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Foreword

This document details all interior and exterior notices that are to be applied to DLR trains (1992 and 2007 stock). Locations for the notices are also provided.

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

This section outlines the basic elements that are used to produce graphic notices for the DLR fleet. This includes the use of the corporate typeface and colours.

For further information, see the design standards at 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 train notices unless it is specifically stated otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,’”():;

New Johnston Medium
1.2 Colours

These colours should be used on the DLR fleet to produce graphic notices.

The Pantone Matching System (PMS) is to be used for print purposes.

- **Corporate Blue**
  - Pantone 072

- **Safety Red**
  - Pantone 485

- **Safety Yellow**
  - Pantone 116

- **Safety Green**
  - Pantone 356

- **Black**
  - Black 100%

- **Safety Blue**
  - Pantone 300
2 Car interior notices

The following pages illustrate the graphic notices that are to be applied to DLR train interiors.
2.1 Priority seat

Artwork reference
DLRTV_INT_001

Size
120 x 170mm

Position reference
A

Colours
• Safety Blue (Pantone 300)
2.2 Mind the gap/obstructing doors/items trapped in doors/penalty fare (amount not shown)

Artwork reference
DLRTV_INT_050

Size
70 x 538mm

Position reference
B

Colours
• Corporate Blue (Pantone 072)
• Safety Yellow (Pantone 116)
• Black 100 per cent
2.3 Alarm located opposite

Artwork reference
DLRTV_INT_040

Size
130 x 63mm

Position reference
C

Colours
• Safety Red (Pantone 485)
2.4 Alarm instructions (push)

Artwork reference
DLRTV_INT_039

Size
97 x 230mm

Position reference
D

Colours
• Safety Red (Pantone 485)

1. Push button above
2. Wait for a response
3. Speak into microphone
4. Wait at alarm for further information
2.5 Accessible alarm - directional (push)

Artwork reference
DLRTV_INT_041

Size
60 x 88mm

Position reference
E

Colours
• Safety Red (Pantone 485)
2.6 Accessible alarm - microphone

Artwork reference
DLRTV_INT_042

Size
97 x 84mm

Position reference
F

Colours
• Safety Red (Pantone 485)
2.7 Alarm directional - left

Artwork reference
DLRTV_INT_037

Size
196 x 86mm

Position reference
G

Colours
• Safety Red (Pantone 485)
2.8   Alarm directional - right

Artwork reference
DLRTV_INT_038

Size
196 x 86mm

Position reference
H

Colours
• Safety Red (Pantone 485)
2.9  Priority area - wheelchair (glass partition)

Artwork reference
DLRTV_INT_019

Size
120 x 220mm

Position reference
J

Colours
• Safety Blue (Pantone 300)

Note
This is a double-sided notice with different wording on the rear.

Priority area
Front
(Faces towards the wheelchair bay)

Rear
(Faces away from the wheelchair bay)
2.10 Priority area - wheelchair (window)

Artwork reference
DLRTV_INT_020

Size
120 x 203mm

Position reference
K1

Colours
• Safety Blue (Pantone 300)

Note
This is a double-sided sign with black on the outward facing side.

Priority area
This space must be given up if required by a wheelchair user

Front
Rear
2.11  Priority area - pushchairs

Artwork reference
DLRTV_INT_018

Size
120 x 170mm

Position reference
K2

Colours
•  Safety Blue (Pantone 300)

Note
This is a double-sided sign with black on the outward facing side.
2.12 CCTV cameras/body-worn cameras/in an emergency

Artwork reference
DLRTV_INT_045

Size
130 x 268mm

Position reference
L

Colours
• Corporate Blue (Pantone 072)
• Safety Blue (Pantone 300)
• Pantone 368 Green

CCTV cameras in operation
Images are being monitored and recorded for the purposes of safety, security and the detection of crime
For more information, visit tfl.gov.uk/privacy

Body-worn video cameras
For the safety and reassurance of our customers and staff, people working for Transport for London services may be using body-worn video cameras
The cameras record audio and video when activated
For more information visit tfl.gov.uk/cameras

In an emergency
Use the passenger emergency alarm to alert staff
It is safer to stay on the train than attempting to get off
Follow instructions from staff or emergency services
Do not take any risks
2.13 Car line diagram A (no smoking)

Artwork reference
DLRTV_INT_005A

Size
I200 x 260mm

Position reference
M

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TFL artwork is used.
2.14 Car line diagram B (penalty fare amount)

Artwork reference
DLRTV_INT_005B

Size
1200 x 260mm

Position reference
N

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TFL artwork is used.
2.15 Central London Tube map

Artwork reference
DLRTV_INT_006

Size
445 x 260mm

Position reference
O

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.
2.16 Car reference numbers (blue)

Artwork reference
DLRTV_INT_030

Size
60mm Cap height
(256pt NJ Font Medium)

Position reference
P

Colours
• Corporate Blue (Pantone 072)

Example only
Notice shown is for illustrative purposes only.
2.17 Door open

Artwork reference
DLRTV_INT_011

Size
97 x 160mm

Position reference
O

Colours
• Corporate Blue (Pantone 072)
2.18 Door reference letters (blue)

Artwork reference
DLRTV_INT_027

Size
16mm Cap height
(70pt NJ Font Medium)

Position reference
In appropriate location on train interior.
(20mm down from top door frame panel, 20mm in from door frame panel)

Colours
• Corporate Blue (Pantone 072)
2.19  Temporary seats

Artwork reference
DLRTV_INT_012

Size
200 x 78mm

Position reference
R

Colours
• Safety Blue (Pantone 300)

Temporary seats

In the interests of safety, passengers must vacate these seats if requested to do so by the Passenger Service Agent.
2.20 Keep door area clear

Artwork reference
DLRTV_INT_015

Size
200 x 76mm

Position reference
S

Colours
• Safety Yellow (Pantone 116)
• Black 100 per cent

Material type
Interior permanent
2.21 Notice to staff

Artwork reference
DLRTV_INT_060

Size
200 x 70mm

Position reference
T

Colours
• Safety Blue (Pantone 300)

Material type
Interior permanent

Notice to staff
This door is for exiting from service and emergency use only
Please ensure you close the door correctly and that both locks engage
Artwork reference
DLRTV_INT_021

Size
116 x 162mm

Position reference
U

Colours
• Safety Blue (Pantone 300)

Do not distract train operator
Please do not distract the Passenger Service Agent when the train is being operated from the front
2.23 Emergency door release

Artwork reference
DLRTV_INT_014

Size
74 x 150mm

Position reference
V

Colours
• Safety Green (Pantone 356)
• Safety Red (Pantone 485)

Emergency door release
Remove cover
Pull handle
Pull doors apart

Penalty for improper use
2.24  Emergency exit - directional (left)

Artwork reference
DLRTV_INT_033

Size
395 x 86mm

Position reference
W

Colours
•  Safety Green (Pantone 356)
2.25 Emergency exit - directional (right)

Artwork reference
DLRTV_INT_034

Size
395 x 86mm

Position reference
X

Colours
• Safety Green (Pantone 356)
2.26 Emergency exit - directional (both ways)

Artwork reference
DLRTV_INT_035

Size
395 x 86mm

Position reference
Y

Colours
• Safety Green (Pantone 356)
2.27 Position of interior notices (side elevation)
2.27.1

A  Priority seat
  DLRTV_INT_001
  Vertically - centred above priority seat on window.
  Horizontally - top of notice 500mm from bottom of window.

B  Mind the gap/obstructing doors/Items trapped in doors/penalty fare (amount not shown)
  DLRTV_INT_050
  Vertically - centred on opening side of door panel.
  Horizontally - top of notice aligned with top of door windows.

C  Alarm located opposite
  DLRTV_INT_040
  Vertically - centred on narrow vertical panel.
  Horizontally - top of notice in line with top of alarm recess in opposite doorway.

D  Alarm instructions (push)
  DLRTV_INT_039
  Hole placed over the microphone.

E  Accessible alarm - directional (push)
  DLRTV_INT_041
  Vertically - centred beneath button.
  Horizontally - centred on panel.

F  Accessible alarm - microphone
  DLRTV_INT_042
  Hole placed over the microphone.

K1 Priority area - wheelchairs
  DLRTV_INT_019
  Vertically - centred on window.
  Horizontally - top of notice 500mm from bottom of window.

K2 Priority area - pushchairs
  DLRTV_INT_019
  This notice is to be used where the wheelchair bay has been converted to a multi-purpose area (2007 rolling stock only).
  Vertically - centred on window.
  Horizontally - top of notice 500mm from bottom of window.

L  CCTV cameras/body-worn cameras/in an emergency
  DLRTV_INT_045
  On panel with alarm
  Vertically - centred on panel.
  Horizontally - 10mm above alarm recess.
  On panel without alarm
  Vertically - centred on panel.
  Horizontally - top of notice is aligned with version on panel with alarm.

M  Car line diagram A (no smoking)
  DLRTV_INT_005A
  Vertically - centred above doors on car line diagram panel.
  Horizontally - centred on panel.

N  Car line diagram B (penalty fare amount)
  DLRTV_INT_005B
  Vertically - centred above doors on car line diagram panel.
  Horizontally - centred on panel.
### 2.27.2

- **Central London Tube map**
  - DLRTV_INT_006
  - Vertically - 10mm from line diagram.
  - Horizontally - centred on panel.

- **Door open**
  - DLRTV_INT_011
  - Placed over door open button.

- **Emergency door release**
  - DLRTV_INT_014
  - Vertically - centred above release panel.
  - Horizontally - 10mm above release panel.
2.28 Position of interior notices (front elevations)

- **G** Alarm directional - left
  - DLRTV_INT_037
  - Vertically - left-hand side of panel.
  - Horizontally - centred on panel.

- **H** Alarm directional - right
  - DLRTV_INT_038
  - Vertically - right-hand side of panel.
  - Horizontally - centred on panel.

- **J** Priority area - wheelchair
  - DLRTV_INT_019
  - Vertically - 40mm from edge of glass panel.
  - Horizontally - 40mm from bottom of glass panel.

- **P** Car reference number
  - DLRTV_INT_030
  - Vertically - 30mm from vertical panel.
  - Horizontally - centred on horizontal panel.

- **R** Temporary seats
  - DLRTV_INT_012
  - Vertically - centred on panel.
  - Horizontally - 20mm from top of panel.

- **S** Keep door area clear
  - DLRTV_INT_015
  - Vertically - centred on door.
  - Horizontally - 20mm from bottom of window.

- **T** Notice to staff
  - DLRTV_INT_060
  - Vertically - centred on door window ledge.
  - Horizontally - centred on door window ledge.

- **U** Do not distract
  - DLRTV_INT_021
  - Vertically - centred on vertical panel.
  - Horizontally - top of notice 250mm from bottom of panel.
2.28.1

W  Emergency exit - directional (left)
DLRTV_INT_033
Vertically - opposite side of panel to
alarm directional notice.
Horizontally - centred on panel.

X  Emergency exit - directional (right)
DLRTV_INT_034
Vertically - opposite side of panel to
alarm directional notice.
Horizontally - centred on panel.

Y  Emergency exit - directional (both ways)
DLRTV_INT_035
Vertically - opposite side of panel to
alarm directional notice.
Horizontally - centred on panel.
3 Car exterior notices

The following pages illustrate the graphic notices that are to be applied to DLR train exteriors.
3.1 Roundel (large)

Artwork reference
DLRTV_EXT_001-L

Size
440mm width

Position reference
A

Colours
• DLR Turquoise (Pantone 326)
• Corporate Blue (Pantone 072)
3.2 Roundel (small)

Artwork reference
DLRTV_EXT_001-S

Size
300mm width

Position reference
B

Colours
• DLR Turquoise (Pantone 326)
• Corporate Blue (Pantone 072)
3.3 Obstructing doors/shark teeth (left)

Artwork reference
DLRTV_EXT_047A

Size
70 x 606mm

Position reference
C

Colours
• Safety Yellow (Pantone 116)
• Black 100 per cent
3.4  Obstructing doors/shark teeth (right)

Artwork reference
DLRTV_EXT_047B

Size
70 x 606mm

Position reference
D

Colours
• Safety Yellow (Pantone 116)
• Black 100 per cent
3.5 Wheelchair entry

Artwork reference
DLRTV_EXT_008

Size
130 x 150mm

Position reference
E

Colours
• Safety Blue (Pantone 300)

Note
This is a double-sided sign with black on the inward facing side.

Front

Rear
3.6 Door reference letters

Artwork reference
DLRTV_EXT_005

Size
70pt

Position reference
In an appropriate location on train door (20mm down from top of door, 20mm in from door edge).

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

Example only
Notice shown is for illustrative purposes only.
3.7 Door open

Artwork reference
DLRTV_INT_011

Size
97 x 160mm

Position reference
F

Colours
• Corporate Blue (Pantone 072)
3.8 Risk of death

Artwork reference
DLRTV_EXT_040

Size
70 x 141mm

Position reference
G

Colours
• Safety Yellow (Pantone 116)
• Black 100 per cent
3.9 Car reference numbers

Artwork reference
DLRTV_EXT_009

Size
120mm Cap height
(512pt NJ Font Medium)

Position reference
H

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

Example only
Notice shown is for illustrative purposes only.
3.10 DLR web address

Artwork reference
DLRTV_EXT_010

Size
120mm Cap height
(512pt NJ Font Medium)

Position reference
J

Colours
• White
  (Blue shown is for illustrative purposes only)

Example only
Notice shown is for illustrative purposes only.
3.11 Position of exterior notices (side elevation)
3.11.1

A **Roundel (large)**
DLRTV_EXT_001-L
Vertically - centred on centre window.
Horizontally - centred between bottom of window and floor of train.

C **Obstructing doors/shark teeth (left)**
DLRTV_EXT_047A
Vertically - against opening edge of inner panel of left opening car doors.
Horizontally - centred between top of door window and door opening button.

D **Obstructing doors/shark teeth (right)**
DLRTV_EXT_047B
Vertically - against opening edge of inner panel of right opening car doors.
Horizontally - top of notice aligned with top of notice on left-sided door.

E **Wheelchair entry**
DLRTV_EXT_008
Vertically - 10mm from window edge.
Horizontally - bottom of notice 50mm from bottom of door window.

F **Door open**
DLRTV_INT_011
Placed over door open button.

G **Risk of death**
DLRTV_EXT_040
Vertically - centred on panel.
Horizontally - top of notice in line with top of windows.

H **Car reference numbers**
DLRTV_INT_009
Vertically - centred between window and car end.
Horizontally - top of notice in line with top of windows.

J **DLR web address**
DLRTV_EXT_010
Vertically - in line with edge of front window.
Horizontally - centred between bottom of window and floor of train.
3.12 Position of exterior notices (front elevation)

B Roundel (small)
DLRTV_EXT_001-S
Vertically - centred on panel.
Horizontally - centred between bottom of window and bottom of car.

H Car reference numbers
DLRTV_INT_009
Vertically - centred above left light.
Horizontally - centred between bottom of window and top of light.
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