



# Swindon Travel Choices

Identity Guidelines FEBRUARY 2012

## Contents

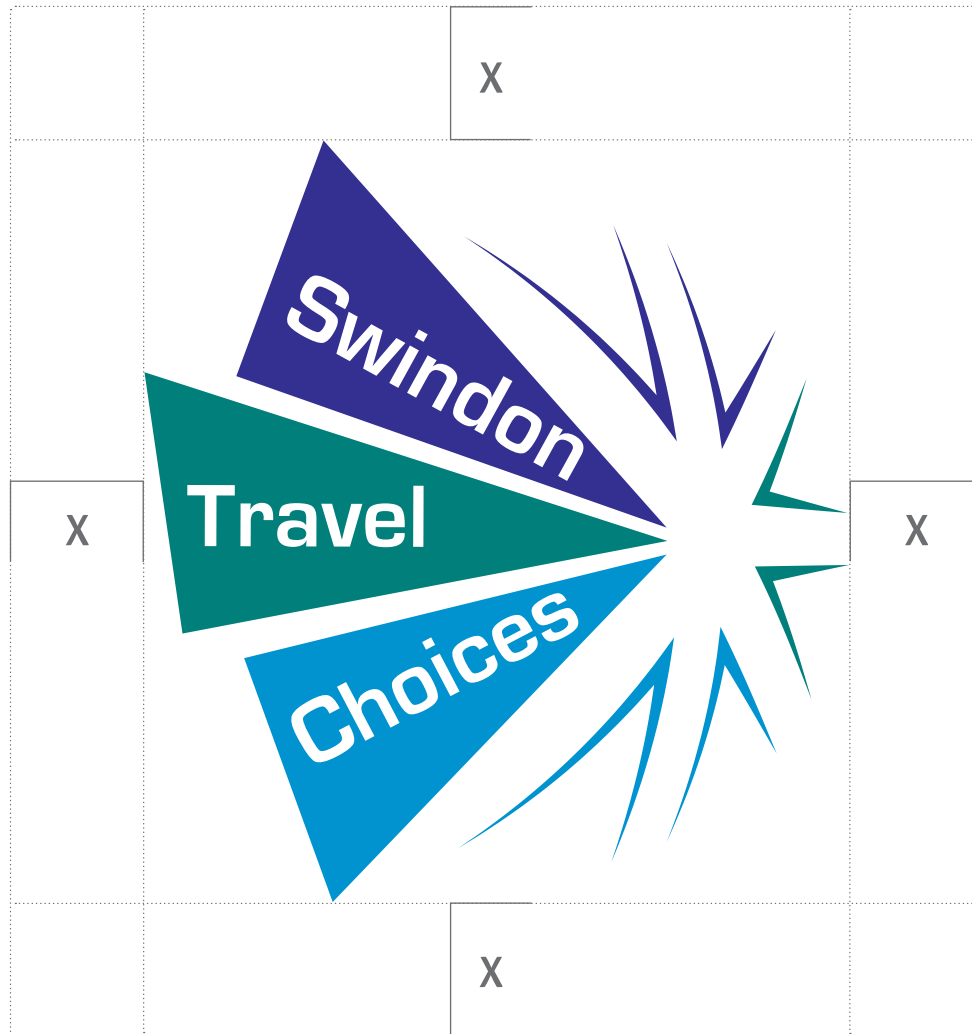
|                              |       |
|------------------------------|-------|
| Introduction                 | 3     |
| Clearspace                   | 4     |
| Recommended sizing           | 5     |
| Positioning - top right      | 6     |
| Positioning - bottom right   | 7     |
| Partnership/additional logos | 8     |
| Applications                 | 9     |
| Typography                   | 10    |
| Colours                      | 11    |
| 'A' size design grid         | 12-13 |
| Sample layouts               | 14    |
| Sample posters               | 15    |
| Sample certificates          | 16    |
| Powerpoint                   | 17    |
| Stationery                   | 18    |
| Website                      | 19    |
| Graphic icons                | 20-21 |
| Banner samples               | 22    |
| Signage                      | 23    |
| Livery                       | 24    |
| Best practice                | 25    |
| Useful information           | 26    |

## Introduction

The Swindon Travel Choices logo is an important asset that helps create a strong brand. It is important that there is recognition when the logo is seen.

These guidelines are designed to help us present our logo and our image in a consistent way across all communication materials.

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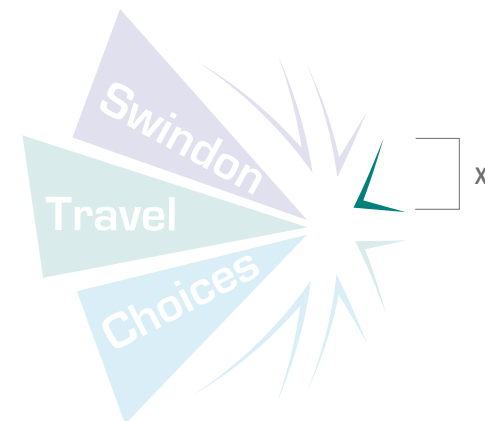


## Clearspace

To ensure its integrity and visibility, the Swindon Travel Choices logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace - a space equal in size to the height of the area 'x' as shown below.

This space will protect the logo and when it is used on a variety of applications, it will give clarity and presence.

This is not a placement guide, but it is the main factor to consider when placing the logo.





A7 &amp; A6 size



DL, A5 &amp; A4 size



A3 size

## Recommended sizing

The dimensions shown here are recommended sizes for a various A size publications.

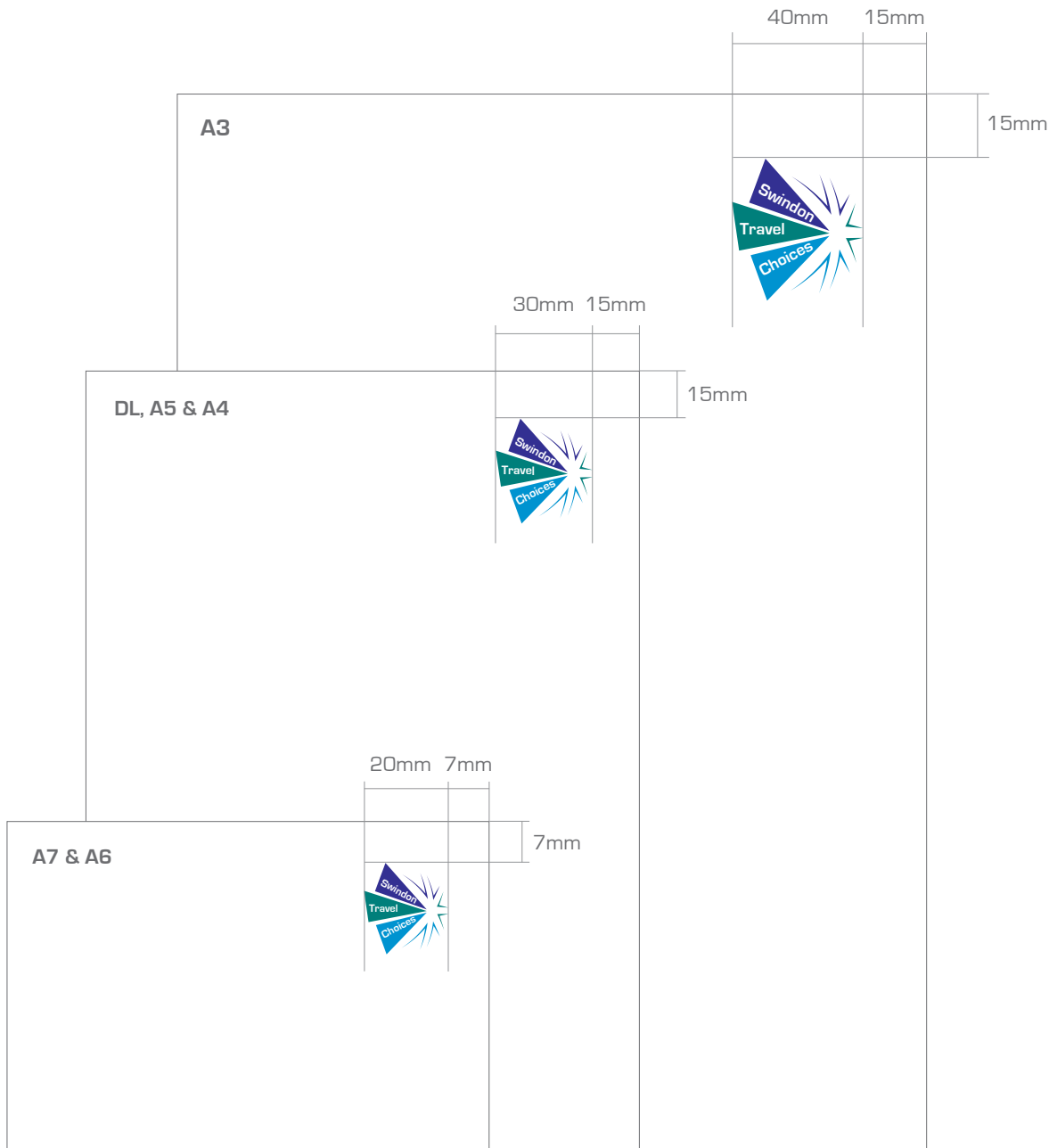
The logo should always appear in a set size and position (see Positioning) on all publications.

### Minimum size

The logo can be reproduced to a minimum size of 20mm in width. The logo must always be reduced proportionately and must never be compressed or expanded. The clearspace must be maintained.

### Maximum size

There is no current maximum size that the logo can be reproduced. The logo must always be enlarged proportionately and must never be compressed or expanded. The clearspace must be maintained.



## Positioning - top right

The positioning of the logo is critical in maintaining a consistent look across printed materials.

The Swindon Travel Choices logo can appear in two set positions. Either at the top or at the bottom, but it must always be range right.

### Top right

#### A7 & A6

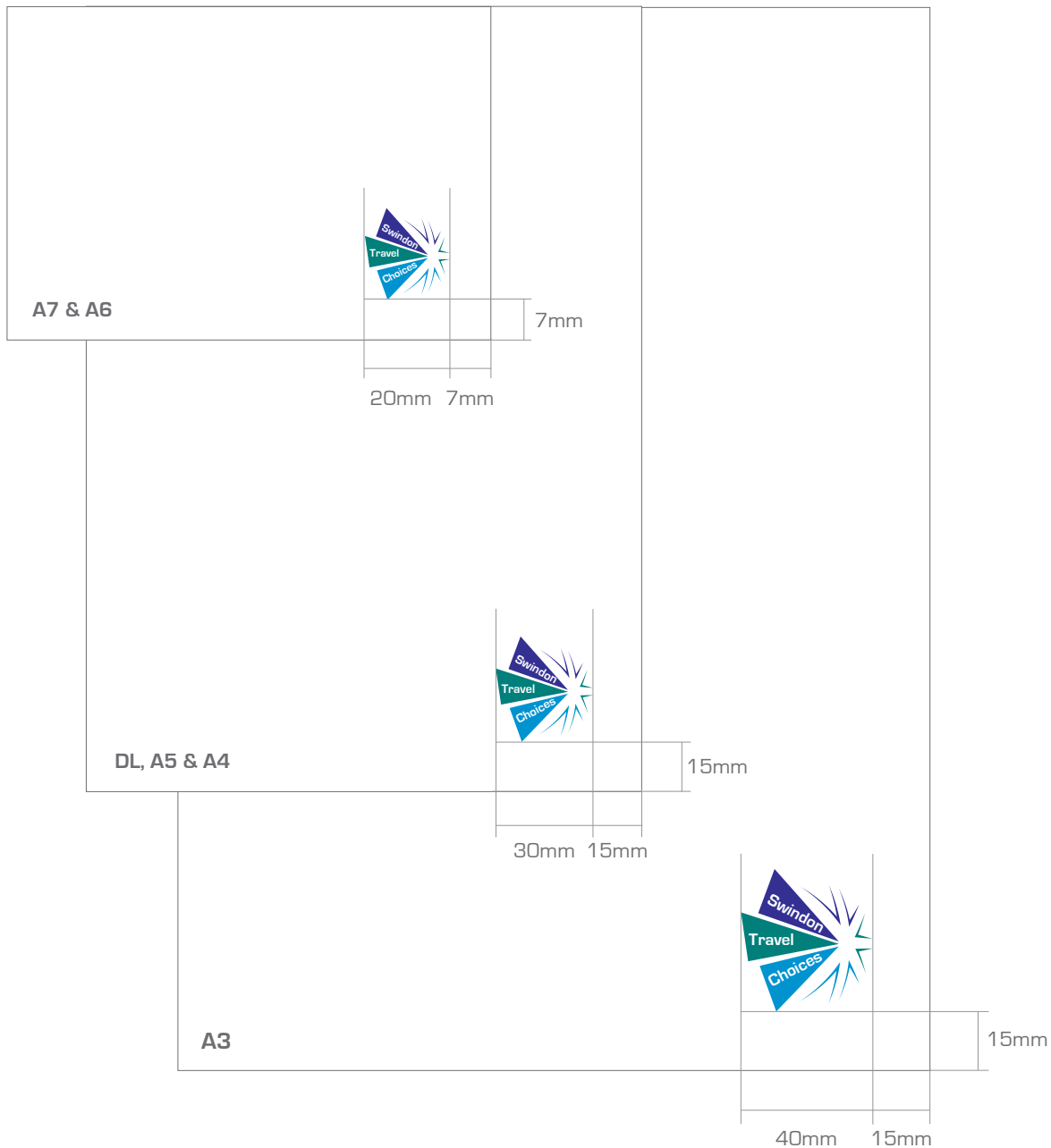
Logo 20mm  
Right margin 7mm  
Top margin 7mm

#### DL, A5 & A4

Logo 30mm  
Right margin 15mm  
Top margin 15mm

#### A3

Logo 40mm  
Right margin 15mm  
Top margin 15mm



## Positioning - bottom right

The positioning of the logo is critical in maintaining a consistent look across printed materials.

The Swindon Travel Choices logo can appear in two set positions. Either at the top or at the bottom, but it must always be range right.

### Bottom right

#### A7 & A6

Logo 20mm  
Right margin 7mm  
Bottom margin 7mm

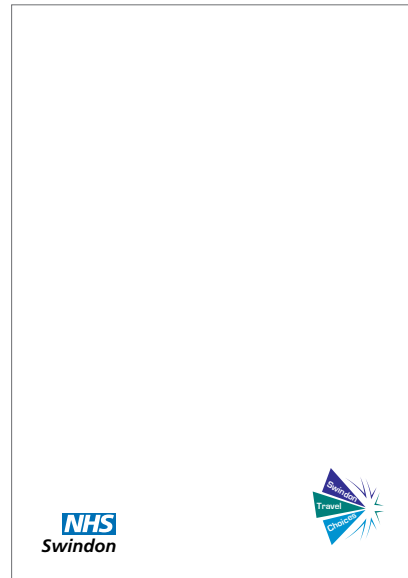
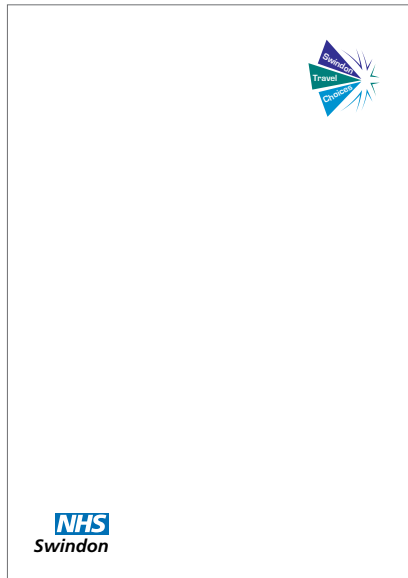
#### DL, A5 & A4

Logo 30mm  
Right margin 15mm  
Bottom margin 15mm

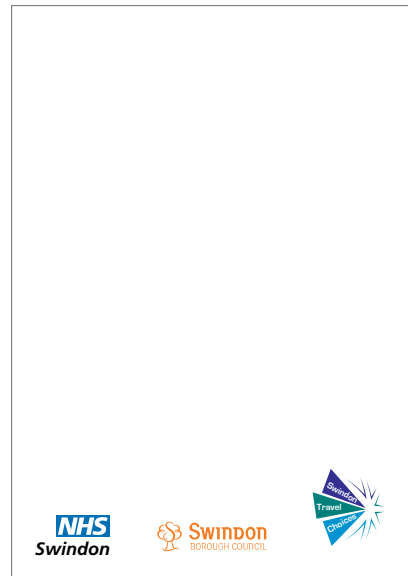
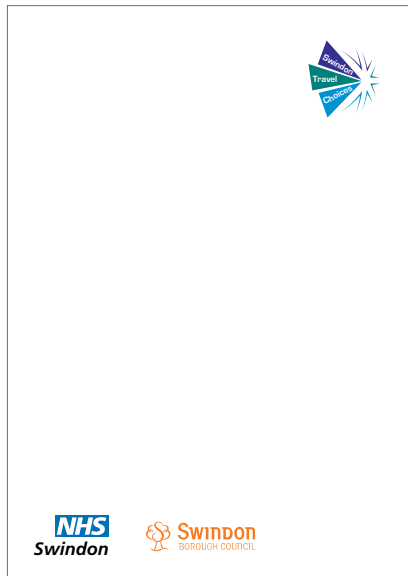
#### A3

Logo 40mm  
Right margin 15mm  
Bottom margin 15mm

### Single logo



### Multiple logos

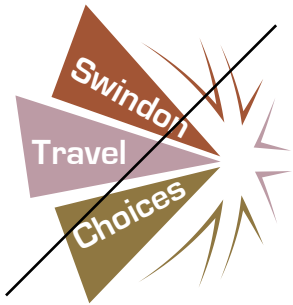


## Partnership/additional logos

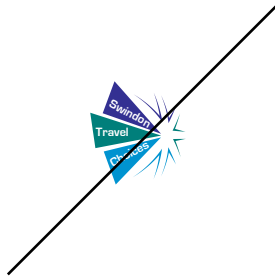
The recommended positioning for partner logos or additional logos is in the bottom left of the page. This is to ensure that the Swindon Travel Choices logo remains the prominent logo

If there are to be multiple logos used, they should start from left to right and be placed next to each other allowing equal space between them.

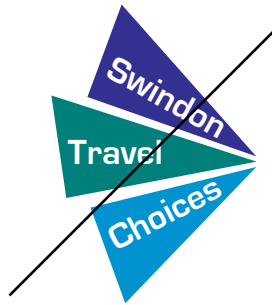
## Do's and Don'ts



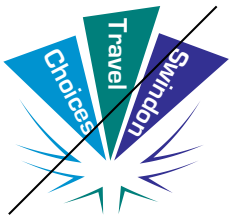
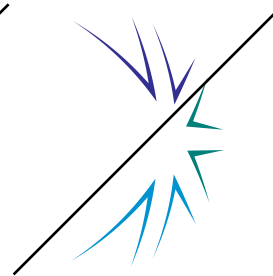
**A.** Don't use any other colours than those specified.



**B.** Don't use smaller than 20mm in width.



**C.** Don't separate any part of the logo from itself.



**D.** Don't rotate, distort or apply any digital filters to the logo.



## Applications

The Swindon Travel Choices logo will come to life on the materials we use to communicate. These include stationery, signage, marketing materials and other media. Correct and consistent use of the visual system will be the determining factor for a successful identity.

### Do's

Do use only the correct files issued to you.

### Don'ts

**A.** Don't use the Swindon Travel Choices in any other colours than originally specified.

**B.** Don't use the Swindon Travel Choices smaller than 20mm in width.

**C.** Don't separate any part of the Swindon Travel Choices logo from itself.

**D.** Don't distort the Swindon Travel Choices logo in any way i.e. rotate, stretch, squash, twist, shear or apply any digital filters to it.

## Preferred Typeface

### Eurostile Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Eurostile Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

---

### Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Arial Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

## Typography

The Swindon Travel Choices consists of one typeface: Eurostile. However Arial can be used as a secondary typeface for internal communications or where a licence does not exist.

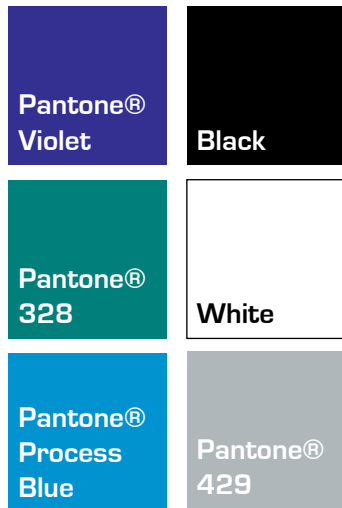
Commitment to this typeface will create a consistent and strong identity through print.

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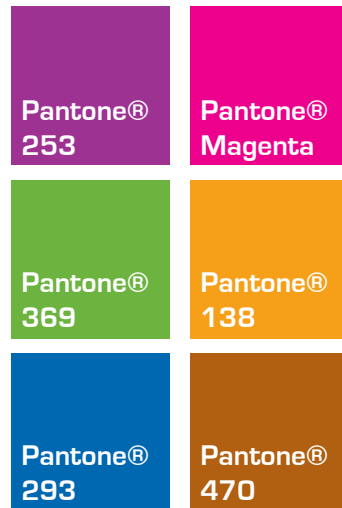
This is the preferred typeface and should be used at all times on printed material.

However where a licence does not exist, please use the secondary typeface Arial for internal communications.

## Primary Colours



## Secondary Colours



### Colour Identification

**Pantone® Violet**  
 CMYK 98/100/0/0  
 RGB 51/48/146  
 #330099

**Pantone® 328**  
 CMYK 100/0/45/32  
 RGB 0/127/123  
 #006666

**Pantone® Process Blue**  
 CMYK 100/10/0/10  
 RGB 0/147/208  
 #0099cc

**Black**  
 CMYK 75/68/67/90  
 RGB 0/0/0  
 #000000

**White**  
 CMYK 0/0/0/0  
 RGB 255/255/255  
 #999999

**Pantone® 429**  
 CMYK 43/35/35/1  
 RGB 255/255/255  
 #ffffff

**Pantone® 253**  
 CMYK 43/95/0/0  
 RGB 157/51/147  
 #993399

**Pantone® 369**  
 CMYK 66/20/100/4  
 RGB 102/153/51  
 #669933

**Pantone® 293**  
 CMYK 100/91/6/1  
 RGB 0/51/153  
 #003399

**Pantone® Magenta**  
 CMYK 0/100/0/0  
 RGB 216/0/115  
 #cc0066

**Pantone® 138**  
 CMYK 0/42/100/1  
 RGB 204/102/0  
 #cc6600

**Pantone® 470**  
 CMYK 0/58/100/33  
 RGB 153/102/51  
 #996633

## Colours

The colour of the Swindon Travel Choices logo is an essential element in setting a recognisable tone and look for the identity. The primary colours should be used in the order as seen on the left.

### Primary Colours

The primary colourisation of Swindon Travel Choices is the three colours on a white background. The text within the logo is to be reversed to white.

### Black & White

Where a printing process limits the colours used, please use the darker of the colours for the logo. When none of the primary colours can be used, the Swindon Travel Choices logo can appear in black or reversed white out of black.

### Secondary colours

The secondary colours are to be used in conjunction with the primary colours to add depth and variety in communications. Minimal colour usage is often the most effective. See sample pages.

### Note

Any of the colours may be used as tints but it is important to remember that when choosing colours there must always a good degree of contrast between them and any text that is used. For example dark colours on a white or very pale background are the most legible and similarly, white type should only be used on dark background.

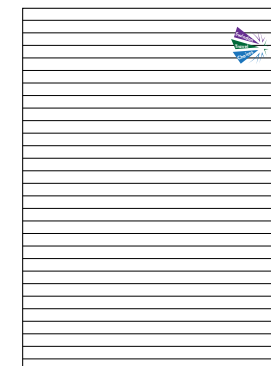


## ‘A’ size design grid

The design grid forms the basic structure for all Swindon Travel Choices printed materials. By using it, you will be maintaining a consistent look and feel for Swindon Travel Choices.

This grid is aimed at designers who regularly use ‘A’ size formats, but can also be applied by those wanting to create a message through design. It will allow you to customise your message whilst adopting a certain style.

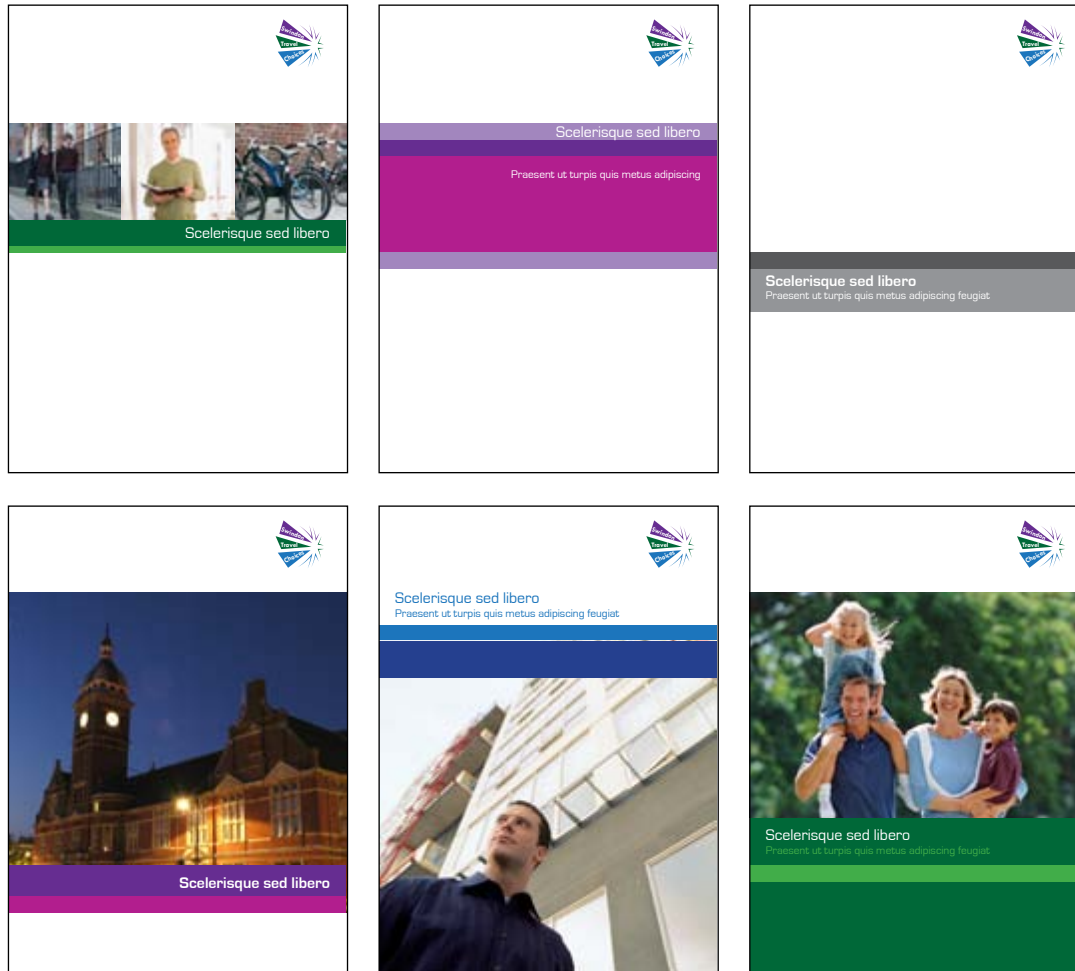
The horizontal grid is a flexible device that will help you to add structure to your layout of text, images and other graphic elements. It will provide a guide for the placement of such items. Refer to the next few pages for example layouts.



### The grid

The grids are created by dividing the ‘A’ size page into 30 horizontal panels. In this case [the A4 size design grid] each panel has a depth of 10mm, except the last panel which is 7mm.

An A5 size page for example, would also have 30 horizontal panels, but in this case each panel would have a depth of 7mm.



## ‘A’ size design grid

The examples shown here illustrate how an A size template work. Here, the Swindon Travel Choices logo in the top right hand of the page has been adopted, but the same template works with the logo in the bottom right of the page.

The grid should be used as a guide for the position of text and images. By using one or more panels for either a solid colour or an image will produce creative results, but will also maintain a common look. The panels should also be used when choosing the area to place text.

### Cover pages - text

Headings should be 28pt and sub-headings should be 20pt on cover pages as a guide.

### Inside pages - text

Headings should be 18pt and sub-headings should be 13pt with all body text being 10pt as a guide. Text can be placed in 1, 2 or 3 columns.

# Sample layouts

The Swindon Travel Choices typographic style is strong, clear and simple.

The grid ensures structure but also allows versatility.

Body copy is range left and is never justified. Avoid cluttered typography. Unnecessary graphic elements that distract from the message should be avoided.

The tension and pace within a document is created through the controlled use of type size, images and colours from the palette.

Always aim to provide clear space (space on the page) which will make important text stand out.

The consistent use of the typeface and colour throughout a document will maintain a strong identity.

## Lorem ipsum dolor sit amet consectetur elit



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec placerat ornare scelerisque. Aliquam erat volutpat. Vivamus faucibus euismod metus venenatis sagittis. Suspendisse imperdiet ultricies felis, sed tincidunt ipsum facilisis nec.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec placerat ornare scelerisque. Aliquam erat volutpat. Vivamus faucibus euismod metus venenatis sagittis. Suspendisse imperdiet ultricies felis, sed tincidunt ipsum facilisis nec. Mauris ac ante ipsum, in nunc.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus dictum ornare magna vitae volutpat. Fusce leo nulla, feugiat euismod ullamcorper a, sculis eget leo. Cras aliquam commodo magna eget sculis. Nullam tempor, augue et viverra aliquet, tortor nisi consequat nunc, sit amet dignissim metus nisl eu orci. Phasellus aliquam pellentesque placerat. Maecenas non magna leo, sit amet molestie mi. Nulla facilis. Aliquam ac ligula quis nulla vulputate volutpat. Vestibulum ullamcorper eleifend blandit. Nam erat enim, vestibulum blandit mattis quis, feugiat ut erat.

**Phasellus sollicitudin**  
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44 Lorem ipsum dolor

Lorem ipsum dolor - 45

## Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec placerat ornare scelerisque. Aliquam erat volutpat. Vivamus faucibus euismod metus venenatis sagittis. Suspendisse imperdiet ultricies felis, sed tincidunt ipsum facilisis nec.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus dictum ornare magna vitae volutpat. Fusce leo nulla, feugiat euismod ullamcorper a, sculis eget leo. Cras aliquam commodo magna eget sculis. Nullam tempor, augue et viverra aliquet, tortor nisi consequat nunc, sit amet dignissim metus nisl eu orci. Phasellus aliquam pellentesque placerat. Maecenas non magna leo, sit amet molestie mi. Nulla facilis. Aliquam ac ligula quis nulla vulputate volutpat. Vestibulum ullamcorper eleifend blandit. Nam erat enim, vestibulum blandit mattis quis, feugiat ut erat.

**Fusce quis**  
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Proin diam nibh, egestas vitae placerat vitae, rhoncus in quam. Ut vehicula vehicula mi, sed tristique dui congue ac. Sed libero lacus, euismod ac porta id, nunc sit amet odio. Nunc sem odio, suscipit nec feugiat quis, fringilla id libero. Sed ut sapien metus. Duis mauris ipsum, feugiat et aliquam ac, gravida in turpis. Cras tellus nisl, varius ut cursus at, dapibus in eros. In et mi orci, non ultricies lectus.



44 Lorem ipsum dolor

Lorem ipsum dolor - 45

## Sample posters

Posters should be eye-catching, informative and easy to understand.

The examples shown here can be printed with bleed or without. When printing without bleed, you will notice a non-printed margin around the page. This is common for most digital printers.

When placing text or images close to the margins of a page remember to include the safe margin (usually 10mm will suffice).



## Sample certificates

Certificates require a subtle approach to design with the emphasis being more on the content than the style.



This Certificate confirms the attendance of

**Student name**

lacus non diam  
gravida scele risque.

Mauris vest

Mrs Joan Smith  
Director of Communications



Certifies that

**Student name**

lacus non diam gravida scele risque

**Mauris vestibulum**  
**Pretium viverra pulvinar**

Diam gravida scele

Mrs Joan Smith  
Director of Communications



## Title slide heading here

Secondary level information  
Secondary level information

Other level information

## PowerPoint

To ensure visual consistency you should use the design grid template as an example of how to construct a PowerPoint template. Although the format of a PowerPoint page is landscape, the principles of dividing the page into 30 equal panels is the same.

Some examples of what might be achieved are shown here.

## Title slide heading here



Phasellus sollicitudin vulputate turpis nec ullamcorper. Nullam nec lorem at eros ultricies hendrerit at sed odio. Maecenas a libero in leo dignissim accumsan.

In euismod, lacus in scelerisque venenatis, lectus ipsum condimentum ipsum, ac volutpat erat lectus vel sem. Morbi mi risus, volutpat a tristique eu, tincidunt a nisl. Aenean hendrerit nibh et tellus convallis nec rutrum nulla suscipit.

Morbi mi risus, volutpat a tristique eu, tincidunt a nisl. Aenean hendrerit nibh et tellus convallis nec rutrum nulla suscipit.



## Title slide heading here

Phasellus sollicitudin vulputate turpis nec ullamcorper. Nullam nec lorem at eros ultricies hendrerit at sed odio. Maecenas a libero in leo dignissim accumsan.

In euismod, lacus in scelerisque venenatis, lectus ipsum condimentum ipsum, ac volutpat erat lectus vel sem. Morbi mi risus, volutpat a tristique eu, tincidunt a nisl. Aenean hendrerit nibh et tellus convallis nec rutrum nulla suscipit.

Phasellus sollicitudin vulputate turpis nec ullamcorper. Nullam nec lorem at eros ultricies hendrerit at sed odio. Maecenas a libero in leo dignissim accumsan.

In euismod, lacus in scelerisque venenatis, lectus ipsum condimentum ipsum, ac volutpat erat lectus vel sem. Morbi mi risus, volutpat a tristique eu, tincidunt a nisl. Aenean hendrerit nibh et tellus convallis nec rutrum nulla suscipit.



**John Smith**  
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SN1 2JG

Telephone: 01793 111111  
Web: www.swindontravelchoices.co.uk

Eque sem  
Ultrices ante  
Curebitur nisi  
Tellus  
Vel auct  
Ultrices ant

Lorem Ipsum

Pellentesque nunc mauris, fringilla a varius eu, scelerisque  
sed libero. Cras ut lacus non diam gravida scelerisque. Mauris  
vestibulum, neque pretium viverra pulvinar, metus nisi consequat  
lectus, a condimentum dolor risus eget mi. Suspendisse in dolor  
turpis.

Præsent ut turpis quis metus adipiscing feugiat. Integer vel mi  
orci. Fusce auctor ullamcorper nulla non tristique. Proin tempor  
hendrerit enim at bibendum. Nullam sagittis quam nec odio facilisis  
eget iaculis ligula vulputate. Morbi ut magna metus.

Integer id felis velit. Vivamus vitae dolor ac metus varius facilisis  
quis id sapien. Quisque mollis, sapien a vehicula pharetra, velit justo  
vulputate felis, quis posuere nulla velit nec mauris.

diam gravida



veslum  
m  
leo  
a  
s  
n lacu

## With Compliments

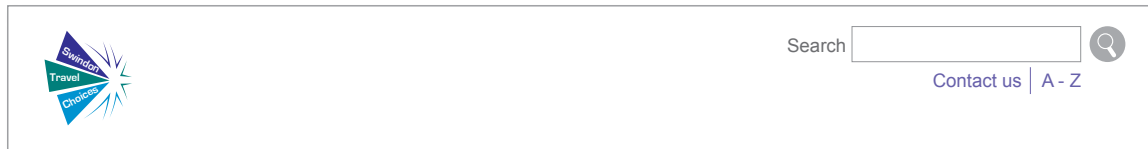
**Swindon Travel Choices**  
Wat Tyler House  
Beckhampton Street  
Swindon  
SN1 2JG

Telephone: 01793 111111  
Web: www.swindontravelchoices.co.uk

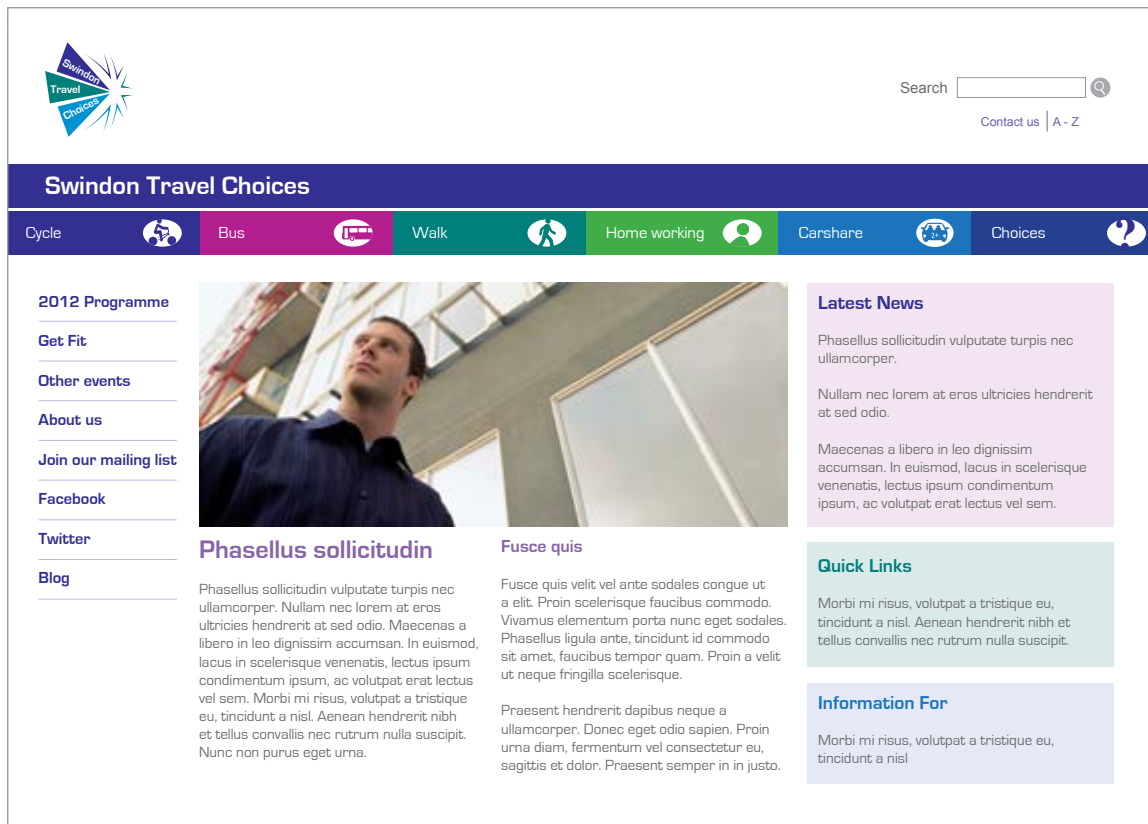
## Stationery

The Letterhead, Business Card and Compliment Slip are the main stationery templates. The Swindon Travel Choices logo must be printed in full colour on all stationery to maintain the visual identity.

The typeface used is Eurostile in 11 pt.  
The colour of the text is 70% Black.



The Swindon Travel Choices logo should appear on the top left of web pages where it is used. This is the only exception to positioning of the logo.



## Website

Basic design guidelines for Swindon Travel Choices website.

The website should reflect the style of design which is created by using the grid template for print wherever possible.

When creating web pages always be mindful of the use of colours, fonts and images and the positioning of elements within the page, so that the Swindon Travel Choices style is maintained as much as possible.

### Colour

Please use the websafe colour values on page 11. Tints of these colours can be used, but make sure that:

- text that sits on top of a colour is of sufficient contrast to be legible
- the tints that are used are also websafe

### Font

Please use the following font-family in your css: Eurostile and Arial. If other fonts are to be used, please ensure that they closely match the above.

### Icons

The use of relevant icons within the pages will be essential for easy navigation. Please refer to pages 20-21.

Both primary and secondary colours may be used throughout a website as this will help to create pages that are visually appealing by adding depth to the layout.

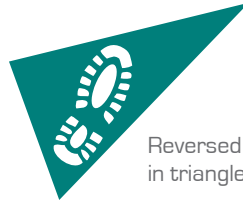
## 1. Walk



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

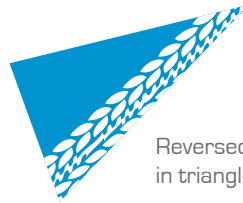
## 2. Bike



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

## 3. In the Car



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

## Graphic Icons

In addition to the Swindon Travel Choices logo, there are six streams which each have a 2 unique graphic icons and colour assigned to them. The icons may only be used in relation to that stream. The icons can be used as a positive image or reversed out of a colour or shape. The icons can be scaled to suit the application, but never rotate or flip the icons.

Examples of these icons are shown to the left and on the following page.

The six streams are listed below with the assigned colour:

|                |                       |
|----------------|-----------------------|
| 1. Walk        | Pantone® Violet       |
| 2. Bike        | Pantone® 328          |
| 3. In the Car  | Pantone® Process Blue |
| 4. Bus         | Pantone® 253          |
| 5. Homeworking | Pantone® 369          |
| 6. Train       | Pantone® 293          |

## 4. Bus



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

## 5. Homeworking



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

## 6. Train



Positive icon and reversed in ellipse



Positive icon and reversed in ellipse

Reversed icon  
in triangleReversed icon  
in triangle

## Graphic Icons

More examples of these icons are shown to the left.

The six streams are listed below with the assigned colour:

|                |                       |
|----------------|-----------------------|
| 1. Walk        | Pantone® Violet       |
| 2. Bike        | Pantone® 328          |
| 3. In the Car  | Pantone® Process Blue |
| 4. Bus         | Pantone® 253          |
| 5. Homeworking | Pantone® 369          |
| 6. Train       | Pantone® 293          |

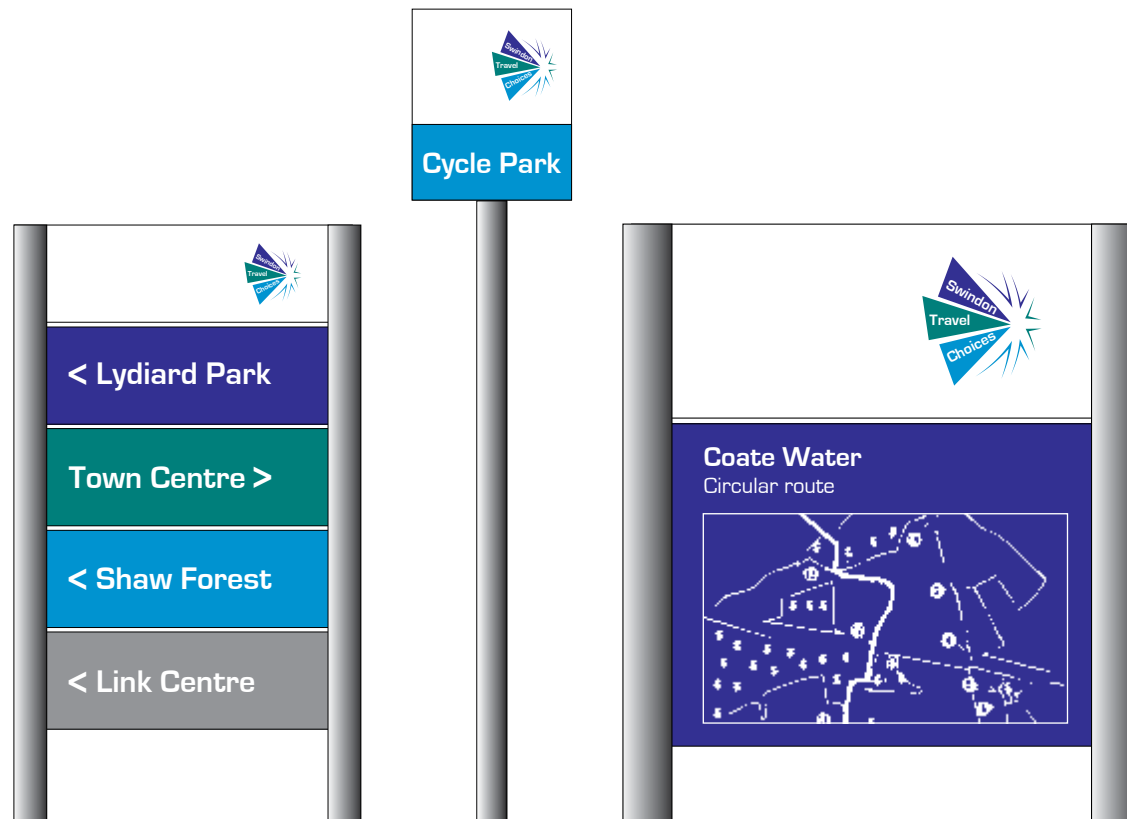
## Lamppost banners



## Banner samples

Here the examples to the left show what can be achieved by using the icons with a simple message on a lamppost banner.

## Signage examples



## Signage

All signage must include the Swindon Travel Choices logo at the top in full colour.

The 3 colours used within the logo are used as background colours on signage, text is to be in the Eurostile typeface and reversed out in white.

### Quality

Swindon Travel Choices signage requires a high standard in design, materials, components and implementation.

### Durability

The choice of material must reflect the demands of high level of use and weather conditions and ensure long term use.

### Clutter-free

Minimise the occurrence of street furniture obstruction by removing obsolete items, co-locating signs where possible and only installing new items where considered necessary. This will ensure ease of pedestrian movement.

### Consistency

All external signage design must go through the design team to ensure DDA guidelines are followed and these guidelines are used correctly.

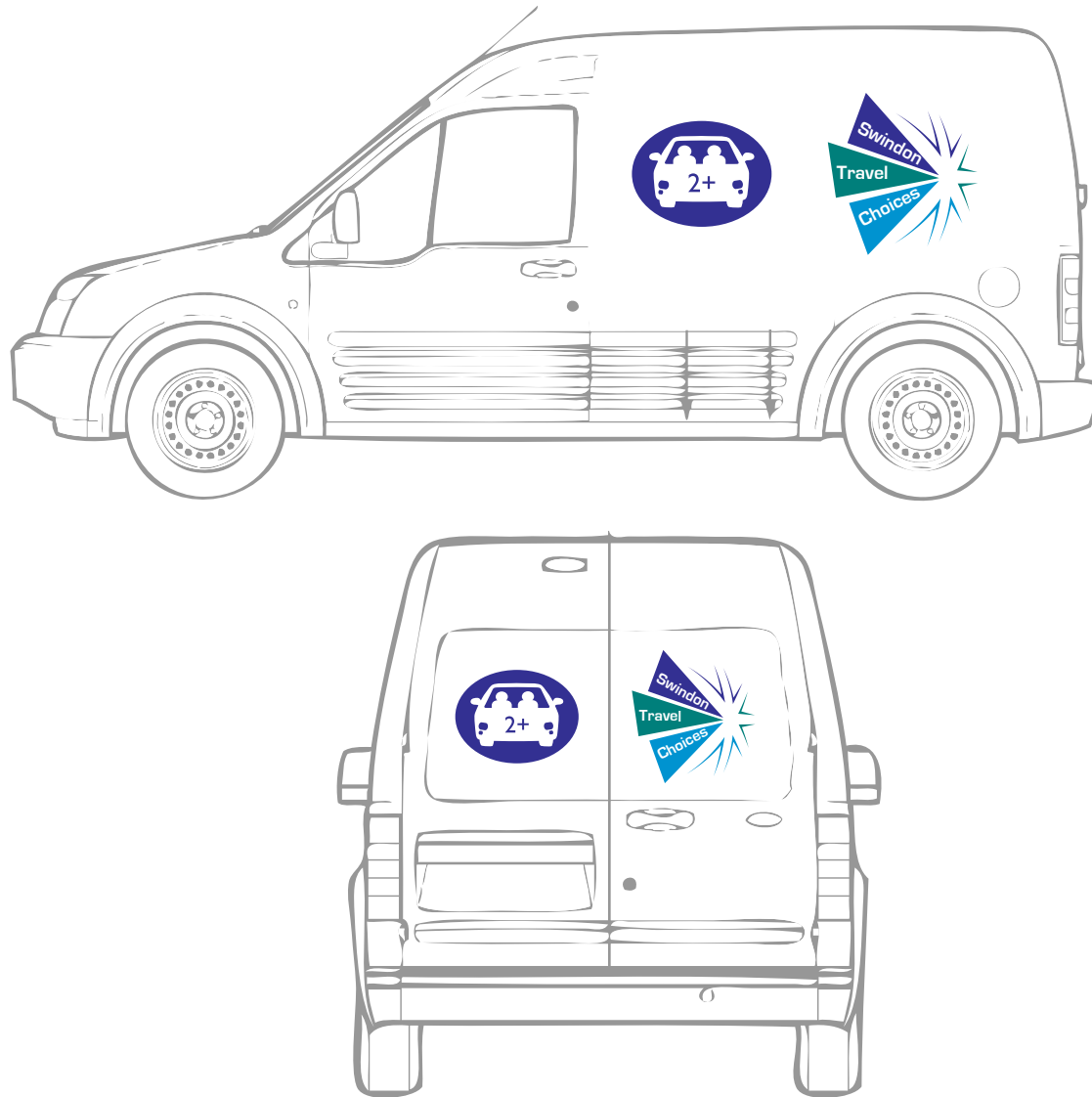
### Disability Discrimination Act (DDA)

These should be tall enough to be clearly visible to drivers and pedestrians.

There is not a set recommendation for the type size, but the final size of the sign should take the location and reading distances into consideration.

Signage should be left aligned, except where the direction is to the right.

## Vehicle livery



## Livery

The Swindon Travel Choices logo should appear on the side and on the back of vehicles.

The clear space should also be observed where possible.

## Type Size

The recommended minimum size for printed body copy is 10 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend a minimum x-height of 2mm. (The x-height is the height of the lowercase 'x' in the typeface).

Large print documents should use a minimum x-height of 2.8mm.

For further information on accessibility please visit [www.rnib.org.uk](http://www.rnib.org.uk)

## Capital letters

Setting text in large amounts of capital letters can be hard to read than lowercase letters.

## Italics

These should be treated in a similar way to capital letters, Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or strong colour to add emphasis is a good alternative.

## Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

## Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

## Reversing out copy

The background colour should be as dark as possible. White copy reversed out of a dark colour is the most legible. Attention should be paid to type size to ensure copy is always legible.

## Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched if necessary.

# Best practice

Accessible digital and print communication material needs to be both eye catching and legible for everyone including people with sight problems and learning difficulties. This does not mean that the production of these materials need to be bland or uninspiring.

Please see the guidance (left) to help create accessible communications for everyone.

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## Useful information

### **Swindon Borough Council**

#### **Communications Team**

The Communications Team can provide further information on Swindon Travel Choices.

### **The Design & Print Hub**

The Design & Print Hub can provide further information on the usage of the Swindon Travel Choices logo. They can advise on and undertake design work, provide images and print using the Swindon Travel Choices house-style.

Email: [thehub@swindon.gov.uk](mailto:thehub@swindon.gov.uk)

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