

Weston Package Phase 1
Major Scheme Business Case

Appendix 4.4

West of England Transport Branding



West of England Partnership

Bath & North East
Somerset Council



North
Somerset
Council

South Gloucestershire
Council



South West RDA

Travel+
 West of England
 Partnership
 Communication strategy
 & brand vision, identity
 programme, consultation

Over the next few years, travel+ will see improvements made to local rail, bus, cycle, pedestrian and road networks

Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils have joined together to tackle traffic congestion in the West of England. Growing congestion is a problem that affects our economy, our health and our environment.

travel+ is the authorities' vision to manage traffic congestion.

Over the next few years, travel+ will see improvements made to local rail, bus, cycle, pedestrian and road networks, as well as the introduction of a rapid transit system.

travel+ will bring improvements to the local bus network on the area's most congested roads

For general enquiries about this project please:

Call:
 the West of England Transport Line
 on 0800 019 3235

Visit:
www.westofengland.org/transport

Write to:
 West of England – travel+
 Freepost, (B56529)
 Bristol
 BS1 5BR
 (no stamp required)



travel+

travel+



Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire Councils working together with First to improve your local public transport

travel+



your future transport

travel+

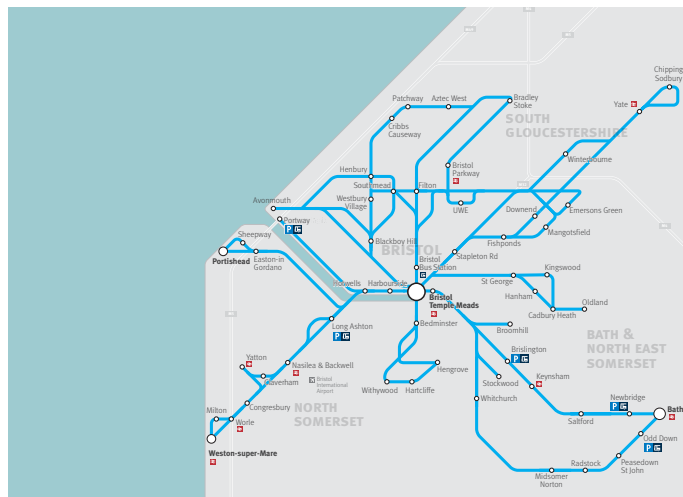
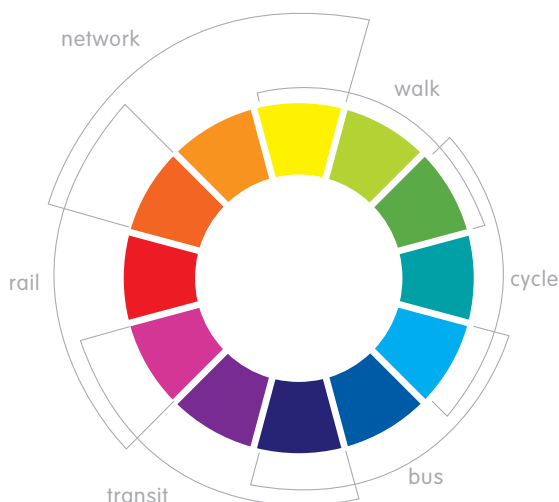
Bath & North East Somerset, City of Bristol, South Gloucestershire, North Somerset working together to improve your local transport

Under the umbrella of the West of England Partnership, Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils have united to tackle local road congestion, which is amongst the worst in the country. Failing to deal with this will seriously threaten the local economy, quality of life and the region's environmental future.

Under a five year framework agreement, Steer Davies Gleave is leading on the development and implementation of a communications, consultation and marketing strategy for the sub-regional transport vision to 2026. The vision requires the delivery of a raft of major transport schemes aimed at delivering substantial improvements

to public transport and help curb reliance on the car as the population's first transport choice. The vision includes funding applications for eight major priority projects that focus on delivering sustainable growth, reducing urban congestion and at improving access across the sub region from rural areas.

Steer Davies Gleave developed travel+ a multi-modal brand to provide a communications framework across the projects and support the delivery of key sub regional messages.



Basic Elements: Minimum size and clear area 3.6

Clear area

Basic elements
Minimum size and clear area

Space Around the logotype
Taking the height of one square from the symbol as X, a double-X clear space should be preserved above the logotype when it is used in any application. A triple-X clear space should be preserved below and on the both ends.

Minimum size of the logotype
The logotype should never be used at a size less than 20mm wide. This minimum size applies for all logotype version: colour, monochrome or greyscale.

This is to ensure that the logotype always has sufficient space around it to be clearly read and seen.

bus+
| 20mm |

If you have a particular concern about the clear space around the logotype, or its size, when you are using it in a design application you should check with the WED Design Team. Contact details are shown at the end of this document.

travel+ brand identity guidelines
Version 1, August 2020

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Photographic style 4.4

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Poster 4.20

Poster Sample
A3 (297 x 420 mm)

A = 8.5 mm
B = 70 mm
C = 18 mm

bus+

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