

# London River Sevices Signs standard

Issue 4

# 1 London River Services signing standard

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## Foreword

The way a company expresses itself, its public 'tone of voice', affects the attitude of our customers towards us. The way in which information is given, is in many cases, crucial to its understanding or acceptance.

An important element in this expression is signage, which must project an image of efficiency, consistency and modernity. Signing of facilities has also to function on an operational level, moving customers through the system safely.

The detailed information in this standard represents the culmination of thorough research, design and development. By careful and consistent application of this standard we will enhance the image of London River Services.

If unsure of how any sign should appear, then please contact TfL Corporate Design:  
Phone 020 7126 4462.

# 1 Basic elements



- 1.1 Colour
- 1.2 Lettering
- 1.3 Viewing distances
- 1.4 Panel sizes
- 1.5 Typography
- 1.6 Arrows
- 1.7 Roundel symbol
- 1.8 Boat service symbols
- 1.9 Pictograms

The basic elements of the London River Services sign system are the roundel, the house colours and the New Johnston typeface.

The value of the roundel itself can hardly be overestimated. It is one of the world's best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules in this document for its reproduction and application must be strictly adhered to.

Colours are similarly important. Approved NCS colour references should always be used when specifying colours. The New Johnston typeface is representative of the Transport for London 'tone of voice'. Its friendly, yet authoritative appearance has been a familiar and reassuring sight for decades.

## 1.1 Colour



The house colour for London River Services signing is Corporate light blue, but there are other colours, shown on this page, which are to be used when producing River Services signing. Other TfL colour references may be found in the TfL Colour standard.

NCS (Natural Colour System) references are given for all sign materials.

It should be noted that quality control is vital to ensure accurate colour matching and that checks must be carried out during manufacture and on delivery of signs.

A4 size NCS colour swatches can be purchased from:  
NCS Colour Centre  
71 Ancastle Green  
Henley-on-Thames  
Oxfordshire RG9 1TS

Corporate light blue



Corporate blue



Corporate black



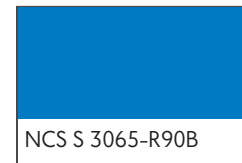
Corporate white



Safety yellow



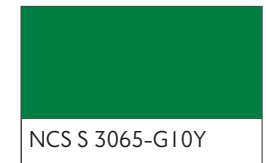
Safety blue



Safety red



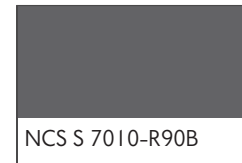
Safety green



Corporate grey



Frame Edge grey



## 1.2 Lettering

Contents



New Johnston Medium is London River Services' corporate typeface and is used for all signing within the passenger environment. No other typeface is to be used.

New Johnston is highly legible and yet 'friendly' in tone. Lettering must be shown in Corporate blue (NCS S 4060-R80B) unless stated otherwise. 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.

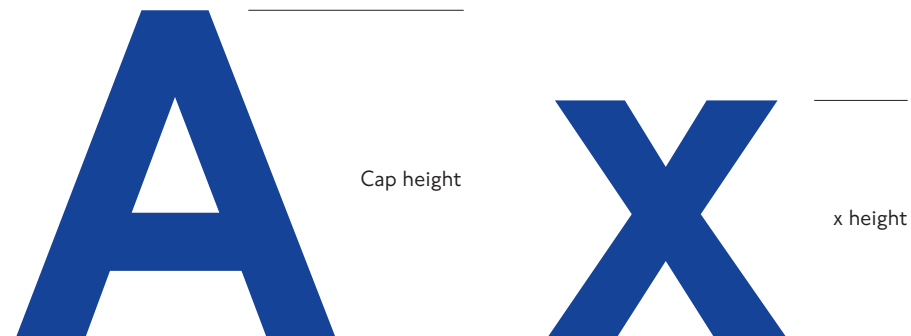
To ensure legibility, the letter sizes adopted for specific signs should be broadly in accordance with the sizes shown on the next page.

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890£/.,“( ):;**

**New Johnston Medium**

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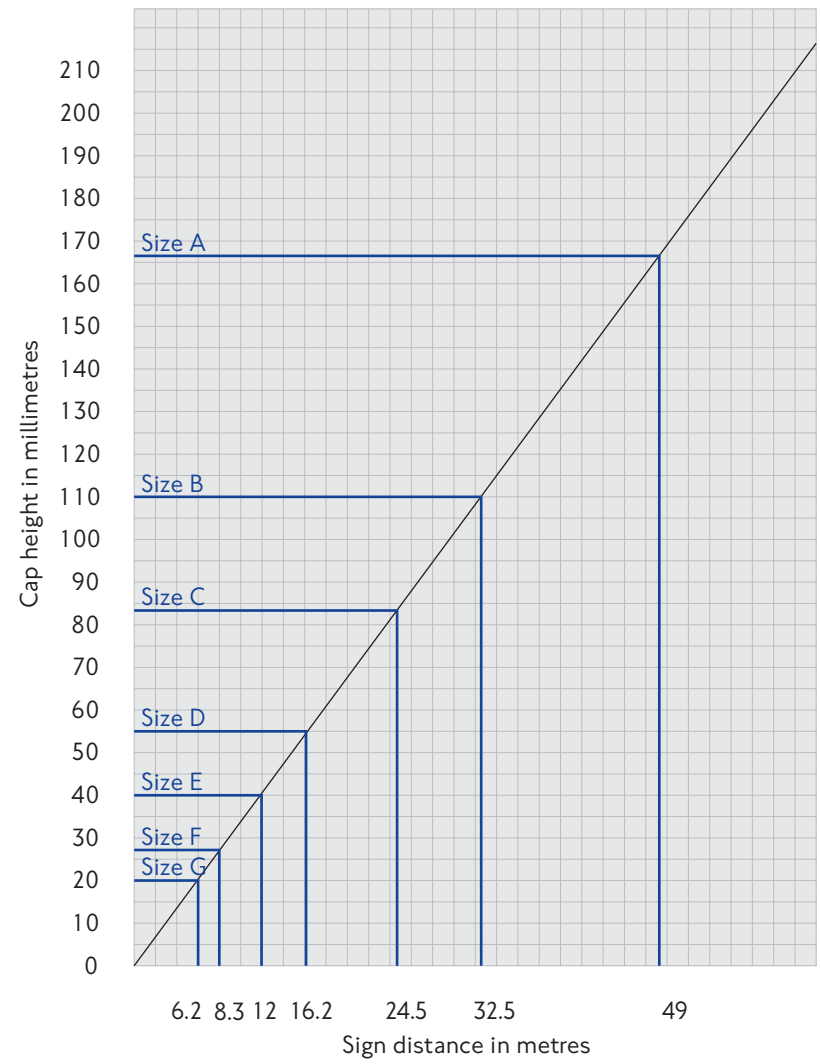


## 1.3 Viewing distances

This chart shows the distance at which certain sizes of lettering can be read by a person with average eyesight. The data obtained should be used to determine the minimum letter size for any specific sign.

Other considerations such as architectural features or visual continuity, may influence the choice of letter size but the optimum size should be used wherever possible.

These common TFL lettersizes are shown for guidance only. Specific sign formats may dictate alternative lettersizes.



Type sizes	Cap height	x height	Margins
Size A	166	120	300
Size B	110	80	200
Size C	83	60	150
Size D	55	40	100
Size E	41	30	75
Size F	28	20	50
Size G	21	15	38

## 1,4 Panel sizes



The panel sizes of the sign system are based around a 50mm x 50mm grid. The choice of panel size depends on :

- Lettering size for optimum legibility
- Length of message or messages to be contained
- Architectural considerations such as available space
- Juxtaposition with other signs and sightlines

Vertical sizes may be reduced in 25mm intervals to allow flexible formats within areas of restricted headroom.

Sizes shown on this page are for guidance only.

600 x 200

900 x 200

1200 x 200

600 x 250

900 x 250

1200 x 400

400 x 400

900 x 200

900 x 700

300 x 400

1200 x 900

Boarding point

A

← Way out

← Boarding points

Boarding point

A Tower, Westminster and London Eye  
Operated by City Cruises

Boarding point

B St. Katharine's, Westminster and Thames Barrier  
Operated by Thames River Services

Boarding point

C London Eye to Woolwich Arsenal  
Operated by Thames Clippers

Typical sizes

Cutty Sark →

Greenwich Town Centre →

Docklands Light Railway →

Greenwich Station →

← Old Naval College

← National Maritime Museum

← Greenwich Park



Line spacing is based on the height of the lower case letter 'x'. One 'x' is the standard minimum between two lines of information.

When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size. The smaller letter size is normally 70% of the larger size.

Unless the function of the sign dictates otherwise (such as directing to the right), text is ranged left.

Where line spacing is used to split direction, a double line space is used between.

**Linespacing principles**

**Linespacing principles**

**↖ Direction One**

**← Direction One**

## 1.6 Arrows

This is the standard design of arrow for London River services, and its proportions must not be altered.

Arrows indicating direction to the left, straight ahead or down should be placed to the left hand side of the first line of the message.

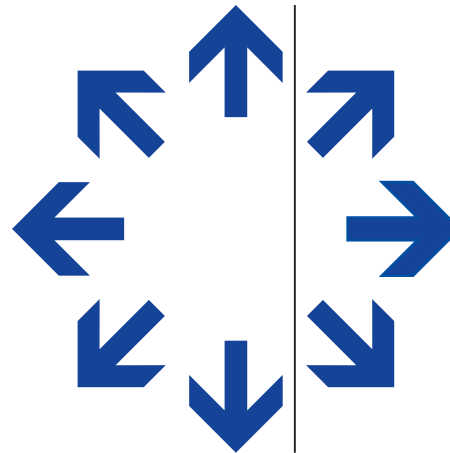
Arrows indicating direction to the right should be placed to the right hand side of the first line of the message.

Sign messages should be ranged left or right according to the direction indicated by the arrow.

Where one sign message is subsidiary to another and is in a smaller size of lettering, an arrow should only be included with the main message.

The diagram and examples shown give the position of the arrow relative to the message.

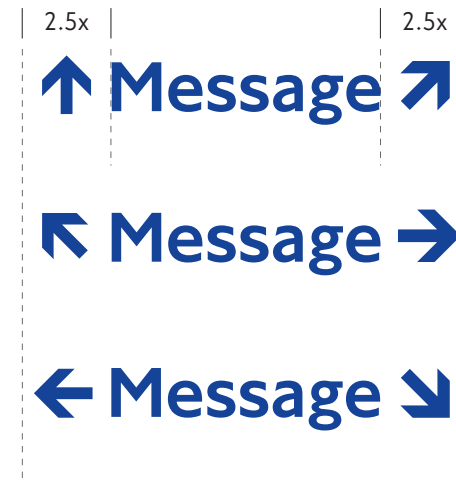
The size of the arrow is related to the capital height (CH) of the message as shown. Arrows directing vertically up or down are centred on the capital height.



Arrow height in this position equals capital height of type



Visually centre vertical arrows on capital height of type



## 1.7 Roundel symbol

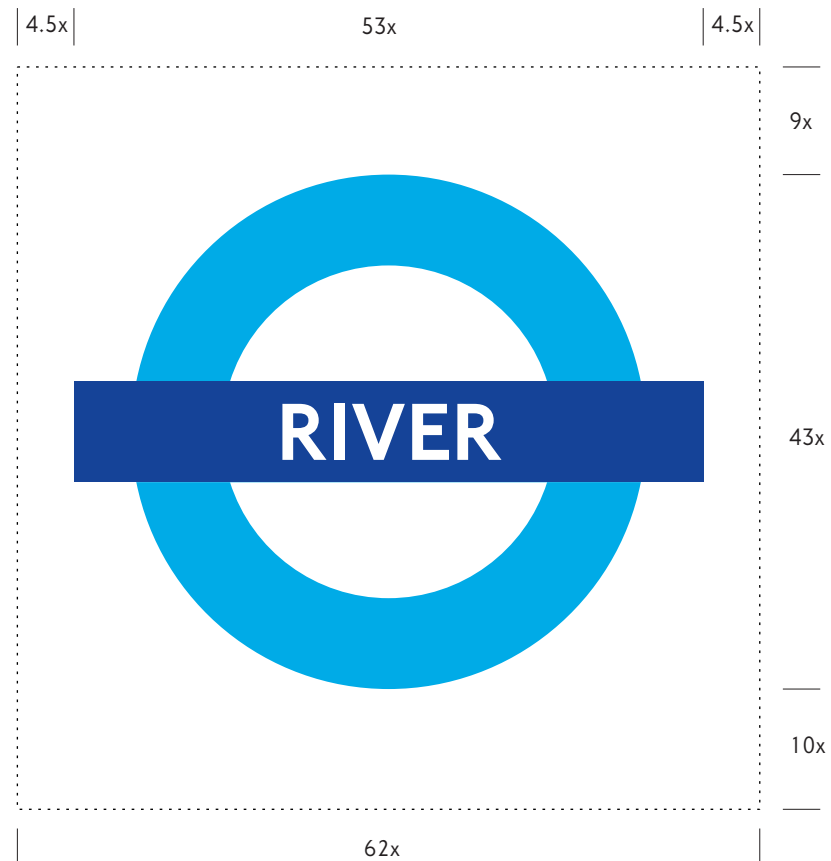


The network logo for the London River Services is the roundel. The proportions, colours, font and spacing must not be altered in any way.

The word “RIVER” must always appear in the bar.

Where the roundel is displayed on a white background the dotted line indicates the correct background proportion which should be used.

The area within the dotted line should be viewed as an exclusion zone and no other elements must encroach within this space.



## 1.8 Boat service symbols

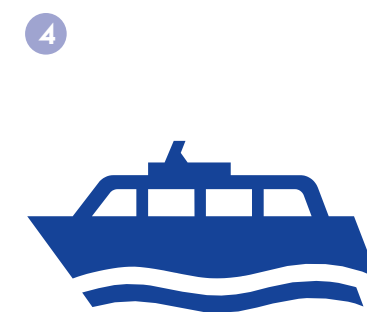
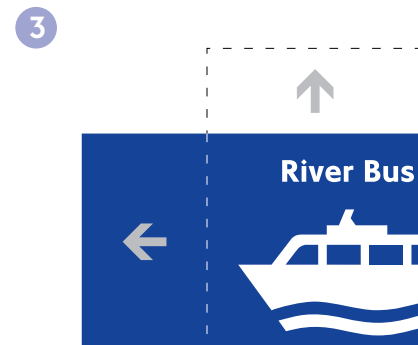


To distinguish the types of services available there are separate logos to represent River Bus and River Tours. These are displayed on pier identification and directional signs to help customers differentiate between the two services.

They should be displayed as separate square logos on directional signs but when used on identification flags and operator boards the square may be extended to the left or up respectively as shown (3).

When directing collectively to boarding or waiting areas, or when directing to the river services as a mode, the standard standard TFL boat symbol is used (4).

1. River Bus logo - white on corporate blue
2. River Tours logo - white on corporate light blue
3. Extended format
4. Generic TFL boat symbol

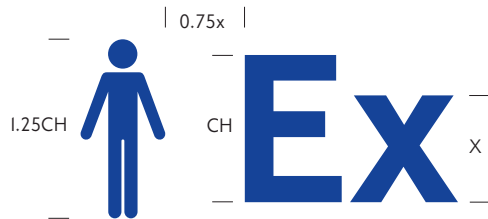


# 1.9 Pictograms

Pictograms are used increasingly to provide information for those who may have difficulties with the text. The pictograms shown are only some of those available to London River Services.

All pictograms used on London River Services must be as illustrated within the TfL pictogram standard (available via the TfL website - [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)).

When pictograms are positioned alongside text, the height should be 1.25x the cap height and .75x spacing as shown below.



River Bus



River Tours



Tickets



Information



Buses



Taxis



Boats



Cycling



Parking



Mobility impaired



Disabled



Walking



Network logos

## 2 Sign types



- 2.1 Pier identity banners
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## 2.1 Pier identity banners

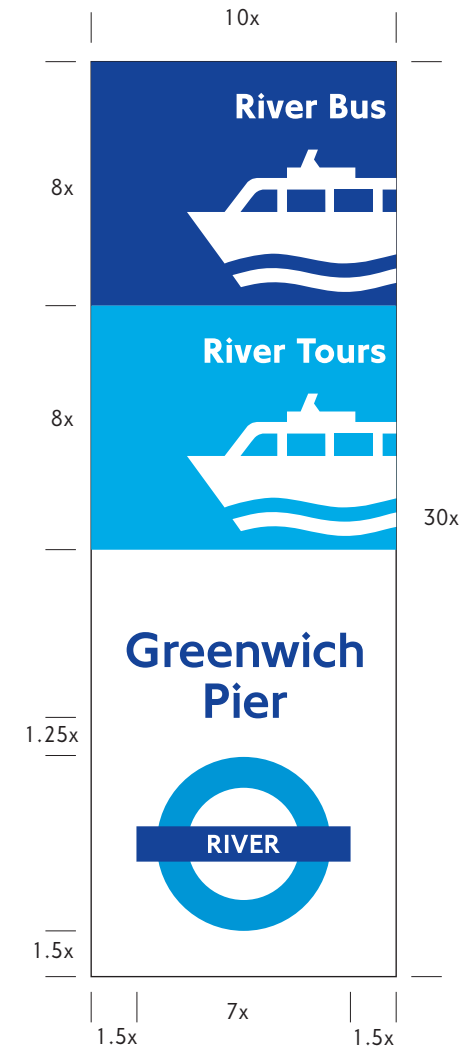


To identify the position of the pier from distance a mast with vertical identity banner should be positioned so as to be clearly visible from the surrounding area. Where there are several entrances or the view may be obscured, additional masts with banners should be fitted as required.

The size and height of the banner will depend of the exact location at each pier but should be at least 3m x 1m.

Banners should display the standard London River Services roundel and pier name together with the River Bus and River Tours logos as appropriate, extended left to the width of the banner.

The version illustrated on this page indicates the pier provides both River Bus and River Tours. The following page illustrates the format to be adopted when only one of the services is provided.



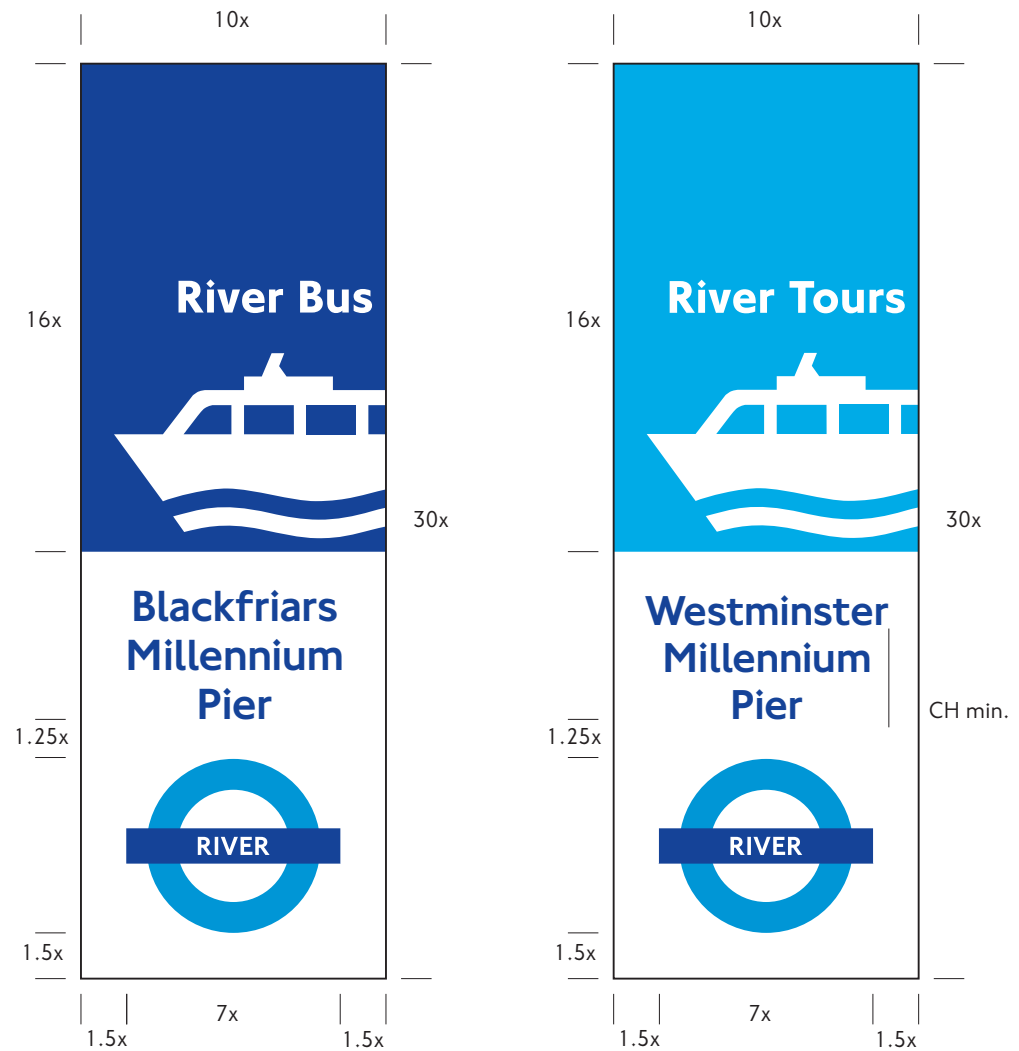
## 2.2 Pier identity banners - Single service



Where a pier provides only River Bus or River Tours services, this must be reflected in the pier identification banner.

The banner should contain the London River Services roundel together with the pier name and appropriate River Bus or River Tours logo. The logo is the standard square logo width extended upwards to fill the banner as shown.

Pier names should be horizontally centred within the banner width, with the text as large as possible whilst maintaining a cap-height margin from the banner edge.

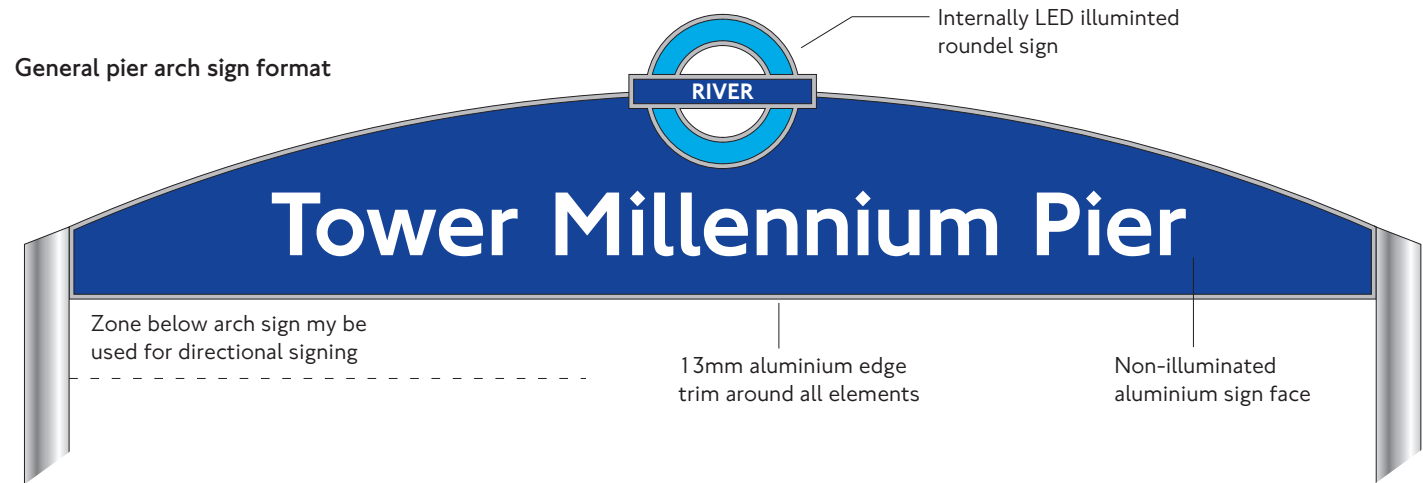




## 2.3 Pier entry arch signs

Where possible at the pier or brow entrance point an arch sign should be fitted spanning the width. This should incorporate the Pier name in white lettering on a corporate blue background with a curved aluminum edge trim.

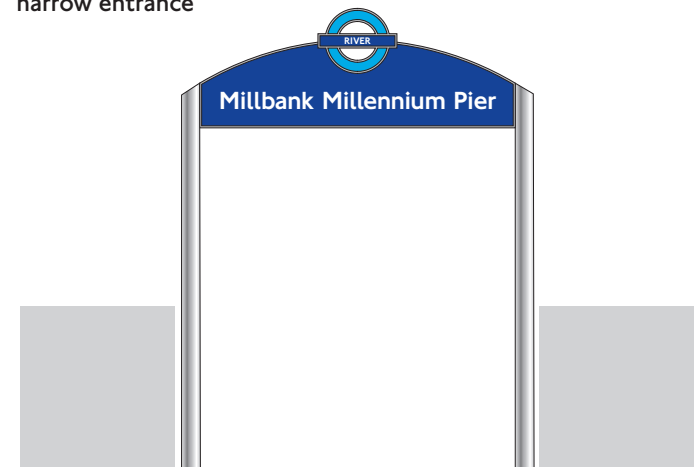
An illuminated silhouette roundel (acrylic with aluminium trim) is centred cutting through the apex of the arch, and projecting proud of the main sign face. The reverse face to be identical without the pier name.



Pier arch sign combined with gate units



Pier arch sign over narrow entrance



## 2.4 Pier entry arch signs - Format

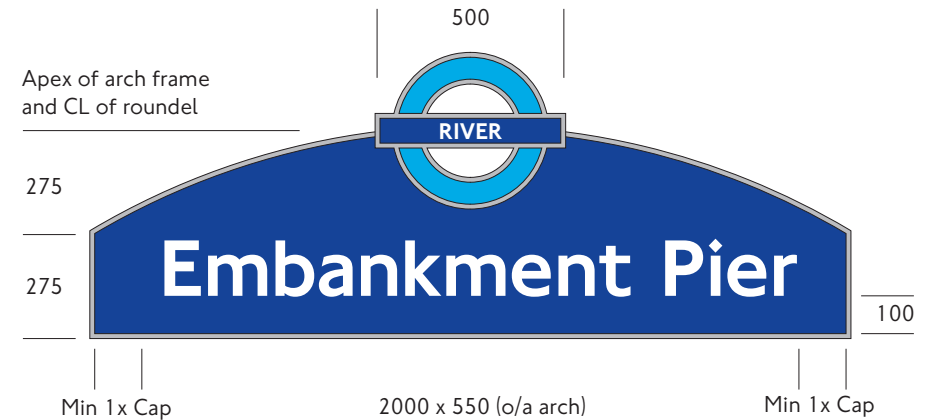


The exact size and format of the pier arch sign will depend on the entrance width and gate format.

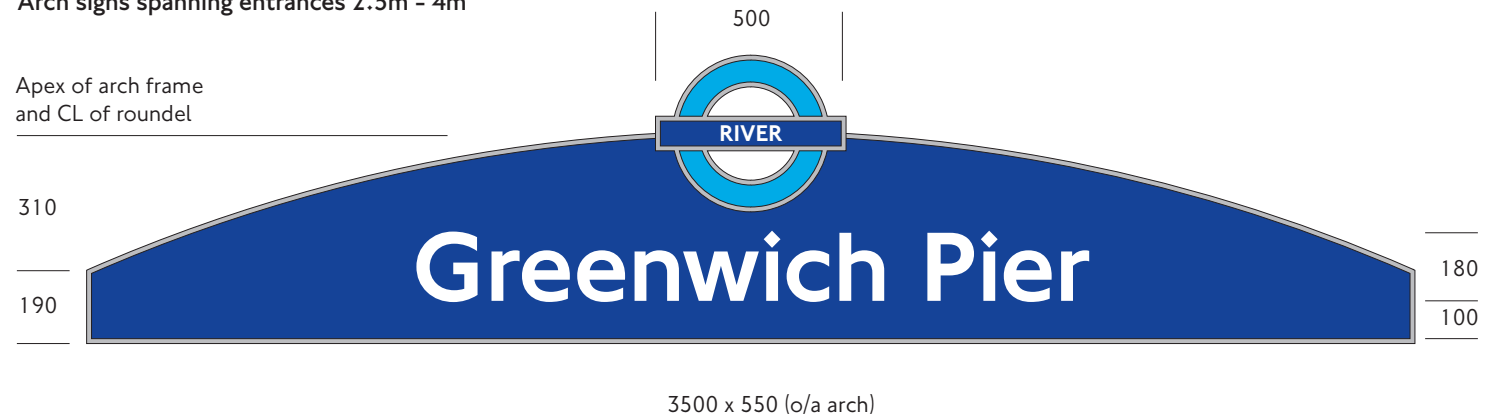
The examples on this page give a broad indication of the sign format for guidance only. Layouts for specific piers must be submitted to TfL Corporate Design for approval.

Where there are two adjacent inward and outward brows the pier arch sign should span both, and incorporate directional and No entry signs (refer to section XX). For spans wider than 3.5m, elements may be proportionally enlarged subject to TfL Corporate Design approval.

Arch signs spanning entrances less than 2.5m width



Arch signs spanning entrances 2.5m - 4m



## 2.5 Entrance signs



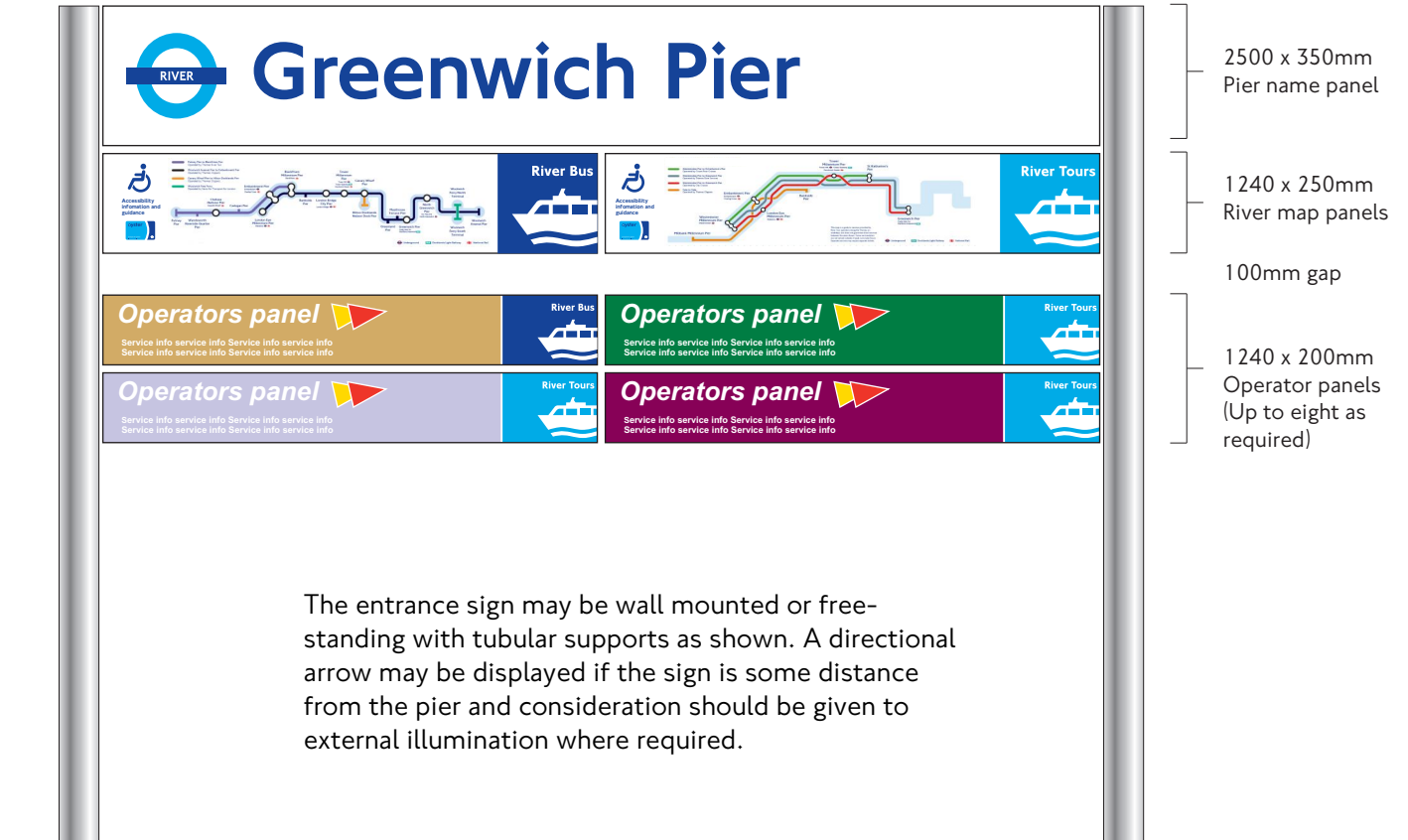
Overall size 2700 x 2100mm

The pier entrance sign identifies the pier and the river services available. It should be located in a prominent position close to the entrance.

At the top, the pier name panel displays the London River Services roundel together with the pier name.

Two map panels are positioned directly below, displaying River Bus and River Tours maps for all services. These should also detail all conditions for travel as determined by LRS. Artwork for these and any subsequent updated maps are provided by TfL Corporate Design.

The operator panels provide specific information about the services in the operators corporate style, but in a generic format as detailed in section XX.



## 2.6 Entrance signs - Pier name panels

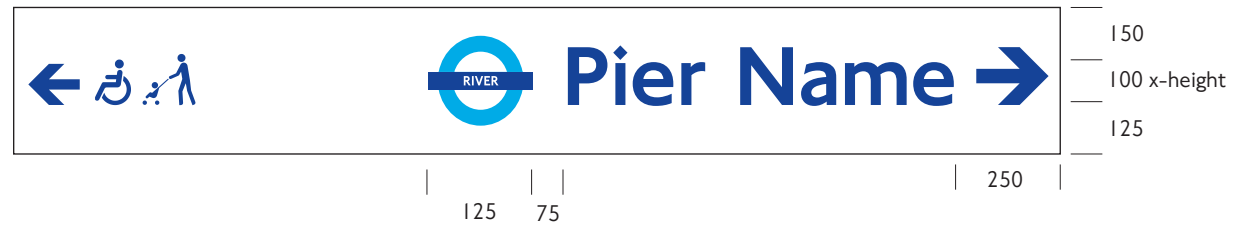


The pier entrance sign name panel displays the London River Services roundel and pier name in Corporate blue at a set height as shown.

Where a longer name is required the letter height reduces accordingly but the roundel size remains constant.

Where directional arrow is incorporated the sign should be ranged left of right accordingly. If there is a separate step-free access route onto the pier, this should be indicated on the name panel using the appropriate TfL symbols.

Panel size 2500 x 350



## 2.7 Entrance signs - Operator panels

The operator panels within entrance signs must be in a consistent format to enable customers to easily understand the differences between services offered.

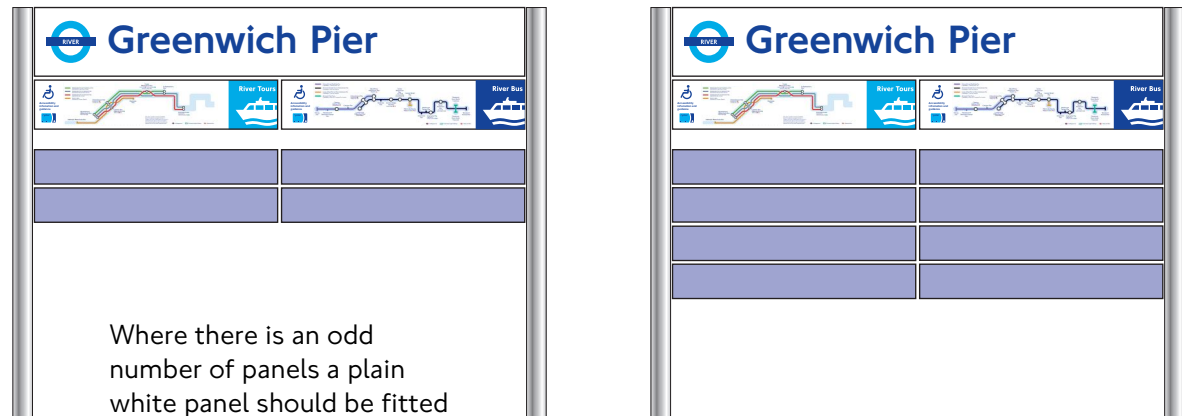
On the right hand side the standard River Bus or River Tours panel is displayed as appropriate. The main panel should be in the operators corporate colour and style but must display the following :

- Destinations or route served
- Operator name/identity
- How and where to obtain tickets
- Payment methods eg. Oyster
- Standard TfL amenities symbols

TfL corporate design will provide a digital template including all symbols in their appropriate position. All operator panels must be submitted to London River Services for approval.



### Typical entrance sign configurations



## 2.8 Directional signs - Graphic principles

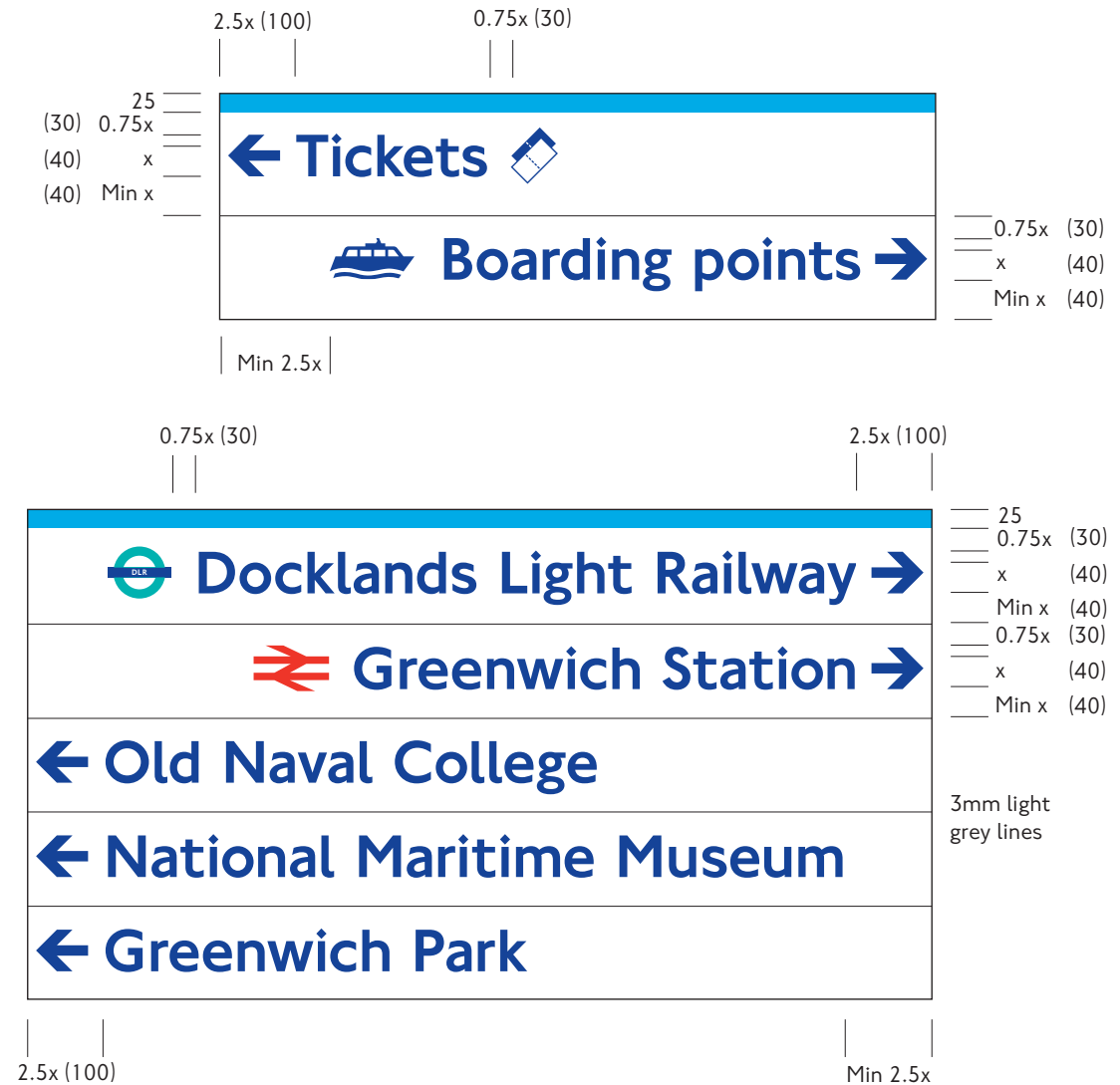
Signs should be fitted at piers to direct customers to facilities within the pier as well as local amenities and transport interchanges.

Directional signs follow key graphic principles illustrated here to ensure clarity and consistency.

A 25mm Corporate light blue colour band is used at the top of all directional signs.

Panels of different directions are separated by a 3mm light grey line (NCS S 4005-R80B).

The relative sizes of elements on a sign face are based around multiples of the lower case x-height of the letters. The preferred standard for directional signs is 40mm x-height as indicated by values in brackets.



## 2.9 Way out signs

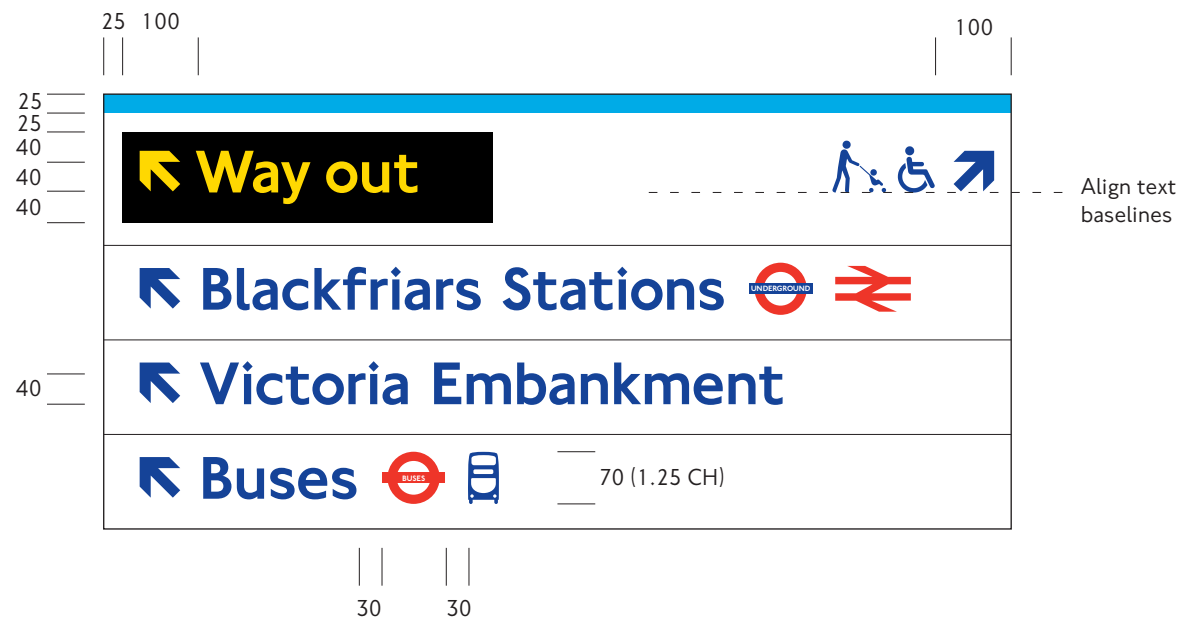
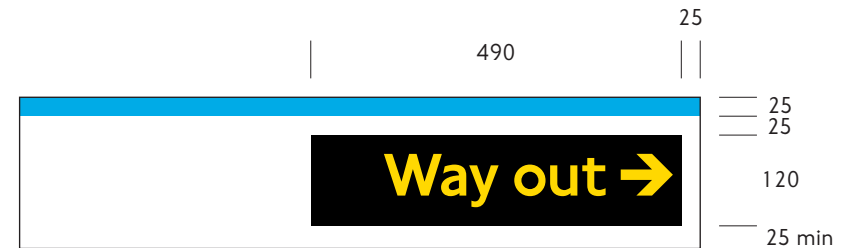


On all piers it is essential that during both normal operation and during emergencies, customers can always clearly see the location of the nearest exit.

To ensure recognition and visibility, the “way out” is displayed in yellow on a black patch of fixed proportions and should always be at the top of the signs layout.

The way out patch is positioned 25mm in from the colour band and edge of the sign area and ranged to suit the direction.

Directions positioned below the way out patch share the same text alignment point as the way out.



## 2.10 Emergency exit signs



“Emergency exit” signs must only be used to indicate an independent route to a designated safe exit.

Where emergency exit routes are not generally present on piers, there may be a requirement to indicate the entry point where an emergency evacuation may be used in the event of an emergency evacuation.

Where such signs are required they should be laid out as shown with the wording “Exit only in an emergency”. The format and colour of these signs complies with European safety legislation so must be strictly adhered to.

The emergency patch is positioned 25mm in from the colour band and edge of the sign area and ranged to suit the direction.





## 2.11 Boarding point signs

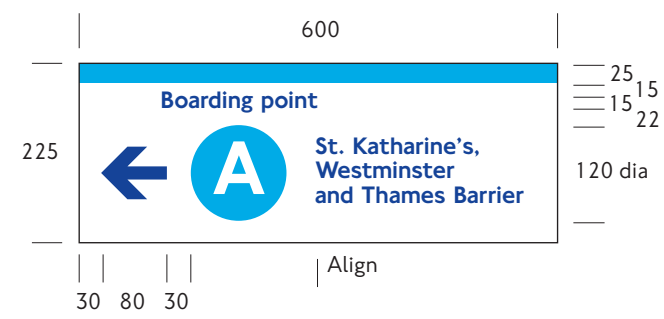
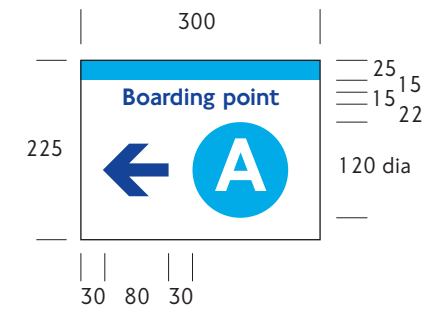
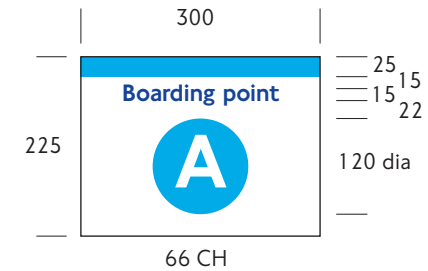
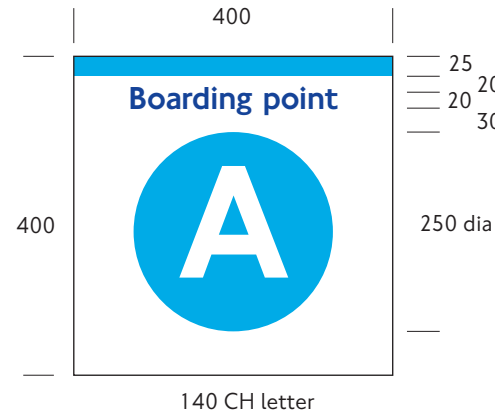


Boarding point signs indicate where customers need to board specific services.

These display the boarding point number white in a Corporate light blue circle. The preferred format for these signs is 400 x 400mm but an alternative 225mm deep format may be used in restricted areas.

Where boarding points cannot easily be seen, directional boarding point signs should be displayed as shown. These may also indicate destinations served where appropriate.

To maintain visual consistency, formats should be not be varied within the same pier.



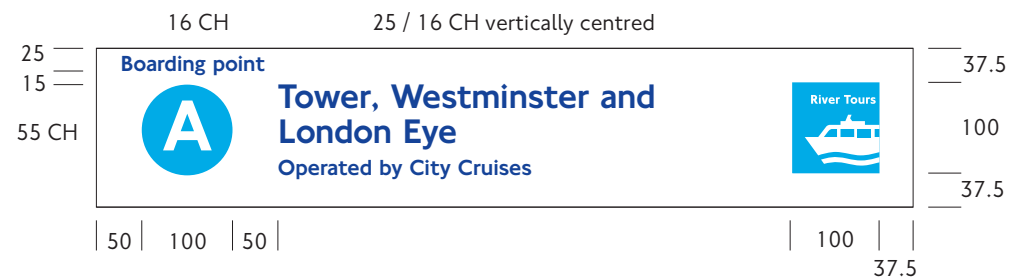
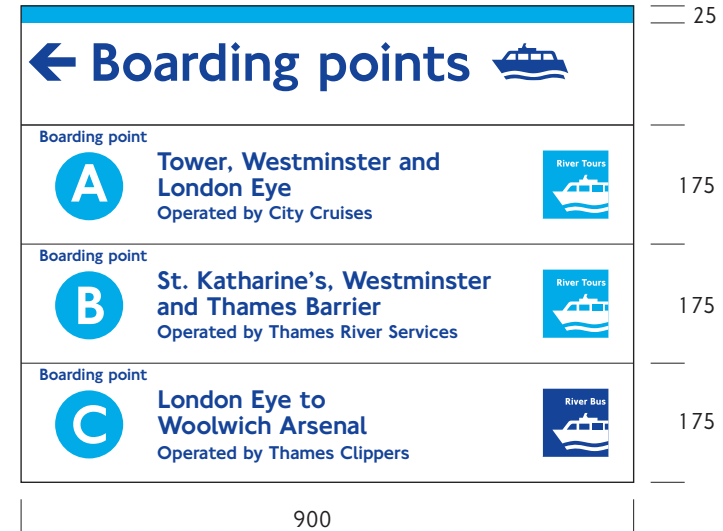
## 2.12 Boarding point service signs - Entry point



Where there are fixed services from boarding points these should be clearly displayed to enable customers to easily find their correct boarding point. These may be positioned close to entry brows to avoid congestion at the decision point within the pier.

These follow the directional sign principles with a 900 x 175mm modular panel area for each boarding point. The size of sign will depend on the number of boarding points displayed.

Each panel should display the boarding point letter indicator on the and River Bus or River Tours logo at the opposite end. Primary text indicates the destinations or route with the operator name in smaller text below.



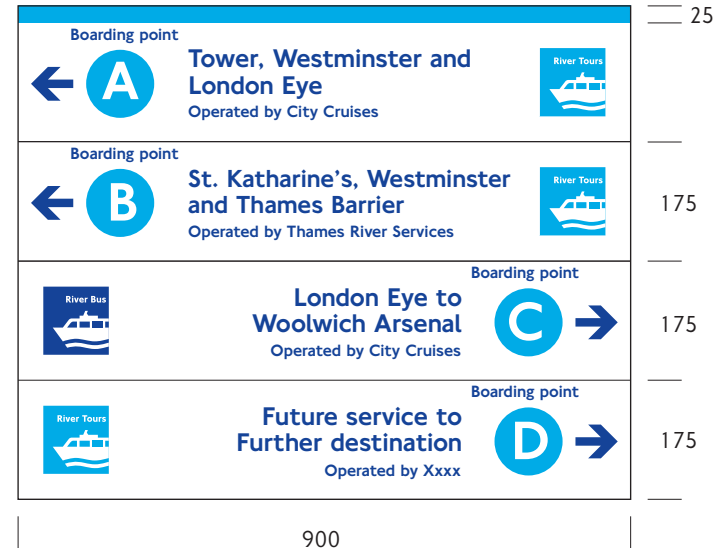
## 2.13 Boarding point service signs - Decision point



Where there are fixed services from boarding points these should be clearly displayed to enable customers to easily find their correct boarding point.

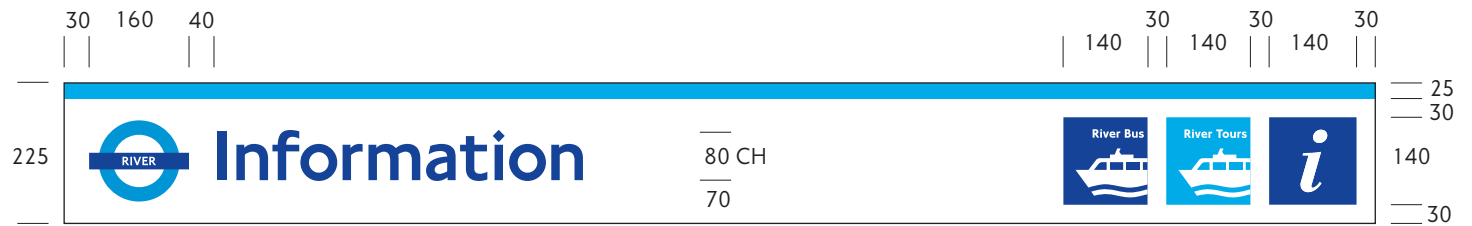
Where these are positioned at the decision point between boarding points directional arrows are incorporated within the 900 x 175mm module and the panel ranged left or right accordingly.

Each panel should display the boarding point letter indicator and River Bus or River Tours logo at the opposite end. Primary text indicates the destinations or route with the operator name in smaller text below.

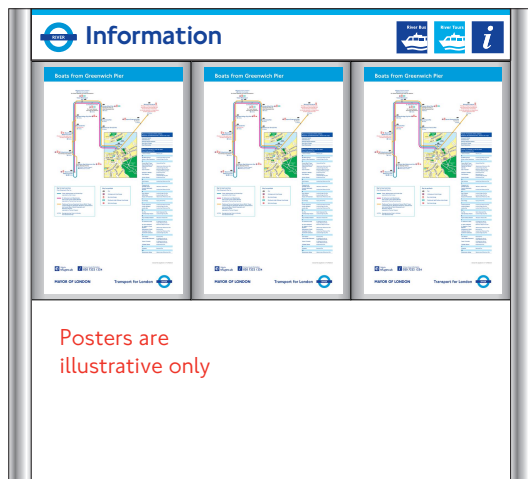


## 2.14 Information poster headers

Where two or more poster frames are located displaying London River Services information, these should incorporate a header panel as shown. The sign length must match the extent of the poster frames, with sign in two sections in required. River Bus and River Tours logos should be displayed in accordance with the services offered at each pier.



Typical information unit



Information sign at pier only providing River Bus services



## 2.15 Ticket office signing

At the point where tickets are sold, a standard format sign should be displayed which extends the entire width of the ticket window area. This should use the standard TfL tickets symbol together with the River Bus and River Tours logos depending on the services operated.

The size of the sign will depend of the width and format of the ticket office. Where signs are viewed from distance the 300mm deep format should be used, the 200mm deep version being used for areas where space is constrained.



Ticket office sign at pier only providing River Tours tickets

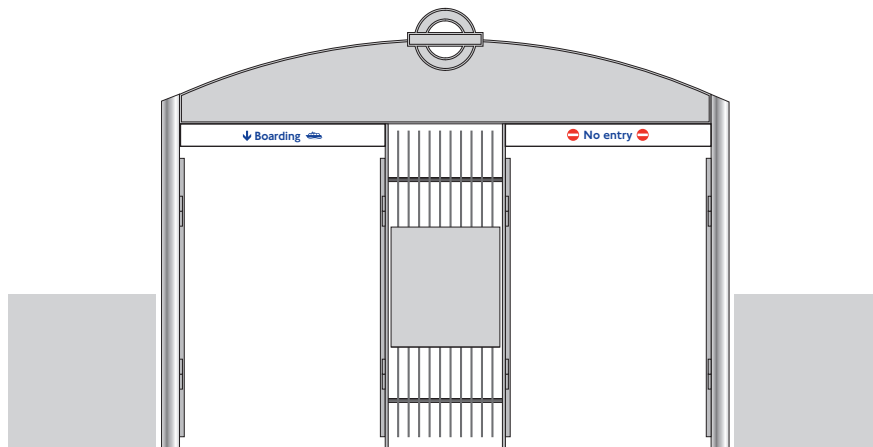


## 2.16 Entry / No entry signs

Where one-way routes are adopted at entry points to brows, entry and no entry signs should be clearly displayed..

Over the entry brow, the signs should span the access area with the boarding point graphic centred as shown. Over the exit brow the No entry graphic should be centred as shown.

The depth of the sign will depend on the available headroom, but the 150mm deep version should be used when displayed below an entry arch sign as shown below.



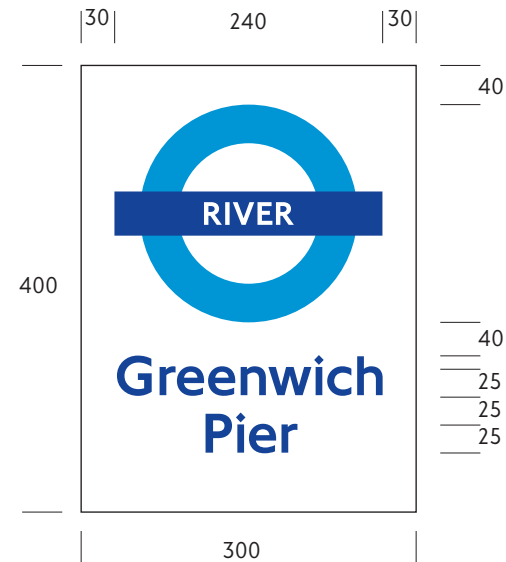
## 2.17 Pier name signs - River side

Pier name signs identify the pier to those disembarking from a boat. They should be displayed at regular intervals along the pier front so that from any position on the boat the pier name is clearly visible.

The roundel size is fixed but the pier name typesize should be as large as possible within a width to match that of the roundel.

The fixed format allows safety signs to be used back to back when mounted on open barriers and gates as detailed on the following pages.

Typical pier name sign



## 2.18 Safety signs

It is a statutory requirement that safety signs and notices are displayed at all piers. The graphic format of safety signs must be compliant with TFL standards and European Safety Signing legislation.

Examples of generic sign types are illustrated, with their intrinsic regulatory colours.

Signs in public areas must be in accordance with TFL standards and any standard layouts required may be requested through TFL Corporate Design. For non-public areas standard BS safety signs may be used.

Unless specified, supplementary signs should be fixed at a height of 2m from floor level to top edge.



Prohibition signs :  
White on safety red



Warning signs :  
Black on safety yellow



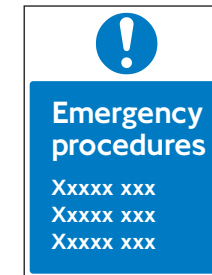
Fire safety signs :  
White on safety red



Emergency alarm signs :  
White on safety red



Safe condition signs :  
White on safety green



Mandatory signs :  
White on safety blue



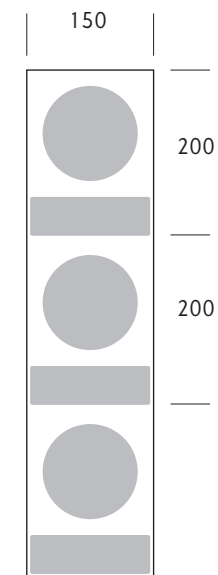
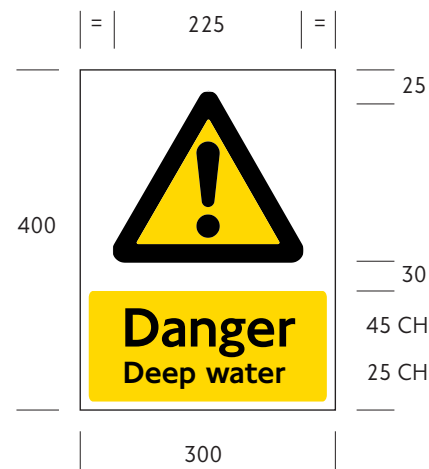
## 2.19 Safety sign sizes and formats



When safety signs are to be viewed at distance a standard 300 x 400mm format should be used. Where signs are read in close proximity, a 150 x 200mm size should be used, with signs vertically combined on single panels where more than one safety message is required.

Signs at entry points should be stacked vertically and fixed to the sides rather than clashing with entry signs above, the narrow format allowing signs to be fixed to pillars or posts if required.

Signs on the reverse on pier roundel signs should be a matching 300 x 400mm size and fixed to align and conceal fixings.



## 2.20 Electronic signs

Electronic signs can provide customers with accurate, real-time information about train arrivals, disruptions to services and advise on safety and emergency procedures.

It is therefore important that information is presented in a clear, logical and consistent manner to aid recognition, comprehension and credibility.

For dot matrix displays, ultra bright LEDs should be used. The standard display lettering shown uses a character matrix 10 dots high and 7 dots wide. However, a 9 x 5 matrix may also be used for smaller boards.

The size of the lettering is determined by the size of LED and pitch (space between LEDs) used.

Messages appear in mixed upper or lower case with all capital letters used for destinations and emphasis only.

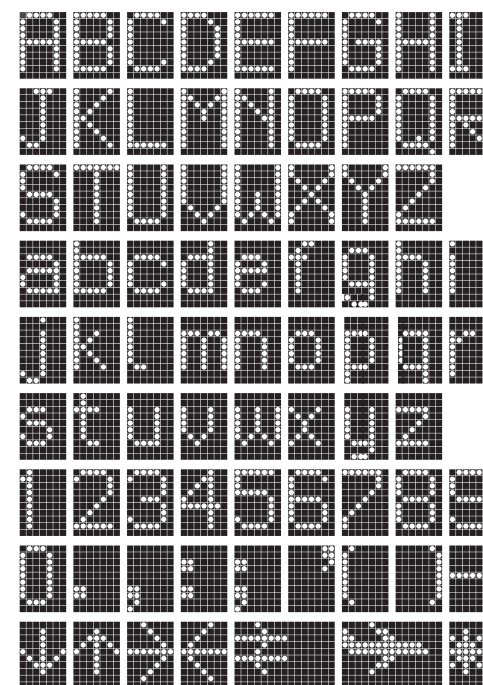
Displays are made up of matrix blocks eight dots square. These are butted together to form a continuous matrix of the required size.

A minimum border equivalent to two display dots must be allowed within the display area. This may be made up of unused active or additional inactive LEDs, dependent on the number of active dots used for display lines.

An additional row of dots must be allowed between each line of display for line spacing. Character spacing is proportional.

Where plasma or LCD screens are used, these should use the TfL New Johnston fonts and standard corporate elements detailed within this document. Display templates must be submitted to TfL Corporate Design for approval.

LED size/pitch	x	y
3/4	25	12.5
5/762	46	23
9/15.24	92	46



## 3 Specifications

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- 3.1 Workmanship
- 3.2 Tactile signs specification

## 3.1 Workmanship



When producing any sign the following points need to be taken on board in relation to materials used:

### Product design specification

In addition to the following specific points reference is made to the **Transport for London product design generic specification**. This document was produced to ensure that all product design is a successful blend of economics, aesthetics and functionality with the aim to meet the needs of both customer and operational staff.

### Materials and finish quality

#### Quality control

All signs supplied are to satisfy all relevant European and British Standards and specify precisely the methods of quality control applied in all aspects of the production process. Control shall be applied to materials, panels, colours, testing and final inspection.

#### Visual surface

The surface finish of the material shall not be punctured by visible fixings, unless no alternative exists, and the panels are to be checked for warping and twist. The printed definition shall also be checked to ensure that no blemishes are printed onto the panel.

### Edge and rear treatment

The panel edges shall be finished in the same colour as the reverse and be even and smooth. All stiffening devices and fixings are not to be visible from the front and are to be sited in proportion and equilaterally spaced away from all edges.

### Assembly, construction and installation

#### Approved drawings

Precise assembly and construction of signage is of major importance and all assembly shall be carried out in accordance with approved drawings.

#### Site works

Specific site instructions shall be read only in conjunction with the survey scheme schedules.

## 3.2 Tactile signs specification

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### Tactile signs

Characters on tactile signs should be embossed, not engraved, and should be raised from the signs's background by 1mm to 1.5mm. Characters should have a stroke width of 1.5mm to 2mm, and a height of at least 15mm.

Signs should be located so that they can comfortably be touched; an ideal height range is between 1400mm and 1700mm from the floor, with a maximum horizontal stretching distance of 500mm.

## 4 References and contacts

Contents



Please refer to the following documents for additional guidance on the correct design and application of signs :

- London Underground Signs Manual
- London Buses Signage and Display Guidelines
- London Overground Signs Standard
- Docklands Light Railway Signs Standard
- TFL Interchange Signs Standard
- TFL Pictogram Standard
- TFL Line Diagram Standard
- TFL Colour Standard
- TFL Street Map Standard

If you have any queries about information within this standard, please contact  
TfL Corporate Design:  
Phone 020 7126 4462 (Internal 64462)

References made to other design standards within this document can be found on the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)