

Transport for London Basic elements standard

Issue 2



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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 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 of TfL and the corporate colours. Guidance on design applications can be found in separate standards provided by TfL.

The main terms used in these guidelines are as follows:

Mark

A combination of a roundel or symbol with a logotype in a fixed relationship as shown below.



Roundel

The visual identifiers based on an open circle and a bar used by TfL.



Symbol

Other visual identifiers used by TfL.



Exclusion zone

The minimum area around marks, roundels or symbols that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.



Logotype

The text of TfL set in New Johnston Medium upper and lower case type. Logotypes are used with roundels or symbols in a fixed relationship to form Marks, but can also be used in a looser relationship such as that used on stationery (see the Stationery standards).

Transport for London

Print specifications

PMS

An abbreviation of Pantone Matching System. This system is used to specify spot colours (ie individually mixed colours) for printing.

The letter 'C' after the specification indicates a colour's appearance on coated paper stock. The letter 'U' after the specification indicates a colour's appearance on uncoated paper stock.

CMYK

Initials representing the four colours - Cyan, Magenta, Yellow and Black (Kohl) - used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

Screen specifications

RGB

An abbreviation of Red-Green-Blue, indicating the primary colours of light. For reproduction on screens and other electronic systems, combinations of these three colours are used to match to the TfL colours.

Web

To achieve colours that can be reproduced satisfactorily on internet and intranet sites, Web safe colours should be specified. These provide a greater degree of consistency than RGB colours when there is no control over the equipment used to view the site.

Paint specifications

NCS

An abbreviation of Natural Color System. This provides a wide range of colour specifications applicable to paints and other materials. There are colour-matches in this system for all the Transport for London colours specified in these guidelines.

Other specification systems such as RAL or British Standard BS4800 have only a very limited number of acceptable colour-matches to TfL colours. Please do not use these systems without first obtaining the approval of TfL Corporate Design.

1.2 Corporate typface

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TfLs primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

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

New Johnston Medium

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

New Johnston Light

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

New Johnston Book

Ab

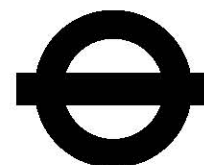
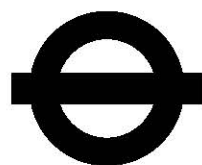
This section is concerned with the identity for TfL. It is important to observe the standards for reproducing the roundel and mark in all applications to maintain consistency and to preserve the integrity of the identity.

Artwork references

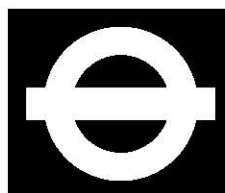
The master artworks for the TfL identity are supplied separately as digital artwork to support these printed guidelines. These can be identified by the reference numbers found on pages 2.5 to 3.7.



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2.1 Roundel usage

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Acceptable

The examples shown here make up the acceptable applications of the TfL roundel.

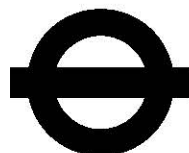
Note: The squares are used as examples of background colours and are not part of the design.



Colour roundel.



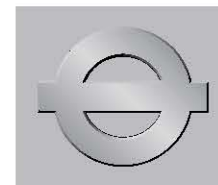
White roundel



Black roundel



The roundel can be applied to flat background colours as long as they provide strong contrast.



The roundel can also be embossed out of any material

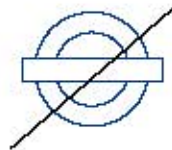
2.2 Roundel usage continued

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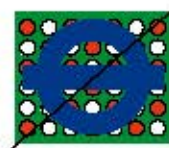
Unacceptable

The roundel must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.



Pattern backgrounds which interfere with the roundel must not be used.

Note: The squares are used as examples of background colours and are not part of the design.



2.3 Exclusion zones

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Exclusion zone for the mark

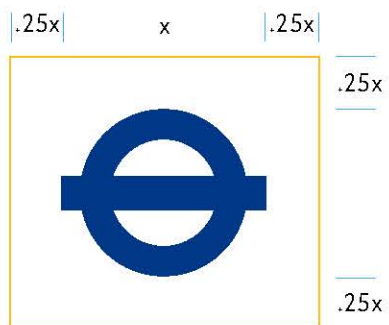
The orange box indicates the exclusion zone where no other graphic elements should be placed.

The exclusion zone is always one quarter of the width of the roundel bar.



Exclusion zone for the roundel

The orange box indicates the exclusion zone where no other graphic elements should be placed.



2.4 Colours

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Depending on the systems used, the examples shown here are the only acceptable combinations.

Print



PMS

Colour reproduction using Pantone Matching System on coated paper.



PMS

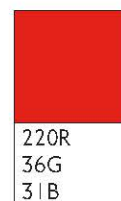
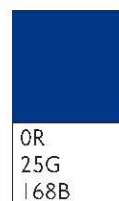
Colour reproduction using Pantone Matching System on uncoated paper.



CMYK

Colour reproduction using Four colour process

Screen



RGB

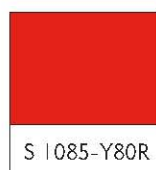
Colour reproduction using red, green and blue values.



web

Colour reproduction using Web safe colours

Paint



NCS

Colour reproduction using Natural Colour System.

3 Secondary identities

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There are occasions when a roundel will need to be supported by a secondary TfL identity.

Guidelines on how secondary marks are used can be found in the 'Information and publicity standards' and the 'Advertising guidelines'.



Website

tfl.gov.uk



24 hour travel information

020 7222 1234



National Rail Enquiries

08457 48 49 50



British Transport Police

0800 405040

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**
Internal extension: **64462**

Suggestions for improving this document should be directed through the change control process. Contact TfL Corporate Design.

All TfL corporate design standards are available from the TfL internet site.
tfl.gov.uk/corporatedesign

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