

The new London Overground lines

Discover the stories and hidden histories that were unearthed through the historic project to name the London Overground lines

MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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◀ **London legacy:** Through our engagements and discussions, we discovered a number of stories, histories and extraordinary people

A line through time

The history and evolution of the London Overground

We launched the London Overground in 2007, when we took over a number of under-used suburban railway lines. Since then, it has grown to create a network that spans London.

In 2010, we opened a line between Dalston Junction and West Croydon, with branches to New Cross, New Cross Gate and Crystal Palace. This route was created using the old London Underground East London line, as well as disused railway systems in the north and existing tracks to the south. The route was extended to Highbury & Islington in 2011, and then to Clapham Junction in 2012, which completed the loop.

We took over more suburban rail routes in 2015. These routes connect Liverpool Street with Chingford, Enfield Town and Cheshunt, and Romford with Upminster.

The most recent addition to the network was in 2022, when we completed the extension to Barking Riverside.

Today, the London Overground operates across six distinct routes that surround the capital.



66 stations with step-free access from the street to the platform



160km of railway make up the London Overground



113 stations across the London Overground network



3million+ passengers use the London Overground each week





Our approach

The story behind our project to name the London Overground lines

Creating new identities

Improving the experience for customers and celebrating London's diversity

Research showed that some customers found the London Overground network confusing and would find it easier to navigate if it wasn't one single colour and name.

By creating the new identities, with each line given a new name and colour like on the Tube, we are able to help customers to better understand the network and improve our ability to give live travel information for specific routes. This gives customers more confidence to use the London Overground and enjoy everything the city has to offer in the areas it serves.

This also brought a unique opportunity to honour and celebrate different parts of London's history and culture, creating new identities that will stand the test of time. The new line names aspired to explore the local histories and stories that have shaped the areas and communities around the lines.

In February 2024, we revealed the new names and colours for the six London Overground lines. They were the Liberty, Lioness, Mildmay, Suffragette, Weaver and Windrush lines.

Mayor Sadiq Khan officially unveiled the new line names and colours at a special event at Highbury & Islington station, where he was joined by representatives from the various communities that have inspired the new names. Among the attendees were Arthur Torrington CBE, co-founder and Director of Windrush Foundation; Rebecca Ridley, Upper Bailiff of the Worshipful Company of Weavers; Jemima Olchawski, Chief Executive of the Fawcett Society

and Julie Frost, Director for the Romford Business Improvement District.

Also in attendance were former footballer Fara Williams, who has 172 caps for England, and representatives from Mildmay Hospital.

The unveiling event was the first opportunity for people to hear the new names and the stories behind them, and also to see how the identities will be illustrated on the London Overground map.

In November 2024, the new identities for the London Overground were officially launched at an event at Dalston Junction.

This meant customers could now enjoy the benefits of an easier to navigate system. This followed months of preparation and engagement work, which included customer workshops, publicity events and a widespread marketing campaign.

'I will establish a naming programme for the six London Overground lines and give Londoners the opportunity to tell more of our city's diverse story and put some of our forgotten people and places back on the map'

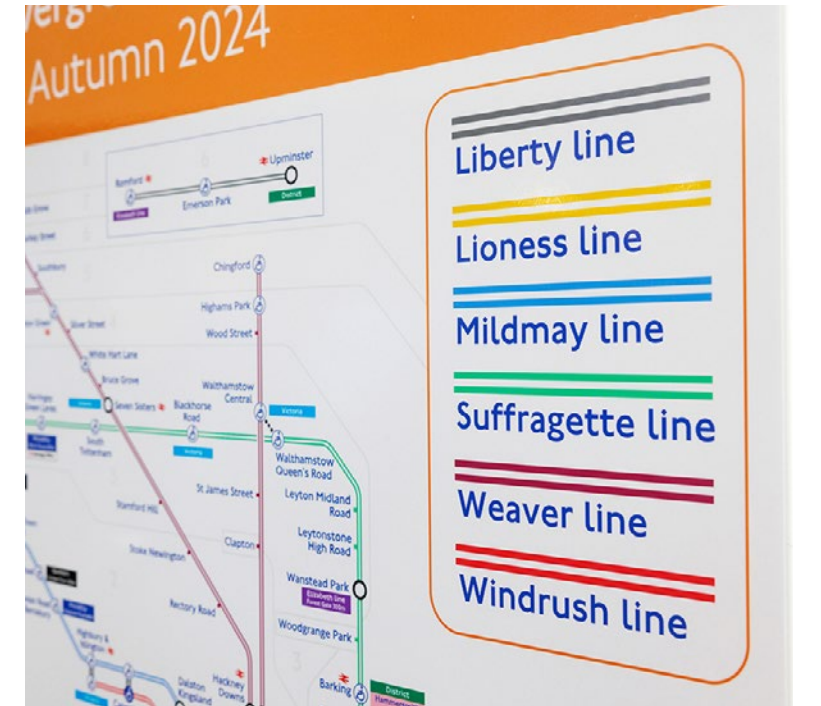


Sadiq Khan
Mayor of London





Revealing all: Mayor Sadiq Khan unveiled the new names at an event at Highbury & Islington. He was joined by representatives from each line, as well as the Deputy Mayor for Transport, local politicians, members of TfL staff and trade union representatives



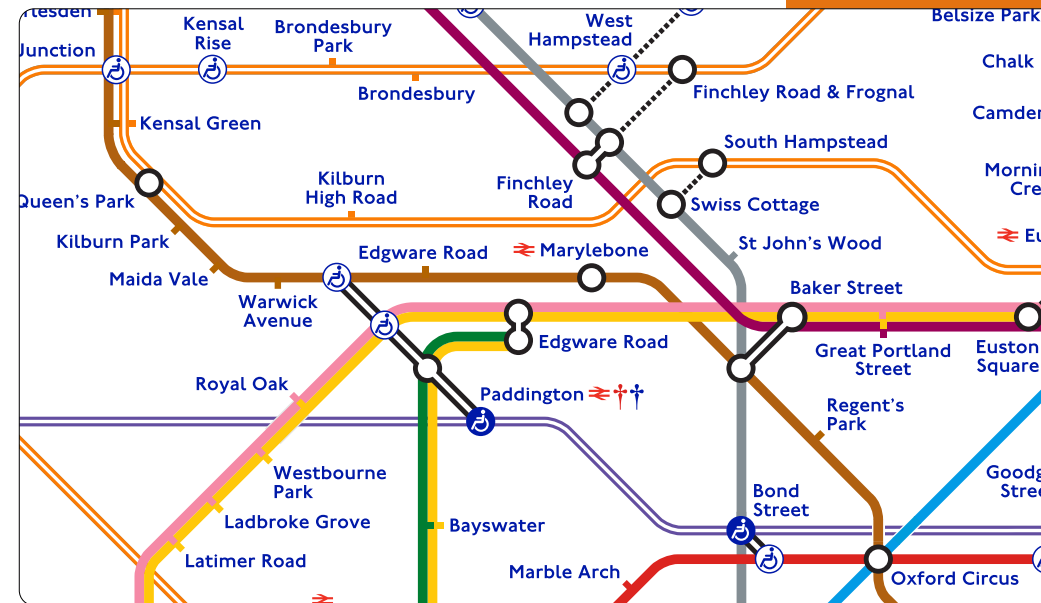
A complex network

Outlining the need for the new line names

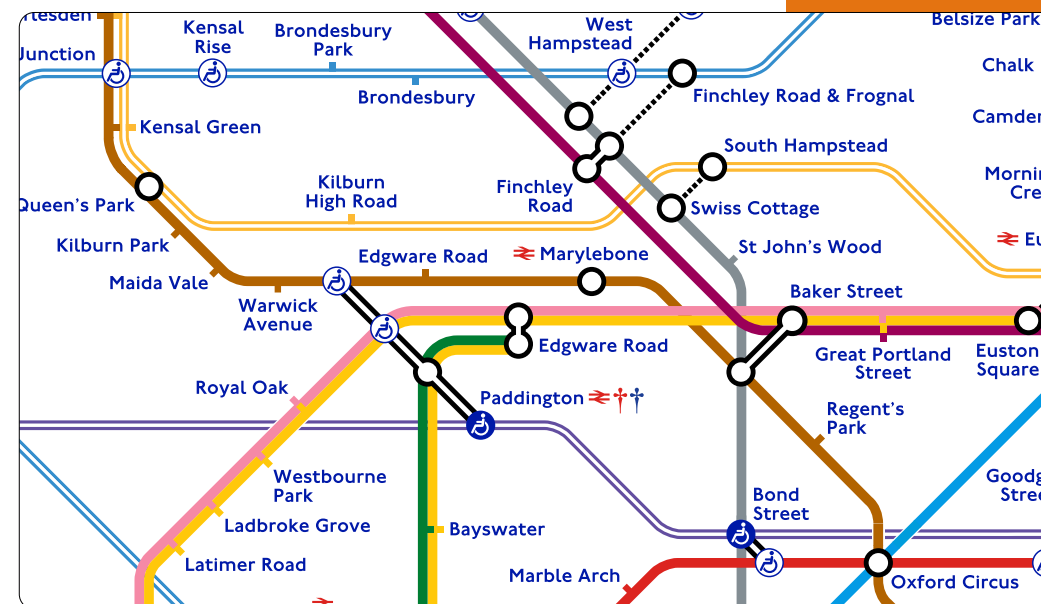
As the London Overground grew since its inception in 2007, the network became more complex to understand and difficult to navigate. Having one line and colour for six distinct routes also meant that explaining customer information, such as engineering works or delays to specific sections, was hard to convey.

Our research highlighted some of the concerns that customers had with the single line name and colour, which formed the catalyst for the project to create new London Overground identities. Many people appreciated that the London Overground feels distinct, but they didn't know whether it was part of the Tube network, a rail service or something else.

Previous Tube map with orange London Overground lines



Updated Tube map with different London Overground colours



Customer experiences of the old London Overground identity

'If they say there are problems with the London Overground in the morning, I don't know if it will affect me'

'It's hard to think of the wider picture, I know it goes further out but I don't know where, I only know my bit'

'It's hard to see where the interchange is, and it's complicated to use, I think because the colour is the same on all branches'

'Looking at the map now, I can maybe see why some people would find it confusing'

'Actually, sometimes I do find it difficult. It may be simpler if we could use names and colours to see where delays or disruptions are, and to help at the busier interchanges or on the platform'

Lost in translation:
Our customers expressed confusion and lack of clarity with the single London Overground identity

Refining our research

We went through several stages of refinement to narrow down our initial research before we were able to finalise the names. This involved checking for legibility, customer experience and legal confirmations

Our engagement process

1

Our framework

We devised the naming principles and themes that were informed by the Commission for Diversity in the Public Realm



Gathering information

We explored the public's relationship with the London Overground, discovering historical links and diverse stories

2



3

Engagement phase

This stage involved speaking with London Overground and public transport users, as well as boroughs and other stakeholders

4

Review and refine

We then worked through the idea of 'movements and moments', rather than just names, with the importance of having broad appeal that was accessible and suitable for public transport



5

Due diligence

We had to check how the names would work in an operational setting, as well as getting legal approvals



Customer experience

The final stage was to ensure the names worked for customers and that they could use them easily

6



Final line names agreed

Working together

Our collaborative approach to capture a range of voices and perspectives

It was essential that we engaged with the community when we were devising our list of possible names. This project was an opportunity to showcase London's diverse communities and the rich histories that have shaped them, so it was imperative that we gave local people a voice. This included getting out on the network to hear the views of the people who use the London Overground, and engaging with community groups and other stakeholders.

We collaborated with the Commission for Diversity in the Public Realm and experts from the Greater London Authority's Culture and Creative Industries and Community engagement teams to help create a framework for the approach to naming that would challenge the usual assumptions and established conventions, help us think differently about inputs and influence the overall approach to the project.

The Commission for Diversity in the Public Realm is an initiative established by the Mayor of London with a mission to establish greater visibility in the public realm

of a wider, diverse and more representative story of London.

The Commission's core values helped us establish an engagement approach that provided invaluable insight into London's diverse histories and untold stories. It was not involved in the final decision on the names but part of a wider stakeholder group able to witness, influence and challenge suggested names against the initial engagement framework.

We also worked with a number of small and medium-sized enterprises within London's cultural and creative industries, as well as local communities and relevant stakeholder groups. It was important to get a broad range of views and to dig deep into the rich local histories to find names that were truly representative of the areas. We also ensured that a range of voices were heard, so that we could create a comprehensive vision for the identities.

We partnered with DNCO, a creative agency specialising in place branding and naming, to lead a research programme. DNCO carried out an extensive



Our guiding principles

From our discussions, we developed three guiding principles to underpin our decision making. These were:



Movements and moments



Space and place



Experiences of everyday Londoners

programme of engagement, ensuring representation across community groups and experts. This work was complemented by our own engagement with strategic and political stakeholders, transport user groups and special interest groups, such as accessibility and youth groups.

This broad engagement, which included interviews, creative workshops and customer engagement, helped us capture the rich histories in and around the London Overground. This revealed a number of special and lesser-known stories. From this, we were able to devise a longlist of potential

names that captured the sense of community and inclusion within each area. We then refined this and conducted various due diligence checks, as well as considering the right customer experience. This was then further narrowed down, until we landed on the final set of names.



Engaging in the process

Our engagement work with various communities gave us a clearer picture of what was expected from the new line names

Through our engagement, and the work with our partners, we were able to get a clearer picture of what people wanted the new line names to represent and the stories they wanted them to relay.

Representatives from DNCO travelled the entire network, visiting more than 50 stations across all six lines. They collated Londoners' stories and developed an understanding of the character of the communities that use the London Overground, through conversations with customers.

We interviewed experts to reveal their special stories and particular insights, including themes around transport history and the future of rail, women in transport, accessibility, London linguistics, migration histories and cultures.



57 writers, poets and creatives took part in four creative workshops

60+ stakeholder interviews and workshops



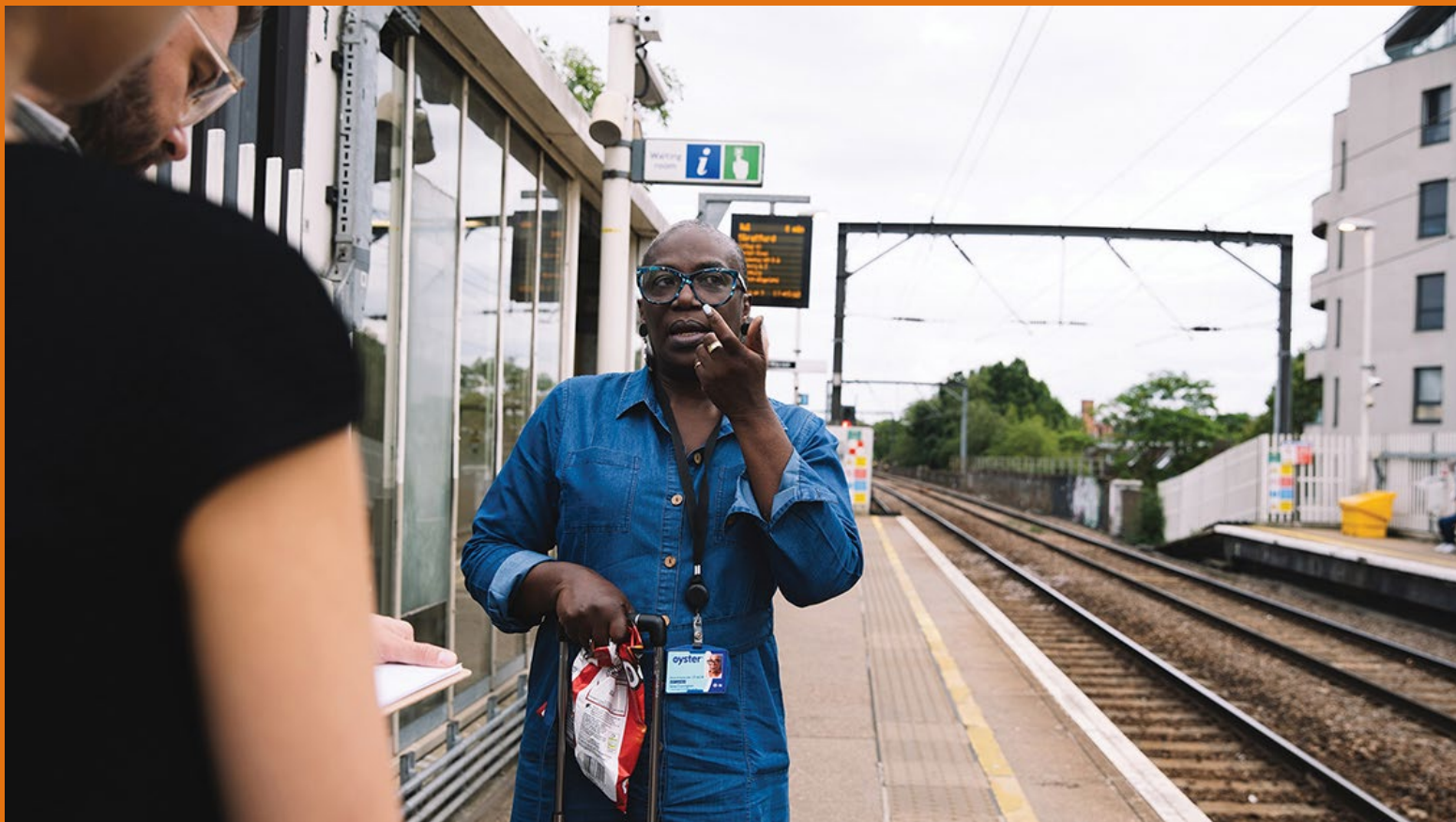
150+ times the team went out on the network and spoke with hundreds of customers



9 in-depth expert interviews, including London historians and academics



Range of voices:
The research from DNCO included speaking to existing London Overground customers and conducting research and focus groups



Setting the tone

The research revealed some key themes and ideas that people wanted to see reflected in the new identities.

Celebratory

People wanted the names to be a celebration rather than memorialising an event.

Compelling

The names should reflect the powerful stories that London loves to share.

Real

Identities that are reflective of the everyday and non-establishment.

Beyond people

The names should be rigorously checked to ensure they stand the test of time.

Bravely specific

There was a need to be bold with our thinking and avoid bland identities.

Locality

People wanted the names to reflect the personality of the lines.

Intersectionality

The names should effortlessly capture interlinked experiences.

A positive partnership

Engaging with our partner DNCO to identify the new names



Given the unique nature of this project, it was essential that we worked closely with our partner agency DNCO to refine and hone the naming process. Strategy Director Simon Yewdall, who leads their research, naming and storytelling team, explains how the partnership worked.



Hearing from all:
The DNCO team spoke with a range of customers who use the London Overground. This included interviews on the platforms and on board the trains



⊖: What were your thoughts on this brief?

Simon Yewdall: This was a once-in-a-generation opportunity, and with that comes a huge amount of responsibility. The sheer scale and complexity of the brief was daunting – naming with London, for London for the first time.

The other unique opportunity was the partnership with the Commission for Diversity in the Public Realm. This wasn't a typical naming project, but a real chance to honour the experiences, moments and movements that have shaped our city but traditionally been overlooked or sometimes wilfully ignored. To see these stories highlighted across a 100-mile network, weaving their way through the communities they come from, could be a powerful statement about what we see and what we treasure.



⊖: What was the thinking behind the strategy?

SY: Our approach was rooted in trying to solve the key question: how do you capture London in a way that is reasonable but not exhaustive?

The research methodology needed to have both scale and depth, with a keen focus on connecting with underrepresented groups. Through a combination of creative workshops, expert interviews, conversations with customers and many hours of archival research, we discovered wonderful stories to celebrate and were able to formulate an answer around what a good name looks like.



☯: How did you come to the longlist?

SY: Creating a longlist is about simultaneously editing while remaining creatively open. Even though we ultimately knew some stories were unlikely to make successful names, we did not want to censor our thinking early on. In fact, some stories led us to discover avenues that ultimately proved fruitful.

To help guide us, we pinned observations as we went through the process, continually assessing names as to whether they spoke to a part of London life or history that was not already established through street names or statues. We also considered whether they could be related to communities that the London Overground network connects with. This revealed that London's known history tends to be centrally located and the Greater London area was underrepresented.

The team working on this project was also diverse, and the international mix of perspectives was a big advantage. Once we had a longlist of names, we were able to take these outside to see how they resonated with others.

All bases covered: Along with face-to-face interviews with customers, the DNCO team ran focus groups and in-depth interviews with experts in history and sociology



☯: What did you take from the project?

SY: Like many 'Londoners', a lot of our team are not originally from London but have chosen to call this city home, so it has been a collectively and personally fascinating way of connecting with our city on new and deeper levels. This is especially poignant as many of us are also from backgrounds and experiences not normally celebrated in public infrastructure.

The workshops were powerful, bringing many inspiring groups and creative people from across the capital into one room. The personal stories and joy they shared at being welcomed into the process was very special to experience, as well as seeing how the workshops helped strengthen this sense of community.



I feel proud that we were able to earn their trust, providing a space where people spoke freely, sharing their views and listening to each other. Along with the perspectives of experts, it was important to have brave voices during this process. This is something we hope will be included as a blueprint – or expectation even – for future infrastructure naming projects. More than many other places, this also feels like a very 'London' thing to do.

Lastly, from our conversations with customers and days spent riding the lines, it was brilliant to discover that each line has its own different personality. This is something we hope the new lines will continue to nurture and celebrate, enriching everyone's connection with this great city and the people and stories that make it.

Ensuring the right customer experience

We had to ensure the new identities would make it easier for customers to travel and navigate the network

As well as creating a lasting legacy for London's transport network, the new identities had to address the fundamental issue of improving the experience for customers. There were a range of issues that we had to address to ensure we achieved this.

There has never been a transport naming project of this scale in the UK before. There was no precedent for this project, which presented us with an exciting opportunity to create something truly unique.

Through our engagement with London Overground customers, local people, stakeholders and local groups, historians and staff, we were able to refine our vision for the new identities and create an approach that was inclusive and practical.

‘These new names and line colours will simplify the maps and routes for our customers, and it is hoped it will encourage more people to make the most of our services. It is also a great way to tell the stories of some important parts of London’s cultural diversity’



Andy Lord
Transport for London Commissioner



Safety issues

We had to check that the names didn't cause any safety or operational issues. For example, the identities should be clear and not cause any confusion by sounding too similar to the Tube line names or easily misheard and mistaken.



Accessible and easy

The names had to be easy to learn so that customers can adapt and adjust to them. This includes being clear, recognisable and understandable when written, clear to hear over PA announcements, and also being distinct from existing lines and services while working in an operational environment.



Negative associations

We had to consider whether the lines would likely get abbreviated or given a nickname. We considered whether there were any negative associations or associated risks with this. We also had to ensure the names didn't have any potentially suggestive connotations.



Associated meanings

It was important that the names did not have any existing associations with other industries or in other languages, or were already used or owned by other brands.



Practical application

We considered whether the names would work on our information channels. This included being short enough for digital channels and screens.

Refining the look

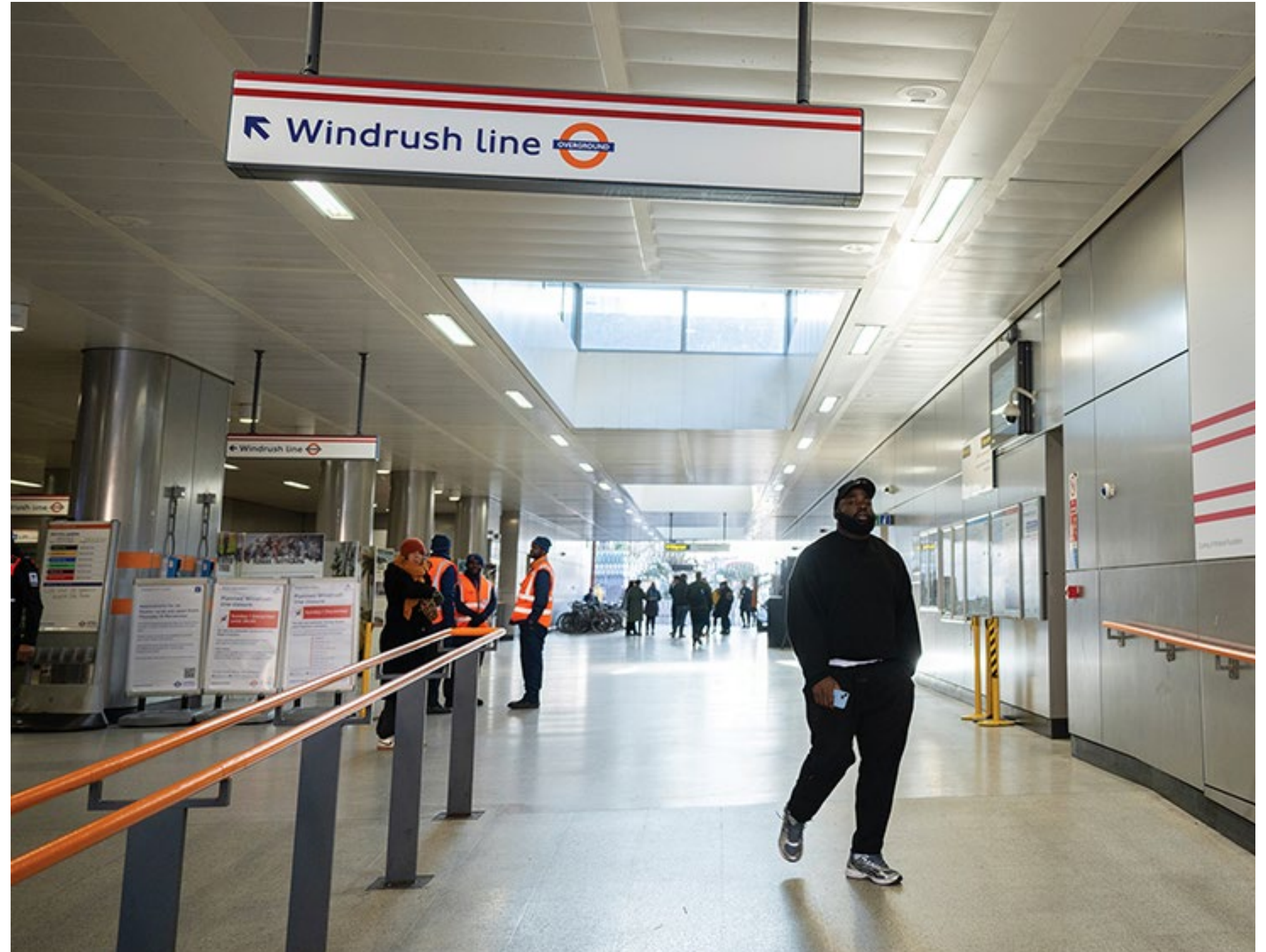
We listened to feedback from customers to ensure the service retained a clear identity

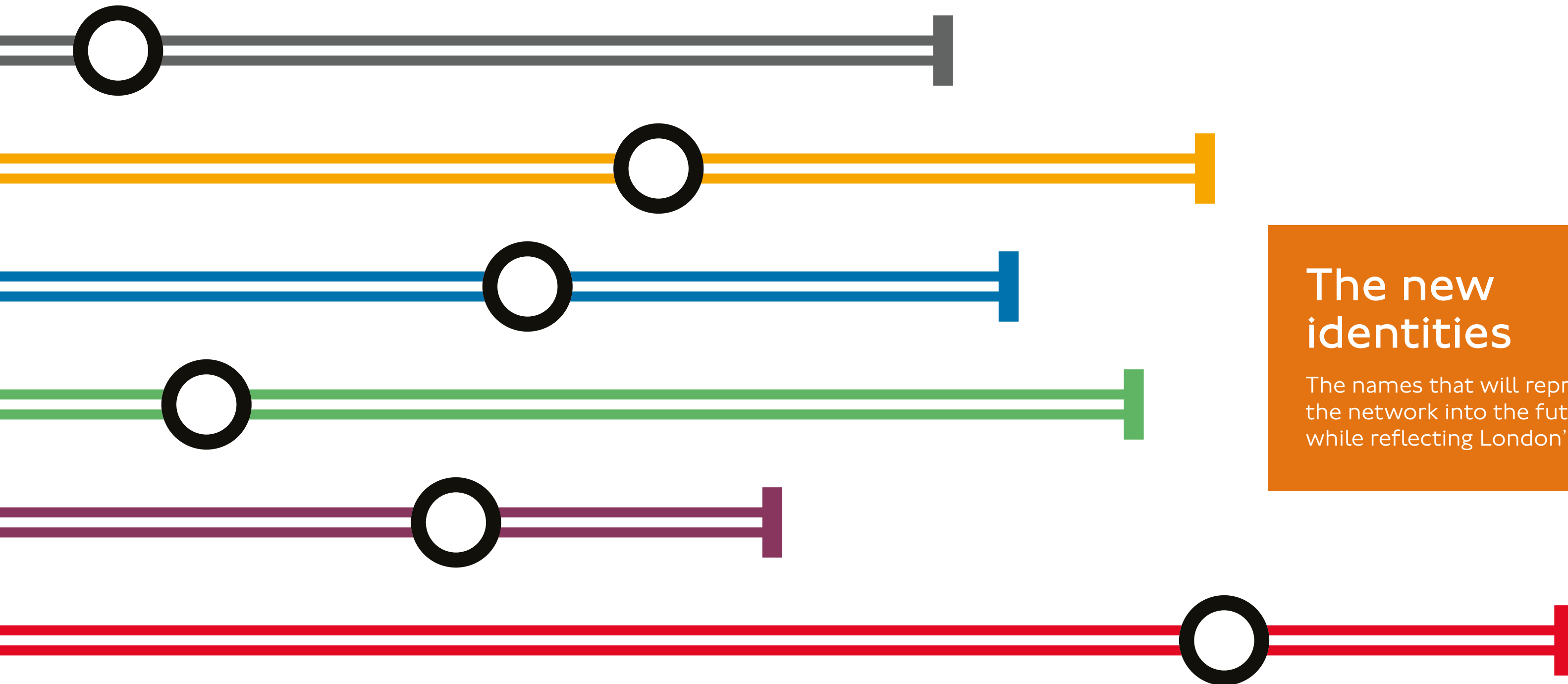
Overall, respondents to our surveys liked the idea of making navigation simpler and easier to understand. They welcomed greater distinction between the line branches.

However, we had to balance the need to retain a clear London Overground identity. Customers told us that they recognise the iconic orange colour and have an emotional attachment to it, making it hard to envisage a world in which orange was wholly absent from the design. The designs needed to be clear and accessible for all.

To achieve this balance, it was important to retain the orange roundels and colours at key touchpoints as well as integrating the new line colours.

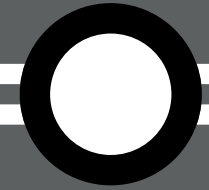
Strong origins: We have kept the orange colour as part of the London Overground identity following customer feedback





The new identities

The names that will represent the network into the future while reflecting London's past



Liberty line

The line is located in the London Borough of Havering, and it celebrates the freedom that is a defining feature of London ▶



The Liberty line references the borough's motto and historical status as a royal liberty, an area that traditionally had more self-governance and autonomy.

The name reflects the Havering community. Its historic independence as a royal liberty continues to be celebrated today, and it gives its name to the Royal Liberty School in Gidea Park and the Liberty Shopping Centre in Romford.

The line links the borough to the rest of London, including by connecting it to the Elizabeth line. It enables the people of Havering to enjoy the freedom and independence that public transport provides, and celebrates the truly unique independence of the area, reflecting its past, present and future.

‘This new line name will continue to connect our community, but also celebrate the pride of Havering’s people’

 **Julie Frost**
Director of Romford Business Improvement District

‘The new name of the London Overground Liberty line reflects not only Havering’s rich cultural heritage but also its vibrant community spirit’

 **Trish Ashton**
TfL Director of Rail Services

Liberty legends: The Liberty line celebrates the freedom of the borough of Havering (right), with a name that was unveiled by Mayor Sadiq Khan along with London Assembly Member Sem Moema (bottom right). We ran a competition to uncover unsung heroes from Havering, with the winners including Weininger Irwin and Lauren Hayden (below) who received special London Overground prizes, including a ride in the driver's cab of a train





Lioness line

Running through the heart of Wembley, this line's identity recognises the success of the England women's football team that won the UEFA Women's EURO 2022. The final at Wembley Stadium was the first time an England team has won a major trophy since 1966 ➤



Having topped their group at EURO 2022, England's women showed grit and determination throughout the knock-out stages, needing an extra-time winner from Georgia Stanway to overcome Spain in the quarter-finals. They needed that same never-say-die attitude in the final as they took on Germany in front of more than 87,000 people, a UK record for the highest ever attendance in a women's football match.

The bumper crowd inside the stadium, as well as the millions watching on TV, saw Ella Toone's opener for the Lionesses cancelled out by Germany's Lina Magull with just 11 minutes remaining, forcing the match into extra time. After 110 minutes, with a nation's nails bitten to the quick, Chloe Kelly slotted home the winner from a corner to send the fans into delirium and cement the Lionesses' names in the history books as the team that finally brought football back home.

Since that incredible triumph, the England women's team has successfully campaigned for girls in England to get equal access to all school sports, and in 2023 the Government committed £600m in funding for this.

The Lionesses have attracted millions of fans and had a significant impact on what has traditionally been a male-oriented sport, creating a lasting legacy that continues to inspire and empower the next generation of women and girls in sport.

'I hope any girl travelling on the Lioness line feels inspired and the legacy of that very special moment in the summer of 2022 lives on for many years'



Sarina Wiegman
England women's head coach



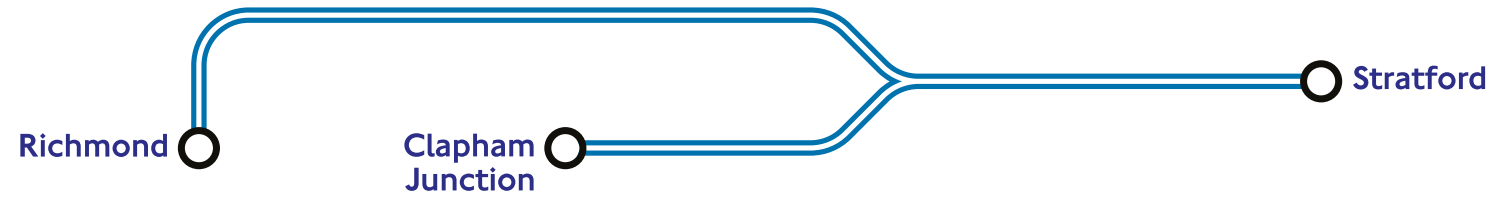
Taking pride: Wembley Stadium (top) was home to one of England football's greatest days for the final of EURO 2022. England footballers Leah Williamson and Chloe Kelly (top right) showed their support for the Lioness line in celebrating England women's success (right), as did ex-player Fara Williams (above with Mayor Sadiq Khan)





Mildmay line

The name celebrates Mildmay, a small but crucial charitable hospital serving the NHS in Tower Hamlets, with a long history of helping Londoners in need. The hospital is internationally renowned as a centre for caring for people with HIV and AIDS-related illnesses, and a respected place for London's LGBTQ+ community ▶



Mildmay opened in the 1860s as an informal help centre organised by the Reverend William Pennefather and his wife Catherine at St Jude and St Paul's church in Islington. Reverend Pennefather organised Mildmay Institutions to care for the sick and Catherine trained well-educated young women – 'deaconesses' – in nursing. When cholera broke out in 1866, two Mildmay deaconesses volunteered to assist in the East End's poorest slums, an area strictly avoided by other Londoners. In 1892, the first purpose-built Mildmay Mission Hospital opened in Shoreditch.

In 1982, Mildmay was closed owing to its small size and a lack of funding. After a six-year battle, it reopened as Europe's first hospital for people with HIV- and AIDS-related illnesses.

Princess Diana visited the hospital 17 times, with press coverage of some of these visits helping to break the stigma at the height of the HIV/AIDS crisis.

The hospital also supports London's homeless people, with a ground-breaking service that uses the expertise of doctors, nurses and therapists to provide rehabilitative healthcare for people facing homelessness or rough sleeping, as well as those recovering from illness or injury. Once discharged from Mildmay, the aim is that people will be supported by specialist homelessness charities.

The name cherishes the role of the NHS and its smaller healthcare centres in caring for all Londoners. To this day, Mildmay is still an internationally renowned centre for the rehabilitation of and care for patients with complex HIV, making it a valued and respected place for London's LGBTQ+ community.



Royal blessing: Princess Diana (right) was a big advocate of the work of Mildmay Hospital, famously visiting the centre on a number of occasions



'We are proud to be part of this historic change to the capital's transport network and look forward to continuing our work alongside the diverse communities of this great city'



Geoff Coleman
CEO of Mildmay Hospital

Suffragette line

The term suffragette was derived from the first wave of the campaign for women's votes – the suffragists. Together, they paved the way for women's rights, giving women a voice and the opportunity to vote ➤



The line's name pays special homage to the East London Federation of Suffragettes, which was a largely working-class suffragette movement. They campaigned for the rights of working-class women, holding public marches and meetings, and producing a weekly newspaper.

A key member of the movement was Annie Huggett. She lived and campaigned in Barking, where she died at the age of 103, making her the longest surviving suffragette. Huggett was a pioneer who fought for votes when she was just a teenager, and even hosted the Pankhursts, a family of leading suffragettes. She organised meetings from the former George Inn in Barking Broadway – then the Three Lamps – a spot favoured by trade unionists and suffragettes. Her work helped empower women to have a significant impact on society, in the past, present and continuing into the future.

Today, women continue the campaign for equal rights, from the Women Activists of East London to The Fawcett Society based in Bethnal Green, which campaigns for equal rights at work, home and in public life.

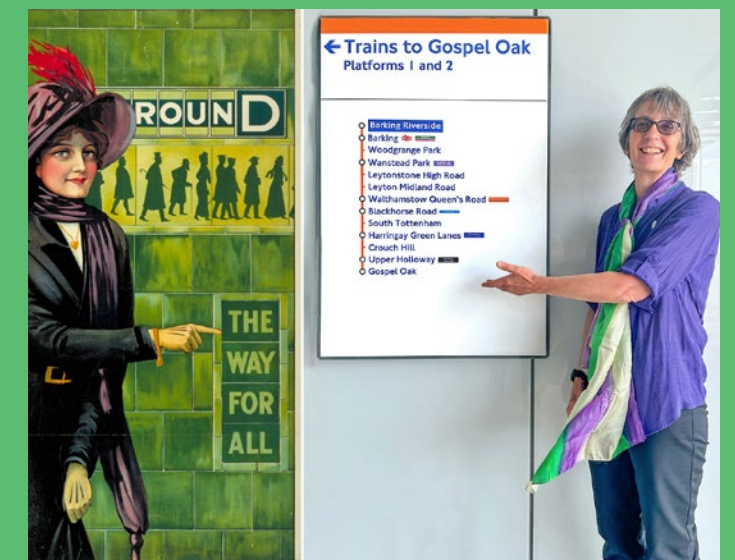
‘I hope everyone who uses the Suffragette line will take a moment to pause and think of the fights fought and the battles not yet won and join us in campaigning for a more equal society’

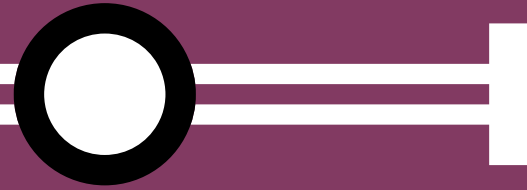


Jemima Olchawski
Chief Executive of the Fawcett Society



Women's voices:
An actor from Zoom through History rode the London Overground dressed as Suffragette leader Emmeline Pankhurst (left) while her great-granddaughter Helen Pankhurst visited the line (below). The Suffragettes campaigned tirelessly for women's rights (bottom left)





Weaver line

The area around Liverpool Street, Spitalfields, Bethnal Green and Hackney is known for its textile trade, which has been shaped by different migrant communities at different points in history ▶





The area's textile heritage began with the Huguenots in the 17th century, who established a flourishing silk trade. They were joined in the next century by Irish weavers who were searching for work after the collapse of the Irish linen trade.

At the end of the 19th century and during the Second World War, Jewish families who were fleeing anti-Semitism in eastern Europe moved to the area, which revitalised the garment industry. They maintained the famous market at Petticoat Lane.

By the 1960s, there was an increase in Bangladeshi immigration due to the area's low-cost housing and work opportunities in the textile and garment industry. Bringing their own culture to the East End, Brick Lane became a cultural melting pot and a centre for fashion and food.

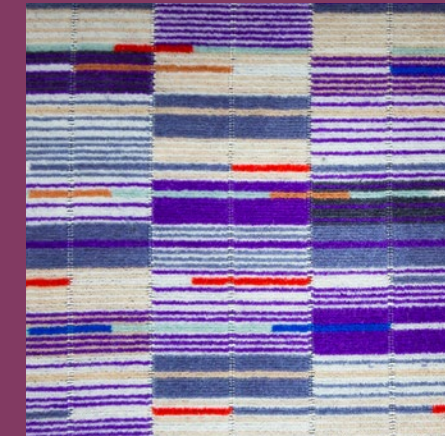
The line weaves its way up to Walthamstow, home to William Morris. His vision was for accessible art for all, and while his designs became popular with the middle and upper classes, he also sold low-cost furniture and embroidery sets to those who were worse off.

While textiles and garments are no longer manufactured in London, the modern UK textile industry is a thriving part of the country's economy and industrial output.

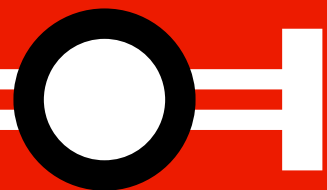
‘London wouldn’t be the incredible city it is today without the rich history of its diverse communities who came and still come to this city and call it home’



Paul Marchant
TfL Product and Industrial Design Manager



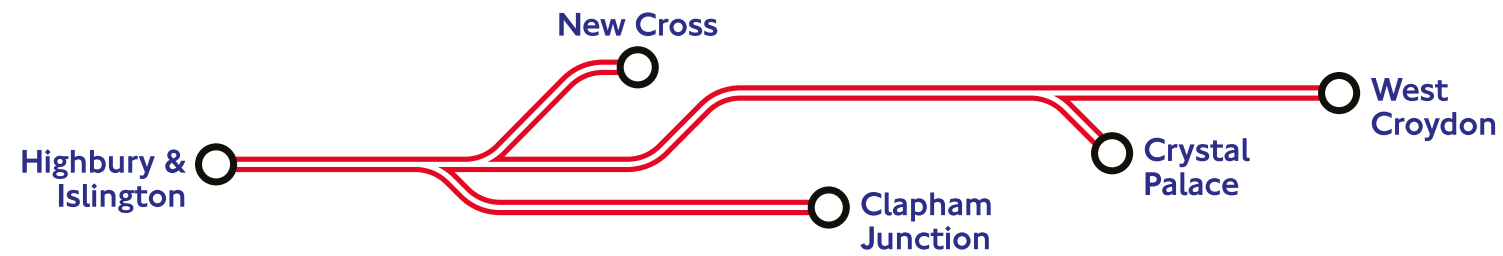
Design icons: Weaving techniques (left) have been enhanced by a number of immigrant communities. London's iconic moquette fabrics, such as those used on the Elizabeth line (top left) are a key feature of the transport network, while William Morris's home in Walthamstow (top right) boasts a wealth of fabric designs and patterns



Windrush line

The line runs through areas with strong ties to Caribbean communities today, such as Dalston Junction, Peckham Rye and West Croydon ▶





The arrival of HMT Empire Windrush on 22 June 1948 has become the symbol of the Windrush generation, which included those from the Caribbean who migrated to help rebuild Britain after the Second World War in critical industries such as construction, healthcare and transport.

Often met with intolerance and denied access to housing, shops, pubs, clubs and even churches on account of their race, these communities continue to play an important part in our vibrant, multicultural city that we celebrate today. From ska, reggae, jazz and blues to an eclectic range of Latin music, Caribbean communities enriched and expanded London's music scene at the time, and influenced more recent genres, such as hip hop, rap and grime.

Writers such as Sam Selvon, author of *The Lonely Londoners*, blended Caribbean-Creole with English, which is still used by award-winning writers such as Zadie Smith today. The new line celebrates the Windrush generation and the wider importance of migration that has created a lasting legacy that continues to shape and enrich London's cultural and social identity today.

‘We are reminded of the iconic journey of Empire Windrush and the contributions the Caribbean community have made to the capital over many decades’



Arthur Torrington CBE
Director of Windrush Foundation



Caribbean roots: The people who came on the Empire Windrush (top and above) were essential in rebuilding the country and solving a labour shortage. Podcaster Tim Dunn met with Levi Roots (right) to discuss why the naming of the Windrush line is so important to him

‘The renaming of the Windrush line is special to me being a child of the Windrush generation, and I’m inspired by this most amazing honour to be part of the unveiling’



Levi Roots
Entrepreneur and chef





London's hidden histories

Our research unearthed stories
that make up London's unique
areas and communities

Powerful stories

We discovered many fascinating local histories, stories and inspirational people

Through our research and engagement, we learned some incredible stories that helped set the scene and paint the picture of the areas we were representing through our new identities.

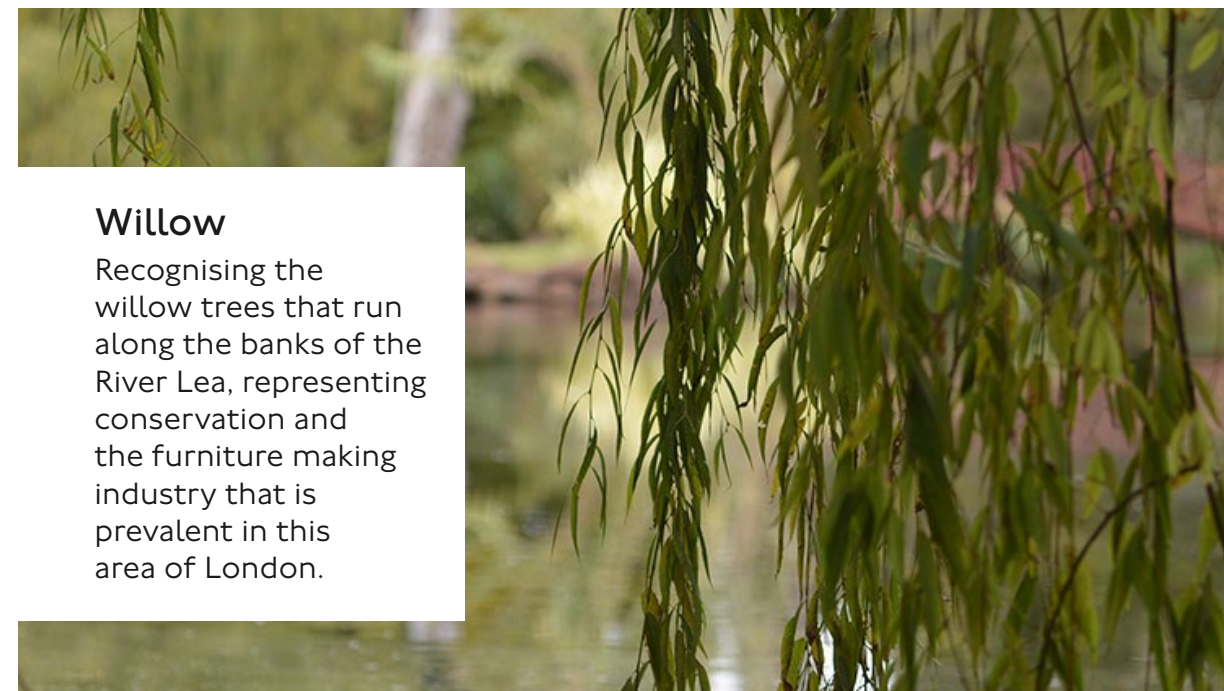
From a longlist of potential identities, covering everything from music to sport, literature to nature, we were able to define a list of viable options, each of which highlighted the strength of personalities across the six lines.

The following pages explore some of these fascinating stories and identities, reflecting the strength of culture that defines London.



Sunflower

Showcasing the sunflower, which is a symbol used by those with non-visible disabilities, especially autism and other forms of neurodiversity.



Willow

Recognising the willow trees that run along the banks of the River Lea, representing conservation and the furniture making industry that is prevalent in this area of London.




Paralympic

In 1948, coinciding with the opening of the Olympic games in London, the first competition for wheelchair athletes took place at Stoke Mandeville with 16 injured service men and women taking part. More than 70 years later, the London 2012 Paralympic Games were held in Stratford.



Malins

Opened in 1860, Malin's is recorded as the first fish and chip shop in the UK. As well as the country's national dish, fish and chips encapsulate how migration and trade have shaped our culture, with fried fish being introduced by Sephardic Jewish immigrants and chips being made by potatoes that originally come from the Americas.



Fanns

The Land of the Fanns is a 50-year ecological project protecting the landscape of the Thames Estuary. The work aims to reunify the landscape, strengthen the attachment and create a sense of enjoyment for local people and visitors.



Ripple

Capturing the line's strong association with water, taking in Hampstead Ponds, Walthamstow Wetlands and Hackney Marshes through to the Thames at Barking and the Ripple Nature Reserve.



Skylark

A well-loved bird, which can be found at the Walthamstow Wetlands. Their habitats are largely concentrated in the suburbs, almost forming a ring around the capital like the London Overground.

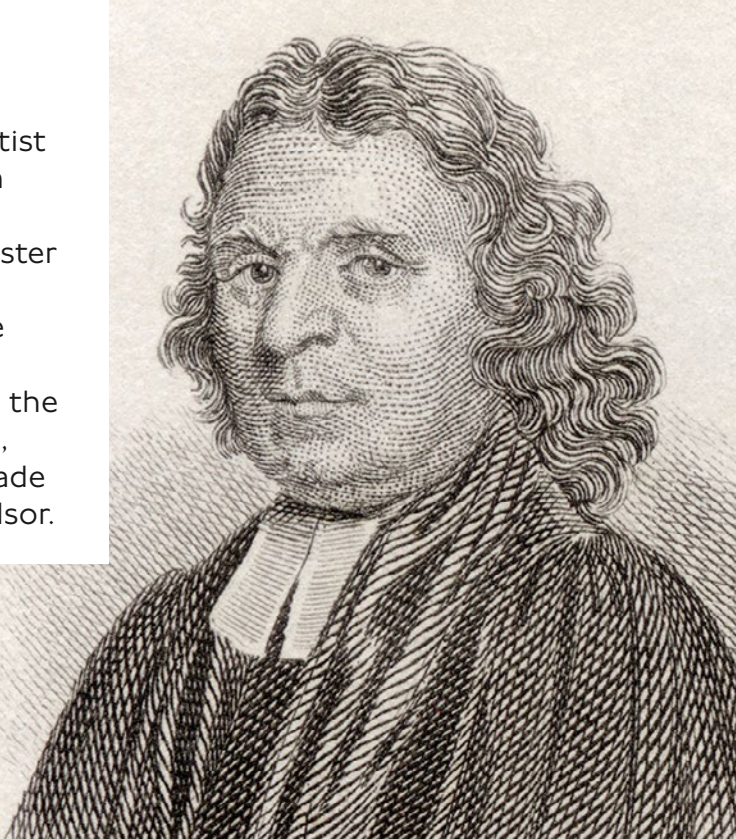


Cable Street

Remembering the Battle of Cable Street at Shadwell in 1936, an anti-fascist demonstration by a collective uprising of local trade unionists, communists and British Jews, supported in particular by Irish workers and socialist groups.

Derham

Cleric and scientist William Derham (1657-1735) was a rector in Upminster from 1689 until 1735. He became chaplain to the Prince of Wales, the future George II, and was also made a canon of Windsor.



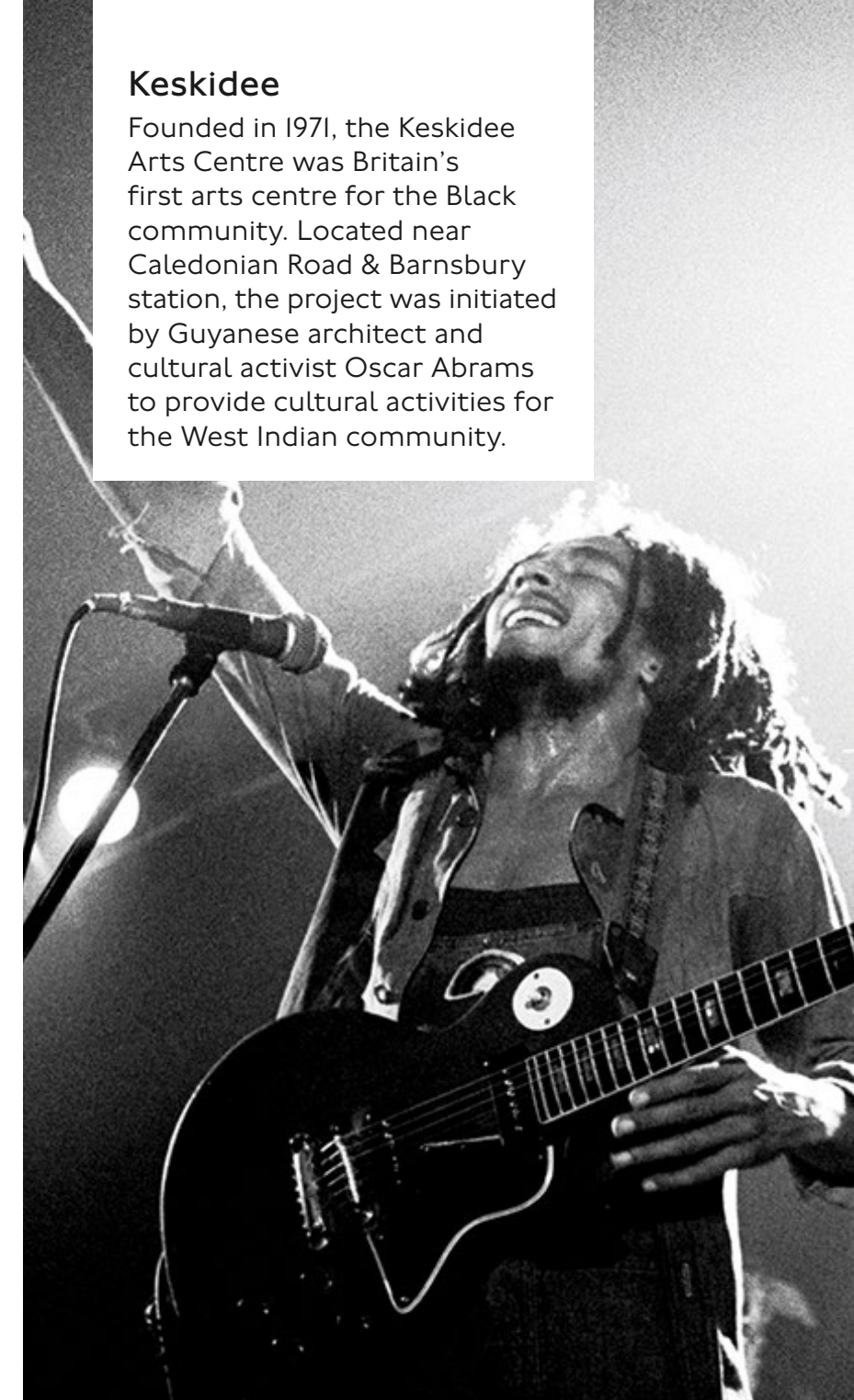
Huggett

Annie Huggett was the longest surviving suffragist, who lived until she was 103. She worked with working-class suffragettes in the East End, running meetings in The Three Lamps, Barking, which was a favoured spot for trade unionists and suffragettes.



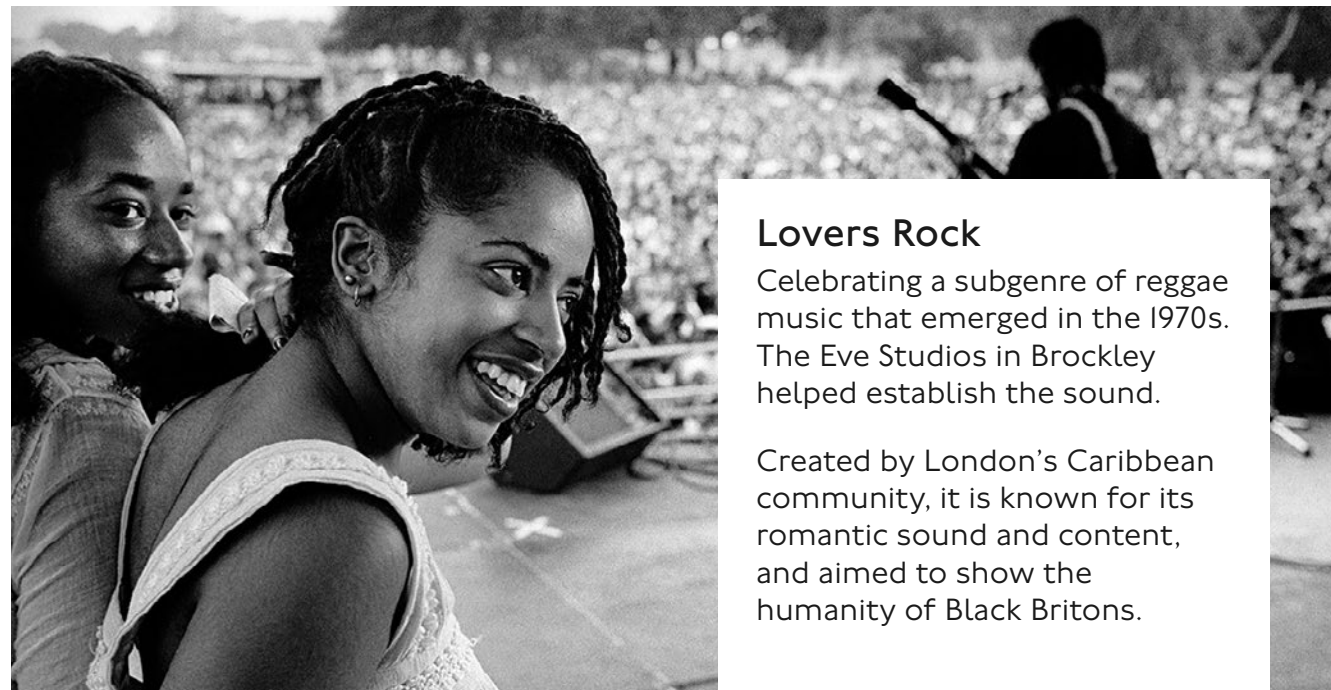
Keskidee

Founded in 1971, the Keskidee Arts Centre was Britain's first arts centre for the Black community. Located near Caledonian Road & Barnsbury station, the project was initiated by Guyanese architect and cultural activist Oscar Abrams to provide cultural activities for the West Indian community.



Winton

Nicholas Winton organised the rescue of 669 children, mostly Jewish, from Czechoslovakia on the eve of the Second World War. This operation, later known as the Czech Kindertransport, saw the children arrive into Liverpool Street station.



Lovers Rock

Celebrating a subgenre of reggae music that emerged in the 1970s. The Eve Studios in Brockley helped establish the sound.

Created by London's Caribbean community, it is known for its romantic sound and content, and aimed to show the humanity of Black Britons.

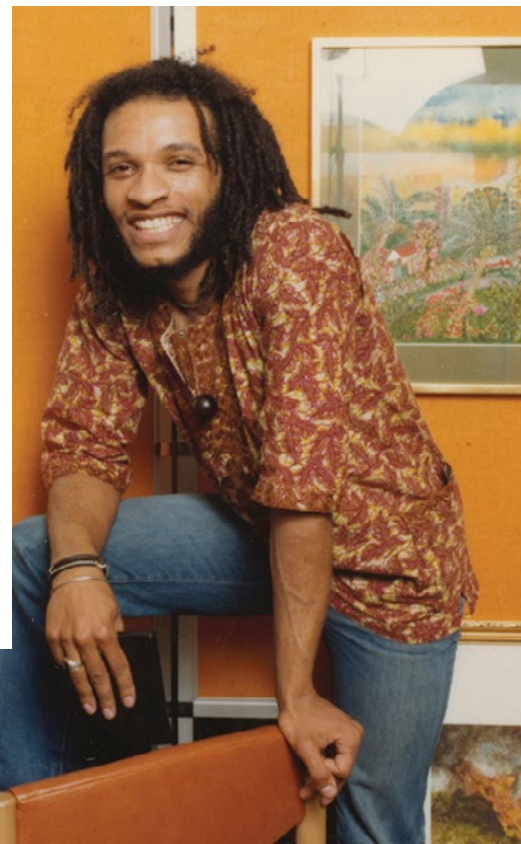


Hops

Plantsman William Coys' (1560-1627) work at Stubbers Garden in Upminster was a precursor to the first botanical gardens. He grew the first tomatoes, Jerusalem artichokes and hops in the UK, and studied the art of beer brewing.

Obaala

Named after a Black art gallery in South Tottenham, which was created by the Organisation for Black Art Advancement and Leisure Activities (OBAALA). The organisation aimed to showcase the work of artists who were proud of their African ancestry.



Cother

Honouring Jack Cother, the first Asian professional footballer in the UK who played for Watford FC from 1897. The club's Vicarage Road stadium at the end of the line has a small plaque in his honour.

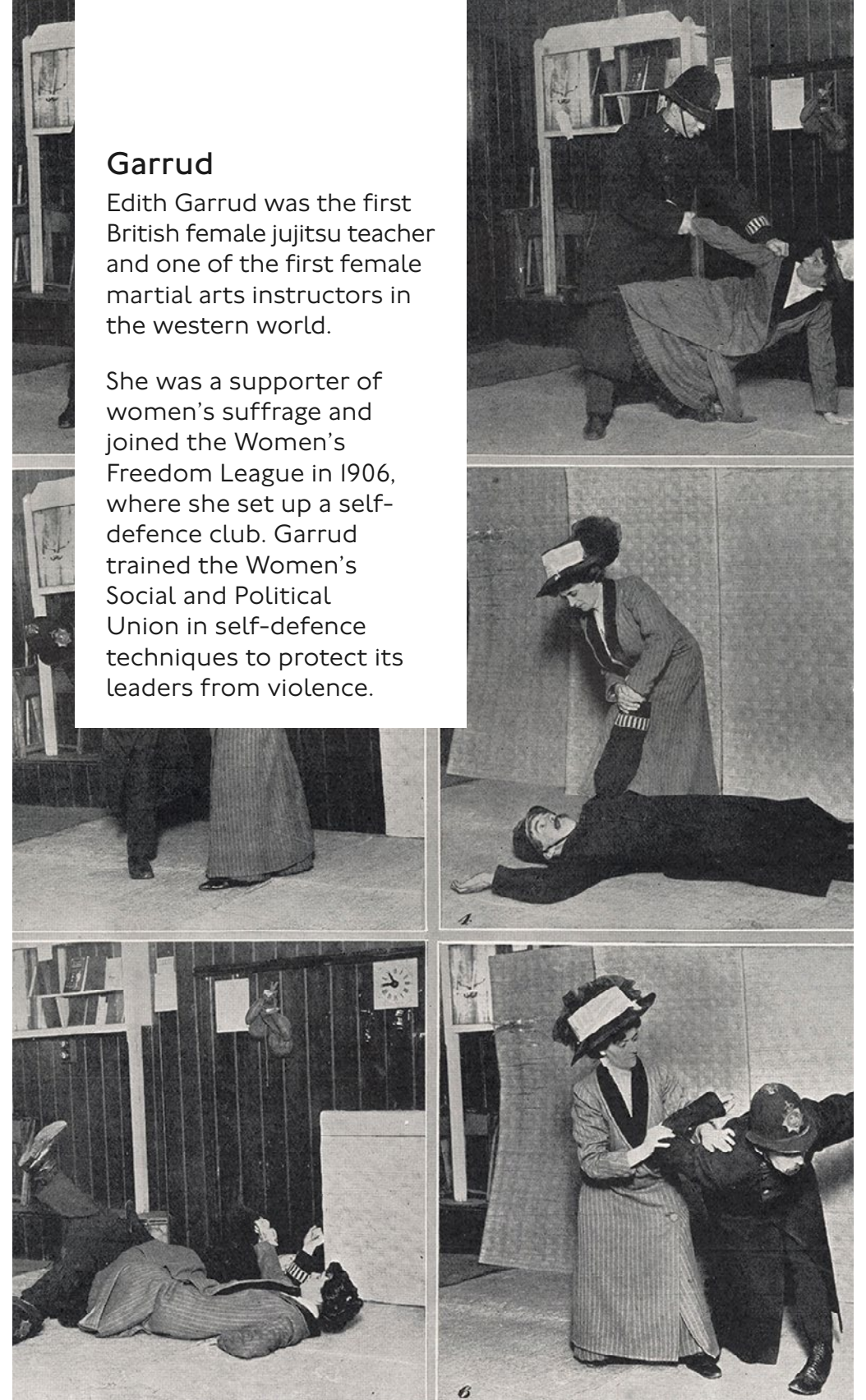
Cother's father was originally from Mumbai, India and this story recognises the important South Asian communities along this line, particularly at Wembley, at a time when racism in football continues to be an important issue.



Garrud

Edith Garrud was the first British female jujitsu teacher and one of the first female martial arts instructors in the western world.

She was a supporter of women's suffrage and joined the Women's Freedom League in 1906, where she set up a self-defence club. Garrud trained the Women's Social and Political Union in self-defence techniques to protect its leaders from violence.



Saffron

The word Croydon comes from the Anglo-Saxon words for crocus and valley, indicating that it was a centre for the cultivation of saffron, which is a spice, dye and perfume ingredient that originates from the Middle East and South Asia, and is popular in cooking, fashion and fragrances from as far as Spain and India.

Althea

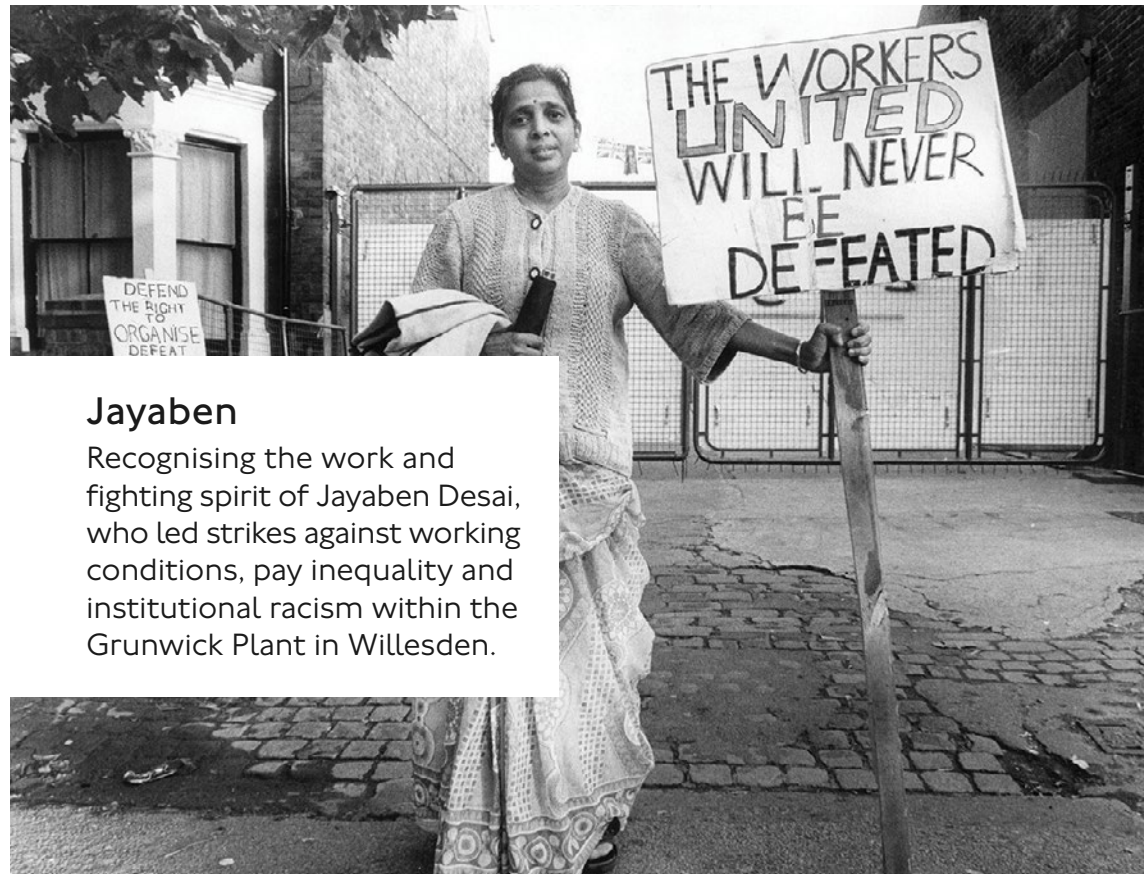
Althea McNish is considered to be the first designer of African-Caribbean descent to achieve international recognition. Her designs depict English flora in vibrant colours. She moved from Trinidad to London when she was 27.



Sisterwrite

Opened in 1978, Sisterwrite was Britain's first feminist bookshop. It ran as a collective and safe space for female writers and readers, and was notable for its lesbian literature section, becoming an early hub for London's lesbian community.

The Islington-based bookshop, which closed in 1993, is an example of the many small independent businesses that serve as community assets across London.



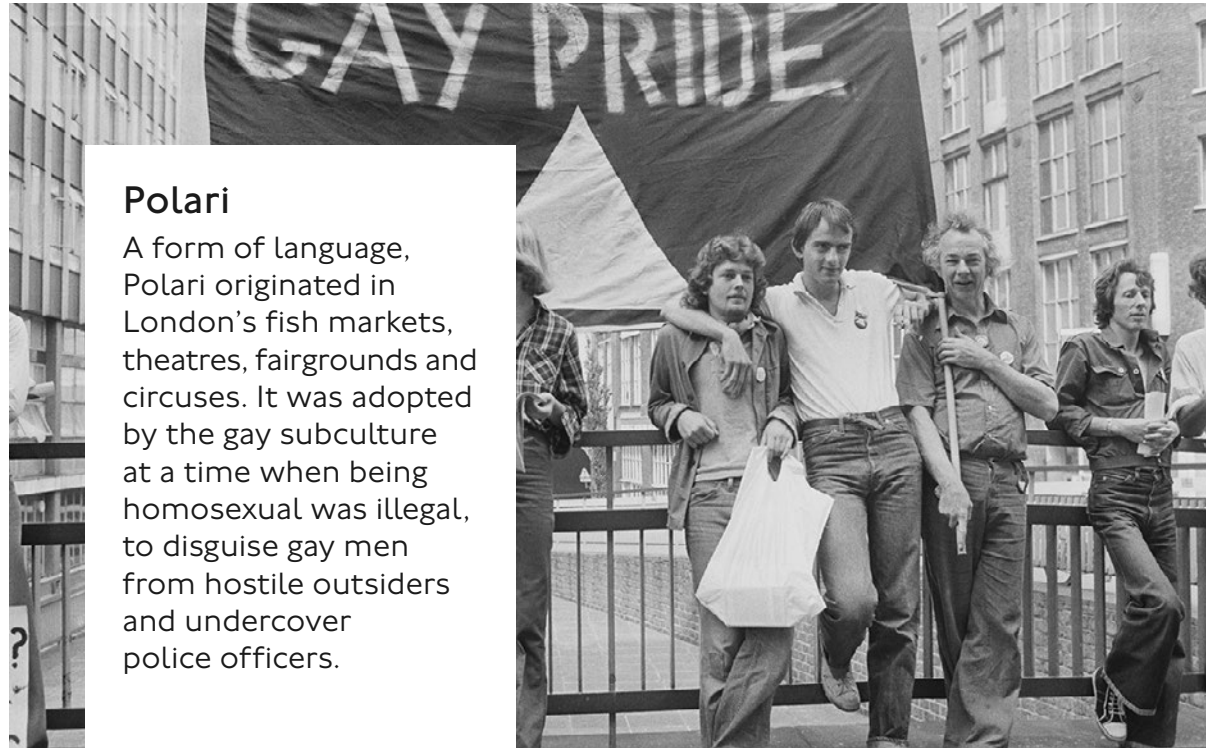
Jayaben

Recognising the work and fighting spirit of Jayaben Desai, who led strikes against working conditions, pay inequality and institutional racism within the Grunwick Plant in Willesden.

Kaushal

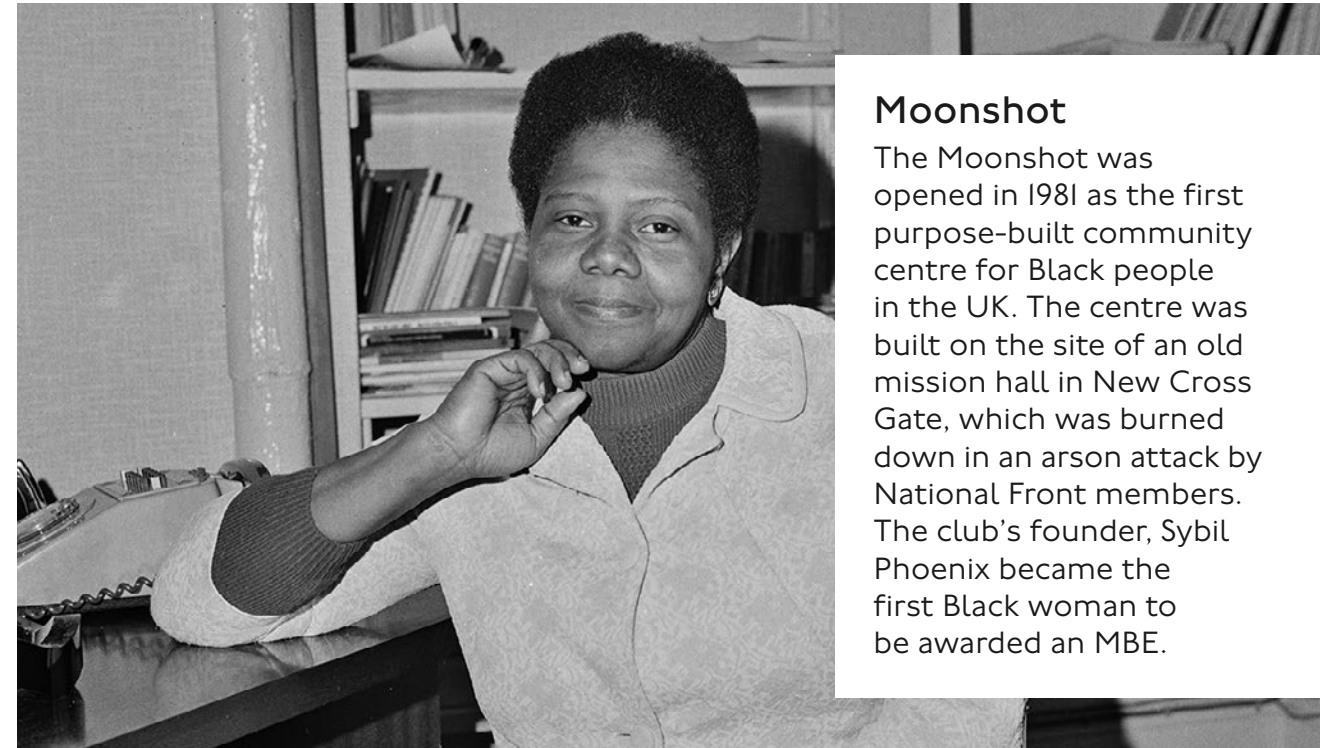
Born in 1906 in Punjab, Baldev Kaushal trained at the Middlesex Hospital before setting up a medical practice near Cambridge Heath. It was here that he helped victims of the Bethnal Green Tube station disaster of 1943.





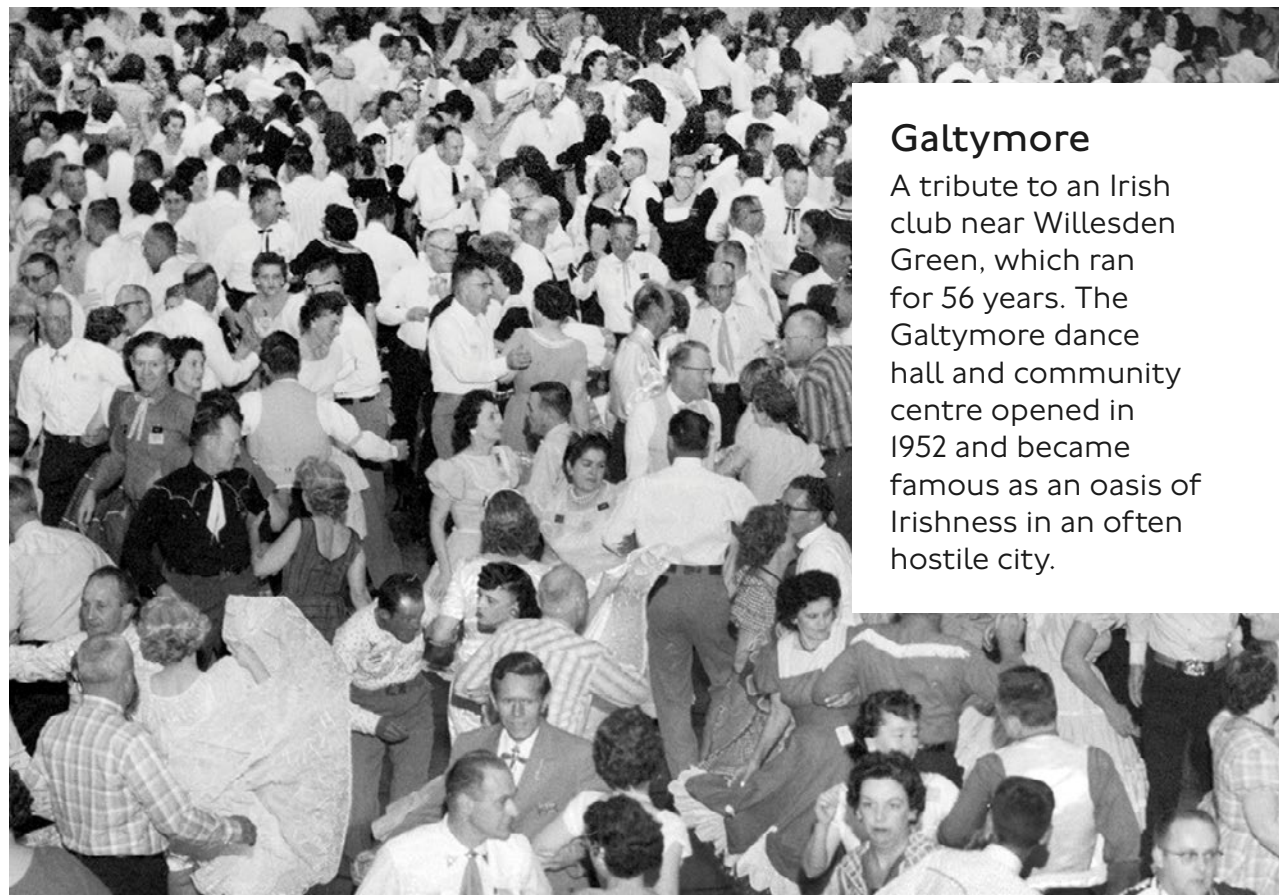
Polari

A form of language, Polari originated in London's fish markets, theatres, fairgrounds and circuses. It was adopted by the gay subculture at a time when being homosexual was illegal, to disguise gay men from hostile outsiders and undercover police officers.



Moonshot

The Moonshot was opened in 1981 as the first purpose-built community centre for Black people in the UK. The centre was built on the site of an old mission hall in New Cross Gate, which was burned down in an arson attack by National Front members. The club's founder, Sybil Phoenix became the first Black woman to be awarded an MBE.



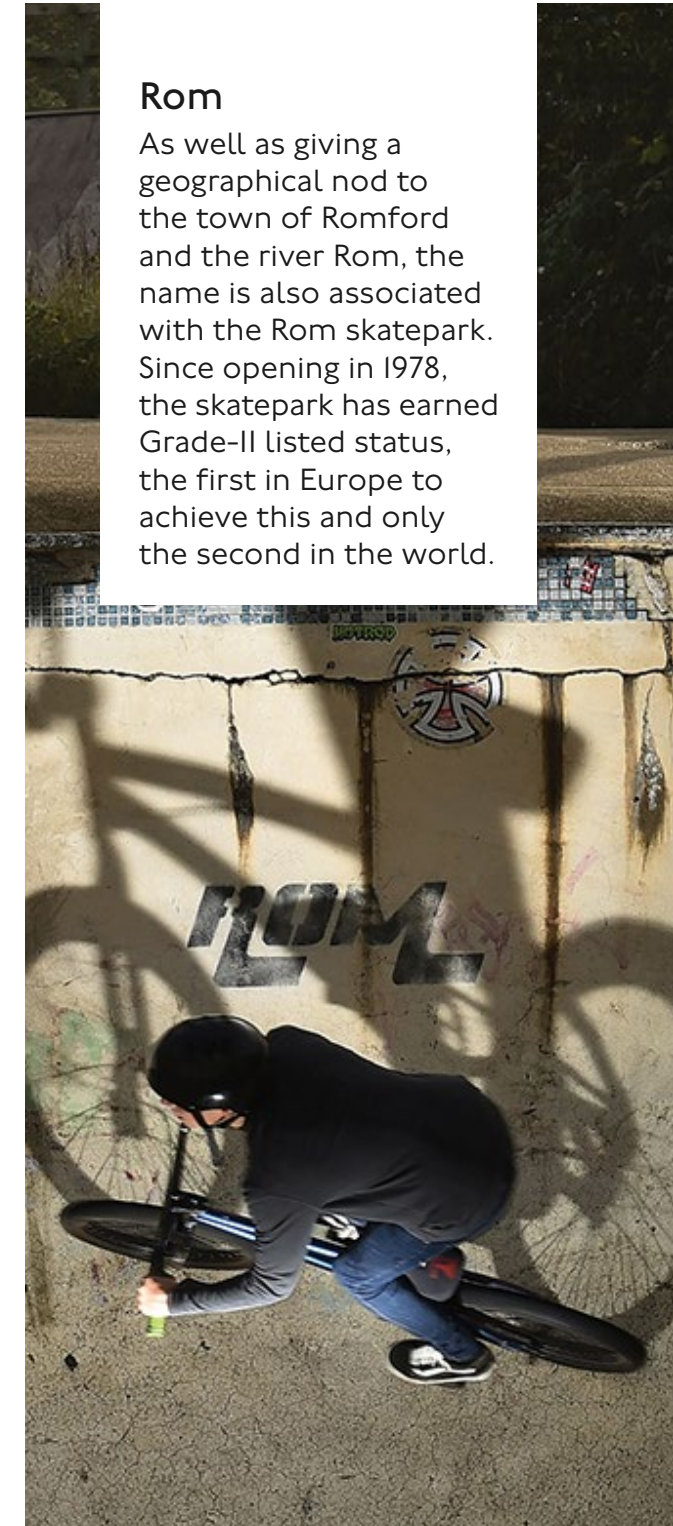
Galtymore

A tribute to an Irish club near Willesden Green, which ran for 56 years. The Galtymore dance hall and community centre opened in 1952 and became famous as an oasis of Irishness in an often hostile city.



Green carnation

Commonly worn by gay men in the Victorian era, green carnations were a covert symbol of their sexuality. It was popularised by Oscar Wilde and has since been readopted by the LGBTQ+ community as a symbol of positivity.



Rom

As well as giving a geographical nod to the town of Romford and the river Rom, the name is also associated with the Rom skatepark. Since opening in 1978, the skatepark has earned Grade-II listed status, the first in Europe to achieve this and only the second in the world.



Clear presentation

Ensuring the new identities are clear and legible for all users

Colours for all

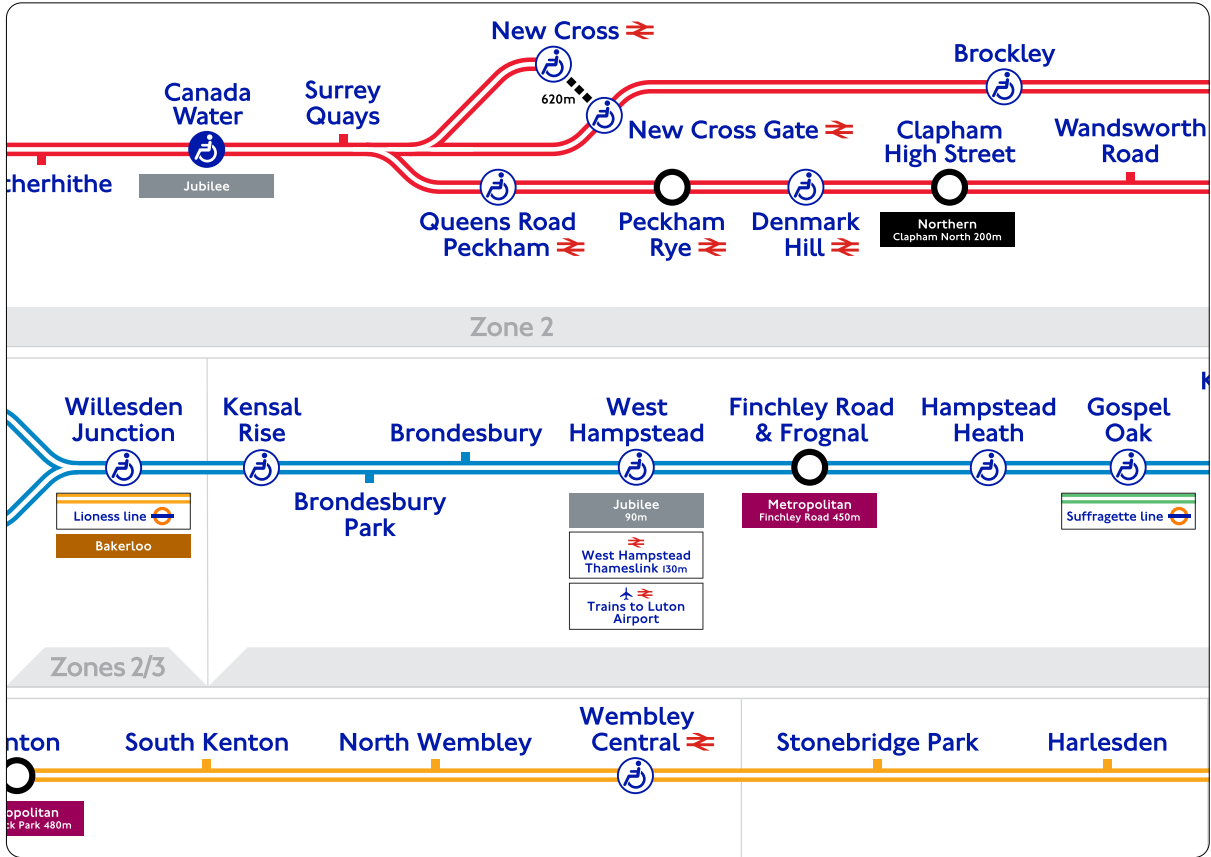
Representing the new lines in accessible and legible colours

Each of the newly named London Overground lines had to be clearly identifiable on our signs, maps and other customer-facing material. As well as being important in helping customers distinguish it as a rail network and making it easy to tell apart from Tube services, it also had to be legible for people with colour blindness or other visual impairments. We had to consider colour contrasts and differences

with existing modes. We also consulted our Independent Disability Advisory Group to ensure that the colours we chose were identifiable and easy to follow.

The network is represented on maps with a double-lined identity. Importantly, the famous orange roundel that symbolises the London Overground remains as part of the umbrella branding for the service as a whole.

During 2024 in the lead up to going live with the new names, we painstakingly updated all the signs within stations and trains across the London Overground network. This included all of our digital assets and channels, such as the TfL Go app and our website. We worked with the operator, Arriva Rail London, TfL staff and our national rail colleagues to ensure the new branding was understood so that staff could help customers when the names went live.



Many platforms:
The identities had to be clearly shown on our in-train maps (far left) and our station signs and information (above and left)

Liberty line

Operates between Romford and Upminster

Lioness line

Operates between Euston and Watford Junction

Mildmay line

Operates between Stratford and Richmond/Clapham Junction

Suffragette line

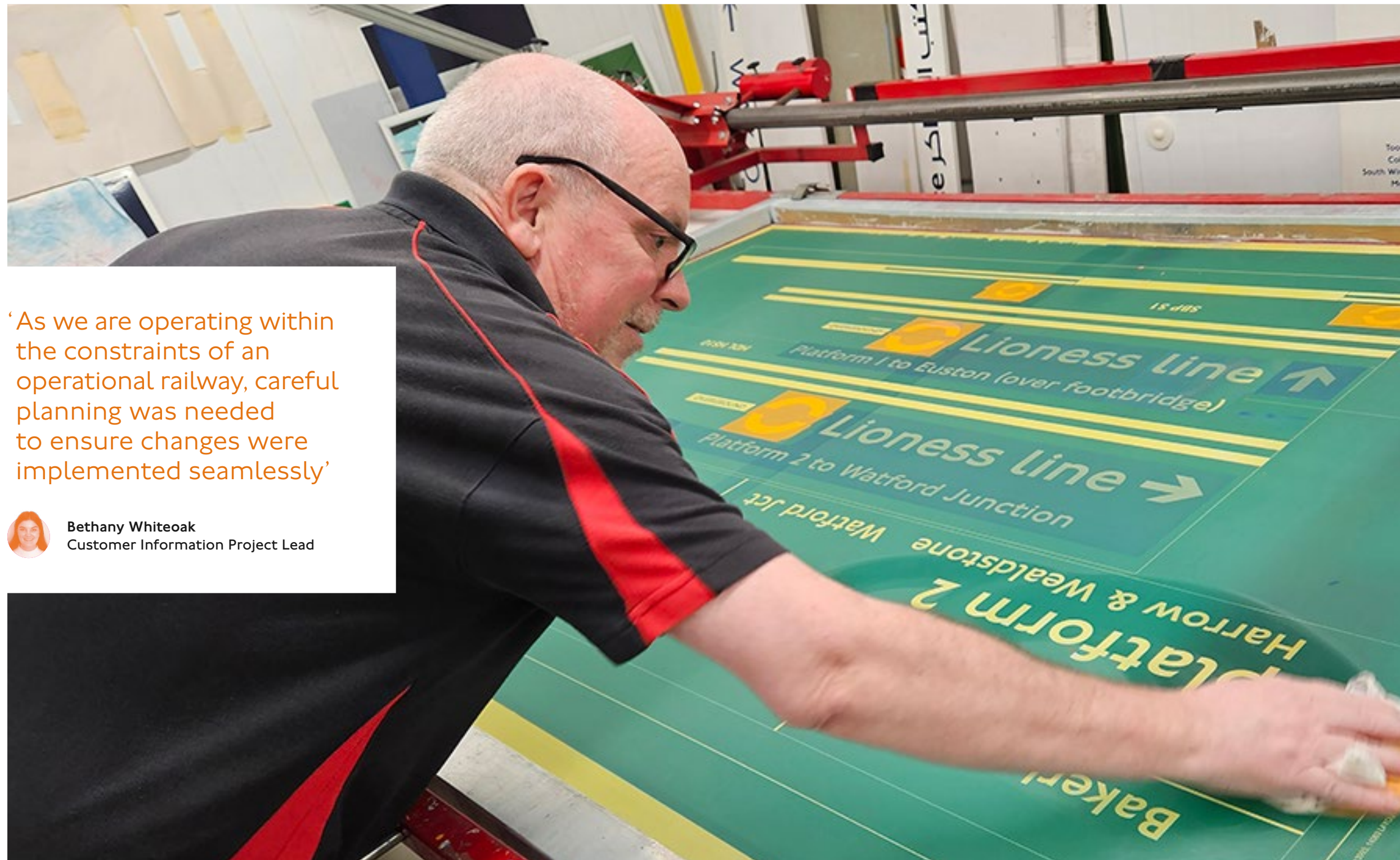
Operates between Gospel Oak and Barking Riverside

Weaver line

Operates between Liverpool Street and Cheshunt/Enfield Town/Chingford

Windrush line

Operates between Highbury & Islington and New Cross/Clapham Junction/Crystal Palace/West Croydon



‘As we are operating within the constraints of an operational railway, careful planning was needed to ensure changes were implemented seamlessly’



Bethany Whiteoak
Customer Information Project Lead

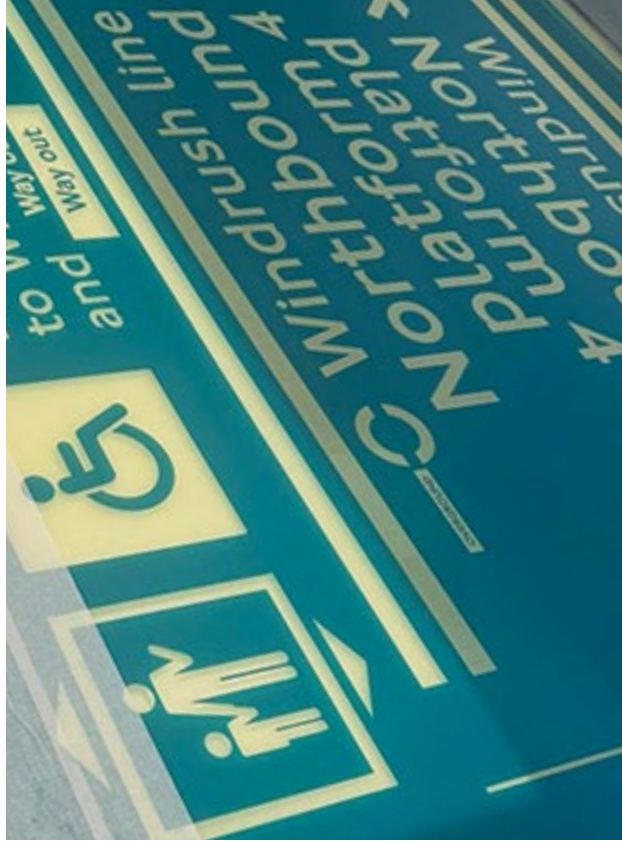
Showing the way

Creating the station signage for the new line identities

Rebranding such an expansive network was a huge undertaking. Ahead of the official unveiling, we worked with our suppliers to install new station wayfinding signs, Tube maps, station digital screens and on-board train information, as well as audio and visual announcements at London Overground stations and on trains.

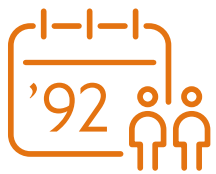
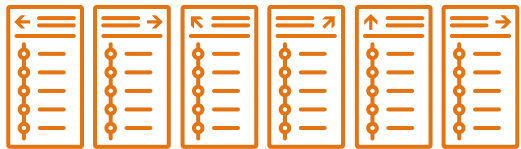
We used two suppliers for our new signs, AJ Wells and Links, who have produced signs for us for a number of years. AJ Wells produced some of the original London Overground vitreous enamel signs. We use vitreous enamel for our signs, maps and cladding as it is fire-resistant and highly durable.

The liquid vitreous enamel, which starts life as small pieces of glass called frit, is coloured and turned into a liquid state, which is then applied using a spray gun to ensure a smooth, even finish.



6,000

new signs, maps and digital screens were updated ahead of the official unveiling



1992

was when we first started working with AJ Wells to produce our station signs



Production line: The process of making the thousands of signs involved many stages of painstaking work at the AJ Wells factory to ensure quality products that will stand the test of time

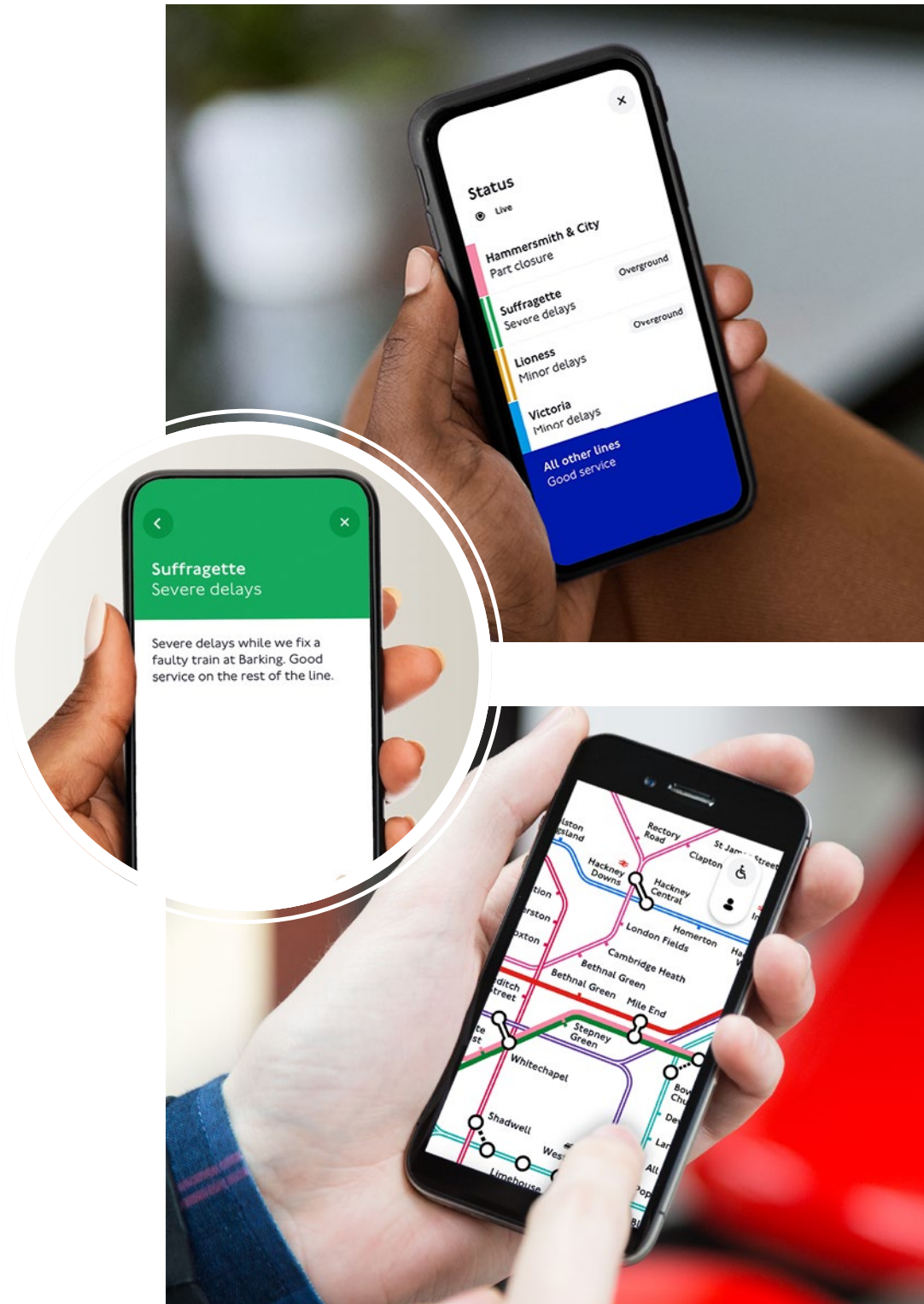
Digital tools

We updated our huge suite of digital assets ahead of the official launch

We have an extensive range of digital assets, from large displays in our stations to the journey planner tools on our TfL Go app. These were all updated with the new identities. With such a range of platforms, it was essential that the legibility of the identities worked across each of the channels.

By having a distinct name and colour for each of the six lines, it is easier for customers to get travel updates and alerts for the section of the London Overground that they want to use.

Across platforms: The new identities had to work across all our customer information, including digital information boards and mobile devices





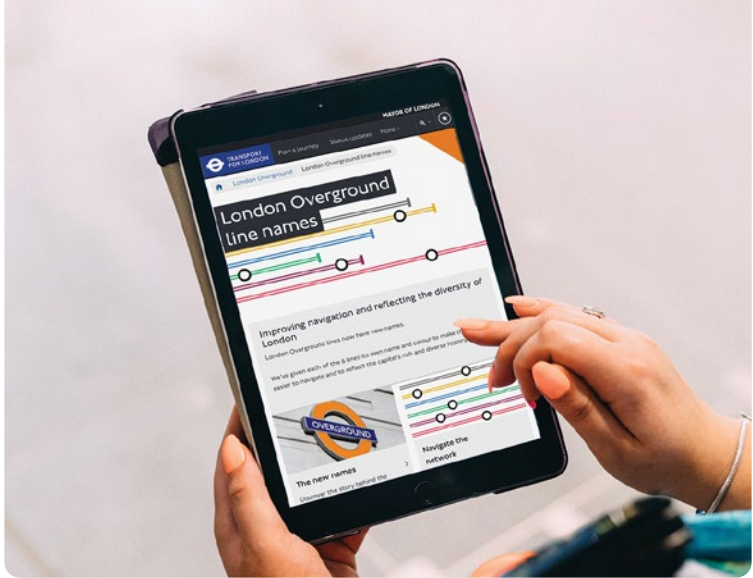
Positive engagements

Our work to generate excitement and interaction around the new line names

Launching the names

Preparing the network and promoting the new identities

Following the announcement of the new line identities, we ran a series of engagement events and promotions to help publicise the new names and ensure customers were aware and engaged with the changes and the stories behind the new names.



February 2024

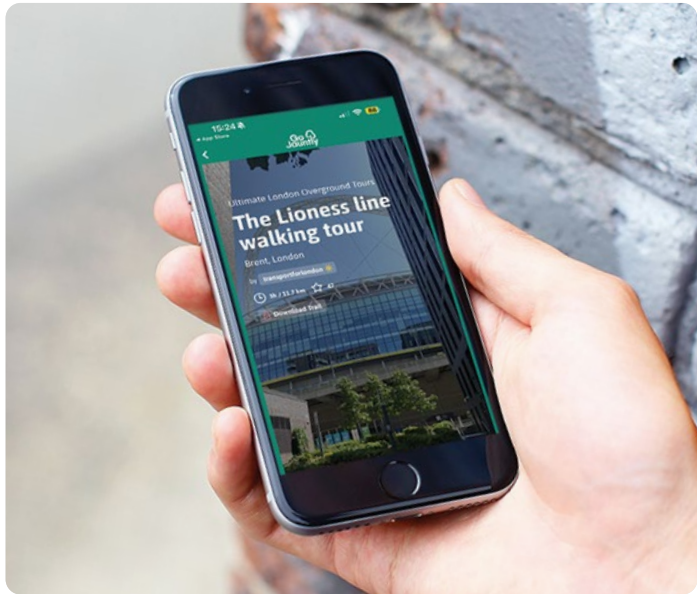
We launched a series of regional and community press, radio, online and social media adverts. We also published a new webpage on our website.

April 2024

We arranged workshops with key stakeholders to draw out ideas and encourage discussions. These helped inform our other promotional activities to engage customers with the new line identities.

June 2024

Working with Go Jauntly, we created a number of self-guided walking tours along the routes of the London Overground lines. These are designed to help people delve deeper into the stories behind the line names and visit points of interest along the routes.



July 2024

We launched a competition for customers to express how their new line has inspired them by creating a poster or poem, with the winners being displayed on the network.

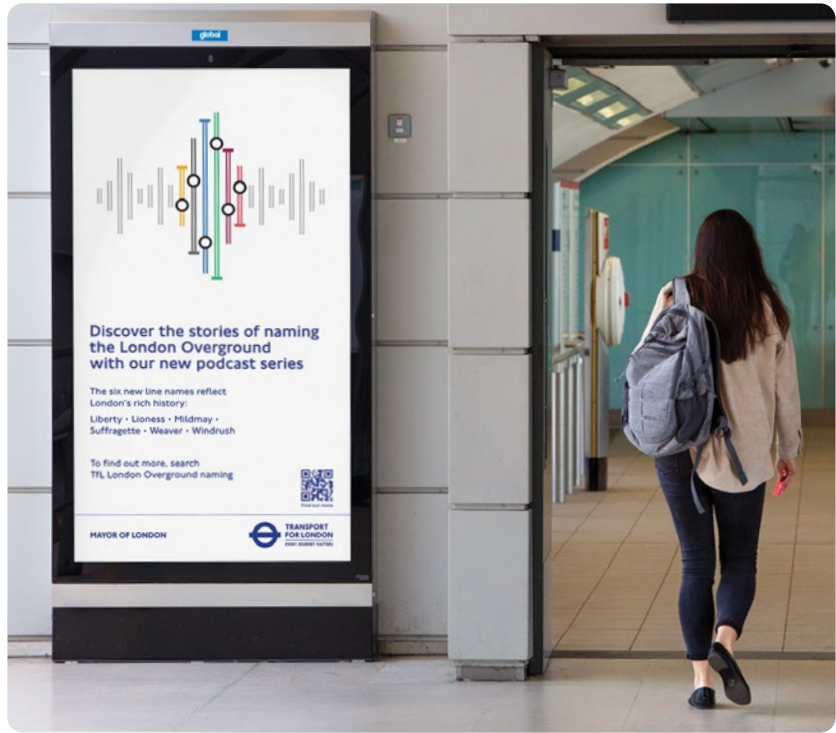


The first in a new series of the Mind the Gap podcast about the new line identities launched, focusing on the story behind the Mildmay line.



August 2024

We partnered with Chingford Community Hub and Cockpit to give people the chance to help create a woven roundel to act as a lasting legacy for the Weaver line.



Our new summer activity posters went on display at 35 London Overground stations to highlight the events taking place and the Mind the Gap podcast series.

We invited key stakeholders to walk a section of the Suffragette line. The tour was led by the CEO of Go Jauntly and attended by London's Walking and Cycling Commissioner.

We started sharing our key messages with our operational colleagues, including train and service control leads and customer operations leaders.



We launched a search for the unsung heroes of Havering to celebrate the Liberty line, with a selection of London Overground prizes on offer for the winners.

There was a surprise on the Suffragette line when an actor dressed as Suffragette leader Emmeline Pankhurst joined customers on board to share the story of the movement that inspired the name.

September 2024

We partnered with the Regent's Park Girls League to host a special Lioness line under-11s football tournament, showcasing the legacy of the Lionesses in inspiring girls to get involved with the sport.



Windrush Foundation launched a temporary exhibition at Dalston Junction station to engage customers and the local community on the Windrush line name.



October 2024

We partnered with charity Crisis to raise funds from sales of hot drinks at cafés along the Mildmay line to promote the story of Mildmay Hospital and its work in supporting homeless people.

November 2024

To celebrate a special weekend of women's football, where all Barclays Women's Super League and Barclays Women's Championship games were played in main football stadiums for the first time, players including Lucy Bronze and Alex Greenwood made special station announcements and we promoted the Lioness line across the network.



Our social media channels ran a number of 'then and now' promotional videos to highlight the change to the London Overground network.

Supporting our people

It was essential to engage with our people on the line name changes

We worked closely with Arriva Rail London, which operates the London Overground, as it was essential that all frontline staff were engaged in the project so that they could effectively support customers with the changes. This included team talks with train and service control leaders, and customer operations leaders. We published a number of articles on our staff intranet and displayed posters and other promotional material across our office sites to help raise awareness and engage people with this historic event.

We produced a 'Knowledge' document that was shared with staff from Arriva Rail London and other train operating companies. This gave information on how to refer to the lines, how the services interact with other services and how to help customers navigate the network.



Get on board:
Our Knowledge booklet (inset) helped teach our staff, while our enforcement officers showed their support for the lines (far left)

‘Many of us didn’t realise the history of the areas around the lines we drive, so it’s been really interesting to learn about. It’s brilliant to see the diverse history of London and its achievements recognised, leaving a lasting legacy. Customers have clearly been kept at the heart of this change and that shines through’



Samantha Ashman
London Overground train driver

‘I work on the Weaver line and, as a Peer Trainer, I helped deliver the news to frontline staff when the names were first announced. The launch was great – we were well organised and visited stations to chat to all the staff, hear their opinions and address any concerns’



Rêka Mills
Ticket Office Clerk



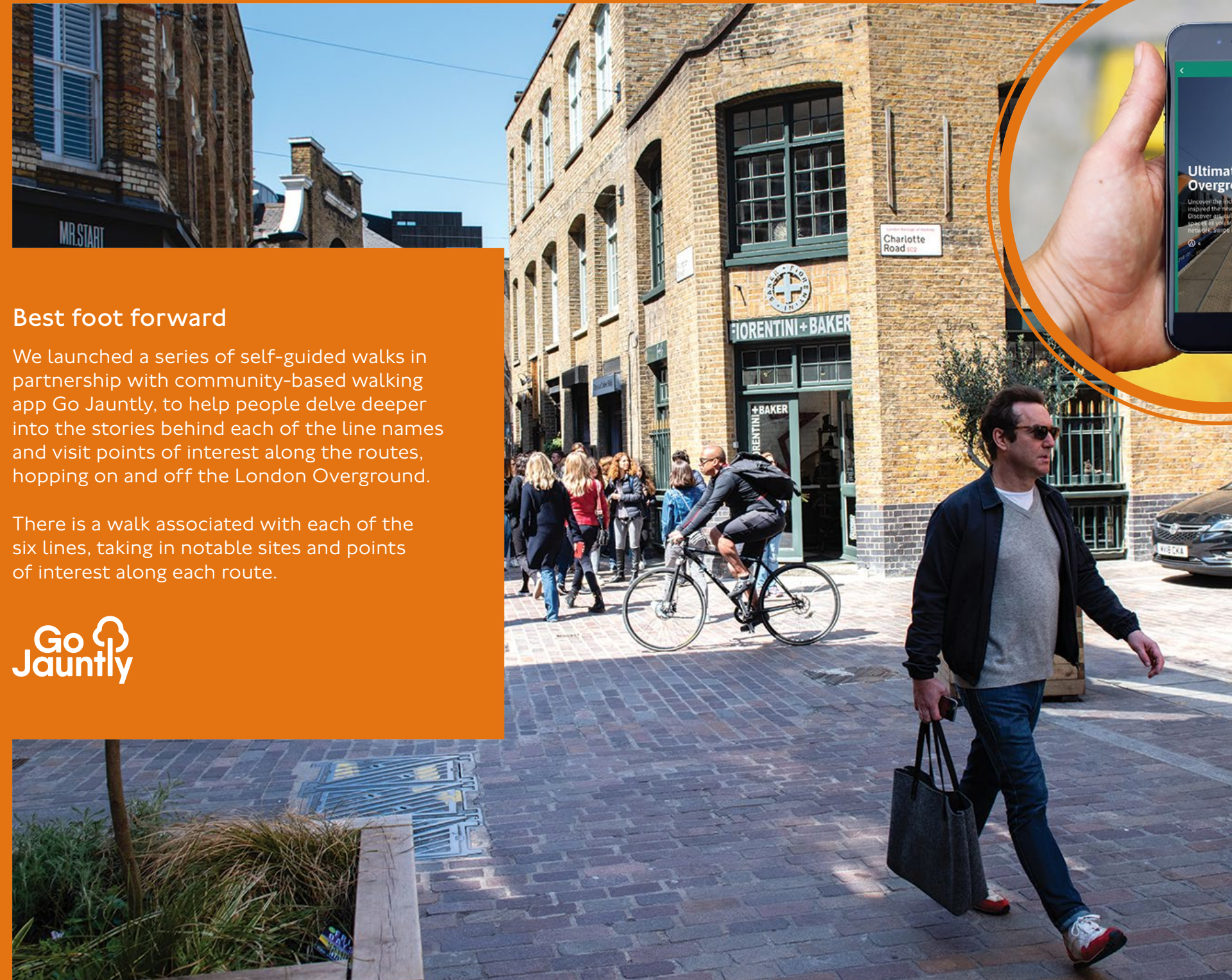
Proud to serve:
London Overground staff have shown their support for the new line names, with many colleagues having personal connections to some of the lines



‘The involvement of our frontline staff is paramount to this project being a success. They play a major role in bringing this to life and connecting with our customers to ensure this is a seamless transition as well as a celebration’



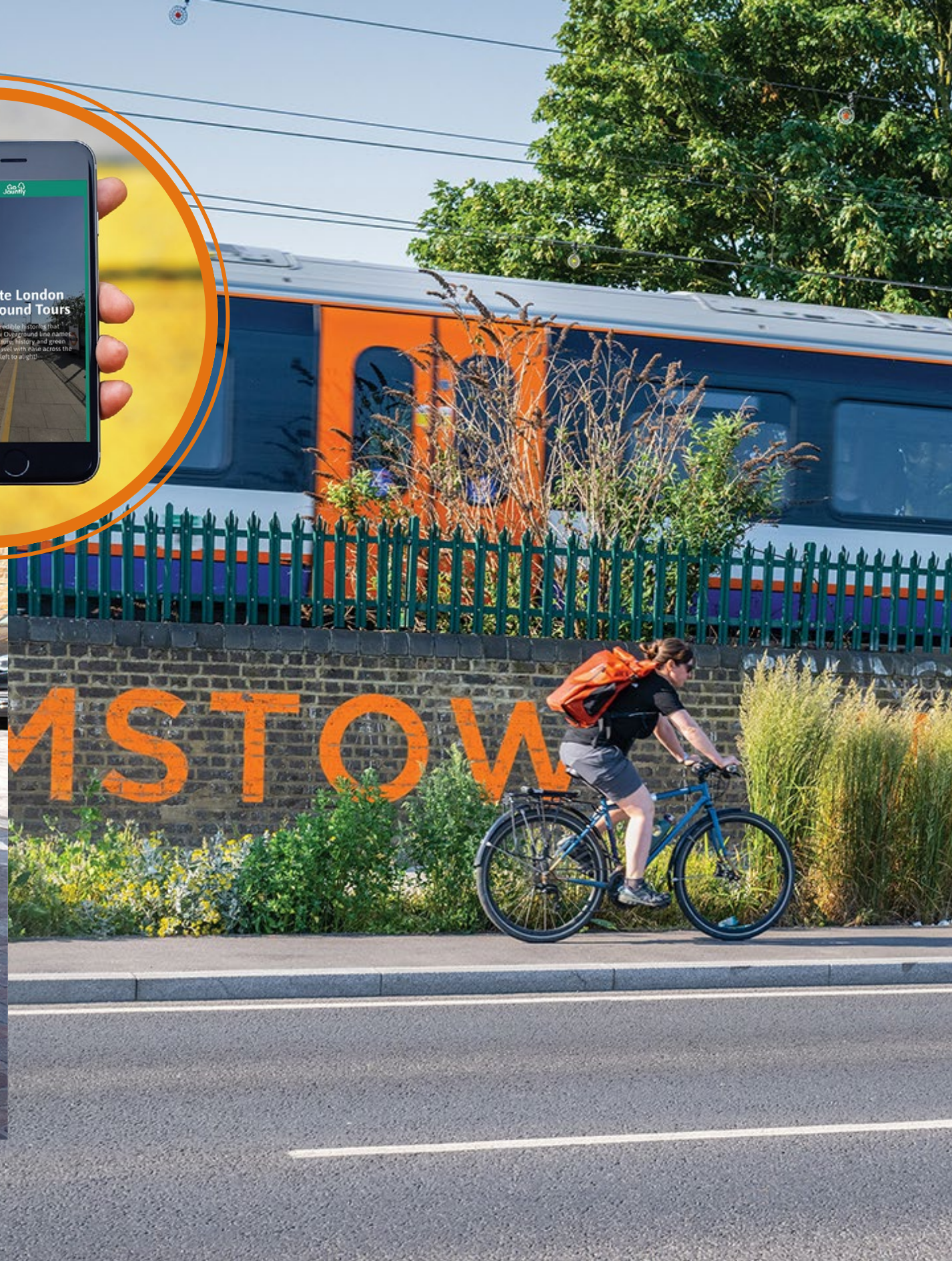
Michael G.
Customer Host



Best foot forward

We launched a series of self-guided walks in partnership with community-based walking app Go Jauntly, to help people delve deeper into the stories behind each of the line names and visit points of interest along the routes, hopping on and off the London Overground.

There is a walk associated with each of the six lines, taking in notable sites and points of interest along each route.





All on board: Tim Dunn met England footballers Leah Williamson and Chloe Kelly (left) entrepreneur Levi Roots (middle) and Ellen Owen, former director of the Havering Museum (right)

Mind the Gap

Our podcast series to share the stories and legacies of the lines

Presenter and railway historian Tim Dunn hosted a special series of six 'Mind the Gap' podcasts deep-diving into each line name, featuring interviews with leading characters associated with each of the lines.

Among those interviewed were England footballers Chloe Kelly and Leah Williamson, who discussed

their thoughts on the Lioness line and the impact they think it will have on future generations.

Tim also explored the history of the Suffragette movement through conversations with activist and scholar Helen Pankhurst, who is Emmeline Pankhurst's great-granddaughter. She highlights the impact that





Famous faces: (Clockwise from left) an actor dressed as Emmeline Pankhurst, author Brian Evans, Mildmay Hospital Lead Social Worker and Safeguarding Lead Beverley Nelson, TfL designer Claire Dilnot-Smith, and Mildmay Hospital CEO Geoff Coleman



her family had on her views on women's rights and her own work, the history of the Suffragette movement and current women's rights issues and challenges.

In another episode, launched to mark Black History Month in October 2024, Tim visited Peckham Rye to meet Arthur Torrington, who is an advocate and co-founder of Windrush Foundation. He also talks with musician and founder of Reggae Reggae Sauce Levi Roots about his experiences of leaving Jamaica and making a success in London.

The podcasts are available to download from all major providers



85%
of listeners are from the UK, most of those are from London

Most popular

episode in the series was the Lioness line featuring Chloe Kelly and Leah Williamson



55,000+
downloads for the six London Overground line naming episodes





Ready for launch

We officially launched the
new line identities, creating
a lasting legacy for the capital



Realising the vision

Our successful launch of the new line identities

Grand opening: Mayor Sadiq Khan was joined by representatives of each line name and TfL staff to officially unveil the new London Overground line identities

After months of preparations, the new line names were officially unveiled on 28 November 2024 at a special event at Dalston Junction station, attended by the Mayor who was joined by representatives for each of the lines.

The event provided the chance to celebrate London's incredible communities and to honour the groups and the people that inspired each of the six new names.

Dalston Junction station, which is served by the Windrush line, also hosted an exhibition that showcased the inspirational journeys and stories behind the Windrush generation.

Among the special guests were entrepreneur and chef Levi Roots, who was born in Jamaica and whose parents

came to the UK from the Caribbean, and singer Mica Paris, whose grandparents were proud Jamaicans and came to the UK on the HMT Windrush. They were joined by Arthur Torrington CBE, co-founder and Director of Windrush Foundation.

Other lines were represented by Geoff Coleman, Miklos Kiss and Teri Milewska from Mildmay Hospital, Rebecca Ridley of the Worshipful Company of Weavers, Alesha De-Freitas from the Fawcett Society, who represented the Suffragette line, and Julie Frost from Havering Business Improvement District, for the Liberty line.

The event marked the culmination of one of our largest ever customer-focused projects, which has helped to make the network easier to navigate for millions of customers every year.



Launching the lines: Mayor Sadiq Khan speaks with members of London Overground staff (above) and meets TfL Customer Director Emma Strain (centre). There were representatives from the lines present at the launch event



‘The London Overground is now a reminder that we wouldn’t be the city we are today without the energy and diverse experiences of everyone who lives here’



Sadiq Khan
Mayor of London



Spreading the word

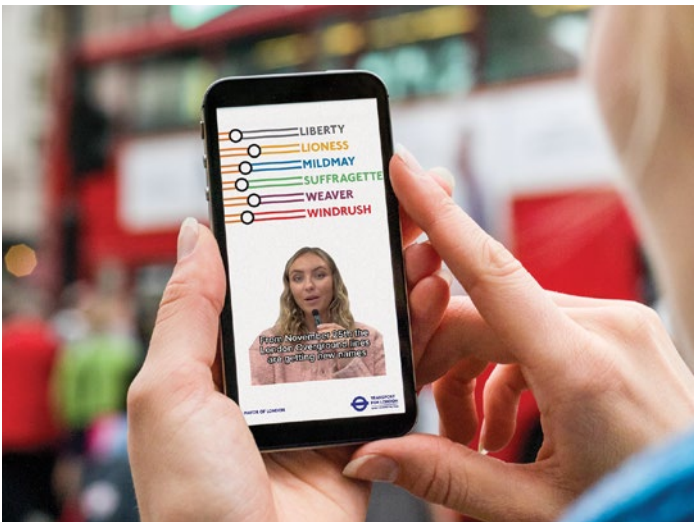
To celebrate the unveiling, we ran an extensive marketing campaign to engage with our customers

Our marketing campaign evolved throughout 2024, from preparatory messaging ahead of the lines going live, which was designed to raise awareness about the upcoming changes, through to a celebratory phase for the official launch, which told some of the stories behind the line names.

The celebratory messaging, which ran in various formats across the London Overground network and our other modes, highlighted some of the people and stories behind the line names, including sharing individual stories.

At Dalston Junction station, a large vinyl installation told the story of Sam King MBE, who was 22 years old when he moved to London as part of the Windrush generation.

As well as our marketing material in stations, we also ran online video adverts, customer emails and social media content. We also ran features in Metro and Time Out to highlight the lines and suggest activities and attractions for people to visit along each line.



Clear signs: Our marketing posters shared individual stories about each line, as well as promoting the overall naming project

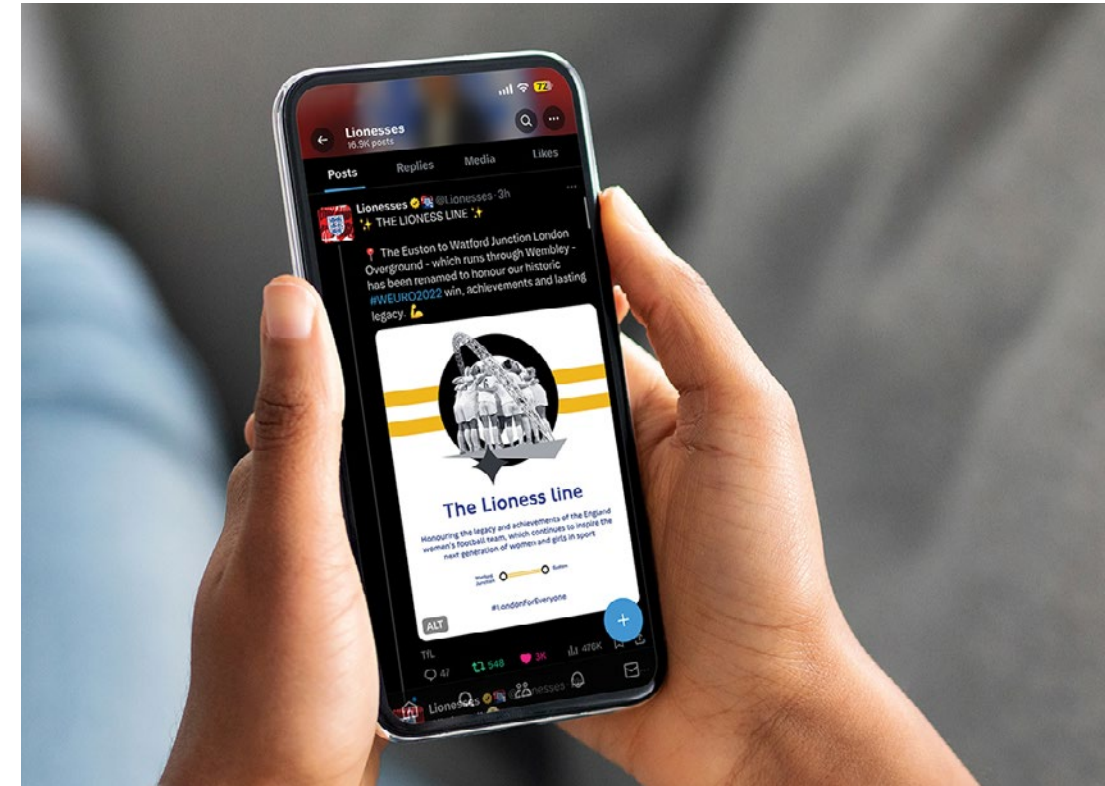
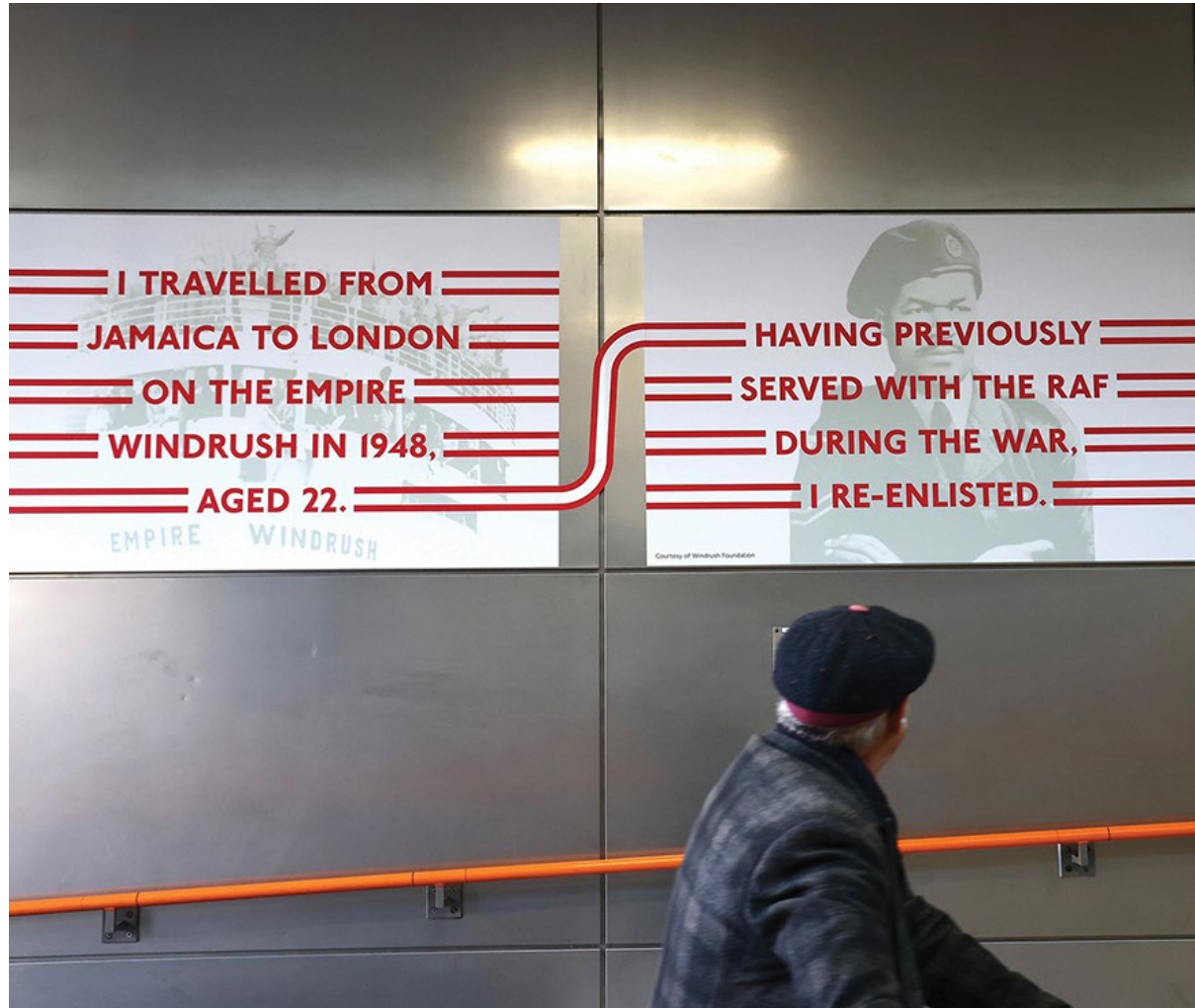


1.1m+
customers were sent an email about the naming project

251,000+ impressions across our social media channels for post about the launch events

1.1m impressions for our preparation social media video

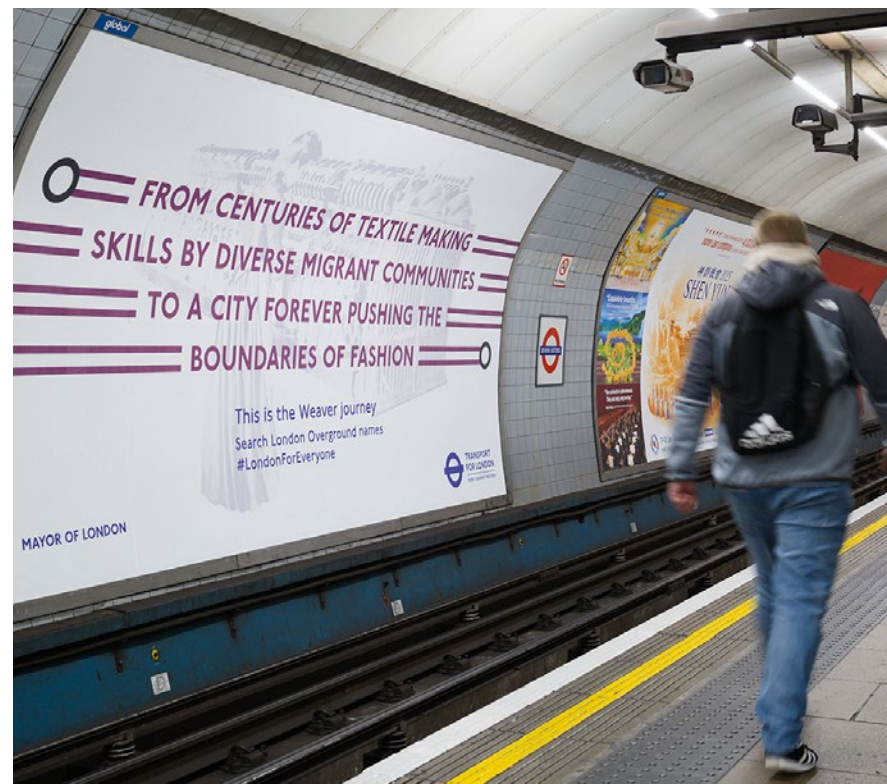
595,000+ impressions across our social channels for our 'then and now' videos



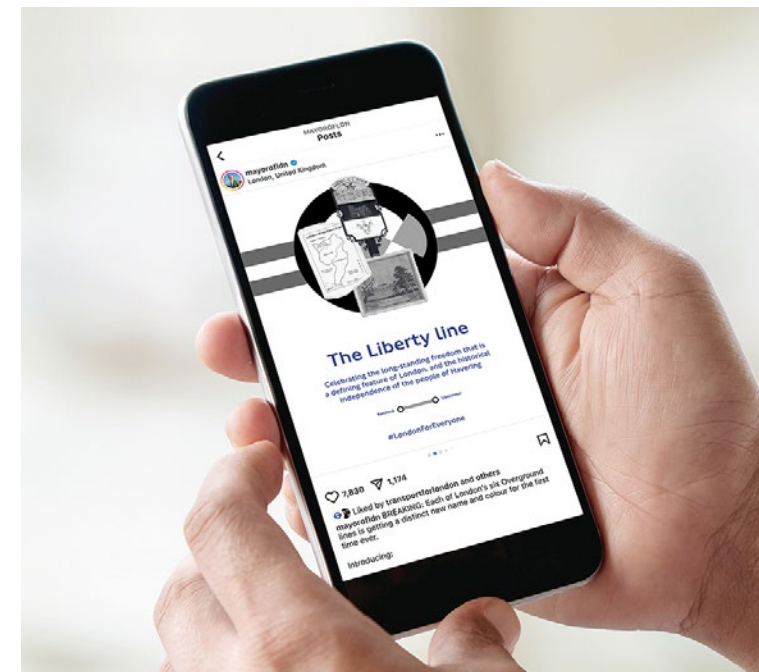
‘There has been a colossal amount of preparation work and engagement ahead of the official launch of the new line names and colours that are now in use’



Alex Williams
TfL Chief Customer and Strategy Officer



Making a splash: We installed a large vinyl at Dalston Junction station (top left) and featured posters across the network. We also promoted the line names across social media





OVERGROUND



OVERGROUND



Spotlight on the hidden histories

Our research uncovered a broad range of stories

- ♦ Alms
- ♦ Althea
- ♦ Anionwu
- ♦ Appleton
- ♦ April
- ♦ Baldock
- ♦ Banba
- ♦ Beacon
- ♦ Beam
- ♦ Bower
- ♦ Bridgetower
- ♦ Cable Street
- ♦ Chartist
- ♦ Chronometer
- ♦ Coleridge
- ♦ Colossus
- ♦ Constantine

- ♦ Cother
- ♦ Derham
- ♦ Desai
- ♦ Disco
- ♦ Eakes
- ♦ Fairkytes
- ♦ Fanns
- ♦ Galtymore
- ♦ Garden
- ♦ Garrud
- ♦ Green Carnation
- ♦ Grunwick
- ♦ Harlequin
- ♦ Havering
- ♦ Hilltop
- ♦ Hops
- ♦ Huggett

- ♦ Ingrebourne
- ♦ Jayaben
- ♦ Kaushal
- ♦ Keskidee
- ♦ **Liberty**
- ♦ **Lioness**
- ♦ Lisicki
- ♦ Lovers Rock
- ♦ Lovett
- ♦ Malins
- ♦ Maroons
- ♦ Marson
- ♦ Matchgirls
- ♦ Maughan
- ♦ Maurice
- ♦ **Mildmay**
- ♦ Moonshot

- ♦ Nebulae
- ♦ Obaala
- ♦ Odeje
- ♦ Paralympic
- ♦ Pell
- ♦ Pendulum
- ♦ Phoenix
- ♦ Pilot
- ♦ Polari
- ♦ Ponds
- ♦ Push and Pull
- ♦ Ring
- ♦ Ripple
- ♦ Rom
- ♦ Rominster
- ♦ Ruby
- ♦ Saffron

- ♦ Seacole
- ♦ Sisterwrite
- ♦ Skylark
- ♦ Sound
- ♦ **Suffragette**
- ♦ Sunflower
- ♦ Tagore
- ♦ Tipping
- ♦ Tull
- ♦ **Weaver**
- ♦ Wilde
- ♦ Willow
- ♦ Willowbrook
- ♦ Windmill
- ♦ **Windrush**
- ♦ Winton



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Dedication

To all the staff of TfL, our contractors, our partners and Londoners, who all worked to make the introduction of the London Overground line naming a success.

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In November 2024,
Transport for London
launched six new line
names and colours
for the London
Overground, as one
of the biggest changes
made to the transport
network in a generation.

The naming project provided
an opportunity to honour the
many different parts of London's
culture, with names that celebrate
the history and stories that have
shaped the way London has
grown and flourished.

This is a celebration of the legacy
and heritage of the London
Overground and explores the
process – from concept to creation
– of one of the most unique
projects ever undertaken by TfL.



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March 2025