

London Travel Information and Tickets fascia standard

Issue 2

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Transport for London (TFL) strives to provide a safe, efficient and reliable service to its millions of passengers each day. TFL London Travel Information's key role is to provide an accessible and comprehensive information service to the users of all TFL's transport modes.

It is essential that London Travel Information centres are presented visually, in a strong and consistent way, befitting that of a comprehensive transport network. These fascia rules and specifications have been produced expressly to ensure continuity in the application and presentation of London Travel Information's identity to the public and must be strictly adhered to.

I Corporate typeface

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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

Signage typesetting

This is set in New Johnston Medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;

New Johnston Medium

A b

2 Colours



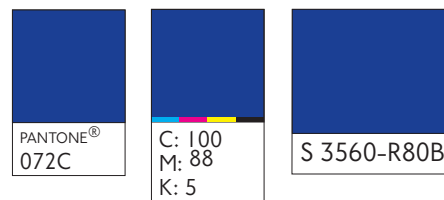
Mode colours

This page identifies the corporate colours used for TfL.

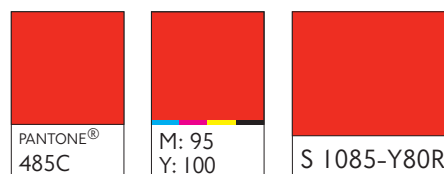
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standards tfl.gov.uk/corporatedesign

Corporate blue



Corporate red



3 Roundel and 'i' symbol

Roundel

The TfL corporate blue roundel is the only roundel that is to be displayed on a London Travel Information fascia.

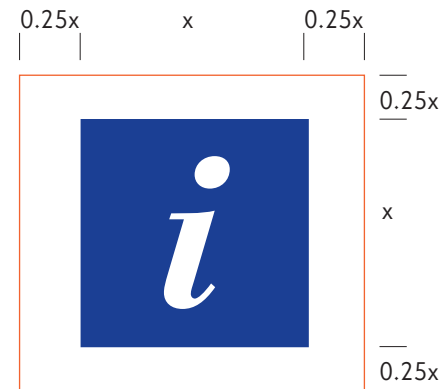
'i' symbol

The 'i' symbol is integral to the London Travel Information identity. No other version of the 'i' symbol is permissible.

Neither the roundel nor the 'i' symbol should ever be distorted or cropped in anyway.

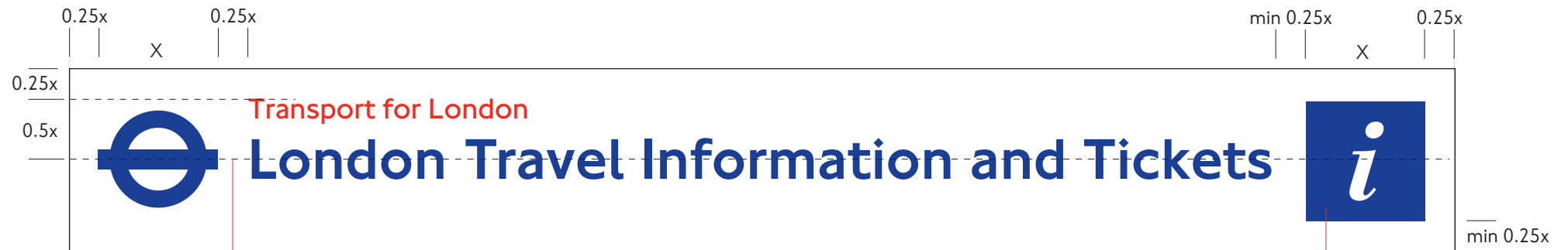
Both symbols are always to be displayed on fascias in TfL corporate blue.

The orange box shown indicates the exclusion zone where no other graphic element should be placed within. The exclusion zone is always one quarter (0.25) of the width of the roundel bar (x). This zone should be applied to both the roundel and the 'i' symbol.



3.1 Roundel and 'i' symbol - continued

The width of the 'i' symbol should equal that of the roundel. The 'i' symbol size and positional relationship to the roundel and accompanying lettering is fixed.



The roundel, London Travel Information logotype and 'i' symbol are all vertically centred on this line

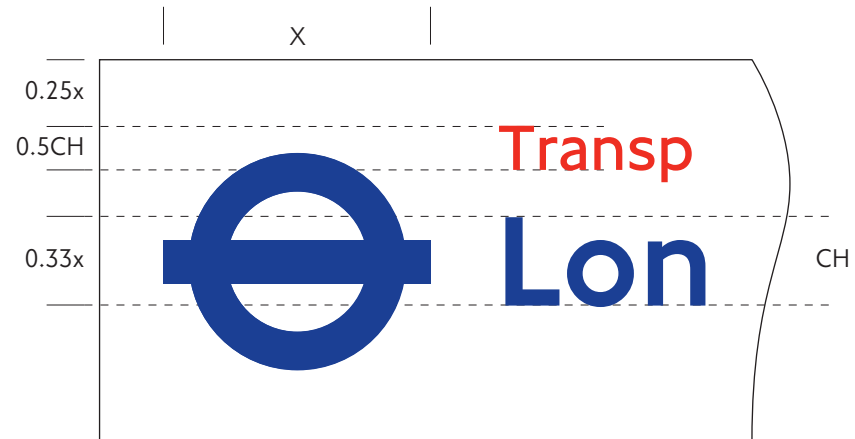
The 'i' symbol should always appear as far right as possible when displayed with the London Travel Information logotype.

4 Logotypes



The cap height of the 'London Travel Information and tickets' logotype is always to be set at $0.33x$ the roundel bar width and should be displayed in Corporate blue.

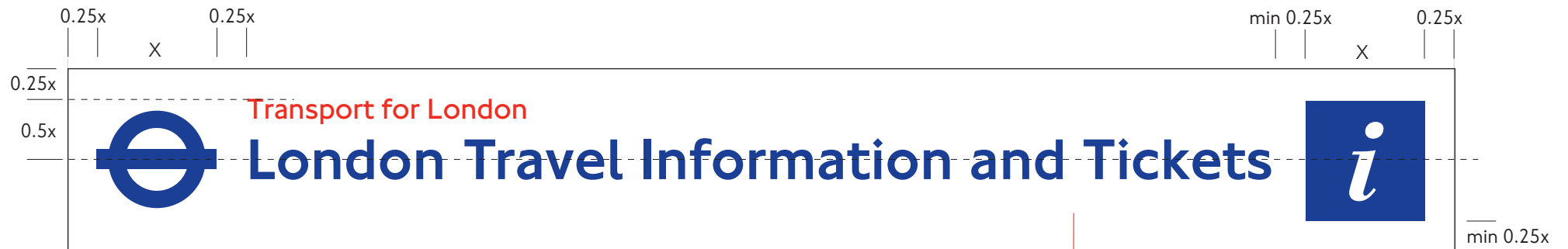
The cap height of the 'Transport for London' logotype is always set at 50% of the cap height of the 'London Travel Information and tickets' cap height.



4.1 Logotypes continued

There are two options for fascias. The option selected should be determined by the space available.

Always aim to use the single line fascia option. The three line version should only be used where space constraints are imposed.

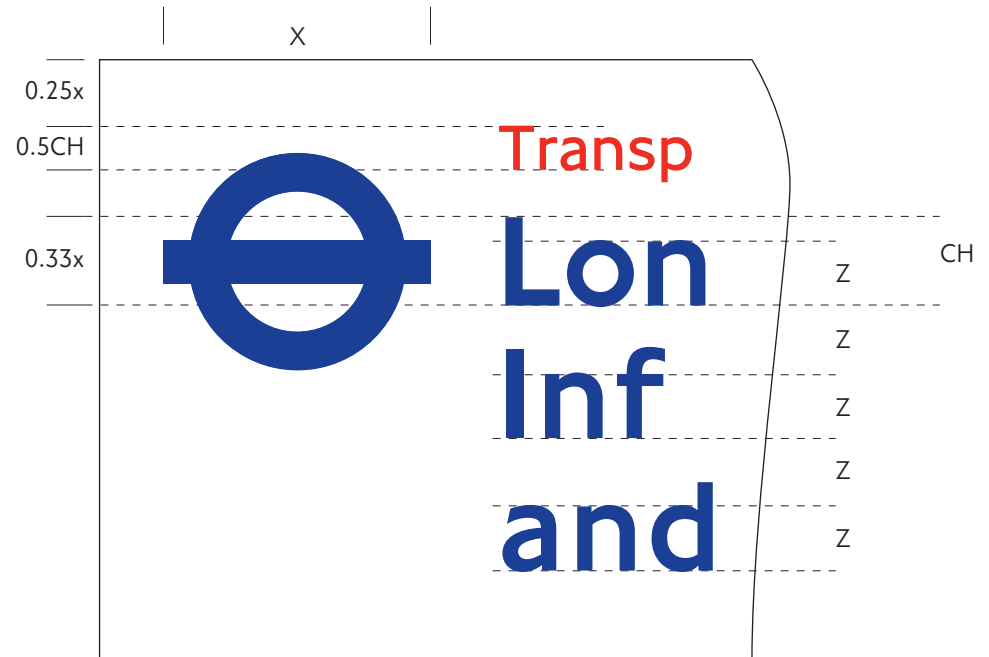


Background should always be white



4.2 Logotypes continued

When using the three line logotype, the line spacing is to be as shown.



For further information:

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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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