

A white line-art illustration on a dark blue background depicting a London street scene. In the foreground, a classic black London taxi is shown from a front-three-quarter view. Behind it, a large double-decker bus is visible. To the left of the bus, there is a bus stop shelter. In the background, a building with a sign that says 'UNDERGROUND' is visible, suggesting a station entrance.

# Advertising and service information standard

Issue 14

MAYOR OF LONDON



## Introduction

Transport for London (TfL) produces a wide range of advertising, campaign and information material, much of which is endorsed by its public transport networks (modes).

Design standards have been created to encompass this range of material and are set out on the following pages.

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### **Advertising and campaign material**

Is broadly defined as information promoting the benefits of using a particular mode of transport or an offer available to customers.

It may also address real customer issues, such as safety-related matters, and often includes a call to action.

### **Information material**

Is broadly defined as information that relates to fares, maps, timetables, service change or service disruption.

Both advertising, campaign and information material follow identical branding rules.

In addition to printed material, TfL also produces web-based advertising. Rules for the branding of these ads are also included in this document.

# 1.0 Basic elements

This section provides guidance on the basic elements that make up the TfL advertising, campaign and information standards. Further information can be found at [tfl.gov.uk/media](https://tfl.gov.uk/media)


## 1.1 Corporate typeface

The typeface used by TfL is New Johnston. It is exclusive to TfL and should be applied for via the TfL website: [tfl.gov.uk/media](https://tfl.gov.uk/media)

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### Headings

These are set in New Johnston Medium.

### Body text

This should be set in New Johnston Book or New Johnston Light.

### 12pt or below

New Johnston Book.

### Above 12pt

New Johnston Light.

### Calls to action

New Johnston Book or Light, depending on the point size.

### Point sizes

Minimum point sizes will depend on the size of poster or leaflet being worked on. These are explained in greater detail on the next few pages.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

New Johnston Medium

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

New Johnston Light

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

New Johnston Book

## 1.2 Typographic policy

In consultation with the RNIB, TfL has developed a code of practice for setting type so that it is legible to visually impaired people. The main directives of this policy are set out below.

The use of terminology on all material must comply with the TfL editorial standards: [tfl.gov.uk/media](https://tfl.gov.uk/media)

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### Do:

- Set text in mixed upper and lower case (never all upper case – even with headings)
- Range text left (ragged right) and never justified, or ranged right. Left alignment makes it easier to find the starting point of the next line (text on a poster may be centered, but only where the body copy does not exceed three lines)
- Use a different type weight to emphasise a word
- Ensure good colour contrast between text and background colour. The relationship between the text and background colour is more important than the colour of the text itself
- Use corporate blue for text when on a white background wherever possible (black may be used for London buses)
- Pay special attention to type size and weight when reversing out type since white text on a coloured background always appears smaller

## 1.2.1 Typographic policy continued

### Do not:

- Adjust the character spacing of the font (tracking) as this can make text more difficult to read
- Adjust line spacing (leading). With body copy, leading should be maintained at auto spacing. Headline copy leading may be narrowed down slightly from auto spacing, but should never go beyond that of the point size itself (eg 50pt text on 50pt leading)
- Indent the first line of a paragraph, but do use additional leading to achieve clear separation of paragraphs
- Place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)
- Use italics or all capitals, this is harder for a partially sighted person to read since it is difficult to recognise word shapes if the letters are all the same height or set at an angle
- Set text vertically, at an angle or following a curve

## 1.3 Roundels

Each transport mode has its own roundel. The value of the roundel itself cannot be overestimated as it is one of the world's best known symbols.

To preserve its value, the rules for its reproduction and application must be strictly adhered to.

**Note:** Only the full colour version of each roundel may be used. Black and white-out versions of the roundels may only be used by exception and with the agreement of TfL Corporate Design.



### Which roundel to use

Only one roundel should ever be displayed on a piece. The roundel displayed is determined by what is being conveyed.

If the message relates to more than one transport mode within TfL then the all blue roundel should be used.



### 1.3.1 Roundels continued

London Taxi and Private Hire has, for legal reasons, three different roundels,

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#### **Taxi/Private Hire**

The joint Taxi/Private Hire roundel should be used for London Taxi and Private Hire joint (taxi and private hire) outputs.

#### **Taxi**

The Taxi roundel is to be used for any specific licensed London taxi (motor Hackney carriages) corporate publications.

#### **Private Hire**

The Private Hire roundel is to be used for any specific Private Hire Vehicle corporate publications.

In addition to the standard roundels, Barclays Cycle Hire and Emirates Air Line have their own unique sponsorship version of the roundel.

## 1.4 Using the roundel

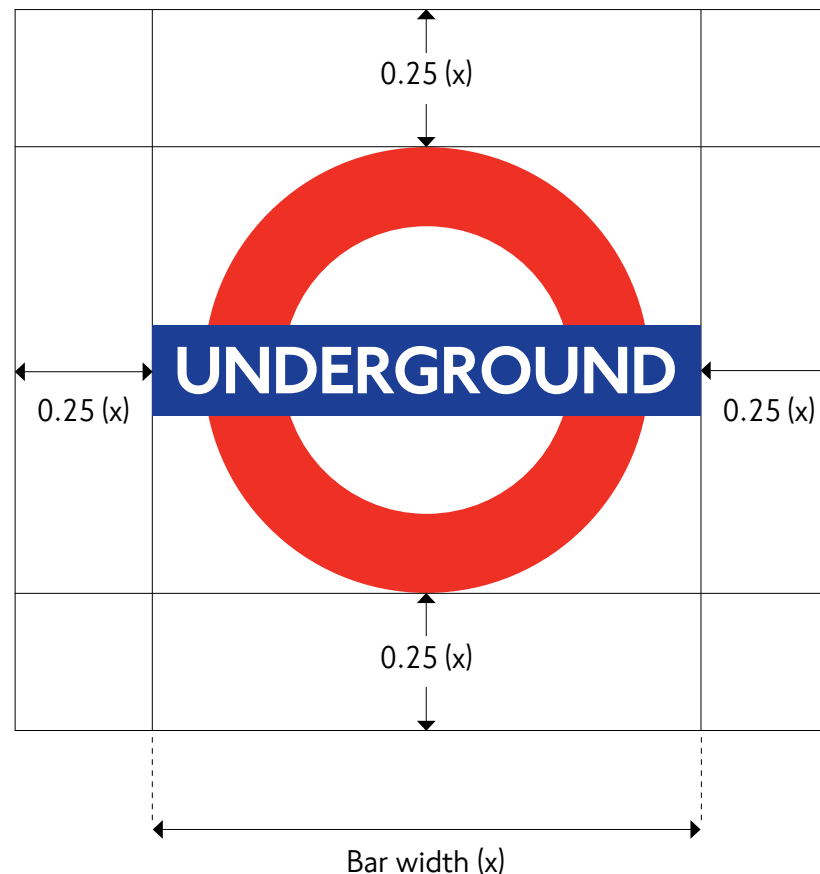
A roundel should always appear towards the bottom right-hand corner of each piece of advertising and public service information.

- The roundel must not be re-drawn, distorted or modified in any way
- The roundel must not be placed on a background that impairs legibility
- Patterned or busy backgrounds which interfere with the roundel must not be used
- Roundels containing a mode name within the bar are not to be displayed below a width size of 12mm

### Exclusion zone

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its bar width (x), all around it.

The area marked 0.25 (x) indicates the exclusion zone where no other graphic elements should be placed.



## 1.5 TfL logotypes

The Transport for London logotype should appear on all TfL outputs.

No matter which roundel is displayed, it is always the Transport for London logotype that is displayed alongside it.

**Note:** Only the full colour version of each logotype may be used. Black and white-out versions of the logotype may only be used by exception and with the agreement of TfL Corporate Design.

1.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

2.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

3.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

4.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

5.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

6.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

7.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

8.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

9.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

10.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

11.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

12.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

13.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

1. Transport for London
2. London Buses
3. Victoria Coach Station
4. Barclays Cyle Hire
5. London Dial-a-Ride
6. Docklands Light Railway
7. Emirates Air Line
8. London Overground
9. London River Services
10. London Streets
11. London Taxi and Private Hire
12. London Tramlink
13. London Underground

On all TfL outputs the default position is to show the 'Every Journey Matters' strapline beneath the logotype.

A coloured keyline (the same colour as the roundel ring colour) is used to separate the Transport for London logotype from the 'Every Journey Matters' strapline.

The minimum width size of this logotype is 18mm. Below this size only the two-line logotype (omitting the Every Journey Matters strapline) is to be used.

## 1.6 The 'mark'

A 'mark' is the combination of a roundel with Transport for London logotype.

Only the marks shown on this page are to be used on TfL materials.

The minimum width size of the mark is 32mm.

The marks not containing the 'Every Journey Matters' strapline are generally only to be used by third parties and following agreement with TfL Corporate Design.

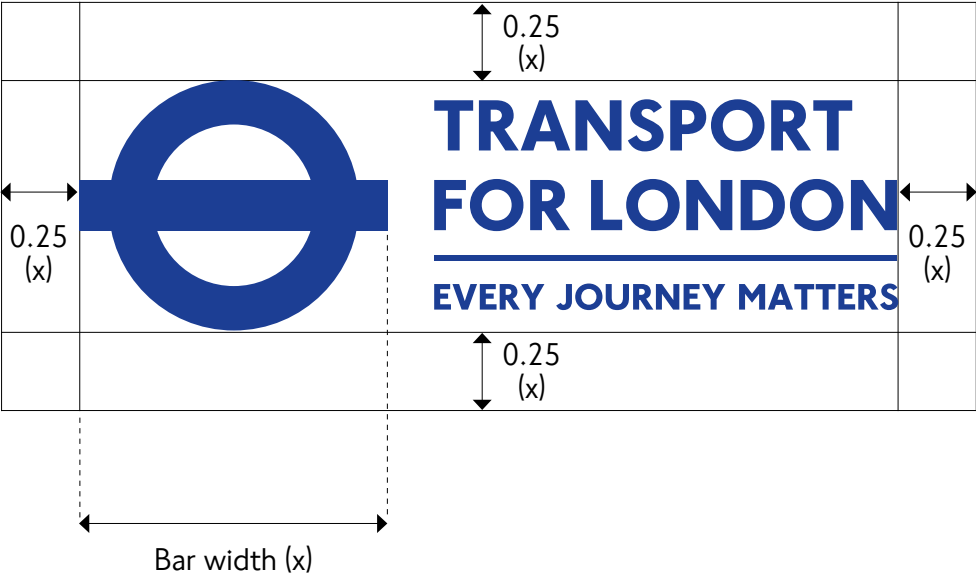


**Note:** Only the full colour version of each mark may be used. Black and white-out versions of the mark may only be used by exception and with the agreement of TfL Corporate Design.

# 1.6.1 The 'mark' continued

## Exclusion zone

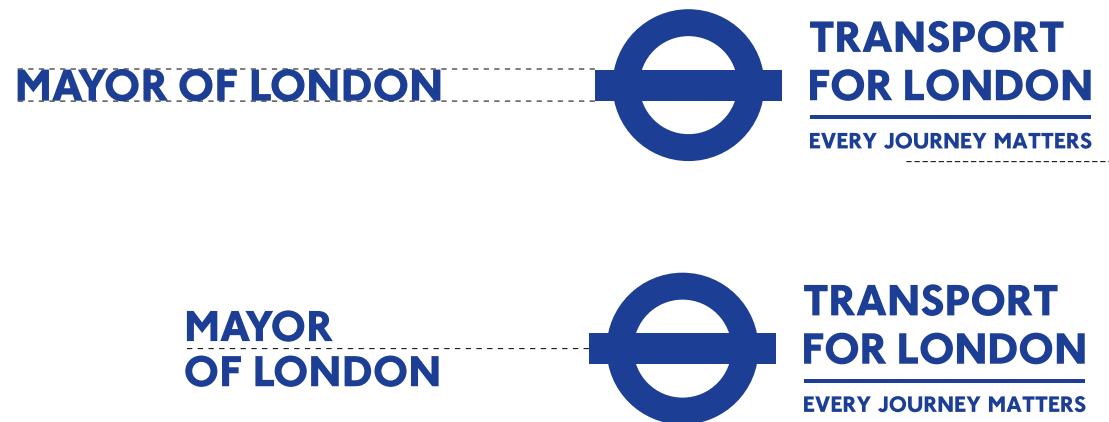
To ensure clarity and impact when producing the mark, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its roundel bar width (x), all around it.



## 1.7 Mayor of London logotype

On all printed outputs, the Mayor's endorsement 'Mayor of London' should be displayed as shown. Its position is always the bottom left corner of a piece.

- The capital letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar
- The capital letter height of the Mayor's endorsement should be aligned vertically with the roundel. It should be ranged left with the left hand margin of any layout
- The Mayor's endorsement should always appear in corporate blue (Pantone 072). Where appropriate it may be displayed in black for London Buses.
- A two line version of the Mayor's endorsement is also available. It should, however, only be used where absolutely necessary



## 1.8 Colours

This page identifies the colours for each mode and London Underground (LU) line.

Text colour on a mode/line identity strip is either white or Pantone 072 blue.

The coloured identity strip at the top of each information piece should use these colours.

<b>Transport for London</b> PMS 072 C100 M88 Y0 K5	<b>London Streets</b> PMS 5635 C13 M18 Y0 K33	<b>Circle line</b> PMS 116 C0 M16 Y100 K0	<b>Metropolitan line</b> PMS 235 C5 M100 Y0 K40
<b>Docklands Light Railway</b> PMS 326 C87 M0 Y38 K0	<b>London Tramlink</b> PMS 368 C57 M0 Y100 K0	<b>Central line</b> PMS 485 C0 M95 Y100 K0	<b>Piccadilly line</b> PMS 072 C100 M88 Y0 K5
<b>London Buses</b> PMS 485 C0 M95 Y100 K0	<b>London Underground</b> PMS 072 C100 M88 Y0 K5	<b>District line</b> PMS 356 C95 M0 Y100 K27	<b>Victoria line</b> PMS 299 C85 M19 Y0 K0
<b>London Dial-a-Ride</b> PMS Purple C38 M88 Y0 K0	<b>Public Carriage Office</b> PMS 2715 C57 M45 Y0 K0	<b>Hammersmith &amp; City line</b> PMS 197 C0 M45 Y10 K0	<b>Waterloo &amp; City line</b> PMS 338 C47 M0 Y32 K0
<b>London Overground</b> PMS 158 C0 M61 Y97 K0	<b>Victoria Coach Station</b> PMS 130 C0 M30 Y100 K0	<b>Jubilee line</b> PMS 430 C5 M0 Y0 K45	
<b>London River Service</b> PMS 299 C85 M19 Y0 K0	<b>Bakerloo line</b> PMS 470 C0 M58 Y100 K53	<b>Northern line</b> PMS Black C0 M0 Y0 K100	

## 1.9 Photographic policy

Photography determines the look and feel of a poster/publication and the visual voice of TfL.

Its selection is therefore very important, with specific brand and technical requirements.

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### Technical requirements:

- All photography must be owned by TfL with full rights across all media
- All photography must be available at 300dpi
- All photography must be reproducible at A3 in size without loss of image quality
- Model sign-off forms must be used for all people actively engaged with the camera
- All photographs must be well lit and properly exposed

### Images should be:

- Closely cropped on the subject
- Strong in colour
- Reflect the diversity of London's population
- Reflect modern London rather than tourist-based London

Examples of downloadable photography which meet all the above can be found in the TfL image library ([tfl.gov.uk/media](https://tfl.gov.uk/media))



## 2.0 Printed material

The rules in this section give guidance for producing printed posters and leaflets.


## 2.1 Mode/line identity strips

A colour strip containing the mode's logotype is to be added to the top of all information pieces. The colour of this strip is determined by the ring colour of the mode's roundel.

- The mode's individual logotype is to appear in the top left of the layout
- Mode logotypes may be replaced with a one-line heading if necessary

### Mode logotype/one-line heading

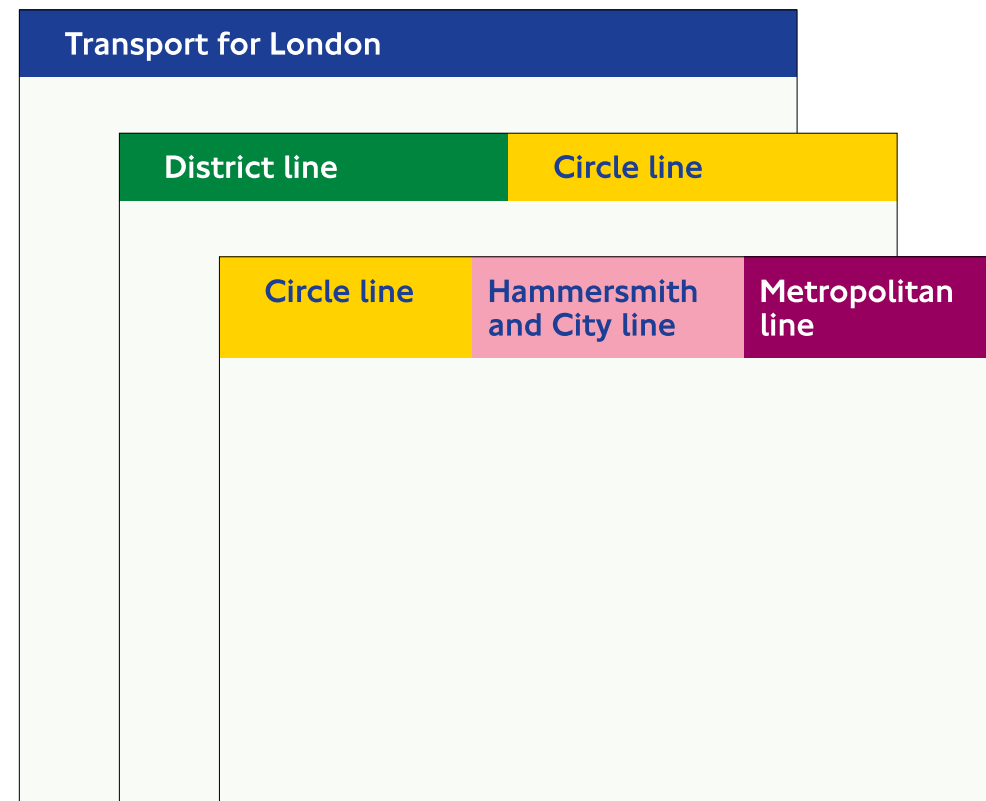
The capital letter height of the mode's logotype or one line heading is 25 per cent of the width of the roundel bar.

For example where a roundel is reproduced at 70mm wide, the capital letter height is 17.5mm – round up any numbers to the nearest 0.5mm.

### Two-line heading

Where the logotype needs to run over two lines (such as where three Underground lines are displayed) then the text should be set solid – for example, 75pt text on 75pt leading (75pt/75pt).

**Note:** This is the only instance where text may run over onto two lines in the colour strip.



## 2.2 Text point sizes on campaign posters and leaflets

The information here, and on the following pages, contains the elements that are to be considered when applying text to any TfL creative poster. These elements are used to enable the text on TfL's posters to be easily legible for all customers.

### Headings

To be set in New Johnston Medium.

### Body text

To be set in New Johnston Light at above 12pt and as Book at 12pt and below.

### Call to action

To be set in New Johnston Book or Light depending on the point size used.

- If using a creative typeface for a headline, avoid highly stylized typefaces such as ornamental, decorative or handwriting styles. Stylized typefaces should never be used for body copy and calls to action
- Text can be centered on campaign posters, but only where the headline copy does not exceed two lines and the body copy is no more than three lines

### Point sizes

On a poster these are determined by the minimum distance from which a poster is to be read.

The chart (right) shows the distance at which certain sizes of lettering can be read by a person of average eyesight.

The chart helps determine the minimum point size for body copy to be used on a poster.

As a general rule, TfL headline copy should be set at three times the body copy size.

Details of formats can be found on the next few pages.

Viewing distance (metres)	Minimum cap height (mm)
6	20
8	27
12	40
16	55
24	80
32	110
48	165
60	205

## 2.2.1 Text point sizes on campaign posters and leaflets continued

### Small guide leaflet

Type I – Within newspaper

Viewing distance: Less than one metre

- Headlines 36pt
  - Body copy 12pt (3mm cap height)
- 

### A6 leaflet

Type I – Within newspaper

Viewing distance: Less than one metre

- Headlines 36pt
  - Body copy 12pt (3mm cap height)
- 

### DL leaflet

Type I – Within newspaper

Viewing distance: Less than one metre

- Headlines 36pt
- Body copy 12pt (3mm cap height)

### A5 leaflet

Type I – Within newspaper

Viewing distance: Less than one metre

- Headlines 36pt
  - Body copy 12pt (3mm cap height)
- 

### Metro Ad

Type I – Within newspaper

Viewing distance: Less than one metre

- Headlines 36pt
  - Body copy 12pt (3mm cap height)
- 

### A4 poster

Type I – Station platform/ticket hall

Viewing distance: Less than one metre

- Headlines 63pt
- Body copy 21pt (5mm cap height)

### A3 poster

Type I – Station platform/ticket hall

Viewing distance: Less than one metre

- Headlines 81pt
- Body copy 27pt (6mm cap height)

## 2.2.2 Text point sizes on campaign posters and leaflets continued

### Tube car end panel

Type I – Within train

Viewing distance: Less than one metre

- Headlines 81pt
  - Body copy 27pt (6mm cap height)
- 

### Tube/Tram/Overground panel

Type I – Within train

Viewing distance: 1.5 metres

- Headlines 114pt
- Body copy 38pt (9mm cap height)

### Escalator panel

Type I – Station platform/ticket hall

Viewing distance: 1.5 metres

- Headlines 114pt
  - Body copy 38pt (10mm cap height)
- 

### Bus headliner panel

Type I – Within bus

Viewing distance: 1.5 metres

- Headlines 114pt
- Body copy 38pt (9mm cap height)

## 2.2.3 Text point sizes on campaign posters and leaflets continued

### Double royal poster

**Type 1** – Station platform/ticket hall

**Viewing distance:** Three metres

- Headlines 129pt
- Body copy 43pt (10mm cap height)

**Type 2** – Bus shelter (pavement facing pedestrians)

**Viewing distance:** Three metres

- Headlines 129pt
- Body copy 43pt (10mm cap height)

**Type 3** – Bus shelter (road facing motorists)

**Viewing distance:** Five to 10 metres

- Headlines 150pt (35mm cap height)
- (It is recommended that no body copy is used for motorist facing posters. If required, body copy is to be displayed at 50pt. Note, however, that this point size is unlikely to be read by the motorist).

On Double Royal posters, when required, poster reference numbers are to be displayed against the right hand margin above the branding strip. Poster reference numbers are to be displayed in New Johnston Book

12pt. The text baseline on a double royal poster is 8.25mm above the branding strip.

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### Quad Royal poster

**Type 1** – Station platform/ticket hall

**Viewing distance:** Three metres

- Headlines 129pt
- Body copy 43pt (10mm cap height)

**Type 2** – Bus shelter (pavement facing pedestrians)

**Viewing distance:** Three metres

- Headlines 129pt
- Body copy 43pt (10mm cap height)

**Type 3** – Bus shelter (road facing motorists)

**Viewing distance:** Five to 10 metres

- Headlines 150pt (Cap height 35mm)
- (It is recommended that no body copy is used for motorist facing posters. If body copy is required then it is to be displayed at 50pt. Note, however, that this point size is unlikely to be read by motorist).

### Double Crown poster

**Type 1** – Station platform/ticket hall

**Viewing distance:** Three metres

- Headlines 129pt
- Body copy 43pt (10mm cap height)

## 2.2.4 Text point sizes on campaign posters and leaflets continued

### 4 sheet poster

**Type 1** – Station platform

(Art on the Underground only)

**Viewing distance:** Three to six metres

- Headlines 258pt
  - Body copy 86pt (20mm cap height)
- 

### 6 sheet poster

**Type 1** – Station platform/passageway

**Viewing distance:** Three metres

- Headlines 258pt
- Body copy 86pt (20mm cap height)

**Type 2** – High street (pedestrian)

**Viewing distance:** Three to six metres

- Headlines 258pt
  - Body copy 86pt (20mm cap height)
- (One version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline).

### 16 sheet poster

**Type 1** – Station platform (cross-track)

**Viewing distance:** Seven metres

- Headlines 435pt
- Body copy 145pt (34mm cap height)

**Type 2** – On street (motorist)

**Viewing distance:** 10 metres

- Headlines 435pt
  - Body copy 145pt (34mm cap height)
- (One version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline).
- 

### 48 sheet poster

**Type 1** – Station platform (cross track)

**Viewing distance:** Seven metres

- Headlines 600pt
- Body copy 200pt (47mm cap height)

**Type 2** – On street (motorist)

**Viewing distance:** 26 metres

- Headlines 1110pt
  - Body copy 370pt (87mm cap height)
- (One version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline).
- 

### 96 sheet poster

**Type 1** – Station platform

(cross-track – possibly two or three platforms)

**Viewing distance:** 26 metres

- Headlines 1110pt
- Body copy 370pt (87mm cap height)

**Type 2** – On street (motorist)

**Viewing distance:** 26 metres

- Headlines 1110pt
  - Body copy 370pt (87mm cap height)
- (One version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline).

## 2.2.5 Text point sizes on campaign posters and leaflets continued

### Bus standard rear

Type I – Motorists

Viewing distance: Three metres

- Headlines 129pt
  - Body copy 43pt (10mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).
- 

### Bus super rear

Type I – Motorist

Viewing distance: Three metres

- Headlines 129pt
  - Body copy 43pt (10mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).
- 

### Bus T side

Type I – Pedestrian

Viewing distance: 10 metres

- Headlines 435pt
  - Body copy 145pt (34mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).

### Bus superside

Type I – Pedestrian

Viewing distance: 10 metres

- Headlines 435pt
  - Body copy 145pt (34mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).
- 

### NBFL nearside

Type I – Pedestrian

Viewing distance: 10 metres

- Headlines 435pt
  - Body copy 145pt (34mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).
- 

### NBFL roadside

Type I – Pedestrian

Viewing distance: 10 metres

- Headlines 435pt
  - Body copy 145pt (34mm cap height)
- (Suggest using only a one-line call to action at most to accompany headline).



## 2.3 Keylines and bleed

When information is displayed on a white background, a keyline should be used to separate the artwork from the branding elements.

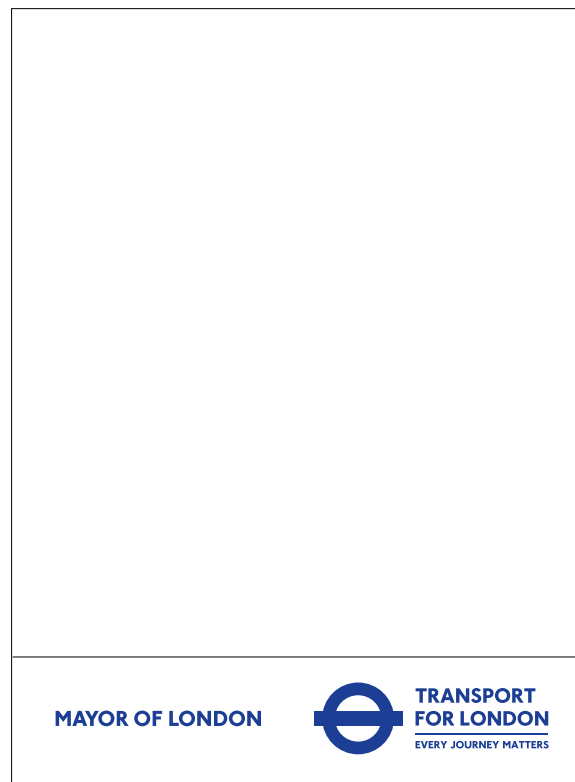
On advertising and campaign material, a full bleed can be used if TfL judges that the final shot is suitable.

### Keyline

The position of the keyline acts as an exclusion zone – no text or graphic (except branding) should go below the position of the keyline (unless authorised by TfL).

### Bleed

The guiding principal is to make sure that the use of bleed does not lose any of the standout that the white branding strip delivers. All other branding principals must still be applied.



## 2.4 Contact information and social media branding

### Contact marks

These are shown only on information posters and leaflets. The order is as follows:

1. TfL web address
2. Travel information phone number
3. Email updates address



When displaying the 24 hour travel information number the following legal text is to be included along with the phone number:

\* Service and network charges may apply.  
See [tfl.gov.uk](https://tfl.gov.uk) for details.

### Additional marks

Where a campaign dictates, the social media or Twitter mark may be replaced by:

4. Underground Help point mark
5. British Transport Police mark



**Note:** Contact information and social media marks are to appear on all leaflets.

### Web addresses

The only web address to be promoted is the TfL web address.

Other websites may be mentioned within copy, but never given the same prominence as the TfL website.

- Always display the TfL website as [tfl.gov.uk](https://tfl.gov.uk)
- Hyperlinks are displayed as [www.tfl.gov.uk](https://www.tfl.gov.uk)
- The website of other organisations should always be written with the 'www' included.

## 2.4.1 Contact information and social media branding continued

### Social media marks

In addition to the three contact marks, the social media marks shown here are also to be displayed after the email updates mark.

- Only one of the marks shown here should ever appear on a poster
- The mark used is dependent on the roundel displayed and information contained within the poster



TfL and multi-modal related material with at least one of the modes having a social media presence



Accessibility related material



Oyster related material



Barclays Cycle Hire related material



DLR related material



Emirates Air Line related material



London Buses related material



London Overground related material



London Streets related material



London Tramlink related material



London River Services related material



London Underground related material

## 2.4.2 Contact information and social media branding continued

### Advertising and campaign posters

Contact marks and social media marks are not to be shown on advertising and campaign posters.

On specific posters, where a TfL social media presence directly underpins the campaign objectives, social media accounts may be named in the body copy as a standard call to action.

With generic campaign posters, where no TfL social media presence directly underpins the campaign objectives, no naming of specific social media accounts or the social media anchor page should be made in the body copy.

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**Visit [tfl.gov.uk/trafficnews](https://tfl.gov.uk/trafficnews)**

**Follow us on Twitter  
[@TfLTrafficNews](https://twitter.com/TfLTrafficNews)**

**Like our Facebook page ‘Transport for London’**

**Subscribe to our YouTube channel ‘Transport for London’**

**Visit [tfl.gov.uk/trafficnews](https://tfl.gov.uk/trafficnews) or follow us on Twitter  
[@TfLTrafficNews](https://twitter.com/TfLTrafficNews)**

## 2.5 Recycling statement

To support the Mayor's strategy on waste management, leaflets are to include the 'Recycle' mark as well as a statement on TfL's use of recycled paper.

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Both mark and statement are to be included on the back cover of leaflets and above the contact marks as shown.



Printed on recycled paper



**tfl.gov.uk**



24 hour travel information

**0343 222 1234\***



Sign up for email updates

**tfl.gov.uk/emailupdates**



**tfl.gov.uk/socialmedia**

\*Service and network charges may apply.  
See [tfl.gov.uk/terms](https://tfl.gov.uk/terms) for details.

## 2.6 Multiple endorsements

### Third party logos

It is often necessary to include third party logos on TfL outputs.

- Where space is tight, it may be necessary to use the two line version MAYOR OF LONDON mark to accommodate the third party logo
- Where there is not enough room between MAYOR OF LONDON and Transport for London to include all the required third party logos, a new line of logos should be placed above the main branding as shown below

### Sizing and positioning

- The third party logo is sized to the same width as a roundel
- It should be centred between the MAYOR OF LONDON mark and Transport for London logotype, and centred vertically with it
- Its exclusion zone is also the same as a roundel



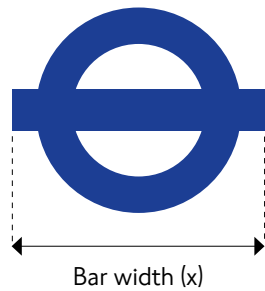
## 2.6.1 Multiple endorsements continued

### Other identities

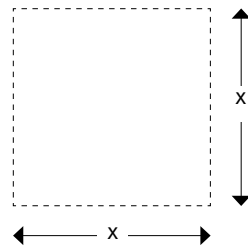
If another identity is used to endorse a poster, it must be of equal width to the roundel and a minimum of 0.25x should be left between each logo.

If the non-TfL identity looks unbalanced when displayed at roundel width size then it may be sized using the formulae shown here.

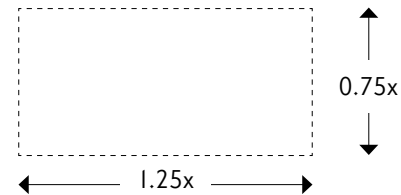
Logos that look unbalanced after using the appropriate formula, because they are too wide or too tall, need to be scaled visually. In these instances seek guidance from [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)



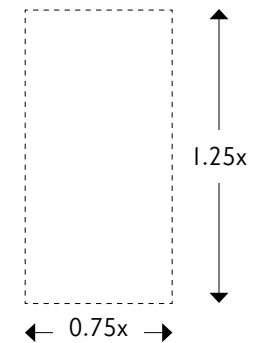
Standard format



Square or circle format



Landscape format



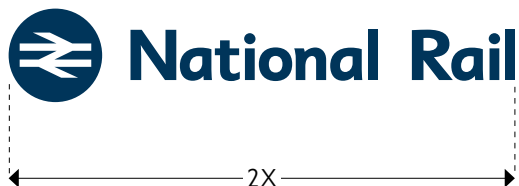
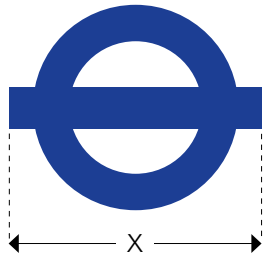
Portrait format

## 2.6.2 Multiple endorsements continued

### National Rail branding

The National Rail mark shown here should be used when including National Rail branding on TfL material.

- The mark should always to be displayed in Pantone 540 Blue
- It is always to be displayed at twice the roundel width size
- It is always to be displayed between the MAYOR OF LONDON and the roundel
- Where space is tight, use the two-line version MAYOR OF LONDON mark.





## 2.7 Branding on third party material

On material produced by third parties and done in another organisation's house style, branding may be required to show TfL involvement.

- Use the mark version without 'Every Journey Matters' strapline

- Each mode has its own mark that may be used in similar circumstances

The marks are all available via the TfL website: [tfl.gov.uk/media](https://tfl.gov.uk/media)



## 2.8 Poster templates

Poster templates are available for all modal variations from TfL Corporate Design in Adobe InDesign format for use by design agencies.

Please email [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk) for with any queries. We aim to respond within 24 hours.

Word templates are available for internal TfL use via SOURCE (Source Home > Doing My Job > Standards > Document templates).

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### Poster sizes available

Templates are available in the following sizes:

- Double royal poster
- Quad royal poster
- Double crown poster
- A3 poster
- A4 poster
- Escalator panel
- Bus headliner panel
- Tube car end panel
- Poster for leaflet racks
- Metro ad
- A5 leaflet
- DL leaflet
- A6 leaflet
- Small guide leaflet
- 96-sheet poster
- 48-sheet poster
- 16-sheet poster
- Six-sheet poster
- Four-sheet poster
- Bus standard rear
- Bus super rear
- Bus T side
- Bus superside
- NBFL nearside
- NBFL roadside

### 3.0 Web-based advertising

In addition to printed material, TfL also produces web-based advertising. Rules for the branding of such ads are contained within this section.

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### 3.1 Branding

Only the combined MAYOR OF LONDON/Transport for London/  
Every Journey Matters mark is to be displayed on all TfL web-based  
advertising. The only exceptions are for Barclays Cycle Hire and Emirates  
Air Line where the roundels are replaced by the sponsorship logos.

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**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS  
**MAYOR OF LONDON**



**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS  
**MAYOR OF LONDON**

### **3.2 GLA and third party adverts on TfL's website**

Digital ads supplied by the GLA, or other third parties, that are to appear on the TfL website should be seen as stand alone pieces. TfL branding is not to be included on such pieces as the TfL web page branding is enough.

## 3.3 Web ad templates

Web-based ad templates are available for all modal variations from TfL Corporate Design in Adobe Photoshop format for use by design agencies.

Please email [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk) with any queries. We aim to respond to all requests within 24 hours.

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### Web ad templates available

Templates are available in the following sizes:

- Banner
- Banner expanded
- Sky
- Sky expanded
- Wide/Super sky
- Wide/Super sky expanded
- MPU
- MPU expanded
- Leaderboard
- Leaderboard expanded
- Belly band
- Peel

## For further information

These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Corporate Design.

Email: [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)

All TfL corporate design standards are available from the TfL website:  
[tfl.gov.uk/media](http://tfl.gov.uk/media)