GUIDELINES July 2023





1. LOGOTYPE & FONTS

FIRST FONT

LEXEND DECA - BOLD Letter-spacing : 0

DOWNLOAD «LEXEND DECA»

Google fonts





METROPOLITAN **AUTHORITIES**



OUTFIT - SEMI BOLD Letter-spacing: 220

DOWNLOAD «OUTFIT»

Google fonts

2. COLORS



RVB: 0/61/88

CMJN: 99/68/41/36 #e0a700

RVB: 224/167/0

CMJN: 11/34/98/2

#ffdc8f RVB: 255/220/143 CMJN: 0/15/51/0

#437391 RVB: 67/115/145 CMJN: 76/44/27/10 #92c1e3

RVB: 146/193/227

CMJN: 46/12/4/0

3

3. SAFE ZONE & MINIMUM SIZE



SAFE ZONE

The protection area around the logotype is used to maintain its readability. No graphic element (object, writing etc.) should appear in this area. The size of the protection zone is equal to the thickness of the «e» from «emta»

MINIMUM SIZE OF USE

It is the minimum size of the logotype under which it never should be to maintain its readability.



250 pixels







BAROMETER 2022 based on 2020 DATA 16TH EDITION

emter european Metropolitan TRANSPORT AUTHORITIES

Foreword by Alexandre Santacreu EMTA Secretary general

The year 2020 brought the biggest shock in decades for the public transport industry. Due to the Covid-19 pandemic, the number of passengers fell by 44%. Nevertheless, the production of public transport services was barely affected, with a modest 6% drop in vehicle-kilometres. The public transport industry has once again demonstrated its resilience, maintaining service levels at a critical moment when essential workers needed it the most.

This edition of the EMTA barometer examines how public transport in each metropolitan area was affected by the Covid-19 crisis. Differences are visible across cities, but our data paints a very consistent picture: that of a collapse in passenger numbers and fare revenues.

For March 2022, the vast majority of EMTA members report patronage figures 20%-30% below 2019 levels. Most of our members expect a return to 2019 levels by 2024, but five major metropolitan area anticipate a return to normal between 2027 and 2030.

The pandemic has accelerated pre-existing trends towards cycling and remote working that are likely to remain and keep transforming mobility patterns. This will alter the financial balance of public transport networks at a time when climate change mitigation strategies consider public transport the backbone of a passenger mobility system. Funding will thus be a priority question for EMTA and its members in the years to come.

This edition of the EMTA barometer results from a remarkable joint effort by 30 members. Sofia (Bulgaria) having joined the association in May 2022 will contribute to the next edition of the barometer, an edition that will bring significant changes. The barometer will have a quicker turnaround time, made possible through a simplified questionnaire. A greater focus on the longitudinal analysis will reveal how things change over time. A focus on what matters the most to public transport authorities will naturally drive those changes.

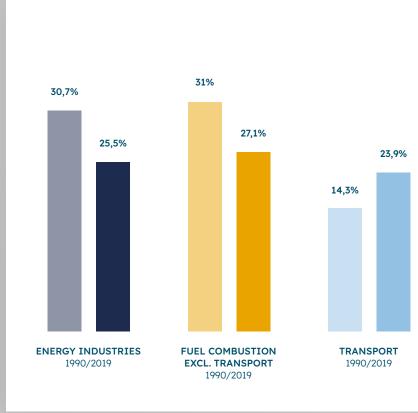


LETTER

TOWARDS ZERO EMISSION (PUBLIC) TRANSPORT:

Achievements to date and important issues yet to overcome

emte european Mercopolitan Authorities

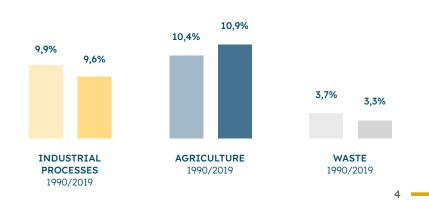


THE REDEVANCE OF TRANSPORT EMISSIONS

The transport sector's emissions will decrease relatively little in the coming years and remain well above 1990-levels in 2030. Transport's relative GHG emissions contribution increases with other sectors decarbonising quickly.

A 90% GHG reduction in transport related emissions is **to be achieved by 2050**

Transport remains responsible for two thirds of all NOx emissions and 10-15% of other main air pollutants (NMVOC, PM)



PRESENTATION

WHAT'S EMTA

EMTA, the association of European Metropolitan Transport Authorities unites the transport authorities – public bodies with legal responsibilities in the organisation of public transport and mobility - of Europe's metropolitan areas.

The association currently unites 30 transport authorities from 17 European countries, 15 of which are EU Member States. EMTA's member PTAs organise the mobility of **95 million Europeans**.



