

Basic elements standard

Issue 4

MAYOR OF LONDON

Introduction

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 co ordinated 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 and the corporate colours.

For more guidance on TfL Corporate Standards, visit **tfl.gov.uk/corporatedesign**

Contents

This section provides guidance on the basic elements that make up the TfL advertising, campaign and information standards. Further information can be found at tfl.gov.uk/media

1.0 Corporate typeface

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

Headings

These are set in New Johnston Medium.

Body text

This should be set in New Johnston Book or New Johnston Light.

12pt or below

New Johnston Book.

Above 12pt

New Johnston Light.

Calls to action

New Johnston Book or Light, depending on the point size.

Point sizes

Minimum point sizes will depend on the size of poster or leaflet being worked on. These are explained in greater detail on the next few pages.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

New Johnston Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

New Johnston Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

New Johnston Book

2.0 Typographic policy

In consultation with the RNIB, TfL has developed a code of practice for setting type so that it is legible to visually impaired people. The main directives of this policy are set out below.

The use of terminology on all material must comply with the TfL editorial standards: tfl.gov.uk/media

Do:

- Set text in mixed upper and lower case (never all upper case – even with headings)
- Range text left (ragged right) and never justified, or ranged right. Left alignment makes it easier to find the starting point of the next line (text on a poster may be centered, but only where the body copy does not exceed three lines)
- Use a different type weight to emphasise a word
- Ensure good colour contrast between text and background colour. The relationship between the text and background colour is more important than the colour of the text itself
- Use corporate blue for text when on a white background wherever possible (black may be used for London buses)
- Pay special attention to type size and weight when reversing out type since white text on a coloured background always appears smaller

2.1 Typographic policy continued

Do not:

- Adjust the character spacing of the font (tracking) as this can make text more difficult to read
- Adjust line spacing (leading). With body copy, leading should be maintained at auto spacing. Headline copy leading may be narrowed down slightly from auto spacing, but should never go beyond that of the point size itself (eg 50pt text on 50pt leading)
- Indent the first line of a paragraph, but do use additional leading to achieve clear separation of paragraphs
- 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)
- Use italics or all capitals, this is harder for a partially sighted person to read since it is difficult to recognise word shapes if the letters are all the same height or set at an angle
- Set text vertically, at an angle or following a curve

3.0 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.

Note: 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.



Which roundel to use

Only one roundel should ever be displayed on a piece. The roundel displayed is determined by what is being conveyed.

If the message relates to more than one transport mode within TfL then the all blue roundel should be used.

3.1 Roundels continued

London Taxi and Private Hire has, for legal reasons, three different roundels,



Taxi/Private Hire

The joint Taxi/Private Hire roundel should be used for London Taxi and Private Hire joint (taxi and private hire) outputs.

Taxi

The Taxi roundel is to be used for any specific licensed London taxi (motor Hackney carriages) corporate publications.

Private Hire

The Private Hire roundel is to be used for any specific Private Hire Vehicle corporate publications.

In addition to the standard roundels, Barclays Cycle Hire and Emirates Air Line have their own unique sponsorship version of the roundel.

4.0 Using the roundel

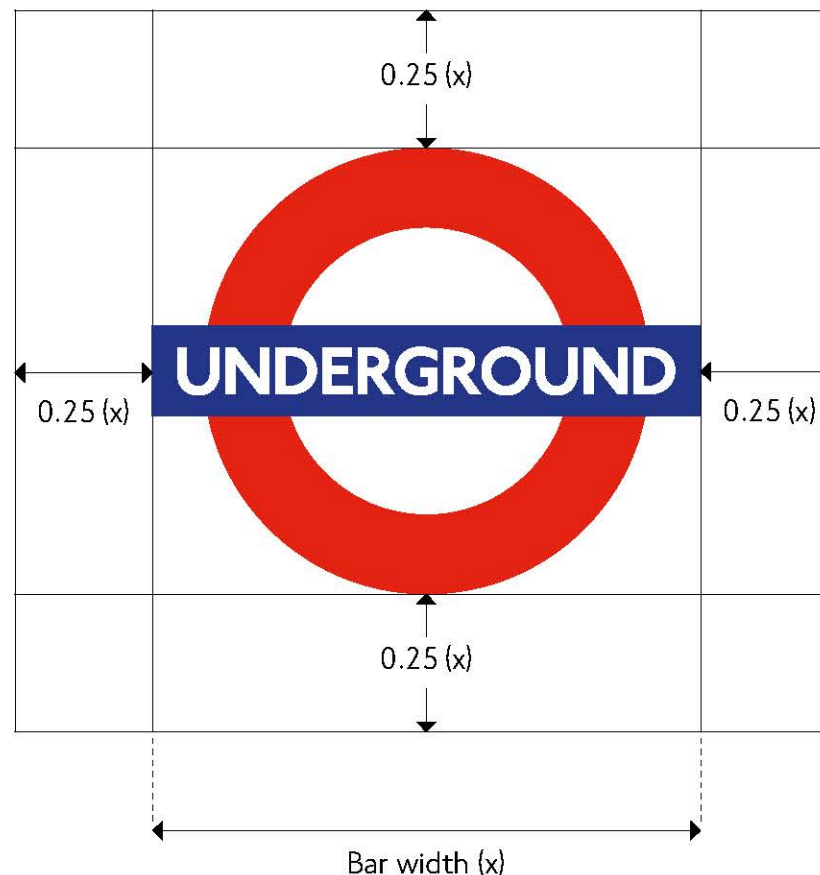
A roundel should always appear towards the bottom right-hand corner of each piece of advertising and public service information.

- The roundel must not be re-drawn, distorted or modified in any way
- The roundel 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 producing 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.



5.0 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.

Note: 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**
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
FOR LONDON**
EVERY JOURNEY MATTERS

6.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

7.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

8.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

9.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

10.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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

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

13.
**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

1. Transport for London
2. London Buses
3. Victoria Coach Station
4. Barclays Cyle Hire
5. London Dial-a-Ride
6. Docklands Light Railway
7. Emirates Air Line
8. London Overground
9. London River Services
10. London Streets
11. London Taxi and Private Hire
12. London Tramlink
13. London Underground

On all TfL outputs the default position is to show the 'Every Journey Matters' strapline beneath the logotype.

A coloured keyline (the same colour as the roundel ring colour) is used to separate the Transport for London logotype from the 'Every Journey Matters' strapline.

The minimum width size of this logotype is 18mm. Below this size only the two-line logotype (omitting the Every Journey Matters strapline) is to be used.

6.0 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.



Note: 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.

6.1 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.

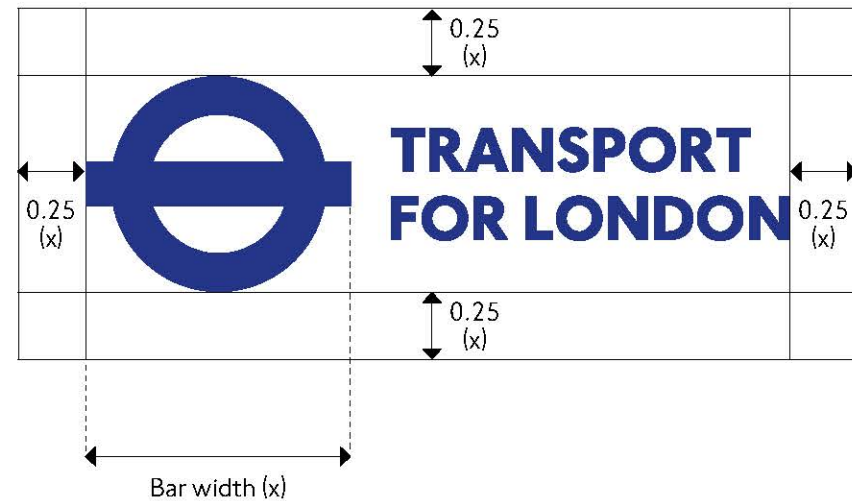
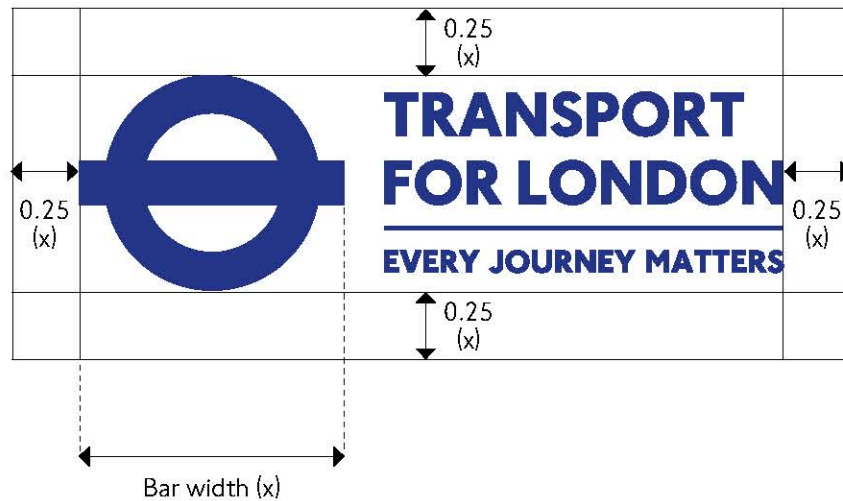
- Use the mark version without 'Every Journey Matters' strapline
- Each mode has its own mark that may be used in similar circumstances



6.2 The 'mark' continued

Exclusion zone

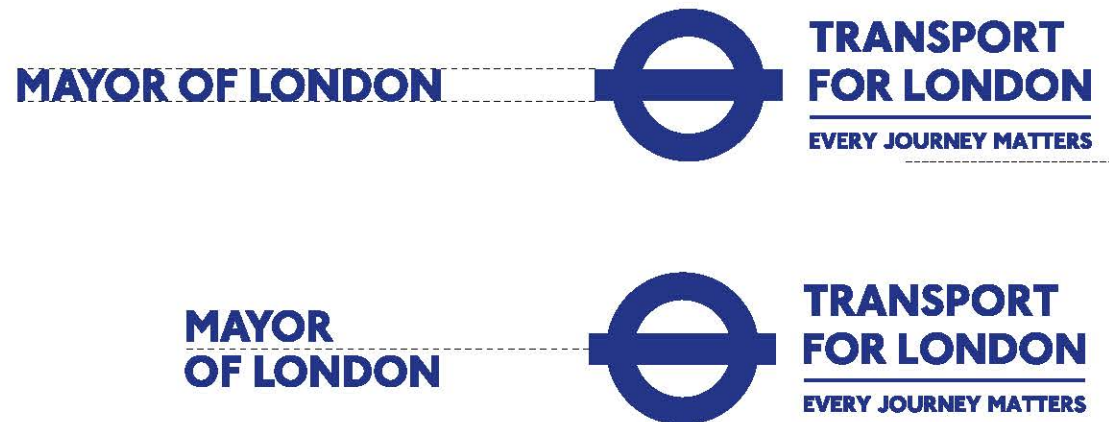
To ensure clarity and impact when producing the mark, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its roundel bar width (x), all around it.



7.0 Mayor of London logotype

On all printed outputs, the Mayor's endorsement 'Mayor of London' should be displayed as shown. Its position is always 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 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



8.0 Colours

This page identifies the colours for each mode and London Underground (LU) line.

Text colour on a mode/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.

Transport for London PMS 072 C100 M88 Y0 K5	London Streets PMS 5635 C13 M18 Y0 K33	Circle line PMS 116 C0 M16 Y100 K0	Metropolitan line PMS 235 C5 M100 Y0 K40
Docklands Light Railway PMS 326 C87 M0 Y38 K0	London Tramlink PMS 368 C57 M0 Y100 K0	Central line PMS 485 C0 M95 Y100 K0	Piccadilly line PMS 072 C100 M88 Y0 K5
London Buses PMS 485 C0 M95 Y100 K0	London Underground PMS 072 C100 M88 Y0 K5	District line PMS 356 C95 M0 Y100 K27	Victoria line PMS 299 C85 M19 Y0 K0
London Dial-a-Ride PMS Purple C38 M88 Y0 K0	Public Carriage Office PMS 2715 C57 M45 Y0 K0	Hammersmith & City line PMS 197 C0 M45 Y10 K0	Waterloo & City line PMS 338 C47 M0 Y32 K0
London Overground PMS 158 C0 M61 Y97 K0	Victoria Coach Station PMS 130 C0 M30 Y100 K0	Jubilee line PMS 430 C5 M0 Y0 K45	
London River Service PMS 299 C85 M19 Y0 K0	Bakerloo line PMS 470 C0 M58 Y100 K53	Northern line PMS Black C0 M0 Y0 K100	

9.0 Photographic policy

Photography determines the look and feel of a poster/publication and the visual voice of TfL.

Its selection is therefore very important, with specific brand and technical requirements.

Technical requirements:

- All photography must be owned by TfL with full rights across all media
- All photography must be available at 300dpi
- All photography must be reproducible at A3 in size without loss of image quality
- Model sign-off forms must be used for all people actively engaged with the camera
- All photographs must be well lit and properly exposed

Images should be:

- Closely cropped on the subject
- Strong in colour
- Reflect the diversity of London's population
- Reflect modern London rather than tourist-based London

Examples of downloadable photography which meet all the above can be found in the TfL image library (tfl.gov.uk/media)

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 corporate design standards are available from the TfL website:
tfl.gov.uk/media