Tram graphics standard (CR4000)

Issue 4
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**Foreword**

This document details all interior and exterior graphics that are to be applied to London Trams fleet (CR4000 stock). Locations for the graphic notices are also provided.

Approved artwork for each notice shown is available from TfL Corporate Design (corporatedesign@tfl.gov.uk).

No other artwork is to be used.
Basic elements

This section of the document gives guidance on the basic elements that are used to produce graphic notices within the London Trams fleet (CR4000). 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
The typeface of TfL is Johnston, which should be set in mixed upper and lower case. New Johnston Medium is the only typeface to be used for graphic notices unless specifically stated otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,"'():;

New Johnston Medium
1.2 Colours

The colours shown here are those used within the London Trams fleet (CR4000 stock) to produce graphic notices.

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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tram Green</td>
<td>PMS 368 (S 0580 G30Y)</td>
</tr>
<tr>
<td>Beckenham Loop Green</td>
<td>PMS 382 (S 0570 G70Y)</td>
</tr>
<tr>
<td>Corporate Red</td>
<td>PMS 485 (S 1085-Y80R)</td>
</tr>
<tr>
<td>Safety Blue</td>
<td>PMS 300 (S 3065-R90B)</td>
</tr>
<tr>
<td>Corporate White</td>
<td>PMS 072 (S 3560-R80B)</td>
</tr>
<tr>
<td>Safety Yellow</td>
<td>PMS 116 (S 0580-Y10R)</td>
</tr>
<tr>
<td>Safety Green</td>
<td>PMS 356 (S 3065-G10Y)</td>
</tr>
<tr>
<td>Black</td>
<td>Black 100% (S 9000-N)</td>
</tr>
<tr>
<td>Livery Mid Grey</td>
<td>PMS Cool Grey (S 1502 Y)</td>
</tr>
</tbody>
</table>

PMS: Pantone Matching System
NCS: Natural Colour System
The following pages illustrate the graphic notices that are to be applied to the tram interior (CR4000 stock).
2.1 CCTV/No smoking/No alcohol/Penalty fares

Artwork reference
LTV_INT_001

Size
188 x 261mm

Position reference
A

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

CCTV cameras in operation
Images are being monitored and recorded for the purposes of safety, security and the detection of crime. For more information visit tfl.gov.uk/privacy

No smoking
including e-cigarettes

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

£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
2.2 Hold tight/Luggage close by/Pushchairs folded

Artwork reference
LTV_INT_002

Size
188 x 183mm

Position reference
B

Colours
• Corporate Blue (Pantone 072)
• Safety Blue (Pantone 300)
• Safety Yellow (Pantone 116)
• Black 100%

Please hold tight when tram is moving
Please keep luggage close by at all times
Do not block the aisle with luggage or place luggage on seats
Please fold pushchairs and buggies when tram becomes busy
2.3 Stand clear/Press button to request next stop

Artwork reference
LTV_INT_003

Size
75 x 164mm

Position reference
C

Colours
• Corporate Blue (Pantone 072)
• Safety Yellow (Pantone 116)
• Black 100%

Note
This is a double sided notice
2.4 Emergency access/No entry/Please do not obstruct

Artwork reference
LTV_INT_004

Size
210 x 159mm

Position reference
D

Colours
• Safety Blue (Pantone 300)
• Safety Red (Pantone 485)
• Black 100%

Note
This is a double sided notice
2.5 Priority seats

Artwork reference
LTV_INT_005

Size
194 x 70

Position reference
E

Colours
• Safety Blue (Pantone 300)

Priority seats
for people who are disabled, pregnant or less able to stand
Not all disabilities are visible
2.6 Stop request

Artwork reference
LTV_INT_007

Size
80 x 17mm

Position reference
F

Colours
• Corporate Blue (Pantone 072)
2.7 Priority area (right facing)

Artwork reference
LTV_INT_009

Size
120 x 190mm

Position reference
G

Colours
• Safety Blue (Pantone 300)
2.8 Combined contact notice

Artwork reference
LTV_INT_010

Size
609 x 279mm

Position reference
H

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

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.
2.9 Tram car network diagram

Artwork reference
LTV_INT_012

Size
1218 x 279mm

Position reference
J

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.
2.10 Please keep your feet off the seats

Artwork reference
LTV_INT_013

Size
188 x 50mm

Position reference
K

Colours
• Safety Red (Pantone 485)
• Black 100%
2.11 Safety information

Artwork reference
LTV_INT_025

Size
408 x 172mm

Position reference
L

Colours
Safety Blue (Pantone 300)

Safety information
In the event of an incident stay on the tram and wait for further instructions. If necessary move to another part of the tram.

To contact the driver use the driver alert button.

In the event of an emergency or if instructed to leave the tram use the Emergency Door Release.

If you feel unwell and require assistance, please alight the tram at the next available stop if you are able to do so and use the help point provided on the platform.
2.12 Driver alert (up pointing - surround)

Artwork reference
LTV_INT_028

Size
134 x 380mm

Position reference
M

Colours
• Safety Red (Pantone 485)

Driver alert
1. Press button
2. Wait for driver to respond
3. Speak clearly into the microphone
4. Listen to instructions
2.13 Emergency door release (surround)

Artwork reference
LTV_INT_029

Size
150 x 338mm

Position reference
N

Colours
- Safety Green (Pantone 356)
2.14 Emergency door release (instructions)

Artwork reference
LTV_INT_030

Size
75 x 78mm

Position reference
O

Colours
• Safety Green (Pantone 356)
• Safety Red (Pantone 485)
2.15 Emergency alarm

Artwork reference
LTV_INT_031

Size
80 x 17mm

Position reference
P

Colours
• Safety Green (Pantone 356)
2.16 Passenger intercom

Artwork reference
LTV_INT_032

Size
80 x 17mm

Position reference
Q

Colours
• Safety Red (Pantone 485)
2.17 Danger - High voltage

Artwork reference
LTV_INT_034

Size
56 x 75mm

Position reference
Not applicable

Colours
- Safety Yellow (Pantone 116)
- Black 100%

Note
This notice is not customer facing.

Place as required in non-customer facing areas.
2.18 Position of tram interior notices (non priority area side)

A        CCTV/No smoking/No alcohol/
          Penalty fares
          LTV_INT_001
          Vertically - Centred on panel
          Horizontally - top of notice 265mm from header panel above

B        Hold tight/Luggage close by/
          Pushchairs folded
          LTV_INT_002
          Vertically - Centred on panel
          Horizontally - top of notice 265mm from header panel above

C        Stand clear/Press button to request next stop
          LTV_INT_003
          Vertically - 5mm from door edge
          Horizontally - 5mm above press button device

E        Priority seats
          LTV_INT_05
          Vertically - Centred between seats
          Horizontally - Bottom of notice in line with top of seats

H        Combined contact notice
          LTV_INT_010
          Vertically - Centred in poster frame
          Horizontally - Centred in poster frame

J        Tram car network diagram
          LTV_INT_012
          Vertically - Centred in poster frame
          Horizontally - Centred in poster frame
2.18.1 Position of tram interior notices (non priority area side) continued

K Please keep your feet off the seats
   LTV_INT_013
   Vertically - Centred between seats
   Horizontally - Bottom of notice in line with top of seats

M Driver alert (up pointing - surround)
   LTV_INT_028
   Vertically - Placed around alarm
   Horizontally - Placed around alarm

N Emergency door release (surround)
   LTV_INT_029
   Vertically - Placed around door release
   Horizontally - Placed around door release

O Emergency door release (instructions)
   LTV_INT_030
   Vertically - Centred on door release panel
   Horizontally - Centred on door release panel

Note
Notices on the second car mirror those that appear on the first car
2.19 Position of tram interior notices (priority area side)

A CCTV/No smoking/No alcohol/ Penalty fares
LTV_INT_001
Vertically - Centred on panel
Horizontally - Top of notice 265mm from header panel above

B Hold tight/Luggage close by/ Pushchairs folded
LTV_INT_002
Vertically - Centred on panel
Horizontally - Top of notice 265mm from header panel above

C Stand clear/Press button to request next stop
LTV_INT_003
Vertically - 5mm from door edge
Horizontally - 5mm above press button device

E Priority seats
LTV_INT_05
Vertically - Centred between seats
Horizontally - Bottom of notice 10mm above top of seats

F Stop request
LTV_INT_07
Vertically - Centred above yellow stop request button
Horizontally - 5mm above stop request button

G Priority area (right facing)
LTV_INT_009
Vertically - 5mm to right of Driver alert notice
Horizontally - 10mm below Emergency alarm notice
2.19.1  Position of tram interior notices (priority area side) continued

H  Combined contact notice
   LTV_INT_010
   Vertically - Centred in poster frame
   Horizontally - Centred in poster frame

J  Tram car network diagram
   LTV_INT_012
   Vertically - Centred in poster frame
   Horizontally - Centred in poster frame

K  Please keep your feet off the seats
   LTV_INT_013
   Vertically - Centred between seats
   Horizontally - Bottom of notice 10mm above top of seats

L  Safety information
   LTV_INT_025
   Vertically - Centred below poster frame
   Horizontally - Top of notice 30mm below poster frame

M  Driver alert (up pointing - surround)
   LTV_INT_028
   Vertically - Placed around alarm
   Horizontally - Placed around alarm

N  Emergency door release (surround)
   LTV_INT_029
   Vertically - Placed around door release
   Horizontally - Placed around door release

O  Emergency door release (instructions)
   LTV_INT_030
   Vertically - Centred on door release panel
   Horizontally - Centred on door release panel

P  Emergency alarm
   LTV_INT_031
   Vertically - Centred below emergency alarm
   Horizontally - 5mm below emergency alarm

Q  Passenger intercom
   LTV_INT_032
   Vertically - Centred below passenger intercom panel
   Horizontally - Top of notice 5mm below passenger intercom panel

Note
Notices on the second car mirror those that appear on the first car
2.20 Position of tram interior notices (car end)

D Emergency access/No entry/Please do not obstruct
LTV_INT_004
Vertically - Centred on door glass pane
Horizontally - Bottom of notice
50mm from bottom of glass
3 Cab interior notices

The following pages illustrate the graphic notices that are to be applied to the tram cab interior (CR4000 stock).
3.1 First aid

Artwork reference
CID_001

Size
110 x 150mm

Position reference
In appropriate location within cab interior.

Colours
• Safety Green (Pantone 356)
3.2 Tram interior identification number

Artwork reference
CID_002

Size
30mm Cap height
(128pt NJ Font Medium)

Position reference
In appropriate location within cab interior.

Colours
• Corporate Blue (Pantone 072)
The following pages illustrate the graphic notices that are to be applied to the tram exterior (CR4000 stock).
4.1 Penalty fare/No cycles/Wheelchair access

Artwork reference
LTV_EXT_001

Size
120 x 377mm

Position reference
A

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

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.

No cycles unless folded

Penalty fare
or prosecution

No cycles
unless folded
4.2 Penalty fare/No cycles

Artwork reference
LTV_EXT_002

Size
120 x 229mm

Position reference
B

Colours
• Corporate Blue (Pantone 072)
• Safety Red (Pantone 485)
• Black 100%
4.3 Roundel

Artwork reference
LTV_EXT_004

Size
450mm width

Position reference
C

Colours
- Corporate Blue (Pantone 072)
- Tram Green (Pantone 368)
4.4 Obstructing doors/Shark teeth (left)

Artwork reference
LTV_EXT_005

Size
70 x 606mm

Position reference
D

Colours
• Safety Yellow (Pantone 116)
• Black 100%
4.5  Obstructing doors/Shark teeth (right)

Artwork reference
LTV_EXT_006

Size
70 x 606mm

Position reference
E

Colours
• Safety Yellow (Pantone 116)
• Black 100%

Caution
Obstructing the doors is dangerous and causes delays.
Artwork reference
LTV_EXT_007)

Size
120mm Cap height
(510pt NJ Font Medium)

Position reference
F

Colours
• Corporate Blue (Pantone 072)
4.7 Jacking point

Artwork reference
LTV_EXT_008

Size
80 x 40mm

Position reference
G

Colours
• Safety Yellow (Pantone 116)
4.8 Risk of death

Artwork reference
LTV_EXT_009

Size
150 x 100mm

Position reference
H

Colours
Safety Yellow (Pantone 116)
Black 100%

Danger
Risk of death
Do not ride on outside of tram
4.9   Position of tram exterior notices
4.9.1

A  Penalty fare/No cycles/Wheelchair access
   LTV_EXT_001
   Vertically - Centred on black window strip
   Horizontally - Top of notice aligned with interior Stand clear of closing door notice

B  Penalty fare/No cycles
   LTV_EXT_002
   Vertically - Centred on black window strip
   Horizontally - Top of notice aligned with interior Stand clear of closing door notice

C  Roundel
   LTV_EXT_004
   Vertically - 75mm from panel edge
   Horizontally - Centred on white panel above window

D  Obstructing doors/shark teeth (left)
   LTV_EXT_005
   Vertically - Against opening edge of left opening tram door
   Horizontally - Bottom of notice to sit in line with top of black door button surround

E  Obstructing doors/shark teeth (right)
   LTV_EXT_006
   Vertically - Against opening edge of right opening tram door
   Horizontally - Bottom of notice to sit in line with top of black door button surround

F  Tram exterior identification number
   LTV_EXT_005
   (Tram side)
   Vertically - Centred with roundel
   Horizontally - Centred in white panel area
   (Tram front)
   Vertically - Centred on white strip
   Horizontally - Centred on white strip

G  Jacking point
   LTV_EXT_006
   Vertically - Placed as appropriate
   Horizontally - Placed as appropriate

H  Risk of death
   LTV_EXT_007
   Vertically - Aligned with back edge of driver’s window
   Horizontally - 40mm below driver’s window
4.10 Exterior livery colours

A  Tram Green
   Pantone 368

B  Livery Mid Grey
   Pantone Pantone Cool Grey 2C

C  Corporate Blue
   Pantone 072 Blue

D  Corporate Black
   Black 100%
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 The TfL Graphics team.

Email: corporatedesign@tfl.gov.uk