
**Transport for NSW:
Sydney Trains**

**2014 Style
Guidelines**



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01. Brand positioning

Sydney's public transport is proud, friendly, accessible, efficient, and trustworthy.

Our city is geographically diverse and spread. Its wide-ranging customers therefore expect a cohesive, integrated network of transport options that work together.

Enter 'Syd'—the personified parent identity formed to house the Sydney Trains, Sydney Buses, and Sydney Buses brands.

Syd celebrates the culture and locality of Sydney and its residents. Syd is proud of the city and its history, and sees itself as an integral part of making Sydney the most beautiful city in the world. Syd is accessible to all demographics and the most trustworthy way to reach any point in the city.

Sydneyiders and visitors to the city celebrate Syd and the ability of the brand to deliver consistent, wide-reaching services across the city.

Syd's brand language reflects its positioning. Inclusive, simple, and friendly language is used across all communications. Syd's speech is clear and down-to-earth, yet trustworthy and reliable.

Logos

02. Logo/ primary

Sydney Trains is part of the Syd branded house architecture. The Syd 'parent' brand extols the overall brand positioning.

Sydney Trains and other modes of transport underneath Transport NSW benefit from the parent values, as well add their own unique values—such as flexibility, destinations, and ease of use.

The Syd logo is to only be used in parent brand design. Sydney Trains, Sydney Buses, and Sydney Ferries must use only their respective secondary logos, shown in the pages that follow.

Syd

Syd branding must never accompany a roundel unless specifically targeting a train, bus, or ferry service

02. Logo/ secondary formats

The Sydney Trains, Sydney Ferries, and Sydney Buses sub-brands each use the Syd parent branding adjacent to their respective roundel. Roundel colours and symbols are unique to each sub-brand.



02. Logo/ hierarchy

Roundels for each service can be used individually, or together with the Syd logotype. In situations where one or more sub-brands must be represented together, the Syd logotype must appear next to each roundel.

Syd



02. Logo/ minimums

The minimum print size for the Syd logo (with roundel) is 10mm/28px wide. In office use, The Syd logo has a minimum clear space of 1/8 of the logo width.

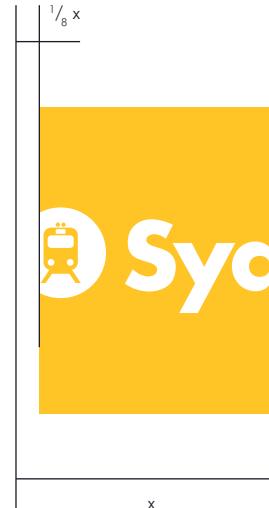
In signage, livery and some collateral, the Syd logo can be cropped—emphasising boldness and accessibility, but must maintain legibility.



Minimum print size
x (width) = 10mm/28px



Syd branding must never accompany a roundel unless specifically targeting a train, bus, or ferry service



On two-colour applications, the logo may be cropped to the height and right-most side of the 'd' ascender, and 1/8 x from the left of the roundel



At its most extreme, the logo may be cropped to the bottom of the 'd' leg

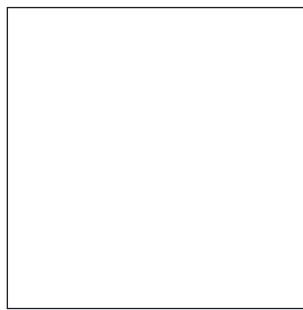
Toolkit

03. Toolkit/ colour

Sydney Trains employs Train Yellow alone as a spot colour, with other sub-brands having individual spot colours also. All brands (as well as the Syd parent-brand) use Syd Blue Black combined with pure white as secondary colours.



Train Yellow
PANTONE® 130 C
C0 M24 Y94 K0
R255 G196 B37



White
C0 M0 Y0 K0
R255 G255 B255



Syd Blue Black
PANTONE® Black 6 HC
C65 M54 Y37 K81
R27 G31 B42

03. Toolkit/ typography

The version of Futura used for brand typography differs from that of the brand logo. Only the Bitstream version of Futura (Futura BT) should be used for brand typography.

Not shown on the opposite page is Futura BT Light. This variant of the typeface may be used for minor details such as page numbers, or for small type in digital settings.

abcdefghijklmnopqrstuvwxyz

Headline
Futura BT Bold

abcdefghijklmnopqrstuvwxyz

Call-to-Action
Futura BT Medium

abcdefghijklmnopqrstuvwxyz

Body copy
Futura BT Book

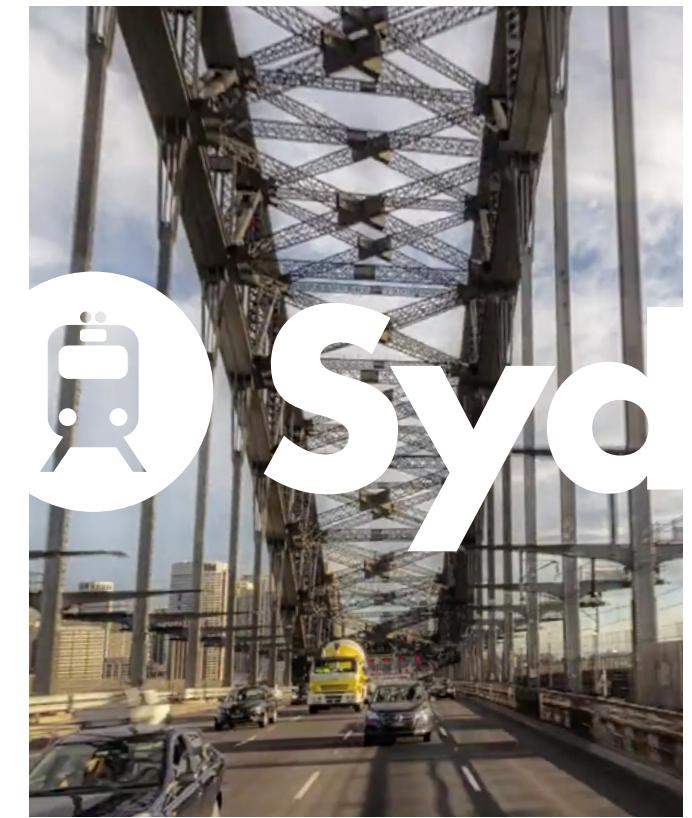
03. Toolkit/ secondary graphics

The Syd sub-brand logo for Sydney Trains may be used in secondary logos as an inverted mask for local imagery or Train yellow. The logo must be cropped to the standard two-colour application ratio (see Logo/minimums pages), and centred vertically.

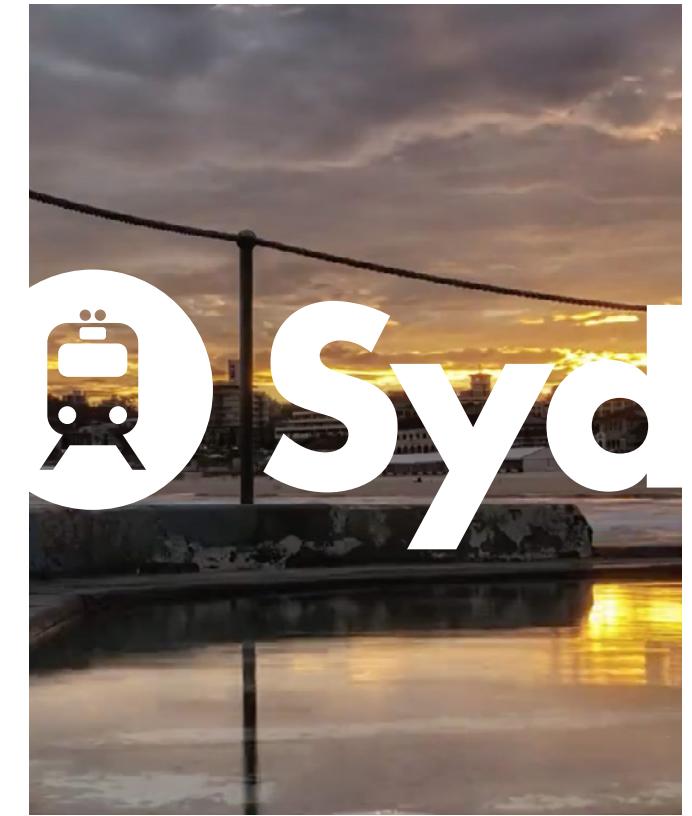
In digital signage, the background imagery must be video footage—preferably time-lapsed and/or panning. Both print and digital imagery should reflect at least one of the three main brand values of Syd—proud/local, accessible, and trustworthy/efficient.



Background footage:
Rivetti, F. 2013, *Time to Sydney*,
Filippo Rivetti Photography, <<https://vimeo.com/73878798>>



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Applications

04. Applications/ website

Sydney Trains, Sydney Buses, and Sydney Ferries have in the past each operated individual websites, each with different designs. All of these websites will be merged and redirect to a singular Syd website. The Syd website includes information for all sub-brand services, with a focus on integration between public transport options for ease-of-use.

In the interim, each of these individual services' websites will be re-branded as Syd, featuring the badge of the service.

Syd

- Home
- Timetables
- Service updates
- Tickets
- Stations and

Search Train Timetables

Select a line Which line is my station on? Select a direction Leave after Arrive before Today (Fri) 18 10 View timetable Remember me

Plan Your Trip

From To More options Today (Fri) Remember me

All Sydney now Opal

Syd website structuring has changed from individually designed, independent websites to one comprehensive website

The background imagery changes periodically to reflect the variety of culture and geography in the city

Syd

- Plan your trip
- Timetables
- Service updates
- Tickets
- Maps
- More... >

Plan your trip

From e.g. Newtown
To e.g. Town Hall
Leave after 15 30
24 April (today) Go > More options

Opal card top up Do it online and save time >

Fare calculator Find out how much it will cost to get to your destination >

Accessible services Info for customers with a disability >

Anzac Day information Extra services running on Friday 25th April >

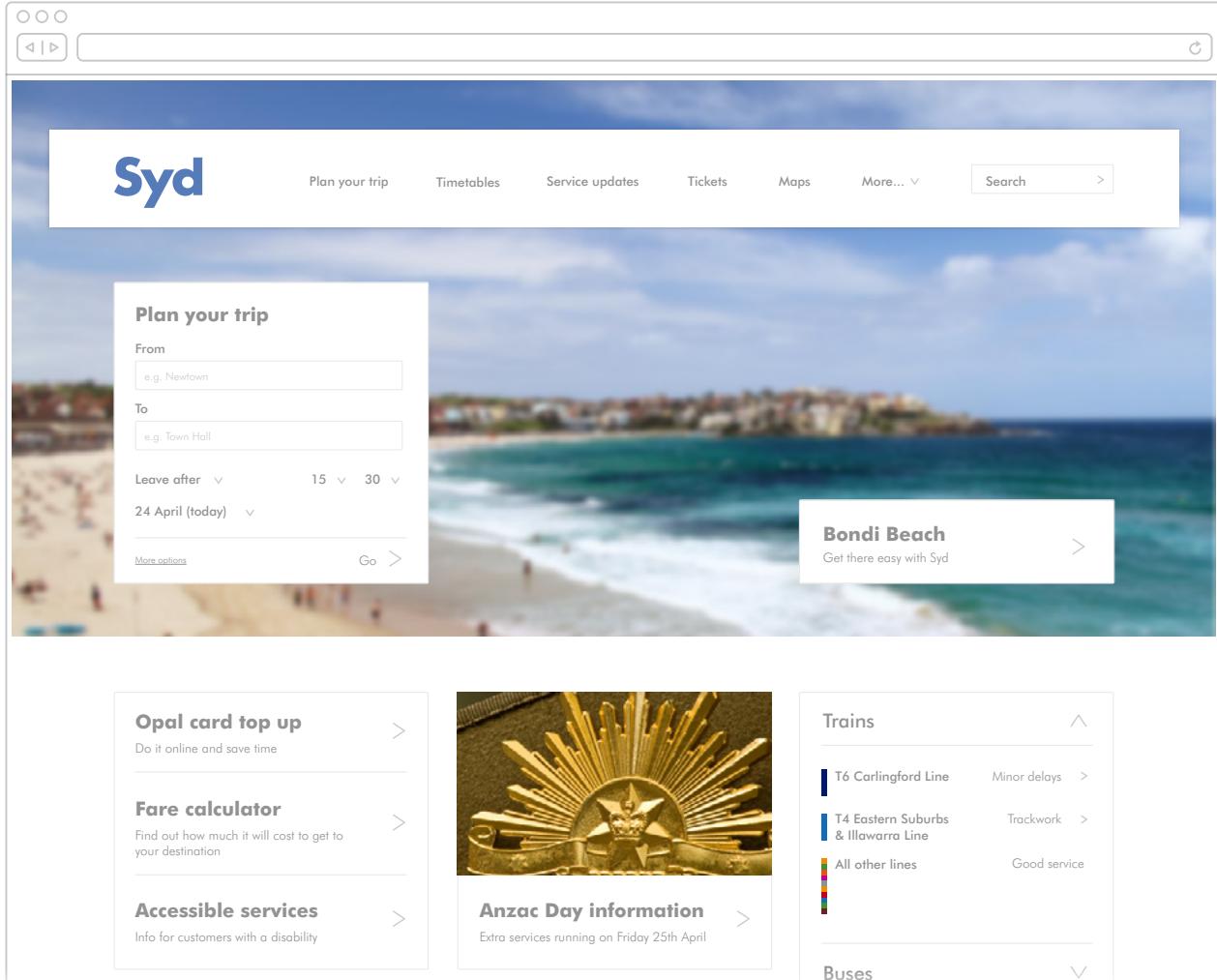
Trains

- T6 Carlingford Line Minor delays >
- T4 Eastern Suburbs & Illawarra Line Trackwork >
- All other lines Good service

Buses

Previous background imagery:
ross1248 2008, New Year
Fireworks Over Sydney Opera
House - Stock Image, iStock,
<<http://www.istockphoto.com/stock-photo-16800788-new-year-fireworks-over-sydney-opera-house.php?st=ce71262>>

Background imagery:
BingoPixel 2009, Bondi Beach in
Sydney Australia - Stock Image, iStock,
<<http://www.istockphoto.com/stock-photo-11451686-bondi-beach-in-sydney-australia.php?st=d612883>>



The image shows a wireframe of the Syd website homepage. At the top, there's a navigation bar with links for 'Plan your trip', 'Timetables', 'Service updates', 'Tickets', 'Maps', 'More...', and a search bar. Below the navigation is a large banner featuring a blurred background of Bondi Beach. On the left side of the banner, there's a 'Plan your trip' form with fields for 'From' (e.g. Newtown), 'To' (e.g. Town Hall), 'Leave after' (set to 15 minutes), and a date selector (set to 24 April). To the right of the form is a callout box for 'Bondi Beach' with the text 'Get there easy with Syd'. Below the banner, there are three cards: 'Opal card top up' (with a subtext 'Do it online and save time'), 'Fare calculator' (with a subtext 'Find out how much it will cost to get to your destination'), and 'Accessible services' (with a subtext 'Info for customers with a disability'). To the right of these cards is another callout box for 'Anzac Day information' with the subtext 'Extra services running on Friday 25th April'. At the bottom right, there are sections for 'Trains' (listing T6 Carlingford Line with minor delays, T4 Eastern Suburbs and Illawarra Line with trackwork, and All other lines with good service) and 'Buses'.

The image shows the homepage of the Sydney Transport website. The background features a vibrant, abstract pattern of red, blue, and black geometric shapes. At the top, there's a navigation bar with links for "Plan your trip", "Timetables", "Service updates", "Tickets", "Maps", and "More...". A search bar is also present. Below the navigation, a large "Plan your trip" form is displayed, asking for "From" (e.g. Newtown) and "To" (e.g. Town Hall), with dropdown menus for travel time and date (set to "24 April (today)"). To the right of the form, a callout box for "Taylor Square" says "Get there easy with Syd". Further down the page, there are three more callout boxes: "Opal card top up" (with a sub-link "Do it online and save time"), "Fare calculator" (with a sub-link "Find out how much it will cost to get to your destination"), and "Accessible services" (with a sub-link "Info for customers with a disability"). On the right side, there are sections for "Trains" (listing "T6 Carlingford Line" with "Minor delays", "T4 Eastern Suburbs & Illawarra Line" with "Trackwork", and "All other lines" with "Good service") and "Buses".

Background imagery:
lilmercanti 2012, WOOP! Rolling
Festival kicks off two weeks of biking
celebrations, The Verb Unheard,
<<http://theverbunheard.wordpress.com/2012/10/16/woop-rolling-festival-kicks-off-two-weeks-of-biking-celebrations-2/>>

04. Applications/ mobile app

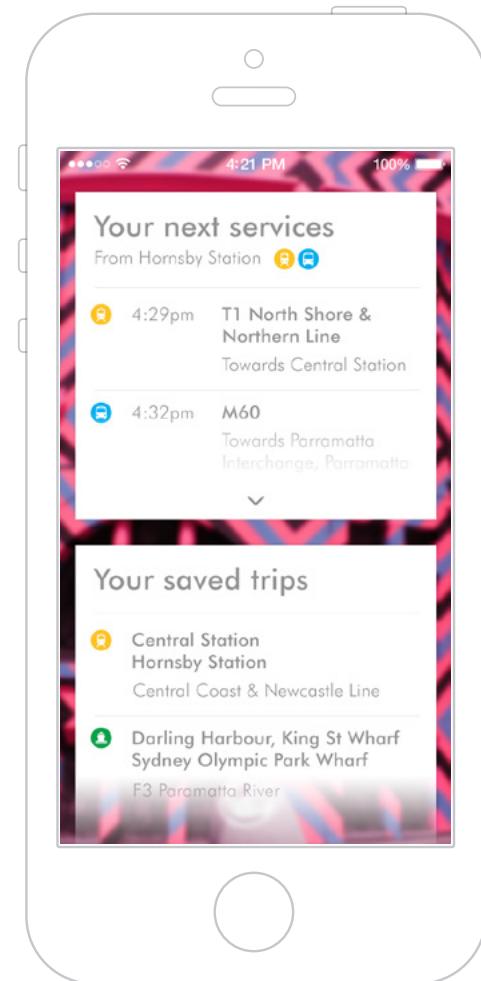
All sub-brands of Syd, including Sydney Trains, are contained in one mobile application—in the same fashion as the Syd website. ‘Syd’, not Sydney Trains, Sydney Buses, or Sydney Ferries, will become synonymous with public transport travel in Sydney.

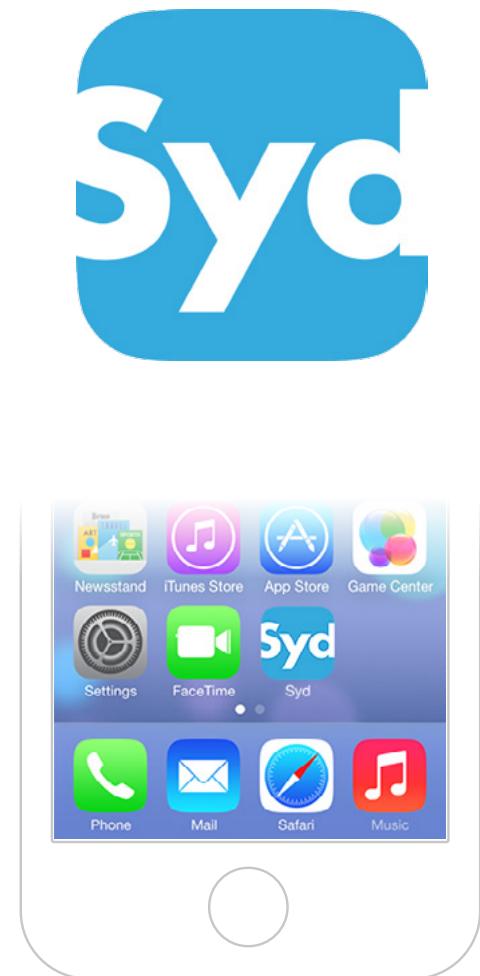
Background imagery within the application changes periodically to reflect the variety of culture and geography in the city. The background colour of the app icon continually reflects the changing background imagery.

No roundel accompanies the Syd logo as the app covers all sub-brands of Syd

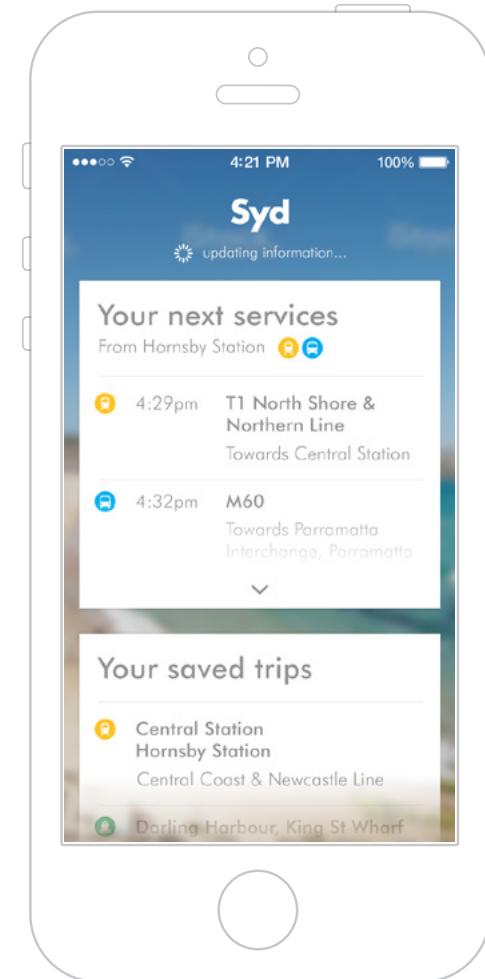


App icon colour changes depending on in-app background colour sampling





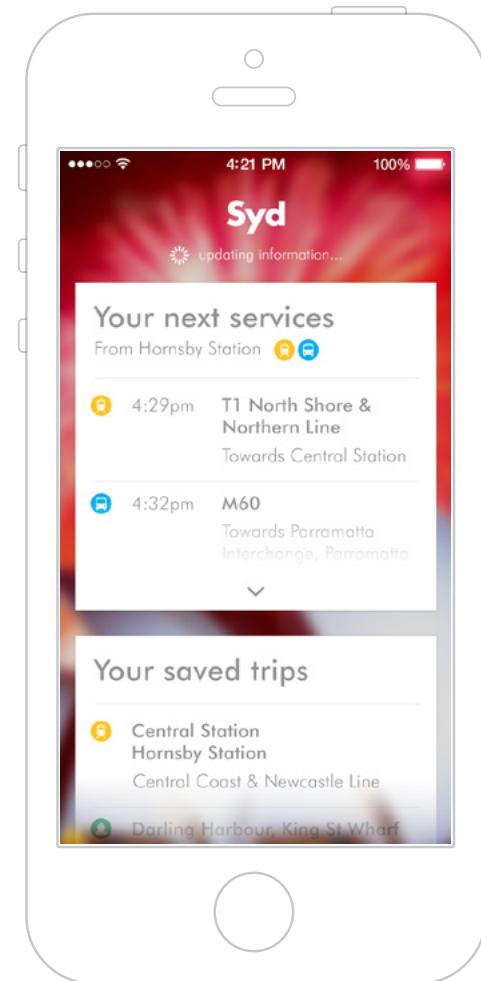
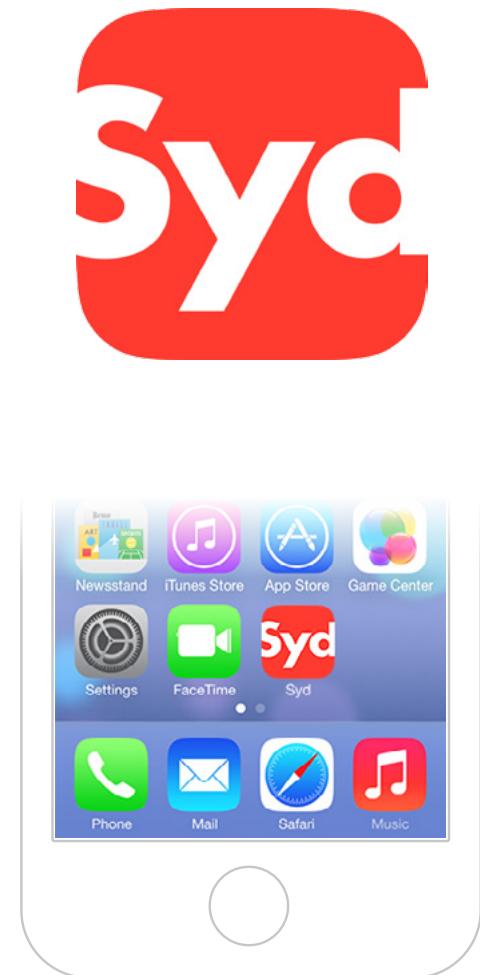
Applications/
mobile app



Transport for NSW/
Syd

2014
Style Guidelines

Syd



04. Applications/ signage

Syd interactive signage is dependent on location and transport mode. In all cases, Syd branding (with or without roundel) must be cropped as to the two-colour clear spacing specifications.

The Syd 'flip' and 'mask' animations are the only footage to be used cut-aways and breaks between service information. 'Mask' footage should reflect at least one of the three main brand values of Syd—proud/local, accessible, and trustworthy/efficient.

Click on the image to see the full video

In-situ digital signage



The 'mask'



Click on the image to see the full video



Click on the image to see the full video

The 'flip'

04. Applications/ collateral: livery

Depending on the type of rolling-stock, livery branding is to be cropped as largely as possible—similar to the two-colour clear space specifications. Syd logo cropping should emphasise boldnesses and accessibility, but must maintain some legibility.

Single-colour livery for older, more intricate rolling-stock



Two-colour livery for newer
rolling-stock





The cropped livery extends to support vehicles and customer-facing machinery

04. Applications/ collateral: ticketing

Existing machinery and systems are in place for magnetic-based ticketing, with set specifications for ticket sizes and layouts. The Syd two-colour clear-space requirements are to be used to allow for clear differentiation between services.



Ticketing design for existing
Transport for NSW machinery
and infrastructure



04. Applications/ collateral: wayfinding

Syd Blue Black and White are used consistently throughout all Syd signage for legibility purposes. Syd Yellow and other Syd sub-brand spot colours are to be used as sparingly as wayfinding signage backgrounds.

