

A3 bus driver training poster

It's key that the changes to the bus concession are communicated to bus drivers as well as users. That's why this A3 poster has been developed for use by bus operators to be placed in bus depots and staffrooms to help explain and inform bus drivers of the changes. In turn this will ensure that they'll be able to recognise the new passes and even inform users of the changes.

How do I use it?

Arrange with local operators for the poster to be displayed in your local bus depot(s) and staffrooms. The poster explains the key changes and highlights the things the drivers will need to look out for on the new passes.

One version of the poster has been created; a generic one which cannot be personalized or tailored in anyway, it's ready to be printed as it is.

What do I need to do?

1. If you haven't already, download the PDF of the poster from the DfT website. You may want to save this to your computer for future reference.

2. Find out how much it will cost to print the posters by contacting a printer for a quote. You'll need to give them the following information:

- The volume of the print run, i.e. the total number of posters you'd like to print
- The spec (the size, shape, paper type etc.). The recommended spec for the poster is:

Flat size (HxW mm) = 420 x 297

Finished size (HxW mm) = 420 x 297

Print = 4-colour process

Paper stock = 130 gsm Revive 100 Silk

Finishing = Trim.

3. Email the zip file you have downloaded from the website to your printer. The zip file contains all of the artwork files, images and fonts required – **do not attempt to open the artwork files contained within the zip file as they may corrupt.** You will also need to provide the printer with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- high resolution versions of the images of passes you want to include.

The printer should send you a proof for you to check and approve before they print the posters.

NB: Please ensure your printer/studio reads the font licence agreement contained within the zip file.