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Foreword

Following pages illustrate the only staff badges that are to be used by TfL staff (both operational and office based).

There is a design for each transport mode and a corporate services (TfL) version to choose from.

If in doubt of any rule contained within this document then please email corporatedesign@tfl.gov.uk
Our typeface is Johnston 100, which should be set in mixed upper and lower case.

Note:
All text on staff badges uses Pantone 072 blue (C100 M97 Y3 K3) unless reversed out of blue as with the language badges.

**Johnston 100 Medium**

**Johnston 100 Regular**

**Johnston 100 Light**
These colours should be used on TfL staff name badges.

The colours represent the different transport modes that TfL is responsible for.
3 Standard badge measurements

Modal badge dimensions

<table>
<thead>
<tr>
<th>12</th>
<th>5</th>
<th>14</th>
<th>5</th>
</tr>
</thead>
</table>

Name Surname
Job Title/Department Name
My pronouns are She/Her

London Underground badge dimensions

<table>
<thead>
<tr>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
</tr>
</tbody>
</table>

Name Surname
Job Title/Department Name
My pronouns are They/Them

Badge dimensions: 73 x 44mm
Mode name: Johnston 100 Medium 11/12pt
Name Surname: Johnston 100 Medium 14/14pt (Note: if the name exceeds 24 characters the point size can be reduced)
Job Title/Department: Johnston 100 Light 12/12pt
My pronouns are: Johnston 100 Light 12/12pt
4 Language badge measurements

Modal language badge dimensions

<table>
<thead>
<tr>
<th>Mode Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name Surname</td>
</tr>
<tr>
<td>Job Title/Department Name</td>
</tr>
<tr>
<td>My pronouns are She/Her</td>
</tr>
<tr>
<td>Mo gbo ede yoruba</td>
</tr>
<tr>
<td>Naongea Kiswahli</td>
</tr>
<tr>
<td>Eu falo português</td>
</tr>
</tbody>
</table>

Badge dimensions:  76 x 51mm

Mode name: Johnston I00 Medium 11/12pt

Name Surname: Johnston I00 Medium 14/14pt (Note: if the name exceeds 24 characters the point size can be reduced)

Job Title/Department: Johnston I00 Light 12/12pt

My pronouns are: Johnston I00 Light 12/12pt

Languages: Johnston I00 Regular 11pt

Vertical white stroke: 1pt

Underground language badge dimensions

| Name Surname |
| Job Title/Department Name |
| My pronouns are She/Her |
| Mo gbo ede yoruba |
| Naongea Kiswahli |
| Eu falo português |

Badge dimensions:  17.5 x 9.5mm

Mode name: Johnston I00 Medium 11/12pt

Name Surname: Johnston I00 Medium 14/14pt (Note: if the name exceeds 24 characters the point size can be reduced)

Job Title/Department: Johnston I00 Light 12/12pt

My pronouns are: Johnston I00 Light 12/12pt

Languages: Johnston I00 Regular 11pt

Vertical white stroke: 1pt
5 Example badges

Transport for London
Name Surname
Job Title/Department Name
My pronouns are She/Her

DLR
Name Surname
Job Title/Department Name
My pronouns are She/Her

Elizabeth line
Name Surname
Job Title/Department Name
My pronouns are She/Her

London Buses
Name Surname
Job Title/Department Name
My pronouns are She/Her

London Coaches
Name Surname
Job Title/Department Name
My pronouns are She/Her

London Dial-a-Ride
Name Surname
Job Title/Department Name
My pronouns are She/Her

London Overground
Name Surname
Job Title/Department Name
My pronouns are She/Her

London River Services
Name Surname
Job Title/Department Name
My pronouns are She/Her

London Trams
Name Surname
Job Title/Department Name
My pronouns are She/Her
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