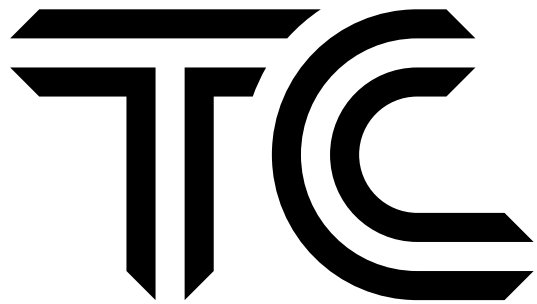




Transport Canberra Style Guide

MAY 2018



Transport Canberra

—

An integrated public transport system that is easy to use, there when you need it and gets you there on time.

—

Through serving the Canberra community we are supporting social inclusion, driving economic development, maintaining liveability and reducing congestion.

OUR VISION

“To provide a transport system for Canberra that is integrated, convenient, affordable, reliable and efficient.”

THE ACT GOVERNMENT’S VISION FOR CANBERRA IS:

“Canberra will be recognised throughout the world as a truly sustainable and creative city; as a community that is socially inclusive - acknowledging and supporting those who are vulnerable and in need and enabling all to reach their full potential; as a centre of economic growth and innovation; as the proud capital of the nation and home of its pre-eminent cultural institutions; as a place of great natural beauty.”

OUR MISSION

“Connected services for the people of Canberra.”

IT'S NICE TO MEET YOU

TRANSPORT CANBERRA BRAND STYLE GUIDE

We have developed this guide to ensure our identity remains consistent across all our branded material - including logo, imagery, colour palette, graphic devices and tone of voice - to help you create clear and compelling communications.

The standards outlined in this style guide apply to all communication, advertising, print, digital, signage, promotional items, vehicle livery, myway branding and wayfinding. To ensure our identity is applied consistently, please follow the specifications in this style guide.

A variety of colour formats and file types have been provided for a range of applications and media channels. Please be sure you use the correct format and colour variant for the appropriate application to match our visual identity.

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01

INTRODUCTION

INTRODUCTION

Canberra is the most liveable city in the world and, as a result, our diverse and vibrant city is growing quickly. The ACT Government delivers a bus service throughout our city to ensure transport is accessible to all Canberrans, so construction began in 2016 on light rail as the next stage of our public transport network.

Canberra needs a smart, integrated public transport system that is easy to use, there when you need it and gets you there on time.

The benefits of integrated public transport for our community are substantial:
it supports social inclusion, drives economic development, maintains liveability and reduces congestion.

To ensure we get the best from our public transport network the ACT Government has created Transport Canberra bringing together buses and Capital Metro light rail.

This will mean substantial benefits for public transport users and also allow us to continue to support services for disadvantaged people in our city.

Transport Canberra's mandate is to deliver the ACT Government's vision of a quality public transport system that is:

CONVENIENT – to ensure an easy travel experience for all Canberrans.

EFFICIENT – to get you where you want to go quickly and maximise the services we get from our investment.

AFFORDABLE – providing a service to those who need it most.

RELIABLE – to provide confidence to get to where you want, when you want.

INTEGRATED – to provide a seamless travel experience across Canberra.

TCCS STRATEGIC PLAN

2017–2020

OUR VISION: Making Canberra attractive, safe and easy to move around

OUR MISSION: Connected services for the people of Canberra

BUSINESS PERFORMANCE - ECONOMIC GROWTH & DIVERSIFICATION - SUSTAINABLE CITY - LIVABILITY & SOCIAL INCLUSION

BUSINESS OBJECTIVES		
DELIVER CUSTOMER CENTRIC OUTCOMES	IMPROVEMENTS IN SAFETY & DELIVERY	GOOD GOVERNANCE & REWARDING CAREERS
<p>Goals:</p> <ul style="list-style-type: none"> That we learn from our community and businesses about what makes Canberra a great place to live That we deliver on our commitments <p>Strategies:</p> <ul style="list-style-type: none"> Improve the attractiveness of public transport and active travel Improve the quality and accessibility of the public realm Make customers central to our mission Collaborate with customers, industry and stakeholders Promote social inclusion Identify public priorities Deliver the Better Suburbs Statement 	<p>Goals:</p> <ul style="list-style-type: none"> That we always look out for ways to do our jobs more safely and watch out for our team mates and the community That people in similar jobs around the world want to visit us to learn how we do things <p>Strategies:</p> <ul style="list-style-type: none"> Identify key benchmarks for TCCS activities Understand, use and share our data Consider safety in everything we do Achieve our sustainability targets Look for different technologies and ways to do our work Build WHS capability and awareness to deliver zero harm 	<p>Goals:</p> <ul style="list-style-type: none"> That we have strong governance and look for ways to do our jobs better That we enjoy coming to work every day, we take pride in where we work and what we do <p>Strategies:</p> <ul style="list-style-type: none"> Improve business systems Drive financial sustainability Improve workforce capabilities Embed risk and compliance to drive performance

INDICATORS OF SUCCESS		
<ul style="list-style-type: none"> Increase public transport patronage to 18.7 million annual passengers by 2018–19 Increase community participation in active travel Increase overall customer satisfaction to 88% 90% of community service requests responded to within 30 days Deliver election commitments 	<ul style="list-style-type: none"> Provide carbon neutral operations by 2020 Show improvements against benchmarked services Reduce lost time injury frequency rate <10, while aiming for zero Resolve public safety issues within 48 hours Improve Hudson safety maturity level to 'generative' Improve the proportion of corporate staff and field teams with mobile technology Meet project milestones 	<ul style="list-style-type: none"> Operate 100% within the recurrent funding allocation Fully meet capital expenditure to agreed milestones 90% of Ministerials are answered within 10 days Adopt and commence the TCCS Workforce Strategy from 2018 Increase employee engagement Achieve diversity targets Close out audit findings to agreed timeframes

OUR VALUES GUIDE HOW WE OPERATE: COLLABORATION - INNOVATION - EXCELLENCE - SAFETY - RESPECT - INTEGRITY

THE PRIMARY PURPOSE OF A STYLE GUIDE is to establish and encourage consistency in a brand identity. This is achieved in a number of ways.

Firstly, a style guide contains documentation of all the key elements of the brand and references their matching digital assets for use. This makes the style guide a valuable, time saving resource for using and sharing the brand identity both internally and externally.

Secondly, a style guide must convey the essence of the brand for future designers to understand the look, feel and style of any additional material they may create.

Finally, a style guide should be updated regularly to reflect any changes or additions to a brand identity. This allows the style guide to act as the go-to reference now and into the future.

GLOSSARY OF TERMS

BLEED

When the printed image extends to, and passes over, the trim edge of a sheet or page.

CAP HEIGHT

Measurement taken from the base of the capital letter to the top edge of the capital letter.

CAPITALS AND LOWER CASE

Capital letters and small letters.

CMYK

The abbreviation CMYK stands for Cyan, Magenta, Yellow and Black (K stands for Key, which refers to the Black plate in printing). These are the ink colours used in four-colour process printing.

KERNING

The manual adjustment of the amount of space between letters and words.

LEADING

The space between lines of type expressed as a measurement in points from the baseline of each consecutive line of type.

PMS

Pantone Colour Matching System; an international colour swatch numbering system used to provide a method for the selection, specification and matching of colours.

POINT

A unit of measure used in the specification of type, approximately 0.35mm. There are 72 points in one inch.

RAL

RAL Classic System, mainly used for varnish and powder coating, but nowadays there are reference panels for plastics as well and is the specific paint scheme and sticker design used for all vehicle types.

RANGED LEFT

The first word of each line is aligned vertically with no indent.

RGB

The abbreviation RGB stands for Red, Green and Blue. These three colours are used to refer to all colour produced electronically.

TYPEFACE

A particular style or appearance of letters which make up an alphabet.

WIDOW

A single word on a line by itself ending a paragraph.

‘X’ HEIGHT

Measurement taken from the base of a lower case letter, excluding descenders, to its top edge, excluding ascenders.

CONTACT DETAILS

& APPROVAL PROCESSES

All published or distributed communications materials must be approved by the Principal Brand Manager at Transport Canberra before they are released.

Please allow 48 hours for approvals.

For more information regarding the Transport Canberra brand and for approvals please contact:

Principle Brand Manager
Transport Canberra
GPO BOX 158
Canberra City ACT 2601

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02

WHAT OUR BRAND REPRESENTS

BRANDING OVERVIEW

The ACT Government is planning for Canberra's transition into a significant world city, one that not only celebrates its status as the world's most liveable city today, but one that actively builds on its current sound foundations and opportunities to promote its world class status in the future.

Therefore, as our city grows, we will continue to support and promote an integrated public transport network to encourage people to leave their car at home. An integrated transport network with light rail at its heart is fundamental to that strategy.

The Transport Canberra logo suits the bold vision of Canberra's evolving public transport infrastructure and the move towards multi-modal transport.

Purchaser of Transport
ACT Government



Administrator of Transport
Transport Canberra



THE BRANDMARK IS CONSTRUCTED FROM pairs of intersecting lines, a motif which is reminiscent of both the marks left by wheels and of light rail tracks. Each line is tapered to signify motion and direction and is balanced with the complement of a modern and tasteful typeface.



BRANDING TERMS

LIGHT RAIL

Light rail will help achieve our vision of a more sustainable and modern city. The Northbourne corridor has been chosen as the first stage of a possible Canberra-wide network due to its declining amenity and development potential.

BUS

Through our Public Transport Improvement Plan, we will continue to provide better bus services.

ACTIVE TRAVEL

Walking and cycling paths will provide convenient access to public transport and major centres. This will help incorporate healthy exercise into people's daily lives.

SUBURBAN RENEWAL

A coordinated and well planned approach to suburban renewal in centres and along transport corridors will provide housing, employment, education and recreation choices for people who want to have high access to the integrated transport network. Master plans for town centres and key group centres will ensure we have an integrated longer term planning vision for our city.

PARK AND RIDE AND BIKE AND RIDE

Park and Ride and Bike and Ride will provide convenient access to transport services and build a base for future light rail stations.

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BRAND ARCHITECTURE

The brand architecture describes the relationship between the different brands and sub-brands within Transport Canberra. Defining this architecture is important in achieving consistency across all the brand elements.

ACT GOVERNMENT

The ACT Government has created Transport Canberra bringing together buses and light rail. This integration results in substantial benefits for public transport users and also allows continuous support services for disadvantaged people in our city. ACT Government maintains the Coat of Arms of Canberra.

PARENT BRAND

Transport Canberra is a modern public transport system for the ACT state. The TC logo, together with the values it represents, has been developed as the focus of an overarching system brand for public transport services across the ACT.

BRAND OPERATING ENTITIES

Combining two separate Government agencies – Canberra Metro and buses – into a single entity is important as it will ensure a reliable transport system and effective governance through better coordination, planning and cost efficiencies.

ACT Government



Parent Brand



Branded Operating Entities



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BRAND ARCHITECTURE CONT ...

MODAL SERVICE BRANDS & PICTOGRAMS

The customer-facing service brand icons for each service are grouped into modes (Light Rail, Bus, Active) presented as linked identities to promote an integrated transport cluster and make it easier and more intuitive for customers to travel using all modes. The integrated information website transport.act.gov.au brings all the modes together and facilitates trip planning and access for the customer.

myway

Transport Canberra will ensure efficient integration by delivering a single ticketing, timetabling and fare system across all of Canberra's public transport options. This will allow customers to access all modes with a single ticket.

Primary
modes of
transport
pictograms



Light Rail



Bus



Coach



Active
Cycling



Active
Walking

OUR AUDIENCES

& STAKEHOLDERS

Transport Canberra and City Services is committed to delivering an accessible transport system that connects services to the people of Canberra.

Reliability is one of the most important features of a public transport service. Reliability has a direct impact on people's choice whether to rely on public transport.

Transport Canberra mandates this practice by providing a brand that is integrated, convenient, reliable and efficient.

The Transport Canberra monogram is a reliable symbol that identifies and differentiates itself from other services. Transport Canberra logo suits the bold vision of Canberra's evolving public transport infrastructure and the move towards multi-modal transport.

Efficient transport networks can make a city more attractive to businesses and people and support economic growth.

Public transport also plays a crucial role in supporting social inclusion for disadvantaged people in Canberra. Our flexible bus initiative provides on-demand bus services for specific individuals and groups and continues to be well received by the community. Transport Canberra will continue to enhance public transport services for the disadvantaged.

We will continue to deliver a transport system that reflects the needs of the people using it - helping to create more jobs, a thriving economy and safe and connected communities across our city.

**“The TC brand is
our promise to
our customer.”**

**MORE BUSES
MORE SERVICES
MORE OFTEN**

**ONE TICKET
ONE FARE
ONE NETWORK**

OUR CUSTOMER

VALUE PROPOSITIONS & BRAND ATTRIBUTES

Canberra is recognised as the most liveable city in the world with other cities using us as their benchmark. To keep this title, we need to continually innovate and adapt our ways of working. The world is changing and new technologies are emerging and we need to take advantage of these to continue to provide helpful and connected services to Canberrans.

Canberra needs a smart, integrated public transport system. We want it to be easy to use, there when you need it and reliable so you can get you where you need to be on time. An investment in our public transport network helps our city avoid being overrun with congestion. The benefits of integrated public transport for our community are substantial: it supports social inclusion, drives economic development, maintains liveability and reduces congestion.

To ensure we get the best from our public transport network, the ACT Government has created Transport Canberra - bringing together buses and light rail. This integration will result in substantial benefits for public transport users and also allow us to continue to support services for disadvantaged people in our city.

Transport Canberra's mandate is to deliver the ACT Government's vision of a quality public transport system that is:

- convenient
- efficient
- affordable
- reliable
- integrated

OUR CUSTOMER

CUSTOMER VALUE PROPOSITIONS & BRAND ATTRIBUTES

PUBLIC TRANSPORT CUSTOMER VALUE PROPOSITION	CONVENIENT, EFFICIENT, AFFORDABLE	RELIABLE	INTEGRATED
Brand Attributes	<ul style="list-style-type: none"> A one ticket, one fare, one network approach to integrate the services provided by buses and light rail. Efficient Transport Canberra approach sign interchanges. 	<ul style="list-style-type: none"> Efficiency improvements to deliver a better bus and light rail service for the community. More transport, more often with the reinvestment of 1.2 million bus kilometres saved along the light rail line. Commitment to on-time service delivery. 	<ul style="list-style-type: none"> Integrated myway ticketing. Integrated services through modes of transport.
Benefits to our customers	<ul style="list-style-type: none"> Efficient, convenient access to Transport Canberra services. 	<ul style="list-style-type: none"> Connections to destinations and other modes. Clean, easy to read, modern icons. Friendly customer service. 	<ul style="list-style-type: none"> Easy to navigate and access.
Public transport values	EASY + SAFE	RESPONSIBLE + CONFIDENT +TRUSTED	CONVENIENT + SEAMLESS



BRAND VALUES

ESSENCE & PERSONALITY DEFINITION

For the last 90 years, buses have been Canberra's primary mode of public transport. Light rail will introduce a second public transport mode and with it a need for enhanced transport integration and coordination.

The ACT Government's new single public transport agency, Transport Canberra, will manage this task.

Transport Canberra's broad mandate will be to provide a transport system for Canberra that is integrated, convenient, reliable and efficient.

Transport Canberra will forecast and meet the needs of a growing city providing a transport system that offers a genuine alternative to driving, making Canberra an even more sustainable, modern and liveable city.

INTEGRATED

RESPONSIBLE

SAFE

RELIABLE



EASY

EFFICIENT

CONFIDENT

SEAMLESS

CONVENIENT

AFFORDABLE

FRIENDLY

SUSTAINABLE

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03

WHAT OUR BRAND LOOKS LIKE

TC

BRAND ELEMENTS

OVERVIEW

TRANSPORT CANBERRA MASTER BRAND



MODE TOOLS

Primary Icon Set



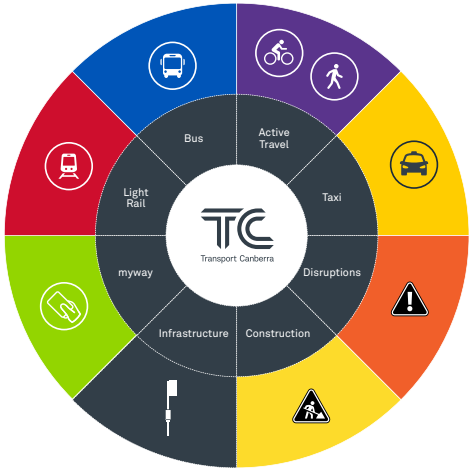
TYPEFACE

Akkurat Std
Akkurat Std Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Akkurat Std Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Akkurat Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TC COLOUR PALETTE



Secondary Icon Set (example set only)





MASTER BRAND

TRANSPORT CANBERRA - Logo

The Transport Canberra logo suits the bold vision of Canberra's evolving public transport infrastructure and the move towards multi-modal transport.

The brandmark is constructed from pairs of intersecting lines, a motif which is reminiscent of both the marks left by wheels and of light rail tracks. Each line is tapered to signify motion and direction and is balanced with the complement of a modern and tasteful typeface.

MONOGRAM

The monogram is the pictorial or symbolic component of the logo. Think Nike's 'tick' or Apple's 'apple'. An established brand can often be recognised through its brandmark alone without other accompanying elements.



Monogram

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MASTER BRAND

TRANSPORT CANBERRA - Logo

STACKED

The stacked logo is comprised of the brandmark and logotype positioned above one another vertically. This is suitable for applications which accommodate a more evenly distributed ratio of space, such as within a square. The combination of both brandmark and logotype helps the viewer establish an association with the brand, which is particularly important for new brands.



Stacked

INLINE A

The inline logo is comprised of the brandmark and logotype positioned beside each other horizontally. This is suitable for applications which accommodate a wide space for the logo. The combination of both brandmark and logotype helps the viewer establish an association with the brand, which is particularly important for new brands.



Inline A

INLINE B

These are the mode specific versions of the inline logo. These are only to be used when producing collateral specific to one mode of transport. This version of the inline logo can be used when vertical space is at a premium. It can also be used in small applications of the brand when, if implementing the stacked version at a small size, the words 'Transport Canberra' become illegible.



Inline B

MASTER BRAND

TRANSPORT CANBERRA - One Colour

Relationship 1
Monogram - single colour



Relationship 2
Stacked - single colour



Relationship 3
Inline A - single colour



Relationship 4
Inline B - single colour



Relationship 1
Monogram - single colour, reversed



Relationship 2
Stacked - single colour, reversed



Relationship 3
Inline A - single colour, reversed



Relationship 4
Inline B - single colour, reversed



10%K - Use the one colour black artwork



20%K - Use the one colour black artwork



30%K - Use the one colour black artwork



40%K - Use the one colour black or white artwork



50%K - Use the one colour black or white artwork



60%K - Use the one colour white artwork



70%K - Use the one colour white artwork



80%K - Use the one colour white artwork



90%K - Use the one colour white artwork

MASTER BRAND

TRANSPORT CANBERRA - One Colour

Relationship 1
Monogram - single colour

Relationship 2
Stacked - single colour

Relationship 3
Inline A - single colour

Relationship 4
Inline B - single colour

Light Rail



Transport Canberra



Transport Canberra



Transport Canberra

Bus



Transport Canberra



Transport Canberra



Transport Canberra

Active



Transport Canberra



Transport Canberra



Transport Canberra

Infrastructure



Transport Canberra



Transport Canberra



Transport Canberra

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MASTER BRAND

TRANSPORT CANBERRA - Full Colour, Gradient

Relationship 1
Monogram - gradient, full colour

Relationship 2
Stacked - gradient, full colour

Relationship 3
Inline A - gradient, full colour

Relationship 4
Inline B - gradient, full colour

Relationship 1
Monogram - gradient, reversed

Relationship 2
Stacked - gradient, reversed

Relationship 3
Inline A - gradient, reversed

Relationship 4
Inline B - gradient, reversed

Transport Canberra

0%K
Use the full colour artwork

Transport Canberra

10%K
Use the full colour artwork

Transport Canberra

20%K
Use the full colour artwork

Transport Canberra

30%K
Use the full colour artwork

Transport Canberra

40%K
Use the full colour artwork

Transport Canberra

50%K
Use the reverse colour artwork

Transport Canberra

60%K
Use the reverse colour artwork

Transport Canberra

70%K
Use the reverse colour artwork

Transport Canberra

80%K
Use the reverse colour artwork

Gradient not permitted on black background at more than 50%. Use white only.

























MASTER BRAND

TRANSPORT CANBERRA - Full Colour, Flat

	Relationship 1 Monogram - one colour, flat	Relationship 2 Stacked - one colour, flat	Relationship 3 Inline A - one colour, flat	Relationship 4 Inline B - one colour, flat
Light Rail		 Transport Canberra	 Transport Canberra	 Transport Canberra
Bus		 Transport Canberra	 Transport Canberra	 Transport Canberra
Active		 Transport Canberra	 Transport Canberra	 Transport Canberra

MASTER BRAND

TRANSPORT CANBERRA - Artwork Files

FILE NAME SUMMARY AND LOGO VARIATIONS	Relationship 1 Monogram	Relationship 2 Stacked	Relationship 3 Inline A	Relationship 4 Inline B
Monogram_Multi_MONO.eps		 Transport Canberra	 Transport Canberra	 Transport Canberra
Monogram_Multi_MONO_WHITE.eps	 Transport Canberra	 Transport Canberra	 Transport Canberra	 Transport Canberra
Monogram_Multi_CMYK.eps Monogram_Multi_RGB.eps		 Transport Canberra	 Transport Canberra	 Transport Canberra
Stacked_Bus_CMYK.eps Stacked_Bus_RGB.eps Stacked_Bus_SPOT.eps		 Transport Canberra	 Transport Canberra	 Transport Canberra
Stacked_Light_Rail_CMYK.eps Stacked_Light_Rail_RGB.eps Stacked_Light_Rail_SPOT.eps		 Transport Canberra	 Transport Canberra	 Transport Canberra
Stacked_Active_CMYK.eps Stacked_Active_RGB.eps Stacked_Active_SPOT.eps		 Transport Canberra	 Transport Canberra	 Transport Canberra

MASTER BRAND

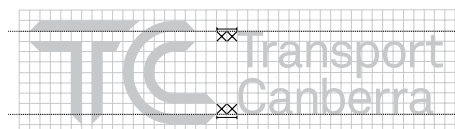
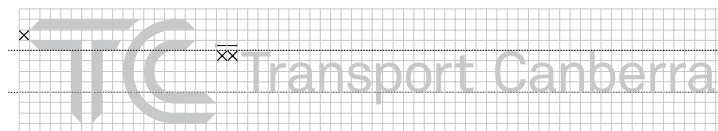
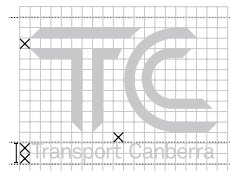
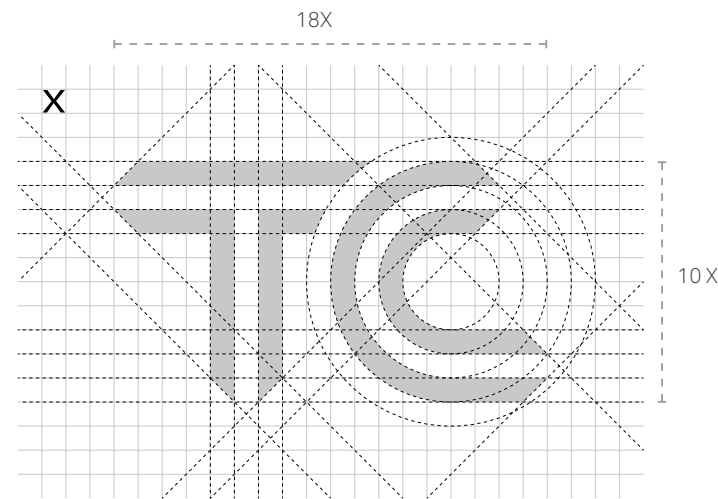
TRANSPORT CANBERRA - Construction

The monogram has been constructed with precision using a series of grids and guides. This section highlights the construction. This can be used as a guide for re-creation in rare circumstances.

A **grid system** is a set of measurements that can be used to align and size objects within the given format. Although there are a few different categories of grid systems, there are no strict rules on what can or cannot be a grid. Any guides that help you shape the final design is okay. However, the provided vector files should always take priority when being applied across all Transport Canberra communication materials.

Over its lifetime, the logo and all its variations will be applied to a broad range of media and formats. To ensure the logo will always be presented consistently and with the correct prominence, there are a series of guidelines which must be adhered to.

In the TC grid system, X = 1 cell.



Monogram

Stacked

Inline A

Inline B

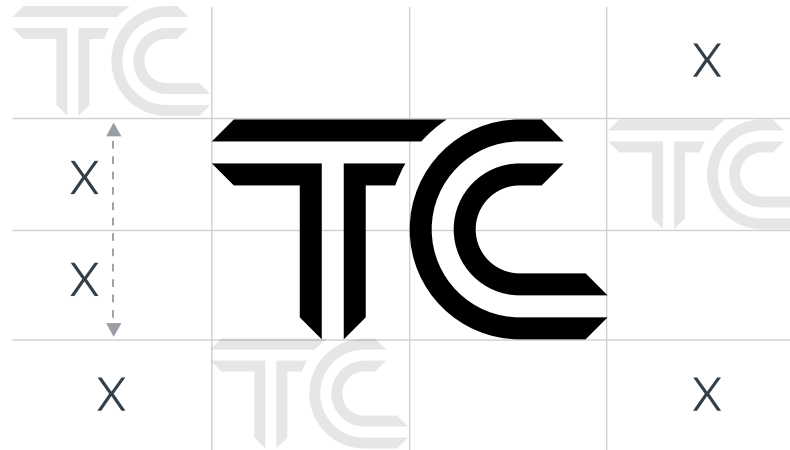
MASTER BRAND

TRANSPORT CANBERRA - Clear Space

The clear space around the logo defines the area into which no other graphic elements such as text, imagery or other logos can intrude. Standardising the relationship between the logo and other graphic elements results in easier identification and clearer communication.

This may not always be achievable. However, this rule should be applied where possible.

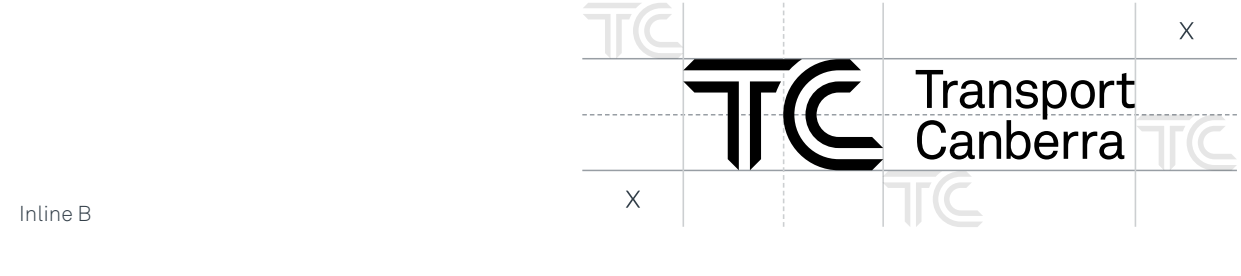
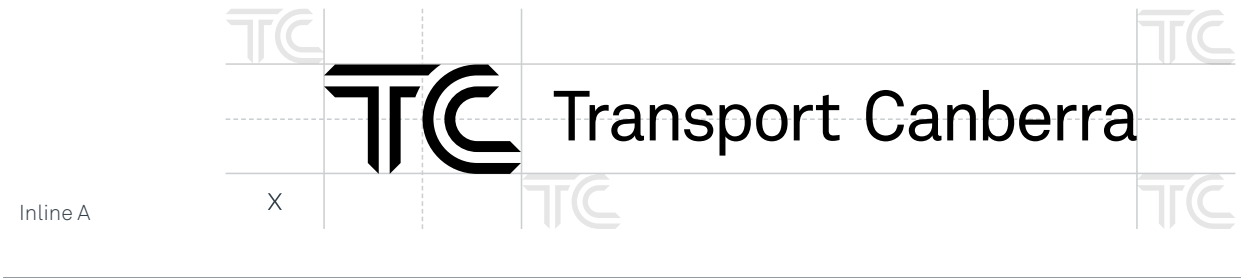
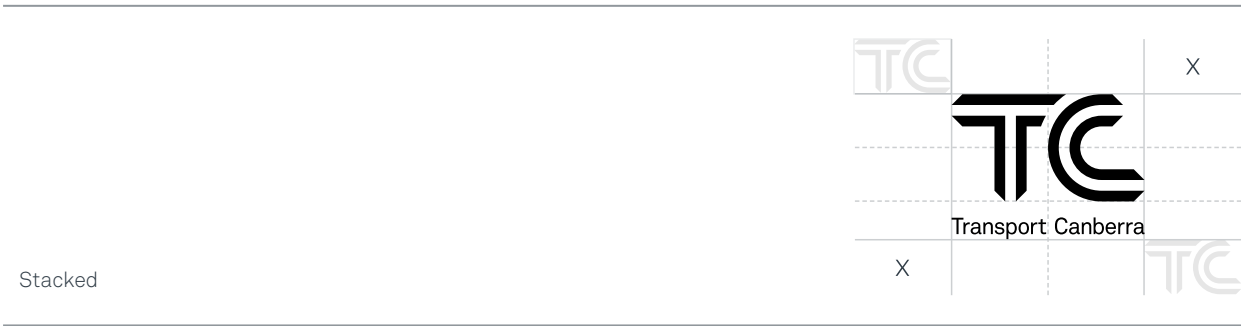
The TC clear space = 25% of logo



Monogram

MASTER BRAND

TRANSPORT CANBERRA - Clear Space cont...



MASTER BRAND

TRANSPORT CANBERRA - Minimum Size

The components of the logo have varying levels of legibility and recognition depending on the scale at which they are reproduced. The fidelity of reproduction also plays a part. Included is a breakdown of the different logo variations and the minimum size they should be reproduced for both print and screen.

Relationship 1 Monogram	Print - 7mm (height) 	Screen - 30px (height) 
Relationship 2 Stacked	Print - 9.5 mm (height) 	Screen - 40px (height) 
Relationship 3 Inline A	Print - 7mm (height)  Transport Canberra	Screen - 30px (height)  Transport Canberra
Relationship 4 Inline B	Print - 7mm (height)  Transport Canberra	Screen - 30px (height)  Transport Canberra
ACT Government Any logo variant or co-branding with the ACT Government	Print - 10mm (height)  ACT Government  Transport Canberra	Screen - 30px (height)  ACT Government  Transport Canberra

MASTER BRAND

TRANSPORT CANBERRA - Incorrect Usage

It is important that the logo and all its components are used as described in this style guide. This is to ensure the brand is portrayed consistently throughout all forms of media which will contribute to the integrity and recognition of the brand in the future. Included are some examples of the logo being misused.



DO NOT condense the Master Brand



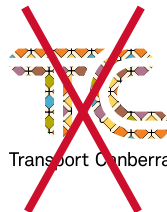
DO NOT stretch the Master Brand



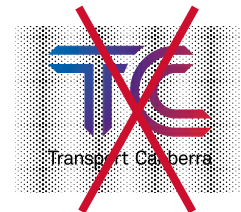
DO NOT use colours other than the specified Master Brand colours.



DO NOT rotate past 45 degrees or reorientate the monogram.



DO NOT use patterns or fills in the monogram














DO NOT place on a pattern background



DO NOT use any other colour when implementing in single colour.













MASTER BRAND

TRANSPORT CANBERRA - Co-branding cont...

Location	Item	Transport Canberra / Canberra Metro agreed view	Logos to be applied
LRVs	Internal and external on LRVs (in addition to the manufacturer brand)	TC brand with lesser “operated by Canberra Metro Operations” (words only, no CMO brand)	
Fixed infrastructure	Ticketing machines	ACT Gov/TC	 ACT Government  Transport Canberra
	ISC cabinet light boxes	TC/CMO	 Transport Canberra  CANBERRA METRO OPERATIONS
	Totems	TC	 Transport Canberra
	Passenger Information Display (PID) on platform	TC	 Transport Canberra
	Help Point	No branding	N/A
	Ribbon on stops	No branding	N/A
	Pylon sign	No branding	N/A
	On stop information (works and events)	TC/CMO	 Transport Canberra  CANBERRA METRO OPERATIONS
	Electrical sub stations	No branding	N/A
	Depot buildings and signage	TC/CMO	 Transport Canberra  CANBERRA METRO OPERATIONS











MASTER BRAND

TRANSPORT CANBERRA - Co-branding cont...

Location	Item	Transport Canberra / Canberra Metro agreed view	Logos to be applied
Digital information	Canberra Metro website	CMO	
	Public Transport website	ACT Gov/TC	  Transport Canberra
	Public Transport telephone service	ACT Gov/Access Canberra	 
	Canberra Metro telephone service	CMO	
	Stop based emergency Help Phone	No branding	N/A
	Stop based pre-recorded help messages on push of Help Button	No branding	N/A
	Passenger Information Display (PID) on LRVs	TC	 Transport Canberra
	Public Address messages	TC	 Transport Canberra
	Stop based Help Point recorded service information	TC	 Transport Canberra
	Media campaigns e.g. safety	ACT Gov/TC/CM	  

MASTER BRAND

TRANSPORT CANBERRA - Co-branding cont...

Location	Item	Transport Canberra / Canberra Metro agreed view	Logos to be applied
Print information	Promotional/marketing information e.g. merchandise	Approval on case-by-case basis, usually TC/CMO	 Transport Canberra 
	Light Rail timetable information	TC/CMO	 Transport Canberra 
Staff uniforms	Customer facing staff	TC/CMO	 Transport Canberra 
	Maintenance staff	Customer facing staff: TC/CMO; Non-CM staff: high vis vest will have “working for Canberra Metro Operations”	 Transport Canberra 
	Office staff	TC/CMO	 Transport Canberra 

TYPOGRAPHY

TRANSPORT CANBERRA TYPEFACE

The primary typeface is the most prevalent typeface used throughout the material. Adopting a master typeface and using it consistently throughout the branding material will help build brand association and recall with your audience.

The primary typeface will not always be available for use. This is especially the case for day-to-day material such as word processing and email communications. In these circumstances, it is important to clearly define the fonts which should be used.

AKKURAT STD

The primary typeface for Transport Canberra is Akkurat Std. It is our personality font. Simple, clean and consistent. This typeface provides typographic flexibility and also looks good.

SOURCE SANS PRO

The secondary typeface for Transport Canberra is Source Sans Pro. In instances where Akkurat Std is not available for internal applications, this serves as a default substitute typeface.

ARIAL

The tertiary typeface for Transport Canberra is Arial. In instances where Akkurat Std or Source Sans Pro are not available for internal applications, this serves as a default substitute typeface.

Akkurat Std

Akkurat Std
BOLD
Akkurat Std
REGULAR

Akkurat Std
LIGHT

Source Sans Pro

Source
Sans Pro
BOLD

Source
Sans Pro
REGULAR

Source
Sans Pro
LIGHT

Arial

Arial
BOLD

Arial
REGULAR

Arial
LIGHT

TYPOGRAPHY

TRANSPORT CANBERRA - Primary Typeface

AKKURAT STD

The TC brand style only utilises these three weights of the Akkurat Std typeface.

Akkurat Std Bold is also used on myway branded communications.

Akkurat Std Light

Akkurat Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa123

Akkurat Std Regular

Akkurat Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa123

Akkurat Std Bold

Akkurat Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa123

TYPOGRAPHY

TRANSPORT CANBERRA - Secondary Typeface

SOURCE SANS PRO

In instances where Akkurat Std is not available when creating internal documents such as Microsoft Office, Source Sans Pro serves as a substitute typeface.

Source Sans Pro Light

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Source Sans Pro Regular

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Source Sans Pro Bold

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

TYPOGRAPHY

TRANSPORT CANBERRA - Tertiary Typeface

ARIAL

In instances where Akkurat Std or Source Sans Pro is not available when creating internal documents such as Microsoft Office, Arial serves as a substitute typeface.

Arial Light

Arial Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa123

Arial Regular

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa123

Arial Bold

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa123

TYPOGRAPHY

TRANSPORT CANBERRA - Masterbrand Typeface

LOGOTYPE

The logotype is the component of the logo containing the name of the brand. Logotypes can be used in isolation. However, it is a convention common only to some industries such as fashion, beauty and design.

Using logotypes without the accompanying brandmark is not advised for the TC Brand.

Mono

Transport Canberra

Reversed

Transport Canberra

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TYPOGRAPHY

TYPEFACE TIPS

KERNING

The logotype is not simply the name of the brand typed with a nice typeface.

It has been lovingly spaced out letter by letter (called kerning) resulting in the most pleasing flow and spacing.

This section demonstrates exactly how to re-create the kerning of the logotype.
1 = 5% of X height.

Transport Canberra

1.5 3.25 3.25 3.5 3 3.5 1.75 15 2.75 3.25 4 2.75 4 3.5 1.5

X Akkurat Std kerning looks very compressed

✓ Akkurat Std looks much better

ALIGNING DIFFERENT TYPE SIZES

When combining two dramatically different sizes of the Akkurat Std typeface, you will notice that the larger typesize will significantly offset itself from the edge of the text box. This is easily resolved by setting each line of type in its text box and aligning visually by eye.

X Large Typesizes
small typesizes

✓ Use 2 boxes
and manually align so text lines up

TYPOGRAPHY

TYPEFACE TIPS

HIGHLIGHTING

Key words or phrases can be highlighted in a heavier weight within a heading to give prominence and create interest.

Highlight **key words** or **phrases** within a headline to add interest

Add **colour** to **accentuate points** and create even more interest

UPPER CASE

Use upper case to accentuate and give prominence to:

- a project name
- a safety or disruptions headline
- something that is new or special.

**FREE
GAME DAY
BUSES**

**WATCH
YOUR
STEP**

**ONE TICKET
ONE FARE
ONE NETWORK**

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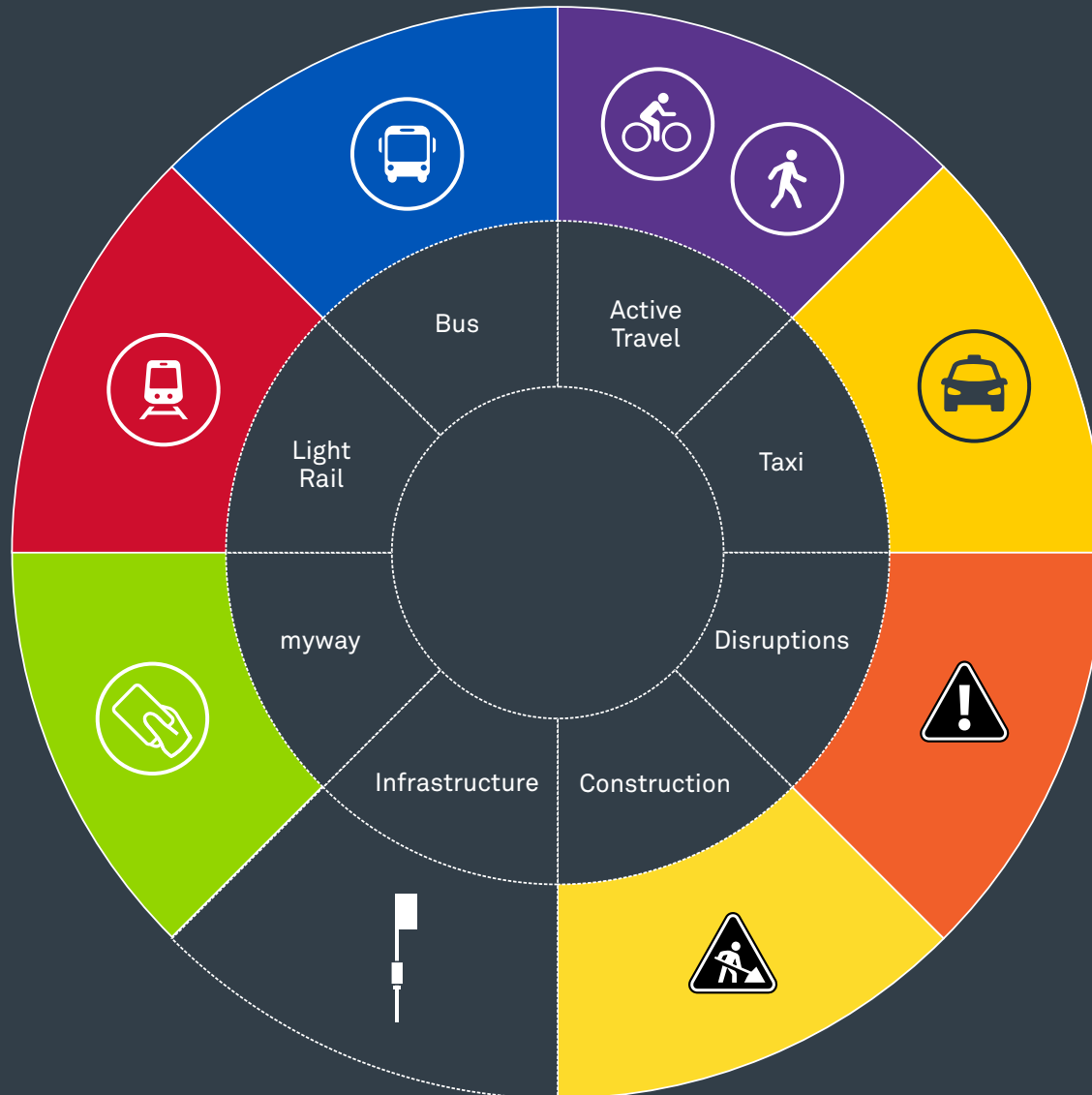
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TRANSPORT CANBERRA COLOUR WHEEL



COLOUR PALETTE

OVERVIEW

The primary colour palette is the basis for the core brand identity elements. Widespread and consistent use of these colours will contribute to brand recall, especially within your industry.




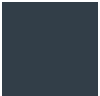



The colours in the primary palette have been used to create the master gradient for the TC brand. Without clear guidelines,

gradients are notoriously difficult to reproduce due to the number of variables involved including orientation, colour steps and gradient type.












The colours should only be used in isolation and should strictly adhere to their assigned modality. With the exception of the City Loop bus (which utilises the

master gradient in an introductory launch statement), there should never be any crossover in colour use. For example, bus service branding should only ever use blue, never purple or red. The rationale behind this decision is focused solely around improving the end user experience. The modality category should be immediately and easily recognisable by the end user.

PRIMARY COLOUR PALETTE

						
PMS 186 C HEX #bd0021 All Light Rail applications	PMS 2935 C HEX #0042ac All Bus applications	PMS 268 C HEX #46247b All Active transport applications	PMS 432 C HEX #272f38 Multi-Mode and all infrastructure applications	PMS 116 C HEX #ffc000 All Taxi applications	PMS 2995 C HEX #0098dc All Coach applications	PMS 123 C HEX #fbb722 All Late Night Bus applications

SECONDARY COLOUR

										
PMS 333 C HEX #51c1b5 Ride Share applications	PMS 151 C HEX #ff8200 Flexibus applications	PMS 375 C HEX #8acf00 myway applications	PMS 806 C HEX #cc3f91 Free City Loop applications	PMS 360 C HEX #5ab444 All Tourist applications	PMS 427 C HEX #c7c9c9 All Ticket Machine applications	PMS ORANGE 021 C HEX #e6461d Disruptions applications	PMS YELLOW C HEX #fbd404 Construction applications	PMS 360 C HEX #5ab444 All Events applications	All News applications: use primary mode colour	PMS 219 C HEX #da1884 All Trip Planner applications

THE COLOUR PALETTE

The Transport Canberra brand and its modes should be expressed through a distinctive colour palette.

All communications produced for each mode should be presented in the relevant colour.

The colour wheel shows the allocation of each mode or activity with its associated colour.

MASTER BRAND

TRANSPORT CANBERRA - Colour usage chart

When designing or creating Transport Canberra brand collateral using any of the master brands it is important that you choose the correct file format to ensure colour consistency and achieve maximum vibrancy.

The table on the right shows which file format(s) are appropriate to use in each of the different situations.

No variations to this are permitted.

	Format for Display/Screen	Formats for Print		Format for Vehicle
COLOUR MODES	RGB	PRINT	PMS/CMYK	RAL
Create documents using Microsoft Office	✓			
Design a website	✓			
Design multimedia presentations, interactive material and all other (display/screen) collateral not created with Microsoft Office	✓			
Design a piece of printed collateral with desktop publishing software reproduced with only process inks (CMYK)		✓		
Design a piece of printed collateral with desktop publishing software reproduced with process inks (CMYK) and a PMS		✓	✓	
Design a piece of printed collateral for vehicles with desktop publishing software produced with process inks RAL				✓



TRANSPORT CANBERRA - Monogram Colour Palette







10%K









Transport Canberra



TRANSPORT CANBERRA - Colour Palette

SECONDARY COLOURS	90%K	80%K	70%K	60%K	50%K	40%K	30%K	20%K	10%K	
Taxi PMS 116 C LAB 85, 8, 85 RGB 255, 205, 0 CMYK 0, 18, 100, 0 RAL -										
Kiss and Ride PMS 806 C LAB 57, 57, -12 RGB 204, 63, 145 CMYK 9, 80, 0, 0 RAL 4010 Telemagenta										
Coach PMS 2995 C LAB 63, -28, -42 RGB 0, 152, 220 CMYK 80, 12, 1, 0 RAL 5012 Light Blue										
Ride Share PMS 333 C LAB 76, -36, -5 RGB 82, 194, 182 CMYK 63, 0, 35, 0 RAL -										
Flexibus PMS 151 C LAB 67, 41, 67 RGB 255, 130, 0 CMYK 0, 60, 100, 0 RAL 2003 Pastel Orange										
Late Night Bus PMS 123 C LAB 83, 12, 71 RGB 251, 183, 34 CMYK 0, 24, 87, 0 RAL -										

SECONDARY COLOURS	90%K	80%K	70%K	60%K	50%K	40%K	30%K	20%K	10%K
myway PMS 375 C LAB 79, 40, 77 RGB 138, 207, 0 CMYK 46, 0, 100, 0 RAL -									
Ticket Machine PMS 427 C LAB 84, -1, -1 RGB 199, 201, 201 CMYK 17, 12, 13, 0 RAL -									
All Tourist PMS 360 C LAB 70, -41, 41 RGB 90, 180, 68 CMYK 61, 0, 86, 0 RAL 6018 Yellow Green									
Free City Loop PMS 806 C LAB 57, 57, -12 RGB 204, 63, 145 CMYK 9, 80, 0, 0 RAL 4010 Telemagenta									
Disruptions PMS 021 C LAB 60, 55, 57 RGB 230, 70, 29 CMYK 0, 78, 94, 0 RAL -									
Construction PMS Yellow C LAB 88, 0, 80 RGB 251, 212, 4 CMYK 2, 10, 92, 0 RAL -									

MODE - TOOLS

MODAL SERVICE BRANDS - Overview

The brand architecture for Transport Canberra includes the use of mode symbols and pictograms. These elements have been provided individually in all permitted colour ways to ensure their correct usage and are deceptively complex in their construction. Attempts should not be made to recreate them on the fly using text and/or other icons.

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PICTOGRAMS

LIBRARY

ICON SET



MODE - APPLICATIONS

USING THE PICTOGRAM

The Transport Canberra pictograms are treated with a white or grey stroke across all coloured backgrounds.

The stroke formula for all Transport Canberra pictograms = 0.35 per 100

For example:

0.035mm per 1mm x 1mm ellipse

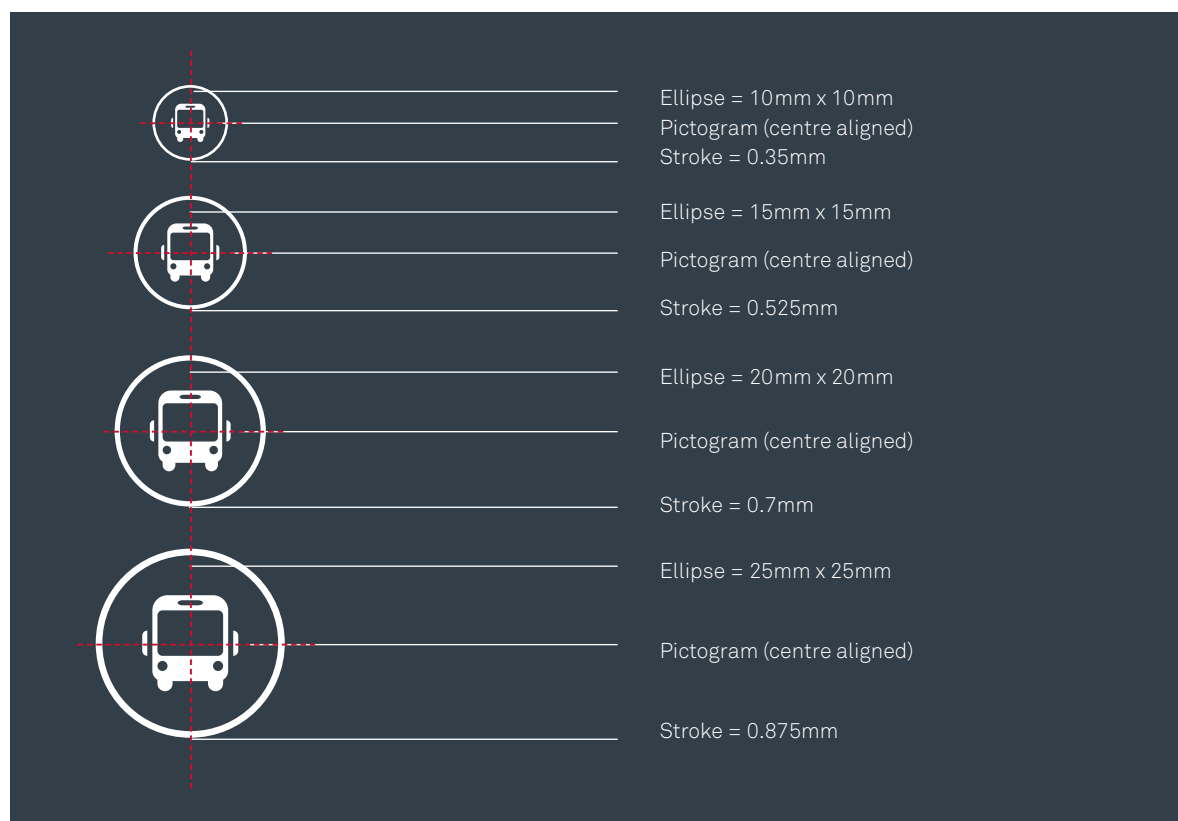
0.35mm per 10mm x 10mm ellipse

3.5mm per 100mm x 100mm ellipse

Four examples are displayed in this diagram, the dimensions of each ellipse increases by 5mm.

Always use:

- An ellipse when displaying a pictogram
- Centre alignment when placing pictogram inside ellipse
- White or Grey (PMS 432 C) for stroke colour.



MODE - APPLICATIONS

MODAL SERVICE BRANDS - Street signs & flags

The following are a few examples that show the use of flags and the application of mode icons. Some branding for specific services can be applied. However, the base Pantone Grey template should always be used.



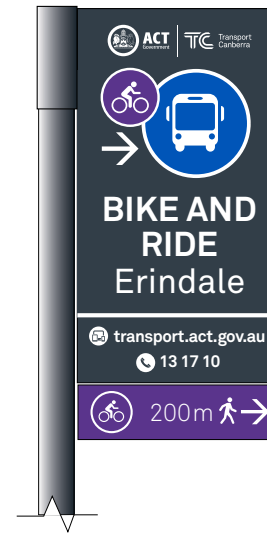
Wayfinding
- front/rear view



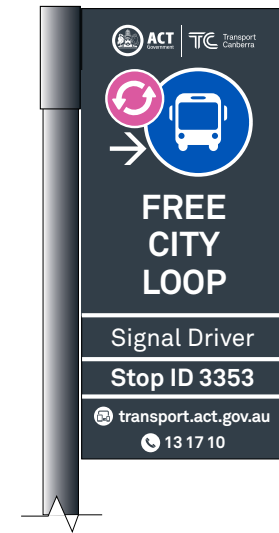
Local attraction wayfinding
- front/rear view



Park and Ride
- front/rear view



Bike and Ride
- front/rear view



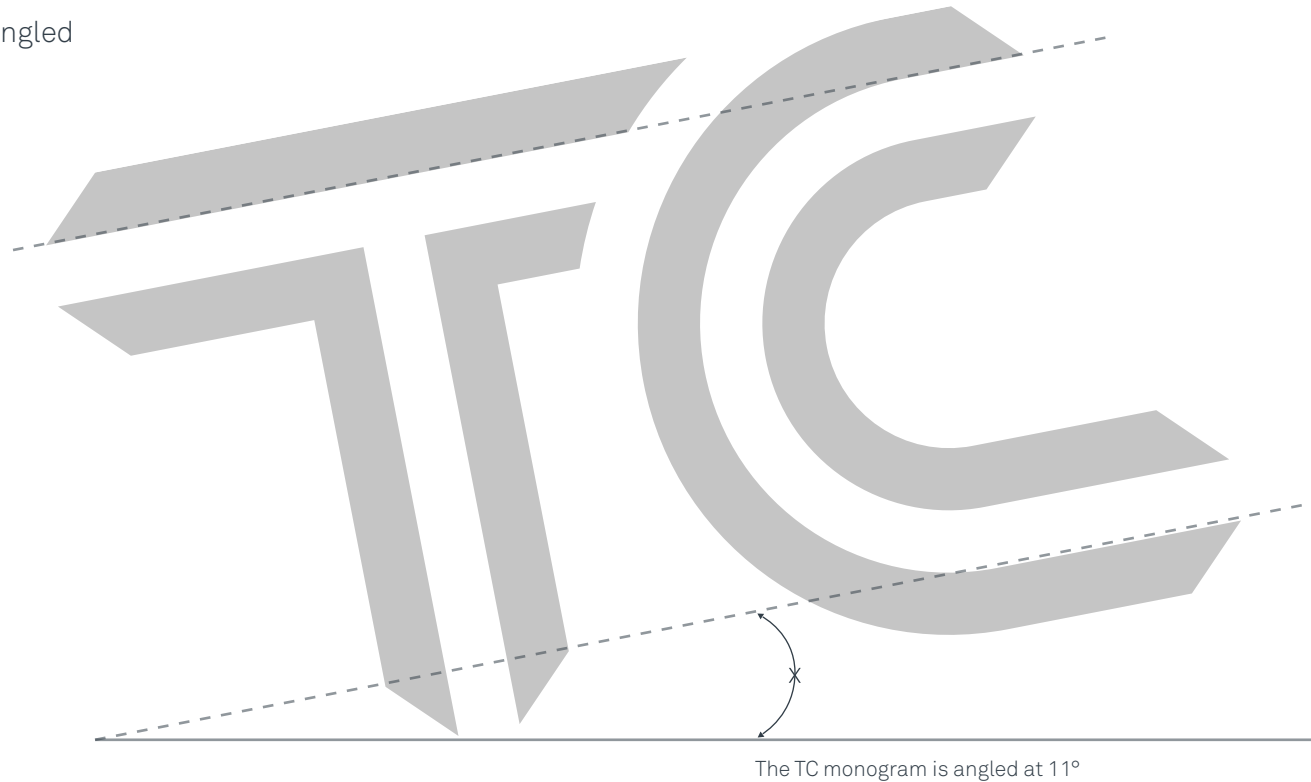
Branded service
- front/rear view

MODE - APPLICATIONS

USING THE WATERMARK - On an Angle

Across all the transport modes emphasis is given to explain how the watermark is positioned across all communication collateral.

The Transport Canberra logo is angled at 11°.



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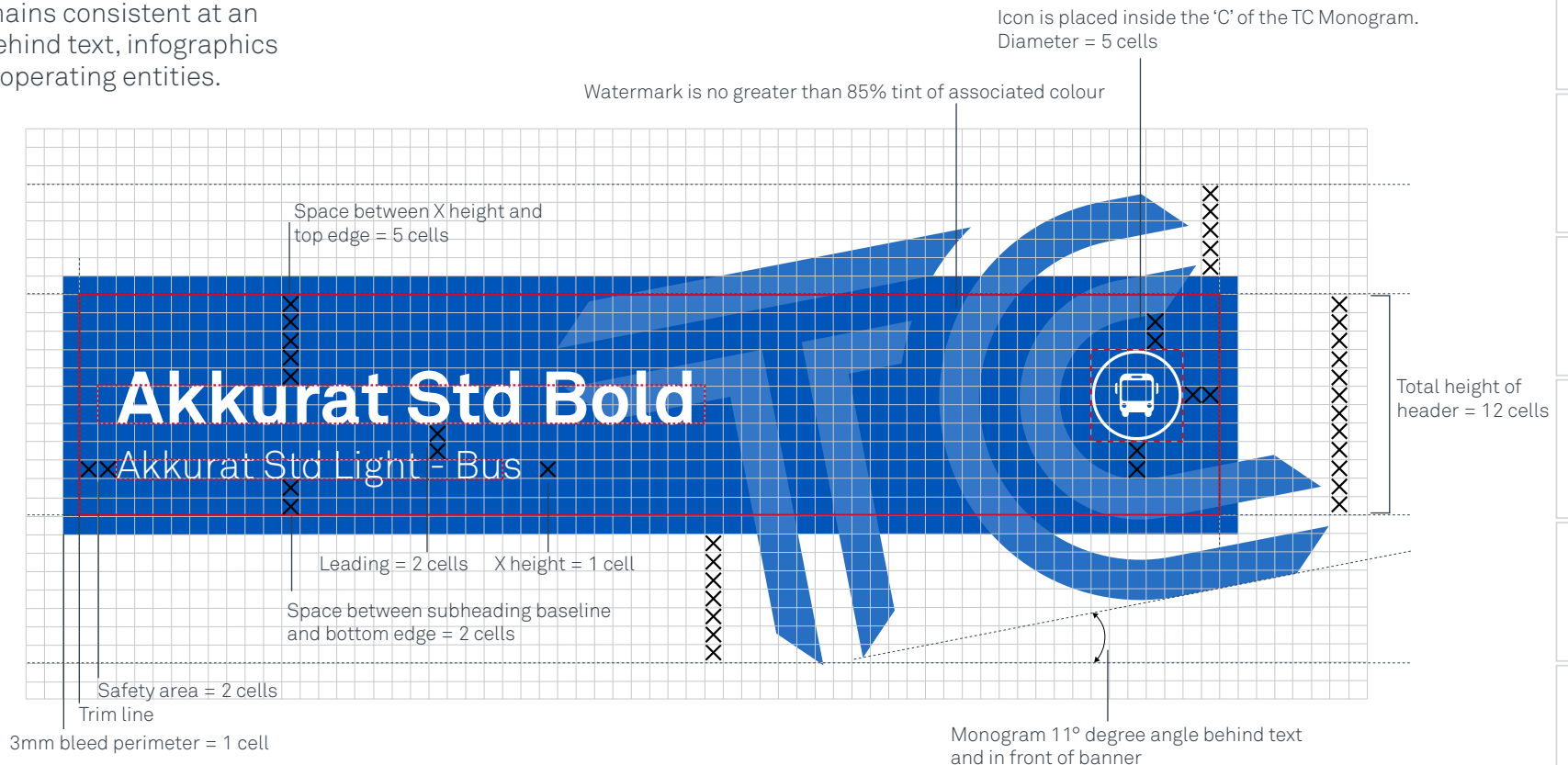
MODE - APPLICATIONS

USING THE WATERMARK - In Relation

Across all the transport modes emphasis is given to explain which piece of collateral is communicating which mode by using colour cues for the TC Master Brand.

The watermark remains consistent at an 11° degree angle behind text, infographics and other branded operating entities.

X = 1 cell.

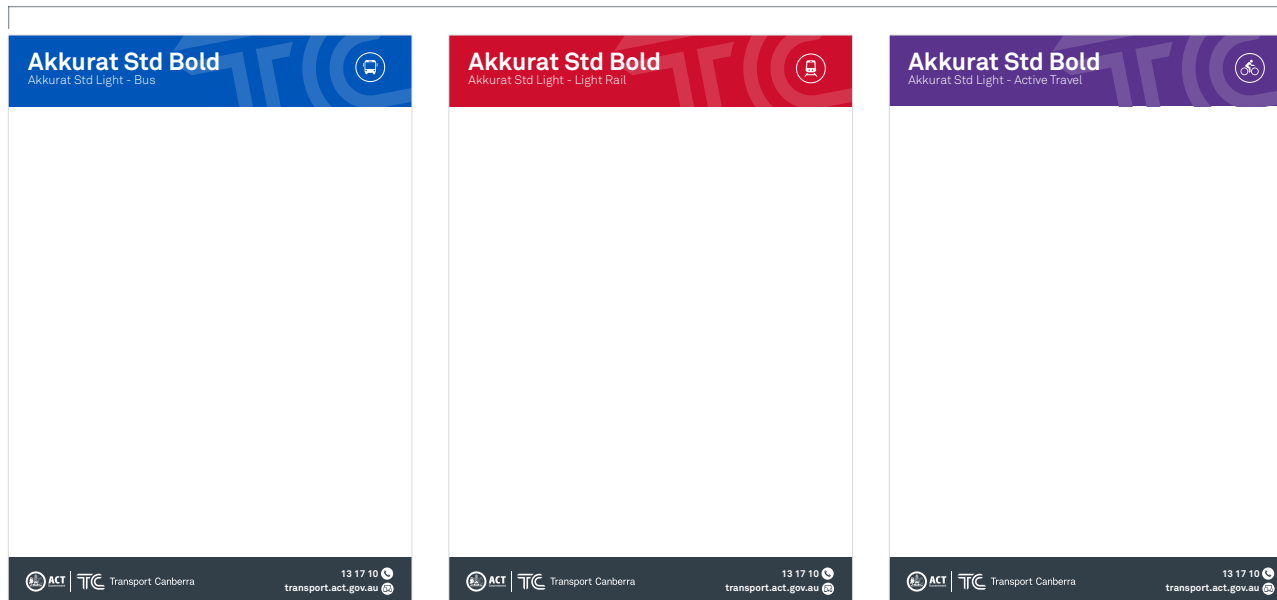


MODE - APPLICATIONS

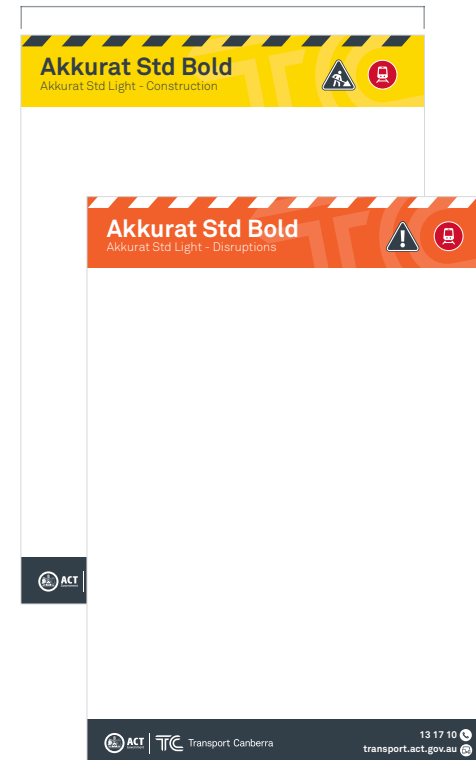
USING THE WATERMARK - Collateral A4 Flyer

Examples of the TC watermark used across communication collateral.

Primary colour palette and icons



Secondary colour palette and icons



Footer guidelines (all collateral):

100mm width or greater:



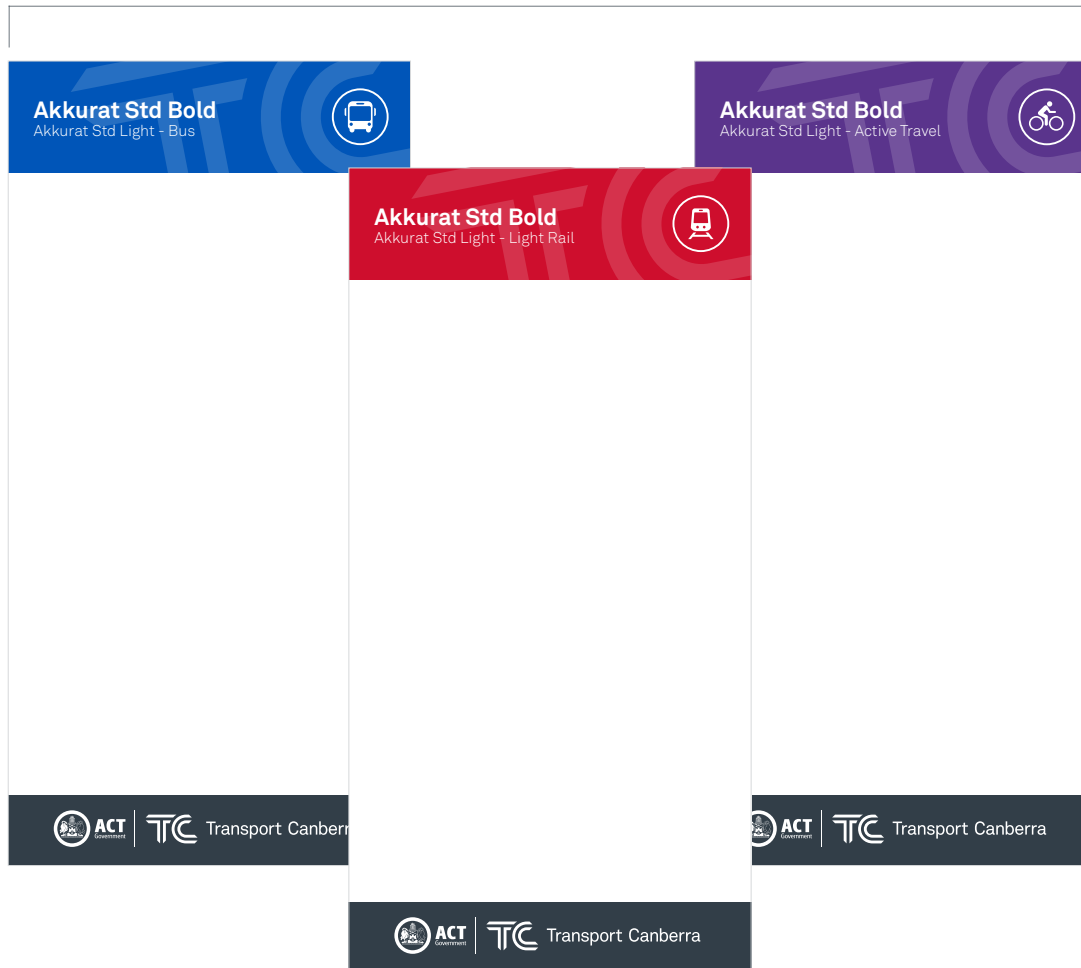
Less than 100mm width:



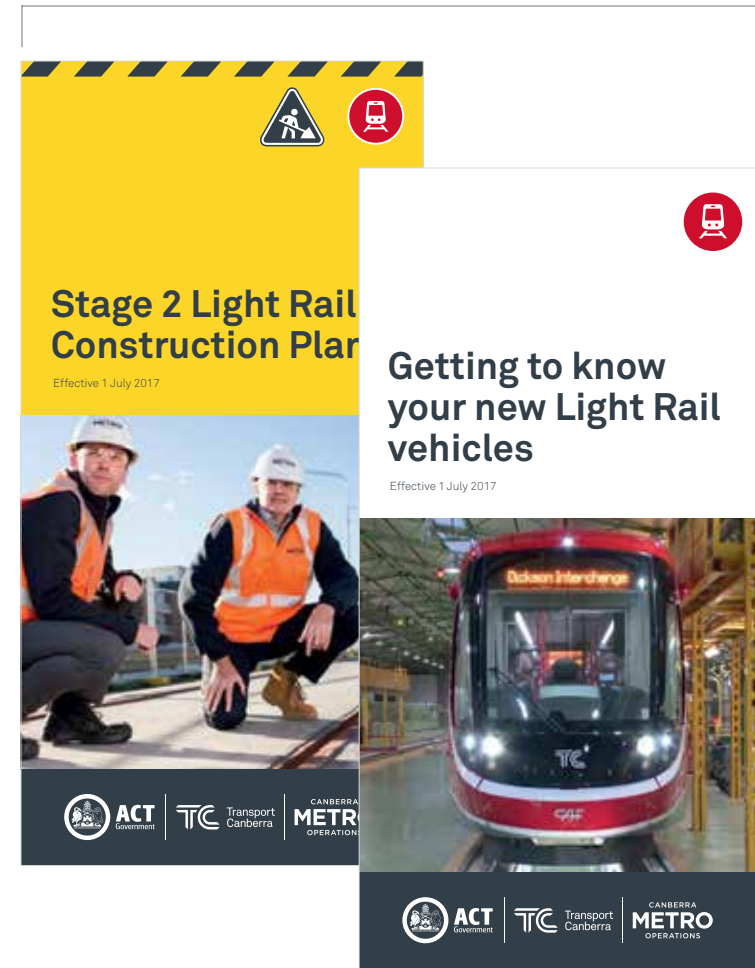
MODE - APPLICATIONS

USING THE WATERMARK - Collateral DL Covers

Primary colour palette and icons



Campaign covers (these do not require the TC watermark)



04

WHAT OUR
BRAND SOUNDS LIKE

OUR VOICE

EDITORIAL & LANGUAGE USAGE

The Transport Canberra voice is an important element of the brand. What our audience hears is just as important as what it sees.

If you look at the values, that are an indication of our behaviour - responsible, easy, safe, seamless, confident, sustainable and friendly - and then our brand drivers that guide us to achieve our vision, *“To provide a transport system for Canberra that is integrated, convenient, affordable, reliable and efficient”*, you start to get an idea of how someone who embraces that ideology would speak.

The ACT Government has created Transport Canberra bringing together buses and

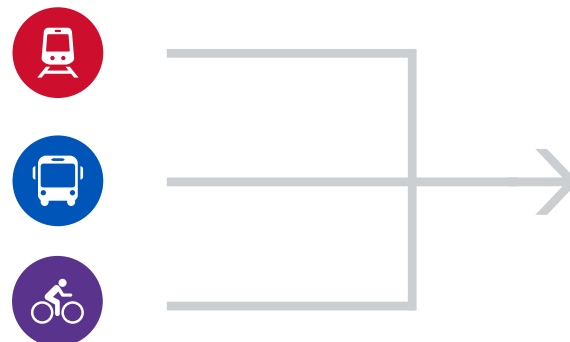
Capital Metro light rail under one agency for Canberrans.

Transport Canberra is the parent brand for Canberra’s integrated, multi-modal public transport system which comprises three travel modes across the ACT: bus, light rail and active travel. Transport planning and delivery is coordinated across all modes of transport with a clear focus on our customers’ needs and to deliver a system that people want to use.

Perceptions of the public transport system are predominantly driven by our own experiences and the experiences we hear about from the people we know. Optimising customer experience is crucial to increased

patronage. Making existing users happy will get them talking and this will filter through to their networks, including non-users.

In addition, attributes associated with convenience, efficiency, connectivity and reliability are all important when describing customer expectations of the system. Good connections between routes, affordable fares, extensive route coverage and regular peak services are all relevant performance criteria. Traditional communication and social media has far less impact than customer experience. However, it is an important tool in creating awareness and conversations.



Transport Canberra

OUR VOICE

FINDING THE RIGHT VOICE

What we say comes from a good place, a place of service to the people of Canberra. That means when we write, it should be:

PERSONAL AND EMPATHETIC

We are a public service organisation, so speak like a person, not a corporation. Make it sound natural and relatable. How would you speak to that audience one-on-one? Write how you would say it. Find the common interest, make your audience feel part of the conversation.

CLEAR AND SIMPLE

Focus on what is needed. Lose the stuff that is not important. Be bold, be clear and be concise. People respect clarity of thought and message. Spend more time thinking about what you can say in the shortest amount of words and less time writing a lot of words.

BENEFIT DRIVEN

What we do matters, so lead with the things that make a difference. Moments of truths are more powerful than theory. Get straight to the point and bring it to life in the most compelling and memorable way.

The Transport Canberra voice as a public service organisation will shift and vary depending on how well we know who we are talking to at the time and why we are talking to them.

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TRANSPORT CANBERRA VALUES is a system that is

Connected ----->	Seamless
Convenient ----->	Integrated
Easy ----->	Effortless
Efficient ----->	Reliable
Friendly ----->	Sustainable

Find the benefit – customers may have preconceived notions about how Transport Canberra affects them. The integrated brand by itself is not a benefit.

Show customers. Do not tell them why they should feel good about it.

OUR VOICE

HOW WE SAY THINGS - Keep it clear & simple

When utilising language and tone to the TC brand, consistency and common sense should be applied. This includes terminology, spelling, grammar, capitalisation, hyphenation and times and dates.

Language style also relates to typography, heading hierarchy, menus and labels, page and screen layouts, tables, illustrations and captions which should all follow design specifications.

Customer-facing communication must always be clear and simple, friendly and easy to read reflecting the TC brand tone of voice rather than harsh or formal. It is important to make it easy for the customer to quickly scan and understand information, especially in wayfinding collateral, marketing and all types of digital communications.

Use bullets and tables where necessary, use short sentences, use plain language.



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OUR VOICE

KEEP IT CLEAR & SIMPLE

This guide will be regularly updated to incorporate new or common Transport Canberra terms or standards.

Your suggestions and comments are welcome.

FOR REFERENCE:

TERMINOLOGY

For terminology relating to wayfinding, please contact the Wayfinding team directly for the current Customer Information Rules.

SPELLING

For current Australian spelling and usage please refer to the Macquarie Dictionary.

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OUR VOICE

KEEP IT CLEAR & SIMPLE

FOR HEADLINES AND SUBHEADINGS

Headlines and subheadings should be sentence case with only the first letter capitalised unless they contain a proper noun.

Headlines generally have no full stop. However, if a headline consists of more than one sentence, each must have a full stop. Subheads may have a full stop.

NUMBERS

Spell out numbers one to nine in text and using figures for 10 onwards. However, do not be rigid about this rule for customer-facing communication. Use what works to express meaning most clearly to the customer, especially if they are quickly scanning.

DATES

Dates are written as day, month, year eg. 1 August 2017 not: 1st August 2017 or August 1, 2017 (usually the year is not required).

TIMES

The way times are expressed varies depending on context. Use professional judgement.

- Use 12-hour clock (with dot) specifically in timetables, and to refer to timetabled services in text. For example, 12.10, 9.05, 5.23.
- Use 12-hour clock, with 'am' and 'pm' (dot before minutes, no space before 'am' or 'pm') to express times and time ranges in non-timetable related materials. Shorten in text where whole hours are used. For example, 9.12am, 12.01pm, 6pm, 11.07am.

WHEN EXPRESSING A RANGE OF DATES OR TIMES:

- Use an en dash (–) not a hyphen (-) when expressing date or time ranges. For example, '17–30 August'.
- Include a space on either side of the en dash when expressing more complex time and date ranges, especially when they consist of more than one word. For example, 11.48pm – 12 midnight.
- The word 'from' must always be followed by 'to', not an en dash. For example, 'from Monday to Friday' not 'from Monday – Friday'.

- The word 'between' must always be followed by 'and'. For example, 'between 10pm Friday and 6am Monday' not 'between Monday – Friday'.
- When only two days/dates are represented use 'and', not an en dash or an ampersand (&). For example, 'Saturday and Sunday', '26 and 27 August'.

EXAMPLES:

- Saturday 26 and Sunday 27 August
 - Between Friday 25 and Sunday 27 August
 - Weekends only, 5–27 August
 - From Monday to Friday only, 7–18 August
 - 8am–3pm, 9.42am–10.15am,
 - 11.48pm – 12 midnight, 11.48am – 12 midday
- If time ranges are combined with dates, express like this -
- 6am Saturday to 10.56pm Sunday 26 and 27 August
 - 7am Monday – 11.45pm Friday 25–28 August

OUR VOICE

TERMINOLOGY

Instead of this... try substituting this...

a large portion of	many
accede	agree, allow
access	catch, use
accomplish	do
accordingly	so
accustomed to	used to
additional	more, extra
adequate number of	enough
adjacent	next to, nearby
alight	leave, get off
amended	changed
amongst	among
appropriate measures	steps
approximately	about, around
ascertain	find out, learn, discover
assist, assistance	help
at about	at or about – not both
at this moment in time	now
attain	reach
board	catch, get on
bona fide	genuine, honest

Instead of this... try substituting this...

by means of	by
by virtue of the fact that	because
cease	stop, end
close scrutiny	study, check
commence	start, begin
component	part
concerning	about
consequently	so
constitute	make up, from
construct	build
customers	you
customers should ...	please
defer	postpone
depart	leave
despite the fact that	despite
determine	decide
discontinue	stop
disembark	leave
disseminate	send out, distribute
due to the fact that	because
during such time	while

Instead of this... try substituting this...

each day	daily
each night	nightly
enable	allow, permit
endeavour	try
establish	set up, create, find out
et al	and the others, the rest
excessive number of	too many
exit	leave
expedite	speed up, hasten
expire, expiration	end
facilitate	make easier, help
following	after
for the duration of	during, while
for the purpose of	to
formulate	work out, devise, form
forthwith	immediately, now – or state a time limit
forward	send, give
future plans	plans
generate	make
henceforth	from now on

OUR VOICE

TERMINOLOGY

Instead of this... try substituting this...

in accordance with	as, in line with
in conjunction with	and, with
in lieu of	instead of
in order to	to
in respect of	for
in the absence of	without
in the event that	if
in the majority of cases	most cases, usually
in view of the fact	because
initially	at first
institute	begin, start
it is probable that	probably
it would appear that	apparently
journey time	travel time
leaves much to be desired	poor
locality	place
manufacture	make
may experience delays (passive)	may be delayed (active)
minor/infant	child
modify	change

Instead of this... try substituting this...

notify	tell
notwithstanding the fact that	although, even though
numerous	many
obtain	get, receive
on account of the fact that	because
on behalf of	for
on the part of	by
optimum	best, greatest, most
peak times, peak periods	peak hours
per annum	a year, every year
possesses	has, owns
purchase	buy
regarding	about, on
rehabilitate	repair, improve, restore
request	ask
requires	needs
revert back	return to
signage	signs
signalised	has traffic lights
strategise	plan

Instead of this... try substituting this...

subsequent to	after
subsequently	later on
terminate	end, stop, last stop
therefore	so
travelling	going
under the provisions of	under
undertake	carry out
until such time	until, till
utilise	use
verify	check, prove
was of the opinion that	thought
whilst	while
with a view to	to
with reference/regard/ respect to	about, concerning
with the exception of	except
works	work

OUR AUDIO STYLE

COMMUNICATION TOOLS

Audio is a powerful and effective communication tool. Aural story telling brings people together, while the universal nature of music and sound can overcome language and cultural barriers.

What the Transport Canberra brand sounds like is just as important as how it looks. Audio should be purposeful, important, consistent and logical. It must be designed to fit with the TC Brand personality and can be integrated seamlessly through various touchpoints to reinforce existing brand identity.

ANNOUNCEMENTS

- Tone of voice should be positive, friendly and respectful, both in live and pre-recorded formats.
- Language should represent the Transport Canberra brand personality.
- Putting customers at ease is the priority – they should always be welcomed and thanked.
- Content of messages should be adapted to match time of day and audience.
- Voiceover artists must be approved by the brand prior to recording.
- Careful consideration should be given to speed and volume of message delivery to ensure optimal comprehension.

CHIMES

- Chimes and music at stops and in vehicles should complement the positivity, energy and warmth of spoken announcements.
- The sound and tone of a chime should match the intent of its message, i.e. 'welcome', 'announcement' and 'alert' chimes should be distinct.
- Volume should not compromise customer comfort.

OUR VOICE

IN ACTION

DIGITAL

The website should reflect every aspect of brand, including tone of voice. Customers do not idly browse – they are after specific information. Make it as easy for them as possible and get straight to the point on every webpage.

- Use key words that reassure customers they have come to the right place.
- Use headings, titles and first words that aid scanning.
- Use headlines, images and lists as alternatives to longer copy.
- Show customers where to go and what information they will find when using links.

POSTERS & SIGNAGE

Posters need to get their point across in seconds. It needs to be single-minded keeping copy to a minimum so it can be read easily from a distance. Keep it short. Always give the customer a clear call to action.

DL FLYERS & BROCHURES

The headline on the front must immediately let the customer know what is relevant for them. Why should they pick this up? Why should they read this? Do not disappoint with content that is not sharp and relevant. Make text bite-sized and break it up with plenty of subheadings to help the reader scan quickly and pick out what they are most interested in. Think carefully about what you want the customer to do as a result of reading your communication – and tell them what to do next with a strong call to action.

OUR PHOTOGRAPHY

IMAGERY

Canberra is the most liveable city in the world and, as a result, our diverse and vibrant city is growing quickly. The benefits of integrated public transport for the Canberran community are substantial. Transport Canberra supports social inclusion, drives economic development, maintains liveability and reduces congestion.

Imagery is one of Transport Canberra's most important tools as it helps the customer trust, acknowledge and respond to the value of the Transport Canberra brand. Our images should make people feel connected and seamless.

Photography should capture and honour the Transport Canberra vision whilst abiding by our core principles for:

- The people of the ACT – including all cultures and backgrounds.
- The lifestyle – including things to do, all groups, cultures and sub cultures.
- The city – including attractions and infrastructure.

The imagery should reflect the desired customer experience of people enjoying Canberra. The tone must be inviting, bright, vibrant, contemporary, warm, positive and approachable.

Guidelines:

- Choose images that are suitable for their output, i.e. 72dpi for digital formats and 300dpi for print.
- Do not use imagery that is dated, especially location imagery that includes outdated branding, wayfinding or livery.
- Only use location-based images if they have been taken in Canberra.
- Stock imagery can be used to portray lifestyle and people provided the setting realistically represents Canberra.
- Imagery may use colour flare, warmth and motion blur to express movement and space.

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OUR PHOTOGRAPHY

IMAGERY - People

As a customer focused brand, the focus is on people on or near public transport assets and environments such as platforms, stations, stops and rolling stock (bus, light rail, active transport such as people walking or cycling).

It is about the experience - getting around quickly, safely and efficiently.

People can be -

- en route to and from work
- enjoying recreational activities
- tourists
- different ages, cultures, sub cultures and demographics
- couples, families or individuals
- employers and employees.

People can be -

- energetic and lively
- engaging and interesting
- contemporary and in fashion
- approachable and social
- open and sincere
- positive and expressive.



OUR PHOTOGRAPHY

IMAGERY - Destination

Destination imagery provides context and describes how the public transport enables customers to go places conveniently and efficiently. Destinations can describe city, suburban and regional locations.

Photographs should express warmth representing a personality that is -

- energetic and lively
- engaging and interesting
- contemporary and in fashion
- approachable and social
- open and sincere
- positive and expressive.



OUR PHOTOGRAPHY

IMAGERY - Assets

Imagery of assets and environments include a sense of motion in the foreground or the background.

The colour flare and motion blur expresses warmth and pace representing a personality that is -

- energetic and lively
- engaging and interesting
- contemporary and in fashion
- approachable and social
- open and sincere
- positive and expressive.



KEEPING OUR CONTENT ACCESSIBLE

As with our transport services, it is essential that our communications – especially in digital – are readily accessible and cater to the needs of all transport users.

The latest Australian Government endorsed Web Content Accessibility Guidelines (WCAG version 2.0) make accessibility a mandatory requirement of all government websites.

WCAG 2.0 AA guides the use of foreground and background colour combinations in web content to ensure good colour visibility, particularly for people with visual impairments. By simulating conditions such as colour blindness, online tools can help determine optimal contrast ratios between two colours.

The colour Contrast Analyser tool is a useful way of checking the legibility of image-based representations of text against WCAG 2.0 AA requirements.

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KEEPING OUR CONTENT ACCESSIBLE

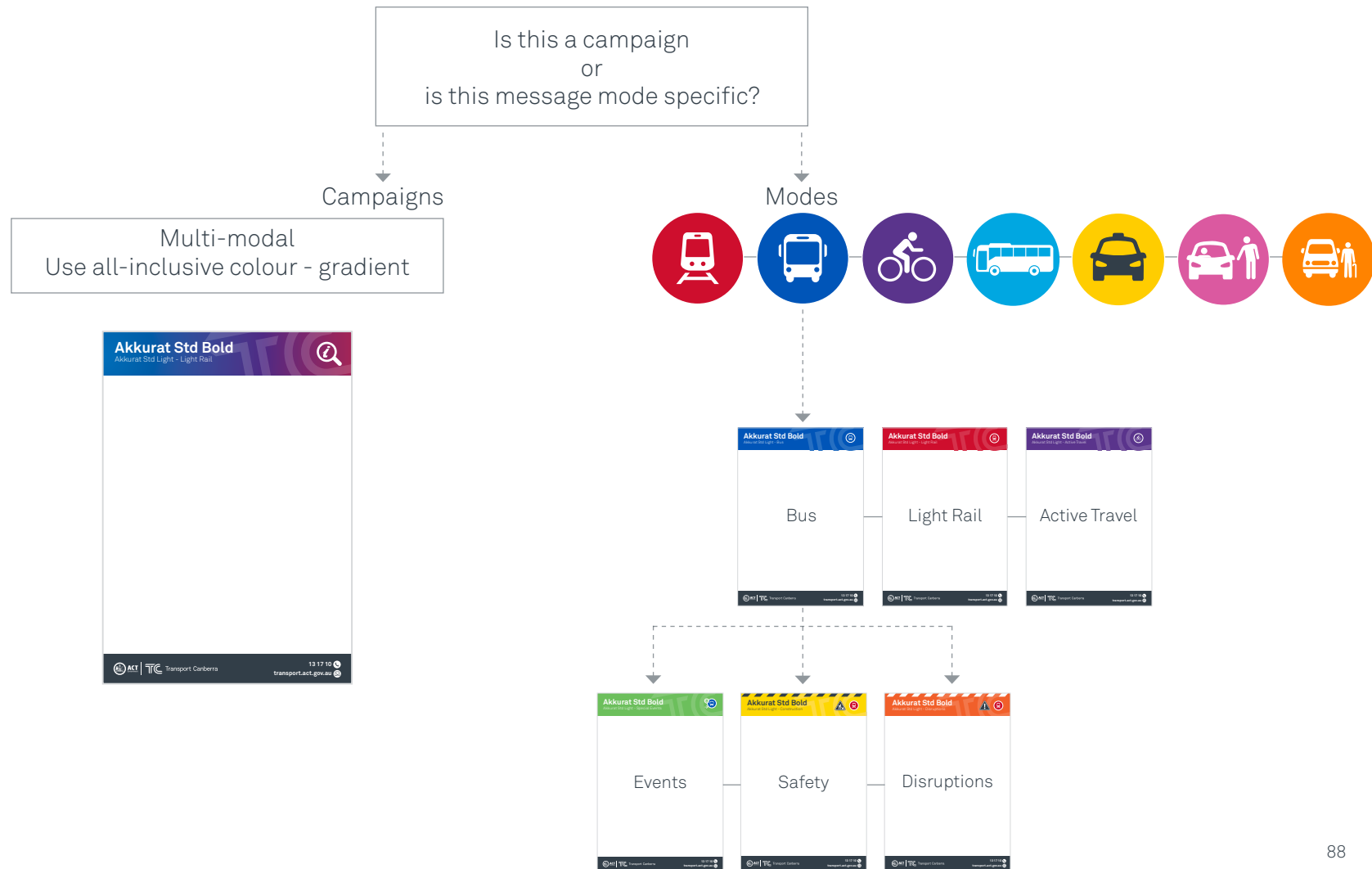
	PMS	HEX / WEB SAFE	RGB	WCAG 2.0 AA COMPLIANCE - Colour on white	WCAG 2.0 AA COMPLIANCE - Colour on black
	PMS 186 C	HTML #bd0021	RGB 189, 0, 33	Compliant for all text sizes	Compliant for all 18pt and above
	PMS 2935 C	HTML #0042ac	RGB 0, 66, 172	Compliant for all text sizes	Not compliant in any size
	PMS 268 C	HTML #46247b	RGB 70, 36, 123	Compliant for all text sizes	Not compliant in any size
	PMS 432 C	HTML #272f38	RGB 39, 47, 56	Compliant for all text sizes	Not compliant in any size
	PMS 116 C	HTML #ffcD00	RGB 255, 205, 0	Not compliant in any size	Compliant for all text sizes
	PMS 123 C	HTML #fbb722	RGB 251, 183, 34	Not compliant in any size	Compliant for all text sizes
	PMS 2995 C	HTML #0098dc	RGB 0, 152, 220	Compliant for all 18pt and above	Compliant for all text sizes
	PMS 333 C	HTML #51c1b5	RGB 82, 194, 182	Not compliant in any size	Not compliant in any size

KEEPING OUR CONTENT ACCESSIBLE

	PMS	HEX / WEB SAFE	RGB	WCAG 2.0 AA COMPLIANCE - Colour on white	WCAG 2.0 AA COMPLIANCE - Colour on black
	PMS 151 C	HTML #ff8200	RGB 255, 130, 0	Not compliant in any size	Compliant for all text sizes
	PMS 360 C	HTML #5ab444	RGB 90, 180, 68	Not compliant in any size	Compliant for all text sizes
	PMS 375 C	HTML #8acf00	RGB 138, 207, 0	Not compliant in any size	Compliant for all text sizes
	PMS 806 C	HTML #cc3f91	RGB 204, 63, 145	Compliant for all 18pt and above	Compliant for all text sizes
	PMS 427 C	HTML #c7c9c9	RGB 199, 201, 201	Not compliant in any size	Compliant for all text sizes
	PMS 021 C	HTML #e6461d	RGB 230, 70, 29	Compliant for all 18pt and above	Compliant for all text sizes
	PMS Yellow C	HTML #fbd404	RGB 251, 212, 4	Not compliant in any size	Compliant for all text sizes

USING THE BRAND ELEMENTS

TO HELP YOU SELECT A TEMPLATE



IN SITU

TRANSPORT CANBERRA MASTERBRAND - Brought to Life

The following examples demonstrate how design elements (or 'tools') described previously should be applied across different channels and contexts to bring the Transport Canberra brand to life.

The execution of our brand should always be bright, friendly and engaging reflecting our values and capturing the imagination of Canberrans.

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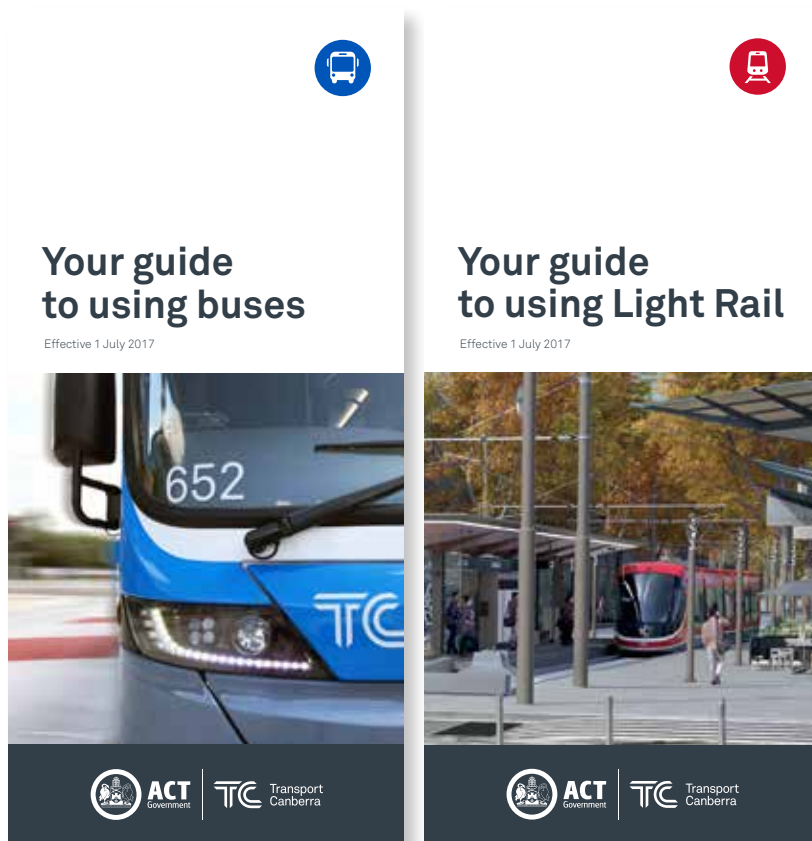
8

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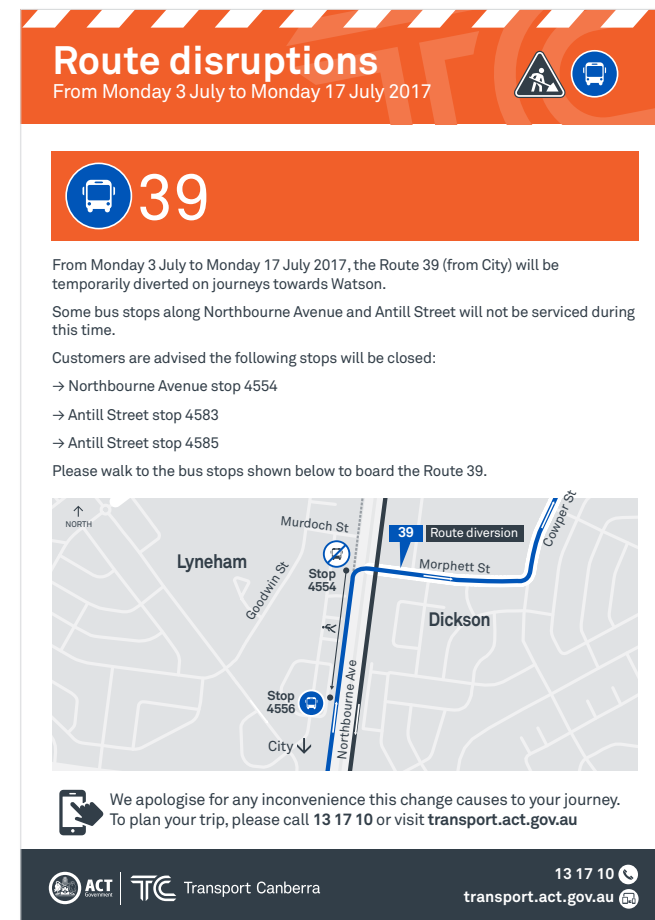
IN SITU

TRANSPORT CANBERRA MASTERBRAND - Brought to Life

COMMUNICATION TEMPLATES



Example 1 - Campaign or special use DL flyers



Example 2 - Letterhead with customer notice

IN SITU

TRANSPORT CANBERRA MASTERBRAND - Brought to Life

LANYARD EXAMPLES



Example 1 - colour



Example 2 - Monochrome

TRANSPORT CANBERRA MASTERBRAND - Brought to Life

Akkurat Std Bold

Akkurat Std Light - Light Rail

Subhead

Body Body Body Body Body Body Body Body Body Body
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- Bullet

ACT | TCC Transport Canberra

transport.act.gov.au

13 17 10

The image displays 12 design templates for Transport Canberra, organized into a 4x3 grid. The templates are categorized into four types: Subhead (Light Rail), Subhead (Bus), Subhead (Active Travel), and Subhead (Cover). Each template features a header with the 'Headline' and 'Subhead' text, a main content area with a large circular icon and a paragraph of placeholder text, and a footer with the Transport Canberra logo and contact information. The templates use a color palette of blue, purple, and red, with icons representing different modes of transport: light rail, bus, bicycle, and pedestrian.

IN SITU

BRAND APPLICATION - Pull-up Banners

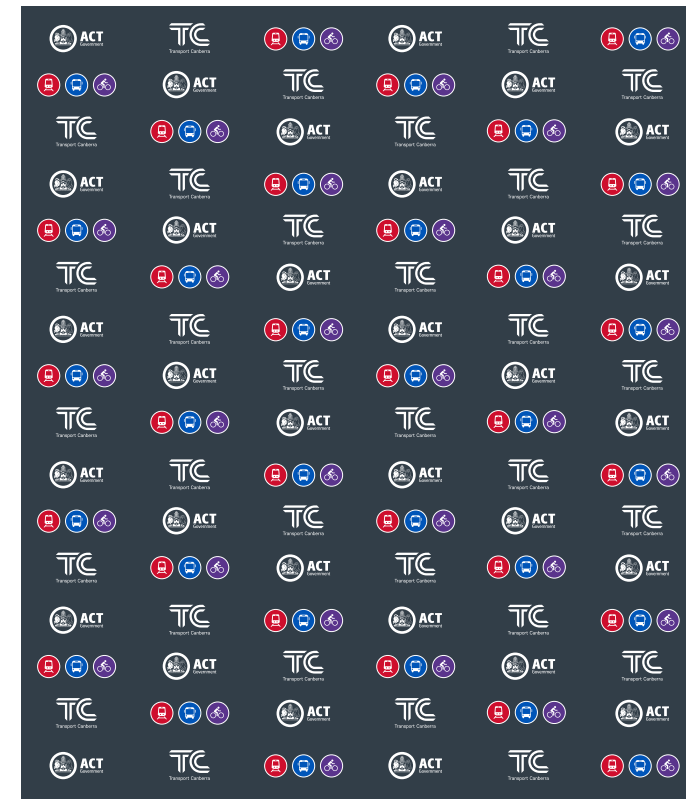
Large format pull-up banners and displays are used at press conferences, media events and during public consultation.

NEED-TO-KNOW

- Copy should be minimal with a focus on imagery and illustration.



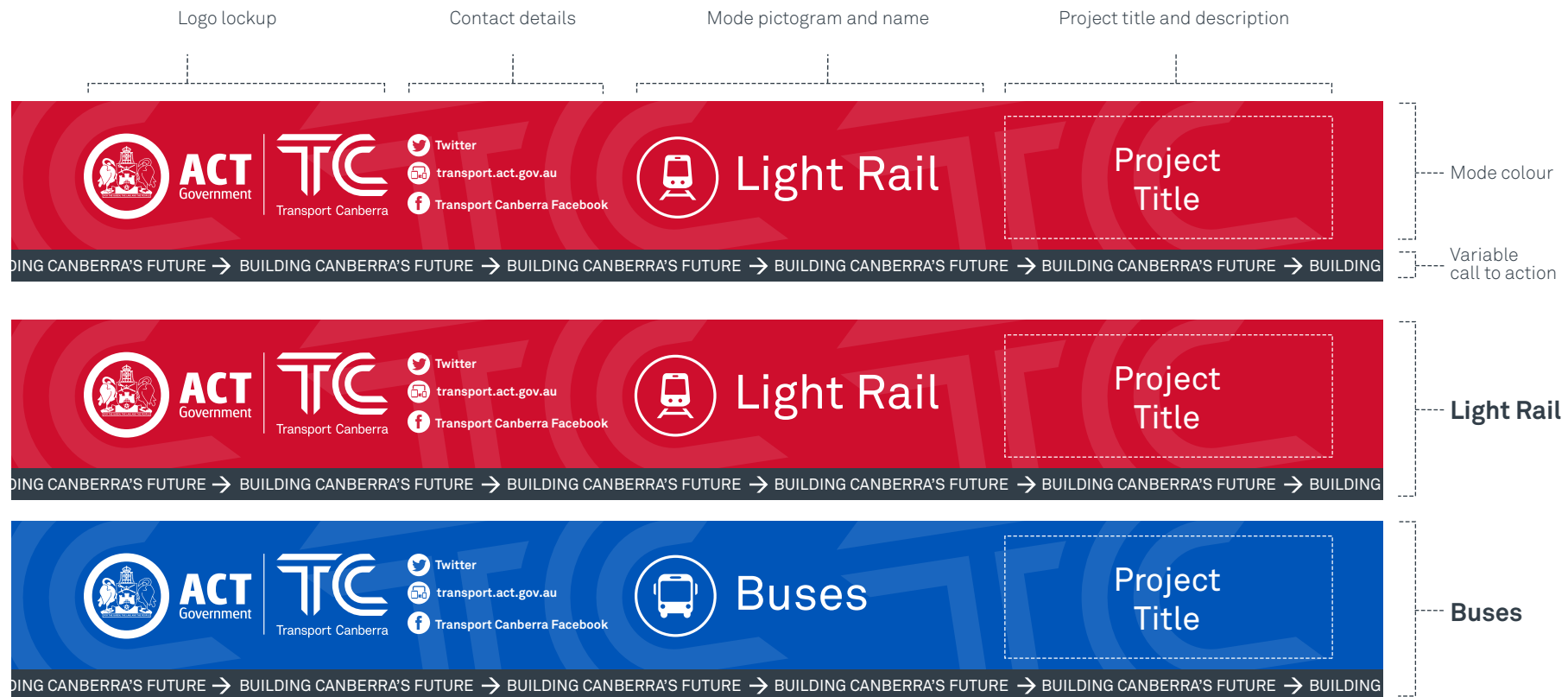
Pull-up banner



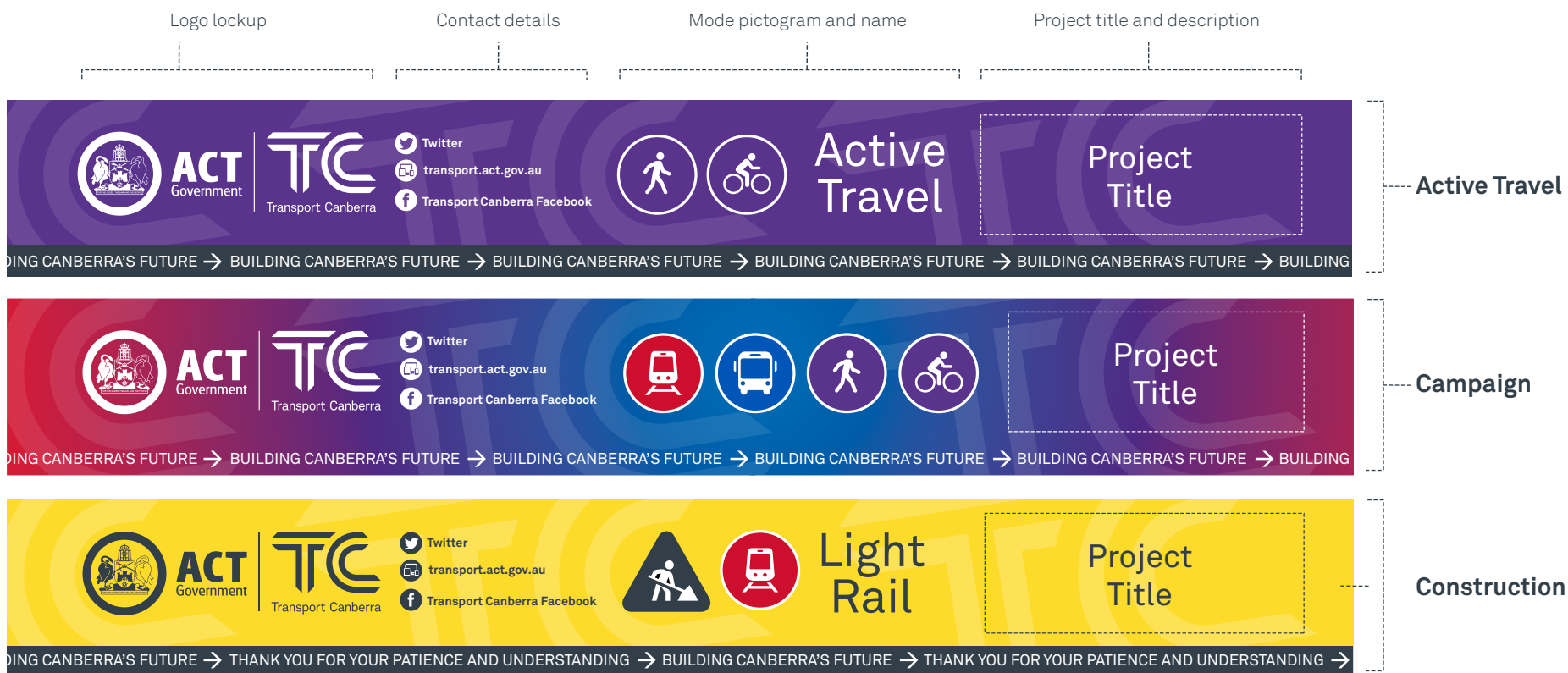
Pull-up wallpaper banner/graphic

IN SITU

BRAND APPLICATION - Hoarding



BRAND APPLICATION - Hoarding



INFOGRAPHICS

Overview

Our infographics style is clean and simple comprising flat colours and a rounded edge graphic style.

It provides an immediate and engaging way to communicate network improvements, wayfinding and statistics, etc.

Please note that TC Infographics are exempt from the ACT Whole of Government communications iconography library usage guidelines when used for wayfinding or Transport based information production.

HAPPY fantastic WONDERFUL great service keep helpful drivers friendly fun THANK YOU



Total survey responses

381



Survey duration
6 weeks



Survey conducted on board



15,314 passengers in
10 weeks



12km Route



every 6 minutes

during peak times
(6am to 9am, 4pm to 7pm)



every 10-15 minutes

during off peak times
(9am to 4pm, 7pm to midnight)



13 stops



14 light rail vehicles



24 minute journey time



Level boarding



2 wheelchair spaces



Bikes on board



Capacity of more than 200 people





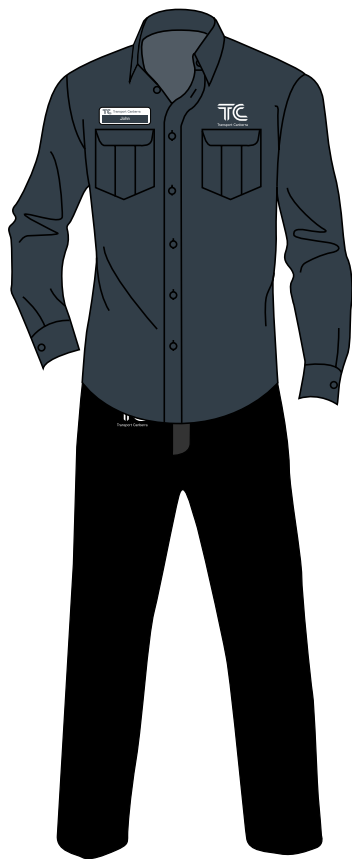
622



IN SITU

BRAND APPLICATION - Apparel

UNIFORMS - BUS



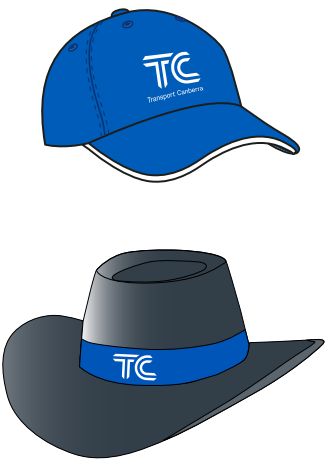
Business shirt and pants



Polo shirt



Jumper



Hats

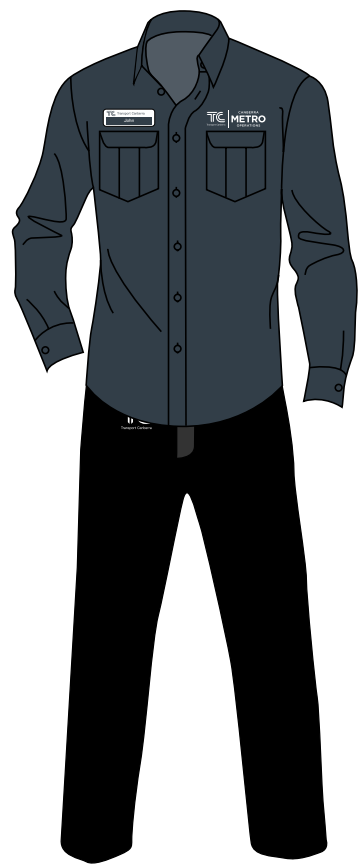


Badge

IN SITU

BRAND APPLICATION - Apparel

UNIFORMS - LIGHT RAIL



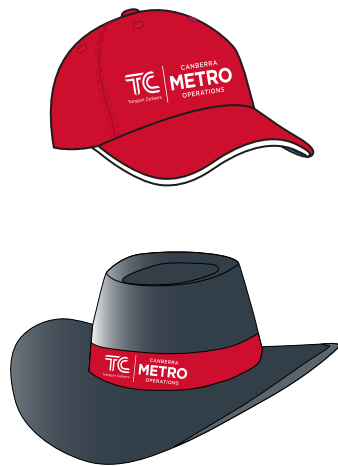
Business shirt and pants



Polo shirt



Jumper



Hats



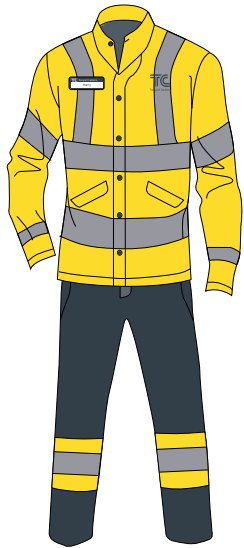
Badge

IN SITU

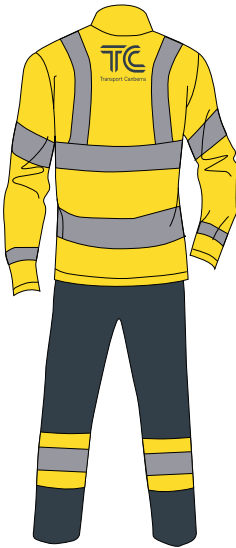
BRAND APPLICATION - Apparel

UNIFORMS - CONSTRUCTION

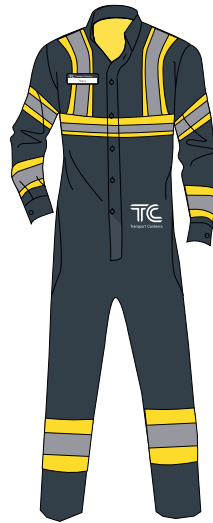
High visibility safety clothing



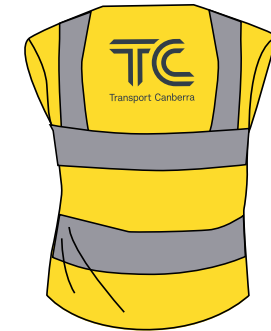
Construction jacket and pants



Construction shirt and pants



Overalls



Vest

IN SITU

BRAND APPLICATION - Apparel

UNIFORMS - ADDITIONAL ITEMS



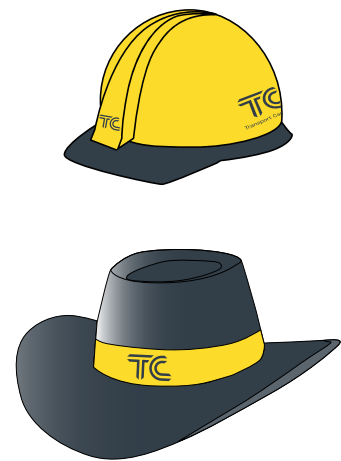
Top vest -
Officer and
Senior Manager



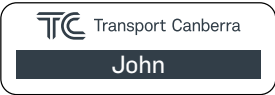
Top vest -
Customer Service
Officer



Top vest -
School Officer



Construction - hats



Construction - badge

IN SITU

BRAND APPLICATION - Apparel for Service Changes

UNIFORMS - CUSTOMER SERVICE STAFF

T-shirt and hat



Uniform for Disruptions (to match PMS ORANGE 021 C as per Disruptions colour palette)

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IN SITU

BRAND APPLICATION - Promotional Items

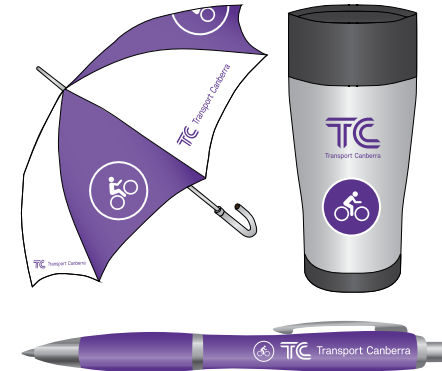
Pens, Umbrellas and Drinking Thermos



Promotional items for Bus



Promotional items for Light Rail



Promotional items for Active Travel



Promotional items reversed

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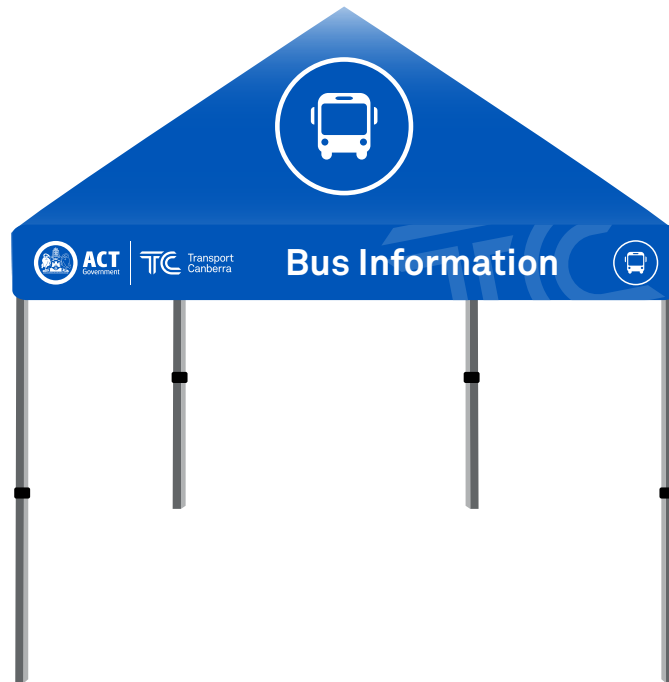
8

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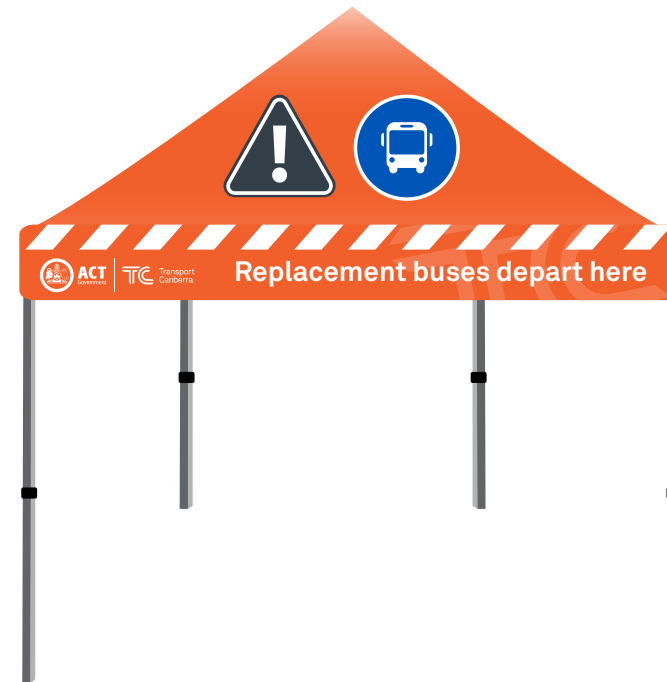
IN SITU

BRAND APPLICATION - Communication

Tent/canopy



General bus information tent



Disruptions tent for replacement bus

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PASSENGER INFORMATION

PASSENGER INFORMATION

OVERVIEW

A passenger information system supplies users of public transport in Canberra with information about the nature and state of the Transport Canberra service through digital, print media and voiceover adverts.

Among the passenger information provided by Transport Canberra, a distinction can be drawn between:

- Scheduled information - which changes only occasionally and is typically used for journey planning prior to departure.
- Real time information - primarily how close the service is running to time and when it is due at a stop, but also incidents that affect service operations, platform changes etc.
- Safety guides and tips.
- Events and entertainment.
- Patronage growth.
- Advertising.

Passenger information has traditionally been made available in printed form though posters, guides, route network maps, timetable booklets at transit stations plus much more. However,

Transport Canberra now also uses integrated passenger information systems providing either schedule-based information through a journey planner application or schedule-based information in combination with real-time information.

Transport Canberra provides real time information which recognises the fact that public transport services do not always operate exactly according to the published timetable. By providing real time information to travellers, they are better able to conduct their journey confidently, including taking any necessary steps in the event of delays. This helps to encourage greater use of public transport and trust in the Transport Canberra brand.

Real time information is provided to Canberran passengers in a number of different ways, including smartphone apps, website information, social media updates and platform-level signage. It may include both predictions about arrival and departure times as well as information about the nature and causes of disruptions.

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PASSENGER INFORMATION

PRINT COLLATERAL - Posters

Different templates for different messages are shown in the following examples.

Please note:

- The logo must always be positioned in the bottom left corner. The Transport Canberra logo can appear in mono or colour dependent on the selected image.
- Posters that include service change and updated information do not always require an image.
- The most important message is the information that a traveller can read quickly and easily. Keep all information clear and simple.
- When trip planning is required outside of the Canberra region, updated information can be obtained at: transportsw.info

Australian National University (ANU)
Barry Drive (Stop ID: 4528)

4 RAPID
to Belconnen and Kippax

Buses depart every 10 minutes or better Monday to Friday between 7am and 7pm
Buses depart every 15 minutes or better Weekends and Public Holidays

LOCAL area map

WEEKDAY services

Bus	Destination	Departure
401	Belconnen	7:00am
402	Kippax	7:15am
403	Belconnen	7:30am
404	Kippax	7:45am
405	Belconnen	8:00am
406	Kippax	8:15am
407	Belconnen	8:30am
408	Kippax	8:45am
409	Belconnen	9:00am
410	Kippax	9:15am
411	Belconnen	9:30am
412	Kippax	9:45am
413	Belconnen	10:00am
414	Kippax	10:15am
415	Belconnen	10:30am
416	Kippax	10:45am
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424	Kippax	12:45pm
425	Belconnen	1:00pm
426	Kippax	1:15pm
427	Belconnen	1:30pm
428	Kippax	1:45pm
429	Belconnen	2:00pm
430	Kippax	2:15pm
431	Belconnen	2:30pm
432	Kippax	2:45pm
433	Belconnen	3:00pm
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442	Kippax	5:15pm
443	Belconnen	5:30pm
444	Kippax	5:45pm
445	Belconnen	6:00pm
446	Kippax	6:15pm
447	Belconnen	6:30pm
448	Kippax	6:45pm
449	Belconnen	7:00pm
450	Kippax	7:15pm

WEEKEND services

Bus	Destination	Departure
401	Belconnen	7:00am
402	Kippax	7:15am
403	Belconnen	7:30am
404	Kippax	7:45am
405	Belconnen	8:00am
406	Kippax	8:15am
407	Belconnen	8:30am
408	Kippax	8:45am
409	Belconnen	9:00am
410	Kippax	9:15am
411	Belconnen	9:30am
412	Kippax	9:45am
413	Belconnen	10:00am
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416	Kippax	10:45am
417	Belconnen	11:00am
418	Kippax	11:15am
419	Belconnen	11:30am
420	Kippax	11:45am
421	Belconnen	12:00pm
422	Kippax	12:15pm
423	Belconnen	12:30pm
424	Kippax	12:45pm
425	Belconnen	1:00pm
426	Kippax	1:15pm
427	Belconnen	1:30pm
428	Kippax	1:45pm
429	Belconnen	2:00pm
430	Kippax	2:15pm
431	Belconnen	2:30pm
432	Kippax	2:45pm
433	Belconnen	3:00pm
434	Kippax	3:15pm
435	Belconnen	3:30pm
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443	Belconnen	5:30pm
444	Kippax	5:45pm
445	Belconnen	6:00pm
446	Kippax	6:15pm
447	Belconnen	6:30pm
448	Kippax	6:45pm
449	Belconnen	7:00pm
450	Kippax	7:15pm

myway is the cheapest and easiest way to travel by Transport Canberra bus. For more information including fares visit transport.act.gov.au

ACT | TCC Transport Canberra 13 17 10 transport.act.gov.au

This template is recommended for posters that require detailed service information.

Athllon Drive
Southlands Mawson (Stop ID: 2610)

Did you know this is a dedicated Bike & Ride and Park & Ride stop?

Just across the road you can park your car for free or lock up your bike securely before commencing your journey on the bus.

Park & Ride and Bike & Ride locations are positioned across Canberra along Blue and Red Rapid routes. They are free and accessible to all MyWay card holders.

4 RAPID
Buses depart every 15 minutes or better from 7am to 7pm

Legend

- Blue route
- Blue lockers
- Bike cage
- Park and Ride
- Red Rapid Connection
- Route 990 operates weekends only

You are here

Blue route

Bus	Destination	Departure
401	Belconnen	7:00am
402	Kippax	7:15am
403	Belconnen	7:30am
404	Kippax	7:45am
405	Belconnen	8:00am
406	Kippax	8:15am
407	Belconnen	8:30am
408	Kippax	8:45am
409	Belconnen	9:00am
410	Kippax	9:15am
411	Belconnen	9:30am
412	Kippax	9:45am
413	Belconnen	10:00am
414	Kippax	10:15am
415	Belconnen	10:30am
416	Kippax	10:45am
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445	Belconnen	6:00pm
446	Kippax	6:15pm
447	Belconnen	6:30pm
448	Kippax	6:45pm
449	Belconnen	7:00pm
450	Kippax	7:15pm

Red route

Bus	Destination	Departure
401	Belconnen	7:00am
402	Kippax	7:15am
403	Belconnen	7:30am
404	Kippax	7:45am
405	Belconnen	8:00am
406	Kippax	8:15am
407	Belconnen	8:30am
408	Kippax	8:45am
409	Belconnen	9:00am
410	Kippax	9:15am
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446	Kippax	6:15pm
447	Belconnen	6:30pm
448	Kippax	6:45pm
449	Belconnen	7:00pm
450	Kippax	7:15pm

Incorporate some extra fitness into your daily commute by trying Park & Ride or Bike & Ride.

ACT | TCC Transport Canberra 13 17 10 transport.act.gov.au

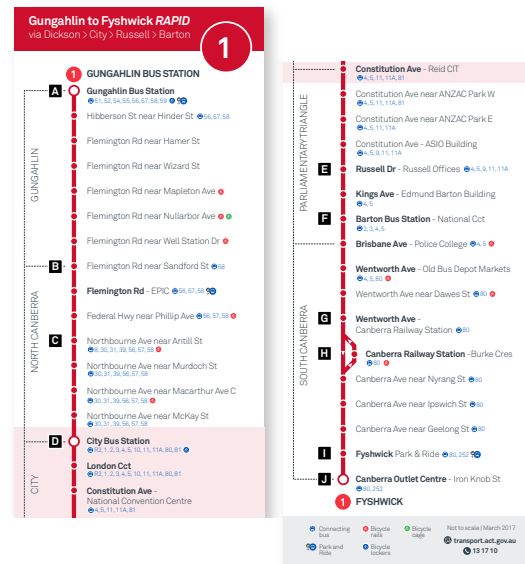
This template is recommended for posters that have an Active Travel focus.

PASSENGER INFORMATION

PRINT COLLATERAL EXAMPLES - Timetables, Transport Guides

Timetable and Transport Canberra guides are available in both print and digital versions.

Example 1

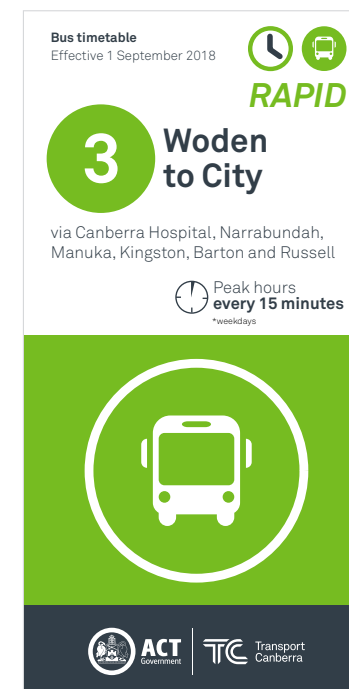


Example 2



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Example 1 - Light Rail A4 flyer



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BONNER LOOP

via Forde and Bonner
Effective 1 September 2018

55

255

includes Route 255 journeys between Gungahlin and City

ROUTE MAP

- Bus route and bus stop
- Bus station
- Bus stop city side only
- Rapid route

- Shopping centre
- Sea and Ride
- Educational institutions
- Park and Ride

- Light Rail

Routes 10 & 20 form a bidirectional loop.

○ Priority 25 is clockwise

○ Route 19 is anti-clockwise

TTC

Transport Canberra

13 17 10

transport.act.gov.au



PASSENGER INFORMATION

PRINT COLLATERAL EXAMPLES - Timetables Alternative Formats

Transport Canberra timetables come in various paper sizes and formats.


This example shows a pocket size guide, handy for different uses.

Effective
1 September 2018





Bonner Loop
via Forde and Bonner

55



255 includes Route 255 journeys
between Gungahlin and City

 **ACT** Government |  **TTC** Transport Canberra

Effective
1 September 2018



Gungahlin to City
via Dickson

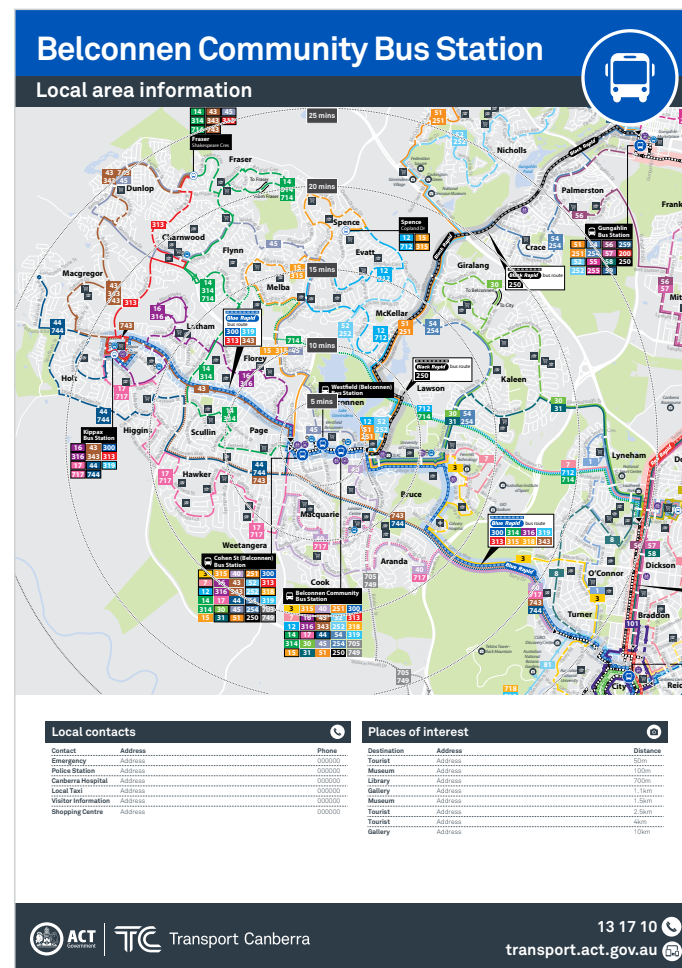
1



RAPID  **Peak hours
every 5 minutes**
*weekdays

 **ACT** Government |  **TTC** Transport Canberra

PRINT COLLATERAL EXAMPLES - Timetables A1 Posters

[illegible]

PASSENGER INFORMATION

Network Maps

Network maps provide a clear and simple overview of the entire network of a particular mode.

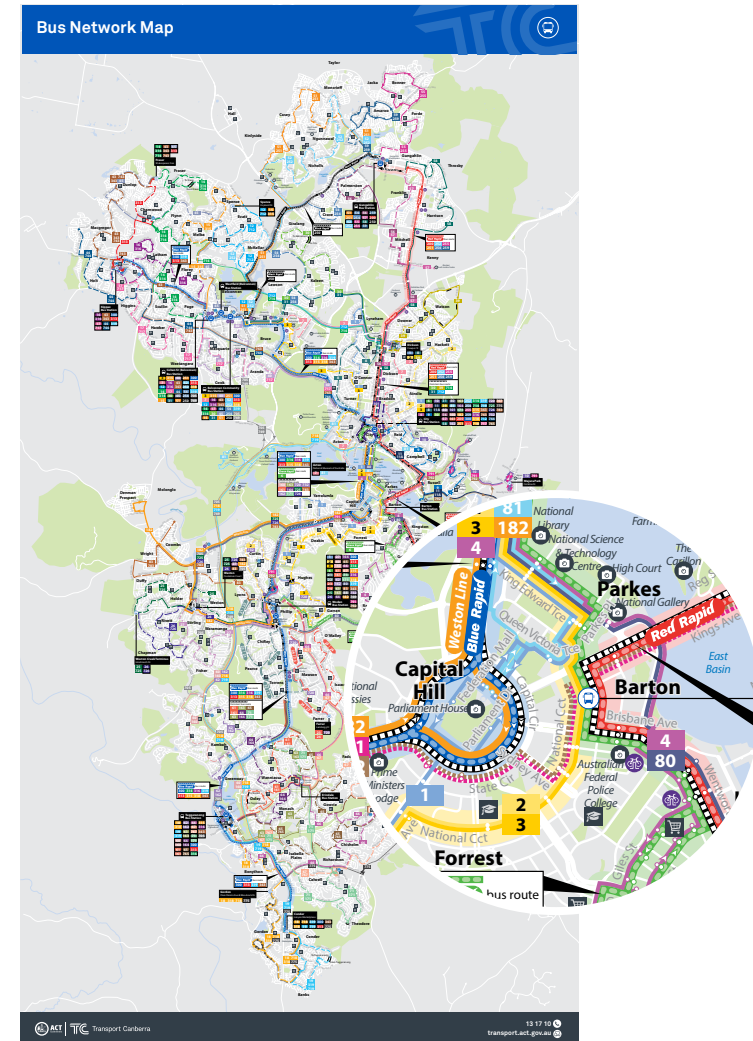
Example 1 - Light Rail



Example 2 - *RAPID* Network



Example 3 - Geographic Network Maps



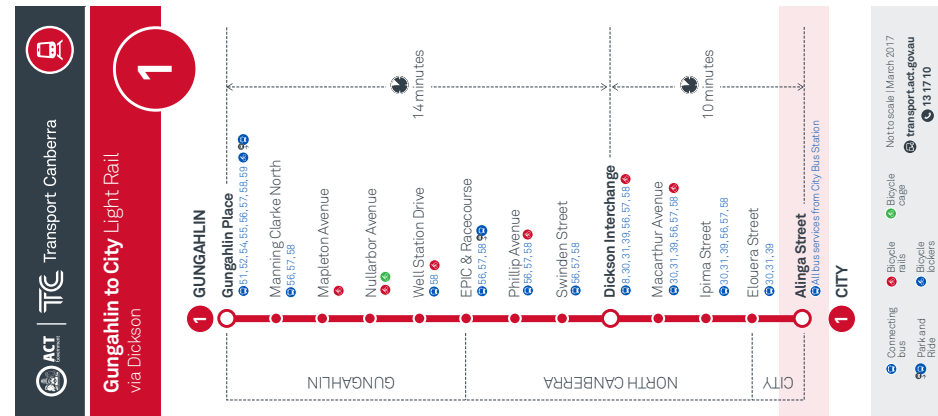
PASSENGER INFORMATION

Route/Line Maps

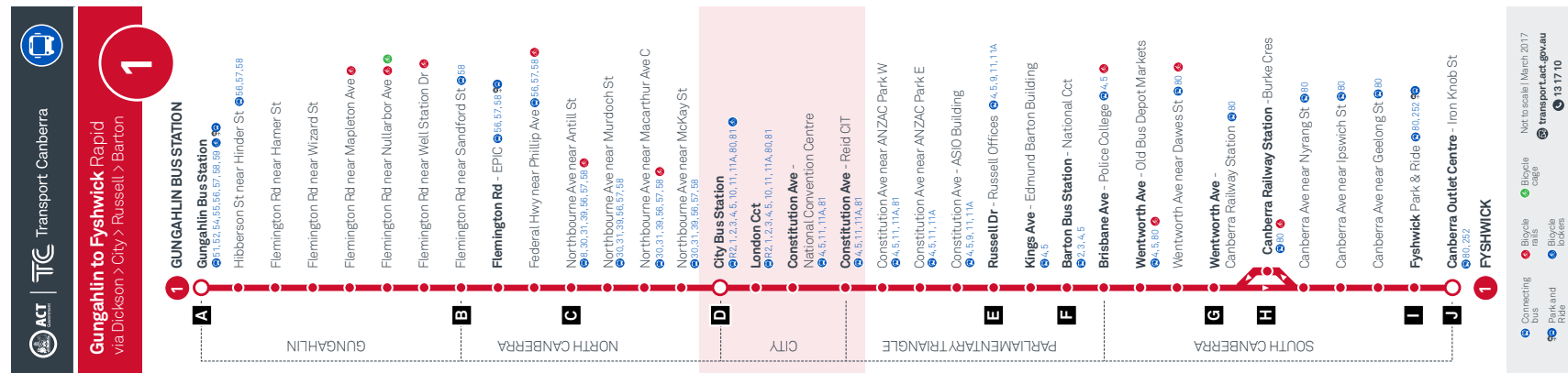
Route and line maps provide details of a specific light rail or bus route and line.

They most importantly identify the locations where customers can connect to other Light Rail and bus services along the route.

Line maps can be used in a variety of information touch points including route guides.



Example 1: Light Rail Example



Example 2: Rapid Line Map Example

TIMETABLE - Bus Stop Multiple Routes

Poster 2 - Bus Departure Times (using data from Hastop)

[illegible]

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PASSENGER INFORMATION

KEEPING THE SYSTEM RUNNING

Example 1 - Operating hours

**City Bus Station
Information Centre**

Opening Hours

Monday to Friday	6am - 11pm
Saturday	8am - 9pm
Sunday and Public holidays	9am - 6pm

50m

myway cards and top ups are not available from this centre. Please go to the Supa 24 kiosk near platform 9.

Transport Canberra

13 17 10

transport.act.gov.au

Example 2 - Service disruptions

Route disruptions
From Monday 3 July to Monday 17 July 2017

39

From Monday 3 July to Monday 17 July 2017, the Route 39 (from City) will be temporarily diverted on journeys towards Watson.

Some bus stops along Northbourne Avenue and Antill Street will not be serviced during this time.

Customers are advised the following stops will be closed:

- Northbourne Avenue stop 4554
- Antill Street stop 4583
- Antill Street stop 4585

Please walk to the bus stops shown below to board the Route 39.

We apologise for any inconvenience this change causes to your journey. To plan your trip, please call 13 17 10 or visit transport.act.gov.au

Transport Canberra

13 17 10

transport.act.gov.au

Example 3 - Special notices

Customer Notice
Security cameras

Security

Security cameras may be in use

Transport Canberra

13 17 10

transport.act.gov.au

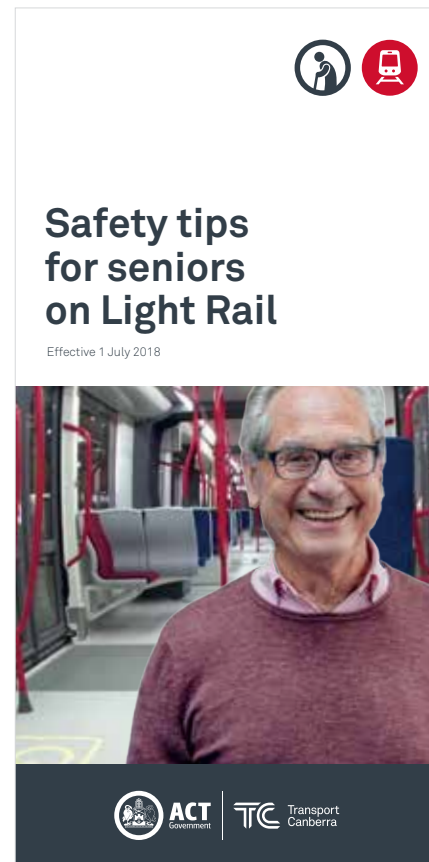
PASSENGER INFORMATION

IMPROVING CUSTOMER EXPERIENCE

EXAMPLE DL COVERS



Example 1



Example 2

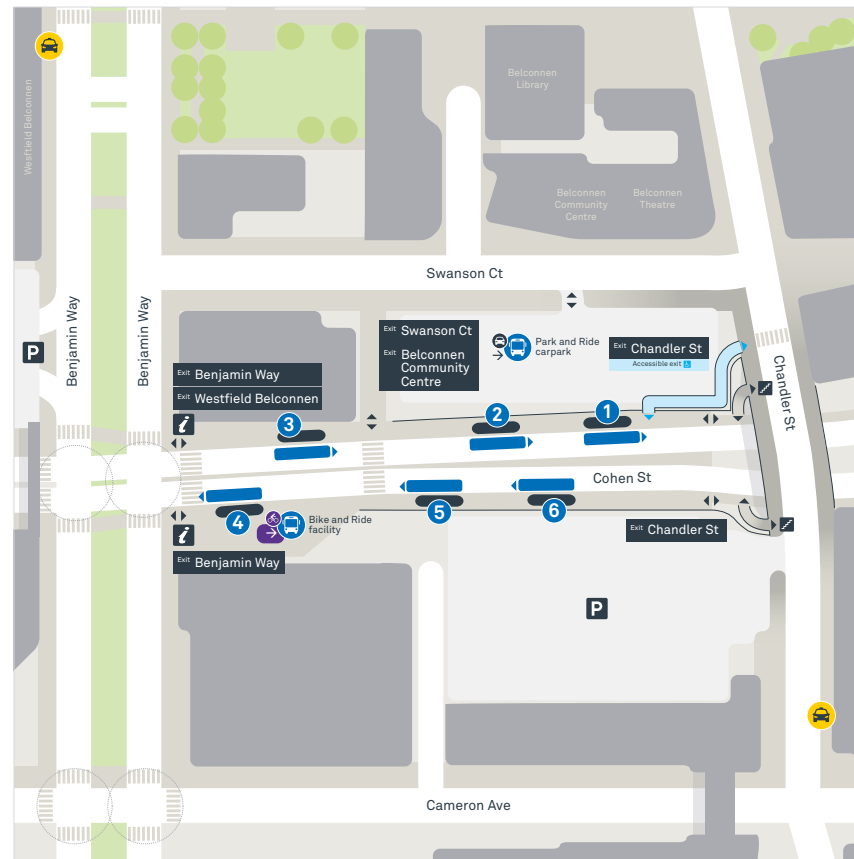


Example 3

PASSENGER INFORMATION

MAPPING

A consistent and contemporary approach to mapping for all Transport Canberra is in development.



This is an example of Transport Canberra's Belconnen Community map

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PASSENGER INFORMATION

ADVERTISING



Side view Example 1



Side view Example 2

PASSENGER INFORMATION

WE ARE ACCESSIBLE

Accessibility principles are inherent in everything we do. These standards are informed by WCAG 2.0 AA guidelines. Whether you are preparing content, designing an interface or developing an entire service, consider who will use it and how.

ANTICIPATE THE USER NEEDS

All of our transport services are for everyone. We make accessibility a priority. We aim for personal solutions and include information and content that is genuinely helpful.

- Web Content Accessibility Guidelines (WCAG) provide recommendations for making web content accessible to people with a wide range of disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photo sensitivity and combinations of these.
- Web accessibility also benefits people with changing abilities due to ageing or a temporary disability and improves the overall usability of web content for all users.

MAKE THINGS EASY FOR EVERYBODY

Customers expect our transport services to be convenient, efficient, affordable and reliable. Their online journeys should be the same.

- Use WCAG 2.0 AA compliant colours to ensure foreground and background colour combinations provide good colour visibility.
- Use short, descriptive alternative text to easily identify all image content.
- Use clear hyperlink text descriptions so the purpose of all links is explicit in the description alone.

KEEP IT CLEAR AND SIMPLE

People expect our staff to be friendly and approachable and our digital services should reflect this. Be mindful that, even online, we are communicating with a range of people who need access to accurate and up-to-date information.

TO ENSURE ACCESSIBILITY OF TEXT:

- Use minimum contrast (contrast ratio of at least 4.5:1) for the visual presentation of text and for images of text.

- Text size can be increased without assistive technology up to 200 per cent without loss of content or functionality (Level AA), with the exception of captions and images of text.

BUILD TRUST AT EVERY TOUCHPOINT

We want everyone to get the most out of Transport Canberra. Providing updated, accurate and consistent information is of utmost importance.

Our recommendations

- Avoid text boxes.
- Use a plain, sans serif font.
- Provide text explanations for all graphs, diagrams and images – descriptive text must not detach from content when size is altered.
- Provide website printing options for standard and larger sized printing requirements.
- Ensure significant contrast between foreground and background colour combinations.

PASSENGER INFORMATION

DIGITAL COLLATERAL - Smartphone

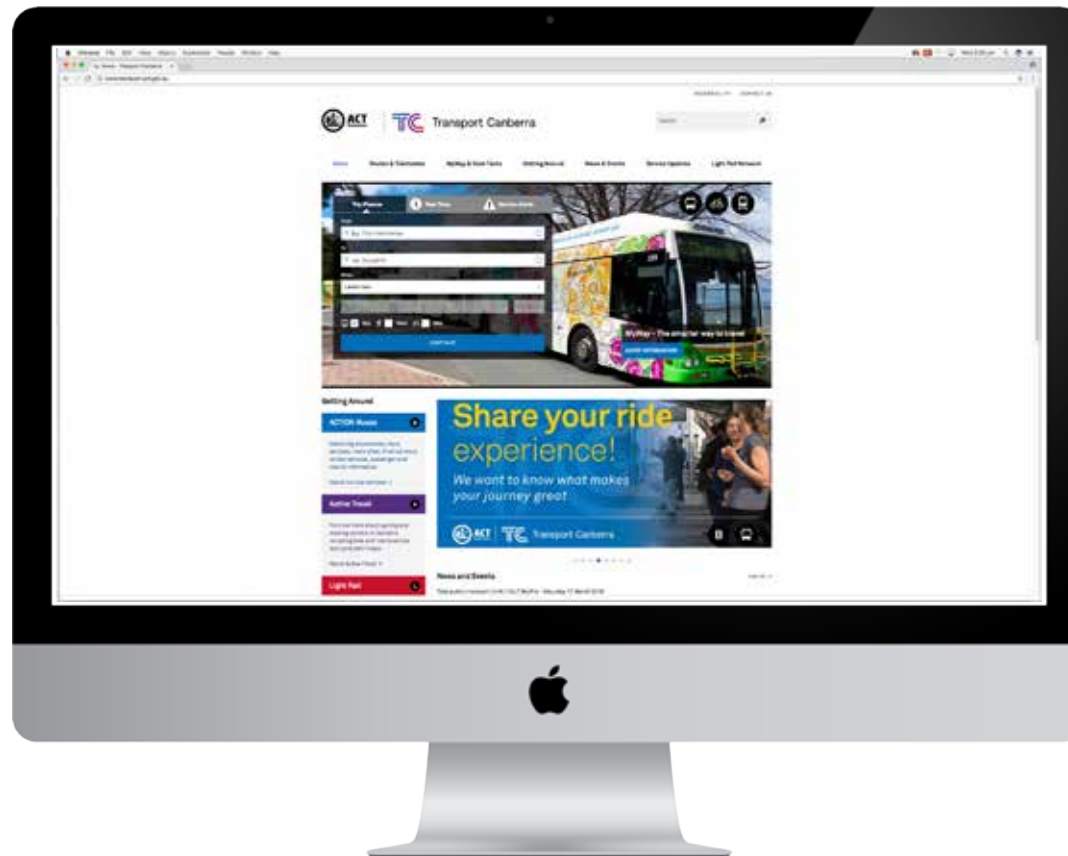


Smartphone App

Smartphone with open TC website

PASSENGER INFORMATION

DIGITAL COLLATERAL - Website



Transport Canberra Homepage

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PASSENGER INFORMATION

PRODUCING CAMPAIGN COLLATERAL - CURRENT

When implementing a customer campaign, it is necessary to produce similar artwork in three specifications:

- Slider for Transport Canberra homepage
- Slider for NXTBUS screen
- Facebook graphic

See examples at right for specifications.

Website material is incoming.



Slider for Transport Canberra homepage: 870w X 385h px



Slider for NXTBUS screen: 1024w X 640h px



Facebook graphic: 5001w X 2626h px (Facebook will automatically resize image during upload)

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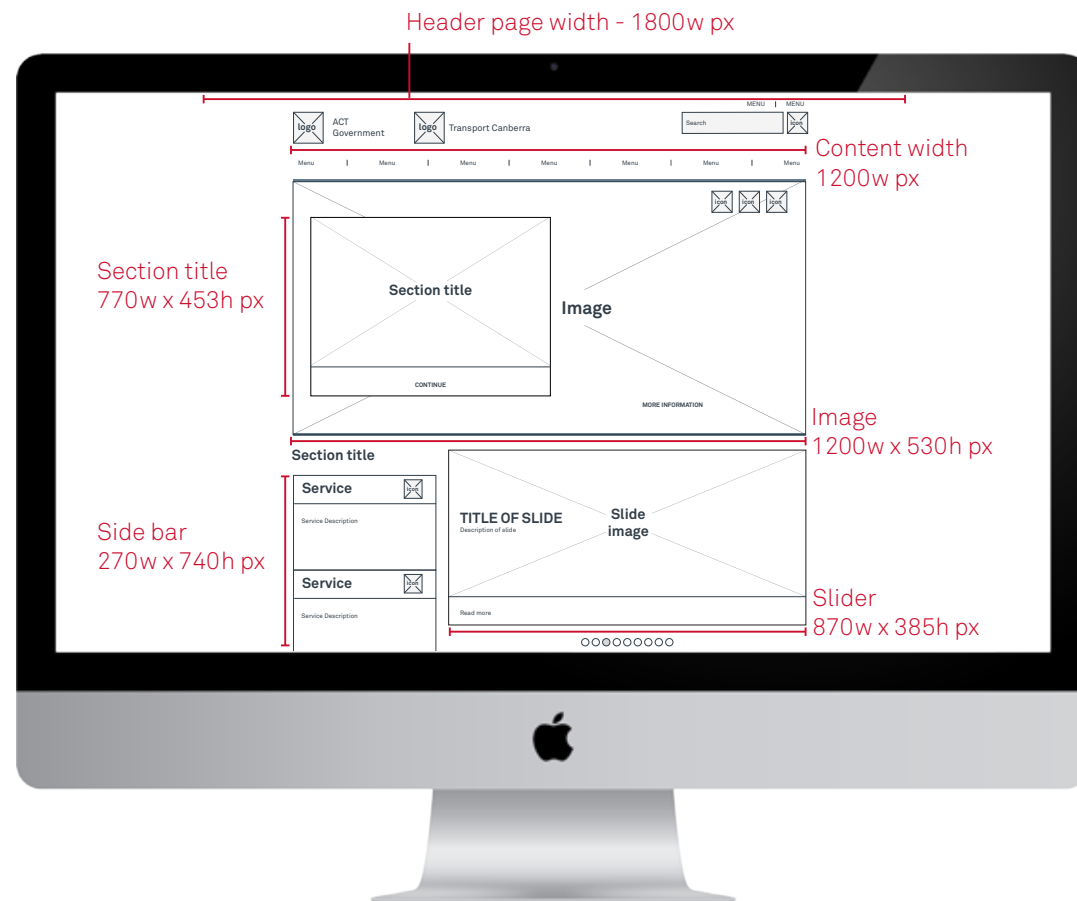
PASSENGER INFORMATION

DIGITAL COLLATERAL - Sliders

A slideshow is used in the Transport Canberra web page, (this is also known as a slider). Sliders are used as a convenient way to display important information, images and promote events.

This is a visual guide that represents the skeletal framework of the master brand website.

An example of a slider wireframe is represented in this following diagram. Slider dimensions: 870 x 385px JPEG.



Transport Canberra Homepage

PASSENGER INFORMATION

DIGITAL COLLATERAL - NXTBUS - CURRENT

NXTBUS is the real time passenger information system for Transport Canberra. NXTBUS tracks the location of your bus so you can find out when the next bus departs, wherever you are. NXTBUS can tell you if your bus has a bike rack, if it is 'easy access' and if a service has been delayed. NXTBUS looks 90 minutes ahead with real time information updated every 30 seconds. There is a function in NXTBUS to promote campaigns, and as such campaign slides should be created in the following formats/size. Please limit text usage and maximise key messages only.

Limited text

New Fares
Starts 20 January 2018

New fares for travel on
Transport Canberra buses will
take effect from 20 January 2018

TTC | **my way** | 13 17 10
Transport Canberra | transport.act.gov.au

Call to action

Footer - branding as required

Size for the NXTBUS display template
= 1024px (width) x 640px (height)

PASSENGER INFORMATION

DIGITAL COLLATERAL - Social Media

To ensure brand integrity is adhered to, social media content must still include our relevant brand graphics, colour, style and language wherever possible. What is more, creative needs to be 'social media focussed' i.e. striking design, succinct messaging, approachable and 'sticky' for the Transport Canberra social audience. Giving Transport Canberra a presence online is all about keeping the brand transparent and approachable by providing engaging, informative content.

Social media is another avenue through which Transport Canberra can address the community's concerns and questions should any contentious issues arise.

Facebook



Twitter

Transport Canberra Homepage

SOCIAL MEDIA

GUIDELINES

For up-to-date guidelines regarding social media platforms being managed under the Transport Canberra brand, search 'social media guidelines' on transport.act.gov.au



SOCIAL MEDIA

BRAND PERSONALITY ON SOCIAL MEDIA - Tone of Voice

The Transport Canberra social media personality is an important element of the brand. It is an important tool in creating awareness and conversations. How the audience contributes is just as important as what it sees and hears.

The Transport Canberra personality on social media is:

- Friendly - Always helpful, open and enthusiastic. We have an approachable online presence. Customers feel like they can trust our posts and imagery.
- Inclusive - All our customers are treated with the same level of care and respect regardless of age, gender, ethnicity and physical ability.
- Knowledgeable - The online conversation is based on a depth of knowledge and 'public transport smarts' that never patronises the customer.
- Professional - Always ensuring we provide a highly professional approach to everything we do.

OUR SOCIAL TONE OF VOICE:

Yes Please.

Conversational
Friendly
Responsible
Informative
Encouraging
Inspirational
Enthusiastic

Please Do Not.

Formal
Corporate
Acronyms
Political
Boastful
Patronising
Arrogant



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SOCIAL MEDIA

BRAND PERSONALITY ON SOCIAL MEDIA - The Way We Write

Guidelines for 'the mechanics'

- URLs should not include the www.
- Tagging can be used when working in partnership with other brands and can credit content creators, e.g. video / images / articles.
- Hashtags should refer to Transport Canberra - specific content. The language should be government appropriate and not overly familiar. Keep hashtags to a minimum. More than five is excessive.
- Exclamation marks! We only use exclamation marks if the copy – and excitement of the message – warrants them! Otherwise, we keep 'screamers' to a minimum. Less is more.
- Capitalisation content should not include CAPITALISED text. This conveys a message in SHOUTING terms which contravenes the Transport Canberra tone.
- Contractions in keeping with our conversational tone. Always use contractions when you are writing, e.g. don't, can't, you're, we're – otherwise 'you are' in danger of appearing too 'proper'.
- Use the word ongoing or other.



SOCIAL MEDIA

Facebook

Our Facebook page cover images (banners) should include a call to action, contact information. It should not include price or purchase information or any reference to Facebook features (e.g. 'like us', 'share our page').

Transport Canberra Facebook Page - Desktop Computer



Transport Canberra Facebook Page - Smartphone

SOCIAL MEDIA

TWITTER

Our Twitter page cover images (banners) should include a call to action, contact information. It should not include price or purchase information or any reference to Twitter features.

Transport Canberra Twitter Page - Desktop Computer




Transport Canberra Twitter Page - Smartphone

SOCIAL MEDIA

EMAIL NEWSLETTER

Our email newsletter pages (banners and footers) used for digital communication should include a call to action and contact information. It should contain up-to-date information of activities of Transport Canberra.



News
Transport Canberra's latest news and service information delivered to your inbox

October 2017

Bus timetable changes
 Commencing 7 October 2017



Transport Canberra will introduce a new network on 7 October 2017. The network change is the first of a series of improvements towards the ACT Government's objective of developing an integrated public transport system to the nation's capital.

Some services have been modified in the new network to allow for changes in our public transport infrastructure. This could mean that you may need to connect from one service to another to get to your destination. At this stage it is connecting from one bus to another however long term, this may mean you connect from a bus to light rail.

Changes made to the new network will see the introduction of two new Rapid services, changes to high frequency connections, modifications to individual routes to allow for better services and improvements to meet patronage demand and services into new residential suburbs.

The new network demonstrates Transport Canberra's commitment to improve the network as we move and evolve with the city.

- [View the new network routes by number](#)
- [View the new network routes by Suburb or place](#)
- [View the School Services changes](#)

Route disruptions
 Commencing Monday 3 July 2017



39


Bus Route 39 (from City towards Watson) will be temporarily diverted on journeys towards Watson. Some bus stops along Northbourne Avenue and Antill Street will not be serviced during this time. Customers are advised the following stops will be closed:

- Northbourne Avenue stop 4554
- Antill Street stop 4583
- Antill Street stop 4585



For a full list of service updates please visit the [Transport Canberra website](#).

New Alinga Street Stop and Northbourne Plaza designs submitted for NCA works approval




Proposed designs for the Alinga Street Stop and Northbourne Plaza have been submitted to the National Capital Authority (NCA) and are now available for community feedback. Situated at the city's centre, the designs seek to support opportunities for urban renewal along the corridor, creating a more vibrant and modern Canberra.

Want to know more? We are holding a community pop up event at Northbourne Plaza on Thursday 31 August to display the proposed designs. Grab your sandwich and come find us at lunchtime from 11am to 3pm.

Hinder Street Intersection Closure
From 24 August 2017


In Gungahlin Town centre, work is moving forward at Hinder and Hibernation Street with crews working to install stormwater drainage and infrastructure ahead of the installation of traffic signals. The intersection will remain closed until Sunday 11 September, with traffic restrictions in place for traffic travelling across Hibernation Street along Hinder.

We would like to thank the Gungahlin community for their continued patience for ongoing works in Gungahlin Town Centre.



For a full list of service updates please visit the [Transport Canberra website](#).



[transport.act.gov.au](#)



Transport Canberra Facebook

Keep up to date with Transport Canberra's latest news and service information by following us on [Facebook](#) and [Twitter](#).



Transport Canberra

SOCIAL MEDIA

VIDEO CONTENT

The examples below show how the various elements of the Transport Canberra tool kit can be used on video presentations. This shows a Light Rail implementation - other modes can use their own branding.



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OUR VEHICLES

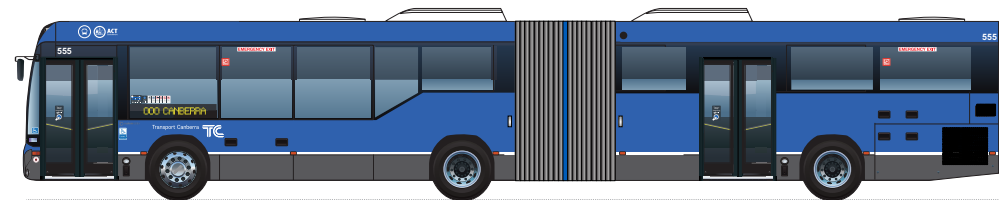
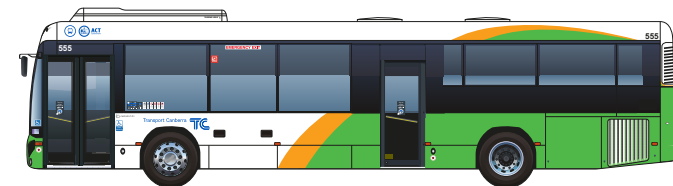
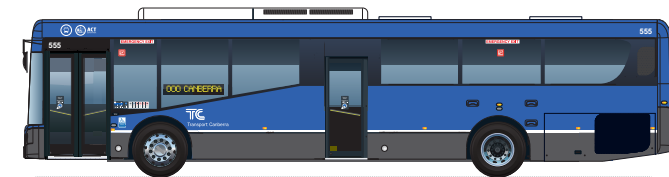
MODE - APPLICATIONS

VEHICLE LIVERY - Overview

Vehicle livery is used to promote the Transport Canberra brand as one of its most high profile brand applications. This enables the Transport Canberra brand to become iconic as a result of their livery.

It uses the master brand to full effect. The monogram suits the bold vision of Canberra's evolving public transport infrastructure and the move towards multi-modal transport. Efficient transport networks can make a city more attractive to businesses and people and support economic growth.

Transport Canberra vehicles use RAL Classic system, specific paint scheme and sticker design for vehicles.



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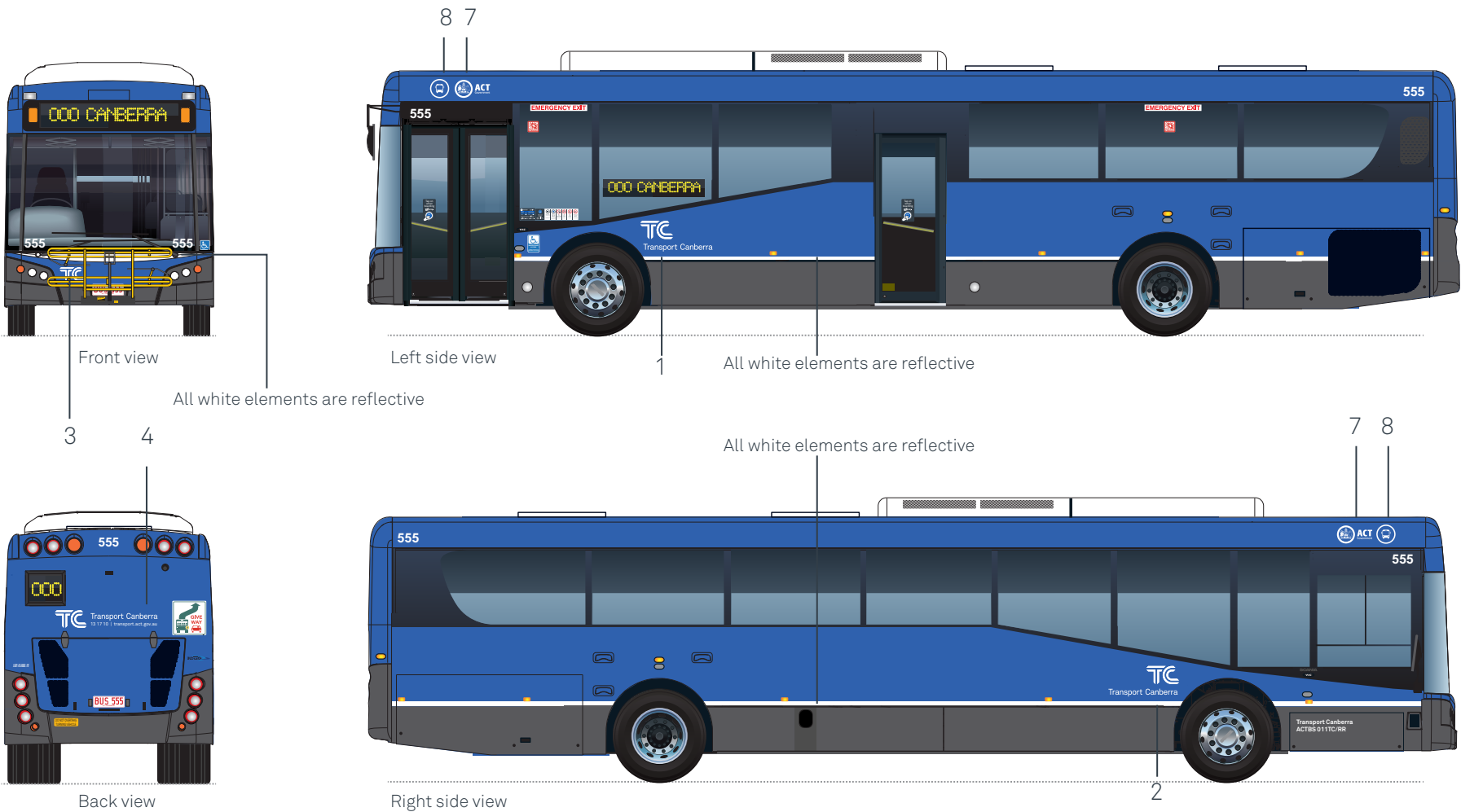
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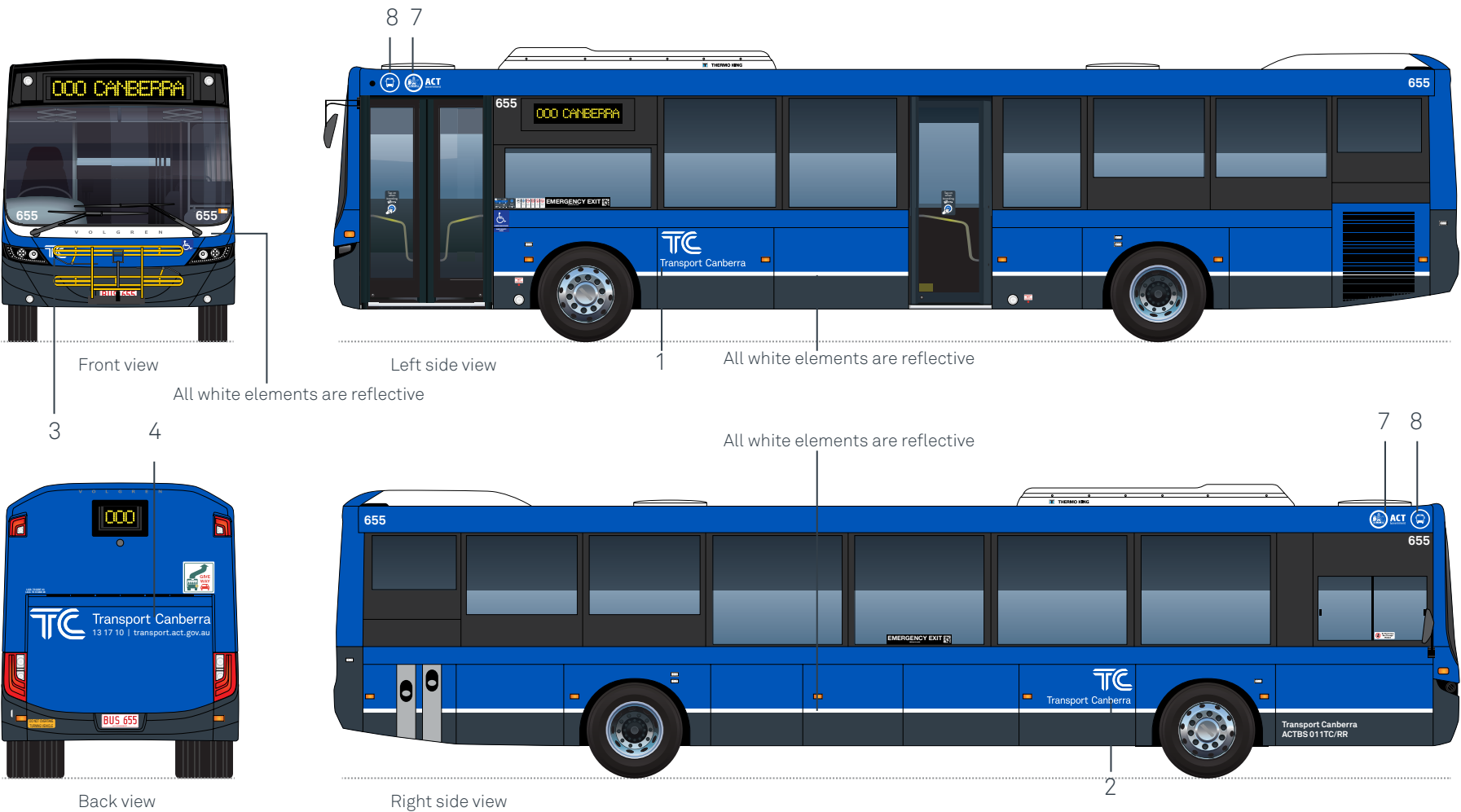
MODE - APPLICATIONS

BUS LIVERY - Bustech VST Rigid 12 metre bus



MODE - APPLICATIONS

BUS LIVERY - Volgren Optimus Rigid 12 metre bus

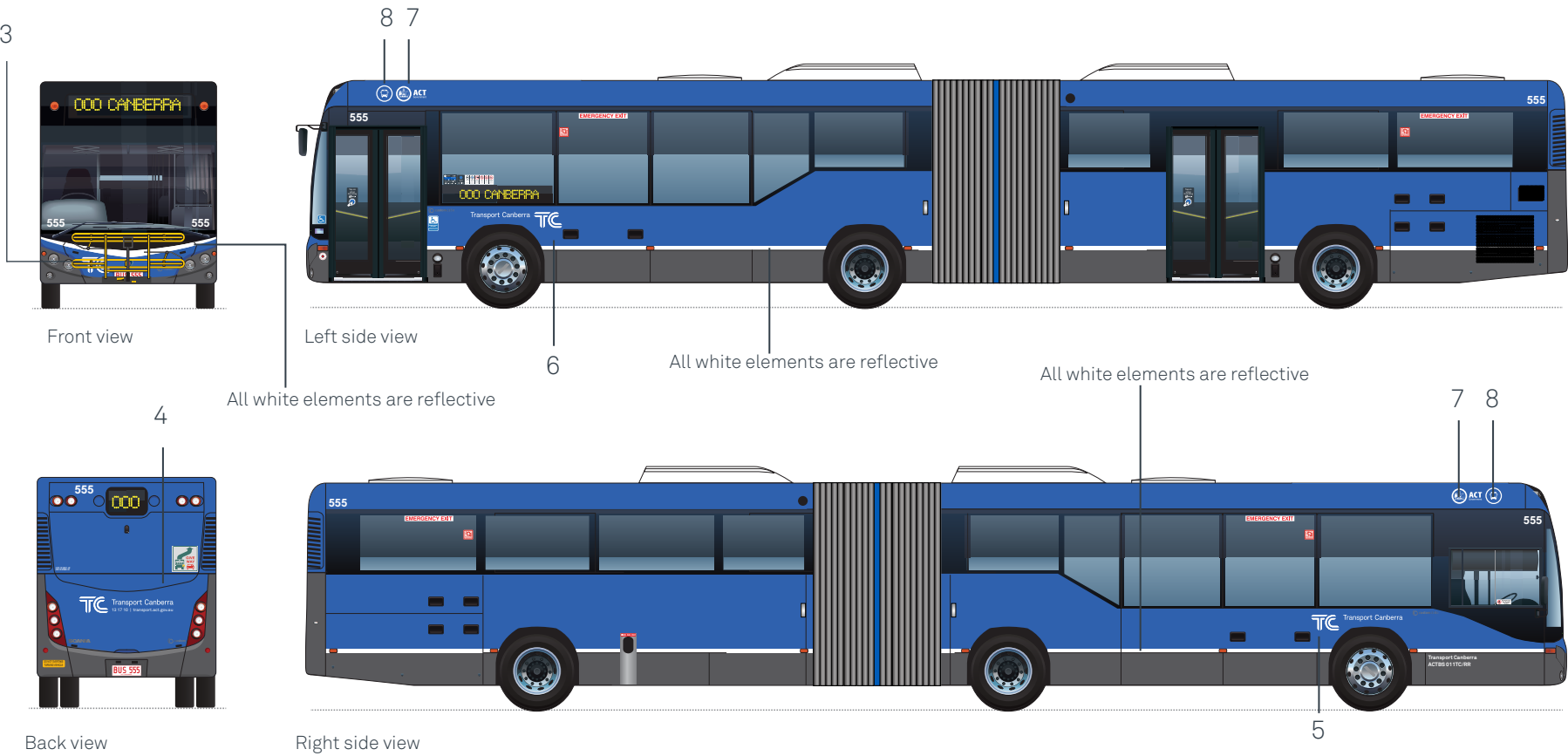


BUS LIVERY - Volgren Optimus Artic bus



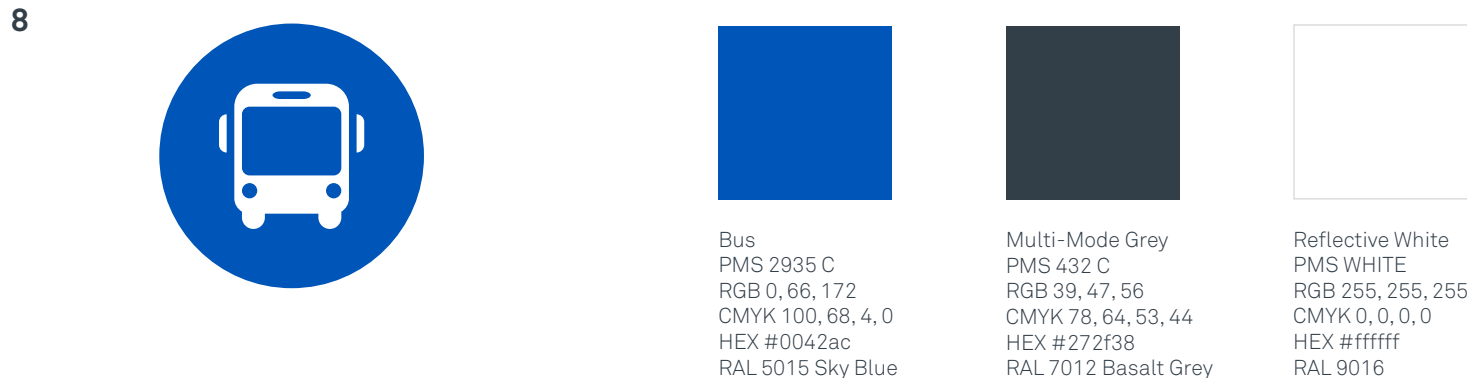
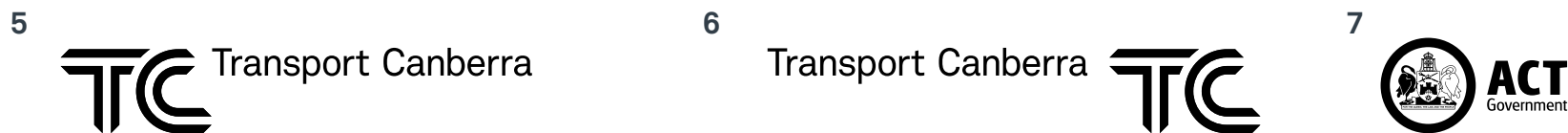
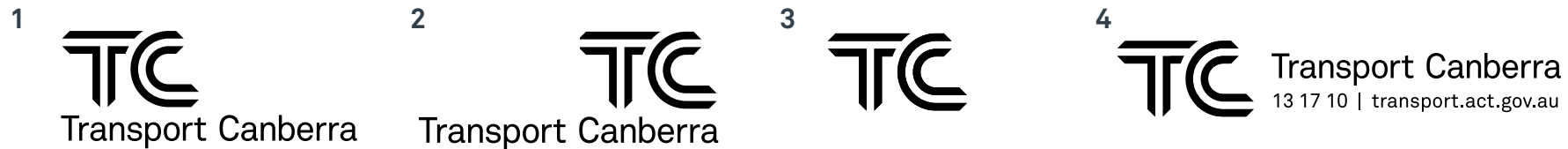
MODE - APPLICATIONS

BUS LIVERY - Custom Coaches CB80 Scania K360UA Artic



MODE - APPLICATIONS

BUS LIVERY - Branding and colour palette



TC Brandmark
Bus

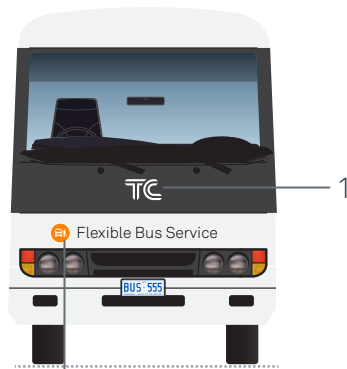
Bus
colour palette

Base signage
colour palette

Reflective white decals for
all lines and logos

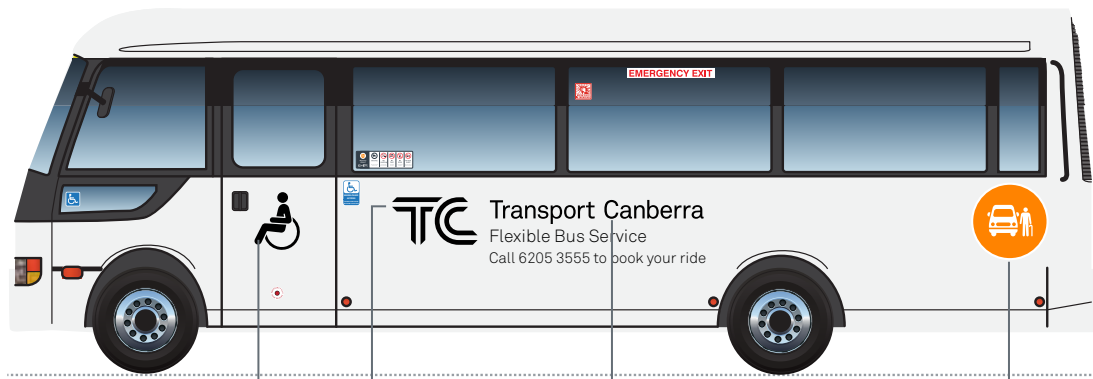
MODE - APPLICATIONS

BUS LIVERY - Flexibus



Front view

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Left side view

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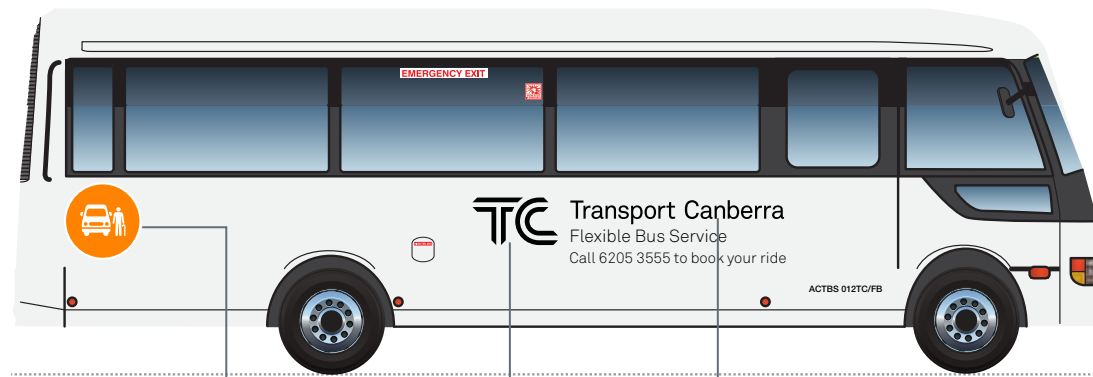
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Back view

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Right side view

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MODE - APPLICATIONS

BUS LIVERY - Flexibus branding and colour palette

1



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Transport Canberra

4



FLEXIBUS DECALS

all decals are applied to the vehicle as magnets

5



Flexibus
PMS 151 C
RGB 255, 130, 0
CMYK 0, 60, 100, 0
HEX #ff8200
RAL 2003 Pastel Orange



Multi-Mode Grey
PMS 432 C
RGB 39, 47, 56
CMYK 78, 64, 53, 44
HEX #272f38
RAL 7012 Basalt Grey



Reflective White
PMS WHITE
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff
RAL 9016

TC Brandmark
Flexibus

Flexibus
colour palette

Base signage
colour palette

Reflective white decals for
all logos

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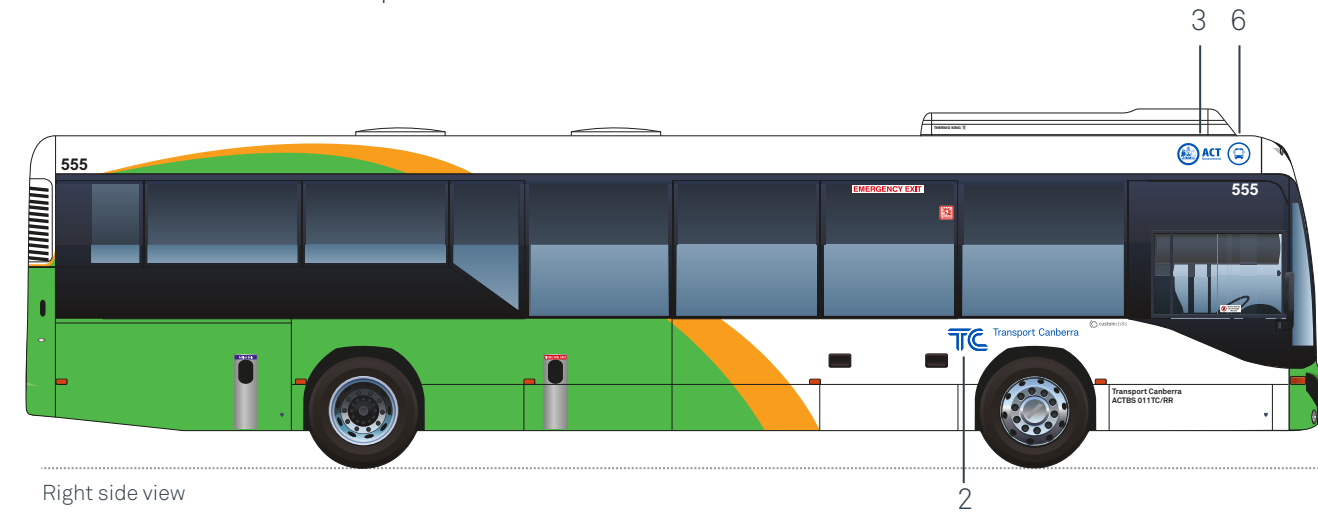
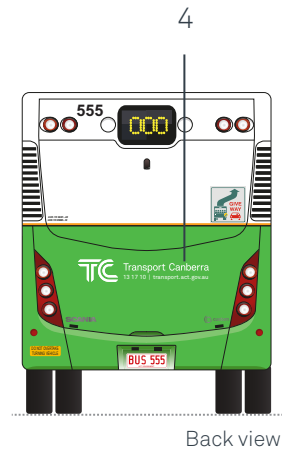
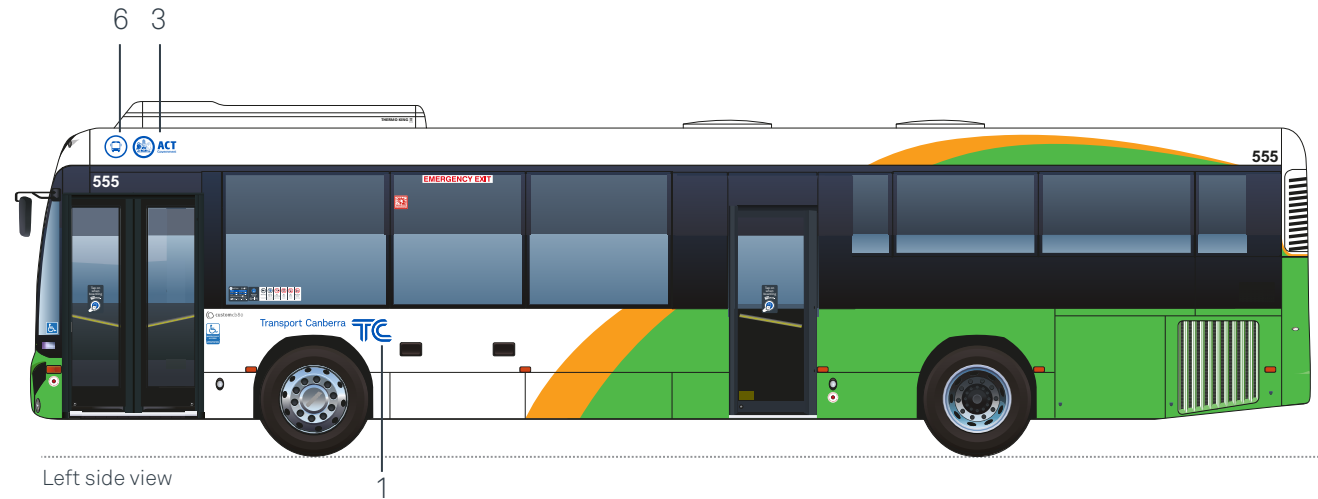
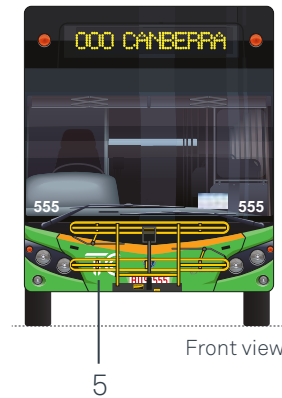
7

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MODE - APPLICATIONS

BUS LIVERY - Existing Vehicles (buses due for removal from service)



MODE - APPLICATIONS

BUS LIVERY - Branding and colour palette



TC Brandmark
Bus

Bus colour palette

Base signage
colour palette

Reflective white
decals for all lines
and logos

ACTION Green
colour palette

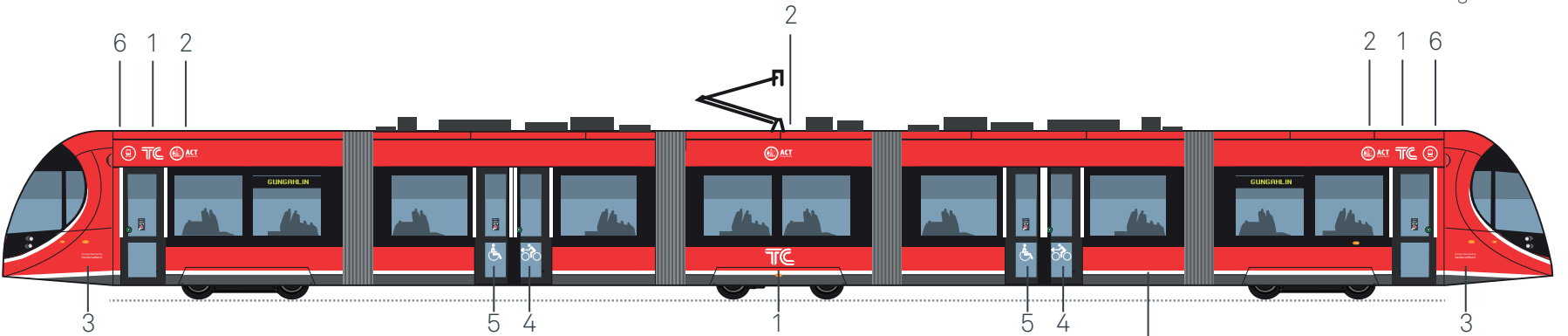
ACTION Orange
colour palette

ACTION colour palette to be removed by 2019

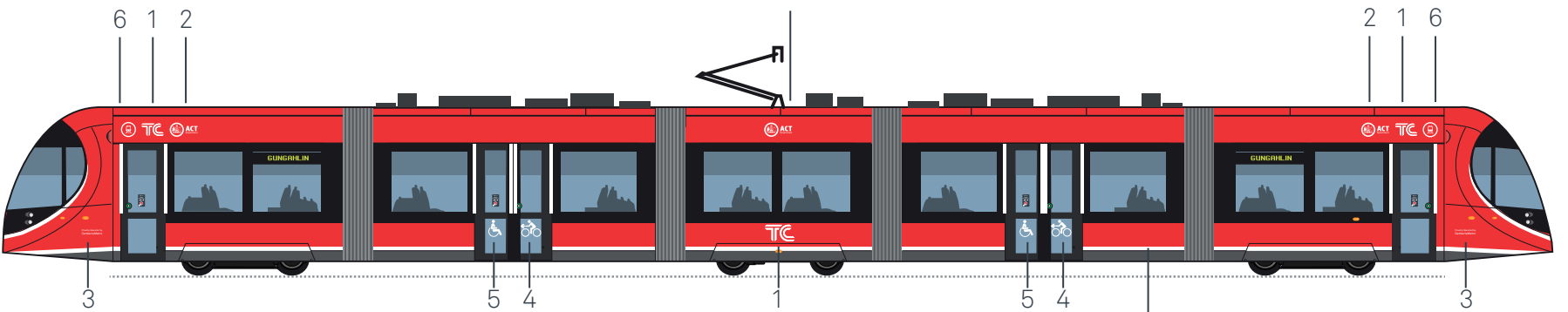
MODE - APPLICATIONS

LIGHT RAIL LIVERY - CAF Urbos 3

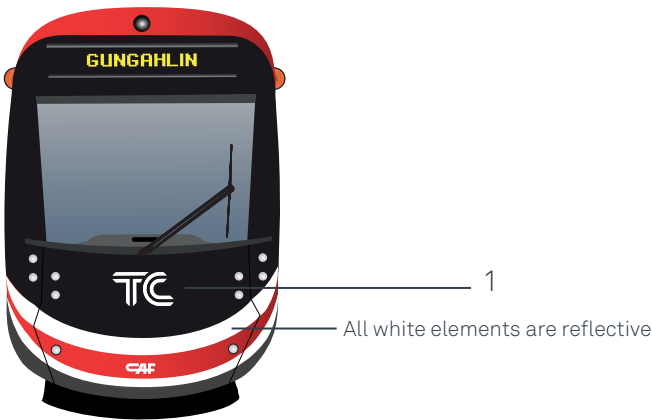
Left side view



Right side view



Front/back view



All white elements are reflective



MODE - APPLICATIONS

LIGHT RAIL LIVERY - branding and colour palette

1



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3

Proudly Operated by
CanberraMetro

4



5



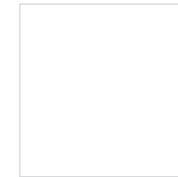
6



Light Rail
PMS 186 C
RGB 189, 0, 33
CMYK 12, 100, 92, 3
HEX #bd0021
RAL 3020 Traffic Red



Multi-Mode Grey
PMS 432 C
RGB 51, 62, 72
CMYK 78, 64, 53, 44
HEX #333d47
RAL 7012 Basalt Grey



Reflective White
PMS WHITE
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff
RAL 9016 Traffic White

TC Brandmark
Light Rail

Light Rail
colour palette

Base signage
colour palette

Reflective white decals
for all lines and logos

MODE - APPLICATIONS

ON VEHICLE BEHAVIOURAL SIGNAGE - On Board Decals

REAR DOOR LOADING DECAL

Light Rail



Bus



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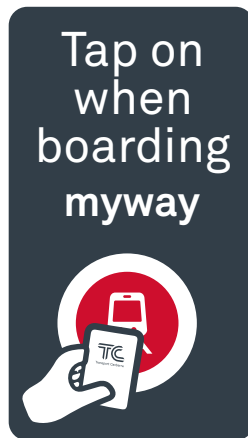
9

MODE - APPLICATIONS

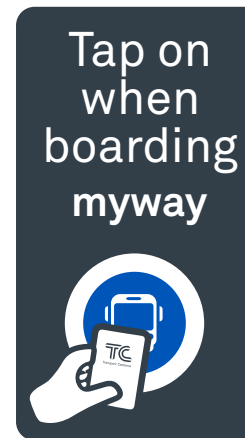
ON VEHICLE BEHAVIOURAL SIGNAGE - On Board Decals

TAP ON. TAP OFF. DECALS

Light Rail



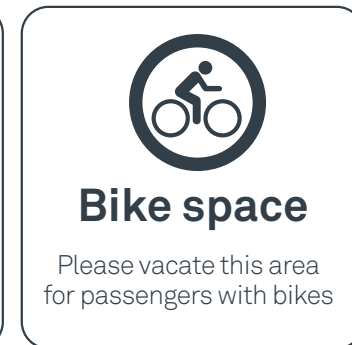
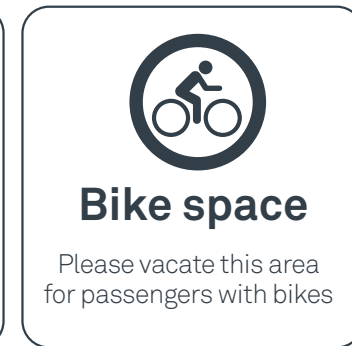
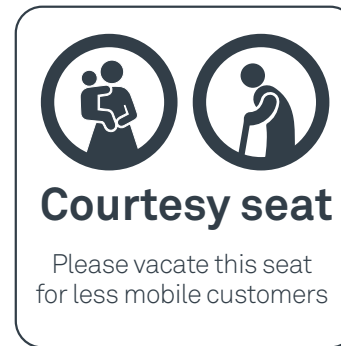
Bus



MODE - APPLICATIONS

ON VEHICLE BEHAVIOURAL SIGNAGE - On Board Decals

SAFETY DECALS




The wheelchair and pram icons face in the direction as instructed (i.e. the rear of the vehicle)



MODE - APPLICATIONS

ON VEHICLE BEHAVIOURAL SIGNAGE - On Board Decals

CASH FARE / DRIVER'S CABIN DECALS


Light Rail

**Cash fares**
from 20 January 2018



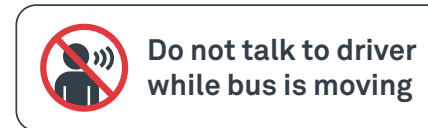
Adult		Concession	
Single	\$4.90	Single	\$2.40
Daily	\$9.40	Daily	\$4.70

Eligible passengers must carry proof of concession
FREE transfer for 90 minutes


 **Companion card**
Accepted here


myway Tap on. Tap off.

DO NOT TALK TO DRIVER DECAL




Bus

**Cash fares**
from 20 January 2018




Adult		Concession	
Single	\$4.90	Single	\$2.40
Daily	\$9.40	Daily	\$4.70

Eligible passengers must carry proof of concession
FREE transfer for 90 minutes


 **Companion card**
Accepted here

myway Tap on. Tap off.


DRIVERS DOOR DECALS



Please show
concession card
or pay full fare



Please pay
exact fare



Drivers can not help
with prams or
other items

MODE - APPLICATIONS

ON VEHICLE BEHAVIOURAL SIGNAGE - Vehicle Entry Decals

BEHAVIOUR DECALS

Light Rail

 Welcome aboard  	 Security Security cameras may be in use	 Tap on Tap off Remember to tap on and off with a valid MyWay card	 No smoking No smoking on public transport	 No food No eating on board	 No drink No drinking on board	 No loud music No loud music or devices on board	<p>You are travelling on vehicle number</p> <p>000</p>
---	--	--	---	---	--	--	---

Additional decal for interior

Bus

 Welcome aboard  	 Security Security cameras may be in use	 Tap on Tap off Remember to tap on and off with a valid MyWay card	 No smoking No smoking on public transport	 No food No eating on board	 No drink No drinking on board	 No loud music No loud music or devices on board	<p>You are travelling on vehicle number</p> <p>000</p>
---	--	--	---	---	--	--	---

Additional decal for interior

MODE - APPLICATIONS

ON VEHICLE SIGNAGE - Internal Decal Placement

Decals are placed on the inside of the window or bulkhead nearest to the noted point in this indicative diagram.

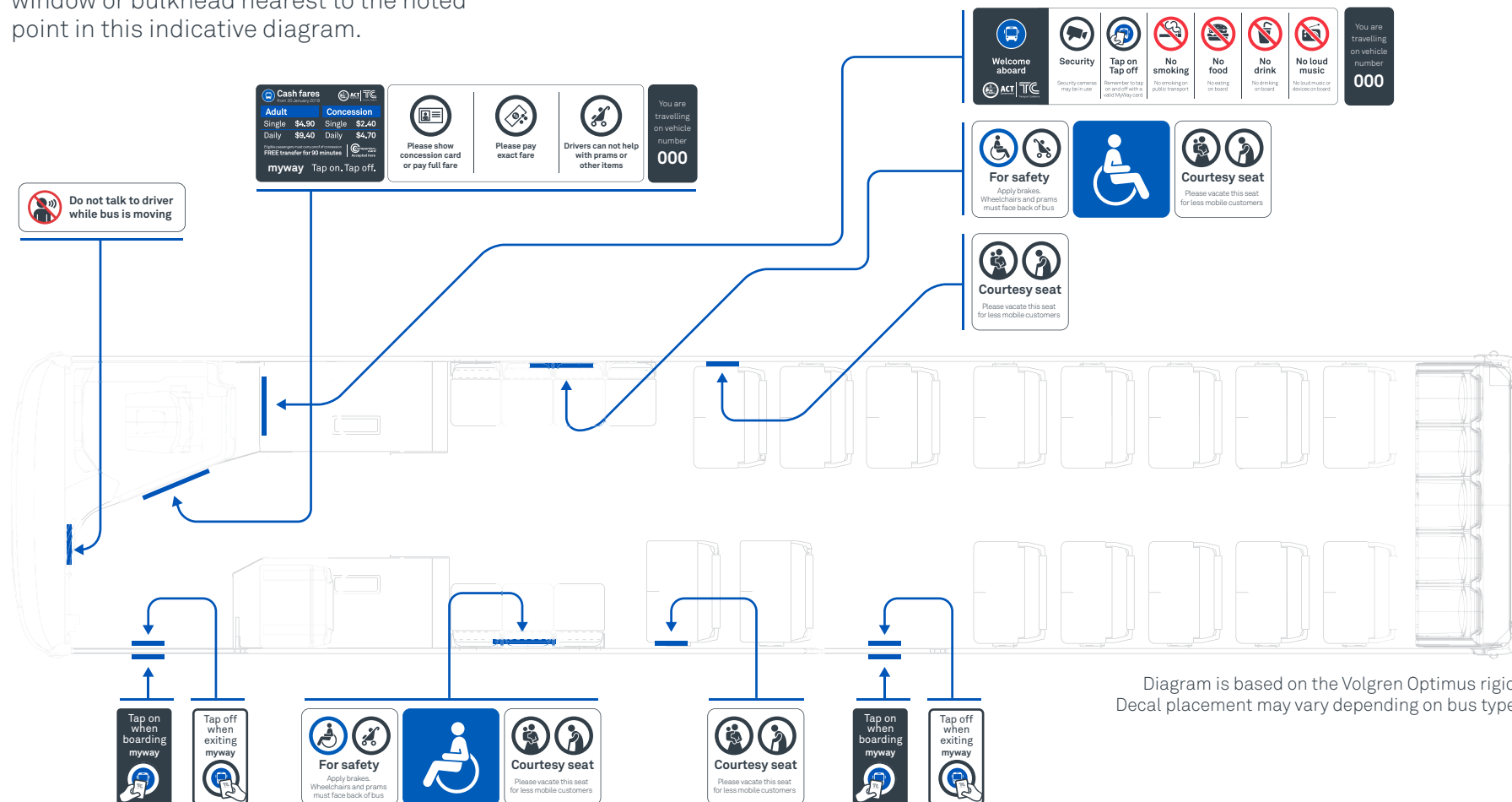
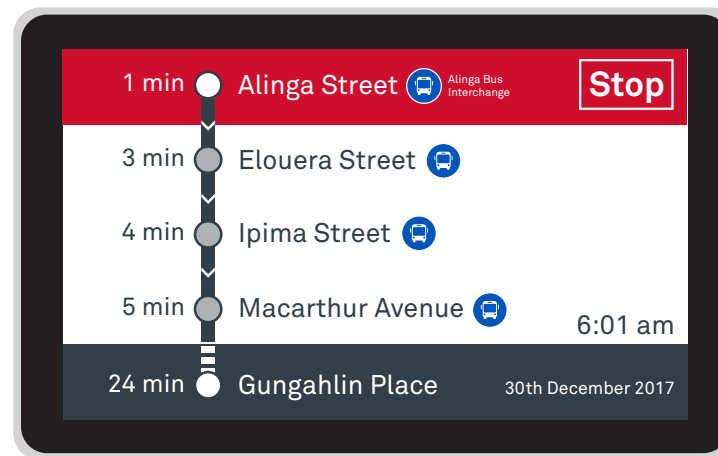


Diagram is based on the Volgren Optimus rigid.
Decal placement may vary depending on bus type.

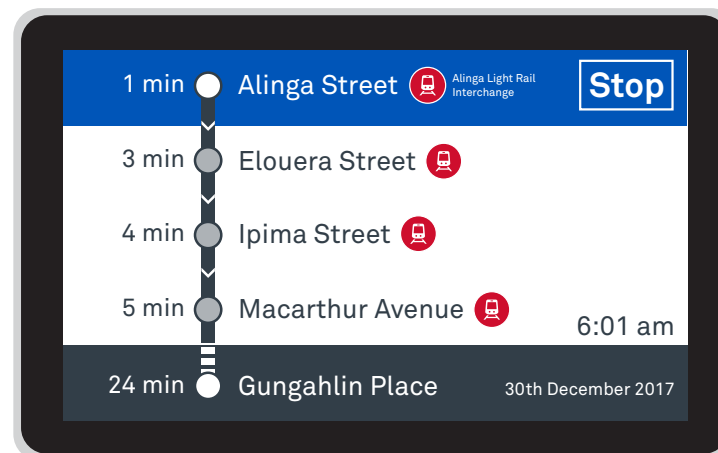
MODE - APPLICATIONS

ON VEHICLE SIGNAGE - Passenger Information Display

Light Rail



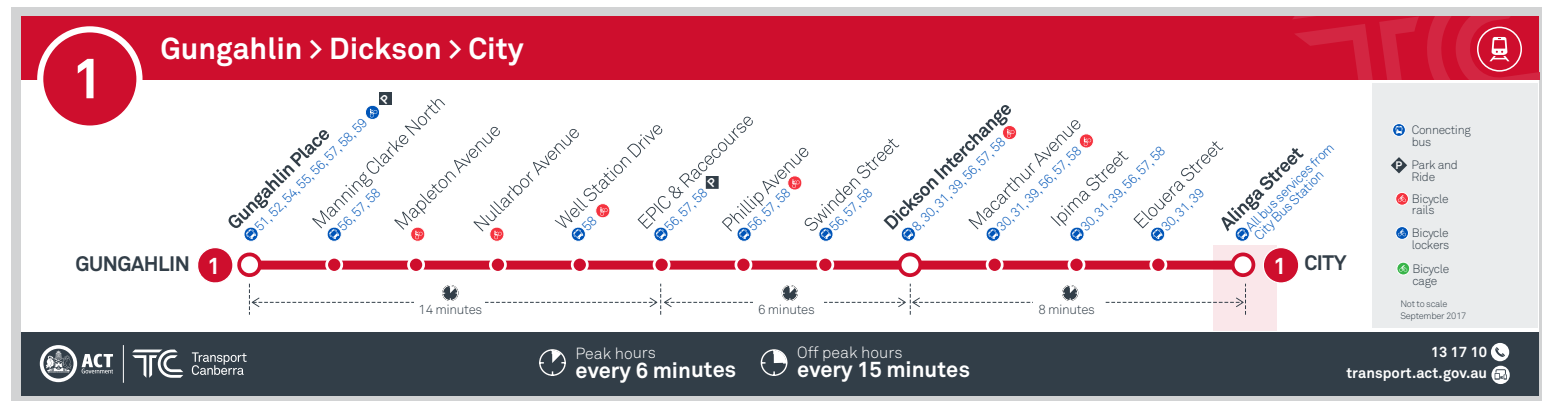
Bus



MODE - APPLICATIONS

ON VEHICLE SIGNAGE - Passenger Information Display

Light Rail



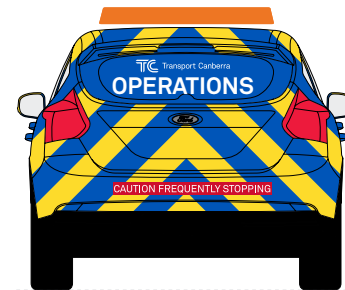
Bus



MODE - APPLICATIONS

VEHICLE DECALS & VEHICLE WRAPS

OPERATIONS VEHICLES

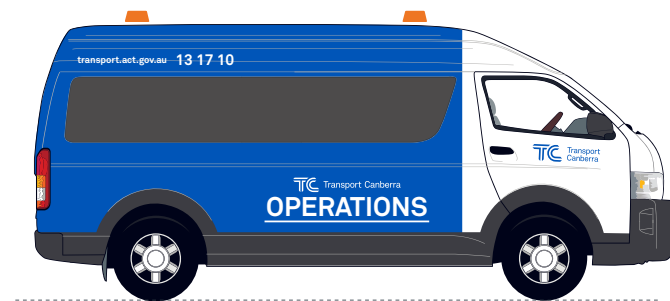
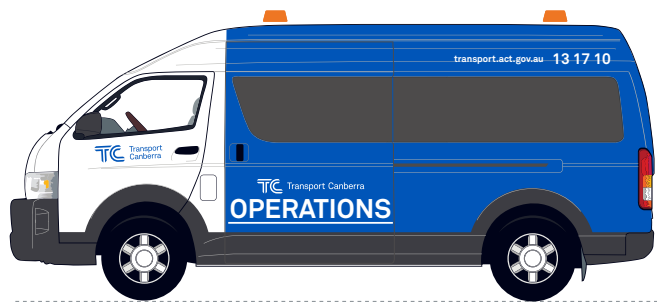


MODE - APPLICATIONS

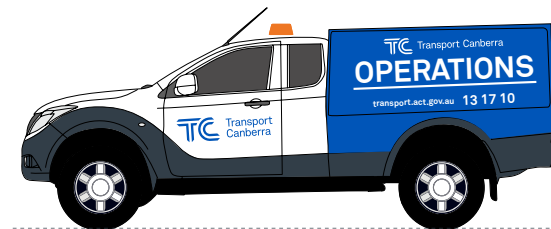
VEHICLE DECALS (continued)

OPERATIONS VEHICLES

Panel Van



Utility Truck



07

ACTIVE TRAVEL

ACTIVE TRAVEL

Overview

Transport Canberra aims to reduce traffic congestion and greenhouse gas emissions while increasing the number of people using Active Travel (walking and cycling) and public transport.

One of the key objectives of Transport Canberra is to create a city where active travel is the easy choice, with more people of all ages cycling and walking to work and other trips.

The ACT Government remains committed to delivering on a healthy, active and vibrant Canberra under the Healthy Weight Initiative.

Transport Canberra sets an Active Travel Network for the development of a people-friendly environment which encourages more people to walk and cycle on a regular basis.

It is integrated with other ACT Government policies and infrastructure plans and is underpinned by long-term strategic thinking to achieve a network that is -

- safe, direct and legible
- integrated with public transport
- a viable alternative to driving
- suitable for all cyclists and pedestrians in the 8–80 age group for journeys to school, university, work, shops and recreation.

Such a strategy is important to guide a coordinated investment in active travel infrastructure across the ACT and to provide a clear direction to network planners, developers and facility designers to ensure an effective and efficient active travel network.



Active Cycling



Active Walking

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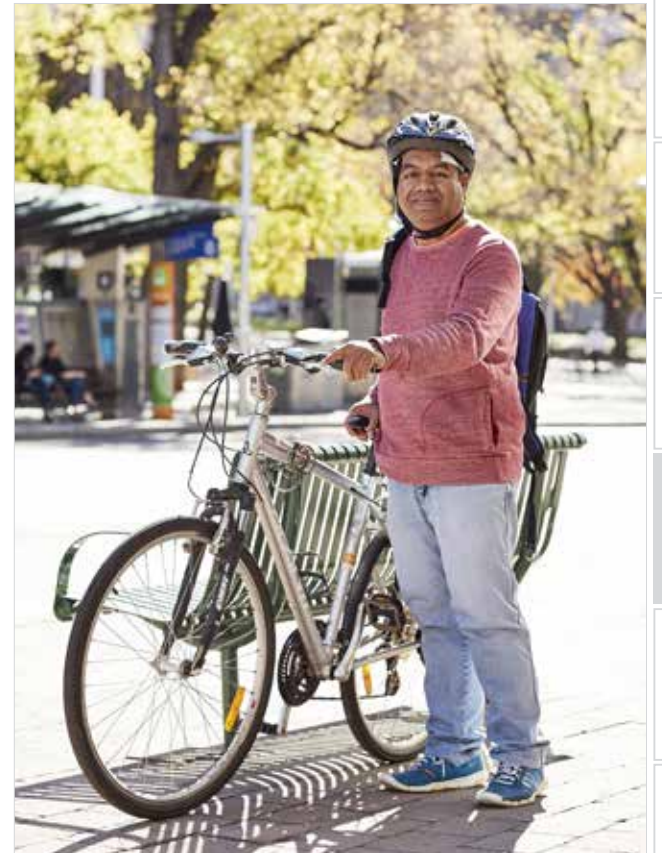
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THE ACT PRIDES ITSELF ON BEING the healthiest place in Australia with longer life expectancy, lower rates of major illness and more active and healthy lifestyles than other jurisdictions. Nevertheless, like many wealthy urban populations around the world, our collective health is threatened by dramatic increases in overweight and obesity.



ACTIVE TRAVEL

NETWORK HIERARCHY - Glossary of Terms

Currently, all paths in the ACT, unless otherwise indicated, are shared between cyclists and pedestrians.

PRIMARY CORRIDORS AND TYPES OF ROUTES

Primary corridors connect town centres and other key origins and destinations. They provide direct, fast connections and carry the highest volumes of active travel users. The primary corridors include components of main routes on and off road cycle infrastructure.

SECONDARY ZONES AND TYPES OF ROUTES

Secondary zones cater to active travel users within a 5 kilometre radius of city and town centres. They link town and group centres to origins and destinations of activities within the radius. They provide connections to the primary corridors and cater for multi purpose trips. They also provide connections to local centres and connections within the general local area, thus providing continuity in the network and catering to active travel users.

PEDESTRIAN PRIORITY WITHIN SECONDARY ZONES

The secondary zones provide opportunities to connect local centres and public transport with improved and prioritised pedestrian facilities. This will promote walking as a convenient way to move between places.

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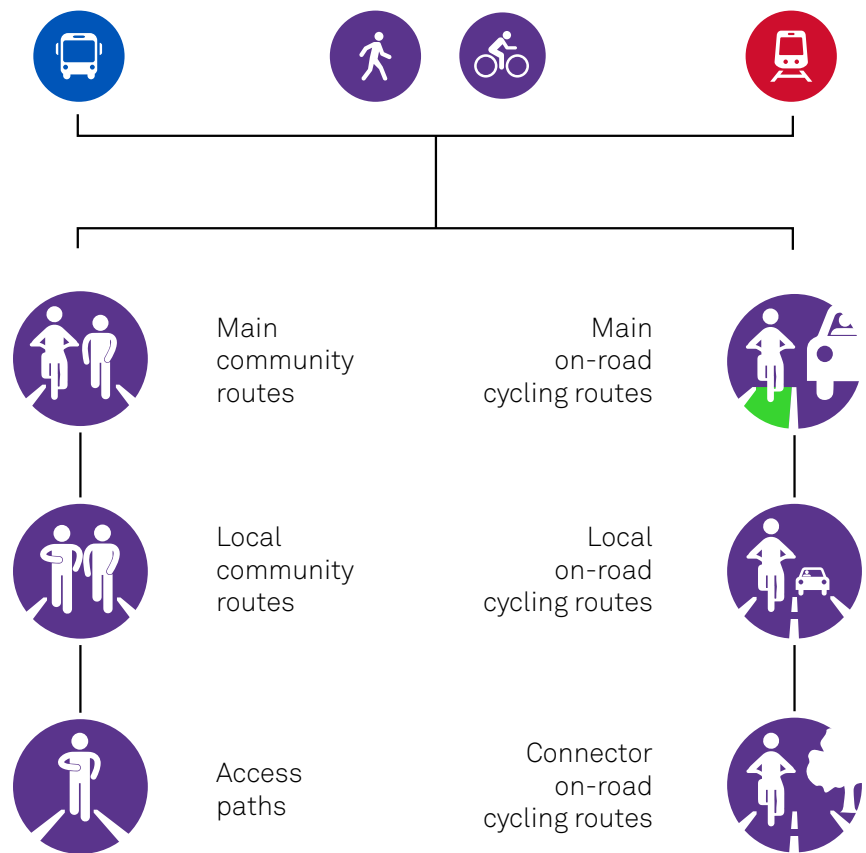
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ACTIVE TRAVEL

TYPES OF ROUTES



ACTIVE TRAVEL

TYPES OF ROUTES - Along the Primary Corridor

ROUTES

Main community routes

CHARACTERISTICS

3.0 metre minimum width, wider when volumes warrant, with directional signage. May utilise separated cycle paths for bicycle riders or shared space in inner-urban contexts. Active travel streets may be used in suburban contexts with appropriate traffic calming and priority provided at intersections. May include use of the roadway for cycling when speed environment and traffic volumes are appropriate.

INFOGRAPHIC



Main on-road cycle routes

Bicycle lanes generally on arterial roads (with additional visual separation) and special cycle treatments at intersections, e.g. traffic signals and roundabouts.



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ACTIVE TRAVEL

TYPES OF ROUTES - Along the Secondary Zones

ROUTES

Local community routes

CHARACTERISTICS

3.0 metre wide paths in estate development and 2.0 metre in retrofit, with directional signage. Active travel streets may be used in suburban contexts with appropriate traffic calming and priority provided at intersections. May include use of the roadway for cycling when speed environment and traffic volumes are appropriate.

INFOGRAPHIC



Access paths

1.5 metre minimum width paths in estate development; wider when adjacent land use warrants. The roadway is also used by bicycle riders on minor collector and local access streets where speed environment and traffic volumes are appropriate.



Local on-road cycle routes

Bicycle lanes or marked shoulders on all other arterial roads and major collector roads. Separation should be favoured on major collector roads.



ACTIVE TRAVEL

TYPES OF ROUTES - Along the Secondary Zones

ROUTES

Access streets

CHARACTERISTICS

All other streets designed to allow use by cyclists within the roadway.

Accessible pedestrian routes

Routes for mobility and visually impaired people in town, group and local centres; connect to destination such as bus stops, shops, offices and community facilities and provide alignments along with Disability Discrimination Act (DDA) requirements.

Recreational routes

Routes for recreational forms of walking and cycling; recreational trails for active travel users and cycle training/racing routes mainly for cyclists.

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08



myway

Overview (for a new ticketing system)

myway is the primary ticketing product of Transport Canberra. myway cards are smartcards used with the myway prepaid ticketing system for travel on buses and light rail. The cards are designed to be easy to use and the majority of passengers will enjoy cheaper travel.

The brand has recently been refreshed with a new logotype and colour palette. It also uses “Akkurat Std” to create a visual link to the Transport Canberra brand.

NEED-TO-KNOW

- Apply the new myway look and feel to all fares and ticketing communications.
- Use the new logotype within headlines or by itself.
- Always set the myway name in bold when used in a headline.
- When writing myway, ensure that it is always written in lower case.

myway logo



myway logo reversed



ACT Government Parent Brand



ACT
Government



**Transport
Canberra**

Modes of Transport Infographics



myway



Bus



Light Rail

Plain logo -
for temporary operation

myway

myway - TOOLS

BRANDMARK & LOGOTYPE

The myway logotype can be reproduced in a variety of positive and reversed versions for flexibility and legibility.



myway brandmark
myway green



myway brandmark
grey



myway brandmark
reversed myway green



myway brandmark
reversed myway white



myway logotype positive white and grey



myway logotype reversed grey and white



myway logotype reversed green and white

INCORRECT USAGE OF THE MYWAY LOGO



myway brandmark flat grey on myway green



myway logotype incorrect colour combination



myway logotype reversed incorrect colour combination



myway - TOOLS

LOGOTYPE - Colour Reproduction

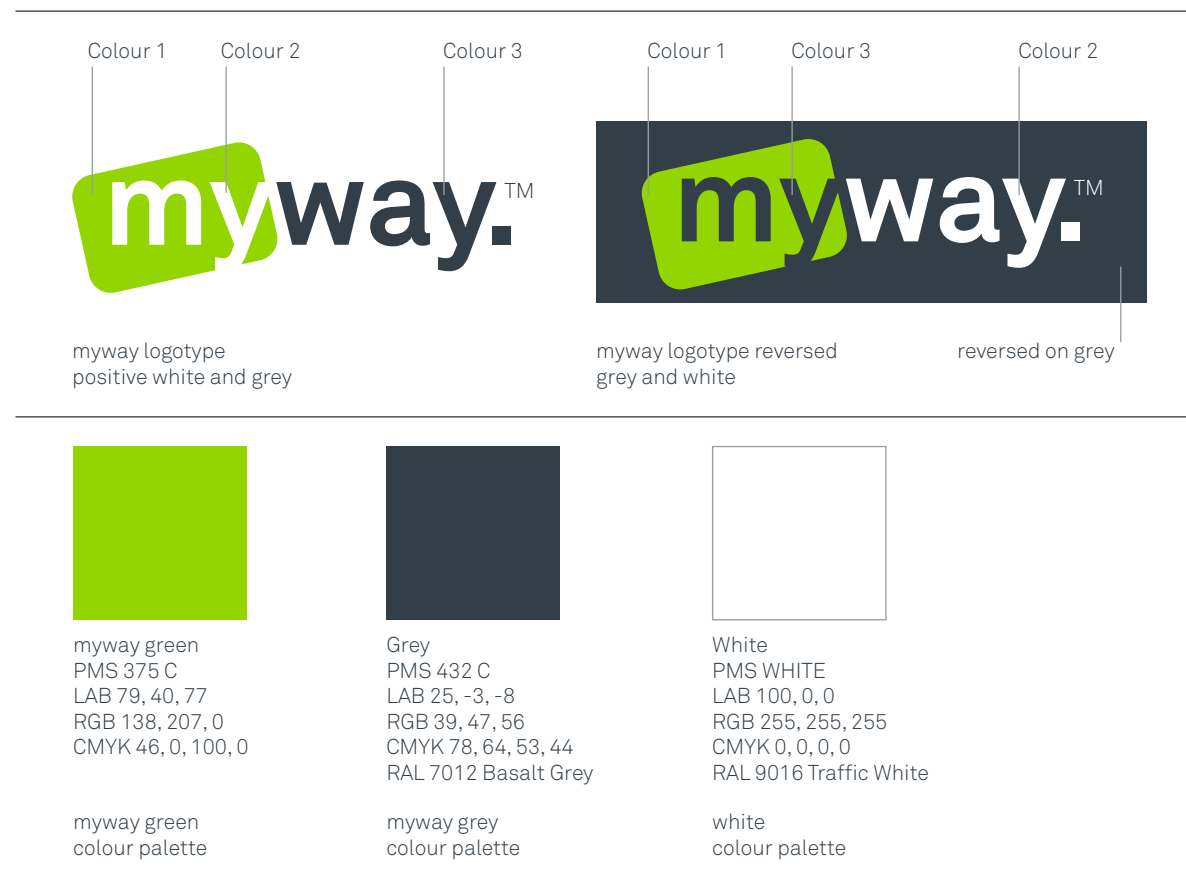
The myway brand mark and logotype consists of three flat colours - grey, myway green and white.

The brandmark representing a 'card' can be myway green or grey.

The logotype is usually two colours from the myway colour palette. The 'my' and 'way.™' are opposing each other but consistent with the overall colour palette.

The logotype can also be one colour from the myway colour palette and not necessarily in two.

Reversed options are on myway green and grey only background.



TYPOGRAPHY

myway - Primary Typeface

The typeface used for the myway brand is “Akkurat Std Bold”. This creates a visual link to the Transport Canberra brand.

Akkurat Std Bold

Akkurat Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Akkurat Std Bold

Akkurat Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

myway - TOOLS

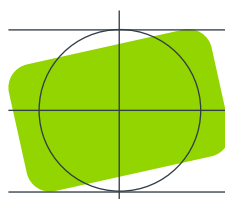
LOGOTYPE - Positioning, Clear Space & Minimum Size

CLEAR SPACE

This principle must always be maintained around the myway logo. No text, illustrations, imagery or graphics should enter this clear space.

When using the myway logo, keep a minimum clear space of 'X' surrounding the logo.

'X' is equal to half the height of the typeface.



myway landmark 12° angle



myway logotype reversed grey and white

MINIMUM SIZE

The components of the logo have varying levels of legibility and recognition depending on the scale at which they are reproduced. The fidelity of reproduction also plays a part. Included is a breakdown of the different logo variations and the minimum size they should be reproduced for both print and screen.

6mm (height)

9mm (height)

myway logotype positive white and grey



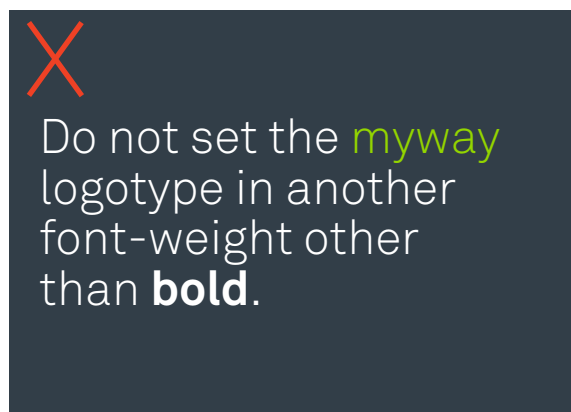
myway logotype reversed grey and white on grey



myway - TOOLS

LOGOTYPE - Incorrect Usage (for correct usage, see previous pages)

- Do not use the myway logotype in any weight but Akkurat Std Bold.
- Always apply the correct colour palette to the myway brand.
- Always apply the correct positioning, clear space and minimum size principles.
- Do not use the old myway branding.



myway logotype incorrect usage example 1



myway logotype incorrect usage example 2



myway logotype incorrect usage example 3



myway logotype incorrect usage example 4

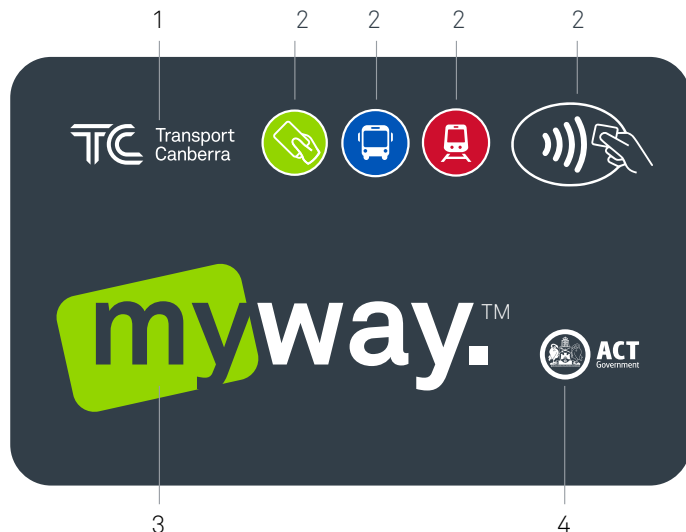


myway logotype incorrect usage example 5

myway - TOOLS

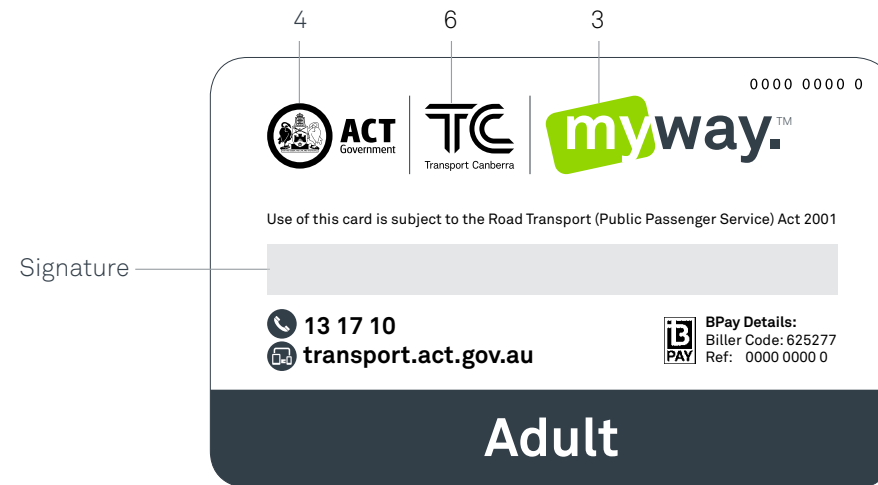
CARD GRAPHICS - Working together

FRONT OF CARD OPTIONS

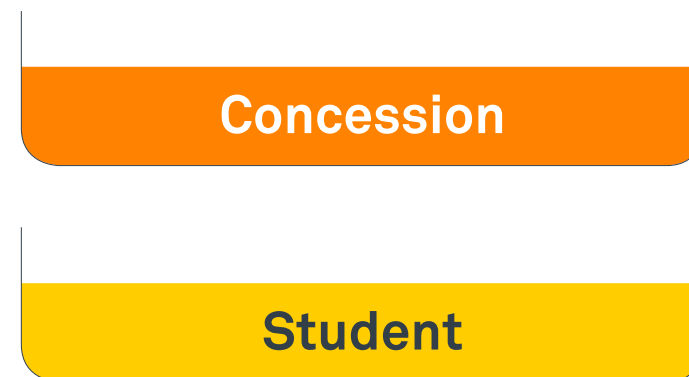


MyWay 2020
prototype

BACK OF CARD OPTIONS



ALTERNATIVE TICKET TYPE STRIPS:



myway - TOOLS

Branding and colour palette

1



TC Masterbrand

2



Pictograms Light rail



Bus



myway



Top up

3



myway brand

4



ACT Government brand

5



TC gradient

6



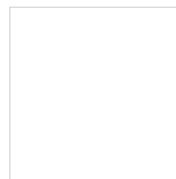
TC stacked



myway Green
PMS 375 C
RGB 138, 207, 0
CMYK 46, 0, 100, 0



Grey
PMS 432 C
RGB 39, 47, 56
CMYK 78, 64, 53, 44



White
PMS WHITE
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Light Rail
PMS 186 C
RGB 189, 0, 33
CMYK 12, 100, 92, 3



Bus
PMS 2935 C
RGB 0, 66, 172
CMYK 100, 68, 4, 0



Ticket Machine
PMS 427 C
RGB 199, 201, 201
CMYK 17, 12, 13, 0

myway green
colour palette

myway signage
colour palette

Reflective white
decals for all
lines and logos

Light rail
colour palette

Bus
colour palette

Ticket machine
colour palette

myway - TOOLS

Ticket machine pictograms

Ticket machine

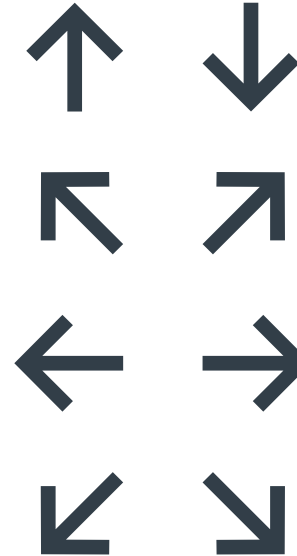
Top up

Tap on tap off

Cash or Card

Insert Card

Wayfinding



myway - APPLICATIONS

Communication examples



Agent stickers



Agent flags



New card graphics



DL flyers

myway - APPLICATIONS

Communication examples

Buy and top up your **myway** here



Register your **myway** at transport.act.gov.au



Buy and top up your **myway** here



Register your **myway** at transport.act.gov.au



myway - APPLICATIONS

Communication examples



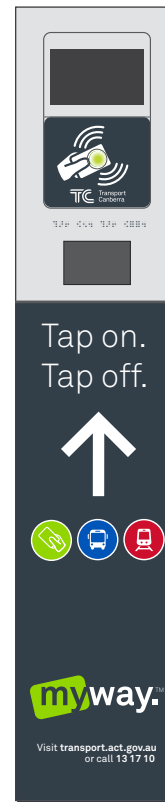
Visitor tool pack

myway - APPLICATIONS

Ticket machine Examples



Ticket machine - Astreo



Ticket validator - Axio 4s



Onboard ticket validator

Ticket Machine Placement Examples

09

WAYFINDING

WAYFINDING

OVERVIEW

Wayfinding can be defined as spatial problem solving. It is knowing where you are in a building or an environment, knowing where your desired location is and knowing how to get there from your present location.

It is the way that people use and understand infographic tools to easily move around Canberra's bus, cycling, walking and soon to be introduced light rail networks. To be a true world class system we need to consider all passenger types, including the visually impaired.



You are here



Desired location



How to get there

Transport Canberra



1

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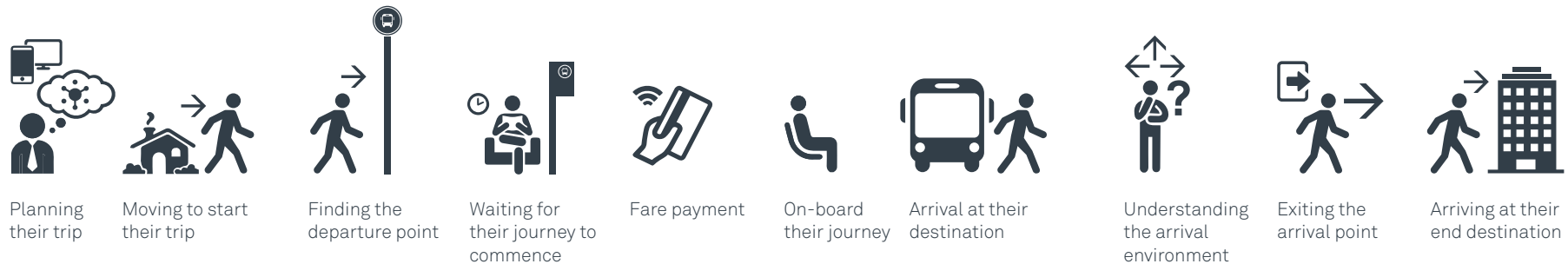
8

9

WAYFINDING

INFOGRAPHIC - Framework

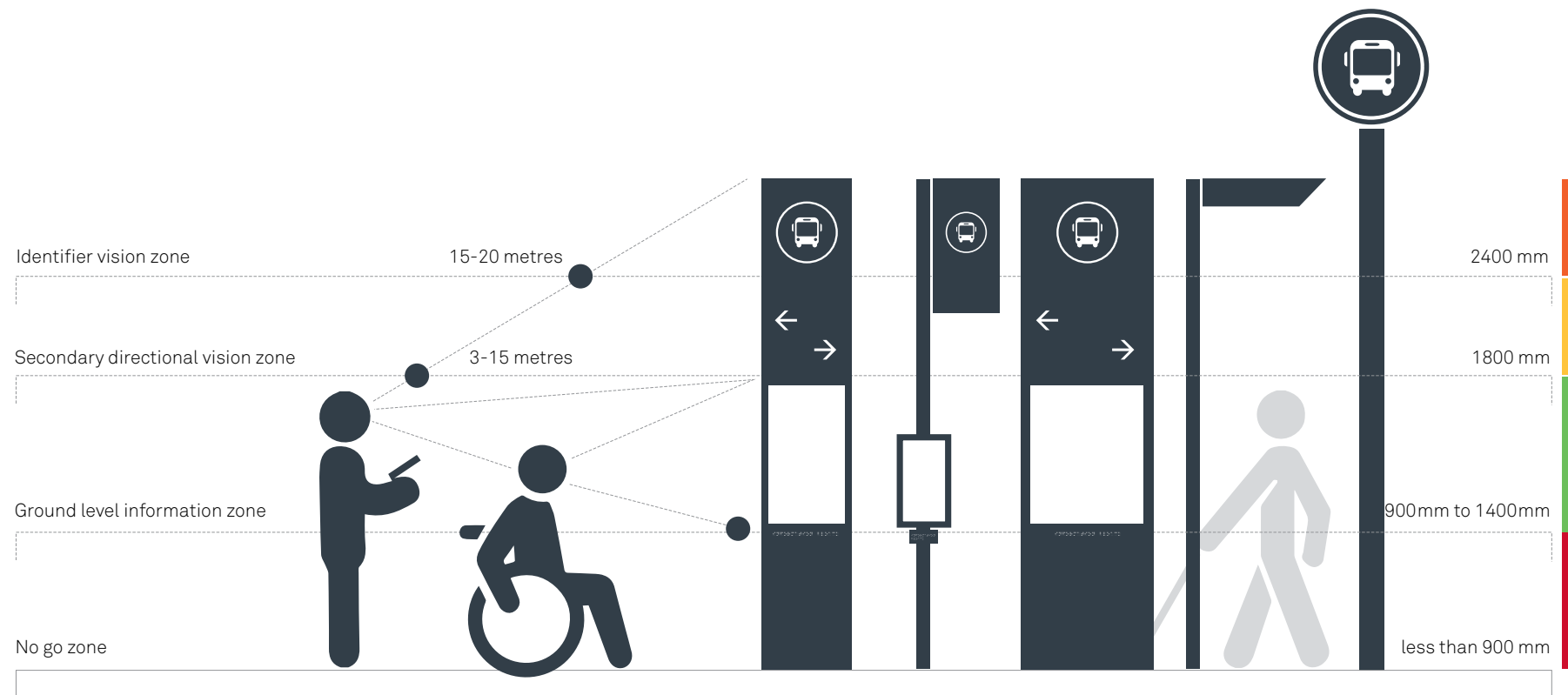
This is a customer's journey from start to finish:



WAYFINDING

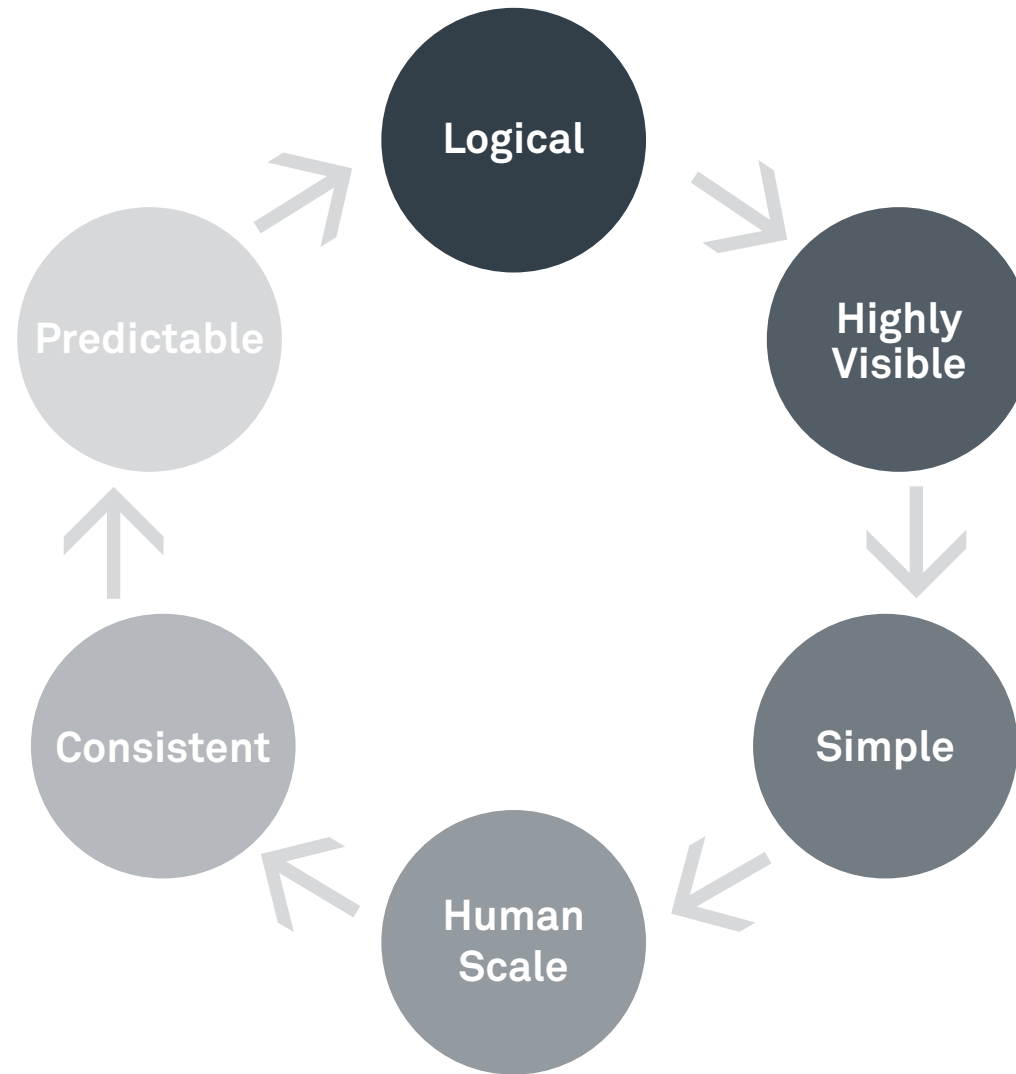
INFOGRAPHIC - Environment

What does the customer see and experience?



WAYFINDING

REQUESTS



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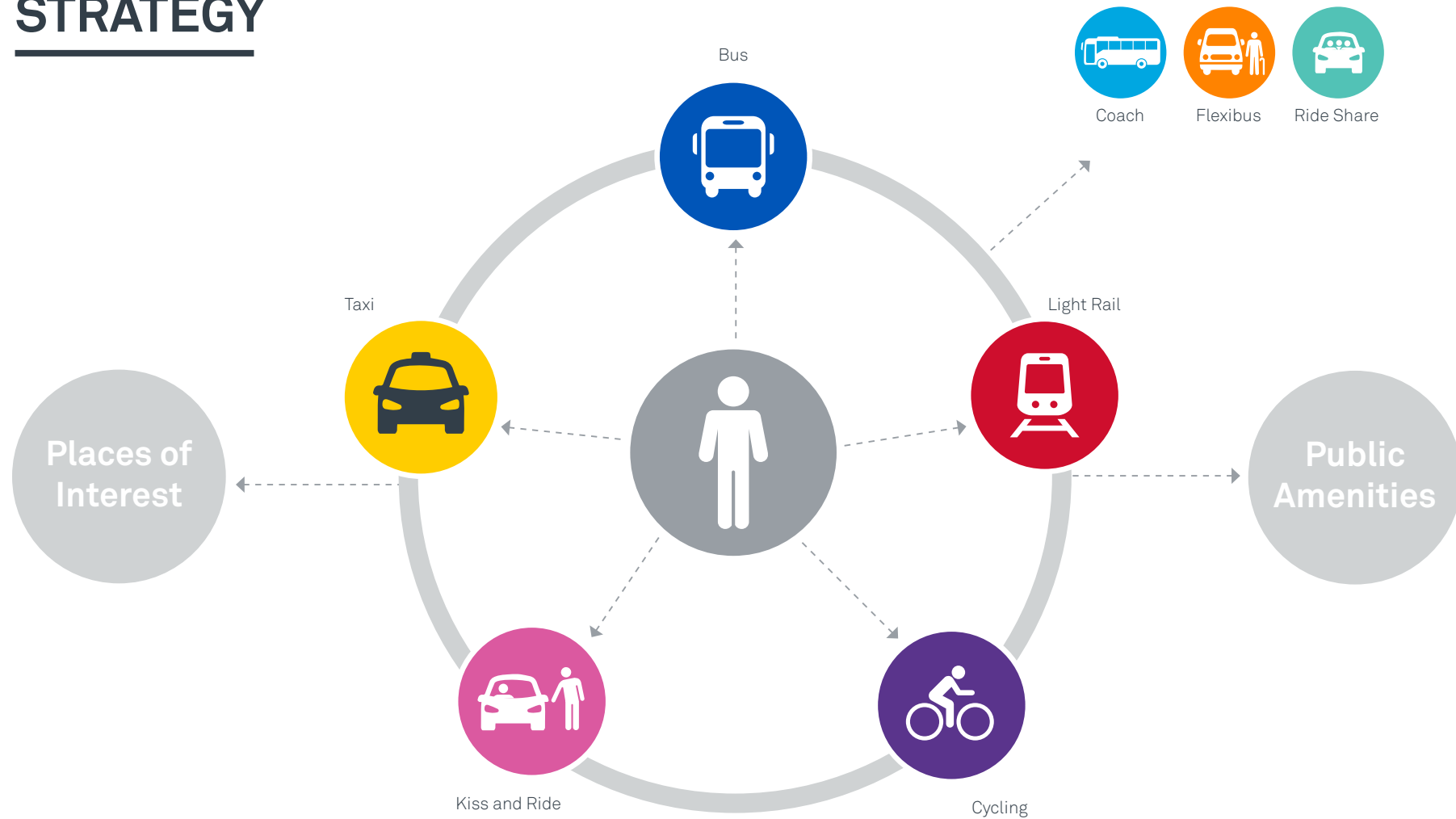
7

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WAYFINDING

STRATEGY



WAYFINDING

STRATEGY - Information Principles

To make the user experience simple and predictable, signage information content must be kept to a minimum and be based on universal design standards to communicate effectively.

The chart opposite shows a proposed hierarchy of information content to be used across the new wayfinding signage system. In terms of signage applications, primary sign types will typically display Level 1, 2 and 3 information.

Secondary sign types will display only Level 1 information or both Level 1 and 2.

1. Content	
Level 1	<ul style="list-style-type: none">1. Stop name2. Street / location name3. Transport Canberra brand4. ACT brand
Level 2	<ul style="list-style-type: none">1. Path (pedestrian)2. Path (bike)3. Bus stops4. Bus interchanges5. Kiss and Ride points6. Taxi pick-up points
Level 3	<ul style="list-style-type: none">1. Main roads and streets (within defined radius)2. Public amenities3. Recreational facilities4. Educational facilities5. Landmark buildings6. Places of interest7. Post office8. Healthcare centres9. Parking10. Retail zones11. Commuter information12. Contact numbers

WAYFINDING

TYPOGRAPHY - Primary Typeface

AKKURAT STD

Wayfinding only utilises these three weights of the Akkurat Std typeface.

Akkurat Std Bold is also used on myway branded communications.

Akkurat Std Light

Akkurat Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Akkurat Std Regular

Akkurat Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Akkurat Std Bold

Akkurat Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

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WAYFINDING

TYPOGRAPHY - Secondary Typeface

SOURCE SANS PRO

In instances where Akkurat Std is not available, Source Sans Pro serves as a substitute typeface.

Source Sans Pro Light

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Source Sans Pro Regular

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

Source Sans Pro Bold

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa123

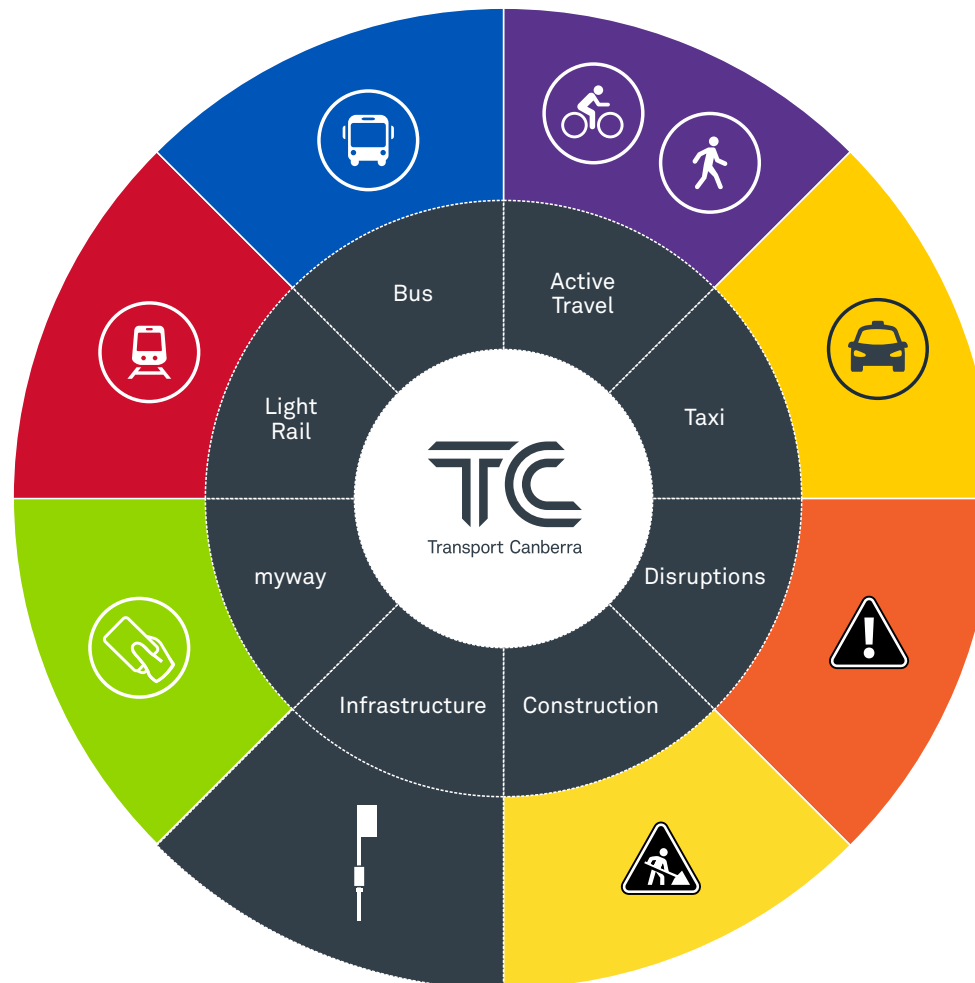
WAYFINDING

Master brand colour palette

The Transport Canberra brand and its modes should be expressed through a distinctive colour palette.

All communications produced for each mode should be presented in the relevant colour.

The colour wheel shown here depicts the allocation of each mode or activity with its associated colour.

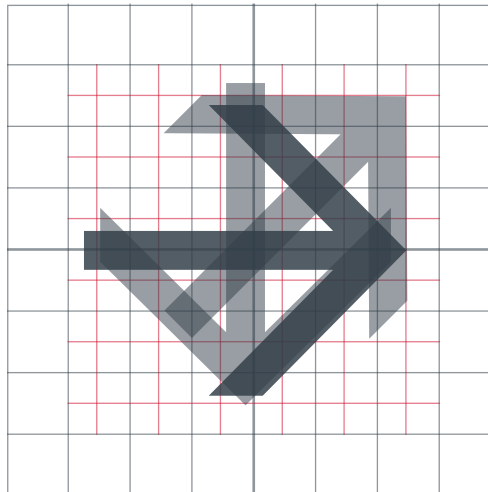


WAYFINDING

ARROWS

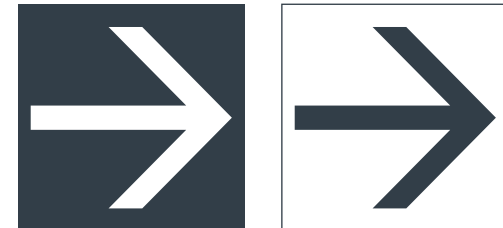
The arrow has been made to work within the grid system and to complement the Akkurat Std typeface and pictograms. The arrow must always be accompanied by a message or pictogram.

Do not attempt to reproduce the arrow. Use only the artwork supplied.



Rotating the arrow

Rotate the arrow and the entire bounding box from the centre, not only the arrow itself, to ensure the correct placement of the arrow.



Colour

The arrow should only appear as white on grey or grey on white.

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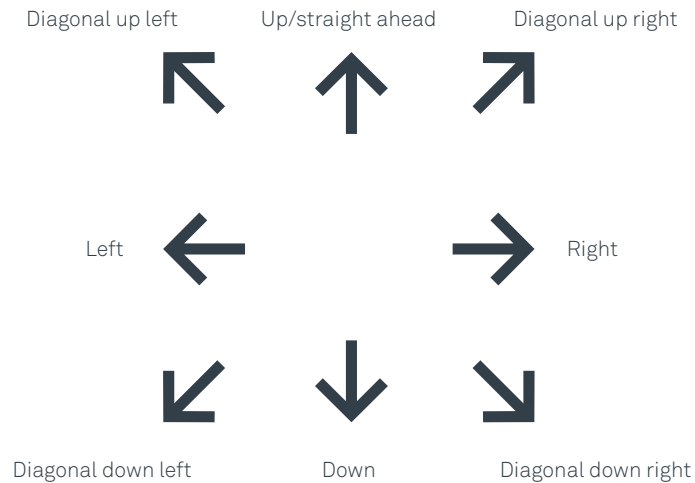
8

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WAYFINDING

ARROWS - Direction

The direction of the arrow should have consistent meaning across the wayfinding system.



Up/straight ahead

Used when a sign needs to direct a customer to move forwards or upwards, i.e. in the case of using an escalator or lift.

Diagonal up – left or right

Used when a sign needs to direct a customer to move forwards and in a diagonal direction.

Left or right

Used when a sign needs to direct a customer to move either left or right.

Diagonal down – left or right

Used when a sign needs to direct a customer downwards, i.e. down an escalator or in a lift and in a diagonal direction. Diagonal arrows may never be used to direct diagonally backwards.

Down

Used when a sign is above the destination and needs to direct a customer downwards, i.e. down an escalator, stairs or in a lift.

In instances where two signs beside each other conflict (i.e. straight ahead up the stairs and straight ahead on the platform), the down arrow may be used to represent straight. However, this is not preferred.

WAYFINDING

ARROWS - Position

RELATIONSHIP TO THE MESSAGE

The arrow must always point away from the message or pictogram.

HIERARCHY OF ARROWS

The importance of destinations plus the following guide to direction hierarchy needs to be considered in the placement of messaging.

NUMBER OF ARROWS

Limit the use of arrows to one per direction even when there are multiple destinations in the same direction.






















Messages directing left, or diagonally left, should appear on the left side of the sign.

























PICTOGRAM - Library

	Male toilet		Luggage		Mind the gap/beware		Accessible path or facility		Hold on to stanchions
	Female toilet		Luggage storage		CCTV		MLAK accessible toilet		Hold on to grab handles
	Unisex toilet		Waiting room		Tactile tiles		Hearing loop		Presentation
	Male and female toilets		Phone		Pram access		Hearing augmentation		Airport
	Baby change		Beware/remember		Showers		Female ambulant toilet		Wheelchair access
	Information		Signal driver		Folding bike		Male ambulant toilet		No disabled access (left facing)
	Tickets		Waste		Call 000		Unisex ambulant toilet		No disabled access (right facing)
	Lifts		Recycling		Fasten seatbelt		Round table		No entry
	Escalator		Card payments		Pets in containers		Shopfront walk		Caution
	Stairs		Cash payments		Scooter		Drop in		First aid
	Stroller		Motorcycle		Shopping trolley		Market stall		EMERGENCY HELP

PICTOGRAM - Library

	Wi-Fi bus		Shops
	Wi-Fi LRV		Hospital
	Trip planner		Braille
	App		Telephony
	Timetable Bus		Sign language
	Timetable Light Rail		Visit online
	Map		Phone
	Electric scooter		Mail
	Walking frame		Email
	Telephone Typewriter TTY		Calendar
	Closed Caption		Twitter
	Tourist		Facebook
	Educational Institution		transport.act.gov.au

	No alcohol
	No alcohol consumption
	No food and drink
	No smoking
	No parking
	No feet on seats
	No access
	No photography
	Do not force doors
	No graffiti
	Crossing tracks prohibited
	No roller skating
	No riding/cycling

	No skateboarding
	Up/straight ahead
	Down
	Right
	Left
	Diagonal up right
	Diagonal up left
	Diagonal down right
	Diagonal down left

PICTOGRAM - Library



Educational Institution



Homestay



Library



Merry-Go-Round



Park



Post office



Hospital



Church



Industrial area



Library/Parliament



Water



Sports ground



Indoor sports centre



Golf course



Swimming pool



Hockey centre



Restaurant



Café



Cinema



Theatre



Shopping



Crematorium

USED ON LIGHT RAIL MAPS AT STOPS

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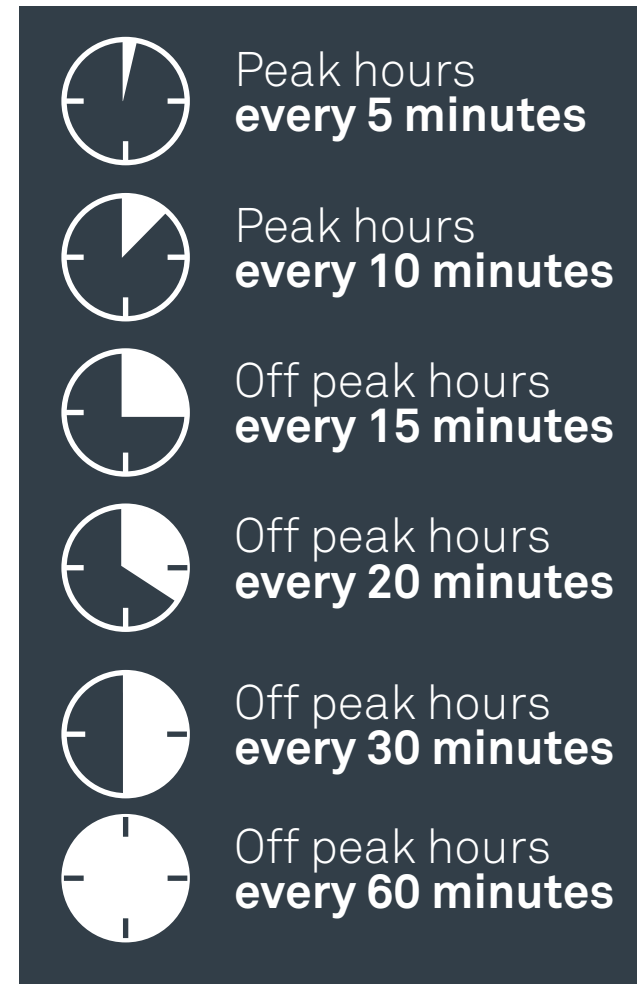
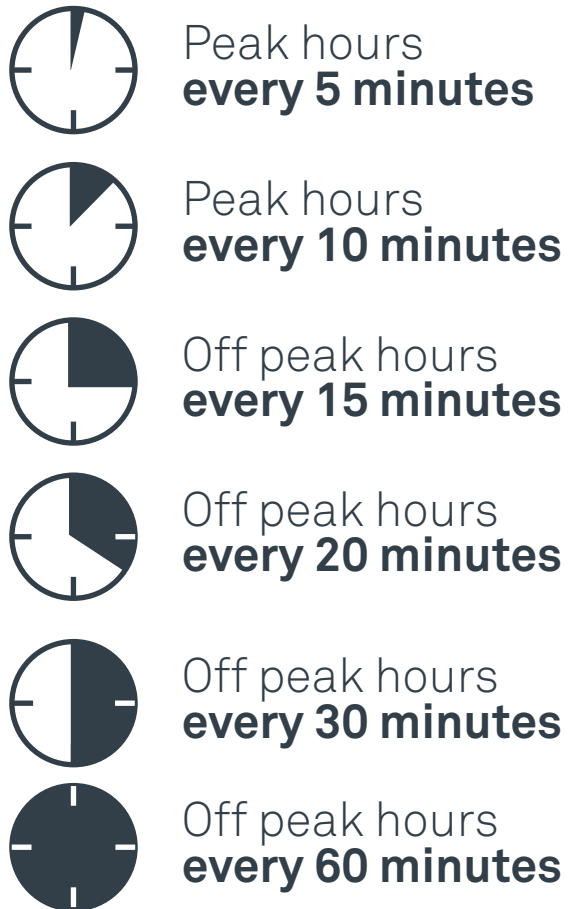
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PICTOGRAM - Clock Face Icons



WAYFINDING

GRIDS - Applying Content to grid

Messaging may also be organised by stacking multiple linear grids on top of one another to create clusters of information. Group all messaging relating to the same direction together by stacking each linear grid on top of one another without overlapping. Any information relating to another direction should be grouped separately in the same manner.

CLEAR SPACE

A minimum of 1 block of clear space should be applied between each cluster of information and 1/2 a block around the outer edges.

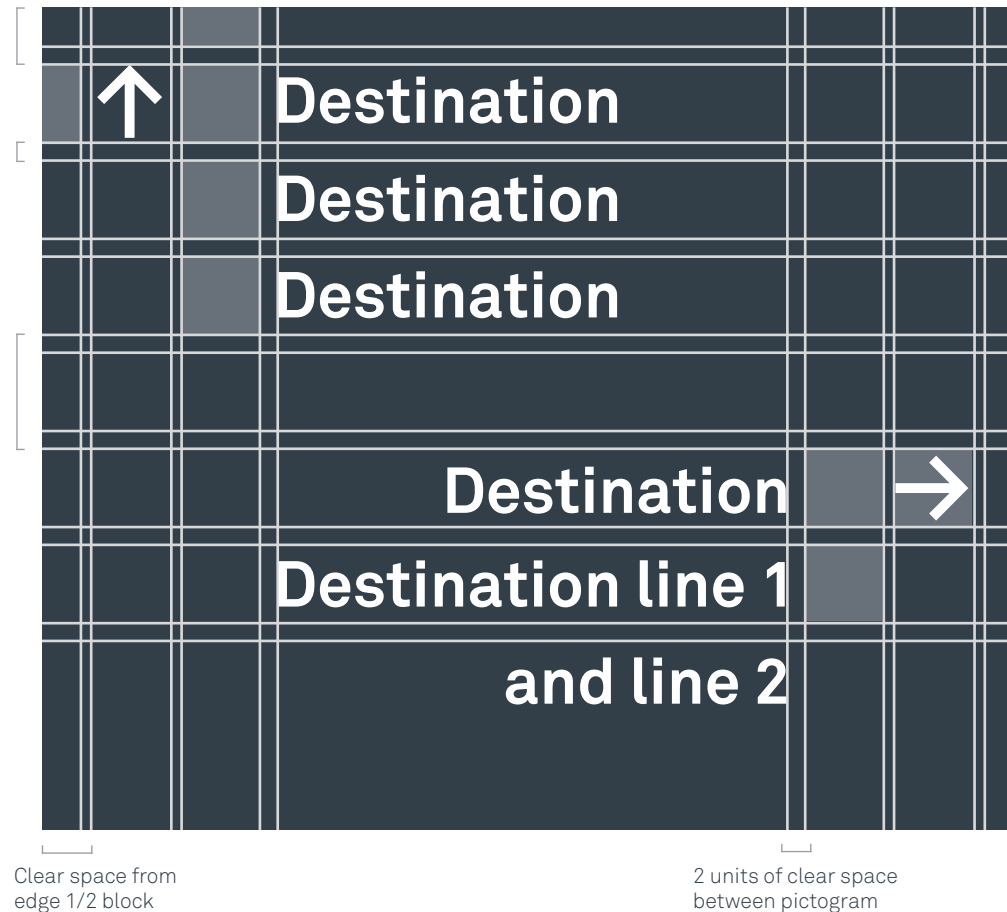
SIZE OF THE BLOCK

The size of the block and subsequent messaging will depend on the location and size of the sign. Viewing distance requirements should also be considered.

Clear space
from edge 1/2
block

No block
overlap between
individual
destinations

Clear space
between
clusters 1
block with grid
overlap



Clear space from
edge 1/2 block

2 units of clear space
between pictogram
and text

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WAYFINDING

MODE APPLICATIONS - Permanent Signage

Once the passenger has arrived within the station or stop environment, secondary sign types provide them with directions to navigate the environment and locate available facilities.

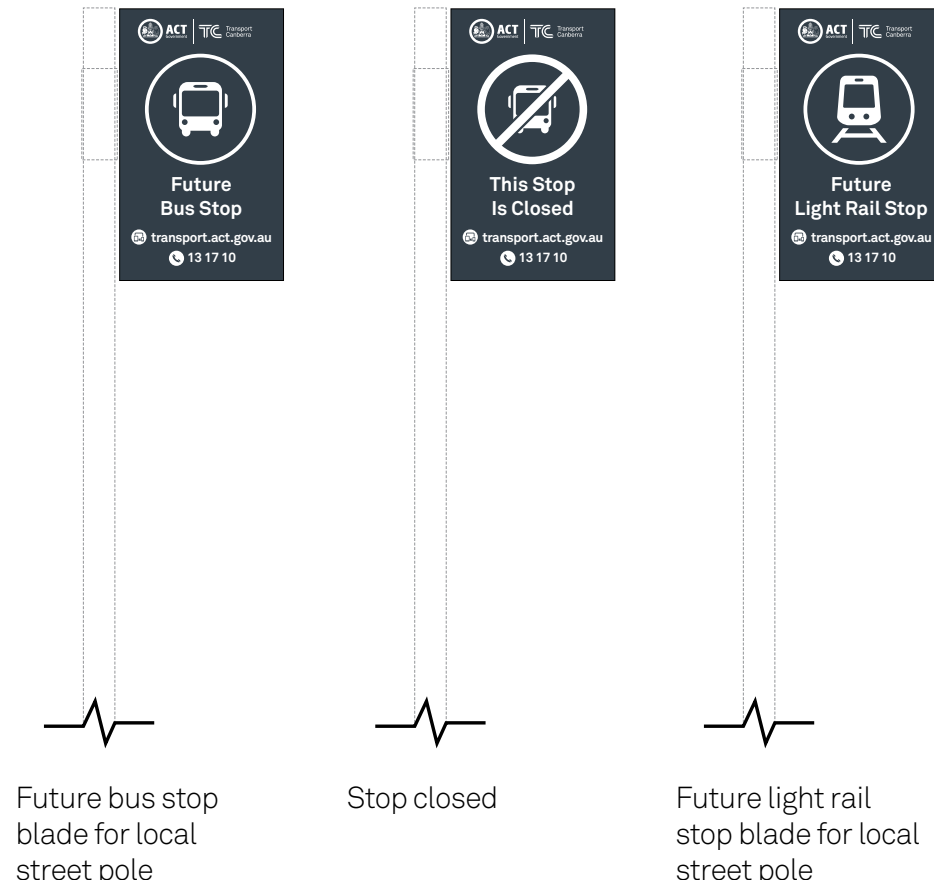
Dickson Interchange			
Platform	Route	To	ACT TCC Transport Canberra
→ 1	30	Belconnen via Giralang and Kaleen	
→ 1	31	Belconnen via Kaleen	
→ 1	56	Gungahlin via Mitchell and Palmerston	
→ 1	57	Gungahlin via Franklin	
→ 1	58	Gungahlin via Harrison and Gungahlin	
← 300m Dickson Interchange			Platform 1

Dickson Interchange			
Platform	Route	To	ACT TCC Transport Canberra
→ 1		Gungahlin via Flemington Road	
← 2		City via Northbourne Avenue	
← 300m Dickson Bus Station			Platform 1

Dickson Bike and Ride	
ACT TCC Transport Canberra	
← 300m Dickson Bus Station	

WAYFINDING

MODE APPLICATIONS - Future Stop Identifications



BUS



BUS

OVERVIEW

The following pages detail the wayfinding and branding applications for all bus infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to bus signage will ensure that regular and non-regular users will be able to navigate our bus network easily and form part of an integrated transport network for our city.

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BUS - TOOLS

COLOUR PALETTE

Transport Canberra's primary colour palette for bus consists of the Pantone Colour Matching System (PMS) 2935C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all bus applications.



TC Brandmark - Bus



Bus
PMS 2935 C
RGB 0, 66, 172
CMYK 100, 68, 4, 0
HEX #0055b7

Bus
colour palette

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WAYFINDING APPLICATION

EXAMPLES - New Metro bollard

The new 'Metro syle' bollard has been designed to provide customers with a world class customer experience. It is an integrated timetable and wayfinding system that will enable customers both arriving and departing the stop to undertake an integrated transport journey.

It will feature 3 panels on each side which will contain route descriptions, timetables, spider maps and directional walking and cycling signage.



WAYFINDING APPLICATION

EXAMPLES - Street Signs and Flag

These examples show the application of the icons and wayfinding template to basic street signs and flags.

It would be anticipated that should funding be available, replacement of all existing yellow flag stops across Canberra with the standard stop pole would occur.



WAYFINDING APPLICATION

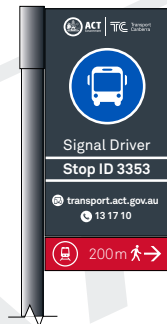
EXAMPLES - Flags

These examples show the application of the icons and wayfinding template to basic street signs and flags.

It would be anticipated that should funding be available, replacement of all existing yellow flag stops across Canberra with the standard stop pole would occur.



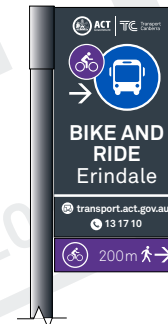
Example with local attraction wayfinding flag attachment front/rear view



Example with wayfinding light rail flag attachment front/rear view



Example with Park and Ride front/rear view



Example with Bike and Ride front/rear view

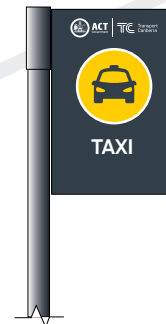


Example with branded service flag attachment front/rear view

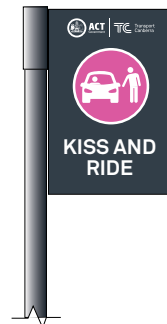


Example with Late Night Bus flag attachment front/rear view

Sub Brands



Example with Taxi rank flag front/rear view



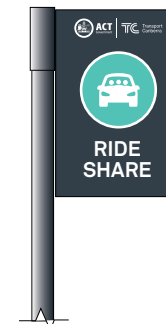
Example with Kiss and Ride front/rear view



Example with Coach flag attachment front/rear view



Example with Airport Bus front/rear view



Example with Ride Share front/rear view



Example with Flexibus front/rear view

WAYFINDING APPLICATION

MODE TOOLS - Bus, Light Rail

These examples show the application of the icons and wayfinding template to basic street signs and flags.

It would be anticipated that should funding be available, replacement of all existing yellow flag stops across Canberra with the standard stop pole would occur.



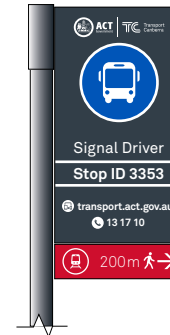
TC Brandmark - Bus



Signage bus flag



TC Brandmark - Light Rail



Signage flag application with wayfinding flag attachment



Bus
PMS 2935 C
RGB 0, 66, 172
CMYK 100, 68, 4, 0
HEX #0042ac
RAL 5015 Sky Blue

Bus
colour palette



Light Rail
PMS 186 C
RGB 189, 0, 33
CMYK 12, 100, 92, 3
HEX #bd0021
RAL 3020 Traffic Red

Light Rail
colour palette



Multi-Mode Grey
PMS 432 C
RGB 39, 47, 56
CMYK 78, 64, 53, 44
HEX #272f38
RAL 7012 Basalt Grey

Base signage
colour palette

WAYFINDING APPLICATION

MODE TOOLS - School Bus, Tourism



TC Brandmark - School bus



Bus signage flag application with school bus flag attachment



TC Brandmark - All tourist



Bus signage flag application with wayfinding tourist flag attachment



School Bus
PMS 123 C
RGB 251, 183, 34
CMYK 0, 24, 87, 0
HEX #fbb722
RAL -

Bus
colour palette



All Tourist
PMS 360 C
RGB 90, 180, 68
CMYK 61, 0, 86, 0
HEX #5ab444
RAL 6018 Yellow Green

All tourist
colour palette

WAYFINDING APPLICATION

MODE TOOLS - Disruptions, Taxi



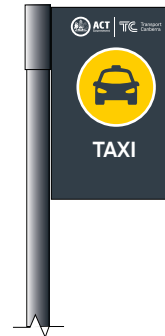
TC Brandmark - Disruptions



Signage flag application -
Disruptions



TC Brandmark - Taxi



Taxi signage flag application



Disruptions
PMS 021 C
RGB 230, 70, 29
CMYK 0, 78, 94, 0
HEX #e6461d
RAL -

Disruptions
colour palette



Taxi
PMS 116 C
RGB 255, 205, 0
CMYK 0, 18, 100, 0
HEX #ffcD00
RAL -

Taxi
colour palette

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WAYFINDING APPLICATION

MODE TOOLS - Coach, Kiss and Ride, Late Night Bus



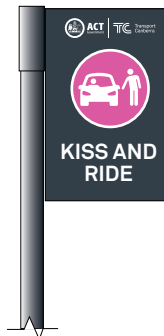
TC Brandmark - Coach



Coach signage flag application



TC Brandmark - Kiss and Ride



Kiss and Ride signage flag application



TC Brandmark - Late Night Bus

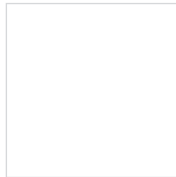


Late Night Bus signage flag application



Coach
PMS 2995 C
RGB 0, 152, 220
CMYK 80, 12, 1, 0
HEX #00a7e1
RAL 5012 Light Blue

Coach colour palette



White
PMS WHITE
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff
RAL 9016

Kiss and Ride colour palette



Kiss and Ride
PMS 806 C
RGB 204, 63, 145
CMYK 9, 80, 0, 0
HEX #cc3f91
RAL 4010 Telemagenta

Kiss and Ride colour palette

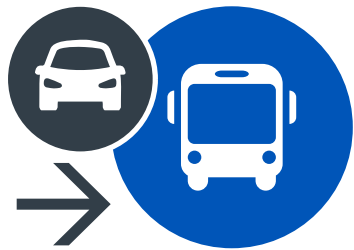


Late Night Bus
PMS 123 C
RGB 251, 183, 34
CMYK 0, 24, 87, 0
HEX #fbb722
RAL -

Late Night Bus colour palette

WAYFINDING APPLICATION

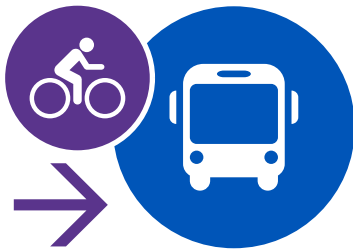
MODE TOOLS - Park and Ride, Bike and Ride, Free City Loop



TC Brandmark - Park and Ride



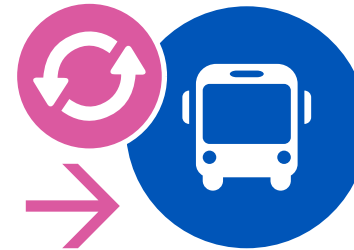
Park and Ride signage flag application with wayfinding bus flag attachment



TC Brandmark - Bike and Ride



Bike and Ride signage flag application with wayfinding active flag attachment



TC Brandmark - Free City Loop



Free City Loop signage flag application



Bus
PMS 2935 C
RGB 0, 66, 172
CMYK 100, 68, 4, 0
HEX #0042ac
RAL 5015 Sky Blue

Park and Ride
colour palette



Active
PMS 268 C
RGB 70, 36, 123
CMYK 80, 96, 5, 1
HEX #46247b
RAL -

Bike and Ride
colour palette



Free City Loop
PMS 806 C
RGB 204, 63, 145
CMYK 9, 80, 0, 0
HEX #cc3f91
RAL 4010 Telemagenta

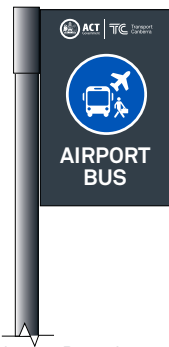
Free City Loop
colour palette

WAYFINDING APPLICATION

MODE TOOLS - Airport, Ride Share & Flexibus



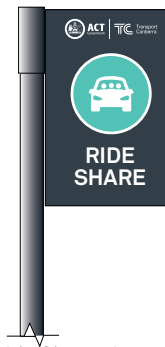
TC Brandmark - Airport Bus



Airport Bus signage
flag application



TC Brandmark - Ride Share



Ride Share signage
flag application



TC Brandmark - Flexibus

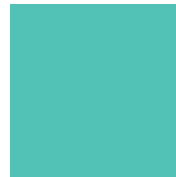


Flexibus signage
flag application



Airport Bus
PMS 2935 C
RGB 0, 66, 172
CMYK 100, 68, 4, 0
HEX #0042ac
RAL 5015 Sky Blue

Airport Bus
colour palette



Ride Share
PMS 333 C
RGB 82, 194, 182
CMYK 63, 0, 35, 0
HEX #51c1b5
RAL -

Ride Share
colour palette



Flexibus
PMS 151 C
RGB 255, 130, 0
CMYK 0, 60, 100, 0
HEX #ff8200
RAL 2003 Pastel Orange

Flexibus
colour palette

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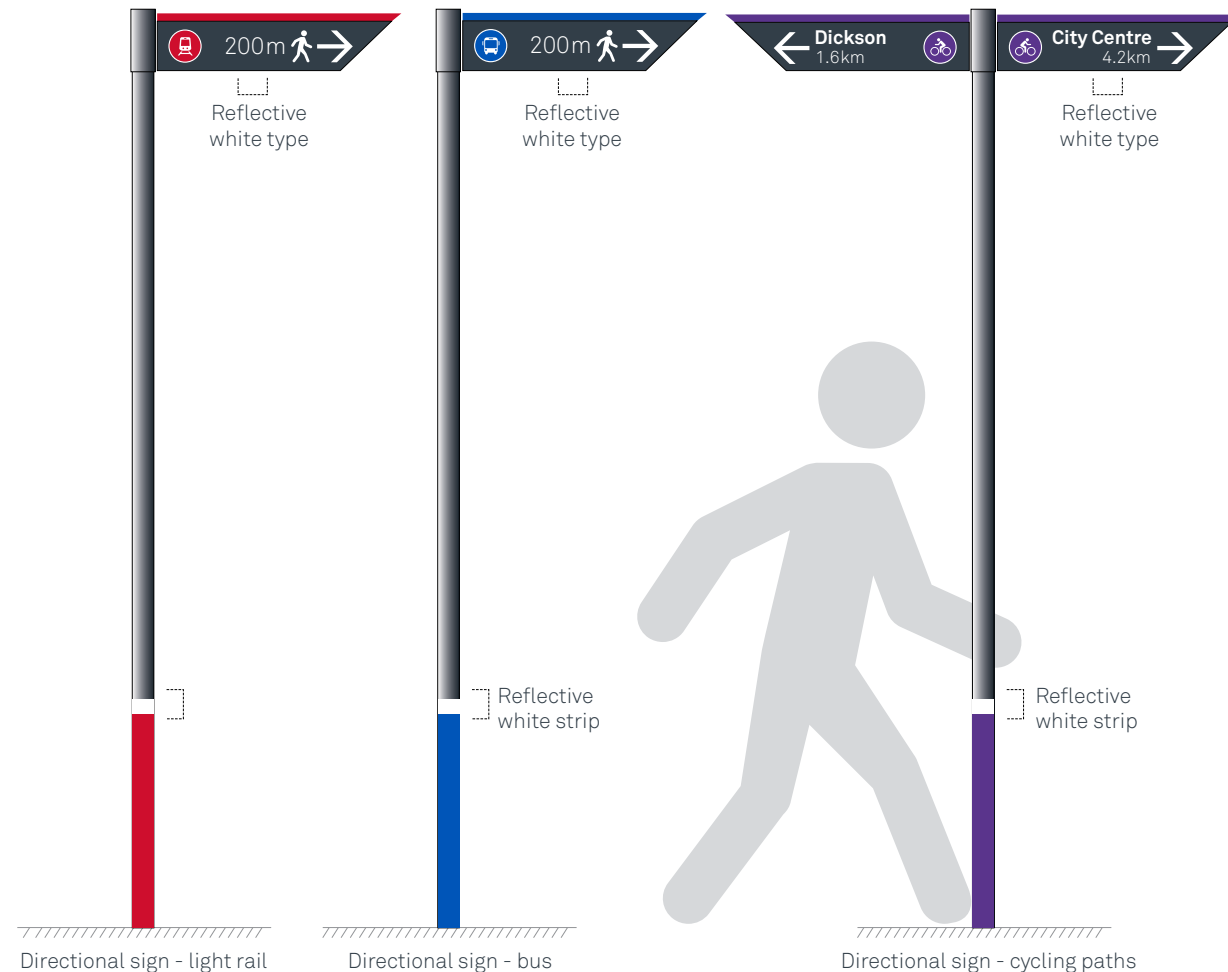
8

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WAYFINDING APPLICATION

Street Pointer Examples

These examples show the application of the icons and wayfinding template to street signage applications directing customers to facilities.

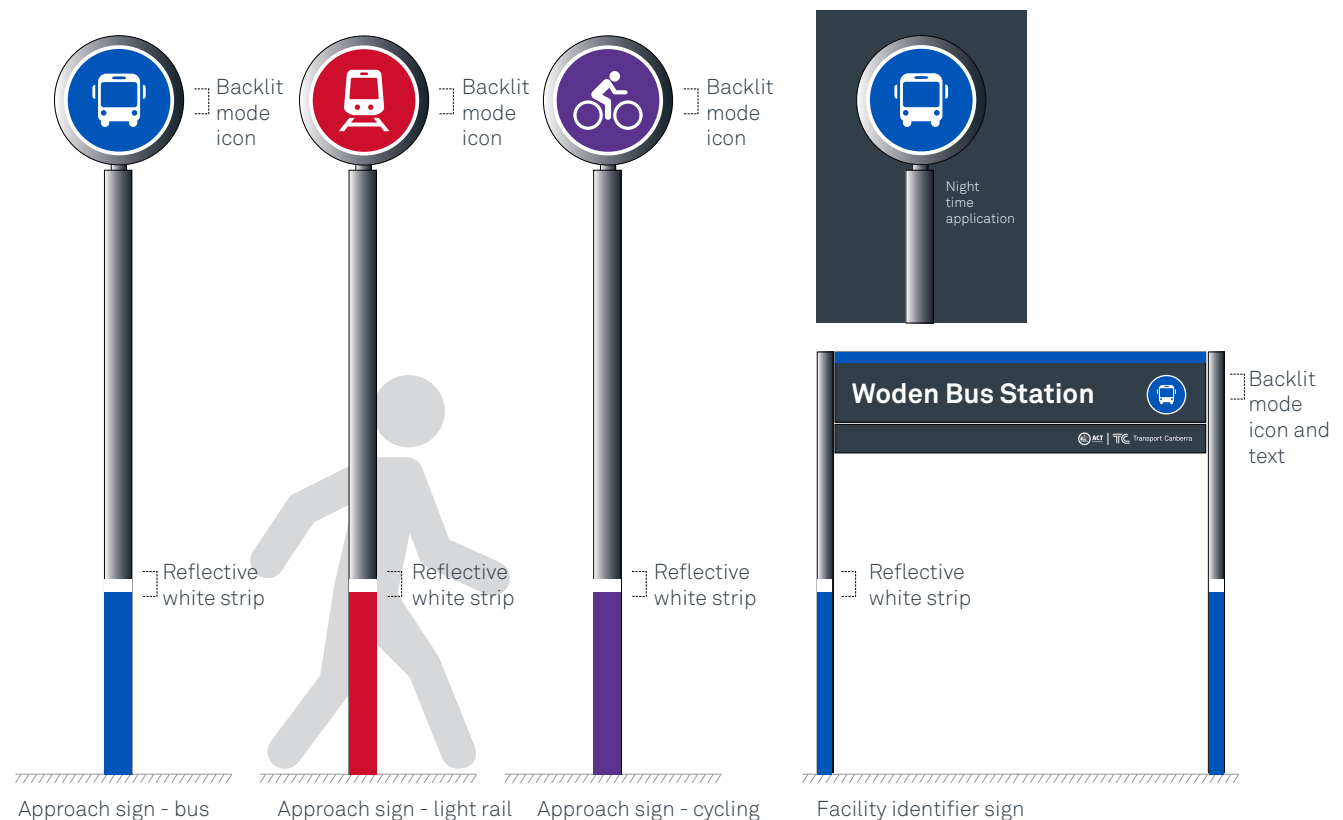


WAYFINDING APPLICATION

Approach Sign Examples

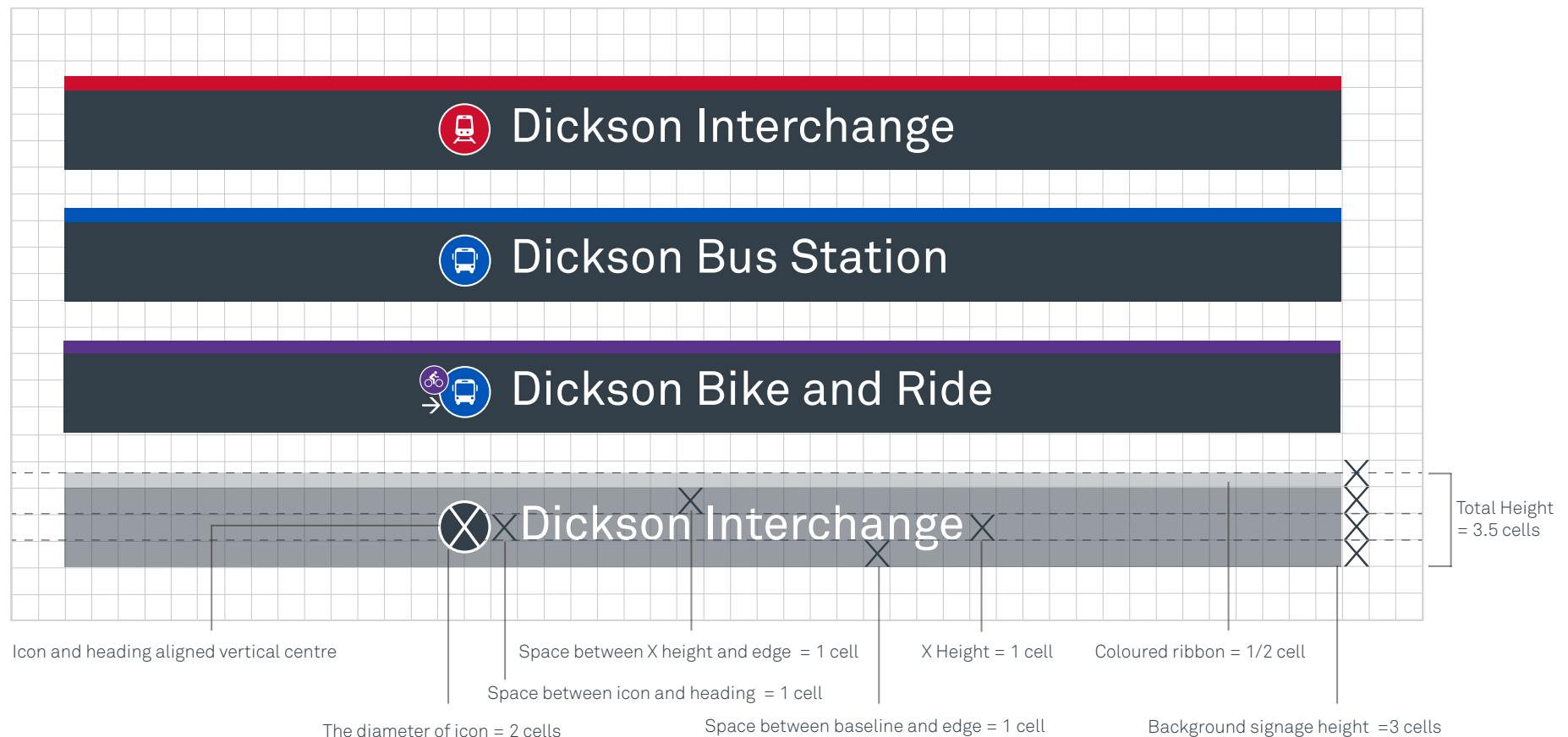
These examples show the application of the icons and wayfinding template to possible approach signage.

The approach signs should be back lit with a minimalistic approach but highly visible to blend into Canberra's visually sensitive environments.



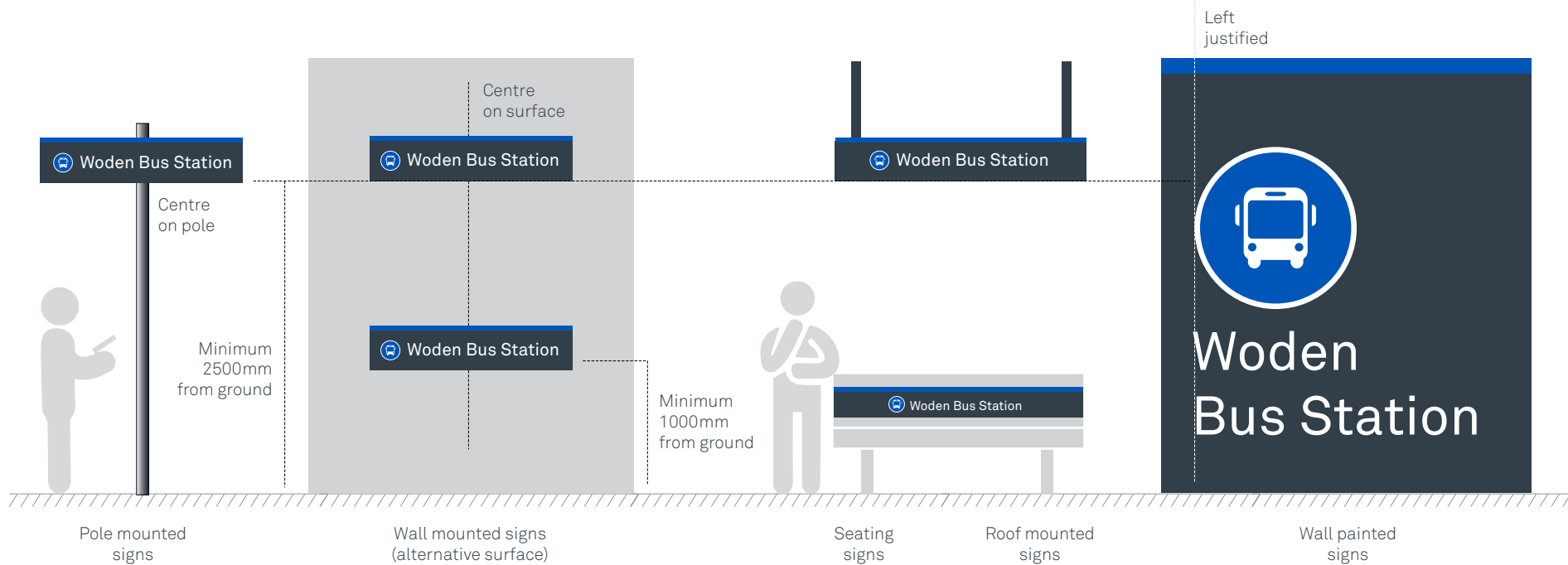
WAYFINDING APPLICATION

RIBBON SIGNAGE - Sign Principle



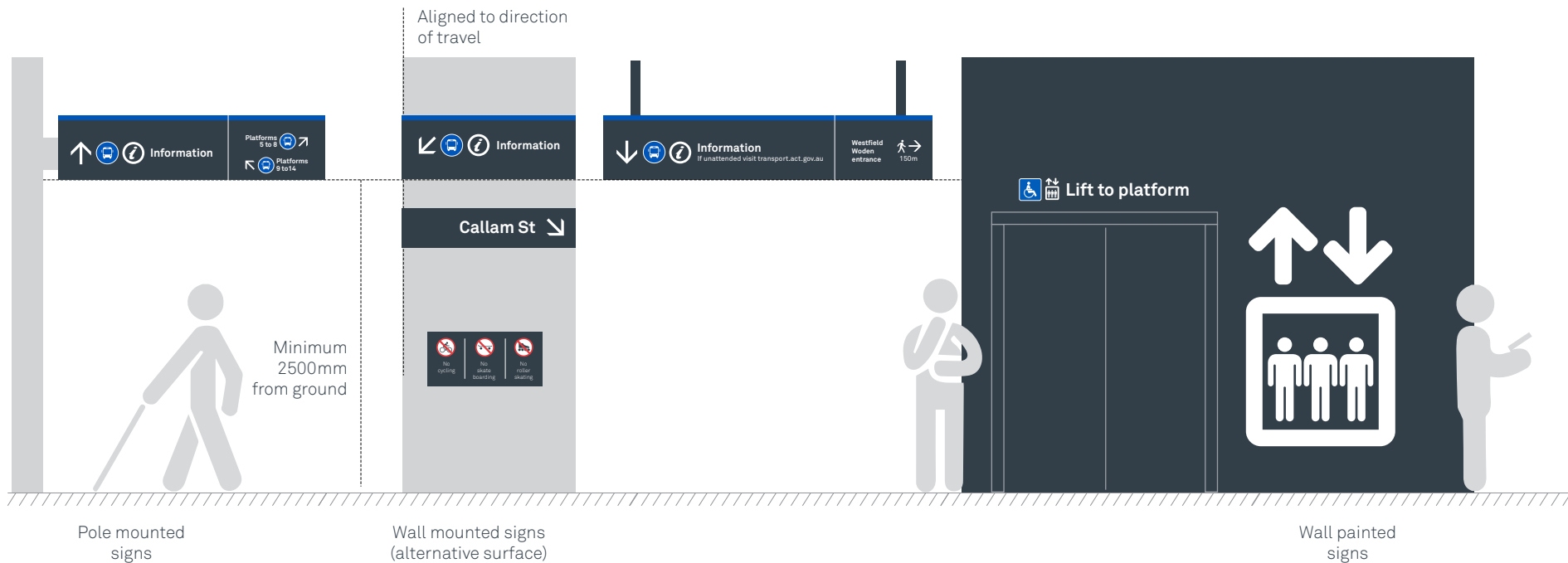
WAYFINDING APPLICATION

RIBBON SIGNAGE - Sign Principle



WAYFINDING APPLICATION

RIBBON SIGNAGE - Sign Principle



WAYFINDING APPLICATION

Regular Adshel Shelter Example

This example shows the application of the icons and wayfinding template to existing Adshel shelters.

The use of large bus icons in the centre of the shelter will enhance the customer understanding of an integrated transport network at a bus stop.

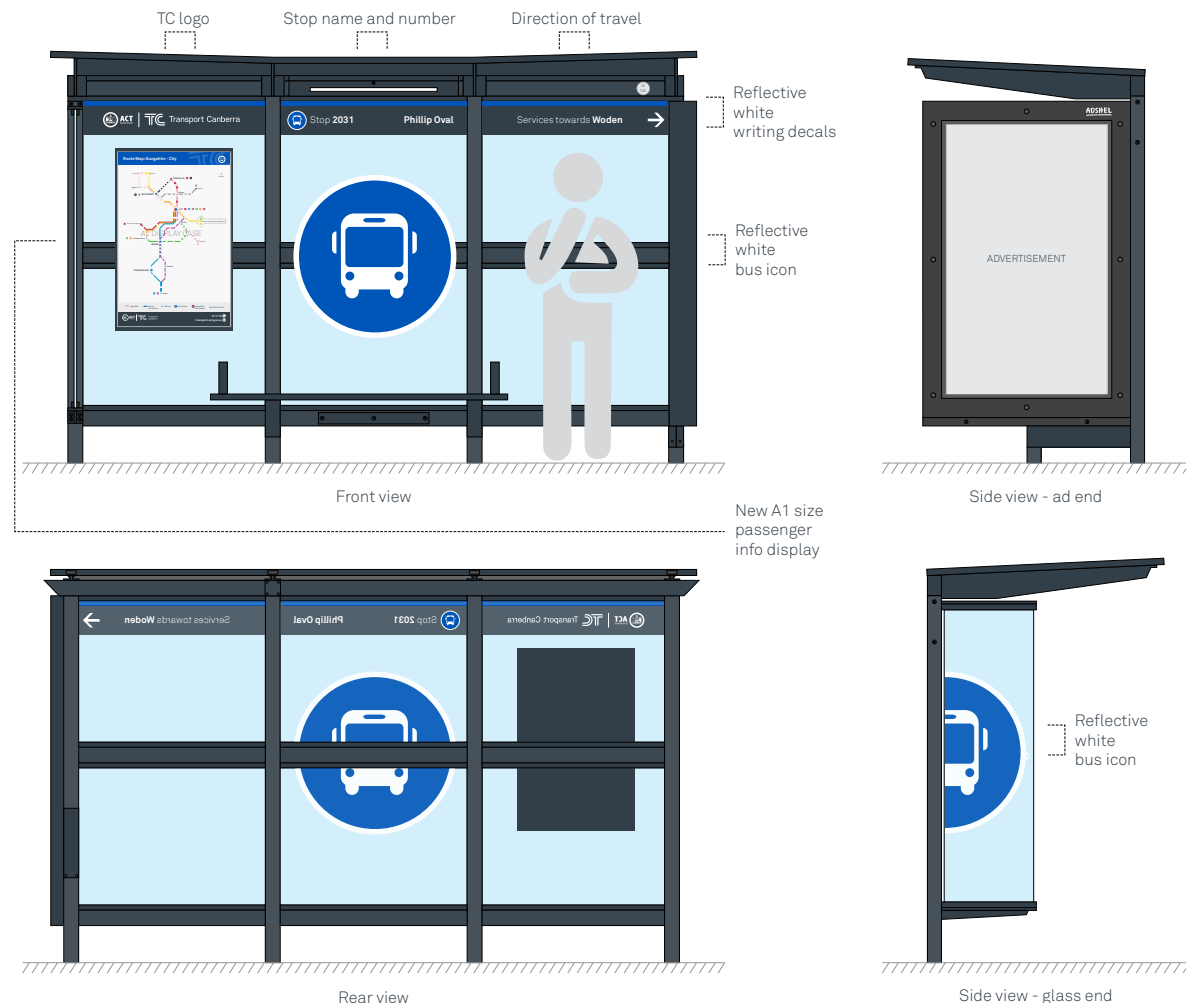
It is also recommended that A2 or A1 display cases be retrofitted to shelters across the network to offer an enhanced customer information experience.

TOTAL ADSHEL SHELTERS IN NETWORK:

100 non advertising shelters

134 advertising shelters

24 larger (major stop) shelters.



WAYFINDING APPLICATION

Perspective Shelter Example

These examples show how a stop would look where an Adshel shelter and bollard are installed.



Option A infrastructure
"Mode icon promotion"

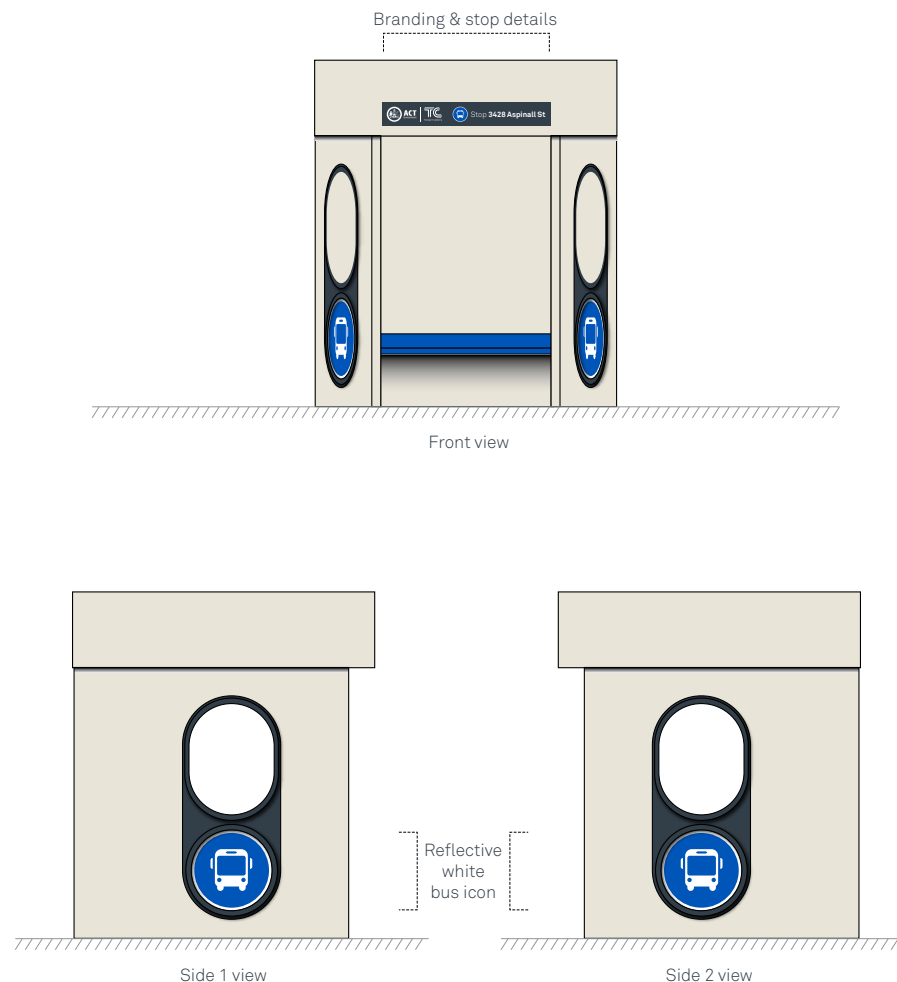
WAYFINDING APPLICATION

Bunker Shelter Example

This example shows the application of the icon and colour palette to existing concrete bunker shelters.

The use of large bus icons on the shelter will enhance the customer understanding of an integrated transport network at a bus stop.

TOTAL BUNKER SHELTERS IN NETWORK:
Approximately 500.



WAYFINDING APPLICATION

Information Bollard Example

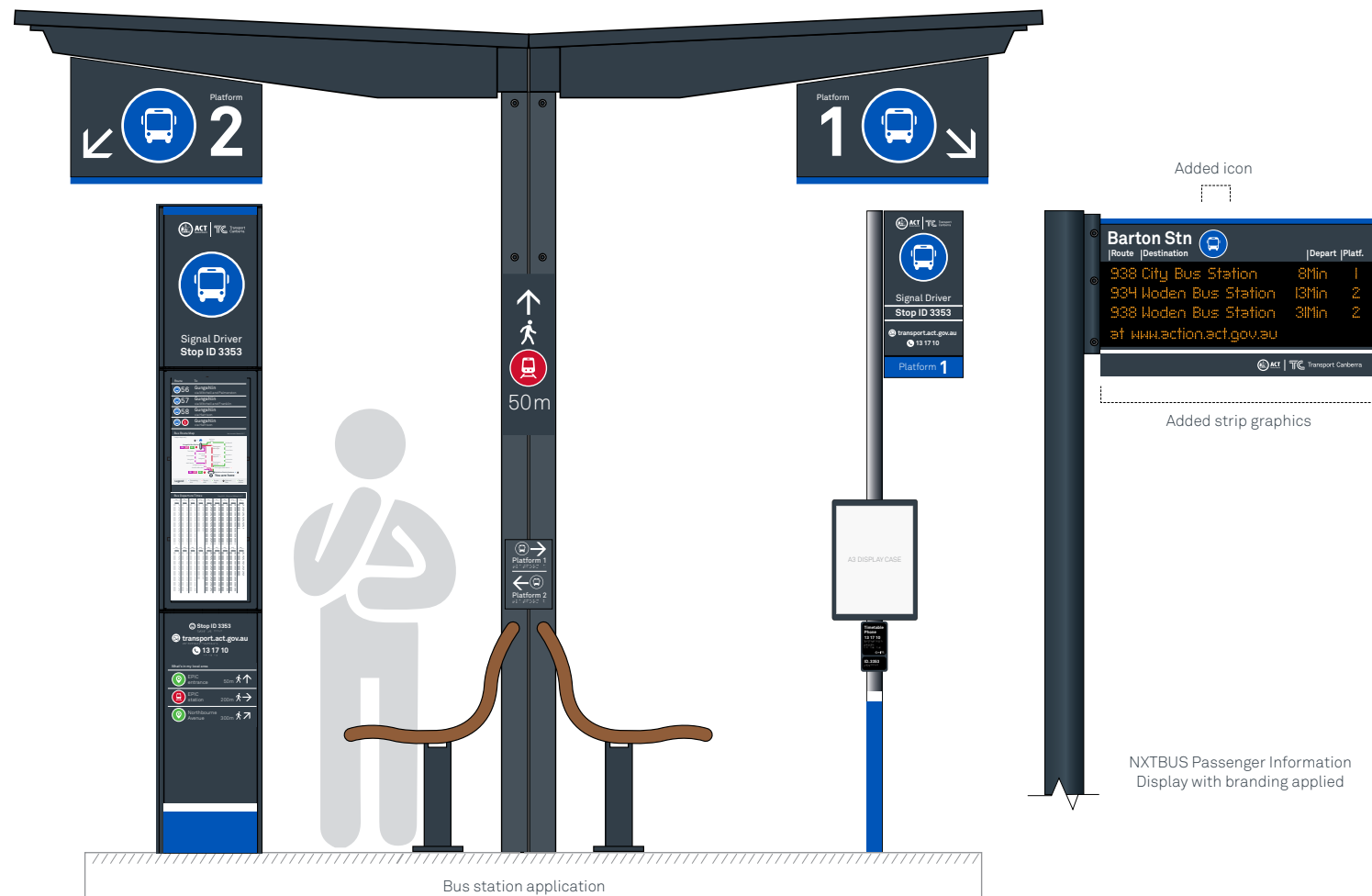
These examples show the application of the icons and wayfinding template to some existing signage categories.



WAYFINDING APPLICATION

Bus Station Example

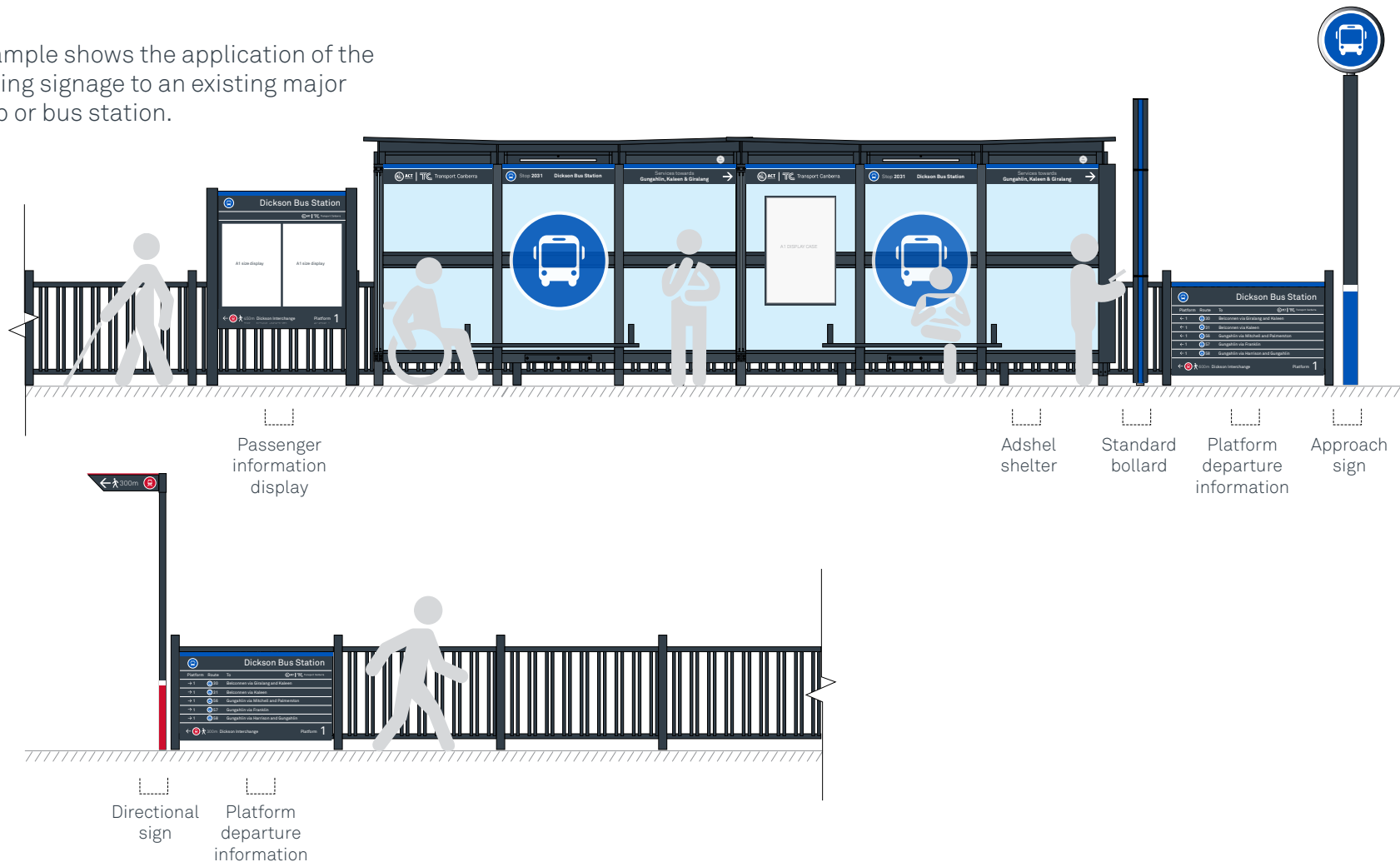
These examples show the application of the icons and wayfinding template to some existing signage categories for a major bus stop or bus station.



WAYFINDING APPLICATION

Bus Station Example

This example shows the application of the wayfinding signage to an existing major bus stop or bus station.

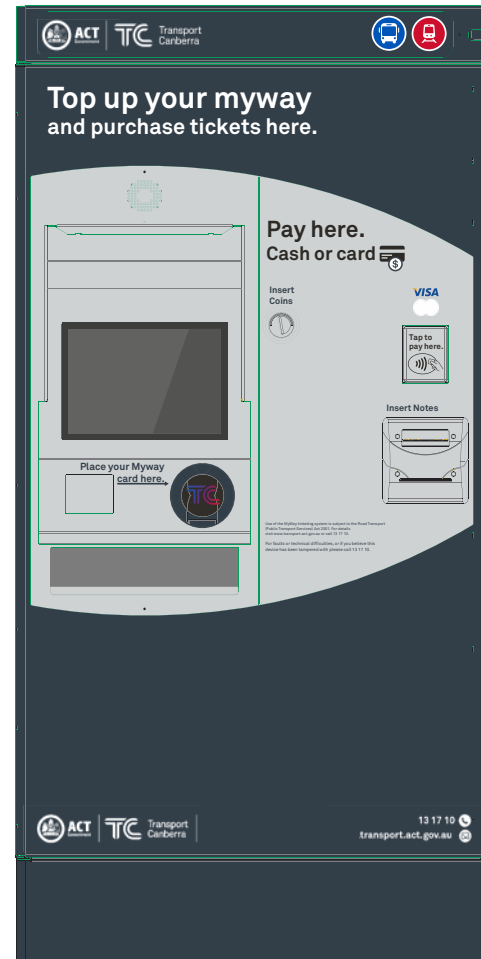


WAYFINDING APPLICATION

TVM - current vs. best practice (no myway branding)



Current version being completed by Raekon



Best practice

WAYFINDING APPLICATION

Pavement Graphics

Indoor/outdoor floor graphics are beneficial to promote messages at or near the point of relevance. Simple icons and wording help inform the user at a glance.

The use of High Grade Anti Slip Graphics (which can be customised to any size and shape) increases permanence and safety.



652

TTC



WAYFINDING APPLICATION

RAPID BUS ROUTES

The **RAPID** network helps residents and visitors get to and from events, sports matches, work, catching up with friends and family during the evening and at the weekend – all without taking the car.

RAPIDs offer more frequent and direct services between our town centres, integrated with the Light Rail routes under construction and in planning, and will allow a seamless transition to connecting services.

With ten **RAPID**s in total, routes will be straighter and faster between our town centres. All of this will deliver a better public transport experience.

RAPID routes operate seven days a week, providing faster and more frequent trips to key destinations at both peak and off-peak times – keeping Canberra free of congestion as our city continues to grow.

As the **RAPID** network grows to become an integrated public transport system so too has the need for clearer, simpler methods of communication when referencing our network routes.

Above all it applies a level of consistency across all forms of customer interaction.

All language referring to colour has been removed, but the colours have been retained for wayfinding and mapping

The letter “R” has been dropped to integrate our services across **myway**, Google and the trip planner.

All **RAPID** icons are **Akkurat Bold Italic**, with an added 10° skew, to give the customer a feel of pace.

The Network remains the “**RAPID** network”; and all media releases and marking materials refer to the routes as “**RAPID #**”.

RAPID

**MORE INTEGRATED
MORE DIRECT
MORE OFTEN**

**JUST
TURN UP
AND GO**

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WAYFINDING APPLICATION

RAPID BUS ROUTES

The primary type face for ***RAPID*** routes is the standard TC Akkurat Std BOLD Italic, with an added 10° skew.

The primary typeface is not to be substituted for any other font.

AKKURAT STD

The primary typeface for Transport Canberra is Akkurat Std. It is our personality font. Simple, clean and consistent. This typeface provides typographic flexibility but also looks good.

The ***RAPID*** logo typeface should always appear in UPPERCASE ITALICS, with an added 10° skew, and can be produced in one of the 10 ***RAPID*** line colours as shown on the following pages.

Akkurat Std + 10° skew

Akkurat Std
BOLD Italic

RAPID

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WAYFINDING APPLICATION

RAPID BUS ROUTES

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Gungahlin to City
(*RAPID 1*)

2

Fraser to Fyshwick
(*RAPID 2*)

3

Spence to Airport
(*RAPID 3*)

4

City to Lanyon via Tuggeranong
(*RAPID 4*)

5

City to Lanyon via Erindale
(*RAPID 5*)

6

City to Weston via Woden
(*RAPID 6*)

7

City to Weston via Cotter Rd
(*RAPID 7*)

8

Gungahlin to Belconnen
(*RAPID 8*)

9

Watson to Belconnen
(*RAPID 9*)

10

City to Denman Prospect
(*RAPID 10*)

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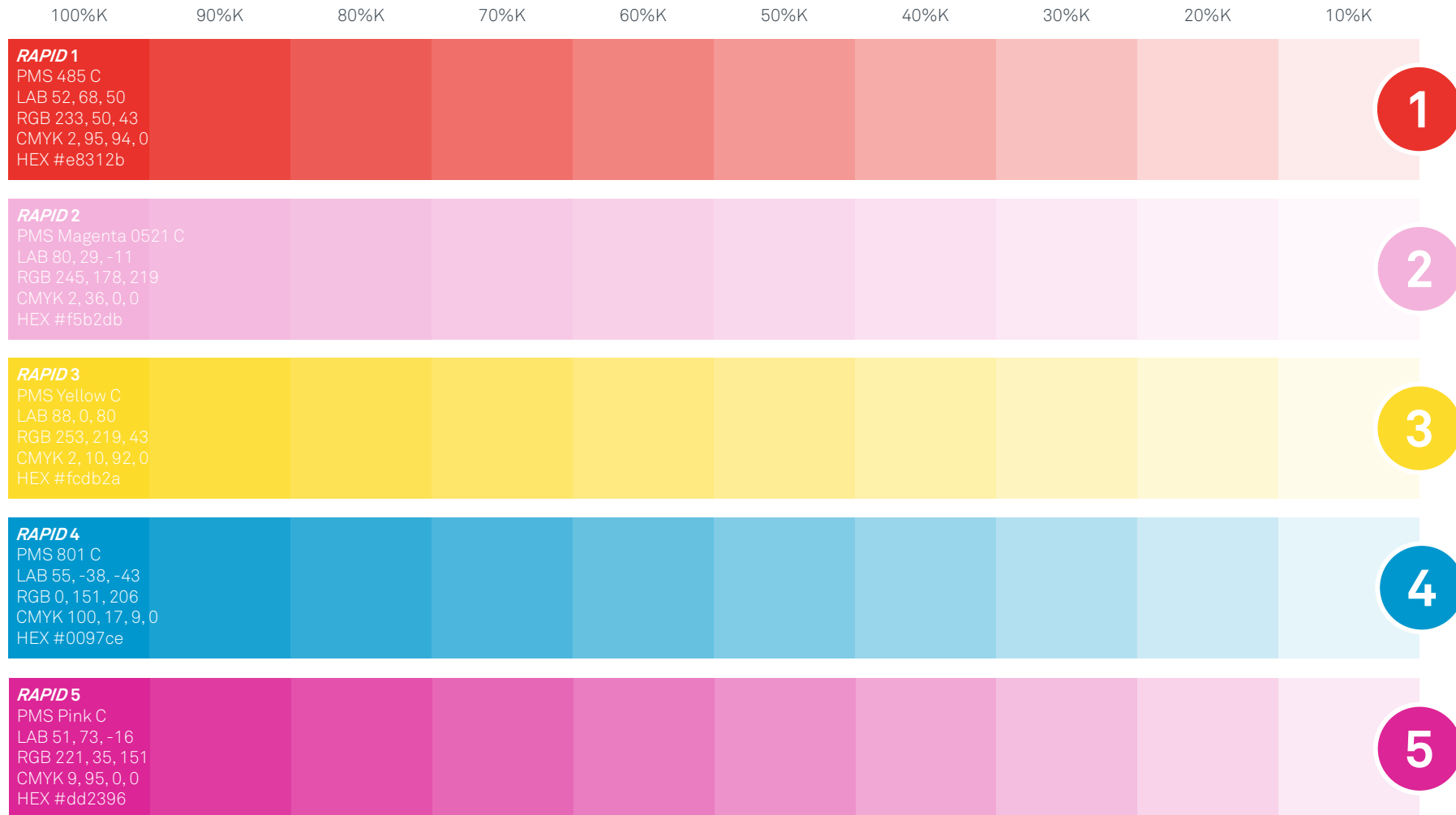
7

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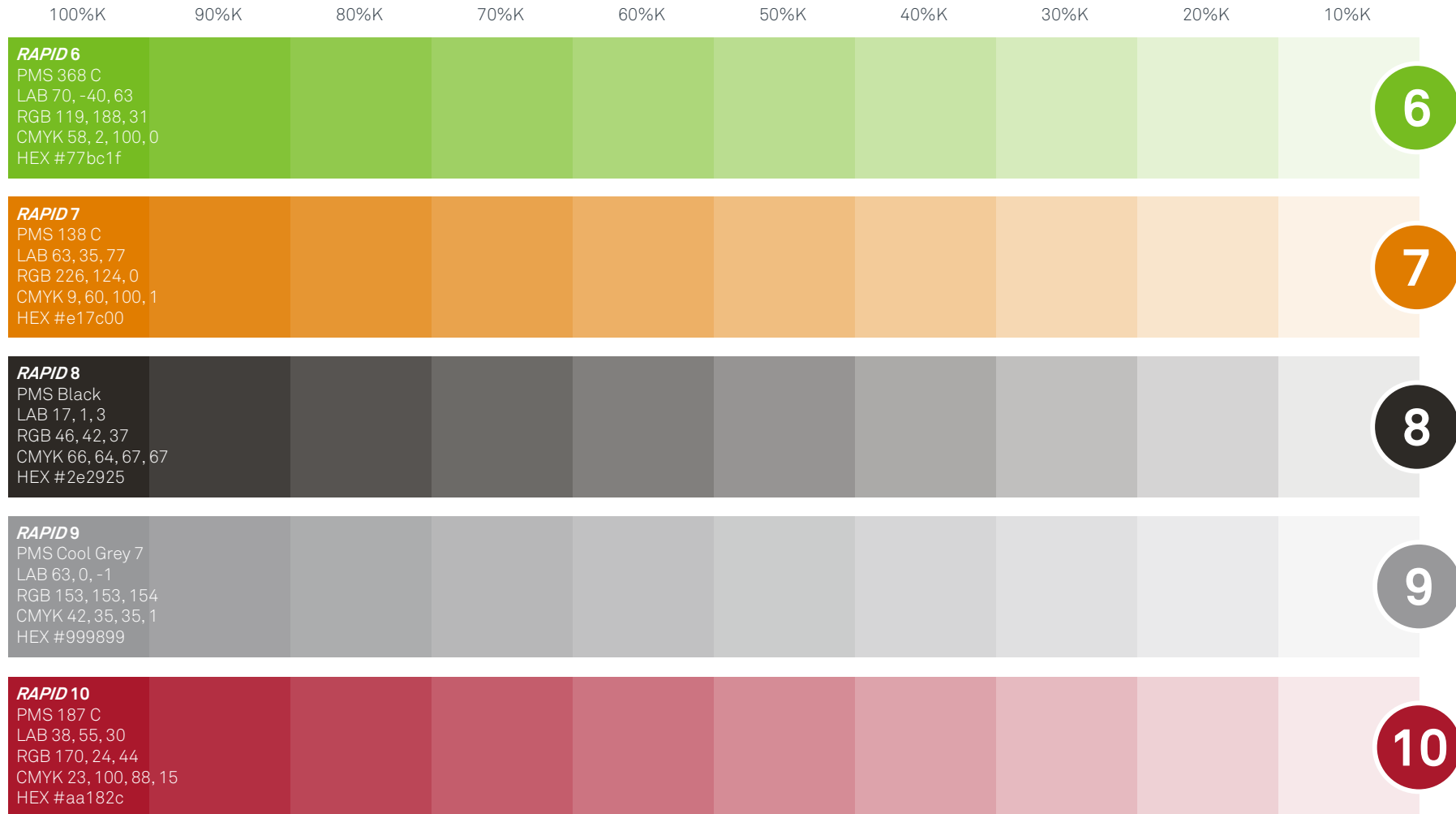
WAYFINDING APPLICATION

RAPID BUS ROUTES - Colour Palette



WAYFINDING APPLICATION

RAPID BUS ROUTES - Colour Palette



WAYFINDING APPLICATION

RAPID Branding Example

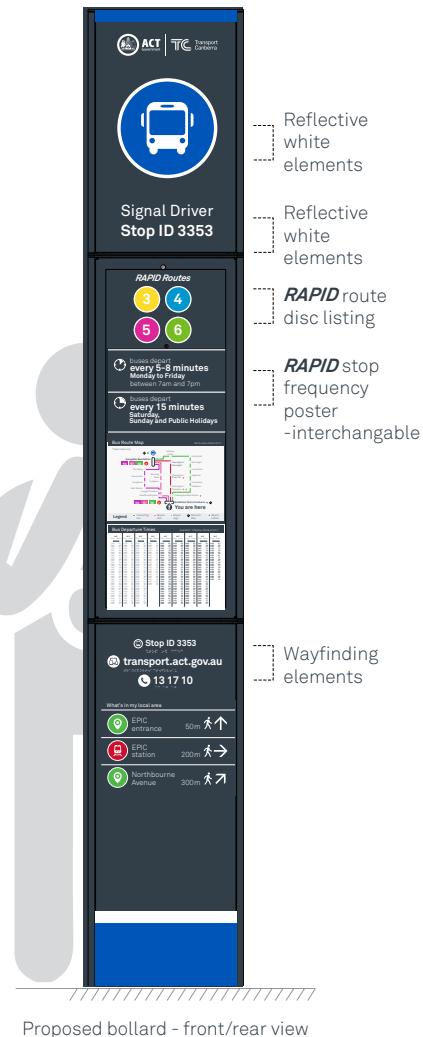
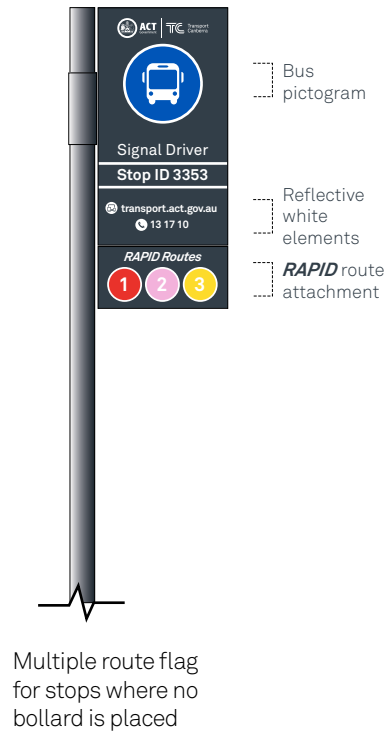
The map shown here is the future **RAPID** bus network map for Canberra prepared by Transport Canberra.

It highlights the **RAPID** routes that are planned for 2018.



WAYFINDING APPLICATION

RAPID Branding Stop Examples



LIGHT RAIL



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LIGHT RAIL

OVERVIEW

The following pages detail the wayfinding and branding applications for all light rail infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to light rail signage will ensure that regular and non-regular users will be able to navigate our light rail network easily and form part of an integrated transport network for our city.

This section gives a general overview of light rail requirements. For more detailed and complete guidelines, please refer to the separate document:

*Transport Canberra & Canberra Metro
Light Rail Project, Wayfinding & Signage
Design Documentation*

This is available from Transport Canberra.

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LIGHT RAIL - TOOLS

COLOUR PALETTE

Transport Canberra's primary colour palette for light rail consists of the Pantone Colour Matching System (PMS) 186C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all light rail applications.



TC Brandmark - Light Rail



Light Rail
PMS 186 C
RGB 189, 0, 33
CMYK 12, 100, 92, 3
HEX #cf0a2c
RAL 3020 Traffic Red



Multi-Mode Grey
PMS 432 C
RGB 39, 47, 56
CMYK 78, 64, 53, 44
HEX #272f38
RAL 7012 Basalt Grey



Multi-Mode Black
PMS Black 6 C
RGB 16, 24, 32
CMYK 100, 79, 44, 93
HEX #101820
RAL 9005 Jet Black



White
PMS White
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff
RAL 9003 Signal White



Eternity Bronze
PMS 448 C
RGB 74, 65, 42
CMYK 33, 43, 80, 82
HEX #4a412a
RAL 7013 Brown Grey

Light Rail
colour palette

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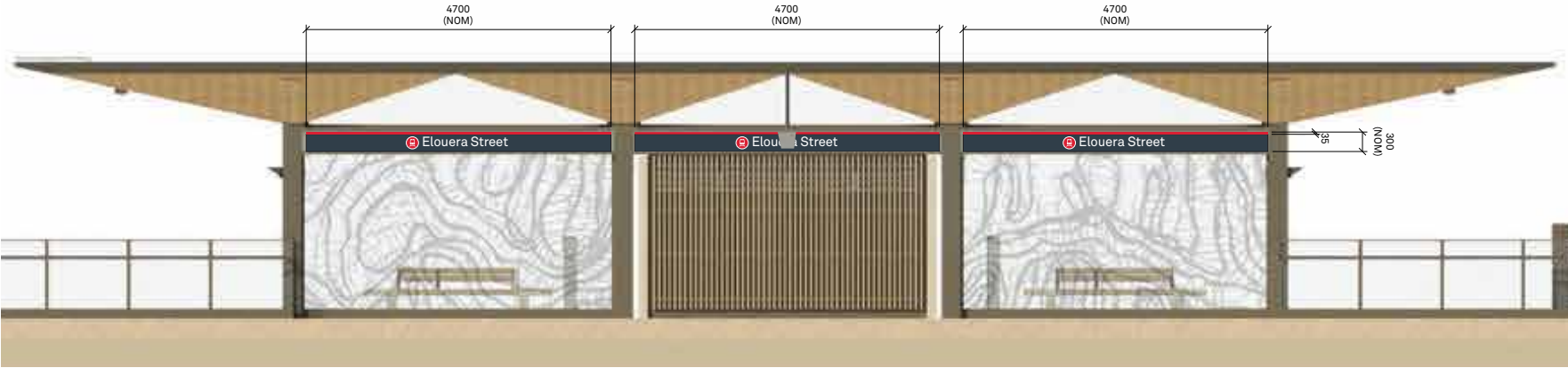
9

WAYFINDING APPLICATION

EXAMPLES - Shelter



Elevation - track facing



Elevation - road facing

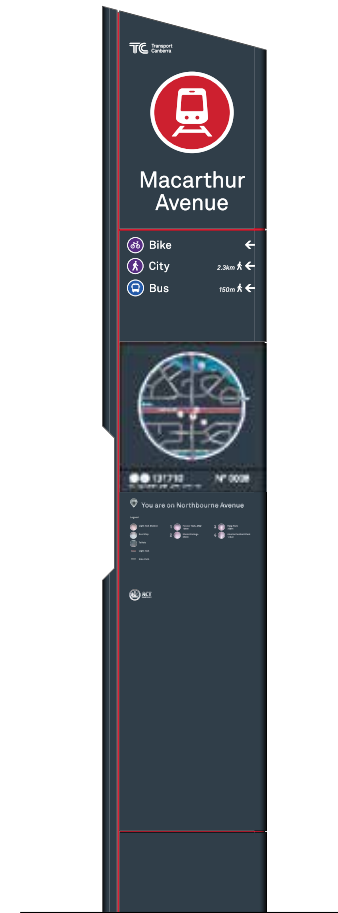
WAYFINDING APPLICATION

EXAMPLES - Pylon, Totem



Pylon

Totem -
station name + direction + customer information



Enlargement (not to scale)

WAYFINDING APPLICATION

EXAMPLES - Flags



WAYFINDING APPLICATION

EXAMPLES - Integrated Cabinet, Ribbon



Integrated services cabinet light box -
customer information + map

Ribbon -
platform station name

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ACTIVE TRAVEL



ACTIVE TRAVEL

OVERVIEW

The following pages detail the wayfinding and branding applications for all active travel infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to active travel signage will ensure that regular and non-regular users will be able to navigate our active travel network easily and form part of an integrated transport network for our city.

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ACTIVE TRAVEL - TOOLS

COLOUR PALETTE

Transport Canberra's primary colour palette for active travel consists of the Pantone Colour Matching System (PMS) 268C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all active travel applications.



TC Brandmark - Active Travel



Active Travel
PMS 268 C
RGB 70, 36, 123
CMYK 80, 96, 5, 1
HEX #5a348b

Active Travel
colour palette

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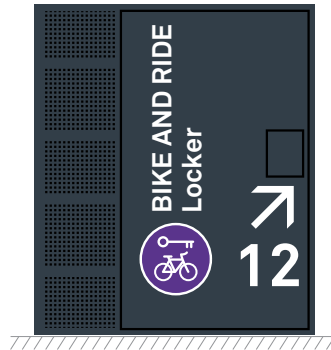
6

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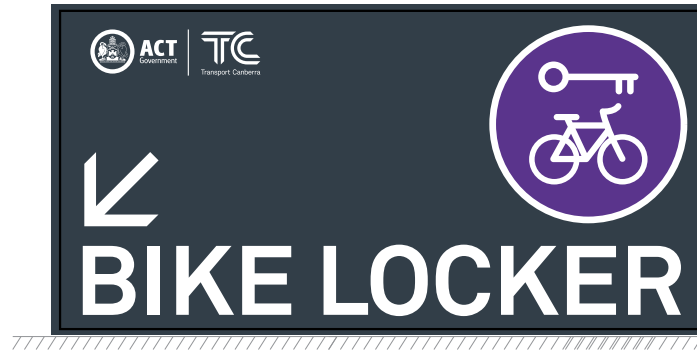
8

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ACTIVE TRAVEL APPLICATIONS



Bike locker



Bike locker icon



Example of Bike and Ride stop flag



Backlit mode icon

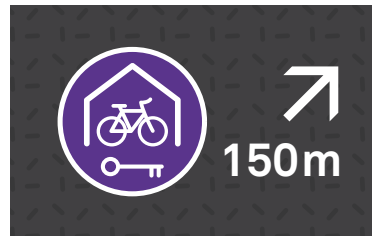
Reflective white elements

Reflective white strip

Approach sign - cycling

Wayfinding bollard - front/rear view

ACTIVE TRAVEL APPLICATIONS



Bike and Ride pavement decal



Bike and Ride cage icon

2 X A1 Display
cases mandatory
information plus
local area map

Bike and Ride cage icon

Backlit
approach
totem

Entrance pointer

Location name

Agency logos

Bike and Ride cage icon

ACTIVE TRAVEL



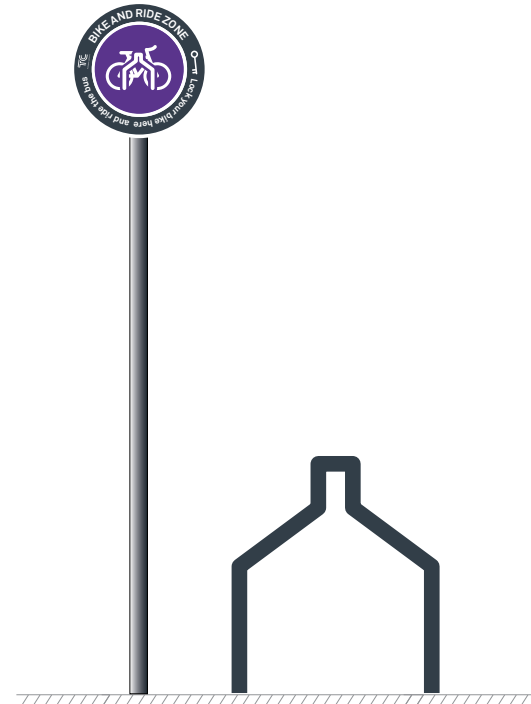
Bike and Ride rail icon
(in disc)



Bike and Ride rail icon
(white background)



Bike and Ride rail icon
(stand alone bike symbol)



TAXI



TAXI

OVERVIEW

The following pages detail the wayfinding and branding applications for all taxi infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to taxi signage will ensure that regular and non-regular users will be able to navigate our taxi network easily and form part of an integrated transport network for our city.

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TAXI - TOOLS

COLOUR PALETTE

Transport Canberra's secondary colour palette for Taxi consists of the Pantone Colour Matching System (PMS) 123C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all taxi applications.



TC Brandmark - Taxi



Taxi
PMS 116 C
RGB 255, 205, 0
CMYK 0, 18, 100, 0
HEX #ffc000



Taxi
PMS 432 C
RGB 39, 47, 56
CMYK 78, 64, 53, 44
HEX #333d47

Taxi
colour palette



Reflective
white
elements

Reflective
white
elements

Wayfinding bollard - front/rear view

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DISRUPTIONS



DISRUPTIONS - TOOLS

OVERVIEW

The following pages detail the wayfinding and branding applications for all disruptions infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to disruptions signage will ensure that regular and non-regular users will be able to navigate our disruptions network easily and form part of an integrated transport network for our city.

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DISRUPTIONS - TOOLS

COLOUR PALETTE

Transport Canberra's secondary colour palette for disruptions consists of the Pantone Colour Matching System (PMS) 021C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all disruption applications.



TC Brandmark - Disruptions



Disruptions
PMS 021 C
RGB 230, 70, 29
CMYK 0, 78, 94, 0
HEX #e6461d

Disruptions
colour palette

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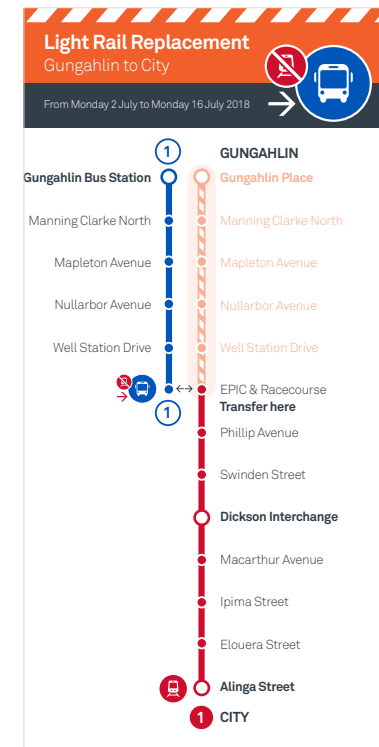
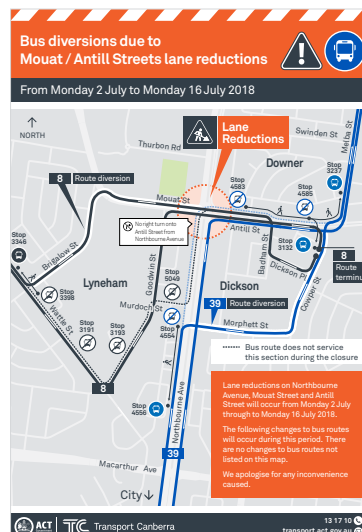
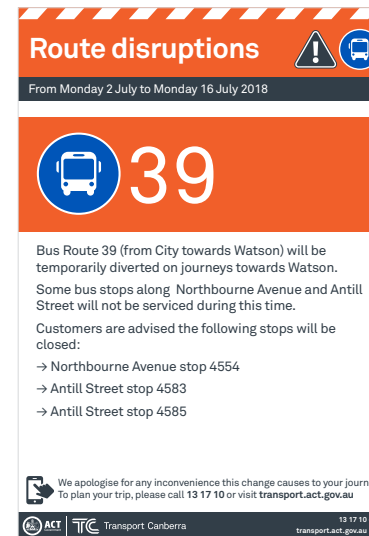
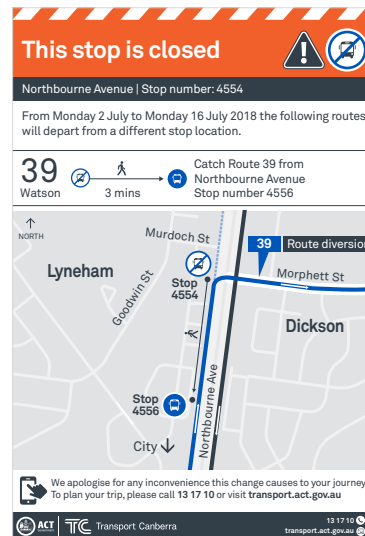
DISRUPTIONS - TOOLS

POSTERS

Different templates for different messages are shown in the following disruptions examples.

Please note:

- The logo must always be positioned in the bottom left corner.
- The disruptions icon must always be positioned in the top right corner next to the associated icon.
- Posters that include service change and updated information do not always require an image.
- The most important message is the information that a traveller can read quickly and easily. Keep all information clear and simple.



DISRUPTIONS - TOOLS

TEMPORARY STOP SIGNAGE

The following example shows what the customer will see and experience at a temporary stop sign. The signs adhere to Wayfinding strategy information principles.

Disruptions signage information content must be kept to a minimum and be based on the disruptions correct font, formatting and colours to communicate effectively.

FLAG COVER

Displays level 1 information principles.

BOLLARD COVER

Displays level 1 and level 2 information principles.



CONSTRUCTION



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CONSTRUCTION - TOOLS

OVERVIEW

The following pages detail the wayfinding and branding applications for all construction infrastructure. Signage should be consistent at all times and use the correct font, formatting and colours as detailed in this section. Fonts are not to be substituted by signage or graphic agencies other than those stipulated in these guidelines.

A uniform approach to construction signage will ensure that regular and non-regular users will be able to navigate our construction network easily and form part of an integrated transport network for our city.

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CONSTRUCTION - TOOLS

COLOUR PALETTE

Transport Canberra's secondary colour palette for construction consists of the Pantone Colour Matching System (PMS) Yellow C.

This colour choice is strong, vibrant and easy to recognise, thus creating a memorable brand for the Transport Canberra audience.

Using the correct colour will ensure consistency across all construction applications.



TC Brandmark - Construction



Construction
PMS Yellow C
RGB 251, 212, 4
CMYK 2, 10, 92, 0
HEX #fcd22a

Construction
colour palette

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CONSTRUCTION - TOOLS

POSTERS

Different templates for different messages are shown in the following construction examples.

Please note:

- The logo must always be positioned in the bottom left corner.
- The construction icon must always be positioned in the top right corner next to the associated icon.
- Posters that include service change and updated information do not always require an image.
- The most important message is the information that a traveller can read quickly and easily. Keep all information clear and simple.

**Bus diversions due to
Mouat / Antill Streets lane reductions**

From Monday 2 July to Monday 16 July 2018

Lane Reductions

8 Route diversion

39 Route diversion

8 Route terminus

..... Bus route does not service this section during the closure

Lane reductions on Northbourne Avenue, Mouat Street and Antill Street will occur from Monday 2 July through to Monday 16 July 2018.

The following changes to bus routes will occur during this period. There are no changes to bus routes not listed on this map.

We apologise for any inconvenience caused.

ACT Transport Canberra 13 17 10 transport.act.gov.au

This stop is closed

Northbourne Avenue | Stop number: 4554

From Monday 2 July to Monday 16 July 2018 the following routes will depart from a different stop location.

39 Watson 3 mins Catch Route 39 from Northbourne Avenue Stop number 4556

We apologise for any inconvenience this change causes to your journey. To plan your trip, please call 13 17 10 or visit transport.act.gov.au

ACT Transport Canberra 13 17 10 transport.act.gov.au

Route disruptions

From Monday 2 July to Monday 16 July 2018

39

Bus Route 39 (from City towards Watson) will be temporarily diverted on journeys towards Watson. Some bus stops along Northbourne Avenue and Antill Street will not be serviced during this time. Customers are advised the following stops will be closed:

- Northbourne Avenue stop 4554
- Antill Street stop 4583
- Antill Street stop 4585

We apologise for any inconvenience this change causes to your journey. To plan your trip, please call 13 17 10 or visit transport.act.gov.au

ACT Transport Canberra 13 17 10 transport.act.gov.au

CONSTRUCTION - TOOLS

TEMPORARY STOP SIGNAGE

The following example shows what the customer will see and experience at a temporary stop sign for construction. The signs adhere to Wayfinding strategy information principles.

Construction signage information content must be kept to a minimum and be based on the construction correct font, formatting and colours to communicate effectively.

FLAG COVER

Displays level 1 information principles.

BOLLARD COVER

Displays level 1 and level 2 information principles.



SIGN OFF PROCESS

FOR TRANSPORT CANBERRA STYLE GUIDE

STEP 1

All changes are pushed to the communications team of Transport Canberra to make an assessment. Changes will be designed and specified according to the overarching goals of the brand guide.

STEP 2

Assessment - Where does it need to go?

Who will be effected by the update	What division is responsible	Who is currently acting in that role	Sign off required
Infrastructure	Systems Project Manager and Urban Designers	Paul Skidmore, Fiona Smith Du Toit	
Operations of the network and ticketing	TC Operations and Communication, and Light Rail	Ian McGlinn, Meghan Oldfield	
Wayfinding and Bus Network	Public Transport	Peter Steele	
Customer Comms	Communications	Dijanna Ratajkoski, Monique Earsman, Erin Slinger	
Active Travel	Transport Planning and Active Travel	Brendan McAvoy	
Final sign off	Transport Canberra	Duncan Edghill	



Transport Canberra
Style Guide 2018

TG 17415