

# Adult Day Tickets Campaign guidelines



Transport  
North  
East



Funded by  
UK Government

## Campaign line

Our campaign thought is designed to be as simple as possible to ensure the viewer understands the core offer within all the separate secondary messages.

The new adult ticket allows you to travel all day, anywhere in the area you pay for... so that's what we say. The simple line can be easily tailored to different areas and lifestyle moments.

**All day,  
anywhere.**

**All day, anywhere.**

## Copy platform

The copy platform shows the mechanics of the campaign messaging. The copy can be used to talk about the whole North East region, or broken down into specific areas within using the format shown here. Place names can be easily adapted should there be the need to reference specific points within each region tactically.

**Get an all day  
adult bus ticket to  
Whitley Bay,  
Seaburn,  
Gosforth,  
North Shields  
...anywhere  
in Tyne & Wear.**

**Get a new adult day ticket for unlimited travel by bus, Metro and Ferry across Tyne & Wear for just £6!**

**or, for just 80p more you can travel across Northumberland, Tyne and Wear and County Durham by bus, Metro and ferry.**

**Get an all day  
adult bus ticket to  
Peterlee,  
Stanhope,  
Consett,  
Seaham  
...anywhere  
in Durham.**

**Get a new adult day ticket for unlimited travel across Durham for just £4!**

**or, for just £6.80 you can travel across Northumberland, Tyne and Wear and County Durham by bus, Metro and ferry.**

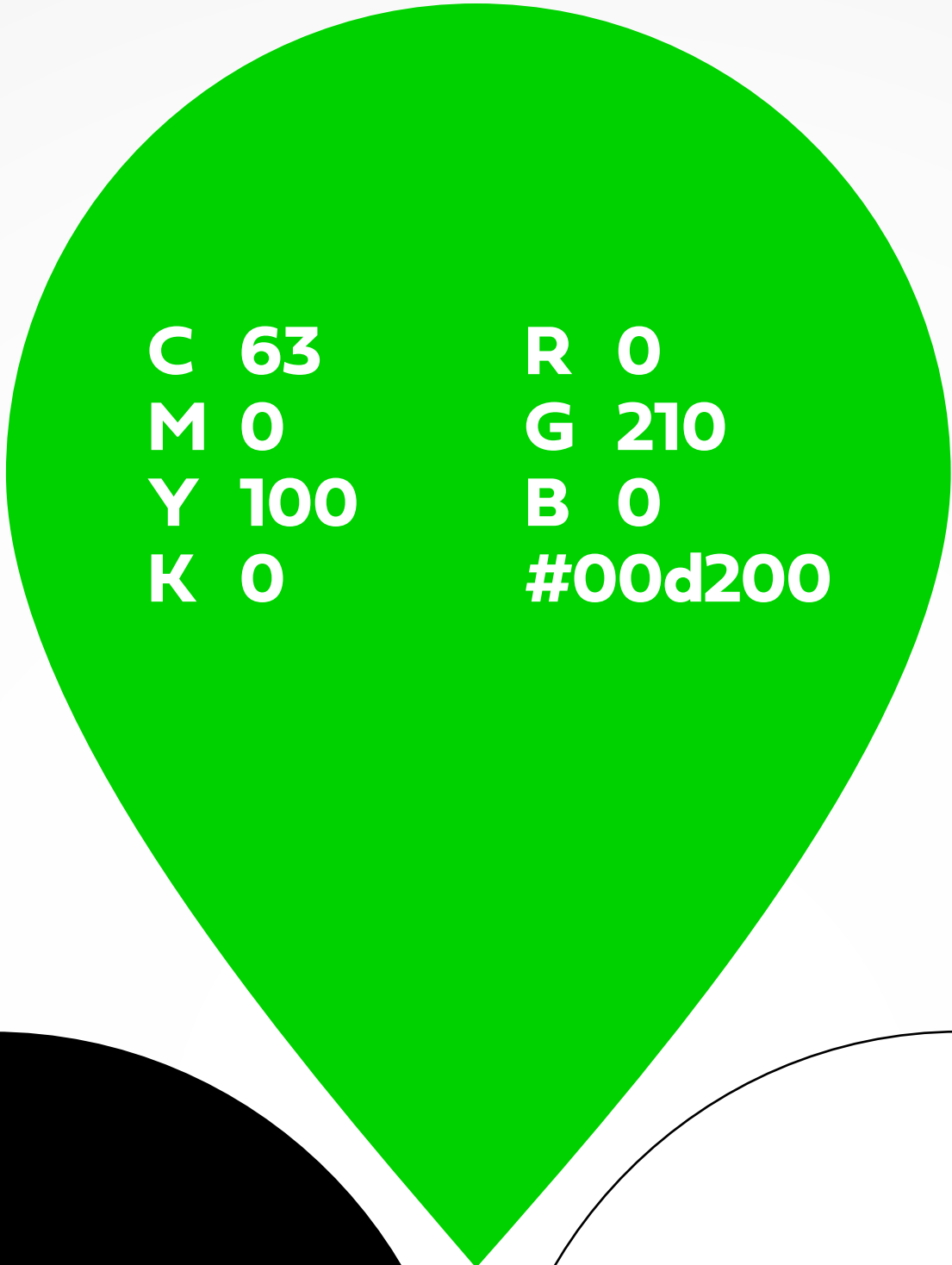
**Get an all day  
adult bus ticket to  
Alnwick,  
Berwick,  
Morpeth,  
Wooler  
...anywhere  
in Northumberland.**

**Get a new adult day ticket for unlimited travel across Northumberland for just £5!**

**or, for just £6.80 you can travel across Northumberland, Tyne and Wear and County Durham by bus, Metro and ferry.**

## Colours

The colour palette for the campaign is limited to a simple set. The primary green colour has been chosen to be vibrant and eye catching in digital applications. The rest of the palette is black, white and a light grey.



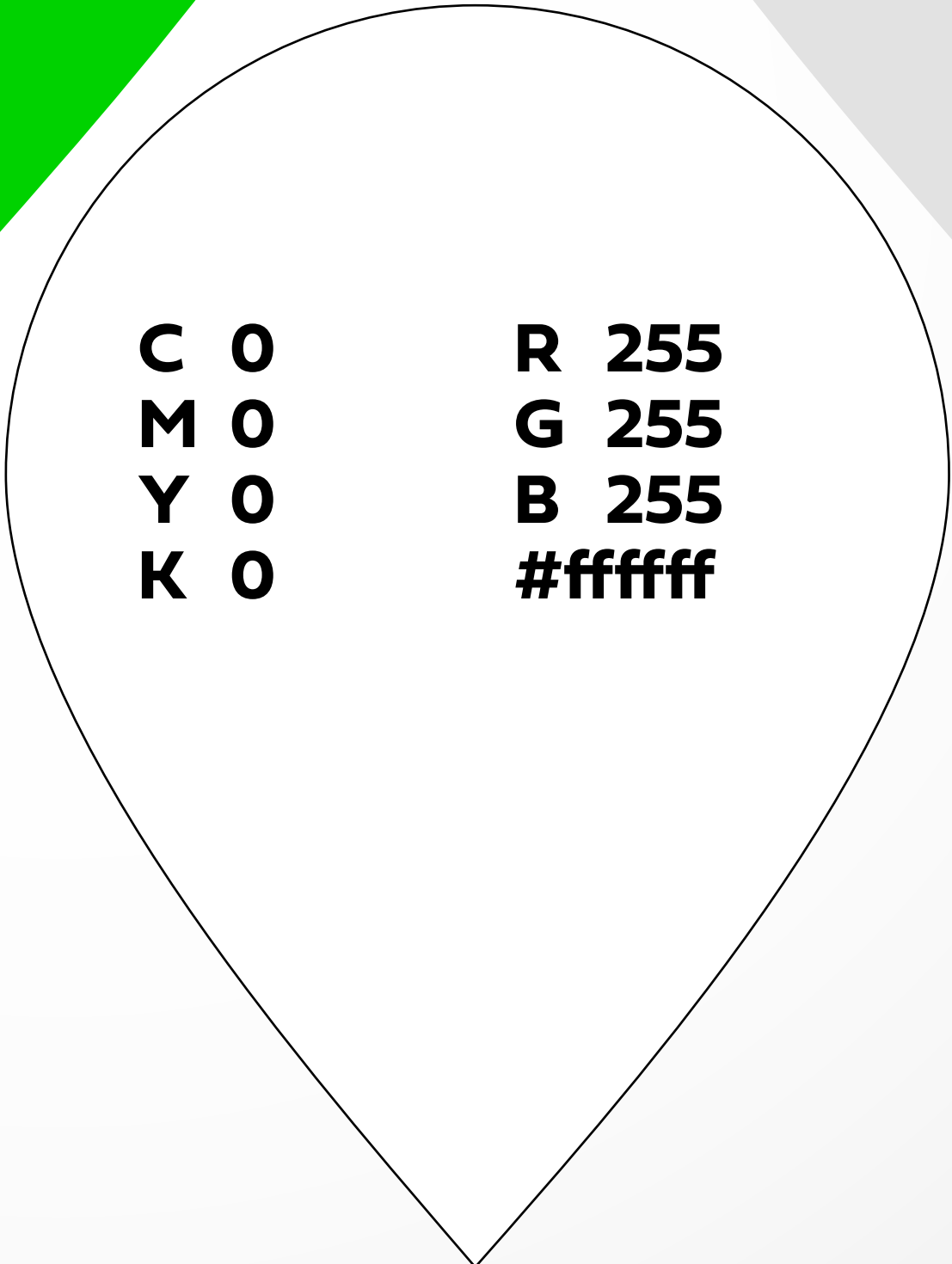
<b>C</b>	<b>63</b>	<b>R</b>	<b>0</b>
<b>M</b>	<b>0</b>	<b>G</b>	<b>210</b>
<b>Y</b>	<b>100</b>	<b>B</b>	<b>0</b>
<b>K</b>	<b>0</b>	<b>#00d200</b>	



<b>C</b>	<b>13</b>	<b>R</b>	<b>226</b>
<b>M</b>	<b>10</b>	<b>G</b>	<b>226</b>
<b>Y</b>	<b>10</b>	<b>B</b>	<b>226</b>
<b>K</b>	<b>0</b>	<b>#e2e1e2</b>	



<b>C</b>	<b>30</b>	<b>R</b>	<b>0</b>
<b>M</b>	<b>30</b>	<b>G</b>	<b>0</b>
<b>Y</b>	<b>30</b>	<b>B</b>	<b>0</b>
<b>K</b>	<b>100</b>	<b>#000000</b>	



<b>C</b>	<b>0</b>	<b>R</b>	<b>255</b>
<b>M</b>	<b>0</b>	<b>G</b>	<b>255</b>
<b>Y</b>	<b>0</b>	<b>B</b>	<b>255</b>
<b>K</b>	<b>0</b>	<b>#ffffff</b>	



## Fonts

The main campaign font is Fieldwork  
- specifically the Hum Bold weight.

Supporting text uses the TNE font  
Calvert.

# Fieldwork Hum Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,?!

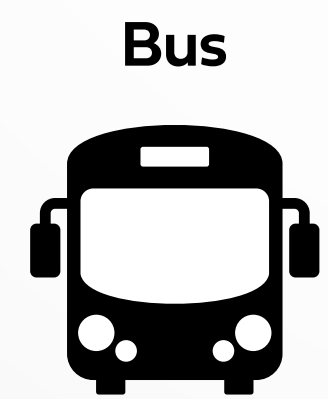
## Calvert

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,?!

## Graphic devices

The main campaign graphic is a combination of the 'all day' and 'anywhere' messages. The map pin combines with the clock face to create a distinctive identifier for any application.

As well as the pin clock device, a suit of transport mode icons have been developed to be used to visually demonstrate the offer.





# Photography

A suite of stock photography has been sourced for use in the campaign. Imagery is split into People and Place.

People images show different target audiences on public transport going about their lives - commuting, shopping, day tripping etc.

Place images are used to represent the three areas within the North East that can be reached using the ticket. A mix of rural and urban images should be used to demonstrate the different uses of the ticket.

# People



# Place





## Using the Transport North East 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



# Campaign examples

# 48 sheet posters

Large format posters are targeted at the region they appear in using the pin clock and the copy platform for that area. The overall regionwide ticket price is also highlighted in a black box.



# All day, anywhere.

Get an all day adult bus ticket  
to anywhere in Northumberland  
for just £5.



Transport  
North  
East

 Funded by  
UK Government

Or, for just **£6.80** you can travel across  
Northumberland, Tyne and Wear and  
County Durham by bus, Metro and ferry.

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

\*Terms and conditions apply. See website for details.



# All day, anywhere.

Get an all day adult bus ticket  
to anywhere in Tyne and Wear  
for just £6.



Transport  
North  
East  
 Funded by  
UK Government

Or, for just **£6.80** you can travel across  
Northumberland, Tyne and Wear and  
County Durham by bus, Metro and ferry.

Find out more at  
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# All day, anywhere.

Get an all day adult bus ticket  
to anywhere in County Durham  
for just £4.



Transport  
North  
East  
 Funded by  
UK Government

Or, for just **£6.80** you can travel across  
Northumberland, Tyne and Wear and  
County Durham by bus, Metro and ferry.

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

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## 6 sheet posters

The 6 or 4 sheet posters carry the same content as the 48 sheet.



# All day, anywhere.

Get an all day adult  
bus ticket to anywhere  
in Northumberland  
for just **£5.**

Transport  
North  
East

 Funded by  
UK Government

Or, for just **£6.80**  
you can travel across  
Northumberland, Tyne and  
Wear and County Durham  
by bus, Metro and ferry.

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

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# All day, anywhere.

Get an all day adult  
bus ticket to anywhere  
in Tyne and Wear  
for just **£6.**

Transport  
North  
East

 Funded by  
UK Government

Or, for just **£6.80**  
you can travel across  
Northumberland, Tyne and  
Wear and County Durham  
by bus, Metro and ferry.

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# All day, anywhere.

Get an all day adult  
bus ticket to anywhere  
in County Durham  
for just **£4.**

Transport  
North  
East

 Funded by  
UK Government

Or, for just **£6.80**  
you can travel across  
Northumberland, Tyne and  
Wear and County Durham  
by bus, Metro and ferry.


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# Bus streetliners

There are two versions of the bus advertising; regionwide and area specific.

**Transport North East**  
Funded by UK Government




## All day, anywhere.

For just **£6.80** you can travel all day across Northumberland, Tyne and Wear and County Durham **on...**


\*Terms and conditions apply. See website for details.

Any bus + Tyne and Wear Metro + Shields Ferry




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

**Transport North East**  
Funded by UK Government



## All day, anywhere.

Get an all day adult bus ticket to anywhere in Tyne and Wear for just **£6.**



Or, for just **£6.80** you can travel across Northumberland, Tyne and Wear and County Durham.

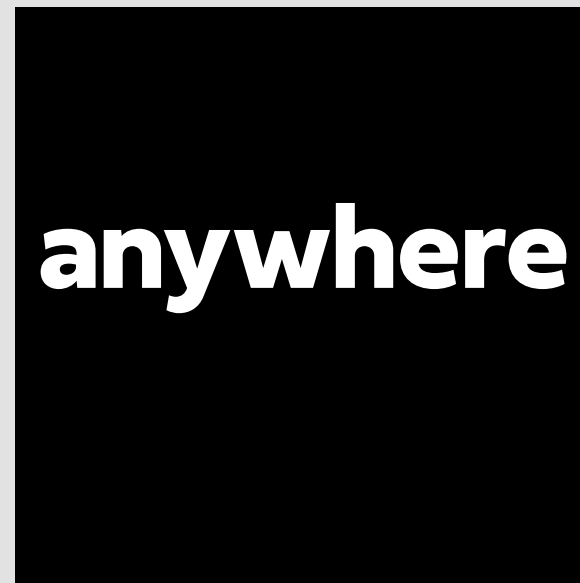
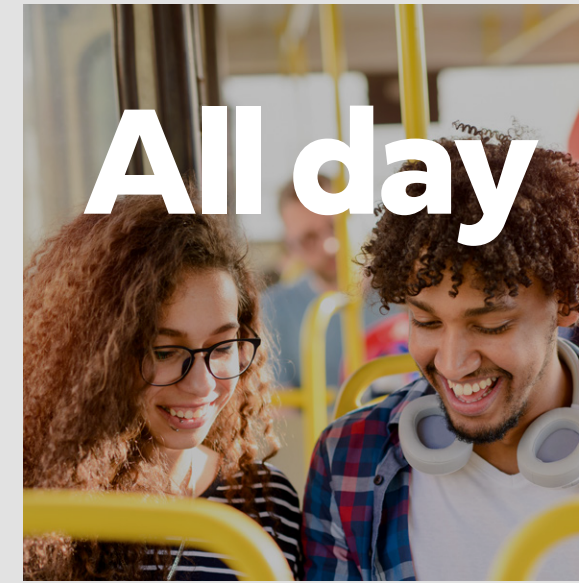
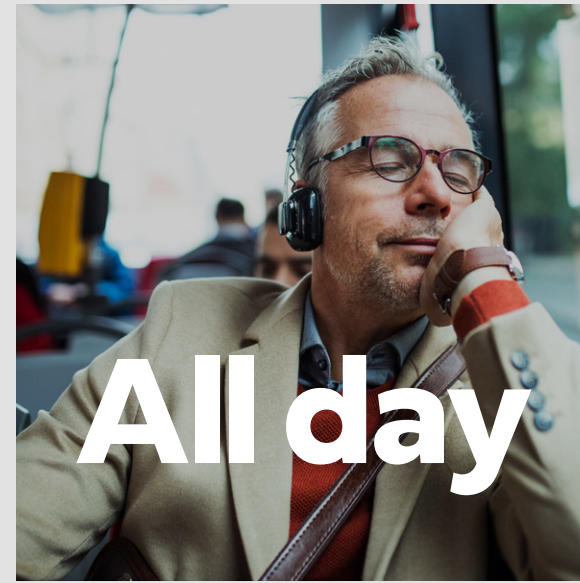
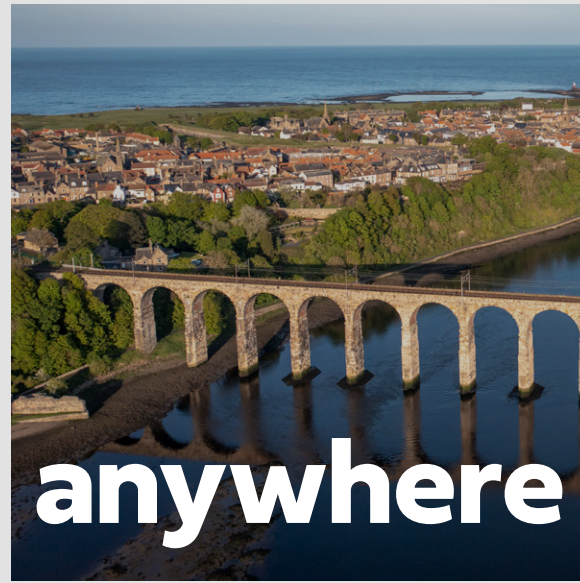
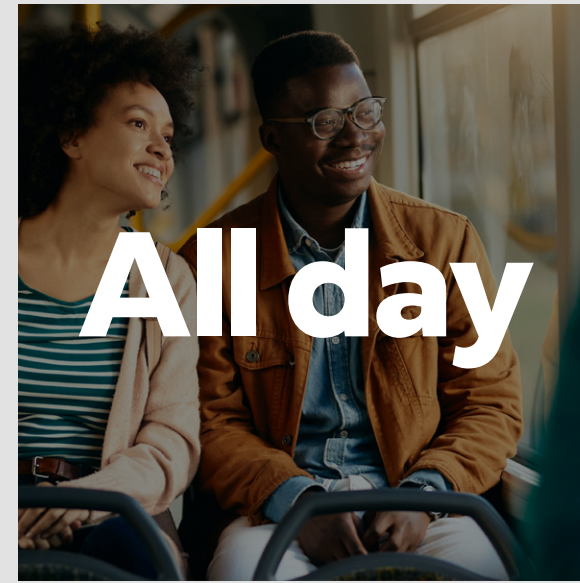
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## Social media

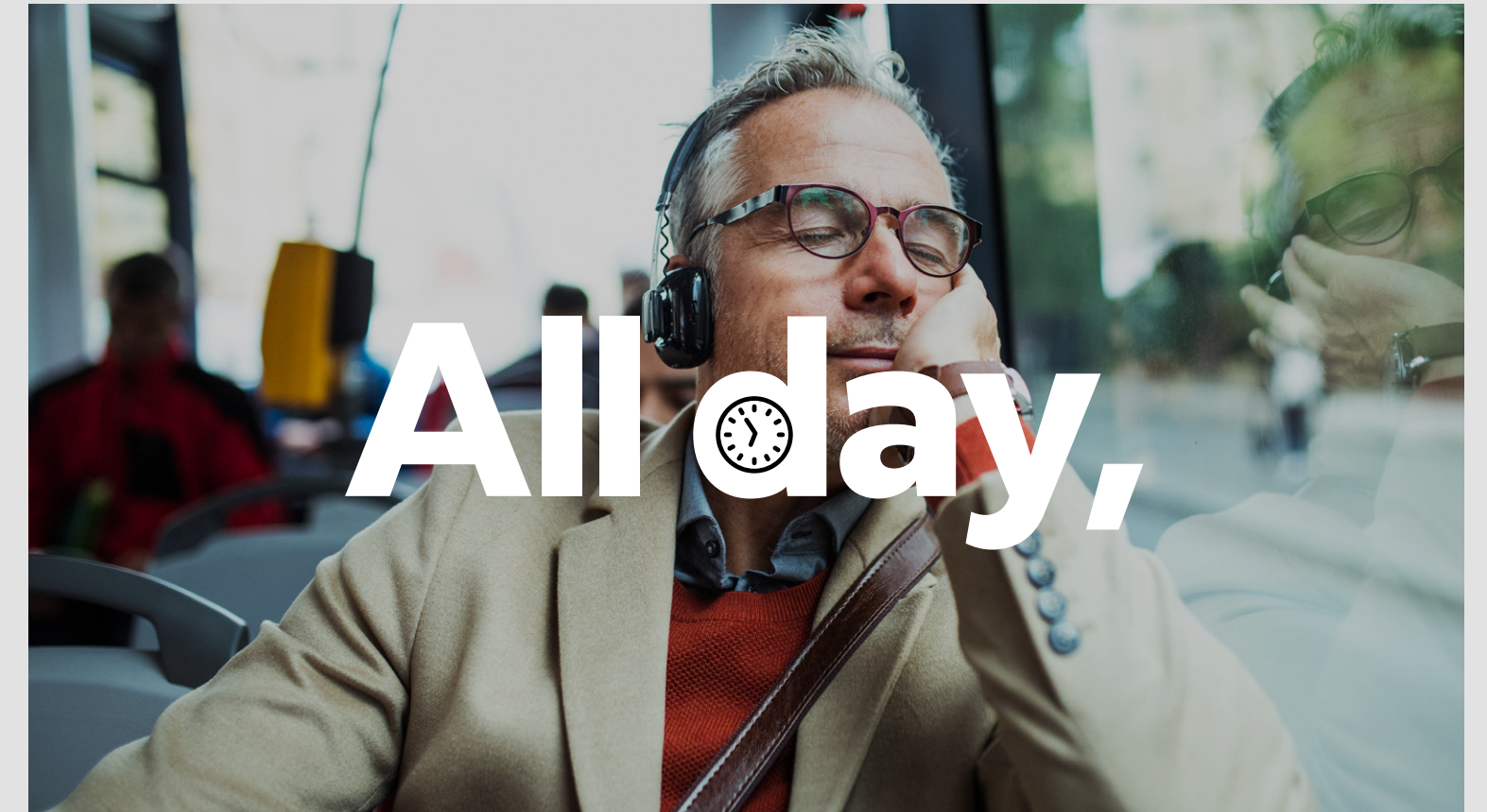
Where applicable the campaign imagery can be mixed with the graphical elements of the campaign. Shown here is a social media concept where the screen toggles between people and place imagery, then reverts to the text and graphic style to deliver the price point.





## Video style

The video style combines imagery with large bold type and the elements from the pin clock. Imagery transitions quickly to shown various people and places.





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)



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