



**Enhanced Partnership Scheme Variation Agreement for the
Intalink Enhanced Partnership**

Publicity and Branding

Contract / Variation reference:

Proposed by: Hertfordshire County Council

Date of variation agreement: 16th December 2021

Words and phrases contained within this variation agreement have the meanings and definitions prescribed to them as in the Intalink Enhanced Partnership Plan and Scheme (February 2020).

The Facilities and Requirements outlined in this Enhanced Partnership Variation Agreement (including any attachments) relate to the Facilities, Measures and Requirements variations referenced in Part B, section 7 of the Intalink Enhanced Partnership Plan and Scheme document.

1. The following variation of Publicity and Vehicle Branding by Hertfordshire County Council:

Publicity Materials

The IEP Scheme (paragraph 8.11) states:

“Bus Operators will include the Intalink logo and acknowledge the Intalink Enhanced Partnership in all timetables and other paper and electronic publicity they produce which relate to any Qualifying Bus Service, as well as on their websites.”

Operators are therefore expected to make their own arrangements with Publicity and Marketing colleagues, or through their external agencies, to put these requirements in place.

We do not wish to be too prescriptive and leave to individual operator’s discretion how these requirements are applied within the formats and designs of their own materials, but we would expect the logo and acknowledgement to be reasonably conspicuous. To be in accordance with Intalink brand guidelines operators should size the logo appropriately for where it is being applied and leave space equivalent to the height of the “n” of the Intalink name around the logo from other content. The logo should not be modified in any way.

Suggested suitable wording for the acknowledgement would be:

“The service(s) contained within this publication is/are operated within the Intalink Enhanced Partnership”

or, for websites

“[Operator name] is part of the Intalink Enhanced Partnership”

A copy of the Intalink logo can be supplied on request.

Vehicles

The IEP Scheme (paragraph 8.11) also states:

All vehicles operating Qualifying Bus Services will carry internal and external branding to promote the Intalink Enhanced Partnership.

Bus Operators will ensure vinyls are displayed appropriately at all times. In general to account for vehicles on short-term loan or other exceptional reasons, each Operator will meet a minimum level of 95% compliance.

Where cross-boundary services run into adjacent bus partnership or franchising areas, appropriate arrangements will be agreed with the Bus Operator and neighbouring local authority. Other than the use of short-term loan vehicles, vehicles used on Qualifying Bus Services will clearly identify the fleet name of the Operator of the bus.

Again we do not wish be too prescriptive on the precise positions that the Intalink logo should be applied on vehicles, as we appreciate operators' own liveries and branding need to be respected, and suitable positioning will vary from vehicle to vehicle. The requirement is that one Intalink logo is applied to the nearside of the vehicle in a position conspicuous to a boarding passenger. Therefore ideally the logo should be placed to the right of or above the entrance door (see illustrations), but allowance will be made if this is not possible.

Operators may in addition apply logos on the offside in the corresponding position or otherwise within the front quarter, and one on the rear, on a voluntary basis. However once decided, we would ask that the chosen positions are then applied consistently across the fleet.

The graphics illustrations provided are indicative of how the logos could be placed.

Intalink logos can be supplied either as vinyls, or as a digital file which can be incorporated into operators' own existing vinyls.

For the interior of vehicles, HCC will provide as a paper or self-adhesive notice with the Intalink logo and wording to the effect "This bus is operating on a service within the Intalink Enhanced Partnership".

All materials will be provided free-of-charge by Hertfordshire County Council.

Destination Blinds

Destination blinds should adhere to PSVAR, and that they should be either white or amber on a black background.

3. These variations are to take effect on 4th January 2021

Requirements placed on Operators in this document apply to all current and future Operators of Qualifying Bus Services from the above date until the extinguishment of the Intalink Enhanced Partnership.

IN WITNESS OF WHICH the Parties have signed this Variation Agreement on the date(s) shown below

SIGNED by

**[INSERT AUTHORISED
SIGNATORY'S NAME]
for and on behalf of
Hertfordshire County Council**

Matt Lale
Signature

Passenger Transport Manager
Title

16/12//2021
Date

**Agreed post Intalink EP Board by all
Board members**

16/12/21
Date