

GUIDELINES

July 2023



1. LOGOTYPE & FONTS

FIRST FONT

LEXEND DECA - BOLD
Letter-spacing : 0

[**DOWNLOAD «LEXEND DECA»**](#)

Google fonts



emta EUROPEAN
METROPOLITAN
TRANSPORT
AUTHORITIES

SECOND FONT

OUTFIT - SEMI BOLD
Letter-spacing : 220

[**DOWNLOAD «OUTFIT»**](#)

Google fonts

2. COLORS

#003d58

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. 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.



4. IN SITU



WEBSITE



BUSINESS CARDS



LETTER

TOWARDS ZERO EMISSION (PUBLIC) TRANSPORT:

Achievements to date and important issues yet to overcome

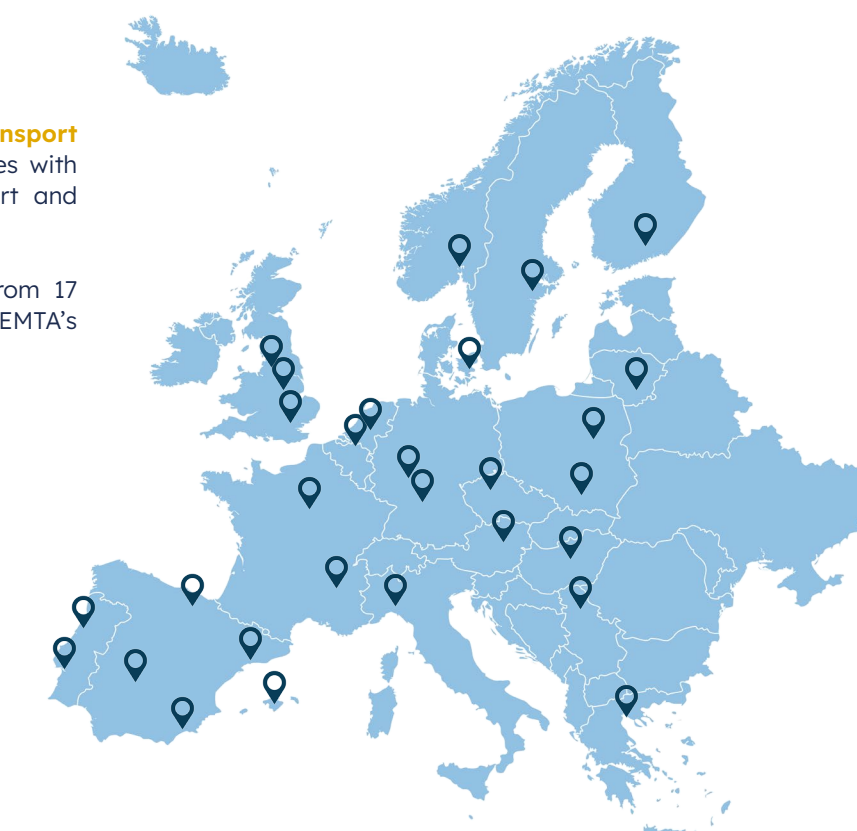
emta

EUROPEAN METROPOLITAN TRANSPORT AUTHORITIES

WHAT'S EMTA

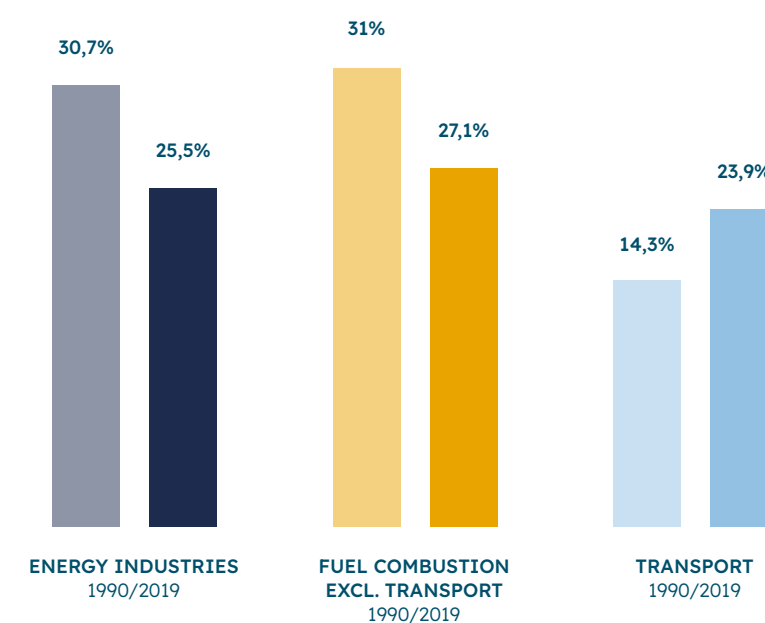
EMTA, the association of European Metropolitan Transport Authorities unites the transport authorities – public bodies with legal responsibilities in the organisation of public transport and mobility – of Europe's metropolitan areas.

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.



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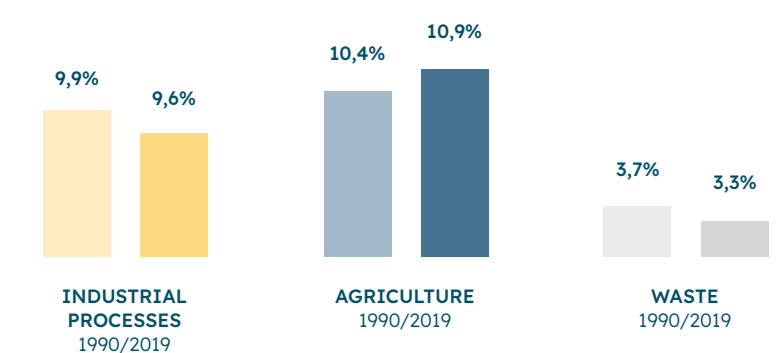
THE REDEVANCE OF TRANSPORT EMISSIONS



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)



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CONTENT

PRESENTATION

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