



Transport for London Basic elements standard

Issue 7

MAYOR OF LONDON

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Foreword

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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 the TfL visual identity. The information covers the corporate typeface, the visual identity of TfL and the corporate colours. Guidance on design applications can be found in separate standards provided by TfL.

I Corporate typeface

The typeface used by TfL is Johnston 100. It is exclusive to TfL and should be applied for by third parties via the TfL website: tfl.gov.uk/corporatedesign

Headings

Headings are always to be set in Johnston 100 Medium.

Body copy

Body copy should always be set in Johnston 100 Light when displayed at 12pt or below. When displayed at above 12pt it is Johnston 100 Regular that must be used.

Point sizes

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

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;**

Johnston 100 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;**

Johnston 100 Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;**

Johnston 100 Light



2 Typographic policy

In consultation with the RNIB, TfL has developed a 'clear print' strategy for setting type in a way that makes it accessible to many 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 (TfL also takes into account the size of poster or leaflet)
- Text should be ranged left (ragged right) and never justified, or ranged right
- Text, on posters only, 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, but, instead, 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 stylized typefaces such as ornamental, decorative or handwriting styles. Stylized typefaces should never be used for body copy and calls to action
- The use of terminology on all material must comply with the TfL Editorial standards: tfl.gov.uk/media

3 Roundels

Each transport mode has its own 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.

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



3.1 Roundels continued

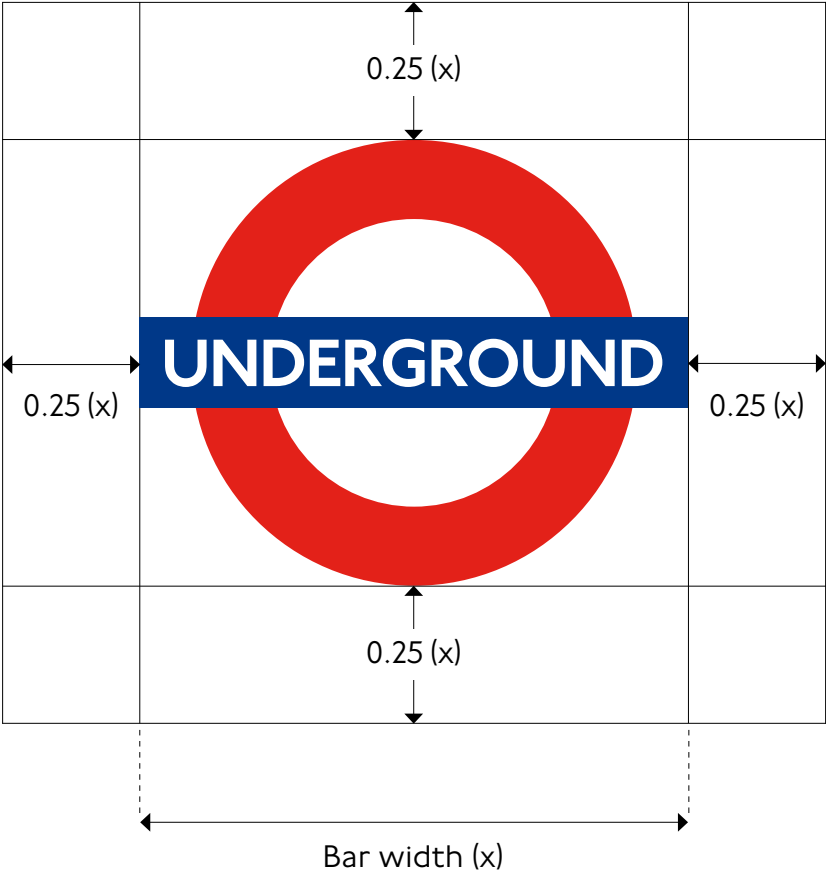
A roundel should always appear on all TfL outputs.

- Roundels must not be re-drawn, distorted or modified in any way
- Roundels must not be placed on a background that impairs legibility
- Patterned or busy backgrounds which interfere with the roundel must not be used
- Roundels containing a mode name within the bar are not to be displayed below a width size of 12mm

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

The Transport for London logotype should appear on all TfL 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. London Buses
- 3. Victoria Coach Station
- 4. Elizabeth line
- 5. London Dial-a-Ride
- 6. DLR
- 7. Emirates Air Line
- 8. London Overground
- 9. London River Services
- 10. Santander Cycles
- 11. London Taxi and Private Hire
- 12. London Trams
- 13. London underground



5 The 'mark'

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

Only the marks shown on this page are to be used on TfL 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 The 'mark' continued

Branding on third party material

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

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

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



TRANSPORT
FOR LONDON



BUSES

TRANSPORT
FOR LONDON



COACHES

TRANSPORT
FOR LONDON



ELIZABETH LINE

TRANSPORT
FOR LONDON



DIAL-A-RIDE

TRANSPORT
FOR LONDON



DLR

TRANSPORT
FOR LONDON



OVERGROUND

TRANSPORT
FOR LONDON



RIVER

TRANSPORT
FOR LONDON



TAXI-PRIVATE HIRE

TRANSPORT
FOR LONDON



TRAMS

TRANSPORT
FOR LONDON



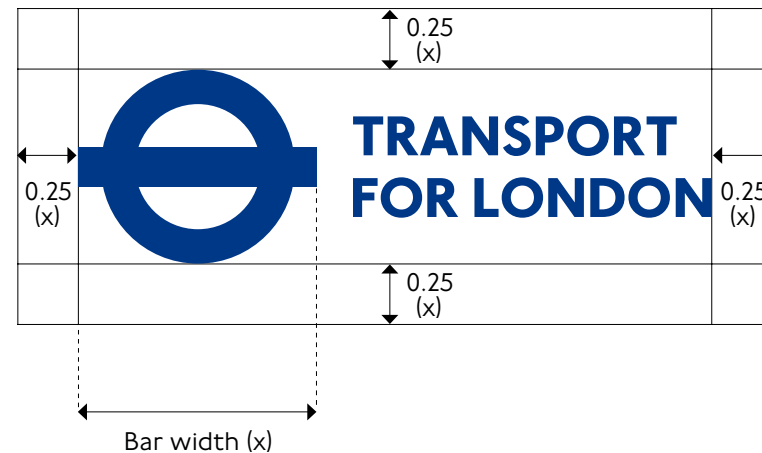
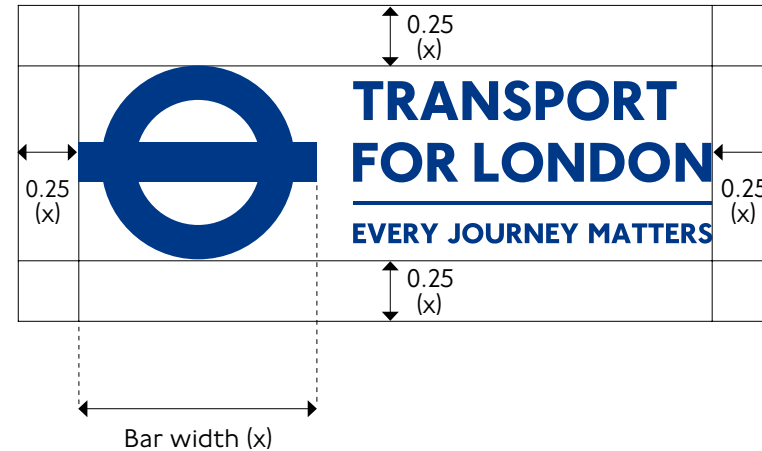
UNDERGROUND

TRANSPORT
FOR LONDON

5.2 The 'mark' continued

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

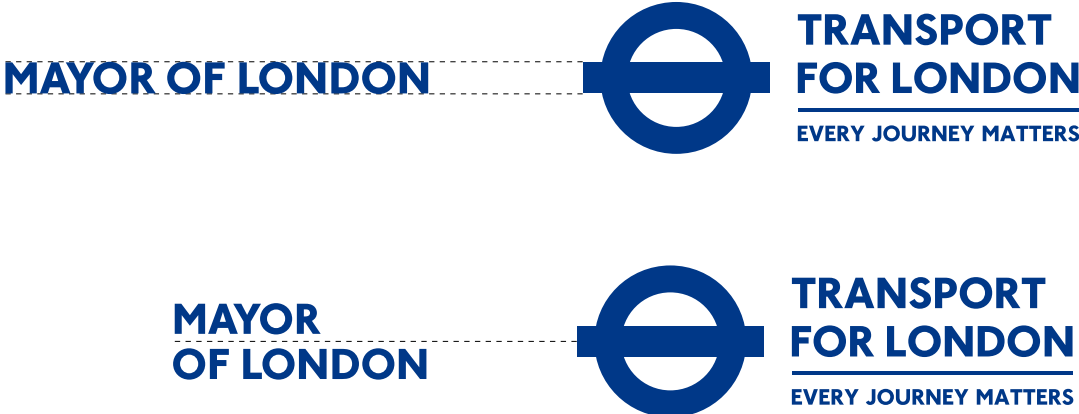
On all printed outputs, the Mayor’s endorsement ‘Mayor of London’ should be displayed as shown. It is always to be positioned in the bottom left corner of a piece.

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 TfL's 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 River Services

PMS 299 (C85 M19 Y0 K0)

Taxi and Private Hire

PMS 2715 (C57 M45 Y0 K0)

Emirates Air Line

PMS 186 (C0 M93 Y100 K0)

DLR

PMS 326 (C87 M0 Y38 K0)

London Dial-a-Ride

PMS Purple (C38 M88 Y0 K0)

London Trams

PMS 368 (C57 M0 Y100 K0)

TfL Rail

PMS 072 (C100 M88 Y0 K5)

Santander Cycles

PMS N/A (C0 M93 Y100 K0)

Elizabeth line

PMS 266 (C73 M81 Y0 K0)

London Overground

PMS 158 (C0 M61 Y97 K0)

London Underground

PMS 072 (C100 M88 Y0 K5)

London Coaches

PMS 130 (C0 M30 Y100 K0)

7.1 Colours continued

Modal colours

This page identifies the colours for each of London Underground's 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)

For further information:

These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards please contact TfL Corporate Design.

Email: corporatedesign@tfl.gov.uk

All TfL design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

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