


**Transport  
North  
East**

# **Get Round Campaign Creative Guidelines**



# Introduction...

Get round for a pound is a campaign to promote the new bus fare for young people - it means everyone aged 21 and under will be able to take a single bus journey for a flat fare of just £1.



**If you're 21 or under\*,  
go by bus for a cheaper,  
greener way to get round  
for just £1!**

\* Proof of age may be required. Conditions apply.

# Our campaign toolkit...



# Our proposition...

It really couldn't be clearer, simpler or more memorable... 'get round for a pound' - it even rhymes

Remember, it's 'get round', (as in 'going round your mates'), not 'get around'.

**"It's been demonstrated that people judge rhyming slogans to be more likeable, more memorable, more persuasive, and more trustworthy than non-rhyming slogans."**

Filkuková & Klempe, 2013

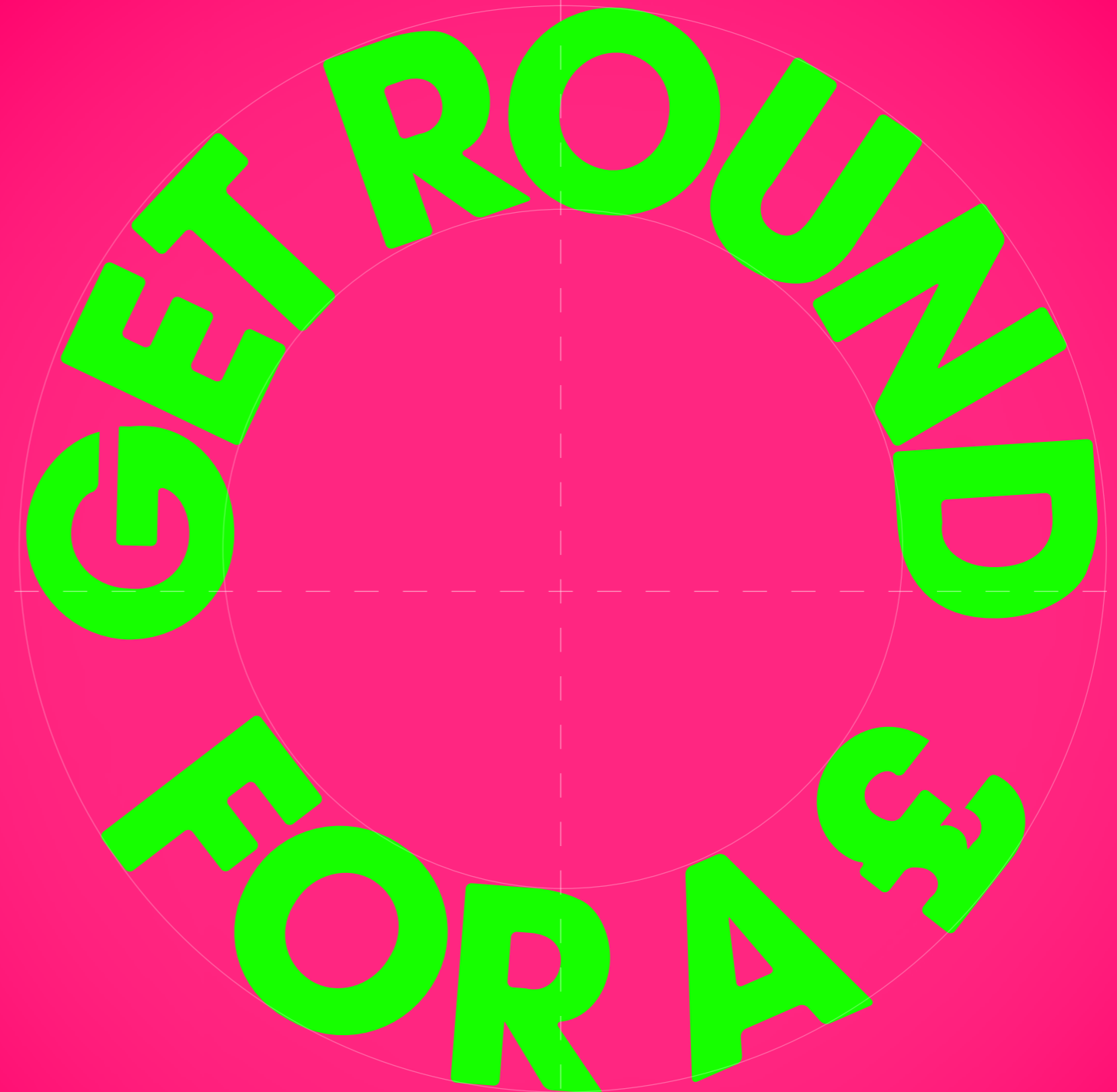


# Our proposition typography...

Based on Futura Bold, our campaign roundel has also been converted to paths and the corners rounded by 1mm in InDesign.

Please don't try to redraw it, always use the original artwork.

Use it in as many colour combinations as you like, but always let your decisions around colour be guided by legibility and common sense.



# Our typeface...

Our main campaign font is Calvert, The Transport North East corporate font, we use it in three weights - Light, Regular and Bold.

Calvert Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_ | " { } :

Calvert Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_ | " { } :

Calvert Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_ | " { } :

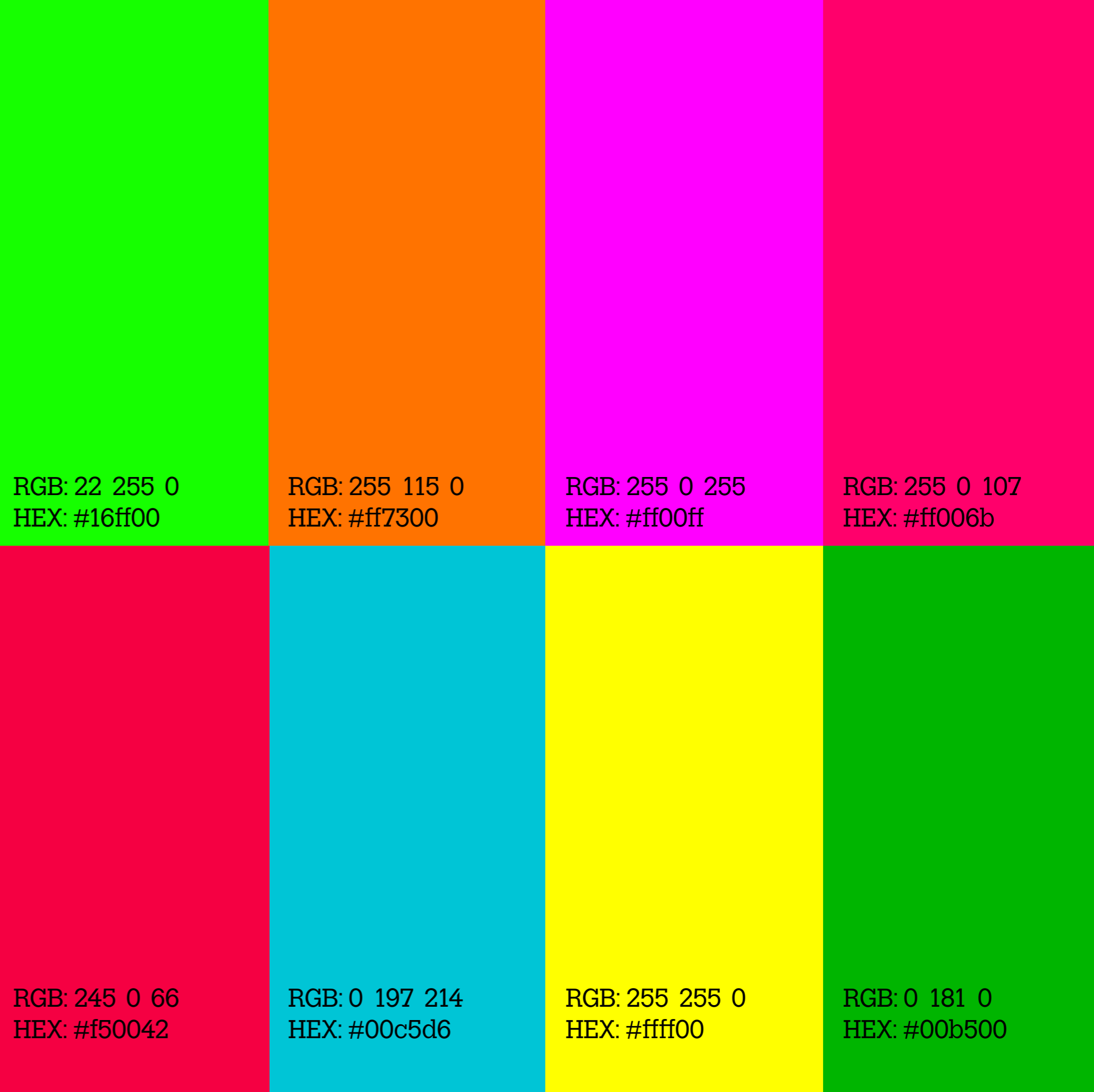
# Our RGB colours...

We've chosen a distinctive colour palette of electronic brights and fluorescent hues for our campaign, inspired by the metaverse and Web3... these vivid, digitised colours connect with our audience and make our communications hard to miss.

**“What comes to mind is a box of primary crayon brights, hot yellows and oranges, vibrant purples, bright reds... these too tell a playful story, one that brings us back to our childhoods encouraging play and the joyfulness of creative expression.”**

Laurie Pressman, Pantone Colour Institute

RGB: 34 255 234  
HEX: #22ffea



RGB: 22 255 0  
HEX: #16ff00

RGB: 255 115 0  
HEX: #ff7300

RGB: 255 0 255  
HEX: #ff00ff

RGB: 255 0 107  
HEX: #ff006b

RGB: 245 0 66  
HEX: #f50042

RGB: 0 197 214  
HEX: #00c5d6

RGB: 255 255 0  
HEX: #ffff00

RGB: 0 181 0  
HEX: #00b500



# Our CMYK colours...

Rather than simply convert our RGB colours to CMYK, we've created a completely new palette for use when we're creating print artwork. This is to ensure we retain control and ensure we achieve the brightest, most vivid shades we can.

CMYK: 20 0 100 0

CMYK: 0 70 100 0

CMYK: 20 100 0 0

CMYK: 0 100 0 0

CMYK: 0 100 50 0

CMYK: 100 0 0 0

CMYK: 10 0 100 0

CMYK: 70 0 100 0

CMYK: 30 0 5 0

# Our imagery...

Our imagery comes from Shutterstock, and in case you hadn't noticed - it's all roughly circular in shape - allowing our typography to run around it.

If the original has a shadow, feel free to use it - if not provide a shadow using the InDesign drop shadow settings below.

Please note: if you are using any of these images, please ensure you hold the Shutterstock license for them.



▲ Shutterstock 597378899



▲ Shutterstock 80417935



▲ Shutterstock 577310617



▲ Shutterstock 1518626006



▲ Shutterstock 93136546



▲ Shutterstock 500073931



▲ Shutterstock 64818085



▲ Shutterstock 2222931665



▲ Shutterstock 1934624123



▲ Shutterstock 535561051



▲ Shutterstock 210685546



▲ Shutterstock 271106942



◀ Shutterstock 145421086

Feel free to add imagery of your own - but always keep it simple, obvious and relevant to the copy.

# Boilerplate copy...

There are two versions of our secondary copy, as a guide, use the shorter of the two (top) for landscape formats and the longer on portrait, although this is not a hard and fast rule - base your final decision on available space and common sense.

For all secondary information, use black copy on all light colours and white copy on dark colours - choosing which to use should be based on legibility and common sense - the only area for colour is the 'go by bus' line.

See usage examples for further details.

Example boilerplate is set in Calvert Bold 36pt with 46pt leading and 0 tracking

Disclaimer is set in Calvert Light 18pt with 22pt leading and -20 tracking

If you're 21 or under\*, now you can  
**go by bus** for just £1 or less!

\* Proof of age may be required. Conditions apply.

If you're 21 or under\* **go by bus**  
for a cheaper, greener way  
to get round for just £1!

\* Proof of age may be required. Conditions apply.

# Our call to action...

Unless specified otherwise, all our communications should be pointed towards URL **transportnortheast.gov.uk** to find out more.

Layout should be a single line centred or across two lines ranged right.

Use in black or white only, choosing which to use should be based on legibility and common sense.

See usage examples for further details.

Example CTA is set in Calvert Bold 36pt with 36pt leading and 0 tracking

**Find out more at  
transportnortheast.gov.uk**

**Find out more at  
transportnortheast.gov.uk**

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**Find out more at transportnortheast.gov.uk**

# Using our logo...

Unless specified otherwise, all our communications should carry the Transport North East logo.

Use in black or white only, choosing which to use should be based on legibility and common sense.

See usage examples for further details.

EPS and PNG file format's supplied.

**Transport North East**

**Transport North East**

**Transport  
North  
East**

**Transport  
North  
East**

# Using our Funded by the UK logo...

The 'Funded by UK Government' logo has been developed to show where UK Government funding has been used.

Whenever possible use the primary version (top) of the logo. Where there is limited space and it is not possible to use the primary version a secondary version (bottom) is available.

See usage examples for further details.

EPS and PNG file format's supplied.

Primary version



secondary version



# Putting it all together...

The campaign roundel sits behind the image - if the treatment is stationery, do not use this at an angle.

Keep the selling line short, simple and to the point.

For clarity, the selling line appears in a rectangular holding device - use it at an angle of no greater than  $4^{\circ}$  or  $-4^{\circ}$ .



Going to the cinema?

Go by bus !

Going to the cinema?

Go by bus !

$-4^{\circ}$

$2.5^{\circ}$

# Examples of our campaign collateral...





# Some digital examples...

When putting your designs together feel free to use a bit of license - for example the disco lights around the glitter ball or the pulsing concentric circles around the speaker.



# Digital six sheet posters...


Here we can see how all of our elements should come together on portrait format digital communications...



# A3 & A4 posters...

...and for print.

Night out?



If you're 21 or under, **go by bus** for a cheaper, greener way to get 'round for just £1!

Find out more at [transportnortheast.gov.uk](http://transportnortheast.gov.uk)

\*Proof of age may be required. Terms and conditions apply.

Funded by UK Government **Transport North East**

Eating out?



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Funded by UK Government **Transport North East**

Working 9 to 5?



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Funded by UK Government **Transport North East**

Going to college?



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Going to the cinema?



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# 48 & 96 sheet outdoor posters...

Landscape format couldn't be simpler - just put together several images to create a story - but always have our main message and secondary copy in the central panel.

Going on a night out...

Transport North East

Funded by UK Government

**GET ROUNDED FOR A £**

If you're 21 or under\*, now you can **go by bus** for just £1 or less!

\*Proof of age may be required. Terms and conditions apply.

...or just catching up.

Find out more at [transportnortheast.gov.uk](http://transportnortheast.gov.uk)

Going to work...

Transport North East

Funded by UK Government

...or a gig.

**GET ROUNDED FOR A £**

If you're 21 or under\*, now you can **go by bus** for just £1 or less!

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To the cinema...

...or to study.

Find out more at [transportnortheast.gov.uk](http://transportnortheast.gov.uk)

# Extreme landscape formats...

Extreme landscape formats, like these bus streetliners make the use of our campaign roundel impractical... so use it like this.

**Going to the cinema?**

Funded by UK Government Transport North East



If you're 21 or under, **go by bus** for a cheaper, greener way to

# GET ROUND FOR A £

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**Working 9 to 5?**

Funded by UK Government Transport North East




If you're 21 or under, **go by bus** for a cheaper, greener way to

# GET ROUND FOR A £

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**Going to college?**

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# GET ROUND FOR A £

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**Eating out?**

Funded by UK Government Transport North East




If you're 21 or under, **go by bus** for a cheaper, greener way to

# GET ROUND FOR A £

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**Night out?**

Funded by UK Government Transport North East



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# GET ROUND FOR A £

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# Transport North East

Although you should try to always use these guidelines, we realise that there will be occasions not covered by these rules.

In these circumstances the decisions you make should be dictated by legibility and common sense.

For further information, contact:

David Turton,  
Marketing Services Manager,  
Nexus

[David.Turton@nexus.org.uk](mailto:David.Turton@nexus.org.uk)

