel above windscreen
- Tip:** Centre and align with stickers above and to the left
- Note:** This is to be the only operator logo present on the interior or exterior of each bus

Interior:

Bus identification



Code: I-BIB, I-BIG, I-BIR, I-BIT and I-BIO-9

Size: 45mm high (width varies)

Colour: n/a

Vinyl: Black or white

Location: Front internal panel above windscreen and driver

Tip: See page 11 for prefix and numbering details

Select appropriate vinyl colour for panel colour

Pair with operator detail and centre between stickers to left and panel edge

Interior:

Wi-Fi



- Code:** I-WF
Size: 90x112
Colour: PMS 274C blue, PMS 109C yellow
Vinyl: White
Location: Front internal panel of Wi-Fi enabled buses
Tip: Only apply if Wi-Fi is installed on bus



Interior:

No standing

If other warning stickers are required, please contact the Environment Canterbury Public Transport team.



- Code:** I-NS
Size: 137x43.5
Colour: PMS 485C red
Vinyl: White
Location: On bulkhead above door
Tip: If required, sit alongside E-DC (centre this above control)

Interior:

Driver instructions

When required, please place your company driver instructions on the panels above the driver - either on the front (a) or roadside (b) of the bus.



Interior:

Priority seating



Code: I-PS1a, I-PS1b, I-PS2

Size: 1) 462x78, 2) 275x135, 3) 330x78

Colour: PMS 274C blue, PMS 109C yellow

Vinyl: White

Location: Under window beside foldable or priority seats

Tips: Use relevant stickers for seat specifications and layout
Align with top of USB port (if installed)



Interior:

Anti-graffiti

**We're keeping an
eye on things**

CCTV in operation.



- Code:** I-AG
Size: 220x65
Colour: PMS 274C blue, PMS 109C yellow
Vinyl: White
Location: Underside of bulkhead at rear of bus
 Roadside - required
 Kerbside - optional
Tip: Place above first upper level seat

Interior:







Window anti-graffiti



- Code:** I-WA
Size: 96x51.6
Colour: PMS 274C blue, white
Vinyl: Optically clear
Location: Internal windows at upper level seats on alternative rows
Tips: Place 180mm up from window base
Centre between seat and stop button where possible

Interior:

Our region storytelling - White

1)	2)	3)	4)	5)	6)
 <p>Pātiki Flounder</p> <p>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".</p> <p>Our motifs are inspired by Canterbury's taonga/treasure species, the foods and resources that connected hapū/sub-tribes, and the natural landscape that provided them.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Tī kōuka Cabbage tree</p> <p>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.</p> <p>Our motifs are inspired by taonga/treasure species, the foods and resources shared by hapū/sub-tribes, and the natural landscape that connected them.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Aruhe Bracken fern</p> <p>The root was cultivated en masse for its high fibre content; its younger fronds eaten both uncooked or roasted.</p> <p>Once, Ōtautahi/Christchurch was full of natural resources that sustained its people. Through our motifs we hope to create a meaningful sense of place that enriches the understanding of our region.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Harakeke Flax</p> <p>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.</p> <p>Our motifs are symbols of mahinga kai (the gathering and preparation of food) and mātauranga (the passing of ecological knowledge through generations).</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Tuna Freshwater eel</p> <p>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 speciality of Māori from Kālapoi and Te Waihora/Lake Ellesmere. Tuna are one of Aotearoa/New Zealand's most resilient native fish species and can live over 200 years.</p> <p>This motif represents our connection to the natural environment and our shared responsibility to protect and enhance it.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Kererū New Zealand pigeon</p> <p>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.</p> <p>Once, Ōtautahi/Christchurch was full of natural resources that sustained its people. Through our motifs we hope to create a meaningful sense of place that enriches the understanding of our region.</p> <p>Get the full story at metro.co.nz/ourregion</p>

Code: I-SW1-6

Size: 110x164

Colour: PMS 274C blue

Vinyl: White

Location: Walls on lower level seats - see page 43 for an example

All six stickers (in white or clear) are to feature in each bus where possible







Tips: Place 40mm down from panel edge

Centre between seat and stop button where possible

Confirm placement to determine if white or clear stickers should be used

Interior:

Our region storytelling - Clear

1)	2)	3)	4)	5)	6)
 <p>Pātiki Flounder</p> <p>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".</p> <p>Our motifs are inspired by Canterbury's taonga/treasure species, the foods and resources that connected hapū/sub-tribes, and the natural landscape that provided them.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Tī kōuka Cabbage tree</p> <p>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.</p> <p>Our motifs are inspired by taonga/treasure species, the foods and resources shared by hapū/sub-tribes, and the natural landscape that connected them.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Aruhe Bracken fern</p> <p>The root was cultivated en masse for its high fibre content; its younger fronds eaten both uncooked or roasted.</p> <p>Once, Ōtautahi/Christchurch was full of natural resources that sustained its people. Through our motifs we hope to create a meaningful sense of place that enriches the understanding of our region.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Harakeke Flax</p> <p>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.</p> <p>Our motifs are symbols of mahinga kai (the gathering and preparation of food) and mātauranga (the passing of ecological knowledge through generations).</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Tuna Freshwater eel</p> <p>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 speciality of Māori from Kālapoi and Te Waihora/Lake Ellesmere. Tuna are one of Aotearoa/New Zealand's most resilient native fish species and can live over 200 years.</p> <p>This motif represents our connection to the natural environment and our shared responsibility to protect and enhance it.</p> <p>Get the full story at metro.co.nz/ourregion</p>	 <p>Kererū New Zealand pigeon</p> <p>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.</p> <p>Once, Ōtautahi/Christchurch was full of natural resources that sustained its people. Through our motifs we hope to create a meaningful sense of place that enriches the understanding of our region.</p> <p>Get the full story at metro.co.nz/ourregion</p>

Code: I-SC1-6

Size: 110x164

Colour: PMS 274C blue, white

Vinyl: Optically clear

Location: Internal windows at upper level seats - see page 43 for an example

All six stickers (in white or clear) are to feature in each bus where possible

Tips: Place 180mm up from window base

Centre between seat and stop button where possible

Confirm placement to determine if white or clear stickers should be used

Interior:

Our region storytelling



Code: I-SW1-6



Code: I-SCI-6

Interior:

Our region wall



- Code:** I-OR
- Size:** 1640 x 900 (approximate size only - please scale as required)
- Colour:** PMS 274C blue
- Vinyl:** White
- Location:** Rear wall
- Tip:** Place graphic and text to suit, cropping off top and bottom as necessary
Avoid panel joins and different coloured panels (eg. screen access door on older models) where possible
- Note:** If the model's panel design does not suit this artwork, please contact Environment Canterbury