Foreword

This document details all graphics and vinyl signs that are to be applied to the Emirates Air Line cable car.

Approved artwork for each graphic shown is available from TfL Corporate Design (phone 0203 054 6257). No other artwork is to be used.
This section of the document gives guidance on the basic elements that are used to produce graphic and vinyl signs within an Emirates Air Line cable car. The information covered includes the use of the corporate typeface and colours.

Further information can be found in design standards available on the TfL website: tfl.gov.uk/media
New Johnston
The typeface of TfL is New Johnston, which should be set in mixed upper and lower case. New Johnston Medium is the only typeface to be used for graphic and vinyl signs unless specifically stated otherwise.
The colours shown here are those used within Emirates Air Line to produce graphic and vinyl signs.

The Pantone Matching System is to be used for print purposes and the Natural Colour System (NCS) is to be used for paint applications.
The following pages illustrate the graphic elements that are to be applied to the Northern line car interiors.
2.1 CCTV combined sign

Artwork reference number
CABLECAR_INT_001

Size
80 x 436mm

Position on cab reference
A

Colours
Safety Blue (Pantone 300)
Safety red (Pantone 485)
Black 100%
2.2 Alarm top

Artwork reference number
CABLECAR_INT_002

Position on cab reference
B

Size
50 x 47mm

Colours
Safety red (Pantone 485).
2.3  Alarm directional

Artwork reference number
CABLECAR_INT_004

Position on train reference
C

Size
80 x 111mm

Colours
Safety Red (Pantone 485)
2.4 Safety case branding

Artwork reference number
CABLECAR_INT_004

Position on train reference
D

Size
30mm height

Colours
Emirates Red (Pantone 186)
2.5 Sign positions

A  CCTV combined sign
Vertically centred on column to left of display monitor at rear of cab.
Horizontally 10mm below red handrail.

B  Alarm top
Centred over yellow alarm button on alarm box.

C  Alarm directional
Vertically left hand of sign 28mm from left hand fabrication line.
Horizontally bottom of sign 270mm from top of alarm box.
2.24 Sign positions (continued)

D  Safety case branding
   Vertically centred on top panel of front of safety case.
   Horizontally centred on safety case.
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 (tfl.gov.uk/media)