



**METRO**

**Corporate Identity Guidelines**

**Joint venture with**

**West Yorkshire**

**Local Transport Plan Partnership**





METRO

# Joint Ventures Corporate Identity Guidelines

## West Yorkshire Local Transport Plan

Metro, the West Yorkshire Integrated Transport Authority, is the Local Transport Authority for West Yorkshire and has a statutory duty to 'develop policies for the promotion and encouragement of safe, integrated, efficient and economic transport', and 'to prepare a Local Transport Plan' for West Yorkshire.

It does this in partnership with the five District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield.

## Our Vision

### MyJourney West Yorkshire Vision 2026

#### - Connecting People and Places

Working together to ensure that West Yorkshire's transport system connects people and places in ways that support the economy, the environment and quality of life.

To successfully communicate the plan and share our vision it is essential that everything we produce has a consistent identity and is carefully put before our various audiences.

To that end, the key elements we would want to include and stipulate in these guidelines are as follows:

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**The Metro logo must appear on all pieces of printed material and e-communications**

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**The Local Transport Plan Partnership logo must appear on all pieces of printed material and e-communications**

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**All visual references to Metro must adhere to Metro's colour palette**

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**The Clearprint Guidelines are common-sense recommendations on print standards for the partially sighted**

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The guidelines on the following pages should cover the subjects outlined above. However, if you need any further advice or help, please contact Metro's Information and Marketing department. Details below.

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



**METRO**

# The Metro Symbol

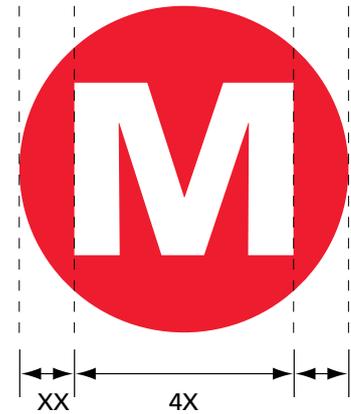
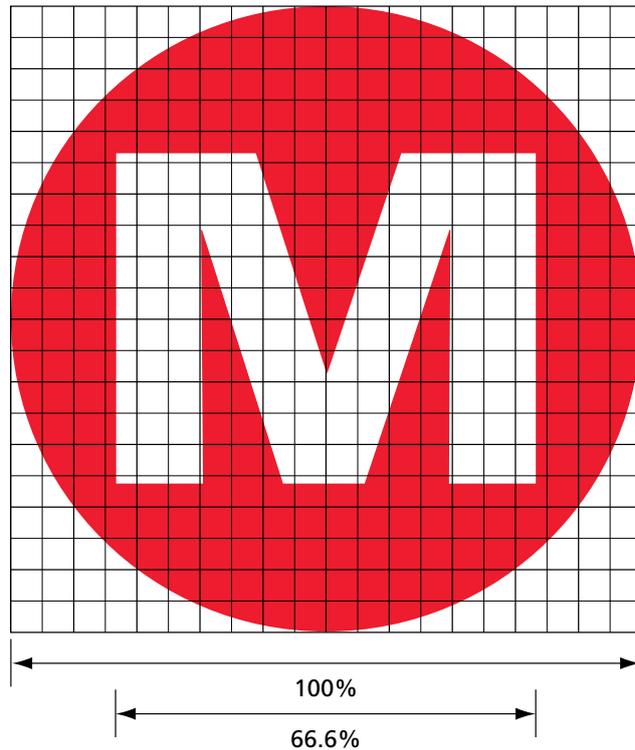
The Metro symbol is the major element in the logo and has been produced to an original design. No attempt should be made to draw the symbol freehand or to copy it by commencing fresh artwork\*.

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

The M within the circle should be centred and

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

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



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**METRO**

# The Metro Logo

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

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

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

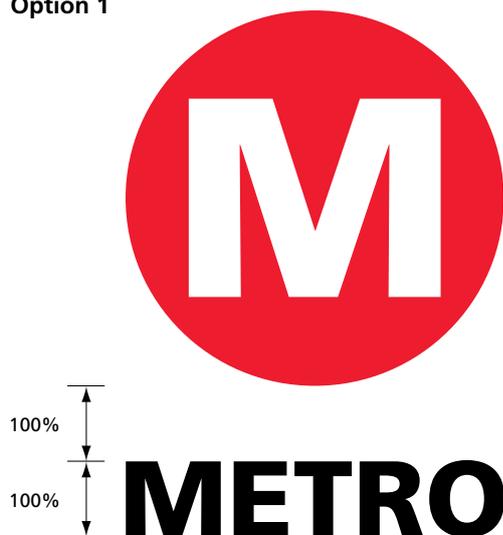
The logo has been designed to be versatile and easy to use in many different situations and across numerous applications. When it is not appearing in its grey panel there are three alternative options (see next page for option 3).

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

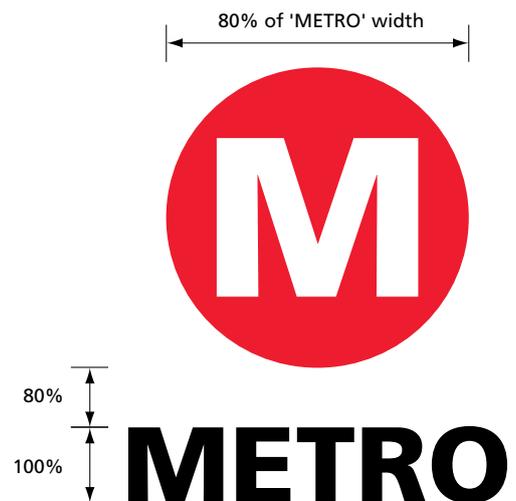
**Option 2** has the circle at 80% of the width of the word METRO and the gap between the bottom of the circle and the top of the letters is 80% of the height of the word METRO.

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

## Option 1



## Option 2



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**METRO**

# The Metro Logo

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

## Colours

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

## Backgrounds

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

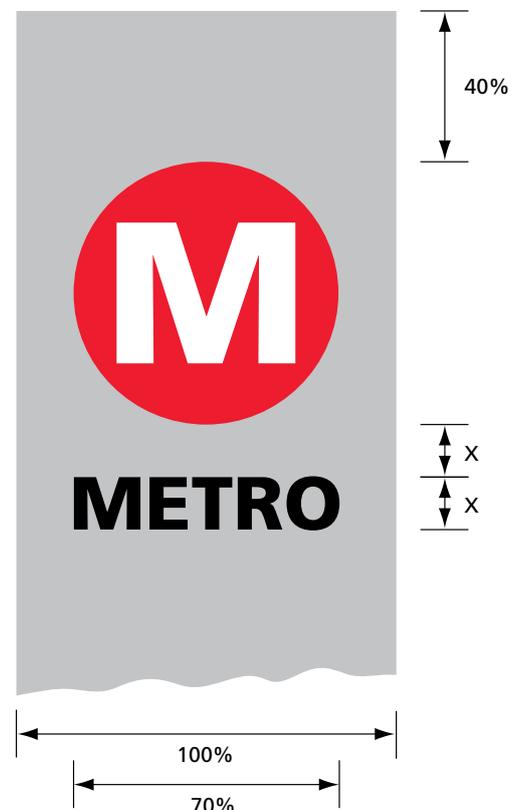
## The Metro Panel

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

### Option 3



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



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**METRO**

# Metro Colours

## The importance of consistency

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

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

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

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

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

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

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

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**METRO**

# Metro Colours

## Metro Red

**PMS:** 485 C  
**CMYK:** C-0 M-100 Y-91 K-0  
**RGB:** R-254 G-0 B-12  
**Dulux Colour Palette:** 19YR 14/629  
or to match **BS 4800 04 E 53**  
**RAL:** 3020 (Traffic Red)

## Metro Light Grey

**PMS:** Cool Grey 3 C  
**CMYK:** C-0 M-0 Y-0 K-18  
**RGB:** R-209 G-209 B-209  
**Dulux Colour Palette:** 30RB 73/016  
or to match **BS 4800 00 A 01**  
**RAL:** 000 80 00 (Design System)

## Metro Grey

**PMS:** Cool Grey 4 C  
**CMYK:** C-0 M-0 Y-0 K-27  
**RGB:** R-186 G-186 B-186  
**Dulux Colour Palette:** 30RB 64/030  
or to match **BS 4800 10 A 03**  
**RAL:** 000 75 00 (Design System)

## Metro Blue

**PMS:** 293 C  
**CMYK:** C-100 M-56 Y-0 K-0  
**RGB:** R-12 G-71 B-157  
**Dulux Colour Palette:** 30BB 11/337  
or to match **BS 4800 20 E 53**  
**RAL:** 260 40 45 (Design System)

## Metro Navy

**PMS:** 289C  
**CMYK:** C-100 M-60 Y-0 K-56  
**RGB:** R-32 G-57 B-76  
**Dulux Colour Palette:** 50BB 08/171  
or to match **BS 4800 20 C 40**  
**RAL:** 260 20 20 (Design System)

**Black** RAL: 9005 (Jet Black)  
**White** RAL: 9010 (Pure White)

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# Web Colours

## Metro corporate colours for web use

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

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

Colour		Value
<b>Red</b>	Metro logo (this colour should not be used for text)	<b>#FF0000</b>
<b>Darker Red</b>	Suitable for text (if required)	<b>#CC0033</b>
<b>Metro Blue</b>		<b>#003399</b>
<b>Metro Navy</b>		<b>#333366</b>
<b>Light Grey</b>	(not to be used for text)	<b>#CCCCCC</b>
<b>Dark Grey</b>	(not to be used for text) In order to make it web-safe, this comes up quite a bit darker than the print equivalent.	<b>#999999</b>

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



**METRO**

# WYLTP Logo

## West Yorkshire Local Transport Plan Partnership Logo

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

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

### Identity colours

 **WYLTP Panel**

PMS: 294 C

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

 **WYLTP Lettering**

PMS: 293 C

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

 **Base Panel**

PMS: 289 C

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

Example A



Example B



Example C



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



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# Clearprint Guidelines

## Improving print guidelines

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

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

### Contrast

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

### Reversal of type

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

### Fonts

Metro uses the Frutiger family of fonts because

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

### Type size

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

**If you would like to receive this in large print, audio tape or Braille please contact us on 0113 251 7287.**

**For deaf or hard of hearing: Text phone 0113 242 8888.**

**Fax: 0113 251 7399. Typetalk friendly or use Metro's Journey Planner at [www.wymetro.com](http://www.wymetro.com)**

### Type weight

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

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METRO

# Clearprint Guidelines

## Capitals

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

## Spacing

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

## Line length

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

## Layout

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

## Forms

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

partially sighted tends to be larger than average.

## Timetables

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

## Copywriting

Avoid long words, sentences and paragraphs. Avoid technical information and abbreviations.

Text should be in Plain English and as concise as possible and the layout easy to follow - use 'navigational aids' such as a contents list, titles and headlines.

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

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

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

## Paper

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

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# WYLTP Examples

www.wyymetro.com



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## MyJourney

West Yorkshire Local Transport Plan 2011-2026



Stakeholder Newsletter 1  
August 2011

**In this Issue**

Funding bids

Upcoming consultations

Schemes progress

Strategies under development

LTP3 Summary and other news

### Funding Bids

#### Local Sustainable Transport Fund

Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund

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Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund.

### Station Car Park Extensions

Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund

Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund.

### Best and Final Funding Bids

NGT Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport Fund. Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport.

Kirkstall Forge and Apperley Bridge Two transport projects developed by LTP Partners are to benefit from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport. from £5.2 million of funding from the Department of Transport's (DfT's) Local Sustainable Transport.




#### LTP3 Consultations

We will be consulting members of the public, stakeholders and industry partners on the following LTP3 areas in October/November 2011.

#### Indicators and Targets

We will be consulting members of the public, stakeholders and industry partners on the following LTP3 areas in October/November 2011.

#### Routes & User Hierarchy

We will be consulting members of the public, stakeholders and industry partners on the following LTP3 areas in October/November 2011.

#### Railplan 7

We will be consulting members of the public, stakeholders and industry partners on the following LTP3 areas in October/November 2011.

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 **Metro.** Here to get you there

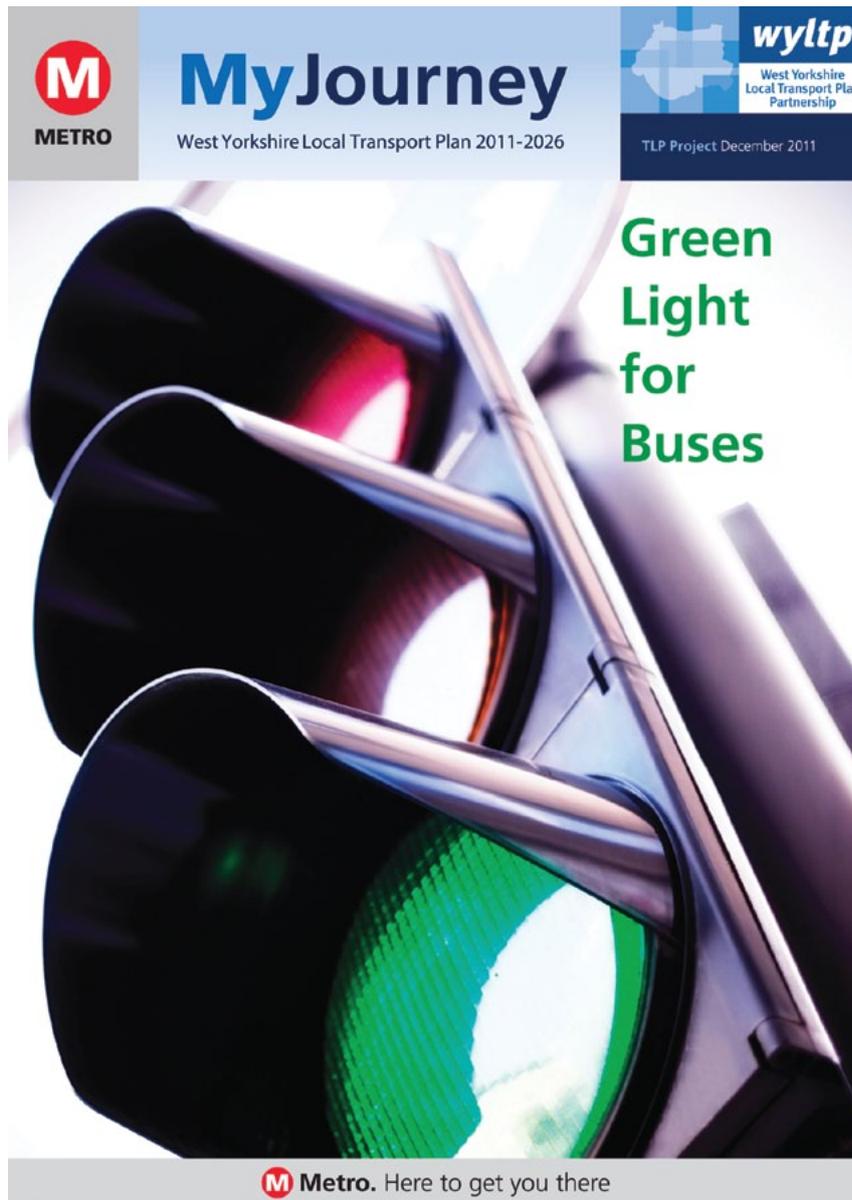
MyJourney newsletter

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**METRO**

# WYLTP Examples



Traffic light  
priority leaflet

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**METRO**

# WYLTP Examples



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



For more information on travel across West Yorkshire visit:

 **ARRIVA**

[www.arrivabus.co.uk/yorkshire/ticket-types](http://www.arrivabus.co.uk/yorkshire/ticket-types)  
 - A range of bus tickets to suit everyone. Choose from day, family, student, weekly and 4-weekly saver tickets to save money. Certain tickets available to buy on bus, online, on your mobile or at local shops showing the epay, PayPoint or Payzone symbol.

[www.arrivabus.co.uk/fuel](http://www.arrivabus.co.uk/fuel) - Use the fuel calculator to see how much money and fuel you can save by taking the bus on Tong Street while reducing your carbon footprint at the same time.

 **City of Bradford MDC**  
[www.bradford.gov.uk](http://www.bradford.gov.uk)

[www.bradford.gov.uk/bmdc/transportandinfrastructure](http://www.bradford.gov.uk/bmdc/transportandinfrastructure)  
 - Avoid delays by accessing Bradford Council's live roadwork and traffic information site.

 **wycarshare.com**

[www.wycarshare.com](http://www.wycarshare.com) - Share the travel costs, take advantage of 2+ Lanes and help save CO<sub>2</sub> with the largest car-sharing network in the UK.

 **MyJourney**  
 West Yorkshire Local Transport Plan 2011-2026

 **wyltp**  
 West Yorkshire Local Transport Plan Partnership  
 LTP Highway Improvements

 **City of Bradford MDC**  
[www.bradford.gov.uk](http://www.bradford.gov.uk)

**A650 southbound**  
**Bradford's new**  
**2+**  
**LANE**  
 with Traffic Light Priority



Save up to 7 minutes off your journey time!

Bradford 2+ leaflet

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