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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
1.1 Typography

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
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.

- **Tram Green**: PMS 368 (S 0580 G30Y)
- **Beckenham Loop Green**: PMS 382 (S 0570 G70Y)
- **Corporate Red**: PMS 485 (S 1085-Y80R)
- **Safety Blue**: PMS 300 (S 3065-R90B)
- **Corporate Blue**: PMS 072 (S 3560-R80B)
- **Corporate White**: PMS 116 (S 0580-Y10R)
- **Safety Yellow**: PMS 356 (S 3065-G10Y)
- **Safety Green**: PMS 3056 (S 3065-G10Y)
- **Black**: Black 100% (S 9000-N)
- **Livery Mid Grey**: PMS Cool Grey (S 1502 Y)
2  Tram interior notices

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%
2.4 Emergency access/No entry/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)
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

Artwork reference
LTV_INT_008

Size
120 x 190mm

Position reference
G

Colours
• Safety Blue (Pantone 300)

Please give up this space if required by wheelchair users
Users should position the rear of their wheelchair against the padded board to the right
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.
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 Alarm - pull handle (up pointing)

Artwork reference
LTV_INT_016

Size
150 x 178mm

Position reference
L

Colours
• Safety Red (Pantone 485)

1. Pull handle down
2. Wait for tram to stop
3. Go to driver alert button above and state the nature of emergency to driver
4. Listen to instruction
2.12 Driver alert (right pointing)

Artwork reference
LTV_INT_020

Size
128 x 190mm

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  Driver alert (up pointing)

Artwork reference
LTV_INT_021

Size
128 x 190mm

Position reference
N

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
2.14 Emergency door release

Artwork reference
LTV_INT_022

Size
100 x 221mm

Position reference
O

Colours
- Safety Green (Pantone 356)
- Safety Red (Pantone 485)

Emergency door release

1. Pull lever down
2. When tram has stopped pull lever down fully
3. Pull doors apart

£1,000 penalty
for improper use
2.15 Emergency door release (Northwest pointing)/Alarm (upward pointing)

Artwork reference
LTV_INT_023

Size
222 x 194mm

Position reference
P

Colours
- Safety Green (Pantone 356)
- Safety Red (Pantone 485)

Emergency door release
1. Pull lever down
2. When tram has stopped pull lever down fully
3. Pull doors apart

£1,000 penalty for improper use

Alarm
1. Pull handle down
2. Wait for tram to stop
3. Go to driver alert button below and state the nature of emergency to driver
4. Listen to instruction

£1,000 penalty for improper use

£1,000 penalty for improper use
2.16 Safety information

Artwork reference
LTV_INT_025

Size
408 x 172mm

Position reference
Q

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.
2.17 Extended time request

Artwork reference
LTV_INT_026

Size
120 x 44mm

Position reference
R

Colours
- Corporate Blue (Pantone 072)
2.18 Emergency alarm

Artwork reference
LTV_INT_031

Size
80 x 17mm

Position reference
S

Colours
• Safety Green (Pantone 356)
2.19  Passenger intercom

Artwork reference
LTV_INT_032

Size
80 x 17mm

Position reference
T

Colours
• Safety Red (Pantone 485)
2.20  Alarm - pull down

Artwork reference
LTV_INT_033

Size
79 x 75mm

Position reference
U

Colours
• Safety Red (Pantone 485)
2.21 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.
2.22 Position of tram interior notices (non-priority area side)

C Stand clear/Press button to request next stop
LTV_INT_003
Vertically - centred on vertical black strip of door
Horizontally - centred with press button to open device

E Priority seats
LTV_INT_05
Vertically - centred between seat and glass panel
Horizontally - bottom of notice 10mm above top of seats

J Tram car network diagram
LTV_INT_012
(Above double doors)
Vertically - centred on header panel
Horizontally - centred above double doors

(Back of passenger information display panel)
Vertically - centred on back of passenger information display panel
Horizontally - centred on back of passenger information display panel

K Please keep your feet off the seats
LTV_INT_013
Vertically - centred between seats
Horizontally - bottom of notice 10mm above top of seats
2.22.1

L  Alarm - pull handle (up pointing)
   LTV_INT_016
   Vertically - centred on panel
   Horizontally - top of notice 5mm
   below alarm

N  Driver alert (up pointing)
   LTV_INT_021
   Vertically - centred beneath alarm
   above
   Horizontally - 10mm below alarm
   above

O  Emergency door release
   (instructions)
   LTV_INT_030
   (Double doors)
   Vertically - centred on narrow strip
   of panel
   Horizontally - 10mm below Emergen-
   cy door release device
   (Single door)
   Vertically - 10mm to the side of
   Emergency door release device
   Horizontally - bottom of notice
   aligned with bottom of device

Q  Safety information
   LTV_INT_025
   Vertically - centred on panel above
   window
   Horizontally - centred on panel
   above window

U  Alarm - pull down
   LTV_INT_033
   Vertically - placed on alarm around
   circular key lock
   Horizontally - placed on alarm
   around circular key lock
2.23 Position of tram interior notices (priority area side)

C Stand clear/Press button to request next stop
LTV_INT_003
Vertically - centred on vertical black strip of door
Horizontally - centred with press button to open device

E Priority seats
LTV_INT_05
Vertically - centred between seat and glass panel
Horizontally - bottom of notice 10mm above top of seats

F Stop request
LTV_INT_07
Vertically - centred beneath yellow stop request button
Horizontally - 5mm below stop request button

H Combined contact notice
LTV_INT_010
Vertically - centred on panel above window
Horizontally - centred on panel above window

J Tram car network diagram
LTV_INT_012
(Above double doors)
Vertically - centred on header panel
Horizontally - centred above double doors

(Above centre section centre window)
Vertically - centred on header panel
Horizontally - centred above double doors
(Back of passenger information display panel)
Vertically - centred on back of passenger information display panel
Horizontally - centred on back of passenger information display panel

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 Alarm - pull handle (up pointing)
LTV_INT_016
Vertically - centred on panel
Horizontally - top of notice 5mm below alarm

M Driver alert (right pointing)
LTV_INT_020
Vertically - centred between screw fixing and passenger alarm panel
Horizontally - top of notice aligned with top of alarm panel

N Driver alert (up pointing)
LTV_INT_021
Vertically - centred beneath alarm above
Horizontally - 10mm below alarm above

O Emergency door release (instructions)
LTV_INT_030
(Double doors)
Vertically - centred on narrow strip of panel
Horizontally - 10mm below Emergency door release device
(Single door)
Vertically - 10mm to the side of Emergency door release device
Horizontally - bottom of notice aligned with bottom of device

P Emergency door release (Northwest pointing)/Alarm (upward pointing)
LTV_INT_023
Vertically - centred beneath Alarm above
Horizontally - top of notice in line with bottom of Emergency door release

S Emergency alarm
LTV_INT_031
Vertically - centred below emergency alarm
Horizontally - 5mm below emergency alarm

T Passenger intercom
LTV_INT_032
Vertically - centred below passenger intercom device
Horizontally - 5mm below passenger intercom device

U Alarm - pull down
LTV_INT_033
Vertically - placed on alarm around circular key lock
Horizontally - placed on alarm around circular key lock
2.24  Position of tram interior notices (car end and front-on sections)

A  CTV/No smoking/No alcohol/ Penalty fares
    LTV_INT_001
    (Double door end panel)
    Vertically - centred on panel
    Horizontally - top of notice 140mm from panel header above
    (Driver's cab end panels)
    Vertically - centred on panel
    Horizontally - bottom of notice 1290mm from floor

B  Hold tight/Luggage close by/
    Pushchairs folded
    LTV_INT_002
    (Double door end panel)
    Vertically - centred on panel
    Horizontally - top of notice 140mm from panel header above
    (Driver's cab end panels)
    Vertically - centred on upper door panel
    Horizontally - top of notice aligned with top of CCTV notice

D  Emergency access/No entry/Please do not obstruct
    LTV_INT_004
    Vertically - centred on upper door glass pane
    Horizontally - bottom of notice 50mm from bottom of upper door glass pane
2.24.1

G  **Priority area (left facing)**
   LTV_INT_008
   Vertically - centred on panel facing
   wheelchair back board
   Horizontally - centred with extended
time request bell

R  **Extended time request**
   LTV_INT_026
   Vertically - centred on panel
   by extended time request bell
   Horizontally - centred with extended
time request bell
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
t

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

Colours
• Corporate Blue (Pantone 072)
4 Tram exterior notices

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.
4.2 Penalty fares/No cycles/No wheelchair access/No pushchairs

Artwork reference
LTV_EXT_003

Size
110 x 505mm

Position reference
B

Colours
• Corporate Blue (Pantone 072)
• Safety Blue (Pantone 300)
• 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
4.6  Tram exterior identification number

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  F identifier

Artwork reference
LTV_EXT_010

Size
72 x 72mm

Position reference
In appropriate location on cab exterior.

Colours
• Safety Red (Pantone 485)
4.10 Position of tram exterior notices
4.10.1

A  Penalty fare/No cycles/Wheelchair access
   LTV_EXT_001
   Vertically - 5mm from black window edging
   Horizontally - bottom of notice 5mm from black window edging

B  Penalty fare/No cycles/Wheelchair access/No pushchairs
   LTV_EXT_003
   Vertically - 5mm from black window edging
   Horizontally - bottom of notice 5mm from black window edging

C  Roundel
   LTV_EXT_004
   Vertically - centred on white panel above window
   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 horizontal 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 horizontal surround

F  Tram exterior identification number
   LTV_EXT_005
   (Tram side)
   Vertically - centred on white panel above window
   Horizontally - centred on white panel above window
   (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 - 20mm below black window frame above
4.11 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 how to apply these standards, please contact The TfL Graphics team.

Email: corporatedesign@tfl.gov.uk