Brenneval Transit

Edition 1.0 · October 2026

Brand guidelines

How Brenneval Transit looks, sounds and works on screen, on paper and at every bus stop and tram stop in the city.



Brenneval Transit · Travel Centre, Brenneval Central, Hall B · 0800 412 412 · brennevaltransit.org

We run the buses and trams of Brenneval.

Brenneval Transit is the public transport authority for the city of Brenneval and its 300,000 people. We plan the network, set the fares and tell people how to get where they are going. Everything we make must work for everyone: people who are blind or partially sighted, people who use a wheelchair, people who are tired at 2 in the morning, and people who are new to the city.

Our five principles

1. Status first.
Before anything else, tell people whether their bus or tram is running.

2. Plain words.
Write for a reading age of 12. Say what happens, when, and what to do.

3. Everyone can use it.
WCAG 2.2 AA is the floor, not the goal. No exceptions for "brand" reasons.

4. Never colour alone.
Every colour that means something comes with a word, a number or a shape.

5. Calm, not loud.
No superlatives, no movement, no surprises. We are a public service, not an advert.

The network

Line	Route	Runs
T1	Hôpital Nord – Brenneval Central – Les Prés-Haut	05:00–00:30
T2	Université – Place Aubrac – Port Fluvial	05:00–00:30
1	Brenneval Central – Valmont	05:30–23:30
2	Gare Routière – Saint-Ours	05:30–23:30
3	Place Aubrac – Zone Est	05:30–23:30
4	Université – Marché Couvert – Les Tilleuls	06:00–23:00
5	Hôpital Nord – Bellerive	05:30–23:30
6	Quai des Tanneurs – Parc des Expositions	06:00–22:00
7	Brenneval Central – Vieux Moulin	06:00–23:00
8	City Circle (both directions)	07:00–20:00
N1	Brenneval Central – Hôpital Nord	00:15–05:15
N2	Brenneval Central – Université	00:15–05:15
N3	Brenneval Central – Bellerive	00:15–05:15
N4	**New** · Brenneval Central – Quai des Tanneurs – Zone Est · from Fri 4 Dec 2026	00:15–05:15

Travel line (free)
0800 412 412 · 07:00–22:00 daily

Next bus by text
Text the 4-digit stop code to 81412

Travel Centre
Brenneval Central, Hall B · Mon–Sat 07:00–19:00

Online
brennevaltransit.org · help@brennevaltransit.org

Names and numbers on this page are the only ones to use. Do not invent lines, stops or phone numbers.

The logo

The symbol is a route: two stops joined by one line, with a yellow dot for “you are here”. The wordmark sits on two lines to its right. Use the supplied files only; never redraw or retype it.



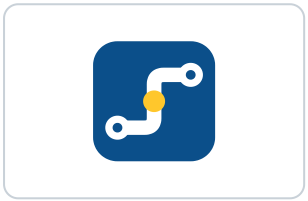
Primary · logo/primary.svg

On white or Mist (#E9EEF2) only. The default choice.



Reversed · logo/reversed.svg

On Brenneval Blue (#0B4F8A) only, e.g. the site header. Includes its own blue field.

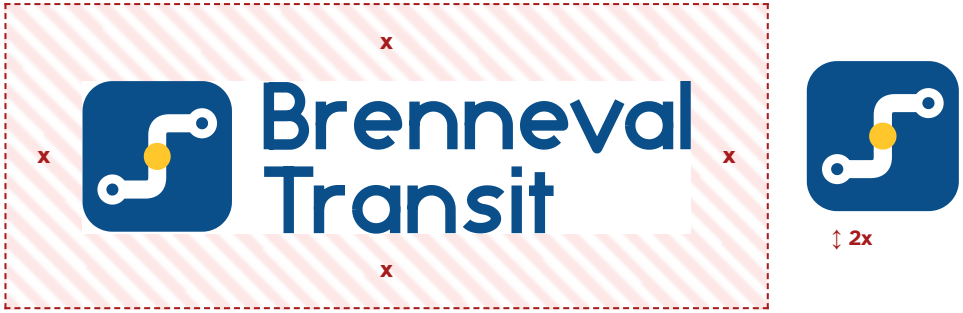


Symbol · logo/symbol.svg

Alone only where the full name is already written next to it or space is square: app icon, favicon, social avatar. Never as a decoration or bullet.

Clear space

Keep a clear space of **x** on every side, where **x** is half the height of the symbol. Nothing enters it: no text, no edge of the screen, no other logo.



x = ½ symbol height. Measure from the edge of the symbol and the wordmark, not from the file’s bounding box.

Minimum size

Version	Screen	Print
Primary / reversed	**40 px tall**	**12 mm tall**
Symbol alone	**24 px**	**8 mm**
Site header (all screens)	**40–56 px tall**	—



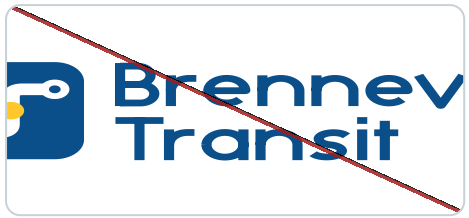
Shown at print minimum.

Placement

- Top left of every page and screen, once. Links to the home page.
- Alt text is exactly “Brenneval Transit”, or “Brenneval Transit home” when it is a link.

Never do this

The logo is the one thing that tells people a message is really from us. Every change makes a fake easier. If none of the three files fits, use the primary logo on white.



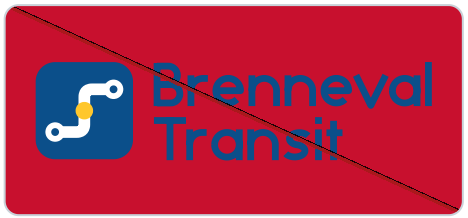
✕ Stretch or squash it



✕ Change its colours



✕ Rotate or tilt it



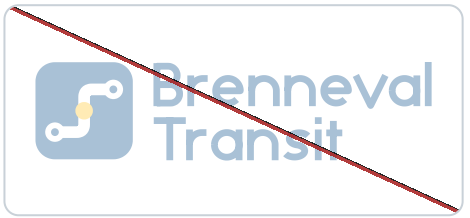
✕ Place it on line colours or busy backgrounds



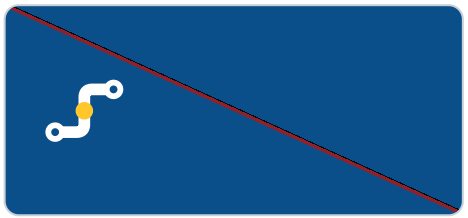
✕ Add shadows, glows or outlines



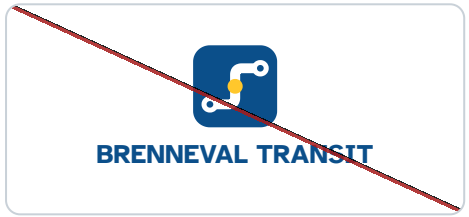
✕ Retype the name in any font



✕ Fade it or use it as a watermark



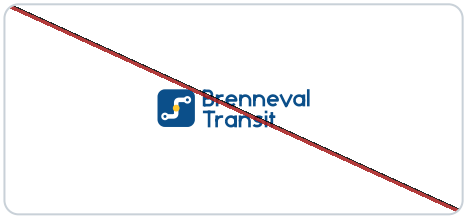
✕ Use the primary logo on blue — use reversed.svg



✕ Rearrange the symbol and the name



✕ Add a slogan or crowd the clear space



✕ Go below 40 px / 12 mm tall



✕ Use it on Night Indigo — not even for night lines

If in doubt: primary logo, white background, top left, 40–56 px tall.

Brand colours

Brenneval Blue
#0B4F8A
Header, buttons, links, headings

Signal Yellow
#FFC72C
Focus ring, the logo dot. Never text on white

Ink
#16202A
All body text

Slate
#4A5866
Secondary text, captions

Rule
#8A96A3
Borders, input outlines. Never text

Mist
#E9EEF2
Panels, table stripes

Paper
#FFFFFF
Page background

Night Indigo
#1C1A45
Night line badges and night pages

Proportion on a page: about 70% Paper/Mist, 20% Ink text, 10% Blue. Yellow is a point, never an area. No gradients, no tints other than the ones listed here.

Line colours

Line colours belong to lines. Use them only for line badges and route lines on maps — never for buttons, headings, text or backgrounds.

Line	Fill	Number in	Ratio
T1	#C8102E	White	**5.88:1**
T2	#6B2C91	White	**8.77:1**
1	#29A8E0	Ink	**6.10:1**
2	#00733A	White	**5.98:1**
3	#F28C28	Ink	**6.72:1**
4	#B0006A	White	**6.88:1**
5	#7AB929	Ink	**6.91:1**
6	#00727A	White	**5.69:1**
7	#8B5A2B	White	**5.84:1**
8	#C4BCA8	Ink	**8.72:1**
N1	#FFC72C	on Indigo	**10.49:1**
N2	#8DD8F8	on Indigo	**10.37:1**
N3	#F7A8C8	on Indigo	**8.88:1**
N4	#6FE3D4	on Indigo	**10.61:1**

Allowed text pairs (WCAG 2.2)

Only these pairs may carry text. Body text needs 4.5:1 (AA). We aim for 7:1 (AAA) for body copy. Any pair not listed is not allowed.

Text	On	Ratio	Use
Ink	Paper	**16.48:1**	Body text
Ink	Mist	**14.11:1**	Panels
Blue	Paper	**8.40:1**	Links, headings
Blue	Mist	**7.19:1**	Links in panels
Slate	Paper	**7.29:1**	Captions
Slate	Mist	**6.24:1**	Captions
White	Blue	**8.40:1**	Header, buttons
Yellow	Blue	**5.38:1**	Header highlight
Ink	Yellow	**10.56:1**	“New” label
White	Indigo	**16.37:1**	Night pages
Yellow	Indigo	**10.49:1**	Night headings
Yellow	Paper	**1.56:1**	**Never**
Rule	Paper	**3.01:1**	**Borders only**
Line 1	Paper	**2.70:1**	**Never as text**

Status colour pairs are on page 8. Non-text UI parts (input borders, focus rings) need 3:1 against their background.

Ratios computed with the WCAG 2.x relative luminance formula. Use the hex values exactly; do not adjust “by eye”.

Atkinson Hyperlegible

One typeface for everything. It was drawn for readers with low vision: every letter is easy to tell apart — I l 1, O 0, rn m.

Aa

Regular 400
fonts/AtkinsonHyperlegible-Regular.ttf

Aa

Bold 700
fonts/AtkinsonHyperlegible-Bold.ttf

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · 00:15 · Il1 O0 · €2.10

Licence: SIL Open Font License 1.1 (fonts/OFL.txt). Embed the .ttf files with @font-face. Fallback stack: **"Atkinson Hyperlegible", Verdana, Arial, sans-serif**.

Rules

- **Two weights only:** Regular for reading, Bold for headings, times, line numbers and emphasis.
- **No italics, no underline for emphasis, no all-caps sentences.** Underline means a link.
- **Left-aligned, never justified.** Centre only a single short line inside a badge or button.
- **Line length 45–75 characters** (max-width: 70ch on screen).
- **Letter-spacing 0**. Never condense or track the type.
- **Times are 24-hour with a colon:** 00:15, not 12.15am or 0015.

Type scale (screen)

Style	Size / line height	Weight
Display	**40 / 48 px**	Bold · home page only
Heading 1	**32 / 40 px**	Bold · one per page
Heading 2	**24 / 32 px**	Bold
Heading 3	**20 / 28 px**	Bold
Body	**18 / 28 px**	Regular · default
Small	**16 / 24 px**	Regular · captions
Time / line number	**18–24 px**	Bold

16 px
Absolute minimum for any text on screen, including captions, footers and legal text. Body copy is 18 px.

1.5
Minimum line height for body text. Headings 1.2–1.3. Paragraph spacing at least 1 line.

200%
Zoom test. Text set in rem must reflow at 200% with nothing cut off or overlapping.

Example

Night bus N4 starts on Friday 4 December

The N4 runs from Brenneval Central to Zone Est every 30 minutes, from 00:15 to 05:15. It stops at Quai des Tanneurs. Day tickets bought after 18:00 are valid on it.

Print: body 11 pt minimum, timetables 10 pt minimum, posters read from 2 m: 28 pt minimum.

Say what happens, when, and what to do.

- Reading age 12. Sentences under 20 words. One idea per sentence.
- Talk to one person: “you”. We are “we”, never “Brenneval Transit customers”.
- Active voice: “We have cancelled the 07:10”, not “The 07:10 has been cancelled”.
- No superlatives, no exclamation marks, no jokes about delays.
- Numbers as digits. Times 24-hour. Days written out: “Friday 4 December”.
- Say sorry once, plainly, when it is our fault: “Sorry, this is our fault.”

Word list

Say	Don’t say
bus stop	boarding point
late	experiencing delays
cancelled	withdrawn from service
change to	interchange / connect with
ticket	fare product / travel media
step-free	PRM-compliant
replacement bus	alternative transport arrangements
about 10 minutes late	minor delays may occur
starts / new	launches / revolutionary / world-class
sorry	we apologise for any inconvenience
people / you	customers / users / patrons

A disruption message, step by step

Always in this order: **1 line & status** → **2 where** → **3 until when** → **4 what to do** → **5 why** (last, one short sentence).

✓ **Do**

T1 ‼ **Severe disruption**

Tram T1 is not running between Brenneval Central and Hôpital Nord until 14:00.

Take the replacement bus from outside Brenneval Central, Hall A. It runs every 10 minutes and takes about 20 minutes. Your T1 ticket is valid on it.

A power line is damaged. Sorry for the trouble.

✕ **Don’t**

Due to an operational incident, customers are advised that T1 services are currently experiencing significant disruption on parts of the network. Alternative transport arrangements are in place where possible. Brenneval Transit apologises for any inconvenience caused!

- Starts with the cause, not the effect
- No “where”, no “until when”
- No instruction: what should I do?
- Jargon, passive voice, exclamation mark

✓ **Do · announcement**

New night bus N4 from Friday 4 December. It runs every 30 minutes from 00:15 to 05:15, from Brenneval Central to Zone Est. All buses are step-free.

✕ **Don’t · announcement**

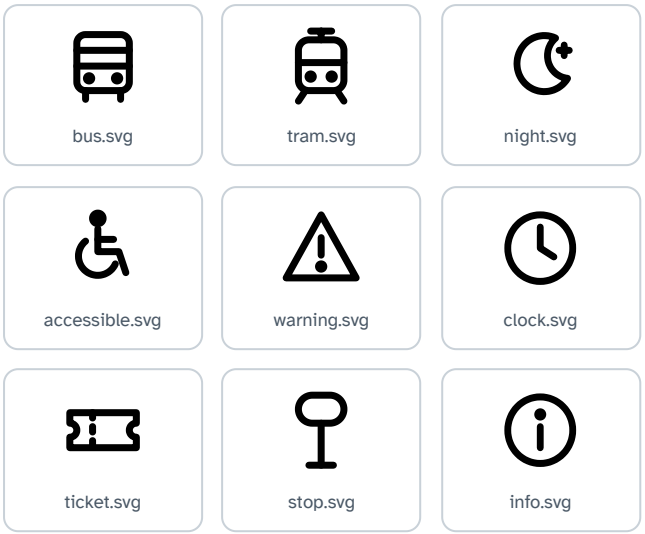
Get ready for the night of your life! Our amazing, world-class N4 launches soon to revolutionise your nightlife experience!!

Headlines and buttons say the action: “Check your line”, “See the N4 timetable”, “Buy a ticket”. Never “Click here”, “Learn more” or “Discover”.

Test: read it aloud to someone at a bus stop in the rain. If they need to ask a question, rewrite it.

Pictograms

We use no photographs. Pictograms do the work instead. Use only the files in assets/.



- 48 × 48 grid, 4-unit round stroke, no fill. Drawn in **currentColor**: inline the SVG so it takes the text colour.
- Colour: Ink, Blue, White, or the status colour it sits in. Never a line colour.
- Size 24 px next to text, 32–48 px on their own. Never smaller than 20 px.
- Always with a word next to it. A pictogram never stands alone as a button.
- Decorative use: aria-hidden="true". No emoji, no clip-art, no other icon sets.

Line badges

The shape tells the mode, so badges work for people who cannot see colour.



Day bus · rounded rectangle
radius = 20% of height

Tram · full pill
“T” + number, radius = 50%

Night bus · square corners
Night Indigo fill, number and a border (8% of height) in the line colour

Badge rule	Value
Height on screen	**32 px (min 24 px)**
Min width	**= height**
Side padding	**8 px**
Number	**Bold, 60% of height**
Text colour	**From the table, page 5**

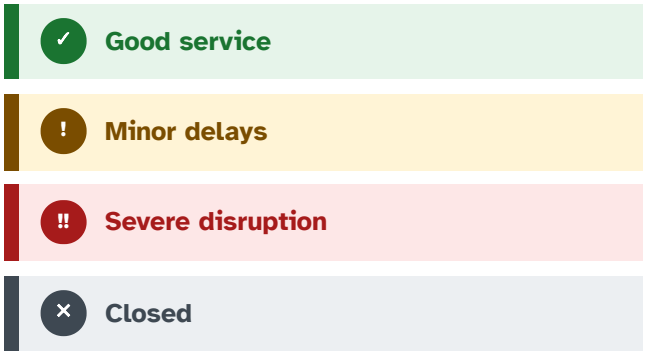
The badge is text, not an image: screen readers read “Line T1”, “Night bus N4” (use a visually hidden prefix). Never put a badge inside another colour box.

In a sentence

Take 3 to Zone Est, or T2 to Port Fluvial.
After 00:15, take N4.

Service status

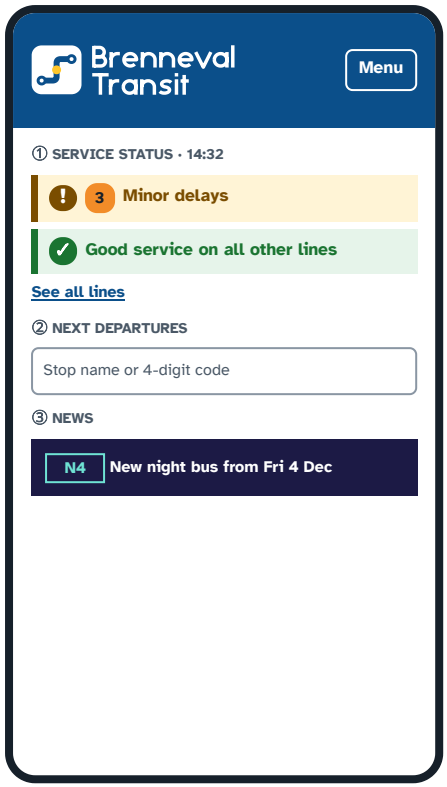
Four states only. Each one is a colour **and** a pictogram **and** a word. Never colour alone.



State	Text / fill	Ratio
Good service	#1A7431 / #E6F4EA	**5.16:1**
Minor delays	#7A4D00 / #FFF4D6	**6.63:1**
Severe disruption	#A61B1B / #FDE7E7	**6.36:1**
Closed	#3E4852 / #ECEFF2	**8.07:1**

Status box: 8 px left bar in the text colour, tint fill, bold word, icon 24 px. The same text colours on white: 5.86, 7.27, 7.52 and 9.32:1. Status icon: a filled circle in the text colour with a white mark — ✓ Good service, ! Minor delays, !! Severe disruption, ✕ Closed. The word is always written out.

First screen (360 × 640)



Order is fixed: header → status → departures search → news. Nothing goes above status: no banner, no hero, no cookie wall covering it.

Rules for every page

- **Service status comes first** on the home page, directly under the header, with the time it was updated. If all is well, say so: “Good service on all lines”.
- **Grid:** 12 columns, max content width 1200 px, 24 px gutters. Phones: 4 columns, 16 px side margins. Spacing in steps of 8 px.
- **Works at 320 px wide** with no sideways scrolling and no text cut off.
- **Touch targets at least 44 × 44 px**, with 8 px between them. Buttons are 48 px tall.
- **Visible focus on everything:** 3 px Signal Yellow outline with a 2 px Ink ring outside it (outline: 3px solid #FFC72C; box-shadow: 0 0 0 5px #16202A). Never remove it.
- **Links are always underlined** and Brenneval Blue. Visited links stay blue.
- **Nothing moves on its own:** no auto-playing video or sound, no carousels, no auto-refresh that moves the page. Animations 200 ms at most and off under prefers-reduced-motion.
- **Header:** Brenneval Blue, reversed logo top left, 64 px tall. Footer: Mist, with the 4 contact channels from page 2.

Buttons

See the N4 timetable | Check your line | Focused

48 px tall, radius 6 px, bold 18 px. One primary button per section.

Design tokens (CSS)

```
--blue: #0B4F8A;   --yellow: #FFC72C;  --night: #1C1A45;
--ink: #16202A;    --slate: #4A5866;   --rule: #8A96A3;
--mist: #E9EEF2;   --paper: #FFFFFF;
--space: 8px;      --radius: 6px;      --tap: 44px;
font: 18px/1.55 "Atkinson Hyperlegible", Verdana, sans-serif;
```

Alerts

!! T1 Severe disruption

Not running between Brenneval Central and Hôpital Nord until 14:00. Take the replacement bus from Hall A.

- Structure: status word + badge, then what, where, until when, what to do.
- Use role="status" (or role="alert" for Severe only). Never a pop-up or modal.

Timetables

Stop	N4	N4	N4
Brenneval Central	**00:15**	**00:45**	**01:15**
Quai des Tanneurs	**00:22**	**00:52**	**01:22**
Zone Est	**00:34**	**01:04**	**01:34**

- A real HTML <table> with <th> headers and a caption. Never an image or PDF only.
- Stops in rows, departures in columns, times bold. Then the plain summary: “every 30 minutes until 05:15”.
- On phones, show the next 3 departures; the full table follows below.