A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Santander Cycles maintains a high standard for co-ordinated design in every aspect of our operations.

This document gives guidance on the basic elements that make up the Santander Cycles visual identity. The information covers the corporate typeface, the visual identity of Santander Cycles and the corporate colours.
The main terms used in these guidelines are as follows:

**Roundel**
The visual identifier based on an open circle and a bar used by Santander Cycles. The mode is displayed in white on the bar.

**Santander Cycles sponsorship logo**
A combination of a roundel or symbol with a logotype in a fixed relationship as shown below.

**Exclusion zone**
The minimum area around marks, roundels or symbols that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.
2 Colour glossary

Print specifications

PMS
An abbreviation of Pantone Matching System. This system is used to specify spot colours (i.e. individually mixed colours) for printing.

The letter ‘C’ after the specification indicates a colour’s appearance on coated paper stock. The letter ‘U’ after the specification indicates a colour’s appearance on uncoated paper stock.

CMYK
Initials representing the four colours – Cyan, Magenta, Yellow and Black (Kohl) – used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

Screen specifications

RGB
An abbreviation of Red-Green-Blue, indicating the primary colours of light. For reproduction on screens and other electronic systems, combinations of these three colours are used to match to the Transport for London colours.

Web
To achieve colours that can be reproduced satisfactorily on internet and intranet sites, Web safe colours should be specified. These provide a greater degree of consistency than RGB colours when there is no control over the equipment used to view the site.

Paint specifications

NCS
An abbreviation of Natural Color System. This provides a wide range of colour specifications applicable to paints and other materials. There are colour-matches in this system for all the Transport for London colours specified in these guidelines.

Other specification systems such as RAL or British Standard BS4800 have only a very limited number of acceptable colour-matches to Transport for London colours. Please do not use these systems without first obtaining the approval of TfL Corporate Design.
The Santander Cycles primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

<table>
<thead>
<tr>
<th>New Johnston</th>
<th>It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.</th>
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<tr>
<td>New Johnston Light</td>
<td>New Johnston Light Italic</td>
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<td>New Johnston Book</td>
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<td>New Johnston Medium</td>
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<td>New Johnston Bold</td>
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</tbody>
</table>
Acceptable
The examples shown here make up the acceptable applications of the Santander Cycles roundel.

Note: The squares are used as examples of background colours and are not part of the design.

Single colour roundel

Black roundel

Reversed roundel

The roundel can be applied to flat background colours (note that the keyline version is to be used in such instances)

The roundel can also be embossed out of any material
Unacceptable
The roundel must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.

Pattern backgrounds which interfere with the roundel must not be used.

Note: The squares are used as examples of background colours and are not part of the design.
**5 Santander Cycles sponsorship logo usage**

**Acceptable**
The examples shown here make up the acceptable applications of the Santander Cycles sponsorship logo.

Note: The squares are used as examples of background colours and are not part of the design.

![Single colour sponsorship logo](image1.png)

The sponsorship logo can be applied to flat background colours (note that the keyline version is to be used in such instances)

![Black sponsorship logo](image2.png)
Unacceptable
The Santander Cycles sponsorship logo must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.

Pattern backgrounds which interfere with the logo must not be used.

Note: The squares are used as examples of background colours and are not part of the design.
Exclusion zones

Exclusion zone for the Santander Cycles sponsorship logo
The light blue dashed box indicates the exclusion zone where no other graphic elements should be placed.

The exclusion zone is always one quarter of the width of the roundel bar.

Note: The exclusion zone is measured from the outer edge of the logo’s keyline, as shown.

Exclusion zone for the roundel
The light blue dashed box indicates the exclusion zone where no other graphic elements should be placed.
Depending on the systems used, the examples shown here are the only acceptable combinations.

**Print**

- **PMS**
  Colour reproduction using Pantone Matching System

- **PMS**
  Colour reproduction using Pantone Matching System on uncoated paper.

**Screen**

- **RGB**
  Colour reproduction using red, green and blue values.

- **web**
  Colour reproduction using Web safe colours.

**Paint**

- **NCS**
  Colour reproduction using Natural Colour System.

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**Note**

When producing work using the four colour process, only ever use the four colour breakdown shown on this page. No other breakdown is permissible.
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 TfL Corporate Design.

Email: corporatedesign@tfl.gov.uk

Website: tfl.gov.uk