Branding Guidelines

V.1.1.
20.05.20

CYPRUS
PUBLIC
TRANSPORT

01. logo options & colour

Cyprus Public Transport

CYPRUS
PUBLIC
TRANSPORT

Cyprus Public Transport

CYPRUS
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CYPRUS
PUBLIC
TRANSPORT

Cyprus Public Transport

CYPRUS
PUBLIC
TRANSPORT

PMS 287

CMYK **100 / 60 / 0 / 40**

RGB **0 / 48 / 95**

#00305F

PMS 1585C

CMYK **0 / 65 / 100 / 0**

RGB **238 / 114 / 3**

#EE7203

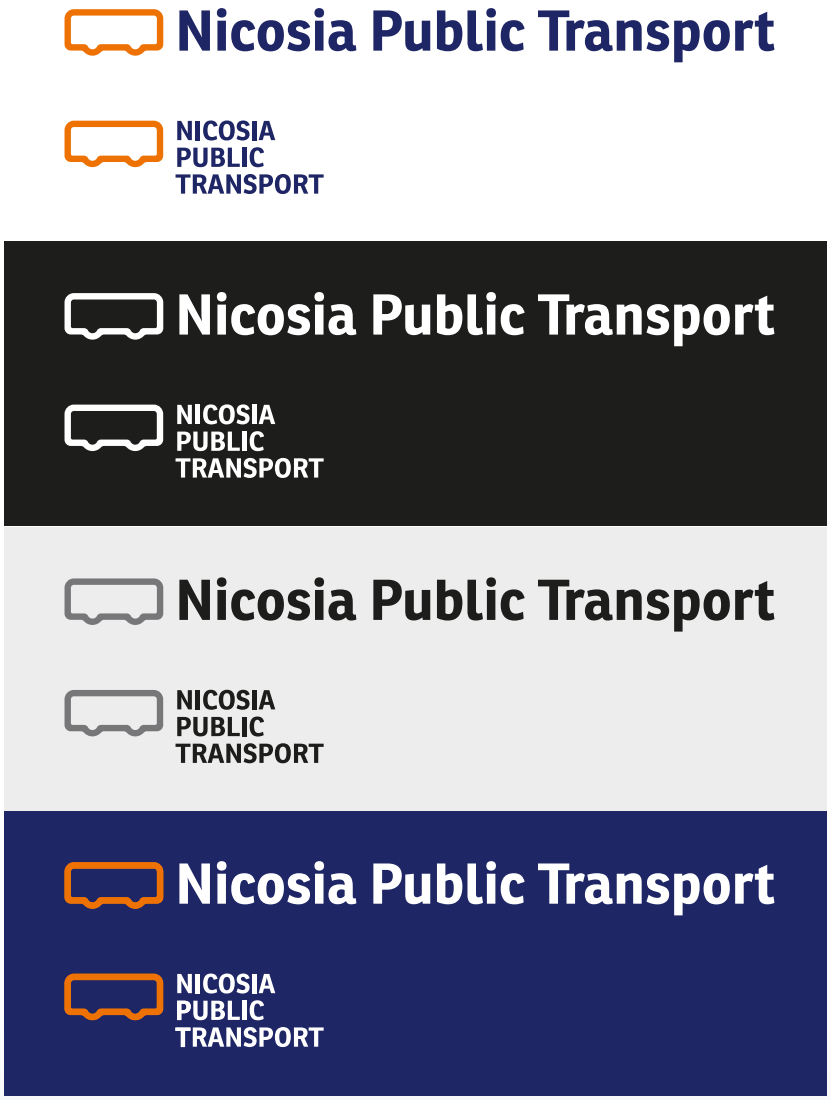
PMS COOL GREY 9C

CMYK **0 / 0 / 0 / 65**

RGB **120 / 120 / 120**

#787878

01. logo options & colour



PMS 287

CMYK **100 / 60 / 0 / 40**

RGB **0 / 48 / 95**

#002664

PMS 1585C

CMYK **0 / 65 / 100 / 0**

RGB **238 / 114 / 3**

#EE7203

PMS COOL GREY 9C

CMYK **0 / 0 / 0 / 65**

RGB **120 / 120 / 120**

#787878

01. logo options & colour

Larnaca Public Transport

LARNACA
PUBLIC
TRANSPORT

Larnaca Public Transport

LARNACA
PUBLIC
TRANSPORT

Larnaca Public Transport

LARNACA
PUBLIC
TRANSPORT

Larnaca Public Transport

LARNACA
PUBLIC
TRANSPORT

PMS 287

CMYK **100 / 60 / 0 / 40**

RGB **0 / 48 / 95**

#002664

PMS 1585C

CMYK **0 / 65 / 100 / 0**

RGB **238 / 114 / 3**

#EE7203

PMS COOL GREY 9C

CMYK **0 / 0 / 0 / 65**

RGB **120 / 120 / 120**

#787878

01. secondary colour pallete

The secondary colour pallete is used only when producing visuals and patterns

CMYK 0 / 23 / 97 / 0
RGB 255 / 197 / 23
#FFC517

CMYK 68 / 11 / 5 / 0
RGB 50 / 175/ 218
#32AFDA

CMYK 47 / 0 / 100 / 0
RGB 146 / 212 / 0
#994C83D

CMYK 4 / 73 / 59 / 0
RGB 232/ 105 / 96
#E86960

CMYK 45 / 46 / 5 / 0
RGB 147 / 137 / 185
#9489BA

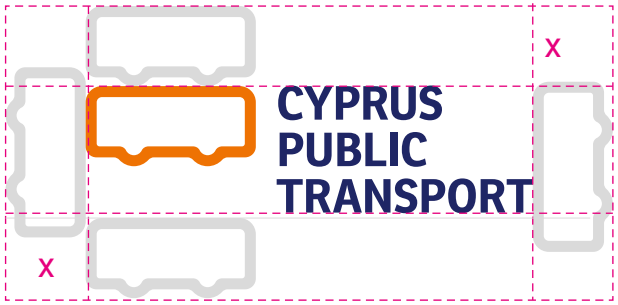
Cyprus Public Transport

02. logo/ BW / linear

02. logo / stacked

02. logo/ BW / stacked

03. logo rules and regulations / spacing



03. logo rules and regulations / placement

Logo must always be on a white background

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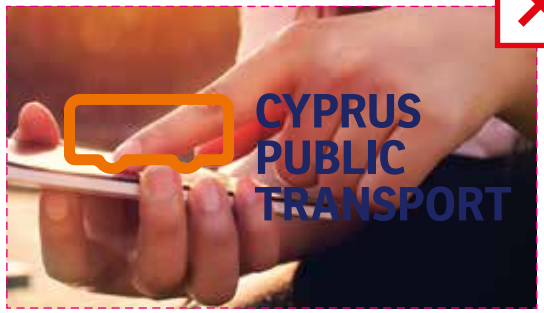
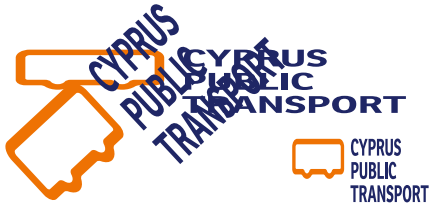
TRANSPORT

Never place logo on an image



Never distort or modify the logo.



Take the bus
to school

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CYPRUS
PUBLIC
TRANSPORT

Logo must never be on the left or center of any artwork

Take the bus
to school

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CYPRUS
PUBLIC
TRANSPORT

CYPRUS
PUBLIC
TRANSPORT

Logo must never be placed on top of an artwork

CYPRUS
PUBLIC
TRANSPORT

Take the bus
to school

LLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

04. typography

Headers/Subheaders
RonniaBold *Ronnia boldItalic*

Body Copy
RonniaRegular*RonniaRegularItalic*

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SmallPrint/7.5px
CondensedRegular

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Ronnia

Ronnia Bold
abcdefghijklmnopqrstuvwxyz1234567890

Ronnia BoldItalic
abcdefghijklmnopqrstuvwxyz1234567890

Ronnia regular
abcdefghijklmnopqrstuvwxyz1234567890

Ronnia regularItalic
abcdefghijklmnopqrstuvwxyz1234567890

CondensedRegular
abcdefghijklmnopqrstuvwxyz1234567890

1:2 Size Ratio

If the header is size 40px. then the size of thesub-header shall be of size 20px. Therefore, the size of the body copy shall be size 10px.

Headers	40px
Sub-heading	20px
body text	10px

04. typography (Greek)

Headers/Subheaders
RobotoBold *RobotoBoldItalic*

Body Copy
RobotoRegular*RobotoRegularItalic*

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SmallPrint/7.5px
CondensedRegular

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Roboto

Roboto Bold
abcdefghijklmnopqrstuvwxyz1234567890

Roboto BoldItalic
abcdefghijklmnopqrstuvwxyz1234567890

Roboto regular
abcdefghijklmnopqrstuvwxyz1234567890

Roboto regularItalic
abcdefghijklmnopqrstuvwxyz1234567890

CondensedRegular
abcdefghijklmnopqrstuvwxyz1234567890

1:2 Size Ratio

If the header is size 40px. then the size of thesub-header shall be of size 20px. Therefore, the size of the body copy shall be size 10px.

Headers	40px
Sub-heading	20px
body text	10px

05. General advert layout

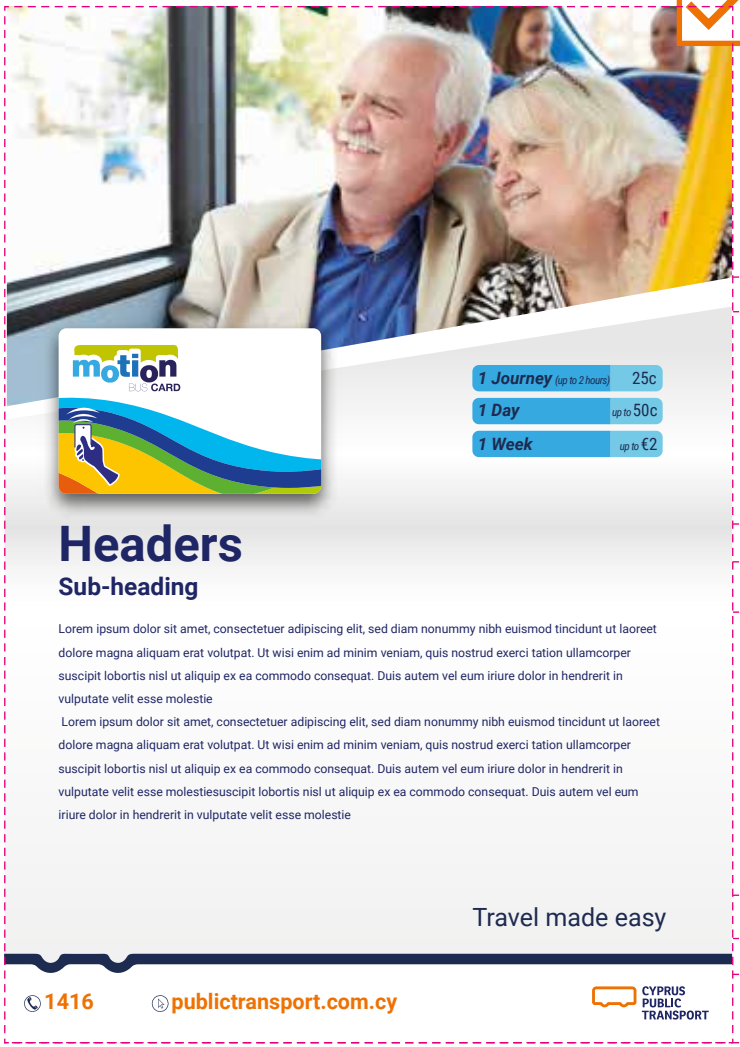


Image 01

Image & Body separator 02

Header 03

Sub-Head 04

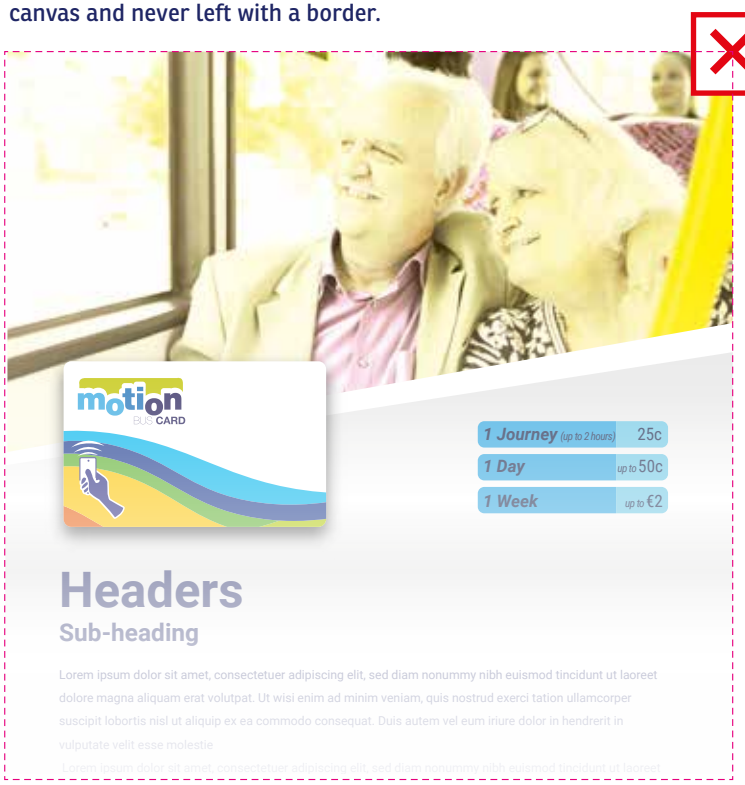
Body copy 05

Slogan 06

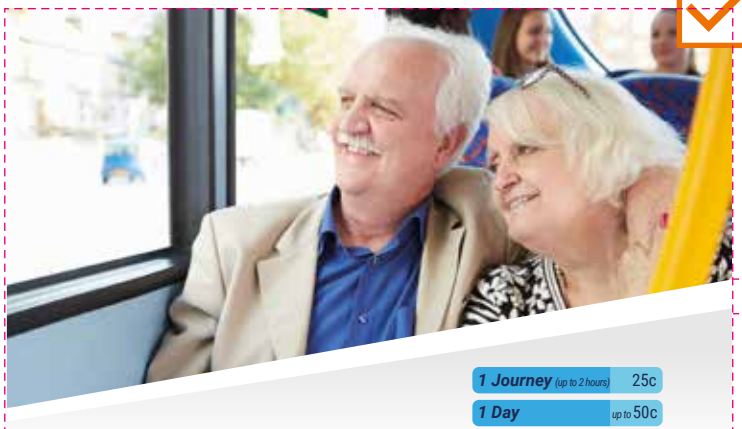
footer separator 07

Call to action & Logo 08

Images utilised in any advert shall always be in high quality full colour. No black & white or any colour manipulated images such as sepia, duotone, “Instagram style”, or HDR shall be used. Images shall always bleed to the edge of the canvas and never left with a border.



05. General advert layout



1 Journey (up to 2 hours)	25c
1 Day	up to 50c
1 Week	up to €2

Headers

Sub-heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

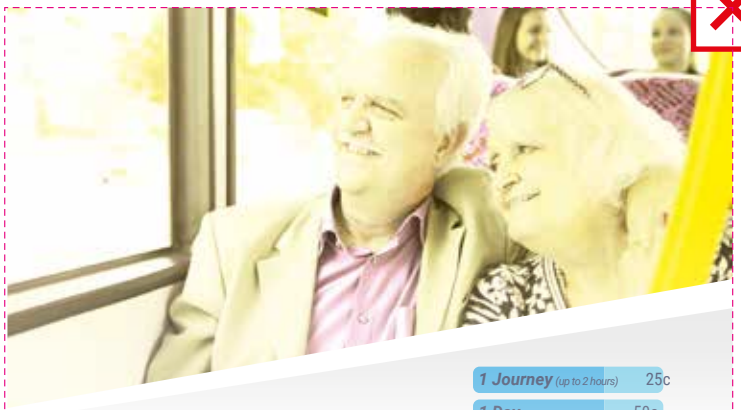
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestiesuscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

Travel made easy

1416 publictransport.com.cy CYPRUS PUBLIC TRANSPORT

Image	01	
Image & Body separator	02	
	03	
Sub-Head	04	
Body copy	05	
Slogan	06	
footer separator	07	
Call to action & Logo	08	

Images utilised in any advert shall always be in high quality full colour. No black & white or any colour manipulated images such as sepia, duotone, “Instagram style”, or HDR shall be used. Images shall always bleed to the edge of the canvas and never left with a border.



1 Journey (up to 2 hours)	25c
1 Day	up to 50c
1 Week	up to €2

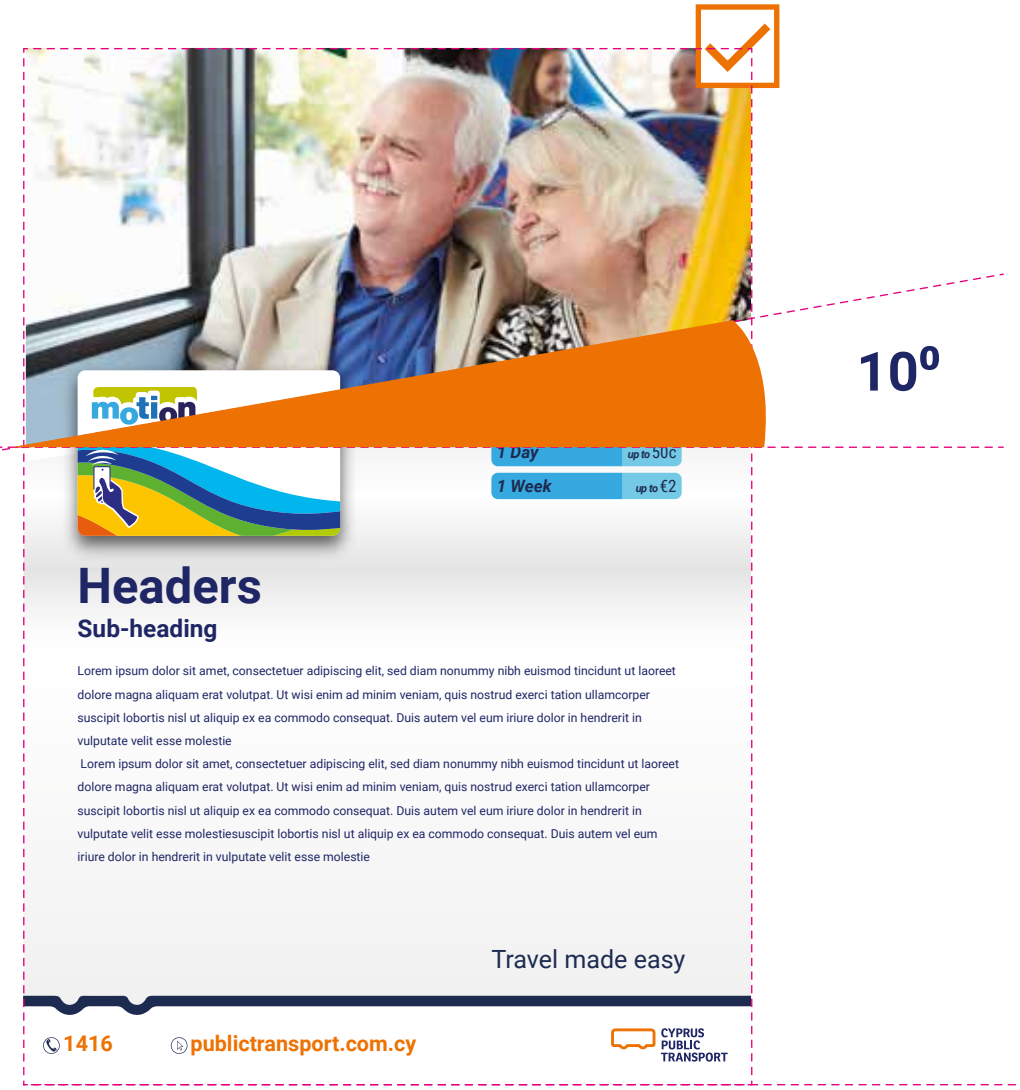
Headers

Sub-heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

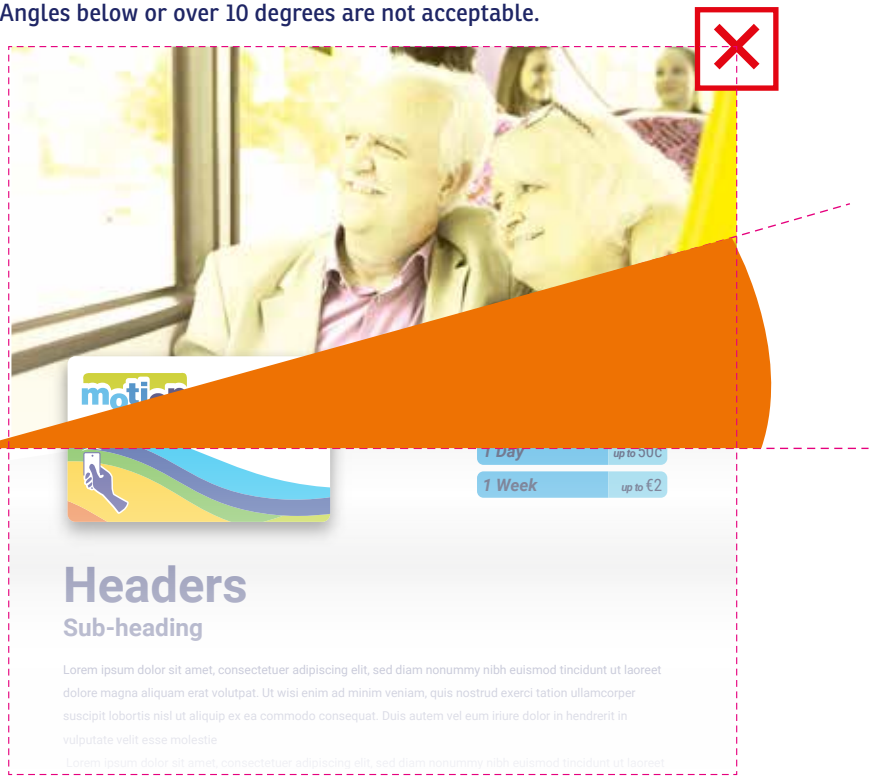
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

05. General advert layout / angle of image masking



10º

Angles below or over 10 degrees are not acceptable.

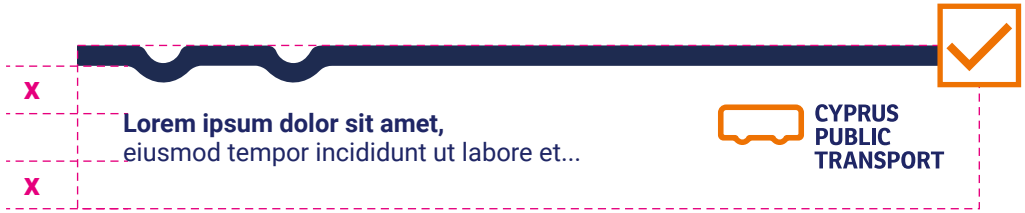


06. General footer layout

This layout is generally used on artworks ranging from A3 to A1 Posters

This layout may be utilised in small format flyers such as A5 or A6

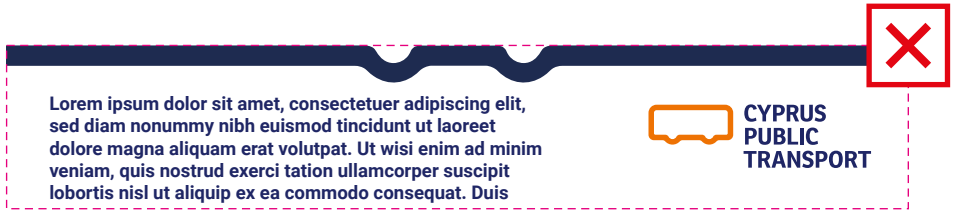
When vertical space is limited, a linear version of the logo may be utilised in the footer



When emphasis on the call-to-action has been made in the artworks, it may be removed from the footer. This option is viable for facebook posts.

Left-aligning the logo is prohibited

Centre-aligning the logo is prohibited



Do not over-crowd the footer area with too much text.

07. Adverts

Opaque shape must not cover more than 10% of image **01**

Image

Image size can be at least 40% of the artwork. **02**

Image & Body separator **03**

Content **04**

Content

1:2 Size Ratio

If the header is size 40px, then the size of the sub-head shall be of size 20px. Therefore, the size of the body copy shall be size 10px.

Slogan must be on top of blue background **05**

Call to action & Logo **06**

08. Outdoor Application / Large format

Motion card

Children between 4 and 10 years will benefit from lower fares

1 Journey (up to 2 hours)	25c
1 Day	up to 50c
1 Week	up to €2

Register online at tallinja.com or by calling 2122 2000

Travel made easy

1416 publictransport.com.cy CYPRUS PUBLIC TRANSPORT

Image 01

Image & Body separator 02

Header 03

Sub-Head 04

Content 05

Slogan 06

Call to action & Logo 07

Bus shelter application

Your new transport card

Register online

1416 publictransport.com.cy

Bollard Banner Application

We've got one for everyone.

Get yours today!

1416 publictransport.com.cy

Travel made easy

1 Journey (up to 2 hours)	25c
1 Day	up to 50c
1 Week	up to €2

Motion card

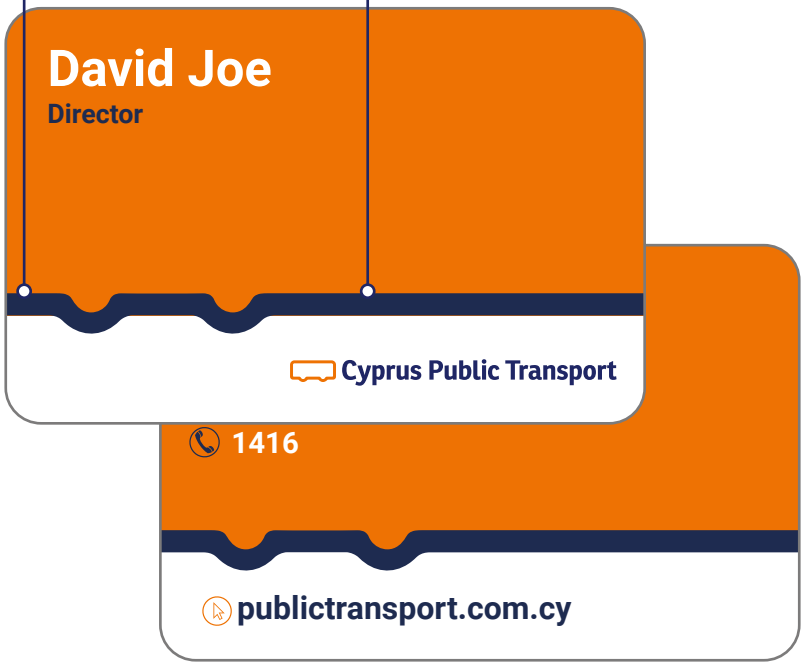
Benefit from lower fares with your new tallinja card

1416 publictransport.com.cy Cyprus Public Transport

07. Stationery / Adverts

CMYK **100 / 91 / 5 / 35**
RGB **0 / 38 / 100**
#192857

CMYK **0 / 65 / 100 / 0**
RGB **255 / 106 / 100**
#FF6A14



Business Cards

Vacancy in BW

Image **01**

Image size can be at least 20% of the artwork.

Image & Body separator **02**

Header **03**

Sub-Head **04**

Content **05**

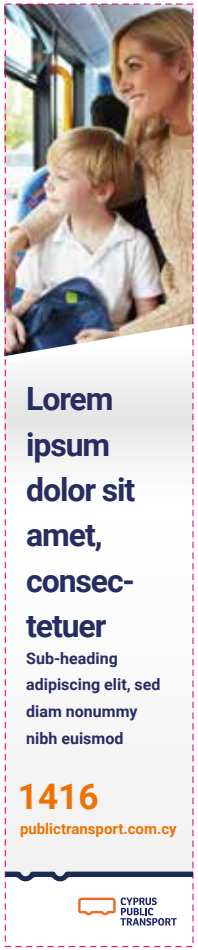
1:2 Size Ratio

If the header is size 40px, then the size of the sub-head shall be of size 20px. Therefore, the size of the body copy shall be size 10px.

Call to action & Logo **06**

08. Online Banners

300 px x 250 px



120 px x 600 px

08. SM posts (Content categories)

Image caption 01

Graphic element 02

Image 03

Logo 04

Content Categories
Company Culture

08. SM posts (Content categories)

Image caption 01

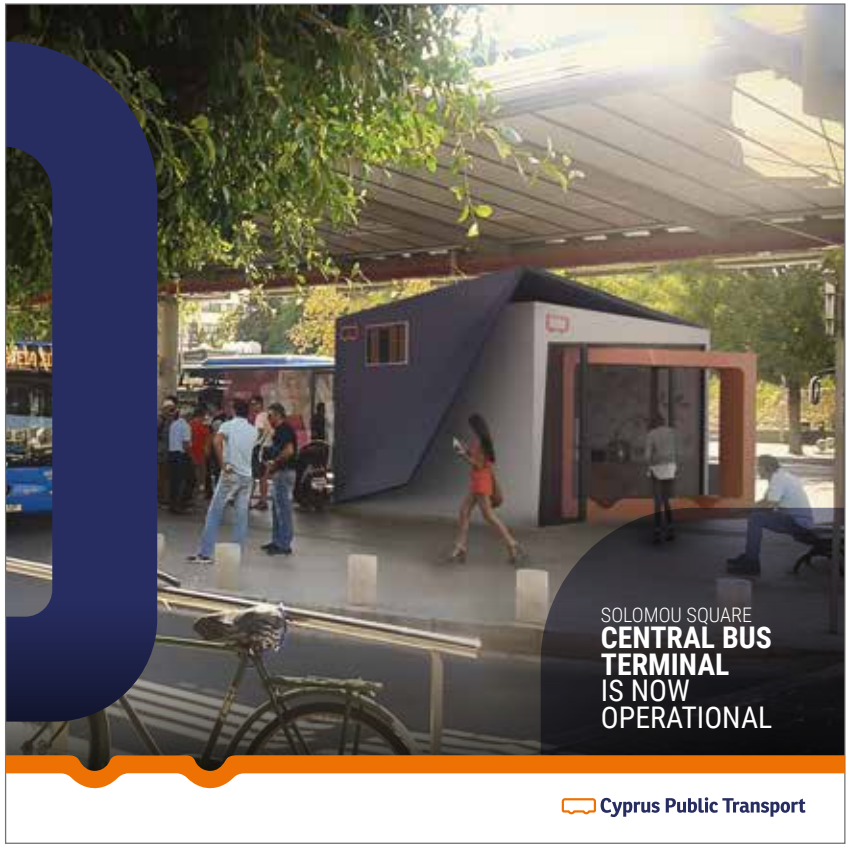
Graphic element 02

Image 03

Logo 04

Content Categories
Advertising Campaign Content

08. SM posts (Content categories)

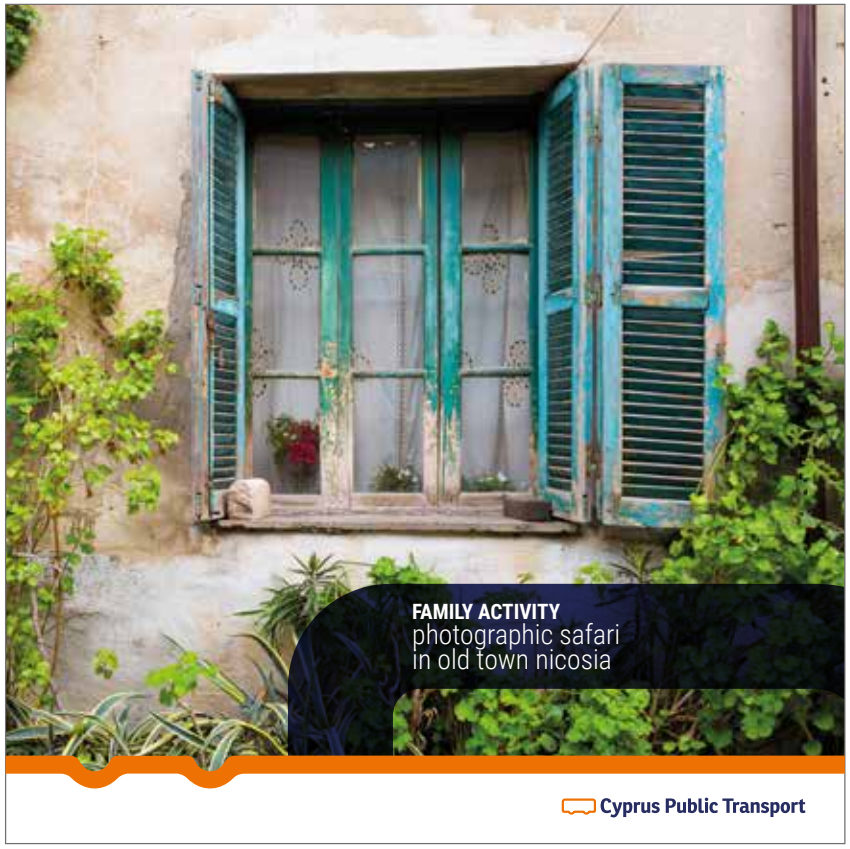


Content Categories
Service Updates

08. SM posts (Content categories)

Content Categories
Explanatory, Informational, Educational

08. SM posts (Content categories)



Content Categories
Beyond Transport:
Destinations and Reasons Why

08. SM posts (Content categories)

Content Categories
Event Based Content

08. SM posts (platform specs)

facebook

Purpose

Communicate and engage with the general public, give updates, market products, provide customer service

Technical specs

Image facebook feed

Design Recommendations

File type: jpg or png

Image ratio: 1:1, 1.91:1 to 4:5

Recommended resolution: Upload the highest resolution image available.

Primary Text: 125 characters

Image With Link

Image ratio: 1.91:1 to 1:1

Recommended resolution:

at least 1,080 x 1,080px

Headline: 25 characters

Description: 30 characters

Images must abide to the 20% text rule as imposed by Facebook

08. SM posts (platform specs)

instagram

Purpose

Give a modern and human side to the brand, interact with youth and influencers, share more engaging content in the form of posts and stories, market products, give updates

Technical specs

Image instagram feed

Design Recommendations

File type: jpg or png

Image ratio: 1:1,1080 x 1080

Recommended resolution: Upload the highest resolution image available.

instagram stories

File type: jpg or png

Image size: 1080 x 1920

Max file size is 4GB.

Recommended resolution: Upload the highest resolution image available.

PRO TIP: *Instagram features higher resolution photos when taken from the native application. If you decided to upload a photo or video from any other device, the resolution will be much lower*

08. SM posts (platform specs)

twitter

Purpose

A more niche but hugely important platform. The platofrm where representatives of CPT's stakeholder associations and organisations will be communicating their opinons. Journalists, politicians, associations, influencers, share and discuss thoughts on a daily basis

Technical specs

Single-image Tweets and GIFs ad specs (mob)

Tweet copy:
desktop & mobile: 280 characters
desktop: 232 when created with ads.twitter.com

Image mobile: Minimum 600 X 335 pixels.

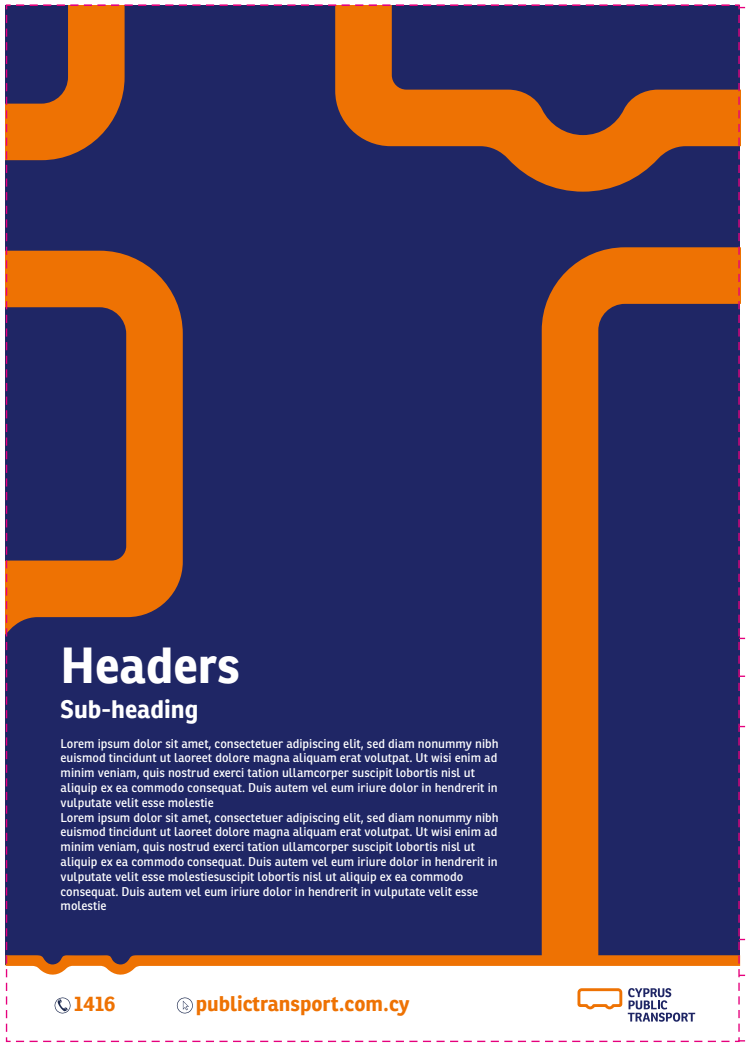
Image desktop: Minimum width: 600 pixels, any height greater than the width will be cropped 1:1.

Aspect ratio: 16:9.

Image file size: Max 15mb on twitter.com and 3mb on ads.twitter.com.

File types: PNG, JPEG, GIF.

09. Alternative advert layout



Pattern 01

Header 02

Sub-Head 03

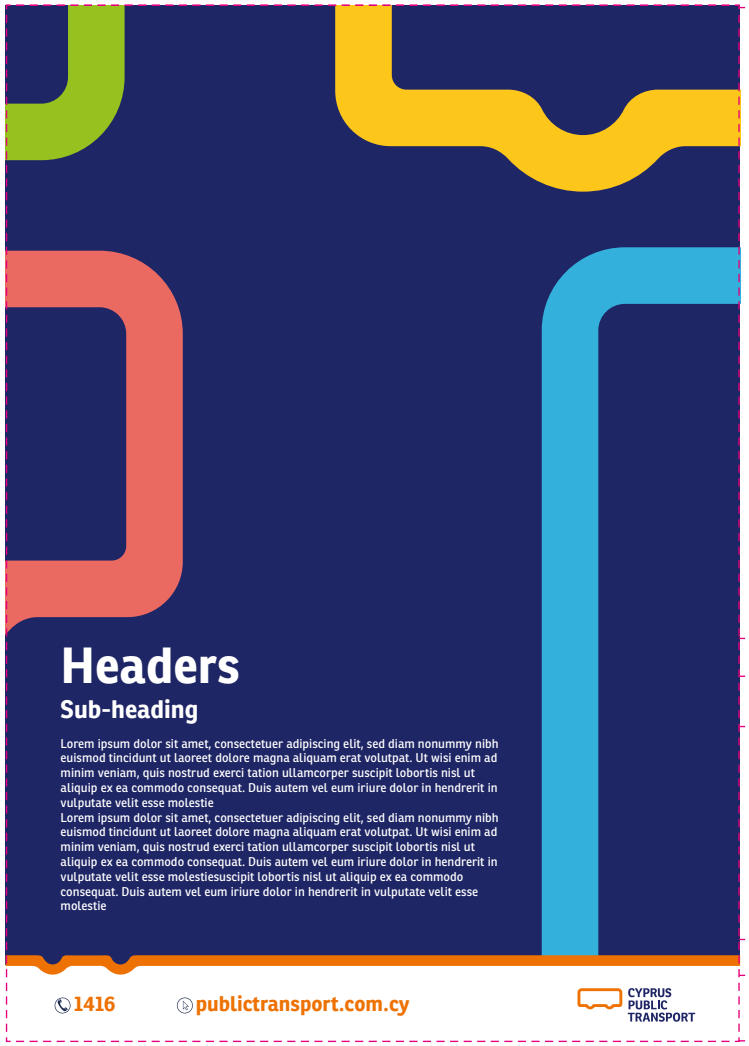
Body copy 04

footer separator 05

Call to action & Logo 06

PRIMARY COLOURS
The “routes” pattern was created as a clear connotation to bus routes and itineraries - referencing the subway route maps that is used around the world.
This reflects our conviction in creating a world class public transport system

09. Alternative advert layout



Pattern 01

Header 02

Sub-Head 03

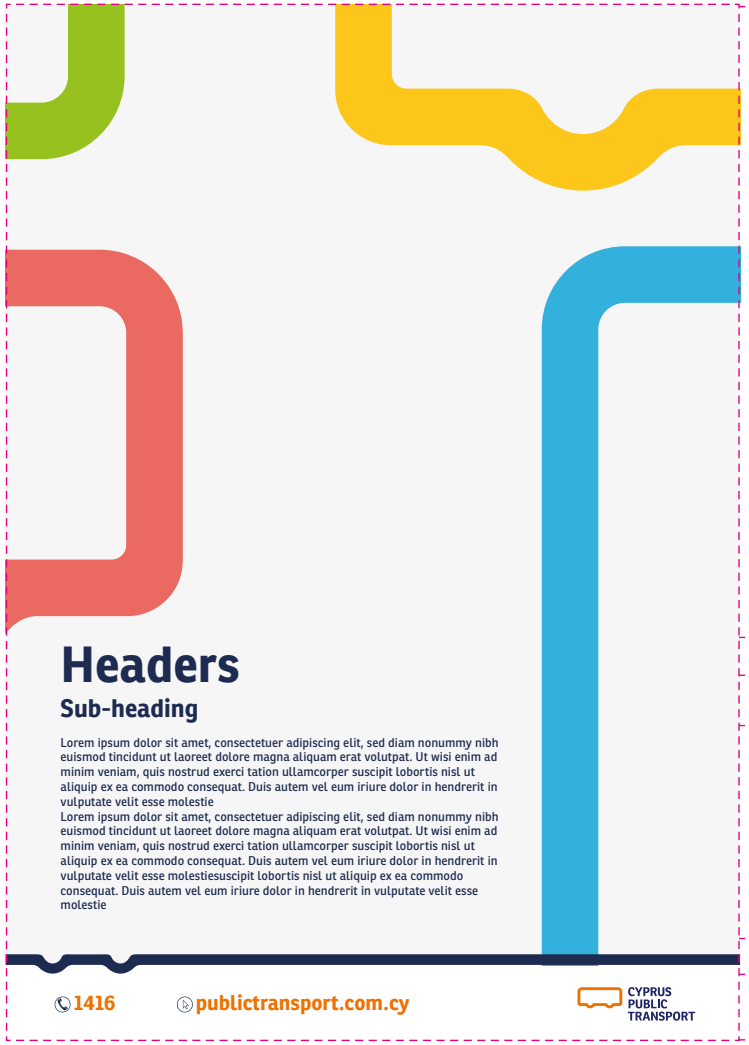
Body copy 04

footer separator 05

Call to action & Logo 06

SECONDARY COLOURS
The “routes” pattern was created as a clear connotation to bus routes and itineraries - referencing the subway route maps that is used around the world.
This reflects our conviction in creating a world class public transport system

09. Alternative advert layout



Pattern 01

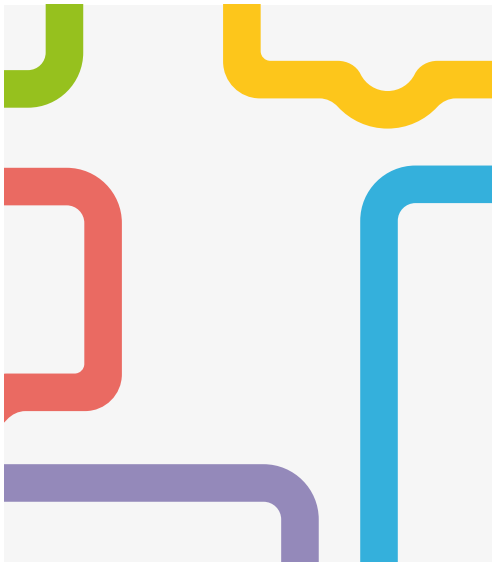
Header 02

Sub-Head 03

Body copy 04

footer separator 05

Call to action & Logo 06



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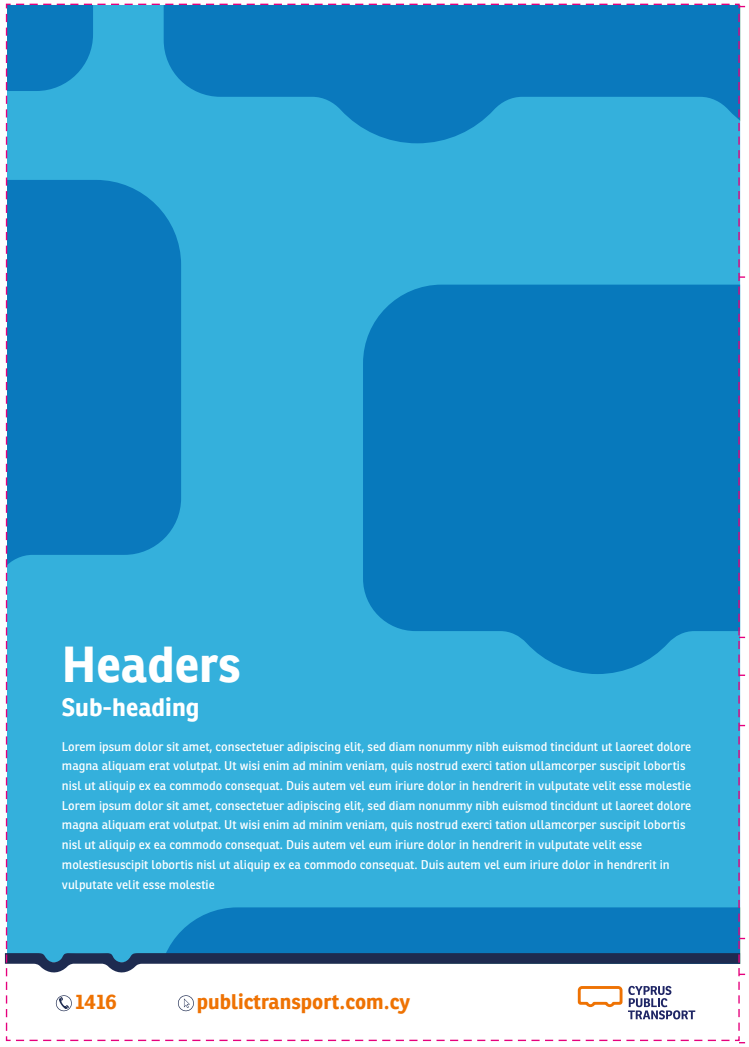
09. Alternative advert layout



Pattern 01

Image 02

Header 03

Sub-Head 04

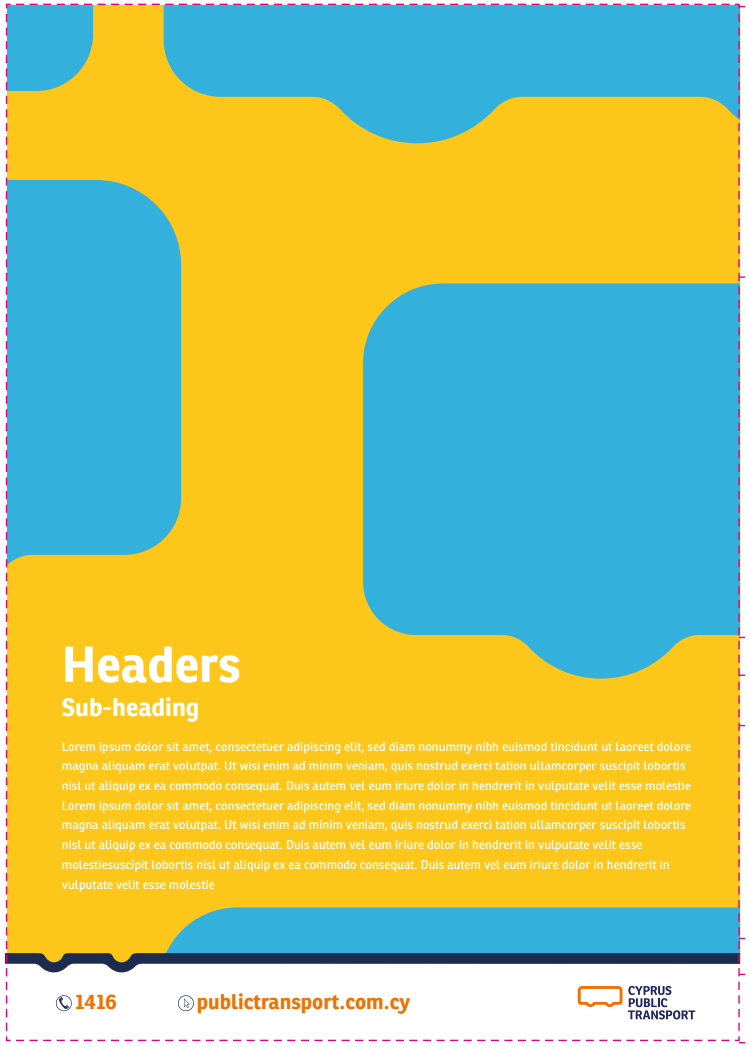
Body copy 05

footer separator 06

Call to action & Logo 07

Ton-sur-ton pattern is created by using the same colour and applying a multiply transparency effect on the “bus icon” for the lighter colours and a “ screen” multiply effect for the dark colours.
This pattern was created in order to resemble city blocks and roads - the natural setting for the bus service.

09. Alternative advert layout



Pattern 01

Image 02

Header 03

Sub-Head 04

Body copy 05

footer separator 06

Call to action & Logo 07

Two tone pattern is created by using the 2 colours

This pattern was created in order to resemble city blocks and roads - the natural setting for the bus service.

09. Alternative advert layout

Pattern 01

Image 02

Header 03

Sub-Head 04

Body copy 05

footer separator 06

Call to action & Logo 07

This layout provides a version where a photo is needed to be presented. The same principal can be applied on the two tone layout

09. Alternative advert layout

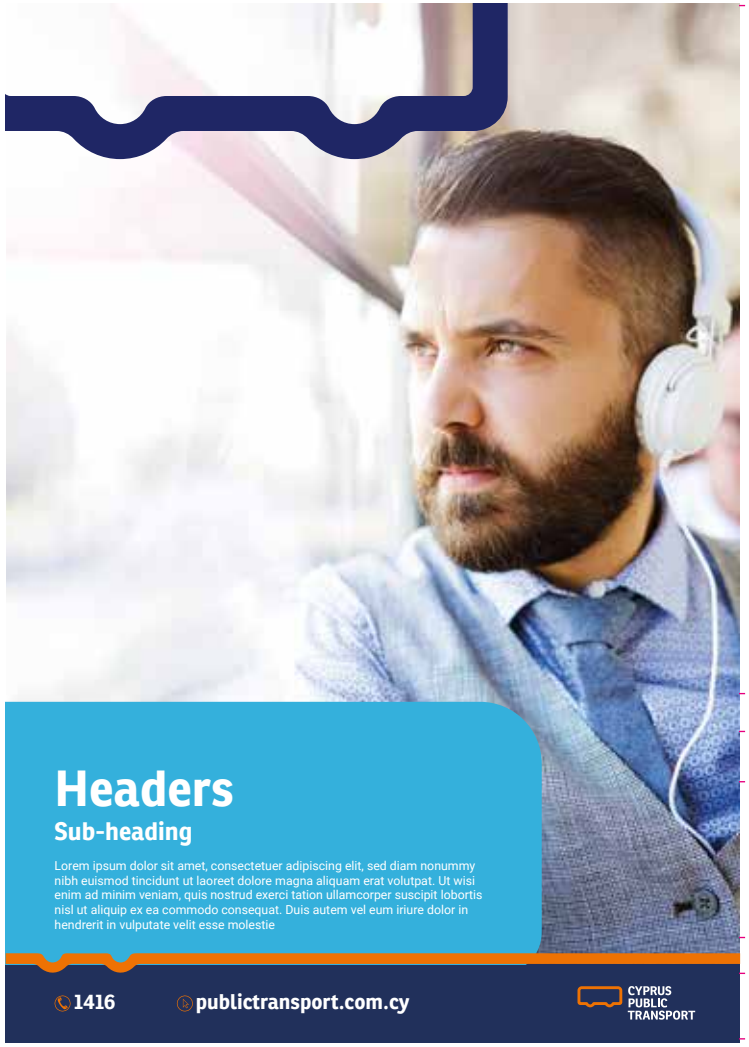


Image 01

Header 02

Sub-Head 03

Body copy 04

footer separator 05

Call to action & Logo 06

10. Imagery guidelines

TECHNICAL SPECS

01 Images must include boys, girls, men, women

02 All ages – young, old, children

03 Showing disabled, parents with push-chairs, couples, families, groups of friends, all male friends, all female, mix of friends, extended families (three generations)

04 Images including the buses (even if at a distance) and images without the buses

05 Images of popular locations

06 Images of common “man in the street” and “professional”

07 With and without face-masks

08 Representing general bus users – students, tourists, all races, etc.

09 In both orientation (portrait and landscape)

10 Of our bus terminals, shops, inside the buses, outsides the buses, of the seats, of the dashboard,

11 Drivers, company personelle etc

12 It's important that all photography content is owned exclusively by the client

EMOTIONAL SPECS

WE USE PHOTOGRAPHY TO APPEAL TO OUR AUDIENCE'S NEEDS BY TELLING STORIES THAT ARE HUMAN, PERSONAL, AND CONVERSATIONAL. THE IMAGES ARE HONEST, TANGIBLE, DIRECT AND RELATABLE.

SUBJECT
REAL PEOPLE IN REAL MOMENTS

LOOK & FEEL
CANDID
GENUINE
REAL
HONEST
PERSONAL
APPROACHABLE

COLOR & LIGHTING
BRIGHT AND NATURAL
FULL-COLOR
SLIGHTLY COOLER AND DESATURATED PALETTE

CYPRUS
PUBLIC
TRANSPORT