

Docklands Light Rail Signs standard

Issue 2





Foreword

The way a company expresses itself, its public 'tone of voice', affects the attitude of our customers towards us. The way in which information is given, is in many cases, crucial to its understanding or acceptance.

An important element in this expression is signage, which must project an image of efficiency, consistency and modernity. Signing of facilities has also to function on an operational level, moving customers through the system safely.

The detailed information in this standard represents the culmination of thorough research, design and development. By careful and consistent application of this standard we will further enhance the image of the Docklands Light Railway (DLR) network in London.

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1.1 Introduction

The basic elements of the Docklands Light Railway sign system are the roundel, the house and line colours and the New Johnston typeface.

The value of the roundel itself can hardly be overestimated. It is one of the world's best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules in this section for its reproduction and application must be strictly adhered to.

Colours are similarly important. Approved NCS colour references should always be used when specifying colours. The New Johnston typeface is representative of the Transport for London 'tone of voice'. Its friendly, yet authoritative appearance has been a familiar and reassuring sight for decades.

1.2 Colour

The house colour for Docklands Light Railway signing is DLR turquoise, but there are other colours, shown on this page, which are to be used when producing DLR signing.

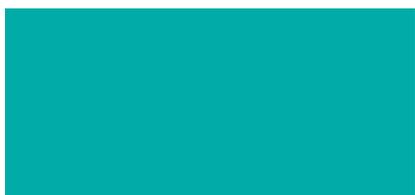
NCS (Natural Colour System) references are given for all sign materials.

It should be noted that quality control is vital to ensure accurate colour matching and that checks must be carried out during manufacture and on

must be carried out during manufacture and on delivery of signs. A4 size NCS colour swatches can be purchased from:

NCS Colour Centre
71 Ancastle Green
Henley-on-Thames
Oxfordshire RG9 1TS

Telephone 01491 411717



DLR turquoise
NCS S 2050-B50G



Corporate blue
NCS S 3560-R80B



Corporate black
NCS S 9000-N



Corporate white
NCS S 0500-N



Safety yellow
NCS S 0580-Y10R



Safety blue
NCS S 3065-R90B



Safety red
NCS S 1085-Y80R



Safety green
NCS S 3065-G10Y



Corporate grey
NCS S 4005-R80B

1.3 Lettering

New Johnston Medium is Docklands Light Railway's corporate typeface and is used for all signing within the passenger environment, and for a wide range of publicity and other material.

It is highly legible and yet 'friendly' in tone.

Lettering must be shown in Corporate blue (NCS S 3560-R80B) unless stated otherwise. It is to be upper and lower case, not capitals only, and initial capitals are used only for the beginning of a message or for proper names. The use of upper and lower case letters enhances readability when text statements longer than one word are made.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890£/.,“():;

New Johnston (NJTFL) Medium

1.4 Typography

Line spacing is based on the height of the lower case letter 'x'. One 'x' is the standard minimum between two lines of information.

When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size. The smaller letter size is normally 70% of the larger size.

Unless the function of the sign dictates otherwise, text is ranged left.

Where line spacing is used to split direction, a double line space is used between.

Linespacing principles



Linespacing principles



↖ Direction One

Subtext



← Direction One

Subtext



1.5 Arrows

This is the standard design of arrow for Docklands Light Railway, and its proportions must not be altered.

Arrows indicating direction to the left, straight ahead or down should be placed left hand side of the first line of the message.

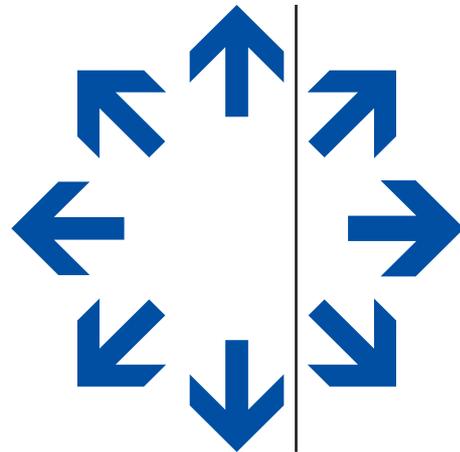
Arrows indicating direction to the right should be placed at the right hand side of the first line of the message.

Sign messages should be ranged left to right according to the direction indicated by the arrow.

Where one sign message is subsidiary to another and is in a smaller size of lettering, an arrow should only be included with the main message.

The diagram and examples give the position of the arrow relative to the message.

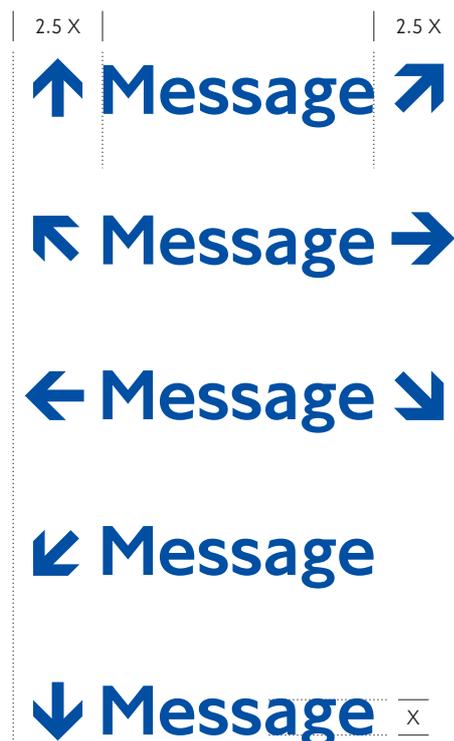
The size of the arrow is related to the capital height (CH) of the message as shown. Arrows directing vertically up or down are centred on the capital height.



Arrow height in this position equals capital height of type



Visually centre vertical arrows on capital height of type



1.6 Panel sizes

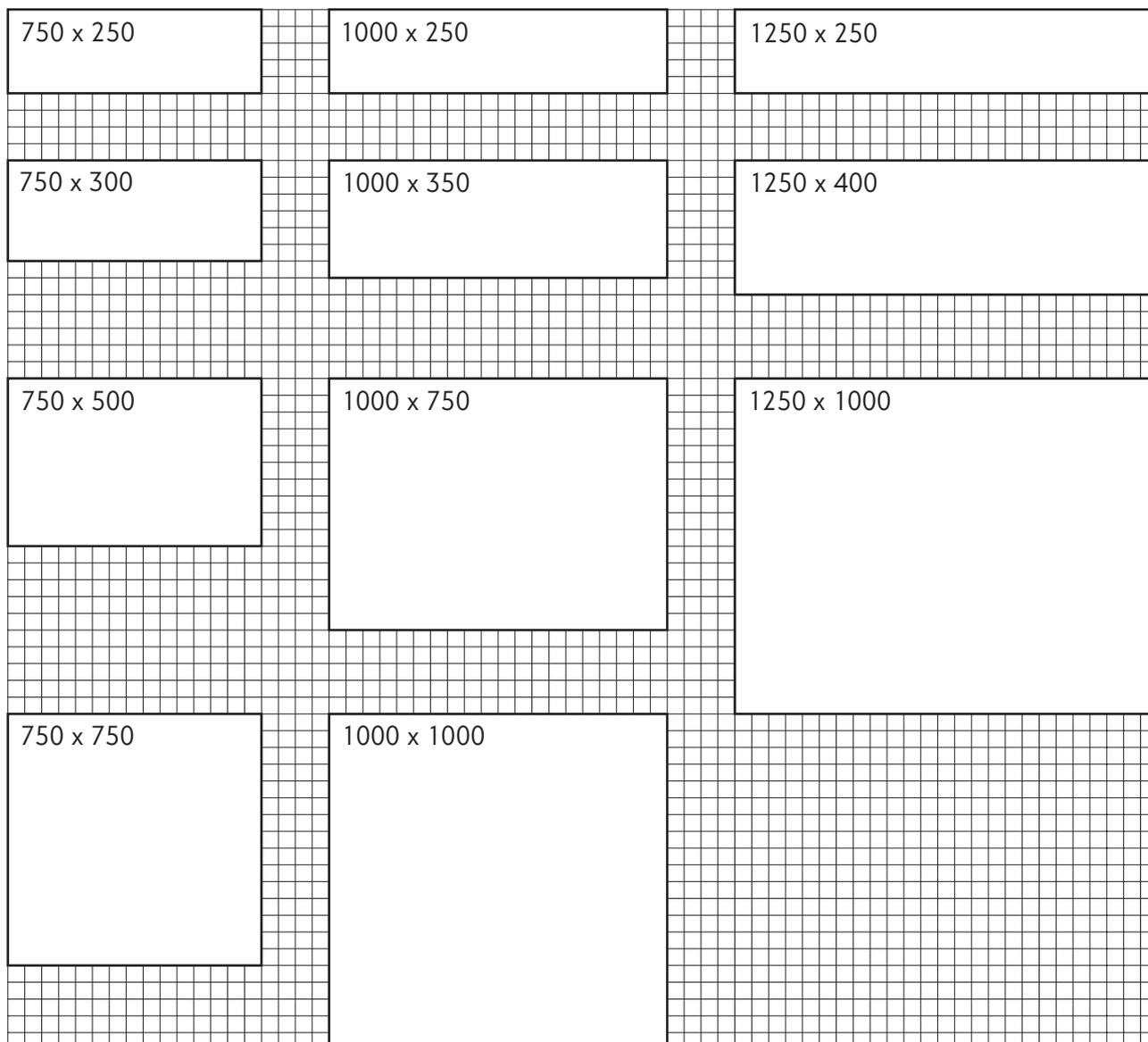
The panels of the sign system are based on a 50mm x 50mm grid.

The choice of panel depends on:

- Lettering size for optimum legibility.
- Length of message or messages to be contained.
- Architectural considerations, for example space available and/or surface decoration.
- Juxtaposition with other signs.

Some scaled down examples of panel sizes are shown on this page superimposed over the grid.

Panel sizes which do not conform to the 50 x 50mm grid may only be used in exceptional circumstances, for example when incorporated into an architectural feature or printed onto wall-cladding panels.



All measurements are in mm

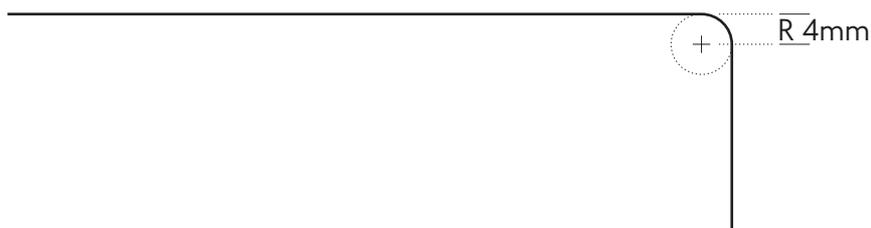
1.7 Radius corners

Every sign panel which does not incorporate a structural frame should have a radius corner.

Radius corners on panels measuring less than 625cm^2 should be 4mm.

Panels measuring between 625cm^2 and 1600cm^2 have 8mm radius corners.

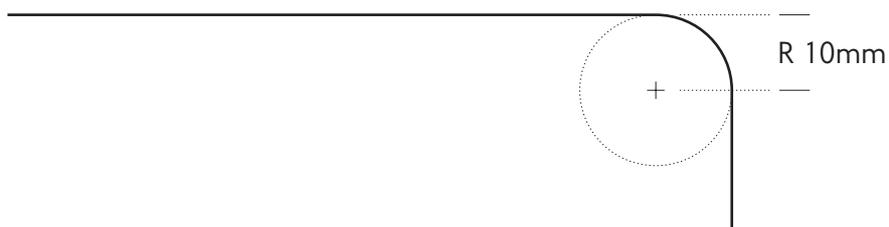
Panels measuring more than 1600cm^2 have 10mm radius corners.



Panels less than 625cm^2



Panels between 625cm^2 and 1600cm^2



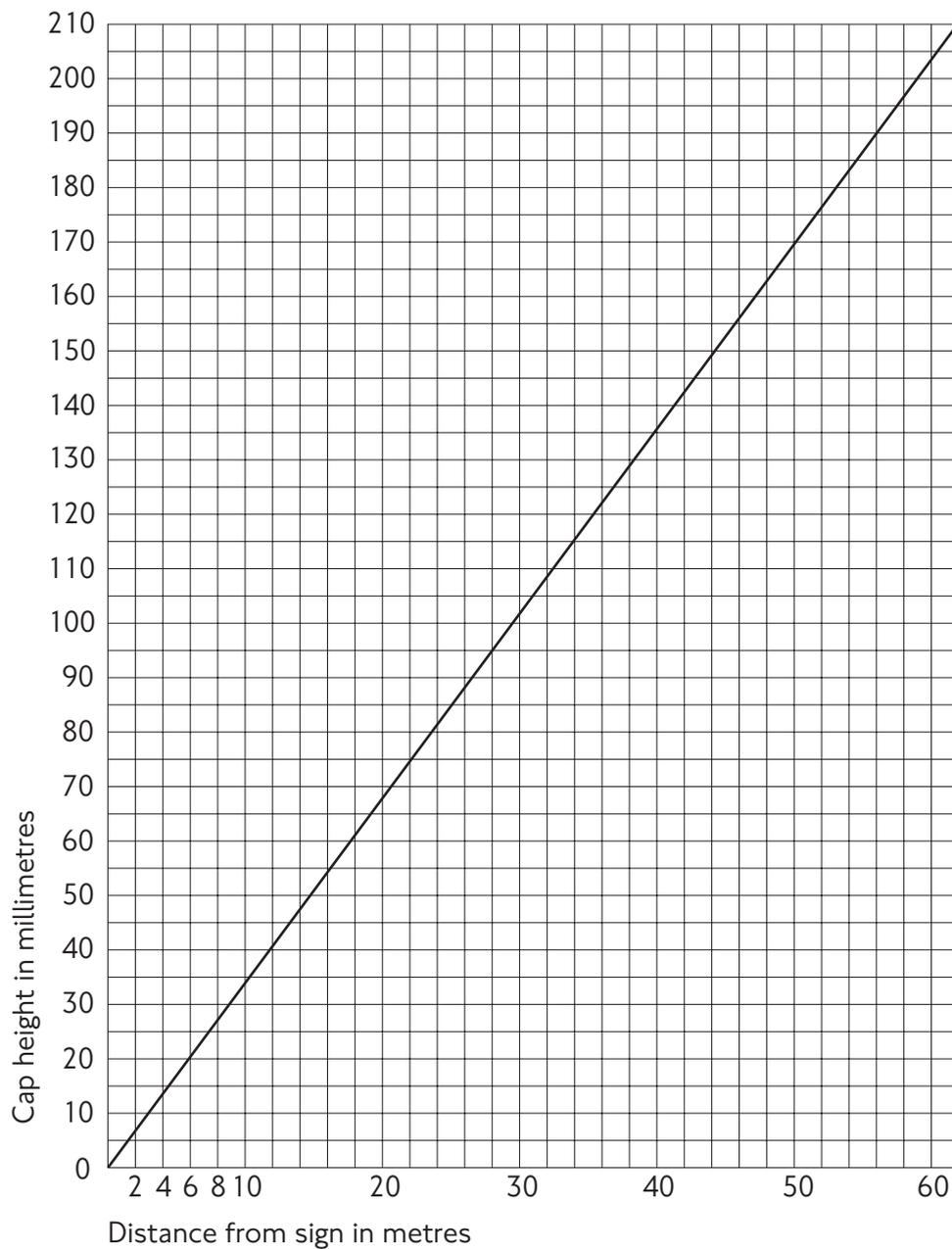
1.8 Viewing distances

As a guide this chart shows the distance at which certain sizes of lettering can be read by a person with normal eyesight.

The data obtained can be used to determine the minimum letter size for any sign. Other considerations, such as architectural features or

space restrictions may influence the final choice of letter size, but the optimum size may be used wherever possible.

Use of unnecessarily large letters must be avoided.



1.9 Pictograms

Pictograms are used increasingly to provide information for those who may have difficulties with the text. The pictograms on the following page represent:

A. Alarm point

To be used on various safety and related signing along with other dedicated safety pictograms. Must always be used on appropriate safety colour.

B. Buses

Accompanies London Buses logo and coach station logos when used on directional signage.

C. Trams

Accompanies London Trams logo when used on directional signage.

D. River craft

Indicates river craft. The London River Services roundel must also be included on all signage applications.

E. Airport

Display with individual airport names, as there is no 'network identity' for the five London airports.

F. Taxi

Indicates licensed black taxi facility.

G. Parking

Indicates on/off street parking facility.

H. Cycling

Indicates cycling facility.

I. Cars

Indicates car facility.

J. Mobility impaired

Facility widely available to any mobility impaired user.

K. Disabled

Facility dedicated for wheel chair users.

L. Pedestrian

Facility for pedestrians.

M. CCTV

Indicates use of CCTV.

N. Network logos

Used when directing to other transport networks. Always use colour version of logos. See Transport for London multi-modal interchange signs standard for details.

For detailed information on pictograms and their use please refer to the Transport for London pictogram standard.

1.9.1 Pictograms continued



A. Alarm point



B. Buses



C. Trams



D. River craft



E. Airport



F. Taxi



G. Parking



H. Cycling



I. Cars



J. Mobility impaired



K. Disabled



L. Pedestrian



M. CCTV



N. Network logos

1.9.2 Pictograms continued

When pictograms are positioned alongside text, there is to be a distance of $\frac{3}{4}$ the x height between pictogram and text. The height of the pictogram should be

25% greater than that of the cap height. However, no pictogram should be scaled so that it is wider than 250% the height of the x height.



2.0 Station Identifiers

- 2.1 Introduction
- 2.2 Pole mounted identifiers
- 2.3 Totems
- 2.4 Fascias
- 2.5 Platform station identifiers

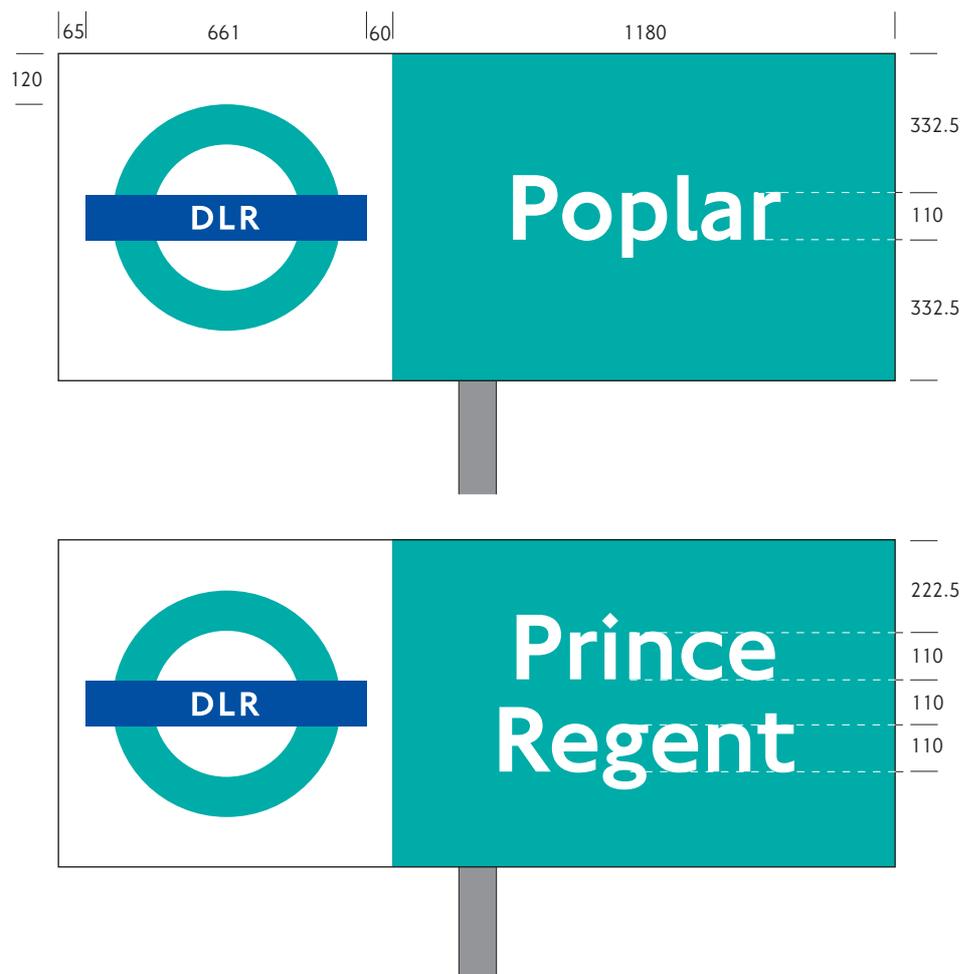


2.1 Introduction

Station identifiers, with their roundels, are the main identifiers of the DLR network. They are used to identify a station from a distance, where it may not always be obvious from street level where a station is located, as well as at platform level where those leaving a train need to be reassured that they are disembarking at the correct station.

2.2 Pole mounted identifiers

The primary identifier of a DLR station from street level is the pole mounted sign. It should be located in such a manner that the station name is always clearly visible from the street.



2.3 Totems

The purpose of a totem is to identify clearly and consistently the modes of transport available at an interchange.

It should be positioned in a location so as to ensure that from all approaches to the station the modes of transport available are recognisable from a distance.

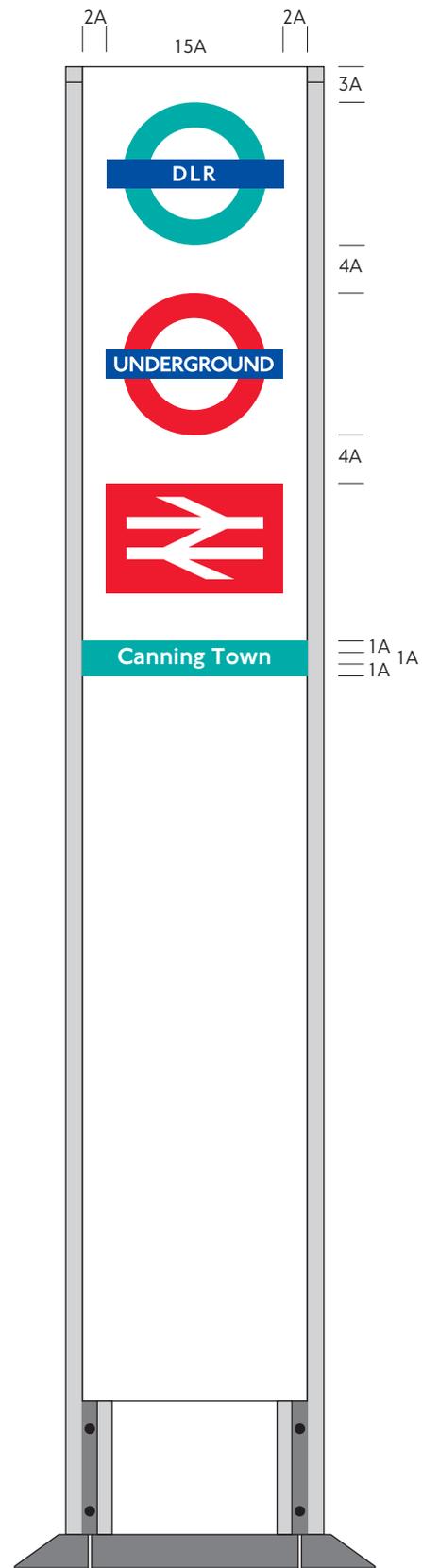
The logos from all other modes of transports available around the station are to be included on the totem along with the station name, which is centred beneath the logos.

If the totem is on DLR property then it is the DLR roundel that is displayed first. All other logos should follow in order of customer usage.

For more detailed information on totems and interchange signing, please refer to the TfL multi-modal interchange signs standards for London.

This is one version in a family of totems.

For more information please contact TfL Corporate Design (020 7941 4462).



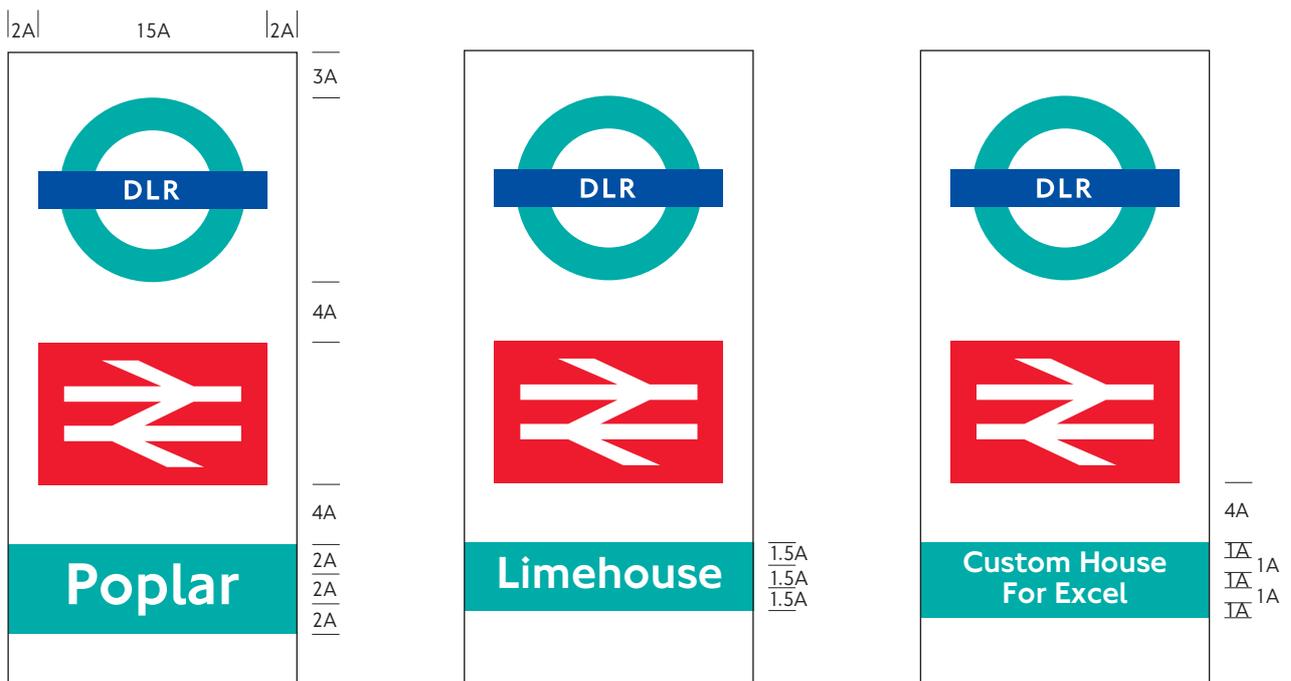
2.3.1 Totems continued

There are three sizes of text for displaying station names on totems. The station name should never extend beyond the width of the logos.

Note that each of the core networks has subdivisions of its identity. For example, London Buses has over thirty bus operators and London Underground has twelve separately named and colour coded lines.

Operator and line identities are too numerous to be displayed as primary identification or directional signs at a station without causing an excessive proliferation of signs and confusion amongst passengers.

The mode logo fulfils the function of identifying the network. It is only the mode logo that should ever be displayed.



2.4 Fascias

When a station is equipped with a fascia or fascias, it is often part of a canopy structure which has a distinctive style of its own.

The standards here therefore do not give any specific measurements, but do specify the relationship between all the graphical elements.

Note that the station name is centred horizontally within the coloured strip.



2.5 Platform station identifiers

The platform station identifier should be displayed at regular intervals on all platforms of a DLR station. It is an important back-up system of station identification.

Platform station identifiers should be located in such a manner that from any position from within the train itself, the station name is clearly apparent.



3.0 Line diagrams

- 3.1 Introduction
- 3.2 Basic layout
- 3.3 Alignment
- 3.4 Direction of travel information
- 3.5 Destinations
- 3.6 Penalty fare notice
- 3.7 Route finders



3.1 Introduction

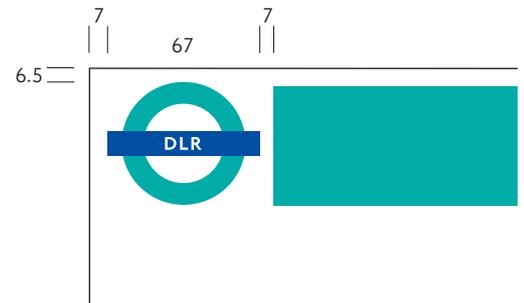
Line diagrams should be positioned on each platform as a means of confirming arrival at the correct platform and orientating the customer, by the stop position on the route.

3.2 Basic layout

Line diagrams present their information in the following order:

- ◆ Direction of travel
- ◆ Destinations
- ◆ Penalty fare notice

The direction of travel and the destinations are always separated by a 2mm light grey line (NCS S 4005-R80B). The destinations and the penalty fare notice are separated by a 5mm red line (NCS S 1085-Y80R).



Trains for Lewisham

- Bow Church
- Devons Road
- All Saints
- Poplar Change here for trains to Beckton and Tower Gateway
- West India Quay Change here for trains to Bank
- Canary Wharf
- Heron Quays
- South Quay
- Crossharbour & London Arena
- Mudchute
- Island Gardens
- Cutty Sark for Maritime Greenwich
- Greenwich
- Deptford Bridge
- Elverson Road
- Lewisham

Penalty fare £10
If you fail to show on demand a valid ticket for your journey you will be liable for a penalty fare or face prosecution

3.3 Alignment

The destinations are always aligned with the left hand 81mm margin. They are never centred or ranged right.

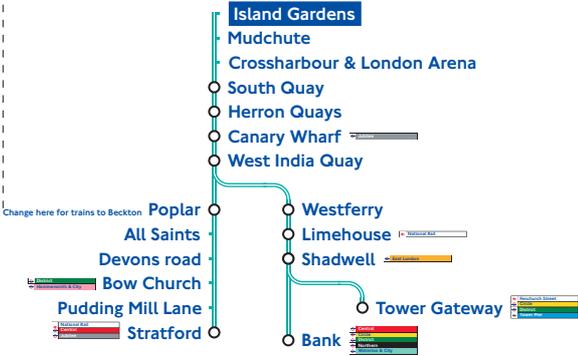
Normally it is the left hand line of the route (as shown on the previous page) that rests against the left hand margin. However, in instances when text appears to the left of the route (as shown here), it is the first letter of text that aligns with the left hand 81mm margin.

81



Trains for Bank, Tower Gateway & Stratford

All trains go to Canary Wharf
Change for Poplar at Beckton
Change at Westferry for Tower Gateway

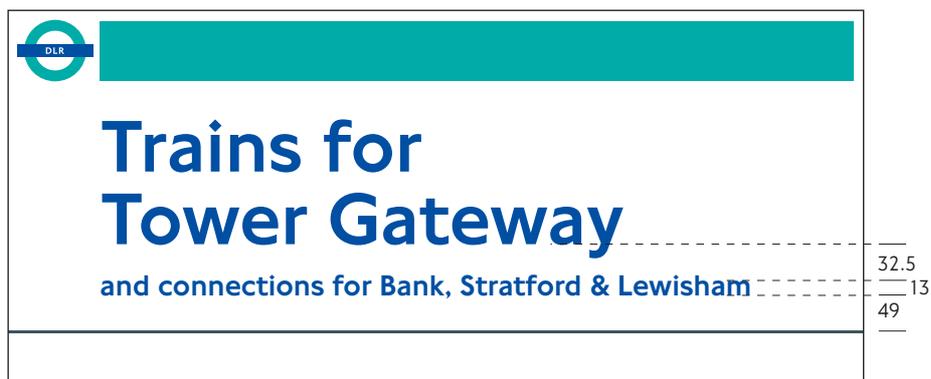
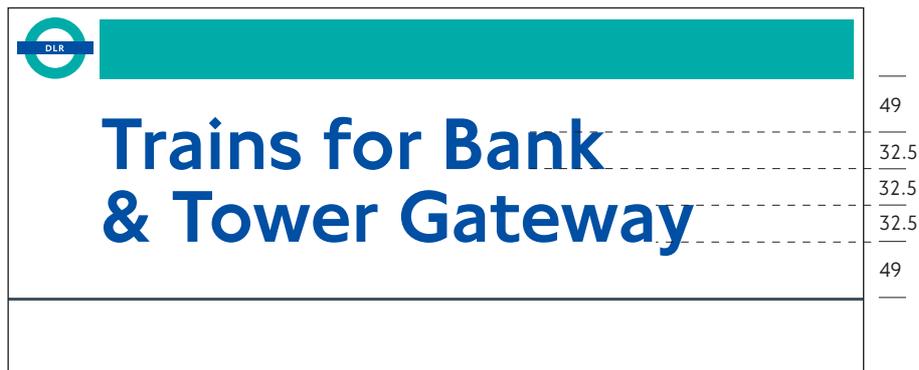


Penalty fare £10

If you fail to show on demand a valid ticket for your journey
you will be liable for a penalty fare or face prosecution

3.4 Direction of travel information

The direction of travel should always be given the greatest emphasis on the panel. Where necessary this information may go over two or more lines. Subsidiary information to the main direction should always be displayed at the smaller point size.

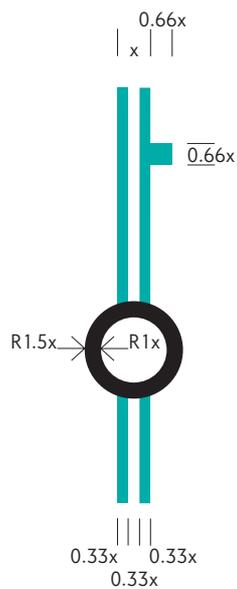


3.5 Destinations

The rules for construction of the destination section of the line diagram are consistent with other diagrammatic material produced by TfL such as the Tube map and Tram line diagrams.

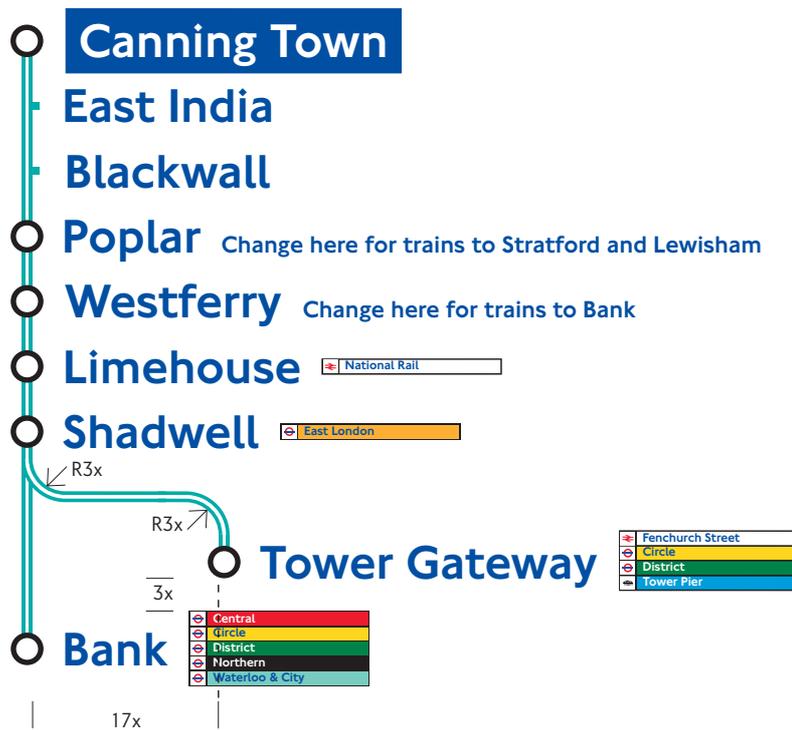
All measurements are calculated from the width of the two parallel turquoise lines, defined as x .

On standard 750mm x 1000mm line diagram panel $x = 3.6\text{mm}$.



3.5.2 Destinations continued

Where a route splits into different directions, it should be displayed as shown.



3.6 Penalty fare notice

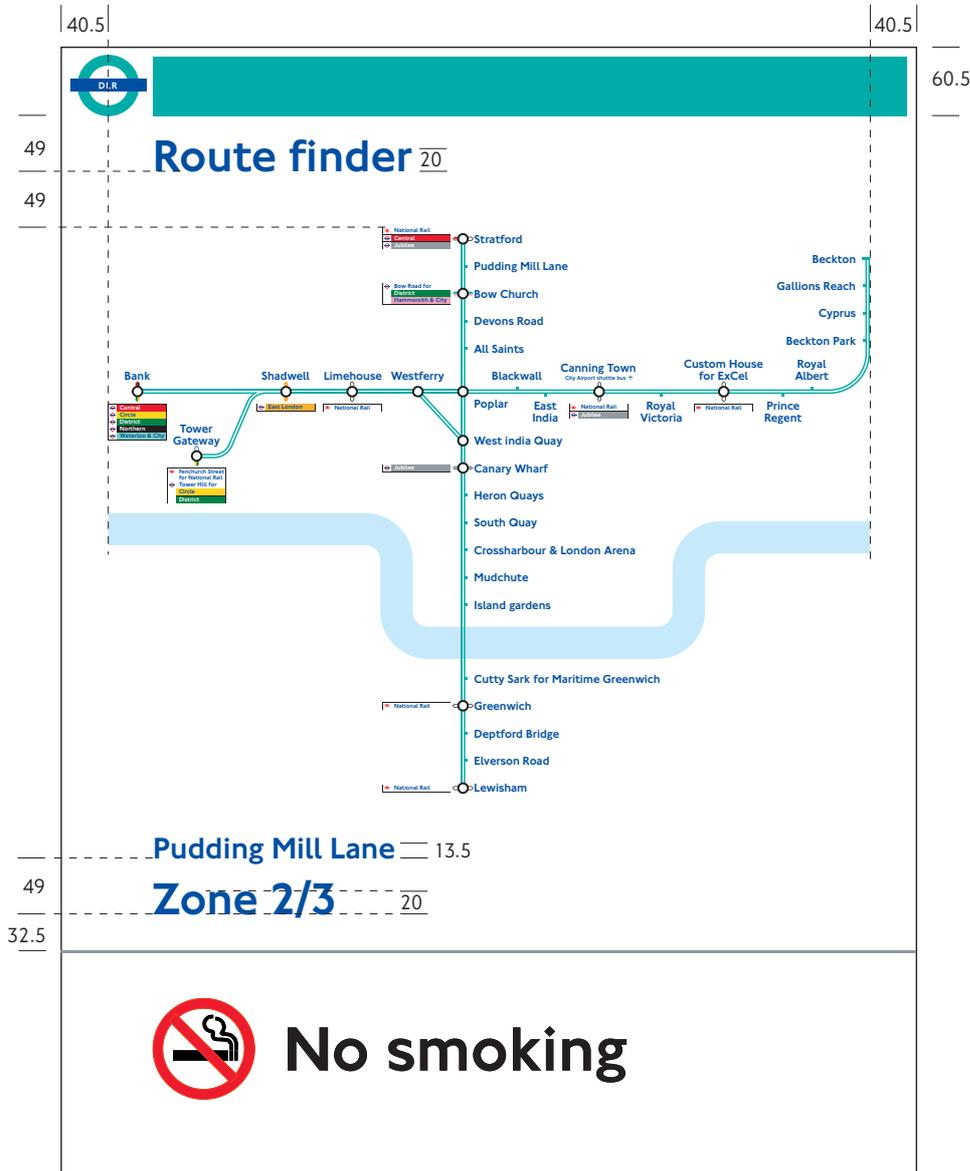
The penalty fare notice is to be displayed at the foot of each line diagram.



3.7 Route finders

The construction of the route finder is based on the same principles of the line diagram shown earlier in this section.

The footer shown is constructed in the same way as a directional sign footer shown in the next section.

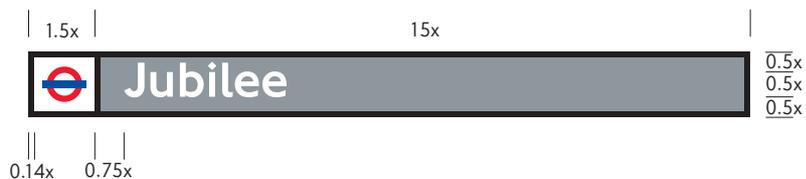


3.5.1 Destinations continued

West India Quay ^{|2x|} Change here for trains to Bank |1.5x

Canary Wharf | Jubilee | |1.5x

^{|2x|}



4.0 Directional signs

- 4.1 Introduction
- 4.2 Basic layout
- 4.3 Way out from station signs



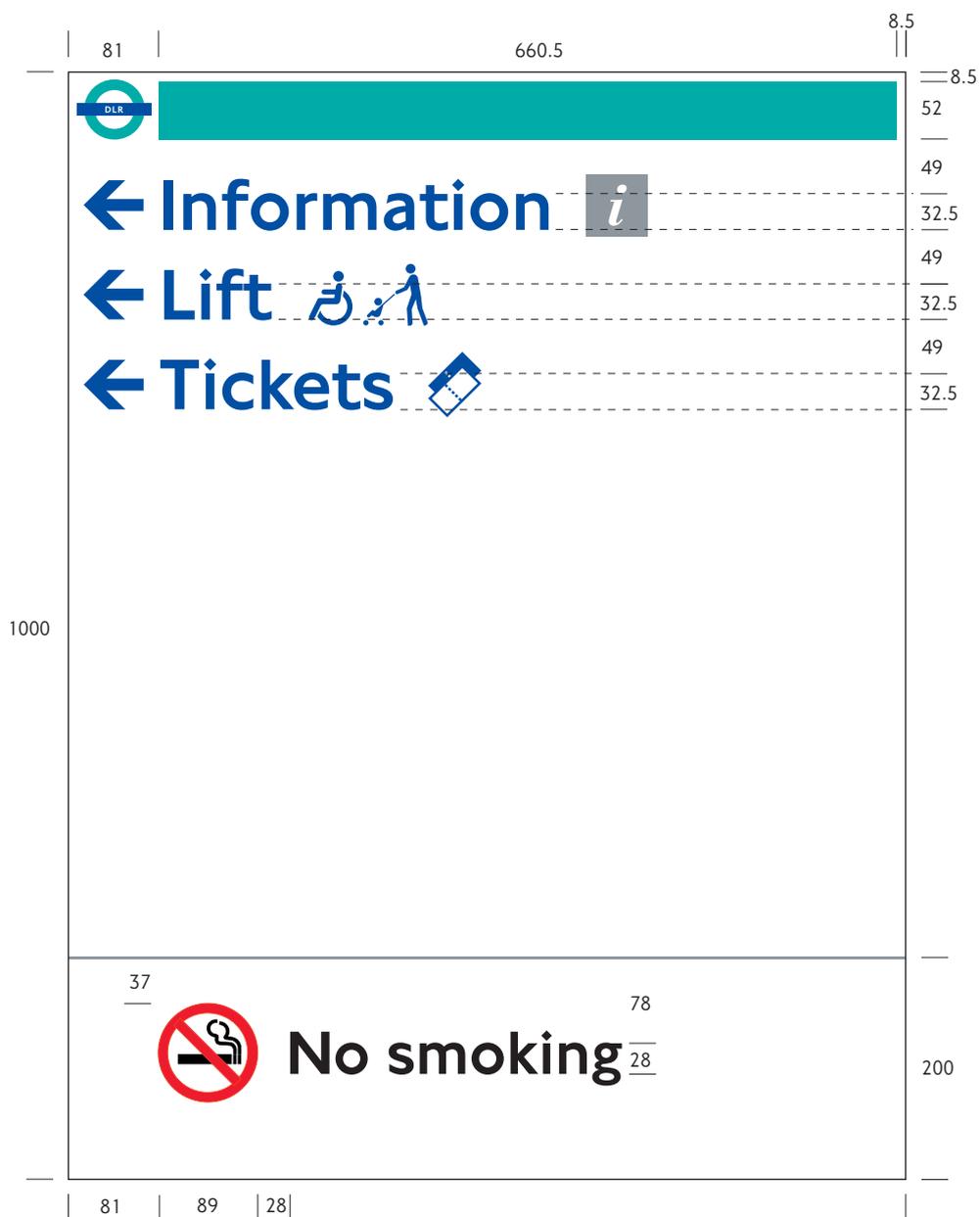
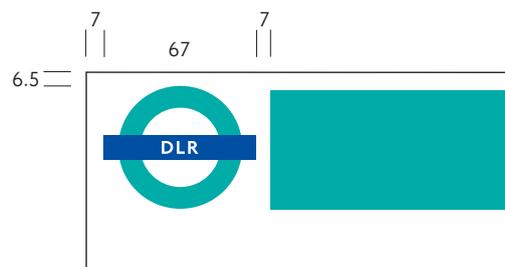
4.1 Introduction

Directional signs are designed to alert customers to facilities within a DLR station and give information relating to local amenities as well as other transport modes.

All directional signs are accompanied by arrows. For detailed information on the correct use of arrows please refer to the section on arrows in the Basic elements section of this document.

4.2 Basic layout

The majority of directional signs within a DLR station are on a 750mm x 1000mm panel. A 'No smoking' message, which is separated from the rest of the panel by a 2mm light grey line (NCS S 4005-R80B), is always contained at the foot of the panel.



4.2.1 Basic layout continued

Messages with arrows directing to the left, straight ahead or down are always shown first. The arrows are displayed in anti-clockwise order, with the straight ahead arrow always being displayed first.

If further messages are required directing to the right, then such messages are to be separated from the above messages by a 2mm light grey line. The arrows on the right are displayed in clockwise order.

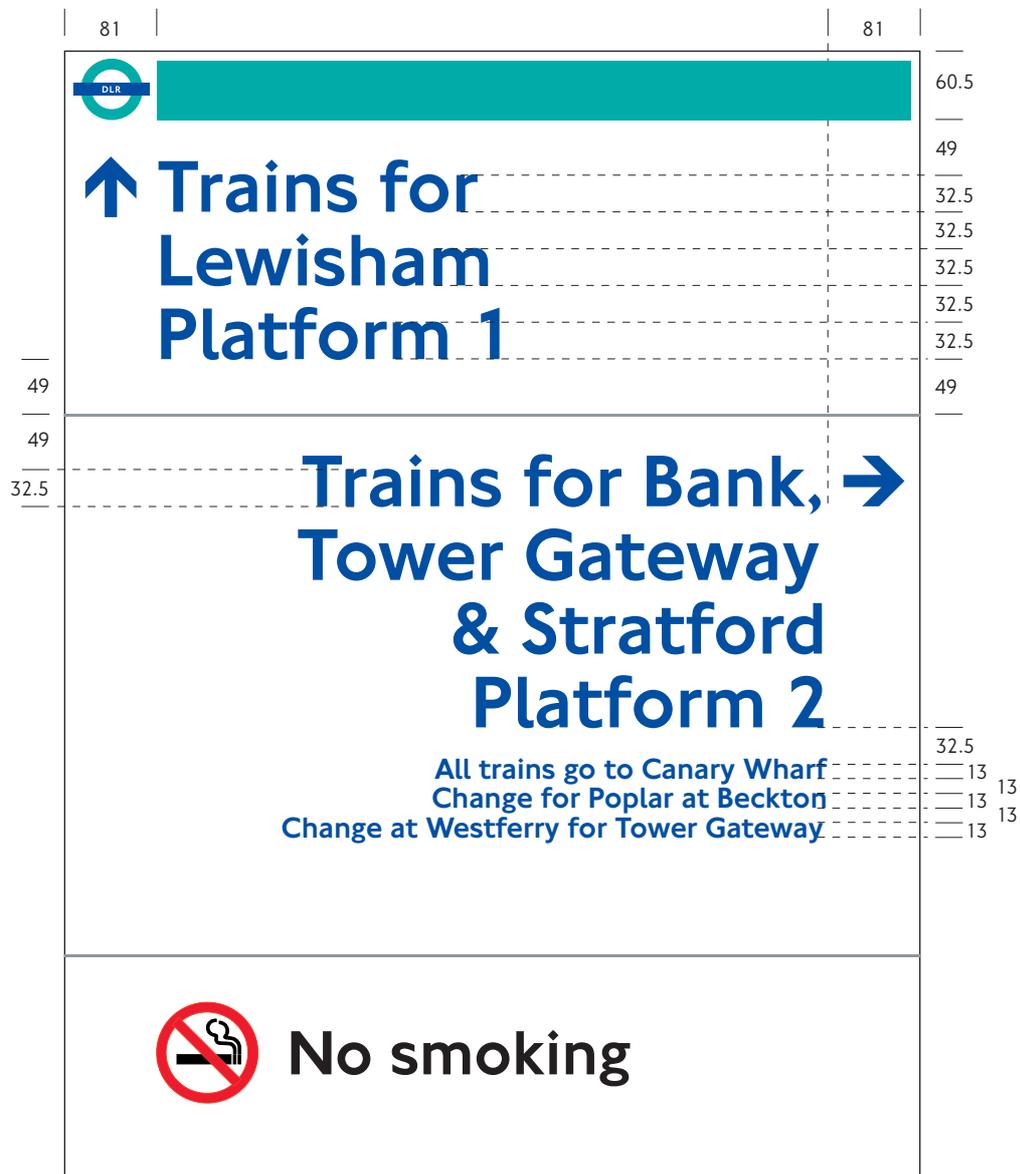
Note that messages directing to the left, straight ahead or down display their pictograms to the right of the text. Messages directing to the right display their pictograms to the left of the text.



4.2.2 Basic layout continued

If a directional message goes over onto more than one line, the arrow is only aligned with the first line of text.

Where one message is subsidiary to another and is in a smaller size of lettering, an arrow should be included only with the main message.



4.3 Way out from station signs

At all stations it is essential that during both normal operation and emergencies, customers can always clearly see the location of the nearest exit (or emergency exit where present).

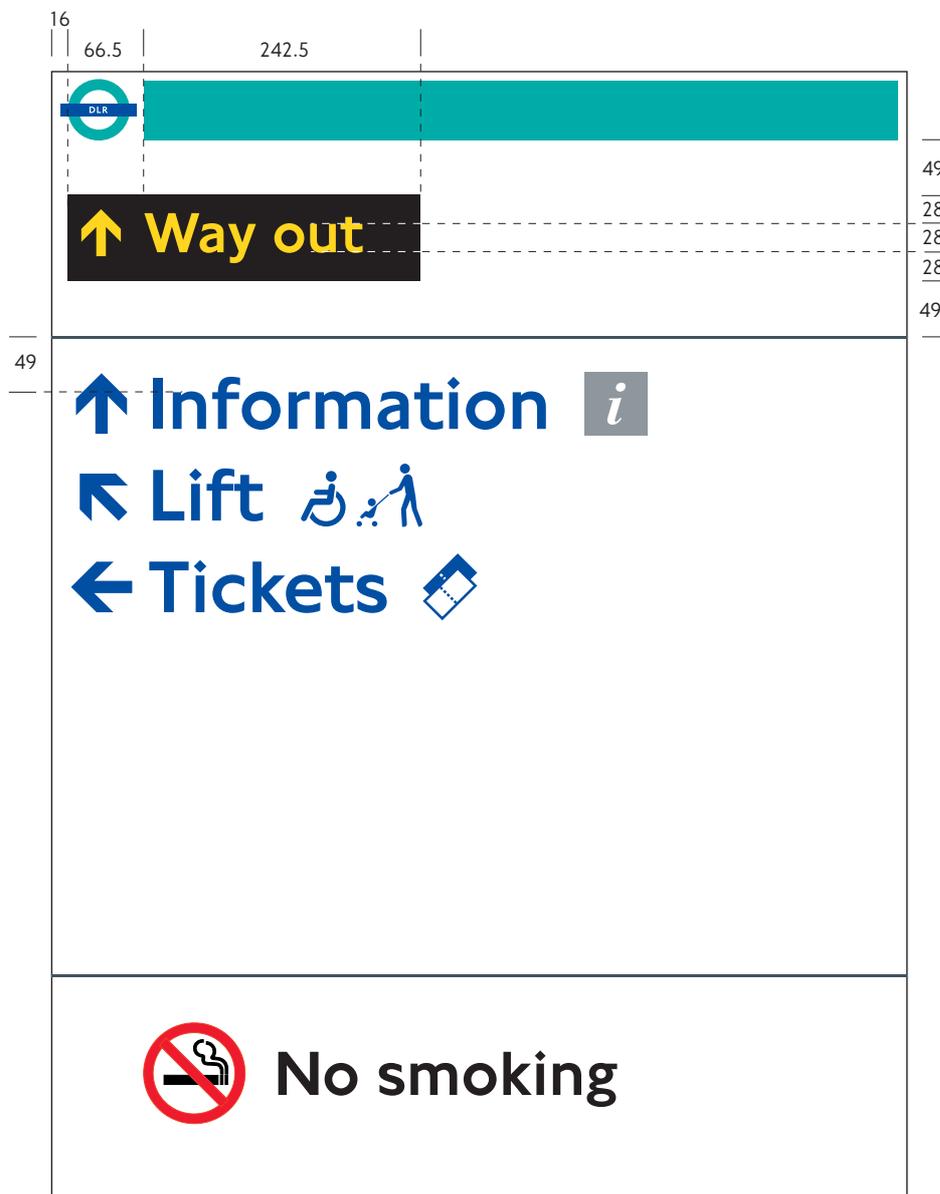
The 'Way out' indication differs from other directional signs, in that lettering is yellow out of a black patch of fixed proportions.

The reasons for this difference are recognition and visibility, and the fact that some way out signs must be illuminated for safety reasons. The use of the patch introduces consistency in the presentation of illuminated and non-illuminated 'Way out' indications.



4.3.1 Way out from station signs continued

Way out signs may be combined with other directional messages. When used on a standard 750mm x 1000mm panel, the way out patch is separated from the other messages by a 2mm light grey line (NCS S 4005-R80B).



4.3.2 Way out from station signs continued

Where there is more than one way out at a station, the destination of the way out should be stated beneath the way out patch. The two way out messages are to be separated by a 2mm light grey line (NCS S 4005-R80B).



5.0 Additional signs

- 5.1 Introduction
- 5.2 Safety and related signs
- 5.3 Information panel headers
- 5.4 Electronic signs



5.1 Introduction

This section of the manual covers the other sign types displayed within a DLR station. It also illustrates the possible positions of some of the signs on a platform.

5.2 Safety and related signs

All primary safety signs must carry the correct pictogram with appropriate text. Artwork for the correct corporate pictograms in the TfL house style are available from Corporate Design.

Safe condition signs

Safe Condition signs are Safety green. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with safe condition signs are:

- ◆ In emergency contact station controller
- ◆ First aid
- ◆ Emergency exit



Safe condition notices are:
Safety green NCS S 3065-G10Y
Corporate white NCS S 0500-N

Mandatory signs

Mandatory signs are Safety blue. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with mandatory signs are:

- ◆ Fire door Keep shut
- ◆ Do not obstruct these doors
- ◆ Keep clear



Mandatory notices are:
Safety blue NCS S 3065-R90B
Corporate white NCS S 0500-N

Prohibition signs

Prohibition signs are Safety red. Corporate black is used for pictograms against a Corporate white background. Text where necessary is white on a Safety red background.

Examples of accompanying messages with prohibition signs are:

- ◆ No entry unless authorised
- ◆ No smoking
- ◆ No parking



Prohibition notices are:
Safety red NCS S 1085-Y90R
Corporate white NCS S 0500-N
Corporate black NCS S 9000-N

5.2.1 Safety and related signs continued

Warning signs

Warning signs are Safety yellow with a Corporate black border. Corporate black is used for pictograms and text where necessary.

Examples of accompanying messages with warning signs are:

- ♦ Danger High voltage
- ♦ Mind the step
- ♦ Warning Buses turning



Warning notices are:

Safety yellow NCS S 0580-Y10R

Corporate black NCS S 9000-N

Corporate white NCS S 0500-N

Fire safety signs

Fire safety signs are white on a Safety red background. Pictograms are Corporate white on a Safety red background.

Examples of accompanying messages with fire safety signs are:

- ♦ Danger High voltage
- ♦ Mind the step
- ♦ Warning Buses turning



Fire safety notices are:

Safety red NCS S 1085-Y90R

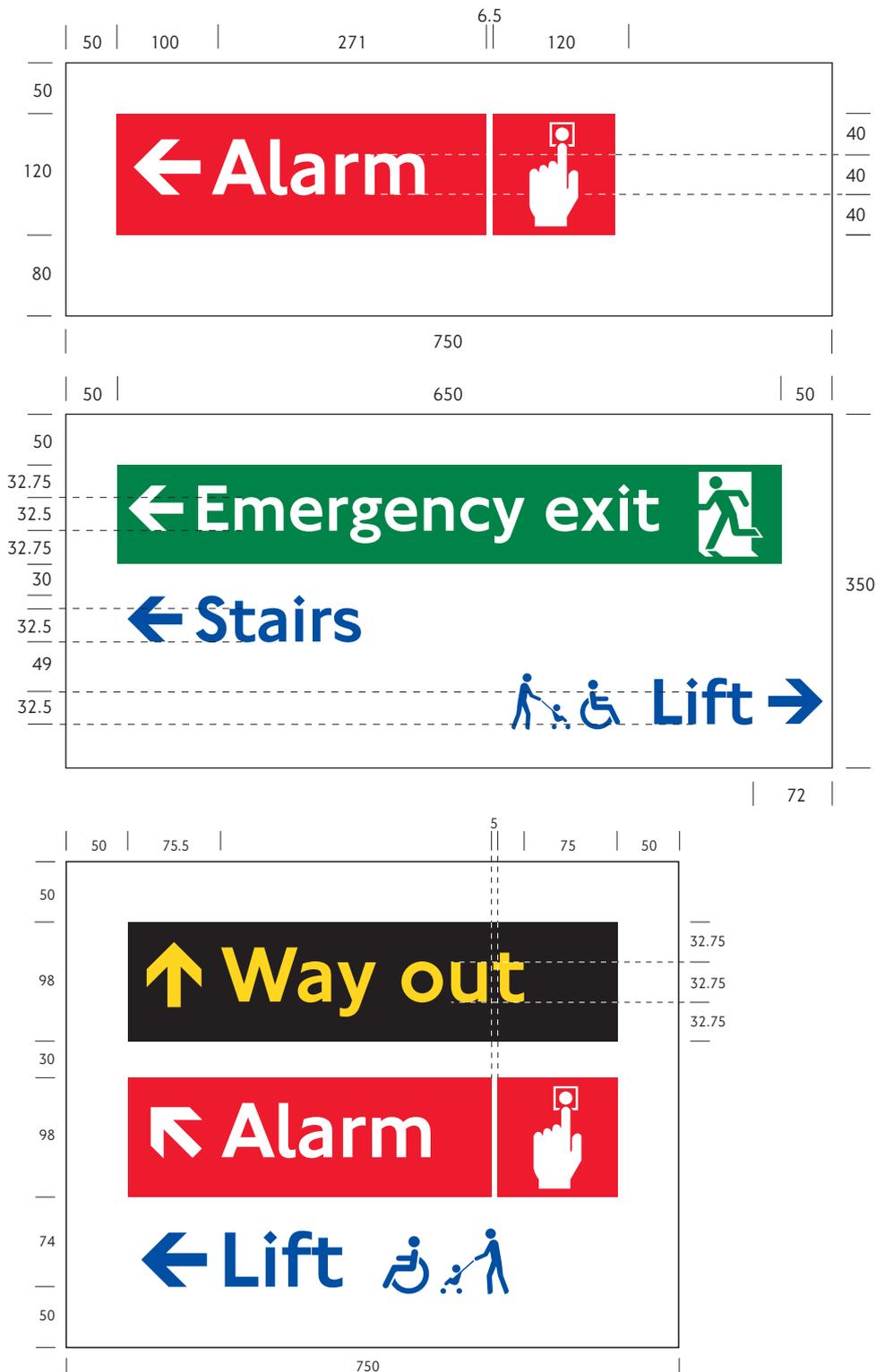
Corporate white NCS S 0500-N

For further details and rules concerning the construction of safety and related signs please contact TfL Corporate Design (020 7941 4462).

5.2.2 Safety and related signs continued

When directing to an element of safety, such as an alarm, safety signs may be combined with other directional messages. When doing so, ensure that the safety message is always shown first.

The only exception to this rule is if a safety message is combined with a way out message. In such instances the way out message is to be shown first.



5.3 Information panel headers

Information panels are designed to alert customers to DLR timetables and general DLR information. They are not to be used for directional signage.

The panels are all of the same height, but may vary in width. If the panel is below 1450mm in width, then the roundel is to be omitted.



Information panel that is less than 1450mm in width

5.4 Electronic signs

Electronic signs can provide customers with accurate, real-time information about train arrivals, disruptions to services and advise on safety and emergency procedures.

It is therefore important that information is presented in a clear, logical and consistent manner to aid recognition, comprehension and credibility.

Tri-colour LEDs are used which allow messages to be displayed in the appropriate colour for the message type.

Safety information and emergency procedures are red, disruption and general information is green, tram arrival information is yellow.

Consistent use of these colours will help passengers distinguish between different types of information. For exterior displays, ultra bright tri-colour LEDs should be used. The standard display lettering shown uses a character matrix 10 dots high and 7 dots wide. However, a 9 x 5 matrix may also be used for smaller boards.

The size of the lettering is determined by the size of LED and pitch (space between LEDs) used.

LED size/Pitch	x	y
3/4	25	12.5
5/7.62	46	23
9/15.24	92	46

x = x height of message (mm)

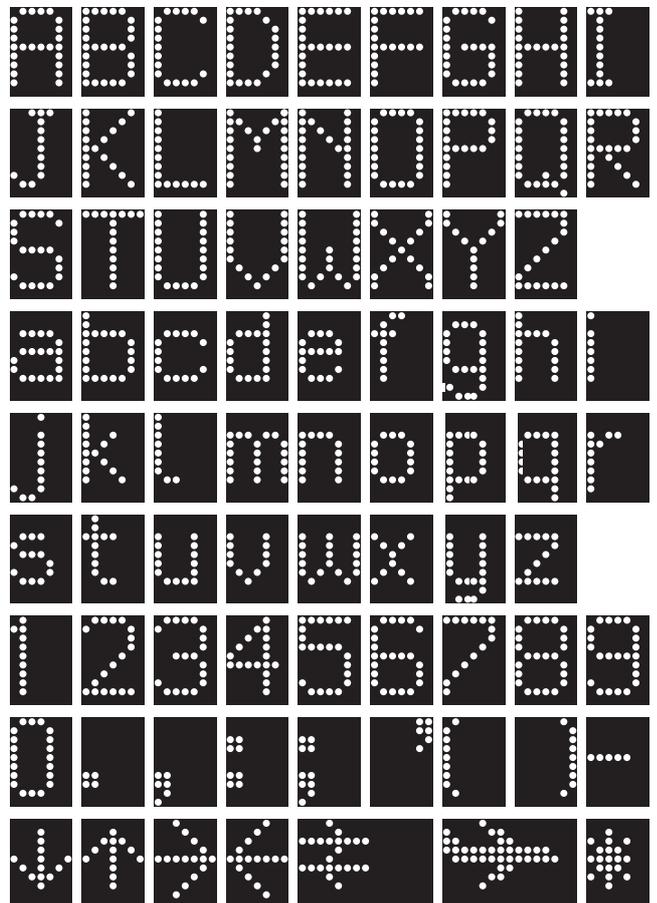
y = viewing distance (metres)

Messages appear in upper or lower case with all capital letters used for destinations and emphasis only.

Displays are made up of matrix blocks eight dots square. These are butted together to form a continuous matrix of the required size.

A minimum border equivalent to two display dots must be allowed within the display area. This may be made up of unused active or additional inactive LEDs, dependent on the number of active dots used for display lines.

An additional row of dots must be allowed between each line of display for line spacing. Character spacing is proportional.



6.0 Positioning of signs

- 6.1 Introduction
- 6.2 Sign levels
- 6.3 Platform sign locations
- 6.4 Line diagram locations
- 6.5 Positioning of information units



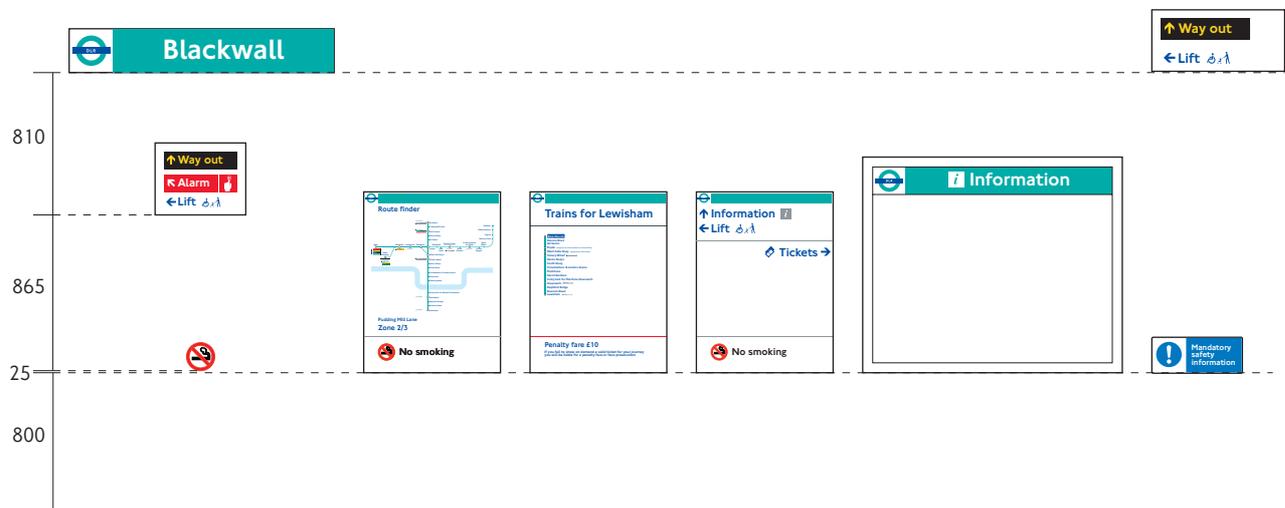
6.1 Introduction

The following pages are designed to illustrate the preferred positions for each sign at a DLR station.

6.2 Sign levels

The consistent leveling of signs is central to the effectiveness of any signing system. Failure to adhere to the principles shown on this page will seriously disrupt the carefully calculated levels of signing and impede communication of essential information to passengers. It will also result in a lack of harmony with architectural elements.

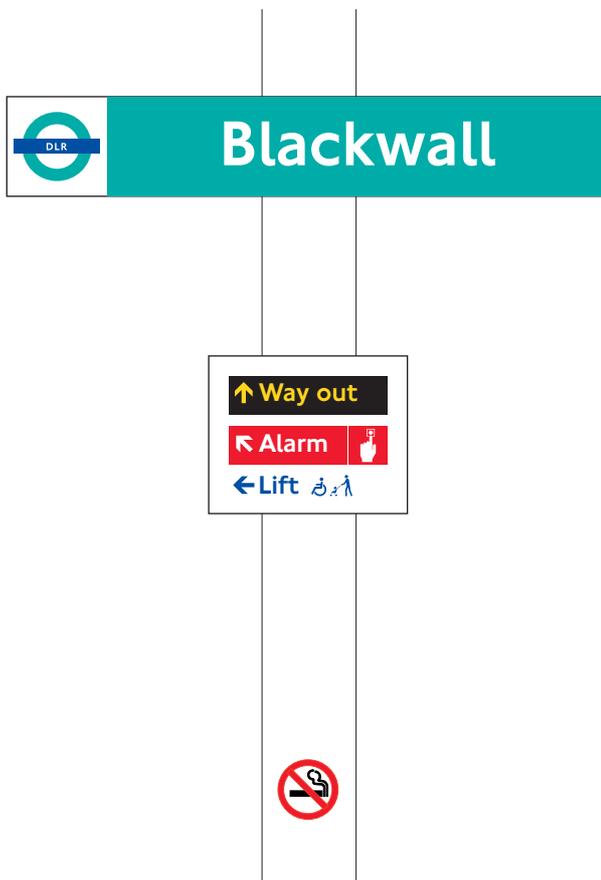
The guidelines have been established bearing in mind eye levels, viewing distance, architecture and the importance of the message.



6.3 Platform sign locations

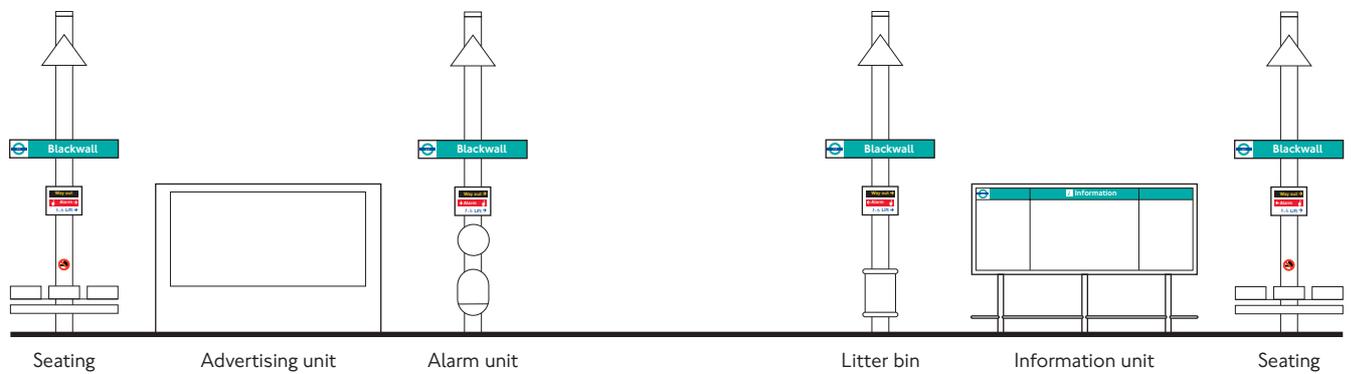
Station name identifiers are fixed to light posts and canopies as shown here and on the following pages.

The platform 'Way out' sign and 'No smoking' pictogram are also fixed to light posts, but may also appear on glass partitions when under a canopy.



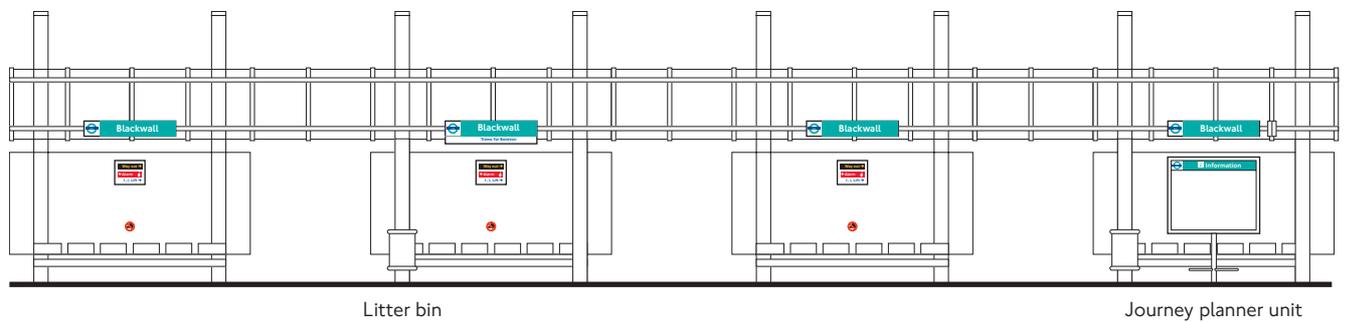
6.3.1 Platform sign locations continued

Where there is no canopy, the station name identifier, 'Way out' sign and 'No smoking' pictogram should be applied to light posts along the platform as shown.



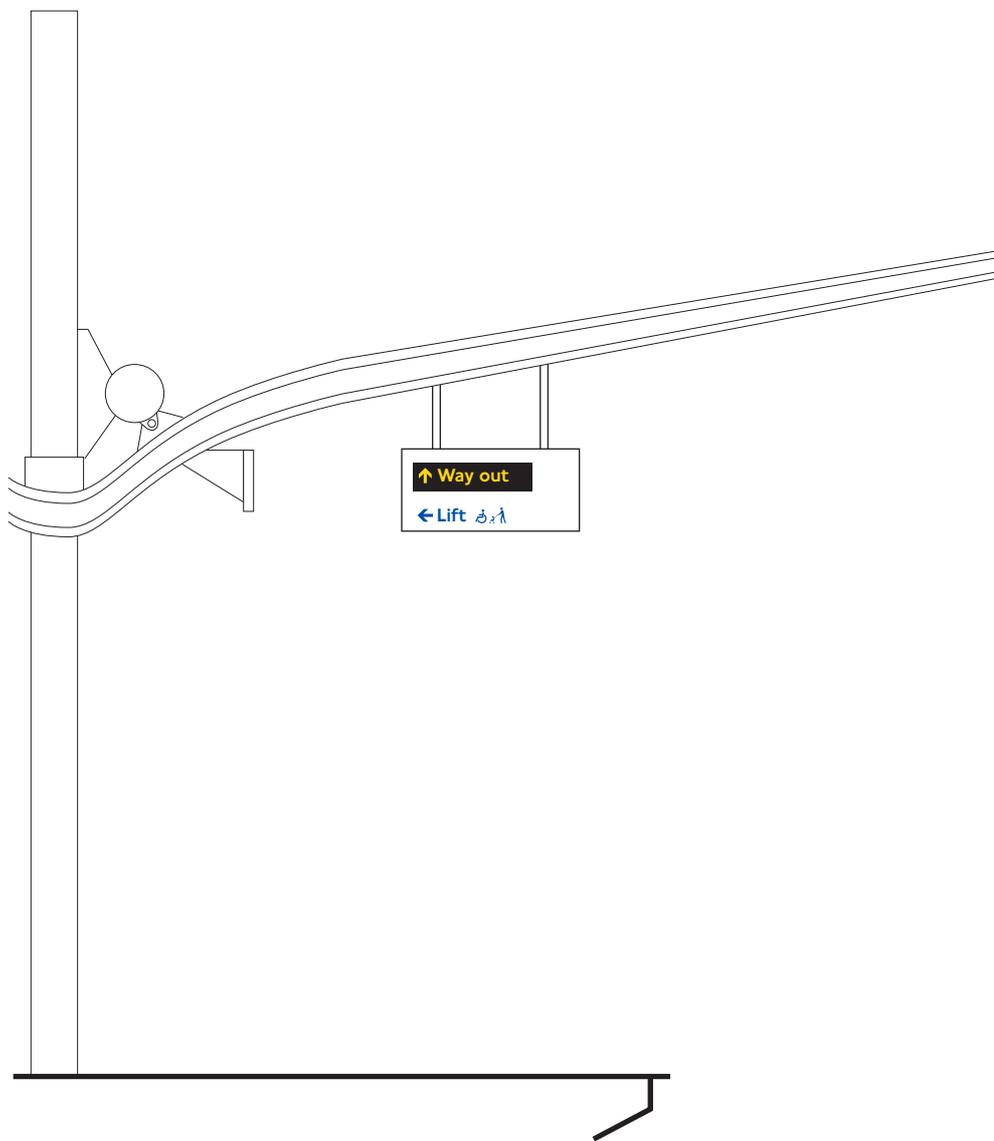
6.3.2 Platform sign locations continued

Where a canopy exists, the station name identifier, 'Way out' sign and 'No smoking' pictogram should be applied as shown.



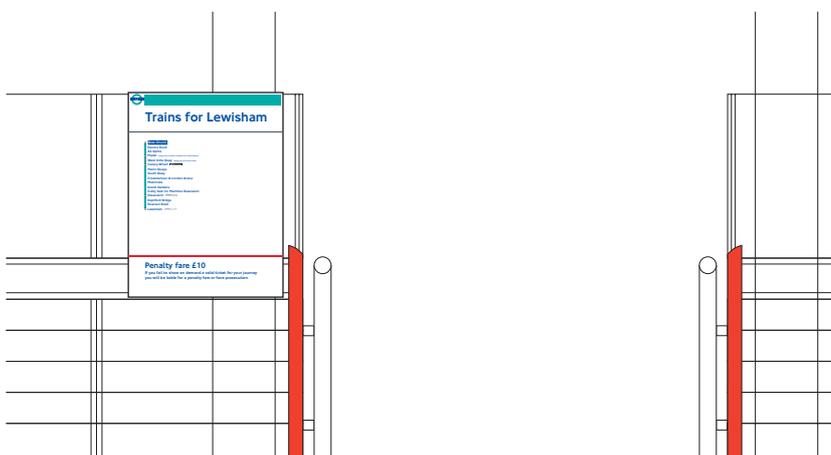
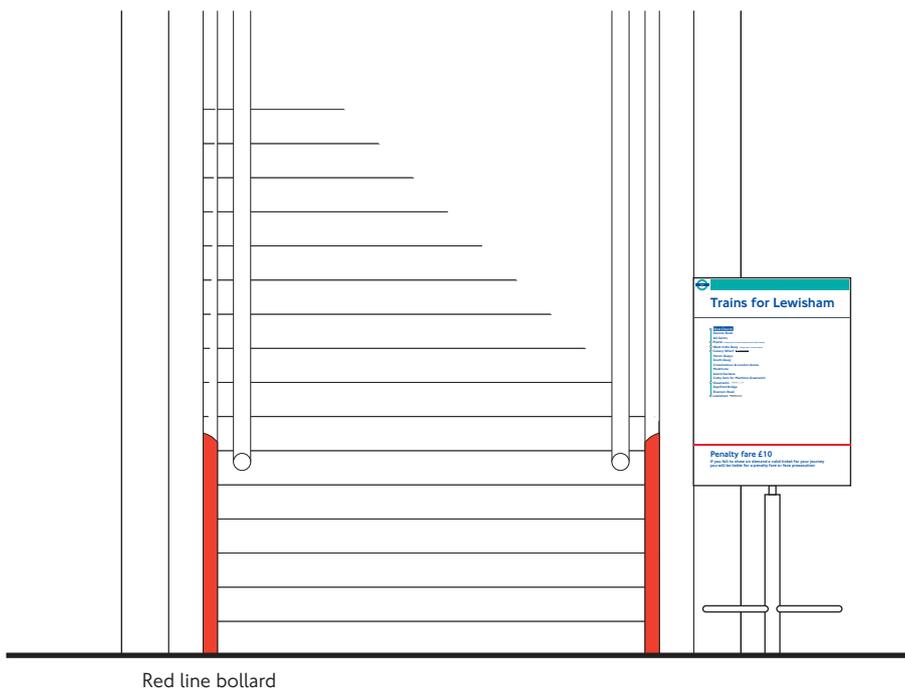
6.3.3 Platform sign locations continued

An illuminated 'Way out' sign should always appear at the exit from the platform, and is suspended from the canopy as shown.



6.4 Line diagram locations

Line diagram signs are located at the base or head of stairs leading directly to single (viaduct) platforms as shown, They always appear adjacent to the red line and can be free standing or mounted to the balustrade.



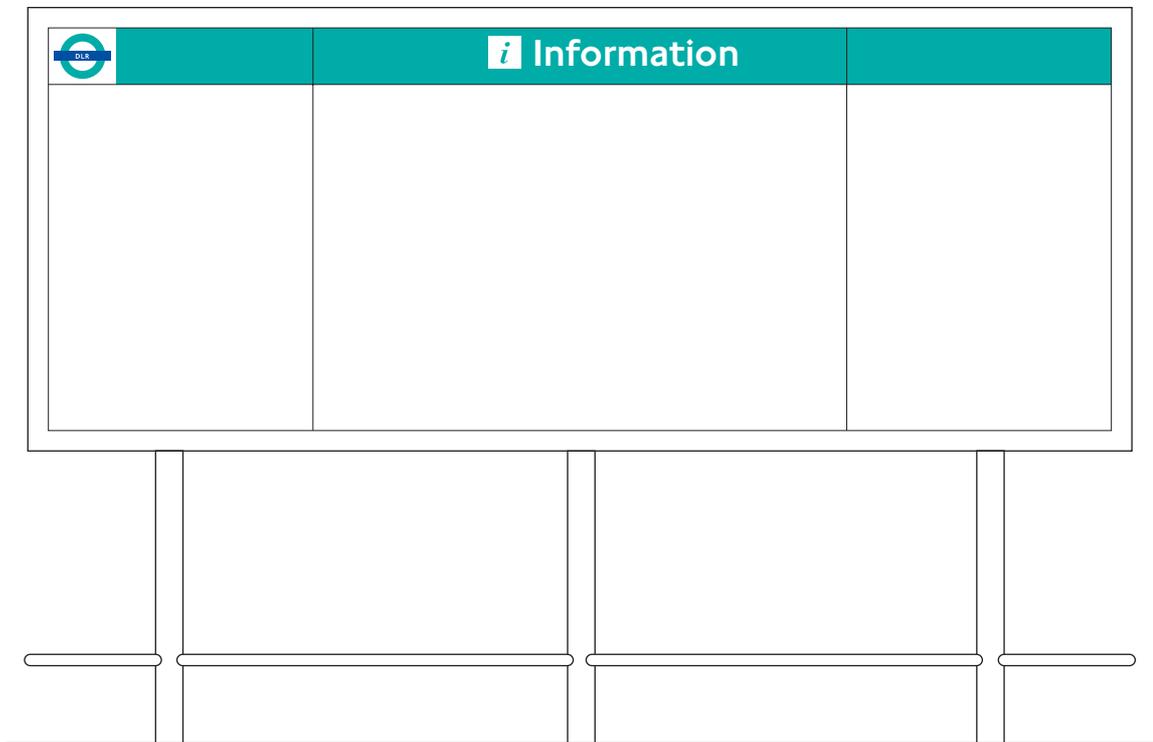
6.5 Positioning of information units

General information about the system is displayed in the form of posters on both concourse and platform level.

There is a minimum requirement for six double royal panels and two quad royal panels at concourse level.

At platform level there is a minimum requirement for four double royal panels and a separate quad royal panel.

The posters are displayed in specially designed units as shown.





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.
Telephone: **020 7126 4462**
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All TfL corporate design standards are available from the TfL internet site.
tfl.gov.uk/corporatedesign