



SUPERLOOP

LOGO AND COLOUR STANDARDS

Issue 3

MAYOR OF LONDON

SUPERLOOP

LOGO AND COLOUR STANDARDS

INTRODUCTION

This document provides basic guidance of the use of the SUPERLOOP logo and colours and should be referenced in the creation of all design briefs and delivered through all design outputs.

For specific design guidance or to request logos please contact [REDACTED]@tfl.gov.uk

THE FULL LOGO



COLOUR VERSION



MONO VERSION

THE STAND ALONE 'ROUNDEL'

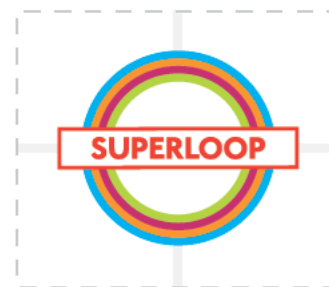


FOR USE UNDER 15MM

EXCLUSION ZONES



EXCLUSION ZONE = 50% WIDTH OF ROUNDEL BAR



EXCLUSION ZONE = HEIGHT OF ROUNDEL BAR

SUPERLOOP

LOGO AND COLOUR STANDARDS

WRITTEN FORM

When used in written form, 'Superloop' is the correct way to display the brand name.

It should never be written as 'superloop' or 'SUPERLOOP'.

When used as any form of logo, icon or logotype, 'SUPERLOOP' is the correct way to display the brand.

Correct use



Introducing Superloop,
the new service from
Transport for London.

Incorrect use



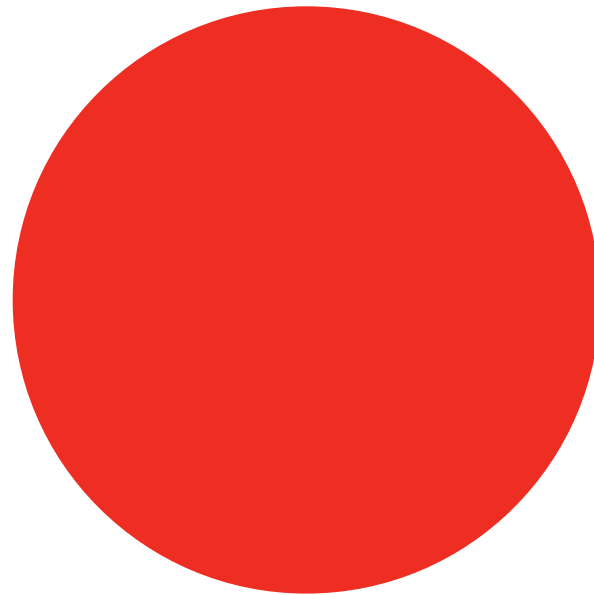
Introducing superloop,
the new service from
Transport for London.

Incorrect use



Introducing SUPERLOOP,
the new service from
Transport for London.

CORE COLOUR PALETTE



SUPERLOOP RED

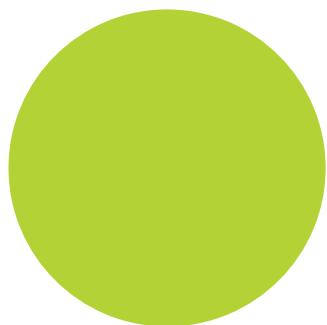
CMYK - 0,95,100,0

RGB - 228,35,19

WEB - e42313

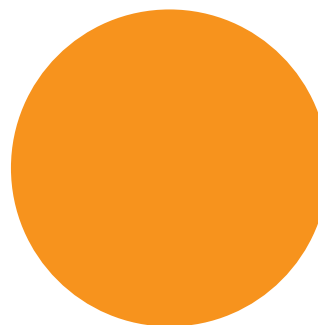
RAL - 3024

COLOUR PALETTE - THE STRIPE



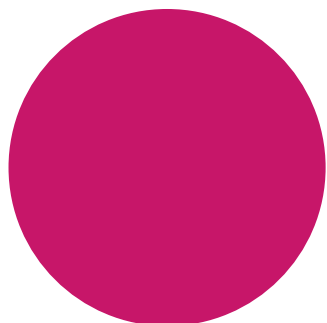
SL LIME

CMYK - 35,0,100,0
RGB - 187,207,0
WEB - bbcf00



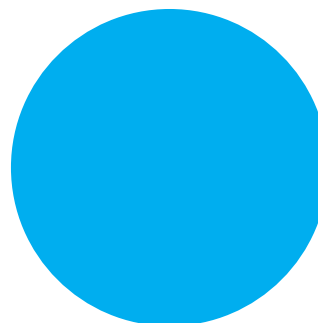
SL MANDARIN

CMYK - 0,50,100,0
RGB - 243,146,0
WEB - f39200



SL RASPBERRY

CMYK - 15,100,30,5
RGB - 200,11,98
WEB - c80b62



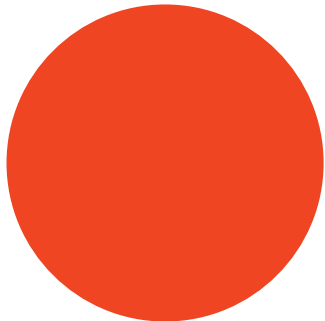
SL AQUA

CMYK - 100,0,0,0
RGB - 0,159,227
WEB - 009fe3

SUPERLOOP

LOGO AND COLOUR STANDARDS

COLOUR PALETTE - ROUTE IDENTIFICATION



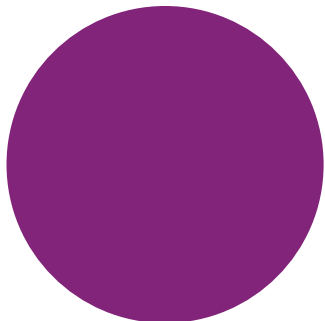
SL1
NORTH FINCHLEY
TO WALTHAMSTOW

CMYK - 88,99,0,0
RGB - 230,55,20
WEB - e63714



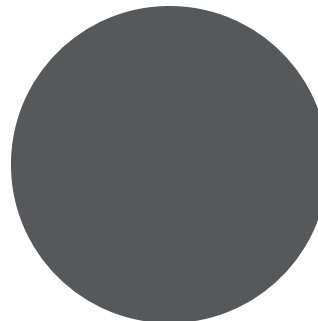
SL2
WALTHAMSTOW TO
NORTH WOOLWICH

CMYK - 35,0,100,0
RGB - 187,207,0
WEB - bbcf00



SL3
THAMESMEAD TO BROMLEY

CMYK - 55,100,15,7
RGB - 133,31,113
WEB - 851f71



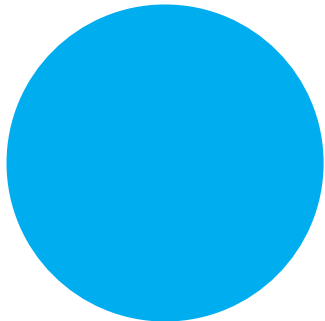
SL4
CANARY WHARF TO GROVE PARK

CMYK - 0.0.0.80
RGB - 87,87,86
WEB - 575756

SUPERLOOP

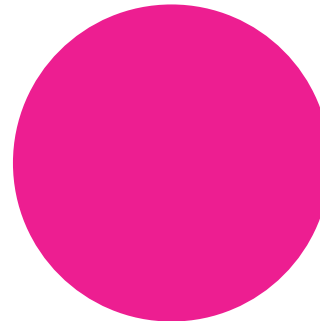
LOGO AND COLOUR STANDARDS

COLOUR PALETTE - ROUTE IDENTIFICATION



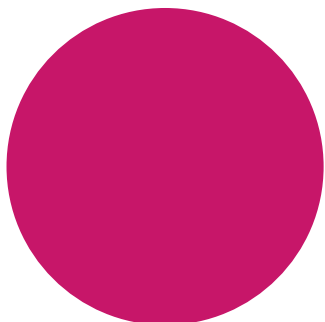
SL5
BROMLEY TO CROYDON

CMYK - 100,0,0,0
RGB - 0,159,227
WEB - 009fe3



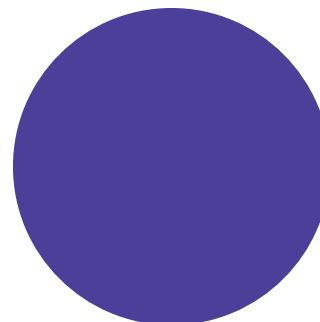
SL6
RUSSELL SQUARE TO CROYDON

CMYK - 0,95,0,0
RGB - 231,25,132
WEB - e71984



SL7
CROYDON TO HEATHROW

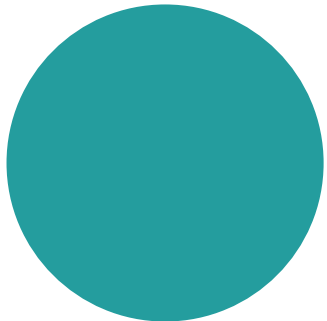
CMYK - 15,100,30,5
RGB - 200,11,98
WEB - c80b62



SL8
UXBRIDGE TO WHITE CITY

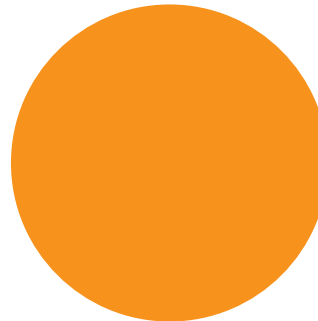
CMYK - 85,90,0,0
RGB - 78,53,140
WEB - 4e358c

COLOUR PALETTE - ROUTE IDENTIFICATION



SL9
HEATHROW TO HARROW

CMYK - 79,16,39,2
RGB - 11,154,158
WEB - 0b9a9e



SL10
HARROW TO NORTH FINCHLEY

CMYK - 0,50,100,0
RGB - 243,146,0
WEB - f39200