

BRAND OFFICE · LINES AND STATIONS

Metro de Alba

Identity manual

Edition 3 · September 2026



01

Colour

Riders learn the colour of a line before its number. These values are fixed for print, screen and enamel.

Five lines, five colours

The network has five lines, and each owns one colour, listed in **Table 1.1**. The colour marks the line wherever it appears: the stripe on a platform wall, the band along a train, the line's badge and its path on the map. It marks nothing else, so a leaflet about fares is printed in ink on paper and red always means line 1.

Take the values from the table, never from a screenshot, an old sign or a colour picker. Screens use the HEX value, and print uses the CMYK recipe on coated stock; for uncoated paper and newsprint, ask the brand office for the matching recipe. Enamel panels and vinyl are matched to the printed swatch card that the brand office keeps.

Colour and contrast

Line colours are for fills. A line badge is a square in the line colour with the number inside it: white on lines  1,  4 and  5, ink on lines  2 and  3, whose teal and yellow measure 2.3:1 and 1.5:1 against white, below the 3:1 that large type needs.

Small text is never set in a line colour. Warnings and confirmations use  Signal red and  Signal green, which reach 5.5:1 and 5.1:1 on white.

Neutrals

Ink, a blue-black, sets text and outlines. Paper is plain white, since a tint would dull the yellow of line 3. Rule grey draws rules and the river.

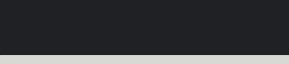
COLOUR	NAME	HEX	RGB	CMYK
	Line 1 · Tile red	#E4572E	228 87 46	0 75 85 0
	Line 2 · Harbour teal	#17BEBB	23 190 187	75 0 32 0
	Line 3 · Broom yellow	#FFC914	255 201 20	0 22 95 0
	Line 4 · Heather	#6C4F9E	108 79 158	65 75 0 0
	Line 5 · Pine	#3F9B4A	63 155 74	76 12 90 2
	Signal red	#C0391B	192 57 27	10 88 100 2
	Signal green	#2B7D3C	43 125 60	84 25 95 10
	Ink	#1F2124	31 33 36	72 62 55 78
	Rule grey	#D9D9D4	217 217 212	14 10 14 0

Table 1.1. The colour system. Line colours are fills; only Ink and the two signals set text.

HEX and RGB for screens; CMYK recipes for coated stock.

02

Big Shoulders Display

Station names, line names and headings are set in Big Shoulders Display ExtraBold. It is narrow, so a long name such as Puerta del Mercado still fits a platform sign at a size that reads from the far end of the platform. Set it in capitals and lowercase, never in capitals alone, and never below 14 pt, where its narrow counters start to fill in.

A platform sign is an ink band 400 mm deep. The station name has a cap height of 150 mm and sits on a 100 mm margin. Under it, a square in the colour of each line that stops there comes before the line numbers, set in Public Sans SemiBold.

Public Sans

Anything people read in sentences, such as a notice or this manual, is set in Public Sans. Text is 9.8 pt on a 14 pt line, ragged right, with no indents and a space between paragraphs.

Captions in print are 8.3 pt, and nothing a rider needs to read is set smaller. On screen, text starts at 16 px and never drops below 14 px.

Type

Names and headings are set in a condensed display face. Running text is set in a sans, and a monospace takes the figures that have to line up.

Weights

Public Sans is used in four faces. There is no Bold, and the SemiBold takes its place:

Regular and *Italic*

SemiBold and *SemiBold Italic*

Emphasis is **SemiBold, in ink**, as in this sentence; a heavier weight would compete with the station names. Italic marks the titles of documents and words in another language, such as *andén* on a bilingual sign.

Spline Sans Mono

Departure times, platform codes and colour values are set in Spline Sans Mono, so that the figures on a departure board line up in columns without tabs:

07:42 · 07:46 · 07:51 · #E4572E

Use it for values only: at the same size, a sentence in it runs about 30% wider than in Public Sans.

Puerta del Mercado

■ ■ ■ Lines 2, 3 and 5

03

Drawing the map

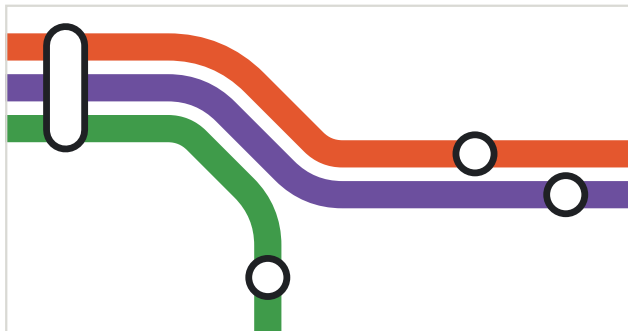
Lines run horizontally, vertically or at 45 degrees, and change direction on a curve three line widths in radius, as in **Do 1**. Lines that share track run side by side at an equal spacing, in the order of their numbers, and bend round one centre. A station is a white dot with an ink rim, and an interchange is a single white capsule drawn across every line that stops there. **Don't 1** breaks each of these rules: free angles, curves of any radius, uneven spacing and stations in the line colour.

Names on the map

Station names are set in Public Sans SemiBold, always horizontal, on the side of the line that has no other line. An interchange carries its name once, beside the capsule.

Geography

Stations are evenly spaced. The one geographical feature on the map is the river, a band of Rule grey.



Do 1. Lines at 0°, 45° and 90°, bent together at an even spacing; one capsule for the interchange.

Usage

The network map is the drawing we print most. The rules below apply to every copy of it, printed or on screen.

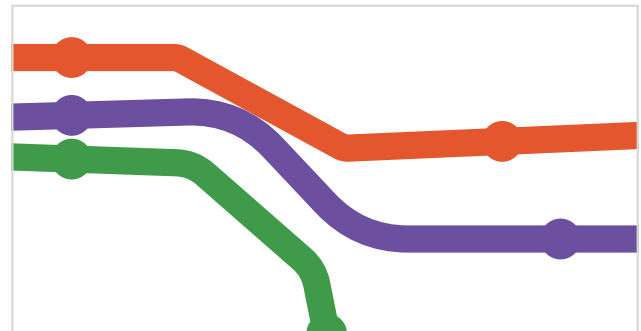
Line width and scale

The line width sets the scale of the whole drawing: 6 mm on the platform map, 1.5 mm on the pocket map and 4 px on screen at the default zoom. A station dot is 1.4 line widths across with a rim of a quarter of a line width, and a capsule is a dot stretched across the lines it serves.

Files for suppliers

Suppliers receive this manual as a PDF with its typefaces embedded, and as an editable source file that carries Public Sans and Spline Sans Mono. The display face is sent separately from the brand office's type folder, so that every supplier sets names from the same version of it. Map artwork keeps station names as live text, never as outlines, so that a station renamed by the city can be corrected in every file.

Metro de Alba is a fictional network. Set in Public Sans, Big Shoulders Display and Spline Sans Mono, under the SIL Open Font License 1.1. Text and drawings: CC BY 4.0.



Don't 1. Free angles, mixed radii, uneven spacing and stations drawn in the line colour.