



AT bus services design guide

1 December 2025



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Consistency of application of the Auckland Transport (AT) brand identity makes it easier for Aucklanders and visitors to recognise the city’s integrated public transport system and helps build customer confidence in our ability to deliver a professional service. Buses play a significant role in AT brand and service delivery.

The ‘AT bus services design guide’ provides bus operators with the tools to ensure their fleet is compliant with ‘AT brand identity guidelines’. It details the correct use of logos, fonts, colours, textiles and other graphical elements.

Please ensure that before a bus is put into service, photos of the AT branding on the bus are sent to your AT Relationship Partnering Lead and AT Marketing & Media Partnerships to confirm brand application is compliant. Where possible, please allow time to obtain this approval. Please also supply photos of the first seat to be upholstered for approval.

This guide is designed to comply with the Requirements for Urban Buses in New Zealand (the ‘RUB’) and sets out AT’s requirements over and above the RUB. If there is an instance of any conflict or inconsistency with the RUB, please contact your AT Relationship Partnering Lead to discuss an appropriate solution.

As the AT brand evolves, from time to time this guide will be updated. Please ensure you are referring to the latest version. The most current version and associated decal artwork is available through the Business Objects Launch Pad via the documents tab under each individual operator’s folder.

If you have any questions regarding the attached material please contact your AT Relationship Partnering Lead who can either provide guidance or arrange for further discussion with AT Marketing & Media Partnerships.



AT brand elements

Brand typeface

Our brand typeface is Gotham Narrow. Gotham Narrow Ultra, Medium and Book are used in AT signage and wayfinding.

Setting AT’s headline type requires four basic principles:

- 1. Upper and lowercase is preferred (in sentence case like this guide)
- 2. Point size and leading match (where readable and accessible)
- 3. No full stops unless in a two-sentence headline
- 4. Zero tracking and optical kerning

Gotham
Narrow Ultra

Informing/Safety

Gotham
Narrow Medium

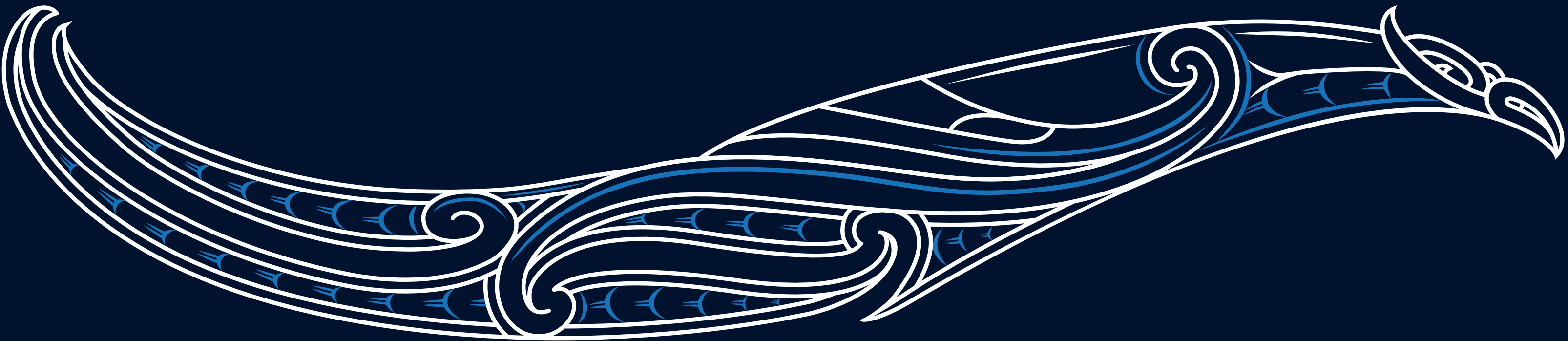
Instructing

Gotham
Narrow Book

Print body

AT taurapa

Taurapa are the stern of waka. AT’s taurapa artwork was designed by design agency Ira Aotearoa, alongside mana whenua artist Graham Tipene (Ngāti Whātua, Ngāti Kahu, Ngāti Hine, Ngāti Haua, Ngāti Manu). It represents AT’s journey towards a connected and thriving Tāmaki Makaurau. Two parts of the AT taurapa have been used on our bus livery.



Ko Tangaroa *Pathways forward*

This mahi toi (artwork) represents Tangaroa, the guardian of moana.

Moana are the domain of waka (canoes) – the first transportation of Tāmaki Makaurau. Today’s waka (vehicles) include our buses, ferries, trains and cars.

Tangaroa guides AT forward and provides the means for us to achieve our vision of a thriving and connected Tāmaki Makaurau.

The full Tangaroa design, placed at the front of our double-decker bus sides, is used for kaupapa related to our moana, waterways and transportation across our city. It is ornamented with koru – representing abundance and prosperity – and unaunahi.



The unaunahi pattern

Representing flowing, networked pathways – also runs along the side, front and back of our buses.

These mahi toi are printed on vinyl.

Exterior

Bus services colours

Paint



Match PMS 3005



RAL: 5011
Steel blue



RAL: 9006
White Aluminium



RAL: 1003
Signal Yellow



RAL: 3020
Traffic Red
PPG Ref: 417-89CC



RAL: 6018
Yellow Green
PPG Ref: 417-87WH



RAL: 1028
Melon Yellow
PPG Ref: 417-89CD



RAL: No match
PPG Ref: 9JEV



RAL: 42102
PPG Ref: H7V3



RAL: 6034
Pastelltuerkis
PPG Ref: C2V1

Standard and rapid fleet services only

Specialty fleet services only

Vinyl



Avery Dennison 935
Intense Blue
3M 2080 Wrap
#G47 Intense Blue
3M 180mC
Intense Blue



Avery Dennison 932
Indigo Blue



Avery Dennison 983
Gunmetal Grey



Avery Dennison 900
White
3M 2080 Wrap
#G10 Gloss White
3M 1080mC
Gloss White



Avery Dennison 704
Signal Yellow

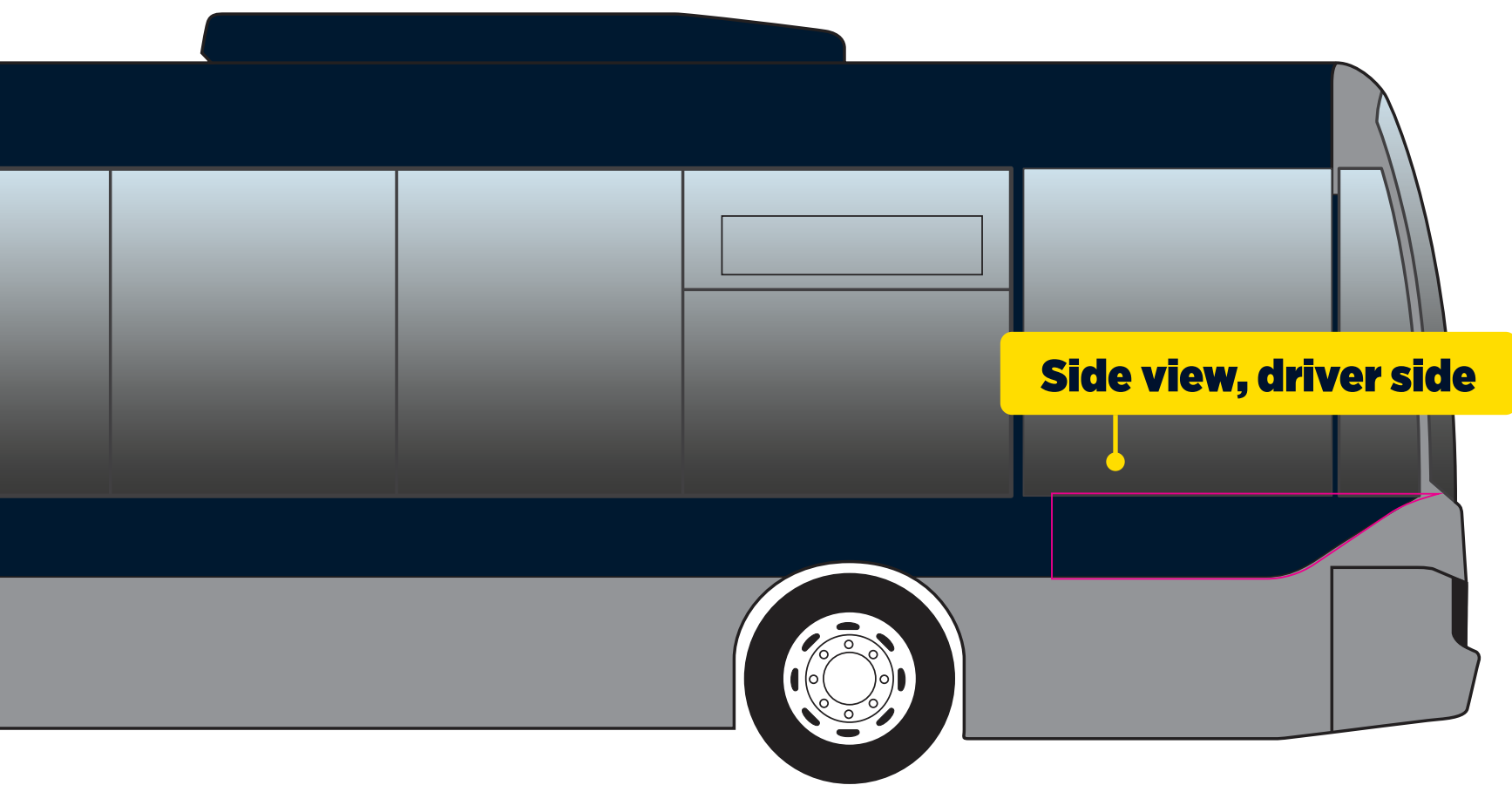


Avery Dennison 942
Light Blue
3M 180mC
Light Blue



Avery Dennison 925
Signal Red

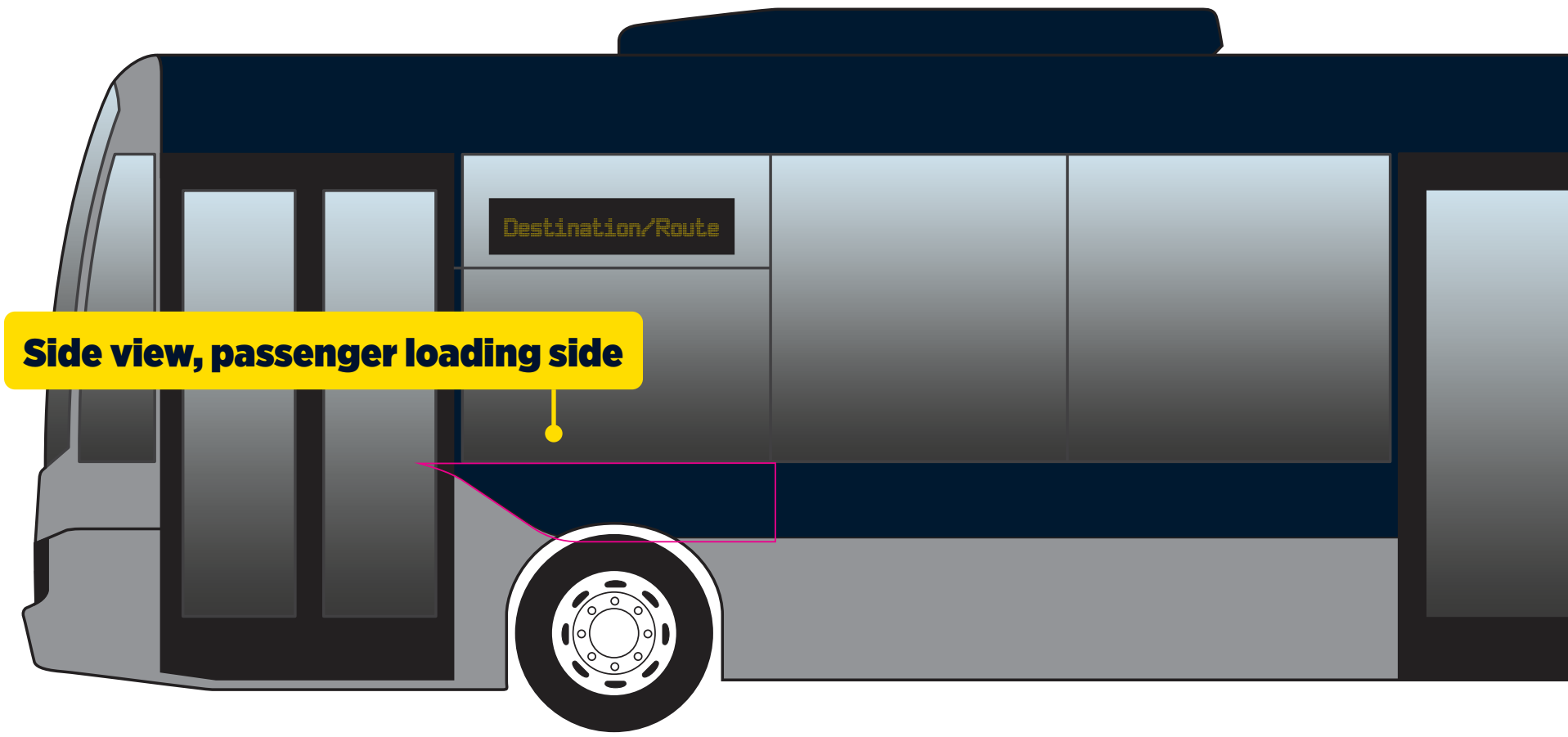
AT curve template



The AT curve device is placed at the front section of the bus. It extends from the AT Ocean blue metal surface underneath the windows as outlined in pink above.

On the passenger loading side the AT curve should ideally finish just before the front doors as shown right.

The AT curve device must be used as per the template provided, i.e. the curve cannot be altered without prior consultation with AT Brand and Marketing.



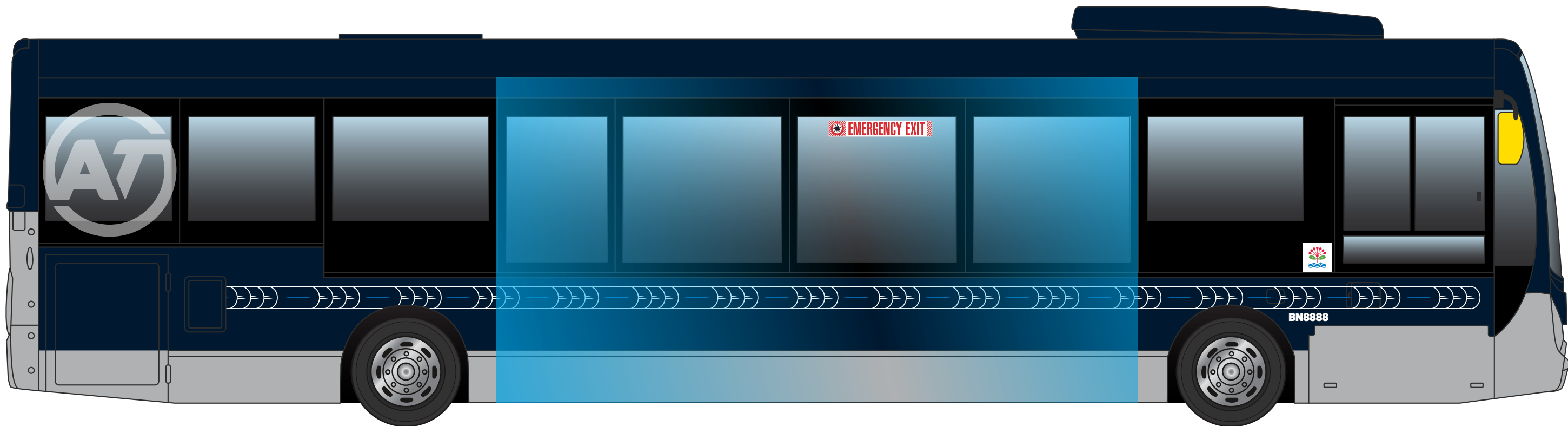
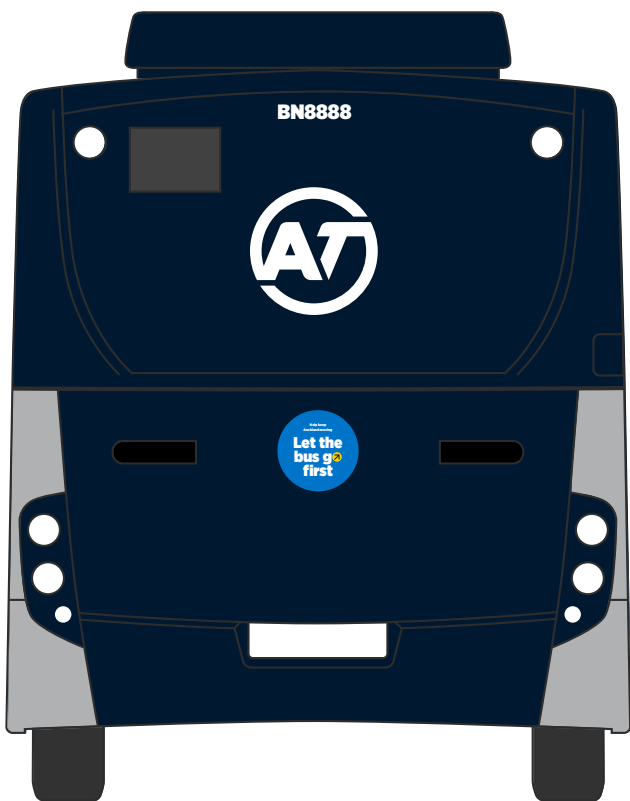
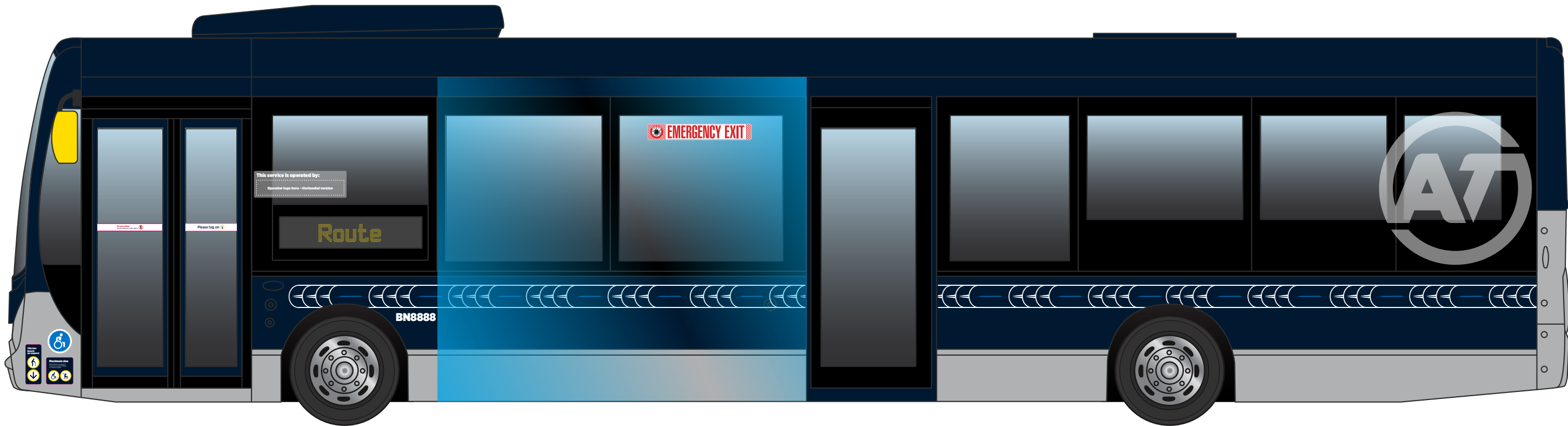
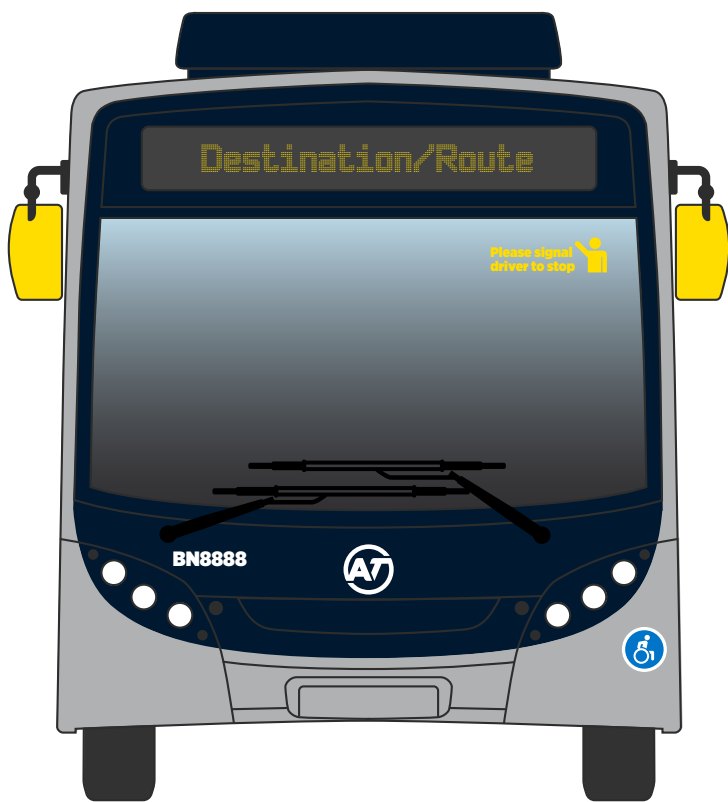
Graphics and decal application

If a bus is damaged and panels need to be replaced, operators are only allowed to replace a section of the vinyl decals affected (using the same materials) as long as there will be no difference in colour due to fading. If the existing decals are faded and will look different to the new sections of the decals, the decal will need to be replaced in its entirety.

Standard bus – diesel fleet

Single decker

Light blue areas indicate possible position of advertising

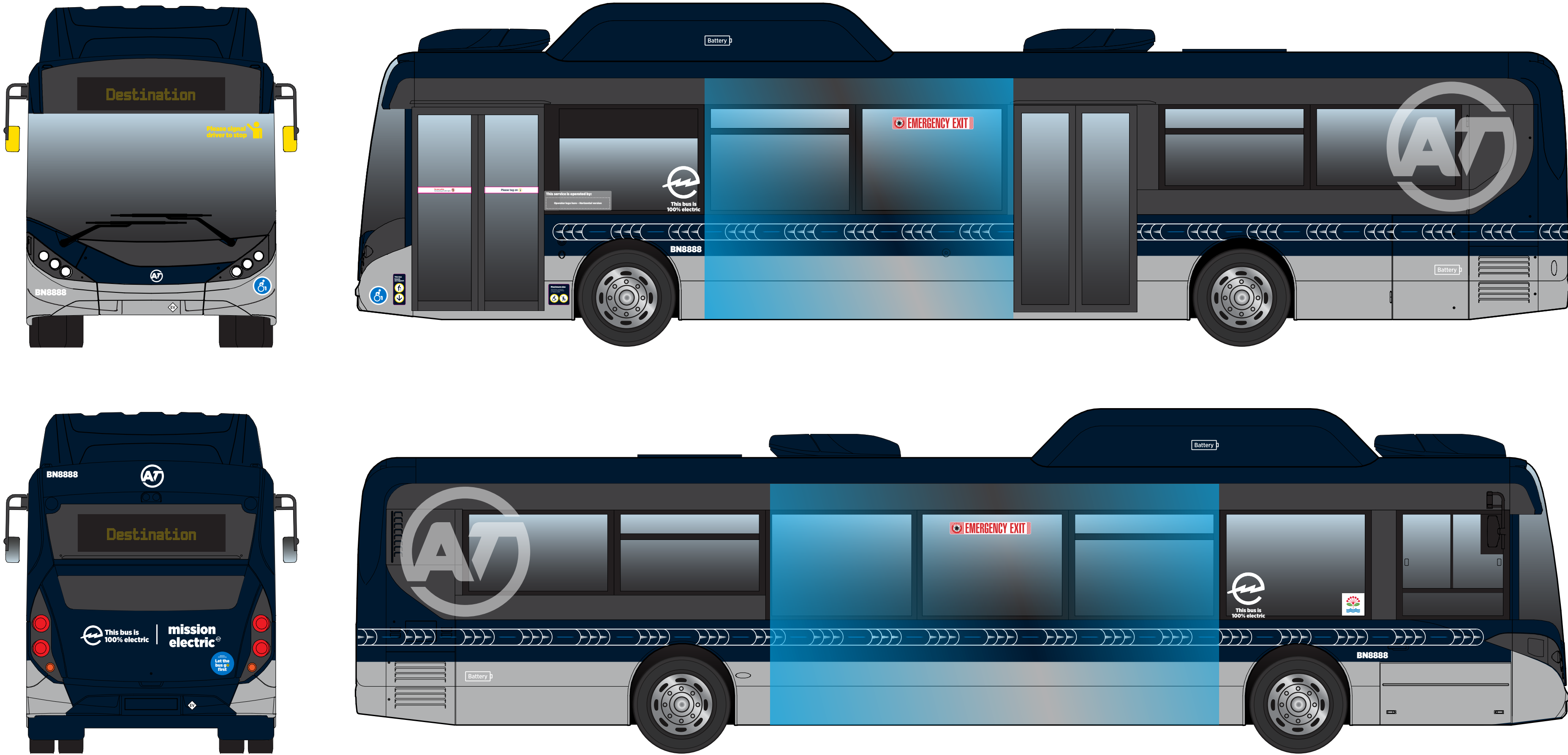


Bus size and shape shown for indicative purposes only.

Standard bus – EV fleet

Single decker

Light blue areas indicate possible position of advertising

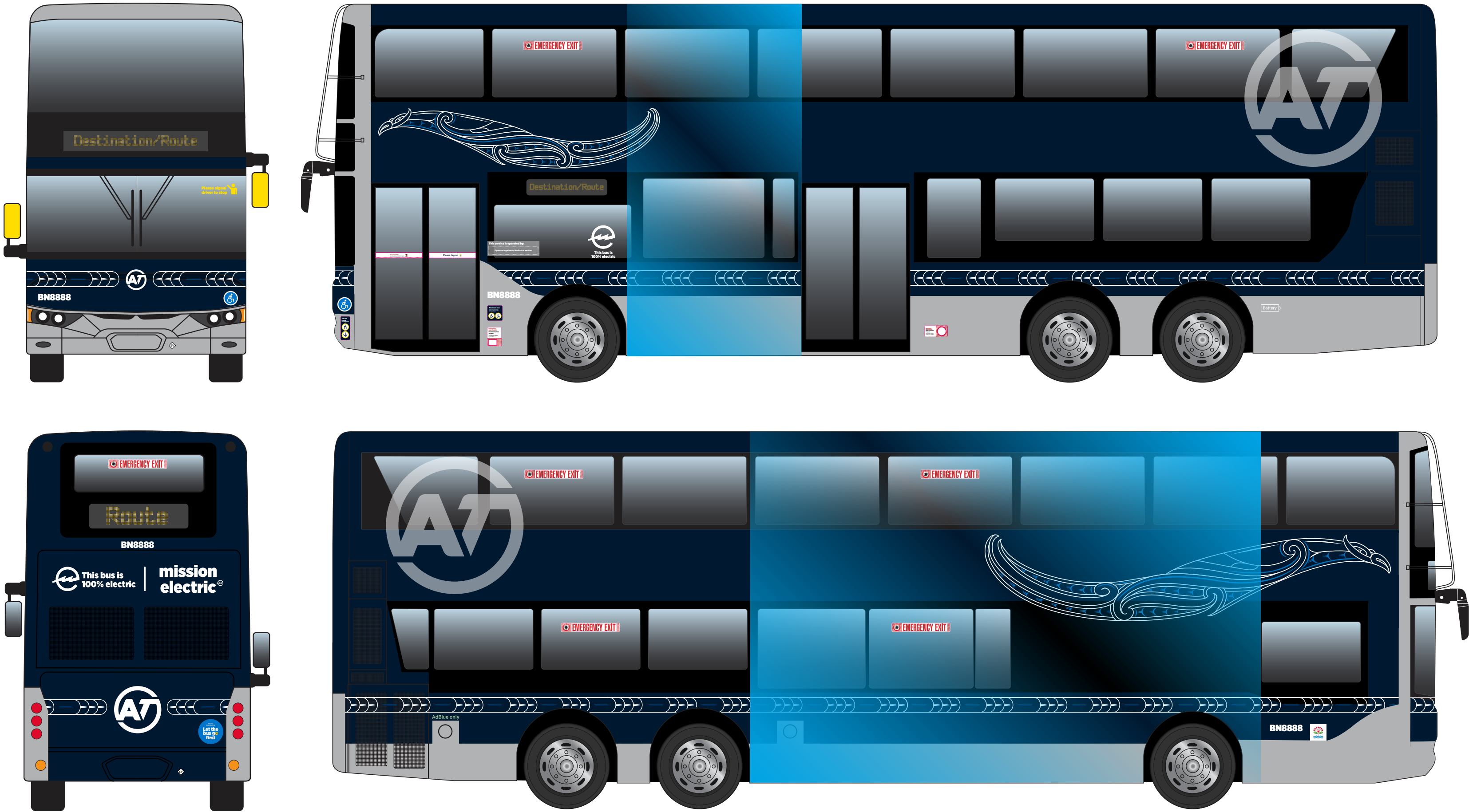


Bus size and shape shown for indicative purposes only.

Standard bus – EV fleet

Double decker

Light blue areas indicate possible position of advertising

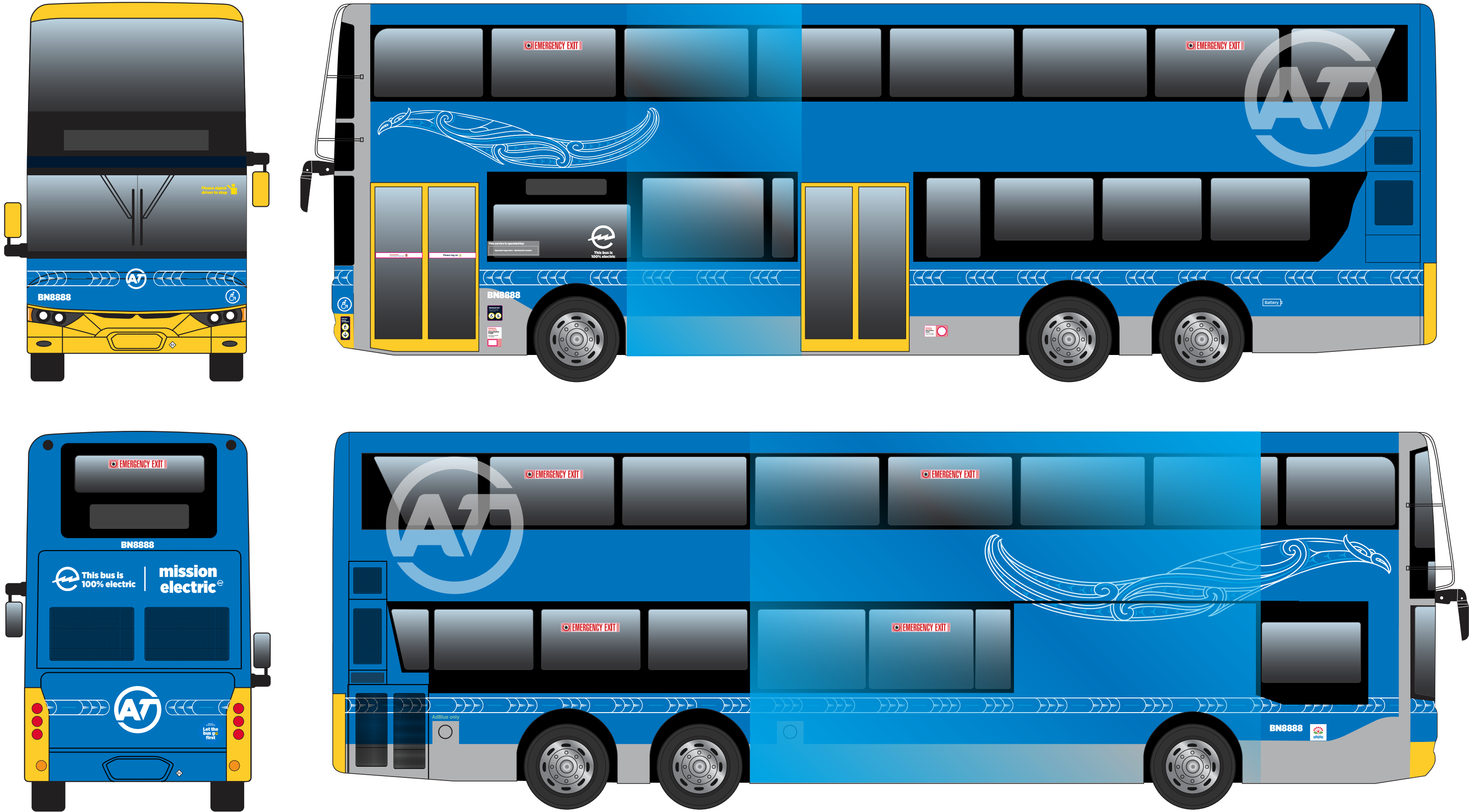


Bus size and shape shown for indicative purposes only.

Express bus – EV fleet

Double decker

Light blue areas indicate possible position of advertising

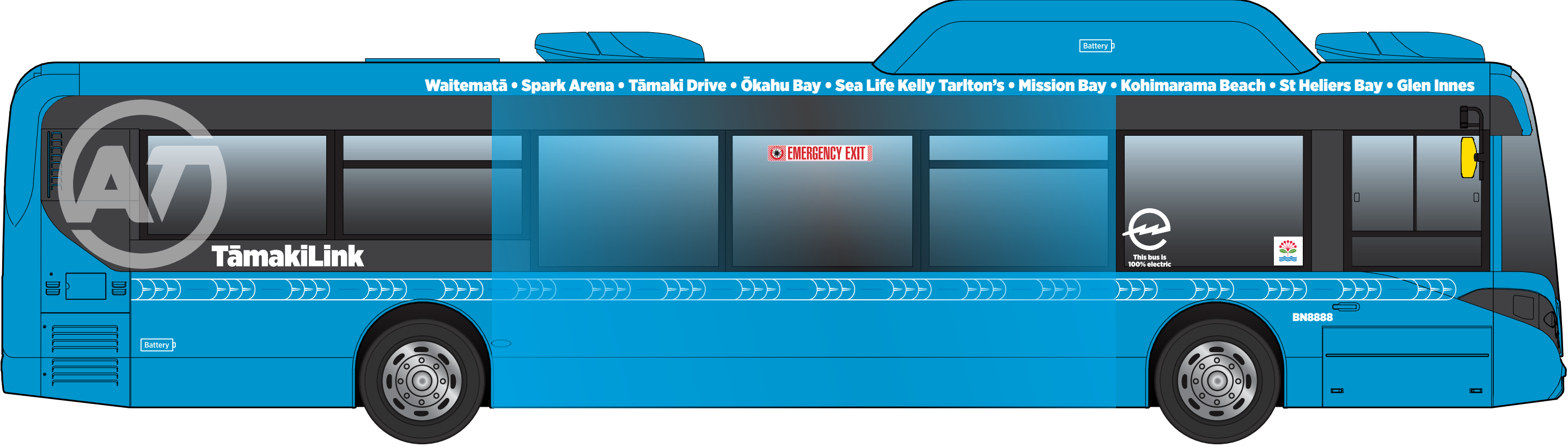
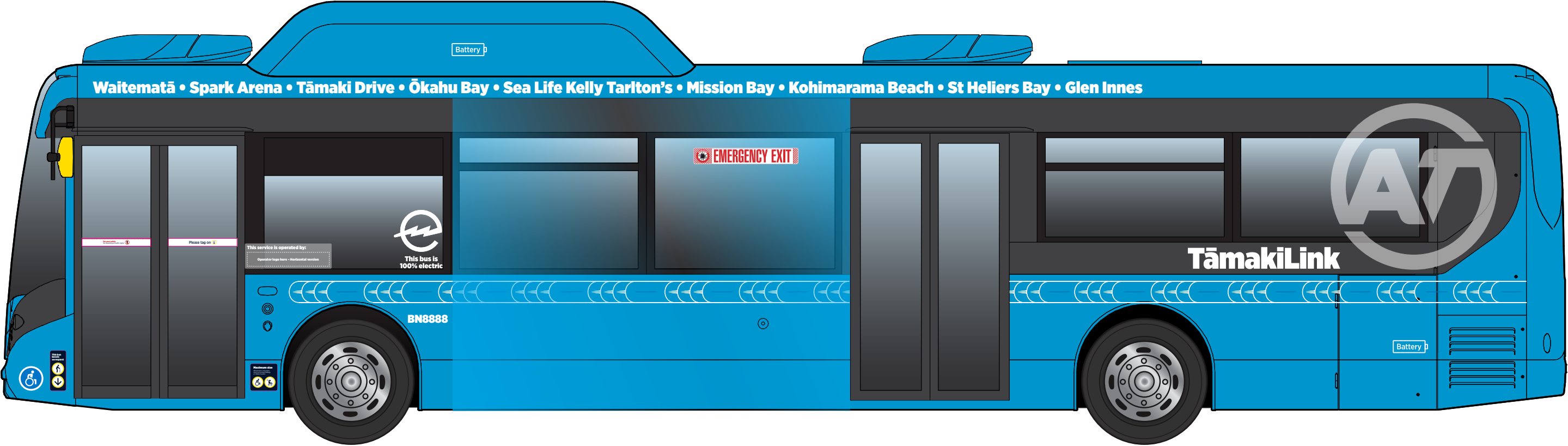
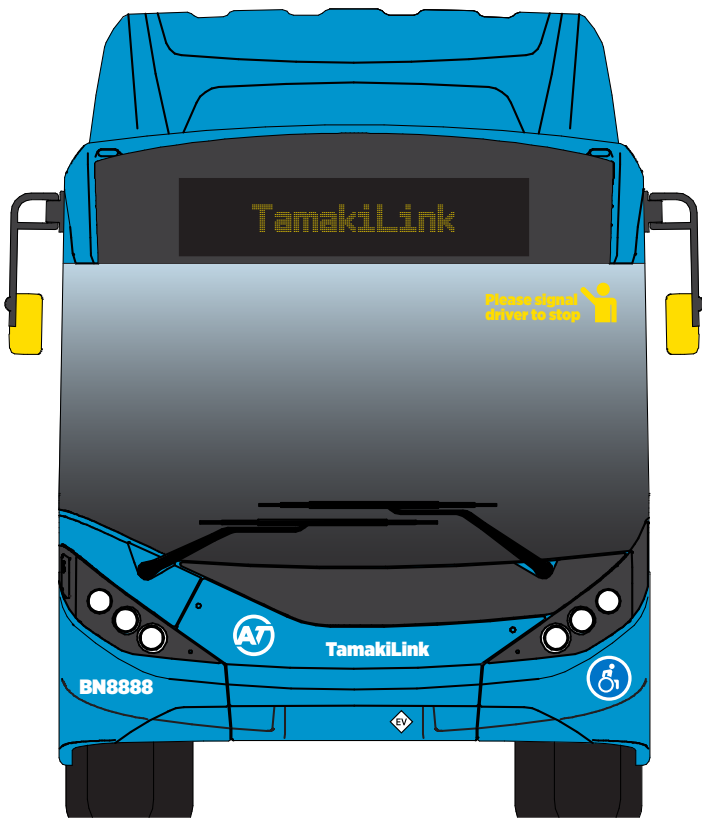


Bus size and shape shown for indicative purposes only.

TāmakiLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising

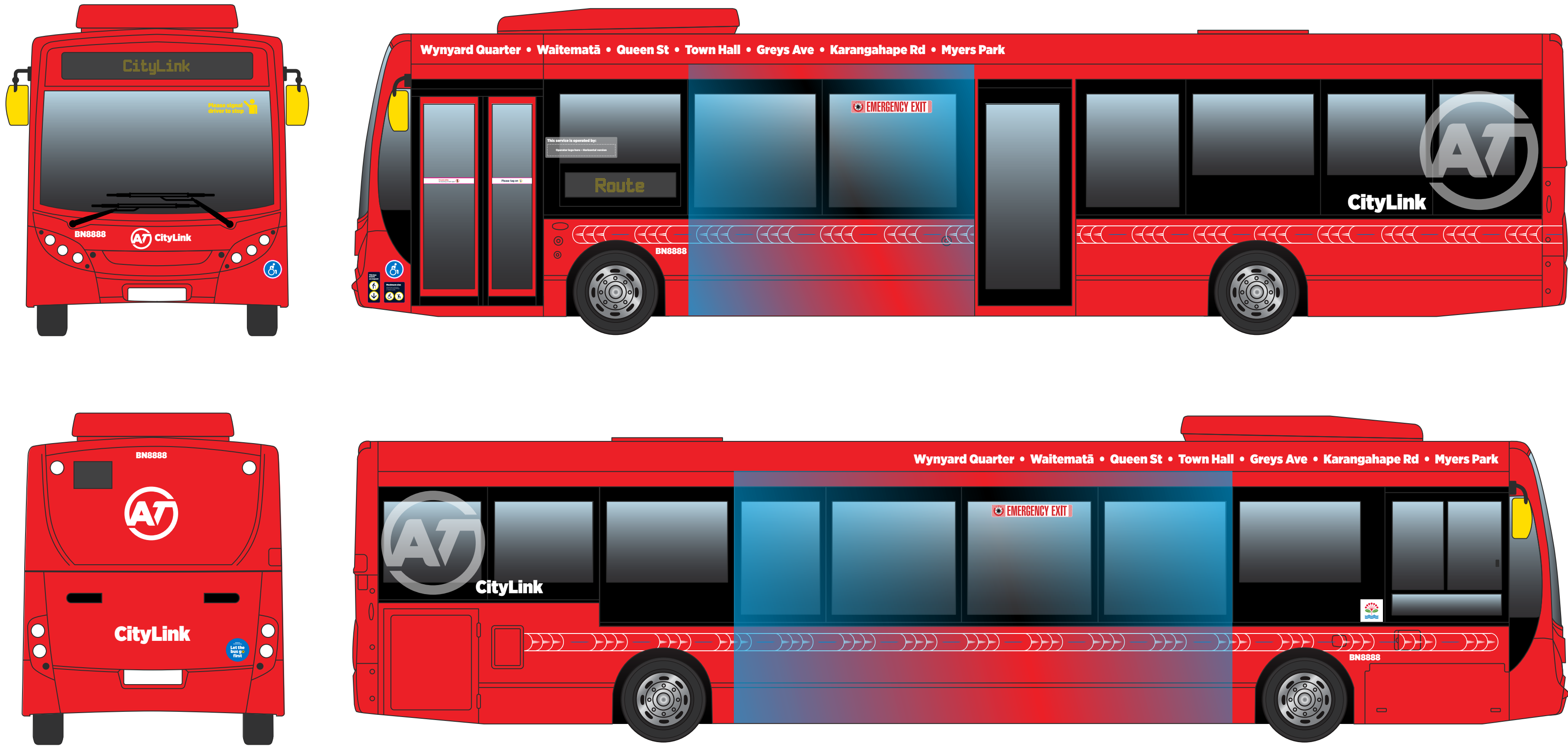


Bus size and shape shown for indicative purposes only.

CityLink – diesel fleet

Single decker

Light blue areas indicate possible position of advertising

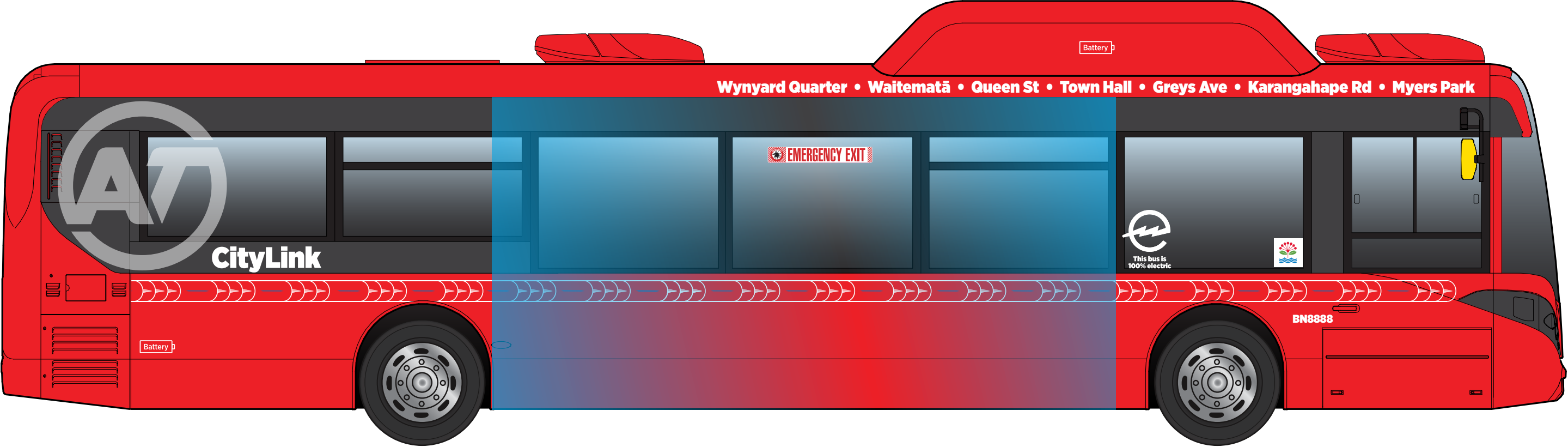
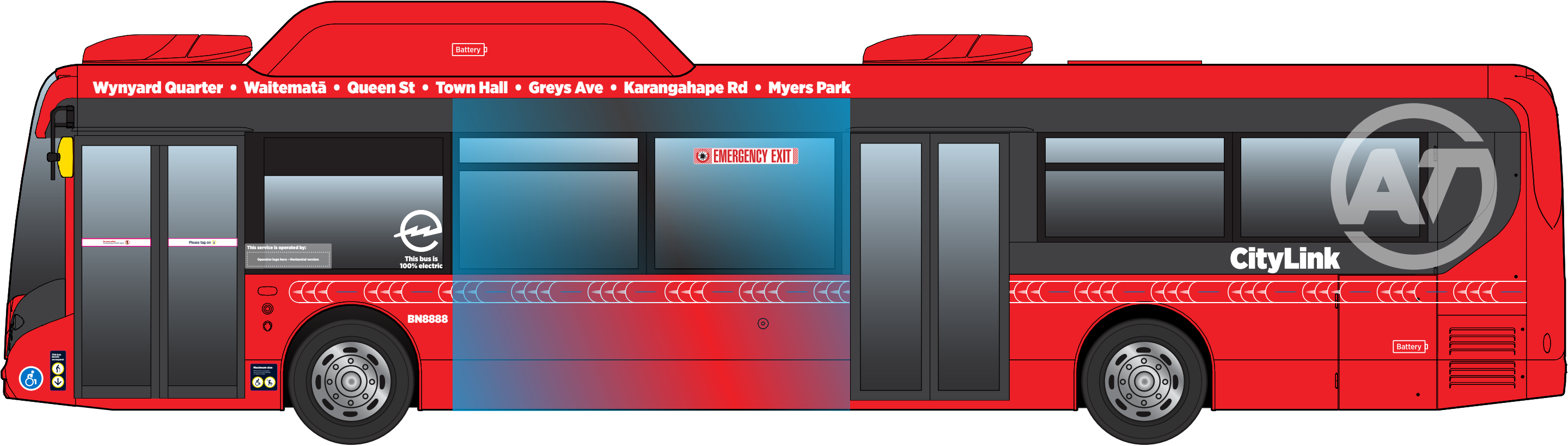
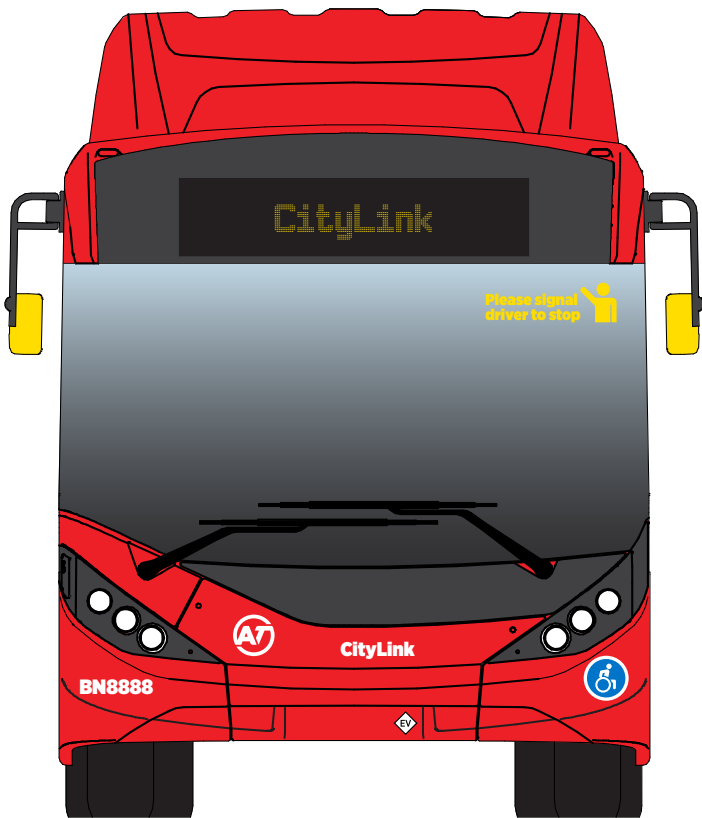


Bus size and shape shown for indicative purposes only.

CityLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising

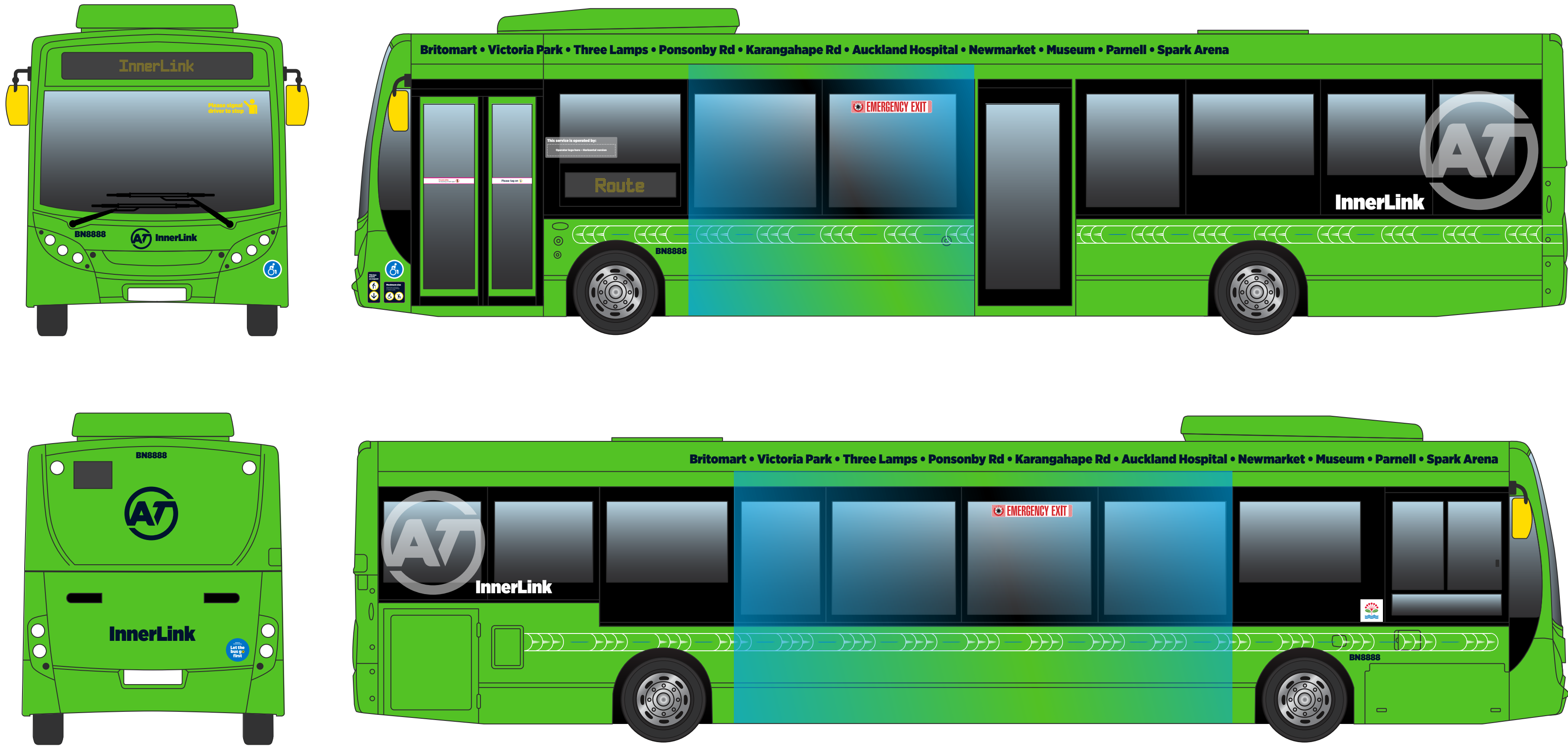


Bus size and shape shown for indicative purposes only.

InnerLink – diesel fleet

Single decker

Light blue areas indicate possible position of advertising

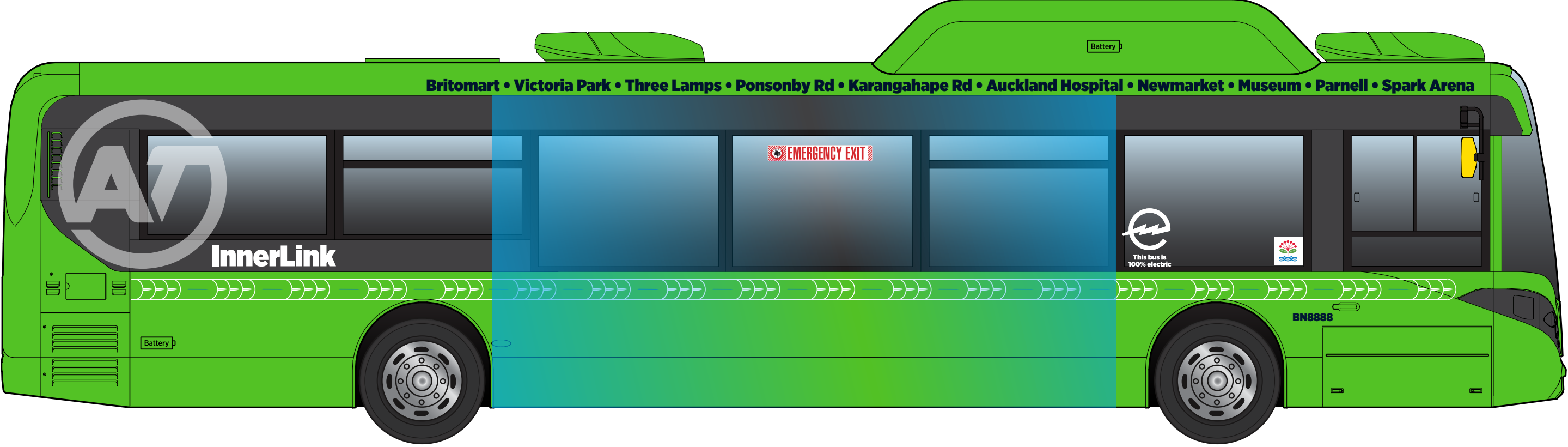
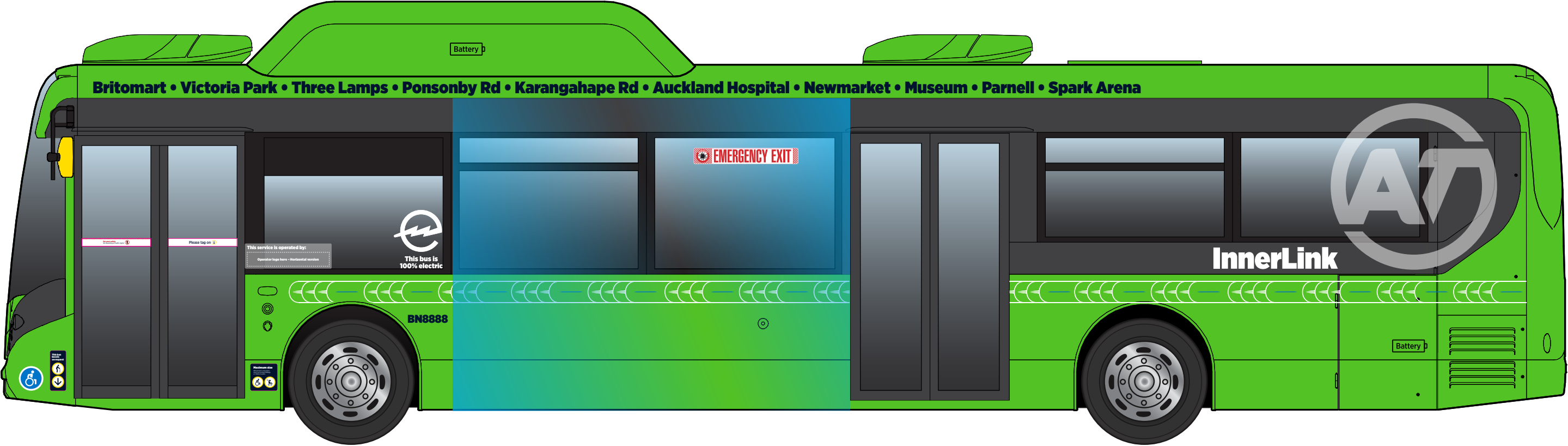
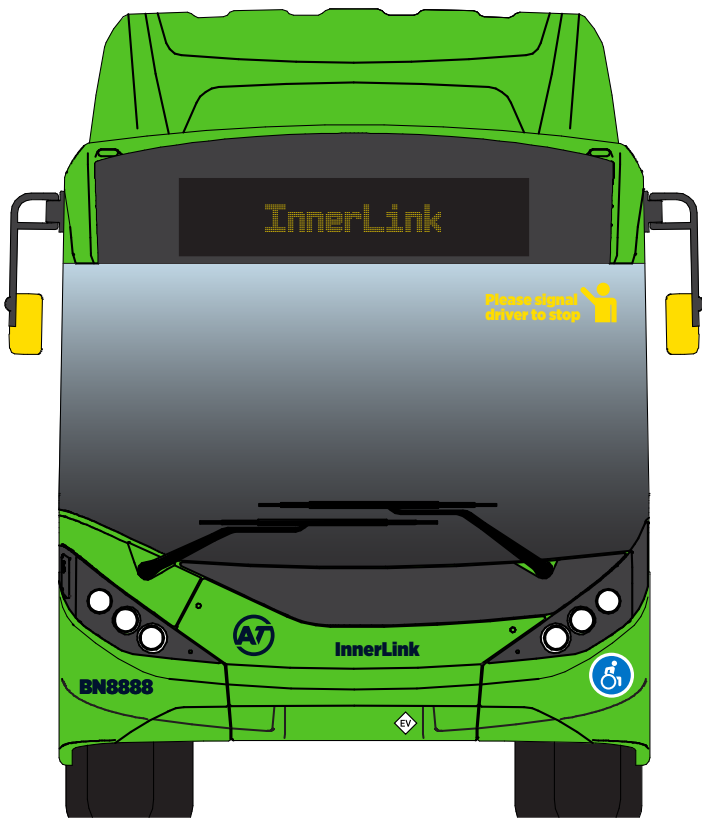


Bus size and shape shown for indicative purposes only.

InnerLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising

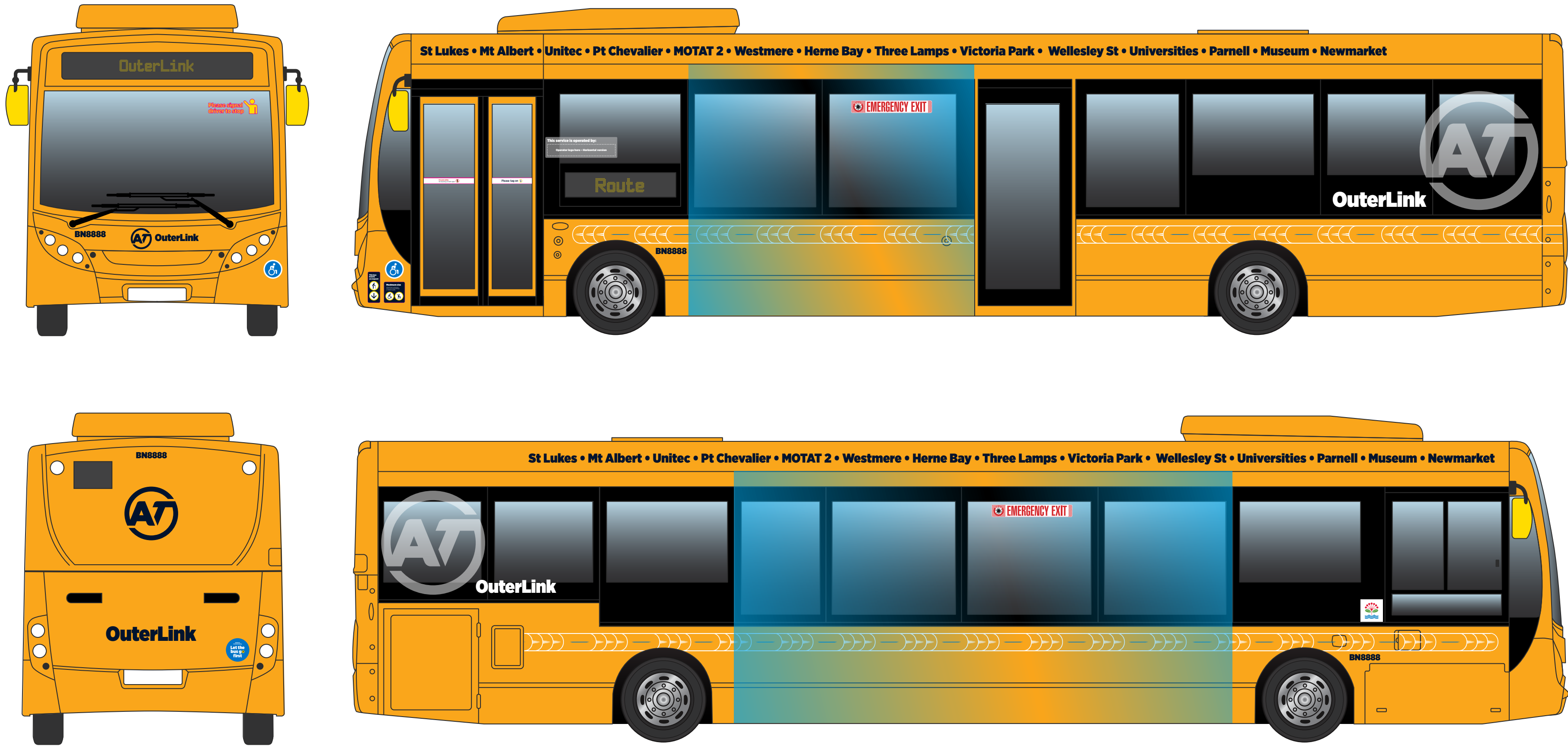


Bus size and shape shown for indicative purposes only.

OuterLink – diesel fleet

Single decker

Light blue areas indicate possible position of advertising

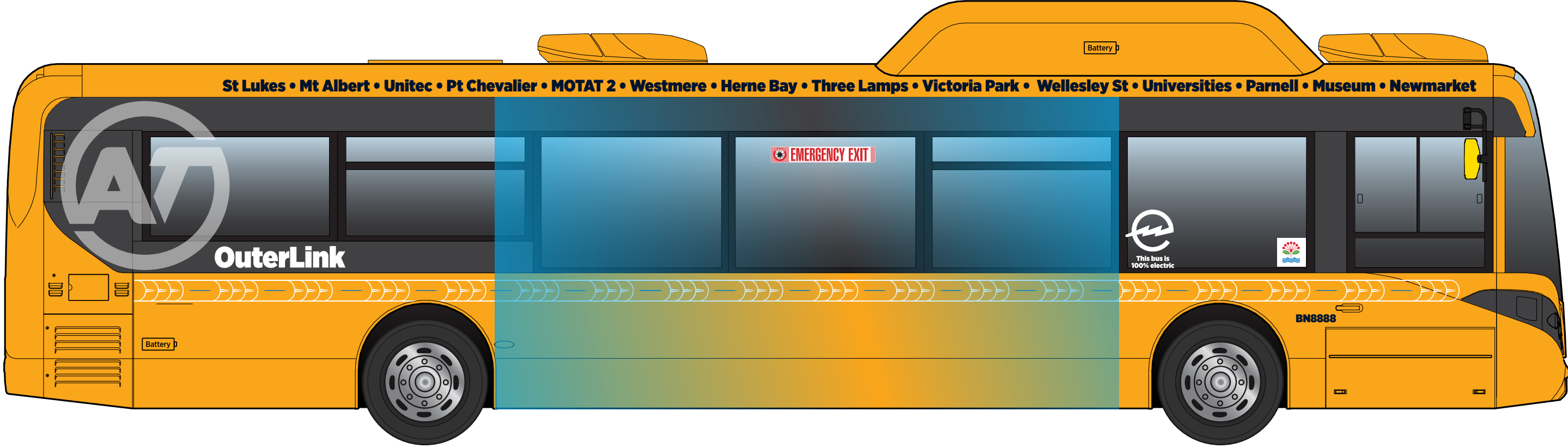
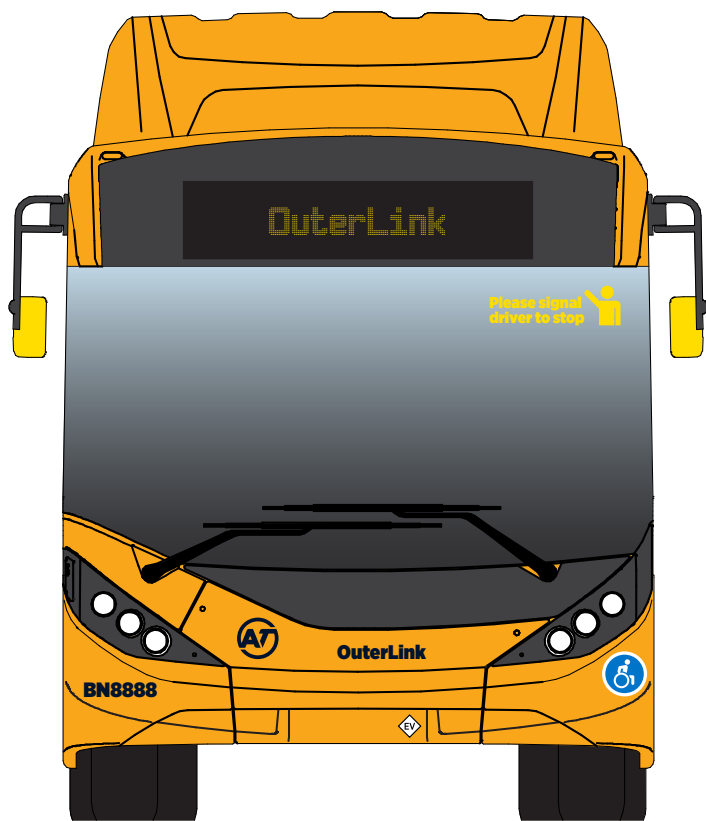


Bus size and shape shown for indicative purposes only.

OuterLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising

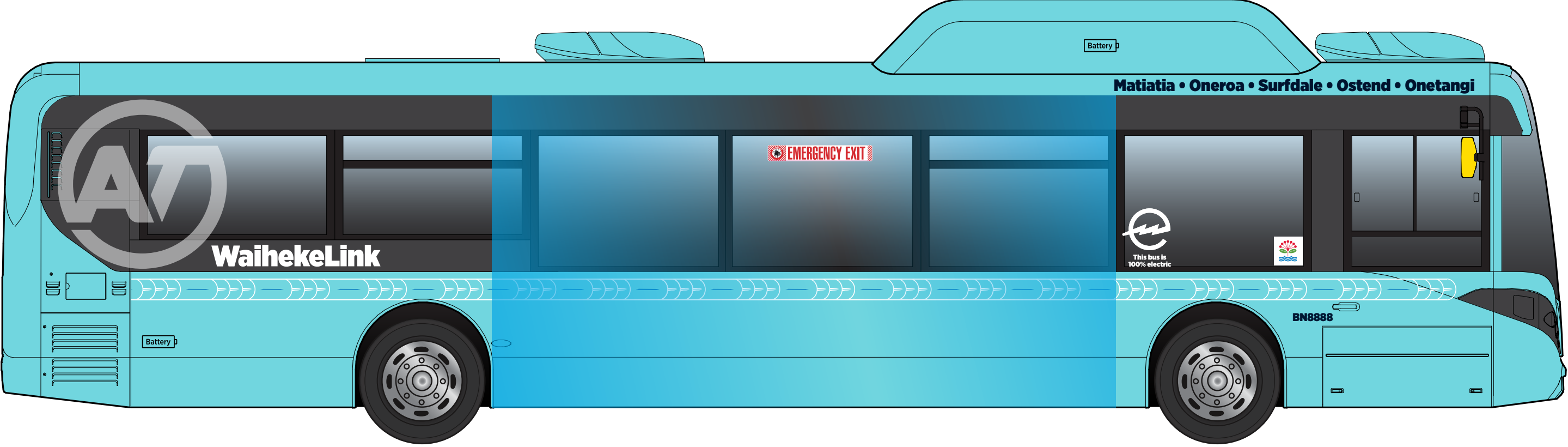
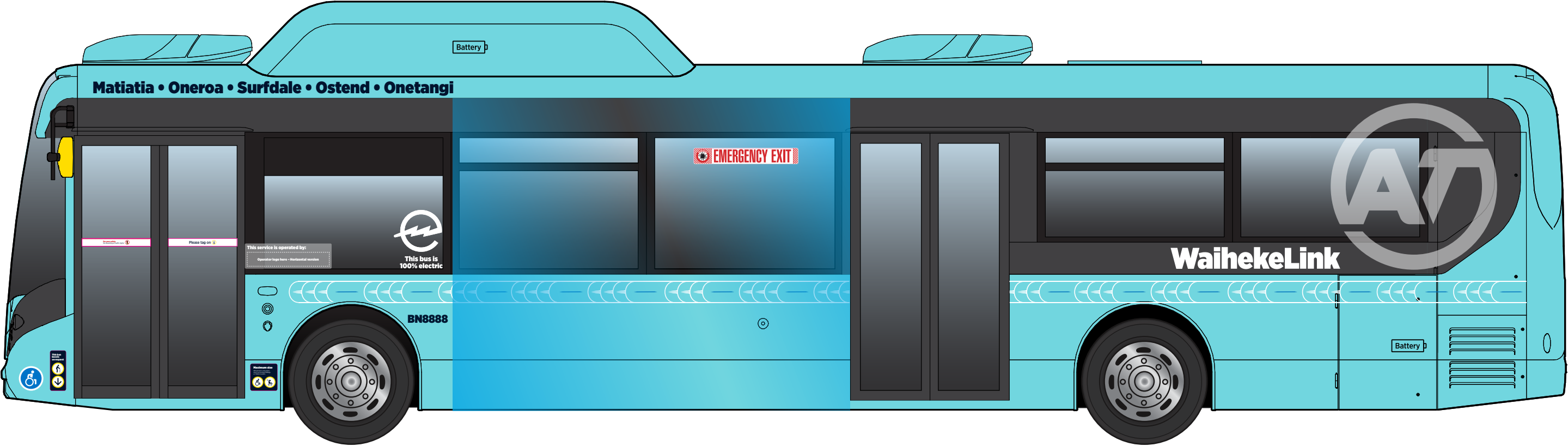


Bus size and shape shown for indicative purposes only.

WaihekeLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising

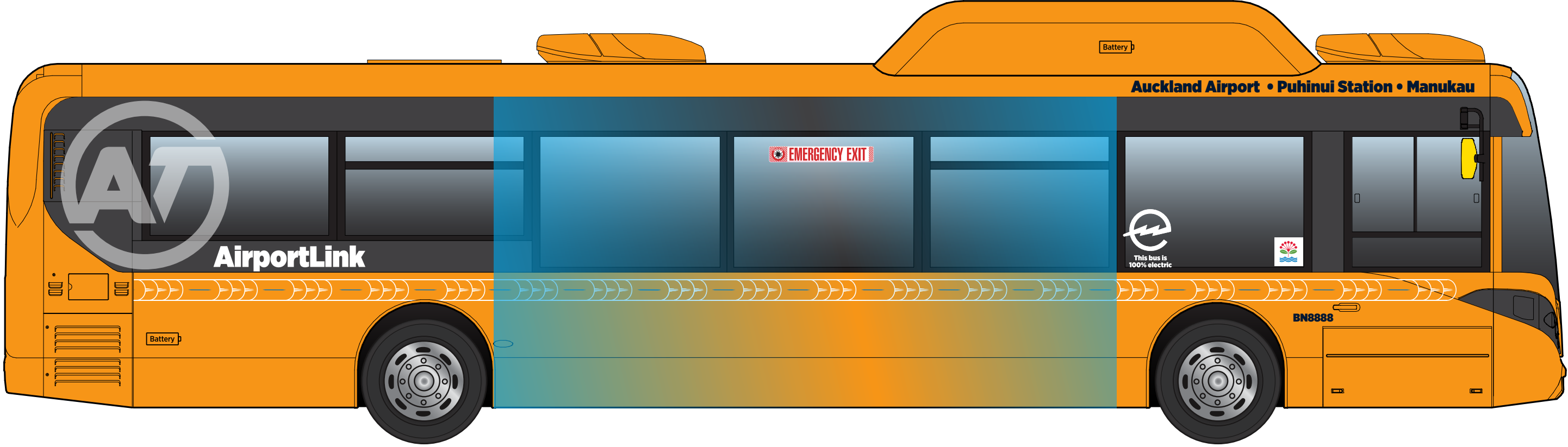
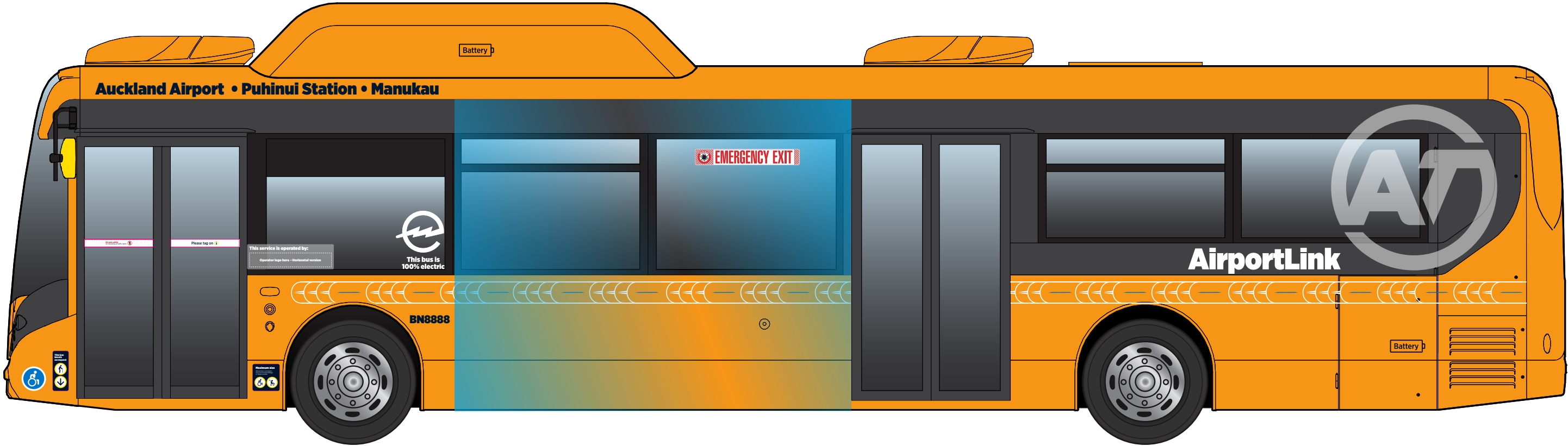


Bus size and shape shown for indicative purposes only.

AirportLink – EV fleet

Single decker

Light blue areas indicate possible position of advertising



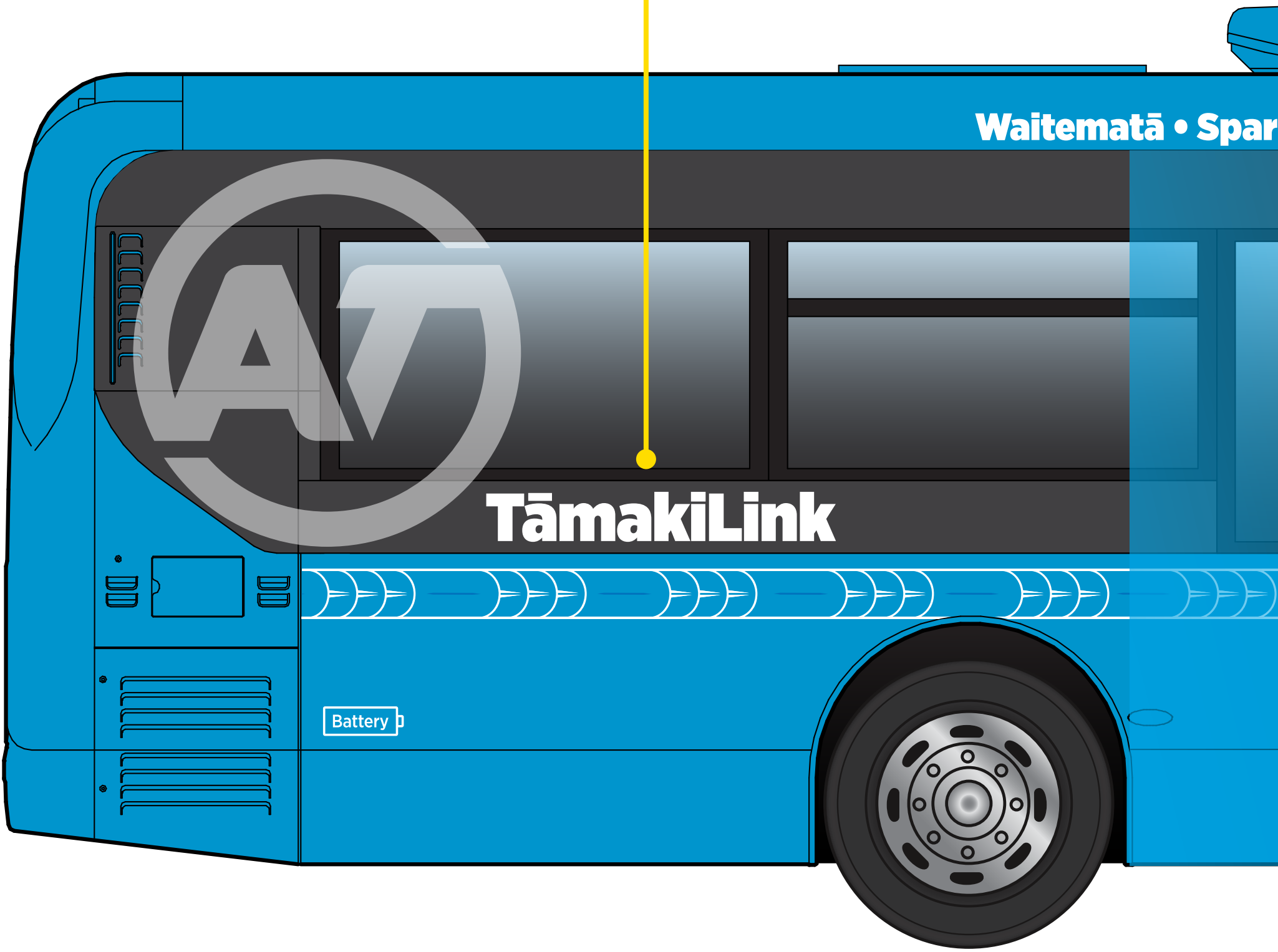
Bus size and shape shown for indicative purposes only.

AT logo decals and Link bus names

The height of **Link bus names** are one seventh of the height of the AT logo.

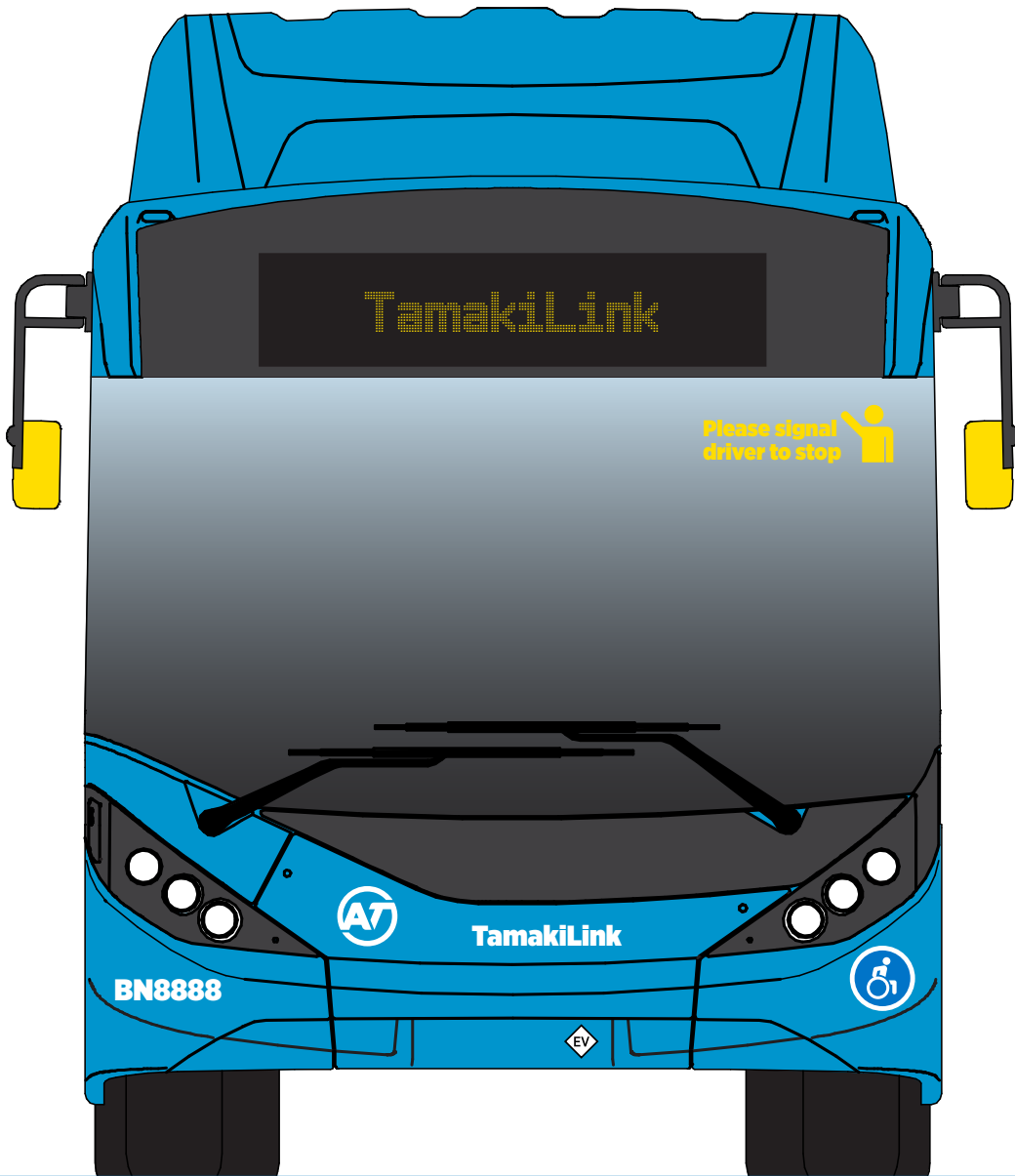


Please ensure that the **AT logo** meets the minimum size requirements. However, please note that these are minimum requirements, and the logo size may need to be adjusted based on the specific bus model and window layout. Logos should be placed on the side of the bus, on the road and kerb side, avoiding any obstructions, emergency decals or joins where possible. Please contact AT if you have any questions or concerns about logo placement and sizing.



Bus number application

Bus number



To enable easy identification of bus fleet numbers across different operators, each bus number should consist of two letters followed by 1–4 digits. These numbers will be shown on the bus in five areas – on the exterior of the bus on the ‘External bus number’ label which goes on the front, rear and both sides of the bus; and on the interior of the bus on the ‘Welcome’ label.

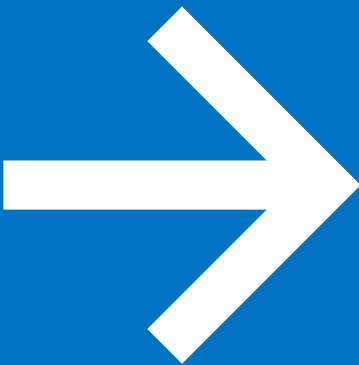
The letters are used to identify the operator and are shown in the table. For example, Howick & Eastern’s letters are HE. The numbers are to identify the fleet number of the bus. The numbers should reflect the operators fleet number without any leading or ending zeros. For example, if Howick & Eastern bus’ fleet number was 97, using the bus number system the fleet number to be used on the Welcome and External bus number labels would be HE97.

Size:
Variable width x height 80mm
(The size of a car licence plate is to be used)
Gotham Narrow Ultra font

Colour:
White or Ocean vinyl as shown in bus drawings or to contrast the advertisement colour.

Location:
Exterior of the bus, front, rear and both sides.

Prefix	Operator
NB	Kinetic
GB	
HE	Howick & Eastern
BA	Bayes
RT	Ritchies
PC	Pavlovich
TR	Tranzit Group
WB	Waiheke Bus



The bus number and letters will need to be changed out as these are unique to each bus and operator. Please use the operated by stickers specific to your company. If on the bus model you are working with any of the locations specified for the ‘External bus number’ stickers don’t fit the stickers, the sticker should be located as close as possible to the locations specified. Please contact your account manager to discuss.

BN8888

Operator’s prefix Bus numbers

Bus number placement – exterior

Single and double decker fleet

Front of the bus

- below driver on the left hand side. If it doesn't fit on the panel it is able to be placed on the black glass as long as it does not impact on drivers' visibility of the road.

External bus numbers must be clearly seperated from other graphics

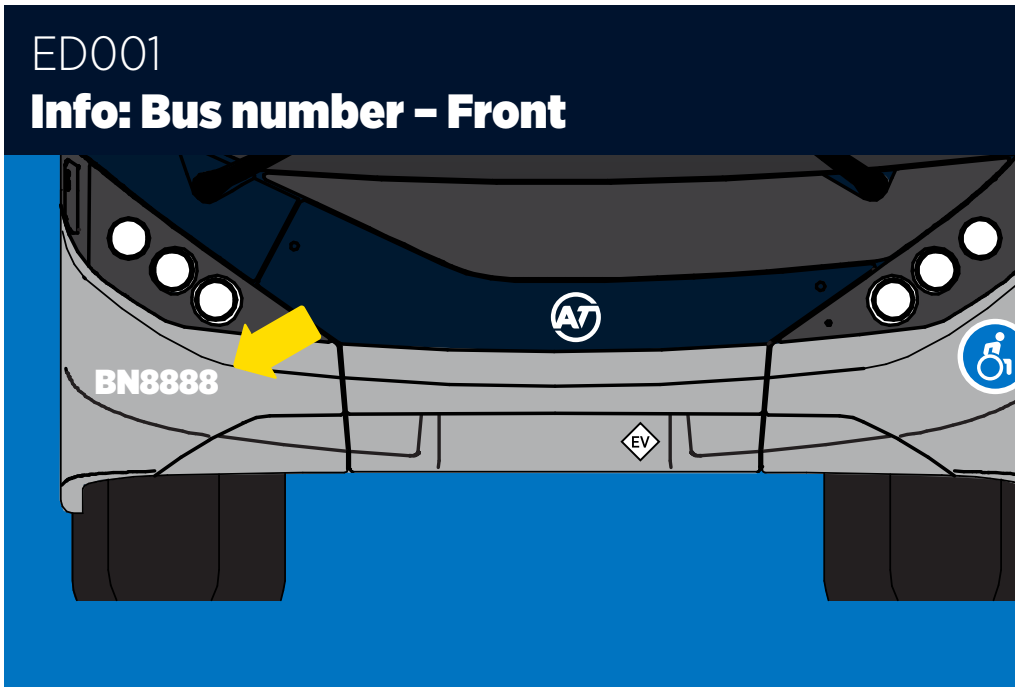
Passenger loading side – placed to the right of the front wheel arch.

Rear of the bus – top centre or top left corner, whichever is most appropriate for the situation.

Driver's side – placed to the right of the front wheel arch.

Exterior decals

Exterior decals



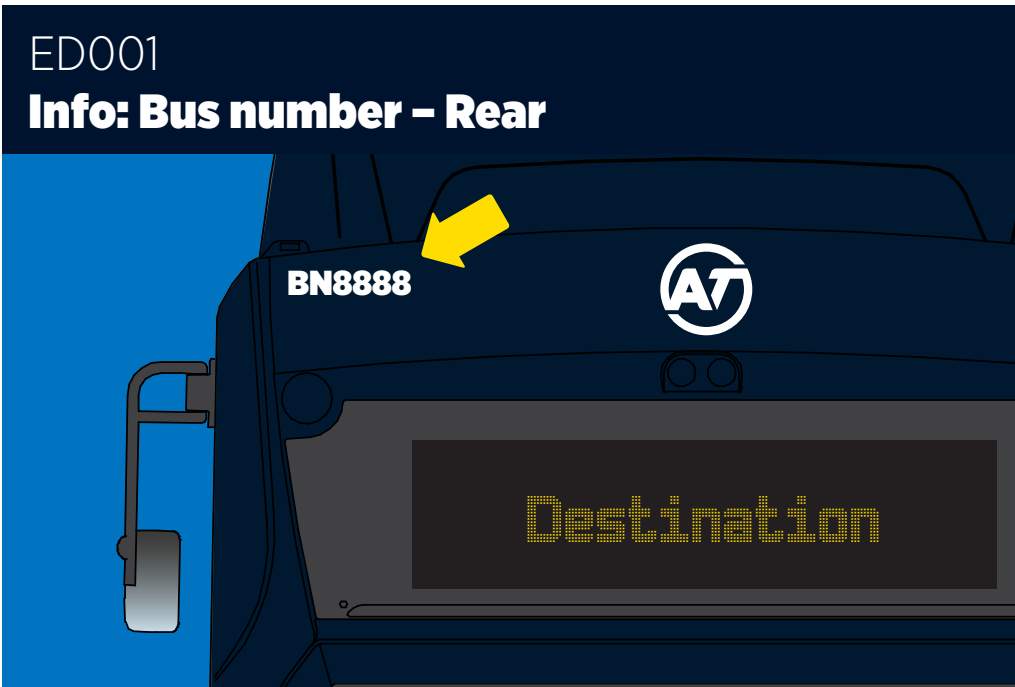
BN8888

Size: Width variable x height 80mm.

Colour: White or PMS 296

Location: Exterior of bus, below driver on the left hand side.

If it doesn't fit on the panel, it is able to be placed on the black glass, as long as it does not impact the driver's visibility of the road. To meet our colour contrast accessibility guidelines, use Ocean on light grey trim, InnerLink, OuterLink, AirportLink and WaihekeLink.

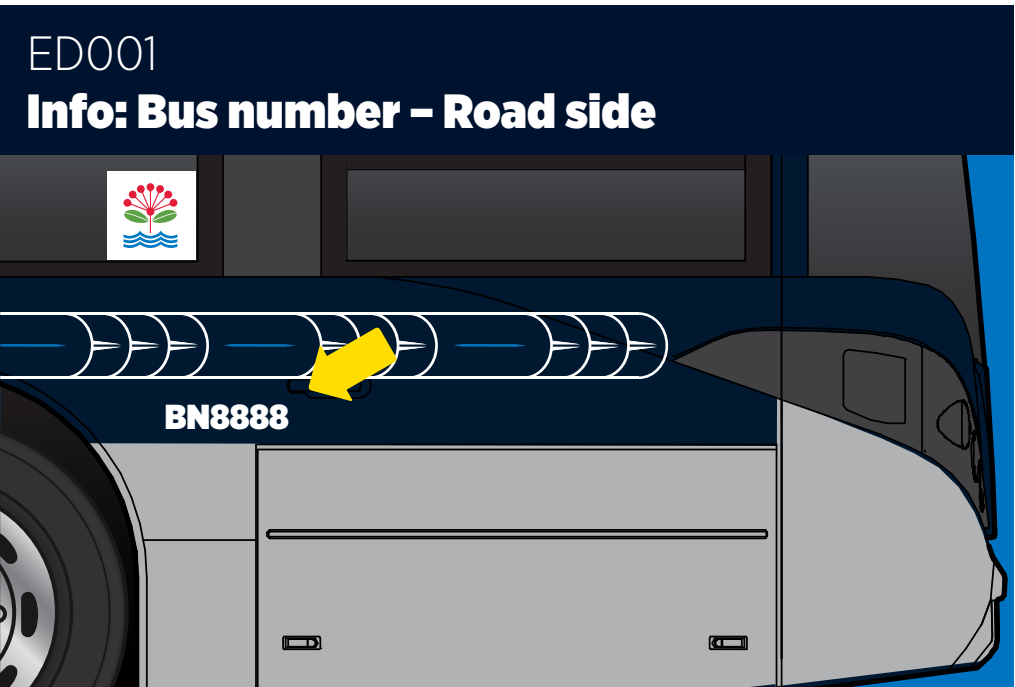


BN8888

Size: Width variable x height 80mm.

Colour: White or PMS 296

Location: On the rear of the bus, the bus number should always be top centre or the top left hand corner, whichever is most appropriate for the situation. On double deckers, the bus number should sit below the destination sign in the centre in the first instance, or the left hand side.

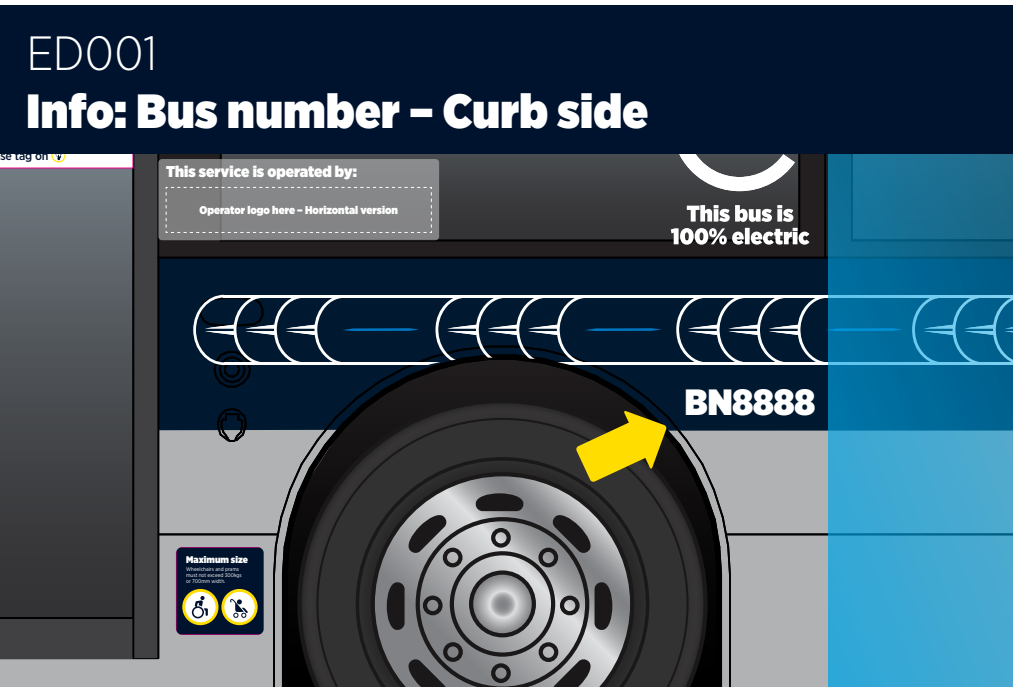


BN8888

Size: Width variable x height 80mm.

Colour: White or PMS 296

Location: Placed to the right of the front wheel arch.



BN8888

Size: Width variable x height 80mm.

Colour: White or PMS 296

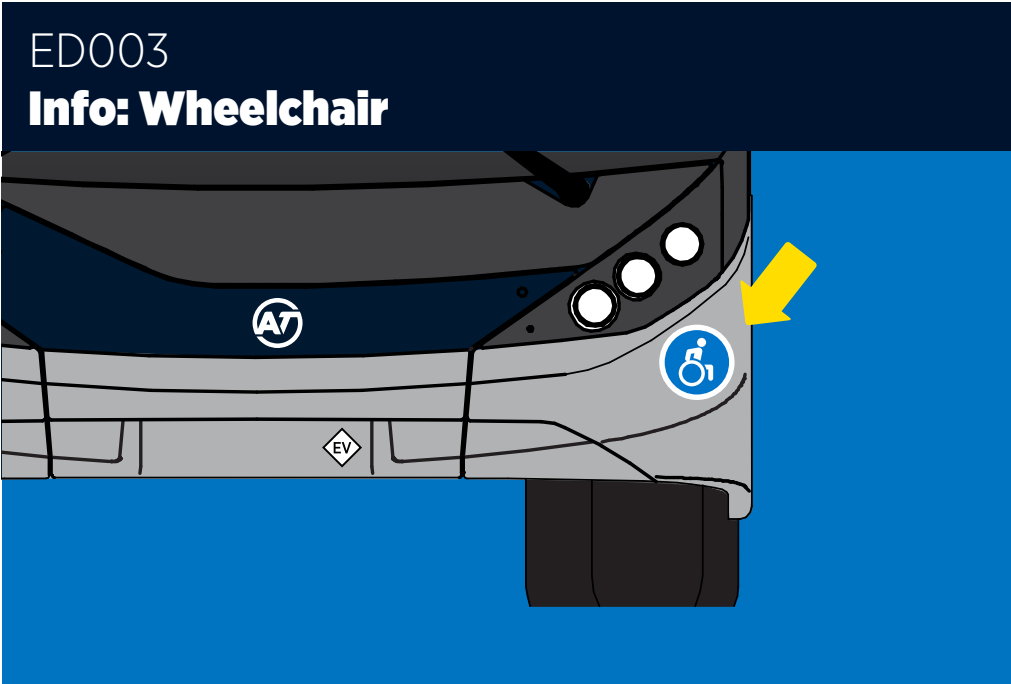
Location: Placed to the right of the front wheel arch.

Exterior decals



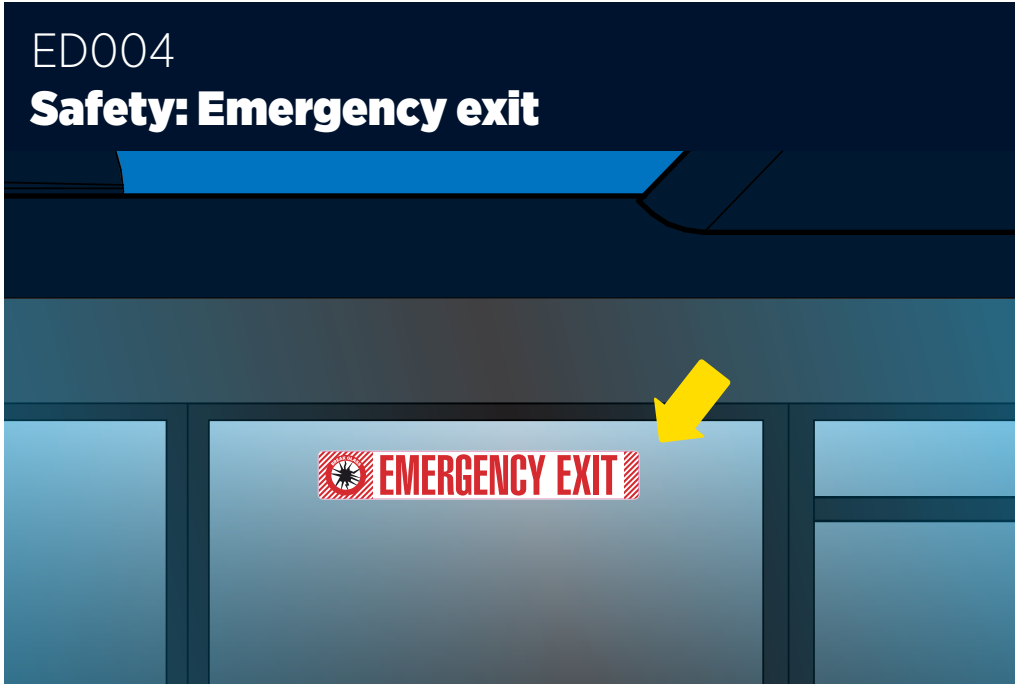
Size: 390 x 125mm
Location: Top right corner of windshield.

Avoid placing over video camera or in line of windscreen wiper blades.

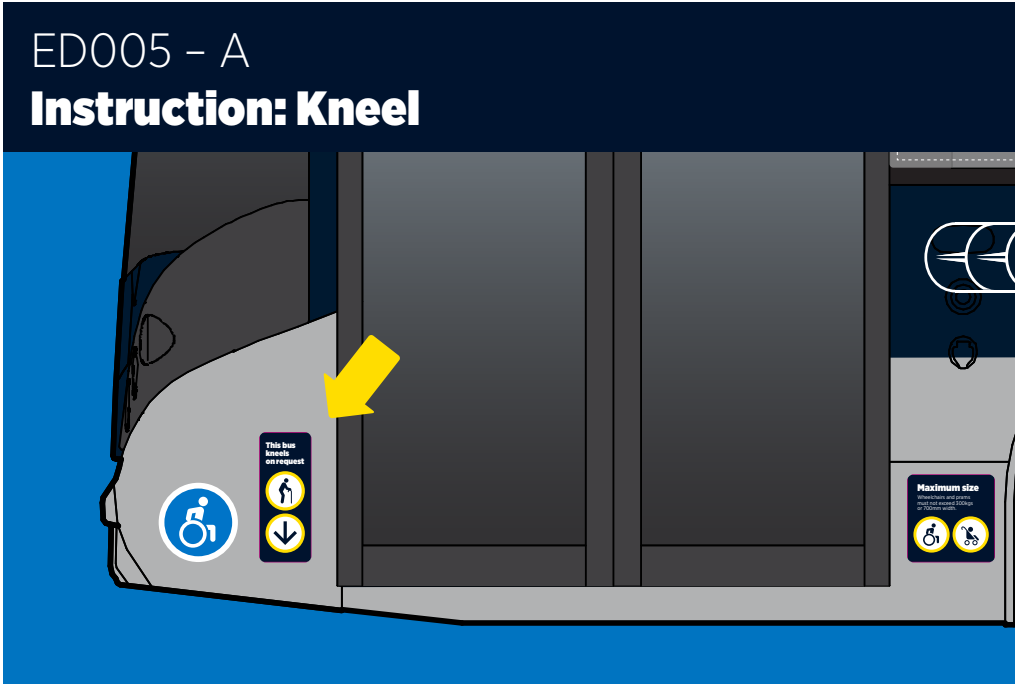


Size: 112 x 112mm
Location: Above or below right head light, depending on bus model, and beside the front door.

For ADL buses, position above the centre of head light and beside the front door.



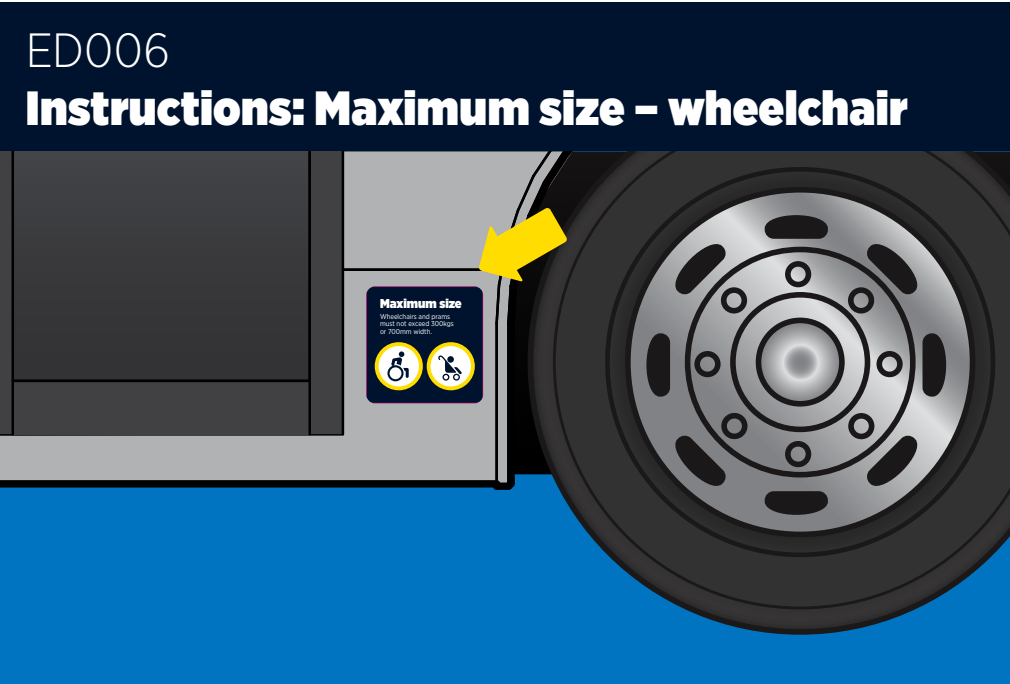
Size: 665 x 100mm
Location: On all emergency exit windows on exterior.



Size: 80 x 200mm
Location: Passenger-loading side, beside passenger entrance, on either side.

Avoid placing on bumper due to potential impact damage.

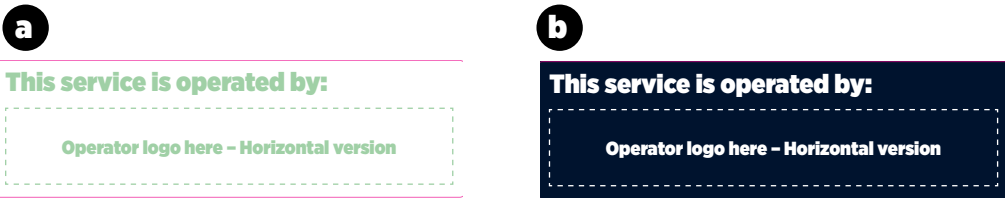
Exterior decals



Size: 135 x 135mm

Location: Passenger-loading side, front, beside passenger entrance / wheel arch

Position in centre, 30mm from either side, otherwise centered 30mm from bottom.

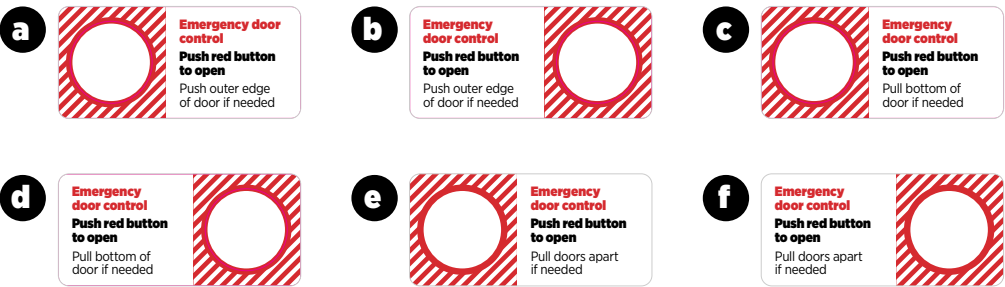
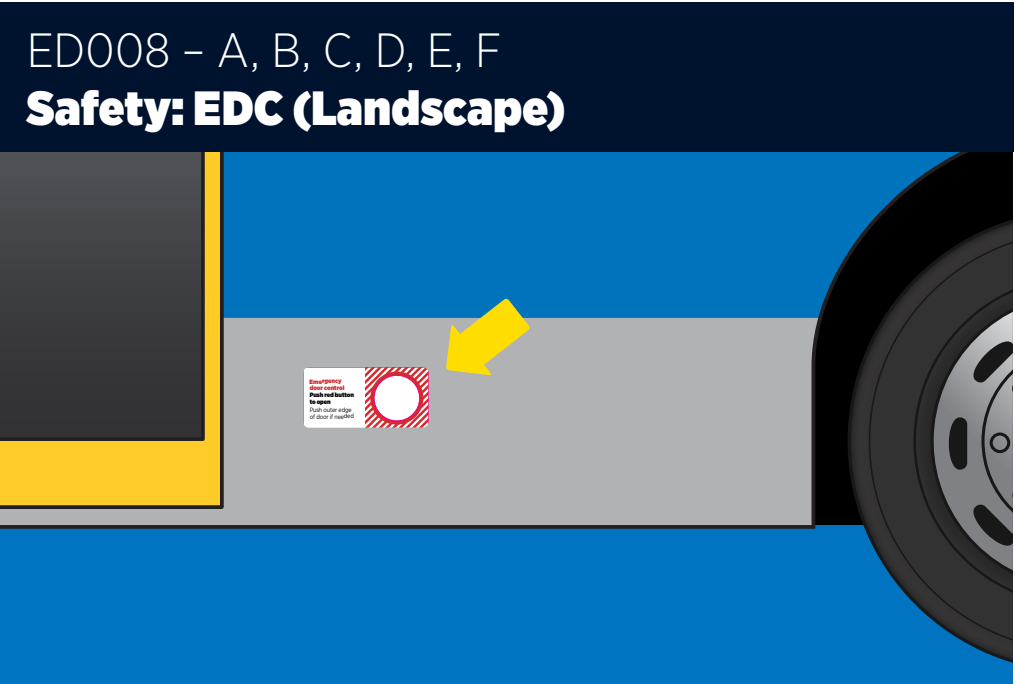


Size: width variable x 110mm

Colour: a) White on clear b) White on PMS 296

Location: Beside front entrance

Where there is sufficient room place 30mm from frame edge. Each operator will have a different version of this sticker with their own logo.



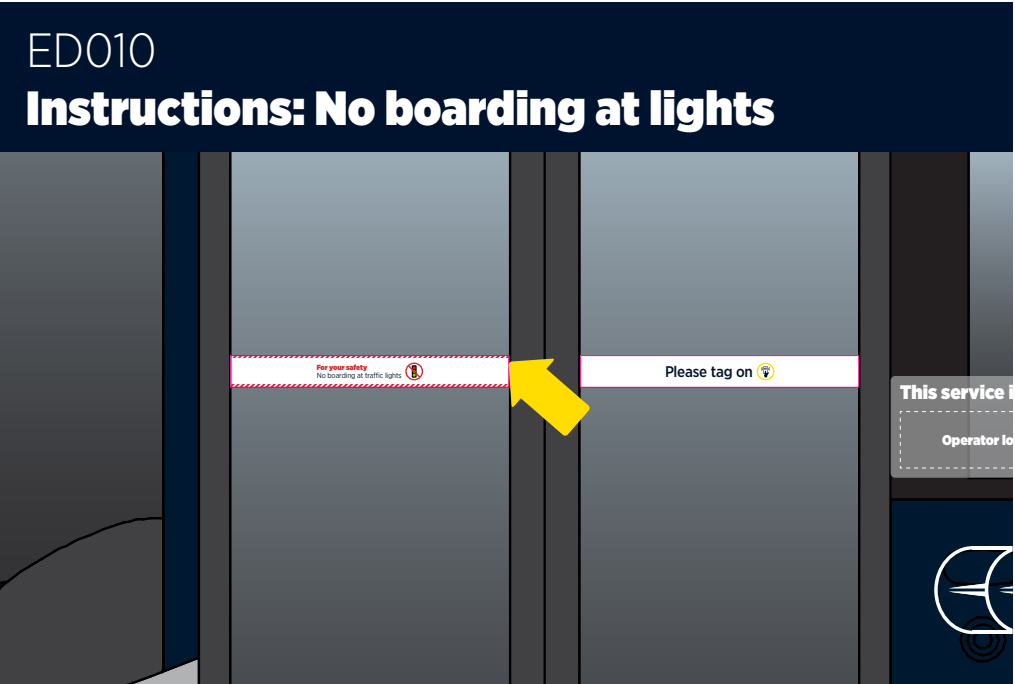
Size: Small and large options available

 Small: 266 x 123mm

 Large: 325 x 160mm

Location: Surrounds emergency door control button

Available in left and right of EDC. Please ensure dieline circle is removed to go over button. Ensure you print the decal that has the correct instructions.

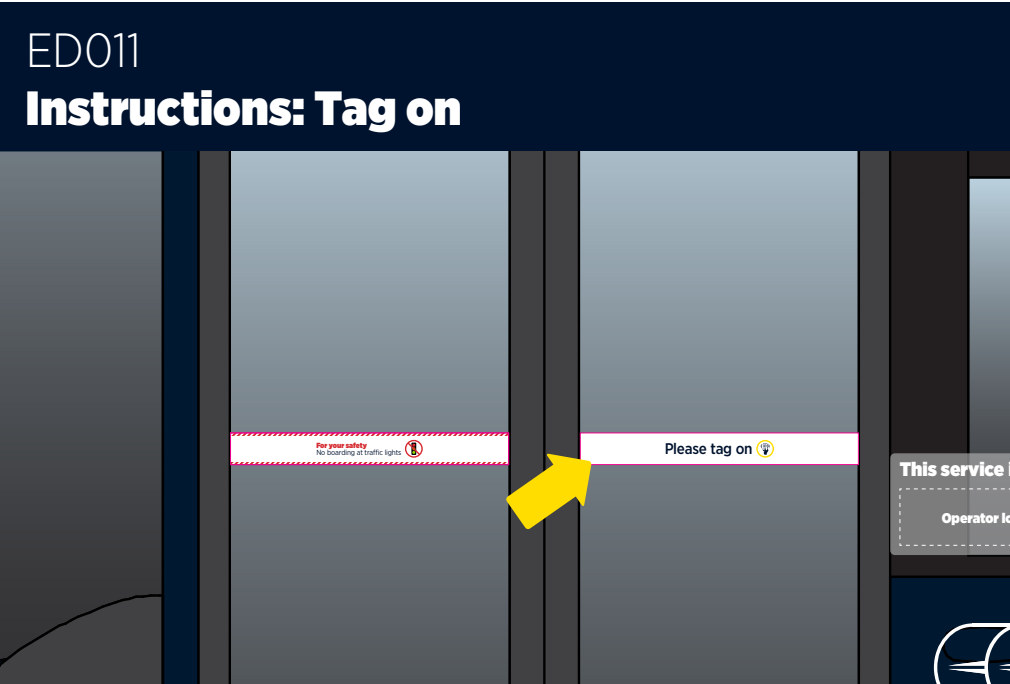


Size: 700 x 80mm

Location: Left door panel

Place 950mm from bottom of door. Can be cut to length. No curve corners. Centred text in middle of door panel.

Exterior decals



Size: 700 x 80mm

Location: Right door panel

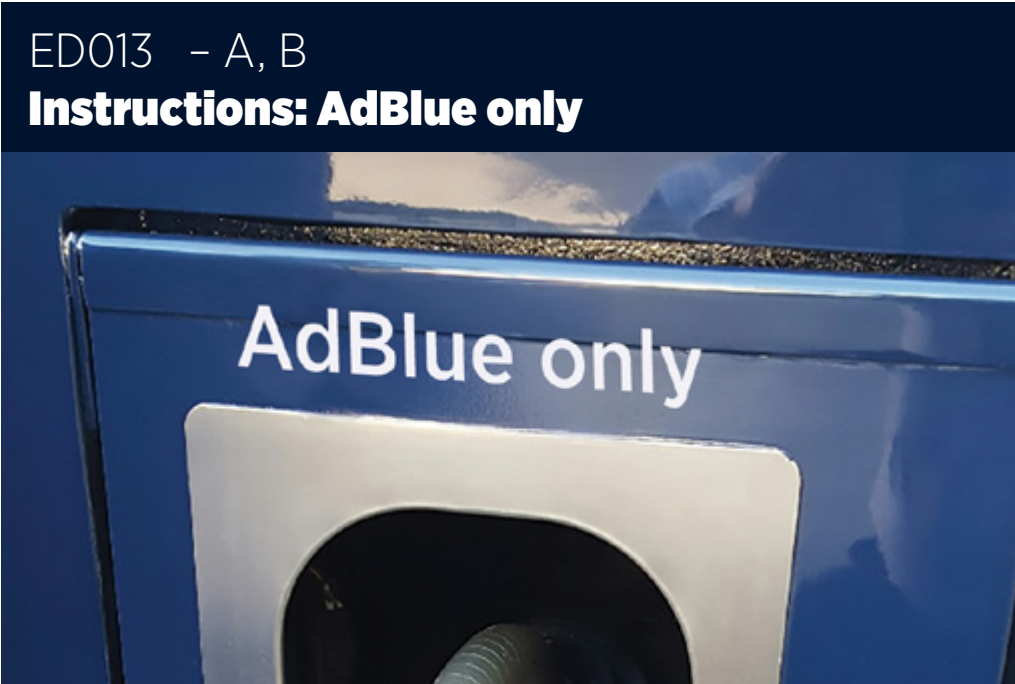
Place 950mm from bottom of door, should align with your “No boarding at lights” sticker. Can be cut to length to fit glass panel. No curve corners. Centred text in middle of glass panel.



Size: a) 220 x 50mm b) 130 x 90mm

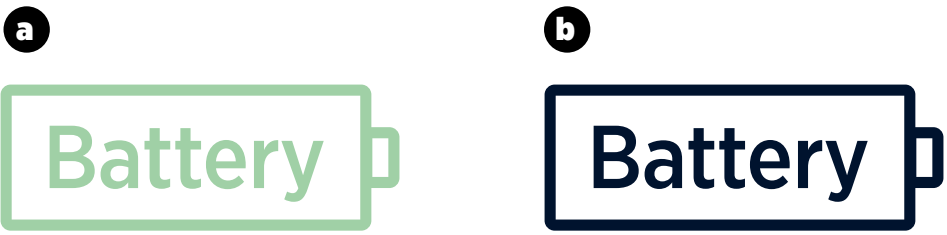
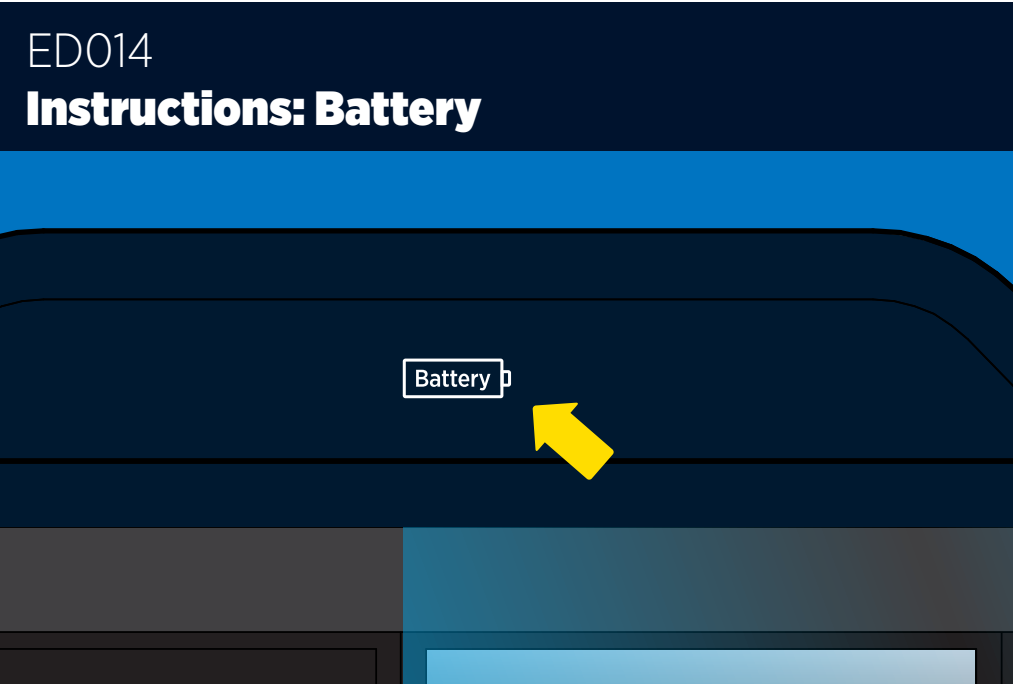
Location: Exterior of bus, below driver on the left hand side.

Place in centre of door flap or 30mm from the bottom of door flap.



Size: a) 240 x 45mm b) 150x90mm

Location: Where a bus has an external tank for AdBlue, place sticker next to the tank filling point (see example).

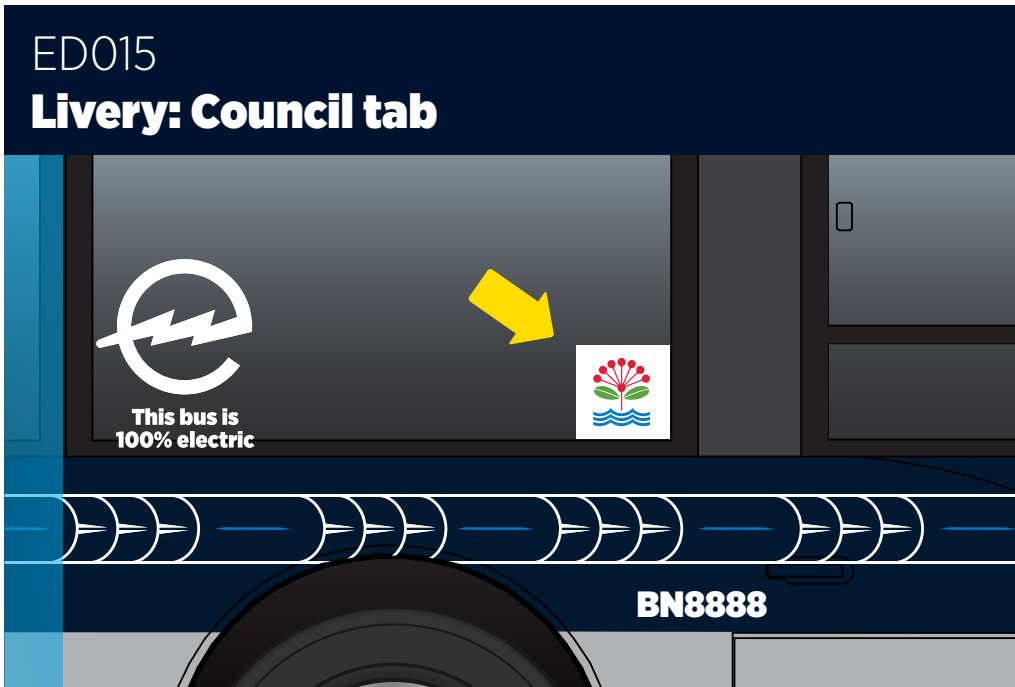


Size: 178 x 65mm

Colour: a) Vinyl cut white b) PMS 296

Location: Battery compartment access panels and battery packs located on the roof (please make sure the sticker will be visible to firefighters).

Exterior decals



Size: 180 x 180mm

Location:
 For single decker buses, the label is placed on the drivers side, on the bottom right corner.
 For double decker buses, the label is placed on the drivers side, to the right of the bus number.



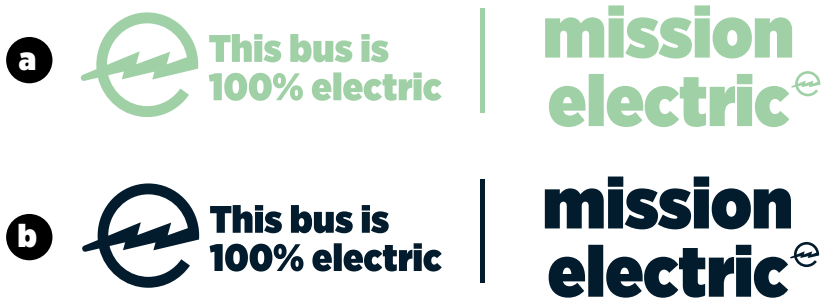
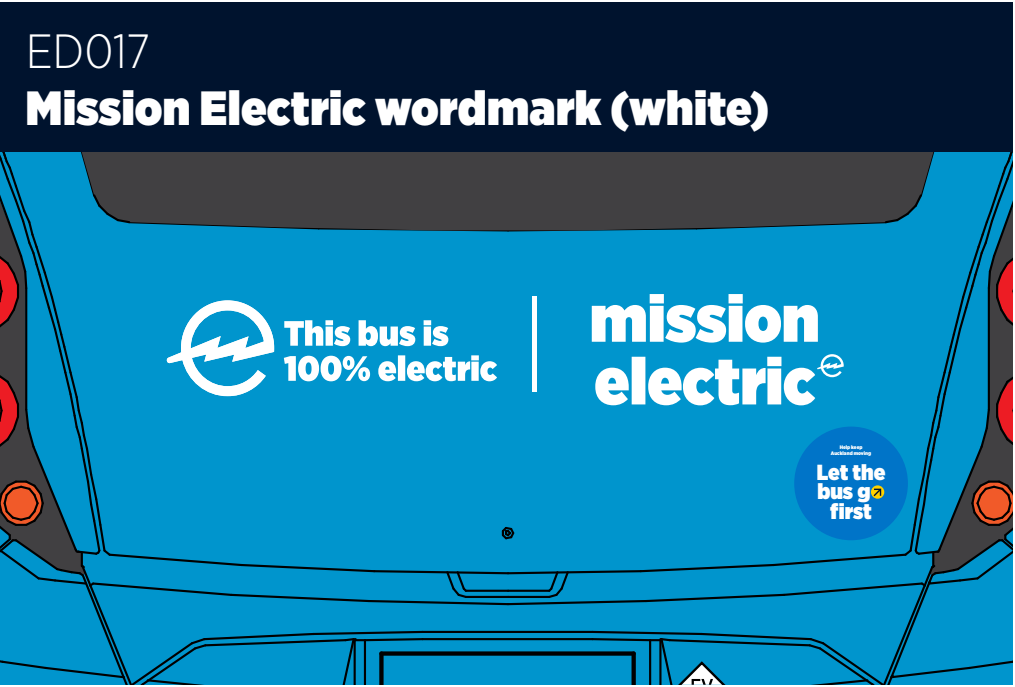
Size: Please ensure that the AT logo meets the minimum size requirements. However, please note that these are minimum requirements, and the logo size may need to be adjusted based on the specific bus model and window layout.

Location: Logos should be placed on the side of the bus, on the road and kerb side, avoiding any obstructions, emergency decals or joins where possible.



Size: Variable, the logo size may need to be adjusted based on the specific bus model and window layout.

Location: The AT logo is placed centred in the top panel on the rear view of the bus.

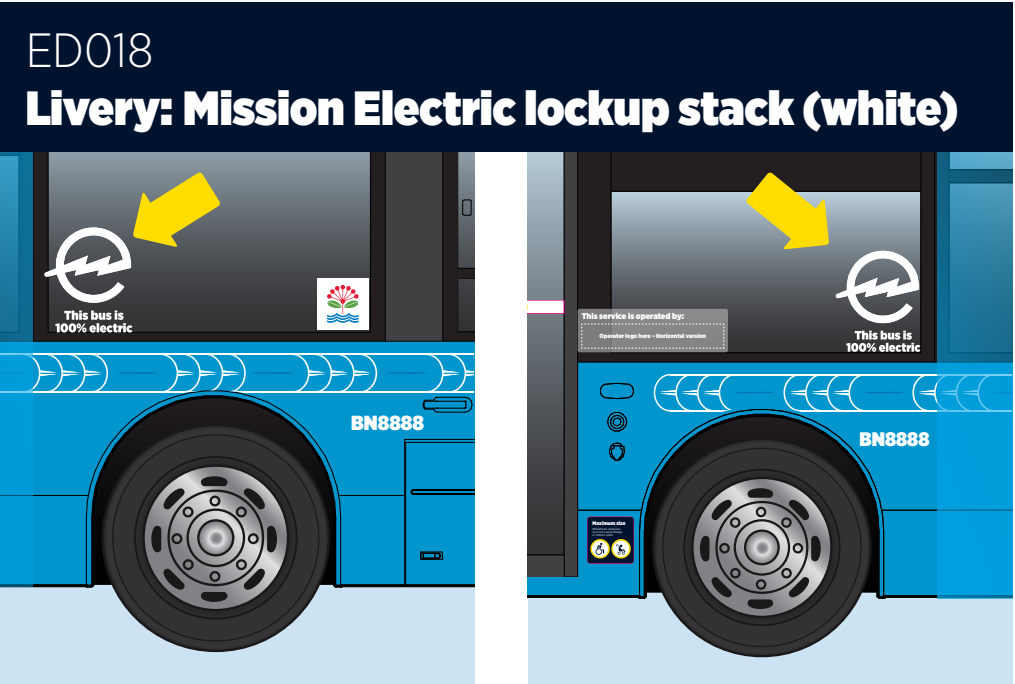


Size: 1650 x 300mm

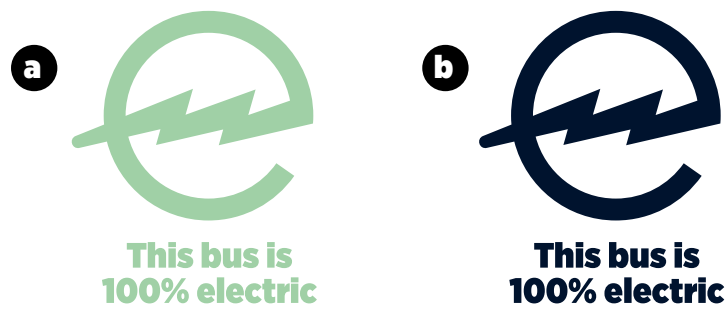
Colour: Vinyl cut white or PMS 296

Location: Place centred in the bottom panel on the rear of the bus, above 'let the bus go first' decal.

Exterior decals



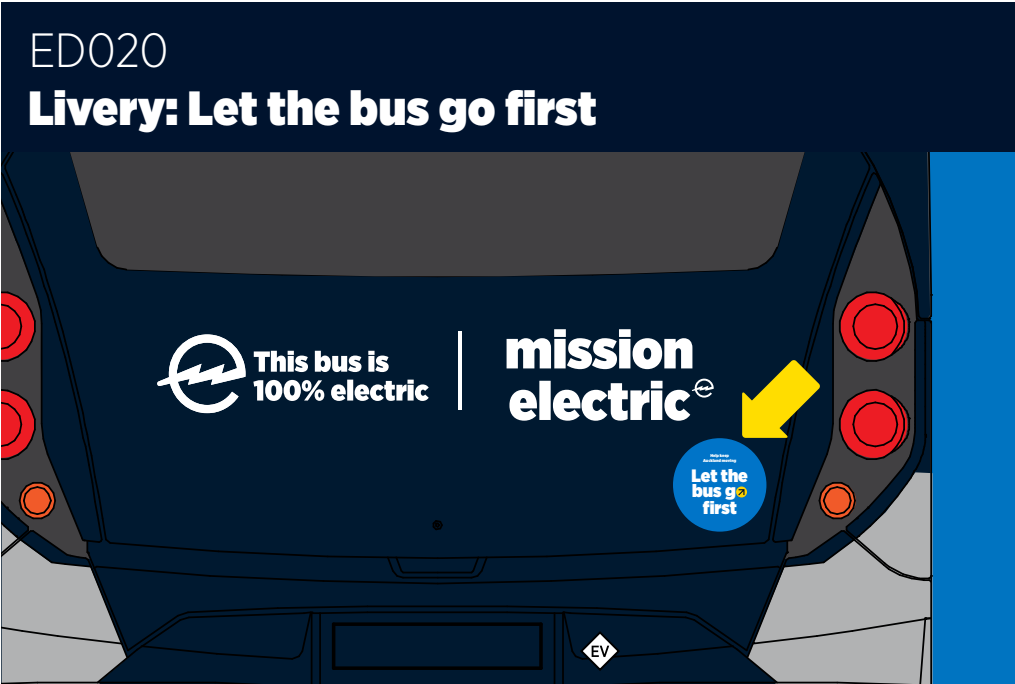
Drivers side Passenger side



Size: 420 x 460mm

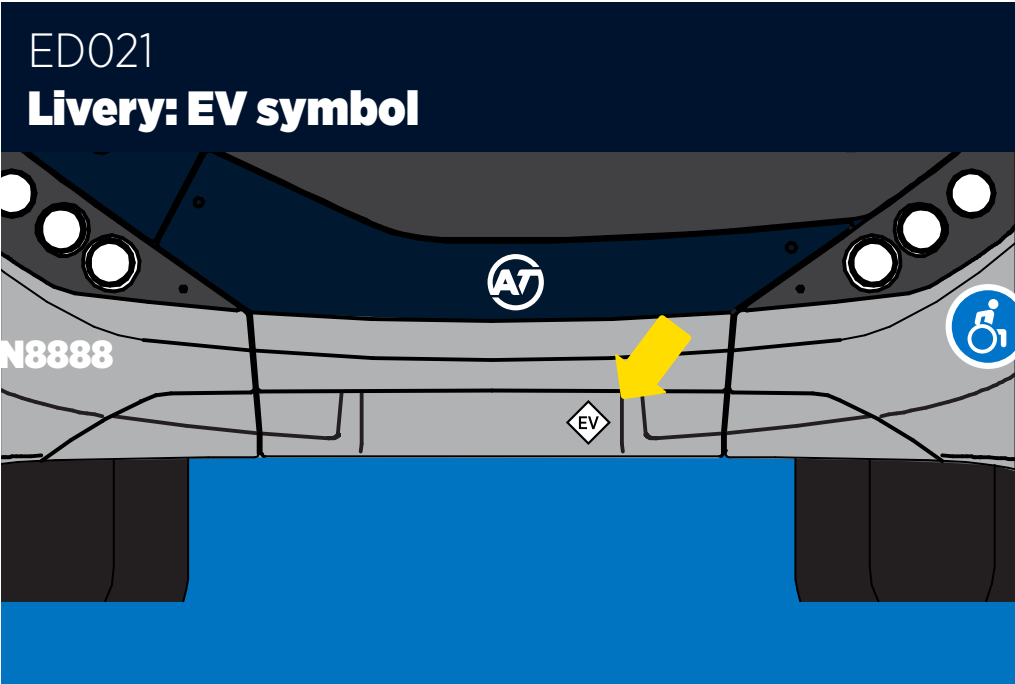
Colour: Vinyl cut white or PMS 296

Location: On the passenger loading side, located on the bottom right hand corner of the window panel next to the front doors. On the drivers side, located on the bottom left hand corner of the first window panel next to the driver's window.



Size: Variable, size may need to be adjusted based on the specific bus model.

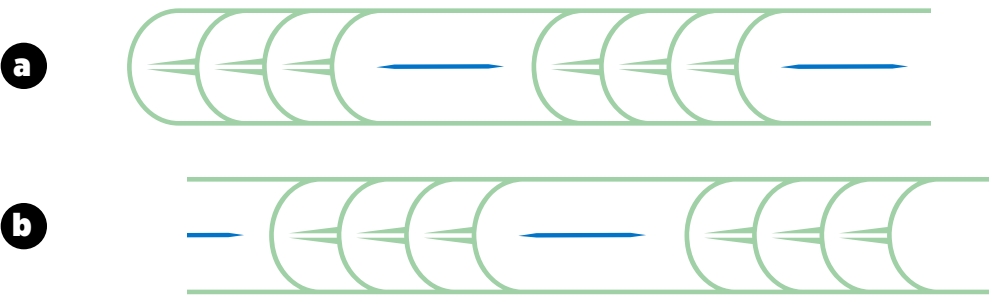
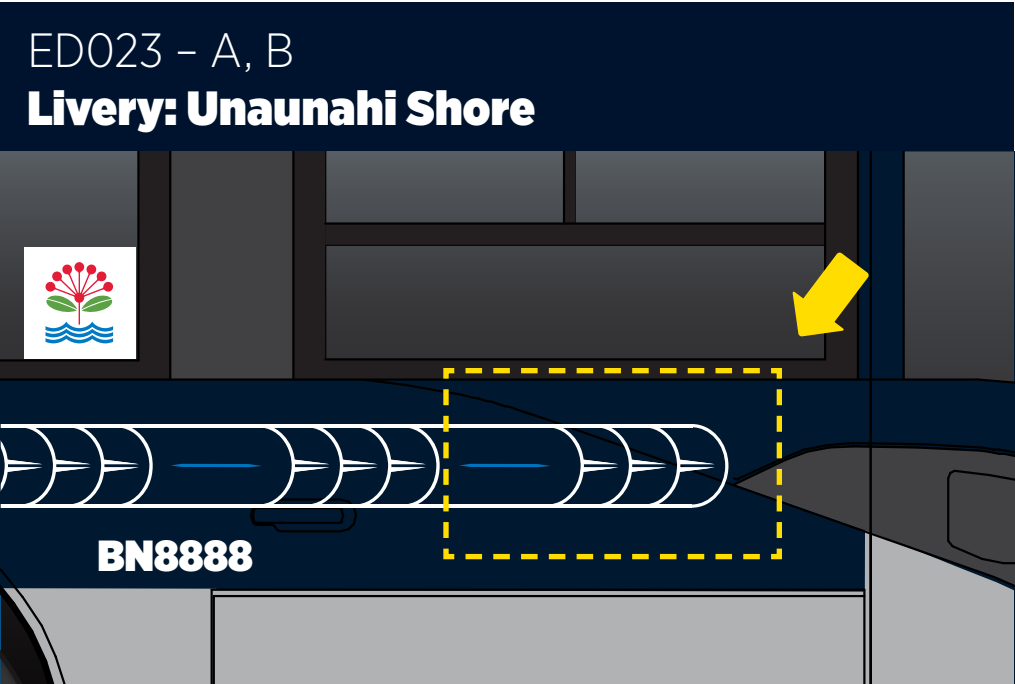
Location: Right hand side of bus rear, at eye level height so it is visible to drivers.



Size: 80 x 80mm

Location: Placed in a clearly visible location as close as practicable to the front and rear registration plates to identify electric or hydrogen buses to emergency services.

This label/sticker is not required for diesel or petrol buses.

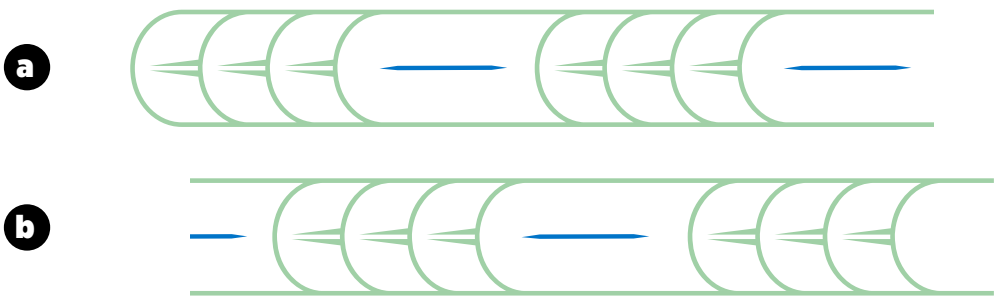
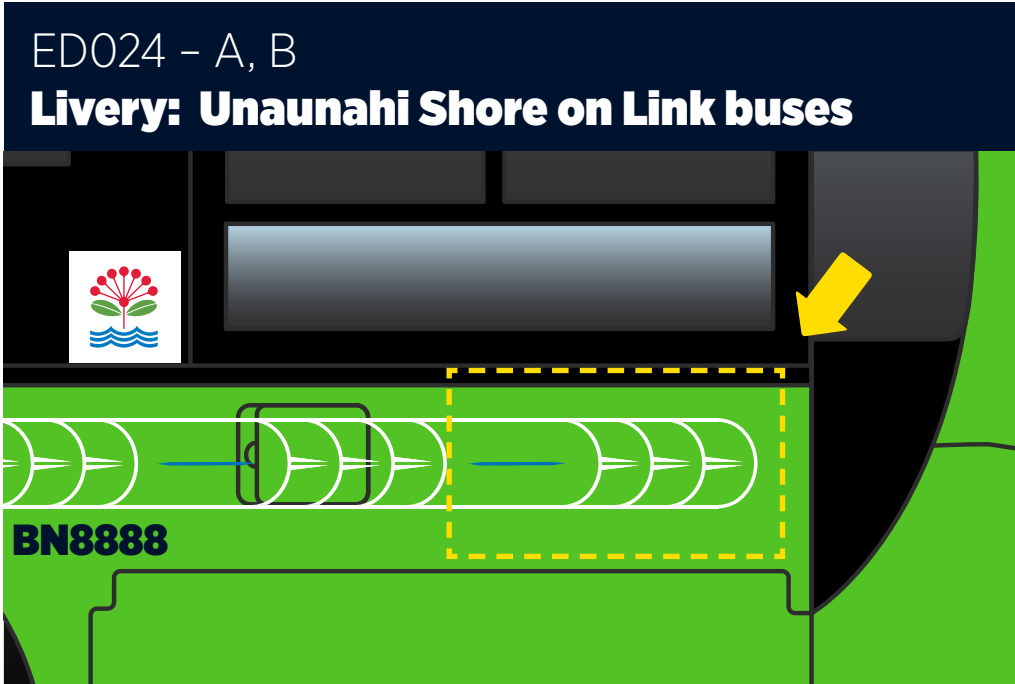


Size: See pages 11, 12 & 13 for detailed bus drawings.

Colour: Colour match bus paint for decal base colour. Unaunahi with PMS 3005 accent colour used on Ocean buses.

Location: Sides and front of bus, between bottom of window and wheels. See pages 11, 12 & 13 for detailed bus drawings.

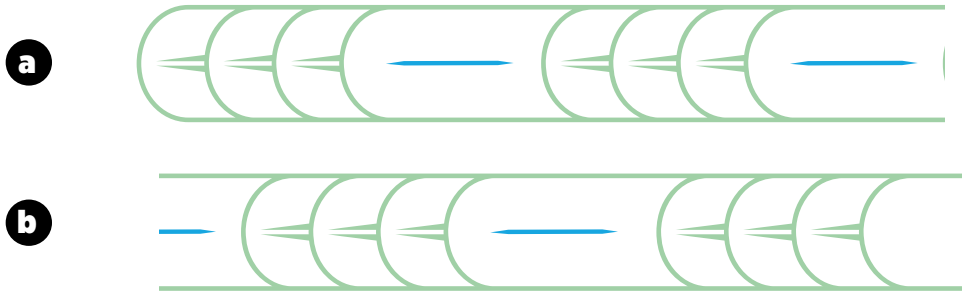
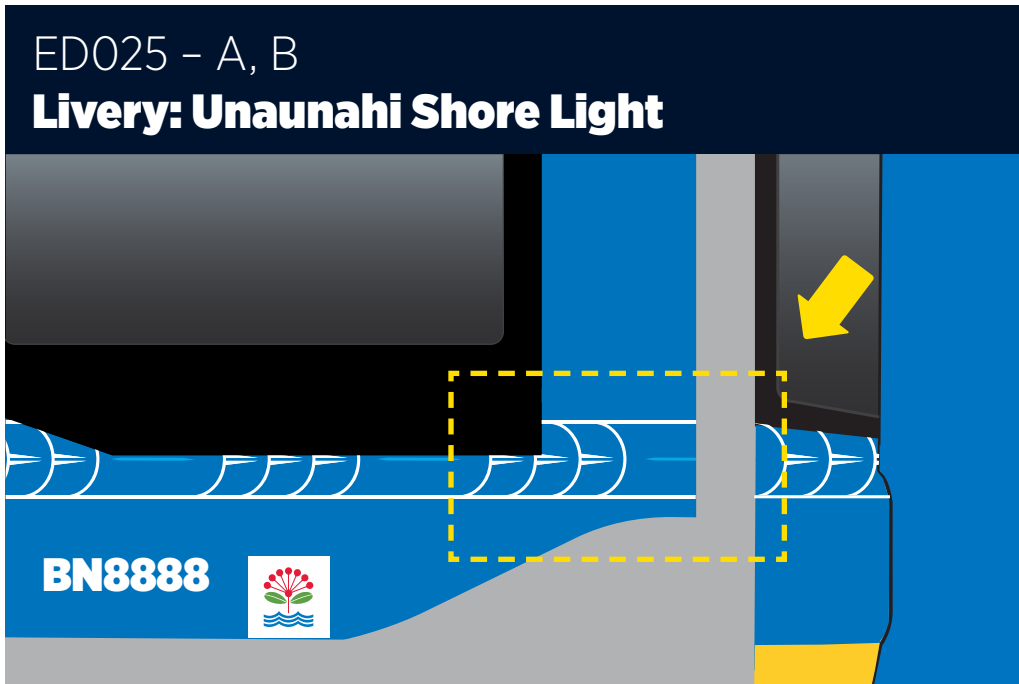
Exterior decals



Size: See pages 15–23 for detailed bus drawings.

Colour: Colour match bus paint for decal base colour. Unaunahi with PMS 3005 accent colour used on coloured Link buses.

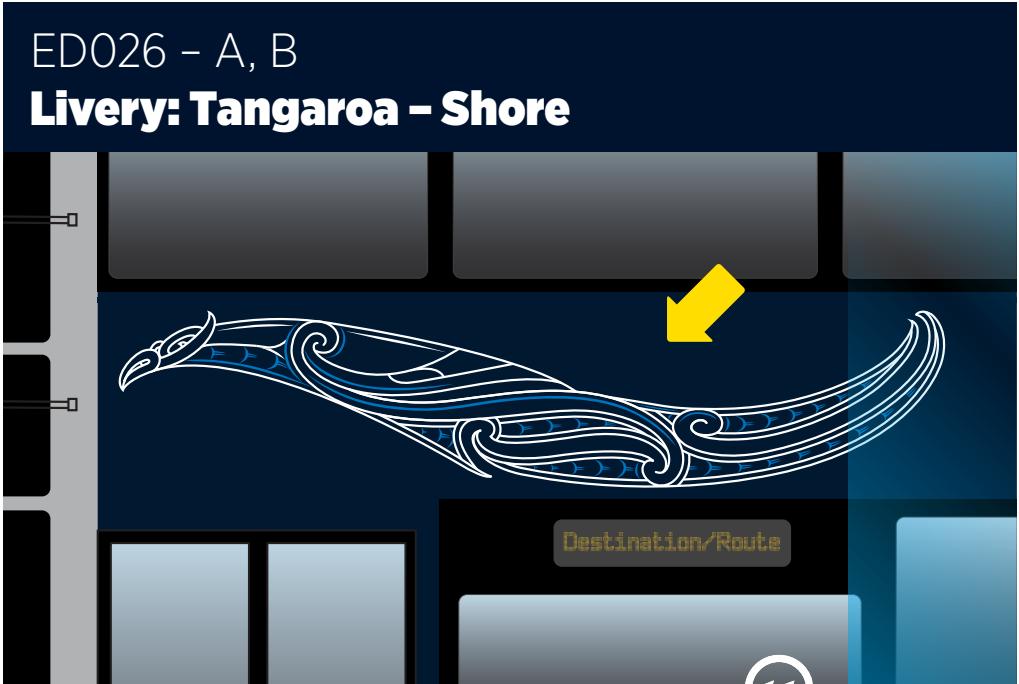
Location: Sides and front of bus, between bottom of window and wheels. See pages 15–23 for detailed bus drawings.



Size: See page 14 for detailed bus drawings.

Colour: Colour match bus paint for decal base colour. Unaunahi with PMS 2995 accent colour used on Shore buses.

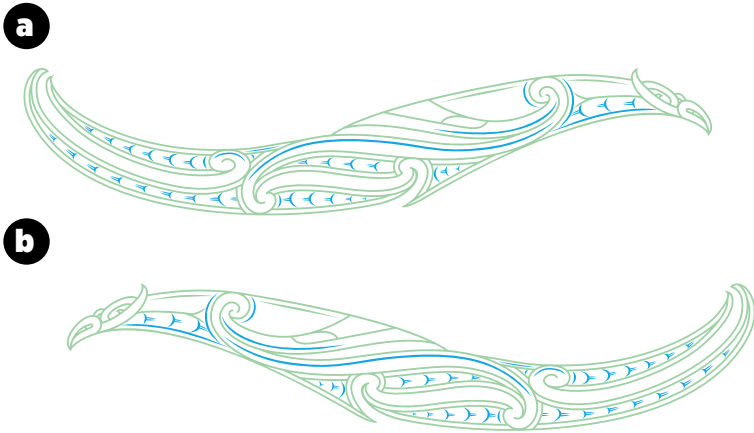
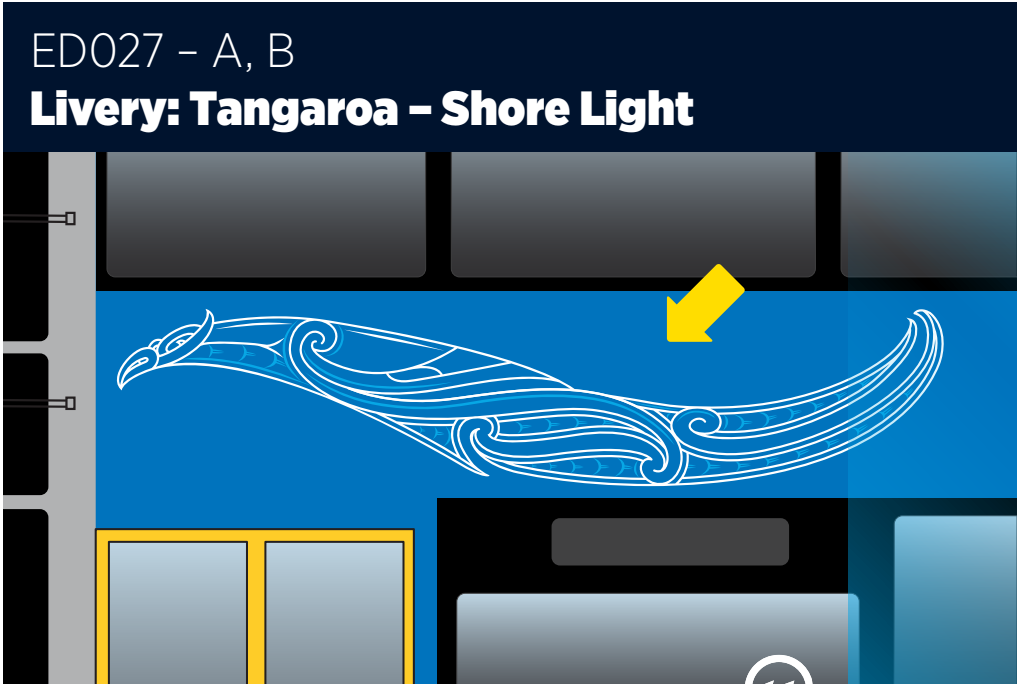
Location: Sides and front of bus, between bottom of window and wheels. See page 14 for detailed bus drawings.



Size: See pages 13 & 14 for detailed bus drawings.

Colour: Colour match bus paint for decal base colour. Tangaroa with PMS 3005 accent colour used on Ocean buses.

Location: On the sides by the front of bus, between the top and bottom windows.



Size: See pages 13 & 14 for detailed bus drawings.

Colour: Colour match bus paint for decal base colour. Tangaroa with PMS 2995 accent colour used on Shore buses.

Location: On the sides by the front of bus, between the top and bottom windows.

Destination signage

The panel layout and formatting should follow these principles:

- Use sentence case in all instances, e.g. City Centre not CITY CENTRE.
- Side panel should page through key points rather than scroll.
- All route numbers must be static on all displays.
- The route number must be displayed on the kerb side of the display on the front and rear of the bus.
- If the bus (Euro 3 only) has a small rear destination sign, this should only contain the route number.
- Limit the use of Super X (this approach automatically stretches the words, works well with small text, not with long text).
- Super X can be used for route number and on side panel.

Front display



Interior

Seat fabric – new fleet

Ngā momo moana pattern by Graham Tipene and James Bowman

Ngā momo moana represents movement across our network and is used on seat fabric on all of AT’s buses, trains and ferries. Ngā momo moana pattern fabric should be used on all new buses, and old buses if all seat fabric is being replaced.

Ensure fabric is fitted in the direction shown below (with the curves upwards on the back and towards the back on the base) and that ‘stripes’ align between backs and bases.

Standard seating colours



Priority seating colours



Operators have the ability to source the fabric from their preferred supplier. A list of vendors who have already had fabrics approved by AT is available by contacting your account manager or by visiting the Business Objects Launch Pad via the documents tab under each individual operators’ folder.

Fabric samples must be sent to the Relationship Partnering Lead for approval before installation along with the fabric approval form.

Seat fabric – existing fleet repair and replacement

If seat fabric on existing buses requires replacing or repair, Zig Zag, Curve or Floral pattern should be used to match the current selection.

AT will base their approval on the following attributes:

- 1. Pattern
- 2. Pattern size
- 3. Colour

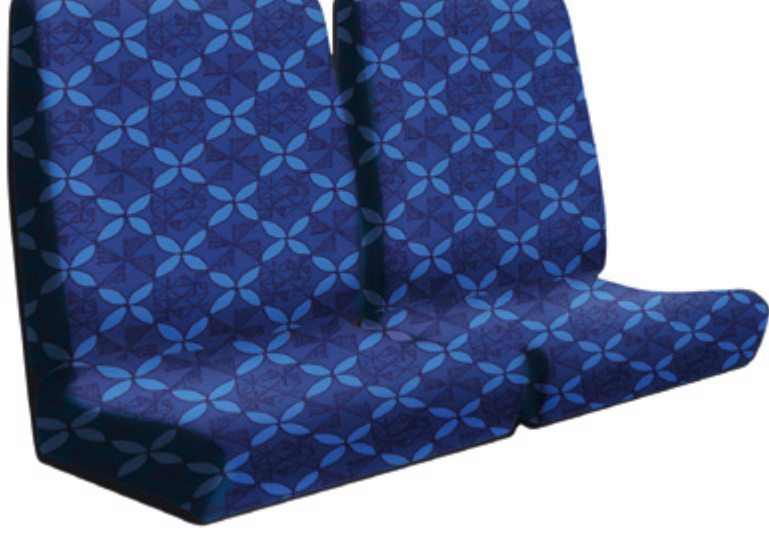
Zig Zag
by Whare Thompson



Curve
by Kelvin Soh

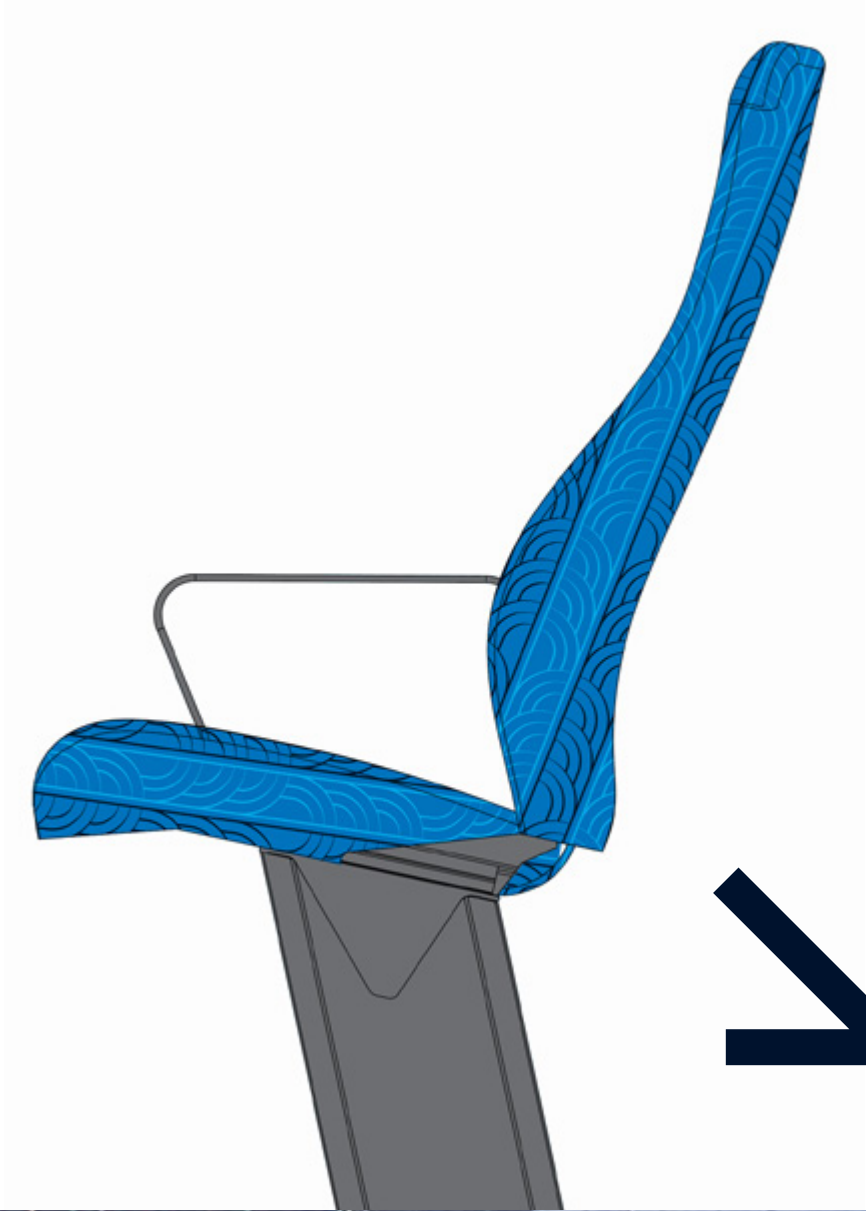
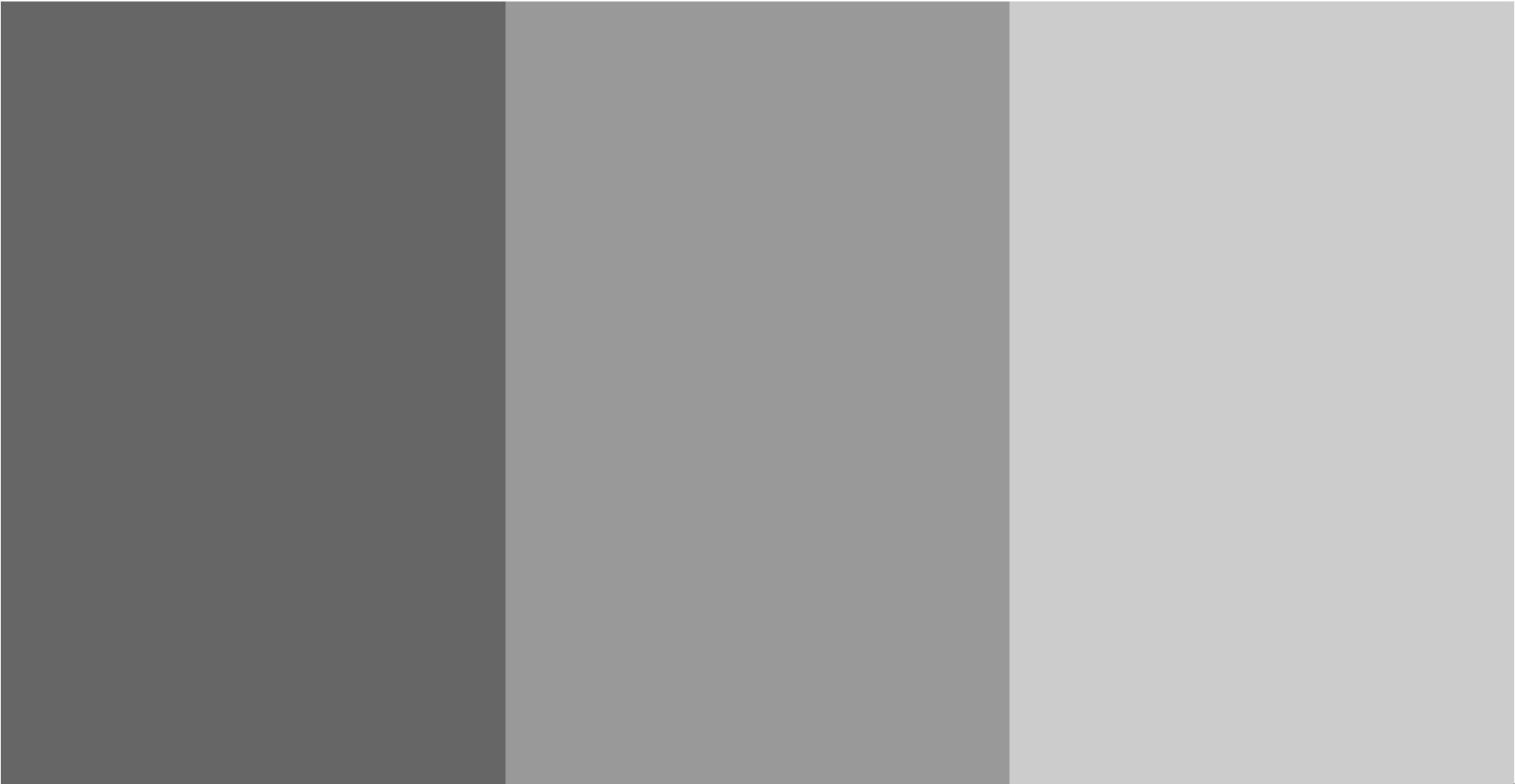


Floral
by Fatu Feu'u



- Scaled pattern (140mm wide x 143.5mm high repeating modules) shown on indicative seat double.
- A 5mm margin of change is acceptable.
- A generic seat width of ~450mm was used as the baseline for the example.

Floors and walls

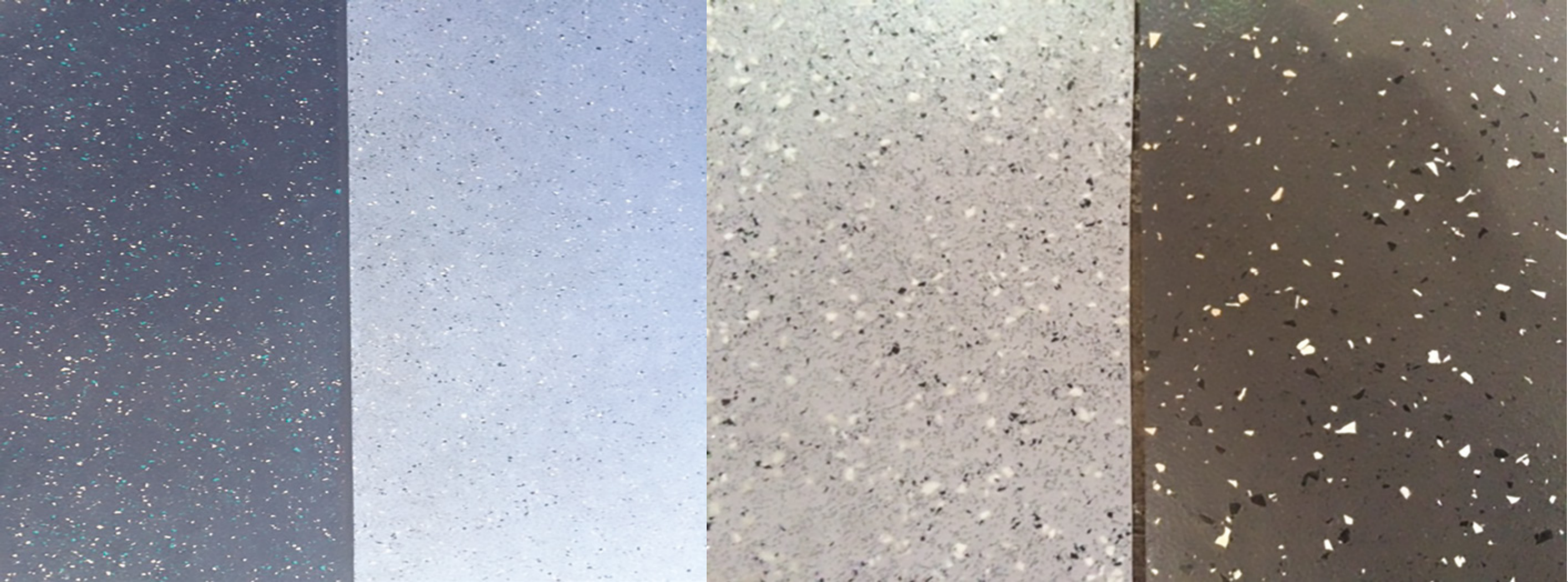


Interior floor markings or decals applied to bus floors
The material used for interior floor markings should meet or exceed RUB and VQS requirements.



The flooring/walls must meet AT VQS and RUB requirements
The aisle/wall colours (non high contrast areas) must be a plain non-patterned grey tones or plain grey with darker/lighter grey or similar-toned speckles.

If in doubt as to whether your material meets AT guidelines, please supply a sample to Auckland Transport for approval – send to your account manager.



Interior decals

Interior decals



BN8888

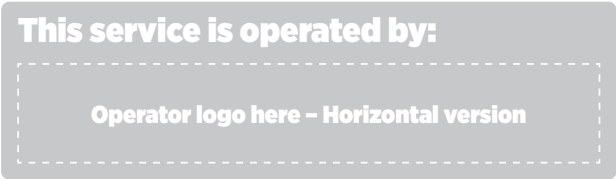
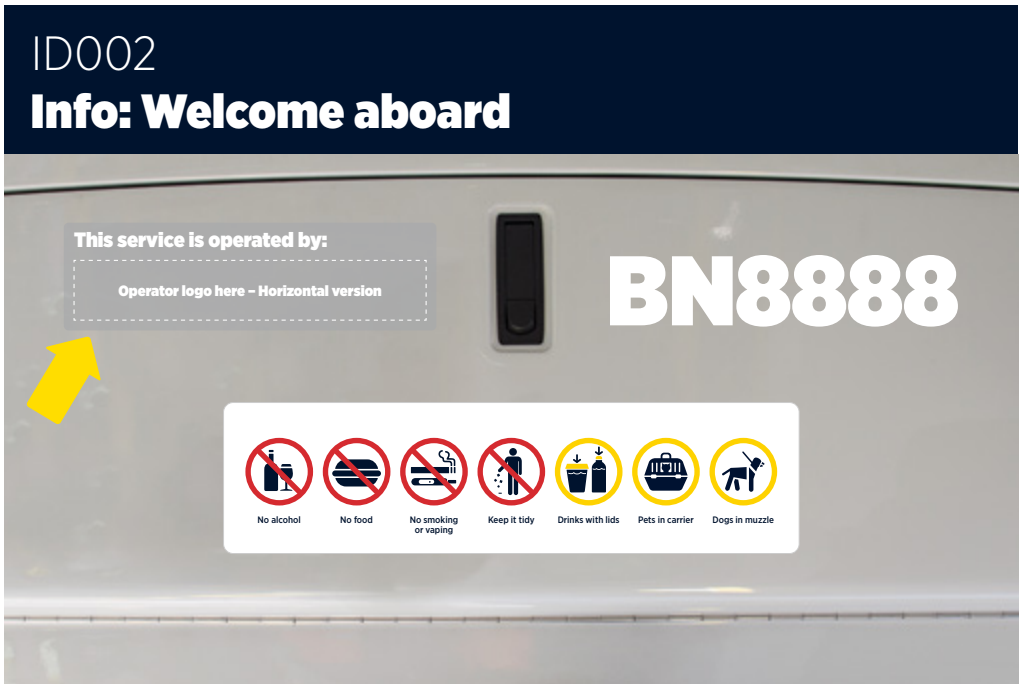
Size: Width variable x 80mm

Location: Interior of bus, at front, above windscreen, entirely on the customer side of the driver protection screen. Placement of Welcome aboard and bus number on the bottom deck of DD bus.



Place so it's viewable from rear of bus, on top and bottom decks. Preferably above windscreen on bottom deck and on cant line panel near front of bus on top deck. The bus number is an example and will need to be changed out for every bus – this is the fleet number. The characters at the front are operator specific. The operator can choose whether their logo is in full colour or in white.

On the double decker buses (ADL) this may be placed on the side panel of the stairwell as pictured to the left.



Size: Width variable x 110mm

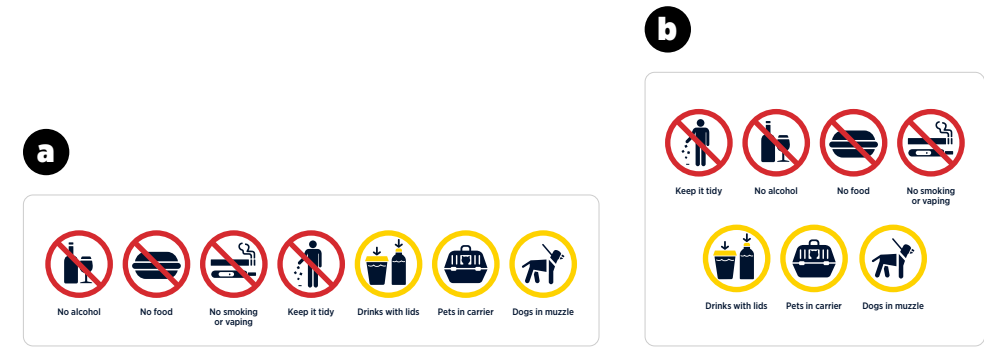
Location: Interior of bus, at front, above windscreen. Placement of Welcome aboard and bus number on the bottom deck of DD bus.



Size: 85 x 120mm

Location: Visible, at the entrance near the driver compartment on all buses and upstairs on double deckers at front of bus above windscreen.

Interior decals



Size: a) 305 x 80mm b) 180 x 145mm

Location: Front of bus on bottom and top deck

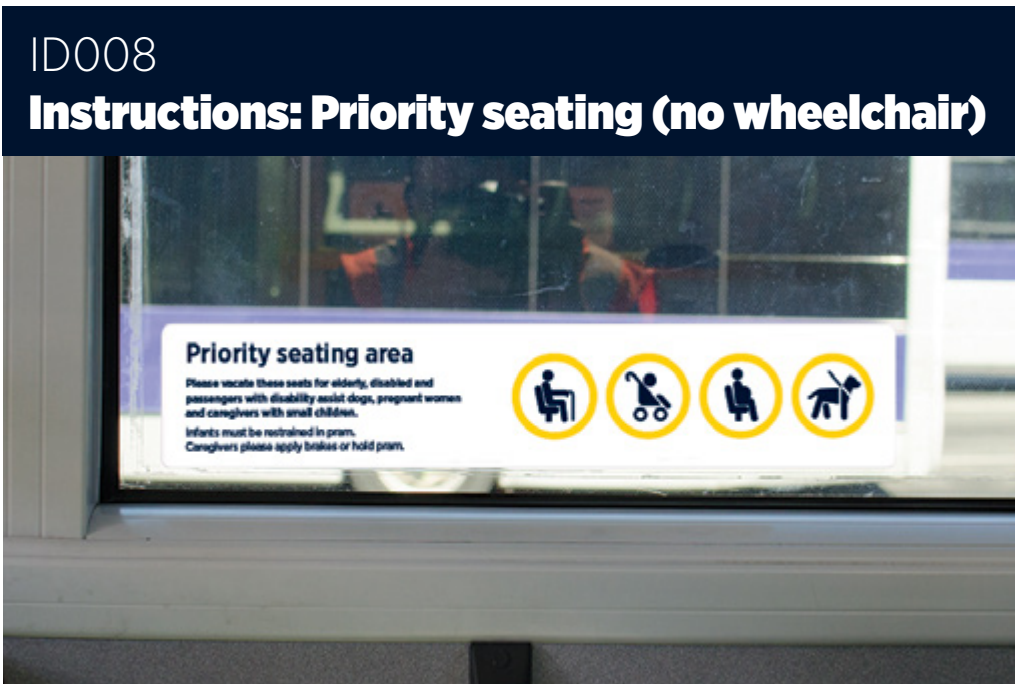
Place so it is viewable from the rear of the bus on bottom deck and is level with Welcome sign.



Size: 440 x 80mm

Location: On window beside any priority seating area (these are usually the front foldable seats and the seats opposite). Place 30mm above window edge. May be placed on wall if appropriate.

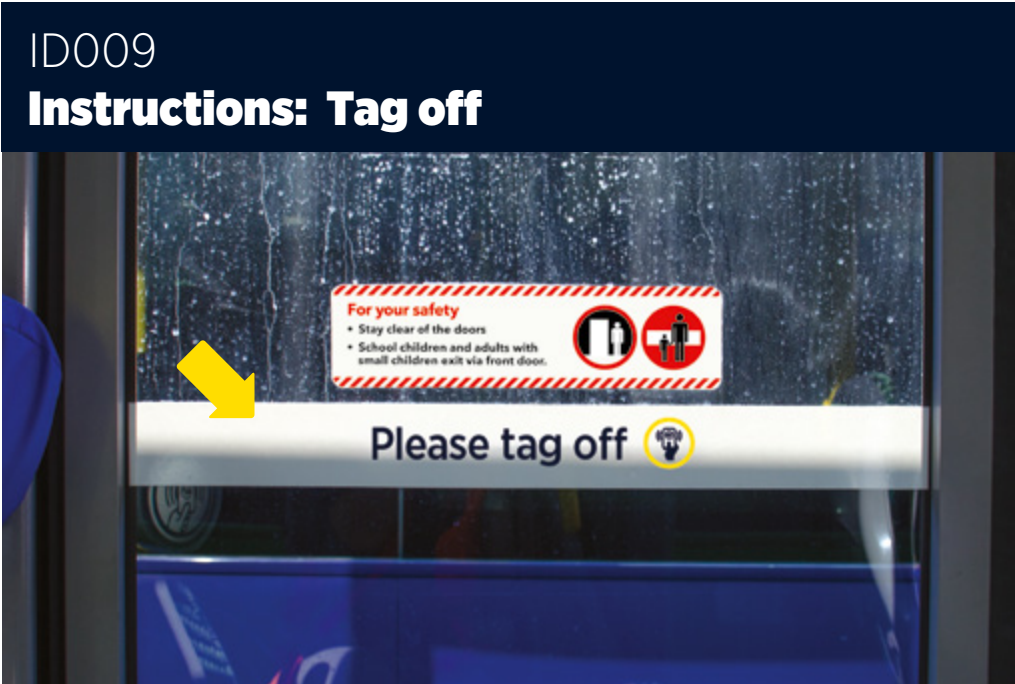
Please make sure you use the correct version for the make of bus (with or without info for wheelchair users).



Size: 410 x 80mm

Location: On window beside any priority seating area (these are usually the front foldable seats and the seats opposite). Place 30mm above window edge. May be placed on wall if appropriate.

Please make sure you use the correct version for the make of bus (with or without info for wheelchair users).

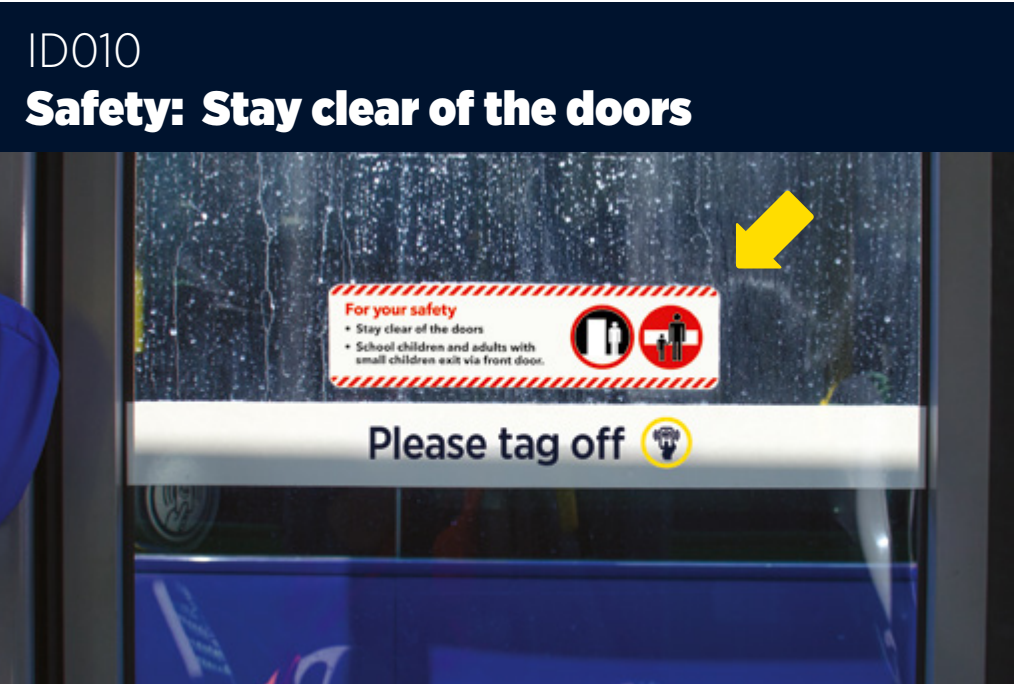


Size: 700 x 80mm

Location: Inside door panels

Place 950mm from bus floor / to cover Tag on decal on other side. Can be cut to length. Centred text in middle of door panel.

Interior decals



Size: 270 x 80mm

Location: Rear door above tag off decal

Place 20mm above ‘tag off’ decal, centre of door panel.



Size: 350 x 65mm

Location: Door hinge cover

Place on pole 1350mm from bus floor.



Size: 665 x 100mm

Location: Internal passenger window/s, surrounding emergency smash device

Available in left and right. Please ensure dieline circle is removed to go over button.

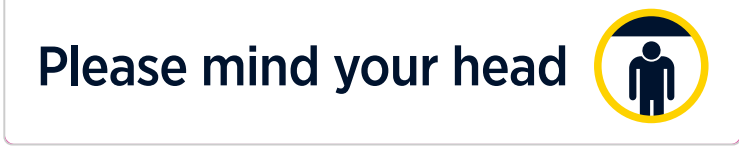


Size: 610 x 100mm

Location: Internal roof hatch

Should be placed on interior and exterior of roof hatch.

Interior decals



Size: 375 x 80mm

Location: On double deckers, near exit of stairs to upper floor on lower decks. On single decker, where height is a potential safety issue, include above the last row of seats.

The sticker should only be used where roof height is a safety issue.



Size: a) Width variable x 100mm
b) Width variable x 80mm

Location: On floor in aisle

Trimmed width to fit with minimum area showing – see dotted line in example.



Size: 245 x 80mm

Location: Inside stairwell of double decker, at top of stairwell facing people as they ascend stairs.



Size: 245 x 80mm

Location: On top deck of double decker. Should be placed so it is clearly visible when at the top of the stairs. Ideally opposite the stairwell access, on panel above the windows.

Interior decals



Size: 245 x 80mm

Location: Inside stairwell of double decker, near handrail.



Size: 90 x 160mm

Location: This sticker needs to be located beside the emergency button that alerts drivers on the top deck of double decker buses.

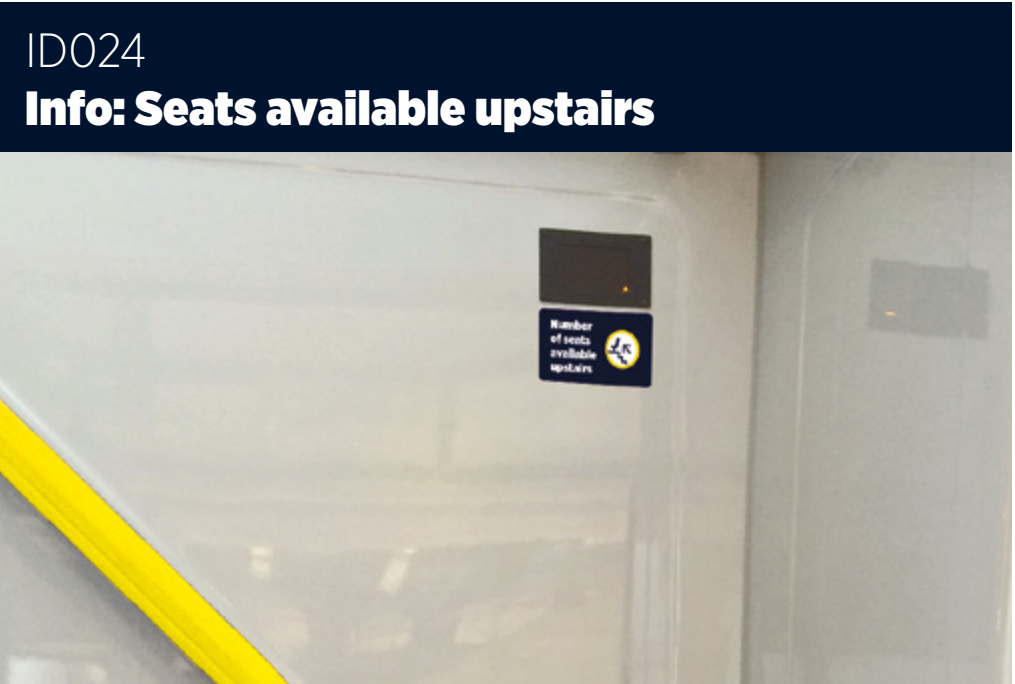
Use this version where the button sits outside a box. Place beside, above or below the button.



Size: 90 x 160mm

Location: This sticker needs to be located beside the emergency control button.

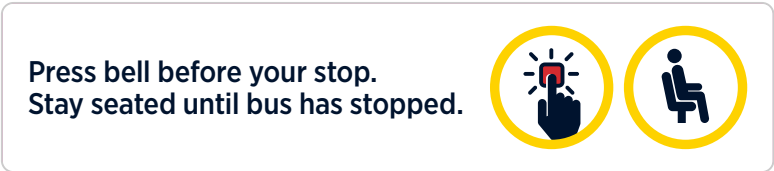
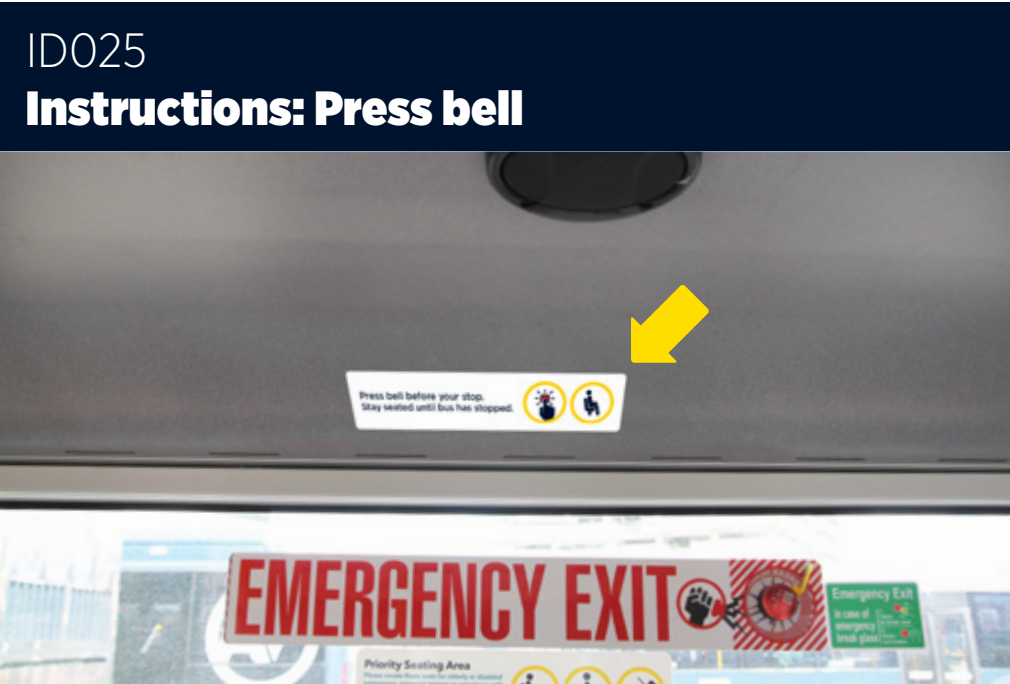
Use this version where the button sits outside a box. Place beside, above or below the button.



Size: 140 x 80mm

Location: Underneath digital seat counter on double deckers. This sticker only needs to be used if the electronic seat counter doesn't have information showing it relates to the number of seats available upstairs.

Interior decals



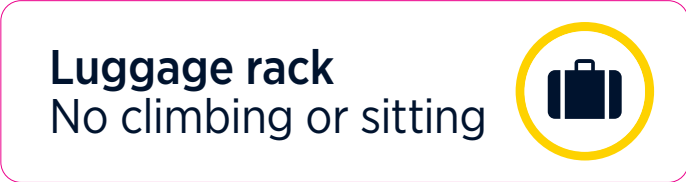
Size: 365 x 80mm

Location: These stickers go on the wall, or window on the top deck of the double decker bus, near the stop bell on either side of the bus.



Size: 245 x 80mm

Location: Inside stairwell of double decker, at top of stairwell facing people as they ascend stairs and at bottom of stairwell facing people as they descend stairs.



Size: 170 x 45mm

Location: Near luggage rack where visible to passengers.

Interior decals



Size: 500 x 500mm

Location: On floor directly under the allocated priority seating area, facing the aisle. Located in every wheelchair space.

To be printed in Safety yellow. Place 100mm away from wall in center of priority seating area. The material used for interior floor markings should meet or exceed RUB and VQS requirements.



Size: A3

Location: Two A3 poster frames, positioned side by side, on wall behind drivers seat.

Uniform

The uniform is an important part of the AT image and helps present a cohesive, professional image to the public. Anyone supplied with an AT uniform must ensure that the uniform is worn correctly and that they maintain an appropriate standard of dress at all times. AT expects the uniform to be worn in a professional manner i.e. clean, ironed, and in good condition. Uniforms must only be worn when at work or on the way to or from work, unless otherwise directed by their manager.

416906-BLU
Shirt: Blue Stripe Short Sleeve – Mens

Mandatory



Composition: 55% Cotton, 45% Polyester

Size: S, M, L, XL, XXL, XXXL

Blue long sleeve/short sleeve shirt is mandatory, either or a mix of each of the styles can be ordered

416907-BLU
Shirt: Blue Stripe Long Sleeve – Men

Mandatory



Composition: 55% Cotton, 45% Polyester

Size: S, M, L, XL, XXL, XXXL

Blue long sleeve/short sleeve shirt is mandatory, either or a mix of each of the styles can be ordered

416903-BLU
Shirt: Blue Stripe Long Sleeve – Women

Mandatory



Composition: 55% Cotton, 45% Polyester

Size: 12, 14, 16, 18, 24

Blue long sleeve/short sleeve shirt is mandatory, either or a mix of each of the styles can be ordered

416904-BLU
Shirt: Blue Plus Size – Women

Mandatory



Composition: 55% Cotton, 45% Polyester

Size: 12, 14, 16, 18, 24

Blue long sleeve/short sleeve shirt is mandatory, either or a mix of each of the styles can be ordered

416902-BLU
Shirt: Blue Stripe Short Sleeve – Women

Mandatory



Composition: 55% Cotton, 45% Polyester
Size: 12, 14, 16, 18, 24

Blue long sleeve/short sleeve shirt is mandatory, either or a mix of each of the styles can be ordered

Code: N/A
Accessories: Epaulettes

Mandatory



Description: Epaulettes are mandatory. They are a space where the operator brand can go.

The base colour of the epaulettes will be navy blue and operators are to design rank sliders themselves.

416909-CHAR
Pants: Charcoal Suit Pants – Mens

Mandatory



Composition: 79% Polyester, 19% Viscose
Size: S, M, L, XL, XXL, XXXL

Charcoal suit trousers/shorts are mandatory, either or a mix of each of the styles can be ordered

416910-CHAR
Shorts: Charcoal – Women

Mandatory



Composition: 79% Polyester, 19% Viscose
Size: 12, 14, 16, 18, 24

Charcoal suit trousers/shorts are mandatory, either or a mix of each of the styles can be ordered



Composition: 79% Polyester, 19% Viscose

Size: 12, 14, 16, 18, 24

Charcoal suit trousers/shorts/skirts are mandatory, either or a mix of each of the styles can be ordered



Composition: 79% Polyester, 19% Viscose

Size: S, M, L, XL, XXL, XXXL

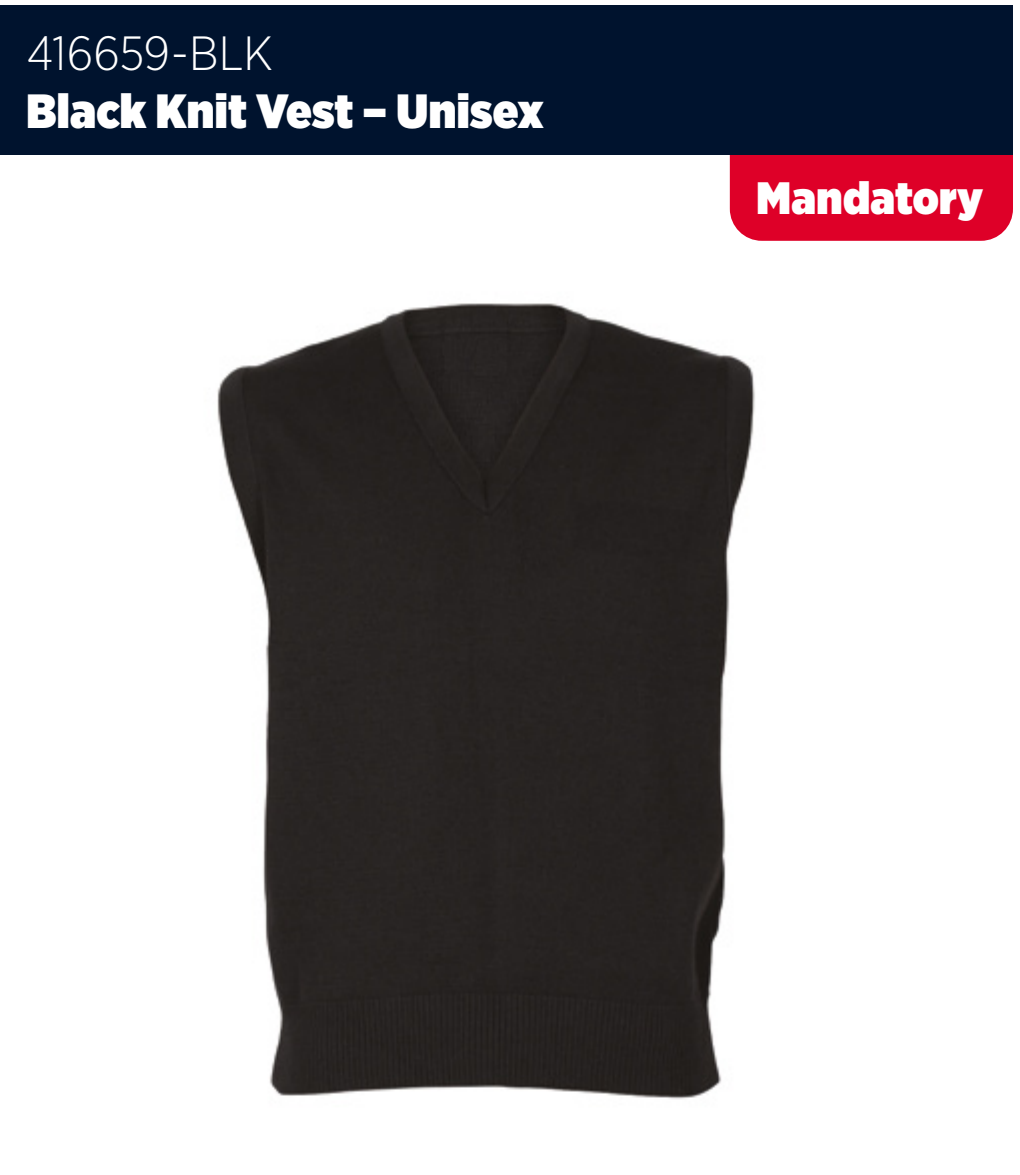
Charcoal suit trousers/shorts are mandatory, either or a mix of each of the styles can be ordered



Composition: 75% Polyester, 22% Viscose, 3% Elastane

Size: S, M, L, XL, XXL, XXXL

Charcoal suit trousers/shorts are mandatory, either or a mix of each of the styles can be ordered



Composition: 50% Wool, 50% Acrylic

Size: S, M, L, XL, XXL, XXXL

Knitted jumper/vest is mandatory, either or both styles can be ordered

416658-BLK
Black Knit Jumper

Mandatory



Composition: 50% Wool, 50% Acrylic

Knitted jumper/vest is mandatory, either or both styles can be ordered

416765-BLU
Tie - Navy

Optional



Composition: 100% Polyester

Charcoal suit trousers/shorts are mandatory, either or a mix of each of the styles can be ordered

Code: N/A
Name badge

Mandatory



Description: Operator to Source

All name badges must have a white background for ease of reading name, an operator logo and must include the bus drivers first name or nickname.

Size of badge must be no smaller than 60mm (w) x 30mm (h) and no larger than 90mm (w) x 40mm (h).

Refer to example above.

Code: N/A
Pin Buckle Belt – Unisex

Optional



Description: Operator to Source

Operator to source. Plain black, leather or leather look, belt with silver square or rectangular metal pin buckle.

Uniform

Code: **N/A**
Accessories: **Socks - Black**

Optional



Description: Operator to Source

Operator to source. Plain black socks to be worn with trousers. Plain black knee high socks to be worn with shorts.

Code: N/A
Shoes - Black

Mandatory



Composition: 100% Polyester

Operator to source. Must be black leather or leather look, closed toe, dress shoes. No trainers, jandals or other open toe shoes are allowed.

416905-BLK
Soft Shell Jacket – Unisex

Optional



Composition: (Outer) 96% Polyester, 4% Elastane, (Lining) 100% Polyester fleece

416657-BLK
Water Repellent Jacket – Unisex

Optional



Composition: 100% Polyester

416660
Hi-Visibility Vest

Mandatory



Composition: 100% Polyester Mesh

Not to be worn while driving service trips

DVAT02-BLK
Scarf - Black

Optional



Composition: 100% Acrylic

410818-BLK
Flat Hat - Black

Optional



Composition: 100% Polyester

DVAT01-BLK
Beanie - Black

Optional



Composition: 100% Acrylic

400518-BLU
Sun Hat - Blue

Optional



Composition: 100% Polyester

Need more guidance?

For further information on how to use this guide, contact your AT Relationship Partnering Lead who can contact AT Marketing & Media Partnerships at:
marketing@at.govt.nz
creative@at.govt.nz

