A well designed, confident and consistent visual identity is highly effective in communicating the strengths of Transport for London (TfL). It is essential that TfL maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within TfL. The information covers the corporate typeface, the visual identity, the corporate colours and the stationary specifications.

Stationary templates can be obtained from TfL Corporate Design telephone: 020 7126 4462 or email: corporatedesign@tfl.gov.uk

For more guidance on TfL Corporate standards, please visit the TfL website, tfl.gov.uk/corporatedesign
Introduction
This section gives guidance on the basic elements that make up the TfL Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.
1.1 Corporate typeface

The typeface used by TfL is New Johnston. It is exclusive to TfL and should be applied for via the TfL website: tfl.gov.uk/corporatedesign

Headings
These are set in New Johnston Medium.

Body text
This should be set in New Johnston Book or New Johnston Light.

Book has been designed specifically for clarity and legibility at 12pt (or below).

At sizes above 12pt, New Johnston Light should be used for body text.
1.2 Roundel

Roundel
This page shows the TfL roundel.

For detailed guidance on the correct use of the roundel refer to the TfL basic elements standards.

The orange box indicates the exclusion zone where no other graphic elements should be placed. The exclusion zone is always one quarter (0.25) of the width of the roundel bar (x).
1.3 Logotypes

Transport for London logotype.
To reinforce its identity on stationery produced by its business units, the TfL logotype is associated with the business unit logotype as shown below.

Transport for London
Business Unit

Transport Trading Limited
London Travel Information
Lost Property Office

Details of the size and position of the logotypes on each of the main stationery formats are shown in the specifications that follow.

Transport for London
Transport Trading Limited
London Travel Information
Lost Property Office
### 1.4 Colours

**Mode colours**
This page identifies the corporate colours used for TfL.

The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standards [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)
Introduction
The following pages show how TfL stationery should incorporate roundels, logotypes and Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements are fixed and must be adhered to at all times on both pre-printed and locally printed material.
2.1 Letterhead

Specification for print
Size 210 x 297

The example opposite shows the layout for TfL pre-printed letterheads. Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.
2.1.1 Letterhead continued

Specifications for third party endorsements
The examples on this page show the layout for TfL pre-printed letterheads where third party endorsements are necessary for London Travel Information, Lost Property and London’s Transport Museum.

Please note all measurements are in mm.
2.1.2 Letterhead continued

Template example
Size 210 x 297

All letters must be set using the TfL letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

Headings
New Johnston Medium 12/14pt
Paragraph space: 1 line
Aligned left
Colour: black

Body copy
New Johnston book 12/14pt
Paragraph space: 1 line
Aligned left
Colour: black

Name Surname/ email/direct line
New Johnston Medium 12/14pt
Aligned left

Job title
New Johnston Medium 12/14pt
Aligned left

Corporate identity guidelines
The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Yours faithfully

Name Surname
Job Title
Email: name@tfl.gov.uk
Direct Line: 020 1234 5678

Copy to: One Other

MAYOR OF LONDON
2.2 Continuation sheet

Template example
Size 210 x 297
All letters must be set using the TfL letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

Body copy
New Johnston book 12/14pt
Paragraph space: 1 line
Aligned left
Colour: black

NameSurname
/email/direct line
New Johnston Medium 12/14pt
Aligned left
Job title
New Johnston Medium 12/14pt
Aligned left

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Yours faithfully

Name Surname
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678
Copy to: One Other
2.3 Compliment slip

Specification for print
Size 210 x 99
The example opposite shows the layout for TfL pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.
2.4 Business card

Specification for print
Size 86 x 55

The example opposite shows the layout for TfL pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

Transport for London
New Johnston Book 9/13pt
Aligned left
Colour: Pantone 485

Transport Trading Limited
New Johnston Book 12/13pt
Aligned left
Colour: Pantone 072

Roundel
Width: 21 mm
Colour: Pantone 072

Name
New Johnston Book 9/13pt
Aligned left
Colour: Pantone 485

Qualification letters (optional)
New Johnston Book 12/13pt
Aligned left
Colour: Pantone 072

Title and Phone number
New Johnston Book 12/14pt
Aligned left
Colour: Pantone 072

Transport for London
Department Name

Windsor House
42-50 victoria Street
London SW1 W 0TL

Fax 020 1234 5678
Email anybody@tfl.gov.uk

Transport for London
Business Unit

Name Surname
Job Title
Phone 020 1234 5678
2.5 Fax sheet cover

Template example
Size 210 x 297

All faxes must be set using the TfL fax cover sheet template and printed directly from the desktop.

Please note all measurements are in mm.
All memos must be set using the TfL memo template and printed directly from the desktop.

Please note all measurements are in mm.

For Memo continuation sheet please see specifications for letterhead continuation sheet on page 2.3.
2.7 Envelopes

Specification
Size C4 325 x 230
C5 225 x 160
DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.
2.8 **Information pack**

**Specification for print**

**Size** C4 220 x 305

This design is for all TfL information packs.

The size allows for holding A4 documents. The pocket should have a capacity of 5mm.

Please note all measurements are in mm.

**Transport for London**
New Johnston Medium 20pt
Aligned left
Colour: Pantone 072

**Mayor of London**
New Johnston Bold 14pt
Aligned left
Colour: Pantone 072

**Folder inside**
10% Pantone 072 (optional)

**Roundel**
Width: 21mm
Colour: Pantone 072

**Press information title**
New Johnston Medium 40pt
Aligned left
Colour: White

**Coloured strip**
Colour: Pantone 072

**Business Unit**
New Johnston Medium
2/21pt
Aligned left
Colour: Pantone 072

**Address**
New Johnston Book
10/12pt
Paragraph space: 6pt
Aligned left
*Phone 12/18pt
Colour: Pantone 072
Height of pocket: 115

**Press Office**
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 7941 4141
Fax 020 1234 5678
www.tfl.gov.uk

**Transport for London**
MAYOR OF LONDON
Press information
Contents
Introduction
TfL has its own dedicated stationery with required legal information. The following page should be used to assist with ordering stationery and may be personalised with appropriate address details.

Note that address details will determine how the legal information at the foot of the required piece of stationery is worded. For example, if the postal address is the same as the registered office then the legal information should state that the registered office ‘…is as above’.

If, however, the postal address differs from the registered office address then the full registered office address will need to be stated amongst the legal information.
Transport for London
Lost Property Office

Lost Property Office
Department Name
Windsor House
42-50 Victoria Street
London SW1W 9TL
Fax 020 1234 5678
Email anybody@tfl.gov.uk

Lost Property Office
Department Name
200 Baker Street
London NW1 5RB
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk

Press

Transport for London
Lost Property Office

Name Surname
Job Title
Phone 020 1234 5678

TfL
Stationery set examples
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

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