

Updated 29 June 2017

Metro Brand Identity Guide.

Working together to provide Christchurch public transport.



metro

Brand Identity.

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 identity 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.

Brand Values.

The following brand values were established at two brand workshops with operational partners.

1. CARE

Here to help.

Looking after passengers is a big responsibility which we take very seriously.

Our messaging should focus on the benefits. If we bring these to the fore, it backs up the idea that we care and are here to help.

2. RELIABLE

We'll get you there.

You can rely on us to take you places in good time for a fair price.

At a time when Christchurch roads are being heavily impacted by congestion, this message is strong. Take the bus and get there safer and cheaper.

3. GENUINE

Real people. Real friendly.

We are the genuine article and we love making peoples' day.

Our voice isn't trying to be cool or on trend. We are real and self aware. Happy to poke fun at ourselves before others do. We are the genuine friend that you can rely on because we have your back.

4. FOCUSED

On the same journey.

We're keen to share a common vision of where we're going and who we want to be.

The most important element is that we share this voice together. That we all understand who we are and how we are communicating with the people of Christchurch.

Tone of Voice.

From the values, we developed a Metro tone of voice.

Simple.

People get it straight away. The language is direct and not complicated. Simple can also be construed as BOLD.

The imagery uses bold single colours. The images are uncluttered.

The messaging is single minded. We don't run the risk that anyone feels "dumb" by not getting it and feel excluded or angry.

Honest.

We feel we are getting it straight without any spin. Another way of saying this is GENUINE.

We show that we are well aware of who we are and how people perceive us. We don't try to be anyone we are not. Honest people are folk we can rely upon, as there doesn't seem to be any agendas.

They say it like it is.

Positive.

The majority of our users like the Metro service. Presenting our messaging in a bright, bold and positive context is a way of making them feel valued. Giving credibility to their travel decision by highlighting all the positive benefits they are receiving as a result of choosing us, and hopefully giving them a smile.

Consistent.

Part of being on the same journey together is to be sure we are consistent with our voice and messaging across all channels both internal and external.

Brand Platform.

Colours.

The bold High Frequency Line colours become the primary campaign colours and are used individually as needed to support messages and bring these colours to life.

ToV.

Simple, Honest, Positive, Consistent.

All communication will focus on 'looking on the bright side', shining the light on the positive. Where possible we will bring the Metrocard in to the communications as the 'helpful hero'.

Imagery.

Everyday real people (actual or potential customers), finding the positive, looking on the bright side and/or illustrated positive icons e.g. the smile.

Icons.

Recognisable icons of approval, moving forward, doing well.

The strapline – Way to go.

Way to go informs our tone of voice and can be used in everyday language as well as a sign-off to communications. Way to go is an informal thank you and affirmation with ultimate flexibility.

Key Messages.

A city that flows, flourishes.

Catching the bus means a more sustainable city, more room to walk around town – it's the pedestrian friendly, open space and clean environment we asked for in Share an Idea.

Streets full of people mean lots of footfall for the shops and businesses they pass by; streets full of cars mean congested through-traffic.

Catching a bus means we play a part in creating the city we want.

Catching a bus just once a week means one less car journey – less traffic congestion.

Catching a bus gives you more time to yourself.

Catching a bus reduces driving stress and stress looking for a car park.

Buses these days are modern, clean and comfortable.

There are five quality, accessible high frequency Metro Lines that take people where they want to go.

Catching the bus could be an option on some days.

Public transport supports a modern, vibrant and sustainable city.

Public transport reduces congestion to keep freight moving so the economy can thrive.

Key Language.

Standard sign-off.

Short:

Way to go.

You're making a positive difference to our city.

Long:

Each time you get on board with us, you're making a positive difference to our city – way to go.

Correct CASE use for key words.

Metro
(title case)

Metro Network
(title case)

High Frequency Lines
(title case)

Metro Lines
(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)

metroinfo.co.nz
(lower case, www. omitted)

Brand Elements.

In this section:

Logo

Colours

Typeface

Footer lock-up

Footer strapline

Image gradient

Inline graphics

Brand photography

Metro Logo.

The Metro logo has 2 lock-ups.

1. Metro single
2. Metro with URL metroinfo.co.nz

The URL is used on the rear of collateral or where the URL is required.

The Metro logo is always contained in a blue box (Metro Blue), unless 'specific use' approved by the marketing dept.



metro



metro
metroinfo.co.nz

Metro Box.

The Metro 'box' has been specifically sized to the logo as shown here. Please do not remake the box size, use only the files supplied.



Colour Palette.

A palette of colours provides the identity for Metro and the High Frequency Lines; Blue Line, The Orbiter, Yellow Line, Orange Line, and Purple Line.

Follow the specifications on this page for accurate breakdowns of these colours across all applications.

Important: This is a guide, some colours may vary in accuracy from the colour mixes specified.

Always refer to accurate print guides when proofing colours.

Disclaimer: The colours shown on this page and throughout this document have not been evaluated by PANTONE Inc for accuracy and may not match the Pantone standards. Consult current Pantone publications for accurate colour.

PANTONE® is the property of Pantone Inc.



Metro Blue

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



Orange Line

PMS: 166C
C=0 M=70 Y=100 K=0
R=243 G=112 B=33



Yellow Line

PMS: 7549C
C=0 M=25 Y=100 K=0
R=255 G=194 B=14



Blue Line

PMS: 298C
C=63 M=5 Y=0 K=0
R=62 G=188 B=237



The Orbiter

PMS: 368C
C=58 M=2 Y=100 K=0
R=121 G=188 B=67



Purple Line

PMS: 7671C
C=80 M=85 Y=15 K=3
R=85 G=69 B=136

Typeface.

The Metro brand typeface is Karbon.

Currently the italic version of the each weight is not used. Instead of italics a different weight is used.

Karbon, a sans serif typeface created by Kris Sowersby, who is based in Wellington NZ.

Please ensure not to share the font, a licence is always required when using for print and digital. Please read the EULA. A licence is available from <https://klim.co.nz/retail-fonts/karbon/>

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Karbon Semibold (main headings)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Karbon Medium (headings/sub headings)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Karbon Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Karbon Bold (limited use)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Karbon Light (limited use)

Typeface.

Leading/line spacing.

Headings (example):

100pt point size = 100 point leading.

This is a variable and **visually** increasing/decreasing is required.

Body (example):

Body copy leading is set to auto.

'Space After' is set to match the height of the body.


Tracking/kerning.

Should be set to '0', unless in large headings which -10 is used.

Kerning:

Ensure metrics is used and not optical.


Improved Waimakariri bus services.



100pt point size
100 point leading

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.



15pt point size
18 point leading (set from auto)

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 metroinfo.co.nz

Typeface.

Colour.

ALL typography should be reversed out (white) or in the primary colour used. Mixing colours in the typography is NOT permitted.

Improved Waimakariri bus services.

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Metro Footer.

Metro footer height.

Height of the footer is determined by the Metro box as shown.

Example DL size.

Portrait:

10x box height

Landscape:

5x box height



Footer Strapline.

The Metro footer strapline.

'Way to go' height (A) is taken from the height of the 't' in the Metro logo. Please note this is a guide. When the width of the footer is limited, 'Way to go' can be reduced to fit.

Footer Margins

Left footer margin (B), is normally determined by the margin of the text and artwork placed above and should be no less than the width of the 'W' in Way to go.

Colour and restriction.

The preferred brand colours to use for footers are as shown.

*Purple footers are typically reserved for use only when advertising the Purple Line as it is close in colour to Metro blue.

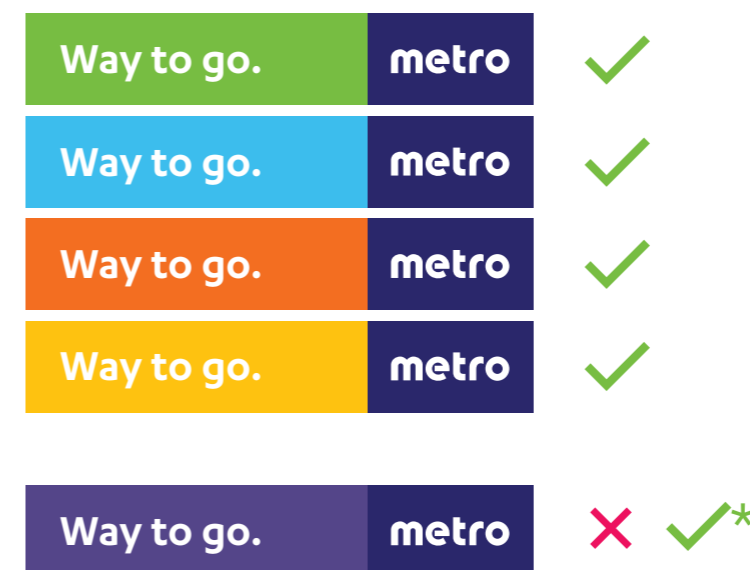


Image Gradient.

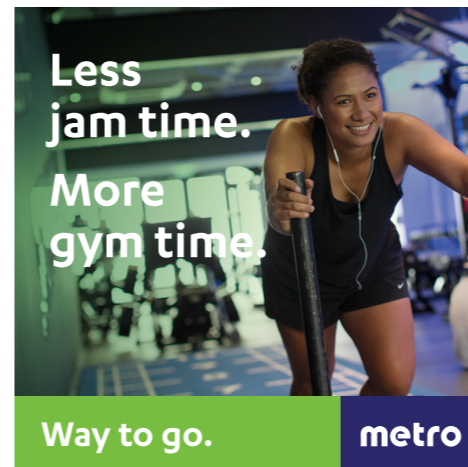
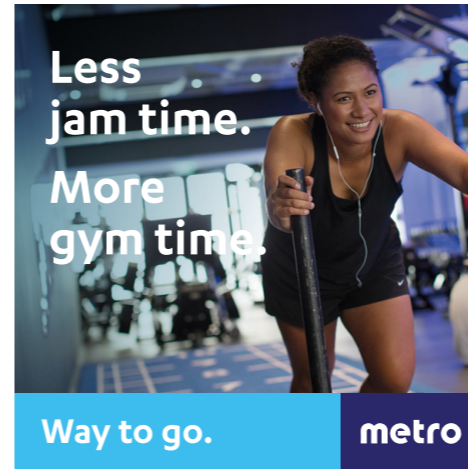
Colour gradient.

For text to be seen over an image, a gradient transparency can be used in a High Frequency Line colour with added black.

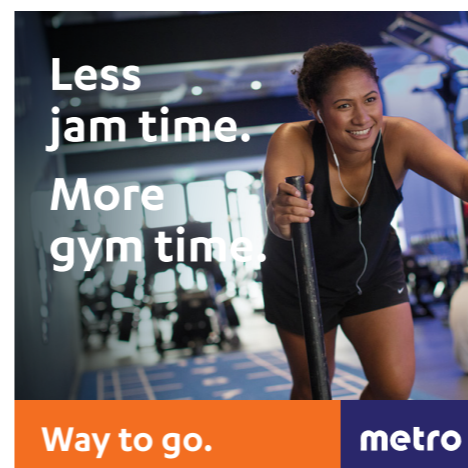
Generic gradient.

A black gradient transparency can be used when collateral is not specifically advertising a HFL.

This is the preferred gradient to use where possible.



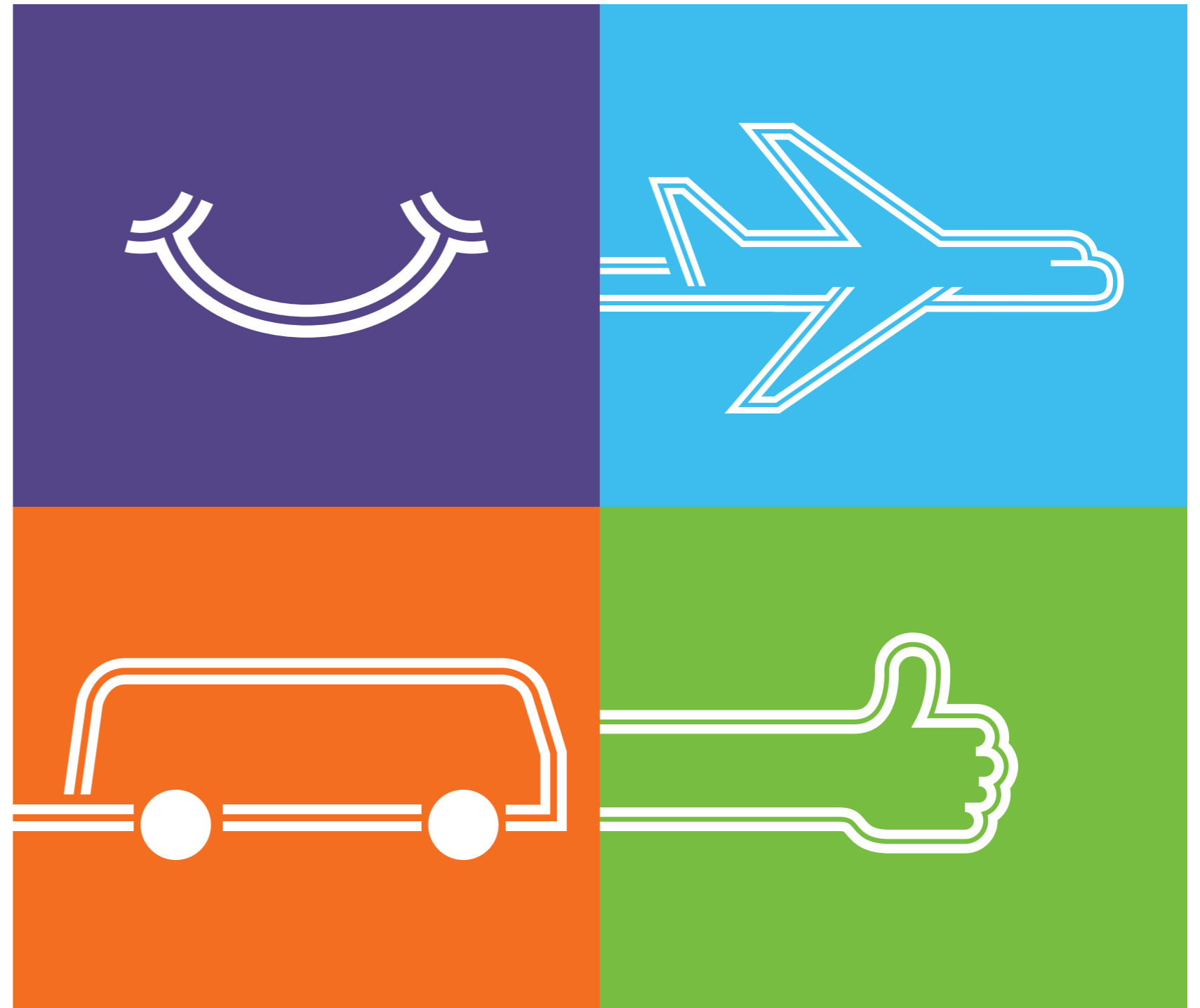
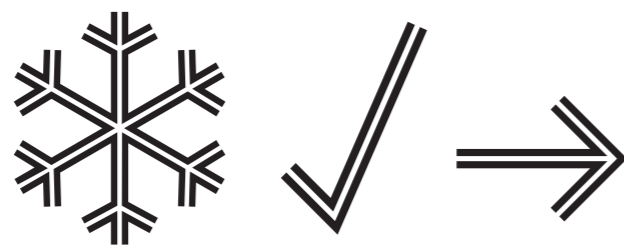
HFL brand gradient



Generic gradient

Inline Graphics.

The inline graphics are a set of bold and friendly dual line illustrations to compliment the Metro brand platform. They are best used at large scale where possible for maximum impact.



Brand Photography.





High Frequency Lines.

In this section:

High Frequency Lines

High Frequency Lines – colours

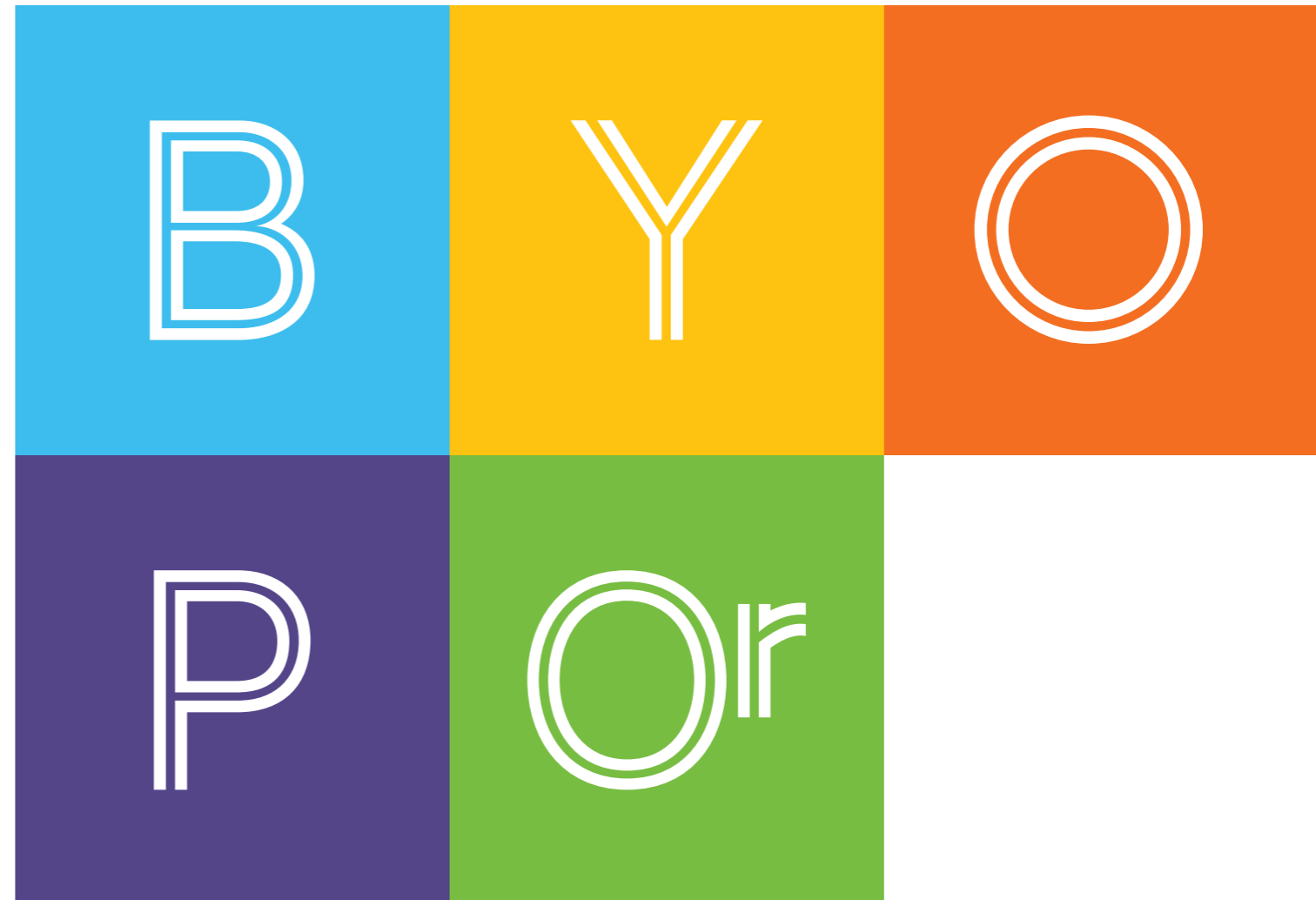
High Frequency Lines – route maps

High Frequency Lines.

The Metro High Frequency Lines are high frequency services operating within the Metro Network.

The High Frequency Line buses are uniquely painted and applied with individual branding.

Never attempt to recreate the HFL logos. Ensure the correct colours are always used.



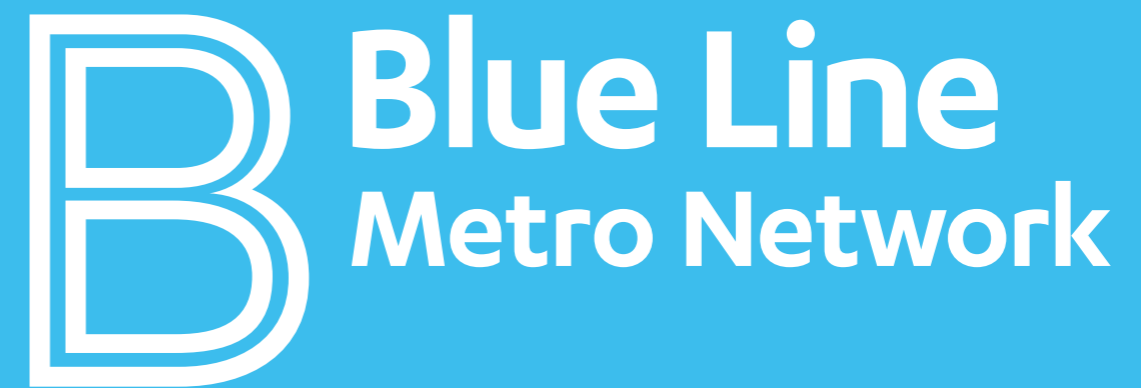
Blue Line.

Colour.

PMS: 298C

C=63 M=5 Y=0 K=0

R=62 G=188 B=237



Yellow Line.

Colour.

PMS: 7549C

C=0 M=25 Y=100 K=0

R=255 G=194 B=14



Orange Line.

Colour.

PMS: 166C

C=0 M=70 Y=100 K=0

R=243 G=112 B=33



Purple Line.

Colour.

PMS: 7671C

C=80 M=85 Y=15 K=3

R=85 G=69 B=136



The Orbiter.

Colour.

PMS: 368C

C=58 M=2 Y=100 K=0

R=121 G=188 B=67



Route Maps.

B Blue Line

Every 10 – 15 minutes
6.00am – 6.30pm
Monday – Friday

Check metroinfo.co.nz for all other times, including Cashmere, Kaiapoi and Rangiora timetables.

Cashmere Princess Margaret Hospital Sydenham Shops Bus Interchange (CBD) Bealey Ave Northlands Mall Belfast Kaiapoi Rangiora

B Blue Line

Every 10 – 15 minutes
6.00am – 6.30pm
Monday – Friday

Check metroinfo.co.nz for all other times, including Cashmere, Kaiapoi and Rangiora timetables.

Cashmere Princess Margaret Hospital Sydenham Shops Bus Interchange (CBD) Bealey Ave Northlands Mall Belfast Kaiapoi Rangiora

Partner Brand Use.

In this section:

Partner use of Metro branding

Metro use of partner branding

Partner Branding.

Partner use of Metro branding. Created by the partner.

In this example, the Metro partner (in this case CCC) is the leading brand.

Use this style of communication for when you, as a Metro partner, have a responsibility to inform, consult or otherwise communicate your responsibilities in association with Metro.

The Metro logo and brand partner logos are used without Metro brand colours, box or footer device lock ups (usually at the base of Metro communications).

have your say February 2016

Let's get Riccarton moving

Proposed Riccarton Road bus priority measures and Central Riccarton street enhancements

Christchurch City Council

Image sourced from partners image library, not Metro campaign images.

have your say

Les est, soluptatiam, to beatusda sequo berchictur mo explatinus.

Aque asi cus et ratentur?

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metro Working together to provide Christchurch Public Transport

NZ TRANSPORT AGENCY Environment Canterbury Regional Council Christchurch City Council Selwyn HAINAKARARI

BLACK CAT CRUISES recbus go

have your say Ceaquameturia escil et vero ommod que digeniet parciationes aliquatiur, odi de conecatet lania aliquas volorem quias mil maio

www.ccc.govt.nz/haveyoursay

Christchurch City Council

CCC branded communication with the use of the Metro logo, with partners.

Partner Branding.

Metro use of partner branding. Created by Metro.


In this example, Metro is the leading brand.

This helps to maintain a consistent use of the logo, brand colours and footer device across all communications. The Metro marketing team will create this content for notifications and important messages to public and customers, to communicate the completion of projects that form parts of the Metro service offering e.g. new services, new infrastructure, new roadways.

Note that partner logos are again locked up on the rear with the use of the Metro logo in footer.

Riccarton Road is becoming a better way to go.

New bus lanes are making commuting even quicker down Riccarton Road.



Way to go.



Campaign from Metro - outcome (Partner initiative) via Metro marketing.




Ita venimol orerate volesedic totat laborepuda dolupta pro dolupti aeceaquo volupta tiasim volor maxime earum rem. Et et ma int volorumtium accat labo. Ut etum hit, estiuscipici berrum landipsanto berro ea




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Metro. We're working together to provide Christchurch Public Transport.

Way to go.

metro
metroinfo.co.nz

Metro brand and the partner logos as equal partners.