Bus graphics standard

Issue 5
To accompany the bus specification for signs and notices
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Foreword

This document details all graphics that are to be applied to buses within London. Where necessary, technical descriptions and intended locations are 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.

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 (with the exception of emergency notices on non–New Routemaster buses) are to be applied to London Buses without prior agreement with London Buses and the TfL Graphics team.
1 Basic elements

This section outlines the basic elements that are used to produce graphic notices for London Buses. 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 bus notices unless specifically stated otherwise.

New Johnston Medium
1.2 Colours

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

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

- **Corporate Blue**: Pantone 072
- **Safety Yellow**: Pantone 116
- **Responder Grey**: Pantone Cool Grey 9
- **Corporate Red**: Pantone 485
- **Safety Green**: Pantone 356
- **Responder Orange**: Pantone 137
- **Responder Blue**: Pantone 2995
- **Black**: Black 100%
2  Bus interior notices

The following pages illustrate the graphic notices that are to be applied to bus interiors.
 Priority wheelchair and baby buggy

1. **Buggy users, please make space for wheelchair users**
   - **Priority wheelchair area**: This space is reserved for a wheelchair user or backrest with the brakes on, rearwards resting against the support. This space is reserved for a wheelchair user or backrest with the brakes on.
   - **Baby buggies**: Please give up this space for a wheelchair user or backrest with the brakes on rearwards resting against the support.

2. **Buggy users, please make space for wheelchair users**
   - **Priority wheelchair area**: This space is reserved for a wheelchair user or backrest with the brakes on, rearwards resting against the support. This space is reserved for a wheelchair user.
   - **Baby buggies**: Please give up this space for a wheelchair user or backrest with the brakes on, rearwards resting against the support.

3. **Buggy users**
   - Please make space for wheelchair users
   - **Priority wheelchair area**: The space is reserved for a wheelchair user or backrest with the brakes on.
   - **Baby buggies**: Please give up this space for a wheelchair user or backrest with the brakes on.

4. **Buggy users**
   - Please make space for wheelchair users
   - **Priority wheelchair area**: The space is reserved for a wheelchair user or backrest with the brakes on.
   - **Baby buggies**: Please give up this space for a wheelchair user or backrest with the brakes on.

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An induction loop facility is available for use.
2.1.1 Priority wheelchair and baby buggy (right–facing)

Artwork reference number
BIN_01A_RF

Position on bus reference
J

Size
588 x 194mm

Colours
• Safety Blue (Pantone 300)

Buggy users, please make space for wheelchair users

Priority wheelchair area
This space is reserved for a wheelchair user.
The wheelchair must be placed facing rearwards resting against the support or backrest with the brakes on.
Please give up this space for a wheelchair user.

Baby buggies
Buggies can use this area if it is not needed by a wheelchair user.
Please move out of the wheelchair priority area if necessary.
Buggies may need to be folded at busy times.
2.1.2 Priority wheelchair and baby buggy (left–facing)

Artwork reference number
BIN_01B_LF

Position on bus reference
J

Size
588 x 194mm

Colours
• Safety Blue (Pantone 300)
2.1.3 Priority wheelchair and baby buggy/induction loop (right–facing)

Artwork reference number
BIN_01C_RF

Position on bus reference
J

Size
588 x 194mm

Colours
• Safety Blue (Pantone 300)
2.1.4 Priority wheelchair and baby buggy/induction loop (left-facing)

Artwork reference number
BIN_01D_LF

Position on bus reference
J

Size
588 x 194mm

Colours
• Safety Blue (Pantone 300)
2.2 Priority seats

Priority seats for people who are disabled, pregnant or less able to stand

Not all disabilities are visible

Induction loop facility available for use

Priority seats for people who are disabled, pregnant or less able to stand

Not all disabilities are visible
2.2.1 Priority seat (standard)

Artwork reference number
BIN_02A

Position on bus reference
K

Size
170 x 220mm

Colours
• Safety Blue (Pantone 300)
2.2.2 Priority seat/induction loop

Artwork reference number
BIN_02B

Position on bus reference
K

Size
170 x 270mm

Colours
• Safety Blue (Pantone 300)
2.3 Do not stand beyond this point

Artwork reference number
BIN_03

Position on bus reference
C

Size
194 x 79mm

Colours
• Corporate Red (Pantone 485)

Passengers must
not stand beyond
this point

Please do not speak to the driver or
obscure the driver's vision while the
bus is moving
2.4 For your safety

Artwork reference number
BIN_04

Position on bus reference
M

Size
194 x 54mm

Colours
• Corporate Red (Pantone 485)

Note
Only to be used on double-deck bus
2.5 No smoking

Artwork reference number
BIN_05

Position on bus reference
L

Size
95 x 118mm

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

Note
Not to be used on New Routemaster.
2.6 Lower deck multi–notice

**CCTV cameras in operation**
Images are being recorded in the interest of safety, security and crime prevention
This scheme is controlled by

**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

**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.

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

**No smoking**
Including e-cigarettes

**No e-scooters or e-unicycles**
allowed on TfL premises or services
Failure to comply may result in prosecution

**CCTV cameras in operation**
Images are being recorded in the interest of safety, security and crime prevention
This scheme is controlled by

**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

**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.

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

**No smoking**
Including e-cigarettes

**Induction loop**
An induction loop facility is available for use
2.6.1 Lower deck multi–notice (standard)

Artwork reference number
BIN_07A

Position on bus reference
D

Size
386 x 309mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)
- Black 100%
- Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.

£80 penalty fare or prosecution
If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

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

CCTV cameras in operation
Images are being recorded in the interest of safety, security and crime prevention
This scheme is controlled by

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.

No smoking
including e-cigarettes

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

No e-scooters or e-unicycles
allowed on TfL premises or services
Failure to comply may result in prosecution
2.6.2 Lower deck multi–notice (landscape)

Artwork reference number
BIN_07B

Position on bus reference
E and F

Size
850 x 190mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)
- Black 100%
- Safety Blue (Pantone 300)

Note
Always to be used on the New Routemaster and in instances on non-New Routemasters where the bulkhead version cannot be used.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.
2.7 Upper deck multi-notice

1. **£80 penalty fare or prosecution**
   - For your safety: Please do not stand on the upper deck or steps.
   - CCTV cameras in operation: Monitors are being installed in the interest of safety, security and crime prevention.
   - Reporting a crime: If you witness criminal damage or theft while on the bus or if you have been involved in an incident on the bus, please contact the police immediately.
   - No smoking: No smoking, including e-cigarettes.
   - No e-scooters or e-unicycles: Allowed on TFL premises or services.
   - No alcohol: No alcohol or e-scooters allowed on TfL premises or services.

2. **£80 penalty fare or prosecution**
   - CCTV cameras in operation: Monitors are being installed in the interest of safety, security and crime prevention.
   - Reporting a crime: If you witness criminal damage or theft while on the bus or if you have been involved in an incident on the bus, please contact the police immediately.
   - No smoking: No smoking, including e-cigarettes.
   - No alcohol: No alcohol or e-scooters allowed on TfL premises or services.

3. **For your safety**
   - Please do not stand on the upper deck or steps.
   - CCTV cameras in operation: Monitors are being installed in the interest of safety, security and crime prevention.
   - Reporting a crime: If you witness criminal damage or theft while on the bus or if you have been involved in an incident on the bus, please contact the police immediately.
   - No smoking: No smoking, including e-cigarettes.

4. **£80 penalty fare or prosecution**
   - CCTV cameras in operation: Monitors are being installed in the interest of safety, security and crime prevention.
   - Audio recording: Audio recording is in the driver's cab area.
   - Reporting a crime: If you witness criminal damage or theft while on the bus or if you have been involved in an incident on the bus, please contact the police immediately.
   - No smoking: No smoking, including e-cigarettes.
2.7.1 Upper deck multi–notice (standard)

Artwork reference number
BIN_08A

Position on bus reference
G

Size
630 x 203mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)
- Black 100%
- Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.
2.7.2  Upper deck multi-notice (audio)

Artwork reference number
BIN_08B

Position on bus reference
G

Size
744 x 203mm

Colours
• Corporate Blue (Pantone 072)
• Corporate Red (Pantone 485)
• Black 100%
• Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.
2.7.3  Upper deck multi–notice (NRM standard)

Artwork reference number
BIN_08C

Position on bus reference
H

Size
513 x 129mm

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

Note
For New Routemaster only.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.

For your safety
Please do not stand on the upper deck or stairs

£80 penalty fare or prosecution
If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

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

No smoking
including e-cigarettes
2.7.4 Upper deck multi–notice (NRM audio)

Artwork reference number
BIN_08D

Position on bus reference
H

Size
513 x 129mm

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

Note
For New Routemaster only.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.
2.8 Capacity

Artwork reference number
BIN_09

Position on bus reference
F

Size
250 x 90mm

Colours
• Corporate Blue (Pantone 072)

Note
Numbers to be inserted as follows:
• Font: Johnston 100 Regular
• Point size: 59pt
• Colour: White

This notice should be obtained from the TfL label supplier. Please contact TfL Design (corporatedesign@tfl.gov.uk) for further details.
2.9 Contactless payments

1. BIN_10A

2. BIN_10B

3. BIN_10C

4. BIN_10D
2.9.1 Contactless payments (standard)

Artwork reference number
BIN_10A

Position on bus reference
B

Size
200 x 92mm

Colours
- Corporate Blue (Pantone 072)
- CMYK process

Note
On some buses, this notice may need to be positioned below the card reader (never place above the reader).
2.9.2 Contactless payments/induction loop

Artwork reference number
BIN.IOB

Position on bus reference
B

Size
200 x 92mm

Colours
- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- CMYK process

Note
These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).
2.9.3 Contactless payments/audio

Artwork reference number
BIN_10C

Position on bus reference
B

Size
405 x 92mm

Colours
- Corporate Blue (Pantone 072)
- CMYK process

Note
These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).
2.9.4 Contactless payments/induction loop/audio

Artwork reference number
BIN_10D

Position on bus reference
B

Size
405 x 153mm

Colours
• Corporate Blue (Pantone 072)
• Safety Blue (Pantone 300)
• CMYK process

Note
These are three separate notices applied to a single backing sheet to ensure consistent spacing between the three vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).
2.9.5 Audio recording

Artwork reference number
BIN_06

Position on bus reference
A

Size
200 x 92mm

Colours
Corporate Blue (Pantone 072)

Note
This notice is only to be used when it is not possible to use the combined Contactless payments/Audio notice or the combined Contactless payments/Induction loop/Audio notice.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).
2.10 Registration number/fleet number

Artwork reference number
BIN_12

Position on bus reference
O

Size
200 x 80mm

Colours
- Corporate Blue (Pantone 072)

Note
Details of the registration number, fleet number and vehicle height are to be obtained from the TfL label supplier. Please contact TfL Design (corporatedesign@tfl.gov.uk) for further details.
2.11 Stand clear of inward–opening door (NRM)

Artwork reference number
BIN_13

Position on bus reference
P

Size
352 x 102mm

Colours
• Safety Yellow (Pantone 116)
• Black 100%

Note
This is a double–sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only.
2.12 Emergency notices (NRM internal)

1. Emergency exit
   Break glass
   1. Break safety seal
   2. Strike red button with bat

2. Emergency exit
   BIN_4IB (same design on both sides of this double sided vinyl)

3. Emergency door release
   Push here
   Emergency door release
   Pull here
   BIN_4IC

4. Emergency door release
   Push and slide
   Emergency door control
   BIN_4ID

5. Emergency door release
   Push and slide
   Emergency door control
   BIN_4IE

6. Emergency exit
   Break glass in an emergency
   BIN_4IF (same design on both sides of this double sided vinyl)
2.12.1 Emergency exit – break glass/safety seal (NRM)

Artwork reference number
BIN_41A

Position on bus reference
Q

Size
75 x 232mm

Colours
- Safety Yellow (Pantone 116)
- Corporate Red (Pantone 485)
- Safety Green (Pantone 356)
- Black 100%

Note
This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only.
2.12.2 Emergency exit (NRM)

Artwork reference number
BIN_41B

Position on bus reference
R

Size
182 x 30mm

Colours
• Safety Green (Pantone 356)

Note
This is a double-sided notice with the same artwork on the reverse side.

For New Routemaster only.
2.12.3 Emergency door release – push/pull here (NRM)

**Artwork reference number**
BIN_41C

**Position on bus reference**
S

**Size**
80 x 64mm

**Colours**
- Safety Green (Pantone 356)

**Note**
This is a double-sided notice with different artwork on the reverse side.

For New Routemaster only.
2.12.4 Emergency door release/emergency door control – left-facing (NRM)

Artwork reference number
BIN_41D

Position on bus reference
T

Size
142 x 64mm

Colours
• Safety Green (Pantone 356)

Note
This is a double-sided notice with different artwork on the reverse side.

For New Routemaster only.
2.12.5 Emergency door release/emergency door control –right–facing (NRM)

Artwork reference number
BIN_41E

Position on bus reference
U

Size
142 x 64mm

Colours
• Safety Green (Pantone 356)

Note
This is a double–sided notice with different artwork on the reverse side.

For New Routemaster only.
2.12.6 Emergency exit – break glass in an emergency (NRM)

Artwork reference number
BIN_41B

Position on bus reference
V

Size
192 x 40mm

Colours
• Safety Green (Pantone 356)

Note
This is a double-sided notice with the same artwork on the reverse side.

For New Routemaster only.
2.13 Beware of opening door floor vinyl (NRM)

Artwork reference number
BIN_51

Position on bus reference
To appear on the floor in the area by the curved door at the rear of the bus

Size
885 x 605mm (approx)

Colours
• CMYK

Note
Only to be used on New Routemasters with inward opening doors.
2.14 Please speak into the microphone

Artwork reference number
BIN_58

Position on bus reference
W

Size
64mm diameter

Colours
• Safety Yellow (Pantone 116)
• Black 100%

Note
This notice is not customer facing.
2.15 Customer experience

What we offer you
- Knowledgeable and friendly drivers
- Low-emission buses
- Free travel mentoring
- Free 'Please offer me a seat' badges

How we can help each other
- Allow customers off the bus first and move down inside to make space for others
- Look up and offer your seat to anyone who may need it more than you
- Press the bell before your stop to give the driver plenty of notice
- Be kind to your driver. They play a vital role in keeping London moving

We'd like to hear from you
- We value your feedback, suggestions and complaints which help to improve our service
- tfl.gov.uk/using-buses-in-london
- Phone: 020 3176 2999
- Phone: 0343 222 1234
- We'd like to hear from you
- For more information, please see our website:
- London TravelWatch: the independent statutory watchdog for transport users in and around London.
- Phone: 020 3176 2999
- We'd like to hear from you
- We value your feedback, suggestions and complaints which help to improve our service
- tfl.gov.uk/using-buses-in-london
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- tfl.gov.uk/using-buses-in-london
- Phone: 020 3176 2999
- Phone: 0343 222 1234

Be kind to your driver. They play a vital role in keeping London moving
- Look up and offer your seat to anyone who may need it more than you
- Press the bell before your stop to give the driver plenty of notice
- Be kind to your driver. They play a vital role in keeping London moving
- 

Phone: 020 3176 2999
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- We value your feedback, suggestions and complaints which help to improve our service
- tfl.gov.uk/using-buses-in-london
- Phone: 020 3176 2999
- Phone: 0343 222 1234
2.15.1 Customer experience (standard)

Artwork reference number
BIN_60A

Position on bus reference
X

Size
600 x 320mm

Colours
• CMYK

Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used.

What we offer you
- Knowledgeable and friendly drivers on low-emission buses
- Low-level buses with a wheelchair space and ramps
- Free travel mentoring to help you travel more confidently
- Free ‘Please offer me a seat’ badges

For more information, please visit tfl.gov.uk/accessibility

How we can help each other
- Allow customers off the bus first and move down inside to make space for others
- Press the bell before your stop to give the driver plenty of notice
- Look-up and offer your seat to anyone who may need it more than you
- Be kind to your driver

They play a vital role in keeping London moving

For more information, please visit tfl.gov.uk/using-buses-in-london

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

Web: tfl.gov.uk
Phone: 0343 222 1234

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

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

Bus Registration:
46
2.15.2 Customer experience (small)

Artwork reference number
BIN_60B

Position on bus reference
X

Size
500 x 320mm

Colours
• CMYK

<table>
<thead>
<tr>
<th>What we offer you</th>
<th>How we can help each other</th>
<th>We’d like to hear from you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledgeable and friendly drivers on low-emission buses</td>
<td>Allow customers off the bus first and move down inside to make space for others</td>
<td>We value your feedback, suggestions and complaints which help to improve our service:</td>
</tr>
</tbody>
</table>
| Low-level buses with a wheelchair space and ramps | Press the bell before your stop to give the driver plenty of notice | Web: tfl.gov.uk  
Phone: 0343 222 1234 |
| Free travel mentoring to help you travel more confidently | Look up and offer your seat to anyone who may need it more than you | To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.  
Web: londontravelwatch.org.uk  
Phone: 020 3176 2999 |
| Free: Please offer me a seat badges | Be kind to your driver: They play a vital role in keeping London moving |
| For more information, please visit tfl.gov.uk/accessibility | For more information, please visit tfl.gov.uk/using-buses-in-london. |
2.15.3 Customer experience (alternate)

Artwork reference number
BIN_60C

Position on bus reference
Y

Size
660 x 203mm

Colours
• CMYK
2.15.4 Customer experience (NRM)

Artwork reference number
BIN_60D

Position on bus reference
Z

Size
850 x 190mm

Colours
• CMYK

WELCOME aboard

What we offer you
- Knowledgeable and friendly drivers on low-emission buses
- Low-level buses with a wheelchair space and ramp
- Free travel mentoring to help you travel more confidently
- Free ‘Please offer me a seat’ badges

How we can help each other
- Allow customers off the bus first and move down inside to make space for others
- Press the bell before your stop to give the driver plenty of notice
- Look up and offer your seat to anyone who may need it more than you
- Be kind to your driver. They play a vital role in keeping London moving

For more information, please visit tfl.gov.uk/accessibility

We’d like to hear from you
We value your feedback, suggestions and complaints which help to improve our service:
Web: tfl.gov.uk          Phone: 0343 222 1234
To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.
Web: londontravelwatch.org.uk          Phone: 020 3176 2999
2.16 Welcome aboard
2.16.1 Welcome aboard (standard)

Artwork reference number
BIN_6IA

Position on bus reference
AA

Size
430 x 380mm

Colours
• CMYK
2.16.2 Welcome aboard (small)

Artwork reference number
BIN_61B

Position on bus reference
AA

Size
200 x 200mm

Colours
• CMYK
2.16.3 Welcome aboard (NRM)

Artwork reference number
BIN_61C

Position on bus reference
AA

Size
430 x 280mm

Colours
• CMYK
2.17 Customer intercom

1. Customer intercom
   Press and hold to listen or talk
   BIN_62A

2. Customer intercom
   Push to talk
   Override
   BIN_62B
2.17.1 Customer intercom (NRM- single arrow)

Artwork reference number
BIN_62A

Position on bus reference
To be located in appropriate location within the driver’s cab

Size
100 x 40mm

Colours
• Corporate Blue (Pantone 072)

Note
This vinyl is the only version to be used on NRM buses.

It may also be used on non-NRM buses depending on the function of the intercom.
2.17.2 Customer intercom (double arrow)

Artwork reference number
BIN_62B

Position on bus reference
To be located in appropriate location within the driver’s cab

Size
100 x 40mm

Colours
- Corporate Blue (Pantone 072)

Note
This vinyl is to be used on non-NRM buses only.

The function of the intercom will determine whether this version or the single arrow version should be used.
3 Positioning of bus interior notices

This section of the document gives guidance on the positioning of all graphics on the interior of a bus.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.
3.1 Lower-deck

**A** Audio recording
BIN_06
Vertically – placed on driver’s assault screen 10mm to the left of the Contactless payments vinyl. Horizontally – bottom of both vinyls to be aligned.

**B** Contactless payments
BIN_10A
Vertically – placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Horizontally – bottom of both vinyls to be aligned.

**Contactless payments/Induction loop**
BIN_10B
Vertically – placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Horizontally – bottom of both vinyls to be aligned.
Contactless payments/Audio
BIN_10C
Placed on driver’s assault screen to the left of the card reader.

Contactless payments/Induction loop/Audio
BIN_10D
Placed on driver’s assault screen to the left of the card reader.

C Do not stand beyond this point
BIN_03
Placed on the bulkhead in a clear area behind the driver’s seat.

AA Welcome aboard (standard)
BIN_61A
Placed on driver’s cab door/cab door area so that it is immediately visible on entering the bus.

Welcome aboard (small)
BIN_61B
(Only to be used when the standard version cannot be used)
Placed on driver’s cab door/cab door area so that it is immediately visible on entering the bus.

Welcome aboard (NRM)
BIN_61C
(Only to be used on NRM s)
Placed on driver’s cab door/cab door area so that it is immediately visible on entering the bus.
D Lower deck multi–notice (standard)
BIN_07A
(Bulkhead version - This is the preferred option to be used on the lower deck of a non-New Routemaster bus. Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed on the bulkhead in a clear area behind the driver’s seat 10mm from the Do not stand beyond this point notice.

Note
This notice must not be placed on the glass area of the bulkhead.

E Lower deck multi–notice (landscape)
BIN_07B
(Coving version - Use when option D is not possible on a non-New Routemaster bus. Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed in coving above window in wheelchair bay area.
Lower deck multi–notice (landscape)
BIN_07B
(NRM version - Only to be used on NRM buses)
Centred on rear of destination blind above the first customer window on the doorside lower deck.

Note
Each combined multi–notice should have the vehicle registration number included as shown.

The CCTV message should also display the operator name and contact telephone number.

All text is printed on a Dymo label printer. Font type and size details are available from the TfL label supplier.
Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed under the window in the wheelchair bay area.

| J | Priority wheelchair and baby buggy (right-facing) | BIN_01A_RF |
| J | Priority wheelchair and baby buggy (left-facing) | BIN_01B_LF |

| | Priority wheelchair and baby buggy/Induction loop (right-facing) | BIN_01C_RF |
| | Priority wheelchair and baby buggy/Induction loop (left-facing) | BIN_01D_LF |
Guidance to be sought when deciding which version of the notices on this page is to be used.

Both notices on this page are placed alongside the first four individual forward-facing seats (only two notices per bus).

K  Priority seat (standard)
BIN_02A

Priority seat/Induction loop
BIN_02B
Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed in the wheelchair bay area.

Customer experience (standard)
BIN_60A
(This is the preferred option to be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Centred below the next stop indicator digital display.

Customer experience (small)
BIN_60B
(Only to be used when the standard version cannot be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Centred below the next stop indicator digital display.
Y  **Customer experience (alternate)**
BIN_60C
(Only to be used when neither the standard version or small version can be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Placed in coving above window in wheelchair bay area.

Z  **Customer experience (NRM)**
BIN_60D
(This version to be used on all NRM)

Placed in coving frame area above window in wheelchair bay area.
3.2 Driver’s cab and upper-deck

**F**  Capacity  
BIN_09  
Placed centred 20mm above driver’s side window.

**G**  Upper deck multi-notice (standard)  
BIN_08A  
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)  
Placed in coving directly opposite the top of stairs.

**H**  Upper deck multi-notice (audio)  
BIN_08B  
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)  
Placed in coving directly opposite the top of stairs.
H Upper deck multi–notice (NRM standard)
BIN_08C
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed centred on panel at top of stairwells.

Upper deck multi–notice (NRM audio)
BIN_08D
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed centred on panel at top of stairwells.

O Registration number/Fleet number
BIN_12
Placed in the driver’s cab in an easy to view position for the the driver.
3.3 Lower deck, stairwell, doors and driver’s cab

L No smoking
BIN_05
Placed on the bulkhead behind the driver’s seat 10mm from the lower combined notice.

M For your safety
BIN_04
Placed in stairwell so that it can be seen by passengers as they start to climb the stairs.

P Stand clear of inward-opening door
(To be used on NRMIs only)
BIN_13
Centred 10mm below Emergency exit.

Note
This notice faces inwards. The back of the notice is black and is applied to the glass. It is the black side of the notice that is seen from outside of the bus.

W Please speak into the microphone
(To be used on NRMIs only)
BIN_58
Centred around driver’s microphone.
The following highlighted vinyls are applied to the inside of the window.

**Q Emergency exit – Break glass**
BIN_41A
Aligned to fit over red button.

**R Emergency exit**
(in all instances)
BIN_41B
Vertically – centred on door glass panel.
Horizontally – top of sign 60mm from top of door glass panel.
3.4.1

S  Emergency door release Push/Pull here
(Front and rear doors)
BIN_41C
Vertically – aligned with edge of outer black glass rendering (all sides).
Horizontally – top of sign aligned with bottom of lower deck passenger window.

T  Emergency door control/Emergency door release (Left side)
BIN_41D
Vertically – aligned with edge of black glass rendering.
Horizontally – top of sign aligned with bottom of lower deck passenger window.

U  Emergency door control/Emergency door release (Right side)
BIN_41E
Vertically – aligned with edge of black glass rendering.
Horizontally – top of notice aligned with bottom of lower deck passenger window.

V  Emergency exit - Break glass in an emergency
BIN_41B
Vertically – centred on window.
Horizontally – top of sign 60mm from top of window.
3.5 Emergency notices (NRM offside elevation)

The following highlighted vinyls are applied to the inside of the window.

**Q** Emergency exit – Break glass
BIN_41A
Aligned to fit over red button.

**V** Emergency exit - Break glass in an emergency
BIN_41B
Vertically – centred on window. Horizontally – top of sign 60mm from top of window.
The following pages illustrate the graphic notices that are to be applied to bus exteriors.

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
BEX_01

Position on bus reference
A2

Size
490mm roundel bar width
(Standard size – to be used on all double-deck buses. Also to be used on the doorside of single-deck buses and in most instances on the offside of a single-deck bus).

350mm roundel bar width
(May only be used on the offside of a single-deck bus where space constraints prohibit the use of the 490mm wide roundel. The 490mm wide roundel must always be used on the doorside of a single-deck bus).

Colours
• White

Note
Red background is shown for illustrative purposes only.
4.2 Wheelchair accessibility

Artwork reference number
BEX_02

Position on bus reference
B2

Size
134mm diameter

Colours
- Safety Blue (Pantone 300)
4.3 Walking stick accessibility

Artwork reference number
BEX_03

Position on bus reference
C2

Size
134mm diameter

Colours
• Safety Blue (Pantone 300)
4.4 Fleet number

Artwork reference number
BEX_04

Position on bus reference
D2

Size
70mm cap height (298pt)

Colours
• White

Note
This is an example only. Each bus has its own unique fleet number.

Red background is shown for illustrative purposes only.
4.5 Caution – Bus pulls in frequently

Artwork reference number
BEX_05

Position on bus reference
E2

Size
A5

Colours
• Safety Yellow (Pantone 116)
• Black 100%
4.6 Danger 600 volts – NRM

Artwork reference number
BEX_06

Position on bus reference
F2

Size
45 x 65mm

Colours
• Safety Yellow (Pantone 116)
• Black 100%

Note
For New Routemaster only.
4.7 Cleaner Air for London

Artwork reference number
BEX_07

Position on bus reference
G2

Size
Various

Colours
• CMYK process

Note
Red background is shown for illustrative purposes only.
Note
The supplementary messages on this page are mandatory for the New Routemaster.

Supplementary messages for all other bus types must be generated using Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for by the manufacturer or bus operator via the TfL website: tfl.gov.uk/corporatedesign
4.8.1 Fuel – NRM

Artwork reference number
BEX_08_F1

Position on bus reference
H2

Size
20mm cap height (85pt)

Colours
• White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative purposes only.
4.8.2 Adblue – NRM

Artwork reference number
BEX_08_F2

Position on bus reference
J2

Size
20mm cap height (85pt)

Colours
• White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative purposes only.
4.8.3 Emergency engine stop – NRM

Artwork reference number
BEX_08_F3

Position on bus reference
K2

Size
20mm cap height on 10mm cap height leading (85/85pt)

Colours
• White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative purposes only.
4.8.4 Coolant – NRM

Artwork reference number
BEX_08_F4

Position on bus reference
L2

Size
20mm cap height (85pt)

Colours
• White

Note
All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative purposes only.
4.9 Operator name, address and bus weight

Artwork reference number
BEX_09

Position on bus reference
M2

Size
20mm cap height on 10mm cap height leading (85/85pt)

Colours
• White

Note
This is an example only.

Operator name, address and bus weight text is generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative purposes only.
4.10 Operator logos

Artwork reference number
BEX_10

Position on bus reference
N2

Size
Logos to be scaled to give parity with the roundel. Operator logo must not dominate the roundel. Agreed size of each operator logo will be determined by TfL.

Colours
• White

Note
These are examples only.

All bus operator logos must be displayed in white only.

Logos should not be displayed at more than a width size of 750mm.

Red background is shown for illustrative purposes only.
4.11 Bus roof identification number

Artwork reference number
BEX_II

Position on bus reference
O2

Size
350mm cap height (1490/1490pt)

Colours
• Black 100%

Note
This is an example only.
4.12  Emergency notices (external) – NRM

1. Emergency door release
   Lift flap
   BEX_4IA

2. Emergency door release
   Pull and slide
   BEX_4IB

3. Emergency door release
   Pull and slide
   BEX_4IC
4.12.1 Emergency door release – NRM

Artwork reference number
BEX_41A

Position on bus reference
P2

Size
148 x 36mm

Colours
• Safety Green (Pantone 356)

Note
For New Routemaster only.
4.12.2 Emergency door release pull and slide (left-facing – NRM)

Artwork reference number
BEX_41B

Position on bus reference
Q2

Size
142 x 64mm

Colours
• Safety Green (Pantone 356)

Note
For New Routemaster only.
4.12.3 Emergency door release pull and slide (right-facing – NRM)

Artwork reference number
BEX_41C

Position on bus reference
R2

Size
142 x 64mm

Colours
• Safety Green (Pantone 356)

Note
For New Routemaster only.
4.13  USB charging on board this bus

Artwork reference number
BEX_51

Position on bus reference
S2

Size
250mm diameter

Colours
• Corporate Blue (Pantone 072)

Note
To be applied on buses that have USB charging capability.
4.14 The speed of this bus is restricted

Artwork reference number
BEX_52

Position on bus reference
T2

Size
122 x 233mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)

Note
Only to be applied to New Routemasters with ISA technology.
4.15 I am an electric bus

Artwork reference number
BEX_53

Position on bus reference
U2

Sizes
Large (option A)
1198 x 601

Medium (option B)
898 x 451

Small (option C)
617 x 310mm

X small (option D)
400 x 201mm

XX small (option D)
317 x 159mm

Colours
• Electric Blue (Pantone 2985)
• White
  (Red shown is for illustrative purposes only)
4.16 I am a hydrogen bus

Artwork reference number
BEX_54

Position on bus reference
U2

Sizes
Large (option A)
1121 x 601

Medium (option B)
841 x 451

Colours
• CMYK
  (Red shown is for illustrative purposes only)
4.17 Front door boarding (NRM buses only)

1. Board bus via front door
   BEX_55A

2. Board bus via front door
   BEX_55B
4.17.1 Front door boarding (rear door)

Artwork reference number
BEX_55A

Position on bus reference
V2

Size
112 x 181

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

Board bus via front door
4.17.2 Front door boarding (centre doors)

Artwork reference number
BEX_55B

Position on bus reference
W2

Size
112 x 181

Colours
• Corporate Red (Pantone 485)
• Black 100%
4.18 Stand clear of the opening doors

Artwork reference number
BEX_56

Position on bus reference
X2

Sizes
112 x 148mm

Colours
• Safety Yellow (Pantone 116)
• Black 100%
4.19 First responder

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

Artwork reference number
FIRSTRESP_001

Position on bus reference
Y2

Sizes
Standard (option A)
200 x 150

Large (option B)
297 x 210mm

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

Artwork reference number
FIRSTRESP_002

Position on bus reference
Y2

Sizes
Standard (option A)
200 x 150

Large (option B)
297 x 210mm

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

Artwork reference number
FIRSTRESP_003

Position on bus reference
Y2

Sizes
Standard (option A)
200 x 150

Large (option B)
297 x 210mm

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

Artwork reference number
FIRSTRESP_004

Position on bus reference
Y2

Sizes
Standard (option A)
200 x 150

Large (option B)
297 x 210mm

Colours
• Responder Blue (Pantone 2995)
4.20 USB charging

Artwork reference number
BEX_57

Position on bus reference
Z2

Size
112 x 185mm

Colours
• Corporate Blue (Pantone 072)

Note
To be used on buses with USB charging but where no Contactless payments/Bus saver ticket notice is displayed on the doors.
5 Positioning of bus exterior notices - New Routemaster

This section of the document gives guidance on the positioning of all graphics on the New Routemaster bus exteriors.
5.1 New Routemaster (doorside elevation)

**A2 Roundel**
BEX_01
Vertically – centred on rear centre window panel.
Horizontally – top of roundel 1mm below top of panel (before panel bends).

**B2 Wheelchair accessibility (front)**
BEX_02
Vertically – 110mm from edge of headlight (between headlight and front door frame).
Horizontally – bottom of notice 10mm above centre line of headlight.

**Wheelchair accessibility (centre)**
BEX_02
Vertically – centred in line with emergency access panel above.
Horizontally – centred in line with side indicator light.
C2 Walking stick accessibility (front)  
BEX_03
Vertically – centred beneath wheelchair notice.
Horizontally – top of sign 20mm below wheelchair notice.

Walking stick accessibility (centre)  
BEX_03
Vertically – centred beneath wheelchair notice.
Horizontally – top of sign 20mm below wheelchair notice.

D2 Fleet number  
BEX_04
Vertically – left side 40mm from panel edge.
Horizontally – base line of text 30mm (approx) above front door frame.

F2 600 volts  
BEX_06
Vertically – 55mm from panel edge (both sides).
Horizontally – 80mm from panel bottom (both sides).

G2 Cleaner Air for London logo  
BEX_07
Vertically – between front wheel arch and side indicator light.
Horizontally – centred on panel beneath lower deck passenger window.

M2 Operator address and bus weight  
BEX_10
Vertically – 100mm (approx) from panel edge.
Horizontally – base line of last line of text 100mm (approx) above bus bottom.

N2 Operator logo  
BEX_11
Vertically – left side 40mm from panel edge.
Horizontally – bottom of logo 100mm above first responder notice.

P2 Emergency door release (bus body – front, centre and rear)  
BEX_41A
Vertically – centred above emergency door release cap.
Horizontally – centred between bottom of window and emergency door release cap.

Q2 Emergency door release – pull and slide LF (middle door – left side)  
BEX_41B
Vertically – centred below door release slots (both sides).
Horizontally – centred between door release slot and bottom of door (both sides).

R2 Emergency door release – pull and slide RF (middle door – right side)  
BEX_41C
Vertically – centred below door release slots (both sides).
Horizontally – centred between door release slot and bottom of door (both sides).
5.1.2

V2 Front door boarding (rear door)
BEX_55A
Vertically – inside edges 10mm from window blacking.
Horizontally – top of vinyl aligned with bottom of passenger windows.

W2 Front door boarding (centre doors)
BEX_55A
Vertically – inside edges 10mm from window blacking.
Horizontally – top of vinyl aligned with bottom of passenger windows.

X2 Stand clear of the opening door
BEX_56
Vertically – right side 10mm from window blacking.
Horizontally – top of vinyl aligned with bottom of passenger windows.

Y2 First responder notice (standard)
FIRSTRESP_002A
Vertically – centred above the front door.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

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 notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.2 New Routemaster (offside elevation)

A2 Roundel
BEX_01
Vertically – 90mm from centre panel right edge. Horizontally – top of roundel 1mm below top of panel (before panel bends)

D2 Fleet number
BEX_04
Vertically – right side 30mm from drain hole. Horizontally – base line of text 30mm above front door frame.

G2 Cleaner Air for London logo
BEX_07
Vertically – centred on first full panel to left of front wheel. Horizontally – centred on panel beneath lower deck passenger window.
5.2.1

H2 Fuel
(Not shown – on underside of flap)
BEX_08_F1_Fuel
Vertically – centred above fuel hole.
Horizontally – 20mm above fuel hole area.

J2 Adblue
(Not shown – on underside of flap)
BEX_08_F2_Adblue
Vertically – centred on Adblue panel.
Horizontally – base line of text 40mm from top of panel.

K2 Emergency engine stop
BEX_08_F3_EmergencyEngineStop
Vertically – centred on emergency engine stop panel.
Horizontally – centred on emergency engine stop panel.

L2 Coolant
BEX_08_F4_Coolant
Vertically – centred on coolant panel.
Horizontally – centred on coolant panel.

N2 Operator logo
BEX_II_OperatorLogos
Vertically – right-hand side aligned with right side of fleet number.
Horizontally – bottom of logo 100mm above first responder notice.

Y2 First responder notice (standard)
FIRSTRESP_002A
Vertically – 100mm to the left of the fleet number.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

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 notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
5.3 New Routemaster (front and rear elevations)

E2 Caution – bus pulls in frequently
BEX_05
Vertically – 20mm from indicator lights.
Horizontally – top of vinyl 20mm from top of panel.

T2 The speed of this bus is restricted
BEX_52
(Only to be applied to NRMs with ISA technology for T2)
Vertically – 20mm from panel edge.
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

Y2 First responder notice (standard - front)
FIRSTRESP_002A
Vertically – 30mm from the left side of the destination blind.
Horizontally – bottom of vinyl aligns with bottom of the destination blind.
5.3.1

First responder notice (standard - rear)
FIRSTRESP_002A
Vertically – centred between the caution/cycling vinyl and the end of the blacking area towards the lower rear of the bus.
Horizontally – top of vinyl aligns with the top of the caution/cycling vinyl.

Note
No operator branding is to appear on the front or rear of the bus.
Positioning of bus exterior notices -
Generic non-electric double deck bus

This section of the document gives
guidance on the positioning of all
graphics on generic non-electric double
deck bus exteriors.
6.1 Generic non-electric double deck bus (doorside elevation)

A2 Roundel
BEX_01
Vertically – centred between centre door and front wheel arch.
Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus.)

B2 Wheelchair accessibility (front)
BEX_02
Vertically – placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally – placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
BEX_02
Vertically – centred 10mm away from wheelchair access button.
Horizontally – centred 10mm above Walking stick accessibility vinyl.
6.1.1

C2 Walking stick accessibility (front)
BEX_03
Vertically – centred beneath wheelchair vinyl.
Horizontally – top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
Vertically – centred beneath wheelchair notice.
Horizontally – top of notice 10mm below wheelchair notice.

D2 Fleet number
BEX_04
Vertically – right side of text 100mm from first responder vinyl.
Horizontally – base line of text 30mm (approx) above front door frame.

G2 Cleaner Air for London logo
BEX_07
Vertically – in front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally – top of leaf 50mm below bottom of window.

M2 Operator address and bus weight
BEX_10
Vertically – 100mm (approx) from panel edge.
Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

N2 Operator logo
BEX_11
Vertically – centred above front door.
Horizontally – bottom of logo 100mm above first responder notice.

Y2 First responder notice (standard)
FIRSTRESP_.001A, 002A or 004A
Vertically – centred above the front door.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

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 notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
6.2 Generic non-electric double deck bus (offside elevation)

A2 Roundel
BEX_01
Vertically – centred between rear wheel arch and front wheel arch. Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

D2 Fleet number
BEX_04
Vertically – left side of text 100mm from first responder vinyl. Horizontally – base line of text 30mm (approx) above window frame edge.

G2 Cleaner Air for London logo
BEX_07
Vertically – in front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch). Horizontally – top of leaf 50mm below bottom of window.
**N2 Operator logo**

BEX_II

Vertically – centred above driver’s cab window.
Horizontally – bottom of logo 100mm above first responder notice.

**Y2 First responder notice (standard)**

FIRSTRESP_001A, 002A or 004A

Vertically – centred above driver’s cab window.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

**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 notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.
6.3 Generic non-electric double deck bus (front elevation)

**Y2 First responder notice (standard - preferred position)**
FIRSTRESP_001A, 002A or 004A
Vertically – left side of vinyl aligns with left side of destination blind.
Horizontally – centred between bottom of destination blind and top of lower front windscreen.

**First responder notice (standard - secondary position)**
FIRSTRESP_001A, 002A or 004A
Vertically – 30mm from the left side of the destination blind.
Horizontally – bottom of vinyl aligns with bottom of the destination blind.

**Note**
No operator branding is to appear on the front or rear of the bus.
6.4 Generic non-electric double deck bus (rear elevation)

**E2** Caution – bus pulls in frequently
- BEX_05
- Vertically – placed at rear of bus on the nearside.
- Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2** The speed of this bus is restricted
- BEX_52
- Vertically – placed at rear of bus on the offside.
- Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**Y2** First responder notice (standard - preferred position)
- FIRSTRESP_001A, 002A or 004A
- Vertically – left of lower rear window.
- Horizontally – 30mm (approx) from top of window blacking.
First responder notice (standard - secondary position)
FIRSTRESP_001A, 002A or 004A
Vertically – left side of rear of bus.
Horizontally – 30mm (approx) above rear window.

Note
No operator branding is to appear on the front or rear of the bus.
Positioning of bus exterior notices -
Generic non-electric single deck buses

This section of the document gives
guidance on the positioning of all
graphics on generic non-electric single
deck bus with single door exteriors.
7.1 Generic non-electric single deck bus with single door (doorside elevation)

**A2 Roundel**
BEX_01
Vertically – centred between front wheel arch and rear wheel arch. Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

**B2 Wheelchair accessibility**
BEX_02
Vertically – placed nearside as shown aligned with ‘Walking stick accessibility’ vinyl. Horizontally – placed 10mm above ‘Walking stick accessibility’ vinyl.

**C2 Walking stick accessibility**
BEX_03
Vertically – centred beneath wheelchair vinyl. Horizontally – top of sign 10mm below wheelchair notice.
7.1.1

D2 Fleet number (preferred position)  
BEX_04  
Vertically – right side of text 100mm from first responder vinyl.  
Horizontally – base line of text 100mm above operator logo.

Fleet number (secondary position)  
BEX_04  
Vertically – right side of text 100mm from first responder vinyl.  
Horizontally – base line of text 30mm (approx) above front door frame.

G2 Cleaner Air for London logo  
BEX_07  
Vertically – behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).  
Horizontally – top of leaf 50mm below bottom of window.

M2 Operator address and bus weight  
BEX_10  
Vertically – 100mm (approx) from panel edge.  
Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

N2 Operator logo (preferred position)  
BEX_II  
Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

Operator logo (secondary position)  
BEX_II  
Vertically – centred above first doorside customer window.  
Horizontally – centred above first doorside customer window.

Y2 First responder notice (standard - preferred position)  
FIRSTRESP_001A, 002A or 004A  
Vertically – centred above operator logo above the front door.  
Horizontally – bottom of vinyl aligns with the base line of fleet number.

First responder notice (standard - secondary position)  
FIRSTRESP_001A, 002A or 004A  
Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

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.
7.2 Generic non-electric single deck bus with single door (offside elevation)

**A2 Roundel**
BEX_01
Vertically – centred between rear wheel arch and front wheel arch. Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

**D2 Fleet number (preferred position)**
BEX_04
Vertically – left side of text 100mm from first responder vinyl. Horizontally – base line of text 100mm above operator logo.

**Fleet number (secondary position)**
BEX_04
Vertically – left side of text 100mm from first responder vinyl. Horizontally – base line of text 30mm (approx) above window frame edge.
G2 Cleaner Air for London logo
BEX_07
Vertically – in front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally – top of leaf 50mm below bottom of window.

N2 Operator logo (preferred position)
BEX_II
Vertically – centred above driver’s cab window.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

Operator logo (secondary position)
BEX_II
Vertically – centred above first doorside customer window.
Horizontally – centred above first doorside customer window.

Y2 First responder notice (standard - preferred position)
FIRSTRESP_001A, 002A or 004A
Vertically – centred above operator logo above the front door.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

First responder notice (standard - secondary position)
FIRSTRESP_001A, 002A or 004A
Vertically – centred above front door.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

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.
### 7.3 Generic non-electric single deck bus with double doors (doorside elevation)

- **A2 Roundel**
  - BEX_01_BusRoundel
  - Vertically – centred between centre door and front wheel arch.
  - Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

- **B2 Wheelchair accessibility (front)**
  - BEX_02
  - Vertically – placed nearside as shown aligned with Walking stick accessibility vinyl.
  - Horizontally – placed 10mm above Walking stick accessibility vinyl.

- **Wheelchair accessibility (centre)**
  - BEX_02
  - Vertically – centred in line with wheelchair access button – 10mm away.
  - Horizontally – centred 10mm above Walking stick accessibility vinyl.
7.3.1

C2 Walking stick accessibility (front)
BEX_03
Vertically – centred beneath wheelchair vinyl.
Horizontally – top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
Vertically – centred beneath wheelchair notice.
Horizontally – top of sign 10mm below wheelchair notice.

D2 Fleet number (preferred position)
BEX_04
Vertically – right side of text 100mm from first responder vinyl.
Horizontally – base line of text 100mm above operator logo.

Fleet number (secondary position)
BEX_04
Vertically – right side of text 100mm from first responder vinyl.
Horizontally – base line of text 30mm (approx) above front door frame.

G2 Cleaner Air for London logo
BEX_07
Vertically – behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).
Horizontally – top of leaf 50mm below bottom of window.

M2 Operator address and bus weight
BEX_10
Vertically – 100mm (approx) from panel edge.
Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

N2 Operator logo (preferred position)
BEX_11
Vertically – centred above front door.
Horizontally – base line of text 30mm (approx) above front door frame.

Operator logo (secondary position)
BEX_11
Vertically – centred above first doorside customer window.
Horizontally – centred above first doorside customer window.

Y2 First responder notice (standard - preferred position)
FIRSTRESP_001A, 002A or 004A
Vertically – centred above operator logo above the front door.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

First responder notice (standard - secondary position)
FIRSTRESP_001A, 002A or 004A
Vertically – centred above front door.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

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.
7.4 Generic non-electric single deck bus with double doors (offside elevation)

A2 Roundel
BEX_01
Vertically – centred between rear wheel arch and front wheel arch. Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

D2 Fleet number (preferred position)
BEX_04
Vertically – left side of text 100mm from first responder vinyl. Horizontally – base line of text 100mm above operator logo.

Fleet number (secondary position)
BEX_04
Vertically – left side of text 100mm from first responder vinyl. Horizontally – base line of text 30mm (approx) above window frame edge.
7.4.1

**G2 Cleaner Air for London logo**
BEX_07
Vertically – in front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally – top of leaf 50mm below bottom of window.

**N2 Operator logo (preferred position)**
BEX_11
Vertically – centred above driver’s cab window.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

**Operator logo (secondary position)**
BEX_II
Vertically – centred above first doorside customer window.
Horizontally – centred above first doorside customer window.

**First responder notice (standard - preferred position)**
FIRSTRESP_001A, 002A or 004A
Vertically – centred above operator logo above the front door.
Horizontally – bottom of vinyl aligns with the base line of fleet number.

**First responder notice (standard - secondary position)**
FIRSTRESP_001A, 002A or 004A
Vertically – centred above front door.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

**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.
7.5 Generic non-electric all single deck buses (front)

**Y2 First responder notice (standard - preferred position)**
FIRSTRESP_001A, 002A or 004A
Vertically – 30mm from the left side of the destination blind.
Horizontally – bottom of vinyl aligns with bottom of the destination blind.

**First responder notice (standard - secondary position)**
FIRSTRESP_001A, 002A or 004A
Vertically – where space permits on the left side of the front of the bus.
Horizontally – top of vinyl 30mm (approx) below bottom of front windscreen.

**Note**
No operator branding is to appear on the front or rear of the bus.
7.6  Generic non-electric all single deck buses (rear)

E2  Caution – bus pulls in frequently  
BEX_05  
Vertically – placed at rear of bus on the nearside.  
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

T2  The speed of this bus is restricted  
BEX_52  
Vertically – placed at rear of bus on the offside.  
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

Y2  First responder notice (standard – preferred position)  
FIRSTRESP_001A, 002A or 004A  
Vertically – left of lower rear window.  
Horizontally – 30mm from bottom of window blacking.
7.6.1

**First responder notice (standard - secondary position)**
FIRSTRESP_001A, 002A or 004A
Vertically – left side of rear of bus.
Horizontally – 30mm above rear window.

**Note**
No operator branding is to appear on the front or rear of the bus.
8 Positioning of bus exterior notices - Generic electric double deck bus

This section of the document gives guidance on the positioning of all graphics on generic electric double deck bus exteriors.

Note
Bespoke design standards for each electric bus model is available via the TfL website (tfl.gov.uk/corporatedesign).

If the electric bus model that you require cannot be found, please contact the TfL Graphic Design team (corporatedesign@tfl.gov.uk).
8.1 Generic electric double deck bus (doorside elevation)

A2 Roundel
BEX_01
Vertically - centred between edge of wheel arch and wheelchair access button.
Horizontally - centred on upper panel.

B2 Wheelchair accessibility (front)
BEX_02
Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally - placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
BEX_02
Vertically - centred 10mm away from wheelchair access button.
Horizontally - centred 10mm above Walking stick accessibility vinyl.
C2 Walking stick accessibility (front)  
BEX_03  
Vertically - centred beneath wheelchair vinyl.  
Horizontally - top of sign 10mm below wheelchair vinyl.

Walking stick accessibility (centre)  
BEX_03  
Centred beneath wheelchair vinyl.  
Horizontally - top of sign 10mm below wheelchair vinyl.

D2 Fleet number  
BEX_04  
Vertically - left side of text 100mm from first responder notice.  
Horizontally - base line of text aligns with bottom of first responder vinyl.

Note  
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

G2 Cleaner Air for London  
BEX_07  
Vertically - text placed on wheel arch panel, leaf placed on panel next to wheel arch panel.  
Horizontally - top of leaf 50mm below bottom of window blacking.

M2 Operator address and bus weight  
BEX_10  
Vertically - left side of text 50mm from panel edge.  
Horizontally - base line of last line of text 100mm above bottom of bus.

N2 Operator logo  
(BEX_11)  
Vertically – right side of vinyl 300mm from Cleaner Air for London leaf.  
Horizontally - top of leaf 50mm below bottom of window blacking.

S2 USB charging available  
BEX_51  
Vertically - right side of vinyl 75mm from panel edge.  
Horizontally - top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (large)  
BEX_53A  
Vertically - centred above front door.  
Horizontally - centred between bottom of upper window and first responder notice.

Y2 First responder - electric (standard)  
FIRSTRESP_003A  
Vertically – centred above front door.  
Horizontally – bottom of vinyl aligns with base line of fleet number.

Z2 USB charging available  
BEX_57  
Placed close to the inside edge of each bus door. Top of vinyl aligned with bottom of passenger windows.
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.
8.2 Generic electric double deck bus (offside elevation)

A2 Roundel
BEX_01
Vertically - left edge of roundel aligned with left edge of customer window above.
Horizontally - centred on upper panel.

D2 Fleet number
BEX_04
Vertically - right side of text 100mm from first responder notice.
Horizontally - base line of text aligns with bottom of first responder vinyl.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.
8.2.1

G2 Cleaner Air for London  
BEX_07  
Vertically - leaf placed on wheel arch panel, text placed on panel next to wheel arch panel.  
Horizontally - top of leaf 50mm below bottom of window blacking.

N2 Operator logo  
BEX_II  
Vertically - left side of vinyl 30mm from panel edge.  
Horizontally - top of leaf 50mm below bottom of window blacking.

S2 USB charging available  
BEX_5I  
Vertically - left side of vinyl aligns with edge of wheel arch.  
Horizontally - top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (large)  
BEX_53A  
Vertically - centred above driver’s cab window.  
Horizontally - centred between bottom of upper window and first responder notice.

Y2 First responder - electric (standard)  
FIRSTRESP_003A  
Vertically – centred above driver’s cab window.  
Horizontally – bottom of vinyl aligns with the base line of fleet number.

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.
8.3  Generic electric double deck bus (front elevation)

Y2  First responder notice (standard - preferred position)
FIRSTRESP_003A
Vertically – left side of vinyl aligns with left side of destination blind.
Horizontally – centred between bottom of destination blind and top of lower front windscreen.

First responder notice (standard - secondary position)
FIRSTRESP_003A
Vertically – 30mm from the left side of the destination blind.
Horizontally – bottom of vinyl aligns with bottom of the destination blind.

Note
No operator branding is to appear on the front or rear of the bus.
8.4 Generic electric double deck bus (rear elevation)

**E2** Caution – bus pulls in frequently
BEX_05
Vertically – placed at rear of bus on the nearside.
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2** The speed of this bus is restricted
BEX_52
Vertically – placed at rear of bus on the offside.
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**U2** I am an electric bus (small)
BEX_53C
Vertically - centred on right side of window blacking between route number and panel end.
Horizontally - centred on window blacking.
8.4.1

Y2  First responder notice (standard - preferred position)
    FIRSTRESP-FIRSTRESP_003A
    Vertically – left of lower rear window.
    Horizontally – 30mm from top of window blacking.

First responder notice (standard - secondary position)
    FIRSTRESP_003A
    Vertically – left side of rear of bus.
    Horizontally – 30mm above rear window.

Note
No operator branding is to appear on the front or rear of the bus.
Positioning of bus exterior notices -
Generic electric single deck bus

This section of the document gives
guidance on the positioning of all
graphics on generic electric single deck
bus exteriors.

Note
Bespoke design standards for each
electric bus model is available via the TfL
website (tfl.gov.uk/corporatedesign).

If the electric bus model that you
require cannot be found, please
contact the TfL Graphic Design team
(corporatedesign@tfl.gov.uk).
9.1 Generic electric single deck bus (doorside)

**A2 Roundel**
BEX_01
Vertically - centred between wheel arch and middle door.
Horizontally - centred on panel.

**B2 Wheelchair accessibility (front)**
BEX_02
Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally - placed 10mm above Walking stick accessibility vinyl.

**Wheelchair accessibility (centre)**
BEX_02
Vertically - centred 10mm away from wheelchair access button.
Horizontally - centred 10mm above Walking stick accessibility vinyl.
9.1.1

C2 Walking stick accessibility (front)
BEX_03
Vertically - centred beneath wheelchair vinyl.
Horizontally - top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
BEX_03
Centred beneath wheelchair notice.
Horizontally - top of sign 10mm below wheelchair notice.

D2 Fleet number
BEX_04
Vertically - left side 100mm from first responder vinyl.
Horizontally – base line of text 50mm from bottom of top red panel frieze.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

G2 Cleaner Air for London
BEX_07
Vertically - centred above third doorside customer window.
Horizontally - centred on black panel.

M2 Operator address and bus weight
BEX_10
Vertically - 50mm (approx) from panel edge.
Horizontally - base line of last line of text 100mm (approx) above bottom of bus.

N2 Operator logo
BEX_11
Vertically - centred above front door.
Horizontally - centred on panel above front door.

S2 USB charging available
BEX_51
Vertically - right side aligned with right edge of first customer window on wheel arch panel.
Horizontally - top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (extra small)
BEX_53D
Vertically - centred above first doorside customer window.
Horizontally - centred on black panel.

Y2 First responder - electric (standard)
FIRSTRESP_003A
Vertically - centred above front door on top red panel frieze
Horizontally – bottom of vinyl 50mm from bottom of top red panel frieze.

Note
Bottom of first responder vinyl must be at least 100mm from top of operator logo.

Z2 USB charging available
BEX_57
Placed close to the inside edge of each bus door. Top of notice aligned with bottom of passenger windows.
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.
9.2 Generic electric single deck bus (offside)

A2 Roundel
BEX_01
Vertically - centred between front and rear wheel arches. Horizontally - centred on panel.

D2 Fleet number
BEX_04
Vertically - right side 100mm from first responder vinyl. Horizontally – base line of text 50mm from bottom of top red panel frieze.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.
9.2.1

G2 Cleaner Air for London
BEX_07
Vertically - centred above fourth offside customer window.
Horizontally - centred on black panel.

N2 Operator logo
BEX_11
Vertically - centred above driver’s cab window.
Horizontally - centred on panel above driver’s cab window.

S2 USB charging available
BEX_51
Vertically - left side aligned with right edge of front wheel arch.
Horizontally - top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (extra small)
BEX_53D
Vertically - centred above first offside customer window.
Horizontally - centred on black panel.

Y2 First responder - electric (standard)
FIRSTRESP_003A
Vertically - centred above driver’s cab window.
Horizontally – base line of text 50mm from bottom of top red panel frieze.

Note
Bottom of first responder vinyl must be at least 100mm from top of operator logo.

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.
9.3 Generic electric single deck bus (front elevation)

Y2 First responder notice (standard - preferred position)
FIRSTRESP_003A
Vertically – 30mm from the left side of the destination blind.
Horizontally – bottom of vinyl aligns with bottom of the destination blind.

First responder notice (standard - secondary position)
FIRSTRESP_003A
Vertically – where space permits on the left side of the front of the bus.
Horizontally – top of vinyl 30mm (approx) below bottom of front windscreen.

Note
No operator branding is to appear on the front or rear of the bus.
9.4  Generic electric single deck bus (rear elevation)

**E2** Caution – bus pulls in frequently
BEX_05
Vertically – placed at rear of bus on the nearside.
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2** The speed of this bus is restricted
BEX_52
Vertically – placed at rear of bus on the offside.
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**U2** I am an electric bus (small)
BEX_53C
Vertically - centred on right side of window blacking.
Horizontally - centred on window blacking.
9.4.1

Y2  First responder notice (standard - preferred position)
FIRSTRESP_001A, 002A or 004A
Vertically – left of lower rear window.
Horizontally – 30mm from bottom of window blacking.

First responder notice (standard - secondary position)
FIRSTRESP_001A, 002A or 004A
Vertically – left side of rear of bus.
Horizontally – 30mm above rear window.

Note
No operator branding is to appear on the front or rear of the bus.
This section of the document gives guidance on the positioning of all graphics on the Wrightbus Streetdeck H2 hydrogen bus exterior.
**10.1 Wrightbus Streetdeck H2 hydrogen bus (doorside)**

**A2 Roundel**
BEX_01
Vertically - centred between wheel arch and centre doors.
Horizontally - centred between window blacking and bottom of bus (panel configuration may require roundel being cut along roundel bar).

**B2 Wheelchair accessibility (front)**
BEX_02
Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally - placed 10mm above Walking stick accessibility vinyl.

**Wheelchair accessibility (centre)**
BEX_02
Vertically - centred 10mm away from wheelchair access button.
Horizontally - centred 10mm above Walking stick accessibility vinyl.
10.1.1

C2 Walking stick accessibility (front)
BEX_03
Vertically - centred beneath wheelchair vinyl.
Horizontally - top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)
(BEX_03)
Centred beneath wheelchair notice.
Horizontally - top of sign 10mm below wheelchair notice.

D2 Fleet number
BEX_04
Vertically - left side of text 100mm from first responder notice.
Horizontally - base line of text aligns with bottom of first responder vinyl.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

G2 Cleaner Air for London
BEX_07
Vertically - aligned with wheel arch.
Horizontally - top of leaf 50mm below bottom of window blacking.

M2 Operator address and bus weight
BEX_10
Vertically - 100mm (approx) from panel edge.
Horizontally - base line of last line of text 100mm (approx) above bottom of bus.

N2 Operator logo
BEX_11
Vertically – centred over first customer window.
Horizontally – bottom of logo in line with bottom of fleet number (30mm above front door frame).

U2 I am a hydrogen bus (large)
BEX_54
Vertically - centred above front door.
Horizontally - centred between bottom of upper window and first responder notice.

Y2 First responder - hydrogen hybrid (standard)
FIRSTRESP_004A
Vertically - centred above front door.
Horizontally - bottom of vinyl 30mm (approx) above front door frame.

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.
### 10.2 Wrightbus Streetdeck H2 hydrogen bus (offside)

**A2 Roundel**
- BEX_01
- Vertically - centred between wheel arches.
- Horizontally - centred between window blacking and bottom of bus (panel configuration may require roundel being cut along roundel bar).

**D2 Fleet number**
- BEX_04
- Vertically - right side of text 100mm from first responder notice.
- Horizontally - base line of text aligns with bottom of first responder vinyl.

**Note**
- In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.
10.2.1

G2 Cleaner Air for London
BEX_07
Vertically - 200mm from I am an electric bus mark.
Horizontally - top of leaf 50mm below bottom of window blacking.

N2 Operator logo
BEX_II
Vertically – centred beneath driver’s window.
Horizontally – centred on panel.

U2 I am a hydrogen bus (large)
BEX_54
Vertically - right side of vinyl aligns with right side of first responder vinyl.
Horizontally - centred between bottom of upper window and first responder notice.

Y2 First responder - hydrogen hybrid (standard)
FIRSTRESP_004A
Vertically - centred above front door.
Horizontally - bottom of vinyl 30mm (approx) above front door frame.

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.
10.3 Wrightbus Streetdeck H2 hydrogen bus (front and rear elevations)

E2 Caution – bus pulls in frequently
BEX_05
Vertically – placed at rear of bus on the nearside.
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

T2 The speed of this bus is restricted
BEX_52
Vertically – placed at rear of bus on the farside.
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

U2 I am a hydrogen bus (medium)
BEX_53
Vertically - centred on blacking panel beneath route number.
Horizontally - centred on blacking panel below route number.
Y2 First responder notice (standard - front)
FIRSTRESP_003A
Vertically – left side of vinyl aligns with left side of destination blind.
Horizontally – centred between top of destination blind and bottom of upper front windscreen.

First responder notice (standard - rear)
FIRSTRESP_002A
Vertically – left side of vinyl 30mm from edge of blacking panel below route number.
Horizontally – 30mm from bottom of blacking panel below route number.

Note
No operator branding is to appear on the front or rear of the bus.
Positioning of bus exterior notices - Bus roof (all models – single and double-deck buses)

O2 Bus roof identification number
BEX_II
Vertically – centred on bus roof.
Horizontally – base line of bottom line of text 980mm from rear of bus. Base line of top line of text 1,510mm from rear of bus.

Y2 First responder - electric (large)
FIRSTRESP_001B, 002B, 003B, 004B
Vertically - centred on bus roof.
Horizontally - top of vinyl 70mm below base line of bottom row of text.

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.
12 Damaged notices

Damaged or vandalised notices (such as those shown on this page) are to be replaced as early as possible. They are to be completely removed and any adhesive residue cleaned off before a new notice is applied.

New notices must not be placed over existing notices.

All notices should be ordered from the TfL bus notices supplier.
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