



Transport for London

BRAND ICONOGRAPHY STANDARD



PURPOSE

The Brand iconography standard for tfl.gov.uk has been created to provide reference for all iconography used throughout TfL's website and digital services. It is a reference point for designers and **must** be followed when producing digital designs on behalf of TfL.



AUDIENCE

This document is aimed at:

- Content owners
- Designers
- Editors
- Developers
- Relationship managers
- Project managers



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OVERVIEW

The TfL Iconography standard has been designed to provide an iconography reference source for all transport modes within the TfL group.

Communication through TfL's website and digital services should be strong and consistent, therefore icons should be both clear in meaning and consistent in their design.

The icons within this document are based on the TfL's Brand pictogram standard and should therefore be used as the only point of reference when requiring an icon for use on any of TfL's digital services.



ICONS

We have designed a new set of icons to work in harmony with the new visual language. Icons have been optimised to work at a minimum size of 32 x 32px. Flat coloured icons can be used in any colour unless otherwise specified.



USE OF ICONS

The purpose of icons are to provide visual cues that make navigating TfL's website and digital services easier and more direct.

For an icon to work, it must be instantly recognisable and understood by all. Therefore the image must be kept simple and consistent. Details that are not essential in communicating the message should be left out.

Although the majority of icons within this standard are shown in blue, the appropriate colour should be used at all times.



1. ICONS

ICONS

Core icons



Home



Menu



Location



Pin



Map location



Search



Next



Previous



Up



Down



Plus



Minus



To end



To start



To top



To bottom



Yes



Close



Expand



Download



External link



Open



Refresh



Refresh 2



ICONS

Core icons continued



Mail



Phone



Email



Credit card



Calendar



Print



Share



Audio doc



Image doc



Zipped doc



Excel doc



Word doc



Message



Tag



News feed



Map radar



A to B



A to B 2



Walk



Cycle



Cycle moderate speed



Cycle fast speed



Two way



Straight ahead



ICONS

Core icons continued



Left turn



Right turn

ICONS

Facilities



Stairs up



Stairs down



Escalator up



Escalator down



Lift down



Lift up



Ramp up



Ramp down



Male & female



Toilets & disabled



Elderly



Mobility



Wheelchair facility



Wheelchair facility



Wheelchair facility



Luggage



Airport



Audio support



Platform info



Photo booth



Wifi



Cash



Tickets



Exit



ICONS

Facilities continued



Seating



Bridge

ICONS

Transport modes



TfL large



TfL small



National Rail



Bus



24hr bus



London Underground



London Overground



DLR



Bus



Barclay's Cycle Hire



Roads



River



Dial-a-Ride



Taxi



Tram



Coach



River Bus



River tours



Emirates Air Line



Tram



Coach



ICONS

Payment and accounts



Oyster



Oyster



Oyster touch



Oyster touch



Touchless



Underground
map



Multiple



Next



Capped



ICONS

Alerts



Minimal alert



Moderate alert



Serious alert



Severe alert



Warning



Serious warning



Road works

ICONS

Miscellaneous



Two way



One way



Plus



Minus



Up



Down



Menu



Settings



Broadcast
communications



ICONS

Miscellaneous continued



Facebook



Twitter



Facebook



LinkedIn



Twitter



Yes



About



Information



Favourite



Favourite



Favourite



Daylight



Daylight



Night



Night



1. MAPPING ICONS



MAPPING ICONS

Transport modes key

London Underground	London Overground	DLR	National Rail	Bus	Bus
Tram	Coach	Emirates Air Line	River Bus	River tours	Stop
Coach parks	On-street coach meters	Coach bays	Other coach parking		



MAPPING ICONS

Road map key



Speed cameras



Variable message signs



Jam cams



Red light cameras



Point of interest



Street



Traffic conditions



Low Emission Zone



Congestion Charge Zone



GLA Boundary



Road corridors



Alert



Audio support



Congestion Charge



Parking



Low Emission Zone



Tube stop



Bus stop

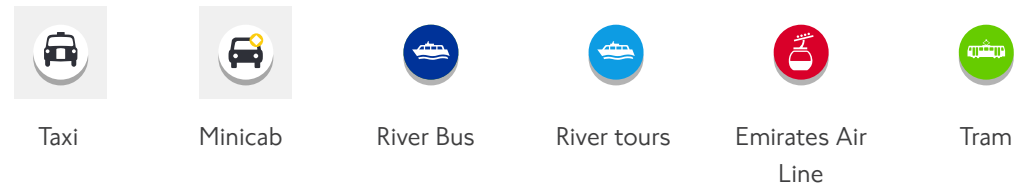
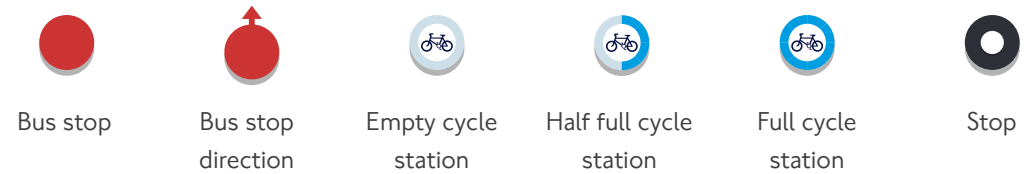
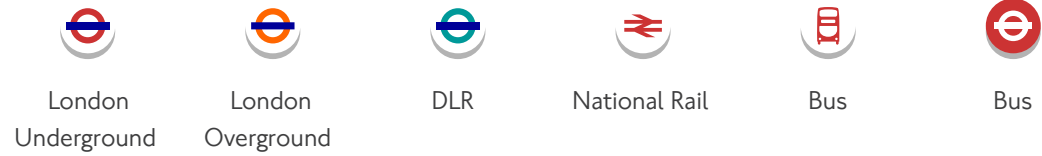


Bus stop



MAPPING ICONS

Transport modes (zoomed)





MAPPING ICONS

Miscellaneous (zoomed)



Speed cameras



Variable message signs



Jam cams



Red light cameras



Point of interest



Exit



Oyster



Airport



Walking



Minimal alert



Moderate alert



Serious alert



Severe alert



Road works



MAPPING ICONS

Map pins



Stairs up



Stairs down



Escalator up



Escalator down



Lift down



Lift up



Airport



Walking



London
Underground



London
Overground



Next



National Rail



Bus



Bus stop



Empty cycle
station



Half full cycle
station



Full cycle
station



Stop



River Bus



River tours



Emirates Air
Line



Tram

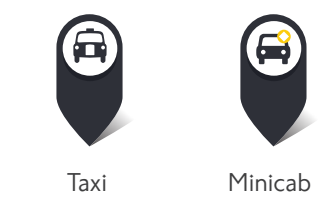
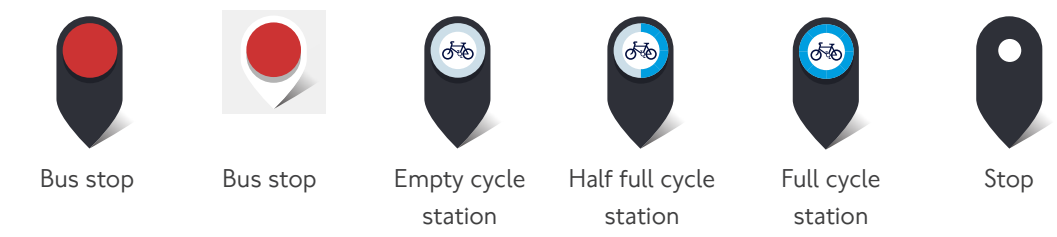
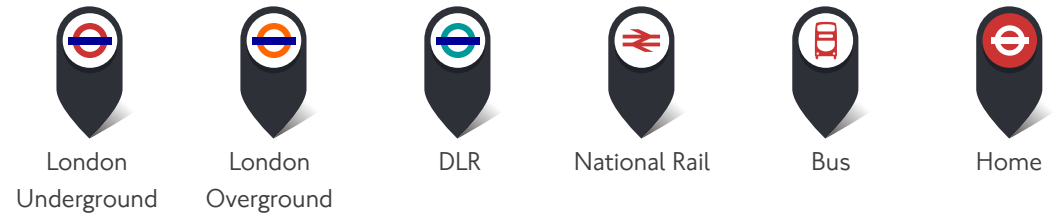


Coach



MAPPING ICONS

Transport modes (selected)





MAPPING ICONS

Transport modes (selected) continued



River Bus



River tours



Emirates Air
Line



Tram



Coach



Coach parks



On-street
coach meters



Coach bays



Other coach
parking



MAPPING ICONS

Miscellaneous (selected)

W



Speed cameras



Variable message signs



Jam cams



Red light cameras



Point of interest



Oyster



Airport



Walking



Minimal alert



Moderate alert



Serious alert



Severe alert



Road works



Type: Guidelines
Owner: TfL Online Compliance
Department: TfL Online

Version history

Version	Date	Summary of changes
1	20/02/2014	First issue

Review history

Name	Title	Date	Comment
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