Piccadilly line train graphics standard

Issue 3

1973 Tube stock
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Foreword

This document details all interior and exterior notices that are to be applied to the London Underground Piccadilly line fleet (73 Tube 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.

Note
This document does not detail any driver cab notices.

Any changes to this document that affect the labelling on the vehicles will require a Change to Rolling Stock (CRS) to be raised, unless stated otherwise.

For further information, see S2180 Standard for Rolling Stock, section A3.4.1, guidance document GL00 and forms F5715 and F5716 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentRevie@tfl.gov.uk).
1 Basic elements

This section outlines the basic elements that are used to produce graphic notices for the London Underground 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 London Underground fleet to produce graphic notices.

The Pantone Matching System 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 the Piccadilly line car interiors (73 Tube stock).
2.1 Priority seat

Artwork reference
LUTV_INT_00002P

Size
100 x 140mm

Position reference
A

Colours
Front
• Safety Blue (Pantone 300)

Rear
• Black 100 per cent

Material type
Interior permanent

Part number
TBA

Note
On Piccadilly line trains, this is a double sided notice.
2.2 Obstructing doors/penalty fares (amount not shown)

Artwork reference
LUTV_INT_00004

Size
500 x 50mm

Position reference
B

Colours
• Corporate Blue (Pantone 072)
• Safety Yellow (Pantone 116)
• Black 100 per cent

Material type
Interior permanent

Part number
00205/8627

Obstructing the doors can be dangerous

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
2.3 Items trapped in doors

Artwork reference
LUTV_INT_00038P

Size
50 x 168mm

Position reference
C

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

Material type
Interior permanent

Part number
TBA
2.4 Penalty fare/lower window

Artwork reference
LUTV_INT_00029

Size
225 x 87mm

Position reference
D

Colours
• Corporate Blue (Pantone 072)

Material type
Exterior front fixing semi-permanent

Part number
00205/8629
2.5 Penalty fare (J door)

Artwork reference
LUTV_INT_00028

Size
225 x 50mm

Position reference
E

Colours
• Corporate Blue (Pantone 072)

Material type
Interior semi-permanent

Part number
00205/8628
2.6 Alarm located opposite

Artwork reference
LUTV_INT_00040J

Size
115 x 56mm

Position reference
F

Colours
• Safety Red (Pantone 485)

Material type
Interior permanent

Part number
TBA
2.7 Alarm instructions (pull handle)/Unwell customers

Artwork reference
LUTV_INT_00064P

Size
200 x 145mm

Position reference
G

Colours
- Safety Red (Pantone 485)
- Safety Blue (Pantone 300)

Material type
Interior permanent

Part number
TBA

Emergency alarm
Emergency use only
Lift flap
Pull handle to alert driver

Penalty for improper use

Unwell customers
If a fellow passenger is unwell, please offer to help them off the train at the next station
Our staff can provide better care on the platform
2.8 Alarm cover (pull handle)

Artwork reference
LUTV_INT_00051

Size
100 x 50mm

Position reference
H

Colours
• Safety Red (Pantone 485)

Material type
Interior permanent

Part number
TBA
2.9 Emergency access combined

Artwork reference
LUTV_INT_00033

Size
225 x 164mm

Position reference
L

Colours
• Safety Red (Pantone 485)
• Black 100 per cent

Material type
Interior permanent

Part number
TBA
2.10 Risk of death/emergency access

Artwork reference
LUTV_INT_00030

Size
70 x 275mm

Position reference
M

Colours
• Safety Red (Pantone 485)
• Safety Yellow (Pantone 116)
• Black 100 per cent

Material type
Interior permanent

Part number
TBA
2.11 Priority area - luggage

Artwork reference
LUTV_INT_00057P

Size
84 x 124mm

Position reference
L

Colours
- Safety Blue (Pantone 300)

Material type
Interior permanent

Part number
TBA
2.12 Unattended bags

Artwork reference
LUTV_INT_00041

Size
195 x 50mm

Position reference
P

Colours
• Corporate Blue (Pantone 072)

Material type
Interior permanent - double sided

Part number
TBA

Note
This is a double-sided sign with the same artwork on both sides.
2.13 No smoking/no alcohol

Artwork reference
LUTV_INT_00039P

Size
108 x 311mm

Position reference
N

Colours
• Safety Red (Pantone 485)
• Black 100 per cent

Material type
Interior permanent

Part number
TBA
2.14 CCTV cameras

Artwork reference
LUTV_INT_00034P

Size
220 x 145mm

Position reference
O

Colours
• Corporate Blue (Pantone 072)

Material type
Interior permanent

Part number
TBA
2.15 In an emergency

Artwork reference
LUTV_INT_00035P

Size
220 x 145mm

Position reference
P

Colours
- Safety Blue (Pantone 300)

Material type
Interior permanent

Part number
TBA

Note
This notice does not have rounded corners as it sits in the line diagram panel.

In an emergency
Use the passenger emergency alarm to alert the driver
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
Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.17 Central London Tube map (long)

Artwork reference
LUTV_INT_00037P-L

Material type
Interior semi-permanent (special)

Size
840 x 145mm

Part number
TBA

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TFL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.18 Central London Tube map (short)

Artwork reference
LUTV_INT_00037P-S

Size
600 x 260mm

Position reference
S

Colours
• CMYK

Material type
Interior semi-permanent (special)

Part number
TBA

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.19 Customer contact

Artwork reference
LUTV_INT_00080P

Size
220 x 264mm

Position reference
T

Colours
• Corporate Blue (Pantone 072)

Material type
Interior semi-permanent

Part number
TBA

Note
This notice does not have rounded corners as it sits in the line diagram panel.

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

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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, text BTP on 61016 or call 0800 40 50 40. In an emergency call 999 or use the passenger alarm.

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.

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Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.20 Car reference numbers (blue)

Artwork reference
LUTV_INT_00043

Size
30mm Cap height
(128pt NJ Font Medium)

Position reference
Z

Colours
• Corporate Blue (Pantone 072)

Material type
Interior permanent

Part number
TBA

Example only
Notice shown is for illustrative purposes only.
2.21 Door reference letters (blue)

Artwork reference
LUTV_INT_00042

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)

Material type
Interior permanent

Part number
TBA

Example only
Notice shown is for illustrative purposes only.
2.22 Cant rail labels

Artwork reference
LUTV_INT_00045P

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

Position reference
In appropriate location on train interior.

Colours
• Corporate Blue (Pantone 072)

Material type
Interior permanent

Part number
TBA

Example only
Notice shown is for illustrative purposes only.
2.23 Above ground illustration

Artwork reference
LUTV_INT_00090P

Size
286 x 616mm

Position reference
V

Colours
• CMYK

Material type
Interior semi-permanent

Part number
TBA

Note
This notice does not have rounded corners as it sits within a bespoke panel.

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.24 Going to Heathrow Airport (portrait)

Artwork reference
LUTV_INT_00091P-P

Size
286 x 610mm

Position reference
W

Colours
• CMYK

Material type
Interior semi-permanent

Part number
TBA

Note
This notice does not have rounded corners as it sits within a bespoke panel.

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.
2.25 Going to Heathrow Airport (landscape)

Artwork reference
LUTV_INT_00091P-L

Material type
Interior semi-permanent (special)

Size
597 x 145mm

Part number
TBA

Position reference
X

Colours
• CMYK

Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TFL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.

Going to Heathrow airport?

Travel between central London and Heathrow airport in under an hour, with trains every few minutes.

Three stations serve the airport: Heathrow Terminals 2 & 3, Heathrow Terminal 4 and Heathrow Terminal 5.

To check which terminal your flight departs from, contact Heathrow:

heathrow.com  +44 20 3368 8968

Trains to Heathrow run above ground for approximately 23 minutes, between Barons Court and Hounslow Central. Please use the contacts during this time. Some stations are WiFi enabled for internet access, visit tfl.gov.uk for further information.
2.26 Emergency door release

Artwork reference
LUTV_INT_00083P

Size
130 x 65mm

Position reference
Y

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

Material type
Interior permanent

Part number
TBA
2.27 Position of interior notices - driver’s DM car (side elevation)
2.27.1

A **Priority seat**
LUTV_INT_00002P
Vertically - 20mm from window edge above priority seat.
Horizontally - 100mm from top of window.

B **Obstructing doors/Penalty fares**
LUTV_INT_00004
Vertically - centred above door window.
Horizontally - 10mm above door window.

C **Items trapped in doors**
LUTV_INT_00038P
Vertically - centred on opening side of door panel.
Horizontally - 135mm below top of window.

F **Alarm located opposite**
LUTV_INT_00040J
Vertically - centred on alarm opposite panel.
Horizontally - centred on alarm opposite panel.

G **Alarm instructions (pull handle)/Assistance from staff**
LUTV_INT_00048P

*By double doors*
Vertically - 10mm from alarm panel.
Horizontally - centred on car line diagram panel.

*By single doors*
Vertically - 10mm from CCTV notice.
Horizontally - 10mm above alarm panel.

H **Alarm cover (pull handle)**
LUTV_INT_00051
Vertically - centred in recess of flat panel of alarm.
Horizontally - centred in recess of flat panel of alarm.

L **Priority area - luggage**
LUTV_INT_00057P
Vertically - side edge aligned with Central London Tube Map above.
Horizontally - top edge aligned with top of recessed frame on same panel.

N **No smoking/No alcohol**
LUTV_INT_00039P
Vertically - centred between windows.
Horizontally - 10mm below car line diagram panel.

O **CCTV cameras**
LUTV_INT_00034P

*By double doors*
Vertically - centred on car line diagram panel below customer contact notice.
Horizontally - centred on car line diagram panel below customer contact notice.

*By single doors*
Vertically - 10mm from CCTV notice.
Horizontally - 10mm above alarm panel.
P  In an emergency
   LUTV_INT_00035P
   (By double doors)
   Vertically - centred on car line
diagram panel.
   Horizontally - centred on car line
diagram panel.
   (By single doors)
   Vertically - centred above alarm
   opposite panel.
   Horizontally - 10mm above alarm
   opposite panel.

Q  Car line diagram
   LUTV_INT_00036P
   Placed as shown on car line diagram
   panel.

R  Central London Tube map (long)
   LUTV_INT_00037P-L
   Placed as shown on car line diagram
   panel.

S  Central London Tube map (short)
   LUTV_INT_00037P-S
   Vertically - centred on panel above
   alarm and alarm opposite panels by
double doors.
   Horizontally - centred on panel
   above alarm and alarm opposite
   panels by double doors.

T  Customer contact notice
   LUTV_INT_00080P
   Vertically - centred on panel above
   CCTV notice by double doors.
   Horizontally - centred on panel
   above CCTV notice by double doors.

V  Above ground illustration
   LUTV_INT_00090P
   Vertically - centred within recessed
   frame.
   Horizontally - centred within
   recessed frame.

W  Going to Heathrow Airport
   (portrait)
   LUTV_INT_00091P-P
   Vertically - centred within recessed
   frame.
   Horizontally - centred within
   recessed frame.

X  Car line diagram
   LUTV_INT_00091P-L
   Placed as shown on car line diagram
   panel.
2.28 Position of interior notices - trailer and UNDM cars (side elevation)

Diagram showing the position of interior notices on a train side elevation.
A  Priority seat
   LUTV_INT_00002P
   Vertically - 20mm from window edge above priority seat.
   Horizontally - 100mm from top of window.

B  Obstructing doors/Penalty fares
   LUTV_INT_00004
   Vertically - centred above door window.
   Horizontally - 10mm above door window.

C  Items trapped in doors
   LUTV_INT_00038P
   Vertically - centred on opening side of door panel.
   Horizontally - 135mm below top of window.

F  Alarm located opposite
   LUTV_INT_00040J
   Vertically - centred on alarm opposite panel.
   Horizontally - centred on alarm opposite panel.

G  Alarm instructions (pull handle)/Assistance from staff
   LUTV_INT_00048P
   (By double doors)
   Vertically - 10mm from alarm panel.
   Horizontally - centred on car line diagram panel.

   (By single doors)
   Vertically - 10mm from CCTV notice.
   Horizontally - 10mm above alarm panel.

H  Alarm cover (pull handle)
   LUTV_INT_00051
   Vertically - centred in recess of flat panel of alarm.
   Horizontally - centred in recess of flat panel of alarm.

L  Priority area - luggage
   LUTV_INT_00057P
   Vertically - side edge aligned with Central London Tube Map above.
   Horizontally - top edge aligned with top of recessed frame on same panel.

N  No smoking/No alcohol
   LUTV_INT_00039P
   Vertically - centred between windows.
   Horizontally - 10mm below car line diagram panel.

O  CCTV cameras
   LUTV_INT_00034P
   (By double doors)
   Vertically - centred on car line diagram panel below customer contact notice.
   Horizontally - centred on car line diagram panel below customer contact notice.

   (By single doors)
   Vertically - 10mm from CCTV notice.
   Horizontally - 10mm above alarm panel.
2.28.2

P In an emergency
LUTV_INT_00035P
(By double doors)
Vertically - centred on car line
diagram panel.
Horizontally - centred on car line
diagram panel.
(By single doors)
Vertically - centred above alarm
opposite panel.
Horizontally - 10mm above alarm
opposite panel.

Q Car line diagram
LUTV_INT_00036P
Placed as shown on car line diagram
panel.

R Central London Tube map (long)
LUTV_INT_00037P-L
Placed as shown on car line diagram
panel.

S Central London Tube map (short)
LUTV_INT_00037P-S
Vertically - centred on panel above
alarm and alarm opposite panels by
double doors.
Horizontally - centred on panel
above alarm and alarm opposite
panels by double doors.

T Customer contact notice
LUTV_INT_00080P
Vertically - centred on panel above
CCTV notice by double doors.

V Above ground illustration
LUTV_INT_00090P
Vertically - centred within recessed
frame.
Horizontally - centred within
recessed frame.

W Going to Heathrow Airport
(portrait)
LUTV_INT_00091P-P
Vertically - centred within recessed
frame.
Horizontally - centred within
recessed frame.

X Car line diagram
LUTV_INT_00091P-L
Placed as shown on car line diagram
panel.
2.29 Position of interior notices - all cars (front elevations)

D **Penalty fare/Lower window**
LUTV_INT_00029
Vertically - centred on windows of interconnecting doors.
Horizontally - 100mm below top of window.

E **Penalty fare (J door)**
LUTV_INT_00028
Vertically - centred on J door.
Horizontally - 10mm below door peep hole.

G **Alarm instructions (pull handle)/Assistance from staff**
LUTV_INT_00048P
Vertically - centred above alarm panel.
Horizontally - 10mm above alarm panel.

J **Emergency access combined notice**
LUTV_INT_00033
Vertically - centred on J door.
Horizontally - 10mm above door peep hole.

K **Risk of death/Emergency access**
LUTV_INT_00030
Vertically - centred on right hand door panel.
Horizontally - aligned with top of window.

M **Unattended bags**
LUTV_INT_00041
Vertically - centred on all glass screens
Horizontally - top of notice in line with top of car line diagram panel.
2.29.1

U  Car reference number (blue)
   LUTV_INT_00043
   Vertically - centred on metal plate
   above and to the left of door.
   Horizontally - centred on metal plate
   above and to the left of door.

Y  Emergency door release
   LUTV_INT_00083P
   Vertically - centred above emergency
door release device.
   Horizontally - 10mm above
emergency door release device.
3 Car exterior notices

The following pages illustrate the graphic notices that are to be applied to the Piccadilly line car exteriors (73 Tube stock).
3.1  Roundel

Artwork reference
LUTV_EXT_00001

Size
440mm width

Position reference
A

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

Material type
Exterior permanent

Part number
TBA
3.2 Obstructing doors/shark teeth (left)

Artwork reference
LUTV_EXT_00047P-A

Size
50 x 438mm

Position reference
B

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

Material type
Exterior permanent

Part number
TBA
3.3 Obstructing doors/shark teeth (right)

Artwork reference
LUTV_EXT_00047P-B

Size
50 x 438mm

Position reference
C

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

Material type
Exterior permanent

Part number
TBA
3.4 Car reference numbers

Artwork reference
LUTV_EXT_00004

Size
80mm cap height
(342pt NJ Font Medium)

Position reference
G

Colours
• Corporate Blue (Pantone 072)

Material type
Exterior permanent

Part number
TBA

Example only
Notice shown is for illustrative purposes only.
3.5 Door reference letters

Artwork reference
LUTV_EXT_00005

Size
17mm
(70pt NJ Font Medium)

Position reference
In 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)

Material type
Exterior permanent

Part number
TBA
3.6 Position of exterior notices - driver's DM car (side elevation)
3.6.1

A  **Roundel**
LUTV_EXT_00001
Vertically - centred between two centre windows
Horizontally - centred between bottom of windows and top of blue band

B  **Obstructing doors/shark teeth (left)**
LUTV_EXT_00047P-A
Vertically - against opening edge of inner panel of left opening car doors
Horizontally - top of notice 80mm from top of door window.

C  **Obstructing doors/shark teeth (right)**
LUTV_EXT_00047P-B
Vertically - against opening edge of inner panel of right opening car doors
Horizontally - top of notice 80mm from top of door window.

D  **Car reference numbers**
LUTV_EXT_00004
Vertically - In line with window edge
Horizontally - top of text 170mm from bottom of window.
3.7 Position of exterior notices - trailer and UNDM cars (side elevation)
3.7.1

A Roundel
LUTV_EXT_00001
Vertically - centred between two centre windows
Horizontally - centred between bottom of windows and top of blue band

B Obstructing doors/shark teeth (left)
LUTV_EXT_00047P-A
Vertically - against opening edge of inner panel of left opening car doors
Horizontally - top of notice 80mm from top of door window.

C Obstructing doors/shark teeth (right)
LUTV_EXT_00047P-B
Vertically - against opening edge of inner panel of right opening car doors
Horizontally - top of notice 80mm from top of door window.

D Car reference numbers
LUTV_EXT_00004
Vertically - In line with window edge
Horizontally - top of text 170mm from bottom of window.
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

Any changes to this document that affect the labelling on the vehicles will require a Change to Rolling Stock (CRS) to be raised, unless stated otherwise.

For further information, see S2180 ‘Standard for Rolling Stock’ section A3.4.1, guidance document G1100 and forms F5715 and F5716 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentReview@tfl.gov.uk).

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