

Colour standard

Issue 4

MAYOR OF LONDON

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Introduction

Carefully controlled use of corporate, mode, safety and London Underground line colours is highly effective in communicating the strengths of our organisation. Consistent use of colour across journey planners, signage and livery etc, also helps guide passengers to their destinations.

This document gives guidance on all Transport for London's corporate, mode and safety colours and also details the colours used on the London Underground lines. The colours illustrated for each purpose are mandatory and must be matched accurately. The colour references cover print, screen and paint applications.

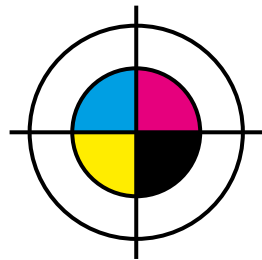
For more guidance on TfL Corporate Standards, visit tfl.gov.uk/corporatedesign

I Colour systems

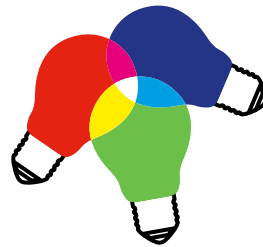
In this document we provide colour reference codes for several colour models. To help you choose the colour model best suited to your application, they are briefly explained below.



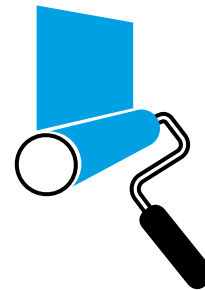
The PANTONE® Colour Matching System (PMS) is a colour space used to describe, match and reproduce our colours exactly in printed materials using ink mixed specifically for each colour.



CMYK colour refers to cyan, magenta, yellow, and key (black) inks used in colour printing. Where four colour printing is specified the CMYK colours should be used.



RGB colour is a light based colour model used by the displays of devices such as computers, and tablets. When using our colours for display on screens and devices the RGB colour should be used.

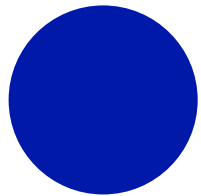


Natural Colour System (NCS) is a perceptual colour model. The NCS reference should be used when specifying our colours for paint.

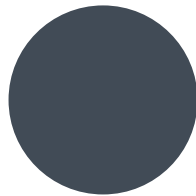
2 Corporate colours

Transport for London have a set of Corporate colours which are used across the business units, specific modes of transport, safety signs and certain London Underground lines.

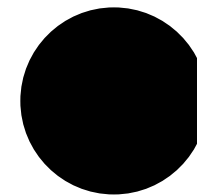
This section gives a quick reference to all the Transport for London Corporate colours.



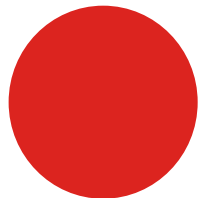
Corporate Blue
PMS 072
C100 M88 Y0 K5
R0 G25 B168
NCS S 3560-R80B



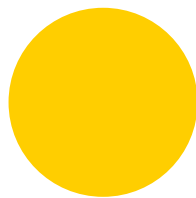
Corporate Dark Grey
PMS 432
C23 M2 Y0 K77
R65 G75 B86
NCS S 7010-R90B



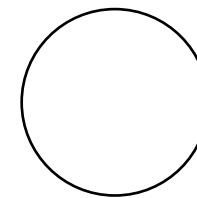
Corporate Black
PMS Black
C0 M0 Y0 K100
R0 G0 B0
NCS S 9000-N



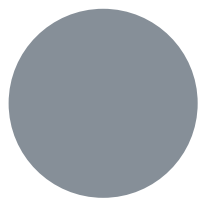
Corporate Red
PMS 485
C0 M95 Y100 K0
R220 G36 B31
NCS S 1085-Y80R



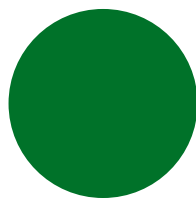
Corporate Yellow
PMS 116
C0 M16 Y100 K0
R255 G206 B0
NCS S 0580-Y10R



Corporate White
PMS N/A
CMYK N/A
R255 G255 B255
NCS S 0500-N



Corporate Grey
PMS 430
C5 M0 Y0 K45
R134 G143 B152
NCS S 4005-R80B





Corporate Green
PMS 356
C95 M0 Y100 K27
R0 G114 B41
NCS S 3065-G10Y

3 Mode specific colours

It is essential to maintain consistency when reproducing each colour which has been assigned to specific modes of transport.

This section gives a quick reference to all the Transport for London mode specific colours.

 **Transport for London**
PMS 072
C100 M88 Y0 K5
R0 G25 B168
NCS S 4060-R80B

 **Emirates Air Line**
PMS 186
C0 M100 Y81 K4
R220 G36 B31
NCS N/A

 **London Buses**
PMS 485
C0 M95 Y100 K0
R220 G36 B31
NCS S 1085-Y80R


 **London Coaches**
PMS 130
C0 M30 Y100 K0
R241 G171 B0
NCS S1070-Y20R


 **Elizabeth line**
PMS 266
C73 M81 Y0 K0
R147 G100 B204
NCS N/A


 **Santander Cycles**
PMS N/A
C0 M93 Y100 K0
R220 G36 B31
NCS N/A


 **London Dial-a-Ride**
PMS Pantone Purple
C38 M88 Y0 K0
R183 G39 B191
NCS S 2050-R40B


 **Docklands Light Railway**
PMS 326
C87 M0 Y38 K0
R0 G175 B173
NCS S 2050-B50G


 **London Overground**
PMS 158
C0 M61 Y97 K0
R239 G123 B16
NCS S 0585-Y50R

 **London River Services**
PMS 299
C85 M19 Y0 K0
R0 G160 B226
NCS S 2060-B

 **Taxi & Private Hire**
PMS 2715
C57 M45 Y0 K0
R132 G128 B215
NCS S 2060-R70B

 **TfL Rail**
PMS 072
C100 M88 Y0 K5
R0 G25 B168
NCS S 4060-R80B

 **London Trams**
PMS 368
C57 M0 Y100 K0
R0 G189 B25
NCS S 0580-G30Y

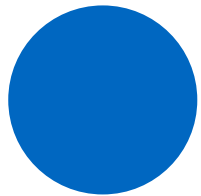
 **London Underground**
PMS 072
C100 M88 Y0 K5
R0 G25 B168
NCS S 4060-R80B

 **Visitor Centre**
PMS N/A
C0 M100 Y0 K0
R220 G0 B107
NCS N/A

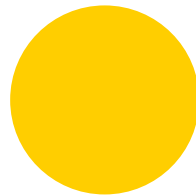
4 Safety Colours

Safety blue is used exclusively for safety information, however the red, yellow and green safety colours are Corporate Red, Corporate Yellow and Corporate Green, which are used in other situations.

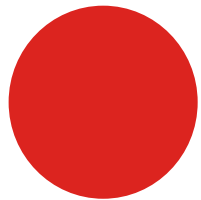
All four of these safety colours comply with British safety standards.



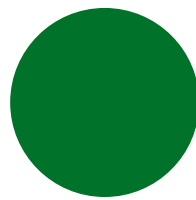
Safety Blue
PMS 300
C 100 M 57 Y 4 K 0
R 0 G 96 B 168
NCS S 3065-R90B



Corporate Yellow
PMS 116
C 0 M 20 Y 96 K 0
R 255 G 211 B 41
NCS S 0580-Y10R



Corporate Red
PMS 485
C 0 M 95 Y 100 K 0
R 220 G 36 B 31
NCS S 1085-Y80R



Corporate Green
PMS 356
C 95 M 24 Y 100 K 12
R 0 G 125 B 50
NCS S 3065-G10Y

5 London Underground line colours

Carefully controlled use of the line colours is essential in reinforcing the strength of the London Underground identity. Consistent use of colours across journey planners, signage and information also helps guide passengers to their destination.



Bakerloo line
PMS 470
C26 M67 Y89 K19
R178 G99 B0
NCS S 4050-Y50R



Central line
PMS 485
C0 M95 Y100 K0
R220 G36 B31
NCS S 1085-Y80R



Circle line
PMS 116
C0 M20 Y96 K0
R255 G211 B41
NCS S 0580-Y10R



District line
PMS 356
C95 M24 Y100 K12
R0 G125 B50
NCS S 3065-G10Y



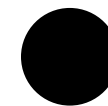
H'smith & City line
PMS 197
C2 M50 Y17 K0
R244 G169 B190
NCS S 0550-R10B



Jubilee line
PMS 430
C53 M37 Y34 K16
R161 G165 B167
NCS S 4005-R80B



Metropolitan line
PMS 235
C38 M100 Y27 K27
R155 G0 B88
NCS S 4050-R30B



Northern line
PMS N/A
C0 M0 Y0 K100
R0 G0 B0
NCS S 9000-N



Piccadilly line
PMS 072
C100 M88 Y0 K5
R0 G25 B168
NCS S 4060-R80B



Victoria line
PMS 299
C80 M15 Y0 K0
R0 G152 B216
NCS S 2060-B



Waterloo & City line
PMS 338
C57 M0 Y40 K0
R147 G206 B186
NCS S 1565-B

6 Other logos and identities

TfL uses logos and identities other than Roundels – here is a quick reference to the colours used for the most prominent of these.



Congestion Charging

PMS 186
C0 M100 Y81 K4
R210 G16 B52
NCS S 1080-Y90R



Cycle Superhighway

PMS 214
C0 M100 Y34 K8
R220 G9 B99



Legible London blue

C87 M46 Y0 K 81

Legible London yellow

C0 M22 Y100 K6



**Low Emission Zone
green**

PMS 370
C56 M0 Y100 K27



Oyster blue

PMS 072
C100 M88 Y0 K5
R134 G143 B152
NCS S 3560-R80B

Oyster cyan

PMS Cyan
C100 M0 Y0 K0
R0 G157 B217
NCS S 1565-B



Visitor Centre

C0 M100 Y0 K0
R220 G0 B107

For further information

This standard describes the most commonly used TfL colours, however where the information needed is not covered, please contact TfL Corporate Design.

Email: corporatedesign@tfl.gov.uk

All TfL corporate design standards are available from the TfL website:
tfl.gov.uk/media