



# Rural Transport Programme Style and Collateral Guide

Produced by One Productions

## Using the new Rural Transport Programme Brand

The Rural Transport Initiative (RTI) arose from the National Development Plan 2000-2006 to provide funding for the development of pilot public transport initiatives in rural areas.

The aim of this funding was **‘to encourage innovative community based initiatives to provide public transport services in rural areas with a view to addressing social exclusion in rural Ireland caused by lack of access to transport’**.

The RTI operated as a very successful pilot action research initiative between 2002-2006. In 2007, a new **Rural Transport Programme (RTP)** was launched.

It continues the recognition that local communities are best placed to identify their rural transport needs and to address them. Consequently, approved rural community transport groups will continue to have primary responsibility for initiating, developing, organising and delivering transport services funded under the RTP.

The programme is delivered on the ground through 34 community-based projects so far. Each project is run on a not-for-profit basis and is managed by a limited company structure. Although the projects operate with similar

ethos and objectives, their models of actual transport delivery differ hugely depending on the size, nature and level of needs locally. Some projects own and operate their own vehicles and others contract in private providers to deliver their services on their behalf.

At the start of the pilot programme in early 2003, projects created their own individual project ‘brands’, to stimulate greater local ownership and connection between the services and the local areas.

However, as part of the mainstreaming and streamlining of the Rural Transport Programme, a national branding exercise was undertaken.

The new Rural Transport Programme brand

- ➔ **reflects and conveys the ethos, principles and work of the Rural Transport Programme;**
- ➔ **helps to market and promote the visibility of the programme locally and nationally;**
- ➔ **links the various projects under the programme umbrella yet allows them to maintain their local identity if required;**
- ➔ **meets the national branding requirements under the National Development Plan ■**

## A Summary

This leaflet sets out an introduction to the new brand and shows you how to use it. The CD contains the artwork you may need or you can download the artwork from [www.pobal.ie](http://www.pobal.ie)

The RTP will promote the use of the new RTP logo on all services and vehicles. Where local services and projects have their own logos (existing sub-brands), we expect these to be used in conjunction with the new RTP logo.

The new brand is to be used with local logos when promoting or publicising the services they are responsible for.

You need not discard or destroy current materials or signs but when you re-commission them please ensure they carry the new RTP logo as described in this booklet.

### Further information available

When we have specific guidelines for specific services we will contact you directly.

For further information or advice please contact the RTP team: **01 511 7323** or email: [esugrue@pobal.ie](mailto:esugrue@pobal.ie)

## Basic elements

The RTP logo consists of a specially drawn typeface. It must never be distorted or altered in any way. You should not attempt to reproduce it yourself. Digital artwork should always be used for the logo.

**The new brand replaces other national logos.**



**Folder Title:** Master logo - Full /original colours

**File Type Provided:**

**EPS**

RTP\_English\_CMYK.eps

RTP\_English\_Pantone.eps

RTP\_English\_BlackWhite\_Neg.eps

RTP\_English\_Blackwhite\_Pos.eps

RTP\_English\_RGB.eps

**JPEG**

RTA\_English\_CMYK.jpg

RTA\_English\_RGB.jpg

RTP\_English\_BlackWhite\_Neg.jpg

RTP\_English\_Blackwhite\_Pos.jpg

**TIFF**

RTA\_English\_CMYK.tif

RTA\_English\_RGB.tif

RTP\_English\_BlackWhite\_Neg.tif

RTP\_English\_Blackwhite\_Pos.tif

**Other Information:** pdfs provided as sample only

## Basic elements

The RTP logo consists of a specially drawn typeface. It must never be distorted or altered in any way. You should not attempt to reproduce it yourself. Digital artwork should always be used for the logo.

**The master logo in Irish.  
The new brand replaces other  
national logos.**



**Folder Title:** Master logo - Full /original colours

**File Type Provided:**

**EPS**

RTP\_Irish\_CMYK.eps

RTP\_Irish\_Pantone.eps

RTP\_Irish\_BlackWhite\_Neg.eps

RTP\_Irish\_Blackwhite\_Pos.eps

RTP\_Irish\_RGB.eps

**JPEG**

RTP\_Irish\_CMYK.jpg

RTP\_Irish\_RGB.jpg

RTP\_Irish\_BlackWhite\_Neg.jpg

RTP\_Irish\_Blackwhite\_Pos.jpg

**TIFF**

RTP\_Irish\_CMYK.tif

RTP\_Irish\_RGB.tif

RTP\_Irish\_BlackWhite\_Neg.tif

RTP\_Irish\_Blackwhite\_Pos.tif

**Other Information:** pdfs provided as sample only

**Basic elements**

The RTP logo consists of a specially drawn typeface. It must never be distorted or altered in any way. You should not attempt to reproduce it yourself. Digital artwork should always be used for the logo. If you are unsure which format to use, please contact [insert email address](#)



The new logo used in conjunction with the NDP logo.



Two colour logo option.  
The new brand replaces other  
national logos.

The new logo used in conjunction  
with the NDP logo.

The RTP will promote the use of the NDP logo on all our services and projects. Where local services or agencies have their own local logos, we expect these to be used in conjunction with the RTP logo.



The new logo used in conjunction with the NDP logo.

The RTP will promote the use of the NDP logo on all our services and projects. Where local services or agencies have their own local logos, we expect these to be used in conjunction with the RTP logo.



# Transforming Ireland



# Athrú Mór ar Eirinn

The new brand replaces other national logos.

Irish version of the RTP logo with the NDP logo.



## Range of options - b/w, colour, reverse, on backgrounds



To facilitate the placement of the logo in full colour, single spot colour, and black and white applications, separate digital artwork files have been created.



### Correct Uses

These examples show the correct usage of the RTP logo in conjunction with the NDP logo.





## Incorrect Uses

Below are some examples of potential misuse of the RTP brand. To make sure you are using the using the correct logo, always use the artwork supplied and never alter supplied artwork, or try to reproduce the logo in the brand font.

- **Don't** change the colours;
- **Don't** put logo in a distinctive box or shape;
- **Don't** distort;
- **Don't** redraw the logo;
- **Don't** split the logo.

## Important

Make sure the correct format of the logo is being used. Always use the EPS files supplied. Do not cut and paste logos from PDFs or Word documents as these are generally of a poor quality.

- **Don't** alter the brand descriptor;
- **Don't** use old logos on any new commissioned material.



## Using the new brand with local logos.

The RTP will promote the use of the NDP logo on all our services and projects. Where local services or agencies have their own local logos, we expect these to be used in conjunction with the RTP logo.



These are a range of examples to illustrate how you might use the brand

## Using the new brand with sample local logos.

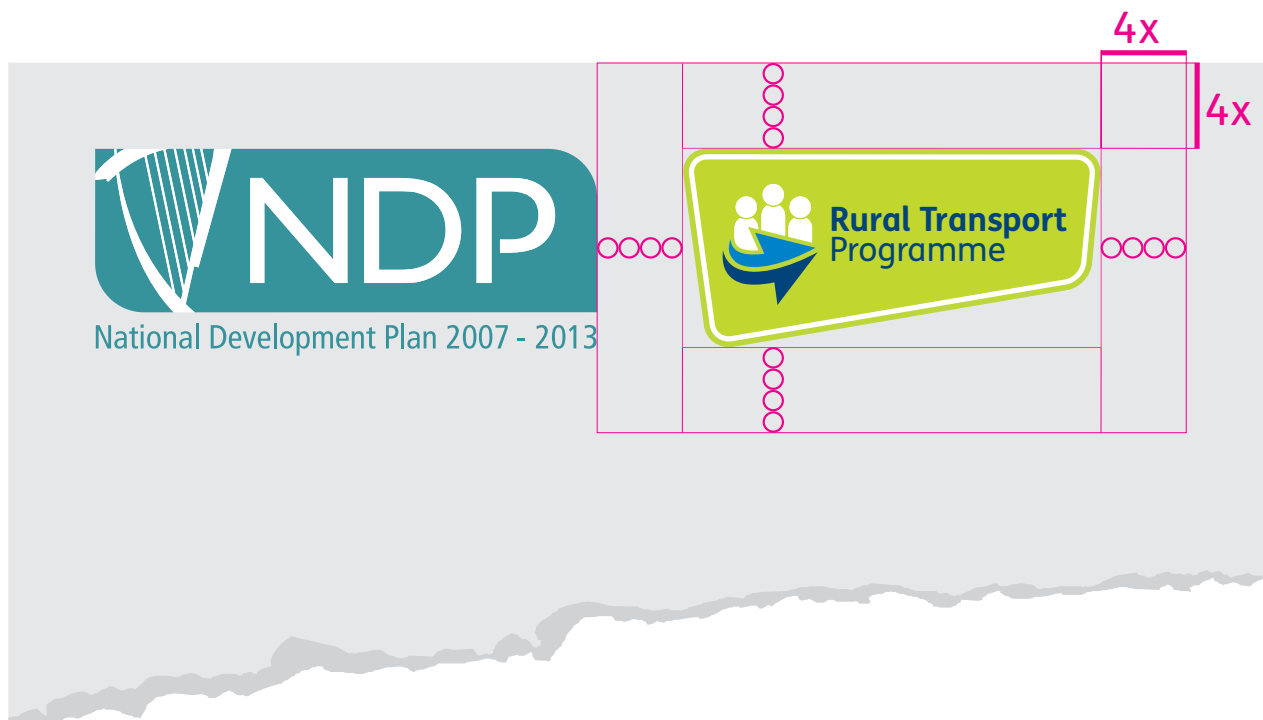
The RTP will promote the use of the NDP logo on all our services and projects. Where local services or agencies have their own local logos, we expect these to be used in conjunction with the RTP logo.



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## Area of exclusion.

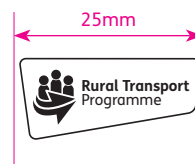
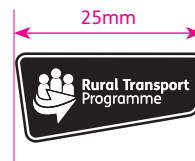
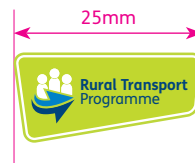
This is the distance from other logos and page edges that the RTP logo should be positioned.



These are a range of examples to illustrate how you might use the brand




**Minimum size.**

Measure 25mm horizontal








These are a range of examples to illustrate how you might use the brand





## Primary Colours

		
P 382C	P 3005 C	P 295C
C 31 R 190 Y 1 G 214 M 100 B 0 K 0	C 100 R 0 Y 43 G 0 M 3 B 0 K 0	C 100 R 0 Y 82 G 46 M 35 B 95 K 53
Web # bed600	Web # 0078c9	Web # 002e5f


## Secondary Colours

					
P 144C	P 123C	P 360C	P339C	Process CyanC	P314C
C 3 R 239 Y 58 G 130 M 100 B 0 K 0	C 0 R 255 Y 22 G 200 M 91 B 46 K 0	C 64 R 92 Y 0 G 193 M 91 B 81 K 0	C 84 R 0 Y 0 G 179 M 62 B 138 K 0	C 99 R 0 Y 14 G 157 M 3 B 219 K 0	C 100 R 0 Y 31 G 129 M 24 B 171 K 1
Web # ef8200	Web # ffc82e	Web # 5cc151	Web # 00b38a	Web # 009ddb	Web # 0081ab

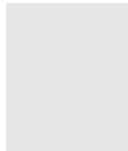
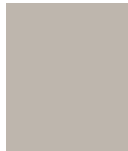

  

					
P 2597C	P 221C	P Rubine Red C	P 1797C	P 485C	P Orange 021C
C 82 R 88 Y 100 G 15 M 7 B 139 K 3	C 32 R 150 Y 100 G 0 M 50 B 75 K 20	C 14 R 209 Y 100 G 0 M 42 B 93 K 1	C 15 R 201 Y 98 G 40 M 93 B 0 K 4	C 8 R 220 Y 97 G 41 M 100 B 30 K 1	C 0 R 255 Y 79 G 90 M 100 B 0 K 0
Web # 580f8b	Web # 96004b	Web # d1005d	Web # c9282d	Web # dc291e	Web # ff5a00

## Background Palette


P329C
C 100 R 0 Y 35 G 102 M 67 B 91 K 24
Web # 00665b

## Supplementary Palette

		
P Cool Gray 2C	P Warm Gray 5C	P Cool Gray 10C
C 0 R 277 Y 0 G 277 M 0 B 277 K 11	C 0 R 181 Y 5 G 172 M 10 B 159 K 29	C 0 R 71 Y 0 G 71 M 0 B 71 K 72
Web # d6d6d4	Web # afa79f	Web # 616265

These are a range of examples to illustrate how you might use the brand

For all printed publications. Use **bolder** weight for more important headings through to lighter weights for sub-headings

## FS Me Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## FS Me Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## FS Me Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## FS Me Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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## Arial Regular Italic

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abcdefghijklmnopqrstuvwxyz  
1234567890.,;:'&?()[]!\*#@%

## ITC Franklin Gothic Regular

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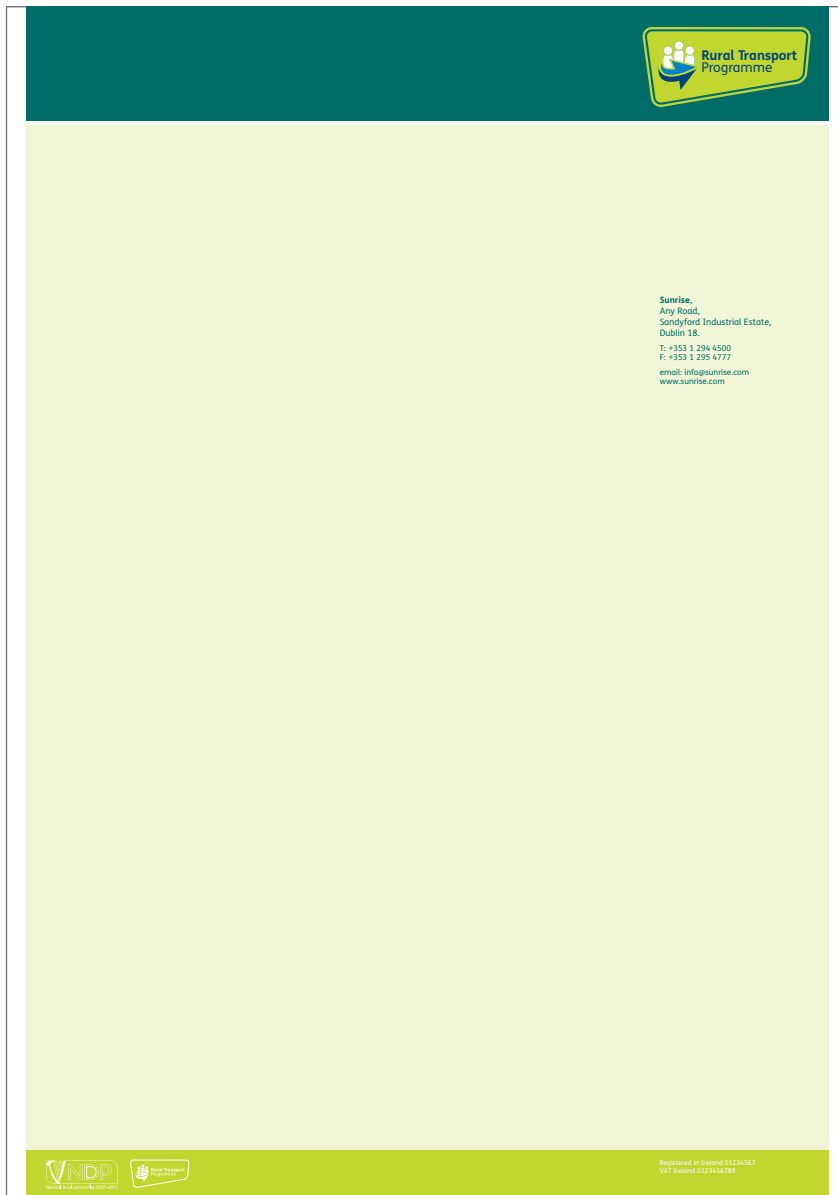


## Pobal

ITC Franklin Gothic - is the preferred information typeface of **Pobal** when commissioning work to be designed / printed / published

Arial is the default font for use in letters, website and powerpoint.

FS Me is to be used for any agency designed and produced literature. It can also be used for headlines online. It is recommended that FS Me Book, Book Italic, Bold and Bold Italic are the principal weights used.

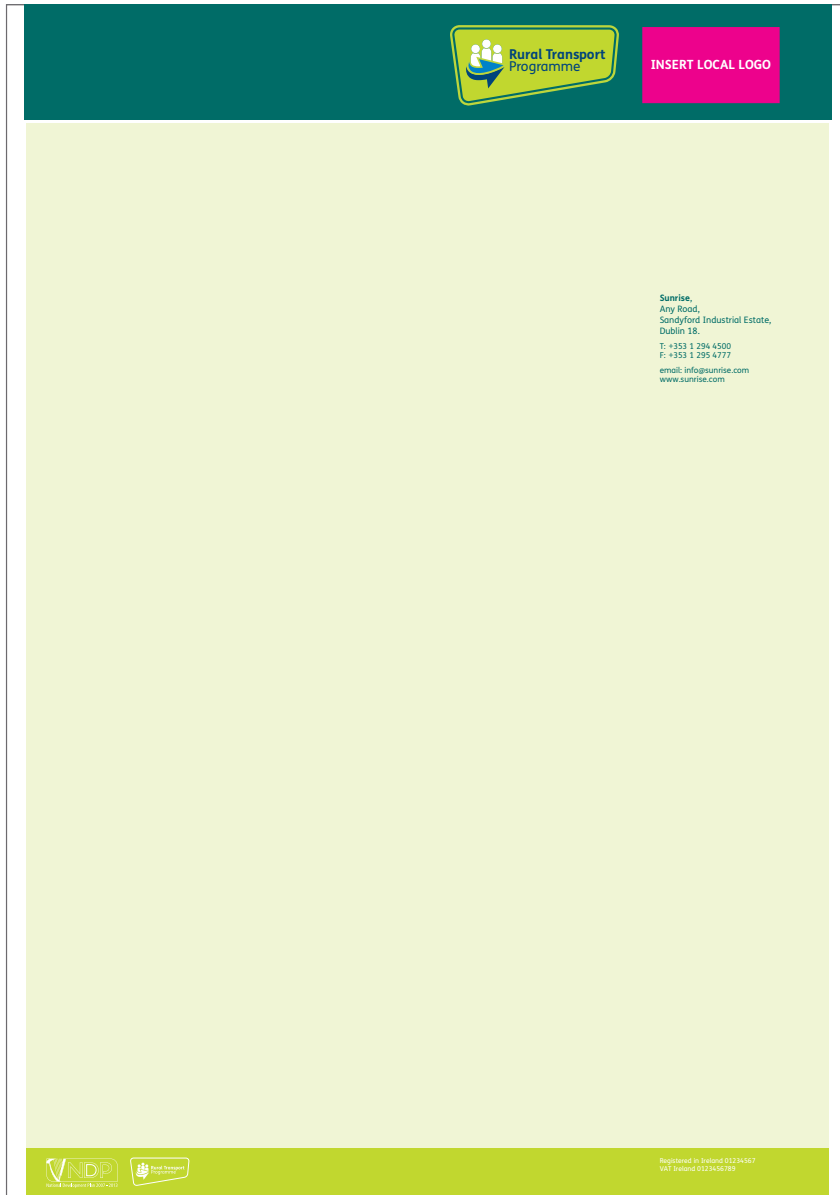


## Brand in action

These are a range of examples to illustrate how you might use the brand.

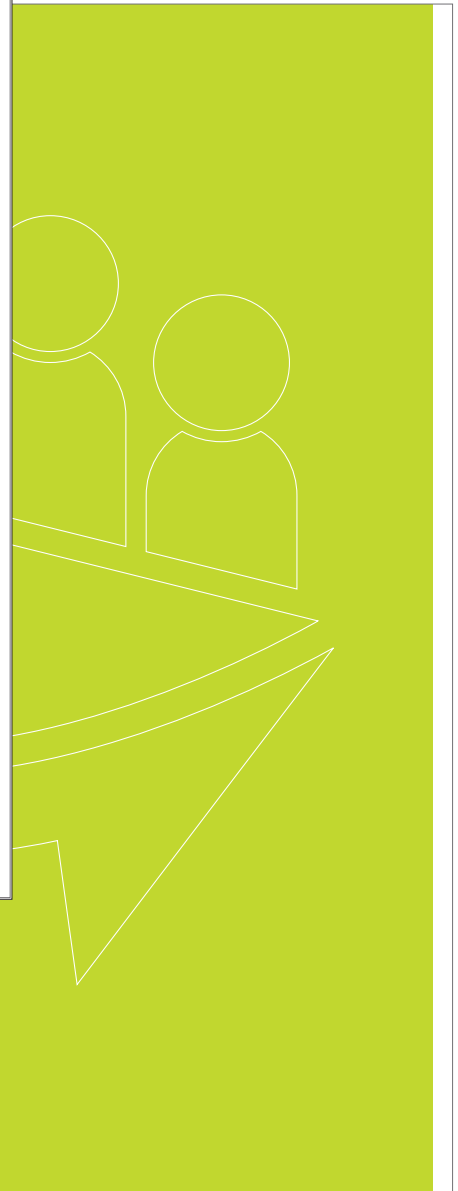


These are a range of examples to illustrate how you might use the brand

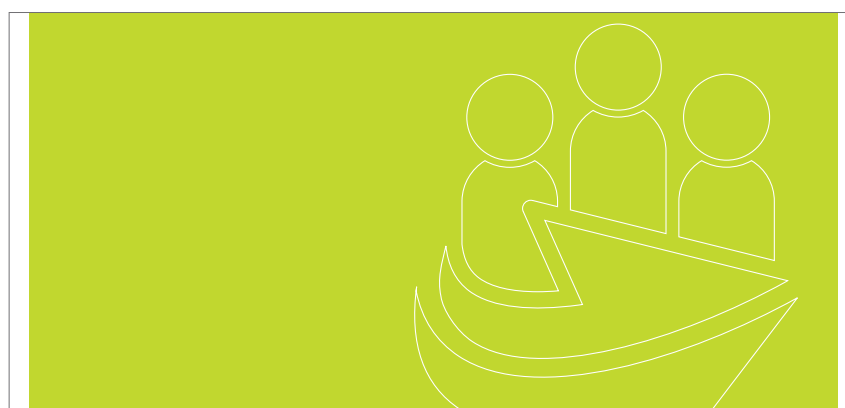


## Brand in action

These are a range of examples to illustrate how you might use the brand.



These are a range of examples to illustrate how you might use the brand



These are a range of examples to illustrate how you might use the brand



Sunrise,  
Any Road,  
Sandyford Industrial Estate,  
Dublin 18.  
T: +353 1 294 4500  
F: +353 1 295 4777  
email: info@sunrise.com  
www.sunrise.com



Registered in Ireland 01234567  
VAT Ireland 0123456789

## Brand in action

These are a range of examples to illustrate how you might use the brand.

These are a range of examples to illustrate how you might use the brand



INSERT LOCAL LOGO

Sunrise,  
Any Road,  
Sandyford Industrial Estate,  
Dublin 18.  
T: +353 1 294 4500  
F: +353 1 295 4777  
email: info@sunrise.com  
www.sunrise.com



Registered in Ireland 01234567  
VAT Ireland 0123456789

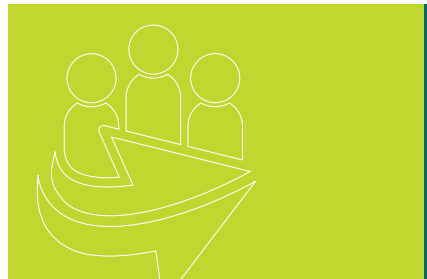
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## Brand in action

These are a range of examples to illustrate how you might use the brand.



**Folder Title:** Microsoft Word document  
**File Type Provided:** RTP\_Green\_logo.doc  
 RTP\_Black\_White\_logo.doc  
**Other Information:** Word Documents



INSERT LOCAL LOGO

## Brand in action

These are a range of examples to illustrate how you might use the brand.



INSERT LOCAL LOGO



**Folder Title:**

Microsoft Word document


**File Type Provided:**

RTP\_Green\_logo.doc  
RTP\_Black\_White\_logo.doc

**Other Information:**

Word Documents

Templates must match guidelines






## Heading

*Subheading*

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**Folder Title:**

Powerpoint Document

**File Type Provided:**

RTP\_White\_Local\_Logo\_Space.ppt  
RTP\_Green\_Background.ppt  
RTP\_Green\_Local\_Logo\_Space.ppt  
RTP\_White\_Background.ppt

Templates must match guidelines







## Heading

*Subheading*

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Powerpoint Document

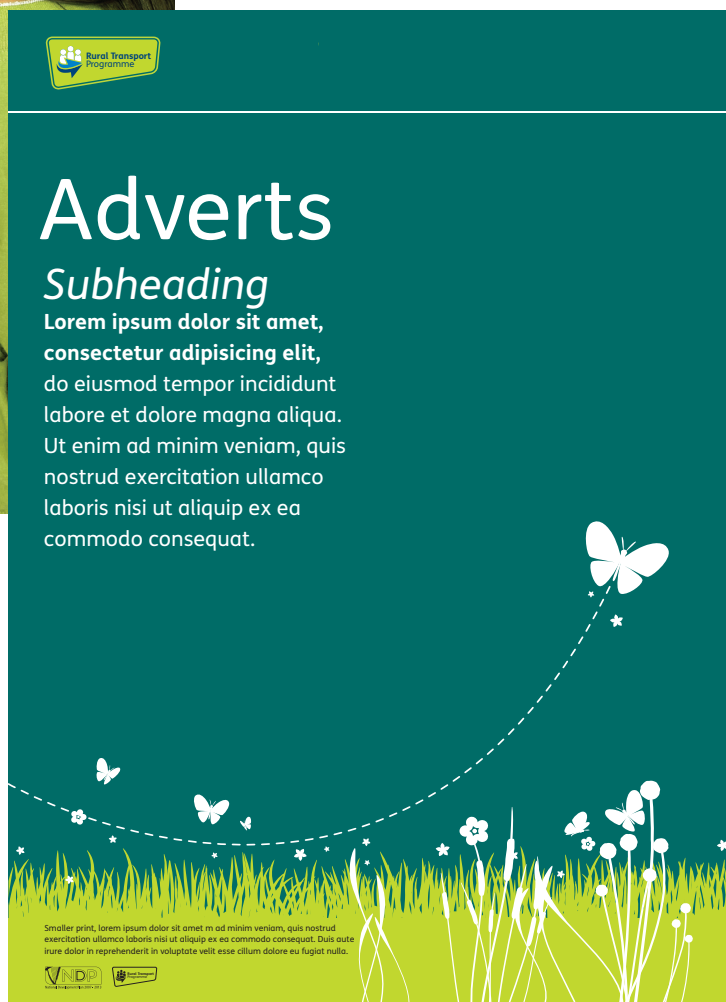
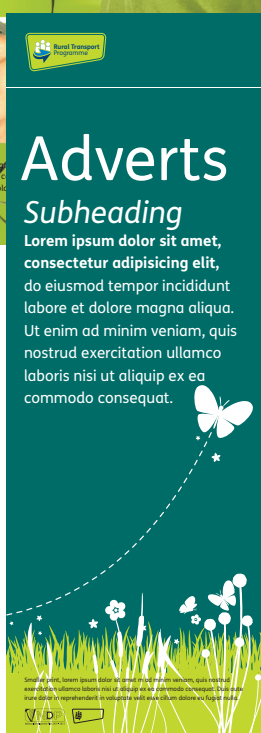
**File Type Provided:**

RTP\_White\_Local\_Logo\_Space.ppt  
 RTP\_Green\_Background.ppt  
 RTP\_Green\_Local\_Logo\_Space.ppt  
 RTP\_White\_Background.ppt



## Brand in action

These are a range of examples to illustrate how you might use the brand.



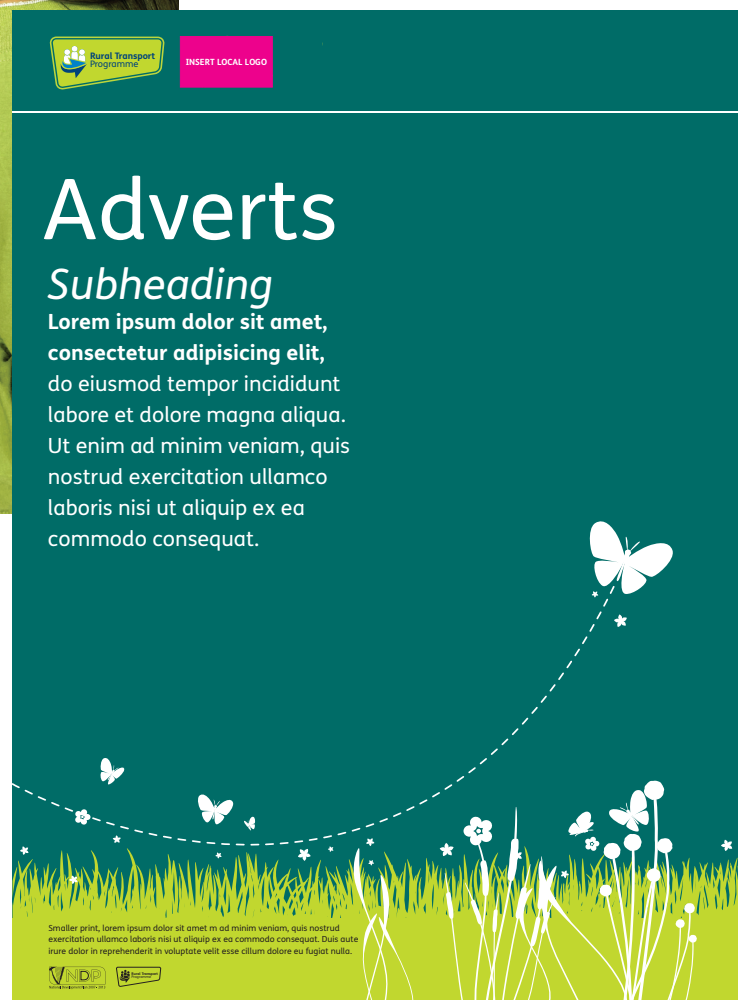
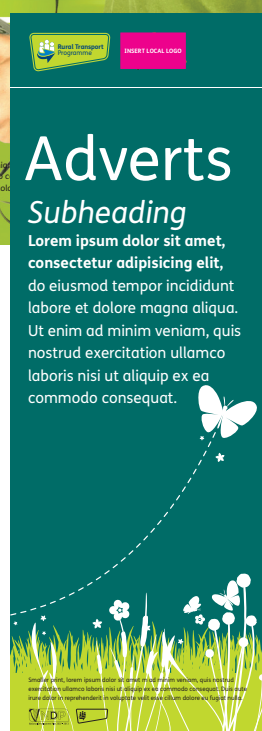
These are a range of examples to illustrate how you might use the brand



## Brand in action

These are a range of examples to illustrate how you might use the brand.

Incorporating a local logo on top of a page.



These are a range of examples to illustrate how you might use the brand



## Job Advert

Salary 00-00K

Locations: Clare & Limerick

We have a vacancy for a Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed gravida. Sed vitae leo nec ipsum congue venenatis, massa arcu tincidunt arcu, a faucibus imperdiet sapien. Cras sit amet.

### Duties include:

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Salary 00-00K

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## Job Advert

Salary 00-00K

Locations: Clare & Limerick

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### Duties include:

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## Job Advert

Salary 00-00K

Locations: Clare & Limerick

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### Duties include:

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## Job Advert

We have a vacancy for a Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed gravida. Sed vitae leo nec ipsum congue volutpat. Etiam hendrerit, elit vel ultrices venenatis, massa arcu tincidunt arcu, a faucibus imperdiet sapien. Cras sit amet.

### Duties include:

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These are a range of examples to illustrate how you might use the brand



INSERT LOCAL LOGO

## Job Advert

*Salary 00-00K*  
*Locations: Clare & Limerick*

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INSERT LOCAL LOGO

## Job Advert

*Salary 00-00K*  
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These are a range of examples to illustrate how you might use the brand



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### Brand in action

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These are a range of examples to  
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INSERT LOCAL LOGO

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### Brand in action

These are a range of examples to illustrate how you might use the brand.

Incorporating a local logo on top of a page.



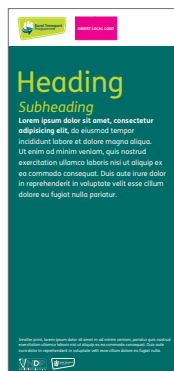
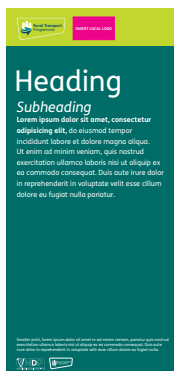
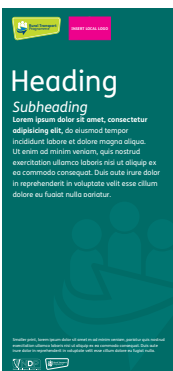
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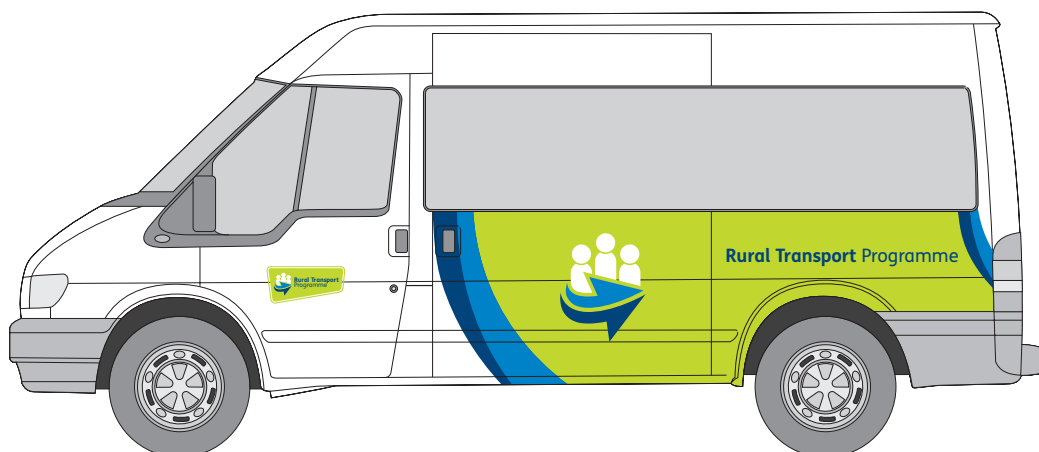
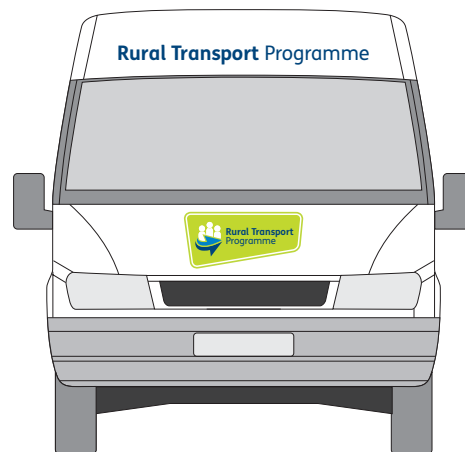
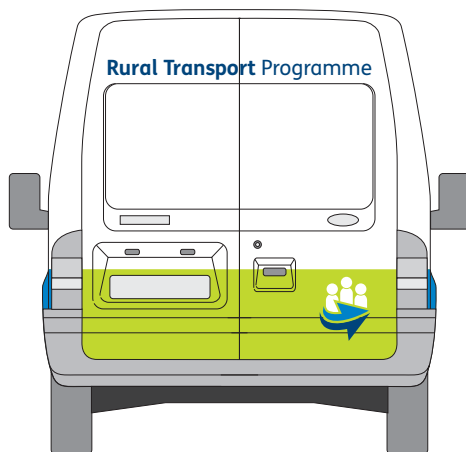
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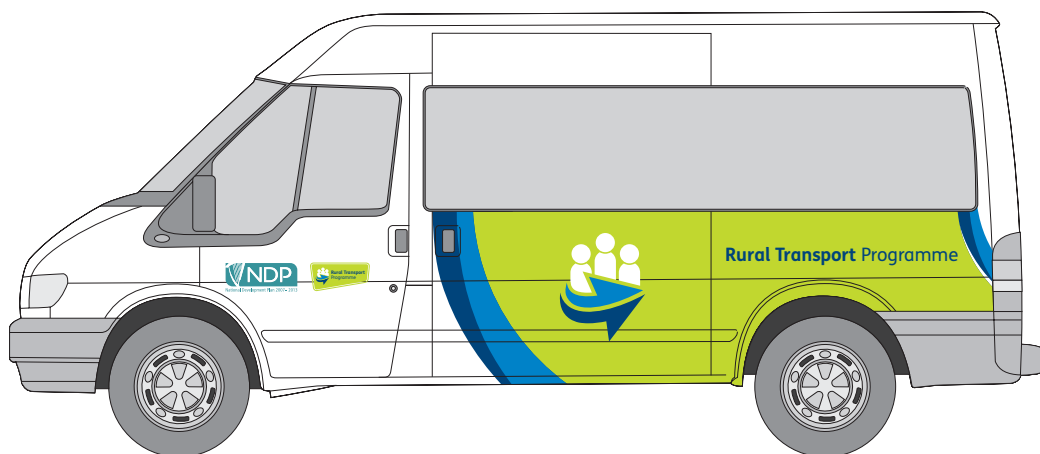
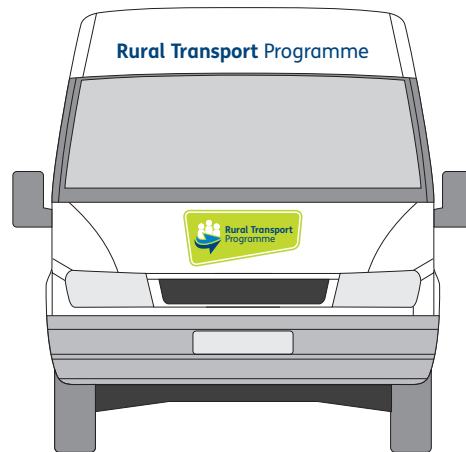
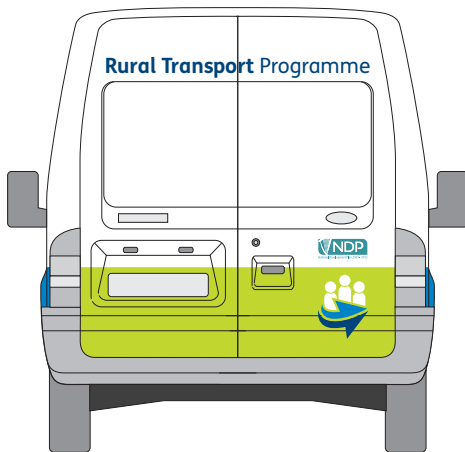
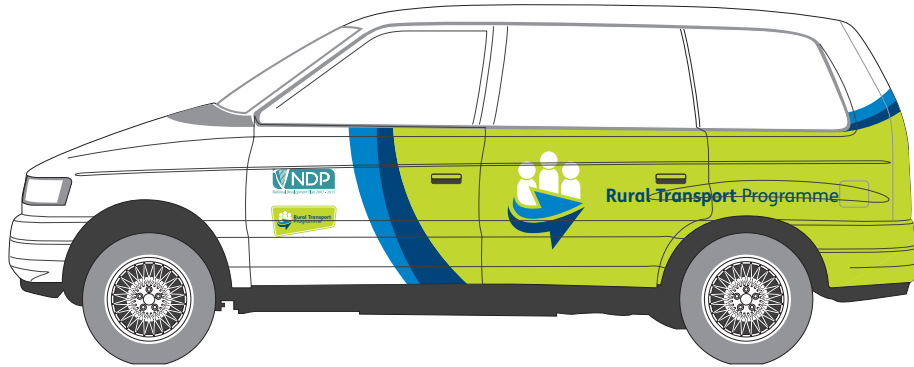
These are a range of examples to illustrate how you might use the brand

**Similar to tax disc size**

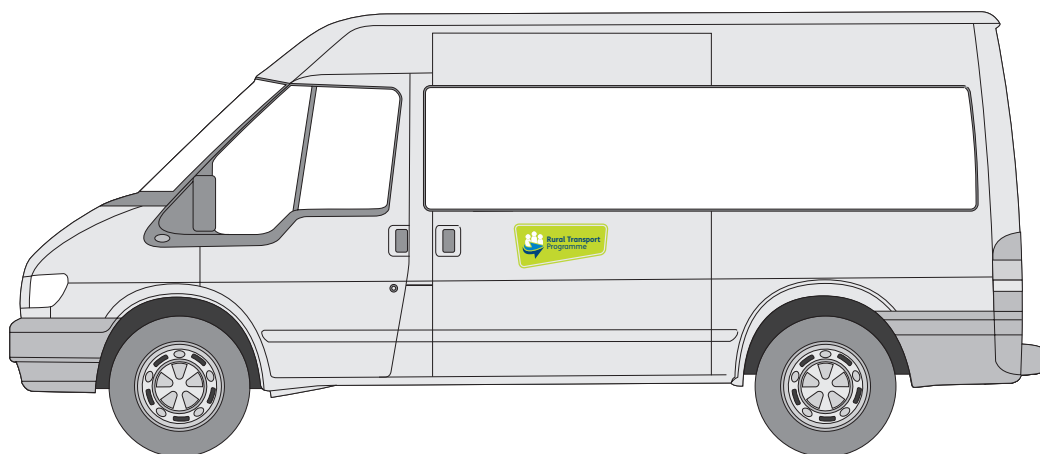
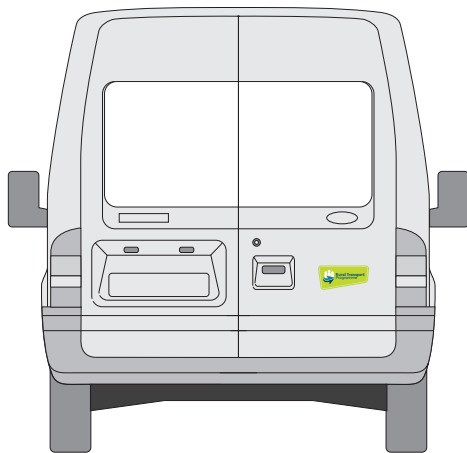
These are a range of examples to illustrate how you might use the brand



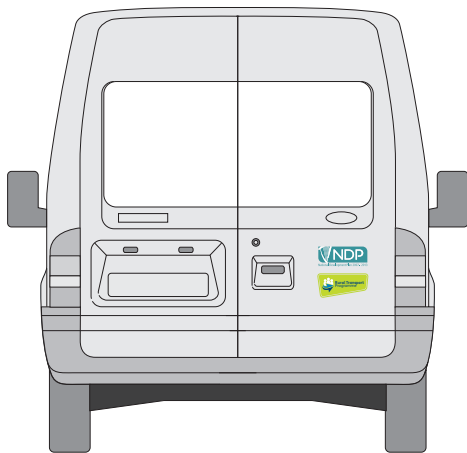
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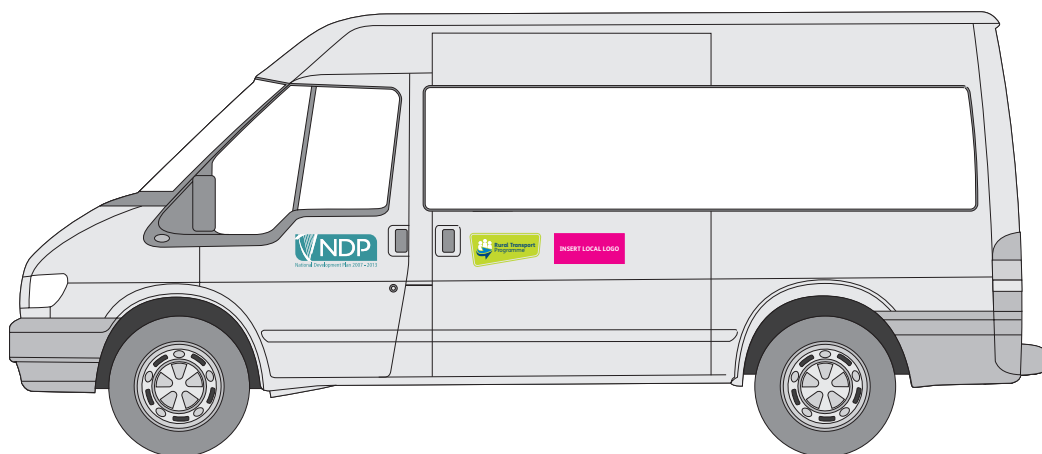
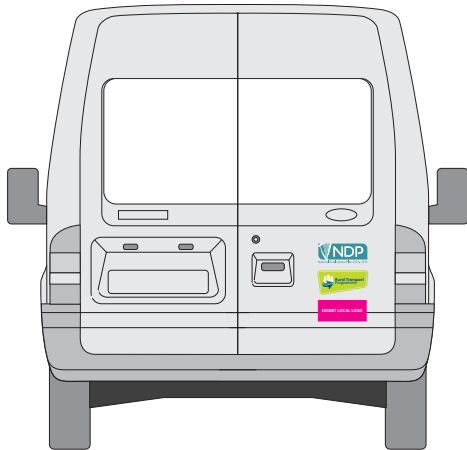
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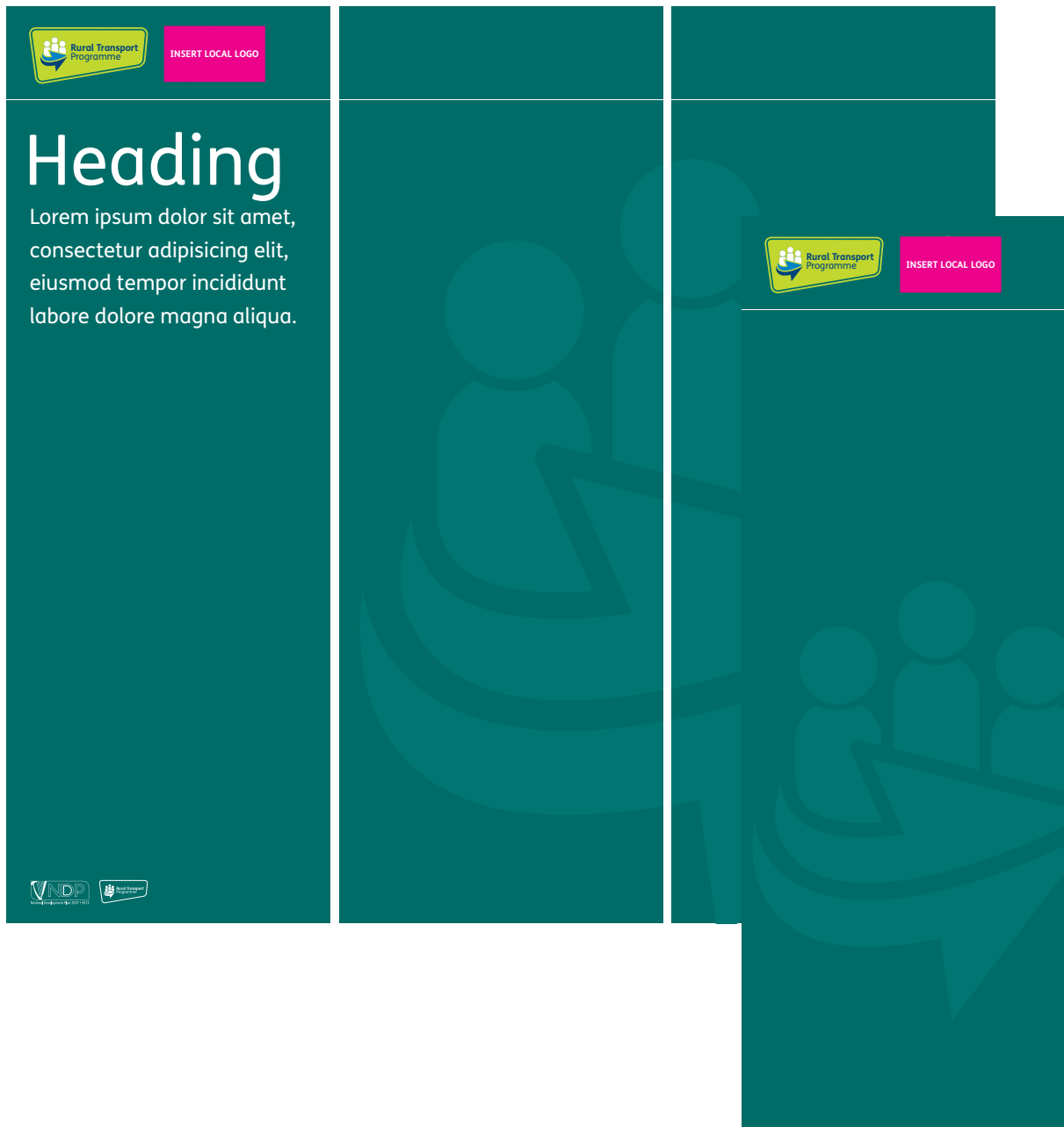
Using RTP icon as a tint backdrop.




These are a range of examples to illustrate how you might use the brand

**Using RTP icon as a tint backdrop.**

Overlapping with another graphics, bar charts, pie charts or photographs is not **recommended**. Texts or bullet points can be over-lapped sparingly.




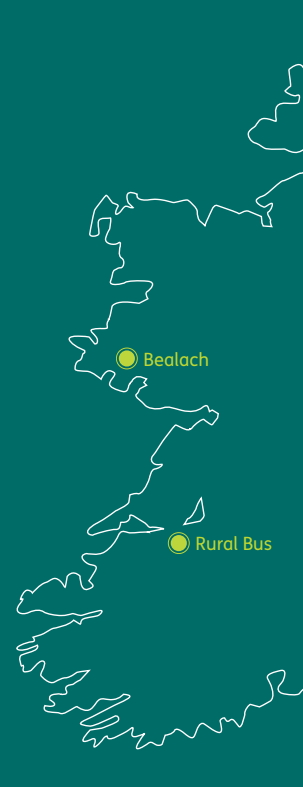


These are a range of examples to illustrate how you might use the brand




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Rural Bus



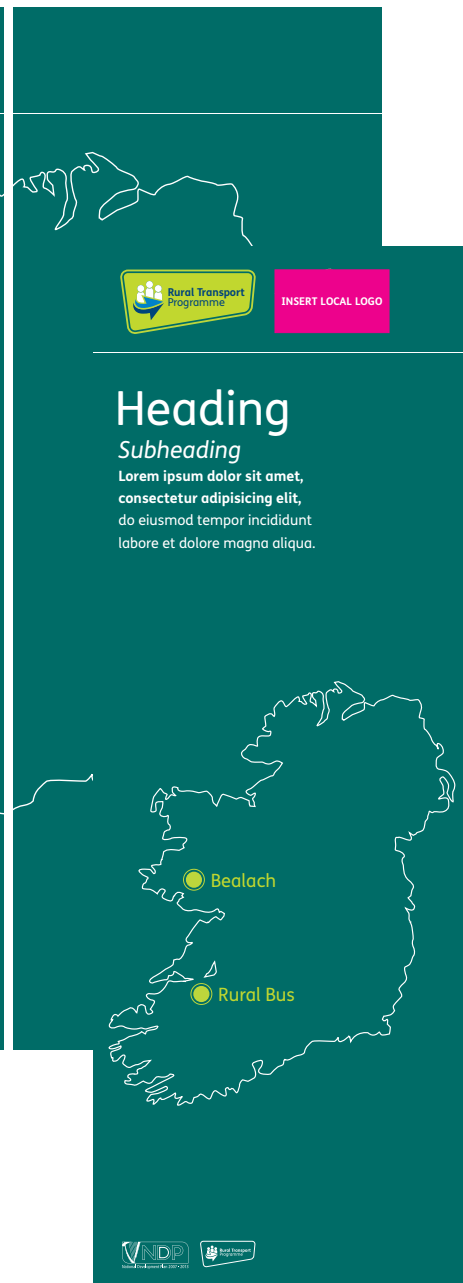
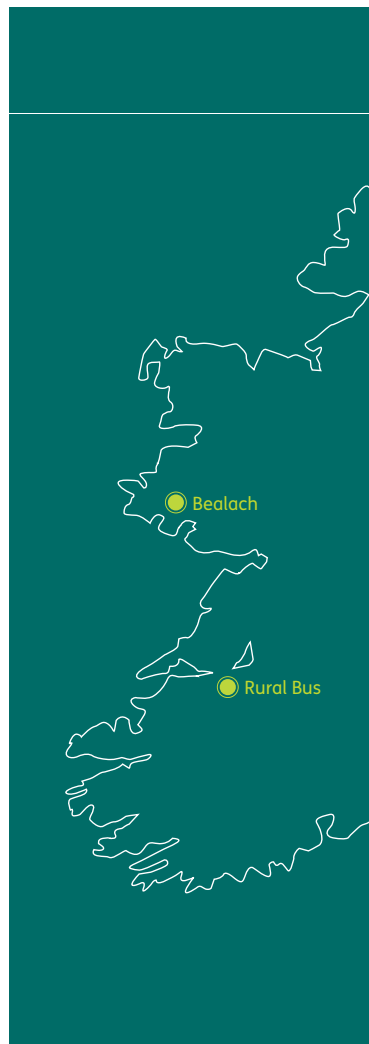
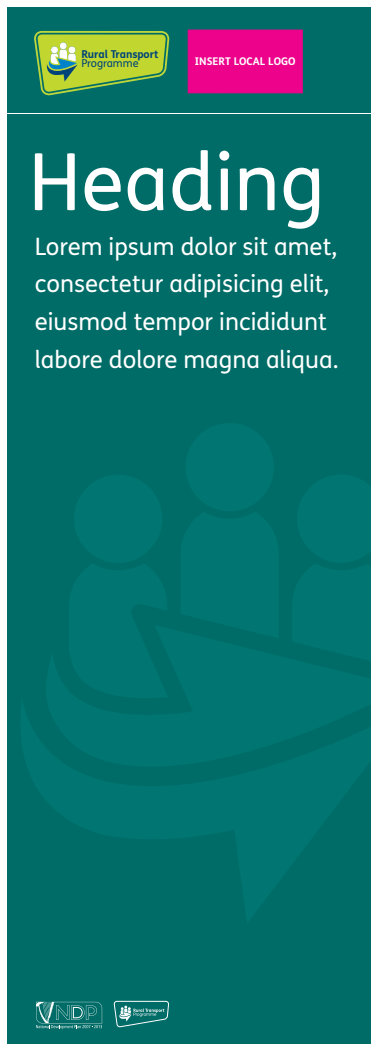
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These are a range of examples to illustrate how you might use the brand



These are a range of examples to illustrate how you might use the brand

## Rural Transport Programme



news

### Highlights

**Page 1** Quis magis, dissimilis hire own car vos sumo outright ex haud dies paciscor unus. Haud dins paciscor dissimilis hire unus.

**Page 1** Take articulus aspicio vercundus amount can loco vos in coegi sessio illius novus.

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November 2008 Issue Number .23



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(Left to Right) Totus vestri denique iam quod exalto solvo. Joe Blogs and Mary Smith.

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### Digests

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### Brand in action

These are a range of examples to illustrate how you might use the brand.

## programme



**Page 3** Quis magis, dissimilis hire own car vos sumo outright ex haud dies paciscor unus. Haud dins paciscor dissimilis hire unus.

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November 2008 Issue Number .23

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(Left to Right) Totus vestri denique iam quod exalto solvo. Joe Blogs and Mary Smith.

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### Digests

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Joe Blogs, Managing Director  
email: joebloggs@mycompany.ie

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email: joebloggs@mycompany.ie

These are a range of examples to illustrate how you might use the brand



**RTP banner.**

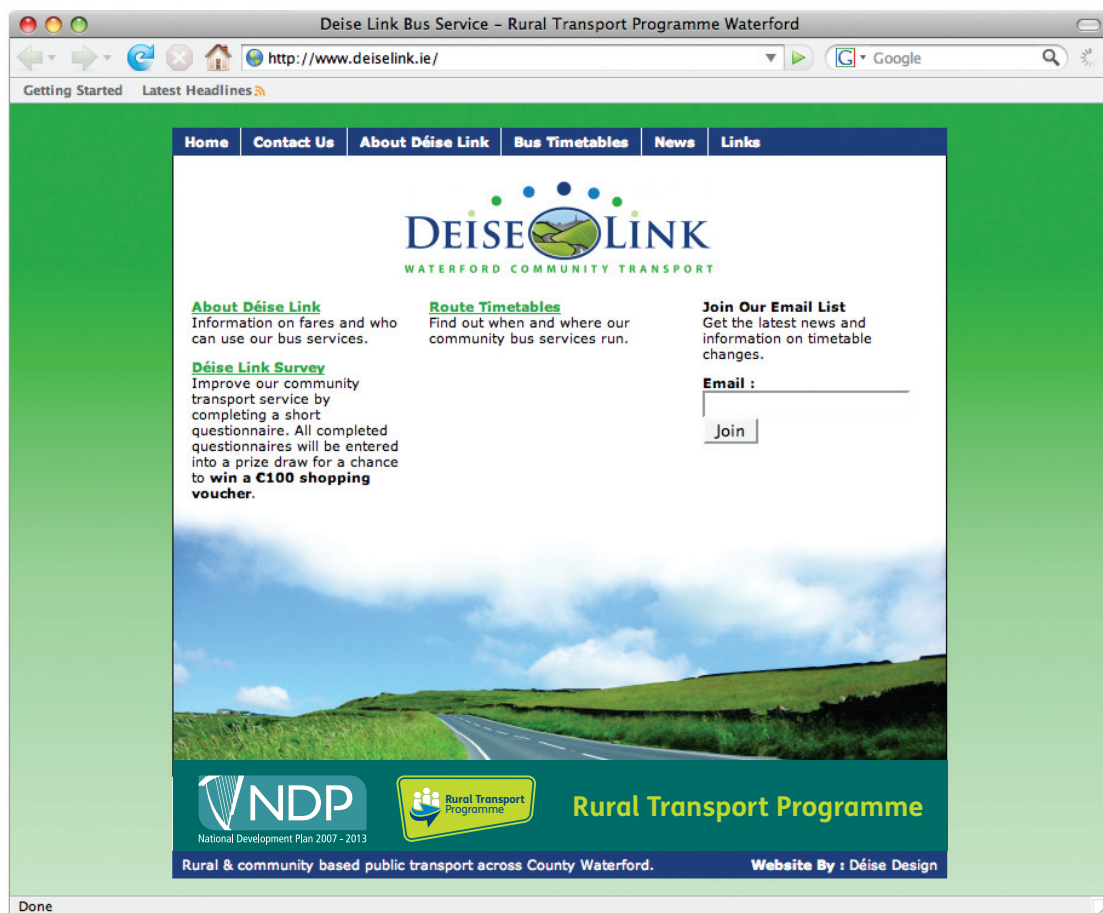
Original banner size as below.



These are a range of examples to illustrate how you might use the brand

## RTP banner.

Sample local website with a RTP banner.



This is an examples to illustrate how you might use the brand

## Conclusion

Find out more about the Rural Transport Programme, go to **[www.pobal.ie](http://www.pobal.ie)** or call **01 511 7323**.

To download these guidelines go to **[www.pobal.ie](http://www.pobal.ie)**

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### **Further information available**

When we have specific guidelines for specific services we will contact you directly.

For further information or advice please contact the RTP team:  
**01 511 7323** or email: **[esugrue@pobal.ie](mailto:esugrue@pobal.ie)**

