PUBLIC TRANSPORT VICTORIA

2.0 Visual Identity Toolkit

Contents

CM Ref: FOL/21/25308

2.1 Introduction

This toolkit brings together all the visual elements of our identity into one resource. From brandmarks and colours to typefaces and graphic elements, it captures specifications and provides guidance for when and how to use them.

How to use the Master Style Guide

The MSG is a suite of twelve interactive PDFs stored within a folder. The interlinked nature of the PDFs requires them to remain within the MSG Version 4.0 folder. Removing or renaming the files or folder will disable the interactivity between modules.

Accessing content

Content can be accessed two ways, the first by opening the Dashboard and clicking on the module you want to read, the second by simply opening the relevant module. Once within a module you can easily navigate to another by using the Dashboard button to provide access to all modules.

Compatibility

To get the most out of the MSG we recommend using the latest version of Adobe Acrobat: either the free Reader or the professional version Acrobat DC.

If Adobe Acrobat isn't available, interactive elements might not function. Please use the applications scroll bar or your keyboard to navigate through the document page by page.

Master Style Guide Version 4.0 structure

MSG Version 4.0 folder

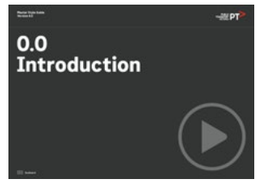
Contains all modules that make up the MSG.

Dashboard

Provides easy access to all modules.

Introduction module

Start here to learn about the role the MSG plays in creating a world-class public transport experience.

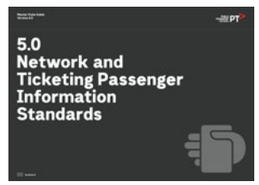


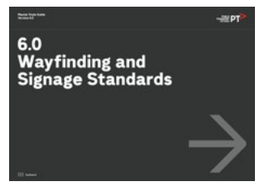
Core modules

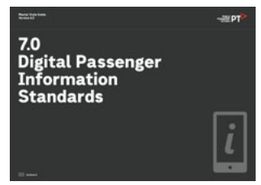
These toolkits outline our strategic framework and document the design elements used to create our integrated network. For those new to the MSG, read these before diving into the application modules.

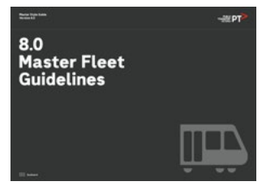
Application modules

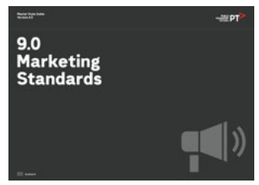
The application modules provide guidance on how we apply everything within our core modules to specific communication areas, thereby setting standards across our network. This is for those who are familiar with our core modules and have a good idea of what they are looking for.

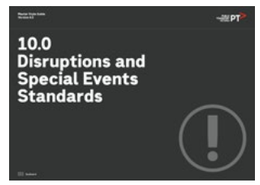








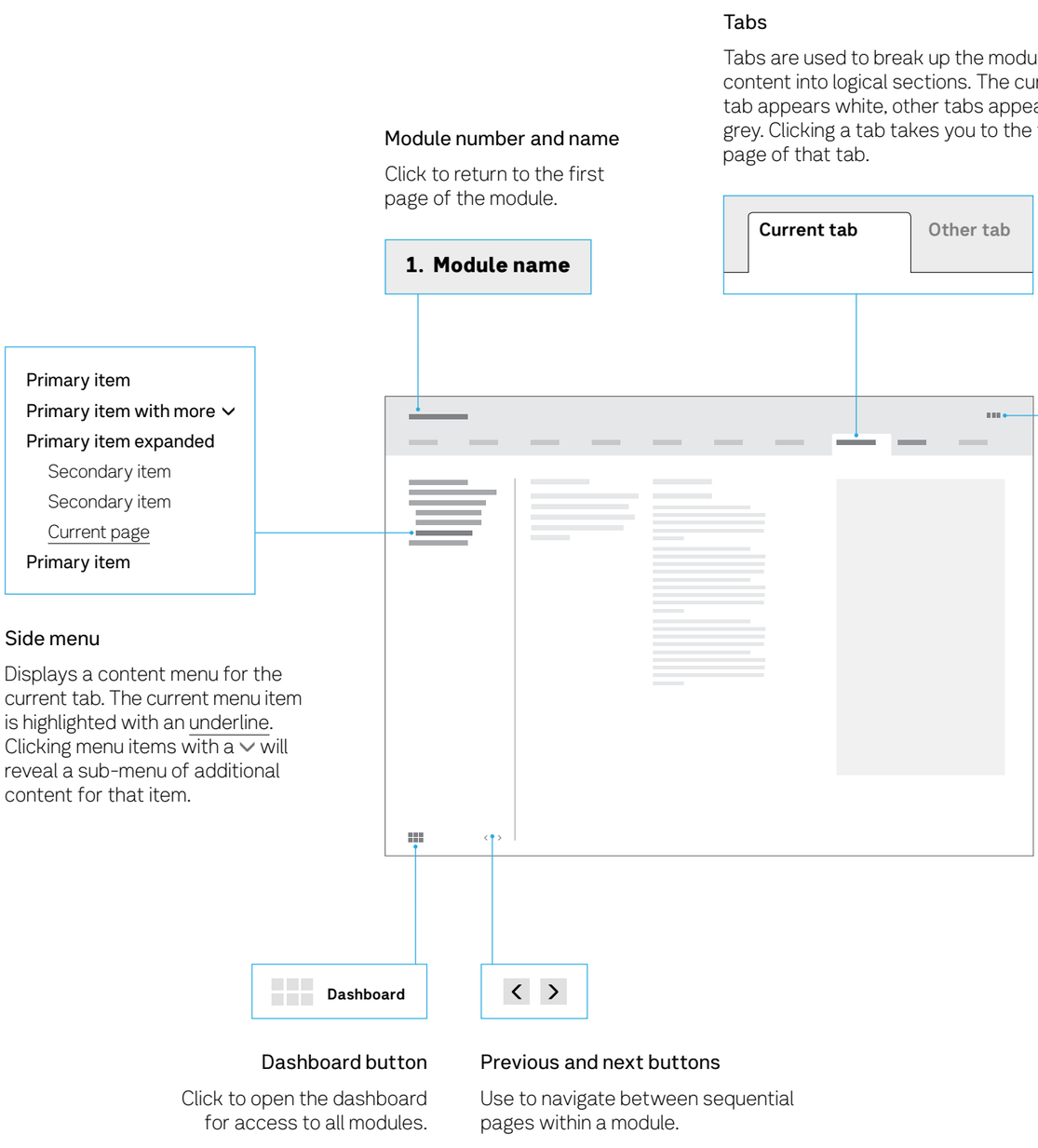




Interacting with the Master Style Guide

We've added a number of interactive and intuitive elements to make finding what you need quick and easy.

Key interactive elements



What's updated

We're simplifying our communications to ensure they are clear and consistent across the passenger journey. To support this we have introduced guidance for new visual elements and provided further detail around the application of many existing ones.

Key updates from the last release of the MSG for each section are highlighted in the following pages.

What's updated
Brandmarks

Endorsements

The Transport for Victoria brandmark and authorised by line has been replaced by the Department of Transport.

Transport for Victoria brandmark and authorised by line

No longer in use.

TRANSPORT FOR VICTORIA

Authorised by Transport for Victoria, 1 Spring Street, Melbourne

The Department of Transport brandmark and authorised by line

Currently in use.

VICTORIA State Government | Department of Transport

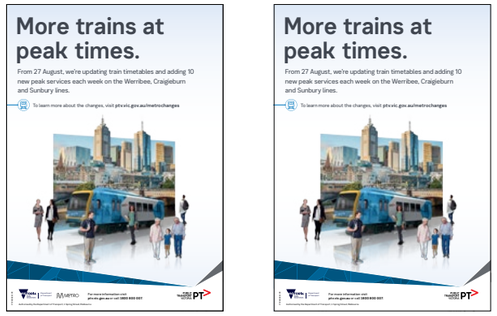
Authorised by the Department of Transport, 1 Spring Street, Melbourne

City Circle brandmark

Guidelines for how and when to use the City Circle and brandmark have been included for relevant communications.

Operator brandmarks

Endorsement guidelines have been updated to support the simplification of communications.
We have removed the requirement to have operator brandmarks on all communications (with the exception of V/Line).



Old → Updated

'Operated by' line

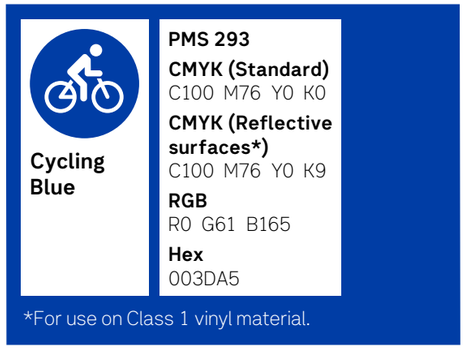
To clarify the roles of PTV and operators we have created a 'Operated by' line to be used on new and refurbished fleet.

Placement indicative only

What's updated
Colour

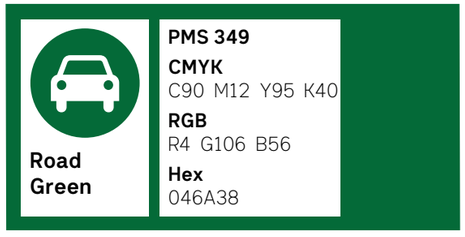
Cycling

A new modal colour has been developed for cycling.



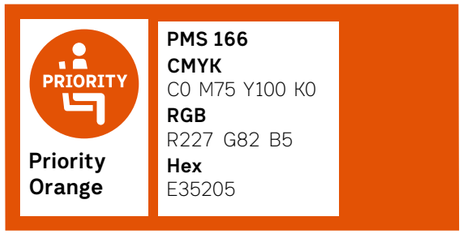
Roads

We have introduced the VicRoads green in to our colour palette as Roads Green.



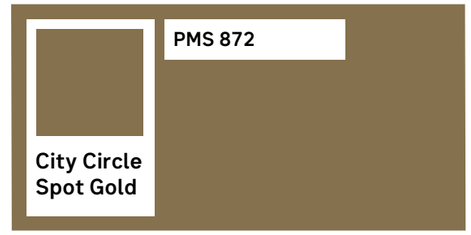
Accessibility

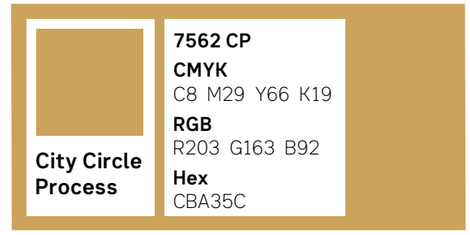
Priority Orange has been introduced in the Safety colour palette.



City Circle

We have continued to develop our City Circle colour suite. Additional PMS and colour breakdowns have been included for reproduction of gold in print and digital applications.





Updated bus route colours

Our twelve bus route colours have been reduced to nine, with new colours introduced to provide more greater contrast within the palette. For specifications see, Bus under the Colour tab.

What's updated
Typography

Network Rounded typeface

As a result of user testing and engagement with the accessibility community, we no longer use Network Rounded for tactile signs. This has been replaced by Network Sans 2019.

For more information, see Readability under the Wayfinding and signage tab.

New Network Geo typeface

Network Geo is a new typeface and is part of the Network type family.

It's design shares characters with Network Sans, but introduces a selection of different geometric shaped letterforms. The unique characteristics pays homage to traditional and historical typefaces found across the network.

Network Geo is to be used as a secondary typeface across specific applications, including large scale station identification. Together with materials and form these new characters add a sense of place to our new identification signs.

For more information, please contact the DoT Brand and Customer Information Design Studio.

The updated Network family for current use consists of:

- Network Sans 2019
- Network Dings 2019
- Network Picts 2019
- Network Rounded 2019
- Network Geo (New).

Network Rounded

Is no longer used for tactile text.

✕ **No longer in use for tactile text.**

We now use Network Sans medium for all tactile text.

Network Rounded

Old braille and tactile signs
Text is set in Network Rounded

New braille and tactile signs
Text is set in Network Sans

Network Geo

We use Network Geo across specific applications, including large scale station and stop identification and the City Circle tram.

Unique characters within Network Geo and Sans are:

C c
D
G
O o
Q

✓ **Available for use.**

Network Geo

What's updated

Updated advise for typescales and equations

One equation

With five typefaces in the Network type family we have simplified our equations from three to one. We call it the Network typescale and equation. It is used for all Network and Simplified design signage.

For more information, see Readability under the Wayfinding and signage toolkit tab.

Retiring the Legacy and Human Factors typescale and equations

These have been retired as they are not used with our new Network design.

Our three typescales and equations have been consolidated into one

Old

Legacy type equation

No longer in use.

Calculate your Helvetica Neue type point size for a known viewing distance

Step 1: Use this equation to calculate CAP height using known viewing distances

Viewing distance (mm) ÷ 333 = CAP height (mm)

Step 2: Use CAP height with this equation to calculate the Helvetica Neue or type point size

CAP height (mm) x 3.95 = Point size (pt)

Human Factors type equation

No longer in use.

Calculate your Network Sans type point size for a known viewing distance

Step 1: Use this equation to calculate CAP height using known viewing distances

Viewing distance (mm) ÷ 210 = CAP height (mm)

Step 2: Use CAP height with this equation to calculate the Network Sans or Rounded type point size

CAP height (mm) x 3.95 = Point size (pt)

New

Network type equation

Currently in use.

Calculate your Network typeface or Helvetica Neue type point size for a known viewing distance

Step 1: Use this equation to calculate CAP height using known viewing distances

Viewing distance (mm) **÷ 250 = CAP height** (mm)

Step 2: Use CAP height with this equation to calculate any Network typeface or Helvetica Neue type point size

CAP height (mm) x 3.95 = Point size (pt)

What's updated
Pictograms

Pictograms

Old pictograms have been refined and new pictograms added using our pictogram construction principles.

Bold Arrows

A new heavier arrow suite has been created to highlight key messages like 'Way out' in Network design signs.

myki

We have introduced a new set of pictograms for myki. The previous myki pictograms have now been reclassified for use as graphic devices. A few examples of these are shown here.

New pictograms

Modal pictograms

Cycling | Roads | Skybus

Wayfinding pictograms

Guidedogs | Pick-up and drop-off zone | Service animal relief area | Map | Bike | Clock

Bold 'Way out' arrows

myki and ticketing pictograms

PTV Hub | Ticketing information | myki Explorer

Operational pictograms

Validate ticket area | Parking permitted | Don't leave children or pets in Vehicle | CCTV in yellow

Updated pictograms

Old → Updated

Priority seating pictograms

Wayfinding pictograms

Places of Interest Pictograms

Operational Pictograms

What's updated
Graphic devices

Extended colour palette for graphic devices

Our suite of graphic devices has been updated to include colour variations specific to mode or line.

For more information, refer to Graphic devices under the Toolkit tab.

Calendar

The calendar device has been updated to accommodate the full written month and additional information.

For more information, refer to Graphic devices under the Toolkit tab.

Detour device

To complete our suite of graphic devices we've developed a detour device.

For more information, refer to Graphic devices under the Toolkit tab.

myki

Our former myki pictograms have been reclassified as graphic devices for use in broader campaign applications. These graphic devices come with and without a pin background in green and teal colourways.

City Circle

The City Circle tram has a new look and feel which includes updated graphic devices for use on communications and mapping.

Old → New/Updated

Allow extra time clock

Calendar

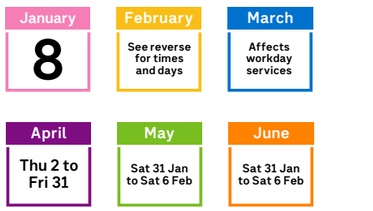
Detour device (new asset)

myki (new assets)

City Circle (new assets)

Full set of clocks shown here for Regional train

(not all colours shown here)



(not all colours shown here)

What's updated
Shard devices

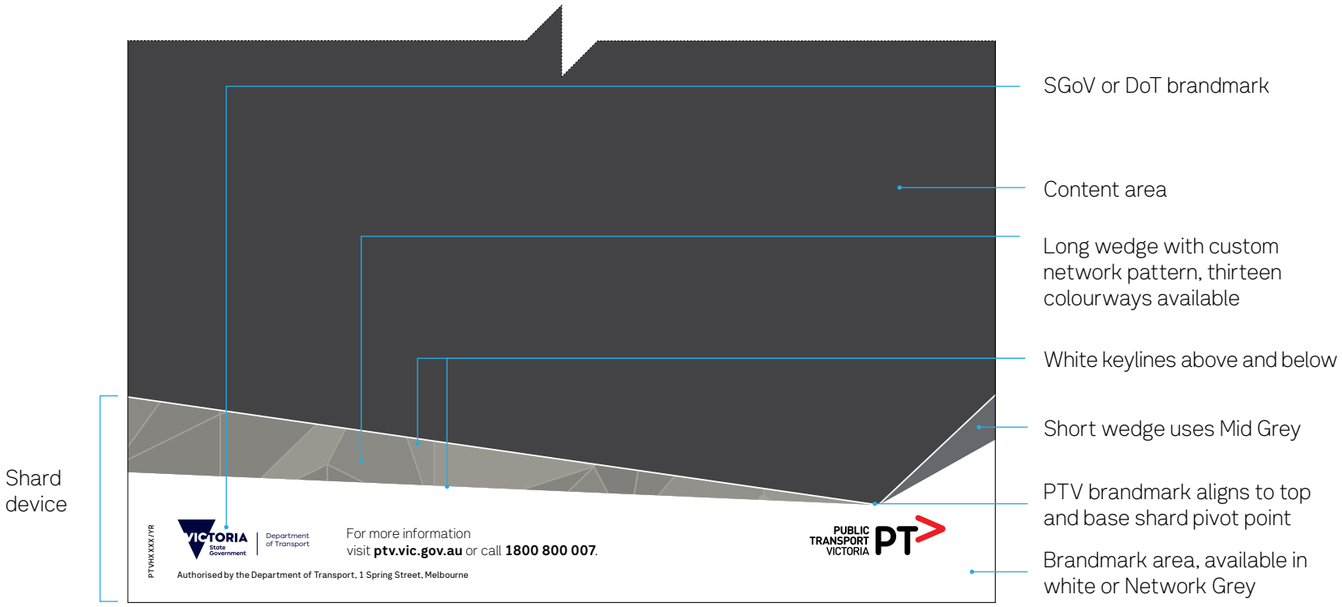
Our suite of shard devices has been updated.

We now have two suites:

- endorsement by the Department of Transport
- endorsement by State Government of Victoria

Aligning to our simplified strategy operator brandmarks have been removed from modal templates (with the exception of V/Line).

Shard device elements



DoT brandmark and authorised by line

VICTORIA State Government | Department of Transport

Authorised by the Department of Transport, 1 Spring Street, Melbourne

SGoV brandmark and authorised by line

VICTORIA State Government

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

What's updated
Mapping

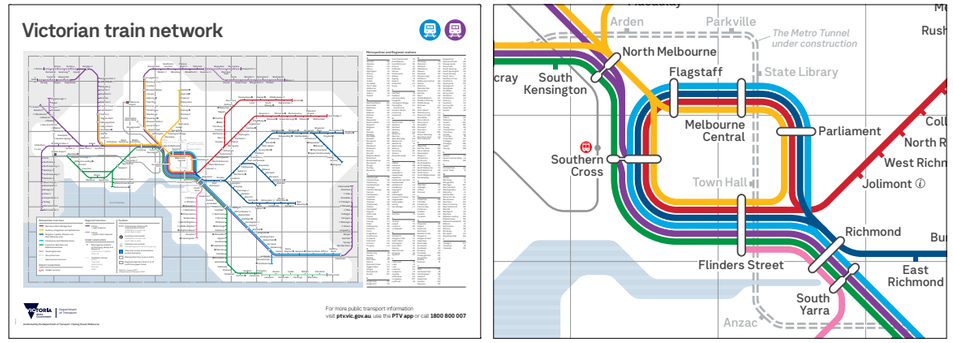
With the introduction of the new Greenfield timetable along with continued growth and improvements to our rail networks key maps have been updated with this release of the Master Style Guide.

Key updates include:

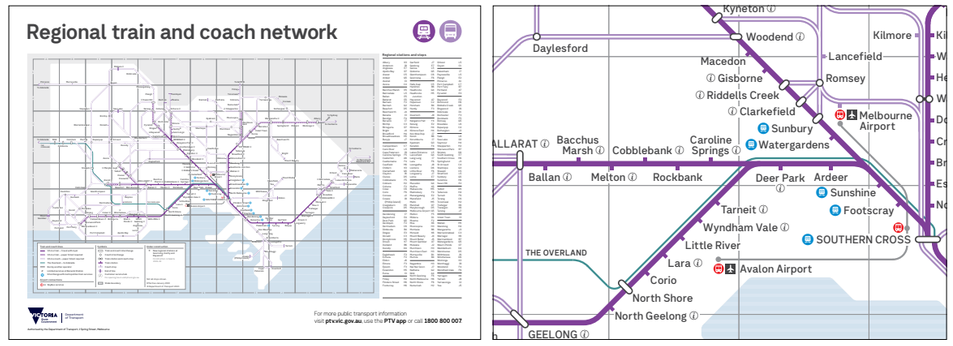
- The inclusion of the Metro Tunnel and its stations: Anzac, Town Hall, State Library and Arden.
- New regional stations: Goornong, Huntly and Raywood.
- Removal of Frankston loop.
- SkyBus connection to Avalon Airport.
- Removal of service descriptors from the key.
- Updated endorser brandmark and 'authorised by' line.
- Update call to action to include the PTV app.
- Updated Parkiteer locations.
- Inclusion of The Overland to Adelaide on the Regional train and coach map.

Updated maps

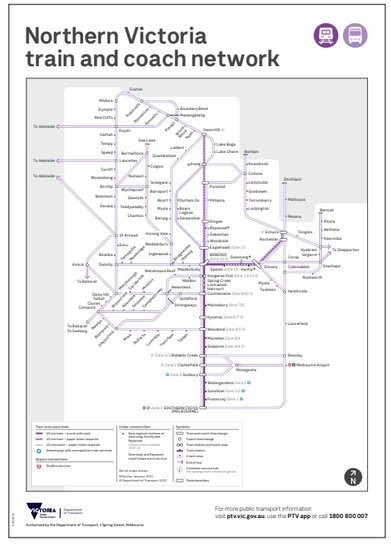
Victorian train map

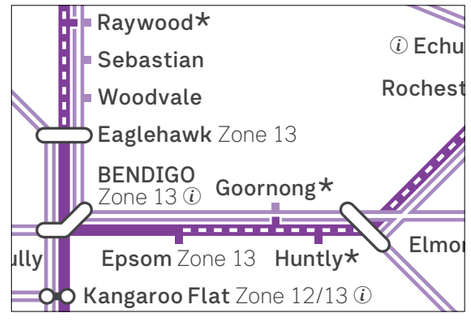


Regional train and coach map



Northern Victoria train and coach network map





What's updated

New wayfinding sign designs

With the release of MSG 4.0 we detail the new wayfinding sign design to be implemented across stations, stops and public transport precincts.

We call this the Network design. This is our current design standard. It applies our design principles developed from the user testing and wayfinding trial at Flinders Street Station.

The Network design makes mode pictograms more prominent and introduces the use of colour lines and routes to make the presentation of passenger information on signs, digital passenger information displays and other channels more identifiable, consistent and intuitive to use.

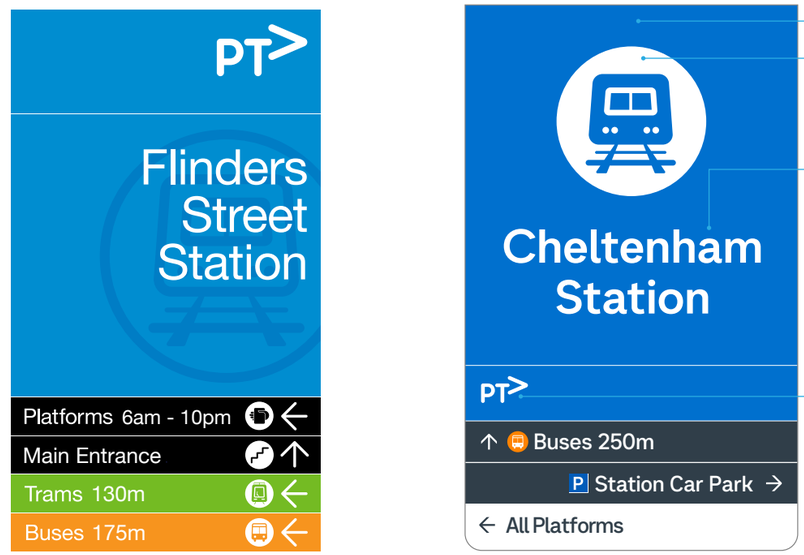
Designed to improve readability

Key design features of the new Network design were implemented to improve the legibility of passenger information across the network.

For more information, refer to the Wayfinding and signage toolkit in the *Wayfinding and Signage Standards.*

Features of the Network design

Station Identification signs

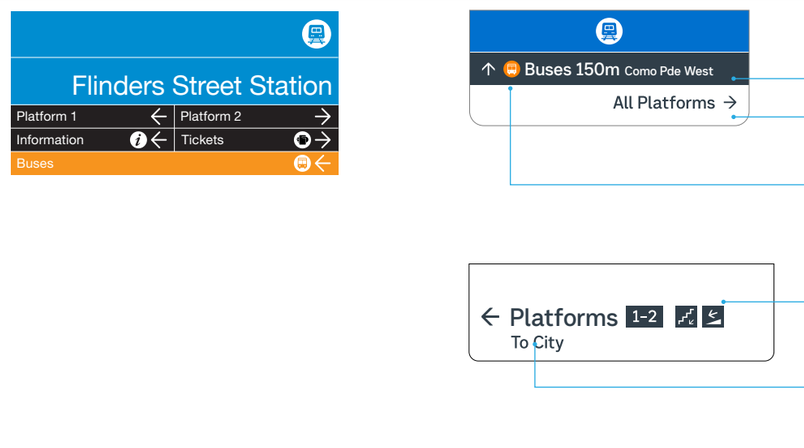


- Illuminated / non-glare surface finish.
- Colour and more prominent use of pictogram reinforces identification of transport mode, especially where English is a second language.
- Readability
  - Clear and legible use of our Network typefaces across the network helps increase the identification of PT locations.
  - Colour contrast ensures text is highly legible (meeting disability standards requirement of a min. 30% luminance contrast).
- Simplification of brandmarks; the PTV symbol is reduced in prominence to act as the endorser and operator brandmarks are no longer used.

Platform Identification signs

- Introduction of line and route colours makes the presentation of passenger information consistent across both physical and digital wayfinding channels, enabling more intuitive navigation of the network across familiar and unfamiliar users.

Directional signs



- High contrast Network Grey panel with white text is used to identify non service specific messages.
- Hierarchy and alignment of arrows makes navigating more intuitive.
- Connectivity information no longer sits on mode colours to improve contrast and legibility.
- Pictograms are designed to work with Network Sans, use universally recognised forms to assist in comprehension .
- High contrast white panel with Network Grey text is used to highlight service related information.

2.2 Brandmarks and endorsements

Our brandmarks play a key role in identifying our products, services, and the information we provide as a government agency. Endorsements reinforce the relationship between two or more organisations. PTV both receives and provides endorsements.

This section outlines how we apply our brandmarks within our communications. It also sets out how we use them with other endorsements from government departments and projects, to operators and third party organisations.

Our brandmark

The PTV brandmark and symbol are a strong visual representation of PTV's role as a public transport authority.

It is used to:

- build trust, and identify network and message ownership
- establish PTV as the main point of enquiry for Victorian public transport services
- make passengers' journeys easier to navigate by reinforcing network connectivity when applied alongside mode identification.

There are two versions:

- PTV brandmark – used for most communications
- PTV symbol – limited use only for livery, primary signage and when space or reproduction is restricted.

PTV brandmark

PUBLIC TRANSPORT VICTORIA

PTV symbol

PTV brandmark reproduction

Colour reproduction

Where production allows, always use the PTV brandmark in full colour. The preferred version is full colour on a white background.

For how and when to apply the PTV brandmark, refer to the Master Style Guide module related to your application. The rules for a few common applications are detailed in this section.

Greyscale reproduction

For black and white print production use one of the greyscale versions.

Full colour on white background (preferred version)

Full colour reversed on Network Grey

Greyscale on white background

Greyscale on black background

Black on white background

White on black background

PTV symbol reproduction

Colour reproduction

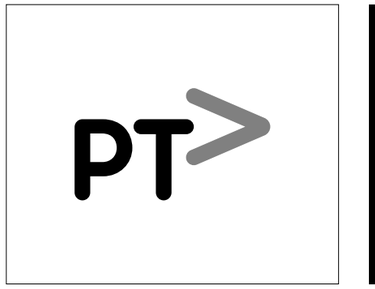
There are colour and format variations of the PTV symbol to suit different applications. These include full colour, greyscale, black and white, mode colours, and small format (e.g. digital banners). Common applications include:

- **Vehicle livery:** Always use the full colour version on a white background.
- **Communications about more than one mode:** Always use either full colour on a white or Network Grey background.
- **Signage and wayfinding:** Always use the appropriate mode colour in either positive or reversed version.

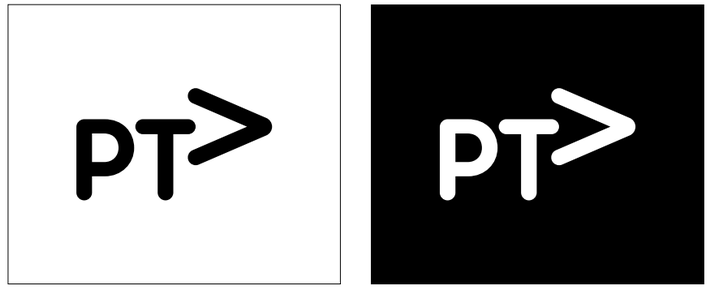
For more information on applying the PTV symbol, refer to the Master Style Guide module related to your application.

Full colour versions

Greyscale versions

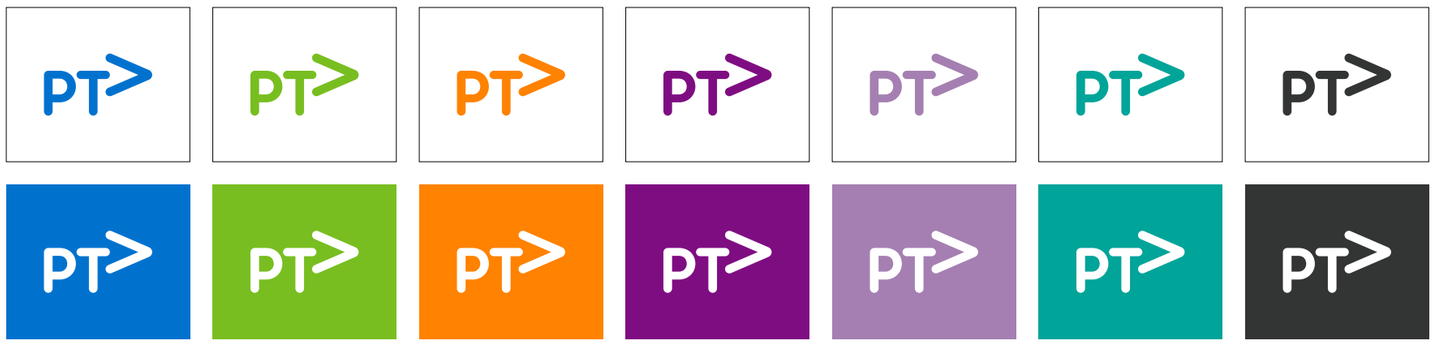


Mono versions



Mode versions

Metropolitan train | Tram | Bus | Regional train | Regional coach | Ferry | Multi-modal



Clearspace and minimum size

Clearspace

Clearspace is the minimum area required around a brandmark. No other graphic elements should intrude within this space.

The minimum clearspace is defined by using the 'V' in the symbol. Wherever possible, more space should be maintained.

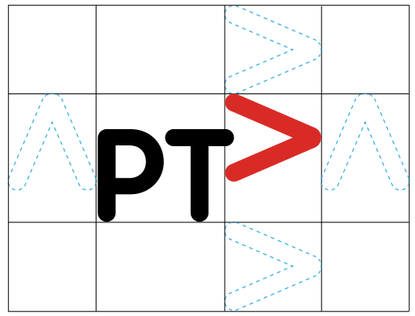
Minimum size

To maintain readability, there are minimum sizes for print and screen. These must be followed at all times.

Clearspace

PTV brandmark

PTV symbol



Minimum size

PTV brandmark

PTV symbol

myki brandmarks

The myki brandmark is a key identifying element of the myki ticketing system. It's used across trains, trams and buses in Melbourne and regional Victorian centres.

It's used to:

- Identify myki products and services across the network including:
  - myki touch on and off points
  - myki retail outlets
  - myki machines
  - myki Explorer
  - myki Money
  - myki Pass
  - myki basics communications.

There are four versions:

- **myki brandmark** used for primary identification of myki products and service.
- **myki landscape lockup** used for myki campaigns and printed product information.
- **myki stacked lockup** used for myki campaigns and printed product information.
- **myki Explorer** used to identify the myki Explorer product pack for visitors and tourists to Melbourne and Victoria.

myki brandmark

myki

myki brandmark landscape lockup

myki Your ticket for trains, trams and buses

myki brandmark stacked lockup

myki
Your ticket for trains, trams and buses

myki Explorer brandmark

myki explorer

Reproduction

There are colour and format variations of the myki brandmark. Common application rules include:

- **Primary colourway** the myki green and white are the primary colourways used for myki collateral.
- **Secondary colourway** Network Grey on a myki green background and its reverse. Used sparingly, for example in illustrations or pictograms where colour contrast is an issue because of size or reproduction constraints.
- **Black and white reproduction** used for black and white print production.

For more information on how to apply the myki brandmark, refer to the Master Style Guide module related to your application.

Primary colourway

Secondary colourway

Black and white

myki brandmark clearspace and minimum size

Clearspace

Clearspace for all myki brandmarks is the height of the 'm'.

Minimum size

There are two minimum sizes that apply to the myki and myki Explorer brandmarks. One for the primary colourway and one for the secondary colourway.

The minimum size of the primary version is: 8mm/30px high.

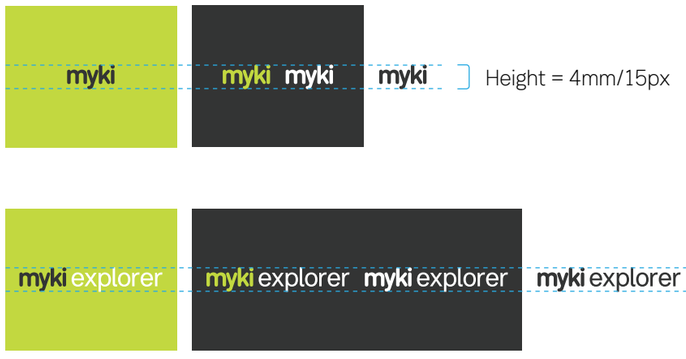
The minimum size of the secondary version is: 4mm/15px high.

Clearspace

Minimum size

Primary colourway

Secondary colourway



Free Tram Zone brandmark

The Free Tram Zone brandmark is a key identifying element to locate the Free Tram Zone.

It's used to:

- identify tram stops in the Free Tram Zone e.g. signage and decals
- identify the Free Tram Zone across the tram network e.g. on maps.

There are two versions:

- **Free Tram Zone stacked brandmark** – used for primary identification of the Free Tram Zone stops and services.
- **Free Tram Zone landscape brandmark** – used to reinforce Free Tram Zone identification on some signage and printed information.

Primary colourway

The three Free Tram Zone greens (light, medium and dark) are the primary colourways that are used for Free Tram Zone collateral.

For information on how to apply the Free Tram Zone palette on signage, refer to the *Wayfinding and Signage Standards.*

Black and white reproduction

For black and white print production use one of the black and white versions.

Free Tram Zone stacked brandmark full colour

Primary colourway

Free Tram Zone stacked brandmark reversed

Free Tram Zone landscape brandmark

Primary colourway

Free Tram Zone brandmark mono

Black and white

Free Tram Zone landscape brandmark mono

Black and white

Free Tram Zone brandmark clearspace and minimum size

Clearspace

Clearspace for all applications of the Free Tram Zone brandmark is the width of the arrow as shown here.

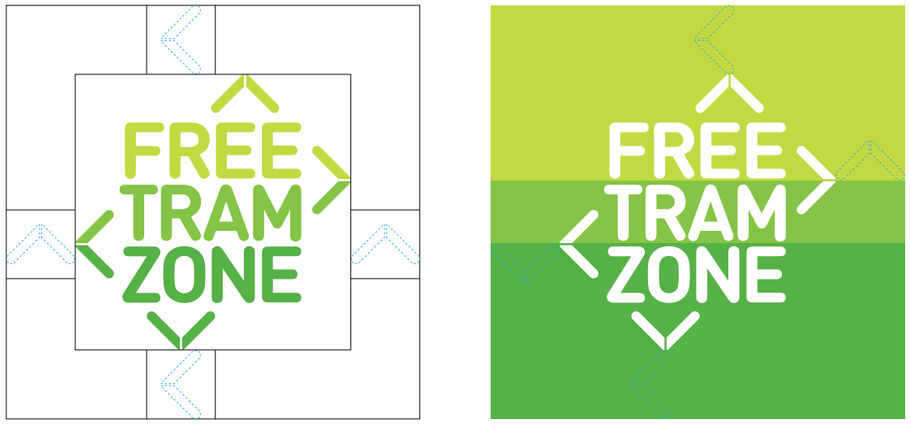
Minimum size

There are two minimum sizes that apply to the Free Tram Zone. One for stacked and one for landscape.

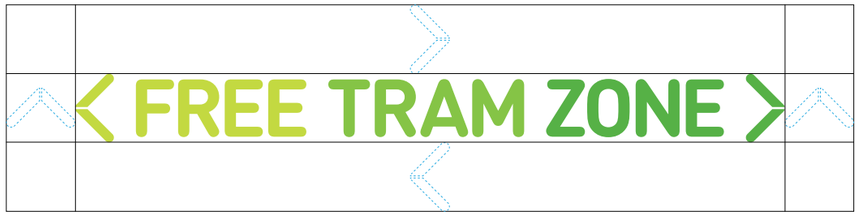
The minimum size of the stacked version is: 17mm/65px high.

The minimum size of the landscape version is: 3.5mm/14px high.

Clearspace stacked



Clearspace landscape



Minimum size stacked

Height = 17mm/65px

Minimum size landscape

Height = 3.5mm/14px

City Circle Tram brandmark

The City Circle Tram brandmark is a key identifying element of Melbourne's free City Circle Tram.

It's used to:

- identify all City Circle Tram touchpoints – e.g. signage, maps and marketing communications.

Primary colourway

The primary colour way for City Circle tram is gold and black.

City Circle Spot Gold is used for printed collateral using a spot metallic PMS colour.

City Circle Process Gold is used for CMYK printed collateral and all RGB digital outputs.

For more information see the Colour section of this module.

Clearspace

Clearspace for all applications of the City Circle Tram brandmark is the height of the black centre circle.

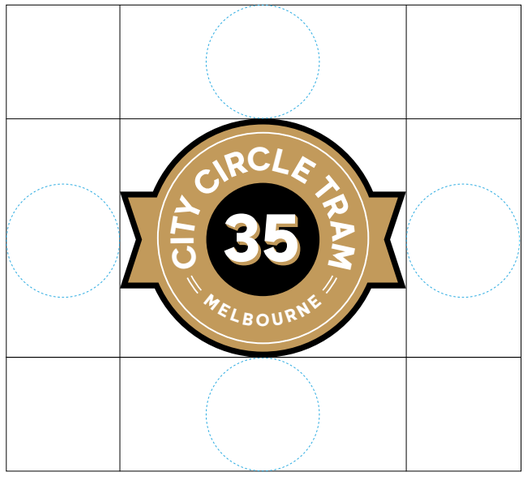
Minimum size

The minimum size the City Circle Tram brandmark should be reproduced is: 17mm/65px high.

City Circle Tram brandmark

Primary colourway

Clearspace



Minimum size

Night Network brandmark

The brandmark is a key identifying element for the Night Network system.

It's used to:

- identify all touchpoints related to the Night Network – e.g. signage, maps and marketing communications.

The preferred use of the Night Network brandmark is white on Night Network Indigo or black backgrounds. There are four primary versions of the brandmarks:

- **Mono** – used for Night Network identification on signage, printed information and small scale applications.
- **Image** – used for Night Network identification for larger scale applications.
- **Multi-modal** – used for specific multi-modal identification of the Night Network locations and services.
- **Crescent** – used for Night Network identification on signage and timetables.

Night Network lockup brandmarks

Used to qualify the Night Network services.

Night Network primary brandmarks

Mono

Mono lockup

Image

Image lockup

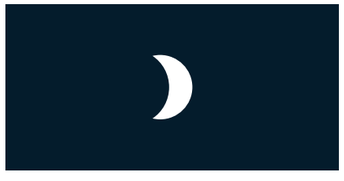
Multi-modal

Multi-modal image

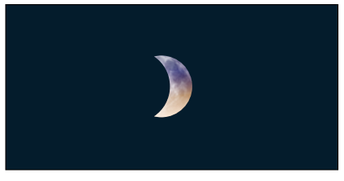
Multi-modal lockup

Multi-modal image lockup

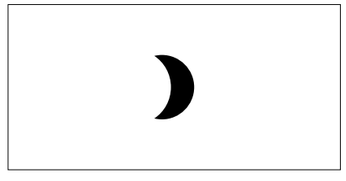
Crescent



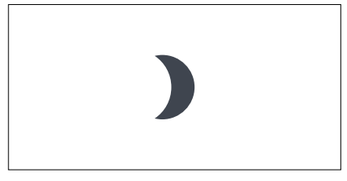
Crescent image



Crescent mono (timetables)

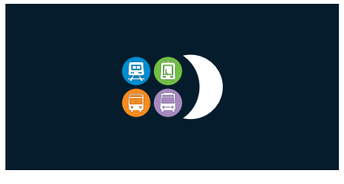


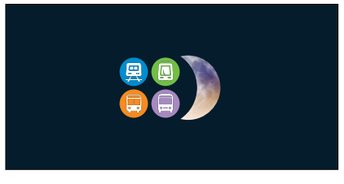
Crescent mono (timetables covers)



Night Network secondary brandmarks

Multi-modal





Night Network mode brandmarks

The Night Network mode brandmarks are used for all information related to individual Night Network modes.

The Night Network mode brandmarks are used in white on Night Network Indigo or black backgrounds. There are four versions:

- Night Train brandmark is used for primary identification of the Night Train network and services.
- Night Tram brandmark is used for primary identification of the Night Tram network and services.
- Night Bus brandmark is used for primary identification of the Night Bus network and services.
- Night Coach brandmark is used for primary identification of the Night Coach network and services.

Primary mode brandmarks

Night Train

Night Tram

Night Bus

Night Coach

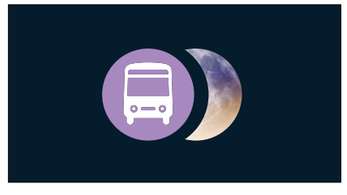
Secondary mode brandmarks

Night Train abbreviated

Night Tram abbreviated

Night Bus abbreviated

Night Coach abbreviated



Night Network brandmark clearspace and minimum size

Clearspace

Clearspace for all applications of the Night Network brandmark is the width of the crescent.

Minimum size

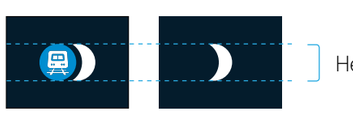
The minimum size the Night Network brandmark should be reproduced is: 9mm/34px high.

The crescent and abbreviated versions can scale down to: 6mm/23px high.

Clearspace

Minimum size

Minimum size for crescent and abbreviated versions



Authorised Officer crest

The Authorised Officer crest identifies information about Authorised Officers. It reinforces the role they play and supports the safe delivery of public transport services.

It's used to:

– identify all touchpoints related to Authorised Officers – e.g. decals, uniforms and passenger communications.

Primary colourway

PMS 541 is the primary colourway to be used for Authorised Officer collateral.

Black and white reproduction

For black and white print production use one of the black and white versions.

Clearspace

Clearspace for all applications of the Authorised Officer Crest is half the width of the outer centre circle.

Minimum size

The minimum size the Authorised Officer crest should be reproduced is: 17mm/65px high.

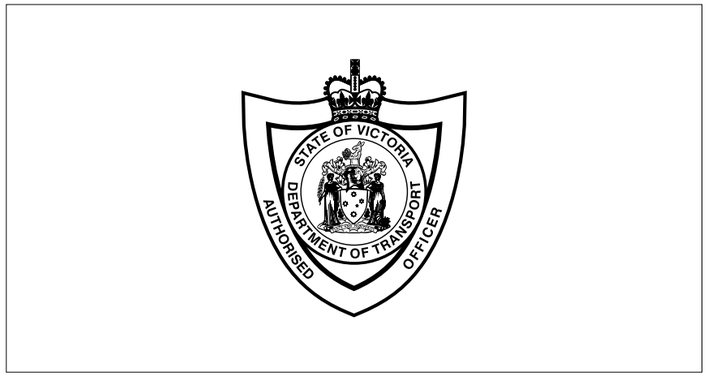
Authorised Officer crest

Primary colourway

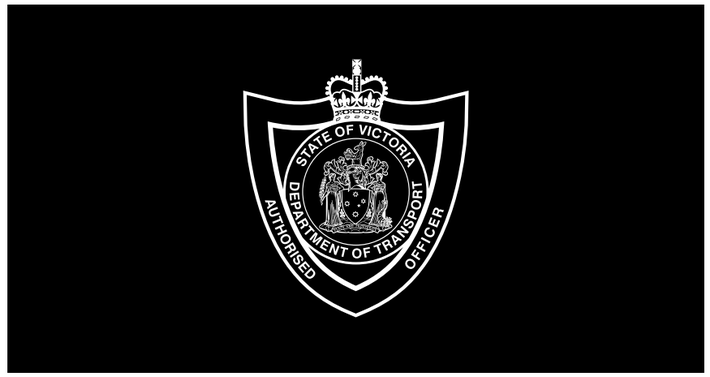
Authorised Officer crest reversed

Mono

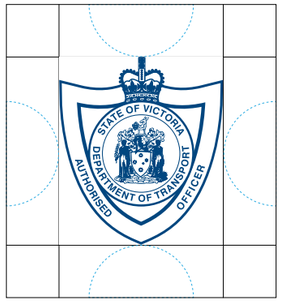
Authorised Officer crest black and white



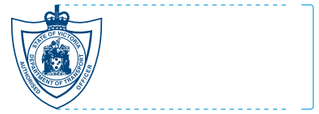
Authorised Officer crest black and white reversed



Clearspace



Minimum size



Endorsements

Different situations call for the endorsement of our products and services. Our endorsement framework guides how we depict associations between PTV and other parties.

In most cases, endorsements are between PTV and the State Government of Victoria or the Department of Transport. But they can also be between PTV and other State Government departments, public transport operators or third party organisations.

When making decisions about endorsements, our goals are:

1. To keep our communications clear and straightforward. It should always be clear who's leading the communication and who to contact for further information. We don't want our communications to leave passengers feeling confused.
2. To make sure our brandmark doesn't appear to endorse products, services or activities that don't align with State Government policies.
3. To maintain consistent presentation and reproduction of our communications from multiple content sources.
4. To maintain our authority as the key public transport service delivery agency.

Endorsement from State Government of Victoria

The State Government of Victoria (SGoV) endorses all PTV above the line marketing campaigns and passenger communications. Its brandmark and 'Authorised by' line act as the endorsement for PTV.

The SGoV brandmark

When applying the SGoV brandmark, we must follow the *Brand Victoria Guidelines*.

How and when to use the State Government of Victoria 'Authorised by' line

- The SGoV 'Authorised by' line must be included on all communications the Government endorses. It's worded as follows:

  Authorised by the Victorian Government, 1 Treasury Place, Melbourne
- The SGoV brandmark must be included with the SGoV 'Authorised by' line.
- Place the 'Authorised by' line at the end of communications:
  - single page document – place at bottom left
  - multi-page document – place at bottom left on back page.
- 6pt/8px is the minimum size the 'Authorised by' line can appear. Where space is limited, it can be stacked over multiple lines.
- Digital banners 600 x 300 px or smaller don't need to use the 'Authorised by' line.
- Wherever possible, lockup the 'Authorised by' line to the SGoV brandmark, as shown in the example.
- For more information, refer to the *Brand Victoria Guidelines*: **dpc.vic.gov.au/index.php/communication/brand-victoria**

The State Government of Victoria brandmark

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

The State Government of Victoria brandmark and 'Authorised by' line in use

Applying the State Government of Victoria brandmark

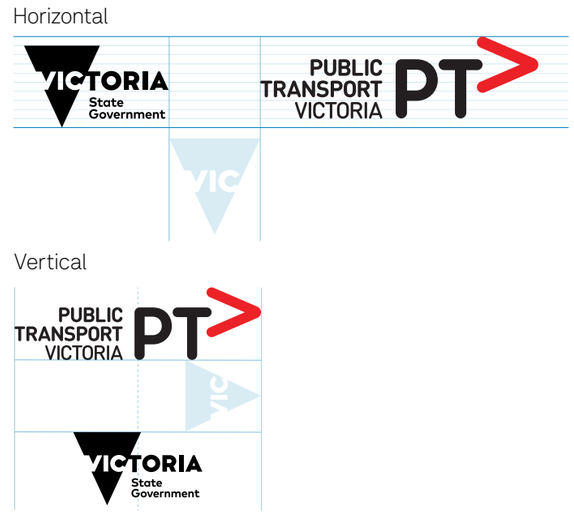
How and when to use State Government of Victoria brandmark

- The SGoV and PTV brandmarks should always appear balanced in size. Always make sure the height of both brandmarks is the same.
- The SGoV brandmark is always positioned to the left or below the PTV brandmark. The optimal position is in the bottom, left-hand corner.
- In both horizontal and vertical alignments, the minimum space between the brandmarks is one triangle 'V'.
- When aligning third party brandmarks to SGoV the minimum space between is one half triangle 'V'.
- The minimum clear space for the PTV brandmark is one triangle 'V'.
- When space is limited e.g. static digital banners, we use the PTV symbol on its own, without the SGoV brandmark.
- Always make sure the SGoV brandmark is positioned to the left of any third party brandmarks.
- In vertical applications where space is limited the SGoV brandmark can appear below any third party brandmarks. Alternatively, if the application is double-sided, the SGoV brandmark can sit on the reverse, bottom-left, with the third party brandmarks on the front.

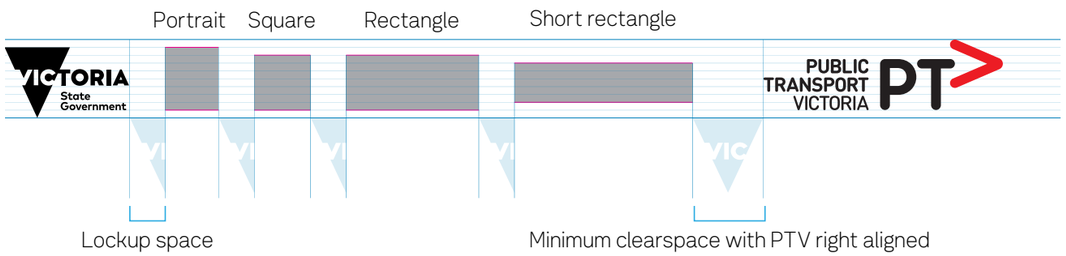
PTV and SGoV brandmark scale and alignment

To ensure balance, the SGoV and PTV brandmarks are the same height and appear visually centred both horizontal and vertically.

Always use the artwork files with the resolved lockups already in place. Avoid recreating scale and alignment relationships from scratch.



PTV, SGoV and third party brandmarks scale and alignment guide



Endorsement from the Department of Transport

The Department of Transport (DoT) is the overarching transport authority for Victoria. Its brandmark and 'Authorised by' line act as an endorsement for PTV, and are used on all communications where the full PTV brandmark appears. The only exceptions are communications authorised by SGoV or those in which PTV is the endorsing party.

The DoT brandmark

When applying the DoT brandmark, we must follow DoT's guidelines.

How and when to use the DoT 'Authorised by' line

- The DoT 'Authorised by' line is included on all communications DoT endorses. It's worded as follows:

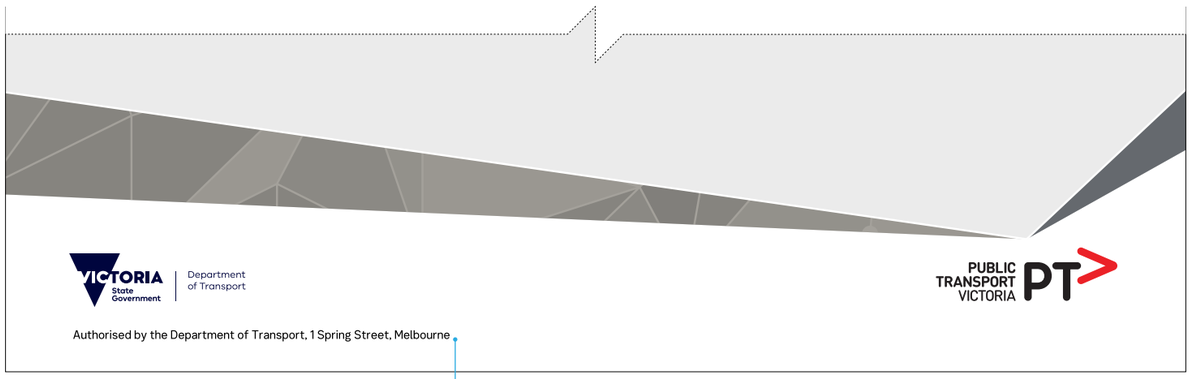
  Authorised by the Department of Transport, 1 Spring Street, Melbourne
- The DoT brandmark must be included with the DoT 'Authorised by' line.
- Place the 'Authorised by' line at the end of communications:
  - single page document – place at bottom left
  - multi-page document – place at bottom left on back page.
- 6pt/8px is the minimum size the 'Authorised by' line can appear. Where space is limited, it can be stacked over multiple lines.
- Digital banners 600 x 300 px or smaller don't need to use the 'Authorised by' line and may use the PTV symbol.
- Wherever possible, lockup the 'Authorised by' line to the DoT brandmark, as shown in the example.

The Department of Transport brandmark

VICTORIA State Government | Department of Transport

Authorised by the Department of Transport, 1 Spring Street, Melbourne

The Department of Transport brandmark and 'Authorised by' line in use



No full stop is used for the 'Authorised by' line

Applying the Department of Transport brandmark

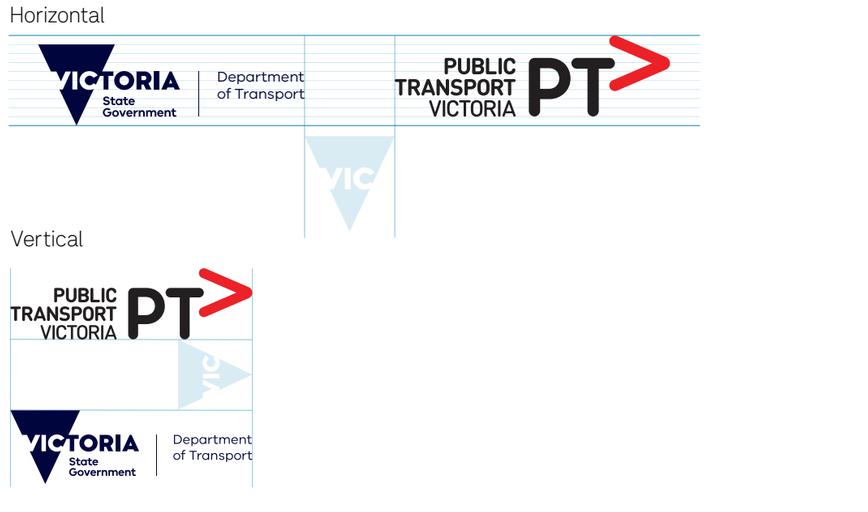
How and when to use the Department of Transport brandmark

- The DoT and PTV brandmarks should always appear balanced by using the horizontal and vertical scale alignment principles here.
- The DoT brandmark is always positioned to the left or below the PTV brandmark. The optimal position is in the bottom, left-hand corner.
- In both horizontal and vertical alignments, the minimum space between the brandmarks is one triangle 'V'.
- When aligning third party brandmarks, to DoT the minimum space between is one half triangle 'V'.
- The minimum clear space for the PTV brandmark is one triangle 'V'.
- When space is limited e.g. static digital banners, we use the PTV symbol on its own, without the DoT brandmark.
- Always make sure the DoT brandmark is positioned to the left of any third party brandmarks.
- In vertical applications where space is limited the DoT brandmark can appear below any third party brandmarks. Alternatively, if the application is double-sided, the DoT brandmark can sit on the reverse, bottom-left, with the third party brandmarks on the front.

PTV and DoT brandmark scale and alignment

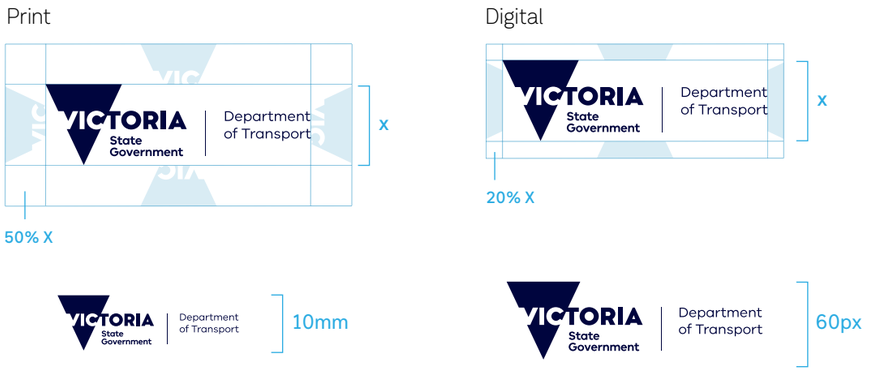
The scale and alignment principle for horizontal and vertical positionings is based on matching the size of the PTV and DoT brandmarks.

Always use the artwork files with the resolved lockups already in place. Avoid recreating scale and alignment relationships from scratch.

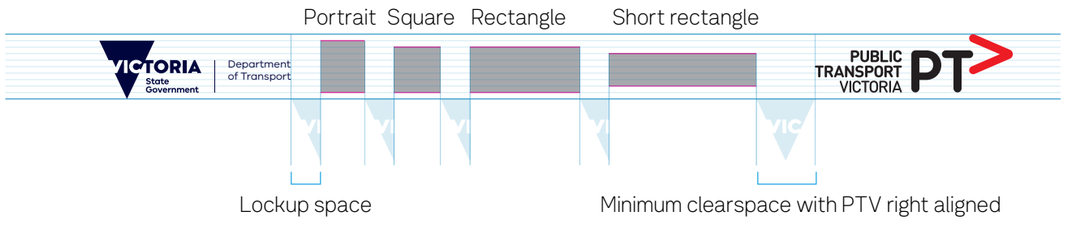


DoT brandmark clearspace and minimum size

Clearspace rules and minimum sizes have been set so that the brandmark is clearly displayed and legible.



PTV, DoT and third party brandmarks scale and alignment guide



Applying operator brandmarks

To simplify our messages and remove clutter, we have removed the requirement to have operator brandmarks on all communications (with the exception of V/Line).

Instead, we use our modal visual identity elements to identify mode-specific communications. These include colour, the network pattern, the shard device and pictograms.

Applying the V/Line brand

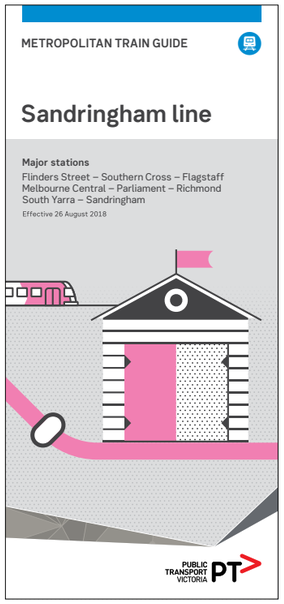
V/Line brandmarks are the only operator brandmarks used on customer information communications.

The V/Line brandmark never appears on its own, only together with the PTV brandmark or symbol.

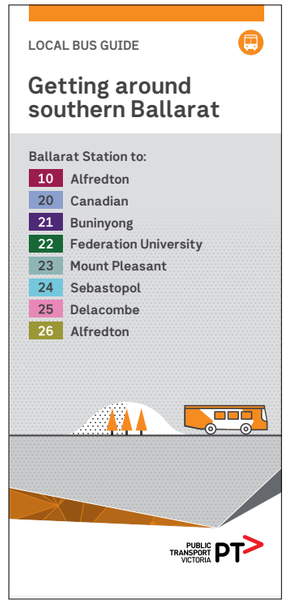
For V/Line branded marketing templates please contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au**

Mode-specific communications

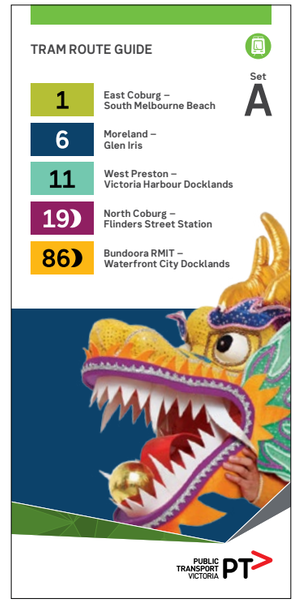
Metropolitan train



Bus



Tram



V/Line brandmark in use

Operated by line

There are some instances where it is important for a passenger to know who is operating their service. To clarify the roles of PTV and operators we have created an 'Operated by' line for application on new and refurbished fleet.

How and when to use the 'operated by' line

On fleet

- Operator brandmarks can be used on fleet with the 'Operated by' line.
- The 'Operated by' lockup can only appear in black or white.

For 'Operated by' line artwork files and application advice, contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au**

'Operated by' lockup examples (not all operators shown)

Operated by METRO

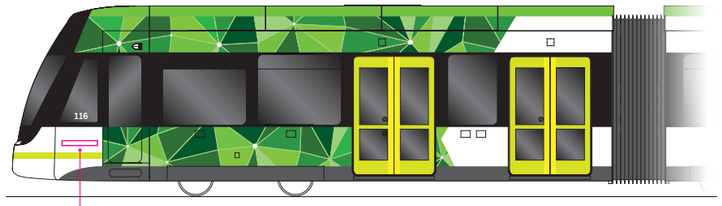
Operated by CDC GEELONG

Operated by yarra trams

Operated by transdev

'Operated by' line in use on fleet (shown on tram)

Placement indicative only



'Operated by' line lockup

Third party brandmarks

In some cases, a third party endorses our communications. Examples include major events and organisations such as the Australian Open, Formula One and AFL.

In those cases, the third party's brandmark is used to endorse our communications, and the guidelines below apply.

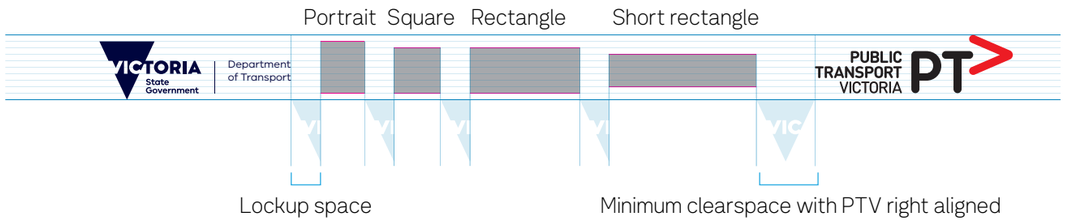
For information on how to identify PTV when we're sponsoring, partnering or endorsing a third party organisation or initiative, contact the PTV Marketing team.

How and when to use

- Third party brandmarks are always positioned to the left or below the PTV brandmark.
- Third party brandmarks should be positioned to the right of the SGoV or DoT brandmark.
- When aligning third party brandmarks, to DoT the minimum space between is one half triangle 'V'.
- The minimum clear space for the PTV brandmark is one triangle 'V'.
- In vertical applications where space is limited, the DoT or SGoV brandmarks can appear below third party brandmarks. If the application is double-sided, SGoV can sit on the reverse, bottom-left, with the third party brandmarks on the front.
- Third party brandmarks should always appear in black on a white background or white reversed out of a coloured background.
- For applications about special event services, third party brandmarks can appear in, or on, their brandmark colour. For more information, refer to the *Disruptions and Special Events Standards*.

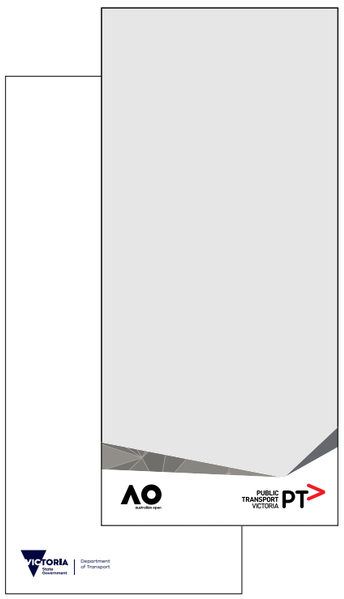
Examples of third party brandmarks

PTV and third party brandmark scale and alignment guide

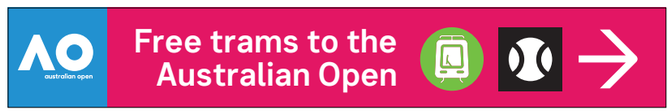


Examples of third party brandmarks in use

Bottom left on front of double-sided or multi-page application



Temporary signage for special event services using event colour and white third party brandmark



Bottom left top shard version

Use of the Australian Open and R.S.L. Brandmarks are for indicative purposes only.

2.3 Colour

Colour, along with pictograms and language, is fundamental to the way we communicate. It helps passengers navigate the network and identify key information about modes, lines, routes, alerts and products. The consistent application of our colours unifies and strengthens our communications across every passenger journey.

Colour overview

All colours are based on the PANTONE® MATCHING SYSTEM® (PMS), but CMYK, RGB and Hex colour values have been customised.

Our colour palette is divided into four categories. Each category reflects how the colours in that palette are used across all channels. These are:

PTV corporate colour palette

Network colour palettes
- mode, including line and route colours
- Free Tram Zone
- City Circle
- Night Network
- mapping.

Alert colour palettes
- disruptions
- special event services
- safety and standards.

Product colour palettes
- Authorised Officers
- myki.

PTV corporate colour palette

Used for corporate and internal communications. Also used for presenting multi-modal information – e.g. digital products and local area maps.

Network colour palettes

Used to unify all network, including mode-specific, communications. The main colours are always used with their supporting palette.

Third parties, such as Google maps, have adopted our mode colours, building further recognition.

Metropolitan train and lines

Tram and routes

Bus and routes

Ferry

Regional train and line

Regional coach

Roads

Cycling

Free Tram Zone

Night Network

Walking

City Circle

Mapping

Alert palettes

Used to alert passengers of disruptions to services, additional special events services and safety messages.

Disruptions

Special events

Safety and standards

Product colour palettes

Used to unify all product-related communications and assets.

Authorised Officer

myki

Colour in action

Network and corporate

The examples here capture a few simple principles to remember when using our colour palettes in any communication across the passenger journey.

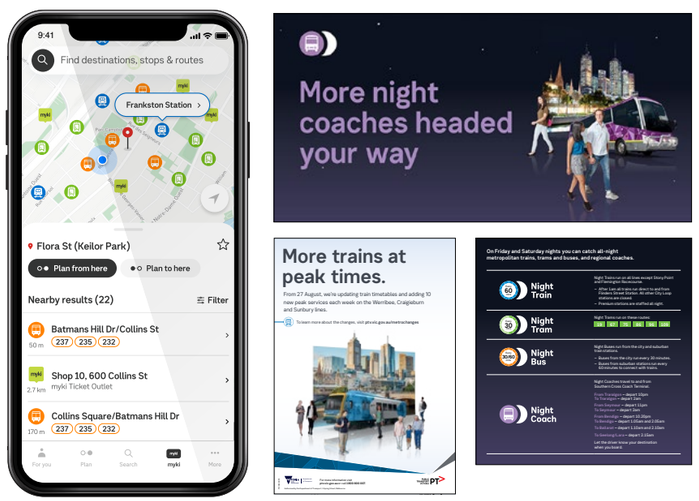
For more information on how to apply colour to specific applications, refer to the relevant standards.

Network colours are used as a hero background colour

- To identify location of a specific mode, service or zone.
- To reinforce mode identification when mode-related imagery and pictograms aren't used.
- To simplify information and communicate efficiently.

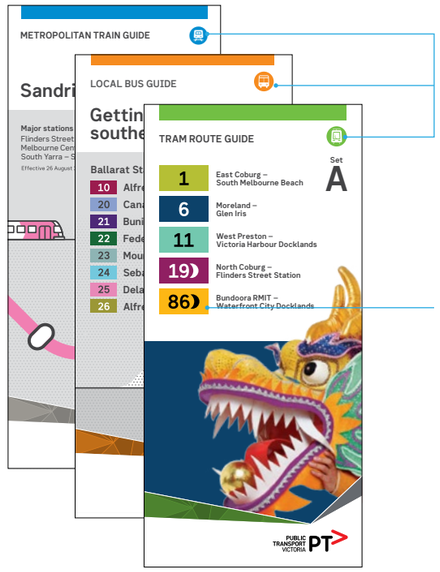
Network colours are used as a highlight colour

- When there are complex design elements used, such as large amounts of copy, pictograms and multiple images.
- When referring to mode-specific information on multi-modal communications – e.g. PTV app and maps.



Mode, line and route hierarchy

Our colour hierarchy always supports the information our passengers need at different stages of their journey.

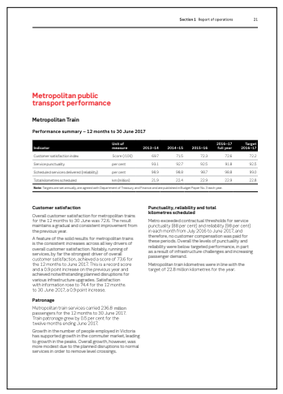


Looking for timetable brochures displayed at a PTV hub, passengers need to first identify the correct mode 'set' of timetables. Making the mode colour prominent allows them to scan quickly and identify the right set.

Once they identify the mode, recognising the right line or route becomes the priority.

Red and black are used as highlight colours

When using the PTV corporate palette we use the supporting greys and white predominantly, and only use red and black as highlight colours.



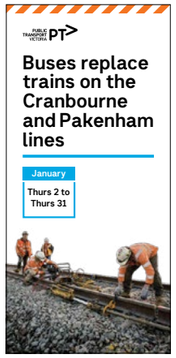
Colour in action

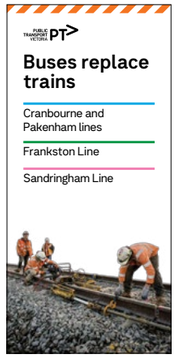
Alert colours

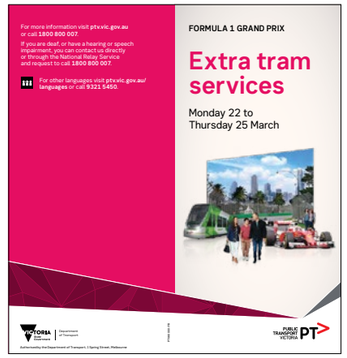
These examples showcase how our Disruptions and Special events services palettes work along side our Network palettes to alert passengers to critical information.

Use disruptions and special events colours as a highlight colour

– When there are complex design elements used, such as large amounts of copy, pictograms and multiple images.







Safety and standards palette for safety communications

Safety communications should always be bold and direct, so passengers don't miss the safety message. Use Safety and standards palette to ensure these messages stand out.

Use disruptions and special events colours as a hero colour in wayfinding assistance

– To alert passengers and help them identify a disruption or special event service or both.
– When acting as a 'breadcrumb' across the passenger journey, to confirm they're on the right track.
– When communicating about an upcoming disruption or special event service.

Accessible application of colour

We work hard to make sure everyone can access the information we provide. We carefully consider our application of colour, and its impact on people who rely on us every day, throughout the design process.

The following principles outline our approach to designing for the accessible use of colour. They include the tools we use, and the standards we meet across print, digital and signage and wayfinding.

For more information about design for accessibility, refer to the *Accessibility and Inclusiveness Standards*.

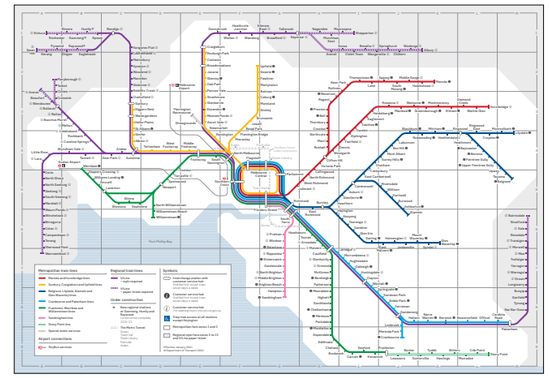
General principles

- People with a form of colour blindness may not be able to see some colours. So while colour is very important, it can't be used on its own to communicate meaning. Use text, pictograms or some other visual cues to get the meaning across.
- Avoid using text over colour wherever possible, especially at smaller sizes.
- Don't change any of our colours or approved text colour combinations. Colours used in network maps, and for bus and tram route numbers, have been tested to make sure they meet the needs of our passengers.
- Undertake user testing to make sure information can be read and easily understood.
- For digital communications we meet the WCAG 2.0 Level AA standard for colour contrast as a minimum.
- For signage and wayfinding and other environmental applications we meet Australian Standard 1428.2–1992 Clause 17.3 as specified in the Disability Standards for Public Transport (DSAPT). We use the Light Reflective Value (LRV) formula to calculate the contrast levels required to meet this standard.
- For printed collateral, when testing colour contrast we undertake user testing and press checking to make sure standards are met.

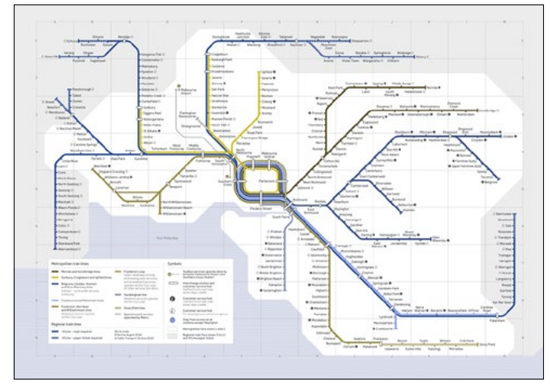
Network maps

We've designed our network maps keeping in mind people with colour blindness. There are also high contrast versions of many of our network maps. These may be more suitable for people with low vision impairments.

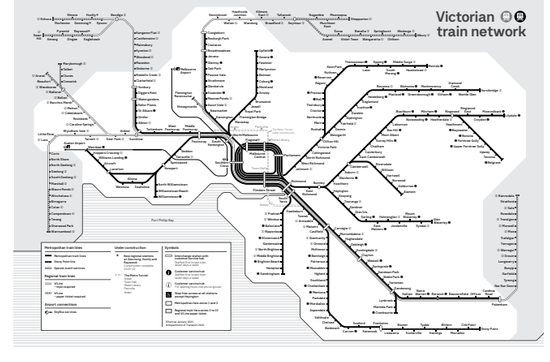
Standard version



An example of how our line colour on a network map appears for people with the most common type of colour blindness.



High contrast version



Colour contrast

Our colour contrast rules exist to help determine the readability of text. Use them for checking foreground and background colour combinations.

Follow the rules in the examples shown as a guide.

White text on dark background

White text at any size

Black text on light background

Black text at any size

White text on coloured background at large size

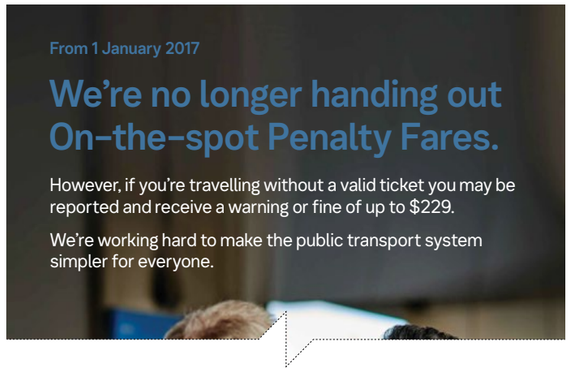
Large white text

Coloured text on light background at large size

Large coloured text

Text with contrast on a photographic background

Text without contrast on a photographic background



White text on coloured background at small size

Small white text

Coloured text on light background at small size

Small coloured text

Not enough contrast

Black text

Not enough contrast

Light grey text

Digital colour contrast requirements

Colour contrast requirements are expressed as a contrast ratio. The greater the contrast ratio, the better the readability. A high contrast ratio especially helps people with low vision impairments and colour blindness.

By law our website, apps and passenger information screens must meet Level AA as specified in the Web Content Accessibility Guidelines (WCAG) 2.0. We use this standard across all our digital communications. But we aim to do better than this wherever possible.

Level AA specifies the visual presentation of text and images of text in:

Small-scale text
Defined as text and images of text that are less than 18pt/24px if not bold and less than 14pt/18px if bold
– Must have a contrast ratio of at least 4.5:1

Large Text
Defined as text and images of text that are at least 18pt/24px if not bold and at least 14pt/18px if bold
– Must have a contrast ratio of at least 3:1

Incidental applications
Defined as text or images of text that are part of an inactive user interface component, are pure decoration, are not visible to anyone, or are part of a picture that contains significant other visual content.
– Have no contrast requirement.

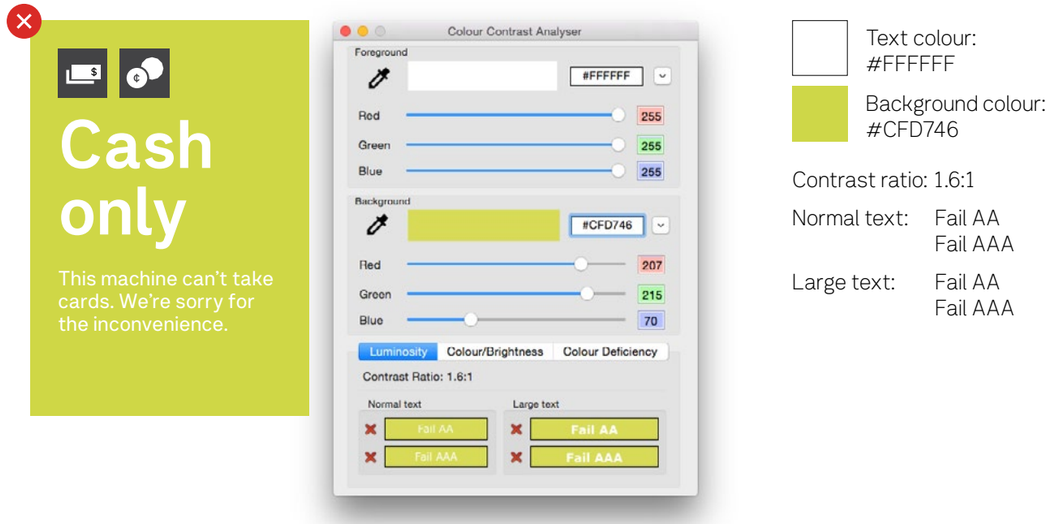
Logotype (brandmark)
Defined as a logo or brand name
– Have no contrast requirement.

Online tools for testing colour contrast
visionaustralia.org/digital-access-determinator

Approved examples of colour contrast

Text colour: #434345
Background colour: #CFD746
Contrast ratio: **6.3:1**
Normal text: **Pass AA** **Fail AAA**
Large text: **Pass AA** **Pass AAA**

Failed examples of colour contrast



Text colour: #FFFFFF
Background colour: #CFD746
Contrast ratio: 1.6:1
Normal text: Fail AA Fail AAA
Large text: Fail AA Fail AAA

Print and environmental colour contrast requirements

For signage and wayfinding applications we must meet the specific requirements in the DSAPT, Premises Standards and the Building Code of Australia. We aim to do better than this wherever possible.

The DSAPT, Premises Standards and the Building Code of Australia require the various sign elements (background, borders, letters, numbers, symbols) and substrate where signs are placed to have a luminance contrast of not less than 30%.

We meet this standard by using the luminance contrast formula in Australian/New Zealand Standard AS/NZS1428.4.1 that compares the light reflective values (LRV) of two surfaces. To meet the disability standards, we aim to always achieve 30% or higher.

LRVs are dependent on material and finish. Values can be obtained through production catalogues or by undertaking a luminance contrast test by a qualified testing company or a registered laboratory.

Light Reflective Value formula for colour contrast

Reference: ASNZS Appendix B 1428.1 2009

$$C = 125 (Y2 - Y1) / (Y1 + Y2 + 25)$$

C is the Light Reflective Value, Y2 and Y1 are the colour values

Example: Using the formula to calculate Light Reflective Value contrast percentage for a tram route identifier

Y2: light area
White text LRV = **99**

Y1: dark area
Purple background LRV = **12**

determine Y2 and Y1 LRV colour values

125 x (Y2 **–** Y1) **÷** (Y1 **+** Y2 **+ 25**)

125 x (99 **–** 12) **÷** (12 **+** 99 **+ 25**)

125 x (87) **÷** (136) **=** 79.96%

LRV % contrast value

PTV corporate palettes

Primary palette specifications

PTV Red

PMS 485
CMYK
C0 M100 Y100 K0
RGB
R217 G43 B38
Hex
D92B26

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Metropolitan train palettes

Primary palette specifications

Metropolitan Train Blue

PMS 285
CMYK
C90 M30 Y0 K0
RGB
R0 G114 B206
Hex
0072CE

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

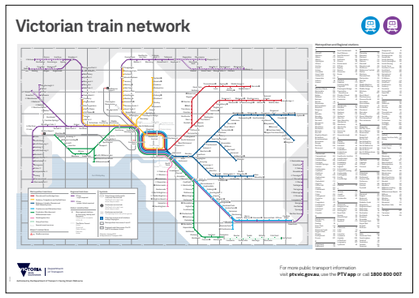
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Metropolitan train line colours

The metropolitan train line colours help passengers identify information about their train line. We use them on the network map, line diagrams, timetable headers and in the metropolitan train guides.

When using these colours:

- Only use them when referring to a specific train line.
- Always use the correct line colour.
- Only use the appropriate text colour (black or white) shown.
- Don't change the colours as the colour contrast shown meets the WCAG 2.0 AA standard.
- For information on how to apply this palette, go to Colour in action in the side menu.



Metropolitan train line palette specifications

Sandringham line	**PMS 211**	**CMYK** C0 M64 Y0 K0	**RGB** R245 G126 B182	**Hex** F178AF	1
Frankston, Werribee and Williamstown lines	**PMS 355**	**CMYK** C91 M0 Y100 K15	**RGB** R0 G150 B57	**Hex** 028430	1
Cranbourne and Pakenham lines	**PMS 2191**	**CMYK** C82 M11 Y0 K0	**RGB** R0 G163 B225	**Hex** 279FD5	1
Belgrave, Lilydale, Alamein and Glen Waverley lines	**PMS 2945**	**CMYK** C100 M74 Y20 K5	**RGB** R21 G44 B107	**Hex** 152C6B	1
Sunbury, Craigieburn and Upfield lines	**PMS 7408**	**CMYK** C0 M30 Y99 K0	**RGB** R249 G190 B22	**Hex** FFBE00	1
Mernda and Hurstbridge lines	**PMS 186**	**CMYK** C12 M100 Y92 K3	**RGB** R200 G16 B46	**Hex** BE1014	1
Showgrounds / Flemington Racecourse	**PMS Cool Grey 7**	**CMYK** C0 M0 Y0 K49	**RGB** R149 G151 B154	**Hex** 95979A	1

Metropolitan train network pattern colours

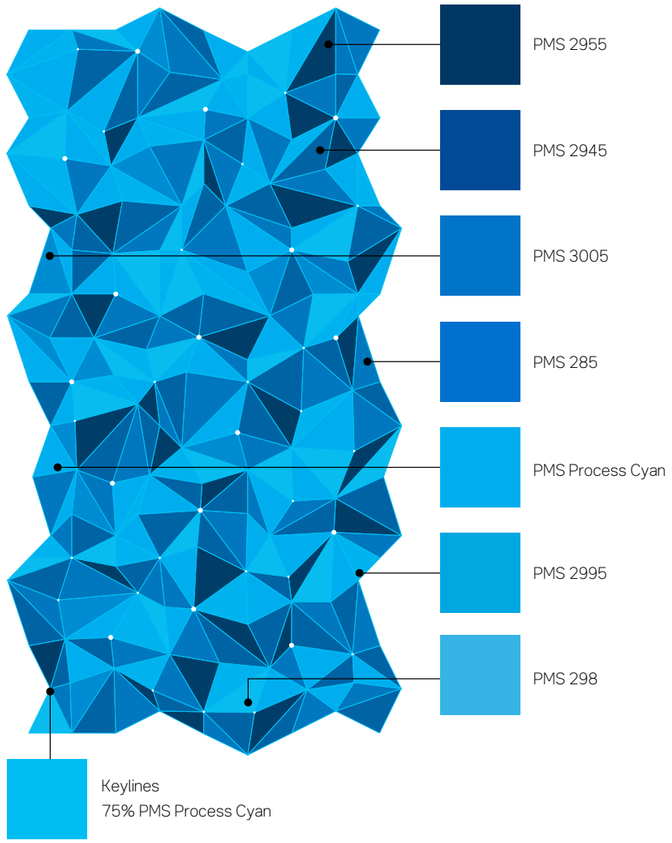
These colours make up the network pattern used across our livery and infrastructure. They make each respective mode easy to recognise.

When using these colours:

- Only use network pattern colours when referring to a specific mode.
- Always use the correct line colour.
- Never substitute or interchange the livery network pattern and the shard network pattern. These two patterns are graphically different in character.

Where these colours can be used:

- Livery and infrastructure.
- Limited use for public events, activations and PTV internal communications, with guidance from the DoT Brand and Customer Information Design Studio.



Metropolitan train network pattern palette specifications

PMS 2955
CMYK
C100 M60 Y10 K53
RGB
R0 G56 B101
Hex
003865

PMS 2945
CMYK
C100 M53 Y2 K16
RGB
R0 G76 B151
Hex
004C97

PMS 3005
CMYK
C100 M31 Y0 K0
RGB
R0 G119 B200
Hex
0077C8

PMS 285
CMYK
C90 M30 Y0 K0
RGB
R0 G114 B206
Hex
0072CE

PMS Process Cyan
CMYK
C100 M0 Y0 K0
RGB
R0 G159 B218
Hex
009FDA

PMS 2995
CMYK
C83 M1 Y0 K0
RGB
R0 G169 B224
Hex
00A9E0

PMS 298
CMYK
C67 M2 Y0 K0
RGB
R65 G182 B230
Hex
41B6E6

PMS Process Cyan 75%
CMYK
C100 M0 Y0 K0
RGB
R0 G159 B218
Hex
009FDA

Tram palettes

Primary palette specifications

Tram Green

PMS 368
CMYK
C60 M0 Y100 K0
RGB
R120 G190 B32
Hex
78BE20

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

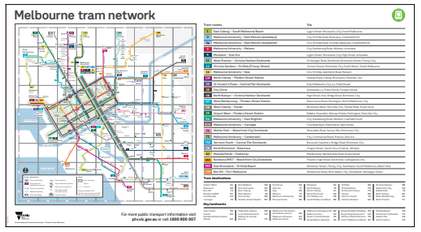
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Tram route colours

The tram route colours help passengers identify information about their tram route. We use them on the network map, route diagrams, timetable headers, in wayfinding and signage and in the tram guides.

When using these colours:

- Only use them when referring to a specific tram route.
- Always use the correct correlating colour.
- Only use the appropriate text colour (black or white) shown.
- Don't change the colours as the colour contrast shown meets the WCAG 2.0 AA standard.
- For information on how to apply this palette, go to Colour in action in the side menu.



*Updated to use white number with 2021 Tram Network Map Update.

Tram route palette specifications

1	3	5	6	11	12
PMS 390	**PMS 2905**	**PMS 199**	**PMS 7694**	**PMS 338**	**PMS 7712**
CMYK C34 M12 Y100 K0	**CMYK** C41 M9 Y2 K0	**CMYK** C7 M100 Y85 K1	**CMYK** C100 M77 Y34 K21	**CMYK** C54 M0 Y39 K0	**CMYK** C100 M30 Y34 K2
RGB R181 G189 B0	**RGB** R141 G200 B232	**RGB** R213 G0 B50	**RGB** R1 G66 B106	**RGB** R110 G206 B178	**RGB** R0 G126 B146
Hex B5BD00	**Hex** 8DC8E8	**Hex** D50032	**Hex** 01426A	**Hex** 6ECEB2	**Hex** 007E92

16	19	30	35	48	57
PMS 1215	**PMS 7649**	**PMS 7670**	**PMS 175**	**PMS 432**	**PMS 3115***
CMYK C1 M15 Y66 K0	**CMYK** C42 M100 Y34 K13	**CMYK** C77 M78 Y11 K1	**CMYK** C36 M78 Y81 K43	**CMYK** C0 M0 Y0 K89	**CMYK** C74 M0 Y17 K0
RGB R251 G216 B114	**RGB** R138 G27 B97	**RGB** R83 G79 B150	**RGB** R107 G53 B41	**RGB** R51 G52 B52	**RGB** R0 G193 B213
Hex FBD872	**Hex** 8A1B61	**Hex** 534F96	**Hex** 6B3529	**Hex** 333434	**Hex** 00C1D5

58	59	64	67	70	72
PMS Cool Grey 8	**PMS 7732**	**PMS 3268**	**PMS 4715**	**PMS 1905**	**PMS 558**
CMYK C0 M0 Y0 K55	**CMYK** C93 M27 Y100 K16	**CMYK** C89 M3 Y58 K0	**CMYK** C34 M58 Y64 K15	**CMYK** C0 M50 Y4 K0	**CMYK** C41 M13 Y36 K0
RGB R150 G150 B150	**RGB** R0 G101 B58	**RGB** R0 G171 B142	**RGB** R149 G108 B88	**RGB** R245 G155 B187	**RGB** R154 G190 B170
Hex 969696	**Hex** 00653A	**Hex** 00AB8E	**Hex** 956C58	**Hex** F59BBB	**Hex** 9ABEAA

75	78	82	86	96	109
PMS 2995*	**PMS 271***	**PMS 584**	**PMS 7549**	**PMS 233**	**PMS 158***
CMYK C80 M12 Y1 K0	**CMYK** C41 M40 Y0 K0	**CMYK** C19 M5 Y82 K0	**CMYK** C0 M31 Y100 K0	**CMYK** C19 M100 Y14 K0	**CMYK** C2 M66 Y100 K0
RGB R0 G169 B224	**RGB** R160 G160 B214	**RGB** R210 G215 B85	**RGB** R255 G181 B0	**RGB** R198 G0 B126	**RGB** R232 G119 B34
Hex 00A9E0	**Hex** A0A0D6	**Hex** D2D755	**Hex** FFB500	**Hex** C6007E	**Hex** E87722

Tram network pattern colours

These colours make up the network pattern used across our livery and infrastructure. They make each respective mode easy to recognise.

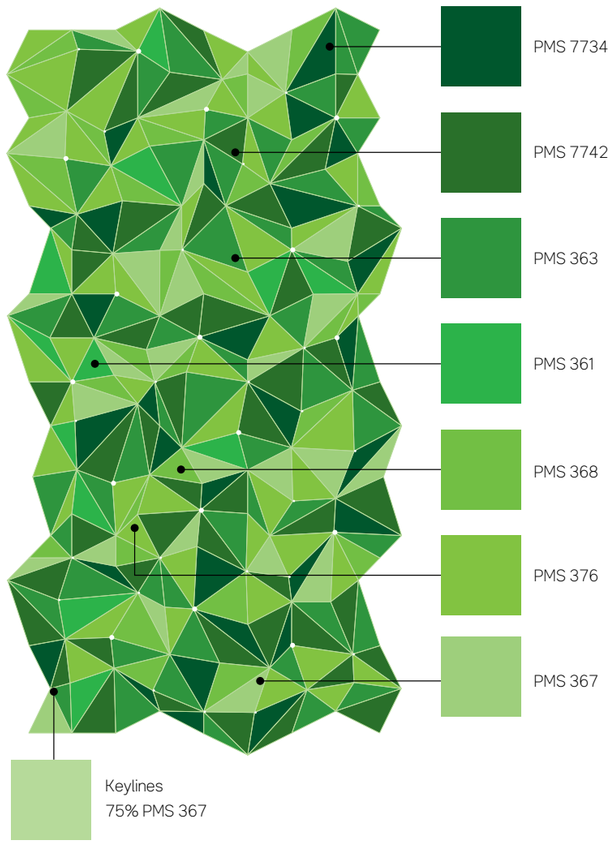
When using these colours:

- Only use network pattern colours when referring to a specific mode.
- Always use the correct line colour.
- Never substitute or interchange the livery network pattern and the shard network pattern. These two patterns are graphically different in character.

Where these colours can be used:

- Livery and infrastructure.
- Limited use for public events, activations and PTV internal communications, with guidance from the DoT Brand and Customer Information Design Studio.

Tram network pattern palette specifications



PMS 7734
CMYK
C77 M0 Y82 K65
RGB
R40 G97 B64
Hex
286140

PMS 7742
CMYK
C71 M5 Y100 K45
RGB
R74 G119 B60
Hex
4A773C

PMS 363
CMYK
C76 M3 Y100 K18
RGB
R76 G140 B43
Hex
4C8C2B

PMS 361
CMYK
C77 M0 Y100 K0
RGB
R67 G176 B42
Hex
43B02A

PMS 368
CMYK
C60 M0 Y100 K0
RGB
R120 G190 B32
Hex
78BE20

PMS 376
CMYK
C54 M0 Y100 K0
RGB
R132 G189 B0
Hex
84BD00

PMS 367
CMYK
C41 M0 Y68 K0
RGB
R164 G214 B94
Hex
A4D65E

PMS 367 75%
CMYK
C41 M0 Y68 K0
RGB
R164 G214 B94
Hex
A4D65E

Bus palettes

Primary palette specifications

Bus Orange

PMS 151
CMYK
C0 M55 Y100 K0
RGB
R255 G130 B0
Hex
FF8200

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

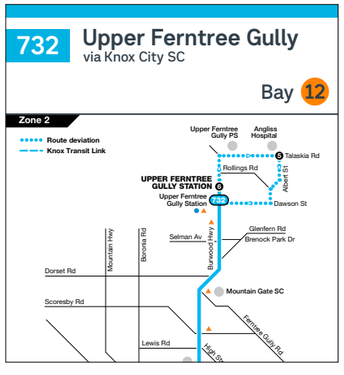
Bus route palette

The bus routes palette helps passengers identify information about their bus route. They're used in maps, route diagrams, timetable headers and in bus route guides.

We use nine colours to differentiate bus routes. As there are more than nine bus routes, these colours are repeated over different routes.

When using these colours:

- Only use them when referring to a specific bus route.
- Always use the correct correlating colour.
- Only use the appropriate text colour (black or white) shown.
- Don't change the colours as the colour contrast shown meets the WCAG 2.0 AA standard.
- For information on how to apply this palette, go to Colour in action in the side menu.



Bus route palette specifications

000	000	000	000
PMS 158	**PMS 226**	**PMS 485**	**PMS 7677**
CMYK	**CMYK**	**CMYK**	**CMYK**
C0 M65 Y100 K0	C0 M100 Y0 K2	C0 M100 Y100 K0	C51 M73 Y0 K0
RGB	**RGB**	**RGB**	**RGB**
R244 G121 B32	R208 G0 B111	R217 G43 B38	R139 G95 B167
Hex	**Hex**	**Hex**	**Hex**
F47920	D0006F	D92B26	8B5FA7

000	000	000	000
PMS 235	**PMS 306**	**PMS 7687**	**PMS 391**
CMYK	**CMYK**	**CMYK**	**CMYK**
C42 M100 Y38 K17	C80 M0 Y0 K0	C100 M88 Y6 K0	C10 M0 Y100 K35
RGB	**RGB**	**RGB**	**RGB**
R138 G30 B91	R0 G185 B242	R32 G67 B148	R154 G149 B0
Hex	**Hex**	**Hex**	**Hex**
8A1E5B	00B9F2	204394	9A9500

000
PMS 7739
CMYK
C80 M2 Y87 K0
RGB
R12 G174 B93
Hex
0CAE5D

Bus network pattern colours

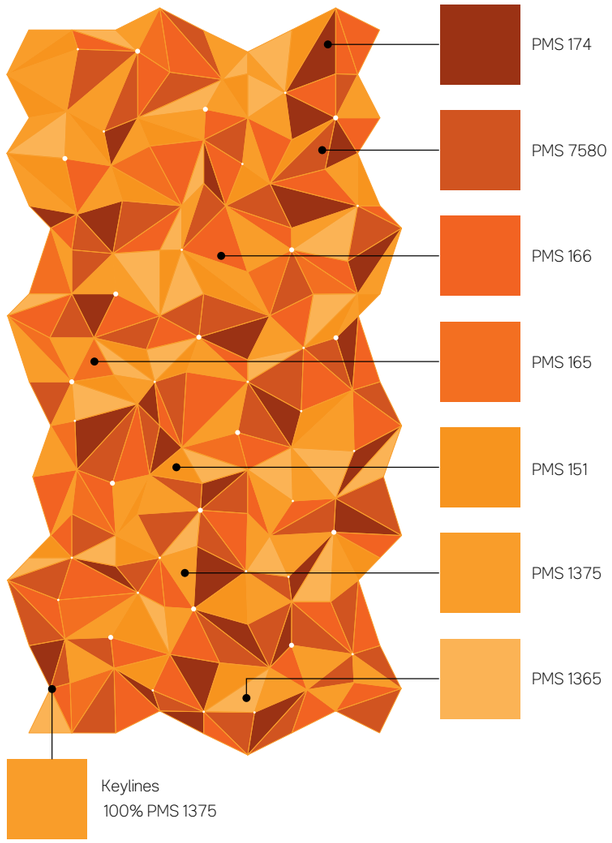
These colours make up the network pattern used across our livery and infrastructure. They make each respective mode easy to recognise.

When using these colours:

- Only use network pattern colours when referring to a specific mode.
- Always use the correct line colour.
- Never substitute or interchange the livery network pattern and the shard network pattern. These two patterns are graphically different in character.

Where these colours can be used:

- Livery and infrastructure.
- Limited use for public events, activations and PTV internal communications, with guidance from the DoT Brand and Customer Information Design Studio.



Bus network pattern palette specifications

PMS 174
CMYK
C8 M86 Y100 K36
RGB
R150 G56 B33
Hex
963821

PMS 7580
CMYK
C0 M77 Y97 K15
RGB
R192 G81 B49
Hex
C05131

PMS 166
CMYK
C0 M76 Y100 K0
RGB
R227 G82 B5
Hex
E35205

PMS 165
CMYK
C0 M70 Y100 K0
RGB
R255 G103 B31
Hex
FF671F

PMS 151
CMYK
C0 M55 Y100 K0
RGB
R255 G130 B0
Hex
FF8200

PMS 1375
CMYK
C0 M45 Y94 K0
RGB
R255 G158 B27
Hex
FF9E1B

PMS 1365
CMYK
C0 M34 Y76 K0
RGB
R255 G181 B73
Hex
FFB549

PMS 1375 100%
CMYK
C0 M45 Y94 K0
RGB
R255 G158 B27
Hex
FF9E1B

Regional train and coach palettes

Primary palette specifications

Regional Train Purple

PMS 2070
CMYK
C60 M90 Y0 K0
RGB
R127 G13 B130
Hex
7F0D82

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Regional coach palettes

Primary palette specifications

Regional Coach Purple

PMS 521
CMYK
C35 M49 Y0 K0
RGB
R165 G127 B178
Hex
A57FB2

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

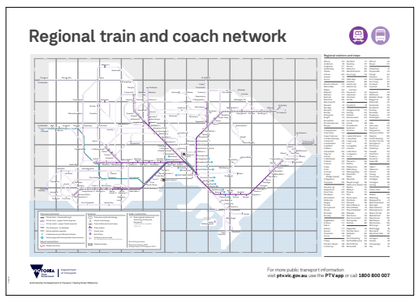
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Regional train line and coach route colours

The regional train line and coach route colours help passengers identify information about their train line and coach route. We use them on the network map, line and route diagrams, timetable headers and in the regional train guides.

When using these colours:

- Only use them when referring to a specific train line or coach route.
- Always use the correct line colour.
- Only use the appropriate text colour (black or white) shown.
- Don't change the colours as the colour contrast shown meets the WCAG 2.0 AA standard.
- For information on how to apply this palette, go to Colour in action in the side menu.



Regional train line and coach routes palette specifications

Regional train lines	**PMS 2070**	**CMYK** C60 M90 Y0 K0	**RGB** R127 G13 B130	**Hex** 7F0D82	1
Regional coach routes	**PMS 521**	**CMYK** C35 M49 Y0 K0	**RGB** R165 G127 B178	**Hex** A57FB2	1

Regional train network pattern colours

These colours make up the network pattern used across our livery and infrastructure. They make each respective mode easy to recognise.

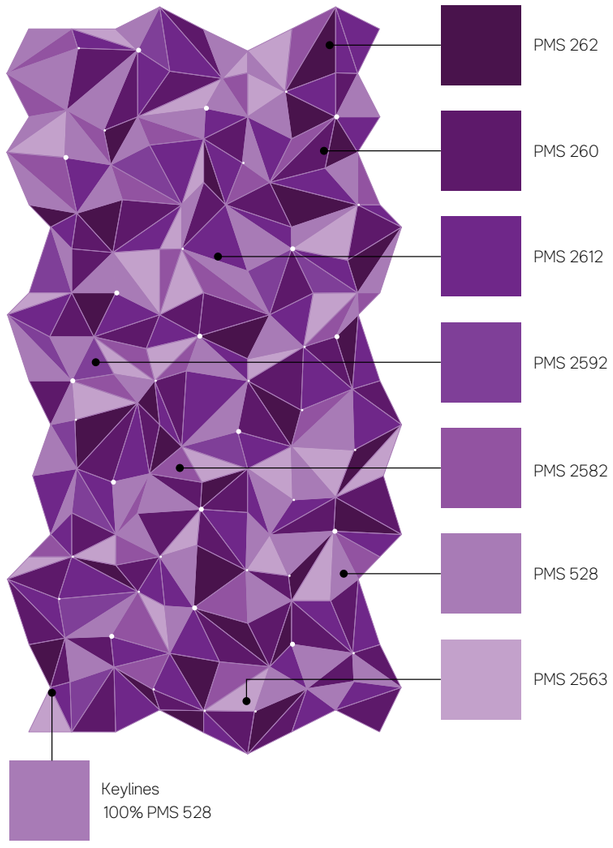
When using these colours:

- Only use network pattern colours when referring to a specific mode.
- Always use the correct line colour.
- Never substitute or interchange the livery network pattern and the shard network pattern. These two patterns are graphically different in character.

Where these colours can be used:

- Livery and infrastructure.
- Limited use for public events, activations and PTV internal communications, with guidance from the DoT Brand and Customer Information Design Studio.

Regional train network pattern palette specifications



PMS 262
CMYK
C58 M92 Y12 K54
RGB
R81 G40 B79
Hex
51284F

PMS 260
CMYK
C66 M100 Y8 K27
RGB
R100 G38 B103
Hex
642667

PMS 2612
CMYK
C67 M100 Y0 K5
RGB
R119 G37 B131
Hex
772583

PMS 2592
CMYK
C60 M90 Y0 K0
RGB
R155 G38 B182
Hex
9B26B6

PMS 2582
CMYK
C48 M80 Y0 K0
RGB
R172 G79 B198
Hex
AC4FC6

PMS 528
CMYK
C35 M58 Y0 K0
RGB
R181 G128 B209
Hex
B580D1

PMS 2563
CMYK
C22 M39 Y0 K0
RGB
R203 G163 B216
Hex
CBA3D8

PMS 528 100%
CMYK
C35 M58 Y0 K0
RGB
R181 G128 B209
Hex
B580D1

Road palettes

Primary palette specifications

Road Green

PMS 349
CMYK
C90 M12 Y95 K40
RGB
R4 G106 B56
Hex
046A38

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

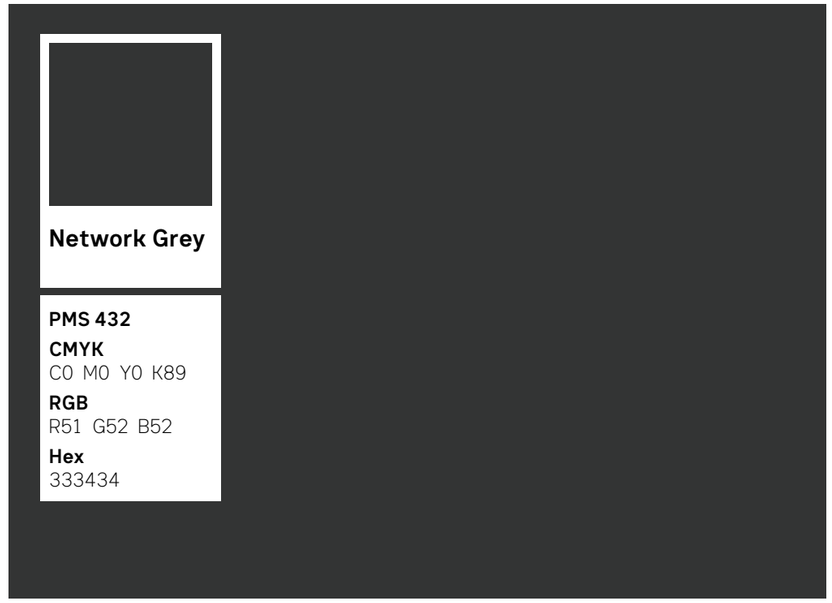
PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

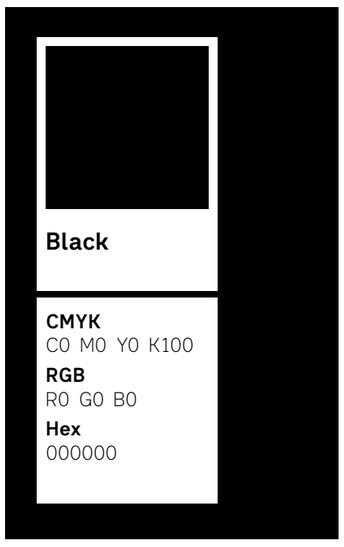
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

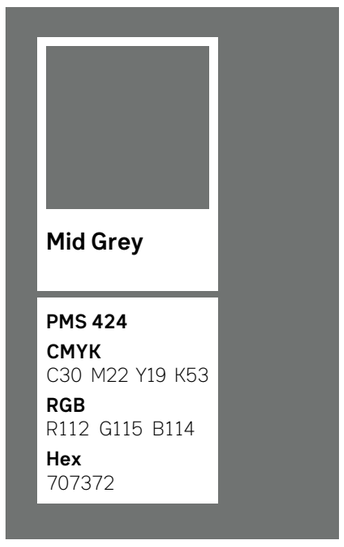
Cycling palettes

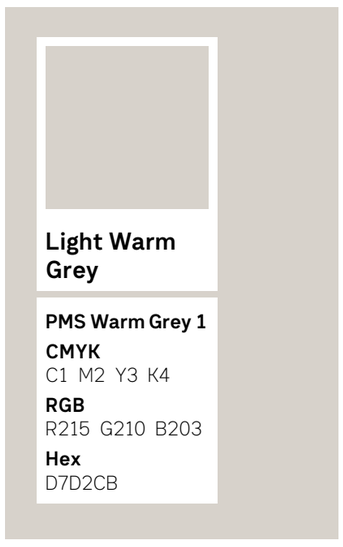
Primary palette specifications

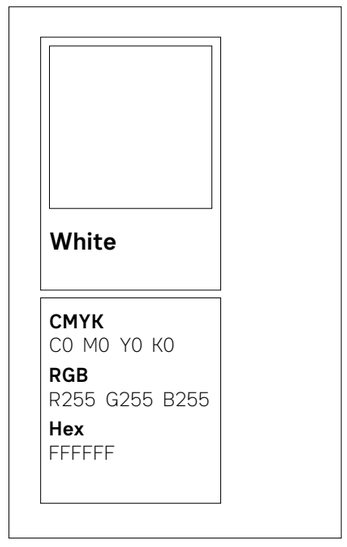


Supporting palette specifications







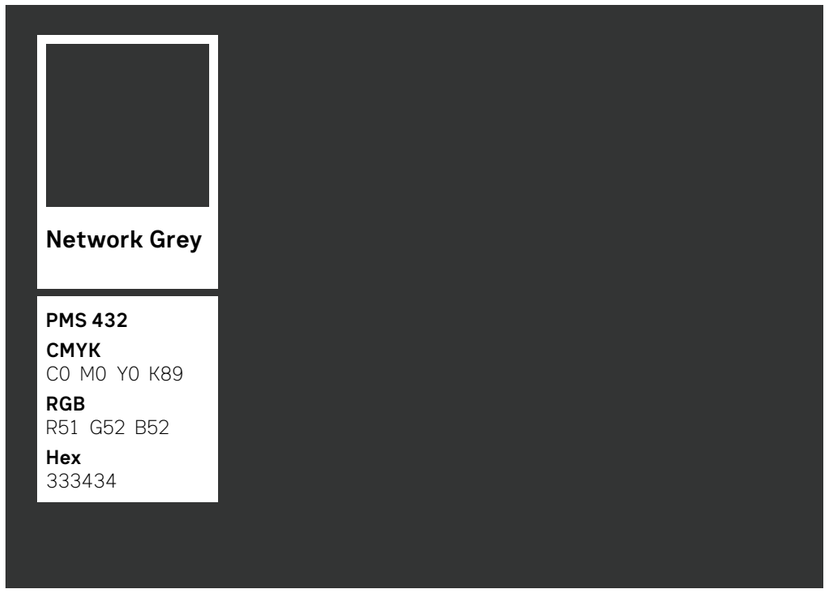


Walking palettes

Primary palette specifications

Walking Yellow

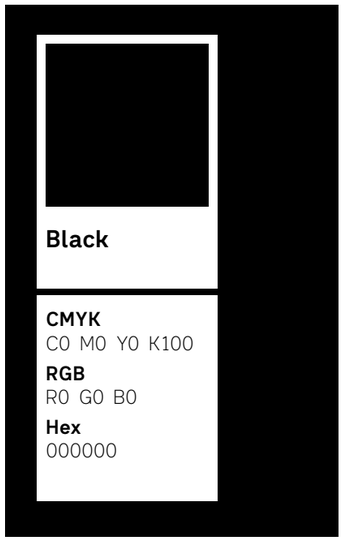
PMS 116C
CMYK
C0 M10 Y98 K0
RGB
R255 G205 B0
Hex
FFCD00



Network Grey

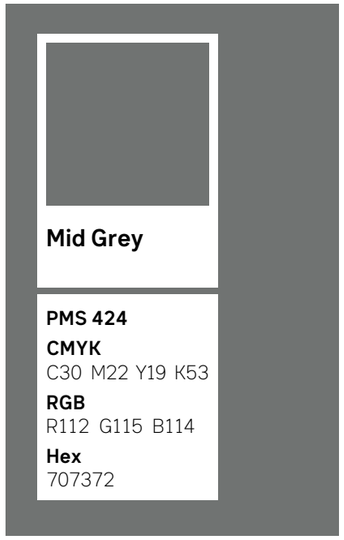
PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications



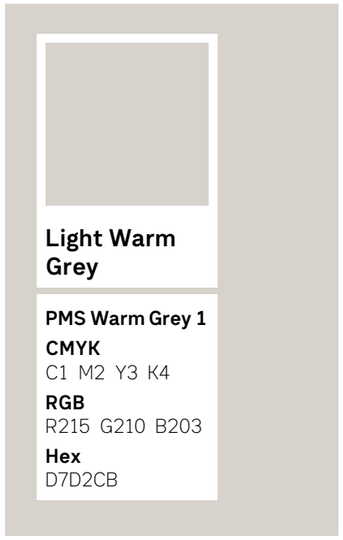
Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000



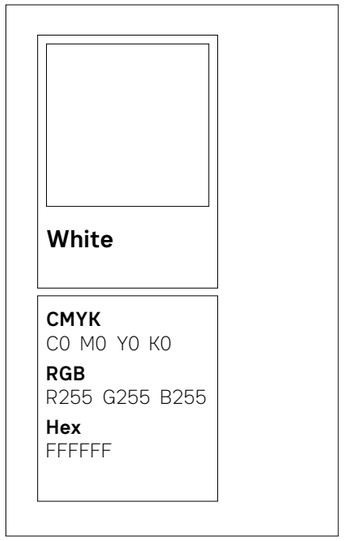
Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372



Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB



White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

City Circle Tram palettes

Primary palette specifications

City Circle Spot Gold

PMS 872

Use City Circle Spot Gold for printed collateral using a spot metallic PMS colour.

City Circle Process Gold

7562 CP
CMYK
C8 M29 Y66 K19
RGB
R203 G163 B92
Hex
CBA35C

Use City Circle Process Gold for CMYK printed collateral and all RGB digital outputs.

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Supporting palette specifications

City Circle Teal (Gradient Only)

CMYK
C29 M0 Y22 K0
RGB
R181 G223 B207
Hex
B5DFCF

City Circle Mint (Gradient Only)

CMYK
C15 M0 Y21 K0
RGB
R217 G236 B211
Hex
D9ECD3

Free Tram Zone palettes

Primary palette specifications

myki Green
PMS 382
CMYK
C28 M0 Y92 K0
RGB
R194 G216 B64
Hex
C2D840

Free Tram Zone Medium Green
PMS 376
CMYK
C53 M0 Y96 K0
RGB
R132 G189 B0
Hex
84BD00

Free Tram Zone Dark Green
PMS 369
CMYK
C67 M0 Y98 K5
RGB
R100 G167 B11
Hex
64A70B

Network Grey
PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black
CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey
PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey
PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Night Network palettes

Primary palette specifications

Night Network Indigo
PMS 296
CMYK C80 M70 Y50 K80
RGB R4 G28 B44
Hex 041C2C

Night Network (Gradient Only)
PMS 5265
CMYK C80 M80 Y35 K25
RGB R64 G58 B96
Hex 403A60

Network Grey
PMS 432
CMYK C0 M0 Y0 K89
RGB R51 G52 B52
Hex 333434

Supporting palette specifications

Black
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Hex 000000

Mid Grey
PMS 424
CMYK C30 M22 Y19 K53
RGB R112 G115 B114
Hex 707372

Light Warm Grey
PMS Warm Grey 1
CMYK C1 M2 Y3 K4
RGB R215 G210 B203
Hex D7D2CB

White
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex FFFFFF

Disruptions palettes

Primary palette specifications

Disruptions Orange CMYK

PMS 021
CMYK
C0 M68 Y100 K0
RGB
R254 G80 B0
Hex
FE5000

Disruptions Orange RGB

PMS 021
CMYK
C0 M68 Y100 K0
RGB
R254 G80 B0
Hex
FE5000

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Supporting palette specifications

Black 70%

CMYK
C0 M0 Y0 K70
RGB
R109 G110 B113
Hex
6D6E71

Black 20%

CMYK
C0 M0 Y0 K20
RGB
R209 G211 B212
Hex
D1D3D4

Black 10%

CMYK
C0 M0 Y0 K10
RGB
R230 G231 B232
Hex
E6E7E8

White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Special events palettes

Primary palette specifications

Special Events Pink

PMS Rubine Red
CMYK
C0 M100 Y38 K3
RGB
R206 G0 B88
Hex
CE0058

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Safety and standards palettes

Australian and international standards palette

Our safety and standards palette is based upon the Australian and international standards palettes. These are colour standards for specific messages on signage. This includes emergency, caution and other mandatory messages like accessible information.

For more information on Australian and international standards colours, refer to:

International standard – ISO 3864–1:2011 Graphical symbols – Safety colours and safety signs – Part 1: Design principles for safety signs and safety markings.

iso.org/standard/51021.html

Australian standard – AS 1318–1985 Australian Standard – SAA Industrial Safety Colour Code.

saiglobal.com/PDFTemp/Previews/OSH/As/as1000/1300/1318.pdf

Primary palette specifications

Emergency and Prohibition Red
PMS 186
CMYK C12 M100 Y91 K3
RGB R207 G32 B47
Hex CF202F

Mandatory Blue
PMS 300
CMYK C100 M62 Y2 K0
RGB R44 G80 B151
Hex 2C5097

Priority Orange
PMS 166
CMYK C0 M75 Y100 K0
RGB R227 G82 B5
Hex E35205

Safe Condition Green
PMS 349
CMYK C90 M12 Y95 K40
RGB R4 G106 B56
Hex 046A38

Safety and Caution Yellow
PMS 109
CMYK C0 M5 Y100 K0
RGB R255 G210 B0
Hex FFD200

Supporting palette specifications

Black
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Hex 000000

White
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex FFFFFF

myki palettes

Primary palette specifications

myki Green
PMS 382
CMYK C28 M0 Y92 K0
RGB R194 G216 B64
Hex C2D840

Network Grey
PMS 432
CMYK C0 M0 Y0 K89
RGB R51 G52 B52
Hex 333434

myki Teal Green
PMS 3262
CMYK C76 M0 Y38 K0
RGB R0 G191 B179
Hex 00BFB3

myki Dark Green
PMS 384
CMYK C28 M0 Y92 K30
RGB R148 G147 B0
Hex 949300

Regional Train Purple
PMS 2070
CMYK C60 M90 Y0 K0
RGB R127 G13 B130
Hex 7F0D82

Supporting palette specifications

Black
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Hex 000000

Mid Grey
PMS 424
CMYK C30 M22 Y19 K53
RGB R112 G115 B114
Hex 707372

Light Warm Grey
PMS Warm Grey 1
CMYK C1 M2 Y3 K4
RGB R215 G210 B203
Hex D7D2CB

White
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex FFFFFF

Authorised Officer palettes

Primary palette specifications

Authorised Officers Blue

PMS 541
CMYK
C100 M57 Y0 K38
RGB
R0 G60 B113
Hex
003C71

Network Grey

PMS 432
CMYK
C0 M0 Y0 K89
RGB
R51 G52 B52
Hex
333434

Supporting palette specifications

Black

CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hex
000000

Mid Grey

PMS 424
CMYK
C30 M22 Y19 K53
RGB
R112 G115 B114
Hex
707372

Light Warm Grey

PMS Warm Grey 1
CMYK
C1 M2 Y3 K4
RGB
R215 G210 B203
Hex
D7D2CB

White

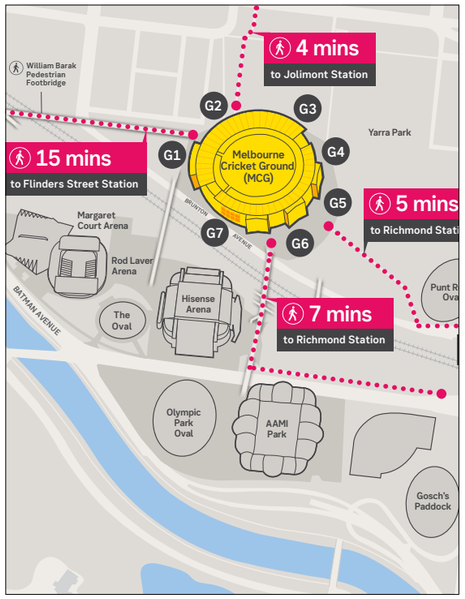
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hex
FFFFFF

Mapping palettes

Our mapping palette is used as a base for the creation of maps across the network. It provides colours for geographical elements like land and waterways, and guides how we represent built infrastructure like buildings and roads.

This palette works together with our other palettes to provide clear and consistent information to passengers across the network.

The example below illustrates how the mapping palette works with our mode and special events services palettes.



Mapping palette specifications

Pavements
CMYK
C0 M0 Y3 K17

Text/outlines
CMYK
C0 M0 Y0 K89

Buildings
CMYK
C6 M0 Y0 K26

No access
CMYK
C0 M0 Y2 K8

Roads
White
C0 M0 Y0 K0

Building highlight 1
CMYK
C0 M10 Y100 K0

Building highlight 2
CMYK
C0 M25 Y100 K0

Open land 1
CMYK
C13 M0 Y29 K3

Open land 2
CMYK
C21 M0 Y45 K3

Open land 3
CMYK
C37 M0 Y47 K8

Swamp

Water 1
CMYK
C22 M2 Y0 K7

Water 2
CMYK
C28 M2 Y0 K9

Water combined

2.4 Typography

Typography is a fundamental tool in delivering clear and consistent information and communication. Used well, it provides cohesiveness across the whole passenger journey by aiding identification and building confidence in the information we provide.

Our typography toolkit aims to give flexibility to the designer and make all forms of communication easy to understand.

Our typefaces

We use three typeface categories across all our communication channels and applications.

Primary type family

Designed for PTV, the Network type family is used consistently across all communications. It allows passengers to instantly recognise the information we provide. The Network family consists of five extended families – Sans, Picts, Dings, Rounded and Geo. Each extended family has a specific use. The latest version of these typefaces includes updated kerning and characters to improve readability. The versions below replace all previous releases, they are named:

- Network Sans 2019
- Network Dings 2019
- Network Picts 2019
- Network Rounded 2019
- Network Geo.

Substitute typeface

Arial is our substitute typeface. It's only used within Microsoft Office programs and applications when Networks Sans 2019 is unavailable.

Legacy typeface

Helvetica Neue is a legacy typeface, used on wayfinding and signage since 2010. It's only used in limited wayfinding and signage applications as we transition to Networks Sans 2019 across the network.

Primary type family

Network Sans

We use Networks Sans 2019 as our primary typeface across all channels and applications.

Network Picts

Designed to assist in the use of pictograms alongside Networks Sans 2019 for wayfinding and signage applications.

Network Dings

Designed to assist in the use of pictograms alongside Networks Sans 2019 for print and digital applications.

Network Rounded

Is no longer used for tactile text, but can be used for other applications where its distinct rounded character suits the communications tone.

Network Geo

We use Network Geo as a secondary typeface across specific applications, including large scale station and stop identification.

Substitute typeface

Arial

Legacy typeface

Helvetica Neue

Our primary typeface

Launched in 2016, Networks Sans 2019 was designed to meet the following requirements:

- adaptable and scalable
- analogue and digital
- readable and efficient
- recognisable and legally ownable
- Mac and PC friendly
- corporate yet human.

The latest version released is Network Sans 2019, it is available in both Open Type and Web Open Font Form (Woff) formats. This allows for consistent application across operating systems, and print and digital applications.

Networks Sans 2019 is the basis for an extended family known as the Network type family.

Network Sans 2019

Our primary typeface is Network Sans 2019, a humanist sans serif bespoke to PTV. It's friendly, functional, highly legible and accessible, versatile, recognisable and timeless.

Network Sans 2019

We've improved our typeface for 2019. The new streamlined version of Networks Sans 2019 is now available for use.

Improvements

Style sets have been removed

Previously Networks Sans 2019 contained a primary style set with two supporting sets of alternative characters. These have been removed to simplify use.

Alternative characters have been combined into a new typeface called Network Geo. This version of Network is used primarily for station and stop identification signs.

Numbers have been simplified

We've removed old style numbers.

Kerning has been improved

Default metric kerning values have been added. These allow the font to function better in non-Adobe applications such as MS Word or digital channels.

Improved legibility of capital I

Capital 'I' has had crossbars added. These provide greater differentiation from other characters such as lower case 'l' and the number '1'.

A new number 1

The tabular number '1' has had it's crossbar redesigned for better balance.

The slab '1' is now a default character. Previously it was reserved for tabular use only.

Updated character list

Network Sans 2019	Network Sans (original – 2016 release)			
	Default	Style Set 1	Style Set 2	Tabular lining
C	C	–	C	–
D	D	–	D	–
G	G	–	G	–
I	I	–	–	–
J	J	–	J	–
O	O	–	O	–
a	a	a	a	–
c	c		c	–
d	d	–	d	–
f	f	–	f	–
g	g	g	–	–
i	i	–	i	–
l	l	l	–	–
o	o	–	o	–
u	u	–	u	–
y	y	–	y	–
&	&	–	&	–
1	1	–	–	1

Distinct features

Network Sans 2019 is designed to be readable in all applications. This includes when viewed at small point sizes, long viewing distances and from acute angles. It's also efficient in wayfinding and signage applications.

It achieves readability through a large x-height and open counters, and distinctive characters. This design helps readers distinguish between similar letter forms, especially at acute angles.

Large x-height and open counters

Distinctive characters in Network Sans 2019

Character set

Example of Network Sans 2019 character set showing letters, numerals and special characters.

Network Sans 2019 Medium

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890-
&?%”:;.

Weights

The Network Sans 2019 typeface has five weights: Light, **Regular**, **Medium**, **Bold** and **Heavy**, each with an italic.

Selecting the right weight of Network Sans 2019

Keep it simple

Use as few different weights and sizes as possible in each application.

Regular and **Bold** are our default weights. They're the only ones required for the majority of communications.

Use Light, **Medium** and **Heavy** only if you want to vary tone in promotional and campaign communications or in corporate documents. Please note that **Heavy** is not fit for use on PIDs.

A word on italics

Italics are harder to read than standard text and should be avoided for long passages of copy. Only use for:

- quoting legislation, a document or a person
- differentiating content.

The Network Sans 2019 typeface

Light
Light italic
Regular
Regular italic
Medium
Medium italic
Bold
Bold italic
Heavy
Heavy italic

Network Geo

Network Geo typeface

Network Geo is a new typeface and is part of the Network type family.

It's design shares characters with Network Sans, but introduces a selection of different geometric shaped letterforms. The unique characteristics pays homage to traditional and historical typefaces found across the network.

Network Geo is to be used as a secondary typeface across specific applications, including large scale station identification. Together with materials and form these new characters add a sense of place to our new identification signs.

For more information, please contact the DoT Brand and Customer Information Design Studio.

Network Geo unique characters

Unique characters within Network Geo and Sans are:

Network Geo Heavy in use

Network Dings and Network Picts

A suite of pictograms and dings work alongside Network Sans 2019 to ensure a consistent and cohesive visual style. This suite is regularly updated to meet the needs of our communications.

For ease of use, they're captured in two typefaces:

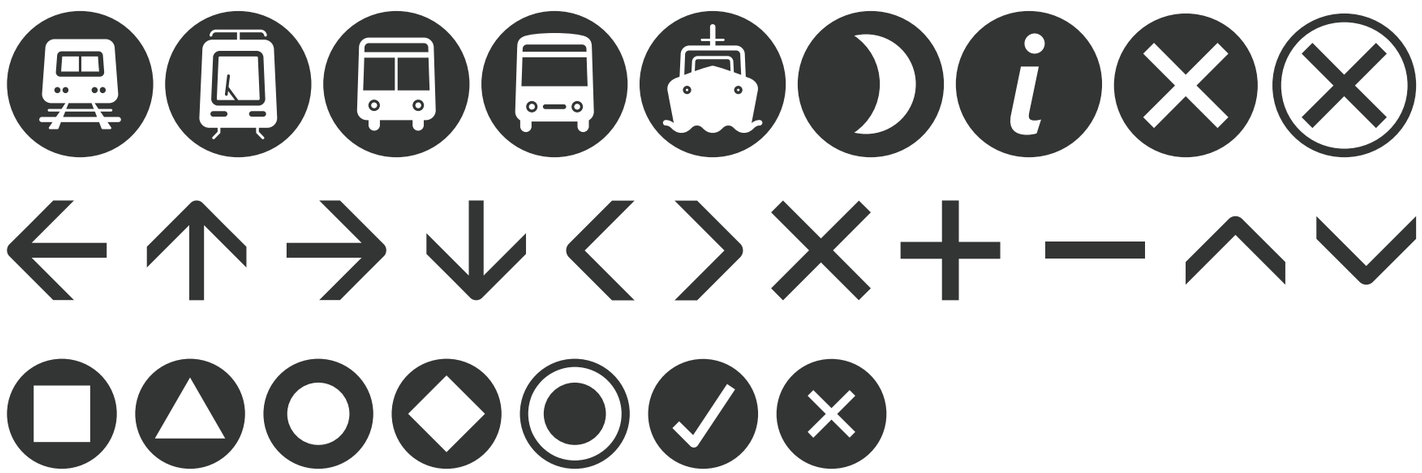
- Network Picts 2019
- Network Dings 2019.

A small sample of the glyphs available are shown here.

For more information, see Pictograms tab.

Network Picts 2019

Network Dings 2019



Network Rounded

Updated tactile signage typeface

As a result of user testing and engagement with the accessibility community, we no longer use Network Rounded for tactile signs. This has been replaced by Network Sans 2019.

For more information, see Readability under the Wayfinding and signage tab in the *Wayfinding and Signage Standards*.

Network Rounded 2019

Is no longer used for tactile text, but can be used for other applications where its distinct rounded character suits the communications tone.

Our legacy typeface

Helvetica Neue was the typeface used for wayfinding and signage before the development of Networks Sans 2019.

We are transitioning the network to Network Sans 2019, but we still use Helvetica Neue for maintenance of existing sign components.

The examples illustrate the two wayfinding designs on the network that currently use Helvetica Neue. These are:

- Legacy
- Simplified.

For information on how and when to apply these designs, refer to the MSG Version 3.0 *Wayfinding and Signage Standards.*

Helvetica Neue

Helvetica Neue is our legacy wayfinding and signage typeface. Its use is limited to legacy wayfinding and signage applications.

Wayfinding and signage categories

Legacy design

Simplified design

Our house typesetting style

When typesetting content we follow a few simple conventions to make sure our communications look consistent and are easy to read.

The following pages capture these conventions.

Casing

We use sentence case

Use sentence case for headlines and all body copy. Sentence case is easier to read, especially for longer headings. It feels friendly and helps our communications read more naturally.

We use uppercase selectively

We use uppercase primarily where we need to communicate with more authority.

Uppercase headings should contain fewer than seven words. In general, they should only be used once in a communication.

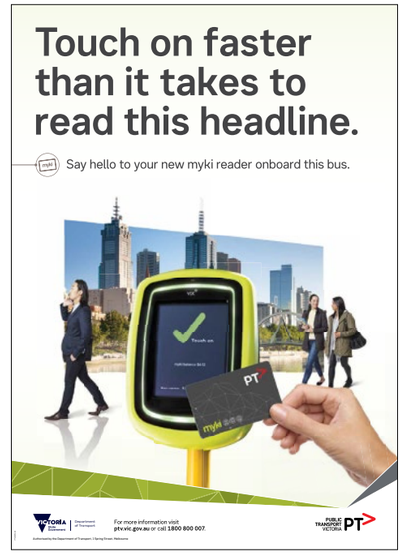
Examples of appropriate use include KEEP OUT and TRAM STOP CLOSED.

You can also use uppercase to:

- identify a suite of passenger information products, such as METROPOLITAN TRAIN GUIDE or TRAM ROUTE GUIDE
- create typographic hierarchy in reports – e.g. differentiation in table content.

Sentence case

Stick to sentence case for most headlines and all body copy.



Uppercase

WE USE UPPERCASE SELECTIVELY

Leading, kerning, tracking and colour use

When setting Network Sans 2019, these are the optimal settings to apply for leading, kerning and tracking.

Colour use

- Keep it simple. Only ever introduce colour in large, headline text, and never use more than one.
- Avoid using text over colour where possible, especially at smaller sizes.
- If in doubt, use black or white.
- Make sure there's enough contrast. We always meet WCAG 2.0 for digital typography and the Australian Standard 1428.2–1992 for signage applications.
- myki – never use myki green on a light background, it doesn't meet the above contrast requirements.
- Safety – always use black text on a yellow background.

Using Network Grey

- Use for type 10pt/14px and above.
- Don't use if type is below 10pt/14px – instead, use black.

Headings use leading set to 100–120% of typesize

Primary heading
100–120% leading
Optical kerning
No tracking

Network Grey can be used when type is above 10pt/14px

Introductions use leading set to 120% of typesize.

Body copy in a customer communications is also set to a minimum of 120% of typesize.

Ebiscillam iur, tem quiderro eicabor aliquis itatur moluptatat excesti asinte diorror epratibus as res doluptatem ab corem es repudanti dolore non pellautet, et everchit officia nis mintore caepedis maio. Eventionsed qui consecu lparunti corem ut quis solorerum fuga. Officil iumenie ndistrum rerum fuga.

Sub-headings and body copy
120% leading (auto)
Optical kerning
No tracking

Network Grey can be used when type is above 10pt/14px

Minimum body text size is 9pt

Fineprint is also set to a minimum of 120% leading set of typesize, just make sure my line length is not so long it makes reading me unfriendly. Ebiscillam iur, tem quiderro epratibus as res doluptatem ab int.

Mandatories
120% leading (auto)
Optical kerning
No tracking

Network Grey can be used when type is above 10pt/14px

Bullets, numbers and currency

Don’t use bullet points

Use an en dash (–) for bullet points. This should be the same size, weight and colour as the copy.

Make sure the gap between the bullet point and the paragraph is equal to the length of the en dash.

Setting numbers and currency

Proportional alignment

Use proportional alignment in body copy, main headings and calls to action.

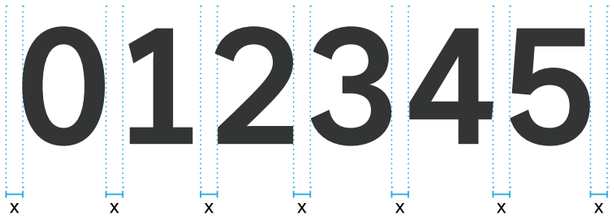
Tabular alignment

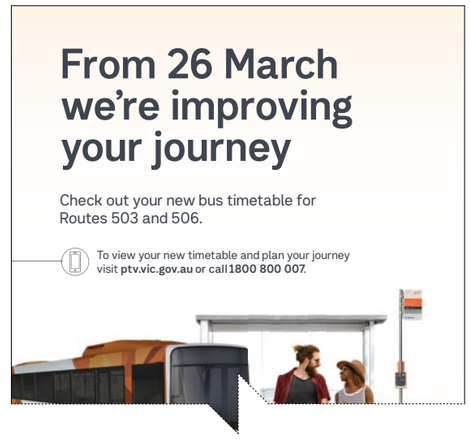
Use tabular alignment for figures in tables and columns, such as timetables. This makes them more readable.

To do this, select tabular alignment in the OpenType features in Paragraph Style Options within InDesign.

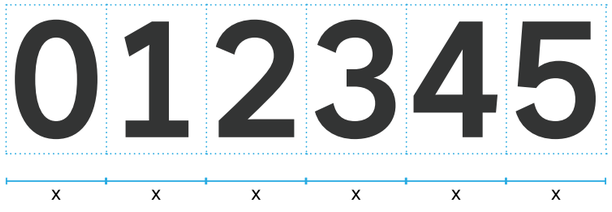
Bullet points

Proportional alignment





Tabular alignment



Timetable

10	Mon - Fri	Sat	Sun
5 am	42	-	-
6	38	26	-
7	37	26	-
8	37	26	23
9	37	26	53
10	37	26	-
11	37	26	23
12 pm	47	26	53
1	47	26	-
2	47	26	23
3	47	26	53
4	47	26	-
5	45	26	-
6	-	-	-
7	02	-	-
8	-	-	-

Readability

We apply fundamental principles for scale and contrast to all our communications. This helps make sure our messages are as readable as possible.

Viewing distances

We use viewing distance to describe the relationship between type size and the distance at which a person with average eyesight can comfortably read our fonts: Network Sans, Geo and Rounded.

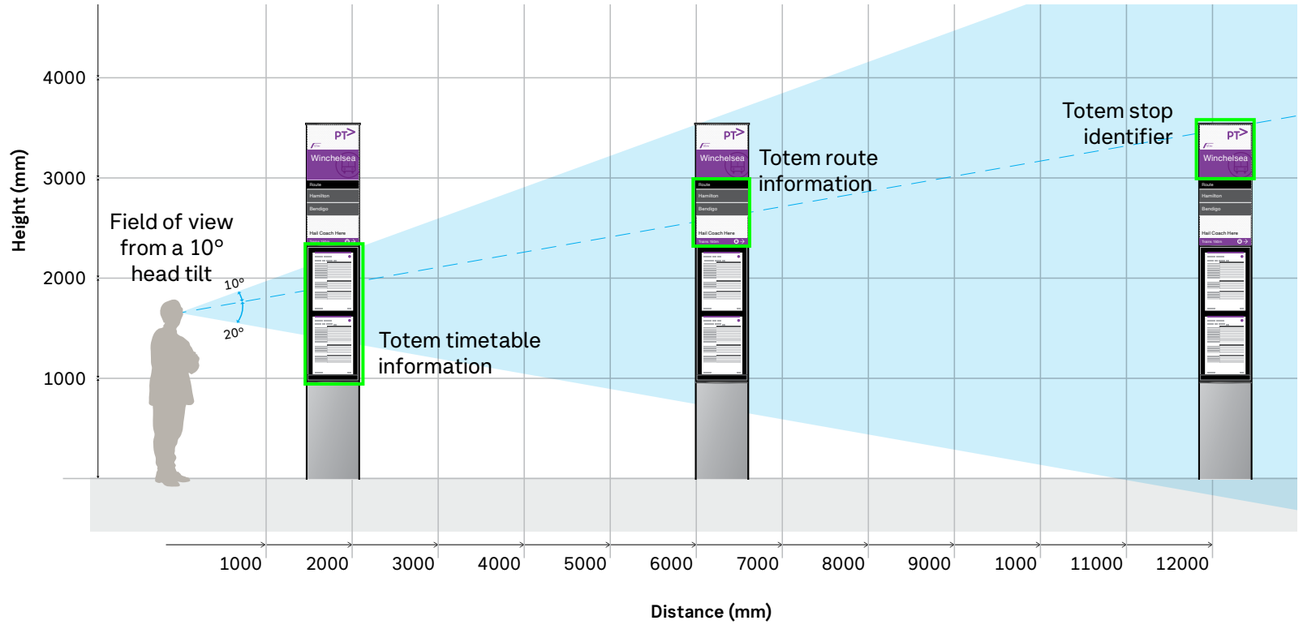
We set viewing distance requirements to ensure that our communications are easy to read within the context in which they are presented. We always determine the size of lettering by the intended viewing distance.

DSAPT

Our type size requirements for Network Sans and Rounded exceed Disability Standards for Accessible Public Transport (DSAPT) requirements and the associated Australian Standards.

This page also appears in the *Visual Identity Toolkit*.

How type relates to viewing distance in practice

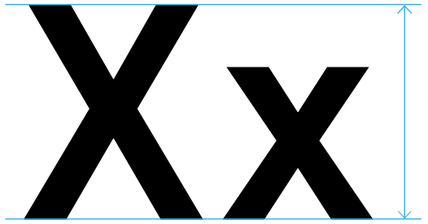


What is type size?

Type size – as the term suggests – specifies the size a font's characters are reproduced. This is commonly measured by selecting a point size in a digital application like Adobe Illustrator. It can also be measured using the printed CAP height in millimetres.

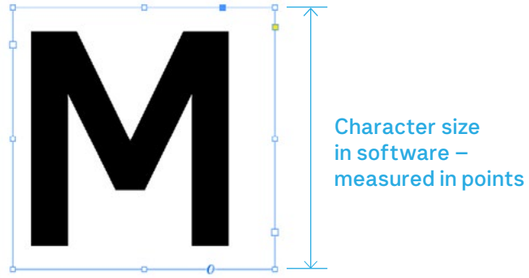
In order to ensure our communications are accessible we have created specific equations for Network Sans, Geo and Rounded to calculate type size and viewing distance. For quick and easy reference, the results for a range of common viewing distances are captured in a table for known viewing distances. See Viewing distances for common type sizes using in the side menu.

How we measure text height – CAP height vs point size



CAP height: is a standard based on the physical height of an upper case letter X. We measure this in millimetres.

CAP height varies depending on what font is used.



Point size: is the default measurement used to determine type size in software like Adobe Illustrator. It is a consistent measure across all fonts irrespective of the CAP height of any letter.

Because we design in software, we need to convert physical CAP height to points.

Calculating type size and viewing distances

There are two steps involved in establishing either the type size required for a known viewing distance or the viewing distance of a known type size.

DoT developed these equations to meet user requirements for legibility and readability after extensive user testing. Use them to determine the minimum size needed when using our Network typefaces.

Calculate your Network Sans, Geo or Rounded type point size for a known viewing distance*

Step 1: Use this equation to calculate CAP height using known viewing distances

Viewing distance (mm) **÷ 250 = CAP height** (mm)

Step 2: Use CAP height with this equation to calculate the type point size

CAP height (mm) **x 3.95 = Point size** (pt)

Example

25000mm ÷ 250 = **100mm**

CAP height

100mm x 3.95 = **395pt**

Point size

Calculate your viewing distance for a known Network Sans, Geo or Rounded type point size*

Step 1. Convert point size to CAP height using this equation

Point size (pt) **÷ 3.95 = CAP height** (mm)

Step 2. Use CAP height with this equation to calculate the viewing distance

CAP height (mm) **x 250 = Viewing distance** (mm)

Example

395pt ÷ 3.95 = **100mm**

CAP height

100mm x 250 = **25000mm**

Viewing distance

* As our equation is more generous than the Australian Standards, it can also be used to calculate our viewing distance for Helvetica Neue when it is used in Simplified applications.

Type sizes for common viewing distances

Use the table opposite as a quick reference of type sizes for Network Sans, Geo and Rounded, for when you know the required viewing distance.

Minimum type size

The minimum point size for long passages of body copy is 9pt. This helps us make sure our communications are always readable at arms length.

Minimum type sizes in Network Sans, Geo and Rounded for common viewing distances#

Viewing distance (mm)	Viewing distance (m)	CAP height (mm)	Point size (pt)*
500mm	0.5m	2mm	8pt
1000mm	1m	4mm	15.8pt
1500mm	1.5m	6mm	23.7pt
2000mm	2m	8mm	31.6pt
2500mm	2.5m	10mm	39.5pt
3000mm	3m	12mm	47.4pt
4000mm	4m	16mm	63.2pt
5000mm	5m	20mm	79pt
10000mm	10m	40mm	158pt
15000mm	15m	60mm	237pt
20000mm	20m	80mm	355.5pt
25000mm	25m	100mm	395pt
30000mm	30m	120mm	474pt
40000mm	40m	160mm	632pt
50000mm	50m	200mm	790pt
100000mm	100m	400mm	1580pt
150000mm	150m	600mm	2370pt
200000mm	200m	800mm	3160pt

As our equation is more generous than the Australian Standards, it can also be used to calculate our viewing distance for Helvetica Neue when it is used in Simplified applications.

* Point size refers to the unit of measure used in software applications

Viewing distances for common type sizes

Use the table opposite as a quick reference for common Network Sans and Geo viewing distances for specific type sizes used in communications and signage.

Minimum type size

The minimum point size for long passages of body copy is 9pt. This helps us make sure our communications are always readable at arms length.

Viewing distances for common Network Sans and Geo type sizes#

Point size (pt)*	CAP height (mm)	Viewing distance (mm)	Viewing distance (m)
9pt	2.28mm	570mm	0.57m
10pt	2.53mm	633mm	0.63m
12pt	3.04mm	760mm	0.76m
13pt	3.29mm	823mm	0.82m
16pt	4.05mm	1013mm	1.01m
22pt	5.57mm	1393mm	1.39m
40pt	10.13mm	2533mm	2.53m
50pt	12.66mm	3165mm	3.17m
100pt	25.32mm	6330mm	6.33m
150pt	37.97mm	9493mm	9.49m
200pt	50.63mm	12658mm	12.66m
250pt	63.29mm	15823mm	15.82m
300pt	75.95mm	18988mm	18.99m
350pt	88.61mm	22153mm	22.15m
400pt	101.27mm	25318mm	25.32m
500pt	126.58mm	31395mm	31.65m
1000pt	253.16mm	63290mm	63.29m

As our equation is more generous than the Australian Standards, it can also be used to calculate our viewing distance for Helvetica Neue when it is used in Simplified applications.

* Point size refers to the unit of measure used in software applications

2.5 Pictograms

Pictograms appear as flat, simplified representations of concepts and objects. Their minimal form makes them readable at large and small sizes. Our pictograms play a critical role in our communications. They help us deliver information that's clear and consistent, accessible and inclusive. And they help passengers understand concepts in an instant, both at small and large sizes.

This section aims to provide guidance on how and when to use pictograms.

Pictogram families

There are three categories of pictograms, each made up of one or more pictogram families:

Network
- Mode
- Wayfinding
- Places of interest.

Alert
- Operational, safety and behavioural
- Disruptions
- Regulatory.

Product
- myki and ticketing.

Pictograms for ‘legacy’ and ‘simplified’ wayfinding systems

Some of the pictogram families above have both a new wayfinding design and legacy set. The legacy sets are in limited use across both ‘legacy’ and ‘simplified’ wayfinding and signage systems.

Network pictograms

Used to unify all network-related environments and communications. Pictograms are used in a variety of ways, from identifying assets and modes to directing a passenger on their journey.

Mode

Wayfinding

Places of interest

Alert pictograms

Used to alert passengers to service disruptions and communicate important operational, safety and behavioural messages.

Operational, safety and behavioural

Regulatory

Disruptions

Product pictograms

Unify and consistently identify product related communications and assets across the network.

PTV Hub

myki Explorer

myki card

Mode pictograms

Mode pictograms help passengers distinguish transport modes. While the colour reinforces the transport mode, the pictograms don't rely on colour to communicate the mode. This makes them especially helpful for unfamiliar and passengers with colour blindness.

How and when to use

- Use wherever passengers need to identify different modes – e.g. on timetable covers or primary signage.
- The colour of each pictogram connects it to other mode identification elements.
- They should appear in their mode colour wherever possible.
- They also exist in reversed colour format.
- They're always used within a circle.

Mode pictogram examples


Metropolitan train


Tram


Bus


Sky Bus


Cycling


Regional train

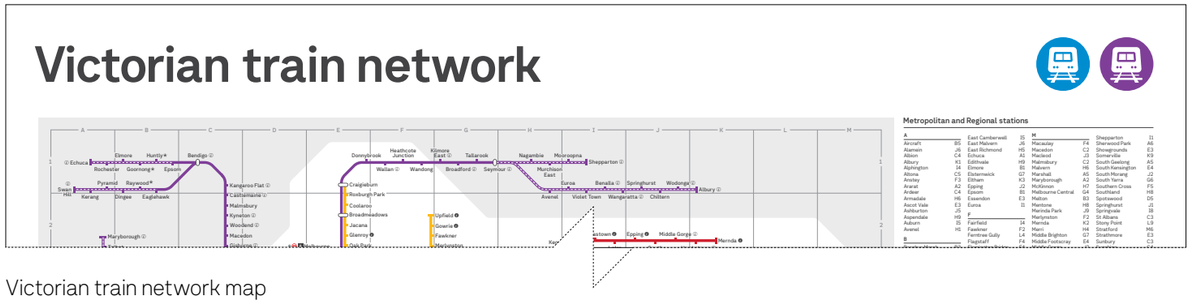

Regional coach


Ferry

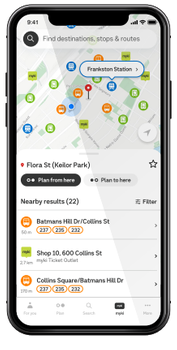

Night Network


Road

Mode pictograms in use



Victorian train network map



PTV app

Train station sign

Wayfinding pictograms

Wayfinding pictograms include directional and facilities identification. We use them primarily with text on signage to enhance meaning. That's why their design reflects the aesthetic nuances of our typeface, Network Sans 2019.

We're still developing a comprehensive set, using the construction principles defined at the end of this section. Contact the DoT Brand and Customer Information Design Studio for the latest updates.

How and when to use

- There's a legacy set for wayfinding pictograms. For information on when to apply which set, refer to the Master Style Guide Version 3.0 *Wayfinding and Signage Standards*.
- For information on using pictograms in disruptions or special event temporary signage, refer to the *Disruptions and Special Events Standards*.
- For ease of use, you can find common pictograms in our Network Dings and Picts typefaces.

Wayfinding pictograms examples

Right arrow

Lift

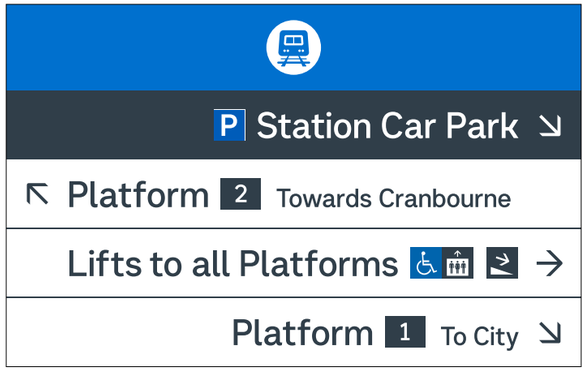
Tickets

Locker

Baby change

Stairs

Wayfinding pictograms in use



Places of interest pictograms

This pictogram family captures places of interest and special events.

The design emphasises architectural or iconic features. They've been user-tested, making sure most passengers recognise them.

There are three categories:

- **Generic place:** Common places of interest. e.g. sports field, gallery, school, university and music venue.
- **Specific location:** Unique locations, identified by a prominent name and iconic architecture. e.g. MCG, Federation Square and The Arts Centre.
- **Special events:** Identify a special event, highlighting the services to and from it. e.g. Australian Open, Grand Prix, Airshow.

How and when to use

- We use them to connect passengers with destinations and experiences.
- Use them across all communications and channels – print, digital and signage. They help passengers identify places of interest and special event services.
- Use them to reassure passengers and help them orientate themselves along their journey.
- Never use third party trademarks or brandmarks in pictograms.
- There's no legacy set for this family.
- For information on using them in disruptions or special events temporary signage, refer to the *Disruptions and Special Events Standards*.

Places of interest pictograms examples

Generic place

Sports field

Gallery

Special events

Airshow

Melbourne Cup

Specific location

MCG

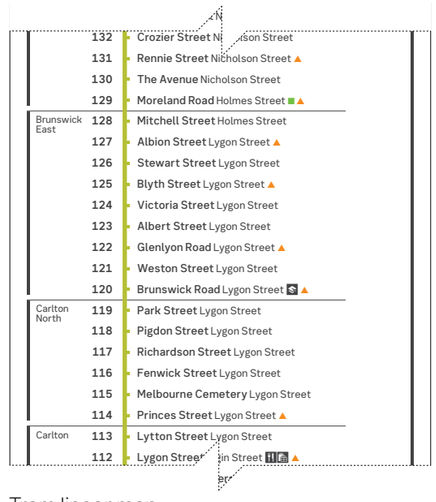
Federation Square

Grand Prix

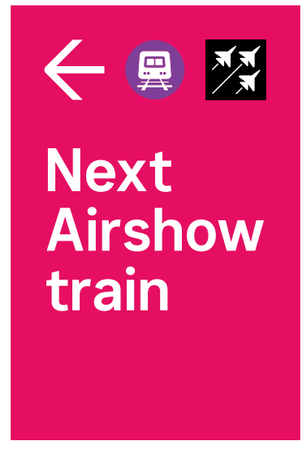
Australian Open

Places of interest pictograms in use

myki visitor map



Tram linear map



Airshow special events sign

Operational, safety and behavioural pictograms

This pictogram family is primarily used on signage or decals. They communicate operational and safety messages, and instruct passengers on appropriate behaviour.

We're still developing a comprehensive set, using the construction principles defined at the end of this section. Contact the DoT Brand and Customer Information Design Studio for the latest updates.

How and when to use

- There's a legacy set for behavioural pictograms in use for legacy and simplified designs. For information on when to apply which set, refer to the Master Style Guide Version 3.0 *Wayfinding and Signage Standards and the Master Fleet Guidelines.*
- Use across all communications and channels – print, digital and signage.
- Use to denote a prohibited behaviour – e.g. don't smoke.
- Use to instruct an action – e.g. hold on.
- Use to point out a feature – e.g. use of video monitoring.

Operational, safety and behavioural pictograms examples

No Smoking

No Bikes

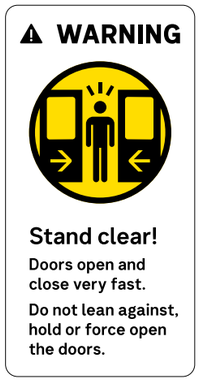
No Exit

No Skateboarding

Hold On

CCTV

Operational, safety and behavioural pictograms in use



Onboard passenger information decals

Disruptions pictograms

Disruptions pictograms draw attention to temporary changes to services. These sorts of changes can affect a passenger's journey, making them unfamiliar.

The pictograms work with the Disruptions Orange colour to stand out. They're also often used in conjunction with the disruptions hatch device.

How and when to use

- Use them across all communications and channels – print, digital and temporary signage.
- There's no legacy set for this family.
- For more information, refer to the *Disruptions and Special Events Standards*.

Disruptions pictograms examples

Alert

Barrier

Jack Hammer

Witches Hat

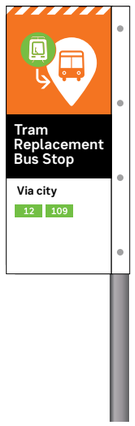
Construction Worker

Buses replacing trains

Train replacement bus stop

Disruptions pictograms in use

Corflute sign



Replacement flag sign

Regulatory pictograms

Regulatory pictograms must not be altered under any circumstance. They're developed by international bodies and comply with Australian Standards. They're not owned by PTV and have their own usage guidelines which may apply. This family of pictograms are primarily used in decals and signage across the network.

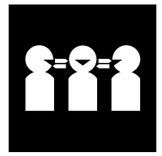
How and when to use

- Never alter any pictograms in this family.
- Use across all communications and channels – print, digital and signage.
- There's no legacy set for this family.
- For ease of use, you can find common pictograms in our Network Dings and Picts typefaces.

Regulatory pictograms examples

Accessible

First Aid

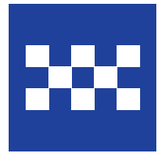


Interpreter

Fire Hose Reel

Visual Impairment

Hearing Loop



Victoria Police

Information
(Better business tourism accreditation program)

Regulatory pictograms in use

Plan your journey at **ptv.vic.gov.au** or call **1800 800 007**.

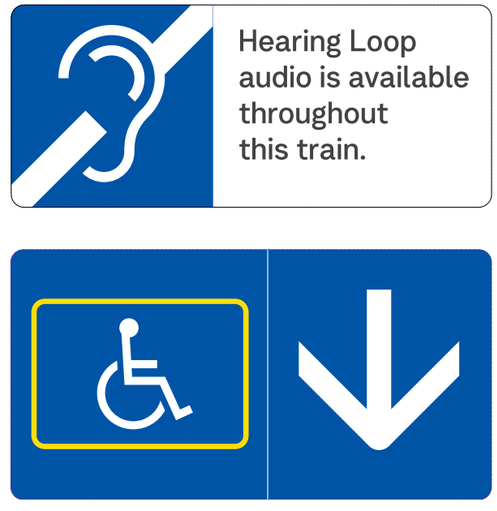
If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

For information in other languages:

普通話	9321 5454	廣東話	9321 5441
Italiano	9321 5444	ਪੰਜਾਬੀ	9321 5445
Ελληνικά	9321 5443	हिन्दी	9321 5442
Việt-ngữ	9321 5449	తెలుగు	9321 5446
عربي	9321 5440	**Español**	9321 5447

If your language isn't listed visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Back of brochure



Onboard passenger information decals

myki and ticketing pictograms

myki and ticketing pictograms help communicate information about myki and other ticketing systems. They make ticketing information simple and communicate actions in small chunks.

How and when to use

- Use across all communications and channels – print, digital and signage.
- There's a legacy set for ticketing pictograms. For information on when to apply which set, refer to the Master Style Guide Version 3.0, *Network and Ticketing Passenger Information Standards* or the *Wayfinding and Signage Standards*.

Ticketing pictogram examples

Tickets | Currency

Digital pictogram examples

PTV Hub | Ticketing information | myki Explorer

Digital in-app pictograms examples

Retailer | QTEM | CVM | Buy | Ticketing location | Fare | Top up | Auto top up | myki card

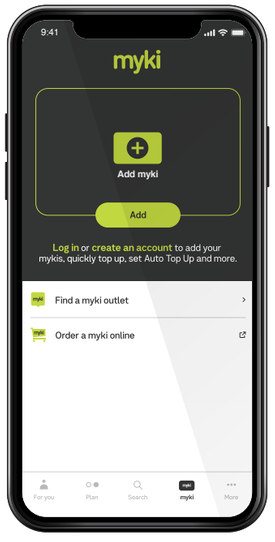
Legacy myki and ticketing pictograms in use

myki machine

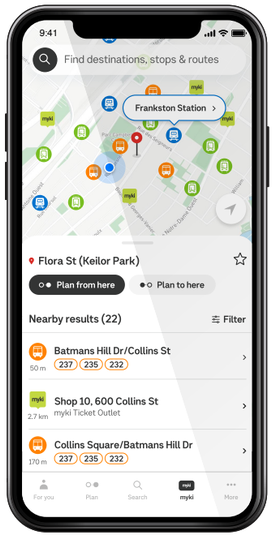
myki quick top up machine (QTEM)

myki reader

Digital in-app pictograms examples



PTV app myki screen



PTV app journey screen

Designing new pictograms

It's critical that all pictograms in our communications have a consistent look and style. DoT designs all pictograms applying the guidelines and principles that follow.

All new pictograms must be approved by the DoT Brand and Customer Information Design Studio before use.

Base grid

All pictograms use the same base grid. It allows for both circular and square pictograms.

Using the base grid lets us use the same basic maths to create shapes. As a result, all pictograms have the same proportions and all line work is consistent in weight and size.

Grid units

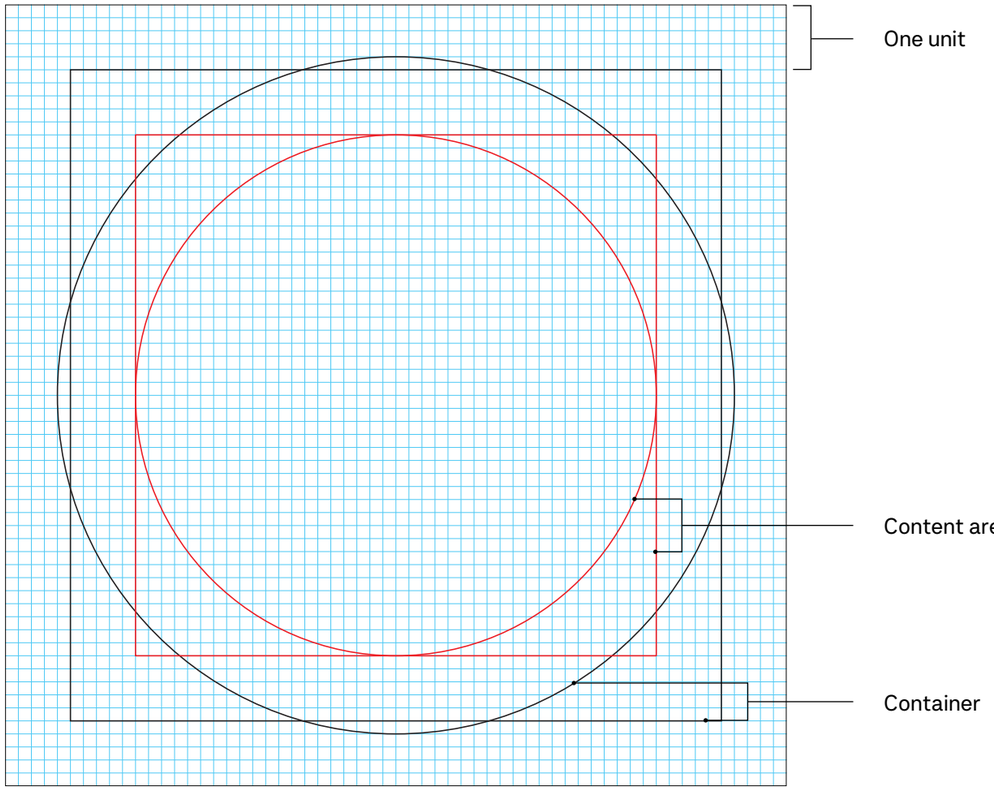
Our base grid is 12 by 12 units. Each unit is then divided into five sub-units. These form the basis for elements within a pictogram – i.e. line weights, corners, margins, shapes, etc.

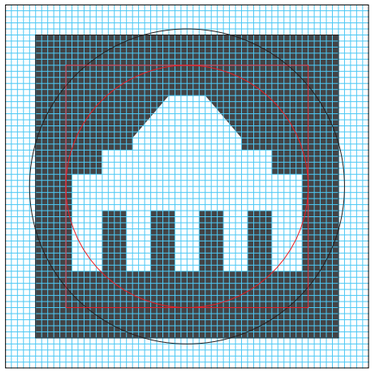
Square or circle containers only

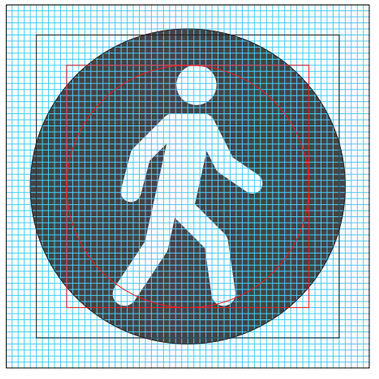
There's a clear space of one unit on all sides. This leaves a 10 by 10 unit 'container' that forms the outer frame of the pictogram in either a square or circle.

Content area

The red lines denote the 'content area'. All design elements should be at least one unit away from the inner edge of the container. No design elements should appear outside the content area.







Common design elements

We apply common elements when creating new pictograms to make sure they're consistent. These elements reflect the aesthetic nuances of our typeface, Network Sans 2019.

Stroke weights

Any strokes used as part of pictograms should be a minimum of one sub-unit wide.

Stroke terminators and corners

These can be rounded or square. Use full units of the grid to construct them.

Forms

Use geometric forms wherever possible. Circles and squares are preferable to irregular shapes.

Angles

Use 45°, 90°, 180° or 270° angles wherever possible.

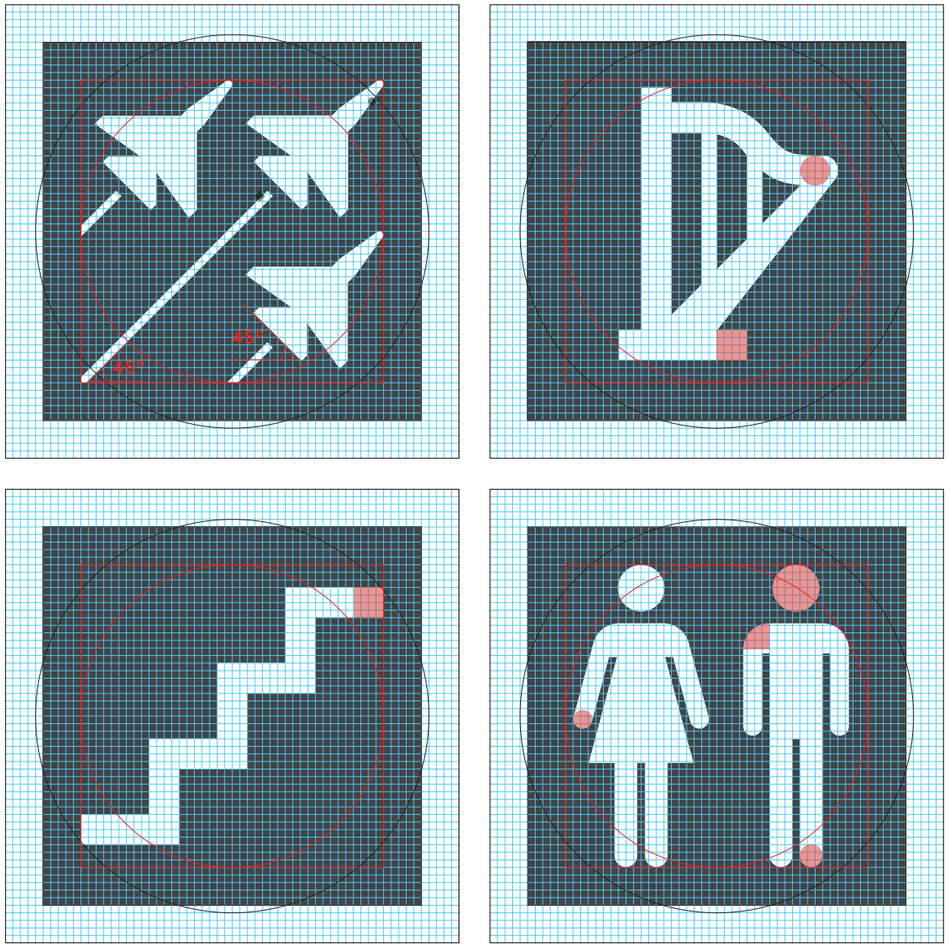
When designing new pictograms we:

- Don't use stock library pictograms.
- Don't use different-shaped containers.
- Don't use other trademarks in pictograms.

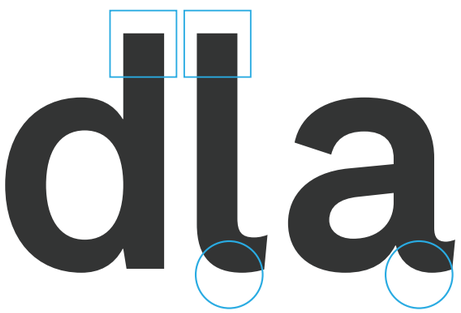
When applying new pictograms we:

- Don't use them out of context or where they don't add value.
- Don't use them without copy if the meaning isn't obvious.
- Don't use them without a container.

Common design elements applied to pictograms



Key elements of Network Sans 2019 used in pictograms



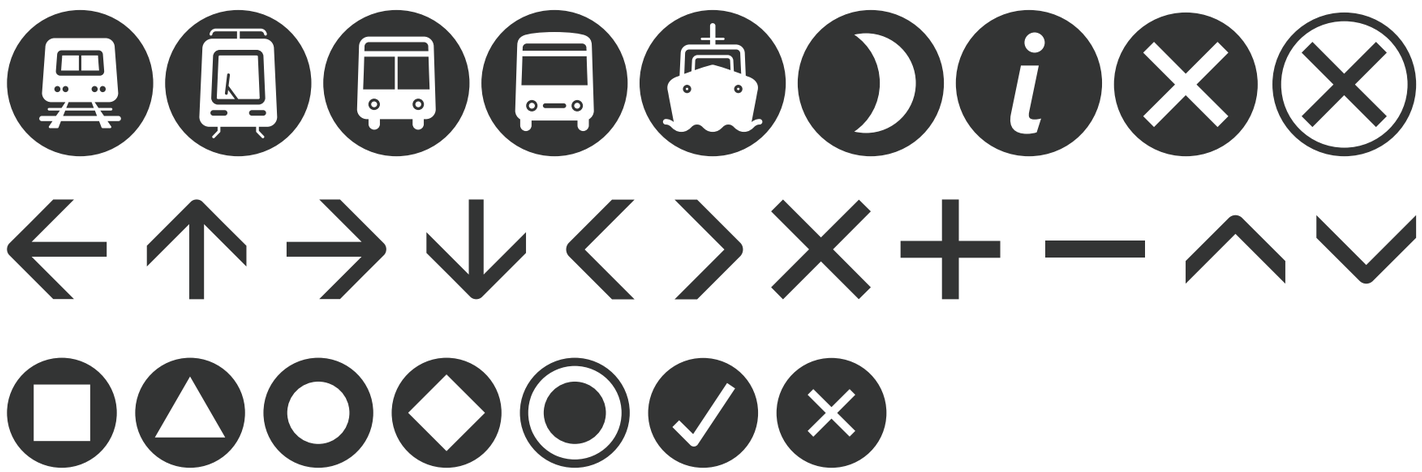
Accessing pictograms

The DoT Brand and Customer Information Design Studio maintains and updates a library of all pictogram artwork. Common pictograms are also part of our Network Dings and Network Picts 2019 typefaces.

For all artwork and template files, or to request new pictograms, contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au**

Network Picts 2019

Network Dings 2019



Pictogram library
Mode pictograms

Mode	CMYK	Mono	PMS	RGB	White
Bus					
Ferry					
Regional Coach					
Regional Train					
Metropolitan Train					
Tram					
Walking					
Cycling					
Roads					
Skybus					

Pictogram library
Wayfinding pictograms

Description	Code	Pictogram
Arrow Up	A01	
Arrow Upper Left	A02	
Arrow Left	A03	
Arrow Lower Left	A04	
Arrow Upper Right	A05	
Arrow Right	A06	
Arrow Lower Right	A07	
Arrow Down	A08	
Tickets	W01	
Toilet Female	W03	
Toilet Male	W04	
Toilet Female And Male	W05	
Toilet Unisex	W06	
Toilet Male Ambulant	W07	
Toilet Female Ambulant	W08	
Shower	W09	
Baby Change	W10	
Waiting	W16	
Ramp Down Only	W17	

Description	Code	Pictogram
Ramp Up Only	W18	
Ramp Down	W19	
Ramp Up	W20	
Stair Up And Down	W21	
Stair Down	W22	
Stair Up	W23	
Fire Stair Down	W24	
Fire Stair Up	W25	
Food And Beverage	W31	
Retail	W32	
Shopping	W33	
Phone	W38	
Bicycle Locker	W47	
Taxi	W48	
Seating	W60	
Assemble	W91	
Escalator Down	W93	
Escalator Up	W94	
Lift Down	W95	

Description	Code	Pictogram
Lift Up	W96	
Lift Up And Down	W97	
Customer Service	W103	
ATM	W105	
Bypass Gate	W106	
Coffee	W107	
Drinking Fountain	W108	
Fire Extinguisher	W109	
Locker	W111	
Lost Property	W112	
Luggage	W113	
Pram	W114	
Prayer Room	W115	
Supermarket	W116	
Clock	W117	
Map	W118	
Bike	W119	
Guidedogs	W120	
Drop-off Pick-up	W121	
Service Animal Relief Area	W122	

Pictogram library

Places of interest pictograms

Description	Code	Pictogram
MCG	L01	
Federation Square	L02	
MCEC	L03	
Luna Park	L04	
Shrine Of Remembrance	L05	
Melbourne Star	L06	
Melbourne Showgrounds	L07	
Royal Exhibition Building	L08	
Melbourne Aquarium	L09	
Arts Centre	L10	
Melbourne Recital Centre	L11	
Place Of Interest	P01	
Stadium	P02	
Football	P03	
Swimming	P04	
Running	P05	
Horse Racing	P06	
Cycling	P07	

Description	Code	Pictogram
Walking	P08	
Park	P09	
Botanical Garden	P10	
Zoo	P11	
Cruise Liner	P12	
Gallery	P13	
Theatre	P14	
Museum	P15	
Music	P16	
Entertainment	P17	
Education	P18	
Library	P19	
Administration	P20	
Market	P21	
Food Precinct	P22	
Supermarket	P23	
Airport	P24	
Cemetery	P25	

Description	Code	Pictogram
Golf Course	P26	
Playground	P27	
Post Office	P28	
Airshow	P29	
Melbourne Cup	P30	
Garden Show	P31	
Grand Prix	P32	
Tennis Open	P33	

Pictogram library

Operational, safety and behavioural pictograms

Description	Code	Pictogram
No Entry	O01	
CCTV	O02	
Do Not Feed The Birds	O03	
Hold On	O04	
Keep Doors Clear	O05	
No Alcohol	O06	
No Bikes	O07	
No Exit	O08	
No Feet On Seats	O09	
No Smoking	O10	
No Wheelchair Access	O11	
Take Rubbish With You	O12	
Do Not Force Doors	O13	
Don’t Jump Onto Moving Trains	O14	
No Skateboarding	O15	
No Graffiti	O16	
No Trolleys	O17	
Remove Valuables	O18	

Description	Code	Pictogram
Lock Your Car	O19	
No Parking	O20	
No Standing	O21	
Do Not Leave Children or Pets in Your Vehicle	O22	
Walk your Bike	O23	
Parking Permitted	O24	
Validated Ticket Area	O25	

Pictogram library

Regulatory pictograms

Description	Code	Pictogram
Accessible	R01	
Hearing Loop	R02	
Parking	R03	
Police	R04	
Fire Hose Reel	R05	
Mobility	R06	
First Aid	R07	
Hospital	R08	
Accredited Tourism Information	R09	
Interpreter Symbol	R10	
Visual Impairment	R11	
Warning Caution	R12	
Warning Slippery	R13	
Recycle	R14	
Priority Seating Elderly	R15	
Priority Seating Hearing Impaired	R16	
Priority Seating Illness	R17	
Priority Seating Injury	R18	

Description	Code	Pictogram
Priority Seating Pregnant	R19	
Priority Seating Seeing Impaired	R20	
Priority Seating	R21	

Pictogram library
Disruptions pictograms

Description	Code	Pictogram
Alert	D01	
Not In Use	D02	
Barrier	D04	
Construction Worker	D05	
Excavator	D06	
Hook	D07	
Jack Hammer	D08	
Paint Brush	D09	
Wheel Barrow	D10	
Witches Hat	D11	

Description	Code	Pictogram
Replacement Service		
Regional Train – Coach Replacement Service	D13	
Train – Bus Replacement Service	D14	
Tram – Bus Replacement Service	D15	
Replacement Stop		
Regional Train – Coach Replacement Stop	D16	
Train – Bus Replacement Stop	D17	
Tram – Bus Replacement Stop	D18	
Prohibited		
No Parking	D19	
No Standing	D20	
No Entry	D21	

Pictogram library

myki and ticketing pictograms

Description	Code	Pictogram
Retailer	M01	
QTEM	M02	
CVM	M03	
Buy	M04	
Ticketing Location	M05	
Fare	M06	
Top Up	M07	
Auto Top Up	M08	
myki Card	M09	
PTV Hub	M10	
myki Explorer	M12	
Ticketing Information	M13	

Pictogram library
Mapping pictograms

Description	Code	Pictogram
Connect Bus	MS01	
Connect Coach	MS02	
Connect Ferry	MS03	
Connect Metro Train	MS04	
Connect Metro Train Rev	MS05	
Connect Regional Train	MS06	
Connect Tram	MS07	
Connect Skybus	MS08	
Connect Information	MS10	
Connect Information Keyline	MS11	

2.6 Graphic devices

Our graphic devices help people identify us, whether they're out and about or surfing the web at home. When we apply them consistently across our communications, signage and vehicles, they build confidence and trust among our passengers.

Graphic device overview

Our graphic devices are divided into seven categories. Each category reflects how the graphic device is used across all touchpoints. These are:

Network pattern

Shard devices
- Base shard
- Top shard
- Single shard

Hatch device
- Safety and caution hatch
- Disruptions hatch

Time devices
- Frequency clock
- Allow extra time clock
- Calendar device
- Detour device

Product devices
- myki devices
- City Circle devices
- Night Network devices

Supporting graphic elements
- Interpreter symbol and National Relay Service statement

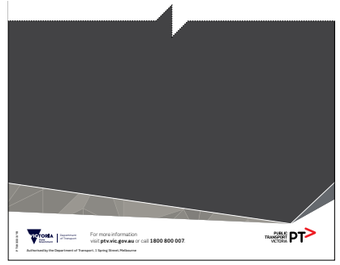
Route identifier device

Network pattern

Metropolitan train network pattern

Shard devices

Multi-modal base shard



Hatch device

Safety and caution hatch

Disruptions hatch

Time devices

Frequency clock

Allow extra time clock

Calendar device

Detour device

Supporting graphic elements

Interpreter symbol and National Relay Service statement

Plan your journey at **ptv.vic.gov.au** or call **1800 800 007**.

If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

For other languages visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Product devices

myki devices

City Circle devices

Night Network devices

Route identifier device

Network pattern

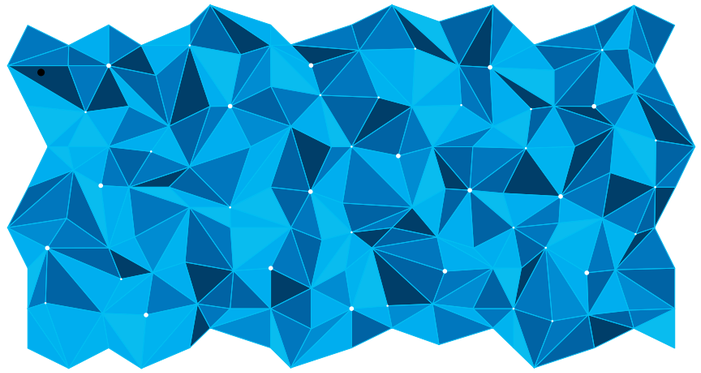
The network pattern is a key component of our identity system. It's a graphical representation of our connected and unified public transport network, developed for use in livery.

How and when to use

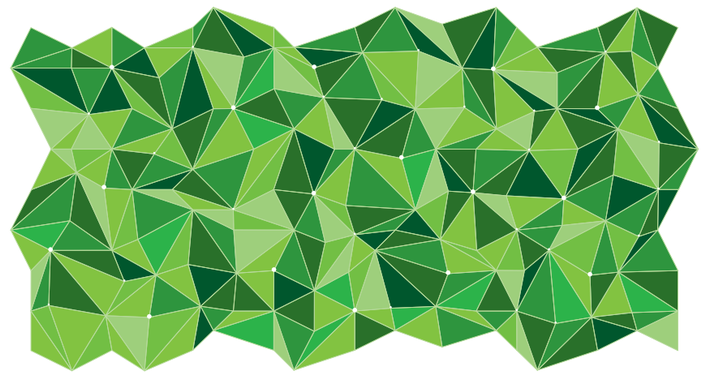
- Use for livery and public transport infrastructure only.
- Only use the pattern for the respective mode of transport.
- Don't distort, outline, recreate or alter the templated versions of the network pattern.
- Don't use the network pattern as a background or watermark.
- Don't use the network pattern in the content area of shard communications.

For more information on the colours used in the network pattern, see Colour tab.

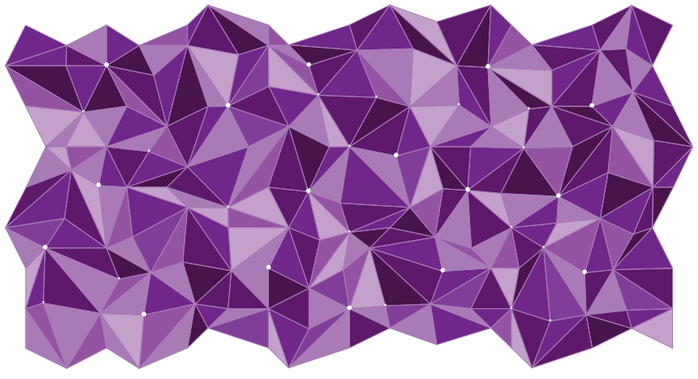
Metropolitan train network pattern



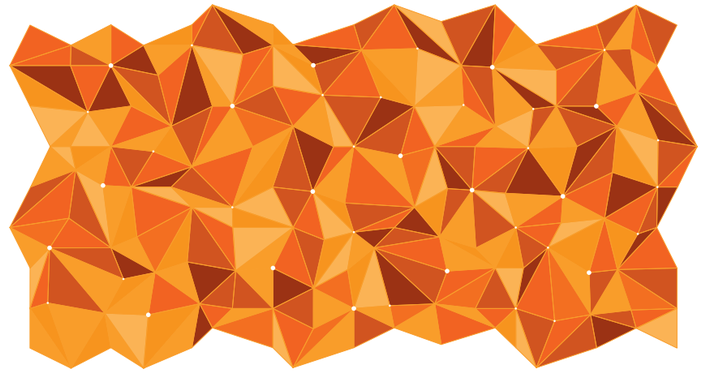
Tram network pattern



Regional train and coach network pattern



Metropolitan and regional bus network pattern

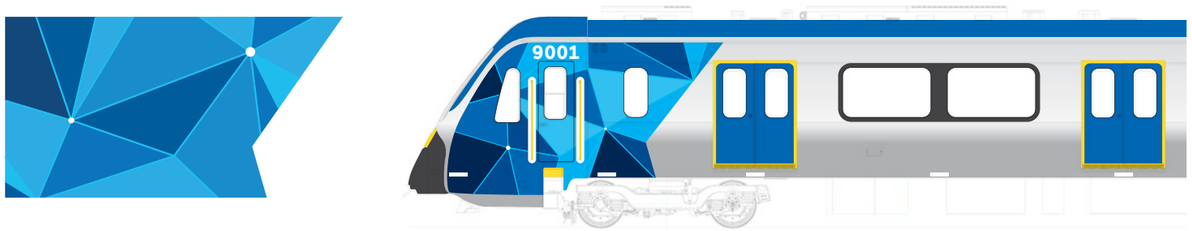


Use in livery

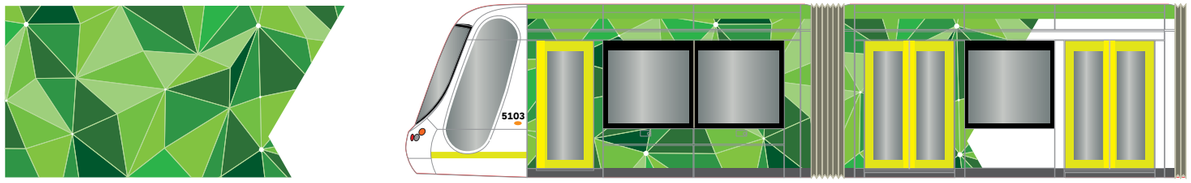
The network pattern comes in four different colourways, corresponding to each transport mode not including ferries.

For more information on how we apply the network pattern to livery, refer to the *Master Fleet Guidelines*.

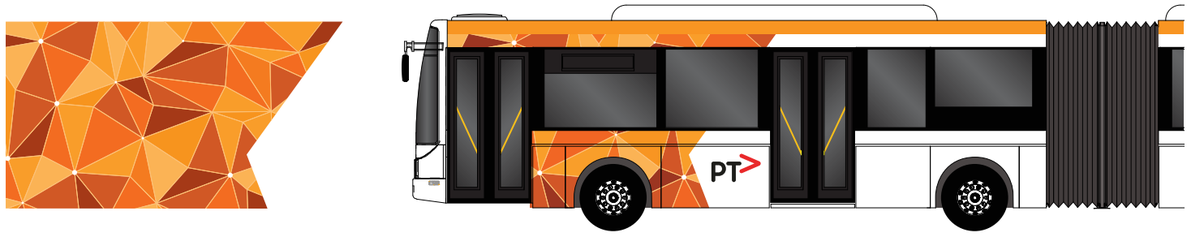
Metropolitan trains



Trams



Buses



Regional trains and coaches

Shard device

We use the shard to unify and clearly identify our communications.

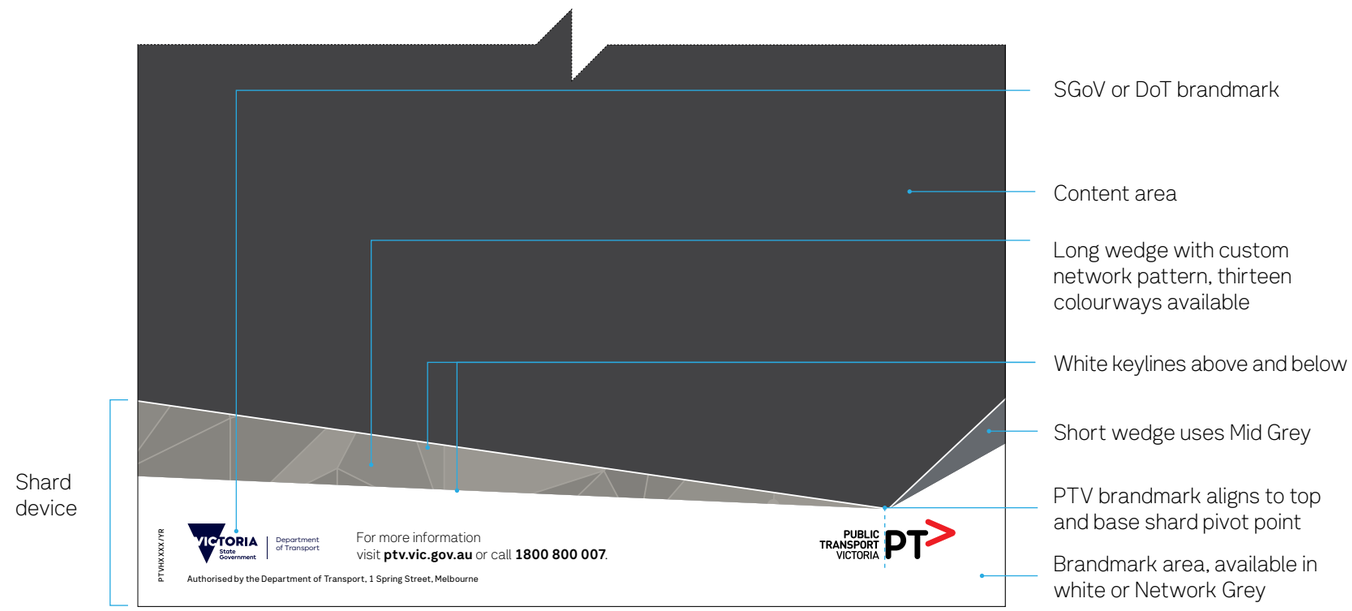
There are three versions of shard device:
- top shard
- base shard
- single shard.

There are thirteen colourways of shard for each version, and each colourway is available to use with a white or Network Grey brandmark area.

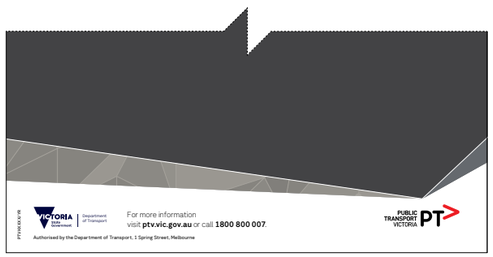
How and when to use

- Always use the template files for the shard. Don't recreate the shard device, change the template colours or the size and position of the PTV brandmark.
- The shard always bleeds off the page.
- Ensure the white keyline is clearly visible either above or below the shard. If the content is too light to reproduce the keyline, use the Network Grey brandmark area.
- Only use the device once in each piece of communication.
- For applications that use animation e.g. gifs and videos, shard devices can be used without the PTV brandmark to hold text and imagery. Where a high level of identification is required either the start or end frame must end with the PTV brandmark and the shard.
- Don't use the network pattern in the content area of shard communications.

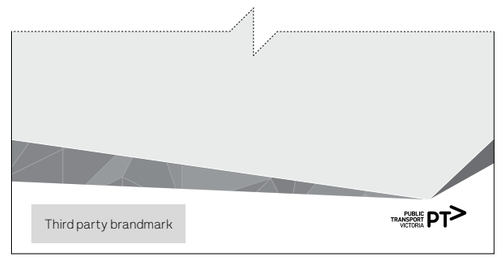
Shard device elements



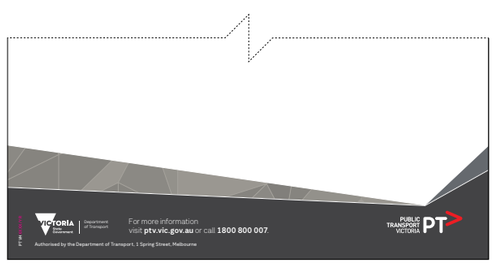
White brandmark area shard formats



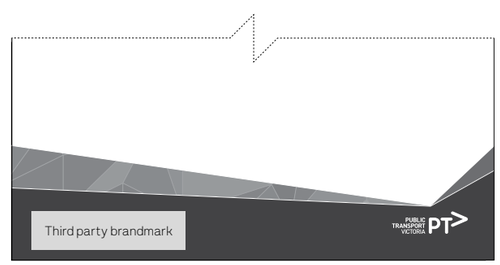
White brandmark area shard formats – greyscale



Network Grey brandmark area shard formats



Greyscale brandmark area shard formats



Shard colourways

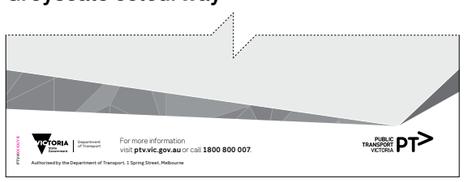
Colour versions of the shard are available for each of our mode, corporate, alert and product palettes. There are thirteen colourways in total, each available for each version of the shard – top, base and side.

How and when to use

- Always use the appropriate shard colourway for your application e.g. bus colourway for bus communications.
- For black and white reproduction, don't convert a colour shard to greyscale. Use the greyscale colourway.
- For mode communications related to more than one mode, use the multi-modal colourway.
- For PTV campaigns, use the PTV corporate colourway.
- V/Line and Special Events are the only co-branded shard templates.

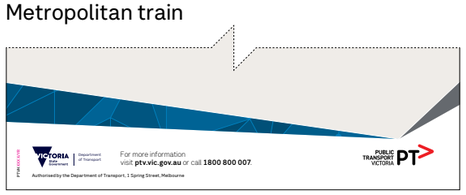
PTV corporate colourway

Greyscale colourway

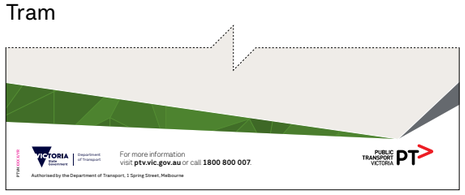


Mode colourways

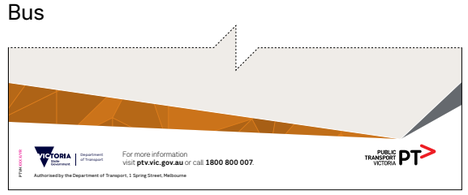
Metropolitan train



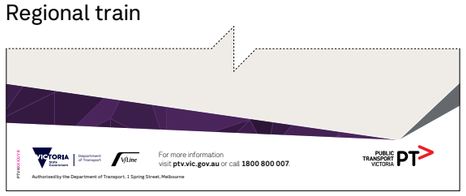
Tram



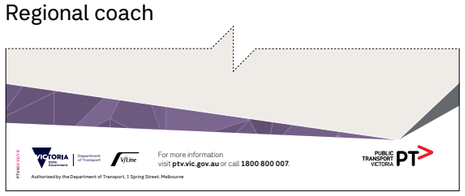
Bus



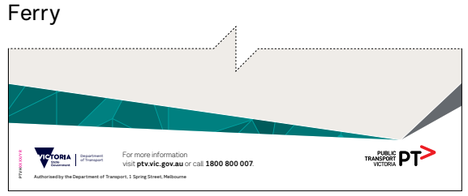
Regional train



Regional coach



Ferry



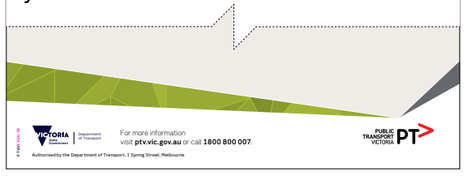
Alert colourways

Special events

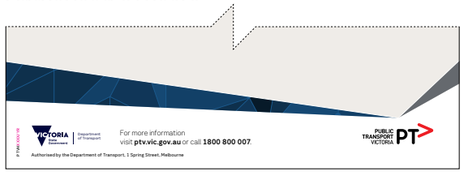
Safety

Product colourways

myki



Authorised Officers



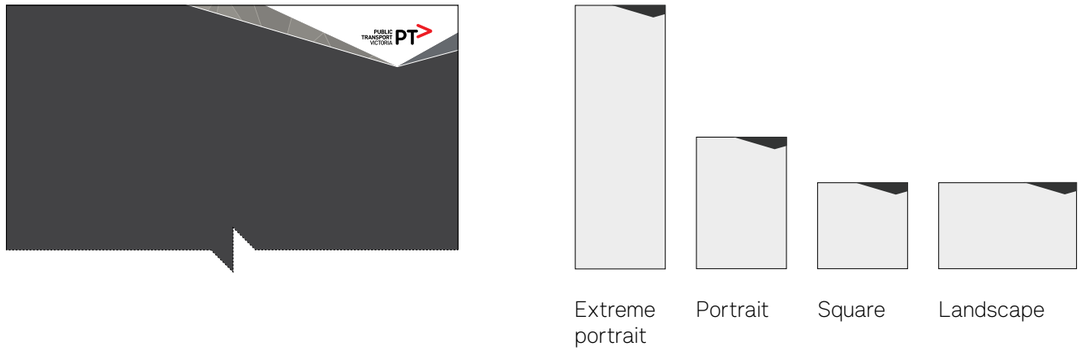
Top shard

The top shard device is used for all communications where a high level of PTV identification is required. It is suited to landscape formats or when the content needs to be maximised.

How and when to use

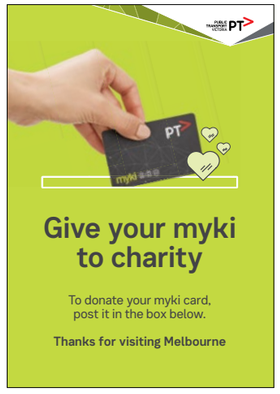
- The top shard always houses the PTV brandmark within the top.
- Where required additional brandmarks may appear bottom left or right. Such applications should be approved by the DoT Brand and Customer Information Design Studio .
- The top shard is suited to extreme portrait, portrait, square and landscape formats.

Top shard suits the following formats

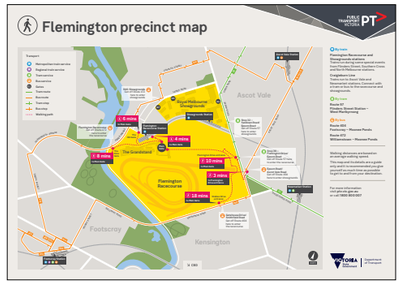


Top shard in use

Pull up banner



Poster



Event precinct map

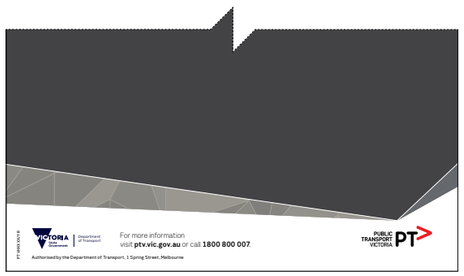
Base shard

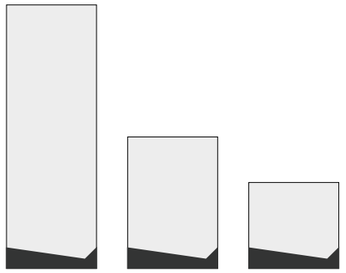
The base shard device is used for all communications where a high level of PTV identification is required. It is suited to portrait formats when the content area needs to be maximised.

How and when to use

- The base shard always houses the PTV brandmark within the base.
- Where additional brandmarks are required position them from the left of the brandmark area. Such applications should be approved by the DoT Brand and Customer Information Design Studio.
- The base shard is suited to extreme portrait, portrait and square formats.

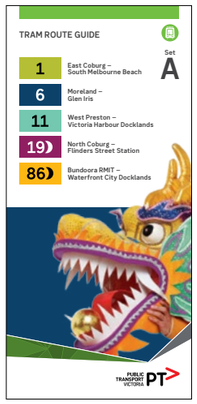
Base shard suits the following formats





Extreme portrait | Portrait | Square

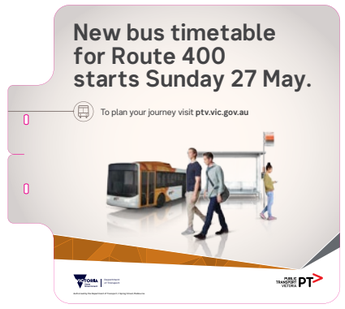
Base shard in use



DL brochure

Poster

Animated gif



Pole bubble

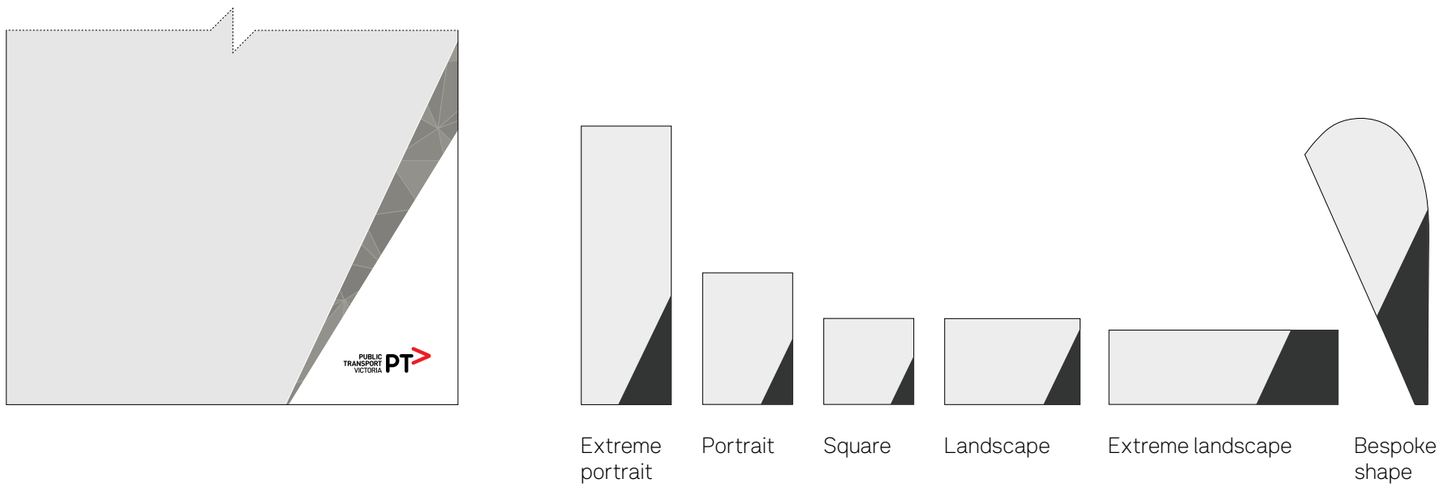
Single shard

The single shard is designed to provide a high level of PTV identification. Although it can be applied to the broadest range of formats, its use is limited to specific applications where the use of the top or base shards is not appropriate.

How and when to use

- The use of single shard is limited to:
  - corporate communications e.g. reports and presentations
  - small space applications e.g. digital banners
  - large format extreme portrait and landscape applications where the PTV brandmark needs to be given more prominence e.g. pull up banners
  - Bespoke formats e.g. tear drop banners.
- It houses either the PTV brandmark or a third party brandmark where the PTV brandmark is given prominence in the content area.
- The single shard is suited to all formats.
- Never rotate or distort the single shard.
- The amount of single shard shown can be adjusted to suit the application.
- It should be applied across the thinnest point. This can be cropped to meet reproduction requirements like bleed.

Single shard suits the following formats



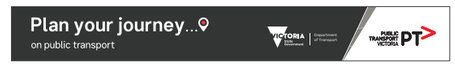
Single shard in use

Report cover

Business cards

Pull up banners

Tear drop banners



Static banner ad

Animated banner ad

Interpreter Symbol and National Relay Service

We want to make our communications as accessible and inclusive as they can be. That's why we let people know how to access our information or contact us in different languages and through the National Relay Service.

How and when to use

- Use the full National Relay Service statement to tell people who are deaf or have a hearing impairment how to contact us. Don't edit the text.
- Use the Interpreter Symbol to tell people information is available in other languages.
- Always use the Interpreter Symbol and supporting statement together. Don't use either of them separately.
- The Interpreter Symbol should always appear as 100% black on a light background or with a keyline on dark backgrounds.
- Statement text should always appear black on a light background or reversed in white on a dark background.
- The minimum size of the symbol is 7mm high and either statement is 10pt.
- Always ensure the symbol retains its square format and is not distorted in any way.
- Don't edit the symbol or any statement text.

Interpreter Symbol and statement lockup limited space version

For other languages visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Interpreter Symbol and statement lockup full version

For information in other languages:

普通話	9321 5454	廣東話	9321 5441
Italiano	9321 5444	ਪੰਜਾਬੀ	9321 5445
Ελληνικά	9321 5443	हिन्दी	9321 5442
Việt-ngữ	9321 5449	සිංහල	9321 5446
عربي	9321 5440	**Español**	9321 5447

If your language isn't listed visit **ptv.vic.gov.au/languages** or call **9321 5450**.

National Relay Service statement

If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

Usage example on back of a brochure

Full version

Plan your journey at **ptv.vic.gov.au** or call **1800 800 007**.

If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

For information in other languages:

普通話	9321 5454	廣東話	9321 5441
Italiano	9321 5444	ਪੰਜਾਬੀ	9321 5445
Ελληνικά	9321 5443	हिन्दी	9321 5442
Việt-ngữ	9321 5449	සිංහල	9321 5446
عربي	9321 5440	**Español**	9321 5447

If your language isn't listed visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Limited space version

Plan your journey at **ptv.vic.gov.au** or call **1800 800 007**.

If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

For other languages visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Limited space version reversed

Plan your journey at **ptv.vic.gov.au** or call **1800 800 007**.

If you're deaf, or have a hearing or speech impairment, contact us through the National Relay Service – for more information, visit **relayservice.gov.au**

For other languages visit **ptv.vic.gov.au/languages** or call **9321 5450**.

Time devices

Time is a critical piece of information for our passengers, whether they're in the middle of their journey or planning a new or disrupted trip. Our time devices help people understand time-related information like service frequency and disruption impact at a glance.

There are three categories of time devices:

- frequency clock device
- allow extra time clock device
- calendar device.

Frequency clock device shown here in Tram Green

Allow extra time clock device shown here in Disruptions Orange

Calendar device shown here in Special Events Pink

Frequency clock

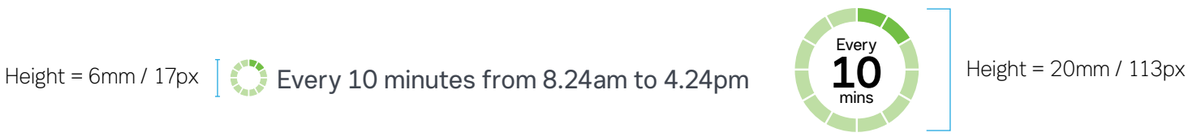
The frequency clock is used to communicate frequency of service times. The clock is adjusted to reflect the frequency of services in five minute increments.

How and when to use

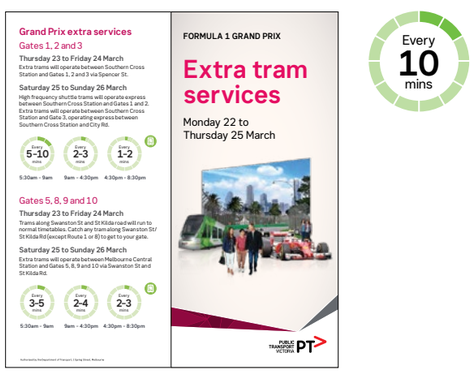
- Business as usual services use mode colours to represent the service frequency.
- For additional special events services, such as shuttle services, Special Events Pink is used.
- The frequency clock can be scaled for large formats or reduced when space is limited.
- Do not reproduce below the minimum sizes shown.
- For limited space and small sizes, use the limited space format shown.
- The darker shade is 100% of the mode or special event primary colour and represents the time frequency. The lighter colour is 45% of the mode or special event primary colour.

Frequency clock device

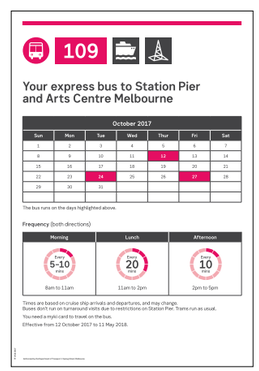
Limited space format and minimum sizes



Frequency clock in use (business as usual services)



Frequency clock in use (special events services)



Allow extra time clock

The allow extra time clock lets people see at a glance how much extra journey time they need to allow for. The clock can be adjusted to show different times.

How and when to use

- There are six clock templates, as shown. Four specific templates covering 60, 45, 30 and 15 minutes, and two generic templates
- You can create new time allowances by editing the text and grey keyline to reflect the new time
- For limited space and small sizes, use the limited space format shown
- Don't reproduce the clock below the minimum sizes shown
- The minimum clearspace is half the radius of the device. This is defined as 'x' in the diagram shown. Don't place graphic elements within the clear space shown
- When a disruption involves more than one mode use Disruptions orange.

Generic clocks

Use the generic clock:

- For overarching 'allow extra time' messaging
- When there is more than one timeframe to be communicated
- When time is greater than 60 minutes
- For limited space format

When to use the mode colour within the graphic

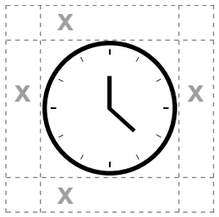
When a disruption is mode specific.

When to use the line colour within the graphic

When a disruption is line specific.

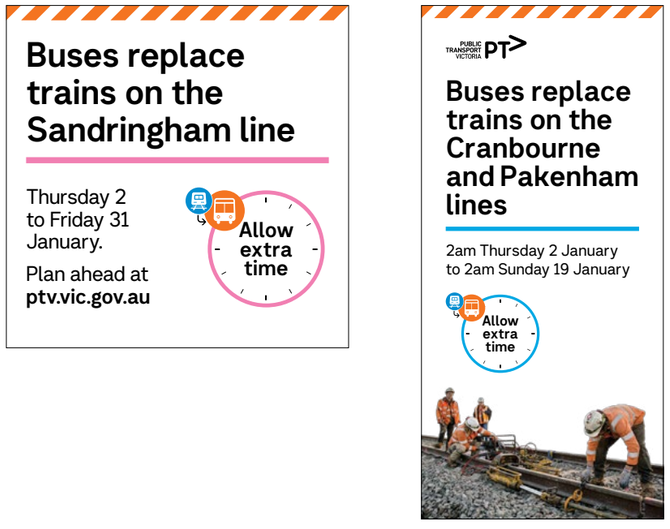
Clock device versions

Clearspace



Minimum size

Allow extra time clock in use



Calendar device

The calendar is used to communicate the dates and duration of a disruption.

How and when to use the date version

Date versions include a date range and a large number for a single day disruption. Use these versions when the specific dates are known and there is enough space to communicate the full disruption.

If space permits, two calendars can be used when the disruption occurs over two months.

How and when to use the text version

The text version may be used when there are multiple disruptions and/or when more detail is required to expressed disruption.

When to use the mode colour within the graphic

When a disruption is mode specific.

When a disruption involves more than one mode use Disruptions orange.

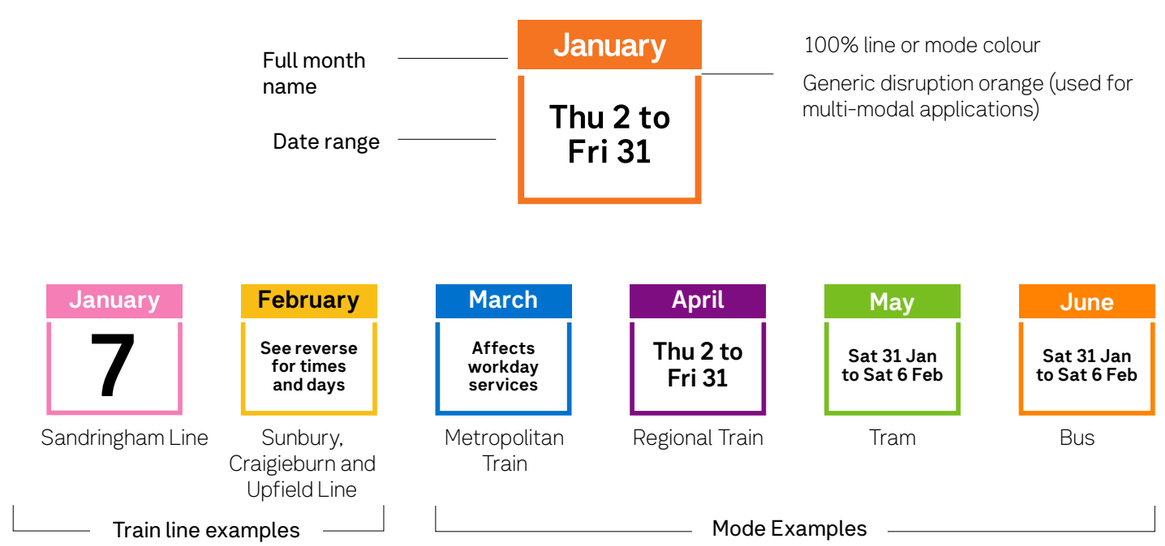
When to use the line colour within the graphic

When a disruption is line specific.

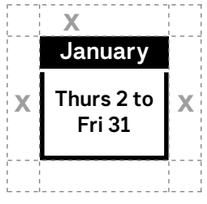
Clearspace

The minimum clearspace is one quarter of the width of the device. This is defined as ‘x’ in the diagram shown. Don’t place graphic elements within the clear space shown.

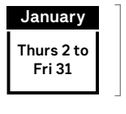
Calendar device versions



Clearspace

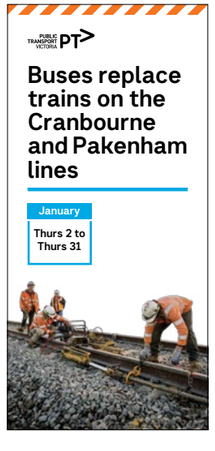


Minimum size



Height = 15mm / 80 px

Calendar device in use



Detour device

The detour device is used to alert passengers to upcoming disruptions due to road detours.

How to use colour with detour device

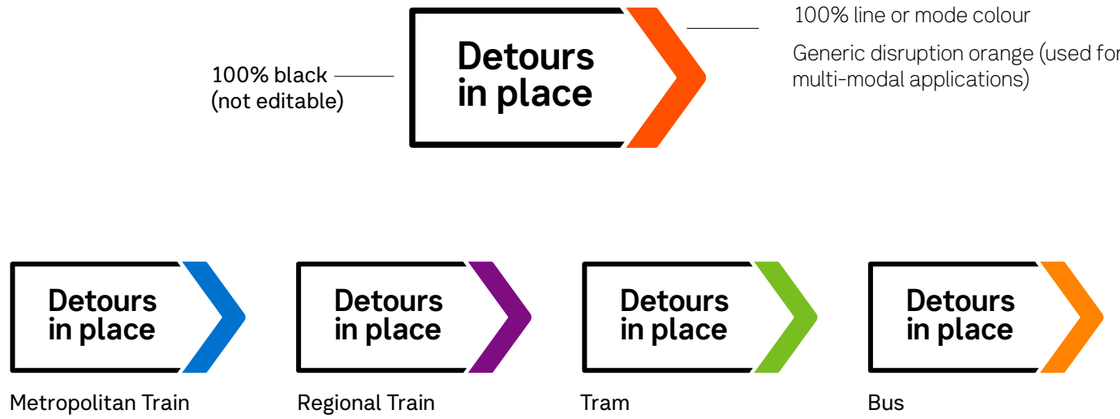
The colour of the arrow can be edited to indicate which project is involved with the disruption.

- For a mode-specific disruption, use the mode colour.
- When the disruption involves more than one mode use Disruptions orange.

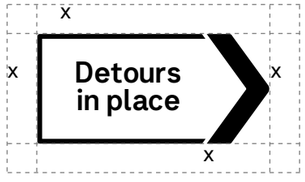
Clearspace

The minimum clearspace is one quarter of the height of the device. This is defined as 'x' in the diagram shown. Don't place graphic elements within the clear space shown.

Detour device versions



Clearspace



Minimum size

Detour device, example in use – Facebook post for tram works

Route identifier device

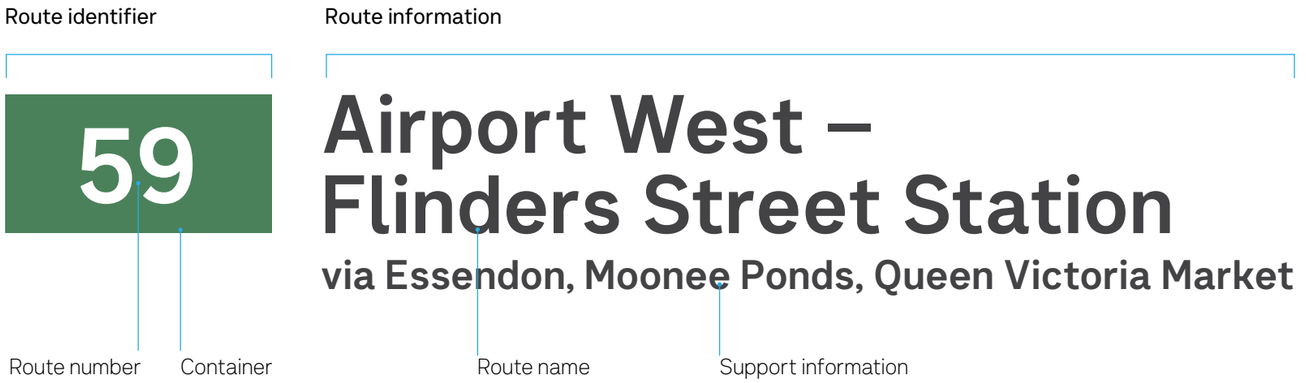
The route identifier device provides bus or tram route information in a clear and flexible way. It consists of a container housing a route number and can be supported with route information.

The design of this simple device aligns with our colour approach allowing people to recognise route information at a glance.

How and when to use

- Use to identify routes across all applications including mapping, timetables and signage. For information on network applications refer to the *Network and Ticketing Standards.*
- Always include the container in either the mode or relevant route colour, for more information see Determining the container colour in the side menu.
- When supported by route information, the route identifier device should align to the left of the text, page or margin.

Route identifier device elements



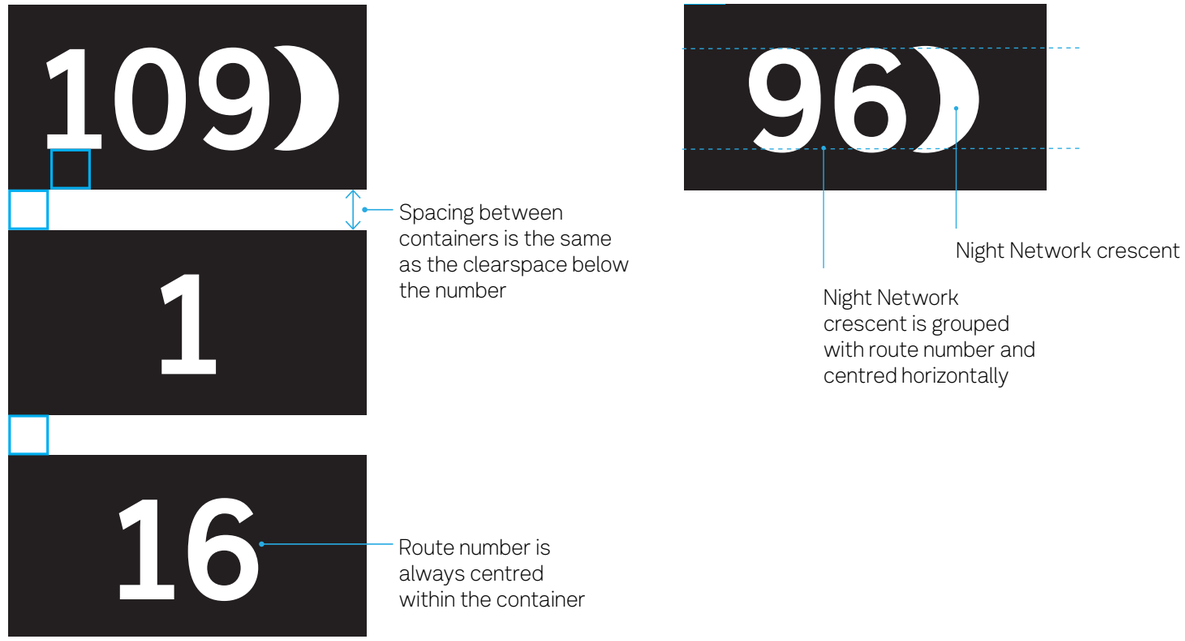
Creating the route identifier

The route identifier consists of a container and the route number. It can be used on its own or with supporting route information. A few rules guide its creation.

How and when to use

- The route number and container sit in a fixed relationship with defined proportions based upon our pictogram grid. When creating a route identifier use the template file i.e don't recreate it from scratch.
- Use Networks Sans 2019 Bold for the route number.
- The route number is centred vertically and horizontally within the container.
- Spacing between containers is the same as the clearspace below the number
- Night Network services are indicated using the crescent pictogram. The crescent sits to the right of the route number within the route identifier.

Alignment and spacing principles for the route identifier



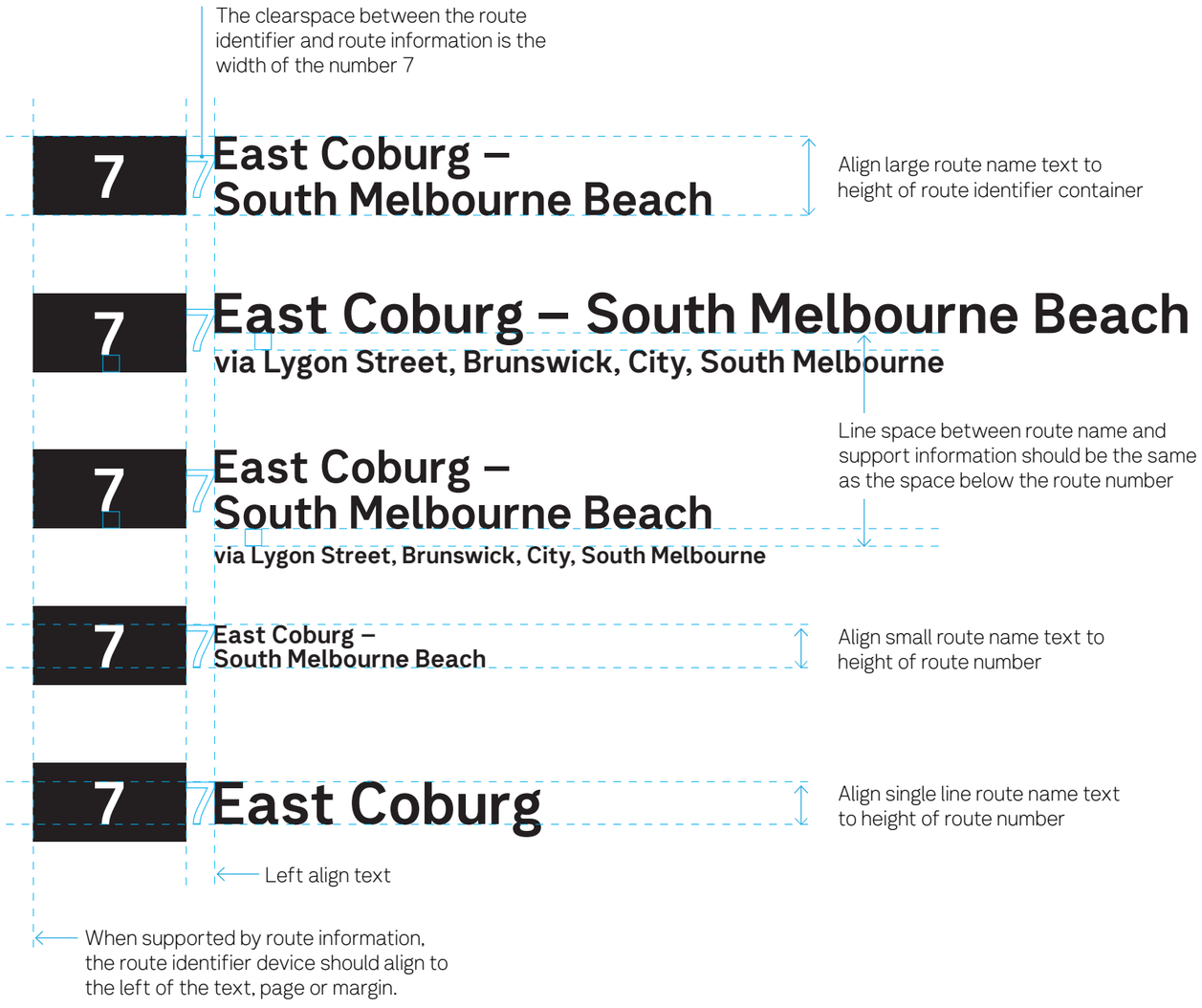
Adding route information

The route identifier can be supported by additional route information.

How and when to use

- Use route information to provide the route name and path when space allows and it benefits the passenger.
- Information should be set in either Network Sans 2019 Medium or Bold, i.e. using a single type weight.
- Not use more than two type sizes.
- Be left aligned.
- The context of where the route identifier is used determines if we use a '–' or 'to' when presenting the route name.
  - Use the word 'to' when the direction of travel is critical to the context where the route name appears e.g. a bus stop flag or linear route map.
  - Use a '–' for all other instances.
- Use 'to' when communicating a route travels in one direction.

Alignment and spacing of route information with the identifier



Applying colour

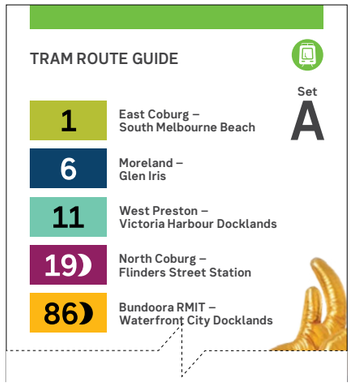
Route numbers are reproduced in white or black only. To determine colour contrast requirements, refer to the tram and bus colour palettes in the Colour tab.

The colour of the container depends on what is being communicated, use this guide to choose the right one.

I am creating a communication about...

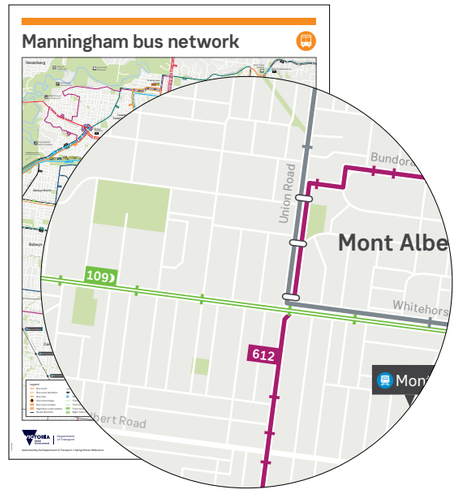
A single mode

Use route colour(s), e.g. tram route guide displaying multiple routes



Multiple modes where one is primary

Use route colour(s) for the primary mode routes, and mode colour for the supporting mode routes, e.g. bus network map where bus is the hero and tram supports.



Multiple modes where all are equal

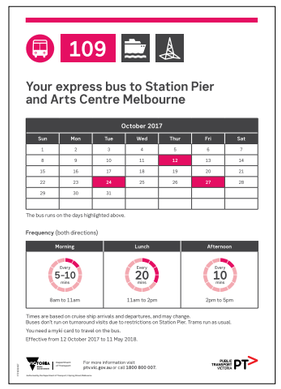
Use mode colours for all modes if the relationship between modes is equal e.g. myki Explorer map where all modes have equal status (i.e. no primary mode).

Disruptions

Use black for disrupted routes.

Special events

Use Special Events Pink for all special event services that run directly to and from an event or event precinct.



Night Network

Night Bus route identifiers always use Bus Orange. Night Tram route identifier colours follow the application rules described for single and multiple modes above.

Layout principles

The route identifier device is applied in three different ways, to suit different pieces of communications.

Combining

This application is used when the route identifier is supported with route information.

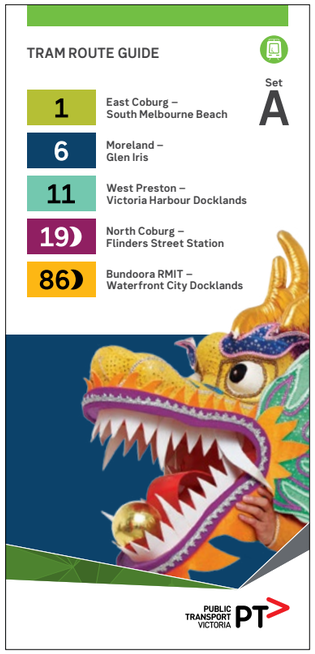
Stacking

This application is used when multiple routes need to be communicated in a limited amount of space, such as a network map.

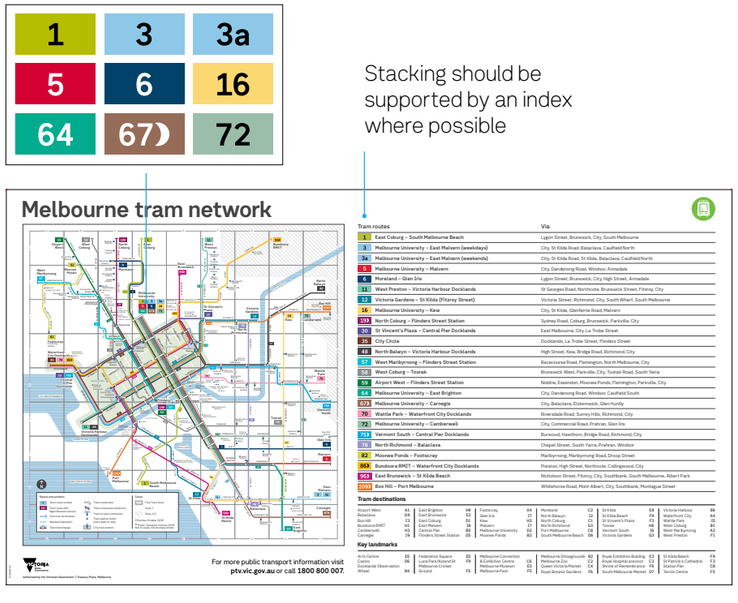
Attaching

This application is used in maps, the route identifier is ‘attached’ to the linear route line. It helps people identify and navigate routes in multiple-route maps, such as network maps.

Combining



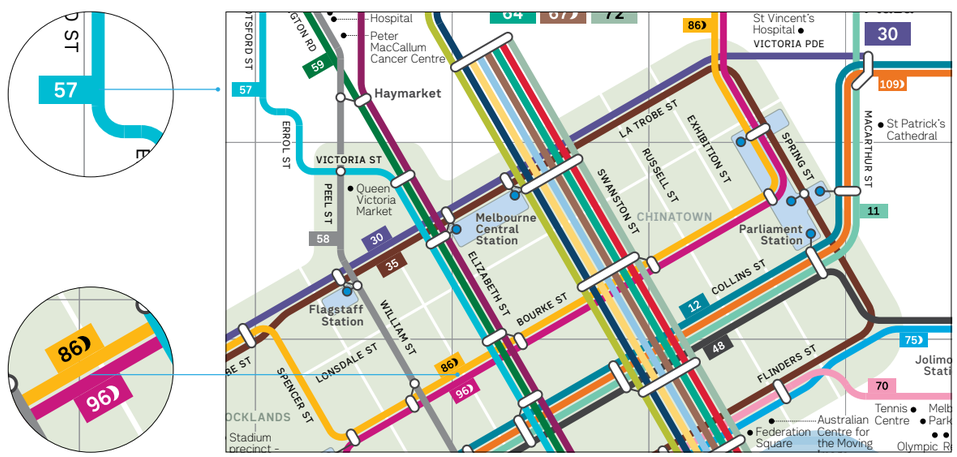
Stacking



Attaching

Route identifiers attach to a route line on either the short or long edge

To aid readability, align identifier as close to horizontal as the route line allows



Hatch device

The hatch device is used to draw peoples' attention to our most important messages – from travel disruptions to safety and caution to emergency and prohibition.

How and when to use for disruptions

- Use for all communications about disruptions (including combined special event messaging).
- The hatch device always uses 45 degree angles.
- The hatch device is available in three colours: white, black and Disruptions Orange, use in the appropriate colour, as shown here.
- There are two orientations for the hatch device horizontal and vertical.

There's no need to recreate the hatch device. It's available as an asset or as part of our suite of disruptions templates.

Preferred colourway

Our preferred colourway on all customer information applications is an orange hatch on white. Our preferred colourway on wayfinding applications is a white hatch on orange. We use this colourway for all print and digital disruptions applications where full colour reproduction is available.

For greyscale disruptions applications a black or white hatch can be used.

Applying the hatch to photography

We select either the black or white hatch that provides the most contrast with the photography used. This assists with social media posts where the amount of text used in an image is limited.

Hatch device colourways

Disruptions communications use black, white and orange hatches

Greyscale

Applying the hatch to photography

Accessible disruption communications use blue and white hatches with an orange border

Please note that different rules apply to the accessible disruptions hatch device and its placement

The horizontal hatch

The horizontal hatch must be applied to all portrait formats, horizontally along the short edge, anchoring it to the top left corner.

Common applications include:

– brochures

– posters

– temporary wayfinding signage such as floor decals.

Placement

Always anchor the horizontal hatch to the top left of a communication by bleeding over the edge to form an equal triangle. The opposite end finishes with a diagonal segment.

The application of the horizontal hatch to temporary disruptions wayfinding signage is an exception to this rule. It may be placed to the centre on directional signage. This allows the hatch to sit at the opposite edge to an arrow to clearly present directional information. For examples, refer tothe Disruptions applications tab.

Only use one hatch in a piece of communication.

Placing the horizontal hatch

The left end starts with a cropped hatch piece that creates an even triangle (45° angle).

The correct height of the hatch device is determined by the vertical alignment of hatch pieces.

The right end of the hatch always finishes with a full hatch piece aligning to the edge.

The vertical hatch

The vertical hatch must be used on all landscape formats.

Common applications include:

– advertising

– temporary wayfinding signage

– digital formats.

The hatch must be applied vertically along the short edge, anchoring it to the top left corner.

Placement

– Always anchor the vertical hatch to the top left of a communication by bleeding over the edge to form an equal triangle. The opposite end finishes with a diagonal segment.
– The application of the vertical hatch to temporary disruptions wayfinding signage is an exception to this rule. It may be placed to the right or the centre on directional signage. This allows the hatch to sit at the opposite edge to an arrow to clearly present directional information. For examples, see Disruptions applications tab.
– Only use one hatch in a piece of communication.

Placing the vertical hatch

The top starts with a cropped hatch piece that creates an even triangle (45° angle).

The correct width of the hatch device is determined by the horizontal alignment of hatch pieces.

The bottom of the hatch always finishes with a full hatch piece aligning to the edge.

Sizing the hatch device

The two orientations for the hatch device exist in a range of sizes to suit specific applications across print, digital, signage and mapping. This keeps it consistent across collateral, so it retains its impact.

When applying the hatch device, use the scale guide to choose the size that matches closest to your application.

There's no need to recreate the hatch device. It's available as an asset or as part of our suite of disruptions templates.

Hatch scale guide

Standard print formats

Choose the hatch device that matches closest to the shortest edge of your print format using the measurement guide below.

14 Hatch – Short edge is 210mm (A4) and above

12 Hatch – Short edge is 105mm (A6) to less than 210mm

10 Hatch – Short edge is less than 105mm (A6)

Standard digital formats

Choose the hatch device that matches closest to the shortest edge of your digital format using the measurement guide below.

7 Hatch – Short edge is 250px and above

6 Hatch – Short edge is 180px to less than 250px

5 Hatch – Short edge is 100px to less than 180px

4 Hatch – Short edge is less than 100px

Standard signage formats

The increase the impact of the hatch for directional wayfinding signage applications we use 10, 8 and 6 Hatch version of the hatch. For all other signage e.g. behavioural safety decals we use the standard print sizes above.

10 Hatch – Wayfinding

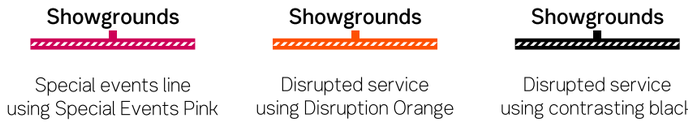
8 Hatch – Wayfinding

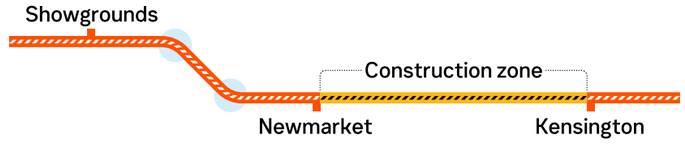
6 Hatch – Wayfinding

Mapping applications

When applying the hatch device to maps, we use a repeat pattern to create visual consistency and align with our existing mapping style.

For more information, see Mapping tab.





Product graphic devices

A range of products have their own distinct visual identities. These products may have their own brandmarks, colour palettes, illustration styles and graphic elements.

The following pages capture an overview of graphic elements used for:

- City Circle
- Night Network
- myki.

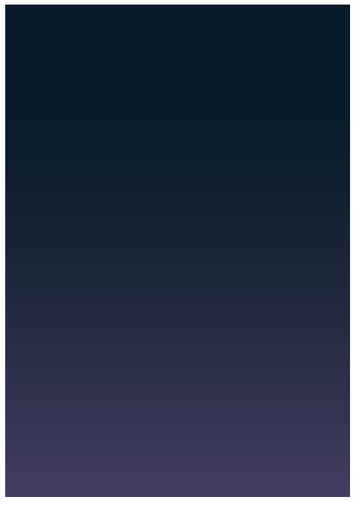
City Circle Tram route banner

Night Network ‘Starry Night’ pattern

myki pin

City Circle Tram gradient

Night Network ‘Starry Night’ gradient



myki gradient

City Circle Tram devices

Use the City Circle Tram graphic devices for functional and campaign communication material.

The devices are:
- City Circle Tram banner
- City Circle Tram gradient
- City Circle Tram route line

How and when to use the City Circle Tram banner and gradient

- Use the banner in communications related to the City Circle Tram service to identify the product.
- Do not alter the banner in anyway.
- Use the banner on an image or gradient background. Select the positive or negative version to determine the strongest accessibility for the word "Melbourne".
- The gradient can be tailored to each application for best content readability. It is used as the background for print and digital applications.
- Where production allows, represent the gold in the devices in PMS 872.
- For City Circle Tram colour palette specifications, see Colour tab.

How and when to use the City Circle Tram route line

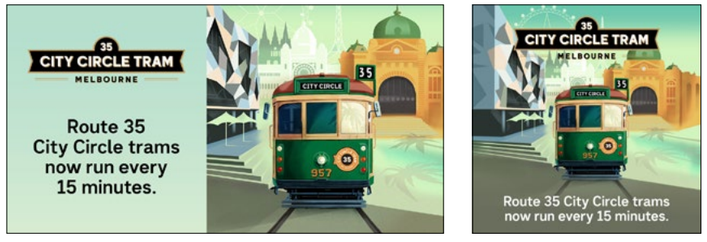
- Use in mapping communications featuring the City Circle Tram route.
- Where production allows, represent the gold in the devices in PMS 872.
- Use as a distinctive device to distinguish from regular tram routes.
- For specific mapping specifications, see Mapping tab.

City Circle Tram banner

Device for branding City Circle Tram communications

City Circle Tram gradient and banner in use

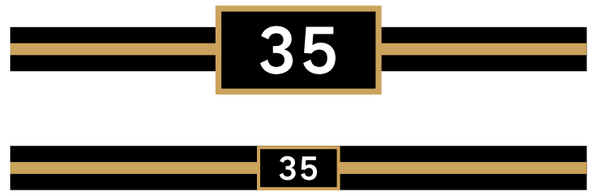
Digital tiles



Print brochure

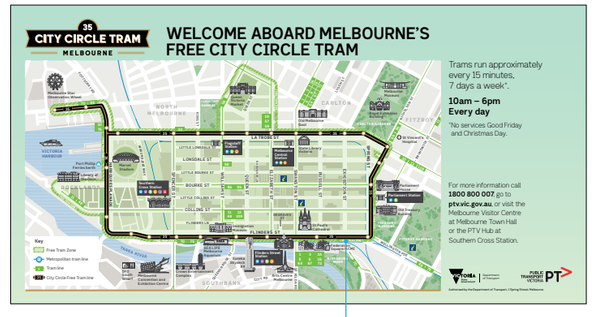
City Circle Tram route line

Double black and gold route line

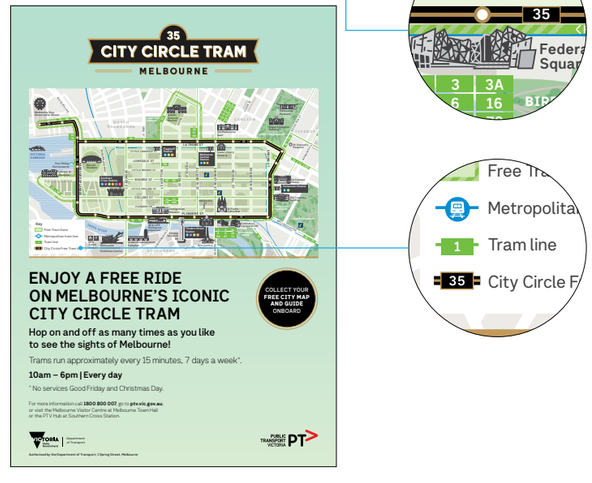


City Circle Tram route line examples in use

HIPS Board



Poster



City Circle Tram devices for livery

The City Circle Tram uses two unique graphic devices to create its heritage look and feel on livery.

The devices are:

- City Circle Tram crest (also known as the MMTB crest)
- City Circle Tram route numbers.

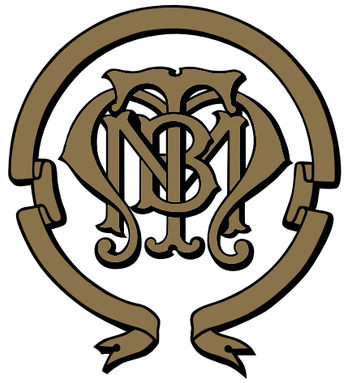
How and when to use

- Use on City Circle Tram livery.
- Use in communications related to the City Circle Tram.
- Where production allows, represent the gold in the devices in PMS 872.
- Never adjust or recreate the devices.
- Create new route numbers using Battleship (3 numerals or less) or Battle Condensed (4 numerals).

For more information on the application of these devices on livery, refer to the *Masterfleet Guidelines*.

City Circle Tram crest

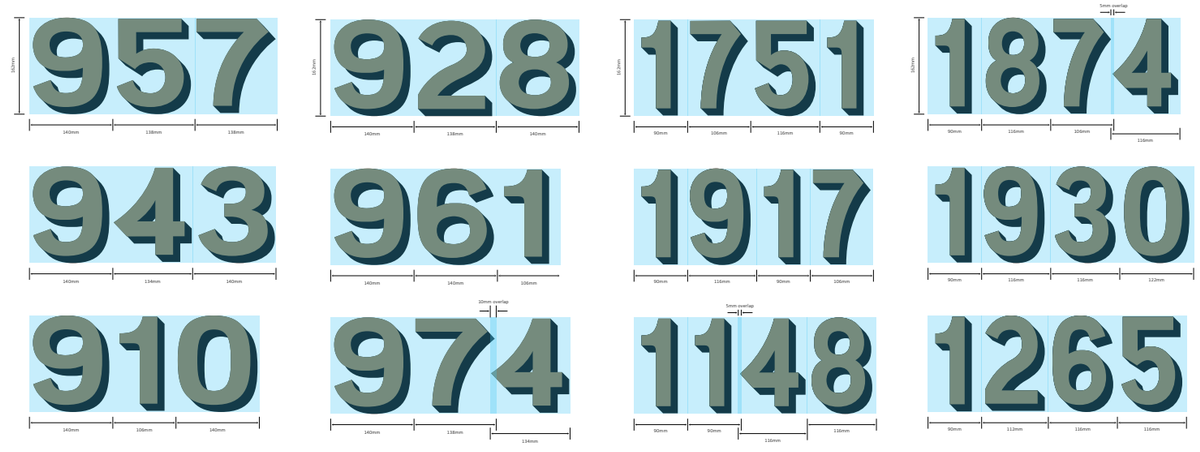
This crest was used by the original Melbourne Metropolitan Tram Board (MMTB)



City Circle Tram crest and numbers in use on livery

City Circle Tram route numbers

These numbers are created from the numeral sets Battleship and Battleship Condensed



Battleship

1234567890

Battleship Condensed

1234567890

Night Network devices

Use the Night Network devices as a background graphic in functional and campaign communication material.

The devices are:
- Starry Night pattern
- Starry Night gradient.

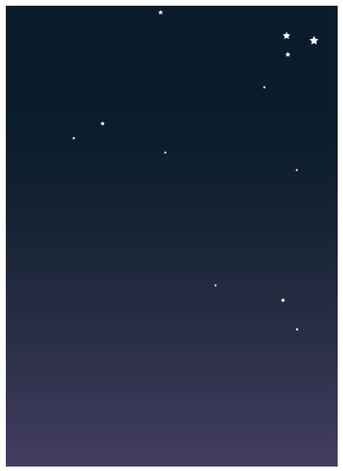
How and when to use

- Never adjust or recreate the devices.
- Starry Night pattern can be used with either Night Network Indigo or the Night Network gradient. Adjust the star pattern to suit each application.
- The Starry Night gradient colour balance can be tailored to each application for best content readability.
- For Night Network colour palette specifications, see Colour tab.

Combined Starry Night devices

Starry Night pattern on Night Network Indigo

Starry Night pattern on Starry Night gradient



Night Network devices in use

Night Network PTV app screen

Night Network poster

myki devices

The myki ticketing system uses graphic devices on a variety of communications.

These devices are:
- myki gradient
- myki pin

How and when to use the myki gradient

- Use the myki gradient as a background graphic in informative and emotive communication material.
- There are two gradient options, use the examples shown here as a guide to how they are applied.

How and when to use the myki pin

- Use to contain myki messages
- Use on various applications to illustrate behavioural messaging at a glance.
- Use as a flexible container for different formats.
- Use as a directional device.
- Illustration, pictograms and photography can be used in combination with the pin device to enhance messaging and create visual interest.
- When using with a large body of text, use myki green at 20% tint to assist readability.
- For more information on how myki devices are applied see the *Network and Ticketing Standards.*

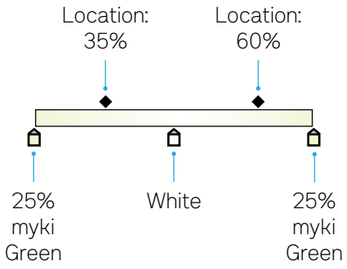
myki gradient

Gradient 1

Gradient 2

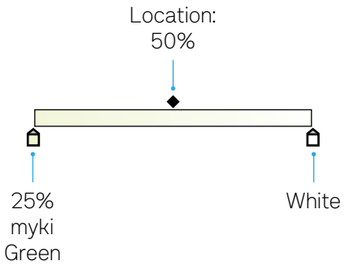
How to make gradient 1

Type: Linear
Angle: 90°

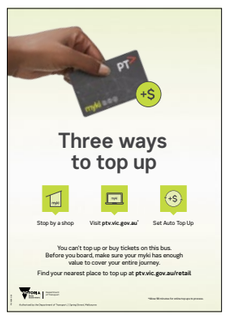


How to make gradient 2

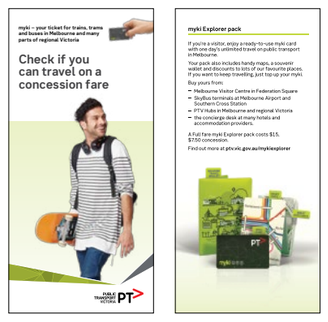
Type: Linear
Angle: -90°



Examples in use



Gradient 1



Gradient 2 used in both top to bottom and bottom to top gradient

myki pin shape and orientation variation examples

myki pin graphic device examples

Examples in use

myki graphic devices

The myki ticketing system uses graphic devices on a variety of communications. They can be used inside the myki pin.

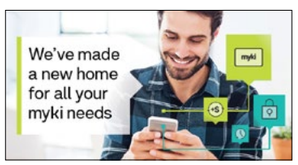
How and when to use the myki graphic devices:

- Use to communicate key myki messages.
- Use on various applications to illustrate behavioural messaging at a glance.
- Use the myki Green suite for all functional retail communications.
- Use the myki Teal suite for myki management online campaign communications.
- For more information on how myki devices are applied see the *Network and Ticketing Standards.*

myki and ticketing graphic devices library

Description	Code	Graphic device
Auto Top Up	M01	
Top Up	M02	
Card	M03	
Quick Top Up	M04	
Fares	M05	
Money	M06	
Pass	M07	
Commuter Club	M08	
Expire & Expire Green	M09	
Register	M10	
Touch On Device	M11	
History	M13	
Change Zone	M14	
Outside Zone	M15	
Replacement Card	M16	
Time	M17	

Examples in use



myki pin graphic device library – myki Green and Teal

Description	Code	Graphic device
Auto Top Up	M01	
Top Up	M02	
Card	M03	
Ticket Office	M04	
Fares	M05	
Touch on	M06	
Register	M07	
Commuter Club	M08	
Expire	M09	
Laptop	M10	
Retailer flag	M11	
Mobile	M12	
History	M13	
Change zone	M14	
Outside zone	M15	
Time	M16	
Replacement card	M17	
Organisation	M18	

2.7 Mapping

Maps and diagrams help passengers understand how our network fits together. They also support passengers by helping them find their way at different parts of their journey.

The Mapping toolkit provides the technical guidance needed to create new maps and diagrams.

All public transport maps are owned by PTV. For more information, contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au**

Overview

Transport maps and route diagrams help passengers find their way around our network. They can stand on their own or support another message.

Whether we're illustrating a local stop or an entire network, our maps form suites of information. They address the needs of both familiar and unfamiliar passengers.

We use colour and language consistently across all sizes. And we show different levels of detail depending on how passengers will use the map in their journey. That way, we only give passengers what they need when they need it. We don't overload them.

Always use this toolkit with other relevant modules, including the *Accessibility and Inclusiveness Toolkit* and the *Disruptions and Special Event Services Standards.*

Where we use maps

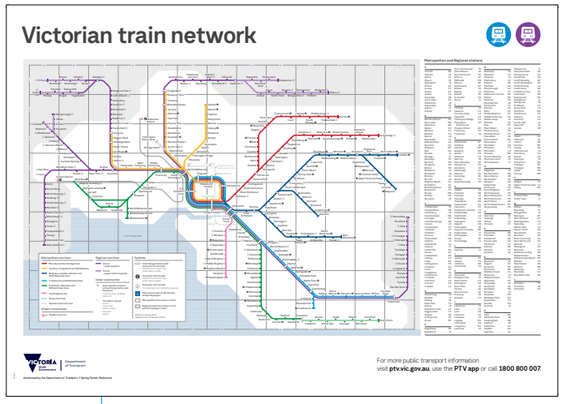
A consistent mapping style provides continuity and builds a passenger's confidence. This is especially important when they're unfamiliar with the journey they're on.

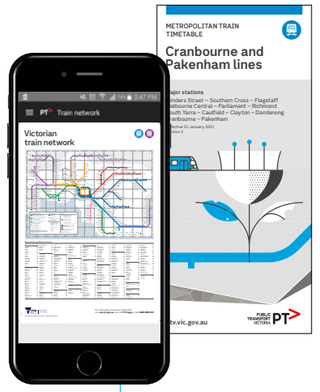
On system and onboard

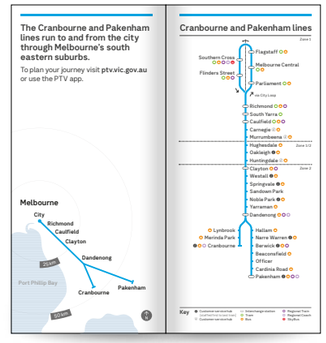
There are different maps onboard vehicles and at stations and stops. These include diagrams of a specific route or line, and network diagrams that provide the big picture.

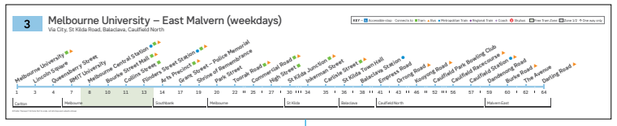
In circulation

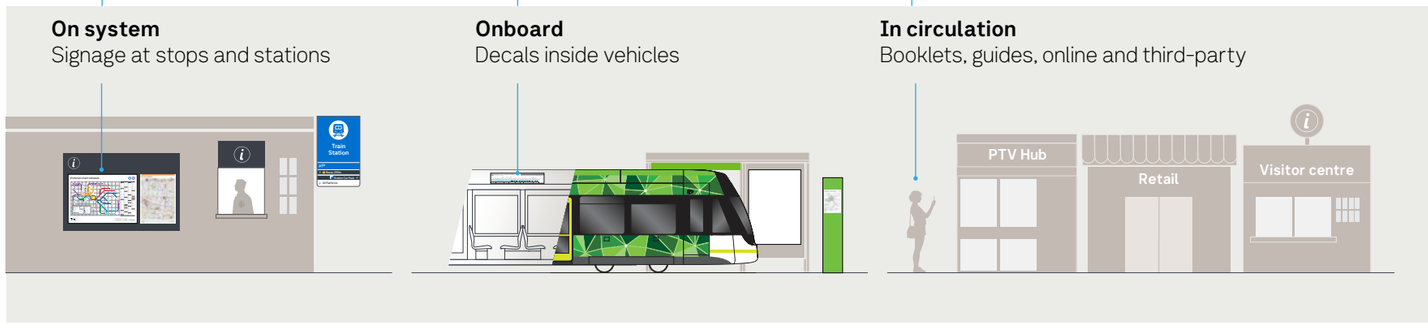
Maps appear in many off-system communications, both in print and through digital channels. This includes timetable booklets, route guides, journey planning tools and apps. They're also included in third-party communications about disruptions or improvement projects.











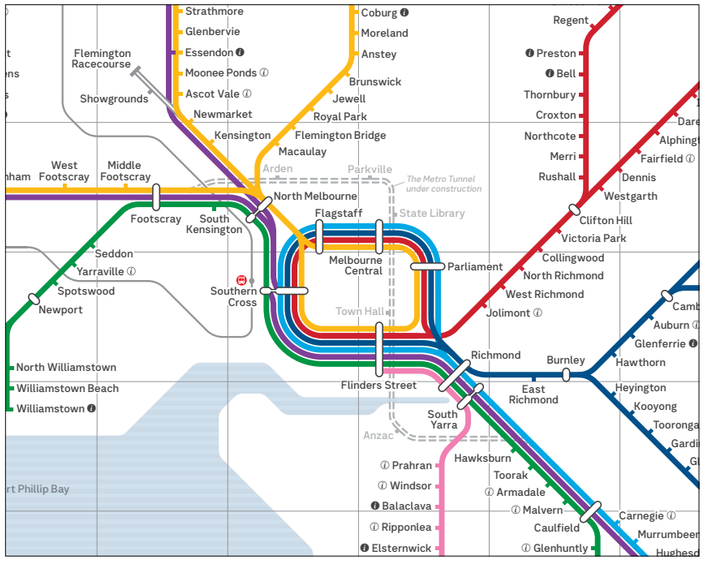
Types of maps

Different map types help guide passengers at different points in their journey.

There are two transport map categories, **Multi-modal** and **Single mode**. These categories let us tailor information to different passenger needs.

Multi-modal maps

Single mode maps



Melbourne	7	**RMIT University** Swanston Street
	8	**Melbourne Central Station**
	10	**Bourke Street Mall** Swanston Street
	11	**Collins Street** Swanston Street
	13	**Flinders Street Station** St Kilda Road
Southbank	14	**Arts Precinct** St Kilda Road
	17	**Arts Precinct** Sturt Street
	18	**Grant Street** Sturt Street
	19	**Miles Street** Sturt Street
South Melbourne	20	**Kings Way** Sturt Street
	22	**Dorcas Street** Eastern Road
	23	**Moray Street** Park Street
	24	**Clarendon Street** Park Street
	25	**Cecil Street** Park Street
	26	**Ferrars Street** Park Street
Albert	27	**Montague Street** Park Street

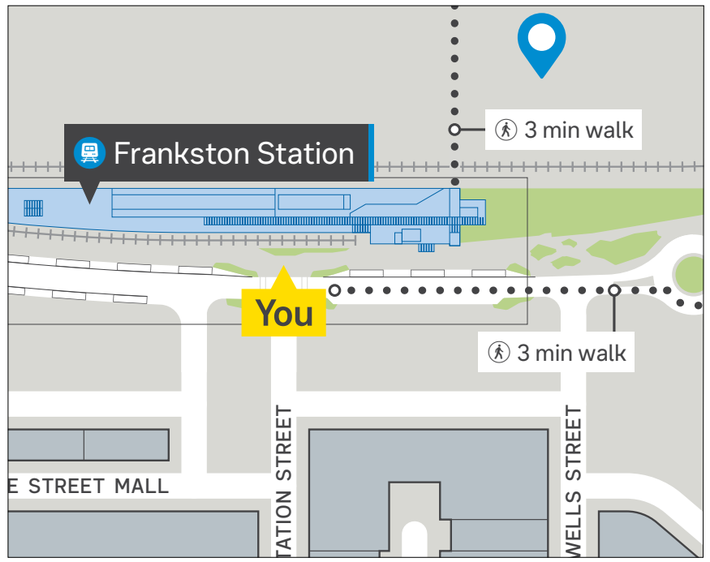
Multi-modal maps

We use multi-modal maps to show how modes interact in different situations.

These maps can serve different purposes. They can show transport options, improvement works or service disruptions. They can even be used to ease crowd management issues in major sporting and events precincts.

Multi-modal local area map

Local precinct map



Disruption map

Special event map

Local area map

We use local area maps to show public transport options in an area or region.

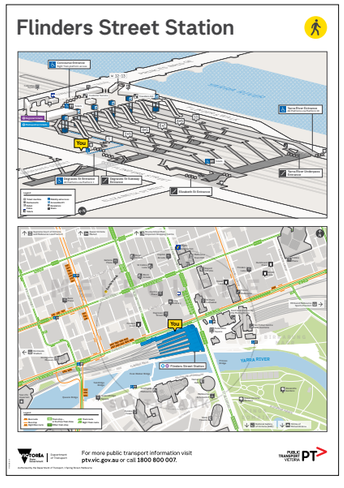
Local area maps show how different modes interact with each other in a geographic context.

There are also single mode local area maps.

Identifying features:

- Use a geographic map base.
- Each mode has equal prominence.
- Routes are in their mode colour – e.g. Tram Green, Bus Orange.
- Use of brandmarks depends on the map's use – e.g. myki brandmarks if it's used on myki collateral.

Station precinct map



myki Explorer pack

Local precinct map

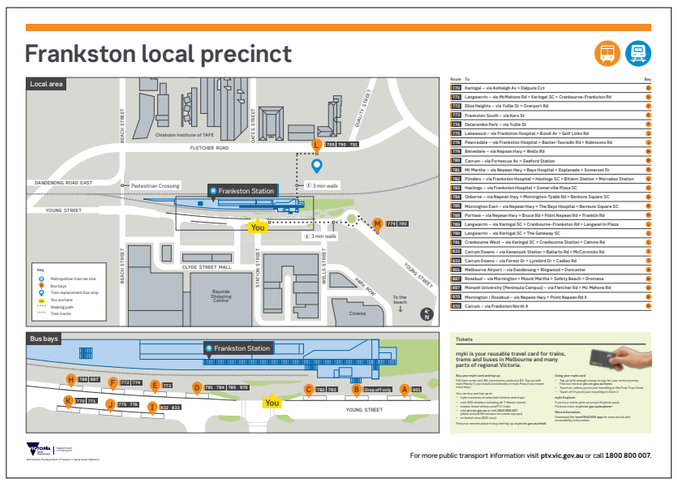
Local precinct maps show connections and services available around a particular station or stop.

Local precinct maps help passengers navigate interchanges so their journey continues smoothly.

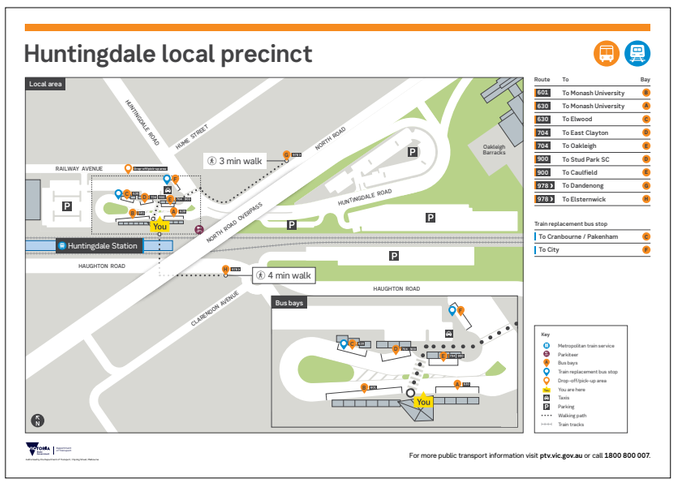
Identifying features:

- Use a geographic map base.
- Highlight connections by showing several modes at a local station or stop.
- Give equal prominence to each mode in the precinct.
- Branded according to the mode of the precinct – e.g. bus if used at a bus stop, or train if used at a train station.
- Can be co-branded with more than one mode.

Frankston interchange



Huntingdale interchange



Disruptions maps

These maps show alternative routes or travel options in the case of travel disruptions.

A disruption map helps passengers who may be unfamiliar with changes to a local environment.

Disruption maps can be either schematic or geographic in style. Geographic disruption maps show how a disruption affects a physical geographic area. Schematic disruption maps show how a disruption affects specific lines or services.

For more information, see schematic maps and geographic maps in the side menu.

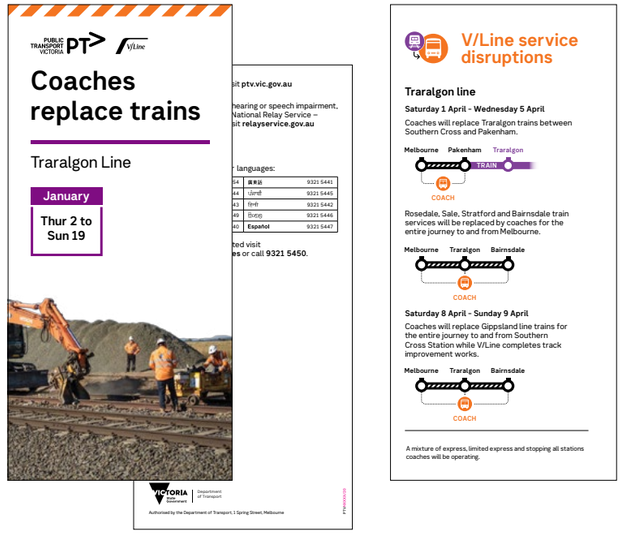
Identifying features:

- Use either geographic or schematic map styles.
- Show one or more modes.
- Give equal prominence to each mode.
- Inter-modal travel options are shown using Disruptions Orange.

For more information, refer to the *Disruptions and Special Events Standards*.

Onboard tram hanger with geographic map

Bus replacement brochure with schematic maps



Special events map

We use event-specific maps to show both permanent and temporary transport options for special events.

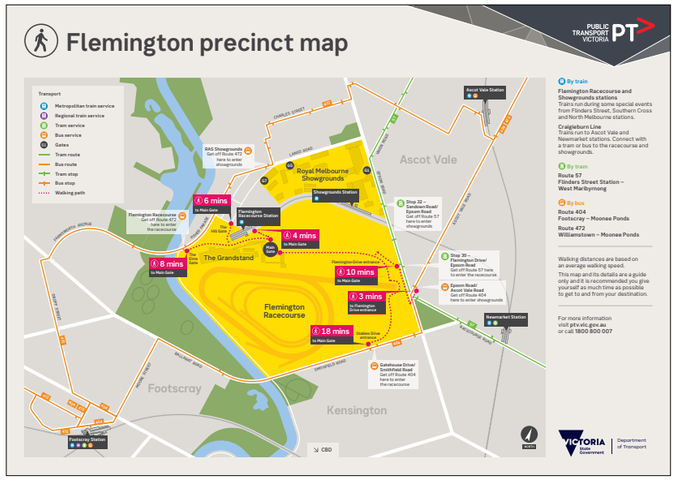
A special event map helps passengers navigate temporary changes in the environment to get to and from major events.

Identifying features:

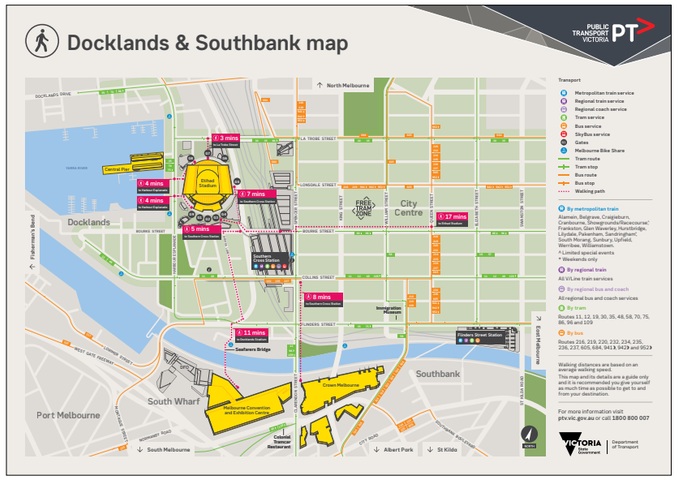
- Show one or more modes.
- Give equal prominence to each mode.
- Use a geographic map base.
- Inter-modal travel options are shown using Special Events Pink.
- Walkable precinct environments can be highlighted in Walking Yellow.

For more information, refer to the *Disruptions and Special Events Standards*.

Flemington precinct map



Docklands & Southbank precinct map



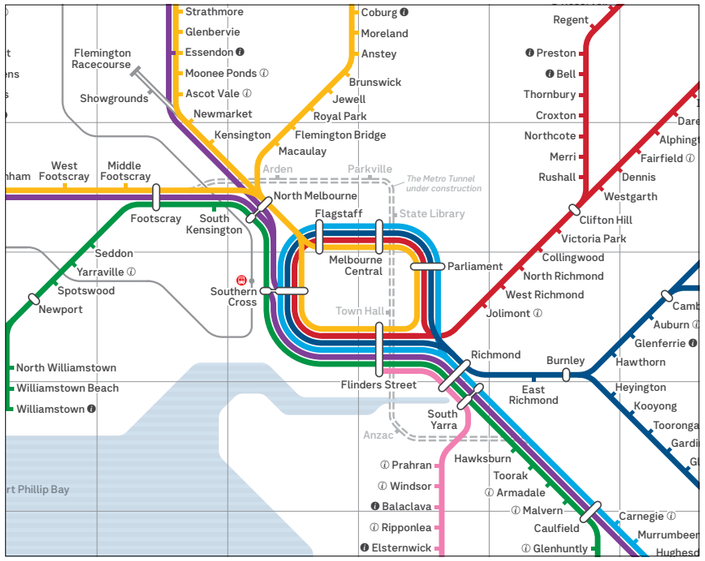
Single mode maps

There's a suite of maps to support each transport mode.

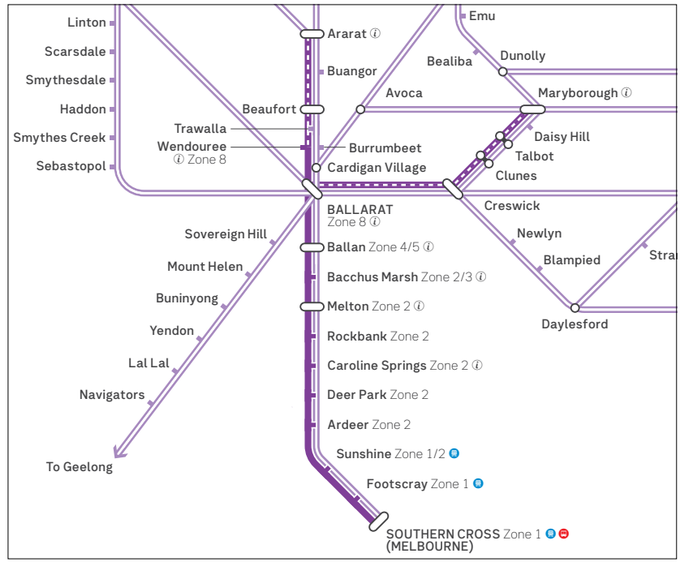
These maps provide different levels of detail depending on their scale.

They can show a full network with high level connectivity, a geographic corridor of linked services or a single route with local amenities.

Network map



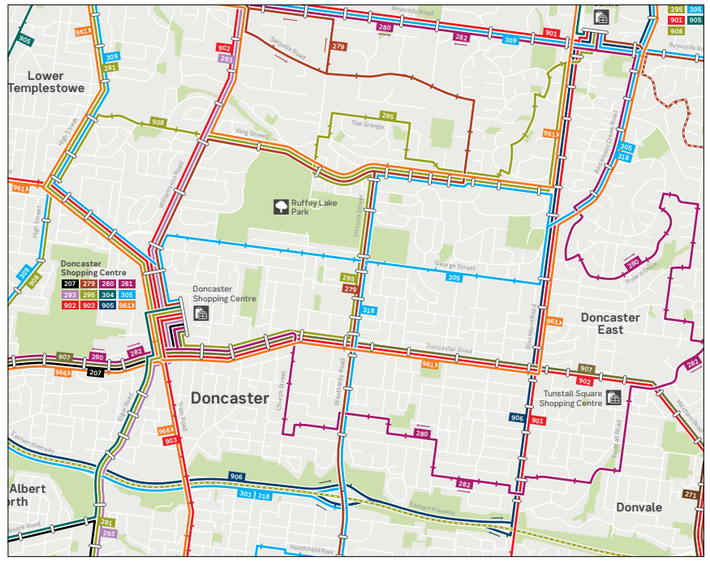
Corridor map



Route line map

Melbourne	7	**RMIT University** Swanston Street
	8	**Melbourne Central Station**
	10	**Bourke Street Mall** Swanston Street
	11	**Collins Street** Swanston Street
	13	**Flinders Street Station** St Kilda Road
Southbank	14	**Arts Precinct** St Kilda Road
	17	**Arts Precinct** Sturt Street
	18	**Grant Street** Sturt Street
	19	**Miles Street** Sturt Street
South Melbourne	20	**Kings Way** Sturt Street
	22	**Dorcas Street** Eastern Road
	23	**Moray Street** Park Street
	24	**Clarendon Street** Park Street
	25	**Cecil Street** Park Street
	26	**Ferrars Street** Park Street
Albert	27	**Montague Street** Park Street

Single mode local area map



Network map

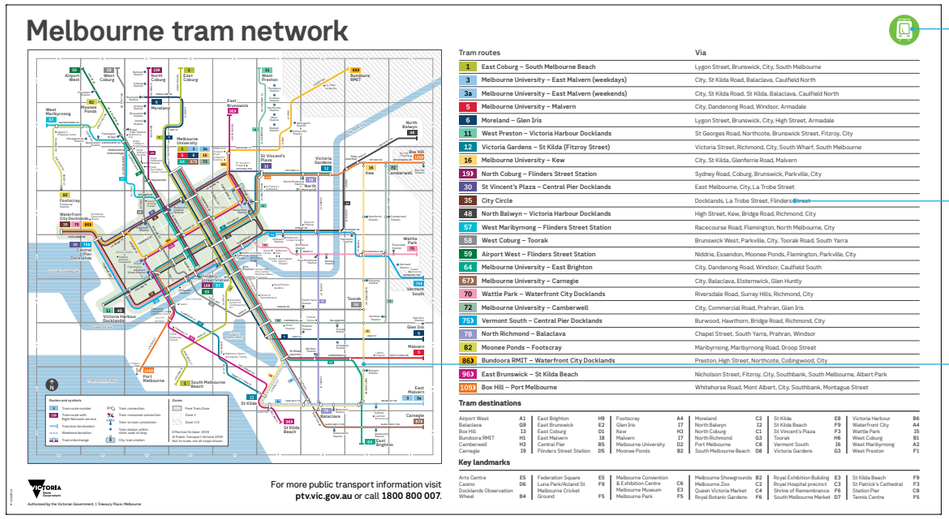
Network maps give a high level overview of a single mode's complete network.

They're important sources of information for all passengers, both familiar and unfamiliar.

Identifying features:

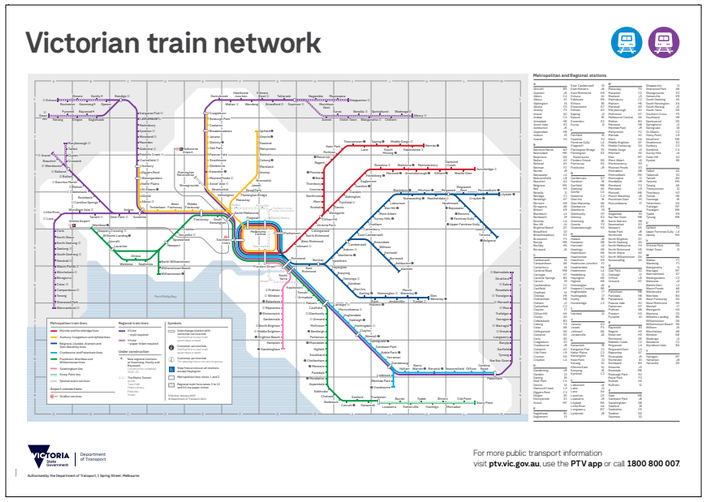
- Highlight one primary mode.
- May include references to secondary modes at key intersections – e.g. inclusion of stations on tram network map.
- Some network maps include two primary modes – e.g. Victorian train network map, Regional train and coach map. In these cases the two primary modes present as a single entity – i.e. single train network or single regional network.
- Containing document is identified by the primary mode(s).
- Individual lines or routes are shown in the line or route colour palette, if applicable – e.g. metropolitan train, tram and bus. Otherwise, lines are shown in their mode colour – e.g. regional train and coach.

For more information, see Colour tab.

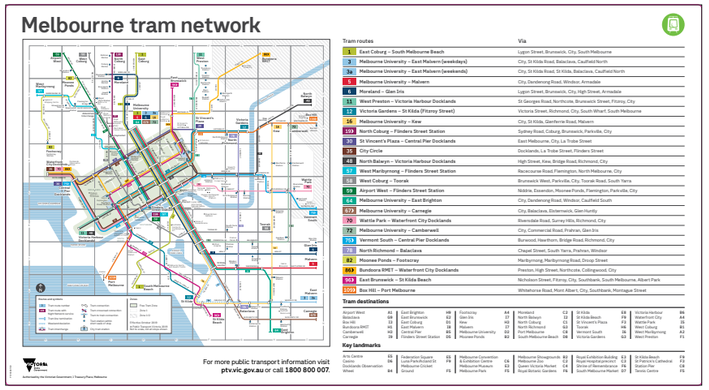


PTV's network maps

Victorian train network map

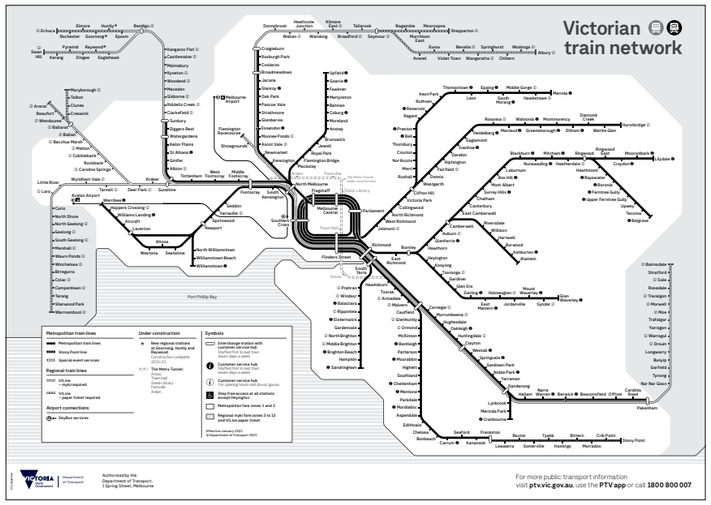


Tram network map

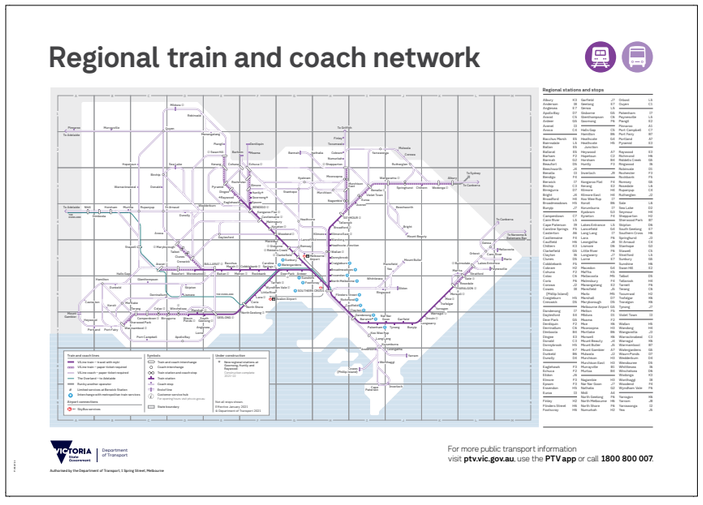


Night Bus network map

High contrast train network map



Regional train and coach network map



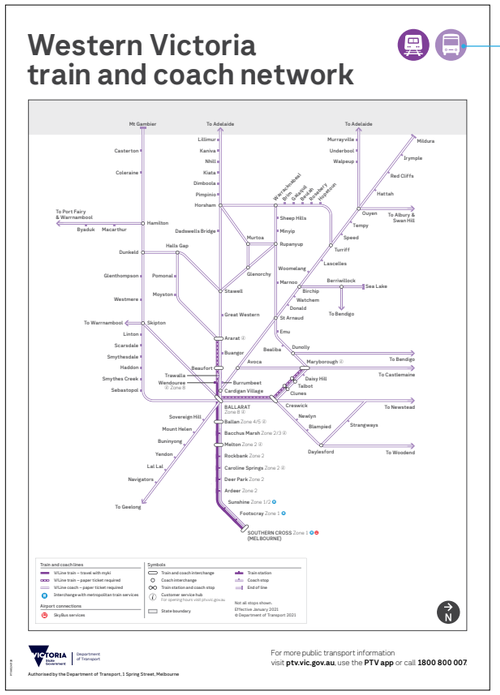
Corridor map

We use corridor maps to show interconnected parts of a single mode network in a specific geographic region.

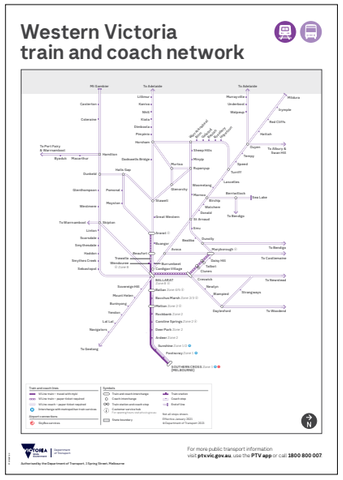
Identifying features:

- Can use a schematic or geographic base.
- Highlight one primary mode.
- May include references to secondary modes at key intersections – e.g. inclusion of stations on DART bus corridor map.
- Some network maps include two primary modes – e.g. Regional corridor maps. In these cases the two primary modes present as a single entity – i.e. single regional network.
- Containing document is identified by the primary mode(s).
- Individual lines or routes are shown in the line or route colour palette, if applicable – e.g. metropolitan train, tram and bus. Otherwise, lines are shown in their mode colour – e.g. regional train and coach.

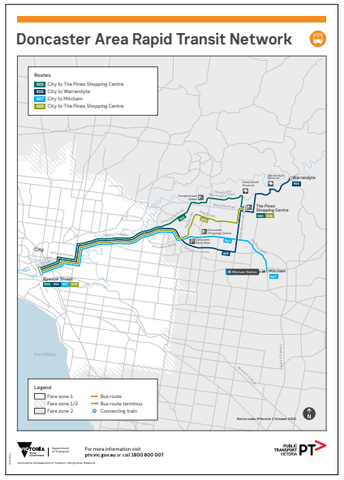
For more information, see Colour tab.



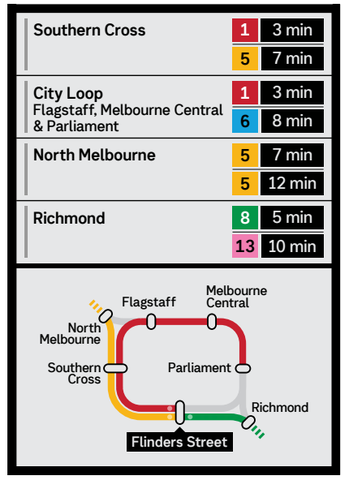
Regional corridor map



DART bus corridor map



City Loop corridor PID map



Route line map

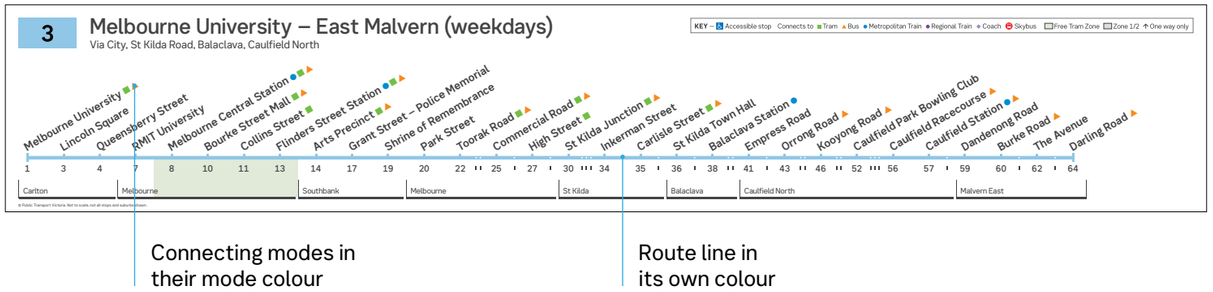
We use route line maps to show a single route. Line maps can include stops, connecting modes and fare zones.

Identifying features:

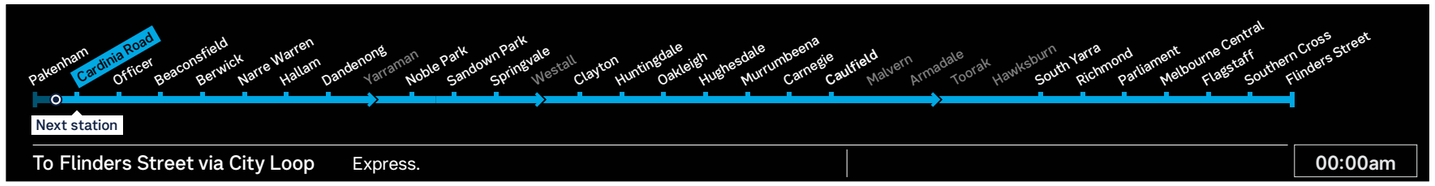
- Use a schematic base.
- Highlight a single route within a single mode.
- Reference connecting modes.
- Individual lines or routes are shown in the line or route colour palette, if applicable – e.g. metropolitan train, tram and bus. Otherwise, lines are shown in their mode colour – e.g. regional train and coach.

For more information, see Colour tab.

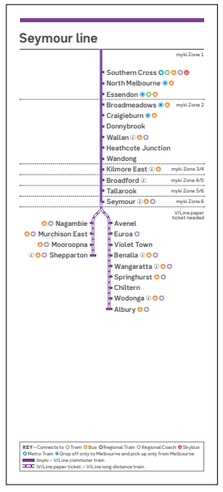
Horizontal tram route map



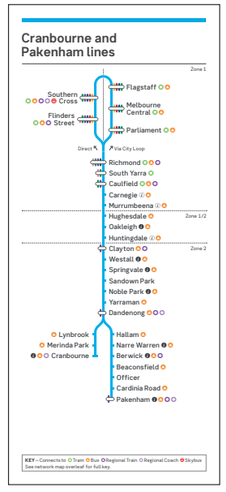
HCMT onboard PID map



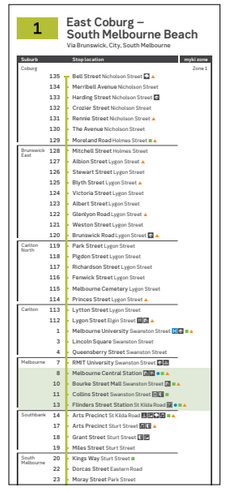
Regional train route map



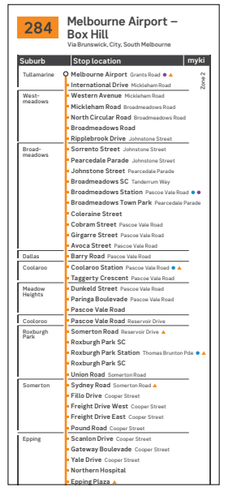
Metropolitan train route map



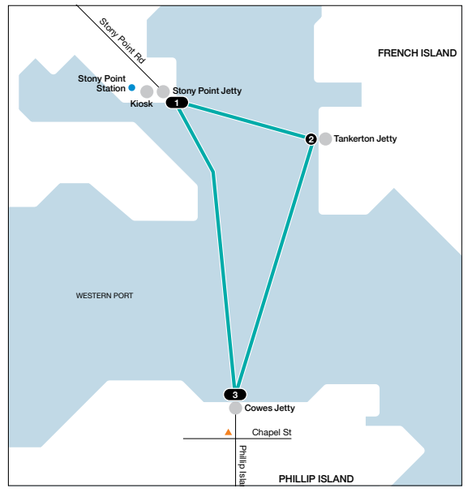
Vertical tram route map



Bus route map



Ferry route map



Local area map

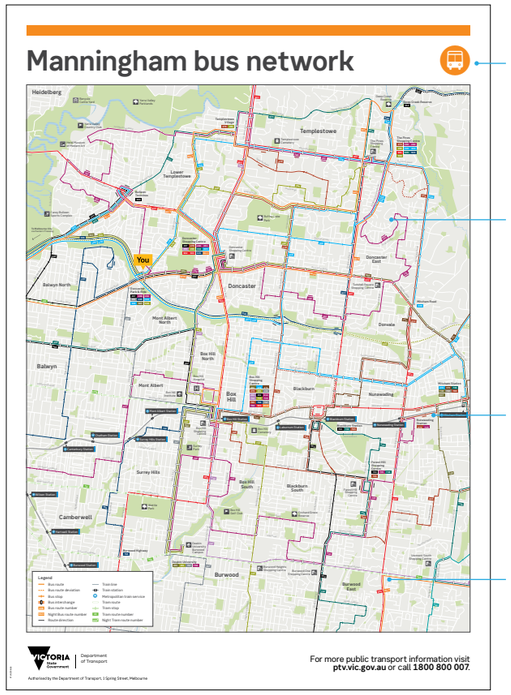
We use local area maps to show public transport options in a geographic area or region.

There are also multi-modal local area maps.

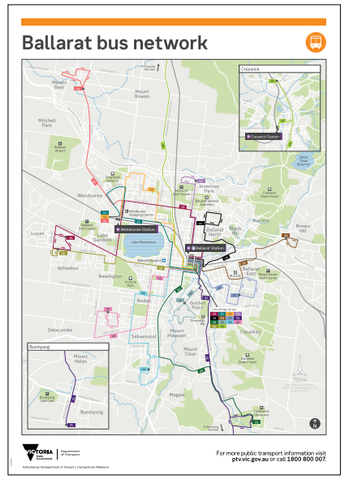
Identifying features:

- Use a geographic map base.
- Highlight one primary mode.
- May include references to secondary modes at key intersections – e.g. inclusion of stations on Free Tram Zone map.
- Containing document is identified by primary mode.
- Primary mode routes are shown in the line or route colour palette, if applicable – e.g. metropolitan train, tram and bus. Secondary modes are referenced in their mode colour.
- If there isn't a line or route colour palette for the primary mode, routes are shown in their mode colour.

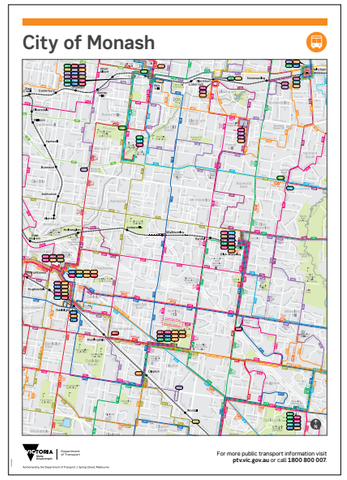
For more information, see Colour tab.



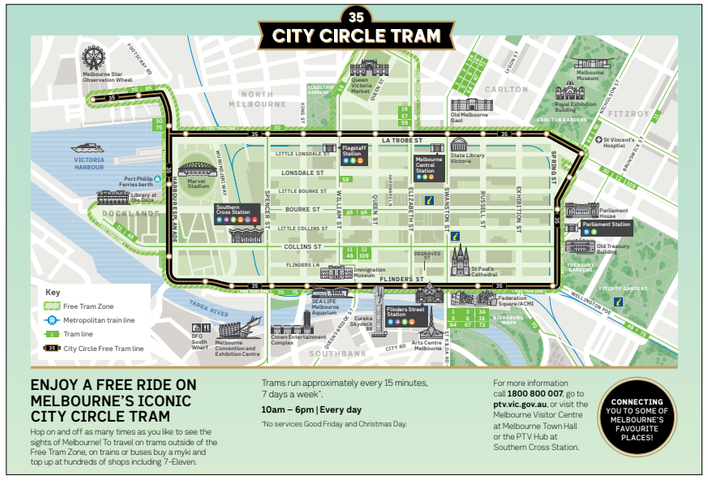
Ballarat bus network



Monash bus network



City Circle Tram route



Free Tram Zone

Designing maps and guides

Transport maps need to deliver complex information in ways that help passengers understand the network.

We use three stylistic approaches to designing maps, schematic, geographic and hybrid.

Schematic maps

These maps help simplify complex networks by reducing the amount of information passengers have to look through. By removing geographic context, it's easy for people to scan for what they need.

Take this approach for routes, lines and networks where people need to access information quickly – e.g. onboard or at stops.

Geographic maps

These maps show how train, tram and bus routes integrate into a local environment.

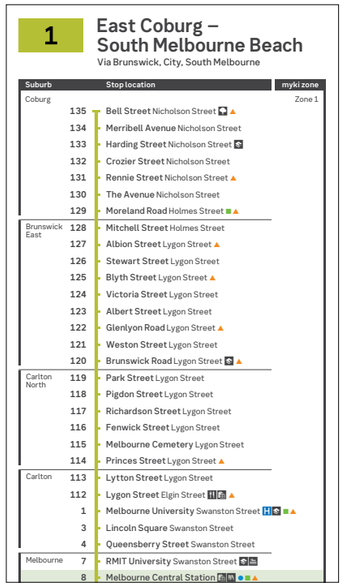
Take this approach when the geographic context can help passengers find their way around. This includes when they're navigating a disruption, leaving a station precinct or on a multi-modal journey.

Hybrid maps

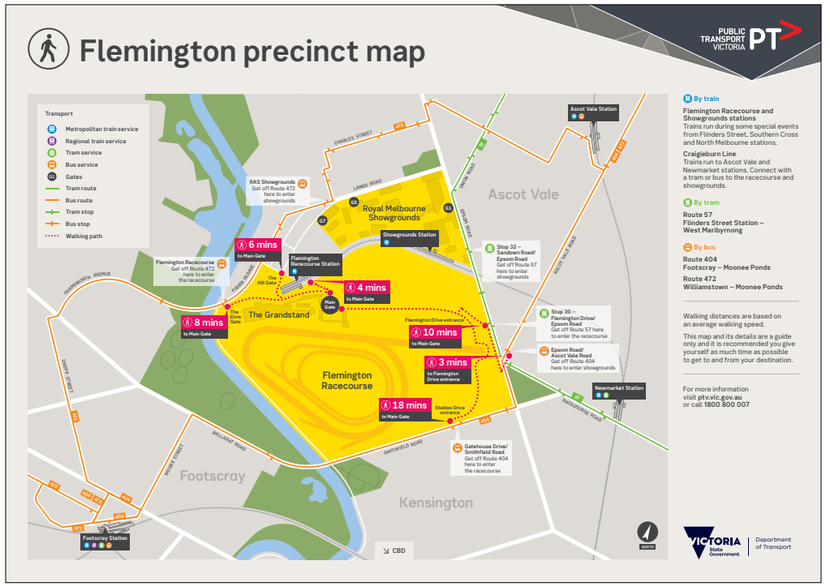
Sometimes we need a combination of both geographic and schematic approaches.

In these cases, we take a hybrid approach that uses simplified geography to give context to mainly schematic information.

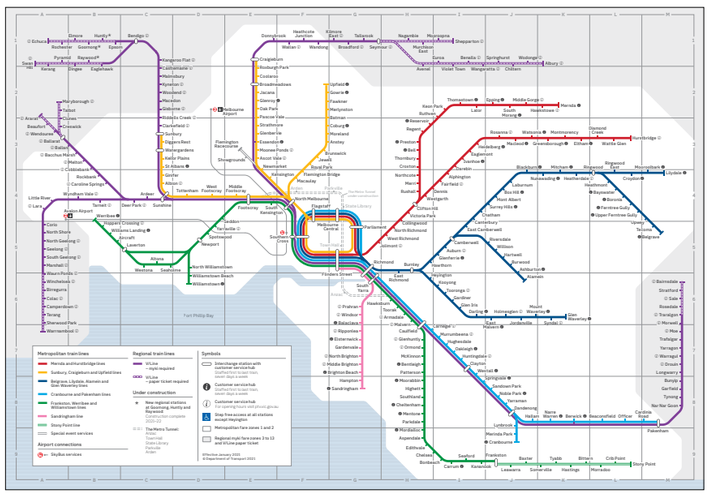
Schematic



Geographic



Hybrid



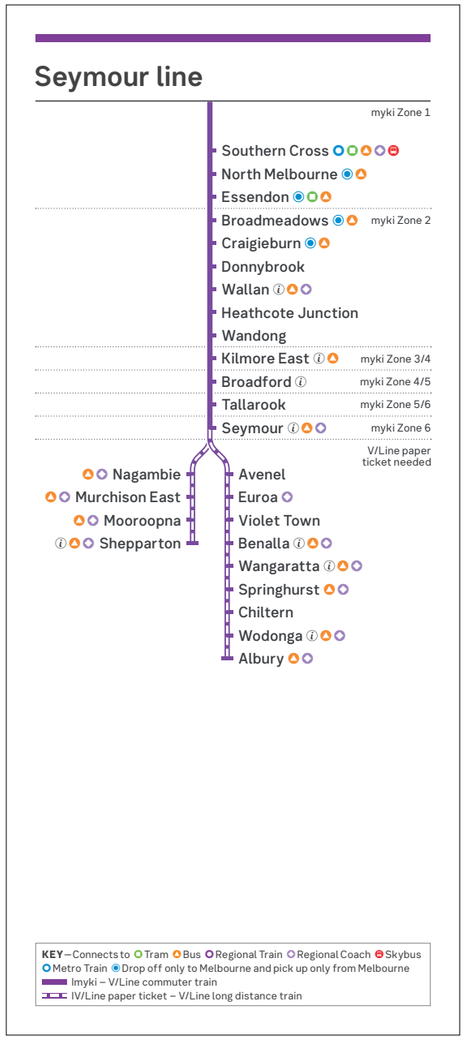
Schematic maps

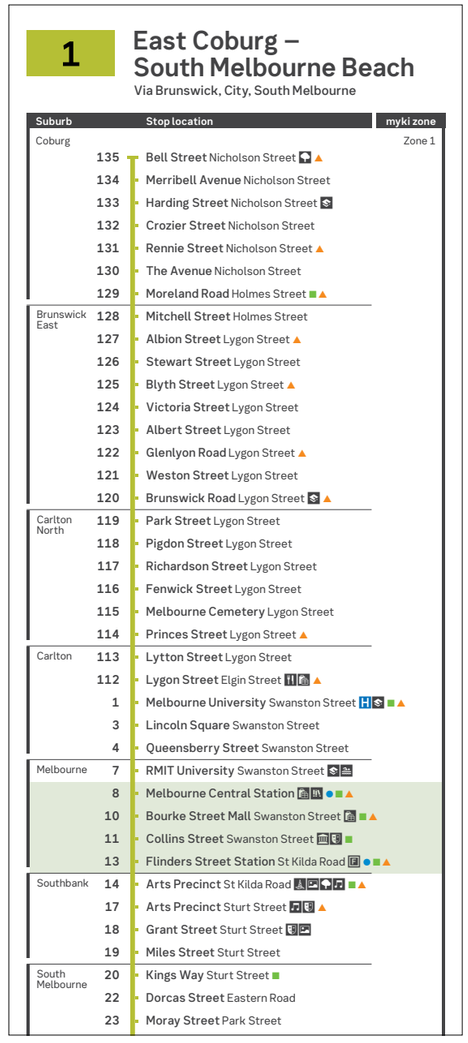
The aim of a schematic map is to simplify and clarify complex information.

Schematic maps are a key part of passenger information. They can help communicate mode, route, location and connection options at a glance.

Use these key principles to ensure consistency and maximum usability when creating maps:

- Always use Networks Sans 2019.
- Use pictograms to simplify connections and landmark features.
- Use guides and grids to present visually consistent data. This helps passengers when they scan for information.
- Make sure maps are reproduced at a scale that is easy to read and understand.
- Use colours that allow maximum contrast between text and background. For more information, see Colour tab.
- Consider who the target audience is and what information they need to know.





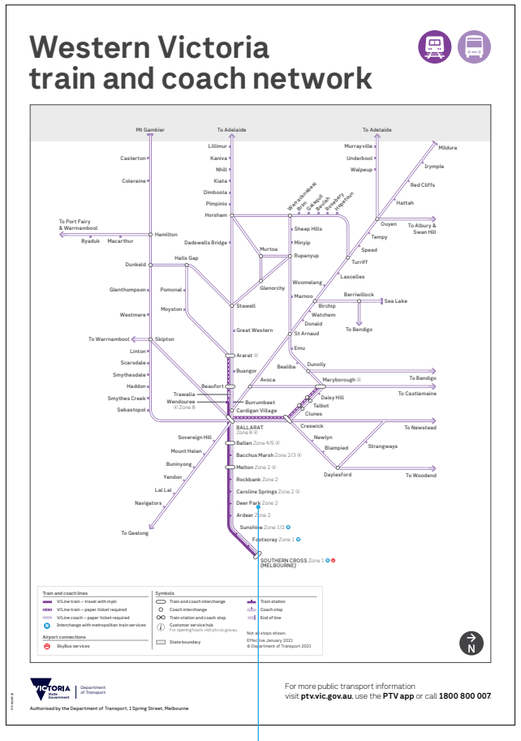
Schematic maps
In practice

Schematic maps for regional train and coach map suite

Network map

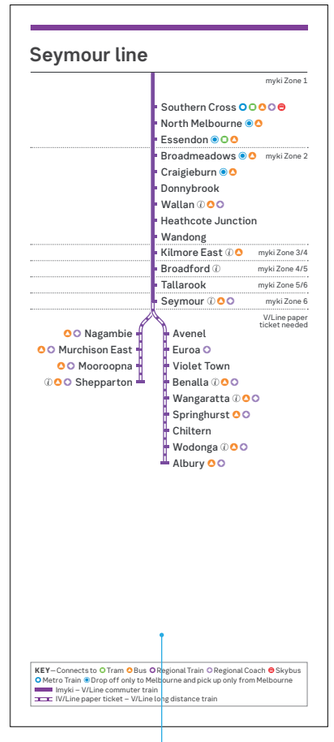
Hybrid network map

Corridor map



Hybrid corridor map

Route map



Schematic route map

Schematic map elements

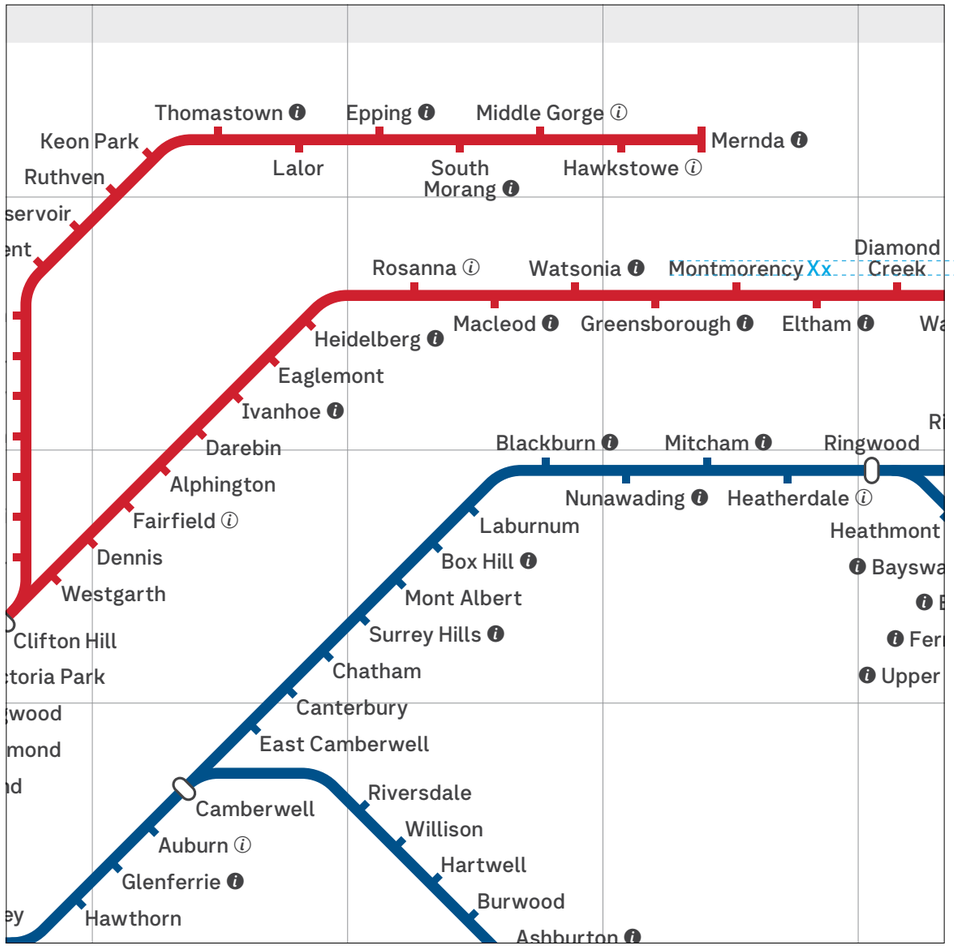
There are several common elements we use to create schematic maps.

Universal measure

Text elements are the most common objects on any schematic map.

We use a universal measure based on text height to ensure consistency in line stroke weights and measures.

- All line weights and measures are based on the font Networks Sans 2019 Medium.
- Use capital X and lower case x as variables to work out all line stroke weights and measures.



Typography

Use Network Sans 2019 to ensure consistency across the brand.

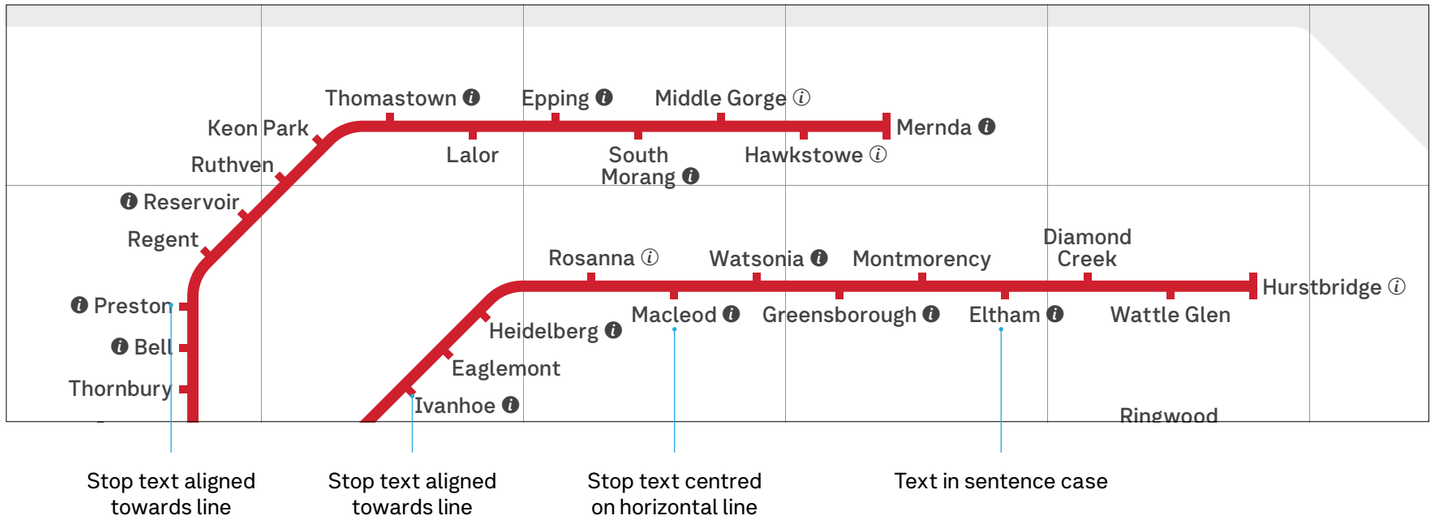
Colour

- Set all text in Network Grey or black.
- Text in special events and disruptions maps is always set in black.

Stops and stations

- All station and stop names are in sentence case (including end of line).
- Text on a horizontal route line centres horizontally on the stop.
- All other stop text aligns towards the route line.

For more information, see Typography tab.



Pictograms

Use pictograms to simplify connecting services and features.

Colour

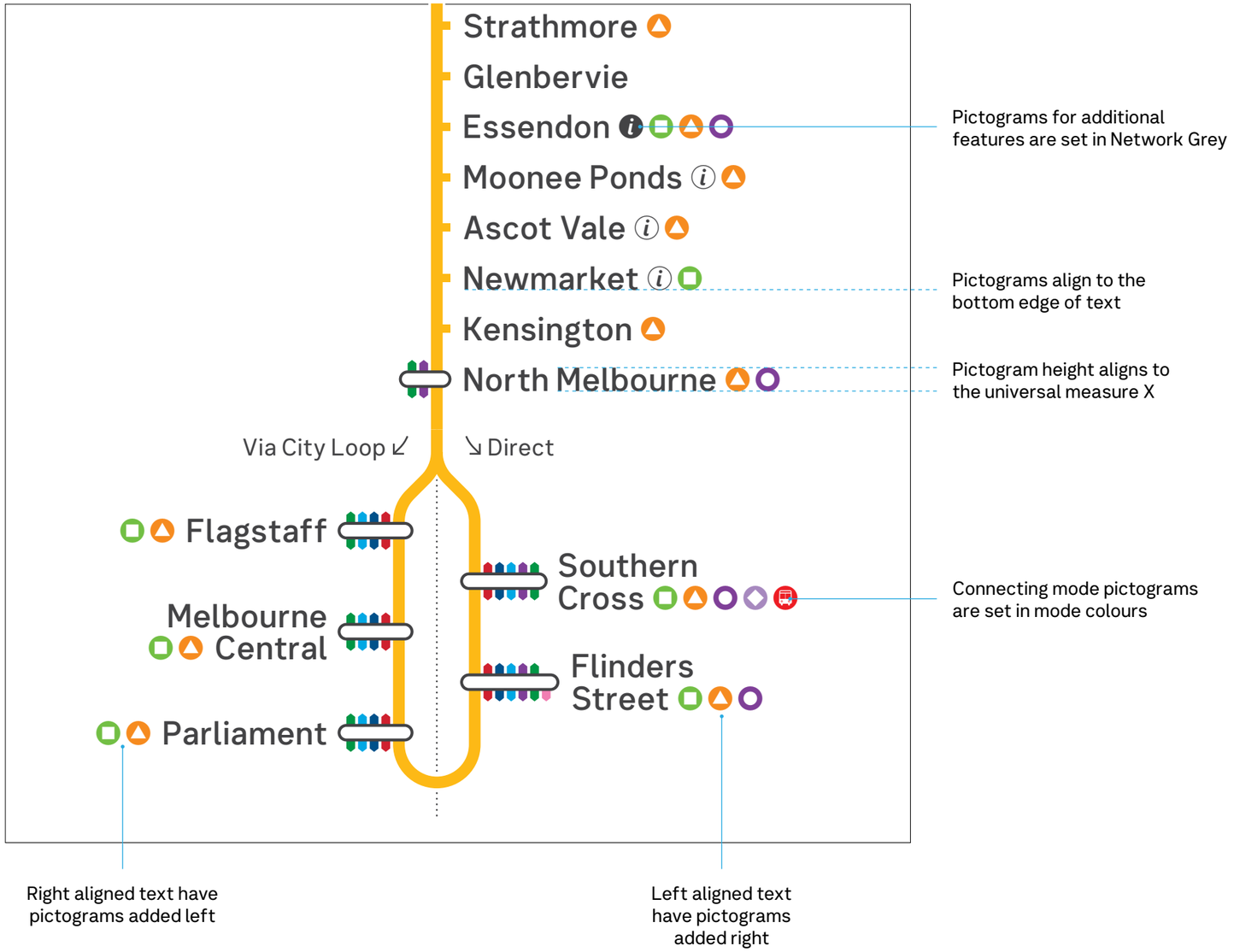
Pictograms are set in Network Grey, except for:

- Mode connections – must be in their mode colour.
- Accessible stops – must be in Mandatory Blue.
- Disruption pictograms – must be in either black or Disruptions Orange.
- Special events pictograms – must be in either black or Special Events Pink.

Placement

- Wherever possible use the Network Picts 2019 and Network Dings 2019 typefaces.
- Set in-line with text at cap height.
- Align to bottom edge of text.
- Place pictograms next to text, on the side opposite to the route line – e.g. for text on the left side of a line, pictograms sit to the left of text.
- Use the universal measure based on text height to ensure consistency of pictogram sizes. Pictograms should align to capital X of the text the support.

For more information, see Pictograms tab.



Lines and graphic devices

Use the universal measure based on text height to ensure consistency in line weights and measures.

– All line weights and measures are based on the font Networks Sans 2019 Medium.

Weights

– Use capital **X** and lower case **x** as variables to work out all line stroke weights.

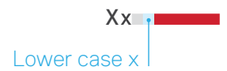
Route identifier device

– Numbered route lines are identified using the route identifier device.

Text in the route identifier device is governed by specific guidelines. For more information, see Graphic devices tab.

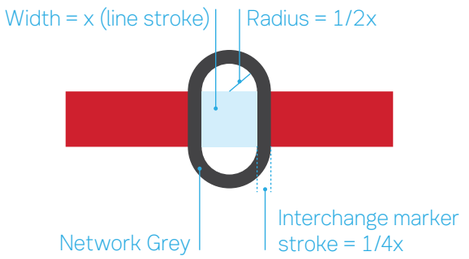
Line stroke weights – using the universal measure

Line stroke
Where upper case **X** = text height,
lower case **x** = line height (stroke)



Stops and stations
Stop marker = 2/3 times **x** (square)
End of line marker = 2/3 times **x** (square) on each sides of the line

Interchange marker
Interchange marker outline = 1/4 times **x**
White space width = 1 times x (square)
White space corners = half circle with 1 times x radius



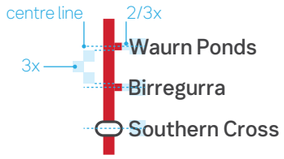
Route identifier device
Numbered routes are identified using the route identifer device.
For more information, see Graphic devices tab.
Route identifier height = 2 times **x**.

Line spacing and corners

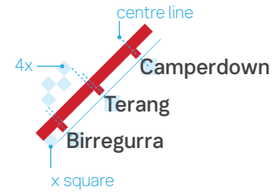
Use capital **X** and lower case **x** as variables to work out all margins and gaps.

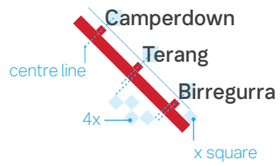
Spaces and measures – using the universal measure

Vertical lines
Vertical station marker spacing = 3 times **x**
Space between station marker and text = 2/3 times **x**
Text vertically centred on station marker

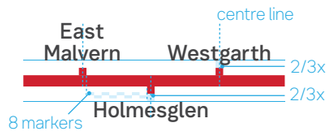


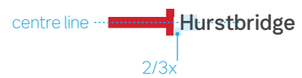
Angled lines
Station marker spacing on 45° line = 4 times **x**
Space between station marker and text = 1 times **x**





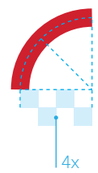
Horizontal lines
Horizontal station marker spacing = 8 times marker width
Station marker to text = 2/3 times **x**
Text horizontally centred on station marker
Text leading = text height

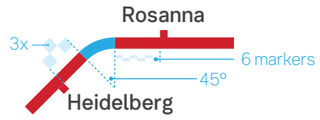




Corners – using the universal measure

Standard corner = 90° corner radius measuring 4 times **x**
Other corners set to 45°
Minimum space to first horizontal marker = 6 times **x**
Minimum space to first angled marker = 45° corner + 3 times **x**





Line variations

Use capital **X** and lower case **x** as variables to work out all margins and gaps.

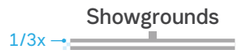
Multiple lines – using the universal measure

Line separation = 1/4 times **x**

Line variations – using the universal measure

Double line
Used to show a different type of service within a single mode. E.g. Flemington Racecourse special train service on a Metropolitan train map.

Coloured lines = 1/3 times **x**
White centre line = 1/3 times **x**



Dashed line
Used to show a connected service in a different or secondary mode, or a different type of service within a single mode. E.g. a Regional train service on a Metropolitan train map or a School day deviation on a bus map.

Coloured lines = 1/3 times **x**
White centre line = 1/3 times **x**
Centreline dash and space = 2/3 times **x**

Thin line
Used to show a non-connected service in a different or secondary mode

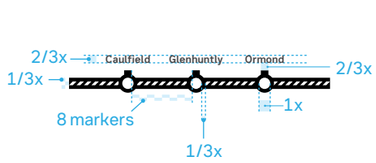
Coloured line = 1/3 times **x**
Stop marker diameter = 1 times **x**

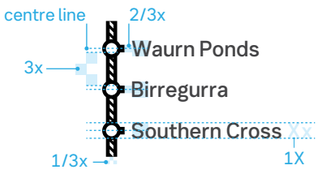
Disruptions and special events lines 1 of 2

Use capital **X** and lower case **x** as variables to work out all margins and gaps.

Disruptions and special events lines – using the universal measure

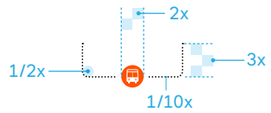
Lines
Horizontal station marker spacing = 8 times marker width
Station marker to text = 2/3 times **x**
Text horizontally centred on station marker
Text height on vertical lines = 1 times upper case **X**
Text height on horizontal lines = 2/3 times **x**





Replacement service
Used to show replacement services on disruption maps.

Dotted line = 1/10 times **x**
Dot diameter = 1/10 times **x**
Space between dots = 1/10 times **x**



Dotted line
Used to denote a walking path between modal connections.

Dotted line = 1/3 times **x**
Dot diameter = 1/3 times **x**
Space between dots = 1/3 times **x**
Stop marker diameter = 1 times **x**

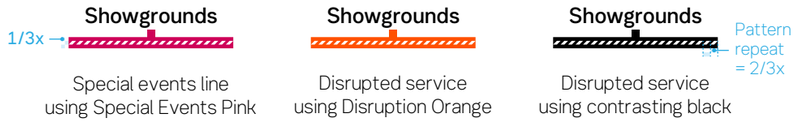
Disruptions and special events lines 2 of 2

Use capital **X** and lower case **x** as variables to work out all margins and gaps.

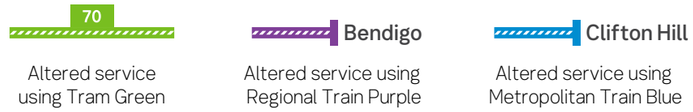
Disruptions and special events lines – using the universal measure

Hatched lines using the Hatch device
Shows additional services or changed stopping patterns during a disruption or special event. See the Graphic Devices tab for more information on the Hatch device.

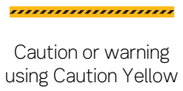
Solid line = x
Hatch height = 1/3 times x
Hatch pattern repeat = 2/3 times x



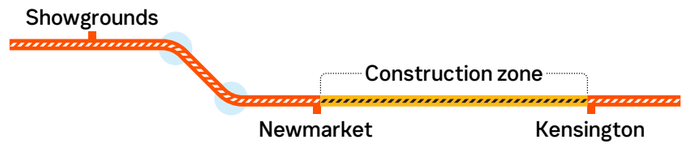
Limited service using hatched lines
Hatched lines can be used to denote where an existing service has been altered – where a service is either cut short or extended by a disruption or special event.



Caution or warning using hatched lines
Used to denote areas where heightened awareness is required – such as construction, road closures, blocked paths or around slippery or dangerous locations.



Corners and angled lines
The hatch device must follow routes along angled lines and around corners. This can be acheived using a pattern brush in Adobe Illustrator.



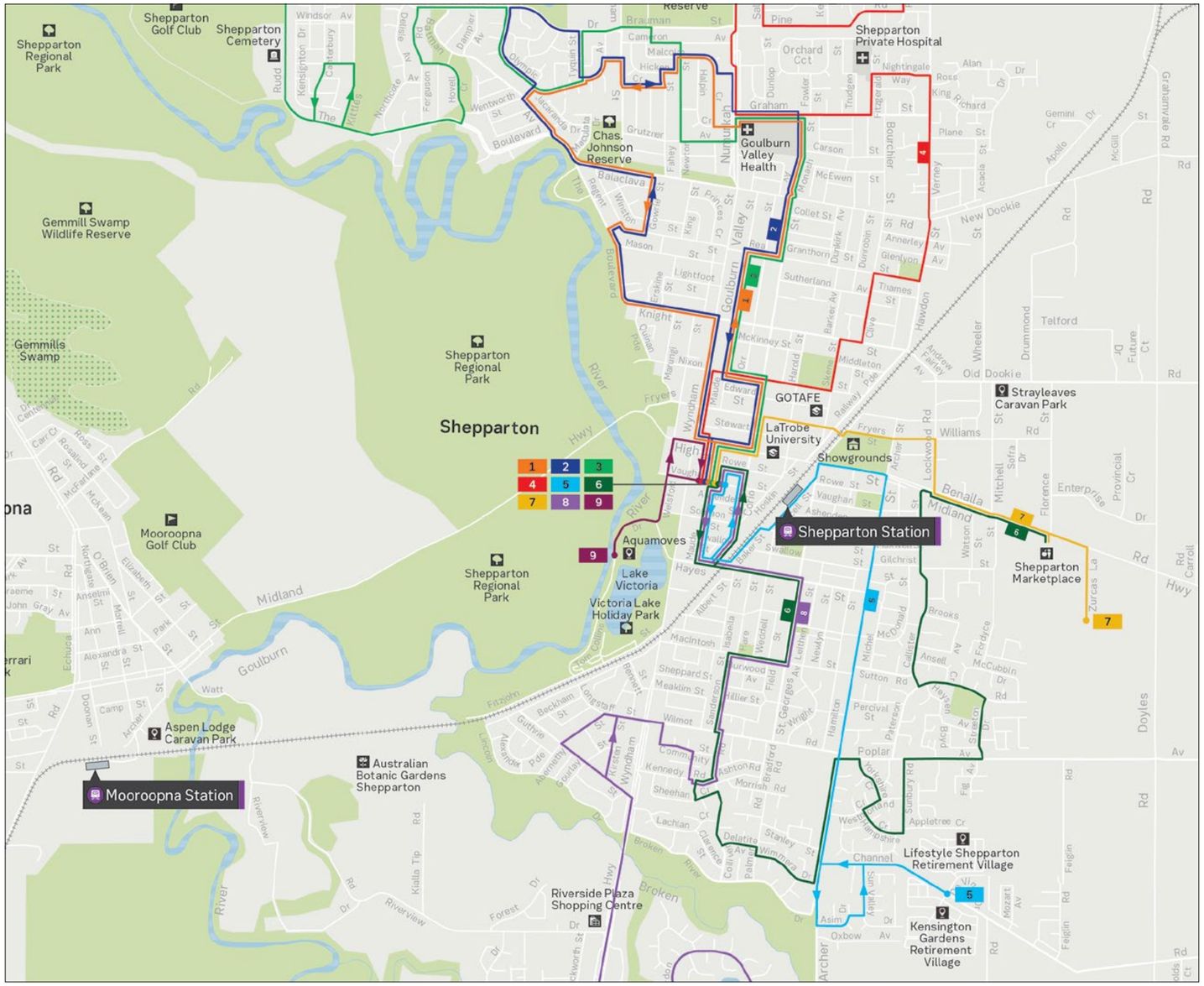
Geographic maps

The aim of a geographic map is to present services, connections and features in their geographic context.

Geographic maps show the relationship between interchanges and destinations. They're especially helpful to passengers who may need to walk for part of their journey.

Use these key principles to ensure consistency and maximum usability when creating maps:

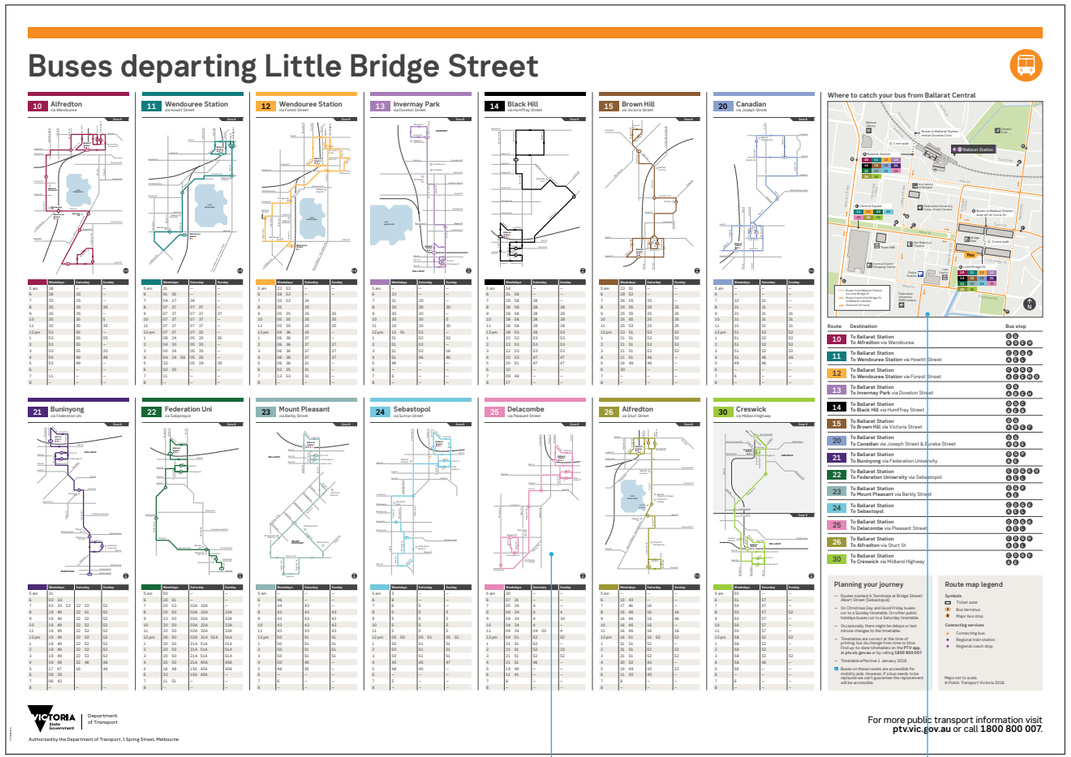
- Always use Networks Sans 2019.
- Use pictograms to simplify connections and landmark features.
- Establish a clear information hierarchy.
- Consider who the target audience is and what information they need to know.
- Use the Mapping colour palette.
- Focus on the area covered by the brief.
- Remove unnecessary information to keep the map's message clear.
- Reproduce maps at a scale that is easy to read and understand.



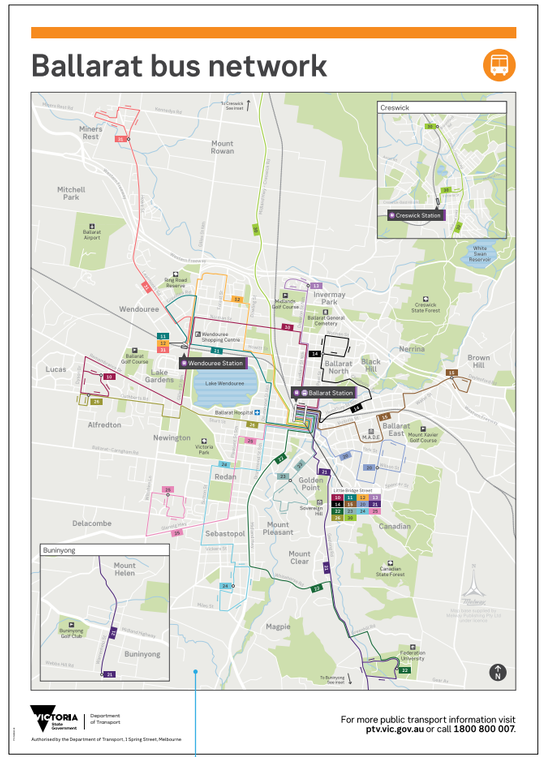
Geographic maps
In practice

Ballarat local transport network Information Hub

Timetable wall chart including route maps, local precinct map



Local area map



Hybrid route maps

Geographic local precinct map

Geographic local area map

Melway maps

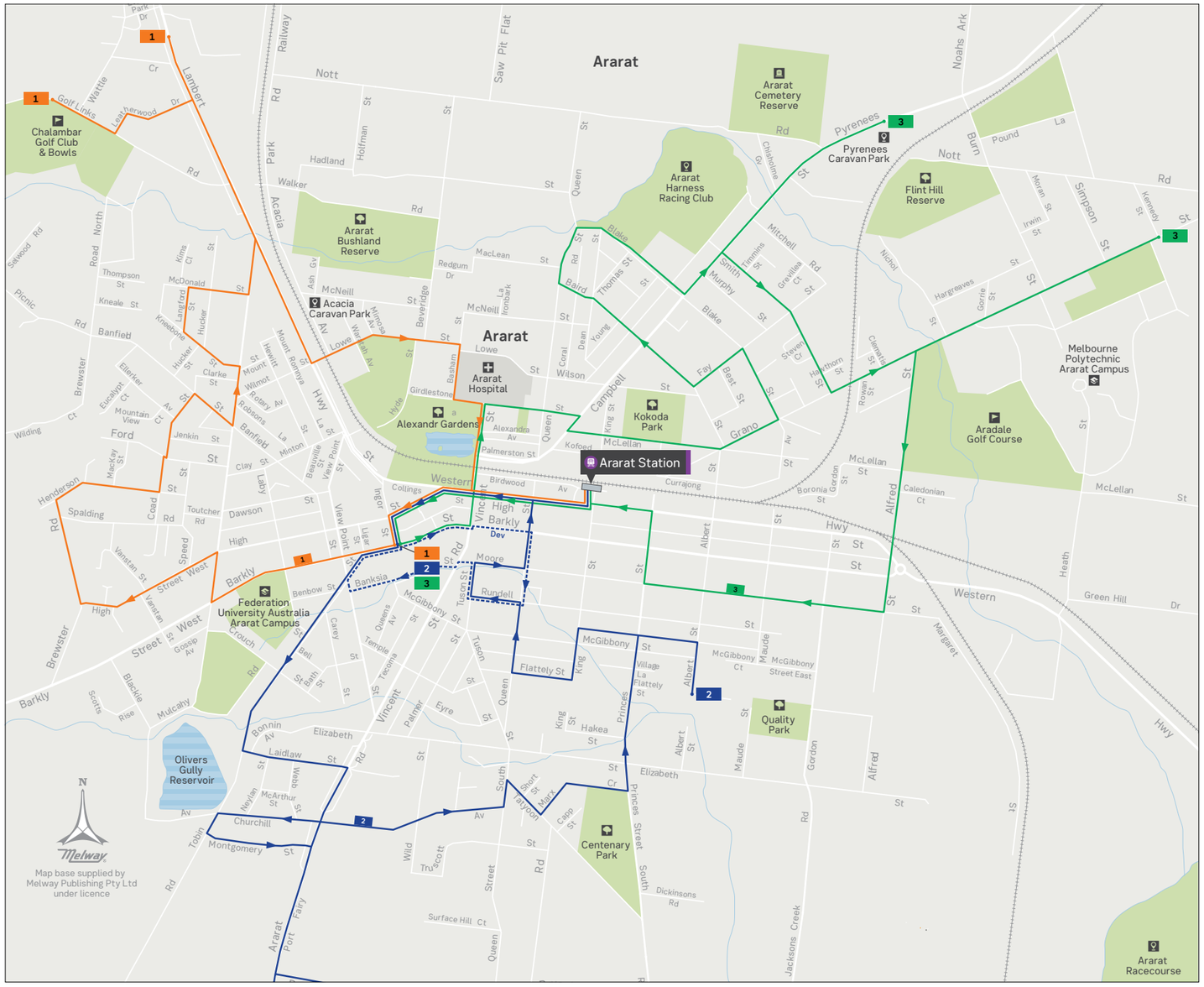
We use Melway maps as a base for our geographic maps to ensure visual consistency across a broad variety of published material.

Melway maintains up-to-date, accurate base maps. Our information is then placed over these bases.

You can request Melway map bases from the DoT Brand and Customer Information Design Studio.

You can use the line weights and strokes presented in the following pages on Melway maps.

Melway maps must include the Melway logo.



Geographic map elements

There are several common components we use to create geographic maps.

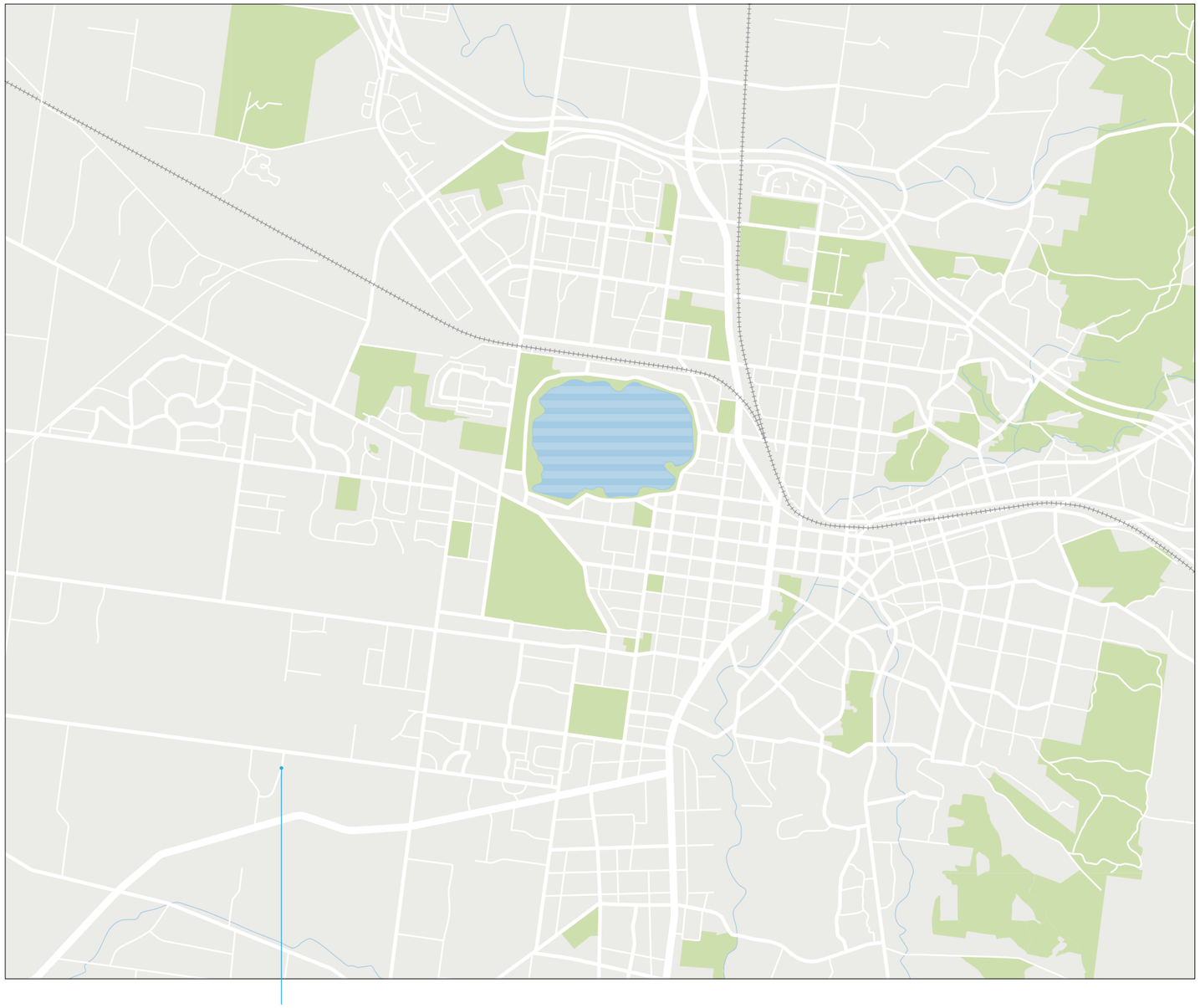
These are:

- geographic features
- typography and pictograms
- route lines, symbols and graphic devices
- station flags.

Universal measure

Local roads are the most common objects on any geographic map. We use a universal measure based on local roads to ensure consistency.

- Local road stroke weight forms the variable Y.
- On the following pages, we use the variable Y to work out all line stroke weights and measures.



Geographic features

Use the universal measure based on line stroke weight of the local roads to ensure consistency in line weights and measures.

- Local roads form the variable Y.
- Use the variable Y to work out all line stroke weights.

Line colour

- Roads are set in white.
- Train lines are set in a 50% tint of Network Grey.
- Streams and small rivers are set in Water 1.

For more information on use of colour, see Mapping palettes under the Colour tab.

Line weights – using the universal measure

Local road = Y

Roads

Local roads = Y

Minor roads – 1 1/2 times Y

Major roads – 2 times Y

Freeways – 5 times Y

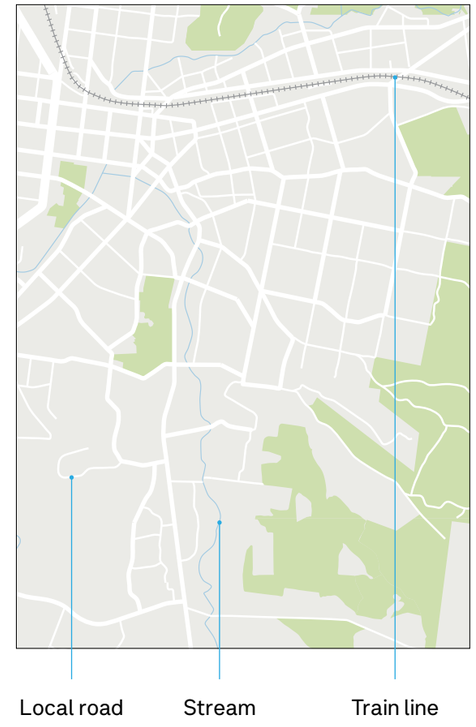
Train lines

Stroke 1 (solid line) – 1/2 times Y
Stroke 2 (dashed line) – 2 1/2 times Y, dash – 1/2 times Y, gap – 2 1/2 times Y

Local waterways

Streams = Y

Line weights in use



Typography and pictograms

Use the universal measure based on line stroke weight of the local roads to ensure consistency in line weights and measures.

- Local roads form the variable Y.
- Use the variable Y to work out all font sizes.

Text colour

All text and pictograms are set in Network Grey with the exception of:

- State text is set in a 75% tint of Network Grey.
- Street names are set in a 40% tint of Network Grey.

Typography and pictograms – using the universal measure

Local road = Y

State
VICTORIA
Text: Network Sans 2019 Bold – 16 times Y, uppercase, **Colour:** 75% Network Grey tint

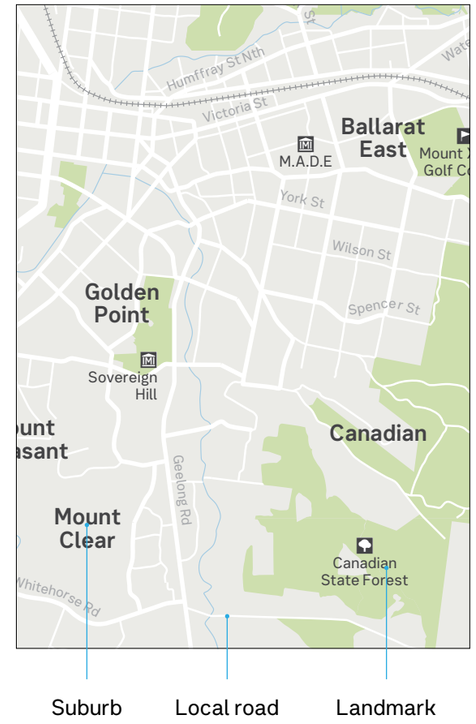
Suburb
Pascoe Vale
Text: Network Sans 2019 Bold – 12 times Y, Sentence case

Places of interest
Chadstone SC
Pictogram: Network Picts 2019 – 8 times Y, **Text:** Network Sans Regular – 8 times Y, Sentence case

Street name
Pemberton St
Text: Network Sans 2019 Regular – 7 1/2 times Y, Sentence case, **Colour:** 40% Network Grey tint

Text colour
All text is set in Network Grey unless otherwise stated.

Typography and pictograms in use



Route lines, symbols and graphic devices

Use the universal measure based on line stroke weight of the local roads to ensure consistency in line weights and measures.

- Local roads form the variable Y.
- Use the variable Y to work out all line strokes.

Route line colour

- Routes are shown in the line or route colour palette, if applicable – e.g. metropolitan train, tram and bus.
- If there isn't a line or route colour palette, routes are shown in their mode colour.

For more information, see Colour tab.

Route identifier device

- Numbered route lines are identified using the route identifier device.

Text in the route identifier device is governed by specific guidelines. For more information, see Graphic devices tab.

Route lines and symbols – using the universal measure

Local road = Y

Route lines

Route line
Used for standard routes. Line stroke = 1 1/2 times Y.

Special route line
Used for special services and route deviations.
Primary line stroke (solid line) – 1 1/2 times Y,
secondary line stroke (dashed line) – 1/2 times Y,
dash = Y, gap = Y.

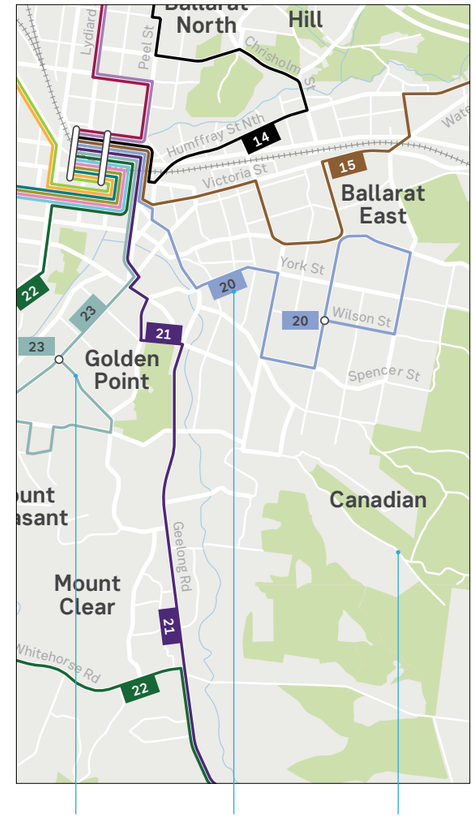
One way route line
Arrow shows direction of travel.
Arrow height = 6 times Y, Arrow width = 9 times Y.

Route line separation
Where multiple routes follow the same path. Lines separated by 1/2 times Y.

Route identifier
Routes are identified using the route identifer device.
route identifier height = 10 times Y.

Terminus marker
Uses the route identifier device to indicate the start or end of a route.
route identifier height = 10 times Y, End of line dot marker diameter = 4 times Y,
Black pointer line stroke = 2/3 times Y.

Route lines and symbols in use



Station flag

Use the universal measure based on line stroke weight of the local roads to ensure consistency in line weights and measures.

- Local roads form the variable Y.
- Use the variable Y to work out all font sizes and margins.

Flag text

- Text is set in the font Networks Sans 2019 Medium.
- Where possible use the Network Picts and Network Dings fonts for modal pictograms.
- All text is set to 12 times Y.

Flag colour

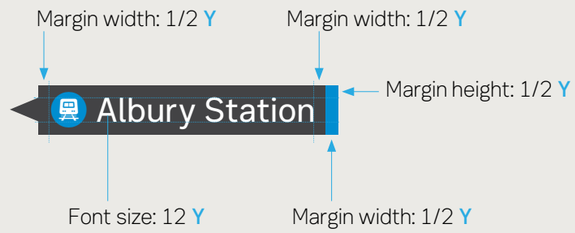
- Station identifier boxes are set in Network Grey.
- Mode pictograms are set in their mode colour.
- An additional colour highlight set in the mode colour sits opposite the mode pictogram.

For more information, see Colour tab.

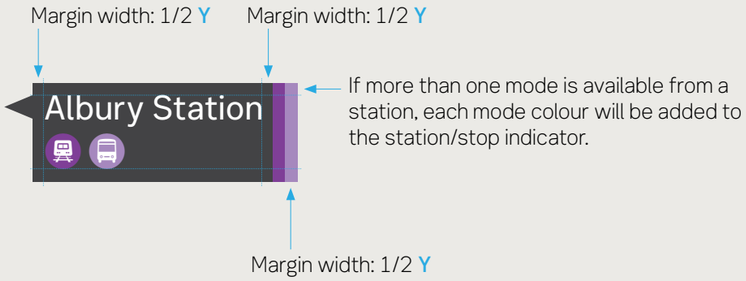
Station identifier – using the universal measure

Local road = Y

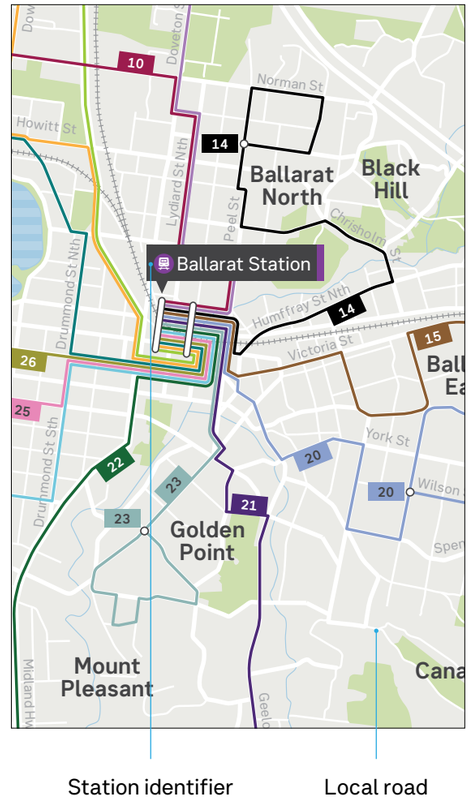
Single mode indicator



Multiple mode indicator



Station identifier in use



2.8 Photography and illustration

Photography and illustration help us communicate concepts, tell stories, represent an action and inject personality. Above all, they bring a human element to our communications.

This toolkit outlines our photographic and illustrative styles. It explains how and when to use them, with the aim of bringing our communications to life.

Photography

Our photographic style reflects the diverse nature of our communications. Applied correctly it makes our communications feel human, genuine, informative and confident.

We use three categories of photography in our communications:

Primary photography
- Our passengers
- Our people
- Our assets.

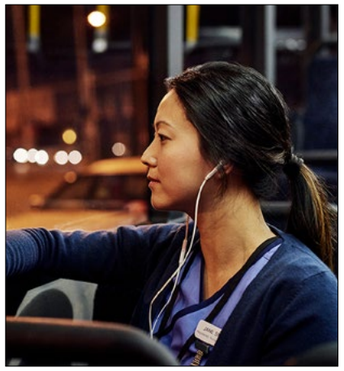
Supporting photography
- Ticketing
- People cut outs
- Mode renders.

Campaign photography
- Subject matter that reflects or supports campaign messages.

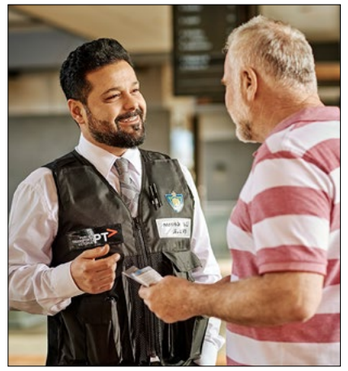
Primary photography

The style of our primary photography is warm, vibrant and dynamic. We focus on our passengers and their public transport journey. Compositions feel spontaneous and 'caught in the moment'.

We use this category of photography to bring a human element into our communications.



Our passengers



Our people

Our assets

Supporting photography

We use our supporting photography to clearly identify our communications as ours. We create photographic assets for use on white and coloured backgrounds. Subjects are direct and functional reflections of the messages they support – e.g. a mode renders represent a specific mode.

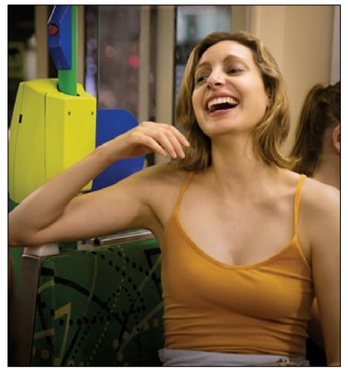
Ticketing

People cut outs

Mode renders

Campaign photography

For our campaign photography we create distinct visuals that connect with specific audience demographics. We follow a set of principles when creating this type of photography.



Our passengers

We focus on people and their experiences. Getting passengers where they want to go and enjoying what Victoria has to offer.

When capturing our passengers we follow these principles:

Subject matter

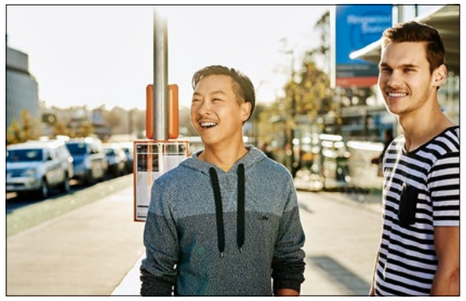
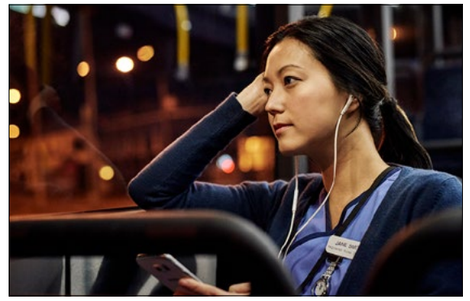
- Must have some element of public transport in the image but not as the focus of the image.
- Should reflect the diversity of our passengers including a good mix of ages, ethnicities and accessibility needs.
- Should use a good mix of regional and metropolitan settings.
- Talent should appear natural, relaxed, confident and honest. Not overly posed or artificially 'smiley'.
- Should avoid representing non-PTV-related brandmarks in photography.

Style

- Feels warm and vibrant.
- Uses dynamic compositions that are spontaneous and feel 'caught in the moment', without tilting the horizon line.
- Has a single point of focus.

Examples of our passengers photography




Our people

Our people are the face of public transport. We represent them as approachable, helpful and experts in their field.

Our people include Authorised Officers, PTV Hub and station customer service staff, operator staff, contact centre staff and train, tram and bus drivers.

When capturing our people we follow these principles:

Subject matter

- Should reflect the diversity of our employees including a good mix of ages, ethnicities and accessibility needs.
- Must have some element of public transport in the image but it is not the focus of the image.
- Talent should appear natural, relaxed, confident and honest. Not overly posed or artificially ‘smiley’.
- Our transport vehicles and assets should always appear clean, modern, efficient and safe.

Style

- Feels warm and vibrant.
- Uses dynamic compositions that are spontaneous and feel ‘caught in the moment’, without tilting the horizon line.
- Has a single point of focus.

Example of our people photography

Our assets

We showcase our fleet, ticketing products and systems, and station and stop environments at their best.

When capturing our assets we follow these principles:

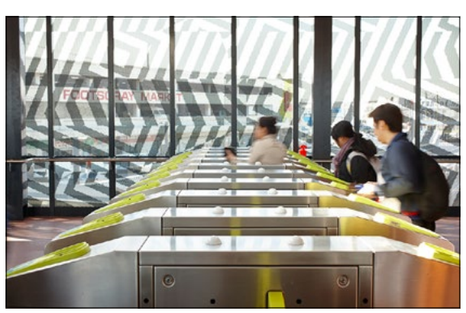
Subject matter

- Our transport vehicles and assets should always appear clean, modern, efficient and safe.
- Branding should be up-to-date.
- Should be clean, free of graffiti and rubbish.
- Good mix of metropolitan and regional settings.
- People should be used where possible, but not act as the focus.

Style

- Feels warm and vibrant.
- Uses dynamic compositions that are spontaneous and feel 'caught in the moment', without tilting the horizon line.
- Has a single point of focus.
- Can employ slow shutter speeds to capture a sense of movement.

Examples of our assets photography



Our ticketing

Our ticketing photography aims to make it immediately clear the communication is about ticketing.

When creating our ticketing assets we follow these principles:

Subject matter

- Should reflect the diversity of our passengers including a good mix of ages and ethnicities.
- Hands should be clean and tidy, free of nail polish and accessories.
- Branding should be up-to-date.
- Branding should not be obscured or obstructed.
- Capture both hand and forearm to allow for rotation and cropping.

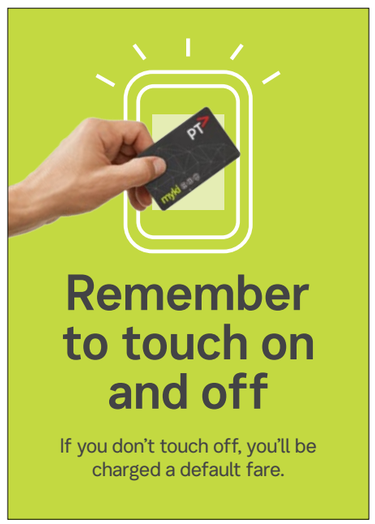
Style

- Warm and vibrant, with naturally lit skin tones.
- Dynamic compositions that feel spontaneous.
- Minimal foreshortening of hand, arm and ticket.
- Hands are lit to feel three dimensional without extreme shadows.
- Hands and tickets are cut with no drop shadow.

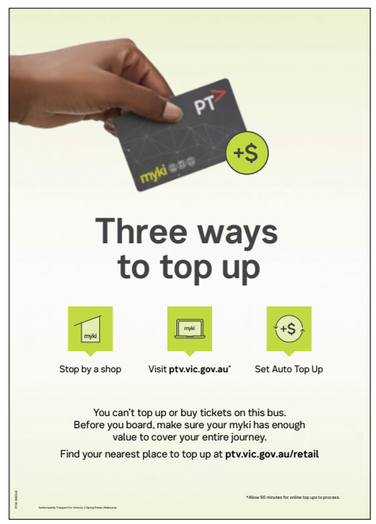
Examples of our ticketing photography

Examples in use

myki retail poster



myki behavioural poster



myki Top Up poster

myki off-peak travel vouchers brochure

Our people cut outs

Our people cut outs reflect the diversity of the passengers who use our network.

When capturing our people cut outs we follow these principles:

Subject matter

- Should reflect the diversity of our passengers including a good mix of ages, ethnicities and accessibility needs.
- Should show people living a healthy lifestyle.
- Talent should appear natural, relaxed, confident and honest. Not overly posed or artificially 'smiley'.
- Use wardrobe and objects to provide context and further develop the persona of the subject.
- Should avoid representing non-PTV-related brands in photography.

Style

- Warm and vibrant, with naturally lit skin tones.
- Dynamic compositions that feel spontaneous.
- Entire subject is in focus.
- Cut out with reflection.

Examples of our people cut outs photography

Examples in use

New Years Eve poster

Sunbury to Kyneton flyer

Our mode renders

Our mode renders are used to clearly identify both a mode of travel and PTV in our communications. They're created for use on white and coloured backgrounds.

When creating our mode renders we follow these principles:

Subject matter

- Our transport vehicles and assets should always appear clean, modern, efficient and safe. They should be free of graffiti and rubbish.
- Branding should be up-to-date.
- Colours should be consistent with our colour palette under the lighting conditions of the render environment.

Style

- Warm and vibrant.
- Entire vehicle is in focus.
- Angles should be reflective of a passenger viewing from a distance at ground level.
- Cut out with reflection.

Examples of our mode renders photography

Bus

Tram

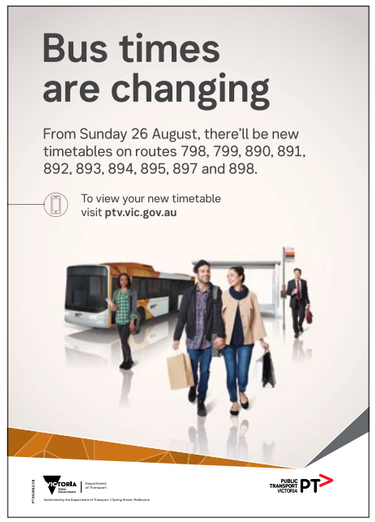
Metropolitan train

Regional train

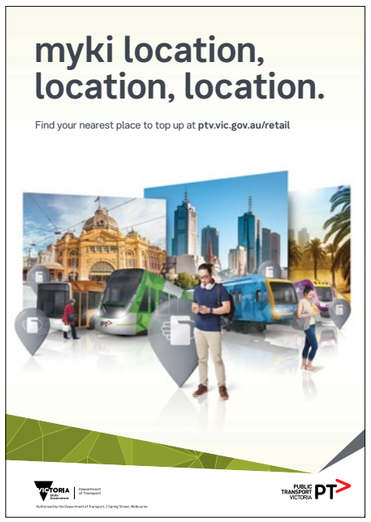
Regional coach

Examples in use

PTV app campaign poster



Bus timetable update poster



myki campaign poster

Campaign photography

Photography for our campaigns communicates a specific message to engage the hearts and minds of our audiences. The photography supports the campaign messages and can be used as the hero image. We create campaign photography following these principles:

Subject matter

- Should have an element of/or link to a public transport benefit in the image.
- Our vehicles and assets should always appear modern, efficient and safe. They should be clean, free of graffiti and rubbish.
- PTV assets including fleet, infrastructure and products need to be up-to-date with current PTV Master Style Guide.
- Colours should be consistent with our colour palette under the lighting conditions of the environment.
- A good mix of metropolitan and regional settings should be captured.
- Should reflect the diversity of our passengers including a good mix of ages, ethnicities and accessibility needs.
- Talent should appear natural, relaxed, confident and honest. Not overly posed or artificially 'smiley'.
- Use wardrobe and props to provide context and further develop the persona of the subject.
- Should avoid representing non-PTV-related brandmarks in photography.

Style

- Can be bespoke to the campaign creative with a preference for dynamic compositions that are spontaneous and feel 'caught in the moment', without tilting the horizon line.

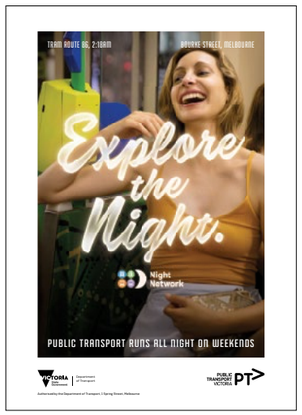
Approvals

Campaign photography requires the approval of the DoT Brand and Customer Information Design Studio.

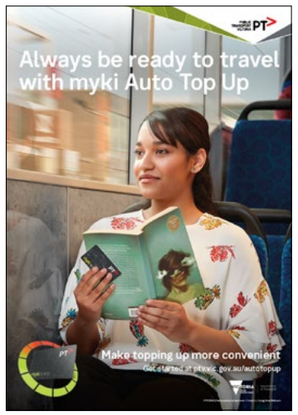
Contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au** prior and post photography shoot.

Examples of our campaign photography

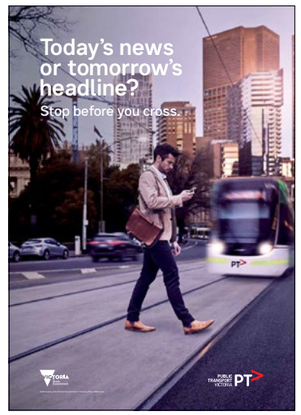
Examples in use



Night Network
tram campaign poster



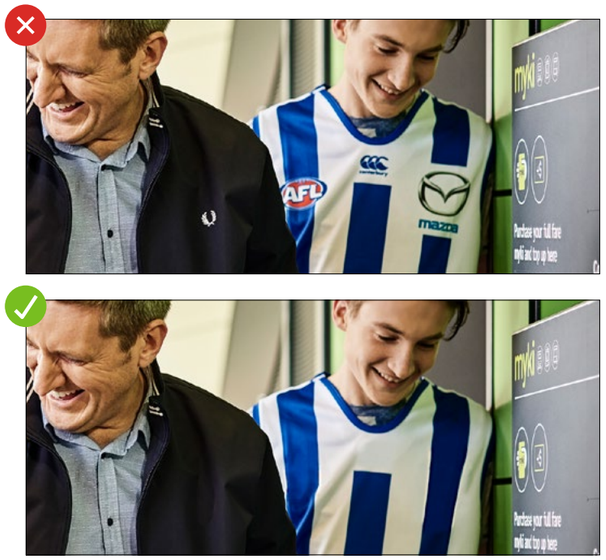
myki Auto Top Up
campaign poster



Safest Way to Cross
campaign poster

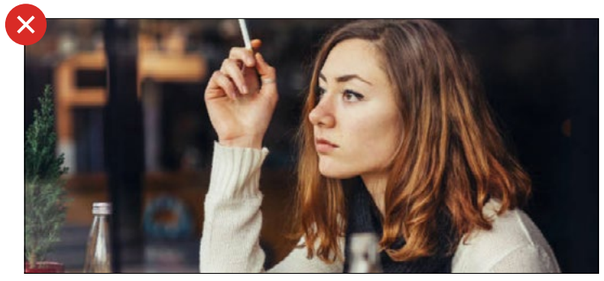
What not to do

Don't apply colour treatments or filters. Always keep images in full colour.



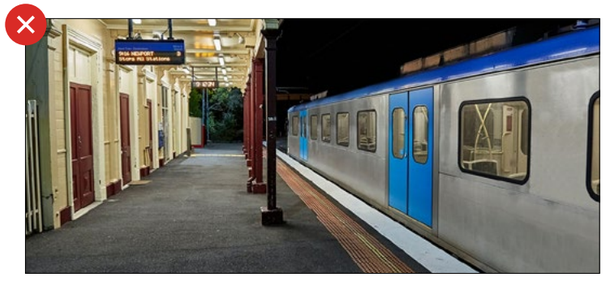
Don't use imagery with visible brands other than the Department of Transport or its agencies or products. Retouch images to remove unwanted brands.

Don't use stock photography unless it complies with the principles outlined in these guidelines. Use pre-selected photo library images wherever possible.



Don't use imagery that shows people drinking alcohol, smoking or behaving dangerously. Use images that promote a healthy lifestyle.

Don't use imagery that uses out-of-date branding, livery or passenger information. Use images that use current branding and passenger information.



Don't show environments that appear unsafe, dirty or without people. Show station and stop environments that are clean, well-lit and have people in them.

Illustration

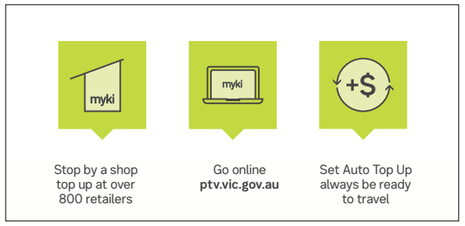
Illustrations play a diverse role in our communications. They can help us communicate a concept, be a functional representation of an action, tell a story or inject personality. Our illustrations always look and feel clean, simple and contemporary and reflect our personality and voice.

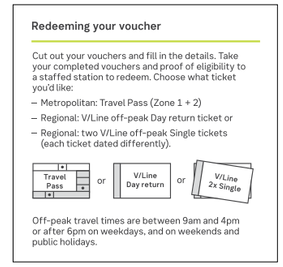
Our illustrations fall into four categories:

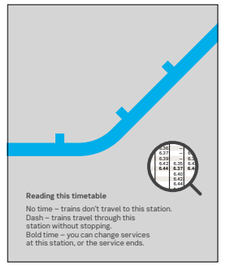
- Functional
- Enhanced
- Expressive
- Campaign.

Functional illustrations

These communicate or reinforce a message. They're simple and easy to read, but a step beyond a pictogram.

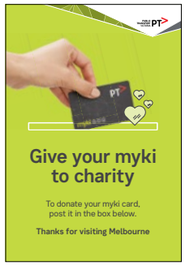


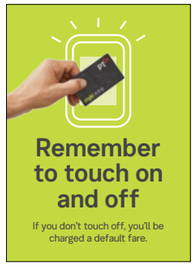




Enhanced illustrations

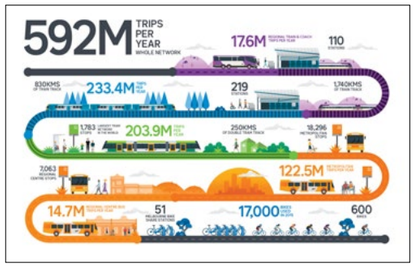
This category takes the basics and enhances the aesthetic slightly. It employs a greater use of scale and can include photographic elements.

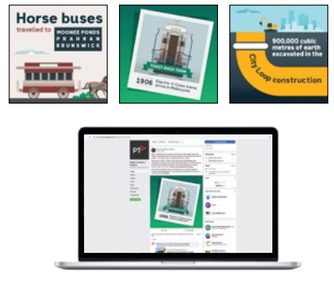




Expressive illustrations

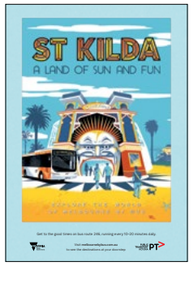
These illustrations tell a story about the public transport experience to engage the passenger. The tone is often lighthearted.





Campaign illustrations

We create simple illustrations that support the specific campaign message(s). They grab the attention of the audience demographic. We follow a set of principles when creating this type of illustration.



Functional illustrations

Use to communicate or reinforce a single message. Like a pictogram they're simple and easy to read, but have a little more detail.

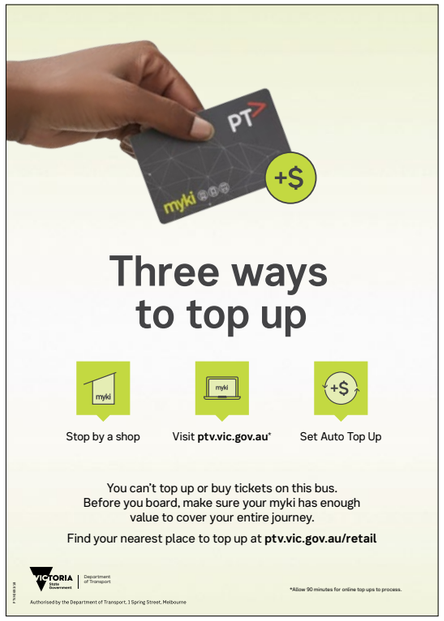
Style guidance

- Build on our pictograms style.
- Keep elements to their minimum and basic representations.
- Only include elements that communicate the key message.
- Avoid superfluous detail.
- Use line work, geometric shapes and flat colour.
- Where used, keep line weights to no more than two.
- Avoid rounded corners on rectangular shapes and stroke ends.
- Limit colour to black, white and one colour (related to the transport mode or a product like myki).
- Can include Networks Sans 2019 text if it helps communicate the message.

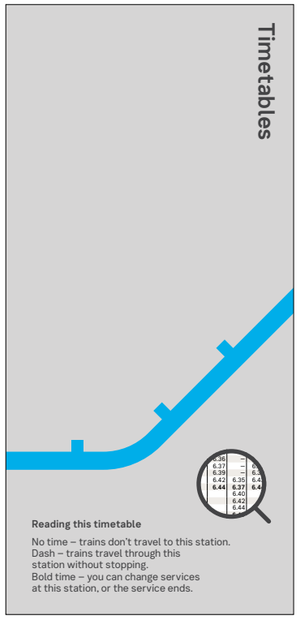
Use functional illustrations:

- where the campaign needs a straight forward visual representation.
- to support the message.
- to communicate the message without words.
- where the message is formal in tone and overly friendly graphics aren't appropriate.
- to support instructional 'how to' messages.
- where space is limited and they act as a support rather than a hero element.

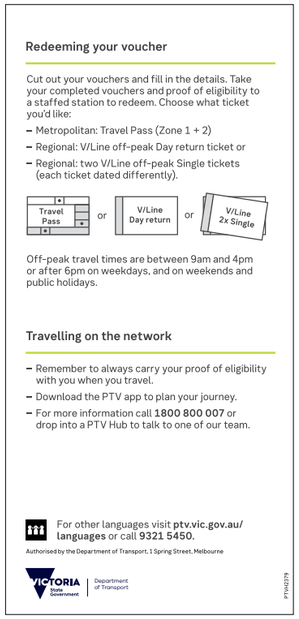
Functional illustration examples



The example shows three ways to top up a myki



Metropolitan train timetable



myki free travel voucher

Enhanced illustrations

Enhanced illustrations build upon our functional style. They enhance the basic aesthetics by employing a greater use of scale and including other elements.

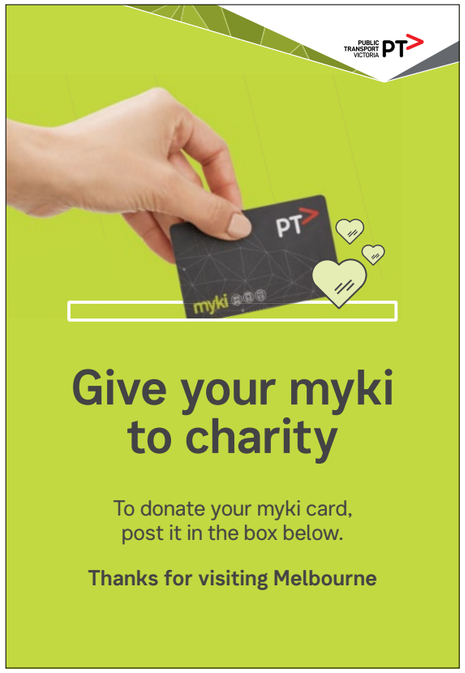
Style guidance

- Build on our functional illustration style, adding a greater sense of scale and depth.
- Keep elements to their minimum, basic representations.
- Only include elements that communicate the key message.
- Avoid superfluous detail.
- Use line work, geometric shapes and flat colour.
- Where used, keep line weights to a minimum.
- Avoid rounded corners on rectangular shapes and stroke ends.
- Can include Networks Sans 2019 text if it helps communicate the message.
- Choose any colours from the relevant palette but keep it to the minimum number needed.
- Can create a flat scene, without perspective.
- Can incorporate photography.

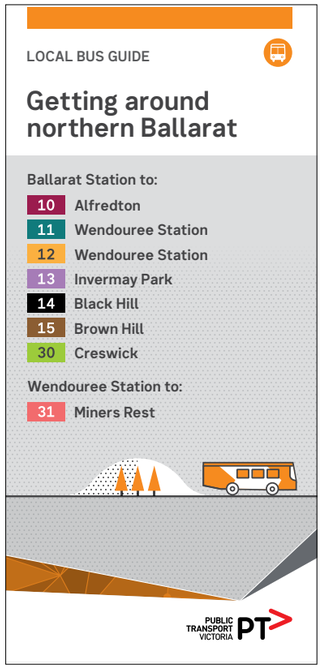
Use enhanced illustrations:

- where the message requires slightly more than a functional representation.
- where space is available to make the illustration more of a hero element.
- as the basis for infographics and diagrams.

Enhanced illustration examples



Donate myki card poster



Bus guide DL cover

Expressive illustrations

These illustrations tell a story about the public transport experience to engage our audiences. The tone is often lighthearted.

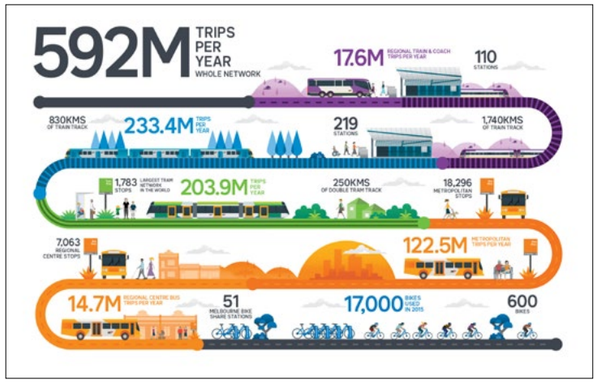
Style guidance

- Can use textures, patterns and gradients.
- Can use a high level of detail, appropriate to the scale it will be reproduced at.
- Only include elements that support the story.
- Objects, vehicles and people can be represented as a caricature, though should avoid any distortion and remain easily understood.
- Although simplified, PTV assets should always be true to their real life representation.
- Can include Networks Sans 2019 text if it helps communicate the message.
- You can choose any colours from the relevant palettes and introduce new colours if creating a scene. But keep the number limited to the minimum needed.
- Can incorporate photography.

Use expressive illustrations:

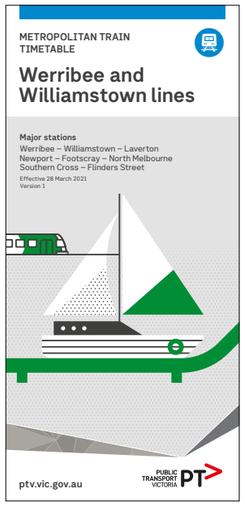
- where the message requires more engagement.
- to promote a service to a community audience.
- where space is available to make the illustration more of a hero element.
- to engage with a younger audience.
- for detailed infographics.
- when developing animations.

Expressive illustration examples



Public transport network infographic

myki Explorer illustration



Metropolitan train timetable cover

Try Before You Ride DL flyer

Campaign illustrations

Illustrations for our campaigns often communicate a specific message to engage with our audience. An illustration can support the campaign message or be used as the hero image. We create distinct illustrative styles following these principles:

Subject matter

- Should have an element of/or link to a public transport benefit in the illustration
- Our vehicles and assets should always appear modern, efficient and safe. They should be clean, free of graffiti and rubbish.
- PTV assets including fleet, infrastructure and products need to be up-to-date with current Master Style Guide.
- A good mix of metropolitan and regional settings should be captured.
- Should reflect the diversity of our passengers including a good mix of ages, ethnicities and accessibility needs.
- Use wardrobe and props to provide context and further develop the persona of the subject.
- Should avoid representing non-PTV-related brandmarks in illustration.

Style

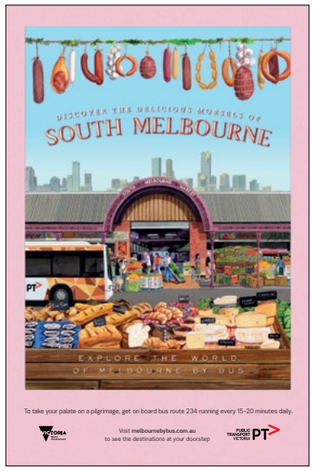
- Can build upon any of our illustration categories to create a bespoke image for use as part of a campaign.
- Contemporary and engaging illustrations are preferred.
- Colours should be consistent with our colour palette.
- Photography can be used with illustration.

Approvals

Campaign illustration requires the approval of the DoT Brand and Customer Information Design Studio.

Contact the DoT Brand and Customer Information Design Studio at **studio@transport.vic.gov.au** prior and at completion of illustration job.

Examples of our campaign illustrations



Explore Melbourne by Bus poster

Melbourne meet your new train poster and digital assets

Examples in use