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For further information
A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Transport for London (TfL) maintains a high standard for coordinated design in every aspect of our operations.

This document details all graphics that are to be applied to buses within London. Where necessary, technical descriptions and intended locations are provided.

To obtain the approved artwork within this standard please contact TfL Corporate Design email: corporatedesign@tfl.gov.uk

Note

The notices within this document are correct at the time of going to print. Notices may be updated at any time.

Only TfL Design supplied artwork is to be used. No additional notices (with the exception of emergency notices on non-New Routemaster buses) are to be applied to London Buses without prior agreement with London Buses and TfL Design.
Introduction
This section of the document gives guidance on the basic elements that are used to produce the graphic elements on a bus. 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/corporatedesign
Johnston 100 Medium is London Buses’ corporate typeface and is used for all signing within the passenger environment. No other typeface is to be used.

Johnston 100 is highly legible and yet ‘friendly’ in tone. It is to be used in mixed upper and lower case (not all capitals). Capitals are used only for the beginning of a message or the beginning of a proper name.

Johnston 100 Medium
1.2 Colours

The colours shown here are those used on London Buses to produce graphic elements.

The Pantone Matching System is to be used for print purposes and the Natural Colour System (NCS) is to be used for paint applications.

All TfL corporate design standards are available from the TfL website: tfl.gov.uk/corporatedesign

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>NCS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Blue</td>
<td>PANTONE® 72</td>
<td>NCS S 3560-R80B</td>
</tr>
<tr>
<td>Corporate Black</td>
<td>PANTONE® Black</td>
<td>NCS S 9000-N</td>
</tr>
<tr>
<td>Safety Red</td>
<td>PANTONE® 485</td>
<td>NCS S 1085-Y80R</td>
</tr>
<tr>
<td>Safety Yellow</td>
<td>PANTONE® 116</td>
<td>NCS S 0580-Y10R</td>
</tr>
<tr>
<td>Safety Green</td>
<td>PANTONE® 356</td>
<td>NCS S 3065-G10Y</td>
</tr>
<tr>
<td>Safety Blue</td>
<td>PANTONE® 300</td>
<td>NCS S 3065-R90B</td>
</tr>
</tbody>
</table>
The following pages illustrate the graphic elements that are to be applied to the bus interior.
2.1 Priority wheelchair and baby buggy

1. **Buggy users please make space for wheelchair users**

   BIN_01A_RF_PriorityWheelchairAndBabyBuggy

2. **Buggy users please make space for wheelchair users**

   BIN_01B_LF_PriorityWheelchairAndBabyBuggy

3. **Buggy users**

   BIN_01C_RF_PriorityWheelchairAndBabyBuggy-InductionLoop

4. **Buggy users**

   BIN_01D_LF_PriorityWheelchairAndBabyBuggy-InductionLoop
2.1.1 Priority wheelchair and baby buggy (right-facing)

Artwork reference number
BIN_01A_RF_
PriorityWheelchairAndBabyBuggy

Position on bus reference
J

Size
588 x 194mm

Colour
Safety Blue (Pantone 300)
2.1.2 Priority wheelchair and baby buggy (left-facing)

Artwork reference number
BIN_01B_LF_
PriorityWheelchairAndBabyBuggy

Position on bus reference
J

Size
588 x 194mm

Colour
Safety Blue (Pantone 300)
2.1.3 Priority wheelchair and baby buggy/Induction loop (right-facing)

Artwork reference number
BIN_01C_RF_
PriorityWheelchairAndBabyBuggy-InductionLoop

Position on bus reference
J

Size
588 x 194mm

Colour
Safety Blue (Pantone 300)
2.1.4 Priority wheelchair and baby buggy/Induction loop (left-facing)

Artwork reference number
BIN_01D_LF_
PriorityWheelchairAndBabyBuggy-InductionLoop

Position on bus reference
J

Size
588 x 194mm

Colour
Safety Blue (Pantone 300)
2.2 Priority seat

[Image 1: Priority seats for people who are disabled, pregnant or less able to stand]

[Image 2: Induction loop - An induction loop facility is available for use]

BIN_02A_PrioritySeat
BIN_02B_PrioritySeat-InductionLoop
2.2.1 Priority seat - standard

Artwork reference number
BIN_02A_PrioritySeat

Position on bus reference
K

Size
170 x 220mm

Colour
Safety Blue (Pantone 300

Priority seats
for people who are disabled, pregnant or less able to stand
2.2.2 Priority seat/Induction loop

Artwork reference number
BIN_02B_PrioritySeat-InductionLoop

Position on bus reference
K

Size
170 x 270mm

Colour
Safety Blue (Pantone 300)
2.3  Do not stand beyond

Artwork reference number
BIN_03_PassengersStandBeyondThisPoint

Position on bus reference
C

Size
194 x 79mm

Colour
Safety Red (Pantone 485)
Artwork reference number
BIN_04_ForYourSafety

Position on bus reference
M

Size
194 x 54mm

Colour
Safety Red (Pantone 485)

Note
Only to be used on double-deck bus
2.5 No smoking

Artwork reference number
BIN_05_NoSmoking

Position on bus reference
L

Size
95 x 118mm

Colour
Safety Red (Pantone 485)
Corporate Black (Black 100%)

Note
Not to be used on New Routemaster
2.6 USB charging available

Artwork reference number
BIN_I4_USB-ChargingAvailable_112x185

Position on bus reference
N

Size
112 x 185mm

Colour
Corporate Blue (Pantone 072)

Note
To be applied on buses that have USB charging available
2.7 Lower combined multi-notice

BIN_07A_LowerCombined

BIN_07B_NRM_LowerCombined
2.7.1 Lower combined multi-notice - standard

Artwork reference number
BIN_07A_LowerCombined

Position on bus reference
D

Size
386 x 318mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster

£80 penalty fare or prosecution
if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

Welcome aboard
Buggy users must give priority to wheelchair users

No alcohol
Drinking alcohol or carrying open containers of alcohol is prohibited on this bus

CCTV cameras in operation
Images are being recorded in the interest of safety, security and crime prevention

Comments, complaints and suggestions
If you have a comment on the service, please contact
London Buses:
Website: tfl.gov.uk
By phone: 0343 222 1234*

If you are not satisfied with London Buses’ response you can contact London TravelWatch:
Website: www.londontravelwatch.org.uk
In writing: London TravelWatch, 169 Union Street, London SE1 0LL

London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.

Assaults
Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.

Travel information
For journey planning, times and fares on all transport in London, please call Transport for London 24-hour Travel Information.

tfl.gov.uk 0343 222 1234*
2.7.2 Lower combined multi-notice

Artwork reference number
BIN_07B_NRM_LowerCombined

Position on bus reference
E

Size
850 x 190mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
To always be used on the New Routemaster and in instances where the bulkhead version cannot be used
2.8 Upper combined multi-notice
2.8.1 Upper combined multi-notice - standard

Artwork reference number
BIN_08A_UpperCombined

Position on bus reference
G

Size
751 x 203mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster
2.8.2 Upper combined multi-notice/Audio - standard

Artwork reference number
BIN_08B_UpperCombined_Audio

Position on bus reference
G

Size
751 x 203mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster
2.8.3 Upper combined multi-notice - NRM

Artwork reference number
BIN_08C_NRM_UpperCombined

Position on bus reference
H

Size
513 x 129mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)

Note
For New Routemaster only
2.8.4 Upper combined multi-notice/Audio - NRM

Artwork reference number
BIN_08D_NRM_UpperCombined_Audio

Position on bus reference
H

Size
513 x 129mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)

Note
For New Routemaster only
2.9  Capacity

Artwork reference number
BIN_09_Capacity

Position on bus reference
F

Size
250 x 90mm

Colour
Corporate Blue (Pantone 072)

Note
Numbers to be inserted using Johnston 100.
Font: Johnston 100 Regular
Point size: 59pt
Colour: White

This notice should be obtained from the TfL label supplier. Please contact TfL Design (corporate@tfl.gov.uk) for further details
2.10 Contactless payments

1. BIN_10A_ContactlessPayments

2. BIN_10B_ContactlessPayments_InductionLoop

3. BIN_10C_ContactlessPayments_Audio

4. BIN_10D_ContactlessPayments_InductionLoop_Audio
2.10.1 Contactless payments - standard

Artwork reference number
BIN_10A_ContactlessPayments

Position on bus reference
B

Size
200 x 92mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
On some buses this notice may need to be positioned below the card reader (never place above the reader)
2.10.2 Contactless payments/Induction loop

Artwork reference number
BIN_10B_ContactlessPayments_InductionLoop

Position on bus reference
B

Size
200 x 92mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the card reader)
2.10.3 Contactless payments/Audio

Artwork reference number
BIN_10C_ContactlessPayments_Audio

Position on bus reference
B

Size
405 x 92mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the reader)
2.10.4 Contactless payments/Induction loop/Audio

Artwork reference number
BIN_10D_ContactlessPayments_InductionLoop_Audio

Position on bus reference
B

Size
405 x 153mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
These are three separate notices applied to a single backing sheet to ensure consistent spacing between the three vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the reader)
2.10.5 Audio recording

Artwork reference number
BIN_06_AudioRecording

Position on bus reference
A

Size
200 x 92mm

Colour
Corporate Blue (Pantone 072)

Note
This notice is only to be used when it is not possible to use the combined Contactless payments/Audio notice or the combined Contactless payments/Induction loop/Audio notice.

On some buses this notice may need to be positioned below the card reader (never place above the reader)
2.11 Contactless/Bus saver

1. **BIN_I1A_Contactless_BusSaver**
   - Contactless payments accepted:
   - On boarding please touch your card flat on the reader.
   - Bus saver ticket holders must use front door and pass ticket to driver.

2. **BIN_I1B_Contactless_BusSaver_ USBChargingAvailable**
   - Contactless payments accepted:
   - On boarding please touch your card flat on the reader.
   - Bus saver ticket holders must use front door and pass ticket to driver.
   - USB charging available on this bus.
2.11.1 Contactless/Bus saver

Artwork reference number
BIN_11A_Contactless_BusSaver

Position on bus reference
N

Size
112 x 407mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
For New Routemaster and Citaro buses only
2.11.2 Contactless/Bus saver/USB charging available

Artwork reference number
BIN_11B_Contactless_BusSaver_USBChargingAvailable

Position on bus reference
N

Size
112 x 590mm

Colour
Corporate Blue (Pantone 072)
CMYK process

Note
For New Routemaster and Citaro buses only
2.12 Registration number/Fleet number

Artwork reference number
BIN_12_Reg_FleetNumber

Position on bus reference
O

Size
200 x 70mm

Colour
Corporate Blue (Pantone 072)

Note
Details of the registration number and fleet number are to be obtained from the TfL label supplier. Please contact TfL Design (corporatedesign@tfl.gov.uk) for further details.
2.13 Stand clear of inward opening door - NRM

Artwork reference number
BIN_13_StandClearOfOpeningDoor

Position on bus reference
P

Size
352 x 102mm

Colour
Safety Yellow (Pantone 116)
Black 100%

Note
This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only
2.13.1 Emergency exit - break glass/Safety seal - NRM

Artwork reference number
BIN_41A_EmergencyExit_BreakGlass_SafetySeal

Position on bus reference
Q

Size
75 x 232mm

Colour
Safety Yellow (Pantone 116)
Safety Red (Pantone 485)
Safety Green (Pantone 356)

Note
This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only
Artwork reference number
BIN_41B_EmergencyExit

Position on bus reference
R

Size
182 x 30mm

Colour
Safety Green (Pantone 356)

Note
This is a double-sided notice with black on the reverse side.

For New Routemaster only
Artwork reference number
BIN_41C_EmergencyDoorRelease_Push-Here_PullHere

Position on bus reference
S

Size
80 x 64mm

Colour
Safety Green (Pantone 356)

Note
This is a double-sided notice with black on the reverse side.

For New Routemaster only
Artwork reference number
BIN_41D_EmergencyDoorRelease_EmergencyDoorControl_LF

Position on bus reference
T

Size
142 x 64mm

Colour
Safety Green (Pantone 356)

Note
This is a double-sided notice with black on the reverse side.

For New Routemaster only
2.13.5 Emergency door release/Emergency door control (right-facing - NRM)

Artwork reference number
BIN_41E_EmergencyDoorRelease_EmergencyDoorControl_RF

Position on bus reference
U

Size
142 x 64mm

Colour
Safety Green (Pantone 356)

Note
This is a double-sided notice with black on the reverse side.

For New Routemaster only
2.14 Beware of opening door floor vinyl - NRM

Artwork reference number
BIN_51_BewareOfOpeningDoor_FloorVinyl

Position on bus reference
To appear on the floor in the area by the curved door at the rear of the bus

Size
885 x 605mm (approx)

Colour
CMYK

Note
For New Routemaster only
This section of the document gives guidance on the positioning of all graphics on the interior of a bus.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.
3.1 Position of interior vinyls

A Audio recording
(BIN_06_AudioRecording)
Placed on driver’s assault screen 10mm to the left of the contactless payments vinyl. Bottom of both vinyls are to be aligned.

B Contactless payments
(BIN_10A>ContactlessPayments)
Placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Bottom of both vinyls are to be aligned.

C Do not stand beyond this point
(BIN_03_PassengersStandBeyondThisPoint)
Placed on the bulkhead in a clear area behind the driver’s seat.

Contactless payments/Induction loop
(BIN_10B>ContactlessPayments_ InductionLoop)
Placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Bottom of both vinyls are to be aligned.

Contactless payments/Audio
(BIN_10C>ContactlessPayments_Audio)
Placed on driver’s assault screen to the left of the card reader.

Contactless payments/Induction loop/ Audio
(BIN_10D(ContactlessPayments_ InductionLoop_Audio)
Placed on driver’s assault screen to the left of the card reader.
3.2 Position of interior vinyls continued

D Lower combined multi-notice - Standard
(BIN_07A_LowerCombined)
Placed on the bulkhead in a clear area behind the driver’s seat 10mm from the Do not stand beyond this point notice.

This is the preferred option to be used on the lower deck of a bus.

E Lower combined multi-notice - NRM
(BIN_07B_NRM_LowerCombined)
Placed in coving above window in wheelchair bay area.

When option D is not possible then this version should be used on the lower deck of a bus.

Note
Each combined multi-notice should have the vehicle registration number included as shown.

The CCTV message should also display the operator name and contact telephone number.

All text is printed on a Dymo label printer. Font type and size details are available from the TfL label supplier.
3.3 Position of interior vinyls continued

F  Capacity  
(BIN_09_Capacity)  
Placed centred 20mm above driver’s side window.

G  Upper combined multi-notice - Standard  
(BIN_08A_UpperCombined)  
Placed in coving directly opposite the top of stairs.

H  Upper combined multi-notice - NRM  
(BIN_08C_NRM_UpperCombined)  
Placed centred on panel at top of stairwells.

O  Registration number/Fleet number  
(BIN_12_Reg_FleetNumber)  
Placed 5mm to right of Capacity notice. Top of notice aligns with top of Capacity notice.
Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed under the window in the wheelchair area.

**J** Priority wheelchair and baby buggy
(right-facing)
(BIN_01A_RF_
PriorityWheelchairAndBabyBuggy)

Priority wheelchair and baby buggy
(left-facing)
(BIN_01B_LF_
PriorityWheelchairAndBabyBuggy)

Priority wheelchair and baby buggy/Induction loop (right-facing)
BIN_01C_RF_
PriorityWheelchairAndBabyBuggy-InductionLoop)

Priority wheelchair and baby buggy/Induction loop (left-facing)
(BIN_01D_LF_
PriorityWheelchairAndBabyBuggy-InductionLoop)
Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed alongside the first four individual, forward-facing, seats (only two notices per bus).

K  Priority seat - standard  
   (BIN_02A_PrioritySeat_170x220_Reg107)

Priority seat/Induction loop  
   (BIN_02B_PrioritySeat-InductionLoop)
3.6 Position of interior vinyls continued

**L** No smoking
(BIN_05_NoSmoking)
One notice to be displayed on each deck.
Placed on the bulkhead behind the driver’s seat 10mm from the lower combined notice.

**M** For your safety
(BIN_04_ForYourSafety)
Placed in stairwell so that it can be seen by passengers as they start to climb the stairs.

**P** Stand clear of inward opening door
(To be used on NRM only)
(BIN_13_StandClearOfOpeningDoor)
Centred 10mm below Emergency exit

**Note**
This notice faces inwards. The back of the notice is black and is applied to the glass. It is the black side of the notice that is seen from outside of the bus.
3.7 Position of interior vinyls continued

N  Contactless/Bus saver
(To be used on NRM and Citaros only)
(BIN_11A_Contactless_BusSaver)
Placed close to the inside edge of each bus door. Top of sign aligned with bottom of passenger windows.
(Vertically aligned on NRM with edge of black glass rendering - both sides).

Contactless/Bus saver/USB charging available
(To be used on NRM and Citaros only where USB charging is available)
(BIN_11B_Contactless_BusSaver_USB-ChargingAvailable)
Placed close to the inside edge of each bus door. Top of sign aligned with bottom of passenger windows.
(Vertically aligned on NRM with edge of black glass rendering - both sides).

USB charging available
(To be used on all other buses where USB charging is available)
(BIN_14_USB-ChargingAvailable)
Placed close to the inside edge of each bus door. Top of notice aligned with bottom of passenger windows.
The following highlighted vinyls are applied to the inside of the window.

**Q**  Emergency exit - Break glass  
(Upper deck passenger window above centre doors)  
(BIN_41A_EmergencyExit_BreakGlass_SafetySeal)  
Aligned to fit over red button.

**R**  Emergency exit  
(Front, middle and rear)  
(BIN_41B_EmergencyExit_DS)  
Vertically aligned - Centred on doors (both sides). Horizontally aligned - Top of sign 60mm from top of door.
3.8.1 Position of interior vinyls continued
(emergency notices - NRM doorside elevation continued)

S  Emergency door release push/pull here
(Front and rear doors)
(BIN_41C_EmergencyDoorRelease_PushHere_PullHere)
Vertically aligned - With edge of outer black glass rendering (all sides).
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.

T  Emergency door control/Emergency door release (Left side)
(BIN_41D_EmergencyDoorControl_EmergencyDoorRelease_PushAndSlide_DS_LF)
Vertically aligned - With edge of black glass rendering.
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.

U  Emergency door control/Emergency door release (Right side)
(BIN_41E_EmergencyDoorControl_EmergencyDoorRelease_PushAndSlide_RF)
Vertically aligned - With edge of black glass rendering.
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.
3.9 Position of interior vinyls continued
(emergency notices - NRM offside elevation)

The following highlighted vinyls are applied to the inside of the window.

**Q** Emergency exit - Break glass
(Upper deck passenger window above centre doors)
(BIN_41A_EmergencyExit_BreakGlass_SafetySeal)
Aligned to fit over red button.

**R** Emergency exit
(Front, middle and rear)
(BIN_41F_EmergencyExit_DS)
Vertically aligned - Centred on doors (both sides).
Horizontally aligned - Top of sign 60mm from top of door.
The following pages illustrate the graphic elements that are to be applied to the bus exterior.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.
Artwork reference number
BEX_01_BusRoundel

Position on bus reference
AA

Size
490mm roundel bar width
(standard size - to be used in on all double-deck buses. To also be used on the doorside of single deck buses and in most instances on the offside of a single deck bus)

350mm roundel bar width
(May only be used on the offside of a single-deck bus where space constraints prohibit the use of the 490mm wide roundel. The 490mm wide roundel must always be used on the doorside of a single-deck bus)

Colour
White
Artwork reference number
BEX_02_WheelchairAccessibility

Position on bus reference
AB

Size
134mm Diam

Colour
Safety Blue (Pantone 300)
4.3 Walking stick accessibility

Artwork reference number
BEX_03_WalkingStickAccessibility

Position on bus reference
AC

Size
134mm Diam

Colour
Safety Blue (Pantone 300)
Artwork reference number
BEX_04_FleetNumber

Position on bus reference
AD

Size
70mm cap height
(298pt)

Colour
White

Note
This is an example only. Each bus has its own unique fleet number.
4.5 Caution - bus pulls in frequently

Artwork reference number
BEX_05_Caution_BusPullsInFrequently

Position on bus reference
AE

Size
A5

Colour
Safety Yellow (Pantone 116)
Black 100%
Artwork reference number
BEX_06_Danger600Volts

Position on bus reference
AF

Size
45 x 65mm

Colour
Safety Yellow (Pantone 116)
Black 100%

Note
For New Routemaster only
Artwork reference number
BEX_07_CleanerAirForLondon

Position on bus reference
AG

Size
Various

Colour
CMYK process
4.8 Supplementary messages (examples only)

1. **Fuel**
   - BEX_08_F1_Fuel

2. **Adblue**
   - BEX_08_F2_Adblue

3. **Emergency engine stop under flap**
   - BEX_08_F3_EmergencyEngineStop

4. **Coolant**
   - BEX_08_F4_Coolant

**Note**
The supplementary messages on this page are mandatory for the New Routemaster (NRM).

Supplementary messages for all other bus types must be generated using Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for by the manufacturer or bus operator via the TfL website: tfl.gov.uk/corporatedesign
Artwork reference number
BEX_08_F1_Fuel

Position on bus reference
AH

Size
20mm cap height
(85pt)

Colour
White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign
4.8.2 Adblue - NRM

Artwork reference number
BEX_08_F2_Adblue

Position on bus reference
AJ

Size
20mm cap height
(85pt)

Colour
White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign
Artwork reference number
BEX_08_F3_EmergencyEngineStop

Position on bus reference
AK

Size
20mm cap height on 10mm cap height leading (85/85pt)

Colour
White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign
Artwork reference number
BEX_08_F4_Coolant

Position on bus reference
AL

Size
20mm cap height
(85pt)

Colour
White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign
4.9 Address and weight

Artwork reference number
BEX_09_AddressAndWeight

Position on bus reference
AM

Size
20mm cap height on 10mm cap height leading (85/85pt)

Colour
White

Note
This is an example only.

Operator name, address and bus weight text is generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Operator Name
2 Avenue Road
Newtown
London 123 ABC

Weight: 00,000kg
4.10 Operator logos

Artwork reference number
BEX_10_OperatorLogos

Position on bus reference
AN

Size
Logos to be scaled to give parity with the roundel. Operator logo must not dominate the roundel. Agreed size of each operator logo will be determined by TfL.

Colour
White

Note
These are examples only.

All bus operator logos must be displayed in white only.
4.11 Bus roof identification number

Artwork reference number
BEX_11_BusRoofNumber

Position on bus reference
AO

Size
350mm cap height
(1490/1490pt)

Colour
Black 100%

Note
This is an example only
4.12 Emergency notices (external) - NRM

1. **Emergency door release**
   Lift flap
   BEX_41A_EmergencyDoorRelease

2. **Emergency door release**
   Pull and slide
   BEX_41B_EmergencyDoorRelease_PullAndSlide_LF

3. **Emergency door release**
   Pull and slide
   BEX_41C_EmergencyDoorRelease_PullAndSlide_RF
4.12.1 Emergency door release - NRM

Artwork reference number
BEX_41A_EmergencyDoorRelease

Position on bus reference
AP

Size
148 x 36mm

Colour
Safety Green (Pantone 356)

Note
For New Routemaster only
4.12.2  Emergency door release pull and slide (left-facing - NRM)

Artwork reference number
BEX_41B_EmergencyDoorRelease_PullAndSlide_LF

Position on bus reference
AQ

Size
142 x 64mm

Colour
Safety Green (Pantone 356)

Note
For New Routemaster only
4.12.3 Emergency door release pull and slide (right-facing - NRM)

Artwork reference number
BEX_41C_EmergencyDoorRelease_PullAndSlide_RF

Position on bus reference
AR

Size
142 x 64mm

Colour
Safety Green (Pantone 356)

Note
For New Routemaster only
4.13 USB charging on board this bus

Artwork reference number
BEX_51_USB-OnBoardThisBus

Position on bus reference
AS

Size
250mm diameter

Colour
Corporate Blue (Pantone 072)

Note
To be applied on buses that have USB charging capability
This section of the document gives guidance on the positioning of all graphics on the exterior of a bus.
5.1 New Routemaster (doorside elevation)

**AA Roundel**
(BEX\_01\_BusRoundel)
Vertically aligned - Centred on rear centre window panel.
Horizontally aligned - Top of roundel 1mm below top of panel (before panel bends).

**AB Wheelchair accessibility (front)**
(BEX\_02\_WheelchairAccessibility)
Vertically aligned - 110mm from edge of headlight (between headlight and front door frame).
Horizontally aligned - Bottom of sign 10mm above centre line of headlight.

**Wheelchair accessibility (centre)**
Vertically aligned - Centred in line with emergency access panel above.
Horizontally aligned - Centred in line with side indicator light.

continued on next page...
5.1.1 New Routemaster (doorside elevation) continued

AC Walking stick accessibility (front) (BEX_03_WalkingStickAccessibility)
Vertically aligned - Centred beneath wheelchair notice.
Horizontally aligned - Top of sign 20mm below wheelchair notice.

Walking stick accessibility (centre)
Centred beneath wheelchair notice.
Horizontally aligned - Top of sign 20mm below wheelchair notice.

AD Fleet number (BEX_04_FleetNumber)
Vertically aligned - Left side 40mm (approx) from panel edge.
Horizontally aligned - Base line of text 100mm (approx) above bus bottom.

AF 600 volts (BEX_06_Danger600Volts)
Vertically aligned - 55mm from panel edge (both sides).
Horizontally aligned - 80mm from panel bottom (both sides).

AG Cleaner Air for London logo (BEX_07_CleanerAirForLondon)
Vertically aligned - Between front wheel arch and side indicator light.
Horizontally aligned - Centred on panel beneath lower deck passenger window.

AM Operator address and bus weight (BEX_10_AddressAndWeight)
Vertically aligned - 100mm (approx) from panel edge.
Horizontally aligned - Base line of last line of text 100mm (approx) above bus bottom.

AN Operator logo (BEX_11_OperatorLogos)
Vertically aligned - Centred on panel.
Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

AP Emergency door release (Bus body - front centre and rear) (BEX_41A_EmergencyDoorRelease)
Vertically aligned - Centred above Emergency door release cap.
Horizontally aligned - Centred between bottom of window and Emergency door release cap.

AQ Emergency door release - pull and slide LF (Middle door - left side) (BEX_41B_EmergencyDoorRelease_PullAndSlide_LF)
Vertically aligned - Centred below door release slots (both sides).
Horizontally aligned - Centred between door release slot and bottom of door (both sides).

AR Emergency door release - pull and slide RF (Middle door - right side) (BEX_41C_EmergencyDoorRelease_PullAndSlide_RF)
Vertically aligned - Centred below door release slots (both sides).
Horizontally aligned - Centred between door release slot and bottom of door (both sides).

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.2 New Routemaster (offside elevation)

**AA Roundel**
(BEX_01_BusRoundel)
Vertically aligned - 90mm from centre panel right edge.
Horizontally aligned - Top of roundel 1mm below top of panel (before panel bends).

**AD Fleet number**
(BEX_04_FleetNumber)
Vertically aligned - Left side 30mm from drain hole. Horizontally aligned - Base line of text 30mm above front door frame.

**AG Cleaner Air for London logo**
(BEX_07_CleanerAirForLondon)
Vertically aligned - Centred on first full panel to left of front wheel.
Horizontally aligned - Centred on panel beneath lower deck passenger window.

continued on next page...
5.2.1 New Routemaster (offside elevation) continued

AH Fuel
(Not shown - on underside of flap)
BEX_08_F1_Fuel
Vertically aligned - Centred above fuel hole.
Horizontally aligned - 20mm above fuel hole area.

AJ Adblue
(Not shown - on underside of flap)
BEX_08_F2_Adblue
Vertically aligned - Centred on Adblue panel.
Horizontally aligned - Base line of text 40mm from top of panel.

AK Emergency engine stop
BEX_08_F3_EmergencyEngineStop
Vertically aligned - Centred on emergency engine stop panel.
Horizontally aligned - Centred on emergency engine stop panel.

AL Coolant
BEX_08_F4_Coolant
Vertically aligned - Centred on coolant panel.
Horizontally aligned - Centred on coolant panel.

AN Operator logo
BEX_11_OperatorLogos
Vertically aligned - Right hand side aligned with fleet number.
Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.3 New Routemaster (front and back elevations)

AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - 20mm from indicator lights.
Horizontally aligned - Top of vinyl 20mm from top of panel.

Note
No operator branding are to appear on the front or back of the bus.
5.4 Generic double-deck bus (doorside elevation)

AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred between centre door and front wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility (front)
(BEX_02_WheelchairAccessibility)
Vertically aligned - Placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
Vertically aligned - Centred 10mm away from wheelchair access button.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.
5.4.1  Generic double-deck bus (doorside elevation) continued

**AC  Walking stick accessibility (front)**
(BEX_03_WalkingStickAccessibility)
Vertically aligned - Centred beneath wheelchair vinyl.
Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
Centred beneath wheelchair notice.
Horizontally aligned - Top of sign 10mm below wheelchair notice.

**AD  Fleet number**
(BEX_04_FleetNumber)
Vertically aligned - Left side aligned with left edge of door below.
Horizontally aligned - Base line of text 30mm (approx) above front door frame.

**AG  Cleaner Air for London logo**
(BEX_07_CleanerAirForLondon)
Vertically aligned - In front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally aligned - Top of leaf 50mm below bottom of window.

**AM  Operator address and bus weight**
(BEX_10_AddressAndWeight)
Vertically aligned - 100mm (approx) from panel edge.
Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

**AN  Operator logo**
(BEX_11_OperatorLogos)
Vertically aligned - Centred above front door.
Horizontally aligned - Bottom of logo 70mm (approx) above fleet number cap height.

**Note**
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred between rear wheel arch and front wheel arch. Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AD Fleet number
(BEX_04_FleetNumber)
Vertically aligned - Right side aligned with window edge below. Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo
(BEX_07_CleanerAirForLondon)
Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch). Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...
5.5.1 Generic double-deck bus (doorside elevation) continued

AN Operator logo
(BEX_11_OperatorLogos)
Vertically aligned - Centred above driver’s window.
Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - Placed at rear of bus on the nearside.
Horizontally aligned - Placed at eye level for cyclist (1700mm approx from ground level).

Note
No operator branding are to appear on the front or back of the bus.
5.7 Generic single-deck bus - single door (doorside elevation)

AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred between front wheel arch and rear wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility
(BEX_02_WheelchairAccessibility)
Vertically aligned - Placed nearside as shown aligned with ‘Walking stick accessibility’ vinyl.
Horizontally aligned - Placed 10mm above ‘Walking stick accessibility’ vinyl.

AC Walking stick accessibility
(BEX_03_WalkingStickAccessibility)
Vertically aligned - Centred beneath wheelchair vinyl.
Horizontally aligned - Top of sign 10mm below wheelchair notice.

continued on next page...
5.7.1  Generic single-deck bus - single door (doorside elevation) continued

AD Fleet number
(BEX_04_FleetNumber)
Vertically aligned - Left side aligned with left edge of door below.
Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo
(BEX_07_CleanerAirForLondon)
Vertically aligned - Behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).
Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator address and bus weight
(BEX_10_AddressAndWeight)
Vertically aligned - 100mm (approx) from panel edge.
Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo
(BEX_11_OperatorLogos)
Vertically aligned - Centred above front door (or, if fleet number prohibits this, left side of logo 50mm from fleet number).
Horizontally aligned - Centred between door and top of bus (or centred on panel above door).

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.8 Generic single-deck bus - single door (offside elevation)

**AA Roundel** (BEX_01_BusRoundel)
- Vertically aligned - Centred between rear wheel arch and front wheel arch.
- Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

**AD Fleet number** (BEX_04_FleetNumber)
- Vertically aligned - Right side aligned with window edge below.
- Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

**AG Cleaner Air for London logo** (BEX_07_CleanerAirForLondon)
- Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
- Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...
5.8.1  Generic single-deck bus - single door (offside elevation) continued

AN Operator logo
(BEX_11_OperatorLogos)
  Vertically aligned - Centred above driver’s window (or, if fleet number prohibits this, right side of logo 50mm from fleet number).
  Horizontally aligned - Centred between window and top of bus (or centred on panel above door).

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred between centre door and front wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility (front)
(BEX_02_WheelchairAccessibility)
Vertically aligned - Placed nearside as shown aligned with Walking stick accessibility vinyl.
Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
Vertically aligned - Centred in line with wheelchair access button - 10mm away.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.

continued on next page...
AC Walking stick accessibility (front)  
(BEX_03_WalkingStickAccessibility)  
Vertically aligned - Centred beneath wheelchair vinyl.  
Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)  
Vertically aligned - Centred beneath wheelchair notice.  
Horizontally aligned - Top of sign 10mm below wheelchair notice.

AD Fleet number  
(BEX_04_FleetNumber)  
Vertically aligned - Left side aligned with left edge of door below.  
Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo  
(BEX_07_CleanerAirForLondon)  
Vertically aligned - Behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).  
Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator address and bus weight  
(BEX_10_AddressAndWeight)  
Vertically aligned - 100mm (approx) from panel edge.  
Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo  
(BEX_11_OperatorLogos)  
Vertically aligned - Centred above front door (or, if fleet number prohibits this, left side of logo 50mm from fleet number).  
Horizontally aligned - Centred between door and top of bus (or centred on panel above door).

Note  
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.10  Generic single-deck bus - two doors (offside elevation)

**AA Roundel**  
(BEX_01_BusRoundel)  
Vertically aligned - Centred between rear wheel arch and front wheel arch.  
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

**AD Fleet number**  
(BEX_04_FleetNumber)  
Vertically aligned - Right side aligned with window edge below.  
Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

**AG Cleaner Air for London logo**  
(BEX_07_CleanerAirForLondon)  
Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).  
Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...
AN Operator logo

Vertically aligned - Centred above driver’s window (or, if fleet number prohibits this, right side of logo 50mm from fleet number).
Horizontally aligned - Centred between window and top of bus (or centred on panel above door).

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred between front wheel arch and centre door.
Horizontally aligned - Centred between bottom of window and top of skirting panel.

AB Wheelchair accessibility (front)
(BEX_02_WheelchairAccessibility)
Vertically aligned - Placed nearside as shown aligned with Walking stick accessibility vinyl.
Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
Vertically aligned - Centred in line with wheelchair access button - 10mm away.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.

continued on next page...
5.11.1 Enviro 200 EV electric bus (doorside elevation) continued

AC  Walking stick accessibility (front)
   (BEX_03_WalkingStickAccessibility)
   Vertically aligned - Centred beneath wheelchair vinyl.
   Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
Vertically aligned - Centred beneath wheelchair notice.
Horizontally aligned - Top of sign 10mm below wheelchair notice.

AD  Fleet number
   (BEX_04_FleetNumber)
   Vertically aligned - Left side aligned with left edge of door below.
   Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG  Cleaner Air for London logo
   (BEX_07_CleanerAirForLondon)
   Vertically aligned - Right side of leaf on panel edge (text to appear on adjacent panel)
   Horizontally aligned - Top of leaf 50mm below bottom of window.

AM  Operator name, address and bus weight
   (BEX_10_AddressAndWeight)
   Vertically aligned - 100mm (approx) from panel edge.
   Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN  Operator logo
   (BEX_11_OperatorLogos)
   Vertically aligned - Centred above front door (or, if fleet number prohibits this, 50mm from fleet number).
   Horizontally aligned - Centred on panel above door (or, if logo shape requires, between door and top of bus).

AS  USB charging available
   (BEX_51_USB-OnBoardThisBus)
   Vertically aligned - Aligned with rear wheel arch.
   Horizontally aligned - Top of vinyl 50mm below bottom of window.

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.12 Enviro 200 EV electric bus (offside elevation)

AA Roundel
(BEX_01_BusRoundel)
Vertically aligned - Centred under driver window.
Horizontally aligned - Centred between bottom of window and top of skirting panel.

AD Fleet number
(BEX_04_FleetNumber)
Vertically aligned - Right side aligned with window edge below.
Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo
(BEX_07_CleanerAirForLondon)
Vertically aligned - Right side of leaf on panel edge (text to appear on adjacent panel)
Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...
AN Operator logo
   (BEX_11_OperatorLogos)
   Vertically aligned - Centred above driver's window (or, if fleet number prohibits this, 50mm from fleet number).
   Horizontally aligned - Centred on panel above window (or, if logo shape requires, between window and top of bus).

AS USB charging available
   (BEX_51_USB-OnBoardThisBus)
   Vertically aligned - Aligned with rear wheel arch.
   Horizontally aligned - Top of vinyl 50mm below bottom of window.

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.13 Single-deck buses (front and back elevations - all models)

AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - Placed at rear of bus on the nearside.
Horizontally aligned - Placed at eye level for cyclist (1700mm approx from ground level).

Note
No operator branding is to appear on the front or back of the bus.
AO Caution - bus pulls in frequently
(BEX_11_BusRoofNumber)
Vertically aligned - Centred on bus roof
Horizontally aligned - Bottom line of
text - 980mm from rear of bus. Top line
of text 1430mm from rear of bus.

Note
Where possible, please try to avoid placing
vinyls across more than one panel. If
necessary, adjust slightly the positioning of a
vinyl so that it sits on an entire panel.
Damaged or vandalised notices (such as those shown on this page) are to be replaced as early as possible. They are to be completely removed and any adhesive residue cleaned off before a new notice is applied.

New notices must not be placed over existing notices.

All notices should be ordered from the TfL bus notices supplier.
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, or the sign types contained within this document please contact TfL Corporate Design.

Email: corporatedesign@tfl.gov.uk

All TfL design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

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