

Poster Layout Sample





Expiry Date: 31/12/2025

Cardholder Name: TARA KELLS

Card No: 12345 67890 987 65

NOW
AVAILABLE
FOR AGES
19-25

The upper age for TFI Young Adult Leap Card applicants has increased. If you're a Young Adult aged 19-25, or a Student in third level education, you can get **50% off** public transport fares using a TFI Young Adult or Student Leap Card.

To apply, scan the QR code or visit leapcard.ie



Social Media formats:



1x1



9/16

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Core Values

TFI delivers a dependable, safe and affordable national public transport service, with the associated information presented in a coherent, accessible and simple manner.

Core Values Include:

- Honesty, reliability, integrity, accountability, consistency, transparency and service to the public.

TFI endeavours to ensure that every journey and every experience of Public Transport in Ireland is positive.

Tone of Voice

The TFI brand tone of voice is professional, informative and courteous. It's vital that TFI's communications speak in a clear straightforward way, with a tone of voice that's clear and consistent. TFI's audience is looking for clear information in a timely manner. To instil confidence, we choose our words carefully. The tone of voice is accessible, active, informative and conversational. The following five principles will shape how we communicate:

Accessible

- Follow the principles of plain English.
- Ensure that information is easily available.
- Facilitate easy understanding for a broad audience.

Confident

- Keep message simple.
- Maintain a conversational tone.
- Avoid jargon.

Empathetic

- Communicate in a way that resonates with people.
- Foster a more personal and human connection.

Trustworthy

- Convey reliability and dependability.
- Uphold transparency in communication.
- Build trust through consistent and honest messaging.

Matter of Fact

- Present information clearly and directly.
- Avoid unnecessary superfluous details.
- Focus on the facts and essential details.

Primary Colour Palette



TFI Bus Yellow
PANTONE 109C
C 0 M 10 Y 100 K 0
R 255 G 208 B 0
#FFD100



TFI Train
PANTONE 152
C 13 M 54 Y 100 K 3
R 214 G 129 B 30
#D68100



TFI Tram
PANTONE 2597
C 85 M 95 Y 0 K 0
R 80 G 55 B 149
#4F3695



TFI Bike
PANTONE 2716
C 45 M 29 Y 0 K 0
R 140 G 164 B 213
#8BA3D4



TFI Walking
PANTONE 3265
C 69 M 0 Y 37 K 0
R 53 G 189 B 176
#358DB2



TFI Taxi
PANTONE 382
C 22 M 0 Y 100 K 0
R 193 G 205 B 35
#C1CD23

Secondary Colour Palette



TFI Luas Green Line
PANTONE 348
C 100 M 10 Y 85 K 4
R 0 G 148 B 93
#00945D



TFI Intercity
PANTONE 322
C 100 M 0 Y 33 K 35
R 0 G 123 B 133
#007BB4



TFI Commuter
PANTONE RHOD. RED
C 10 M 85 Y 0 K 0
R 217 G 75 B 155
#D84B9A



TFI Private Car
PANTONE 403
C 0 M 7 Y 17 K 43
R 162 G 152 B 138
#A19789



TFI Bike Hire
PANTONE 2747
C 100 M 85 Y 0 K 13
R 19 G 61 B 141
#133D8C



TFI Luas Red Line
PANTONE 1935
C 0 M 87 Y 60 K 0
R 225 G 19 B 79
#E0134F



TFI Slate
PANTONE 7546
C 30 M 0 Y 0 K 75
R 64 G 89 B 101
#3F5865



TFI Bus
PANTONE 300
C 100 M 40 Y 0 K 0
R 0 G 125 B 197
#007DC5



TFI DART
PANTONE 375
C 50 M 0 Y 100 K 0
R 141 G 198 B 63
#8CC63E