Dial-a-Ride bus graphics standard

Issue 1
Contents

Foreword

1 Basic elements
2 Bus interior notices
3 Positioning of bus interior notices
4 Bus exterior notices
5 Positioning of bus exterior notices

Further information
Foreword

This document details the graphics that are to be applied to London Dial-a-Ride buses. Where necessary, technical descriptions and intended locations are provided.

Approved artwork for each notice shown is available from the TfL Graphics team (corporate@tfl.gov.uk). No other artwork is to be used.

Note
The notices within this document are correct at the time of going to print. Notices may be updated at any time.

No additional notices are to be applied to a London Dial-a-Ride bus without prior agreement with the TfL Graphics team.
Basic elements

This section outlines the basic elements that are used to produce graphic notices for London Dial-a-Ride buses. This includes the use of the corporate typeface and colours.

For further information, see TfL design standards at [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)
1.1 Typography

Our typeface is Johnston, which should be set in mixed upper and lower case.

New Johnston (NJ Font) Medium is the only typeface that should be used for bus notices unless specifically stated otherwise.
These colours should be used on the London Dial-a-Ride fleet to produce graphic notices.

The Pantone Matching System is to be used for print purposes.
2 Bus interior notices

The following pages illustrate the graphic notices that are to be applied to Dial-a-Ride bus interiors.
2.1 No smoking

Artwork reference number
DAR_INT_01

Position on bus reference
A

Size
95 x 118mm

Colours
• Corporate Red (Pantone 485)
• Black (Black 100%)

No smoking
including e-cigarettes
2.2 Customer contact

Artwork reference number
DAR_INT_02

Position on bus reference
B

Size
406 x 273mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)
- Black (Black 100%)

We'd like to hear from you
We value your feedback, suggestions and complaints which help to improve our service:

Web: tfl.gov.uk/dialaride
Phone: 0343 222 7777*
Writing: London Dial-a-Ride, PO Box 68799
London SE1P 4RD
Email: DAR@tfl.gov.uk

To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.

Web: www.londontravelwatch.org.uk
Phone: 020 3176 2999

Reporting a crime
We want everyone travelling on our network to feel safe. If you experience or witness a crime, feel threatened by another customer, or see something that doesn’t feel right, speak to the driver immediately.

If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number

No alcohol
Drinking alcohol or carrying open containers of alcohol is prohibited on this bus.

Staff assaults
Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.

We will always press for the strongest penalties for anyone who assaults our staff.

CCTV cameras in operation
Images are being recorded in the interest of safety, security and crime prevention

For more information, visit tfl.gov.uk/privacy
2.3 Seatbelts must be worn

Artwork reference number
DAR_INT_03

Position on bus reference
C

Size
265 x 53mm

Colours
• Safety Blue (Pantone 300)
2.4 Wheelchair pictogram

Artwork reference number
DAR_INT_04

Position on bus reference
D

Size
122 x 141mm

Colours
• Safety Blue (Pantone 300)
2.5 Emergency exit (front door)

Artwork reference number
DAR_INT_05

Position on bus reference
E

Size
260 x 37mm

Colours
• Safety Green (Pantone356)
2.6  Emergency exit - pull handle and push door (back door)

Artwork reference number
DAR_INT_06

Position on bus reference
F

Size
260 x 95mm

Colours
• Safety Green (Pantone356)
3 Positioning of bus interior notices

This section of the document gives guidance on the positioning of all graphics on the London Dial-a-Ride bus interior.
3.1 Glass panel behind driver’s cab (customer facing side)

A No smoking
DAR_INT_01
Vertically - right side of vinyl 20mm from right edge of glass panel.
Horizontally - top of vinyl 73mm from top of glass panel.

B Customer contact
DAR_INT_02
Vertically - left side of vinyl 20mm from left edge of glass panel.
Horizontally - top of vinyl 73mm from top of glass panel.

C Seatbelts must be worn
DAR_INT_03
Vertically - centred on glass panel.
Horizontally - top of vinyl 10mm from top of glass panel.
3.2 Customer windows

D Wheelchair pictogram DAR_INT_04

Left-sided customer window (when facing forward)

Vertically - left side of vinyl 20mm from window edge (or window blacking where appropriate).
Horizontally - top of vinyl 20mm from window edge (or window blacking where appropriate).

Right-sided customer window (when facing forward)

Vertically - right side of vinyl 20mm from window edge (or window blacking where appropriate).
Horizontally - top of vinyl 20mm from window edge (or window blacking where appropriate).
3.3 Customer doors

E  Emergency exit
DAR_INT_05
Vertically - centred on front door window.
Horizontally - top of vinyl 130mm from top of window (this vinyl must align with the exterior vinyl).

F  Customer contact
DAR_INT_06
Vertically - centred on left-sided door window.
Horizontally - top of vinyl 67mm from top of left-side door window (this vinyl must align with the exterior vinyl).
The following pages illustrate the graphic notices that are to be applied to the London Dial-a-Ride bus exterior.

Where there is more than one option for the placement of a notice in a location, please seek guidance as to which version of the notice is to be used.
4.1 Buses roundel

Artwork reference number
DAR_EXT_01

Position on bus reference
A2

Sizes
Large (option A)
490mm roundel bar width

Small (option B)
240mm roundel bar width

Colours
• White
  (Red shown is for illustrative purposes only)
4.2 London Dial-a-Ride logotype

Artwork reference number
DAR_EXT_02

Position on bus reference
B2

Size
1934 x 260mm

Colours
• White
  (Red shown is for illustrative purposes only)
4.3  Caution – Bus pulls in frequently

Artwork reference number
DAR_EXT_03

Position on bus reference
C2

Size
A5

Colours
• Safety Yellow (Pantone 116)
• Black 100%
4.4 Give way to the bus

Artwork reference number
DAR_EXT_04

Position on bus reference
D2

Size
149 x 210mm

Colours
• Corporate Red (Pantone 485)
• Black (Black 100%)
• Corporate Blue (Pantone 072)
4.5 Emergency exit (front door)

Artwork reference number
DAR_INT_05

Position on bus reference
E2

Size
260 x 37mm

Colours
• Safety Green (Pantone356)

Note
This artwork is the same as that used on the interior of the door.
4.6 Emergency exit - pull handle and pull door (back door)

Artwork reference number
DAR_EXT_06

Position on bus reference
F2

Size
260 x 95mm

Colours
• Safety Green (Pantone356)
4.7 Wheelchair entry

Artwork reference number
DAR_EXT_07

Position on bus reference
G2

Size
260 x 110mm

Colours
• Safety Blue (Pantone 300)
4.8 Vehicle number

Artwork reference number
DAR_EXT_08

Position on bus reference
H2

Size
55mm Cap height
(234pt NJ Font Medium)

Colours
• White
  (Red shown is for illustrative purposes only)
4.9 Press for entry

Artwork reference number
DAR_EXT_09

Position on bus reference
J2

Size
70 x 15mm

Colours
• Safety Blue (Pantone 300)
Artwork reference number
DAR_EXT_10

Position on bus reference
As and where required

Size
20mm Cap height
(85pt NJ Font Medium)

Colours
• Black 100%

56 psi 62 psi Adblue Diesel ULW 3095 kg
Artwork reference number
DAR_EXT_II

Position on bus reference
As and where required

Size
10mm Cap height
(43pt NJ Font Medium)

Colours
• Black 100%

1. **To open in emergency pull handle and slide door**
   DAR_EXT_IIA

2. **Heater fuel cut-off behind flap**
   DAR_EXT_IIB

3. **Please ensure combustion heater is switched off before re-fuelling**
   DAR_EXT_IIC

4. **Emergency engine stop on key**
   DAR_EXT_IID
4.12 Address details

Artwork reference number
DAR_EXT_12

Position on bus reference
As and where required

Size
20mm Cap height
(85pt NJ Font Medium)

Colours
• Black 100%

London Dial-a-Ride
Progress House
5 Mandela Way
London SE1 5SS
4.13 First responder

1. FIRSTRESP_001A Diesel
2. FIRSTRESP_002A Diesel/Electric hybrid
3. FIRSTRESP_003A Electric
4. FIRSTRESP_004A Hydrogen hybrid
4.13.1 First responder - diesel

Artwork reference number
FIRSTRESP_001

Position on bus reference
K2

Size
- Standard (option A)
  200 x 150
- Large (option B)
  400 x 300mm

Colours
- Corporate Grey (Pantone 430)
4.13.2 First responder - diesel/electric hybrid

Artwork reference number
FIRSTRESP_002

Position on bus reference
K2

Size
Standard (option A)
200 x 150

Large (option B)
400 x 300mm

Colours
• Responder Orange (Pantone 166)
4.13.3 First responder - electric

Artwork reference number
FIRSTRESP_003

Position on bus reference
K2

Size
Standard (option A)
200 x 150

Large (option B)
400 x 300mm

Colours
• Responder Orange (Pantone 166)
4.13.4 First responder - hydrogen hybrid

Artwork reference number
FIRSTRESP_004

Position on bus reference
K2

Size
Standard (option A)
200 x 150

Large (option B)
400 x 300mm

Colours
• Responder Blue (Pantone 2995)
Positioning of bus exterior notices

This section of the document gives guidance on the positioning of all graphics on the London Dial-a-Ride bus exterior.
5.1 Bus exterior (doorside elevation)

A2 Roundel (large)
(DAR_EXT_01A)
Vertically - left side of vinyl 815 mm from panel edge (by front door).
Horizontally - top of vinyl 69 mm from bottom of window.

B2 London Dial-a-Ride logotype
(DAR_EXT_02)
Vertically - left side of vinyl 33 mm from roundel bar.
Horizontally - top of vinyl (cap height of ‘Phone’) 80 mm from bottom of window.

E2 Emergency exit (front door)
(DAR_INT_05)
Vertically - centred on front door window.
Horizontally - top of vinyl 130 mm from top of window (this vinyl must align with the interior vinyl).
5.1.1

J2  Press for entry  
(DAR_INT_09)  
Vertically - centred above door opening button.  
Horizontally - 10mm above bottom of window.

K2  First responder notice (standard)  
FIRSTRESP_001A, 002A, 0033A or 004A  
Vertically – centred above the front door.  
Horizontally – centred between top of bus and top of front door.
5.2 Bus exterior (offside elevation)

A2 Roundel (large)  
(DAR_EXT_01A)  
Vertically - right side of vinyl 465 mm from logotype vinyl (edge of small e in web address).  
Horizontally - top of vinyl 69mm from bottom of window.

B2 London Dial-a-Ride logotype  
(DAR_EXT_02)  
Vertically - left side of vinyl 715mm from left edge of last customer window (panel edge).  
Horizontally - top of vinyl (cap height of 'Phone') 80mm from bottom of window.

K2 First responder notice (standard)  
FIRSTRESP_001A, 002A, 0033A or 004A  
Vertically – centred above first customer window.  
Horizontally – centred between top of bus and top of window.
5.3 Bus exterior (front and rear elevations)

A2 Roundel (large - bonnet)  
(DAR_EXT_01A)  
Vertically - centred on vehicle bonnet.  
Horizontally - top of roundel 130mm from top of centre of bonnet.

Roundel (small - rear)  
(DAR_EXT_01B)  
Vertically - centred on left-hand panel.  
Horizontally - top of vinyl 100mm from bottom of first responder vinyl.

C2 Caution – bus pulls in frequently  
(DAR_EXT_003)  
Vertically – centred beneath the roundel on left-hand panel.  
Horizontally – top of vinyl 880mm from top of panel.
5.3.1

D2 Give way to the bus
(DAR_EXT_04)
Vertically – centred beneath vehicle number on right-hand panel.
Horizontally – top of vinyl 880mm from top of panel.

F2 Emergency exit (pull handle and pull door - rear)
(DAR_EXT_06)
Vertically – centred on right-side window.
Horizontally – top of vinyl 10mm below window blacking (this vinyl must align with the interior vinyl).

G2 Wheelchair entry
(DAR_EXT_07)
Vertically – centred on left-side window.
Horizontally – bottom of vinyl 10mm from bottom of window.

H2 Vehicle number
(DAR_EXT_08)
Vertically – centred on right-hand panel.
Horizontally – top of vinyl 220mm from top of panel.

K2 First responder notice (front)
FIRSTRESP_001A, 002A, 0033A or 004A
Vertically – centred on left-hand panel.
Horizontally – top of vinyl 100mm from top of panel.

First responder notice (rear)
FIRSTRESP_001A, 002A, 0033A or 004A
Vertically – left side of vinyl 100mm from edge of window blacking.
Horizontally – bottom of vinyl 50mm from bottom of window blacking.

Note
Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.4 Bus exterior (bus roof)

K2 First responder - electric (large)
FIRSTRESP_001B, 002B, 003B or 004B
Vertically - centred on bus roof.
Horizontally - bottom of vinyl 400mm from rear of bus.

Note
Where buses do not have a flat roof, please aim to place the notices on a flat area of the roof as close to the back end of the bus as is possible.

Please also try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.
Further information

This standard outlines basic principles and therefore cannot cover every application or eventuality.

If you have any questions on how to apply these rules, contact the TfL Graphics team.

Email: corporatedesign@tfl.gov.uk