

Brand Guidelines



If you have any questions regarding the content in this guide, please contact:

enquiries@ivanupex.com

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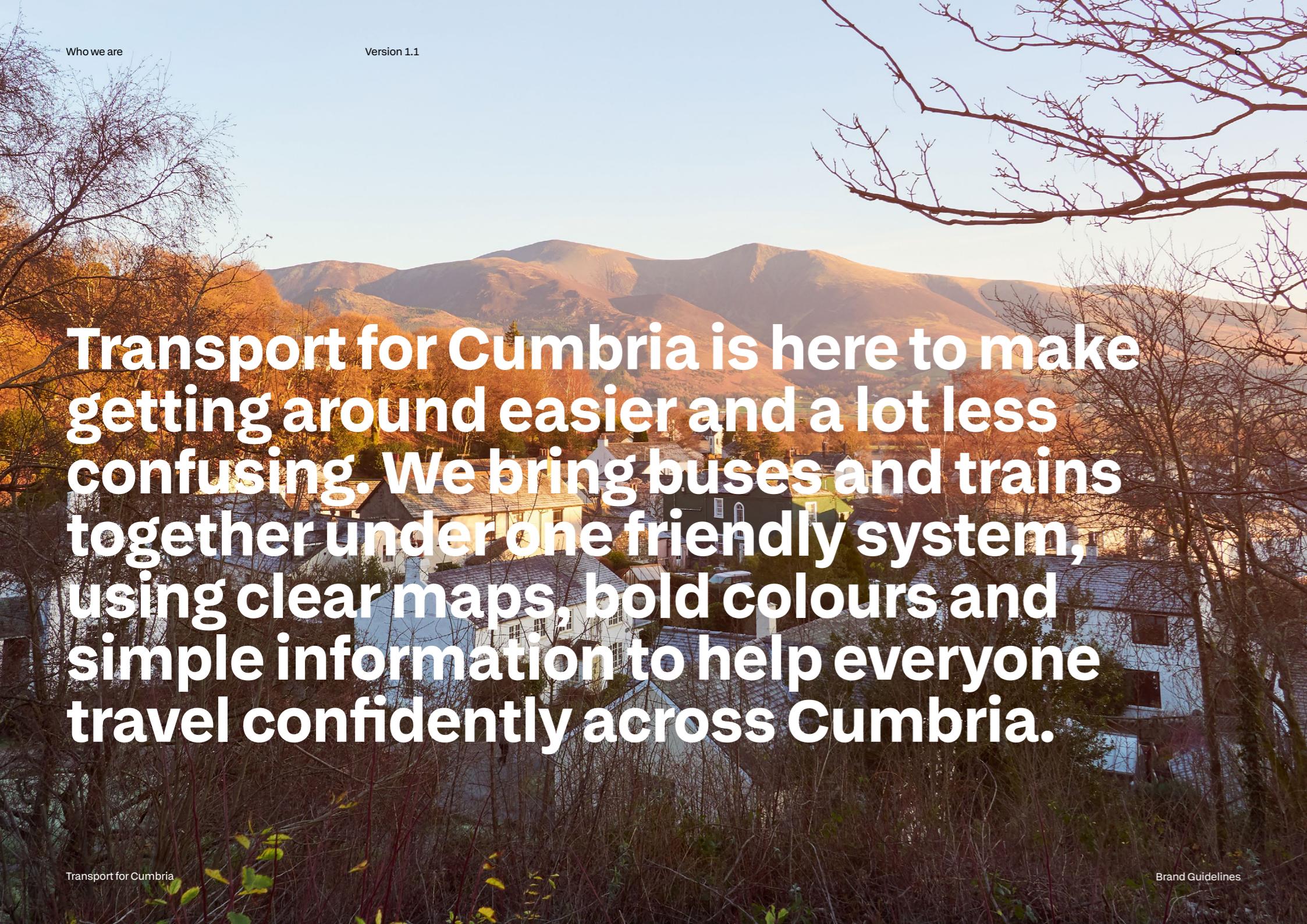
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01 Who we are





Transport for Cumbria is here to make getting around easier and a lot less confusing. We bring buses and trains together under one friendly system, using clear maps, bold colours and simple information to help everyone travel confidently across Cumbria.

Our Story

Transport for Cumbria operates as a county wide public transport network and is responsible for the planning, coordination and the public-facing identity of transport across Cumbria. TfC brings together bus and rail information within a single, unified system with the aim of creating a clear, accessible and fully integrated transport network for both residents and visitors.

The bus network is the most visible expression of the Transport for Cumbria system. TfC oversees the coordination and public-facing presentation of bus services across the county, including vehicle branding, route identification and passenger

information. Particular emphasis is placed on the use of colour, route structure, numbering, and information design to support clarity, communication and legibility within bus applications.

Transport for Cumbria also coordinates the public-facing elements of rail travel across the county. This includes passenger information, wayfinding, integration with bus services, and the design of signage, maps, timetables, and ticketing information. While TfC does not operate rail infrastructure, it provides a consistent and coherent system that supports connectivity and integration across rail services.





Vision & Mission

Our Vision

Our vision is, A Cumbria where public transport feels simple, welcoming and easy to trust. We want every journey to feel connected, clearly guided and stress-free that helps people move confidently across the county while supporting greener, healthier and more inclusive ways of travelling.

Our Mission

Our mission is to bring Cumbria's buses and trains together into one clear, friendly system. We simplify routes, improve information and design transport that puts people first, helping everyone travel more easily, confidently, and sustainably across the county every day.

Three stylized shapes are arranged in a triangle. The top shape is a yellow diamond containing the number '71'. The bottom-left shape is a pink star containing the number '5'. The bottom-right shape is an orange flower containing the number '221'. The shapes are set against a white background.

Transport for Cumbria

Brand Guidelines

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02

Brand Logo



Master Logo

This page presents the full Transport for Cumbria logo, combining the wavy arrow symbol with the brand's clear, legible typography. Together, these elements create a balanced and friendly identity that is easy to recognise and read across all formats. The full logo is the primary brand mark and should be used wherever possible to ensure consistency, clarity and strong brand recognition across the transport network.



Master Icon

This page introduces the Transport for Cumbria wavy arrow logo, including its variations, correct usage, and supporting examples. The wavy arrow represents movement, connection, and flow across the county, reflecting how buses and trains work together as one system. As the core visual symbol of the brand, the logo should be applied consistently across all platforms to maintain a clear, confident, and recognisable identity for Transport for Cumbria.



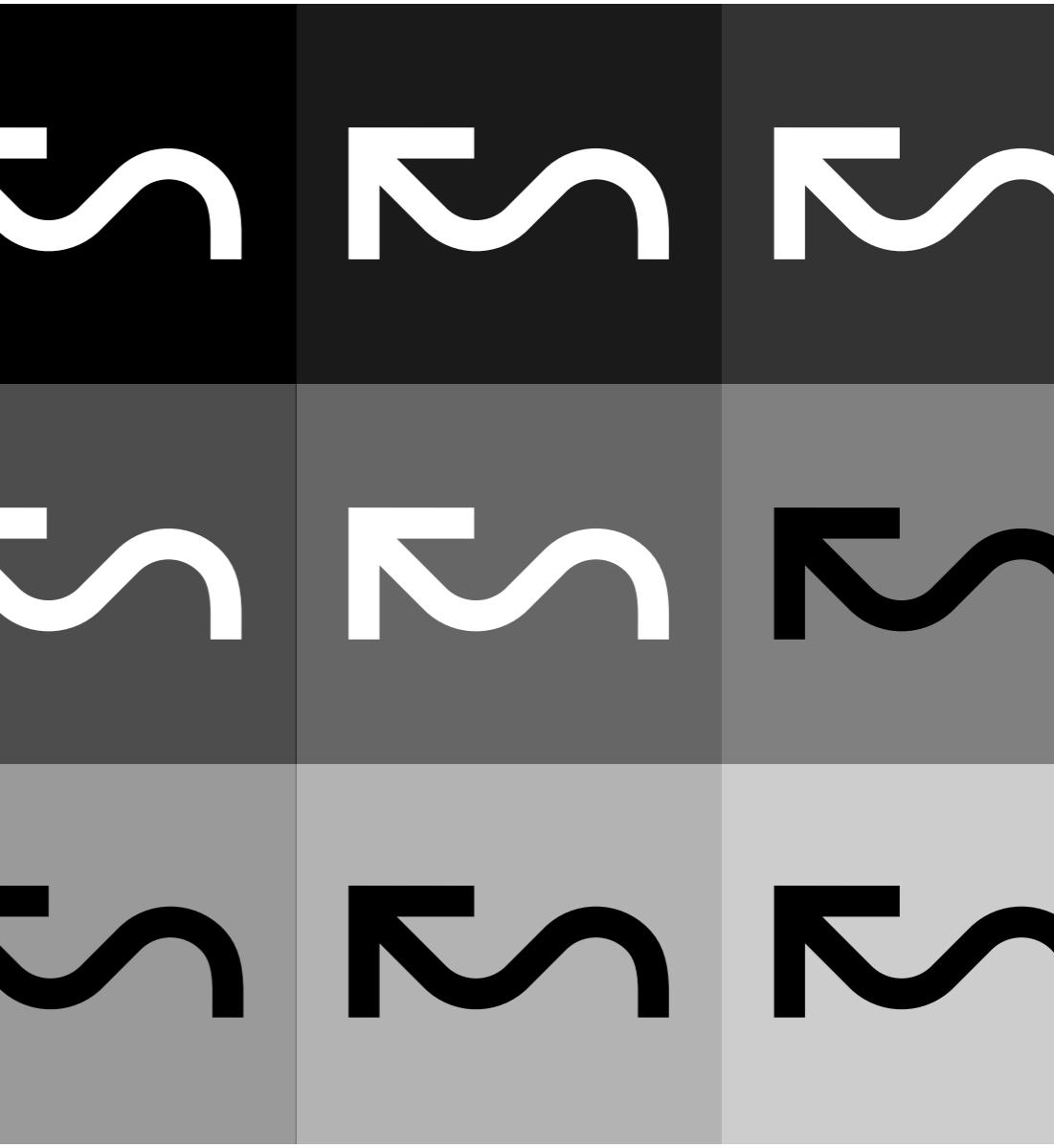
Logo on Black

This page specifies how the logo should appear in black and white applications, including design adjustments and usage guidelines. Ensuring the logo remains recognizable and maintains its integrity in monochromatic formats is crucial for consistent brand representation.



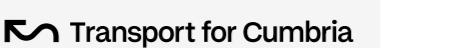
Logo on Colour

This page defines how the logo should be used in colour applications, including specific colour variations and usage guidelines. It ensures the logo remains visually appealing and consistent across different backgrounds and mediums.



Logo Scaling

This page outlines the guidelines for scaling the logo, including minimum and maximum sizes, to ensure it remains legible and visually balanced across various applications and formats.

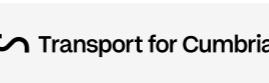


Minimum Sizes

This page specifies the minimum size requirements for the logo in both print and digital formats to ensure it remains clear and legible.



Print
900 px



Print
600 px



Print
360 px



Digital
300 px



Digital
180 px



Digital
120 px

Clear space

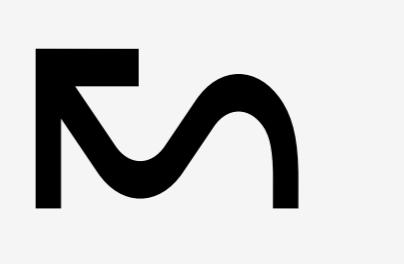
This page defines the required clear space around the logo to ensure it remains prominent and uncluttered. Provide guidelines for the minimum distance between the logo and other elements to maintain visual integrity and brand impact.



Transport for Cumbria

What to Avoid

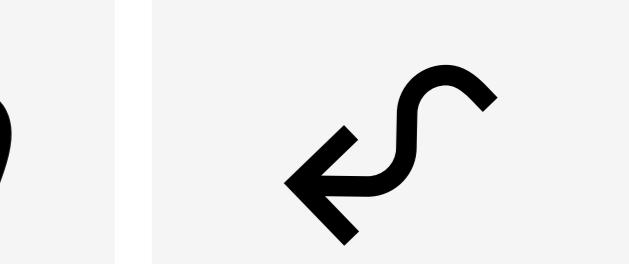
This page outlines common mistakes and improper uses of the logo to avoid. Provide examples of incorrect applications, such as distortion, color changes, or warping to ensure the logo maintains its integrity and brand identity.



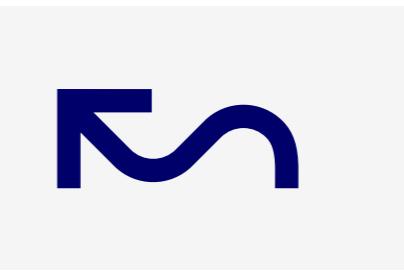
Do not change the proportions of the logo by stretching it vertically or horizontally.



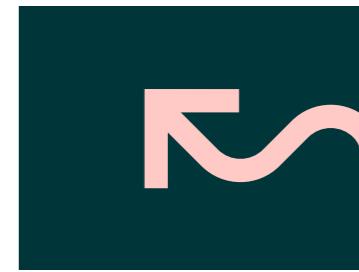
The logo must remain flat and undistorted at all times.



Do not angle, spin, or rotate the logo in any direction.



Only approved brand colours may be used; do not recolour the logo.



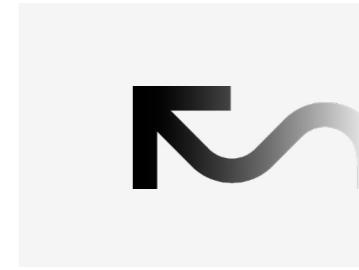
Do not invert the logo unless using an approved reversed colour version.



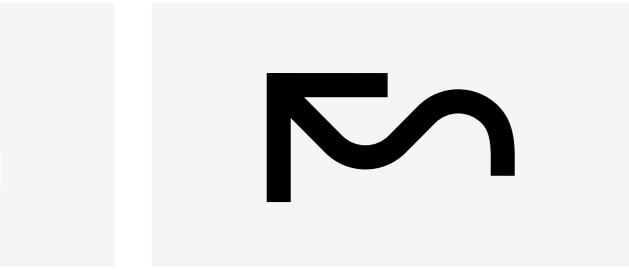
Avoid backgrounds that reduce legibility or interfere with the logo.



Do not change, redraw, or substitute the logo typography.



Do not apply shadows, outlines, gradients, glows, or filters.



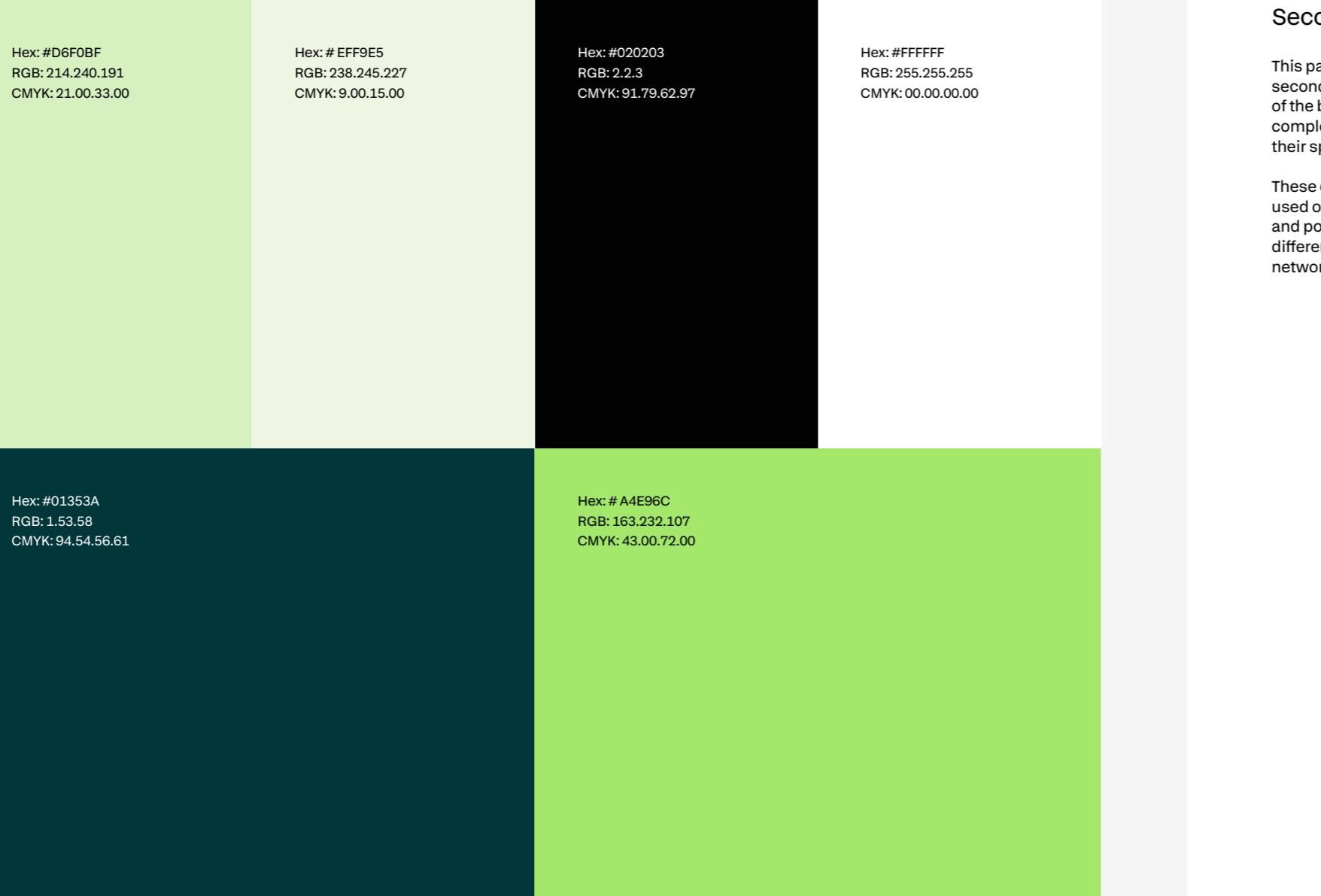
Do not remove, resize, or reposition parts of the logo independently.

03 Colour



Primary Palette

This page details the primary colour palette of the brand, including specific colour values and usage guidelines. Dark green is the primary dark colour used for Transport for Cumbria, used with lighter colours, as shown on page 27. The opposite is used with Mint Green and Grass Green, similarly shown on Page 27.



Secondary Palette

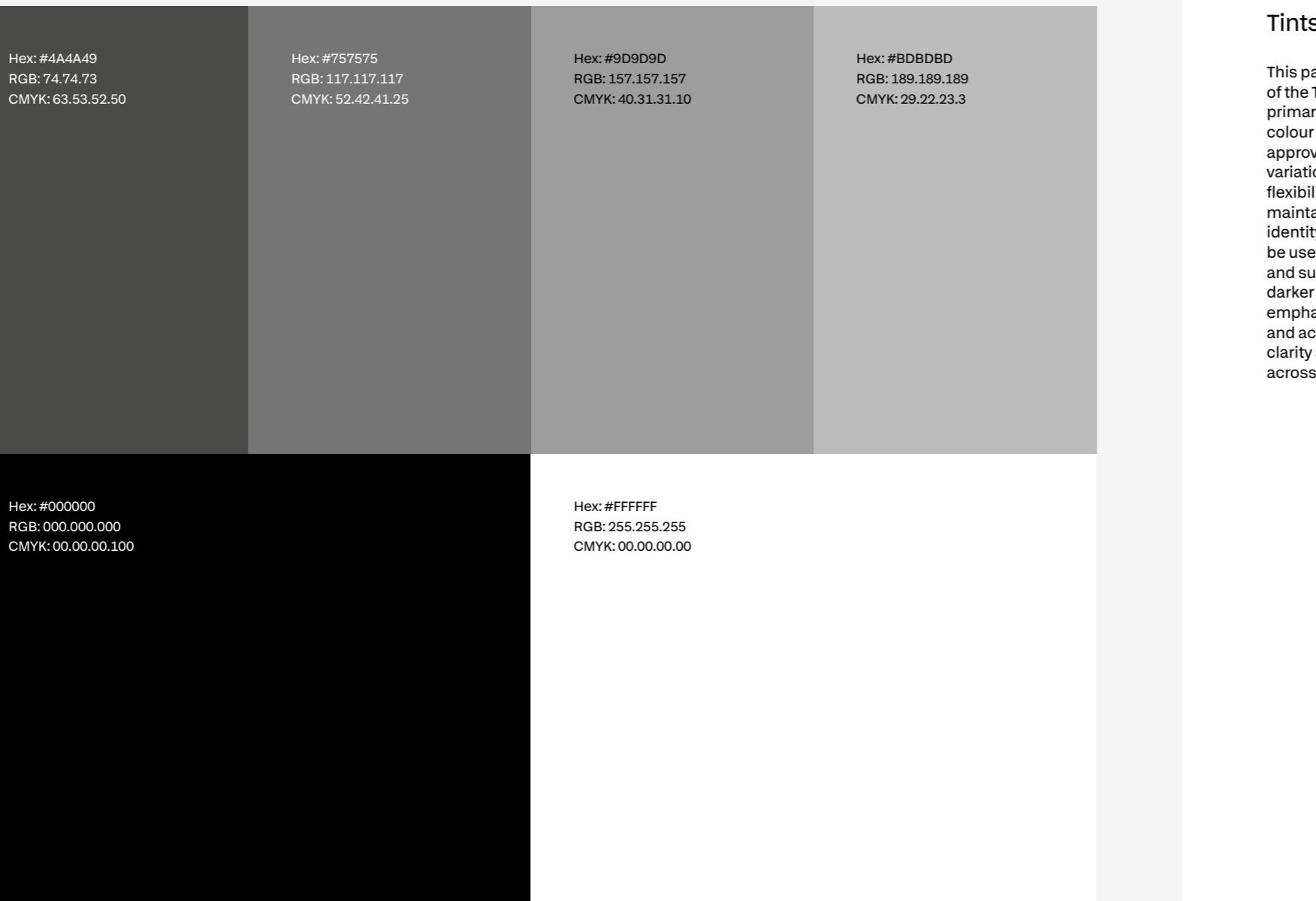
This page outlines the secondary colour palette of the brand, including complementary colours and their specific values.

These colours are primarily used on social media, maps and posters. Showing the difference in bus routes or Rail network lines.



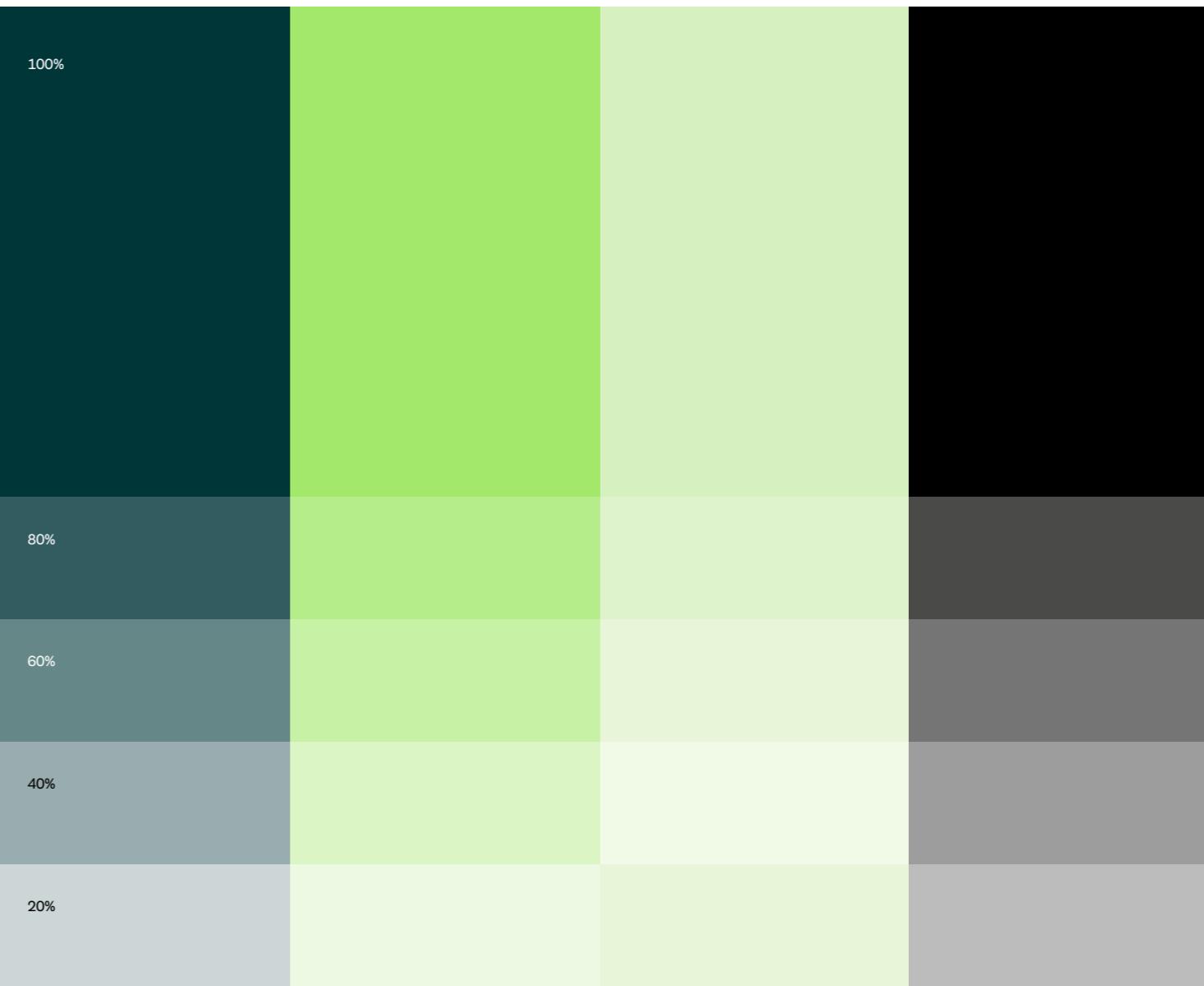
Monochrome Palette

This page outlines the monochrome colour palette for Transport for Cumbria, including approved uses of black, white, and grey. These colours are designed to ensure the brand remains clear, legible, and recognisable when colour printing or digital colour is not available. The monochrome palette should be used for black-and-white print, accessibility needs, or low-contrast environments, while maintaining consistency and brand integrity across all applications.



Tints

This page defines the tints of the Transport for Cumbria primary and secondary colour palette, including approved lighter and darker variations. These tints provide flexibility across layouts while maintaining a consistent visual identity. Lighter tints should be used for backgrounds and supporting areas, while darker tints are reserved for emphasis, key information, and accessibility, ensuring clarity and brand consistency across all applications.



Colour Usage

This page outlines how colour should be used across the Transport for Cumbria brand to ensure clarity and consistency. Primary colours should dominate all applications, making up approximately 80% of layouts to create strong recognition. Secondary colours may be used sparingly, around 10%, to highlight routes or supporting information. Monochrome colours should account for the remaining 10%, supporting legibility, contrast, and accessibility while maintaining alignment with the overall visual identity.



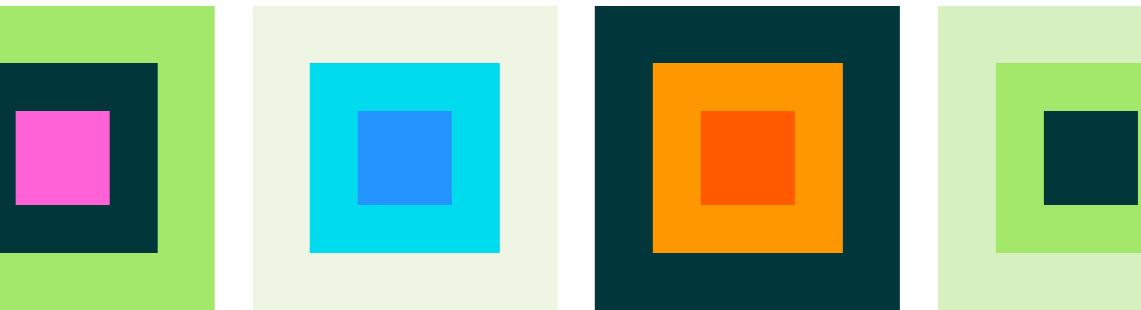
Colour Combinations

This page presents recommended colour combinations for the Transport for Cumbria brand, showing how primary, secondary, and monochrome colours should work together. Primary colours should lead each composition, supported by secondary colours for emphasis and contrast, with monochrome used for text and structure. These combinations ensure designs remain balanced, legible, and visually cohesive across all brand applications.

2 Colour Combinations



3 Colour Combinations



04

Typography



Primary Typeface

This page defines the primary typeface for the Transport for Cumbria brand, outlining its style, weights, and correct usage. It provides guidance on font sizes, line spacing, and hierarchy across headings, body text, and supporting information. These guidelines ensure typography remains clear, accessible, and consistent across all brand materials and applications.

Early Sans

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
, . ; : ? ! @ ()

Primary Typeface

This page outlines the Transport for Cumbria primary typeface, detailing its visual character, available weights, and intended uses. It includes guidance on font sizing, line spacing, and typographic hierarchy for different applications. These standards ensure all written communication is clear, legible, and consistently presented across the brand.

Aa
Aa
Aa
Aa
Aa

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface

This page defines the secondary typeface for the Transport for Cumbria brand, outlining its style, weights, and correct usage. It provides guidance on font sizes, line spacing, and hierarchy across headings, body text, and supporting information. These guidelines ensure typography remains clear, accessible, and consistent across all brand materials and applications.

HELLVELLYN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

, . ; : ? ! @ ()

Secondary Typeface

This page outlines the Transport for Cumbria secondary typeface, detailing its visual character, available weights, and intended uses. It includes guidance on font sizing, line spacing, and typographic hierarchy for different applications. These standards ensure all written communication is clear, legible, and consistently presented across the brand.

The secondary typeface includes both upper-case and lower-case characters; however, within the Transport for Cumbria brand identity it should be used exclusively in upper-case. This ensures visual consistency, clarity, and a strong supporting contrast to the primary typeface across all applications.

Aa

Aa

Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

System Typeface

This page specifies the system typeface to use when applications or platforms do not support custom fonts. It includes guidance on font sizing, line spacing, and typographic hierarchy for different applications. These standards ensure all written communication is clear, legible, and consistently presented across the brand.

Arimo

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
0123456789
,.;?!@()

System Typeface

This page outlines the Transport for Cumbria system typeface, detailing its visual character, available weights, and intended uses. It includes guidance on font sizing, line spacing, and typographic hierarchy for different applications. These standards ensure all written communication is clear, legible, and consistently presented across the brand.

Aa

Aa

Aa

Regular

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789

Semi Bold

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789

Headlines

This page demonstrates how to use the primary typeface for various styles of headlines. Include examples of font sizes, weights, and styles for different types of headlines (e.g., main headings, subheadings) to ensure consistent and effective typography across all brand communications.

Style 01
Used for main titles, section openers, and key statements. Large size, bold weight, strong visual impact.

Style 02
Used for subheadings, page titles, and supporting sections. Medium size, medium or semi-bold weight.

Style 03
Used for smaller headings, captions, or supporting information. Smaller size, regular or medium weight.

Style 01

Early Sans Bold

Leading: 80 – 100%

Tracking: -15pt – 30pt

Style 02

Early Sans Medium

Leading: 80 – 100%

Tracking: -15pt – 30pt

Style 03

Early Sans Regular

Leading: 80 – 100%

Tracking: -15pt – 30pt

Body Copy

This page demonstrates how the Transport for Cumbria primary typeface is used for body copy across different applications. Body copy is structured into three styles to support readability and hierarchy. Style 01 is used for main text, Style 02 for supporting content, and Style 03 for captions and secondary information, ensuring clarity and consistency across all brand materials.

Style 01
Used for main paragraphs in documents, reports, and webpages. Regular weight, comfortable line spacing for easy reading.

Style 02

Style 02
Used for supporting information, introductions, or short descriptions. Slightly smaller size to support hierarchy without losing legibility.

Style 03

Rail transport emerged as a defining mechanism of industrial expansion, shaping patterns of movement, commerce, and urban growth across the nineteenth century. Early railways, initially developed to support mining operations, rapidly evolved into national networks that restructured economic geography and reduced travel time between major population centers.

As steam locomotion advanced, railways became symbols of technological progress and state power. Governments and private enterprises invested heavily in track standardization, signaling systems, and rolling

Rail transport emerged as a defining mechanism of industrial expansion, shaping patterns of movement, commerce, and urban growth across the nineteenth century. Early railways, initially developed to support mining operations, rapidly evolved into national networks that restructured economic geography and reduced travel time between major population centers.

As steam locomotion advanced, railways became symbols of technological progress and state power. Governments and private enterprises invested heavily in track standardization, signaling systems, and rolling stock, enabling greater efficiency and safety. These developments facilitated mass mobility, allowing goods, labor, and information to circulate at unprecedented speeds.

05 Photography

500X
71
554

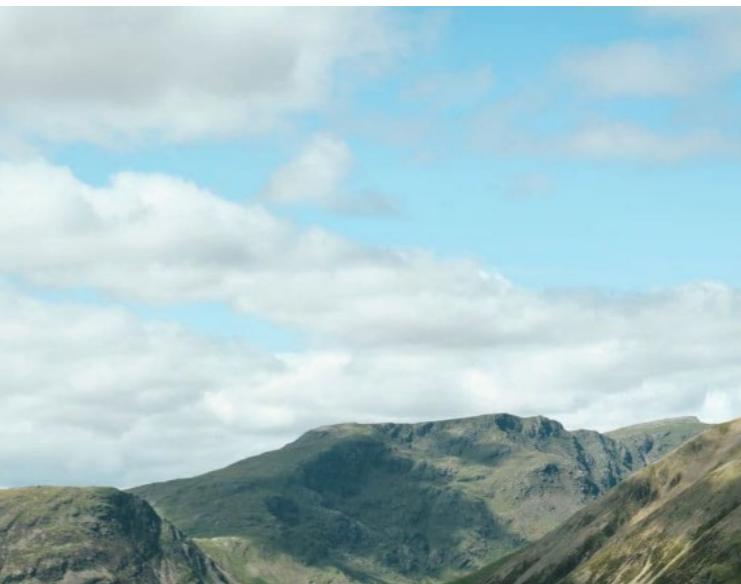
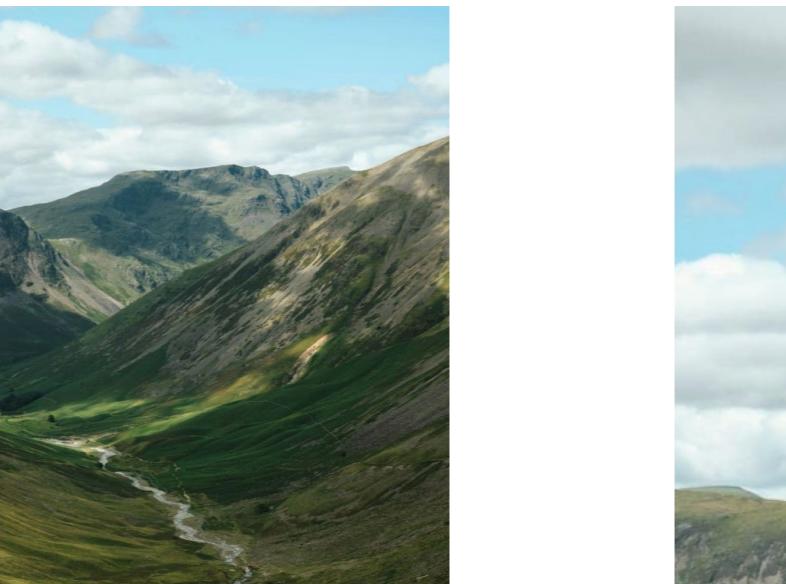
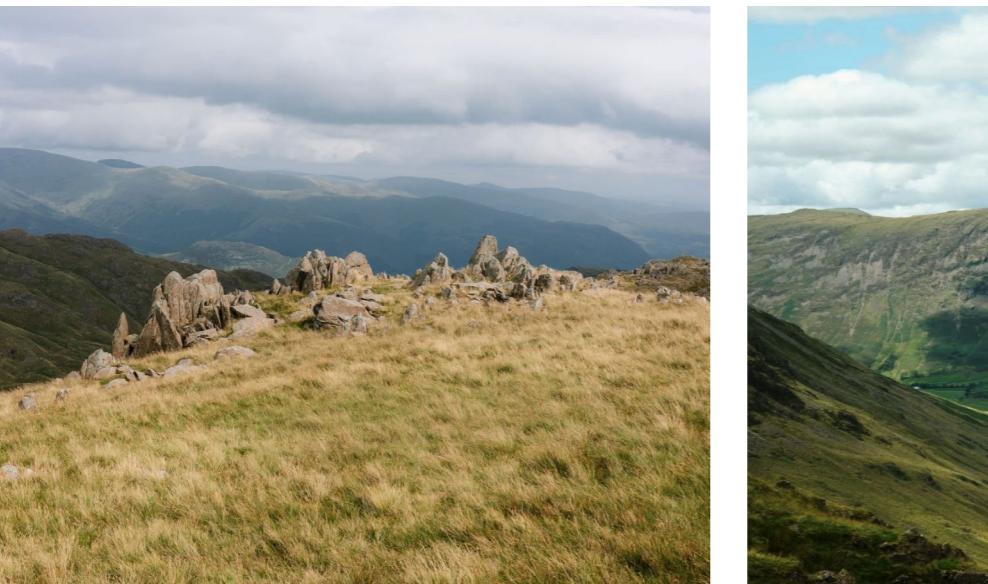


Photography

Category One - Nature

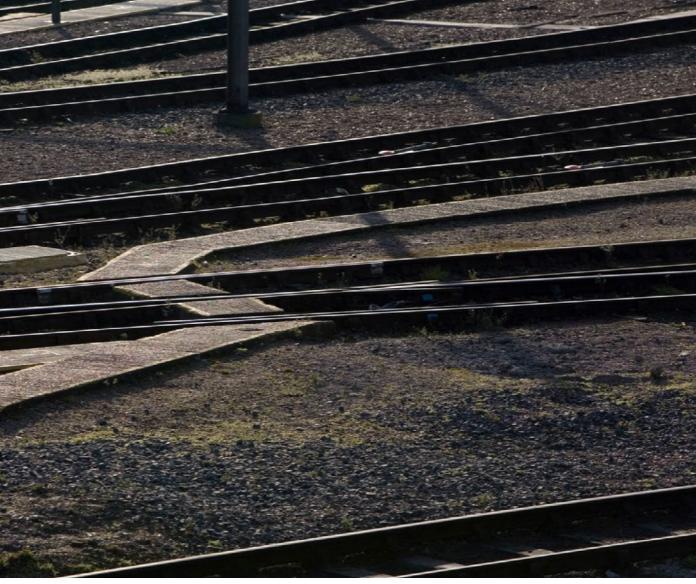
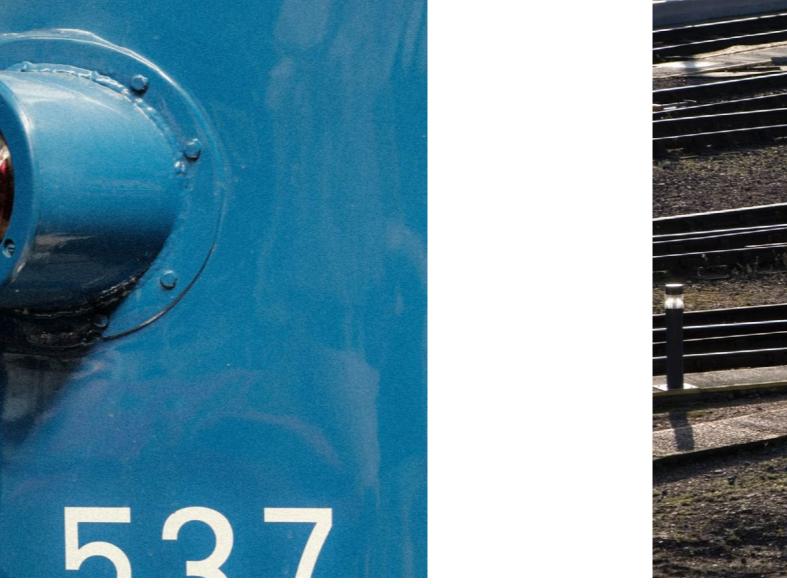
This page defines the photography style for the Transport for Cumbria brand. Photography should have a warm, abstract, and slightly vintage aesthetic, using subtle noise and vintage-inspired filters to create a sense of nostalgia and trust. Images should feel natural and human, focusing on atmosphere, movement, and everyday travel moments rather than staged scenes. Consistent image quality, soft composition, and restrained colour treatments ensure photography supports the brand's identity and reinforces a familiar, dependable transport experience.

Nature photography within the Transport for Cumbria brand should feel abstract, warm, and expressive, using bright yet softened colours to maintain a cohesive visual tone. Images should focus on landscapes, light, and texture rather than literal detail, creating an atmospheric and nostalgic feel. Subtle grain and gentle colour treatments help these images feel familiar and calming, reinforcing trust while celebrating Cumbria's natural environment.



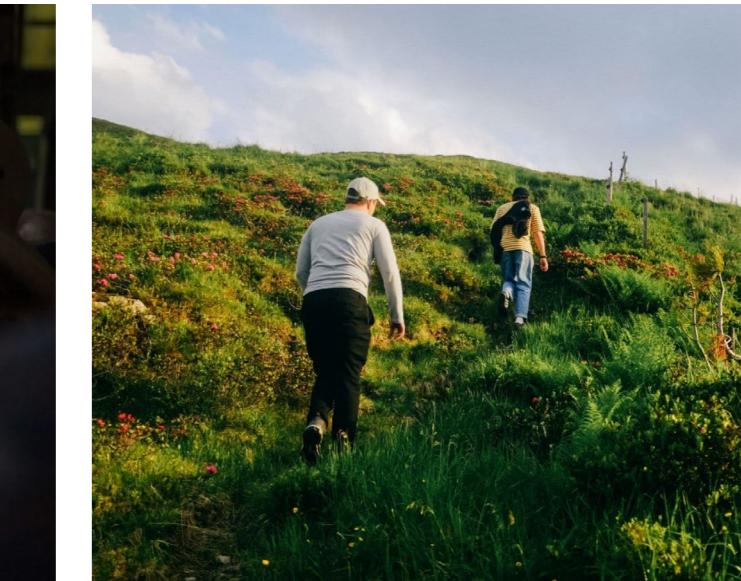
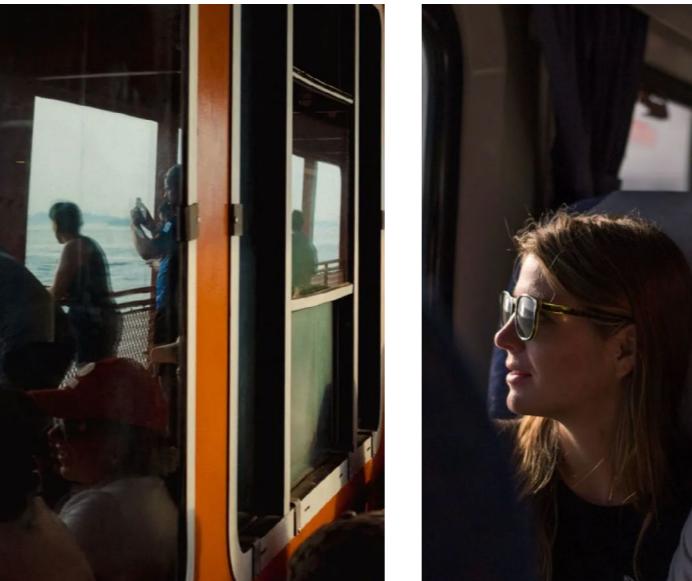
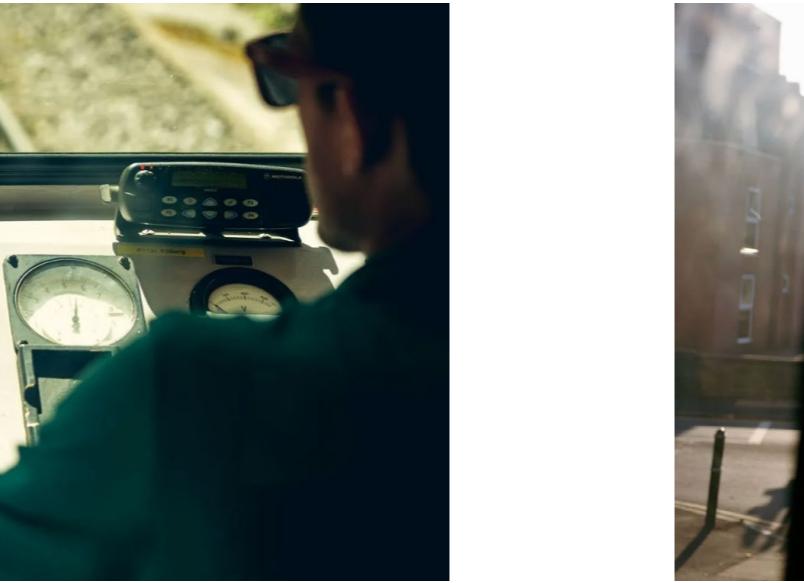
Photography Category Two - Transport

Transport photography for the Transport for Cumbria brand should highlight the traditional character of buses and trains through a warm, abstract visual style. Images should focus on details, movement, and moments of travel rather than full vehicle shots, using soft light, grain, and vintage-inspired colour treatments. This approach creates a sense of familiarity and nostalgia, reinforcing trust and reliability while celebrating Cumbria's transport heritage.



Photography Category Three - People

People-focused photography for the Transport for Cumbria brand should capture everyday moments of travel and daily life in a natural way. Images should feel candid and observational, showing real interactions, routines, and movement without staged scenes. Warm tones, soft focus, and subtle grain help create an authentic and familiar atmosphere, reinforcing the brand's human, approachable, and trustworthy character.



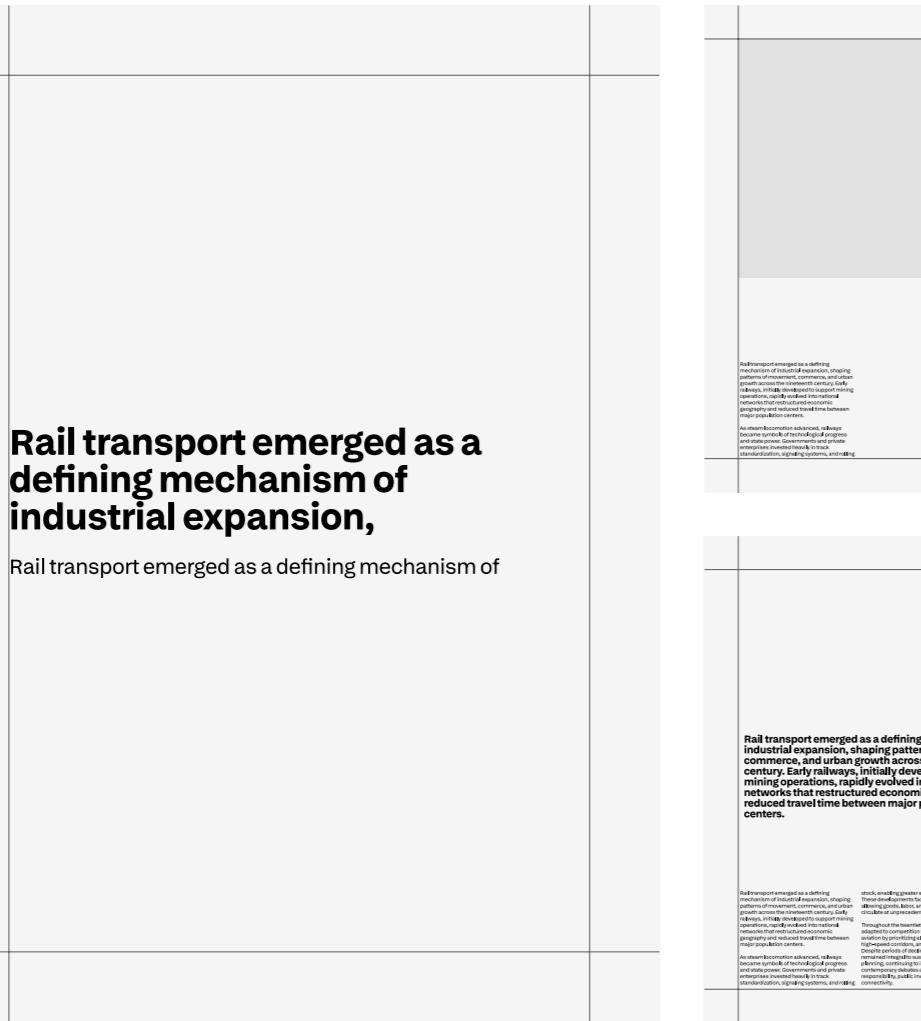
06 Layouts

500X 71



Document

This page outlines layout guidelines for Transport for Cumbria documents, focusing on clear structure, consistent alignment, and balanced spacing. It demonstrates how headers, footers, margins, and grid systems should be used alongside brand colours, typography, and graphic elements to create documents that are professional, readable, and visually consistent across all applications.



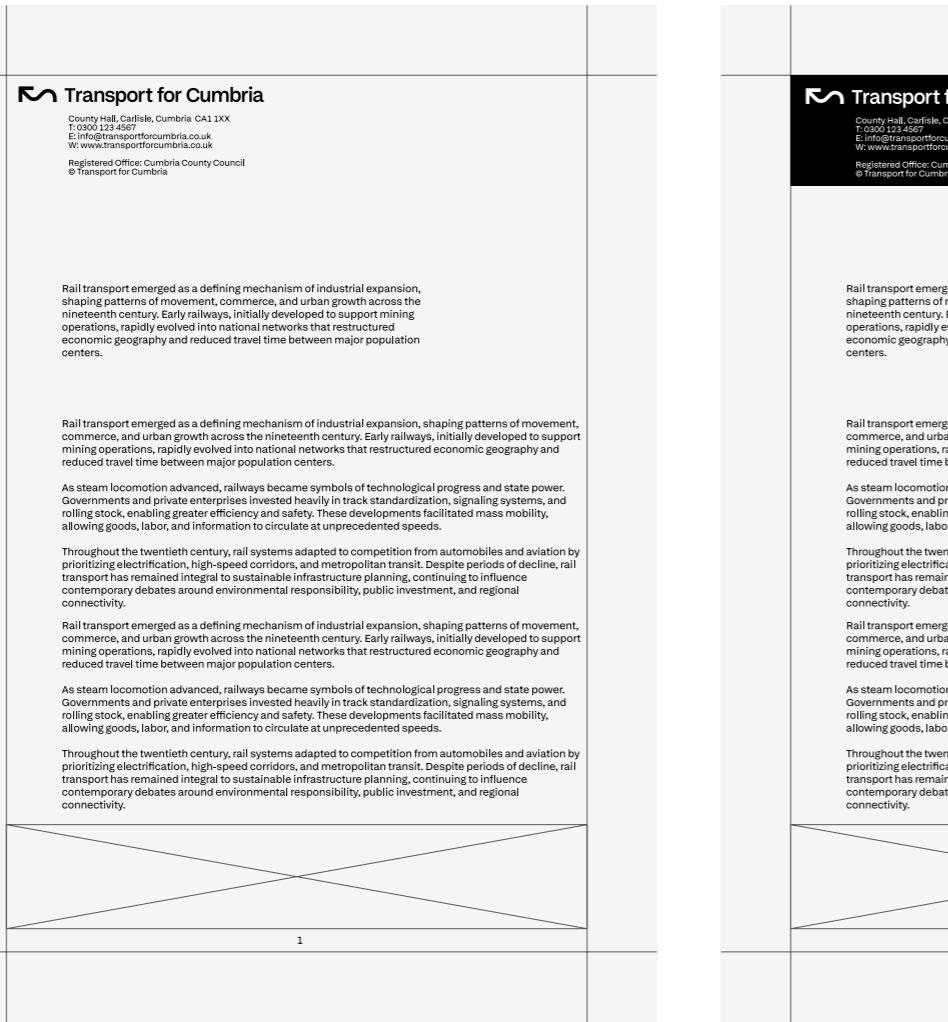
Presentation

This page defines layout guidelines for Transport for Cumbria presentations, covering slide structure, alignment, and visual hierarchy. It shows how to apply the brand's colours, typography, imagery, and graphic elements consistently across slides. These guidelines ensure presentations are clear, engaging, and visually cohesive, while maintaining a strong and recognisable brand identity.



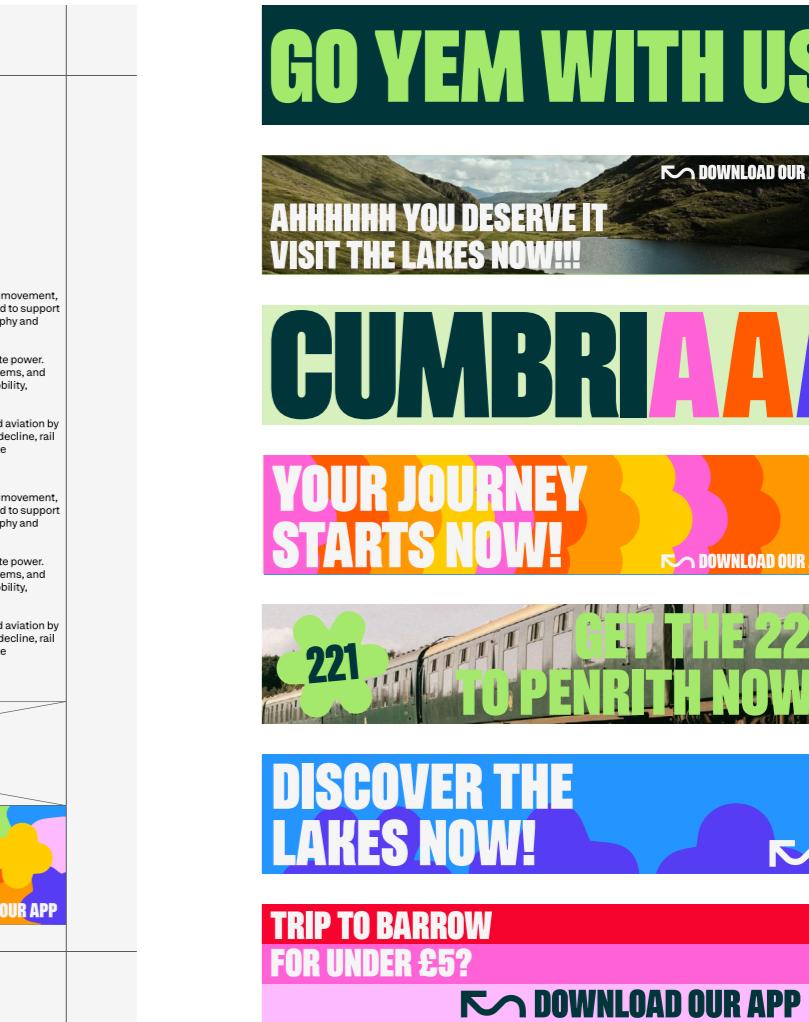
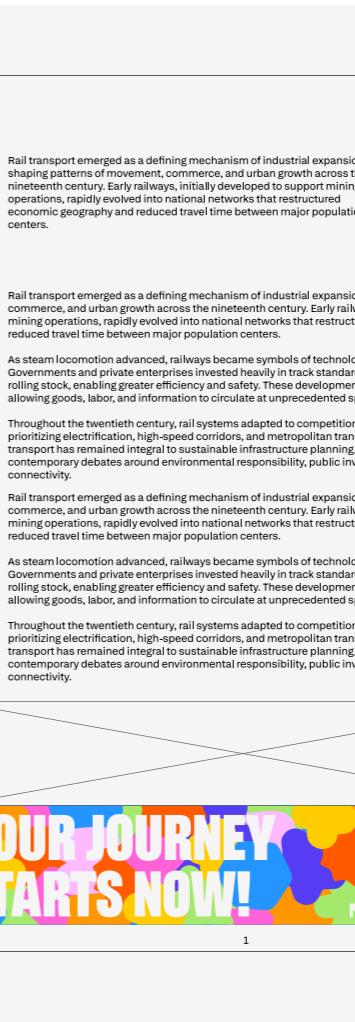
Letterhead

This page outlines guidelines for Transport for Cumbria letterhead design, including correct logo placement, alignment of contact information, and use of supporting brand elements. It provides examples of approved header and footer layouts to ensure all letterheads remain professional, visually balanced, and consistent with the Transport for Cumbria brand identity.



Footer

This page outlines guidelines for Transport for Cumbria letterhead design, including correct logo placement, alignment of contact information, and use of supporting brand elements. It provides examples of approved header and footer layouts to ensure all letterheads remain professional, visually balanced, and consistent with the Transport for Cumbria brand identity.



07

Applications



Overview

This page provides an overview of how the Transport for Cumbria brand is applied across a range of mediums, including print, digital, and promotional materials. It demonstrates consistent use of the logo, typography, and colour palette, while summarising key guidelines to ensure the brand remains clear, cohesive, and recognisable in all applications.



Website

This page outlines how the Transport for Cumbria brand identity is applied across the website. It provides guidance on integrating the logo, typography, colour palette, and imagery to create a clear, consistent, and engaging digital experience. While content may change daily to highlight events, updates, and travel information, the underlying visual system remains consistent to ensure strong brand recognition and usability across the site.

SALE NOW ON
Up to 50% off Advance tickets.
Offer ends 12 January.
[Find out more](#)

WHAT'S ON?

- Artist Lab Exhibition**
Nov 28th-
Jan 31st
[Artist Lab Exhibiton](#)
Barrow-in-Furness
- Dark Skies Walk**
Braithwaite, Allerdale
- Watercolour Workshop with**
Carla Gebhard
Carlisle
- The Gould Piano Trio**
Cockermouth

Buy Tickets or plan your journey

From **Departure Station** **X** To **Arrival Station**

Single or Return **Multiflex** **Season**

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Cockermouth

Buy Tickets or plan your journey

From **Departure Station** **X** To **Arrival Station**

Single or Return **Multiflex** **Season**

Tablet

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Cockermouth

Buy Tickets or plan your journey

From **Departure Station** **X** To **Arrival Station**

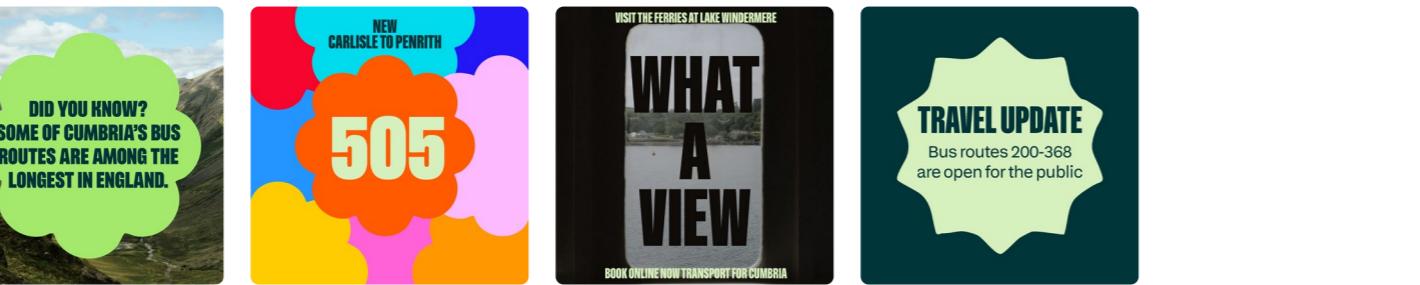
Single or Return **Multiflex** **Season**

Mobile

Social

This page outlines how the Transport for Cumbria brand identity should be applied across social media platforms. It provides guidance on the use of the logo, typography, colour palette, and imagery to maintain a cohesive and recognisable presence across profiles, posts, and advertisements. While core brand elements must remain consistent, social media allows for greater experimentation with colour, layout, and composition, encouraging engaging and dynamic content that remains aligned with the overall visual identity.

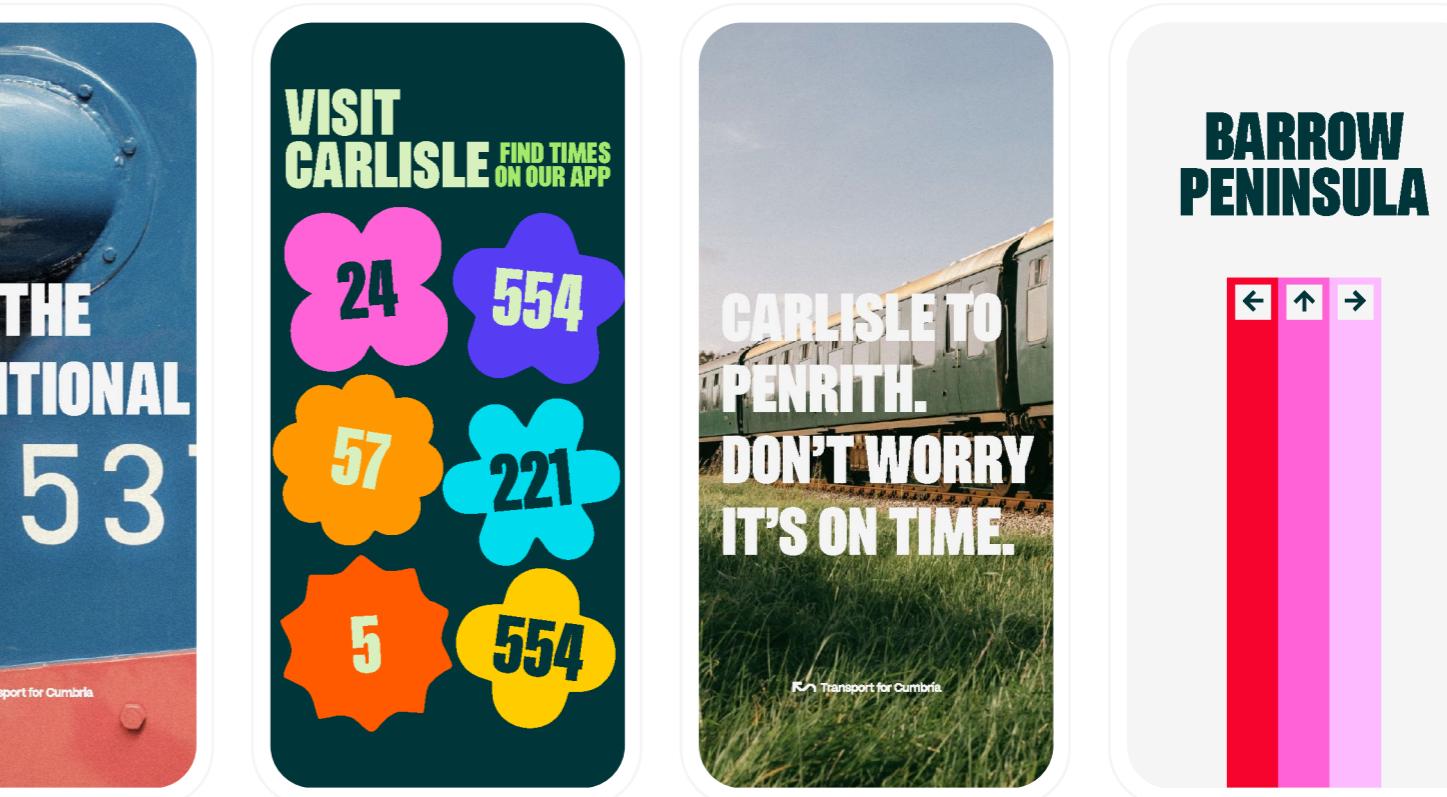
Icons



Banners



Examples



Print

This page outlines how the Transport for Cumbria brand identity should be applied across printed materials. It provides guidance on the correct use of the logo, typography, colour palette, and imagery to ensure clarity, consistency, and high print quality. These guidelines apply to items such as brochures, business cards, posters, and other printed communications





