

# Basic elements standard

Issue 8

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## Foreword

A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Transport for London (TfL) maintains a high standard for coordinated design in every aspect of our operations.

This document gives guidance on the basic elements that make up our visual identity, including our corporate typeface and corporate colours.

# I Corporate typeface

The typeface we use is Johnston I00. It is exclusive to TfL and should be applied for by third parties through our website: [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

## Headings

Headings are always to be set in Johnston I00 Medium.

## Body copy

Body copy should always be set in Johnston I00 Light when displayed at 12pt or below. When displayed at above 12pt, Johnston I00 Regular must be used.

## Point sizes

The minimum point size used on a piece is determined by the distance it is expected to be viewed from.

We have set minimum point sizes for each standard poster size. The minimum point sizes are compulsory and are detailed later in this document.

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ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890£/.,“()::;

Johnston I00 Medium

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ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890£/.,“()::;

Johnston I00 Regular

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ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890£/.,“()::;

Johnston I00 Light

## 2 Typographic policy

In consultation with the Royal National Institute of Blind People (RNIB), we have developed a 'clear print' strategy for setting type in a way that makes it accessible to visually impaired people.

The main directives of this policy are:

- Text should always be set in mixed upper and lower case (never all upper case - even with headings)
- Minimum point sizes to depend on viewing distances (we also take into account the size of the poster or leaflet)
- For standard A4 documents the minimum body copy point size is 12pt
- Text should always be ranged left (ragged right) and never justified, or ranged right
- Text on posters may be centred, but only where the body copy does not exceed three lines
- Headings are to be centred only where body copy is centred - centred headings should not exceed more than three lines of text
- Text should be set horizontally and never vertically, at an angle or following a curve
- Do not use italics
- To emphasise a word, use a different type weight
- Ensure good colour contrast between text and background colour
- Do not adjust the character spacing of the font (tracking)
- Do not reduce line spacing (leading)
- Do not indent the first line of a paragraph
- Use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed so long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)
- Creative typefaces may be used for headlines on campaign posters, but only where headlines are included as part of the creative execution
- If using a creative typeface for a headline, avoid highly stylised typefaces such as ornamental, decorative or handwriting styles. Stylised typefaces should never be used for body copy or for calls to action
- The use of terminology on all material must comply with our editorial style guide

### 3 Roundels

Each of our transport modes has its own, unique roundel.

The value of the roundel itself cannot be overestimated as it is one of the world's best-known symbols.

To preserve its value, the rules for its reproduction and application must be strictly adhered to.

#### **Santander Cycles roundel**

Only the full colour version of the Santander Cycles roundel may be used.

Ideally, the Santander Cycles roundel should be placed against a plain white background. However, when non-white backgrounds are required, the version of the roundel displaying the thick white keyline must be used.



### 3.1

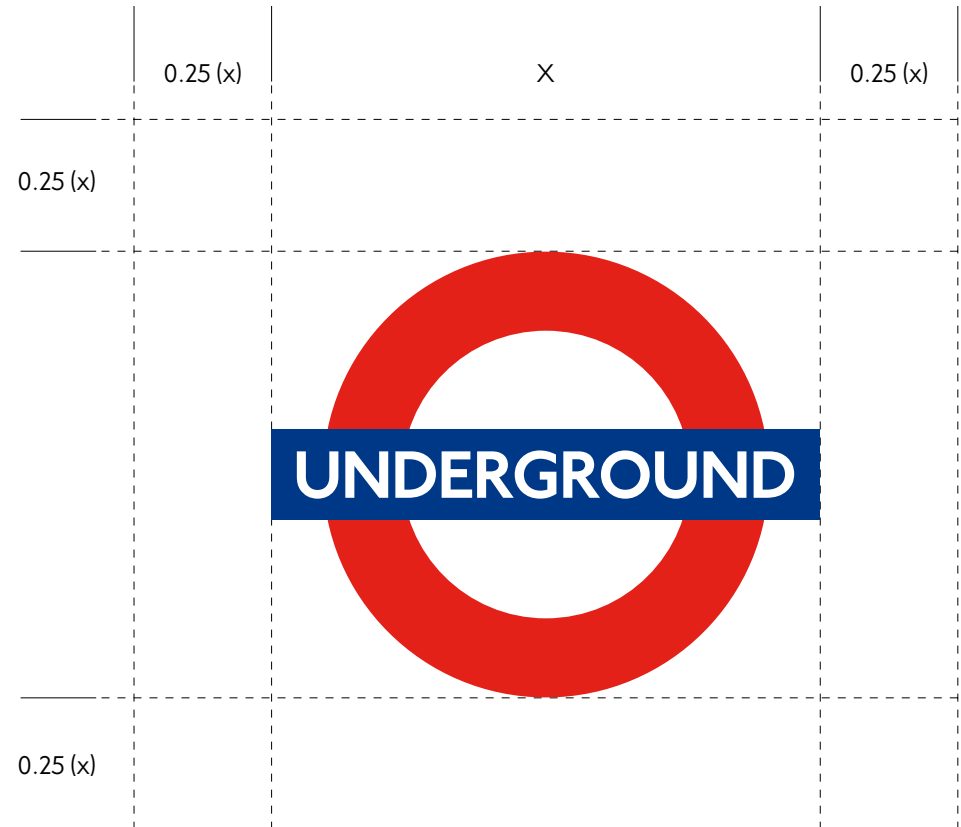
A roundel should always appear on all our outputs and they:

- Must not be re-drawn, distorted or modified in any way
- Must not be placed on a background that impairs legibility
- Must not be placed on patterned or busy backgrounds that interfere with the roundel
- Must not be displayed below a width size of 12mm if containing a mode name within the bar

#### Exclusion zone

To ensure clarity and impact when reproducing a roundel, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its bar width (x), all around it.

The area marked 0.25 (x) indicates the exclusion zone where no other graphic elements should be placed.



## 4 TfL logotypes

Our logotype should appear on all our outputs.

No matter which roundel is displayed, it is always the Transport for London logotype that is displayed alongside it.

Only the full colour version of each logotype may be used. Black and white-out versions of the logotype may only be used by exception and with the agreement of TfL Corporate Design.

1. Transport for London
2. DLR
3. Elizabeth line
4. London Buses
5. London Cable Car
6. London Coaches
7. London Dial-a-Ride
8. London Overground
9. London River Services
10. London Trams
11. London Underground
12. Santander Cycles

1.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

2.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

3.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

4.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

5.  
**TRANSPORT  
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FOR LONDON**  
EVERY JOURNEY MATTERS

11.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

12.  
**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS



## 5 The mark

A mark is the combination of a roundel with the Transport for London logotype.

Only the marks shown on this page are to be used on our materials.

The minimum width size of the mark is 32mm.

The marks not containing the 'Every Journey Matters' strapline are generally only to be used by third parties and following agreement with TfL Corporate Design.

Only the full colour version of each mark may be used. Black and white-out versions of the mark may only be used by exception and with the agreement of TfL Corporate Design.



## 5.1

### Branding on third party material

On material produced by third parties and created in another organisation's house style, branding may be required to show our involvement.

In such instances, always use the mark version without the 'Every Journey Matters' strapline.

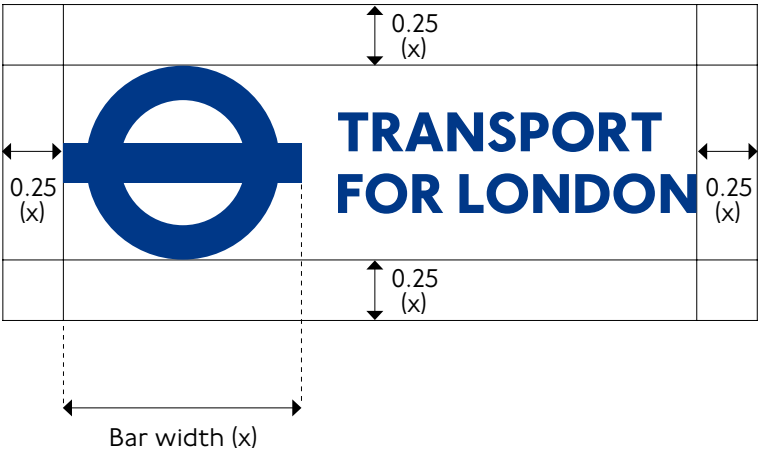
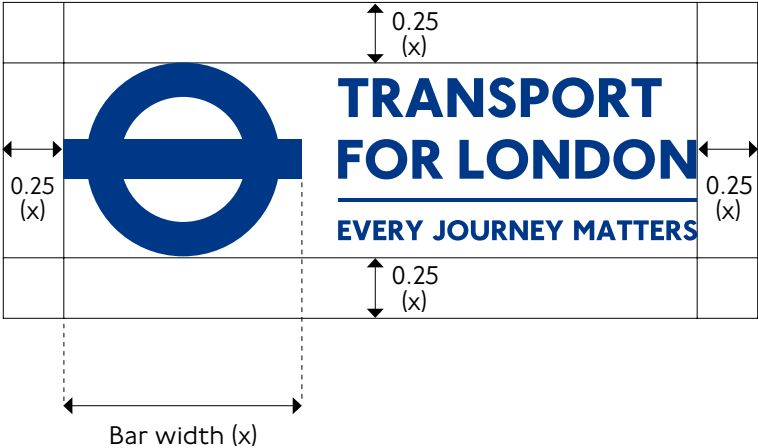
Each mode has its own mark that may be used in similar circumstances.



# 5.2

## Exclusion zone

To ensure clarity and impact when producing the mark, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its roundel bar width (x), all around it.



## 6 Mayor of London logotype

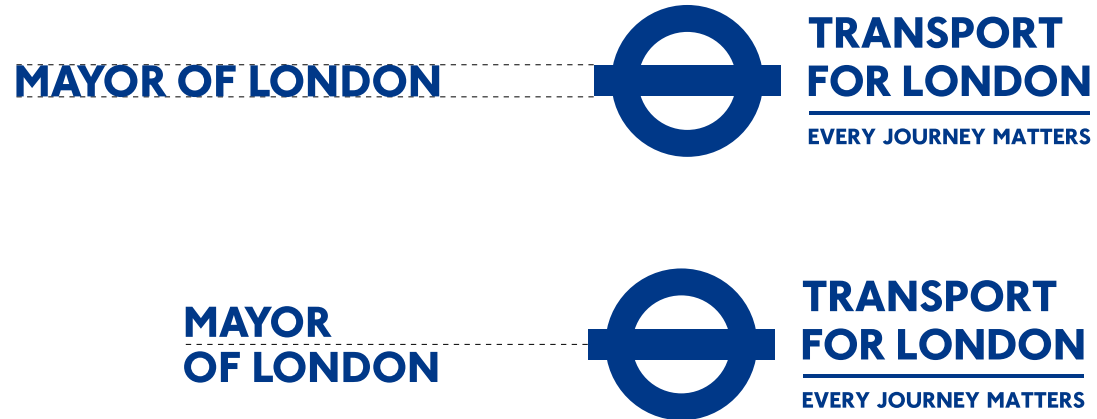
On all printed outputs, the Mayor's endorsement 'Mayor of London' should be displayed as shown. It is always to be positioned in the bottom left corner of a piece.

The capital letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar.

The capital letter height of the Mayor's endorsement should always be aligned vertically with the roundel. It should be ranged left with the left hand margin of any layout.

The Mayor's endorsement should always appear in corporate blue (Pantone 072). Where appropriate it may be displayed in black for London Buses.

A two line version of the Mayor's endorsement is also available. It should, however, only be used where absolutely necessary.



## 7 Colours

### Modal colours

This page identifies the colours for each of our transport modes.

Text colour on a modal identity strip is either white or Pantone 072 blue.

The coloured identity strip at the top of each information piece should use these colours.

#### Transport for London

PMS 072 (C100 M88 Y0 K5)

#### London Buses

PMS 485 (C0 M95 Y100 K0)

#### London Dial-a-Ride

PMS Purple (C38 M88 Y0 K0)

#### London Trams

PMS 368 (C57 M0 Y100 K0)

#### DLR

PMS 326 (C87 M0 Y38 K0)

#### London Cable Car

PMS N/A (C65 M81 Y0 K0)

#### London Overground

PMS 158 (C0 M61 Y97 K0)

#### London Underground

PMS 072 (C100 M88 Y0 K5)

#### Elizabeth line

PMS 266 (C73 M81 Y0 K0)

#### London Coaches

PMS 130 (C0 M30 Y100 K0)

#### London River Services

PMS 299 (C85 M19 Y0 K0)

#### Santander Cycles

PMS N/A (C0 M93 Y100 K0)

## 7.1

### Modal colours

This page identifies the colours for each of the London Underground lines.

Text colour on a line identity strip is either white or Pantone 072 blue.

The coloured identity strip at the top of each information piece should use these colours.



#### Bakerloo line

PMS 470 (C26 M67 Y89 K19)



#### District line

PMS 356 (C95 M24 Y100 K12)



#### Metropolitan line

PMS 235 (C38 M100 Y27 K27)



#### Victoria line

PMS 299 (C80 M15 Y0 K0)




#### Central line

PMS 485 (C0 M95 Y100 K0)



#### Hammersmith & City line

PMS 197 (C2 M50 Y17 K0)



#### Northern line

PMS N/A (C0 M0 Y0 K100)



#### Waterloo & City line

PMS 338 (C57 M0 Y40 K0)



#### Circle line

PMS 116 (C0 M20 Y96 K0)



#### Jubilee line

PMS 430 (C53 M37 Y34 K16)



#### Piccadilly line

PMS 072 (C100 M88 Y0 K5)

## 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](mailto:corporatedesign@tfl.gov.uk)

### **Issue 8**

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