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For further information
A well designed, confident and consistent visual identity is highly effective in communicating the strengths of Victoria Coach Station (VCS). It is essential that VCS maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within VCS. 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 VCS Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.
The typeface used by VCS 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

This page shows the VCS roundel.

For detailed guidance on the correct use of the roundel refer to the VCS 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).
The main logotypes used is Victoria Coach Station. It is to be displayed in New Johnston Medium, mixed upper and lower case, using the colour Pantone 072.

The Transport for London logotype is to always accompany the VSC logotype. It is to be displayed in New Johnston Book, mixed upper and lower case, using the colour Pantone 130.

The MAYOR OF LONDON logotype is to be displayed in New Johnston Bold, all upper case, using the colour Pantone 072.
1.4 Colours

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

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 standard tfl.gov.uk/corporatedesign.

**Corporate blue**

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE® 072C</td>
<td>C: 100 M: 88 K: 5</td>
</tr>
<tr>
<td>PANTONE® 072U</td>
<td></td>
</tr>
</tbody>
</table>

**Victoria Coach Station orange**

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE® 130C</td>
<td></td>
</tr>
<tr>
<td>PANTONE® 130U</td>
<td>M: 30 Y: 100</td>
</tr>
</tbody>
</table>
Introduction
The following pages explain how VCS stationery should incorporate roundels, logotypes and the Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements for standard stationery are fixed and must be adhered to at all times on both pre-printed and locally printed material.

Please note all measurements are in mm.

All stationary artwork can be obtained from TfL Corporate Design, telephone: 020 7126 4462 or email: corporatedesign@tfl.gov.uk
2.1 Letterhead

Specification for print
Size 210 x 297

The example opposite shows the layout for VCS pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11pt
Colour: Pantone 130

Victoria Coach Station
New Johnston
Medium 20pt
Colour: Pantone 072

Roundel
Width: 21m
Colour: Pantone 130

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and address
New Johnston
Book 10/12pt
Colour: Pantone 072

*Phone no: 12/18pt

PAD logo
Colour: Pantone 072

Legal
New Johnston
Book 8/9pt
Colour: Pantone 072
2.2 Letter template

Template example
Size 210 x 297

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

Please note, all measurements are in mm.

Heading
Arial Bold 12/14pt
Paragraph space: 1 line
Aligned left

Body copy
Arial 12/14pt
Paragraph space: 1 line
Aligned left

Name Surname/email/directline
Arial 12/14pt
Aligned left

Job title
Arial Bold 12/14pt
Aligned left

Your ref: B/001
Our ref: A/003

Client name
Company name
First line of address
Second line of address
Town or City name
County and POST CODE

Your ref: B/001
Our ref: A/003

Transport for London
Victoria Coach Station

Dear name

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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat voluptat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Yours faithfully

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

Copy to: One Other
2.3  Continuation sheet

Template example
Size 210 x 297

The continuation sheet is also available as a template. Continuation sheets are not pre-printed and the paper stock must match that of the letterhead sheet.

Please note, all measurements are in mm.

<table>
<thead>
<tr>
<th>Name Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email/direct line</td>
</tr>
<tr>
<td>Arial 12/14pt</td>
</tr>
<tr>
<td>Aligned left</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Bold 12/14pt</td>
</tr>
<tr>
<td>Aligned left</td>
</tr>
</tbody>
</table>

Yours faithfully

<table>
<thead>
<tr>
<th>Name Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Title</td>
</tr>
<tr>
<td>Email: <a href="mailto:name@tfl.gov.uk">name@tfl.gov.uk</a></td>
</tr>
<tr>
<td>Direct line: 020 1234 5678</td>
</tr>
<tr>
<td>Copy to: One Other</td>
</tr>
</tbody>
</table>
2.4 Compliment slip

Specification for print
Size 210 x 99

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

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.
2.5 Business card

Specification for print
Size 86 x 55

The example opposite shows the layout for all VCS business cards.

Information is printed on both sides.

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
Colour: Pantone 130

Victoria Coach Station
New Johnston
Book 12/13pt
Colour: Pantone 072

Name Surname
Job Title
Phone 020 1234 5678

Roundel
Width: 15
Colour Pantone 130
Pantone 072

Name
New Johnston
Medium 13/14pt
Colour: Pantone 072

Job title and Phone number
New Johnston
Book 12/14pt
Colour: Pantone 072

Reverse side
Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and Body text
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072

Victoria Coach Station
Department Name
15 Penton Street
London N1 9PU
Fax 020 1234 5678
Email anybody@tfl.gov.uk

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.
2.6 Fax cover sheet

Template example
Size 210 x 297

Please note that faxes do not use pre-printed paper. All faxes must use the VCS fax cover sheet template (available from Source) and printed directly from the desktop.

Please note, all measurements are in mm.

**Transport for London**
New Johnston
Book 11/20pt

**Victoria Coach Station**
New Johnston
Medium 20/20pt

Fax cover sheet
New Johnston
Book Bold 13pt

Subject title/departement
Arial 12/14pt
Paragraph space: 1 line

Body text
Arial 12/14pt
Paragraph space: 1 line

Name Surname/email
Arial 12/14pt

Job title
Arial Bold 12/14pt

Legal (see individual letterheads for details)
New Johnston
Book 8/9pt

**Mayor of London**
New Johnston
Bold 14pt

Fax cover sheet
To: [Recipient’s name] From: [Sender’s name]
Company: [Company name] Return fax no: 000 0000 0000
Fax no: [Fax number] Phone no: 000 0000 0000
No of pages: [No of pages] Date: 1 January 2009

Subject title
[Body text]

Name Surname
Job Title
Email: name@tfl.gov.uk

Roundel
Width: 21mm
Colour: black

Fax headings
New Johnston
Book Bold 10/22pt

Fax information
Arial 12/22pt
Aligned left

PAD logo
Colour:black

Business Unit
New Johnston
Medium 10/12pt

Department name and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Aligned left
* Phone no: 12/18pt
Template example

Size 210 x 297

All memos must be set using the VCS memo template and printed directly from the desktop. Memo templates are available from Source.

For details on the Memo continuation sheet please see specifications or letterhead continuation sheet.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11/20pt

Victoria Coach Station
New Johnston
Medium 20/20pt

Memo field headings
New Johnston
Book Bold 10/22pt

Memo information
Arial 12/22pt
Aligned left

Subject title
Arial Bold 12/20pt
Aligned left

Body text
Arial 12/14pt
Paragraph space: 1 line
Aligned left

Legal (see individual letterheads for details)
New Johnston
Book 8/9pt
Aligned left

Mayor of London
New Johnston
Bold 14pt

Transport for London
Victoria Coach Station

To: [Recipient’s name]
From: [Sender’s name]
Our ref: [Reference]
Your ref: [Reference]
Phone: [Phone number]
Date: 1 January 2009

Subject title
[Body text]

Name Surname
Job Title
Email: name@tfl.gov.uk

Roundel
Width: 21mm
Colour: black

Name Surname/email
Arial 12/14pt
Aligned left

Job title
Arial Bold 12/14pt
Aligned left

PAD logo
Colour: black

Business Unit
New Johnston
Medium 10/12pt

Department and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Aligned left
* Phone no: 12/18pt
2.8 Envelopes

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.

Transport for London
New Johnston Book
10/16pt
Aligned left
Colour: Pantone 130

Victoria Coach Station
New Johnston Medium
15/16pt
Aligned left
Colour: Pantone 072

Name and address
New Johnston Book
12/14pt
Aligned left

Mayor of London
New Johnston Bold
13pt
Aligned left

Roundel
Width: 19mm
Colour: Pantone 072
Pantone 130
Press information

Specification for print

Size C4 220 x 305
This design is for all VCS 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 Book 11/20pt
Aligned left

Victoria Coach Station
New Johnston Medium 20/20pt
Aligned left

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

Folder inside
Colour: 15%
Pantone 130
(optional)

Roundel
Width: 21mm
Colour: Pantone 072

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

Coloured strip
Colour: Pantone 130
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