

Pictogram standard

Issue 4



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The Transport for London (TfL) pictogram standard has been designed to provide a pictogram reference source for all transport modes within the TfL group.

It is important that Transport for London present a strong and consistent corporate image in every aspect of what we do, be it our environment, operation or communication. Pictograms should therefore be both clear in meaning and consistent in their design.

The pictograms within this document are based on the British Standard for Pictograms and should therefore be used as the only point of reference when requiring a pictogram for signage, print or any other use within the TfL group of companies.

The pictograms have been designed to work alongside those produced by the Department for Transport (DfT) in the Traffic Signs Regulations and General Direction document.

This TfL document however, cannot cover all eventualities. If there is ever a conflict when producing Highway signs, between a TfL pictogram and one used by the DfT, then it is the DfT version that is to be used. If such an instance ever occurs then please contact TfL Corporate Design **020 7126 4462**.

I Use of pictograms

Contents



The purpose of a pictogram is to make our lives easier and safer.

For a pictogram to work it must be instantly recognisable and understood by all. Therefore the image must be kept simple and consistent. Details that are not essential in communicating the message should be left out. However, the use of a pictogram may not be appropriate in some cases as it may make the message more complicated and thus more confusing than a written message alone.

Although the majority of pictograms within this standard are shown in black, the appropriate colour should be used at all times. Please refer to the appropriate sign or print standard for colour references.

2 Transport modes

Contents



* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.



River craft*



River craft*



Taxi



Airport



Bus
(Print use only)



Coach*



Coach*



Car*



Car*



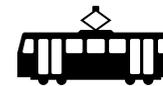
London Overground



Cycling*



Cycling*



Tram
(On signage only)



Tram
(Print use only)



Docklands Light Railway



London Underground



Victoria Coach
Station



National Rail

3 Facilities



* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.



Mobility impaired route*



Mobility impaired route*



Ramped access*



Ramped access*



Baby changing facility



Wheelchair facility*



Wheelchair facility*



Female toilets



Male toilets



Toilets with disabled facilities



Telephone facility



Information



Tickets



Deaf awareness



Restaurant



Washing facility



Soap dispenser



Refreshments



Parking



Textphone

3.1 Facilities continued

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Website



Lift

4 Safety

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The pictograms featured within this section are primary symbols that are to be used within public areas.

The hazards and regulations associated with non-public areas are vastly different, eg personal protection equipment and machinery. For such safety signs, where the required symbol is not indicated within this document, the standard BS symbols should be adopted.

4.1 Safety continued

Contents



Prohibition pictograms

Purpose

To indicate that certain actions are prohibited ie - must not do.

Intrinsic features

Red circular band with diagonal bar through black pictogram.

Colour references

Red: Pantone 485 or NCS S 1085 - Y90R
Black: 100% Black or NCS S 9000 - N

Statutory requirements

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.



General prohibition



No smoking



Customers must not pass beyond this point



No waiting



No luggage



Keep feet of seats



No flash photography



Emergency do not enter

4.2 Safety continued

Contents



Safe condition pictograms

Purpose

To indicate the location of emergency facilities (non fire fighting).

Intrinsic features

White pictogram on green square.

Colour references

Green: Pantone 356 or NCS S 3065 - G10Y

White: 100% White or NCS S 0500 - N

Statutory requirements

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.

* Denotes handed pictograms.

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Alarm point



First aid



Emergency exit*



Emergency exit*



Safety procedures

4.3 Safety continued

Contents



Warning pictograms

Purpose

To indicate the presence of hazards.

Intrinsic features

Yellow: triangle with black border and pictogram.

Colour references

Yellow: Pantone 116 or NCS S 0580 - Y10R

Black: 100% Black or NCS S 9000 - N

Statutory requirements

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.



General hazard



Danger of electrocution



Stand clear of closing doors

4.4 Safety continued

Contents



Mandatory pictograms

Purpose

To indicate that a specific course of action must be taken ie - must do.

Intrinsic features

White pictogram on blue circle.

Colour references

Blue: Pantone 300 or NCS S 3065 - R90B

White: 100% White or NCS S 0500 - N

Statutory requirements

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.



Mandatory general



Hold onto handrail



Dogs must be carried



Keep hold of children

4.5 Safety continued

Contents



Fire safety pictograms

Purpose

To indicate the location of fire fighting equipment.

Intrinsic features

White pictogram on red square.

Colour references

Red: Pantone 485 or NCS S 1085 - Y90R

White: 100% White or NCS S 0500 - N

Statutory requirements

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.



Fire alarm



Fire extinguisher/equipment



Hosereel

* Denotes handed pictograms.

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Courtesy (Please give up your seat)	Ticket stop	Oyster ticket stop	Guide dogs	Queuing
				
Pedestrian route*	Pedestrian route*	Luggage	Recycling	Clock
			倫敦華埠	
Spoken commentary	Taped tours	Music available	Chinatown	CCTV
				
Embassy	Hotel	Theatre	Roadside camera	

For further information

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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.

Telephone: **020 7126 4462**

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Email: **corporatedesign@tfl.gov.uk**

All TfL corporate design standards are available from the TfL internet site.

tfl.gov.uk/corporatedesign

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