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Aura Brand Solutions delivers Pride tram wrap for TfGM ahead of Manchester Pride 2025

Aura Brand Solutions is proud to have partnered once again with Transport for Greater Manchester (TfGM) to deliver this year's Pride tram wrap, unveiled ahead of the Manchester Pride celebrations.

Aura has been delivering tram campaign wraps for TfGM for over 15 years, including the previous two Pride wraps, and was delighted to continue this now well-loved tradition celebrating inclusion, diversity, and sustainability on Manchester's Bee Network.

This year's design was created by Benjamin Coleman, TfGM's Design Lead, and features a Pride-themed rainbow flag over the distinctive Bee Network yellow, carried across the length of the tram cars. TfGM's Pride tagline, [#LoveConnectsEveryone](#) adds the finishing touch.

To align with TfGM's commitment to sustainability, Aura produced the wrap using 3M bio-based film – an innovative material that reduces environmental impact and is perfectly suited for climate-conscious campaign branding.

Adding to the celebrations, members of the Aura team were thrilled to join TfGM for the third time, marching at the Manchester Pride Parade, where they had the chance to see the wrapped tram out on the tracks in service as a symbol of inclusivity and connection across the city.

John Bekalo, Head of Rail at Aura, says "We're absolutely delighted to once again support TfGM with their Pride tram wrap and to play a small part in such an important celebration for Manchester. As well as delivering the wrap itself, we're proud to have made a commercial contribution that helps support both TfGM and Pride. It's a partnership we value greatly, and it's fantastic to see the tram out on the network, carrying a message of inclusion and connection that resonates with so many."

Fran Wilkinson, Customer and Growth Director at TfGM, says: "It was a pleasure to collaborate with Aura Brand Solutions on this year's Love Connects Everyone tram wrap and have colleagues from their team join us once again on the Manchester Pride Parade.

"The bold and brilliant design reflects our commitment to inclusion on the Bee Network, while also celebrating the diversity across our own amazing teams at Transport for Greater Manchester."

Aura Brand Solutions is honoured to continue supporting TfGM with campaign branding that champions diversity, strengthens community connections, and celebrates Manchester as a city that welcomes everyone.

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Notes to Editors

Media Enquiries

Lewis Ludden, Head of Marketing

lludden@aurabrands.com or 07884 563257

About Aura Brand Solutions

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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