Pictogram standard

Issue 4
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Foreword

The Transport for London (TfL) pictogram standard has been designed to provide a pictogram reference source for all transport modes within the TfL group.

It is important that Transport for London present a strong and consistent corporate image in every aspect of what we do, be it our environment, operation or communication. Pictograms should therefore be both clear in meaning and consistent in their design.

The pictograms within this document are based on the British Standard for Pictograms and should therefore be used as the only point of reference when requiring a pictogram for signage, print or any other use within the TfL group of companies.

The pictograms have been designed to work alongside those produced by the Department for Transport (DfT) in the Traffic Signs Regulations and General Direction document.

This TfL document however, cannot cover all eventualities. If there is ever a conflict when producing Highway signs, between a TfL pictogram and one used by the DfT, then it is the DfT version that is to be used. If such an instance ever occurs then please contact TfL Corporate Design 020 7126 4462.
The purpose of a pictogram is to make our lives easier and safer.

For a pictogram 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. However, the use of a pictogram may not be appropriate in some cases as it may make the message more complicated and thus more confusing than a written message alone.

Although the majority of pictograms within this standard are shown in black, the appropriate colour should be used at all times. Please refer to the appropriate sign or print standard for colour references.
2 Transport modes

* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.

River craft*  River craft*  Taxi  Airport  Bus  (Print use only)

Coach*  Coach*  Car*  Car*  London Overground

Cycling*  Cycling*  Tram  (On signage only)  Tram  (Print use only)  Docklands Light Railway

London Underground  Victoria Coach Station  National Rail
* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.
3.1 Facilities continued

- Website
- Lift
The pictograms featured within this section are primary symbols that are to be used within public areas.

The hazards and regulations associated with non-public areas are vastly different, e.g., personal protection equipment and machinery. For such safety signs, where the required symbol is not indicated within this document, the standard BS symbols should be adopted.
### 4.1 Safety continued

**Prohibition pictograms**

**Purpose**  
To indicate that certain actions are prohibited ie - must not do.

**Intrinsic features**  
Red circular band with diagonal bar through black pictogram.

**Colour references**  
Red: Pantone 485 or NCS S 1085 - Y90R  
Black: 100% Black or NCS S 9000 - N

**Statutory requirements**  
For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.

<table>
<thead>
<tr>
<th>Pictogram</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="General prohibition" /></td>
<td>General prohibition</td>
</tr>
<tr>
<td><img src="#" alt="No smoking" /></td>
<td>No smoking</td>
</tr>
<tr>
<td><img src="#" alt="Customers must not pass beyond this point" /></td>
<td>Customers must not pass beyond this point</td>
</tr>
<tr>
<td><img src="#" alt="No waiting" /></td>
<td>No waiting</td>
</tr>
<tr>
<td><img src="#" alt="No luggage" /></td>
<td>No luggage</td>
</tr>
<tr>
<td><img src="#" alt="Keep feet of seats" /></td>
<td>Keep feet of seats</td>
</tr>
<tr>
<td><img src="#" alt="No flash photography" /></td>
<td>No flash photography</td>
</tr>
<tr>
<td><img src="#" alt="Emergency do not enter" /></td>
<td>Emergency do not enter</td>
</tr>
</tbody>
</table>
4.2 Safety continued

Safe condition pictograms

Purpose
To indicate the location of emergency facilities (non fire fighting).

Intrinsic features
White pictogram on green square.

Colour references
Green: Pantone 356 or NCS S 3065 - G10Y
White: 100% White or NCS S 0500 - N

Statutory requirements
For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.

* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.
Warning pictograms

Purpose
To indicate the presence of hazards.

Intrinsic features
Yellow: triangle with black border and pictogram.

Colour references
Yellow: Pantone 116 or NCS S 0580 - Y10R
Black: 100% Black or NCS S 9000 - N

Statutory requirements
For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.
4.4 Safety continued

Mandatory pictograms

Purpose
To indicate that a specific course of action must be taken ie - must do.

Intrinsic features
White pictogram on blue circle.

Colour references
Blue: Pantone 300 or NCS S 3065 - R90B
White: 100% White or NCS S 0500 - N

Statutory requirements
For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.
4.5 Safety continued

Fire safety pictograms

Purpose
To indicate the location of fire fighting equipment.

Intrinsic features
White pictogram on red square.

Colour references
Red: Pantone 485 or NCS S 1085 - Y90R
White: 100% White or NCS S 0500 - N

Statutory requirements
For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.
* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.
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.
Telephone: 020 7126 4462
Internal extension: 64462
Email: corporatedesign@tfl.gov.uk

All TfL corporate design standards are available from the TfL internet site.
tfl.gov.uk/corporatedesign