

Metro marketing and information guidelines



Contents

| | |
|------------------------------|-------|
| Our visual identity | 3 |
| About the style guide | 7 |
| Logo usage | 21 |
| Corporate colours | 23 |
| Typefaces | 24 |
| Pictograms | 25 |
| Leaflets | |
| Front covers | 26 |
| Back cover | 32 |
| Poster templates | 33-41 |
| Margin reference | 42 |
| Carriage Cards | 43 |
| Station posters | |
| Route map | 44 |
| Station timtables | 45-46 |
| Onward Travel | 47 |
| Destination lists | 49 |
| Passenger charter | 50 |
| Safety and Security | 51 |
| Engineering | 52 |
| Major Line Closure | 53 |
| Escalator Safety | 54 |
| Emergency notice boards | 55 |

Contents

| | |
|---|-------|
| Ticketing and Gating | |
| TVM banners | 56 |
| Validators | 57 |
| Gating vinyls | 58 |
| Stationery | |
| Control Centre | 59 |
| Metro Depot | 60 |
| memo | 61 |
| Appendix 1 | |
| Destination lists | 62-71 |
| Appendix 2 | |
| Onward Travel and timetable quantities | 72 |

Our visual identity

Our visual identity for Metro, has been developed specifically to reflect and convey our vision and values in our communications.

Using it we communicate our vision for service excellence to our customers, partner organisations, the media and the local people of Tyne and Wear.

These guidelines provide comprehensive information on how to produce communications material in our visual identity. We also include plenty of examples so you can see how our guidelines can be applied creatively and effectively.

Our goal in these guidelines is simple:

to provide a framework that makes it easy to develop clear, consistent and creative communications which reflect and reinforce our brand.

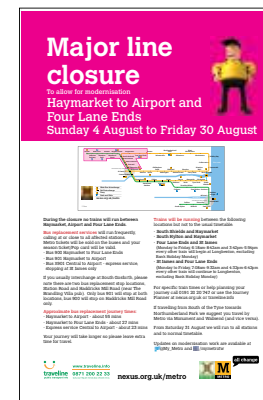
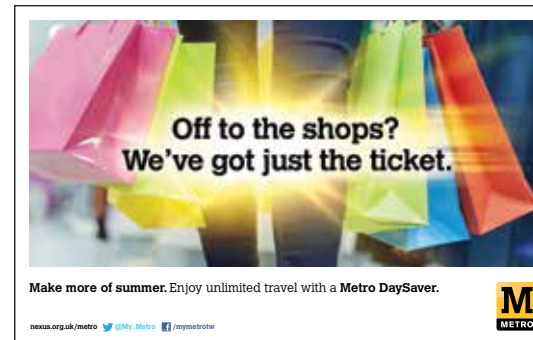
These guidelines are not static and we expect them to evolve and respond to the new applications and challenges of running our business.



From values to visuals

Metro is part of everyday life for all the people of Tyne and Wear. So it's vitally important that we respect the different needs of our customers by ensuring that our communications are inclusive, legible and accessible.

We can do this by thinking carefully about the language and imagery we use as well as the way that we lay out our communications. In this guide we include a style guide to provide consistency in Metro information and a range of layout grids to help with layout, typefaces and colour.



Our vision and values

There are few people living in Tyne and Wear whose daily lives are not touched in some way by Metro. It might be getting to work, or taking the children to school. It might be a day out shopping, a family trip to the coast or enjoying a night out on the town without worrying who will be driving home.

We aim to provide a service which is 'part of everyday life'. We also aim to provide, plan and promote a public transport service which can improve the economic prosperity of Tyne and Wear, and the daily lives of its people. The £350m Metro: all change modernisation programme will deliver improvements which are focused on the needs of our customers but looking to the future, will create the travel networks people will want to use in decades to come.



The Metro brand

The Metro brand is how the customer identifies with us. It's formed by a combination of factors, not just from marketing, advertising or PR, but from all areas where the company interacts with customers.

For example, the conditions of the stations, train reliability, behaviour of staff and information sent out.

We must strive to communicate the same message as all of the above factors have an impact on how our customers view Metro.

The brand wheel captures these different elements which contribute to the Metro brand:



1 About this style guide

The aim of this guide is to provide total consistency for Metro information.

The suggested styles within this document will apply for all information; however, there may be exceptions in some circumstances. Where this occurs Nexus will supply the approved versions.

2 Write for your audience

Always bear in mind who you are targeting. Be concise.

Do use:

- short sentences (keep it to the point) average 15-20 words
- simple, everyday words (try to use words people will be searching for)
- a friendly tone (talk to your reader) - say, 'you', 'we' (it makes it sound more personal)
- a friendly/welcoming tone

Don't use:

- jargon or technical language
- complicated words
- repetition
- too much detailed information/'welcome' messages

3 DDA compliance

It is important to use plain English that avoids jargon and abbreviations.

For people with vision impairments the most important issues are the size of text, contrast of text against background and the avoidance of italics, stylised typefaces and capitalisation.

Always left align text with a ragged right-hand edge. This keeps the words all the same distance apart. (Justified text leads to gaps that can be mistaken for the end of a sentence.)

Finally, avoid the use of words that are considered unacceptable by disabled people.

Not acceptable:

The disabled
Handicapped
Wheelchair-bound
Disabled toilet
The blind

Acceptable:

Disabled people
-
Wheelchair user
Accessible toilet
Vision impaired

4 Simple words

Simplicity is the key to understanding. Short words in short sentences present the audience with fewer obstacles to comprehension. For example:

- Assistance - help
- Numerous - many
- Attempt - try
- Discontinue - stop
- Subsequently - later.

5 Jargon

Try to avoid jargon. Try to replace it with real accessible language instead.

For example, the company says the new model will cause a paradigm shift. Avoid the jargon by saying, it's a big change in the generally accepted point of view.

6 Abbreviations

Avoid unnecessary abbreviations.

If you have to use abbreviations, spell out the word or explain what it is when it first occurs (eg Network Ticketing Limited (NTL), Concessionary Travel (CT)). After this it is acceptable to continue with the abbreviation.

When using abbreviations, there should be no full stop. The only common exception to the rule is 'no.' when standing for 'number'.

7 Capitalisation

Always keep capitals to a minimum. Using too many capital letters is distracting to the eye, spoils the appearance of the page and makes reading difficult.

Never write in all capitals as this can be difficult for partially sighted people to read.

When do you use a capital letter?

The rules for using capital letters are mostly very simple

- The first word of a sentence or fragment
- The name of a day or a month

Job titles (followed by names):

Titles such as managing director start with a capital letter when used as a title (followed by a name):

“Managing Director, Joe Bloggs”

When used generically, they should be in lower case; Joe Bloggs is the managing director.

Proper names are always capitalised

A proper name is a name or a title that refers to an individual person, place, institution or an event.

The first word, and each significant word, of a title:

Tyne and Wear Metro has had its Charter Mark renewed.

Capitalise the first letter of the first word and any proper nouns in section headings, but leave the rest lower case:

Thus “Rules and regulations”, not “Rules and Regulations”.

The first word of a direct quotation which is a sentence: Metro Director, John Brown, said: “We are determined to crackdown on a minority of people who think they can get away with travelling on Metro without a ticket.”

But there is no capital letter if the quotation is not a complete sentence: Cllr Mary Smith is “delighted” with the opening of the new Simonside station.

A brand name:

Metro Student Card, MetroSaver.

When not to use a capital letter

When using the word company in the context of an organisation it should have a lower case ‘c’.

The ‘the’ in front of a word with a capital letter should be lower case, e.g. the Metro.

Groups or when referring to a department of an organisation in body text should be in lower case, e.g. marketing department.

When using the words ‘chapter, appendix etc’ in body text use lower case letters., e.g. the Metro.

Groups or when referring to a department of an organisation in body text should be in lower case, e.g. marketing department.

8 Font and page alignment

Font

Calvert MT Bold, Calvert MT Regular and Calvert MT Light fonts are used for all Metro publicity material, including leaflets and posters. The only exception to this rule is for Metro letterheads where Futura Bk BT and Futura Md BT Bold are utilised for the main body copy.

Page alignment

All headings and body text should be left-aligned (with a ragged right-hand edge).

This applies to all pages. No page/text should be fully justified.

9 Website image size

Promoted Content Banner
824 pixels wide by 687 pixels high

Letterbox (at top of page)
594 pixels wide by 160 pixels high

Middle of page
500 pixels wide by whatever depth

10 Dates

The following date formats should be adopted:

Day/month/year

Single day/month/year: **3 March 14**

From/to (same month/year): **3-8 March 14**
(note the use of the dash the hyphen in between the two days)

From/to (different months/same year):
3 March to 19 June 14
(note the use of the word 'to' to separate two different months)

From/to (different months/different years):
3 March 14 to 18 September 14
(note the use of the word 'to' to separate two different months/years)

Month/year

Single month/year:
March 14

From/to (different months/same year):
From March to April 14

From/to (different months/different years):
From March 07 to April 14

Year

Single year: **2018** (write this in full, don't drop the '20' in this instance)

Note the '20' is dropped from the year in all cases, with the exception of when this is written on its own or from/to different years. In this instance it should be written as **2018 or 20018-19.**

From/to (different years): **From 2018-19**
(note the use of the hyphen in between the two years)

11 Time

Words should be used for periods of time, eg 'it took him six months'.

The 12-hour clock will be used in all text, eg 8.30am and 4.30pm with the exception of timetables.

Body text/copy

The 12-hour clock (using am/pm) is to be used in all body copy/headings in this style, eg **8.20am-2.30pm** (Note: dots are only to be used in the time itself (but not in a.m./p.m.), no spaces are required. Always use a hyphen between 'from and to' times)

Metro timetables will use the 24-hour format.

A hyphen should appear in 'a five-minute start', an apostrophe in 'five minutes' start'.

12 Numbers

Words or figures

Use words for small numbers (ten and below), except for exact measurements (eg 8.3) and a series of quantities where numbers in the same paragraph fall below and above the chosen limit, eg **‘between the ages of 10 and 15’ not ‘ten and 15’**.

11 and higher - show as a numeric value
(eg **one, two, three ... ten, 11, 12, 13 and so on**).

Commas in thousands

Commas should be included in thousands
(eg **12,345, 250,000**, etc).

Money

Under £1.00 - write as 50p, 76p (eg **not £0.76**).

Whole numbers - write as £10 unless ‘pence’ is required, in which case obviously write this as £10.25.

If whole pounds appear in the same context as fractional amounts they should be treated in a similar way, eg **‘£6.00, £5.25, £0.25’ not ‘£6, £5.25, 25p’**.

Millions, thousands

Write thousands in full like this:

£28,000 (don’t use ‘k’, eg £28k).

Write millions like this:

£4.2m, £70m (don’t use the word ‘millions’).

Decimal points

A decimal point should be preceded by a digit. You can add a zero decimal point to give consistency in a table.

13 Punctuation

Full stops

A full stop used as a decimal point should not have spaces on either side of it.

Commas

A comma never has a space before it and always has a space after it. Commas - like brackets and dashes - next page- separate out phrases that merely add information.

Within a sentence, you can tell if commas are being used correctly if you can lift out the words involved and have a sentence that still makes sense.

Colons and semicolons

These are 'almost end of sentence' markers that follow the same rules as a full stop. Semi colons in particular are useful when a full stop feels too abrupt but a comma would seem to link two succeeding sentences too strongly. However, many people never use them; if you are unsure about their use it is probably best to stick to full stops and commas.

Slash

A forward slash (used as in 'his/hers') should not have a space on either side of it.

Hyphens

Hyphens (-) between words should be avoided where possible (eg **coordinate**, not **co-ordinate**), except where rules of grammar apply (eg **24-hour clock**).

Use of brackets

An opening bracket always has a space before it and never has a space after it. Conversely a closing bracket never has a space before it and always has one after it, unless followed by a punctuation mark such as a full stop or comma.

Apostrophes

These are used in two ways, to indicate possession, as in 'John's book'. It is also used in plural and if the owner ends in 's' eg the dogs' bowl. Some plural words don't end in 's' such as men and children.

Apostrophes can be used to indicate possession (eg '**John's book**', '**Metro's responsibility**').

Where the singular word ends in 's', add an apostrophe on the end (eg '**Nexus' own TravelShops**'). If using a plural that ends in 's', the apostrophe goes after the 's' (eg '**the dogs' bowl**'). Some plurals don't end in 's', such as men and children, so these would have an apostrophe and an s added (eg '**children's**').

Apostrophes are also used to abbreviate two words - ('**don't**' abbreviates '**do not**', '**you're**' abbreviates '**you are**'). Note that 'it's' abbreviates 'it is' and that when used to reference possession, no apostrophe is required (eg '**the door had its handle removed**').

Website/email addresses

In website/email addresses the use of a full stop after a web address at the end of a sentence is acceptable eg **nexus.org.uk**.

The web address **tyneandwearmetro.co.uk** should be replaced with **nexus.org.uk/metro**.

14 Table formatting

Table alignment

The heading and text/numbers within the first left-hand column must be left-aligned to fit in with the alignment of the rest of the page style.

Headings/text within each column thereafter should be centred.

Timetable (hours) within each column should be centred.

| To South Hylton | | | | | | | | | | | | | | | | | | | |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------|
| Monday - Friday | | | | | | | | | | | | | | | | | | | |
| 0500 | 0600 | 0700 | 0800 | 0900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | 1700 | 1800 | 1900 | 2000 | 2100 | 2200 | 2300 | 2400 |
| 0544 | 0606 | 0704 [▲] | 0804 | 0904 [▲] | 1004 [▲] | 1104 [▲] | 1204 | 1304 [▲] | 1404 | 1504 [▲] | 1604 | 1704 [▲] | 1802 [▼] | 1912 [▲] | 2012 [▲] | 2112 [▲] | 2212 [▲] | 2312 [▲] | No Service |
| 0552 [▲] | 0619 [▲] | 0716 | 0816 [▲] | 0916 | 1016 [▲] | 1116 [▲] | 1216 [▲] | 1316 | 1416 [▲] | 1516 | 1616 [▲] | 1716 | 1812 [▲] | 1927 | 2027 | 2127 | 2227 | 2317 [▼] | |
| | 0637 | 0728 [▲] | 0828 | 0928 [▲] | 1028 | 1128 | 1228 | 1328 [▲] | 1428 | 1528 [▲] | 1628 | 1728 | 1827 | 1942 [▲] | 2042 [▲] | 2142 [▲] | 2242 | 2330 [▼] | |
| | 0652 | 0740 | 0840 [▲] | 0940 | 1040 [▲] | 1140 [▲] | 1240 [▲] | 1340 | 1440 [▲] | 1540 | 1640 [▲] | 1742 [▲] | 1842 [▲] | 1957 | 2057 | 2157 | 2257 [▼] | 2343 [▼] | |
| | | 0752 [▲] | 0852 | 0952 [▲] | 1052 | 1152 | 1252 | 1352 [▲] | 1452 | 1552 [▲] | 1652 | 1756 | 1847 [▼] | 1857 | | | | | |

15 Bullet points and lists

Lists and bullet points

Lists allow items to be displayed in a way that catches the eye and makes information easier to read.

A colon should be used to introduce a set of bullet points.

Each bullet point should begin with a capital letter if it is a full sentence or lower case if it is a part sentence.

No punctuation (ie commas or full stops are not necessary at the end of each line).

Bullet format can include numbers, upper case letters, lower case letters, upper case Roman numerals or lower case Roman numerals. You should be consistent as to which format you choose.

16 Address and contact details

Address lists/contact details

Where you require an address/contact layout in the same sentence use layout below.

For a block style, use a separate line for each line of the address and put the telephone and fax numbers on one line, followed by separate lines for email and/or web address.

Layout one

Use commas if address all in one line:

Metro Depot, Cheswick Drive, Gosforth, Newcastle upon Tyne, NE3 5DG,

T: 0191 20 20 747

E: contactmetro@nexus.org.uk

Layout two

If it's an address block then you don't need to use commas:

Metro Depot

Cheswick Drive

Gosforth

Newcastle upon Tyne

NE3 5DG

T: 0191 20 20 747

E: contactmetro@nexus.org.uk

17 Common words/products/brands/phrases

Specific to Metro

This is how the following words should be written in **every instance** regardless of where they appear (note the special casing in some words):

- **Nexus** (initial capital only)
- **Tyne and Wear Metro**
- **Metro**
- **Tyne and Wear** (don't use '&')
- **MetroSaver** (capital 'S' in the middle)
- **Metro station** (lower case 's' for station)
- **Metro train** (lower case 't' for train)
- **Metrocars** (always with an initial capital)
- **Nexus TravelShop** (always use these two words together when referring to Nexus' own TravelShops. Note the capital 'S' in the middle and don't say Travelcentre)

Pop

This is how the following phrases should be written.

- **Touch in, touch out.**
- **Touch your Pop card on the orange reader.**
- **Pay As You Go allows you to store a balance on your Pop card.**
- **The cost of your trip will be deducted from your Pay As You Go balance.**
- **Using Pop Pay As You Go helps you save money on your travel costs.**
- **What is Pop Pay As You Go?**
- **You can travel using Pop on any Metro or Ferry service - and from later this year on buses too.**
- **Pop Pay As You Go is not valid on.....**
- **The Pop Pay As You Go fare.**
- **Peak/off peak Pop Pay As You Go fares may apply depending on the operator and route.**
- **There may be different Pop Pay As You Go fares depending on the route you take.**
- **You can top up the Pop Pay As You Go balance on your Pop card at....**
- **If you use Pay As You Go to save even more by setting up and auto top-up direct debit.**
- **The balance on your Pop card never expires.**

18 Common words/products/brands/phrases

General

This is how the following words should be written **in every instance**, regardless of where they appear (note the special casing/spacing in some words):

email (lower case 'e', no space or hyphen in between)

(the) Internet (capital 'I')

(the) web (lowercase 'w')

(the) intranet (lower case 'i')

website (one word)

BALTIC (all in upper case)

The Sage Gateshead (always use its full name and initial capitals - do not shorten to The Sage)

Logo usage

Usage of the this Metro logo is effective from September 2013. The logotype should be introduced immediately on leaflets, posters and web where there is no direct cost impact.

Please see logo in Metro signage guide.

The font used for METRO is Akidenz.

The black and yellow version is used for all two colour and four colour process literature. The black and white version is utilised for all monochrome reproductions.



Logo usage

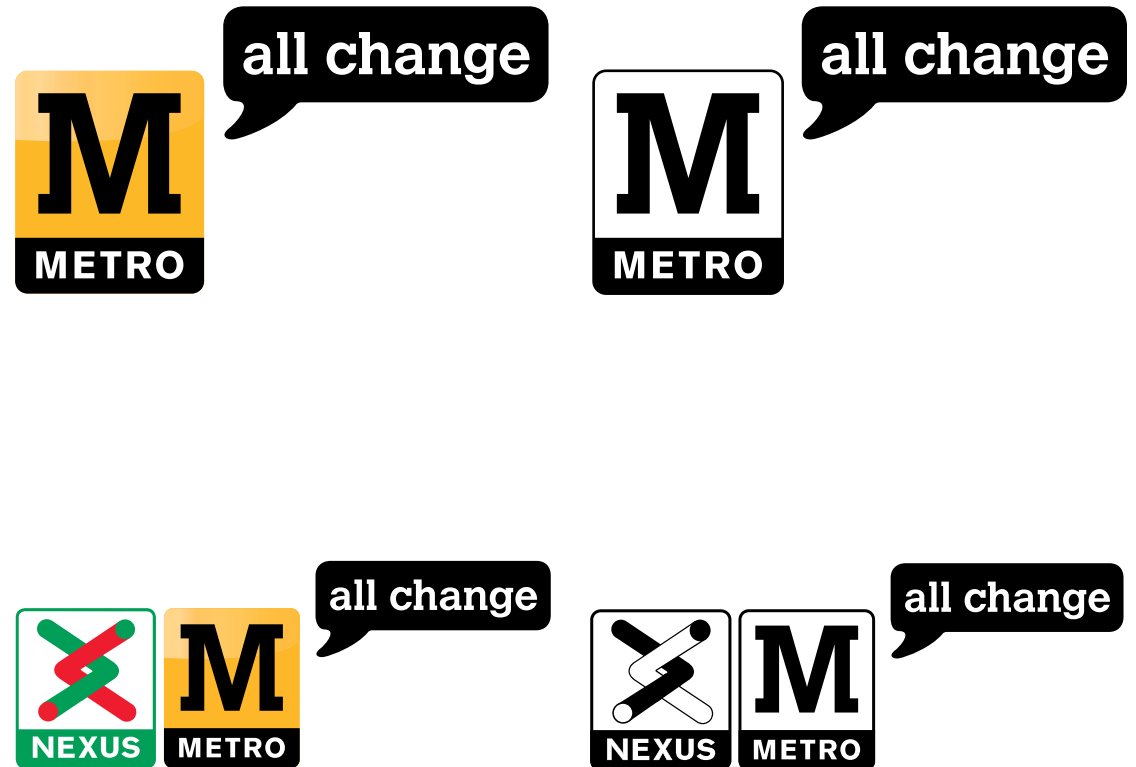
The combined Nexus and Metro logos all change version is used in all publicity announcing major capital investment - 'communicating to stakeholders'. This graphic was used to publicise projects such as the refurbishment of both Haymarket and Sunderland stations.

The font used for NEXUS is Futura Hv BT.

The font used for METRO is Akidenz.

The font used for 'all change logo' is Calvert MT bold.




Nexus and Metro all change logos are available from the Publicity and Information section at Nexus.









Corporate colours




Colour plays a vital role in implementing the Metro brand. There are three corporate colours: Metro yellow, black and white.

The values of each of these colours are given opposite; Pantone and CYMK for printed material RAL for stations and Metrocars.




| | | |
|--|---|---|
|  |  |  |
| Pantone 1235 C | C 0% Y 31% M 98% K 0% | RAL 1028 Mellon yellow |

| | | |
|---|---|---|
|  |  |  |
| Pantone Process Black | C 0% Y 0% M 0% K 100% | RAL 9005 Jet black |

| | | |
|--|---|---|
|  |  |  |
| Pantone White | C 0% Y 0% M 0% K 0% | RAL 9016 Traffic white |

| | | |
|---|---|---|
|  |  |  |
| Pantone 485 C | C 0% Y 30.5% M 94% K 0% | RAL 3020 Traffic red |

On panel warnings

| | | |
|--|---|---|
|  |  |  |
| Pantone 355 C | C 0% Y 30.5% M 94% K 0% | RAL 6032 Signal green |

Pictogram base colour

Typefaces

The Metro font is Calvert which was created by Margaret Calvert in 1980 specifically for the Tyne and Wear Metro system.

It is used on in all marketing and signage and is used in different weights as shown opposite.

For use on the web please use Arial.

Default font to be used internally, in PowerPoint presentations and internal communications is Futura Bk BT or Futura Md BT.

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Akzidenz-Grotesk Ce Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calvert MT light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calvert MT regular

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Calvert MT bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Bk BT

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Futura Hv BT

Pictograms

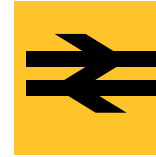
These are primarily for use in signage and wayfinding on system,



Trains



Buses



Rail



Airport



Ferry



Information



Women



Men



Lift



Way out/
Exit



Pushchairs



Luggage



Stairs



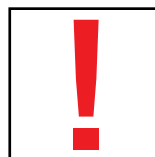
Litter



Escalator



Disabled



Caution/
Warning



Fire
extinguisher



Fire point/
Dry riser



Emergency
exit



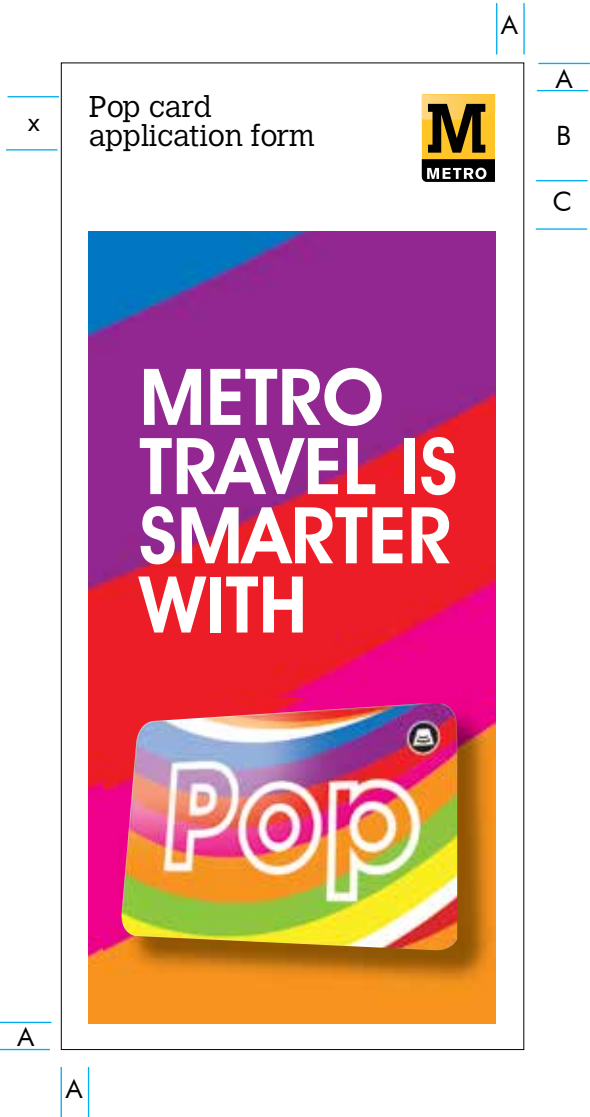
M logo



Penalty Fare

Leaflet front cover

| 1/3 A4 - 99mm x 210mm | | |
|-----------------------|-------------------------------------|-----------------------|
| x | Title of leaflet | Calvert MT Light 18pt |
| A | Margin | 6mm |
| B | Metro logo | 20mm |
| C | Space between logo and top of image | 9mm |



Leaflet sample

| 1/3 A4 - 99mm x 210mm | | |
|-----------------------|-------------------------------------|-----------------------|
| x | Title of leaflet | Calvert MT Light 18pt |
| A | Margin | 6mm |
| B | Metro logo | 20mm |
| C | Space between logo and top of image | 9mm |

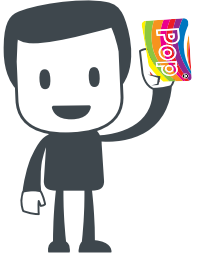
10195 Pop card app Form Rpp..._1 18/12/2013 14:24 Page 2

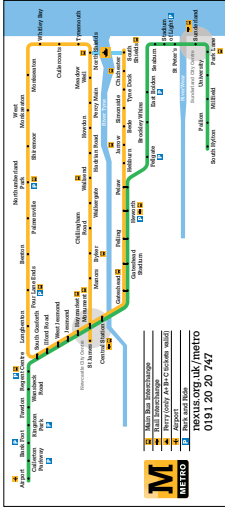

What if I lose my Pop card?

If you lose your Pop card, go to nexus.org.uk/pop to find out how to replace it. Information about replacing your season ticket (for which a fee may be payable) is there too.


Conditions of use

Use of a Pop card is governed by the Pop Card Terms and Conditions that can be found at nexus.org.uk, the Tyne and Wear Passenger Transport Act 1979, the bye-laws which relate to Metro and bus premises and the Conditions of Carriage and Passenger Regulations applying to the Tyne and Wear Metro.






Pop card application form



From January 2014

METRO TRAVEL IS SMARTER WITH



10195 Pop card app Form Rpp..._1 18/12/2013 14:23 Page 1

What's a Pop card?

The Pop card is a smartcard. It lets you do smart things like pay for public transport using a simple plastic card that can be used by machines on stations and vehicles. There are two different ways to use your Pop card: you can load a Metro season ticket on to it or, very soon, you'll be able to add pay as you go credit to it. This means you won't have to carry cash when travelling by Metro.

Who needs a Pop card and why?

If you are a Metro season ticket holder (including MetroSaver, 16-18 MetroSaver and Student MetroSaver) you will need a Pop card to travel on Metro. Your ticket will be loaded on to a Pop card and you'll need it to use the new Metro station gates which are at key stations across the network.

So get on board and get yours today, it's **FREE** and really easy to apply.

How do I apply for a FREE Pop card?

- Apply online at nexus.org.uk/pop and upload your passport-sized photograph
- Or complete the attached application form and either take it to a Nexus TravelShop, along with a passport-sized photograph, or post it to:
Pop applications
Nexus
Nexus House
St James Boulevard
Newcastle upon Tyne
NE1 4AX
- Your Pop card will take about five working days to arrive in the post.

For more information visit nexus.org.uk/pop

Corporate MetroSaver holders

Your new annual Corporate MetroSaver will be issued on a Pop card and the company you work for will handle the change with Nexus directly.

Under 16 Pop card

Children who live in Tyne and Wear, who are aged 5 to 15 on the 31 August before the start of the current academic year, are entitled to an Under 16 Pop card. This lets them travel in Tyne and Wear at concessionary child fares. Find out more and download your Under 16 Pop card application form at nexus.org.uk

How to buy a MetroSaver

When your Pop card arrives you can buy a one week, four week or an annual MetroSaver from a ticket machine. Watch our how-to guide at nexus.org.uk/metro or visit a Nexus TravelShop.

One week MetroSaver holders

If you wish to buy a one week MetroSaver you can continue to purchase this as a paper ticket at a ticket machine - you do not need a Pop card.

How to buy a 16-18 MetroSaver

When your Pop card arrives take it to a Nexus TravelShop, along with proof that you are aged 16 or 17 years old on 31 August 2014, and staff will activate your discount.

Once that's done you can buy your 16-18 MetroSaver from any Nexus TravelShop or ticket machine. Watch our online how-to guide at nexus.org.uk/metro

How to buy a Student MetroSaver

When your Pop card arrives take it to a Nexus TravelShop, along with your student ID showing academic dates, and staff will activate your discount.

Once that's done you can buy your Student MetroSaver from any Nexus TravelShop or ticket machine. Watch our online how-to guide at nexus.org.uk/metro

Renewing your Metro season ticket

Once your Pop card becomes smart, you'll be able to:

- Renew your season ticket at a Metro ticket machine
- Check the expiry date of your Pop card at a ticket machine or at a Nexus TravelShop
- Or if you have an NFC enabled Android phone, download our new app. Visit Google Play and search for Pop card checker

How to use your Pop card

It's easy as a smartcard holder you are required to validate your smartcard at the start and at the end of each journey.

To validate your smartcard, simply touch in and out of the system using the station gates or validators. Watch our how-to guide at nexus.org.uk/metro

Large print and alternative formats are available on request.

Tel: 0191 203 3199
Email: contactus@twmetro.co.uk

Pop card application form

Type of Pop card you are applying for:

☐ First Pop card ☐ Replacement Pop card

Please complete in BLOCK CAPITALS

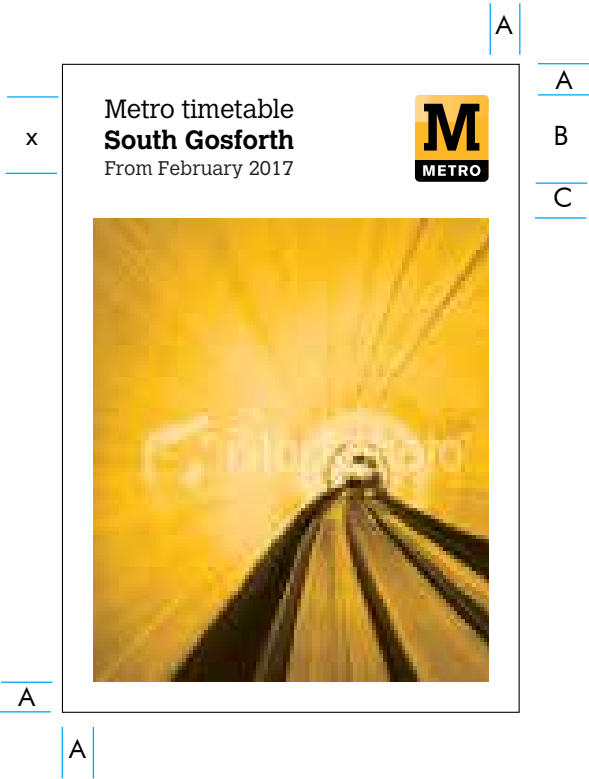
Title: Mr/Mrs/Miss/Ms
First name:
Surname:
Address:
Postcode:
Date of birth:
Email:
Mobile no:
Tick to state which ticket you'll be buying:
☐ 4 week MetroSaver ☐ Annual MetroSaver
☐ 16-18 MetroSaver ☐ Student MetroSaver

Tick this box for the latest news and offers from Metro ☐
Tick this box to accept the Pop Card Conditions of use ☐
Signature
Data Protection Act 1988 Nexus Tyne and Wear Ltd, operator of Metro buses and trains, and Nexus will never share your information with any third party. We may from time to time, use the information you provide on this form to contact you with offers and information we believe may be of interest to you.

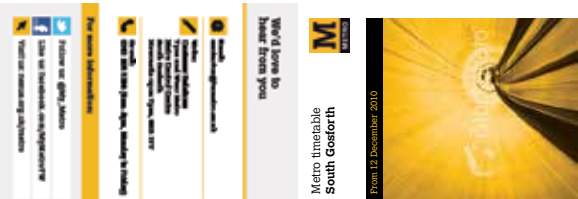
For office use only:
TravelShop:
Date:
Replacement card:
Total: £:

Pocket timetable front cover

| 74mm x 105mm | | |
|--------------|-------------------------------------|---|
| x | Title of leaflet Station Date | Calvert MT Light 12pt Calvert MT Bold 12pt Calvert MT Light 9pt |
| A | Margin | 5mm |
| B | Metro logo | 14mm |



Pocket timetable sample

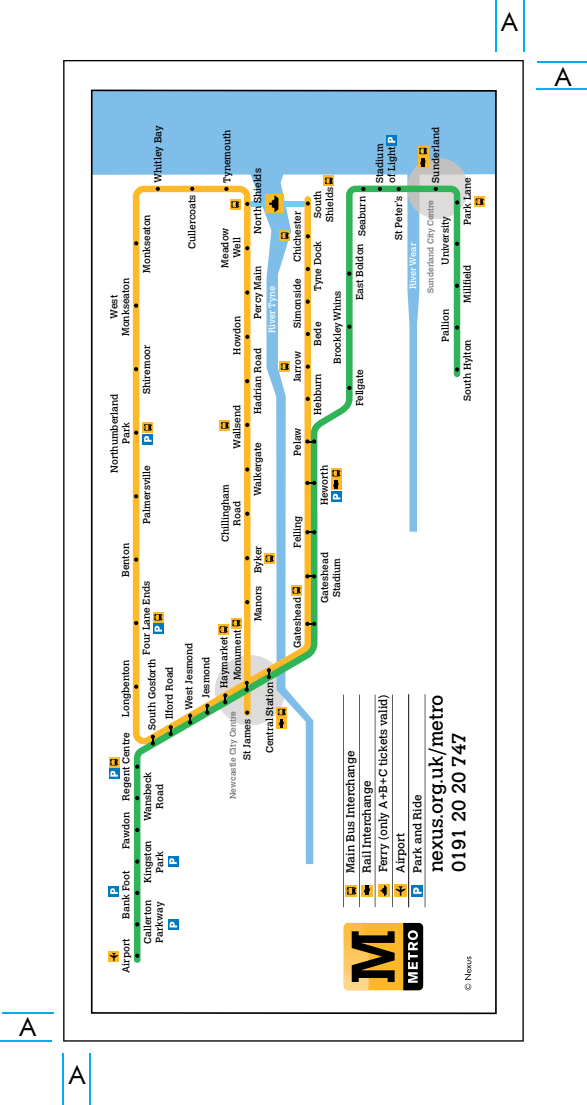


| Platform 2 South Gosforth to Airport/St James via the coast | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|
| Monday to Friday | | | | | | | | | | | | | | | | | | | | | | | | |
| 06:50 | 06:50 | 07:00 | 08:00 | 09:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 | 20:00 | 21:00 | 22:00 | 23:00 | 00:00 | | | | | |
| 06:58 | 06:58 | 07:05 | 08:03 | 09:00 | 10:03 | | | | | | 16:03 | 17:00 | 18:00 | 19:04 | 20:01 | 21:01 | 22:01 | 23:01 | 00:01 | | | | | |
| 06:53 | 07:08 | 08:00 | 09:03 | 10:08 | | | | | | | 16:08 | 17:03 | 18:03 | 19:11 | 20:09 | 21:09 | 22:09 | 23:09 | 00:09 | | | | | |
| 06:52 | 07:11 | 08:09 | 09:00 | 10:09 | | | | | | | 16:13 | 17:00 | 18:00 | 19:17 | 20:16 | 21:16 | 22:16 | 23:16 | 00:16 | | | | | |
| 06:42 | 07:19 | 08:12 | 09:09 | 10:19 | | | | | | | 16:15 | 17:09 | 18:08 | 19:24 | 20:24 | 21:24 | 22:24 | 23:24 | 00:13 | | | | | |
| 06:54 | 07:18 | 08:15 | 09:12 | 10:21 | | | | | | | 16:31 | 17:17 | 18:10 | 19:30 | 20:31 | 21:31 | 22:31 | 23:31 | 00:30 | | | | | |
| 06:59 | 07:24 | 08:18 | 09:18 | 10:27 | | | | | | | 16:27 | 17:18 | 18:13 | 19:39 | 20:39 | 21:39 | 22:39 | 23:39 | 00:27 | | | | | |
| 07:30 | 08:31 | 09:19 | 10:30 | | | | | | | | 16:33 | 17:19 | 18:16 | 19:47 | 20:46 | 21:46 | 22:46 | 23:46 | 00:33 | | | | | |
| 07:33 | 08:34 | 09:21 | 10:30 | | | | | | | | 16:39 | 17:21 | 18:19 | 19:54 | 20:54 | 21:54 | 22:54 | 23:54 | | | | | | |
| 07:39 | 08:37 | 09:24 | 10:45 | | | | | | | | 16:42 | 17:24 | 18:22 | | | | | | | | | | | |
| 07:43 | 08:30 | 09:27 | 10:51 | | | | | | | | 16:46 | 17:27 | 18:25 | | | | | | | | | | | |
| 07:45 | 08:33 | 09:30 | 10:57 | | | | | | | | 16:48 | 17:30 | 18:29 | | | | | | | | | | | |
| 07:48 | 08:36 | 09:33 | | | | | | | | | 16:51 | 17:33 | 18:32 | | | | | | | | | | | |
| 07:51 | 08:39 | 09:36 | | | | | | | | | 16:54 | 17:36 | 18:37 | | | | | | | | | | | |
| 07:54 | 08:42 | 09:39 | | | | | | | | | 16:57 | 17:39 | 18:41 | | | | | | | | | | | |
| 07:57 | 08:46 | 09:42 | | | | | | | | | 17:00 | 17:46 | | | | | | | | | | | | |
| | 08:48 | 09:44 | | | | | | | | | 17:05 | 17:53 | | | | | | | | | | | | |
| | 08:51 | 09:48 | | | | | | | | | 17:08 | 17:59 | | | | | | | | | | | | |
| | 08:54 | 09:51 | | | | | | | | | 17:11 | 18:04 | | | | | | | | | | | | |
| | 08:57 | 09:54 | | | | | | | | | 17:14 | 18:07 | | | | | | | | | | | | |
| | 09:00 | 09:57 | | | | | | | | | 17:17 | 18:10 | | | | | | | | | | | | |
| | 09:03 | 09:59 | | | | | | | | | 17:20 | 18:13 | | | | | | | | | | | | |
| | 09:06 | 10:02 | | | | | | | | | 17:23 | 18:16 | | | | | | | | | | | | |
| | 09:09 | 10:05 | | | | | | | | | 17:26 | 18:19 | | | | | | | | | | | | |
| | 09:12 | 10:08 | | | | | | | | | 17:29 | 18:22 | | | | | | | | | | | | |
| | 09:15 | 10:11 | | | | | | | | | 17:32 | 18:25 | | | | | | | | | | | | |
| | 09:18 | 10:14 | | | | | | | | | 17:35 | 18:28 | | | | | | | | | | | | |
| | 09:21 | 10:17 | | | | | | | | | 17:38 | 18:31 | | | | | | | | | | | | |
| | 09:24 | 10:20 | | | | | | | | | 17:41 | 18:34 | | | | | | | | | | | | |
| | 09:27 | 10:23 | | | | | | | | | 17:44 | 18:37 | | | | | | | | | | | | |
| | 09:30 | 10:26 | | | | | | | | | 17:47 | 18:40 | | | | | | | | | | | | |
| | 09:33 | 10:29 | | | | | | | | | 17:50 | 18:43 | | | | | | | | | | | | |
| | 09:36 | 10:32 | | | | | | | | | 17:53 | 18:46 | | | | | | | | | | | | |
| | 09:39 | 10:35 | | | | | | | | | 17:56 | 18:49 | | | | | | | | | | | | |
| | 09:42 | 10:38 | | | | | | | | | 17:59 | 18:52 | | | | | | | | | | | | |
| | 09:45 | 10:41 | | | | | | | | | 18:02 | 18:55 | | | | | | | | | | | | |
| | 09:48 | 10:44 | | | | | | | | | 18:05 | 18:58 | | | | | | | | | | | | |
| | 09:51 | 10:47 | | | | | | | | | 18:08 | 19:01 | | | | | | | | | | | | |
| | 09:54 | 10:50 | | | | | | | | | 18:11 | 19:04 | | | | | | | | | | | | |
| | 09:57 | 10:53 | | | | | | | | | 18:14 | 19:07 | | | | | | | | | | | | |
| | 10:00 | 10:56 | | | | | | | | | 18:17 | 19:10 | | | | | | | | | | | | |
| | 10:03 | 10:59 | | | | | | | | | 18:20 | 19:13 | | | | | | | | | | | | |
| | 10:06 | 11:02 | | | | | | | | | 18:23 | 19:16 | | | | | | | | | | | | |
| | 10:09 | 11:05 | | | | | | | | | 18:26 | 19:19 | | | | | | | | | | | | |
| | 10:12 | 11:08 | | | | | | | | | 18:29 | 19:22 | | | | | | | | | | | | |
| | 10:15 | 11:11 | | | | | | | | | 18:32 | 19:25 | | | | | | | | | | | | |
| | 10:18 | 11:14 | | | | | | | | | 18:35 | 19:28 | | | | | | | | | | | | |
| | 10:21 | 11:17 | | | | | | | | | 18:38 | 19:31 | | | | | | | | | | | | |
| | 10:24 | 11:20 | | | | | | | | | 18:41 | 19:34 | | | | | | | | | | | | |
| | 10:27 | 11:23 | | | | | | | | | 18:44 | 19:37 | | | | | | | | | | | | |
| | 10:30 | 11:26 | | | | | | | | | 18:47 | 19:40 | | | | | | | | | | | | |
| | 10:33 | 11:29 | | | | | | | | | 18:50 | 19:43 | | | | | | | | | | | | |
| | 10:36 | 11:32 | | | | | | | | | 18:53 | 19:46 | | | | | | | | | | | | |
| | 10:39 | 11:35 | | | | | | | | | 18:56 | 19:49 | | | | | | | | | | | | |
| | 10:42 | 11:38 | | | | | | | | | 18:59 | 19:52 | | | | | | | | | | | | |
| | 10:45 | 11:41 | | | | | | | | | 19:02 | 19:55 | | | | | | | | | | | | |
| | 10:48 | 11:44 | | | | | | | | | 19:05 | 19:58 | | | | | | | | | | | | |
| | 10:51 | 11:47 | | | | | | | | | 19:08 | 20:01 | | | | | | | | | | | | |
| | 10:54 | 11:50 | | | | | | | | | 19:11 | 20:04 | | | | | | | | | | | | |
| | 10:57 | 11:53 | | | | | | | | | 19:14 | 20:07 | | | | | | | | | | | | |
| | 11:00 | 11:56 | | | | | | | | | 19:17 | 20:10 | | | | | | | | | | | | |
| | 11:03 | 12:00 | | | | | | | | | 19:20 | 20:13 | | | | | | | | | | | | |
| | 11:06 | 12:03 | | | | | | | | | 19:23 | 20:16 | | | | | | | | | | | | |
| | 11:09 | 12:06 | | | | | | | | | 19:26 | 20:19 | | | | | | | | | | | | |
| | 11:12 | 12:09 | | | | | | | | | 19:29 | 20:22 | | | | | | | | | | | | |
| | 11:15 | 12:12 | | | | | | | | | 19:32 | 20:25 | | | | | | | | | | | | |
| | 11:18 | 12:15 | | | | | | | | | 19:35 | 20:28 | | | | | | | | | | | | |
| | 11:21 | 12:18 | | | | | | | | | 19:38 | 20:31 | | | | | | | | | | | | |
| | 11:24 | 12:21 | | | | | | | | | 19:41 | 20:34 | | | | | | | | | | | | |
| | 11:27 | 12:24 | | | | | | | | | 19:44 | 20:37 | | | | | | | | | | | | |
| | 11:30 | 12:27 | | | | | | | | | 19:47 | 20:40 | | | | | | | | | | | | |
| | 11:33 | 12:30 | | | | | | | | | 19:50 | 20:43 | | | | | | | | | | | | |
| | 11:36 | 12:33 | | | | | | | | | 19:53 | 20:46 | | | | | | | | | | | | |
| | 11:39 | 12:36 | | | | | | | | | 19:56 | 20:49 | | | | | | | | | | | | |
| | 11:42 | 12:39 | | | | | | | | | 19:59 | 20:52 | | | | | | | | | | | | |
| | 11:45 | 12:42 | | | | | | | | | 20:02 | 20:55 | | | | | | | | | | | | |
| | 11:48 | 12:45 | | | | | | | | | 20:05 | 20:58 | | | | | | | | | | | | |
| | 11:51 | 12:48 | | | | | | | | | 20:08 | 21:01 | | | | | | | | | | | | |
| | 11:54 | 12:51 | | | | | | | | | 20:11 | 21:04 | | | | | | | | | | | | |
| | 11:57 | 12:54 | | | | | | | | | 20:14 | 21:07 | | | | | | | | | | | | |
| | 12:00 | 12:57 | | | | | | | | | 20:17 | 21:10 | | | | | | | | | | | | |
| | 12:03 | 13:00 | | | | | | | | | 20:20 | 21:13 | | | | | | | | | | | | |
| | 12:06 | 13:03 | | | | | | | | | 20:23 | 21:16 | | | | | | | | | | | | |
| | 12:09 | 13:06 | | | | | | | | | 20:26 | 21:19 | | | | | | | | | | | | |
| | 12:12 | 13:09 | | | | | | | | | 20:29 | 21:22 | | | | | | | | | | | | |
| | 12:15 | 13:12 | | | | | | | | | 20:32 | 21:25 | | | | | | | | | | | | |
| | 12:18 | 13:15 | | | | | | | | | 20:35 | 21:28 | | | | | | | | | | | | |
| | 12:21 | 13:18 | | | | | | | | | | | | | | | | | | | | | | |

Metro marketing and information templates

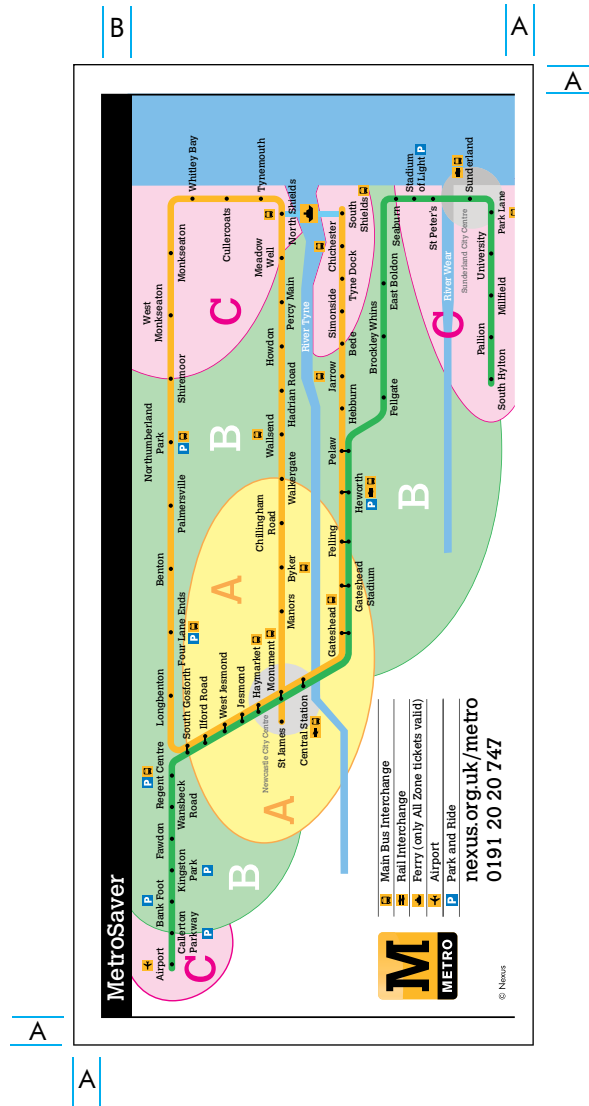
Leaflet back page Metro route map

| | | |
|-----------------------|--------|-----|
| 1/3 A4 - 99mm x 210mm | | |
| A | Margin | 6mm |



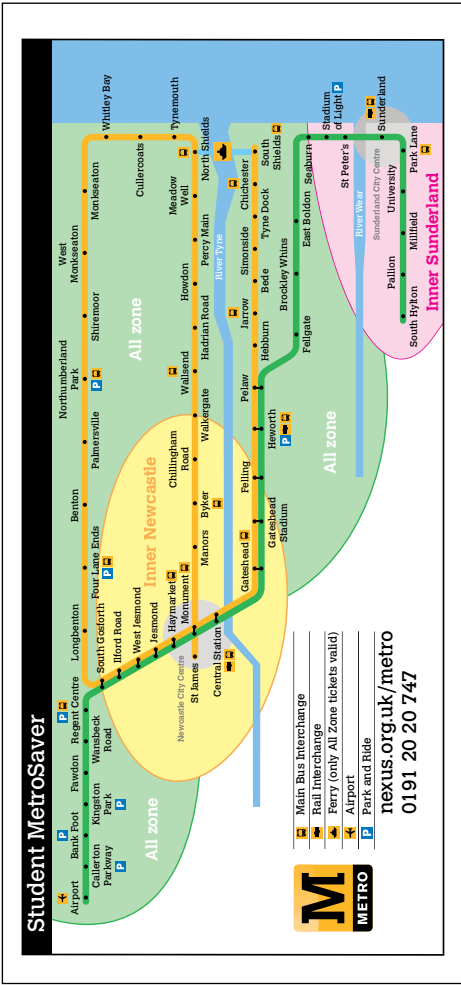
Leaflet back page Metro fare zone map

| | | |
|-----------------------|-----------------|-------------------------|
| 1/3 A4 - 99mm x 210mm | | |
| x | Text | Calvert MT Regular 14pt |
| A | Margin | 6mm |
| B | Black title bar | 6.5mm |



Leaflet back for Student MetroSaver

| | | |
|-----------------------|-----------------|-----------------------------|
| 1/3 A4 - 99mm x 210mm | | |
| x | Text | Calvert MT Std Regular 14pt |
| A | Margin | 6mm |
| B | Margin | 4mm |
| C | Black title bar | 6mm |



Further Information

Head Office

Nexus House,
St James' Boulevard,
Newcastle upon Tyne
NE1 4AX

T: 0191 20 20 747

W: nexus.org.uk

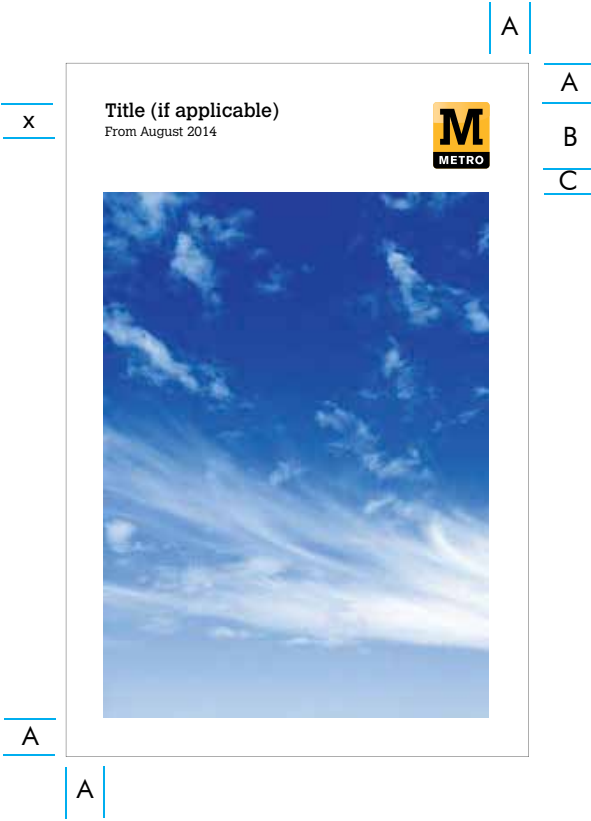
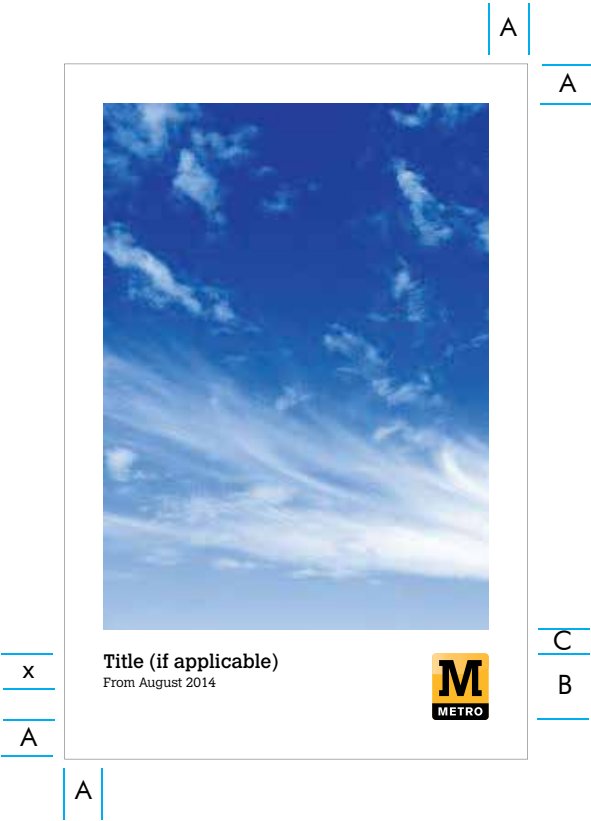
Marketing Department

T: 0191 203 3182

Metro marketing and information templates

30x20 posters

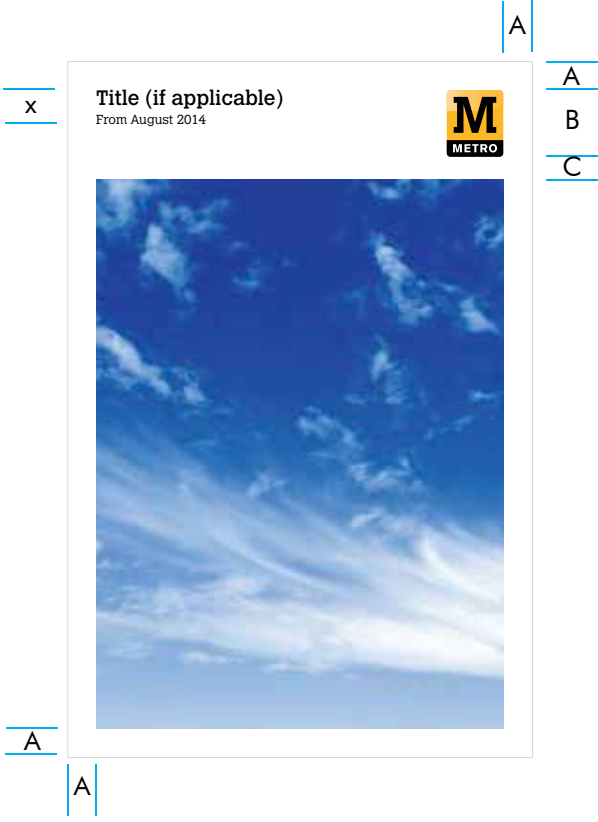
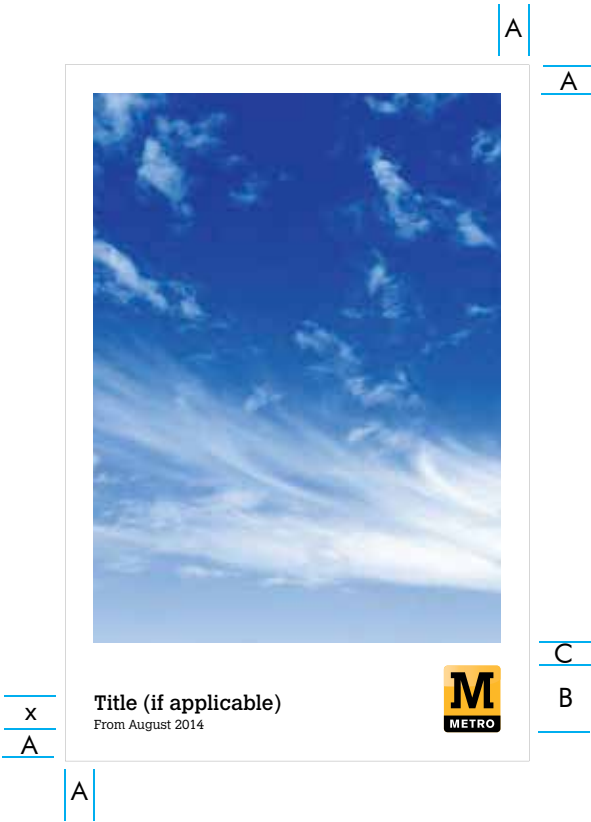
| 508mm x 762mm | | |
|---------------|---------------|--|
| x | Title Date | Calvert MT Std Regular 60pt Calvert MT Std Light 41pt |
| A | Margin | 43mm |
| B | Logo height | 73mm |
| C | Space | 29mm |



Metro marketing and information templates

4 sheet posters

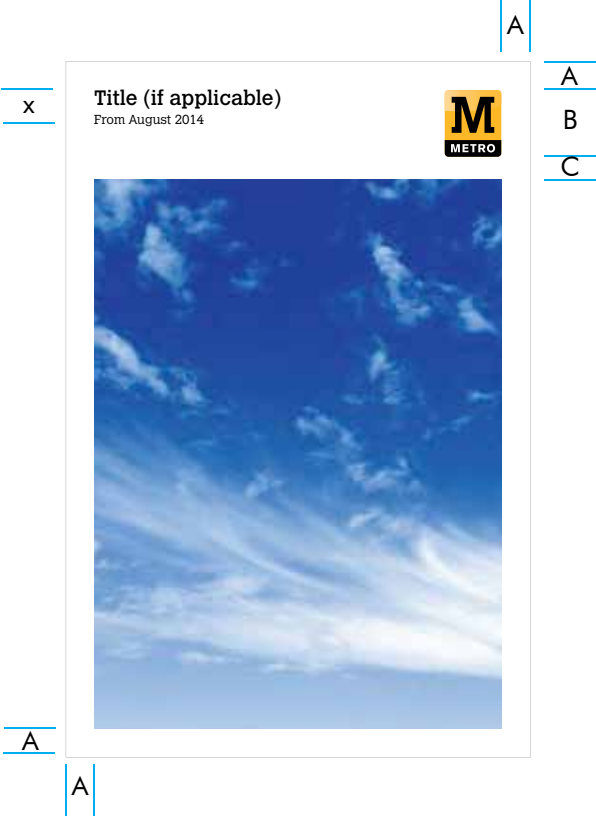
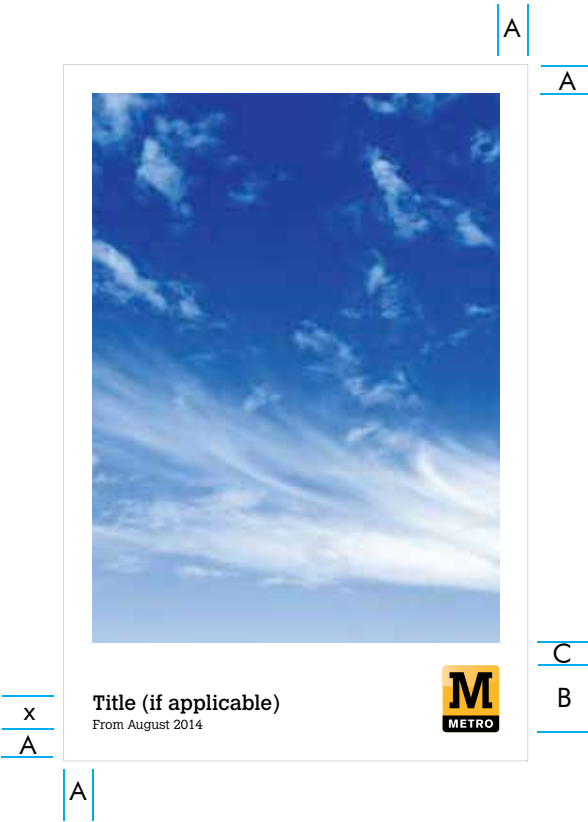
| 1016mm x 1524mm | | |
|-----------------|---------------|---|
| x | Title Date | Calvert MT Std Regular 128pt Calvert MT Std Light 80pt |
| A | Margin | 63mm |
| B | Logo height | 146mm |
| C | Space | 50mm |



Metro marketing and information templates

6 sheet posters

| 1200mm x 1800mm | | |
|-----------------|---------------|--|
| x | Title Date | Calvert MT Std Regular 146pt Calvert MT Std Light 100pt |
| A | Margin | 69mm |
| B | Logo height | 174mm |
| C | Space | 60mm |



Metro marketing and information templates

Double royal posters

| | | |
|----------------|---------------|--|
| 635mm x 1016mm | | |
| x | Title Date | Calvert MT Std Regular 78pt Calvert MT Std Light 49pt |
| A | Margin | 49mm |
| B | Logo height | 89mm |
| C | Space | 30mm |



Metro marketing and information templates

48 sheet poster

| | | |
|-----------------|-----------------|------------------------------|
| 6096mm x 3048mm | | |
| x | Title | Calvert MT Std Regular 246pt |
| | Contact details | Calvert MT Std Light 64pt |
| A | Margin | 104mm |
| B | Logo height | 164mm |
| C | Space | 60mm |



Metro marketing and information templates

96 sheet poster

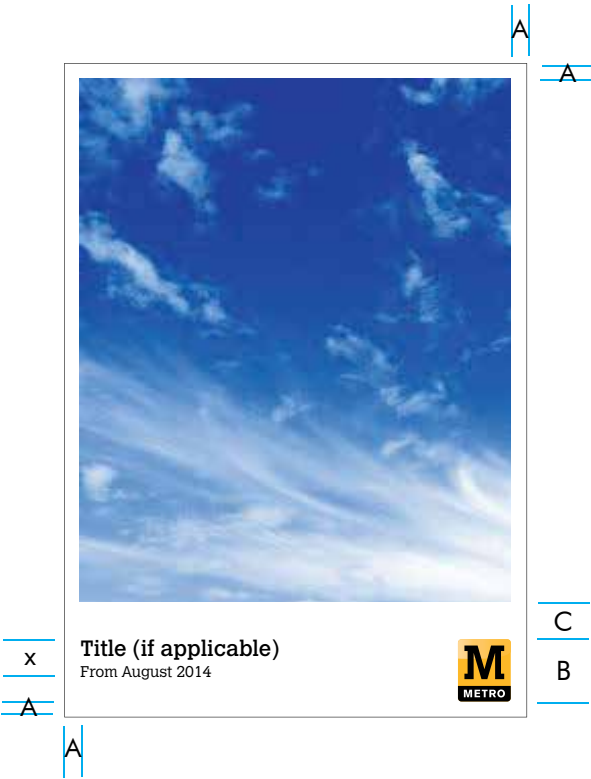
| 12192mm x 3048mm | | |
|------------------|-----------------|------------------------------|
| x | Title | Calvert MT Std Regular 246pt |
| | Contact details | Calvert MT Std Light 64pt |
| A | Margin | 104mm |
| B | Logo height | 164mm |
| C | Space | 60mm |



Metro marketing and information templates

A3 posters

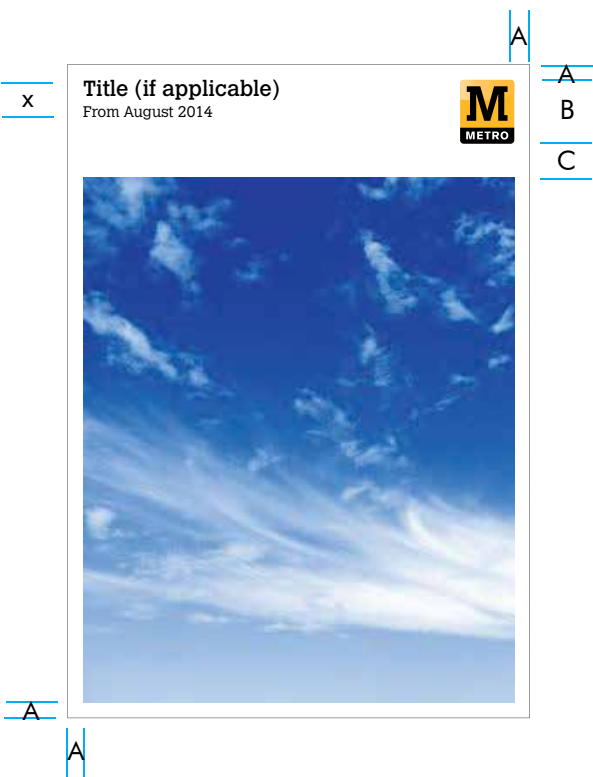
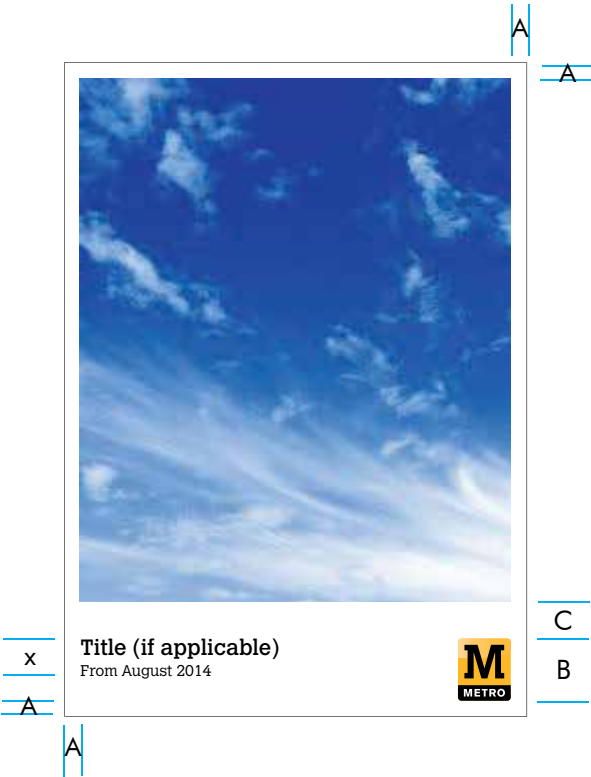
| | | |
|---------------|---------------|--|
| 297mm x 420mm | | |
| x | Title Date | Calvert MT Std Regular 28pt Calvert MT Std Light 19pt |
| A | Margin | 10mm |
| B | Logo height | 40mm |
| C | Space | 20mm |



Metro marketing and information templates

A4 posters

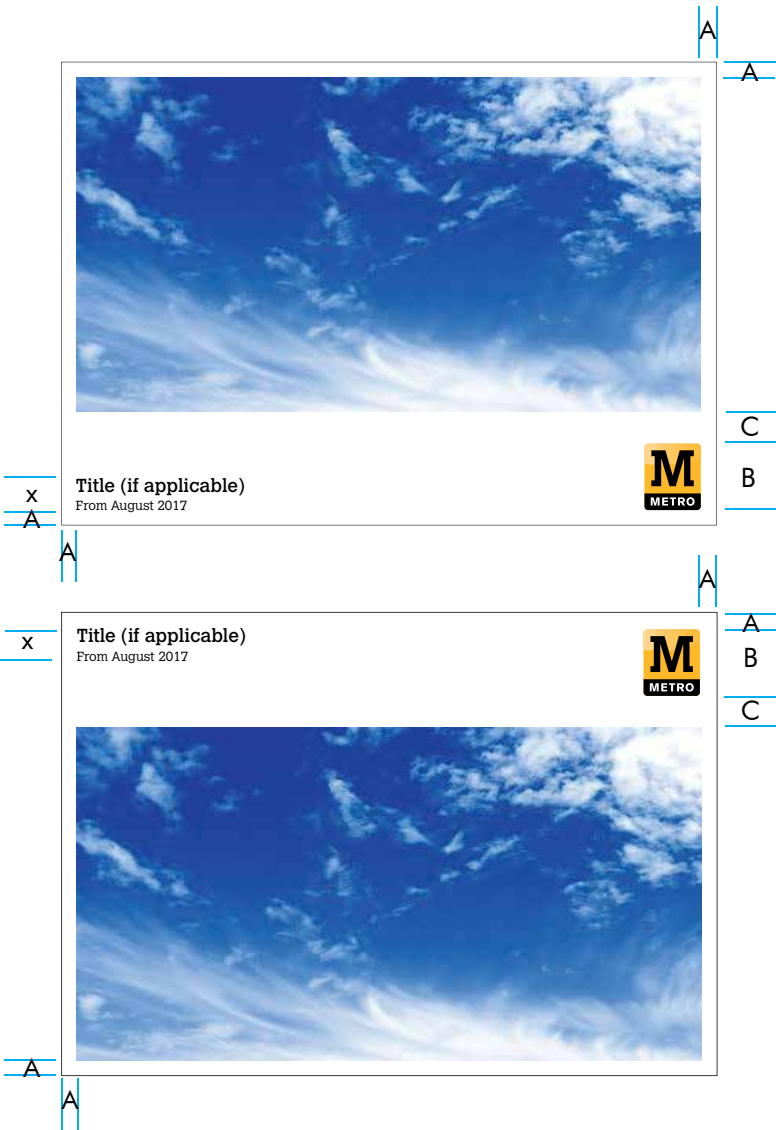
| 297mm x 210mm | | |
|---------------|---------------|--|
| x | Title Date | Calvert MT Std Regular 20pt Calvert MT Std Light 14pt |
| A | Margin | 7mm |
| B | Logo height | 30mm |
| C | Space | 15mm |



Metro marketing and information templates

A4 posters landscape

| | | |
|---------------|---------------|--|
| 297mm x 210mm | | |
| x | Title Date | Calvert MT Std Regular 24pt Calvert MT Std Light 16pt |
| A | Margin | 7mm |
| B | Logo height | 30mm |
| C | Space | 15mm |



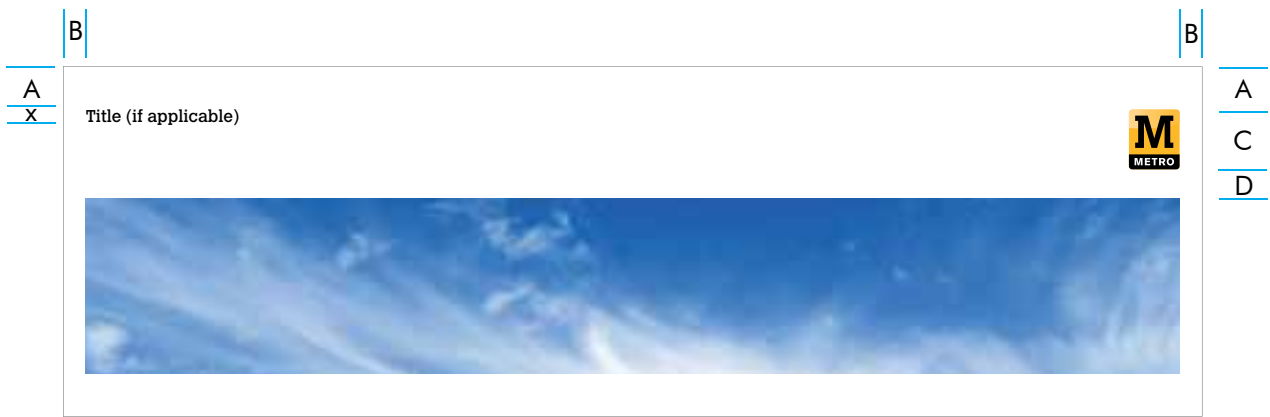
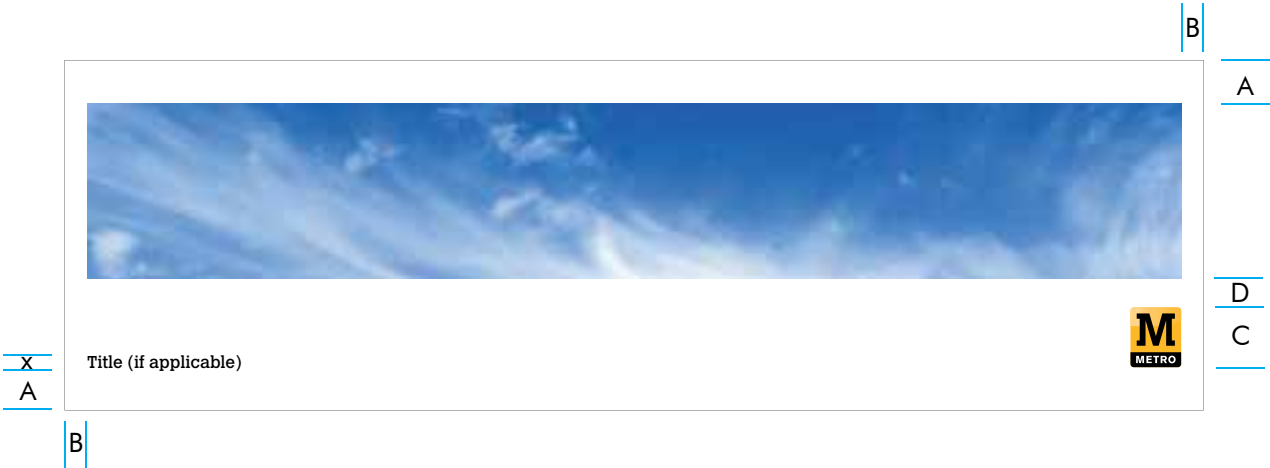
Posters

Nexus information posters should follow the measurements below.

| Poster size | Margin | Logo height | Gap beneath logo | Font size Futura Bk BT | |
|--------------|--------|-------------|------------------|-------------------------|----------------------|
| 6- sheet | 69mm | 174mm | 60mm | 146pt 100pt 118pt | Title Date Web |
| 4- sheet | 63mm | 146mm | 50mm | 128pt 80pt 99pt | Title Date Web |
| Double Royal | 49mm | 89mm | 30mm | 78pt 49pt 60pt | Title Date Web |
| 30x20 | 43mm | 73mm | 26mm | 60pt 40pt 68pt | Title Date Web |
| A3 | 10mm | 40mm | 24mm | 40pt 25pt 28pt | Title Date Web |
| A4 | 7mm | 29mm | 15mm | 29pt 20pt 20pt | Title Date Web |

Metro carriage cards template

| 203mm x 660mm (8" x 26") | | |
|--------------------------|-------------|-----------------------------|
| x | Title | Calvert MT Std Regular 28pt |
| A | Margin | 25mm |
| B | Margin | 13mm |
| C | Logo height | 36mm |

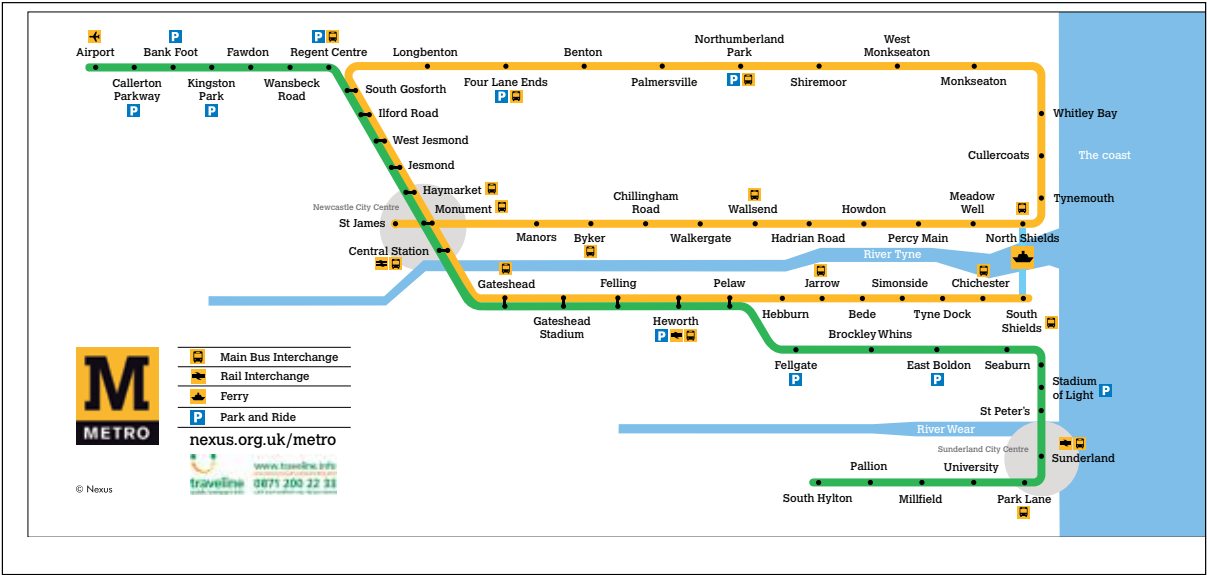


Metro station information - Route map

These maps are located in ticket concourse areas and/ or on station platforms.

| | |
|--------------|----------------------|
| 1730 x 845mm | |
| Size | 1730 x 845mm |
| Material | 440 micron white PVC |
| Colour | using UV inks |

| Size specification for Sunderland line | |
|--|--|
| 1730 x 845mm | |
| 1685 x 785mm | Brockley Whins, East Boldon, University and South Hylton |
| 1700 x 780mm | Stadium of Light and Millfield |
| 1730 x 845mm | St Peter's |
| 1675 x 780mm | Pallion |

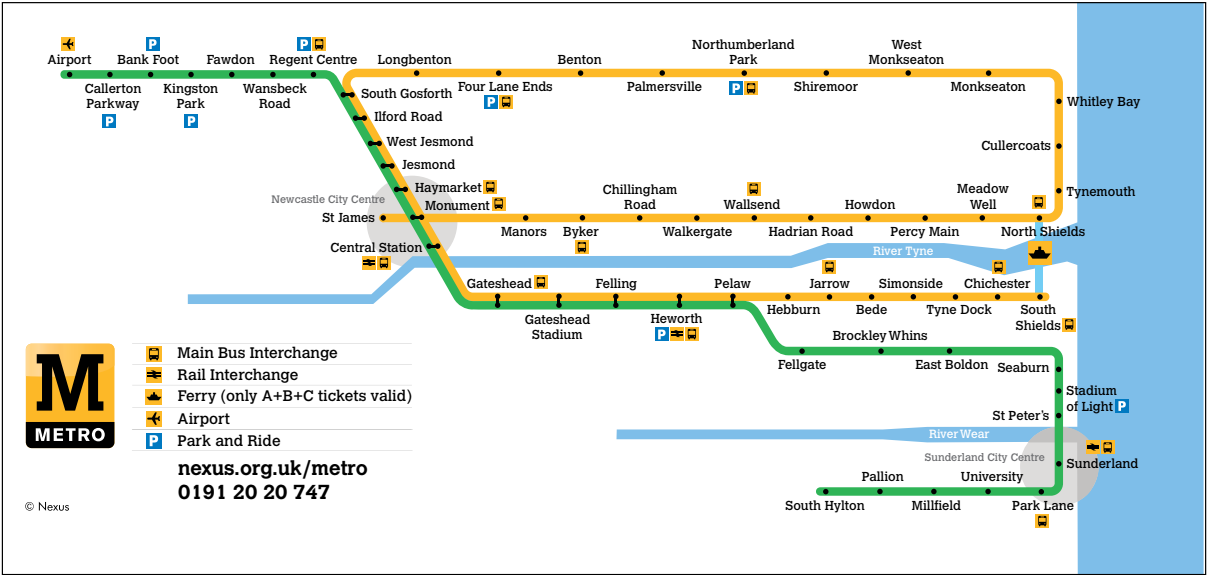


Metro station information - Route map

These maps have no reference to the coast and no parking symbols at Fellgate and East Boldon. They will be rolled out onto the system from September 2017 onwards.

| | |
|--------------|----------------------|
| 1730 x 845mm | |
| Size | 1730 x 845mm |
| Material | 440 micron white PVC |
| Colour | using UV inks |

| Size specification for Sunderland line | |
|--|--|
| 1730 x 845mm | |
| 1685 x 785mm | Brockley Whins, East Boldon, University and South Hylton |
| 1700 x 780mm | Stadium of Light and Millfield |
| 1730 x 845mm | St Peter's |
| 1675 x 780mm | Pallion |



Large station timetables

These graphics are displayed at all stations in the concourse area or platform areas. They are bespoke to each station and show a timetable for each platform.

| 1725 x 845mm | | |
|--------------|--|--|
| x | <div>Metro timetable</div> <div>Station name</div> <div>Date</div> <div>Platform information</div> <div>Web/phone number</div> | <div>Calvert MT Light 72pt</div> <div>Calvert MT Bold 72pt</div> <div>Calvert MT Light 36pt</div> <div>Calvert MT Light 62pt</div> <div>Calvert MT Bold 40pt</div> |
| A | Margin | 43mm |
| B | Metro logo | 80mm |
| C | Space between logo and top of advert | 32mm |
| D | Advert | 624 x 588mm |

| Printing specification | |
|------------------------|---------------------------|
| Material | encapsulated poster paper |
| Colour | using UV inks |

| Size specification for the Sunderland line only | |
|---|--|
| 1685 x 785mm | Brockley Whins, East Boldon, University and South Hylton |
| 1700 x 780mm | Stadium of Light and Millfield |
| 1730 x 845mm | St Peter's |
| 1675 x 780mm | Pallion |



30 x 20 timetables

These graphics are displayed at all stations in the platform areas. They are bespoke to each station and show a timetable for each platform.

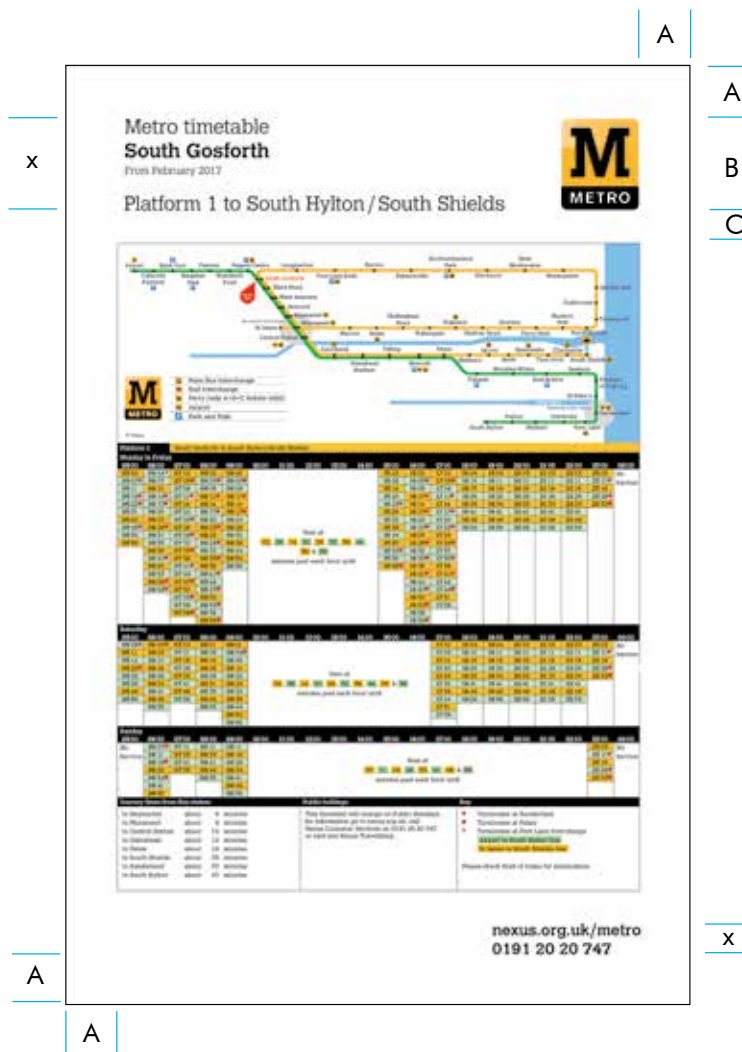
| 762 x 508mm (30"x 20") | | |
|------------------------|---|---|
| x | Metro timetable Station name Date Platform information Web/phone number | Calvert MT Light 46pt Calvert MT Bold 46pt Calvert MT Light 23pt Calvert MT Light 46pt Calvert MT Bold 36pt |
| A | Margin | 43mm |
| B | Metro logo | 75mm |
| C | Space between logo and top of map | 26mm |

Printing specification

| | |
|----------|---------------------------|
| Material | encapsulated poster paper |
| Colour | using UV inks |

Size specification for the Sunderland line only

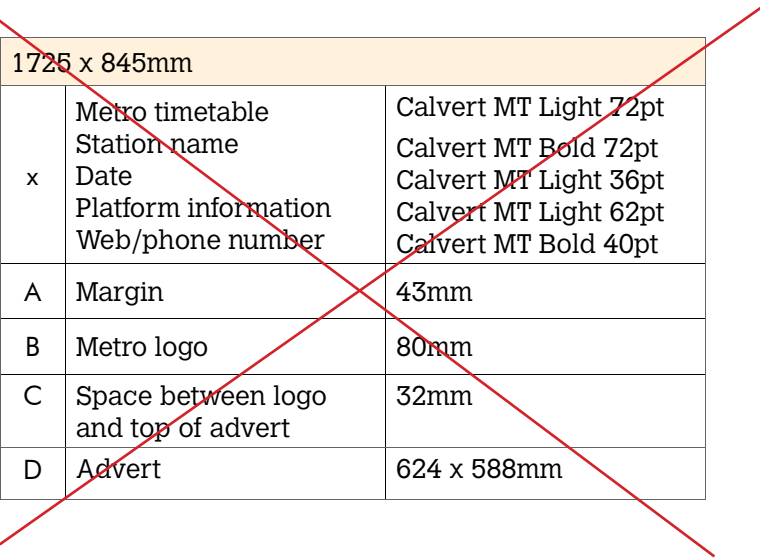
| | |
|-------------|---|
| 785 x 785mm | East Boldon, |
| 780 x 830mm | Seaburn and Pallion |
| 765 x 830mm | Stadium of Light and University |
| 960 x 580mm | Sunderland |
| 730 x 475mm | Park Lane |
| 775 x 835mm | South Hylton |



Onward travel posters

These graphics will be displayed at all stations in the concourse and/or platforms. They are bespoke to each station and show a Transfare map, a Network One map and replacement - bus information.

| | | |
|--------------|---|---|
| 1725 x 845mm | | |
| x | Metro timetable Station name Date Platform information Web/phone number | Calvert MT Light 72pt Calvert MT Bold 72pt Calvert MT Light 36pt Calvert MT Light 62pt Calvert MT Bold 40pt |
| A | Margin | 43mm |
| B | Metro logo | 80mm |
| C | Space between logo and top of advert | 32mm |
| D | Advert | 624 x 588mm |



Palmerston Metro station

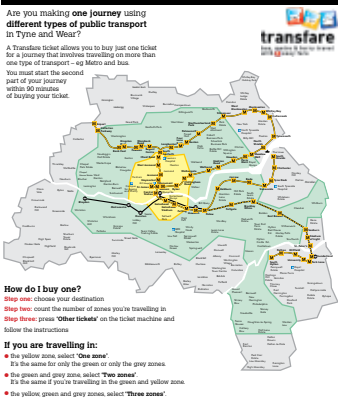
Bus and Metro tickets

Area map and local bus services



| Destination | Bus Route | Frequency |
|-------------|-----------|-------------------|
| Palmerston | 1 | Every 10 minutes |
| Palmerston | 2 | Every 15 minutes |
| Palmerston | 3 | Every 20 minutes |
| Palmerston | 4 | Every 30 minutes |
| Palmerston | 5 | Every 45 minutes |
| Palmerston | 6 | Every 60 minutes |
| Palmerston | 7 | Every 90 minutes |
| Palmerston | 8 | Every 120 minutes |
| Palmerston | 9 | Every 150 minutes |
| Palmerston | 10 | Every 180 minutes |

Transfare tickets



Network One tickets



A

A

D

A

A

B

C

D

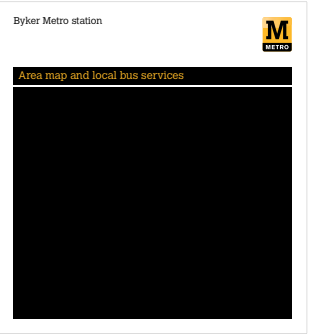
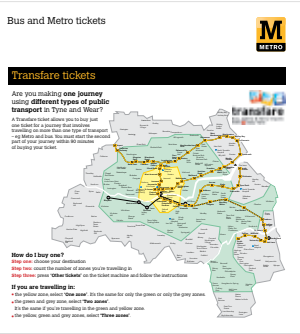
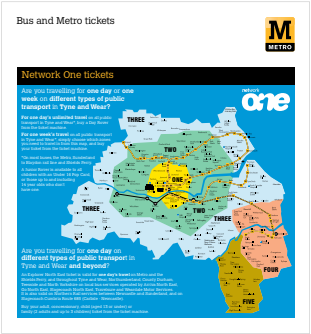
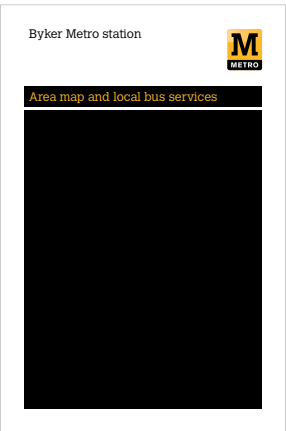
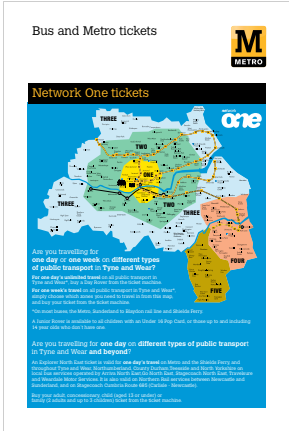
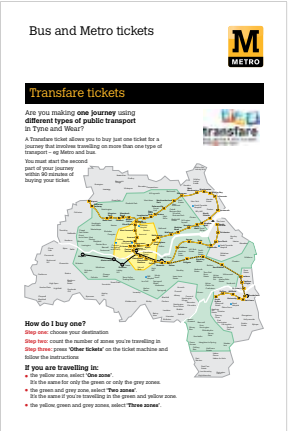
X

Onward travel posters

The stations listed below do not have the capacity to have the large cases which requires the Transfare, Network One and Bus Replacement information to be split into smaller cases.

| 1725 x 845mm | | |
|--------------|---|---|
| x | Metro timetable Station name Date Platform information Web/phone number | Calvert MT Light 72pt Calvert MT Bold 72pt Calvert MT Light 36pt Calvert MT Light 62pt Calvert MT Bold 40pt |
| A | Margin | 43mm |
| B | Metro logo | 80mm |
| C | Space between logo and top of advert | 32mm |
| D | Advert | 624 x 588mm |

| Printing specification | |
|---|---|
| Material | encapsulated poster paper |
| Colour | using UV inks |
| Size specification for the Sunderland line only | |
| 762 x 508mm | Brockley Whins |
| 730 x 475mm | Park Lane |
| 765 x 830mm | Stadium of Light P1 only and University |
| 960 x 580mm | Sunderland |
| 785 x 785mm | St Peter's |
| 775 x 835mm | South Hylton |

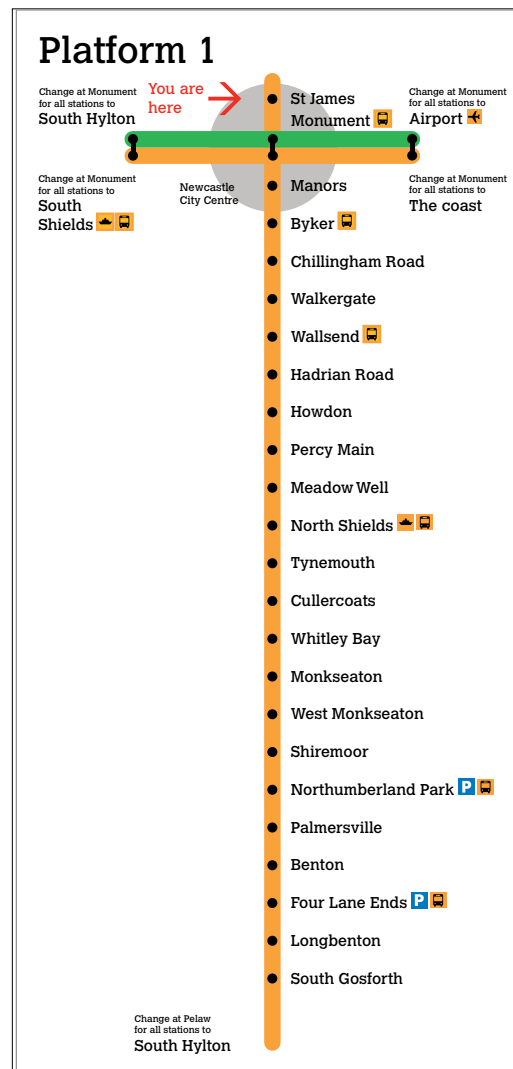


Destination list

These graphics are bespoke to each station and are featured at the stations listed below. See appendix 1 for all the destination lists.

| | |
|----------------|---------------------------|
| 1725 x 845mm | |
| Safe copy area | 1708 x 808mm |
| Material | encapsulated poster paper |
| Colour | using UV inks |

| Size specification for the Sunderland line only | |
|---|-----------|
| 735 x 1745mm 850 x 1745mm | Park Lane |
| 670 x 1710mm | Haymarket |



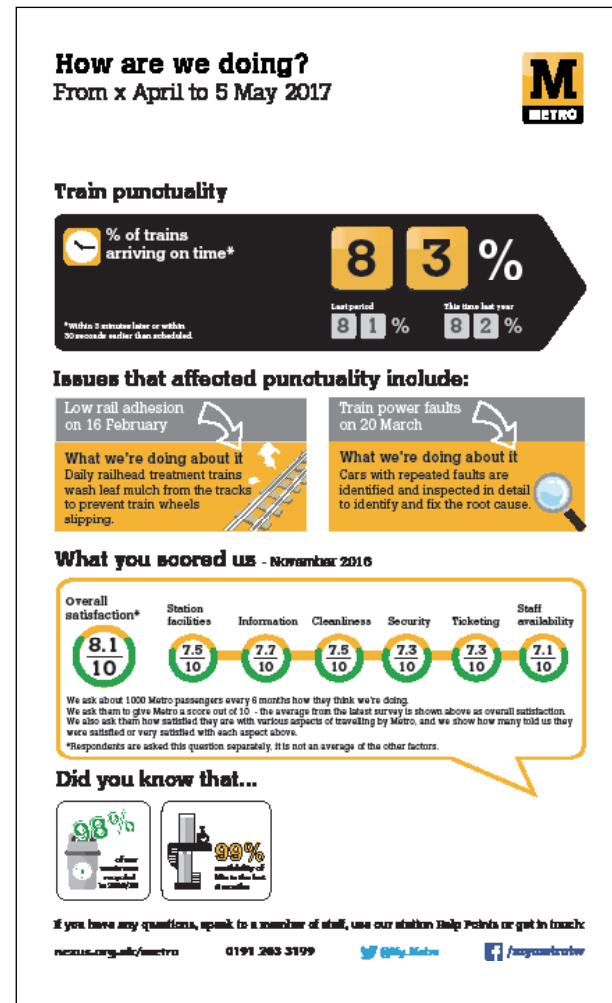
| CODE | Plat | Station | Quantity |
|-------|------|----------------------------|-------------------|
| DL 1 | 1 | Chichester | 1 |
| DL 3 | 1 | Heworth | 2 |
| DL 4 | 2 | Heworth | 2 |
| DL 5 | 1 | Gateshead Stadium | 1 |
| DL 6 | 2 | Gateshead Stadium | 1 |
| DL 7 | 1 | Gateshead | 7 (5 cross track) |
| DL 8 | 2 | Gateshead | 7 (5 cross track) |
| DL 9 | 1 | Central | 5 (3 cross track) |
| DL 10 | 2 | Central | 4 (2 cross track) |
| DL 11 | 1 | Monument | 8 (5 cross track) |
| DL 12 | 2 | Monument | 7 (4 cross track) |
| DL 13 | 3 | Monument | 6 (4 cross track) |
| DL 15 | 1 | Haymarket | 5 (4 cross track) |
| DL 16 | 2 | Haymarket | 6 (5 cross track) |
| DL 17 | 1 | Jesmond | 4 |
| DL 18 | 2 | Jesmond | 4 |
| DL 19 | 1 | Regent Centre | 3 |
| DL 20 | 2 | Regent Centre | 3 |
| DL 21 | 1 | Four Lane Ends | 3 |
| DL 22 | 2 | Four Lane Ends | 3 |
| DL 23 | 1 | North Shields | 1 |
| DL 24 | 2 | North Shields | 1 |
| DL 25 | 1 | Byker | 1 |
| DL 26 | 2 | Byker | 1 |
| DL 27 | 1 | Manors | 7 (5 cross track) |
| DL 28 | 2 | Manors | 7 (5 cross track) |
| DL 29 | 1&2 | St James | 2 |
| | 1 | Park Lane | 2 |
| | | (1 printed 735mm x 1745mm) | |
| | | (1 printed 850mm x 1745mm) | |
| | 2 | Park Lane | 2 |
| | 1 | Sunderland | 3 |
| | 2 | Sunderland | 3 |

Total 112

Passenger Charter

These posters are to be displayed at all stations.

| | |
|--------------|-------------------|
| 635 x 1016mm | |
| Material | poster paper |
| Colour | 4 process colours |



Safety and security poster

Safety and Security posters are displayed in station concourse areas and/or platforms.

| | |
|-------------------------|-------------------------|
| 760 x 508mm (30" x 20") | |
| Size | 760 x 508mm (30" x 20") |
| Material | poster paper |
| Colour | 4 process colours |

Location

These posters are to sit in frames that are also utilised for engineering works notices.

In the event that there is a significant amount of engineering work taking place and all engineering works frames are used to provide customers with information on the works, then there is no requirement for a particular station to display a Safety and Security poster at all.

Fleet vinyls

There is a vinyl of this information displayed on every Metrocar.



We want you to have a comfortable journey with Metro today.



Help us to keep trains clean and tidy. Don't put your feet on the seats, and please take your rubbish with you – there are bins at every station.



Carrying or drinking from open containers of alcohol is prohibited on Metro. Smoking and use of e-cigarettes is also banned.

Metro Customer Relations **0191 203 3199**
Keep up to date with Metro at nexus.org.uk/metro
Follow us at [@My_Metro](https://twitter.com/My_Metro) [f /mymetrotw](https://facebook.com/mymetrotw) [@my_metro](https://instagram.com/my_metro)



We want you to have a safe journey with Metro today.

We take customer safety seriously. All our trains and stations have CCTV cameras.

Contact us to report an incident:

| | |
|-----------------------------------|--------------------------|
| Call or text Metro Control Centre | 0191 203 3666 |
| In an emergency | 999 |
| To speak to Northumbria Police | 101 |

There's also a **Help Point** at every station.

Engineering posters

These posters are displayed in station concourse areas and/or platforms.

| Printing specification | |
|------------------------|-------------------------|
| Size | 760 x 508mm (30" x 20") |
| Material | poster paper |
| Colour | 4 process colours |

On the affected line the engineering poster at that station will show a bespoke bus replacement map.

Location

Where there is no need to display any engineering works notices at a particular station, the Safety and Security telephone numbers poster (page 54) should be displayed in this frame instead.

all change

M METRO

No trains Shiremoor to South Gosforth
Sunday 3 November until 12.30pm
 To allow for signalling work.

Bus replacement
 Bus 900 will call at or close to all stations between Shiremoor and Regent Centre (calling at South Gosforth).

Trains will be running between South Hylton - Airport, South Shields - Regent Centre and St James - Shiremoor but may not operate to the usual timetable. At Shiremoor trains will arrive and leave from platform 2.

Your journey will take longer so allow extra time for travel.

We're sorry for any inconvenience. To help you plan your journey go to nexus.org.uk/metro or call Traveline on 0871 200 22 33.

Updates on planned Metro modernisation work are available from nexus.org.uk/metro @My_Metro and mymetrotv

nexus.org.uk/metro **traveline** 0871 200 22 33

all change

M METRO

Haymarket station CLOSED
ALL DAY on
Sunday 21 March

We need to close Haymarket to allow for flooring work to take place. Trains will pass through the station without stopping.

For further details on Metro log onto our website nexus.org.uk/metro or call Traveline on 0871 200 22 33

nexus.org.uk/metro **traveline** 0871 200 22 33

all change

M METRO

Escalator out of service
From 21 March for about eight weeks to allow for maintenance work.

Metro apologises for any inconvenience caused.

nexus.org.uk/metro **traveline** 0871 200 22 33

Major line closure posters

These posters are displayed in station concourse areas and/or platforms.

| Printing specification | |
|------------------------|---------------------------|
| Size | 760 x 508mm (30" x 20") |
| | 1016 x 635mm (DR) |
| | 210 x 280mm (Fleet) |
| | 210 x 297mm (TravelShops) |
| Material | poster paper |
| Colour | 4 process colours |



| | |
|----------|-------------------|
| Size | 600 x 600mm |
| Material | Corex |
| Colour | 4 process colours |

Major Line Closure

Everything you need to know to make your journey

Phase 1 South Gosforth to Four Lane Ends
Monday 31 July - Friday 11 August

Phase 2 South Gosforth to Shiremoor
Saturday 12 August - Saturday 2 September

We're carrying out a major track renewal work and replacing a bridge in South Gosforth, which requires us to close the line between South Gosforth and Shiremoor over two stages.

Metro line closure

| | |
|---------|---|
| Phase 1 | No trains between South Gosforth and Four Lane Ends |
| Phase 2 | No trains between South Gosforth and Shiremoor |

Metro services

Trains will be running between the following locations but may not be to usual timetable.

| | |
|-------------------------------|---------------------------|
| Airport - South Hylton | |
| South Shields - Regent Centre | |
| Phase 1 | St James - Four Lane Ends |
| Phase 2 | St James - Shiremoor |

If you're travelling to Newcastle from West Monkseaton we recommend you travel towards St James via Wallsend.

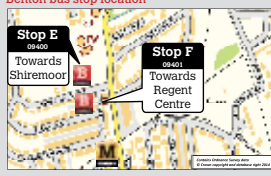
Trains will run in the major line closure area from the morning of Sunday 3 September.

Replacement bus services and journey times

You'll still be able to make your journey as we have arranged for a frequent replacement bus service 900 calling at or close to all stations see table below.

| Phase | Bus service 900 | Journey times |
|-------|--|---------------|
| 1 | Regent Centre - Four Lane Ends calling at South Gosforth | about xx mins |
| 2 | Regent Centre - Shiremoor calling at South Gosforth | about xx mins |

Benton bus stop location



Visit nexus.org.uk/metro for full replacement bus timetables and stopping points. Your journey will take longer so please leave extra time for travel.

If you would like help planning your journey call 0191 20 20 747 or visit nexus.org.uk/journeyplanner.

Metro tickets and Pop cards will be valid on the replacement bus and tickets can be purchased from the driver. Remember to touch in and touch out using your smartcard at the beginning and end of each Metro train journey.

Updates on planned Metro modernisation work are available from nexus.org.uk/metro @My Metro /mymetro

Two phase Major Line Closure



Phase 1
Monday 31 July - Friday 11 August
No trains between South Gosforth to Four Lane Ends

Phase 2
Saturday 12 August - Saturday 2 September
No trains between South Gosforth to Shiremoor

There will be a replacement bus 900 running in the affected areas. For more details see station posters, visit nexus.org.uk/metro, speak to staff or call 20 20 747



Two phase Major Line Closure



Phase 1
Monday 31 July - Friday 11 August
No trains between South Gosforth to Four Lane Ends

Phase 2
Saturday 12 August - Saturday 2 September
No trains between South Gosforth to Shiremoor

There will be a replacement bus 900 running in the affected areas. For more details see station posters, visit nexus.org.uk/metro, speak to staff or call 20 20 747



Updates on planned Metro modernisation work are available from nexus.org.uk/metro @My Metro /mymetro

Escalator safety


These graphics are displayed at the top and/or bottom of station escalators.

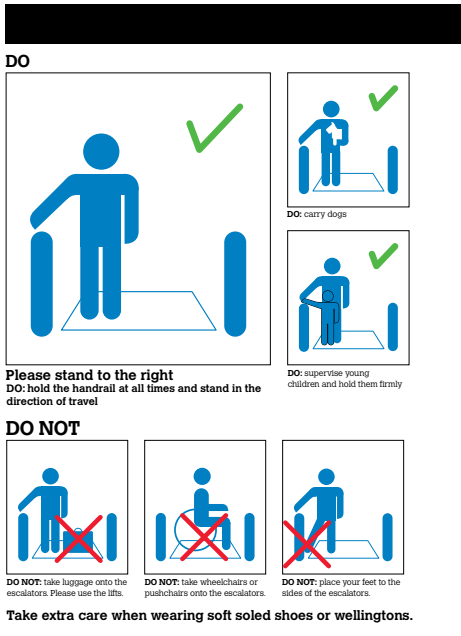
| Printing specification | |
|------------------------|-------------------------|
| Size | 760 x 508mm (30" x 20") |
| Material | poster paper |
| Colour | 4 process colours |

A3 size can be used but only in circumstances where 30"x20" is not appropriate.

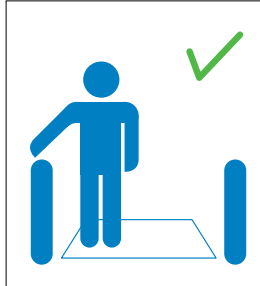
Escalator safety

For the safety of yourself and others, please adhere to these guidelines when using the escalators.

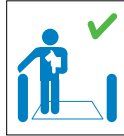





DO



Please stand to the right
DO: hold the handrail at all times and stand in the direction of travel




DO: carry dogs




DO: supervise young children and hold them firmly


DO NOT



DO NOT: take luggage onto the escalators. Please use the lifts.



DO NOT: take wheelchairs or pushchairs onto the escalators.



DO NOT: place your feet to the sides of the escalators.

Take extra care when wearing soft soled shoes or wellingtons.

NEX 753

Escalator safety

These graphics are displayed at the top and bottom of each escalators.

| Printing specification | |
|------------------------|-------------------------------------|
| Size | ? |
| Material | vinyl |
| Colour | Blue Pantone 300 Red Pantone 485 |



Emergency notices

Notices are displayed on A-boards.


| Printing specification | |
|------------------------|-------------------------|
| Size | 94 x 841 (A1) |
| Material | 400 micron gloss finish |
| Colour | 4 process colours |

Location

Emergency notices are used at main stations to inform passengers of ‘emergency’ situations as they develop.

The posters are printed on a white plastic wipe clean base to facilitate the addition of a handwritten message by Metro staff.

Passenger information



Date:

Updated at:

nexus.org.uk/metro

@My_Metro

/mymetrotw

@my_metro

Passenger information



Delays to the Metro service

Date:

Updated at:

We currently have delays to the service because:

We're sorry for any inconvenience.

nexus.org.uk/metro

@My_Metro

/mymetrotw

@my_metro

Passenger information



Metro services are suspended

Date:

Updated at:

Metro services are suspended between:

Are replacement buses in operation?

Yes

No

Bus number:

Buses leave from stand:

Are Metro tickets and passes accepted on buses/trains?

Yes

No

On services:

We're sorry for any inconvenience.

nexus.org.uk/metro

@My_Metro

/mymetrotw

@my_metro

Metro Marketing design guide 58

TVM banner

This is the information that is displayed on ticket machines (TVMs)

The farecode panels are specific to each station.

Printing specification

| | |
|----------|-------------------------|
| Size | 760 x 508mm (30" x 20") |
| | 1016 x 635mm (DR) |
| | 210 x 280mm (Fleet) |
| Material | poster paper |
| Colour | 4 process colours |

Printing specification:

Size: 779 x 216mm

Material: encapsulated poster paper

Colour: using UV inks

Safe copy display area: 759 x 198mm

Find the Metro station you want to go to and check to see which button you need to press

| | | | |
|---------------------------|-----------------------------|-----------------------------|------------------------------|
| Airport via Shiremoor | Fawdon via Shiremoor | Manors | South Gosforth via Shiremoor |
| via Newcastle City Centre | via Newcastle City Centre | Meadow Well | via Newcastle City Centre |
| Bank Foot via Shiremoor | Fellgate | Millfield | South Hylton |
| via Newcastle City Centre | Felling | Monkseaton you are here | South Shields |
| Bede | Four Lane Ends | Monument | Stadium of Light |
| Benton | Gateshead | North Shields | St James |
| Brockley Whins | Gateshead Stadium | Northumberland Park | St Peter's |
| Byker | Hadrian Road | Pallion | Sunderland |
| Callerton Parkway | Heymarket | Palmerston | Tyne Dock |
| via Shiremoor | Hebburn | Park Lane | Tynemouth |
| via Newcastle City Centre | Howdon | Pelaw | University |
| Central Station | Ilford Road | Percy Main | Walkergate |
| Chichester | Jarrow | Regent Centre via Shiremoor | WallSEND |
| Chillingham Road | Jesmond | via Newcastle City Centre | Wansbeck Road |
| Cullercoats | Kingston Park via Shiremoor | Seaburn | via Shiremoor |
| East Boldon | via Newcastle City Centre | Shiremoor | via Newcastle City Centre |
| | Longbenton | Simonside | West Jesmond |
| | | | West Monkseaton |
| | | | Whitley Bay |

Metro tickets
Single tickets - valid for one continuous journey and for 90 minutes from buying your ticket.
Choose a DaySaver ticket if you are going to make more than one trip by Metro today. It gives unlimited travel in the Metro zones you choose.


Other tickets
Network One tickets - available for unlimited travel in Tyne and Wear on most types of transport. To work out which zones you need, look on the 'Bus and Metro tickets' poster in the station.
Transfare tickets - for single journeys that include more than one type of transport, e.g. Metro and bus. You must start the second part of your journey within 90 minutes of buying your ticket. To work out which zones you need, look on the 'Bus and Metro tickets' poster in the station.




Corporate stationery Control Centre

Corporate letterhead, compliment slip and business cards.


| Printing specification | |
|------------------------|---|
| Size | Letterhead 297 x 210mm Compliment slip 99 x 210mm Business card 55 x 90mm |
| Material | poster paper |
| Colour | 4 process colours |




With compliments



Metro Control Centre South Gosforth Newcastle upon Tyne NE3 1YT
0191 203 3600 nexus.org.uk/metro
Metro is a wholly owned subsidiary of Nexus.



Paul Smith
Standards Manager
Direct line: **0191 203 3333** Mobile: 00000 888 777
E: paul.smith@nexus.org.uk
Metro Control Centre, South Gosforth, Newcastle upon Tyne, NE3 1YT
T: 0191 20 20 747
nexus.org.uk/metro




Supporting the economy and the environment
through better public transport services.
Find out more at nexus.org.uk

Metro Control Centre South Gosforth Newcastle upon Tyne NE3 1YT
0191 203 3600 nexus.org.uk/metro
Metro is a wholly owned subsidiary of Nexus.


Customer Facing Stationery Depot

Corporate letterhead, compliment slip and business cards.


| Printing specification | |
|------------------------|---|
| Size | Letterhead 297 x 210mm Compliment slip 99 x 210mm Business card 55 x 90mm |
| Material | paper |
| Colour | Pantone 123 and Black |



With compliments



Metro Depot Cheswick Drive Gosforth Newcastle upon Tyne NE3 5DG
0191 203 3600 nexus.org.uk/metro
Metro is a wholly owned subsidiary of Nexus.



Paul Smith

Standards Manager


Direct line: 0191 203 3333 Mobile: 00000 888 777

E: paul.smith@nexus.org.uk

Metro Depot, Cheswick Drive, Gosforth, Newcastle upon Tyne, NE3 5DG

T: 0191 20 20 747

nexus.org.uk/metro



Supporting the economy and the environment
through better public transport services.

Find out more at nexus.org.uk

Metro Depot Cheswick Drive Gosforth Newcastle upon Tyne NE3 5DG
0191 203 3600 nexus.org.uk/metro
Metro is a wholly owned subsidiary of Nexus.


Metro Marketing design guide 61

Metro communications

A4 memorandum

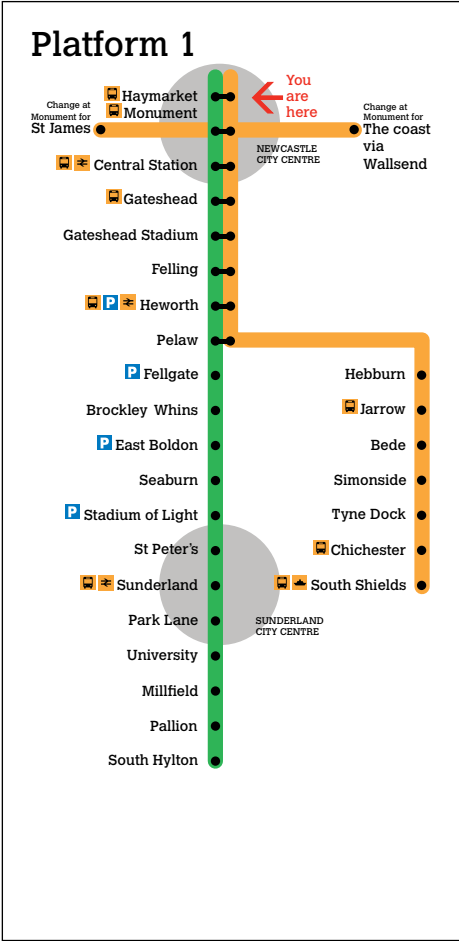
Corporate letterhead, compliment slip and business cards.

| Printing specification | |
|------------------------|---|
| Size | Letterhead 297 x 210mm Compliment slip 99 x 210mm Business card 55 x 90mm |
| Material | paper |
| Colour | Pantone 123 and Black |

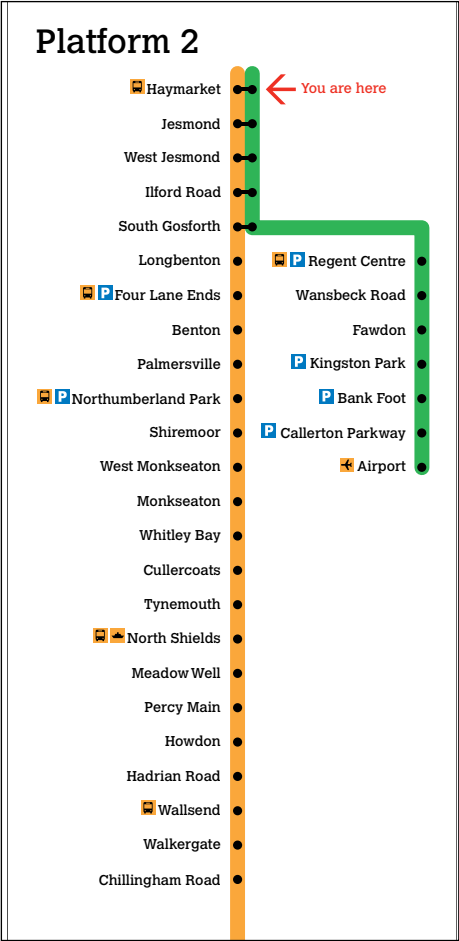
| | |
|---|-------------|
|  | |
| <div>FOR DECISION / INFORMATION</div> | |
| METRO OPERATING COMMITTEE | <Date> |
| <hr/> | |
| <Title> | Agenda Item |
| Report of the <Directorate> | |
| <hr/> | |
| 1. <u>Purpose of report</u> | |
| 1.1 | |
| 2. <u>Recommendation</u> | |
| 2.1 <u>Committee approval</u> | |
| 3. <u>Summary of key issues</u> | |
| 3.1 | |
| 4. <u>Background information</u> | |
| 4.1 | |
| 5. <u>Link to service objectives</u> | |
| 5.1 | |
| 6. <u>Financial implications</u> | |
| 6.1 <u>Affordability</u> | |
| 6.2 <u>Efficiency/competitiveness</u> | |
| 6.3 <u>Value for money (effectiveness)</u> | |
| 7. <u>Risks</u> | |
| 7.1 | |

Appendix 1 - All destination lists displayed on the system

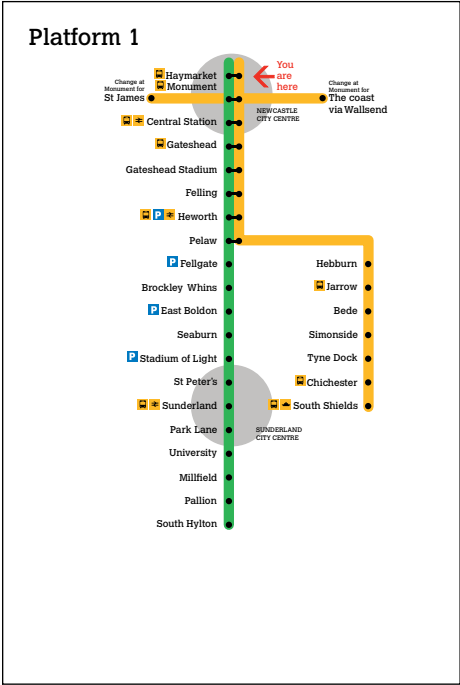
Haymarket



Haymarket



Haymarket 6-sheet

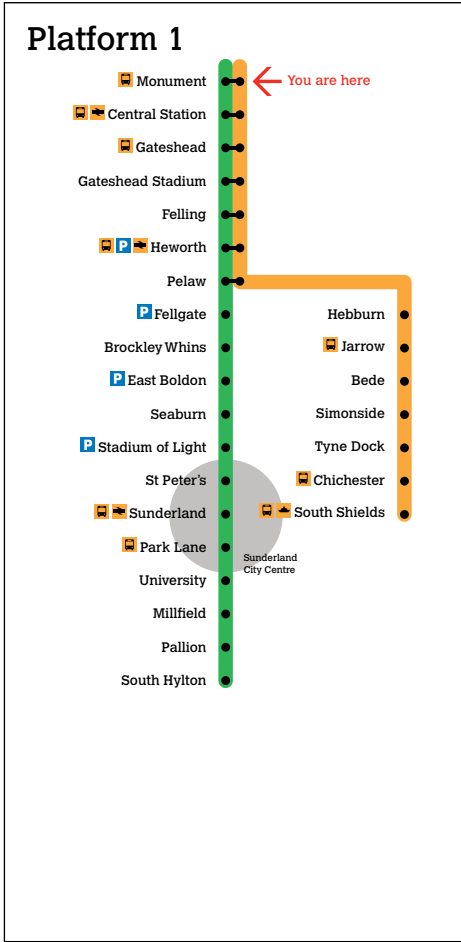


Haymarket 6-sheet

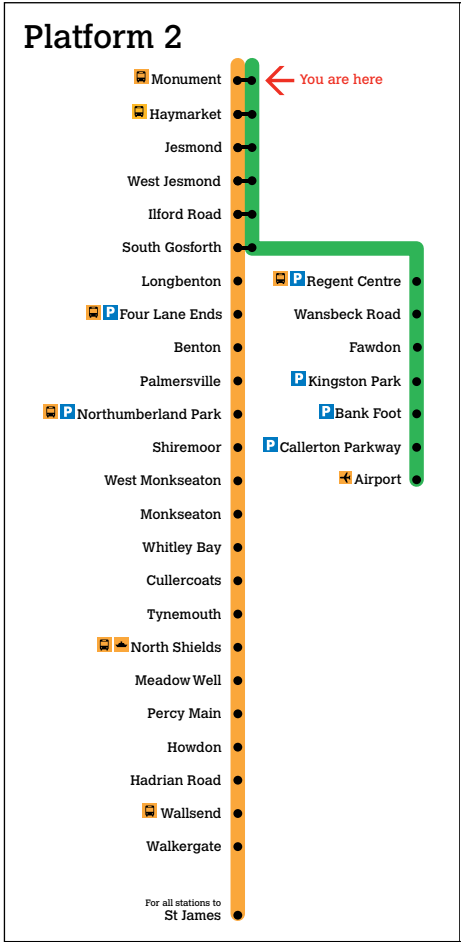


Appendix 1 - All destination lists displayed on the system

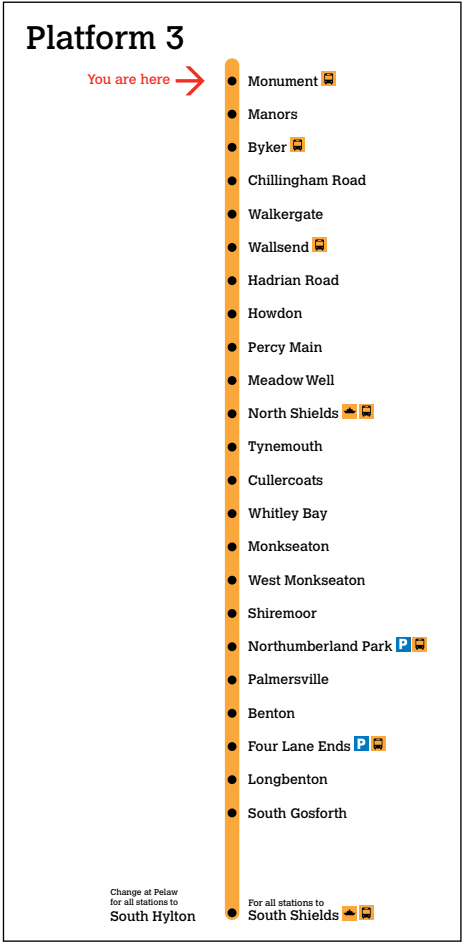
Monument



Monument

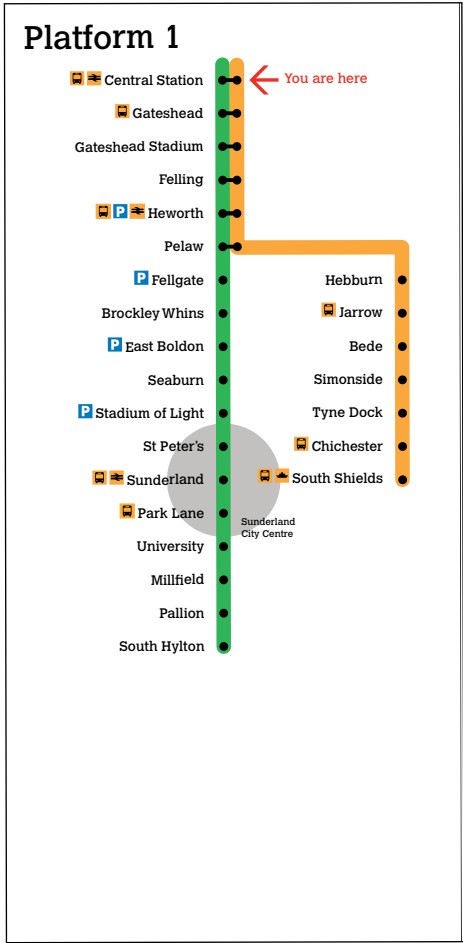


Monument

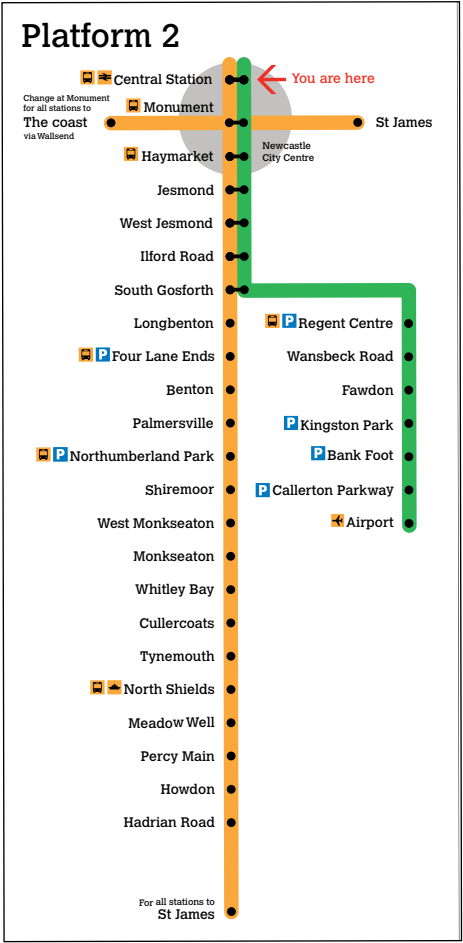


Appendix 1 - All destination lists displayed on the system

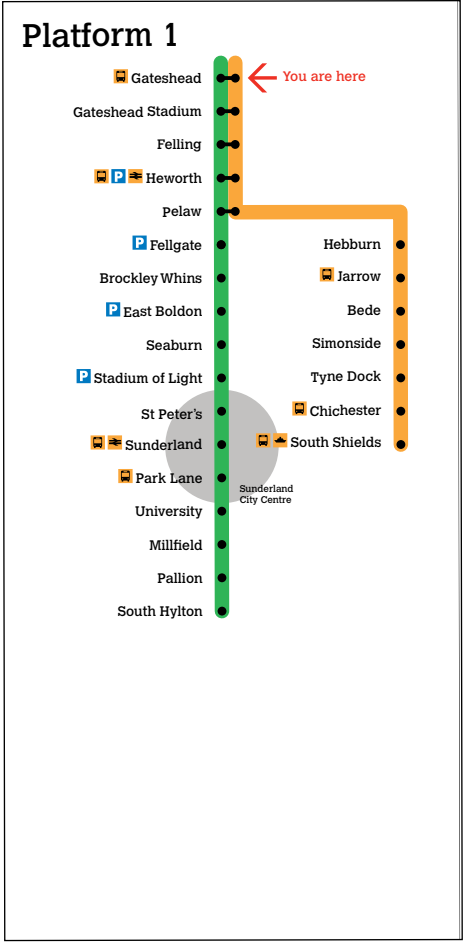
Central



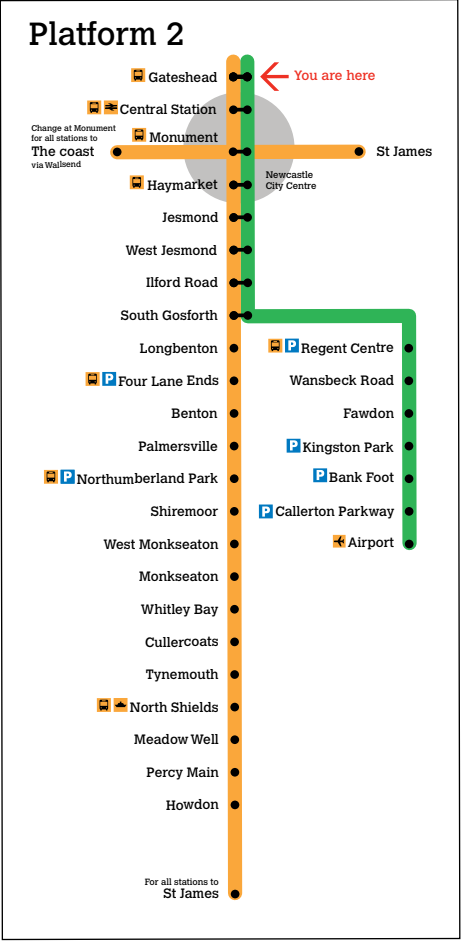
Central



Gateshead

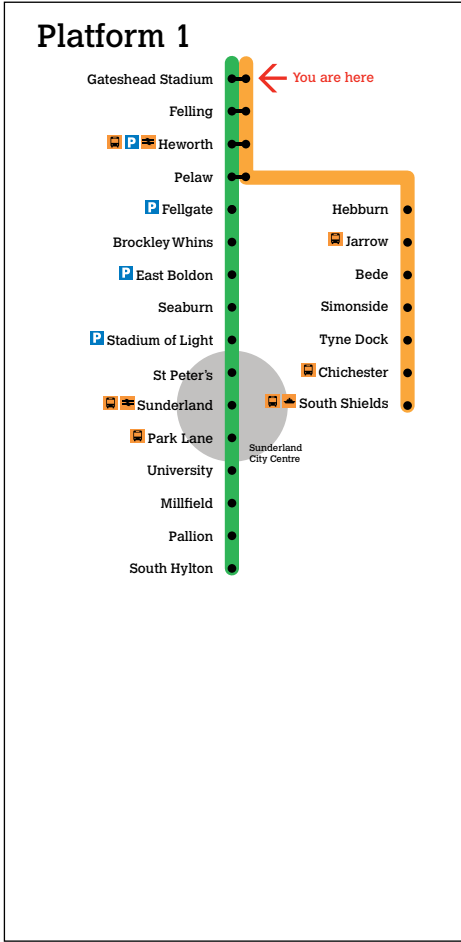


Gateshead

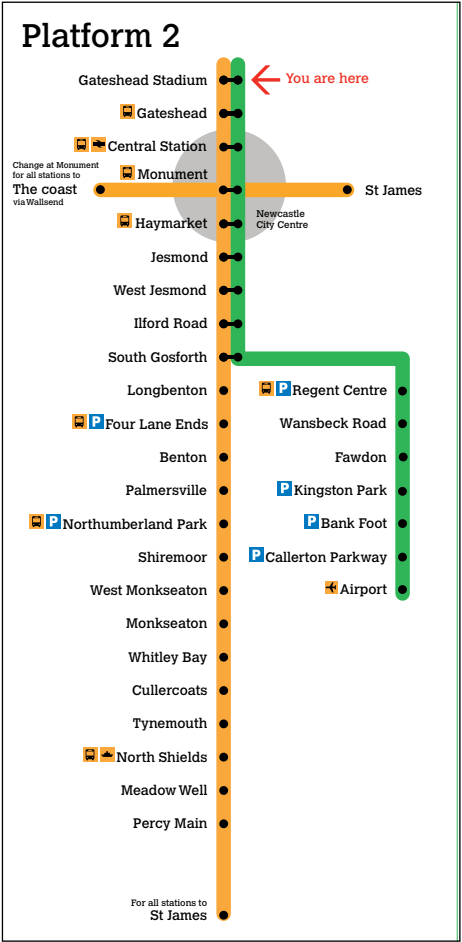


Appendix 1 - All destination lists displayed on the system

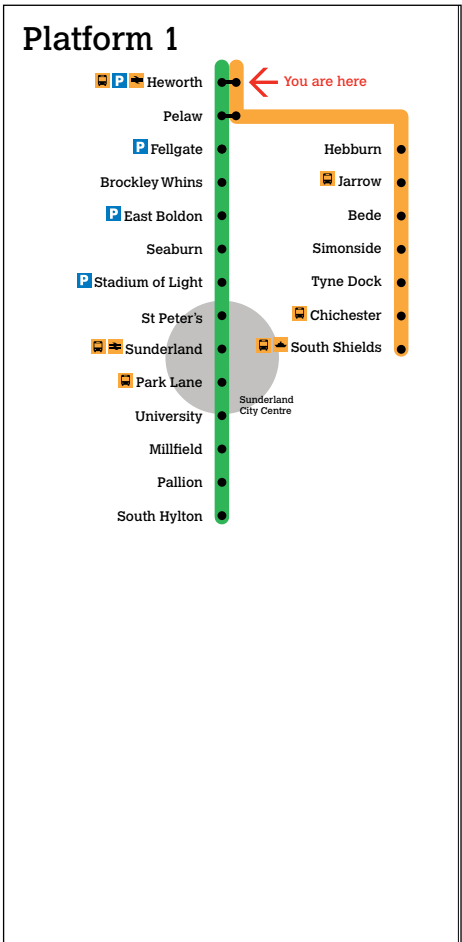
Gateshead Stadium



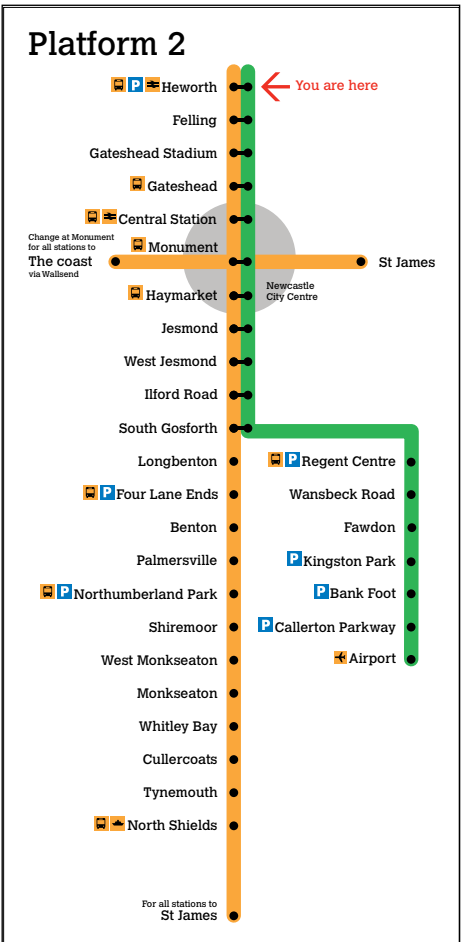
Gateshead Stadium



Heworth



Heworth

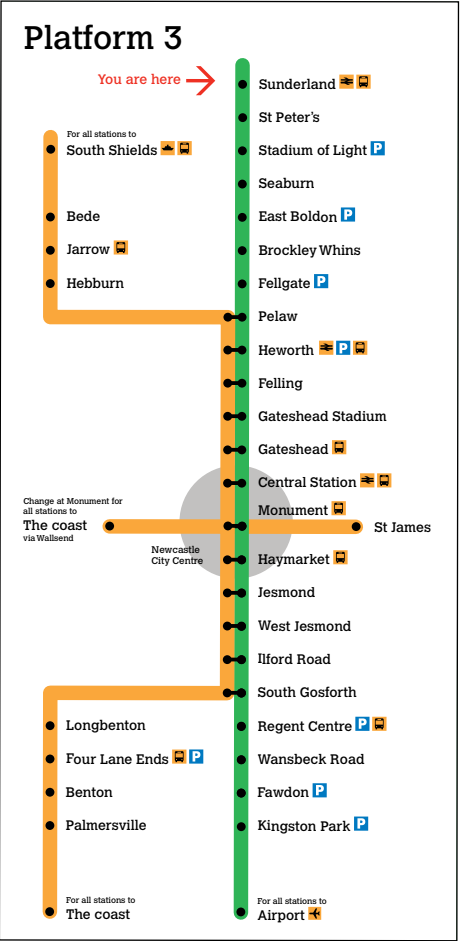


Appendix 1 - All destination lists displayed on the system

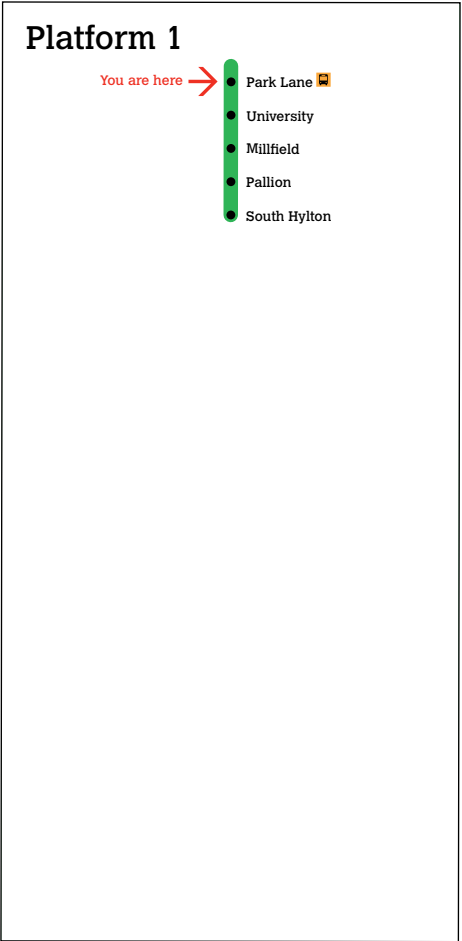
Sunderland



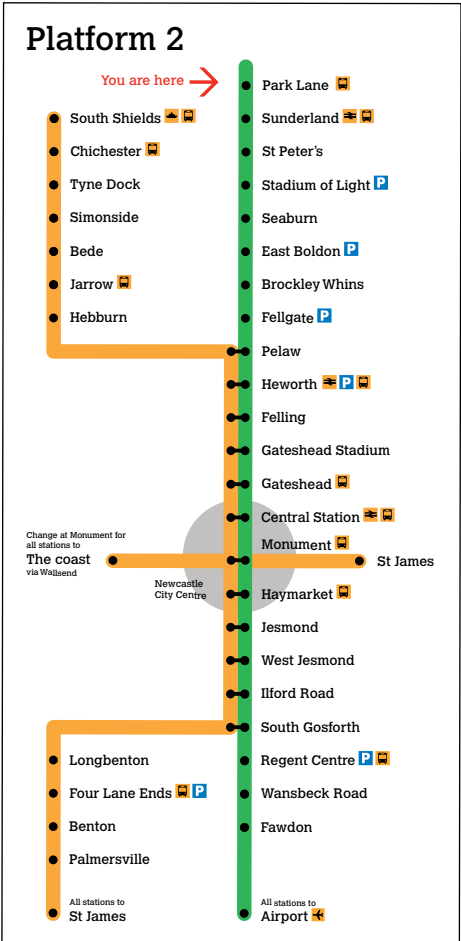
Sunderland



Park Lane

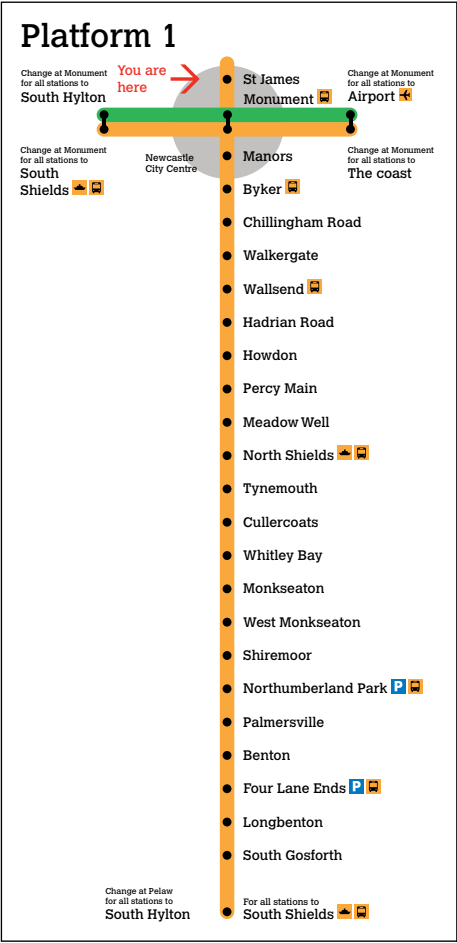


Park Lane

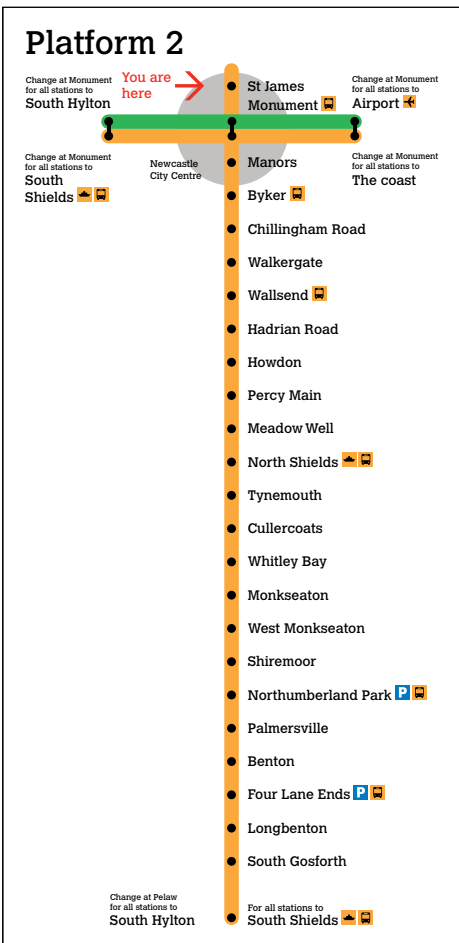


Appendix 1 - All destination lists displayed on the system

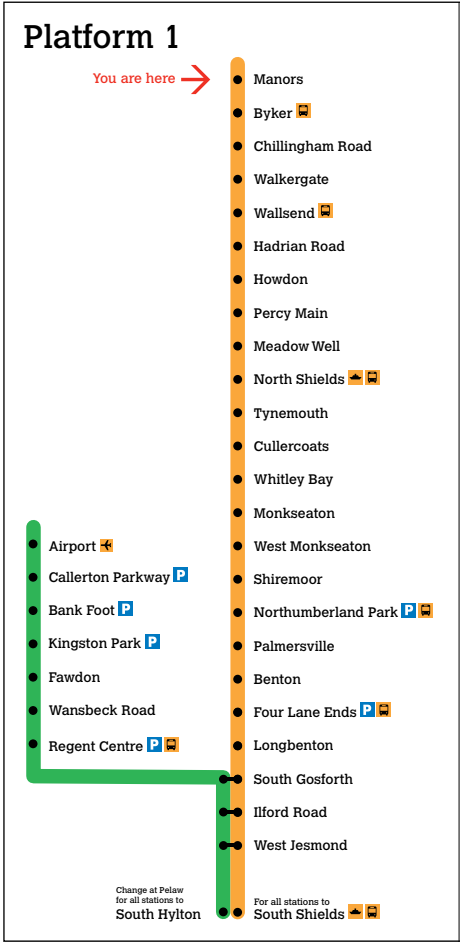
St James



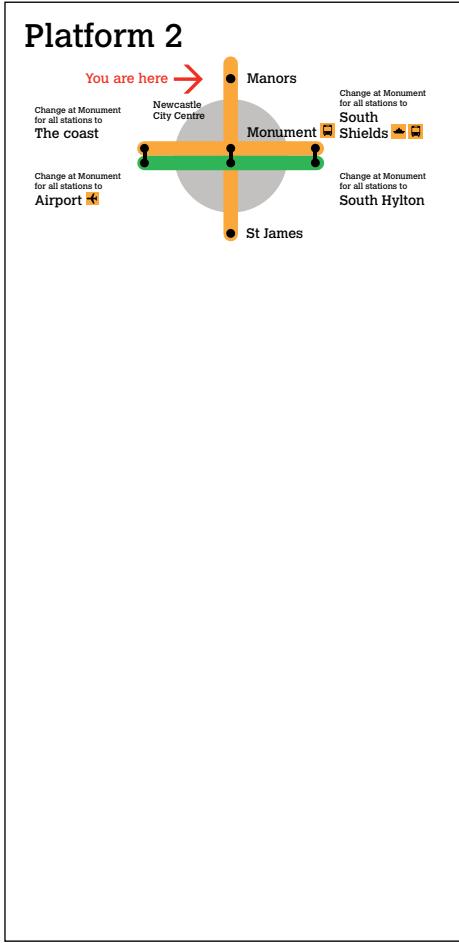
St James



Manors

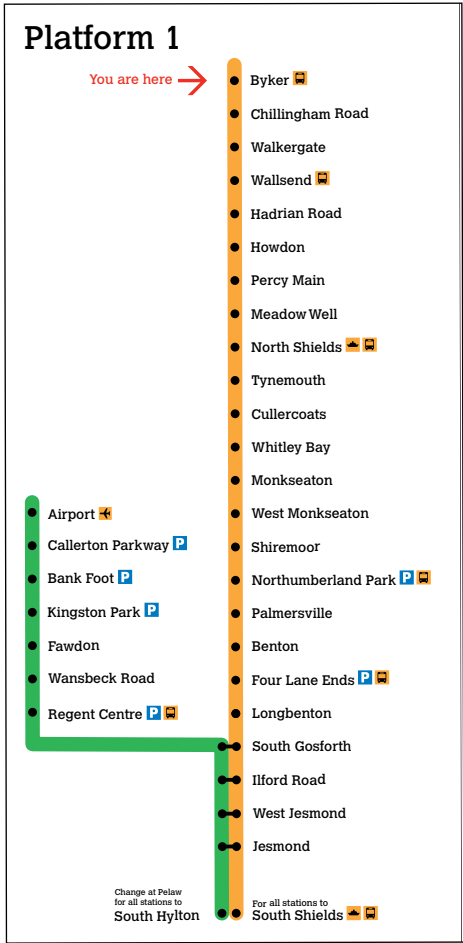


Manors

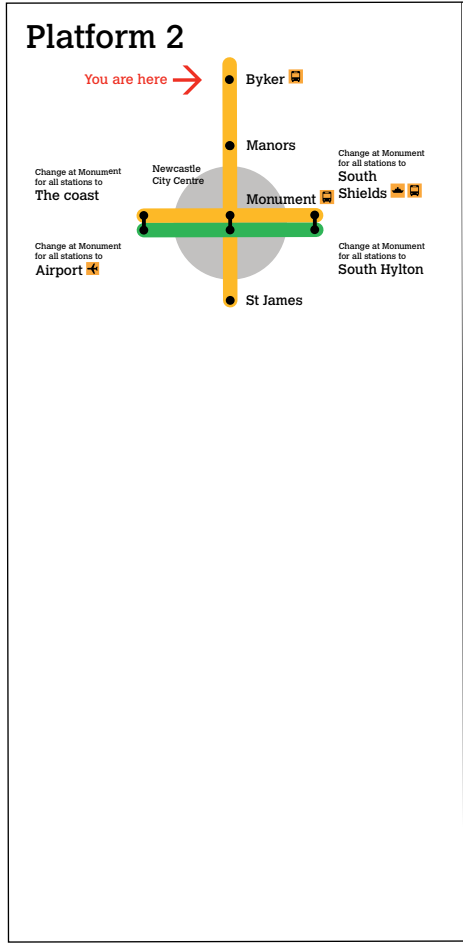


Appendix 1 - All destination lists displayed on the system

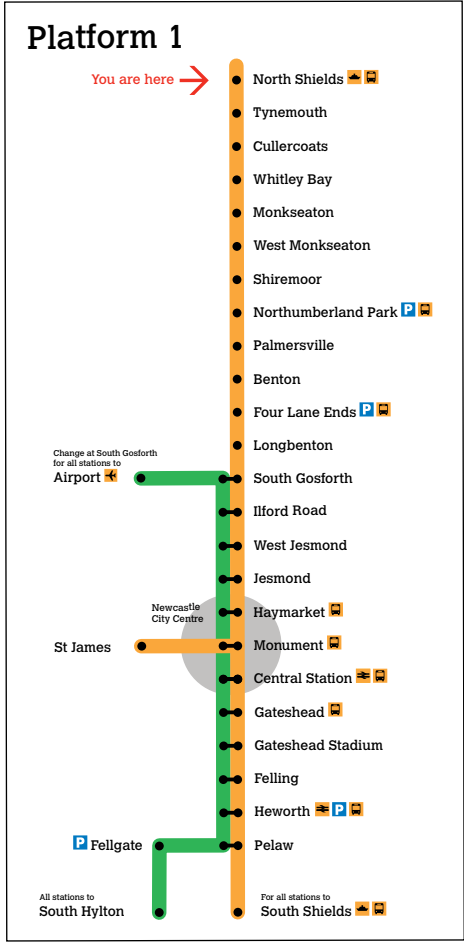
Byker



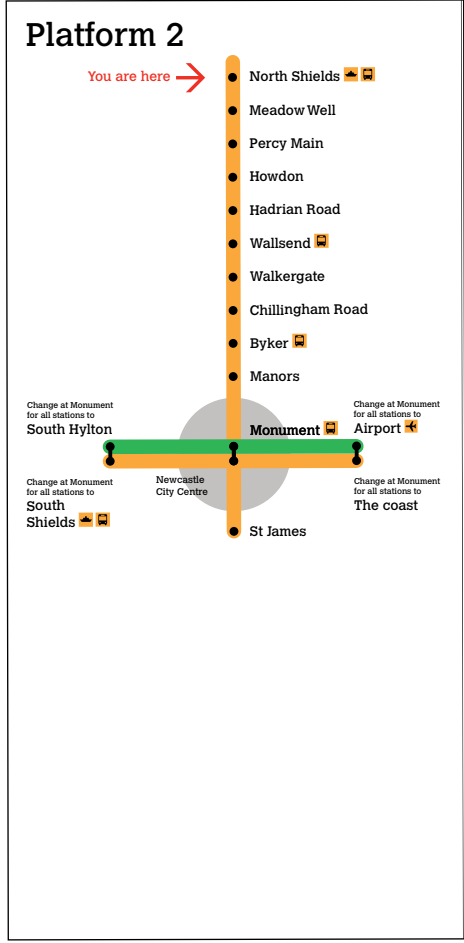
Byker



North Shields

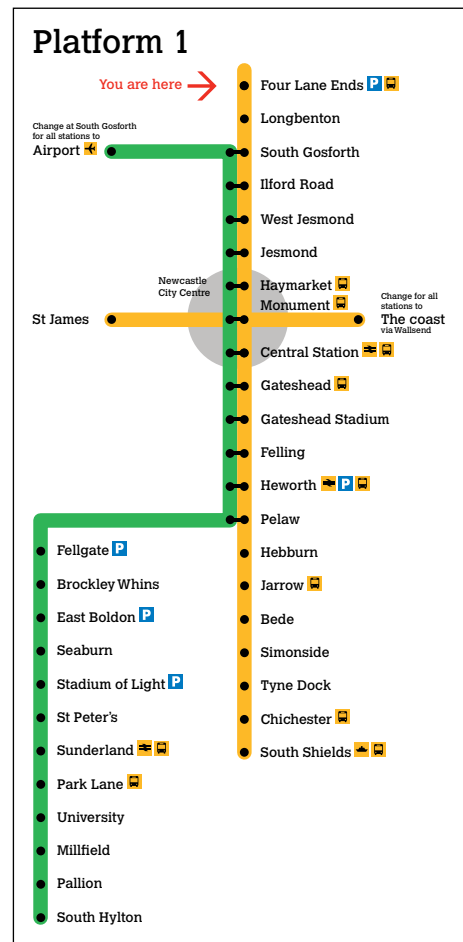


North Shields

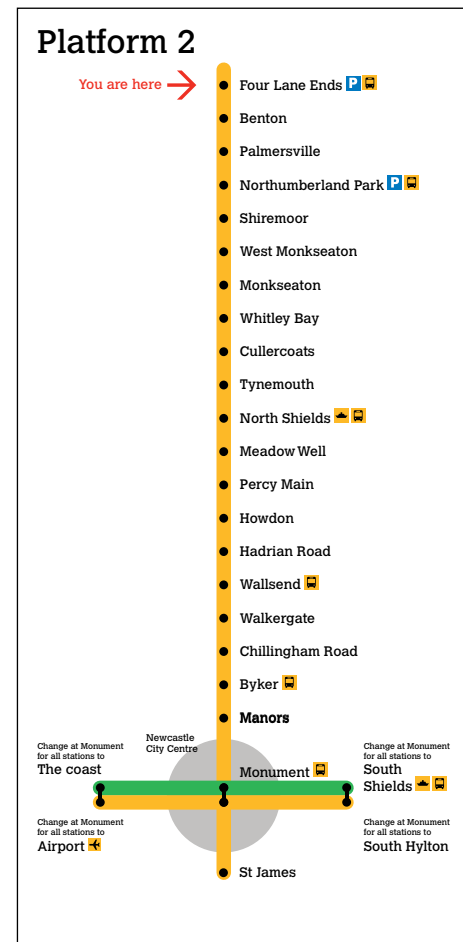


Appendix 1 - All destination lists displayed on the system

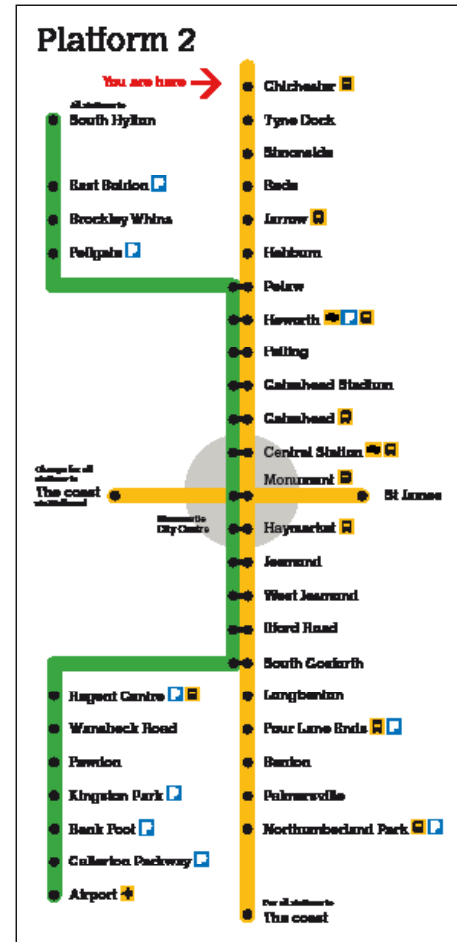
FLE



FLE



Chichester



Various sizes

| Station | Quantity | Visual area | Print area | Poster size inc frame overlap |
|---------------------|----------|-------------|------------|-------------------------------|
| | 75 | 1710x810 | 1660x760 | 1746x846 |
| Airport | 1 | | | |
| Bank Foot | 2 | | | |
| Bede | 2 | | | |
| Benton | 2 | | | |
| Byker | 1 | | | |
| Callerton Parkway | 2 | | | |
| Central | 1 | | | |
| Chichester | 1 | | | |
| Cullercoats | 2 | | | |
| Fawdon | 2 | | | |
| Fellgate | 1 | | | |
| Four Lane Ends | 1 | | | |
| Gateshead | 1 | | | |
| Gateshead Stadium | 1 | | | |
| Hadrian Road | 2 | | | |
| Hebburn | 2 | | | |
| Heworth | 2 | | | |
| Ilford Road | 2 | | | |
| Jarrow | 1 | | | |
| Jesmond | 1 | | | |
| Kingston Park | 2 | | | |
| Longbenton | 2 | | | |
| Manors | 1 | | | |
| Monkseaton | 3 | | | |
| Monument | 1 | | | |
| North Shields | 1 | | | |
| Northumberland Park | | 1 | | |

Various sizes

| Station | Quantity | Visual area | Print area | Poster size inc frame overlap |
|------------------|----------|-------------|------------|-------------------------------|
| | | 1710x810 | 1660x760 | 1746x846 |
| Pallion | 1 | | | |
| Palmersville | 1 | | | |
| Park Lane | 1 | | | |
| Pelaw | 1 | | | |
| Percy Main | 2 | | | |
| Regent Centre | 1 | | | |
| Shiremoor | 2 | | | |
| Simonside | 2 | | | |
| South Gosforth | 2 | | | |
| South Shields | 2 | | | |
| St James | 1 | | | |
| St Peters | 1 | | | |
| Stadium of Light | 1 | | | |
| Sunderland | 1 | | | |
| Tyne Dock | 2 | | | |
| Tynemouth | 2 | | | |
| Wallsend | 2 | | | |
| Wansbeck Road | 2 | | | |
| West Jesmond | 2 | | | |
| West Monkseaton | 1 | | | |
| Whitley Bay | 2 | | | |
| Walkergate | 2 | | | |

Appendix 2 - Onward Travel and timetable sizes displayed on the system

Various sizes

| Station | Quantity | Visual area | Print area | Poster size inc frame overlap |
|-----------------|----------|-------------|------------|-------------------------------|
| Chillighma Road | 2 | 690x890 | 640x840 | 726x926 |
| | 1 | 1655x775 | 1605x725 | 1655x775 No overlap |
| East Boldon | 1 | 1685x790 | 1635x740 | 1721x826 |
| | 1 | 1700x810 | 1650x760 | 1736x846 |
| Haymarket | 1 | 1705x790 | 1655x740 | 1741x826 |
| Howdon | 2 | 1730x740 | 1680x690 | 1730x740 No overlap |
| Meadow Well | 2 | 1685x805 | 1635x755 | 1685x805 No overlap |
| Millfield | 2 | 1670x770 | 1620x720 | 1706x756 |
| South Hylton | 1 | | | |
| University | 1 | | | |
| Pallion | 1 | 1570x770 | 1520x720 | 1606x806 |
| Seaburn | 4 | 1690x790 | 1640x740 | 1726x826 |
| St Peter's | 1 | | | |

Appendix 2 - Onward Travel and timetable quantities displayed on the system

20x30 posters

| Station | Quantity | Bus panel | Transfare panel | Network One panel |
|----------------|----------|-----------|-----------------|-------------------|
| Brockley Whins | 6 | 2 | 2 | 2 |
| Fellgate | 3 | 1 | 1 | 1 |
| Monument | 2 | 0 | 1 | 1 |
| Park Lane | 3 | 1 | 1 | 1 |

DR (25x40) posters

| Station | Quantity | Bus panel | Transfare panel | Network One panel |
|------------|----------|-----------|-----------------|-------------------|
| Felling | 6 | 2 | 2 | 2 |
| Park Lane | 1 | 0 | 1 | 0 |
| University | 5 | 2 | 2 | 1 |