



## Guidelines for Displaying Stickers and Official Signs in Licensed London Taxis

### Introduction

These guidelines set out to ensure that stickers and official signs displayed in licensed taxis are affixed appropriately and in approved positions within the vehicle and provide clarity to the owners and drivers of taxis. It is essential that any stickers or official signage are affixed in such a manner and position that they comply in all respects with the UK Road Traffic Act legislation and Road Vehicles (Construction and Use) Regulations 1986. It is also important that the visual amenity and comfort of passengers are not adversely affected by the placing of any stickers or official signage in taxis.

### General Requirements

Only stickers and official signage approved by Taxi and Private Hire (TPH) can be affixed to the interior of a licensed taxi.

### Front windscreen

- Taxi driver licence identifier to be affixed (using TPH supplied plastic wallet only) at the top, nearside (kerbside) area of the screen (approximately 155mm x 115mm)
- Attach the approved No Smoking signage to the rear of the plastic sleeve facing into the vehicle
- Approved signage of other types and design can be placed behind the rear view mirror but must not exceed the dimensions of the mirror surround
- Credit card acceptance signage supplied by TPH may be affixed to nearside lower corner area of the screen
- Other than the areas defined above and excluding from the requirements, such as parking permits, etc, no other area of the front windscreen can be used for additional signage

**Other than above, no other driver compartment window area (windscreen or side windows) can be obscured by stickers or signage of any type.**

### Partition Screen

- Approved stickers and official signage can only be placed on the partition in the area directly behind the driver
- No other area of the partition screen can be used for signage unless prior approval is given by TPH

- Approved stickers or official signage should not obscure the passenger view of the taximeter or obscure the passenger view of the road ahead

### **Passenger Side windows**

No stickers or signage is permitted to be placed on the passenger side windows of taxis other than:

- the approved official tariff information sticker on the nearside (NS) window (incorporates 'No Smoking' sign)
- the wheelchair passenger information sticker on the offside (OS) window; (incorporates 'No Smoking' sign)
- the approved card payment signage to the top of the NS and OS passenger door windows

### **Rear Windscreen**

- Taxi driver licence identifier to be affixed (using TPH supplied plastic wallet only) at the top, nearside (kerbside) area of the screen (approximately 155mm x 115mm)
- The affixing of any advertising material on the exterior of the rear screen must ensure that the identifier remain clearly visible at all times and must not be partially or fully obscured at any time by advertising design, material, images or graphics.

### **Near Field Communication (NFC) and Quick Response (QR) Code Technologies**

- All NFC and QR Code technologies must be approved by the Vehicle Policy Manager before being installed or carried in a licensed vehicle
- Stickers incorporating NFC and/or QR codes may only be used for single advertising campaigns in conjunction with tip seat advertising; multiple advertising campaigns using this technology are not permitted. A maximum of two stickers may be used at any one time
- NFC and/or QR code technology being used to provide a gateway to credit card payment apps must comply with the relevant banking regulations and standards as defined in the TfL electronic payment device guidelines
- Stickers may be of a circular or right angle design (square, oblong) with the following maximum dimensions:- circular 60mm wide, right angle 40mm x 180mm. (stickers used in campaigns must be of the same design).
- Stickers may be attached to the partition in the area directly behind the driver.

- The sticker must not be of a colour that may cause any sensory confusion for passengers having sight impairments and may only carry wording to assist passengers with instructions on the use of this technology
- The construction of the sticker material must be fit for its intended purpose and have good durability and adhesive qualities. The performance of the sticker material must not be adversely affected by dirt and/or moisture ingress.
- The sticker must be maintained in good condition at all times. The manufacturer's recommendations should be followed when affixing, maintaining and cleaning the material.

For additional information regarding advertising on licensed taxis and signage on licensed PHVs please see 'Guidelines for Advertising on Licensed London Taxis and Signs on Licensed London Private Hire Vehicles' available on the TfL website at [tfl.gov.uk/tph](http://tfl.gov.uk/tph)

For any other enquires please call 0343 222 4444