

Bus graphics standard

To accompany the bus specification for signs and notices

Issue 1

Contents

Foreword

1 Basic elements

2 Bus interior vinyls

3 Position of interior vinyls

4 Bus exterior vinyls

5 Position of exterior vinyls

6 Damaged vinyls

For further information

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 coordinated design in every aspect of our operations.

This document details all graphics that are to be applied to buses within London. Where necessary, technical descriptions and intended locations are provided.

To obtain the approved artwork within this standard please contact TfL Corporate Design email: corporatedesign@tfl.gov.uk

Note

The notices within this document are correct at the time of going to print. Notices may be updated at any time.

Only TfL Design supplied artwork is to be used. No additional notices (with the exception of emergency notices on non-New Routemaster buses) are to be applied to London Buses without prior agreement with London Buses and TfL Design.

Introduction

This section of the document gives guidance on the basic elements that are used to produce the graphic elements on a bus. The information covered includes the use of the corporate typeface and colours.

Further information can be found in design standards available on the TfL website:
tfl.gov.uk/corporatedesign

1.1 Typography

Johnston 100 Medium is London Buses' corporate typeface and is used for all signing within the passenger environment. No other typeface is to be used.

Johnston 100 is highly legible and yet 'friendly' in tone. It is to be used in mixed upper and lower case (not all capitals). Capitals are used only for the beginning of a message or the beginning of a proper name.

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

Johnston 100 Medium

A b

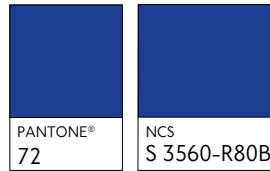
1.2 Colours

The colours shown here are those used on London Buses to produce graphic elements.

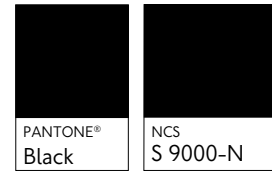
The Pantone Matching System is to be used for print purposes and the Natural Colour System (NCS) is to be used for paint applications.

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

Corporate Blue



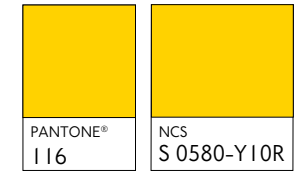
Corporate Black



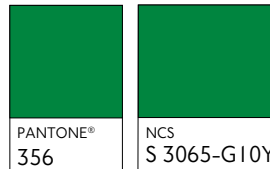
Safety Red



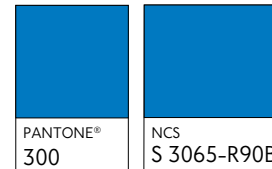
Safety Yellow



Safety Green



Safety Blue

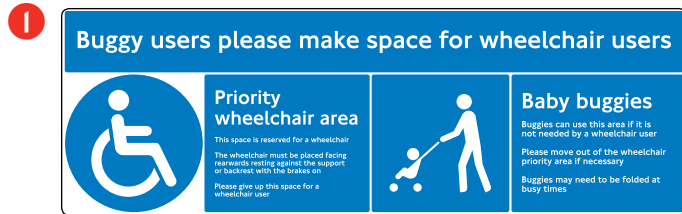


2 Bus interior vinyls

[Contents](#)

The following pages illustrate the graphic elements that are to be applied to the bus interior.

2.1 Priority wheelchair and baby buggy



BIN_01A_RF_PriorityWheelchairAndBabyBuggy



BIN_01B_LF_PriorityWheelchairAndBabyBuggy



BIN_01C_RF_PriorityWheelchairAndBabyBuggy-InductionLoop



BIN_01D_LF_PriorityWheelchairAndBabyBuggy-InductionLoop

2.1.1 Priority wheelchair and baby buggy (right-facing)

Contents

Artwork reference number

BIN_01A_RF_
PriorityWheelchairAndBabyBuggy

Position on bus reference

J

Size

588 x 194mm

Colour

Safety Blue (Pantone 300)



2.1.2 Priority wheelchair and baby buggy (left-facing)

Contents

Artwork reference number

BIN_01B_LF_
PriorityWheelchairAndBabyBuggy

Position on bus reference

J

Size

588 x 194mm

Colour

Safety Blue (Pantone 300)



2.1.3 Priority wheelchair and baby buggy/Induction loop (right-facing)

Contents

Artwork reference number

BIN_01C_RF_
PriorityWheelchairAndBabyBuggy-
InductionLoop

Position on bus reference

J

Size

588 x 194mm

Colour

Safety Blue (Pantone 300)



2.1.4 Priority wheelchair and baby buggy/Induction loop (left-facing)

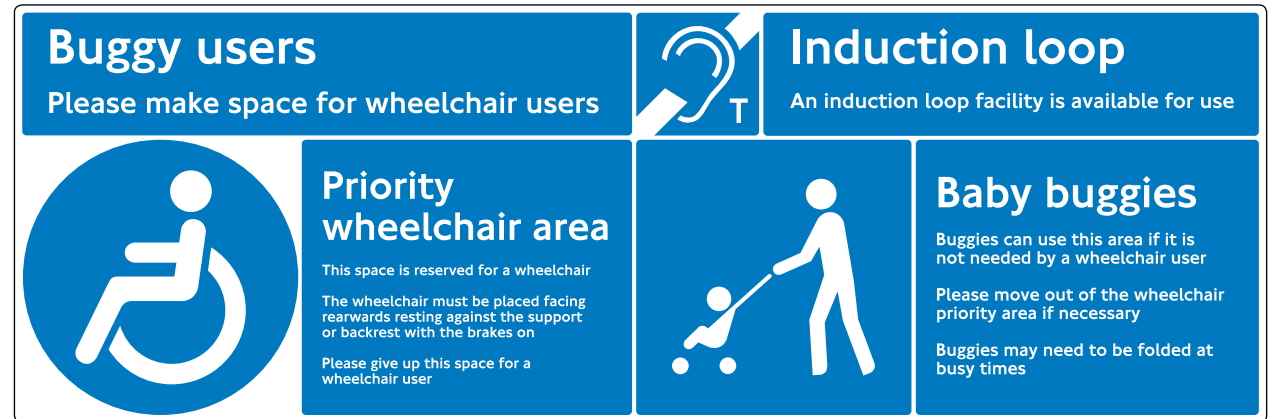
Contents

Artwork reference number
BIN_01D_LF_
PriorityWheelchairAndBabyBuggy-
InductionLoop

Position on bus reference
J

Size
588 x 194mm

Colour
Safety Blue (Pantone 300)



2.2 Priority seat



BIN_02A_PrioritySeat



BIN_02B_PrioritySeat-InductionLoop

2.2.1 Priority seat - standard

Contents

Artwork reference number
BIN_02A_PrioritySeat

Position on bus reference
K

Size
170 x 220mm

Colour
Safety Blue (Pantone 300)



2.2.2 Priority seat/Induction loop

Contents

Artwork reference number

BIN_02B_PrioritySeat-InductionLoop

Position on bus reference

K

Size

170 x 270mm

Colour

Safety Blue (Pantone 300)



2.3 Do not stand beyond

Contents

Artwork reference number

BIN_03_PassengersStandBeyondThisPoint

Position on bus reference

C

Size

194 x 79mm

Colour

Safety Red (Pantone 485)



2.4 For your safety

Contents

Artwork reference number

BIN_04_ForYourSafety

Position on bus reference

M

Size

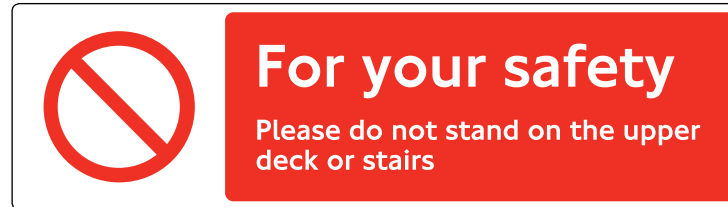
194 x 54mm

Colour

Safety Red (Pantone 485)

Note

Only to be used on double-deck bus



2.5 No smoking

Contents

Artwork reference number

BIN_05_NoSmoking

Position on bus reference

L

Size

95 x 118mm

Colour

Safety Red (Pantone 485)

Corporate Black (Black 100%)

Note

Not to be used on New Routemaster



2.6 USB charging available

Artwork reference number

BIN_14_USB-ChargingAvailable_112x185

Position on bus reference

N

Size

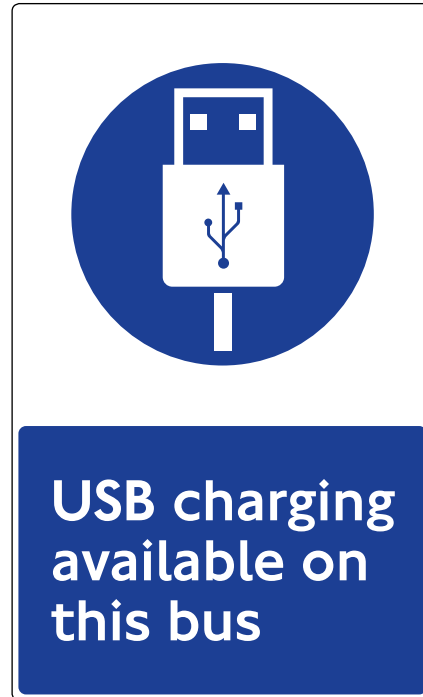
112 x 185mm

Colour

Corporate Blue (Pantone 072)

Note

To be applied on buses that have USB charging available



2.7 Lower combined multi-notice

1

| | | | |
|--|--|--|--|
| <p>£80 penalty fare or prosecution If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> | | <p>Comments, complaints and suggestions If you have a comment on the service, please contact London Buses: Website: tfl.gov.uk By phone: 0343 222 1234*</p> | |
| <p>Welcome aboard Buggy users must give priority to wheelchair users</p> | | <p>If you are not satisfied with London Buses' response you can contact London TravelWatch: Website: www.londontravelwatch.org.uk In writing: London Travelwatch, 169 Union Street, London SE1 0LL</p> | |
| <p>No alcohol Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p> | | <p>London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.</p> | |
| <p>CCTV cameras in operation Images are being recorded in the interest of safety, security and crime prevention This scheme is controlled by</p> | | <p>Assaults Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.</p> | |
| <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | | <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | |

BIN_07A_LowerCombined

2

| | | | | | |
|--|--|--|--|--|--|
| <p>£80 penalty fare or prosecution If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> | | <p>CCTV cameras in operation Images are being recorded in the interest of safety, security and crime prevention This scheme is controlled by</p> | | <p>Comments, complaints and suggestions If you have a comment on the service, please contact London Buses: Website: tfl.gov.uk By phone: 0343 222 1234*</p> | |
| <p>Welcome aboard Buggy users must give priority to wheelchair users</p> | | <p>No smoking including e-cigarettes</p> | | <p>If you are not satisfied with London Buses' response you can contact London TravelWatch: Website: www.londontravelwatch.org.uk In writing: London Travelwatch, 169 Union Street, London SE1 0LL</p> | |
| <p>Induction loop An induction loop facility is available for use</p> | | <p>No alcohol Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p> | | <p>London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.</p> | |
| <p>Assaults Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.</p> | | <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | | <p>Assaults Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.</p> | |
| <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | | <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | | <p>Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information. tfl.gov.uk 24 hour travel information 0343 222 1234*</p> | |

BIN_07B_NRM_LowerCombined

2.7.1 Lower combined multi-notice - standard

Contents

Artwork reference number

BIN_07A_LowerCombined

Position on bus reference

D

Size

386 x 318mm

Colour

Corporate Blue (Pantone 072)

Safety Red (Pantone 485)

Corporate Black (Black 100%)

Safety Blue (Pantone 300)

Note

Not to be used on New Routemaster

£80 penalty fare or prosecution

if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey



Welcome aboard

Buggy users must give priority to wheelchair users



No alcohol

Drinking alcohol or carrying open containers of alcohol is prohibited on this bus



CCTV cameras in operation

Images are being recorded in the interest of safety, security and crime prevention

This scheme is controlled by

Comments, complaints and suggestions

If you have a comment on the service, please contact London Buses:
Website: tfl.gov.uk
By phone: 0343 222 1234*

If you are not satisfied with London Buses' response you can contact London TravelWatch:
Website: www.londontravelwatch.org.uk
In writing: London Travelwatch,
169 Union Street, London SE1 0LL

London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.

Bus Registration:

Assaults

Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.

Travel information

For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information.

 tfl.gov.uk  24 hour travel information
0343 222 1234*

*Service and network charges may apply. See tfl.gov.uk/terms for details.

2.7.2 Lower combined multi-notice

Contents

Artwork reference number
BIN_07B_NRM_LowerCombined

Position on bus reference
E

Size
850 x 190mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
To always be used on the New Routemaster
and in instances where the bulkhead version
cannot be used



2.8 Upper combined multi-notice

1

| | | |
|---|--|---|
| <p>£80 penalty fare or prosecution</p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> |  <p>CCTV cameras in operation</p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p> <input type="text"/> | <p>Comments, complaints and suggestions</p> <p>If you have a comment on the service, please contact London Buses. <small>Website: tfl.gov.uk By phone: 0343 222 1234*</small></p> <p>If you are not satisfied with London Buses' response you can contact London TravelWatch. <small>Website: www.londontravelwatch.org.uk</small></p> <p>If writing: London TravelWatch, 169 Union Street, London SE1 0LL <small>London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.</small></p> |
|  <p>Welcome aboard</p> <p>Buggy users must give priority to wheelchair users</p> | | |
|  <p>No alcohol</p> <p>Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p> | | |

BIN_08A_UpperCombined

2

| | | |
|---|--|---|
| <p>£80 penalty fare or prosecution</p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> |  <p>CCTV cameras in operation</p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p> <input type="text"/> | <p>Comments, complaints and suggestions</p> <p>If you have a comment on the service, please contact London Buses. <small>Website: tfl.gov.uk By phone: 0343 222 1234*</small></p> <p>If you are not satisfied with London Buses' response you can contact London TravelWatch. <small>Website: www.londontravelwatch.org.uk</small></p> <p>If writing: London TravelWatch, 169 Union Street, London SE1 0LL <small>London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.</small></p> |
|  <p>Welcome aboard</p> <p>Buggy users must give priority to wheelchair users</p> | | |
|  <p>No alcohol</p> <p>Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p> | | |

BIN_08B_UpperCombined_Audio

3

| | | |
|--|--|--|
| <p>For your safety</p> <p>Please do not stand on the upper deck or stairs</p> |  <p>CCTV cameras in operation</p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p> <input type="text"/> |  <p>No smoking</p> <p>including e-cigarettes</p> |
| <p>£80 penalty fare or prosecution</p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> | | |

BIN_08C_NRM_UpperCombined

4

| | | |
|--|--|--|
| <p>For your safety</p> <p>Please do not stand on the upper deck or stairs</p> |  <p>CCTV cameras in operation</p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p> <input type="text"/> |  <p>No smoking</p> <p>including e-cigarettes</p> |
| <p>£80 penalty fare or prosecution</p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p> |  <p>Audio recording</p> <p>Audio recording is in operation in the driver's cab area</p> <p>This scheme is controlled by</p> <input type="text"/> | |

BIN_08D_NRM_UpperCombined_Audio

2.8.1 Upper combined multi-notice - standard

Contents

Artwork reference number
BIN_08A_UpperCombined

Position on bus reference
G

Size
751 x 203mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster

£80 penalty fare or prosecution
If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

Welcome aboard
Buggy users must give priority to wheelchair users

No alcohol
Drinking alcohol or carrying open containers of alcohol is prohibited on this bus

CCTV cameras in operation
Images are being recorded in the interest of safety, security and crime prevention
This scheme is controlled by

Comments, complaints and suggestions
If you have a comment on the service, please contact London Buses:
Website: tfl.gov.uk By phone: 0543 222 1234*
If you are not satisfied with London Buses' response you can contact London TravelWatch:
Website: www.londontravelwatch.org.uk
In writing: London TravelWatch, 169 Union Street, London SE1 0LL
London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.

Assaults
Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault.

Travel information
For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information.

tfl.gov.uk 0543 222 1234* *Service and network charges may apply. See tfl.gov.uk/terms for details.

2.8.2 Upper combined multi-notice/Audio - standard

Contents

Artwork reference number
BIN_08B_UpperCombined_Audio

Position on bus reference
G

Size
751 x 203mm

Colour
Corporate Blue (Pantone 072)
Safety Red (Pantone 485)
Corporate Black (Black 100%)
Safety Blue (Pantone 300)

Note
Not to be used on New Routemaster

The graphic is a rectangular notice divided into several sections:

- £80 penalty fare or prosecution:** A blue box with white text stating "If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey".
- Welcome aboard:** A blue box with a white icon of a person pushing a buggy and text: "Buggy users must give priority to wheelchair users".
- No alcohol:** A red box with a white icon of a bottle with a slash and text: "Drinking alcohol or carrying open containers of alcohol is prohibited on this bus".
- CCTV cameras in operation:** A blue box with a white camera icon, text: "Images are being recorded in the interest of safety, security and crime prevention". Below it, a white box with the text "This scheme is controlled by" and a blank space.
- Audio recording:** A blue box with a white microphone icon, text: "Audio recording is in operation in the driver's cab area". Below it, a white box with the text "This scheme is controlled by" and a blank space.
- Comments, complaints and suggestions:** A large blue box with white text: "If you have a comment on the service, please contact London Buses. Website: tfl.gov.uk By phone: 0543 222 1234*". Below this, text: "If you are not satisfied with London Buses' response you can contact London TravelWatch. Website: www.londontravelwatch.org.uk In writing: London TravelWatch, 169 Union Street, London SE1 0LL. London TravelWatch will only take up cases after London Buses have been given the opportunity to reply." Below this is a white input field labeled "Bus registration:".
- Assaults:** A blue box with white text: "Our staff and passengers have the right to work or travel without fear of attack. We will always press for the strongest penalties against those who assault."
- Travel information:** A blue box with white text: "For journey planning, times and fares on all transport in London, please call Transport for London 24 hour Travel Information." Below this are icons for tfl.gov.uk and a 24-hour travel information phone number: 0543 222 1234*.

2.8.3 Upper combined multi-notice - NRM

Artwork reference number

BIN_08C_NRM_UpperCombined

Position on bus reference

H

Size

513 x 129mm

Colour

Corporate Blue (Pantone 072)

Safety Red (Pantone 485)

Corporate Black (Black 100%)

Note

For New Routemaster only



2.8.4 Upper combined multi-notice/Audio - NRM

Artwork reference number

BIN_08D_NRM_UpperCombined_Audio

Position on bus reference

H

Size

513 x 129mm

Colour

Corporate Blue (Pantone 072)

Safety Red (Pantone 485)

Corporate Black (Black 100%)

Note

For New Routemaster only



2.9 Capacity

Artwork reference number

BIN_09_Capacity

Position on bus reference

F

Size

250 x 90mm

Colour

Corporate Blue (Pantone 072)

Note

Numbers to be inserted using Johnston 100.

Font: Johnston 100 Regular

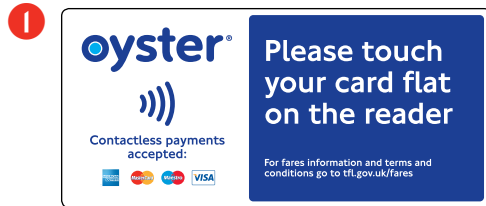
Point size: 59pt

Colour: White

This notice should be obtained from the TfL label supplier. Please contact TfL Design (corporatedesign@tfl.gov.uk) for further details



2.10 Contactless payments



BIN_I0A_ContactlessPayments



BIN_I0C_ContactlessPayments_Audio



BIN_I0B_ContactlessPayments_InductionLoop



BIN_I0D_ContactlessPayments_InductionLoop_Audio

2.10.1 Contactless payments - standard

Contents

Artwork reference number

BIN_10A_ContactlessPayments

Position on bus reference

B

Size

200 x 92mm

Colour

Corporate Blue (Pantone 072)

CMYK process

Note

On some buses this notice may need to be positioned below the card reader (never place above the reader)



2.10.2 Contactless payments/Induction loop

Artwork reference number

BIN_10B_ContactlessPayments_
InductionLoop

Position on bus reference

B

Size

200 x 92mm

Colour

Corporate Blue (Pantone 072)
CMYK process



Note

These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the reader)

2.10.3 Contactless payments/Audio

Contents

Artwork reference number

BIN_10C_ContactlessPayments_Audio

Position on bus reference

B

Size

405 x 92mm

Colour

Corporate Blue (Pantone 072)

CMYK process

Note

These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the reader)



2.10.4 Contactless payments/Induction loop/Audio

Contents

Artwork reference number

BIN_10D_ContactlessPayments_
InductionLoop_Audio

Position on bus reference

B

Size

405 x 153mm

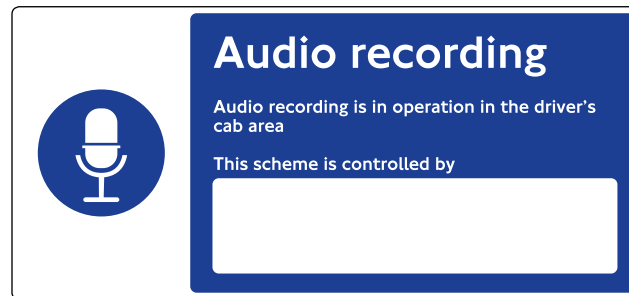
Colour

Corporate Blue (Pantone 072)
CMYK process

Note

These are three separate notices applied to a single backing sheet to ensure consistent spacing between the three vinyls when applied to the bus.

On some buses this notice may need to be positioned below the card reader (never place above the reader)



2.10.5 Audio recording

Artwork reference number

BIN_06_AudioRecording

Position on bus reference

A

Size

200 x 92mm

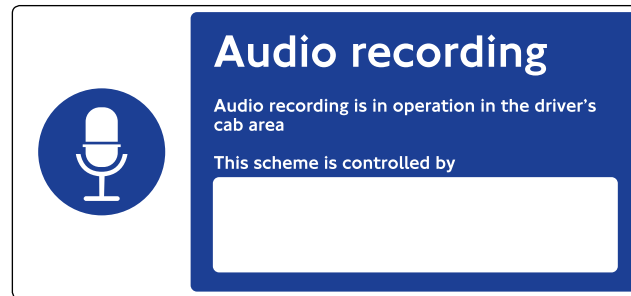
Colour

Corporate Blue (Pantone 072)

Note

This notice is only to be used when it is not possible to use the combined Contactless payments/Audio notice or the combined Contactless payments/Induction loop/Audio notice.

On some buses this notice may need to be positioned below the card reader (never place above the reader)



2.11 Contactless/Bus saver



BIN_11A_Contactless_BusSaver



BIN_11B_Contactless_BusSaver_USBChargingAvailable

2.11.1 Contactless/Bus saver

Contents

Artwork reference number

BIN_11A_Contactless_BusSaver

Position on bus reference

N

Size

112 x 407mm

Colour

Corporate Blue (Pantone 072)

CMYK process

Note

For New Routemaster and Citaro buses only



2.11.2 Contactless/Bus saver/USB charging available

Artwork reference number

BIN_11B_Contactless_BusSaver_USBChargingAvailable

Position on bus reference

N

Size

112 x 590mm

Colour

Corporate Blue (Pantone 072)

CMYK process

Note

For New Routemaster and Citaro buses only



2.12 Registration number/Fleet number

Artwork reference number

BIN_12_Reg_FleetNumber

Position on bus reference

○

Size

200 x 70mm

Colour

Corporate Blue (Pantone 072)

Note

Details of the registration number and fleet number are to be obtained from the TfL label supplier. Please contact TfL Design (corporatedesign@tfl.gov.uk) for further details



2.13 Stand clear of inward opening door - NRM

Contents

Artwork reference number

BIN_13_StandClearOfOpeningDoor

Position on bus reference

P

Size

352 x 102mm

Colour

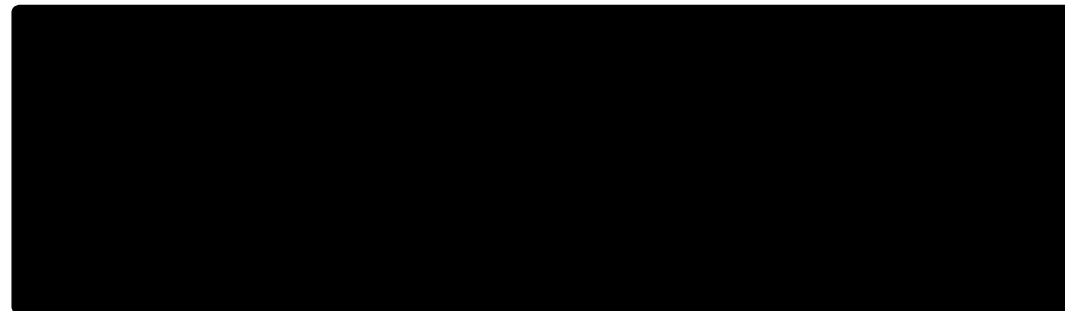
Safety Yellow (Pantone 116)

Black 100%

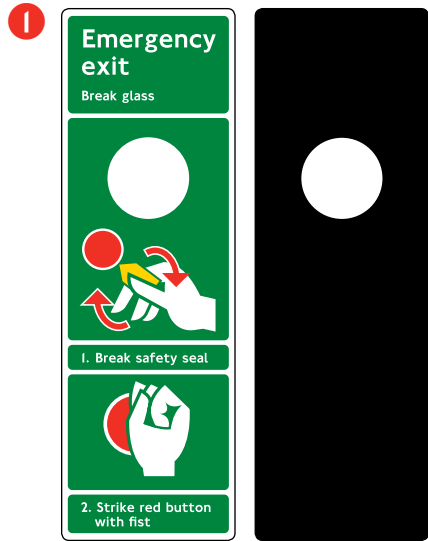
Note

This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only



2.13 Emergency notices (internal) - NRM



BIN_41A_EmergencyExit_
BreakGlass_SafetySeal



BIN_41B_EmergencyExit



BIN_41C_EmergencyDoorRelease_
PushHere_PullHere



BIN_41D_
EmergencyDoorRelease_
EmergencyDoorControl_LF



BIN_41E_
EmergencyDoorRelease_
EmergencyDoorControl_RF

2.13.1 Emergency exit - break glass/Safety seal - NRM

Artwork reference number

BIN_41A_EmergencyExit_BreakGlass_SafetySeal

Position on bus reference

Q

Size

75 x 232mm

Colour

Safety Yellow (Pantone 116)

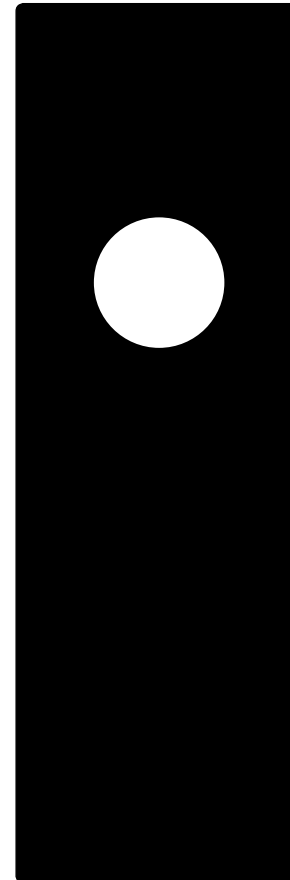
Safety Red (Pantone 485)

Safety Green (Pantone 356)

Note

This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only



2.13.2 Emergency exit - NRM

Contents

Artwork reference number

BIN_41B_EmergencyExit

Position on bus reference

R

Size

182 x 30mm

Colour

Safety Green (Pantone 356)

Note

This is a double-sided notice with black on the reverse side.

For New Routemaster only



2.13.3 Emergency door release - push/pull here - NRM

Artwork reference number

BIN_41C_EmergencyDoorRelease_Push-Here_PullHere

Position on bus reference

S

Size

80 x 64mm

Colour

Safety Green (Pantone 356)

Note

This is a double-sided notice with black on the reverse side.

For New Routemaster only



2.13.4 Emergency door release/Emergency door control (left-facing - NRM)

Contents

Artwork reference number

BIN_41D_EmergencyDoorRelease_
EmergencyDoorControl_LF

Position on bus reference

T

Size

142 x 64mm

Colour

Safety Green (Pantone 356)

Note

This is a double-sided notice with black on the reverse side.

For New Routemaster only



2.13.5 Emergency door release/Emergency door control (right-facing - NRM)

Contents

Artwork reference number

BIN_41E_EmergencyDoorRelease_
EmergencyDoorControl_RF

Position on bus reference

U

Size

142 x 64mm

Colour

Safety Green (Pantone 356)

Note

This is a double-sided notice with black on the reverse side.

For New Routemaster only



2.14 Beware of opening door floor vinyl - NRM

Contents

Artwork reference number

BIN_51_BewareOfOpeningDoor_FloorVinyl

Position on bus reference

To appear on the floor in the area by the curved door at the rear of the bus

Size

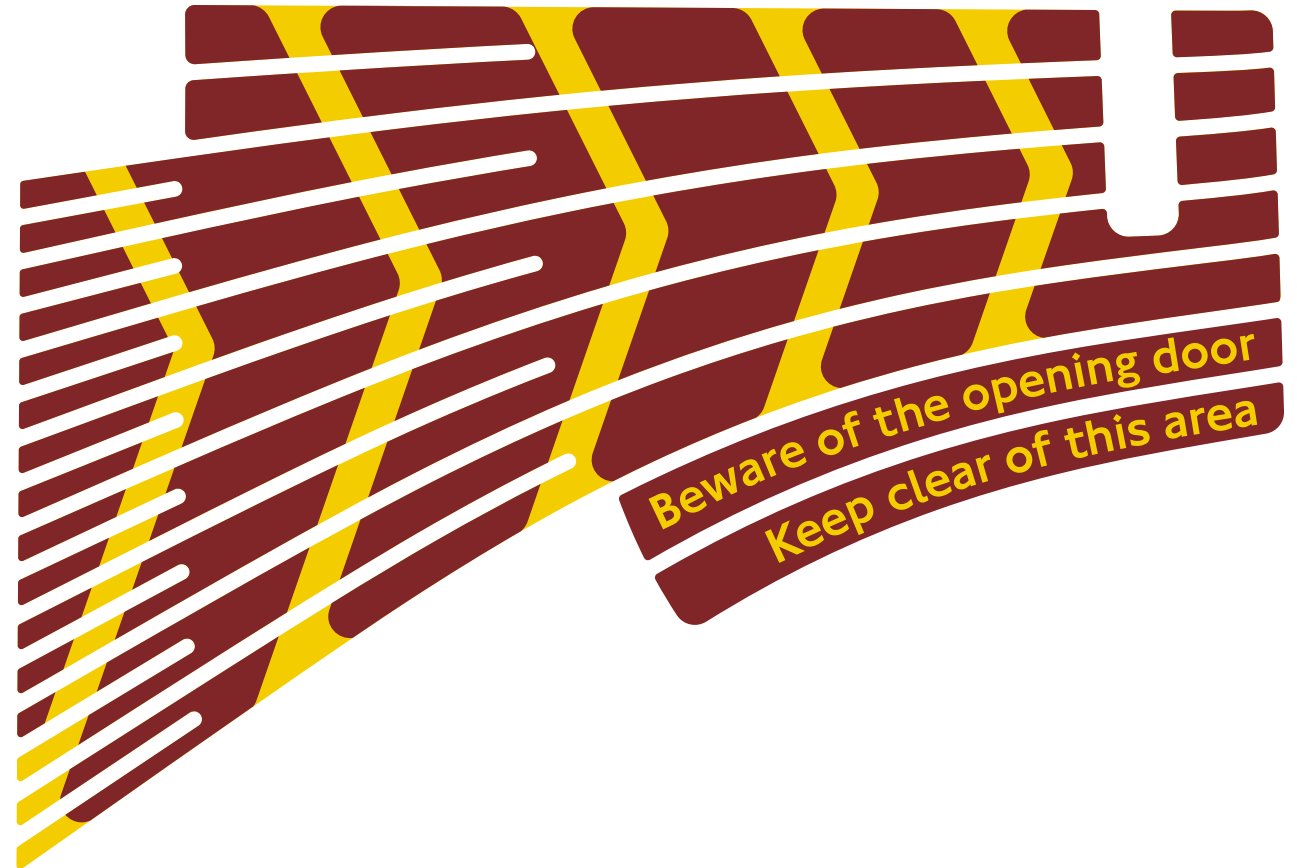
885 x 605mm (approx)

Colour

CMYK

Note

For New Routemaster only

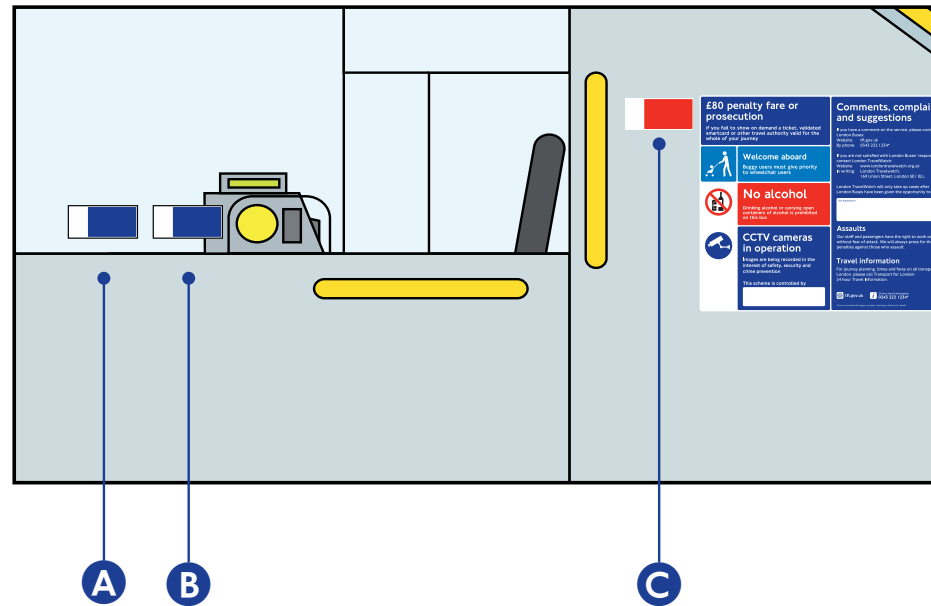


3 Position of interior vinyls

This section of the document gives guidance on the positioning of all graphics on the interior of a bus.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.

3.1 Position of interior vinyls



A Audio recording

(BIN_06_AudioRecording)

Placed on driver's assault screen 10mm to the left of the contactless payments vinyl. Bottom of both vinyls are to be aligned.

B Contactless payments

(BIN_10A_ContactlessPayments)

Placed on driver's assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Bottom of both vinyls are to be aligned

Contactless payments/Induction loop

(BIN_10B_ContactlessPayments_

InductionLoop)

Placed on driver's assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader. Bottom of both vinyls are to be aligned.

Contactless payments/Audio

(BIN_10C_ContactlessPayments_Audio)

Placed on driver's assault screen to the left of the card reader.

Contactless payments/Induction loop/ Audio

(BIN_10D_ContactlessPayments_

InductionLoop_Audio)

Placed on driver's assault screen to the left of the card reader.

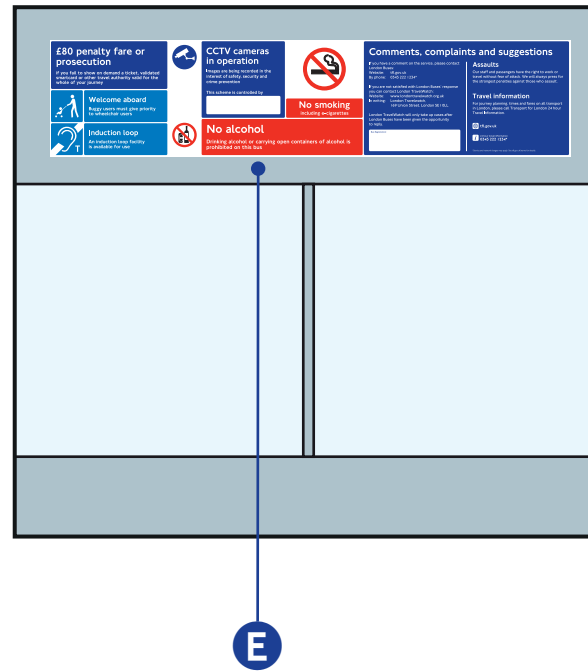
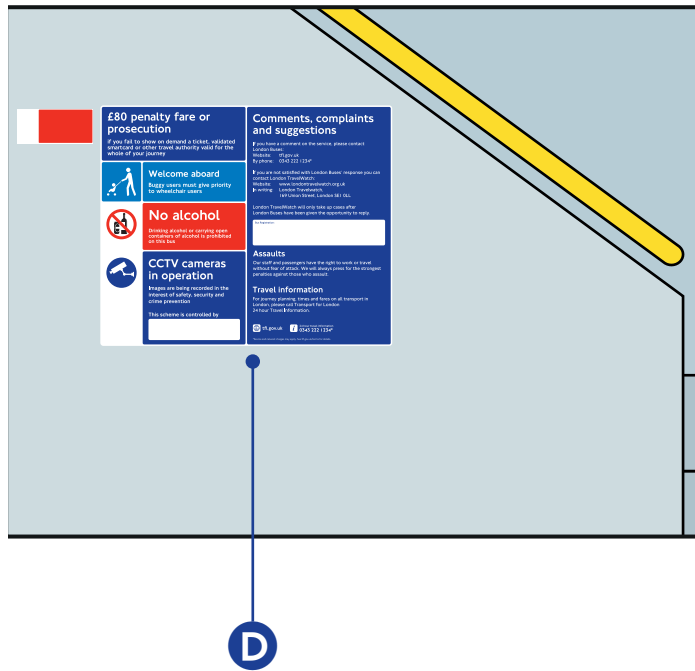
C Do not stand beyond this point

(BIN_03_

PassengersStandBeyondThisPoint)

Placed on the bulkhead in a clear area behind the driver's seat.

3.2 Position of interior vinyls continued



interest of safety, security and crime prevention

This scheme is controlled by

In writing: London TravelWatch, 6 Middle Street, London EC1A 7JA

London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.

Bus Registration: **AB12XYZ**

D Lower combined multi-notice - Standard
 (BIN_07A_LowerCombined)
 Placed on the bulkhead in a clear area behind the driver's seat 10mm from the Do not stand beyond this point notice.

This is the preferred option to be used on the lower deck of a bus.

E Lower combined multi-notice - NRM
 (BIN_07B_NRM_LowerCombined)
 Placed in coving above window in wheelchair bay area.

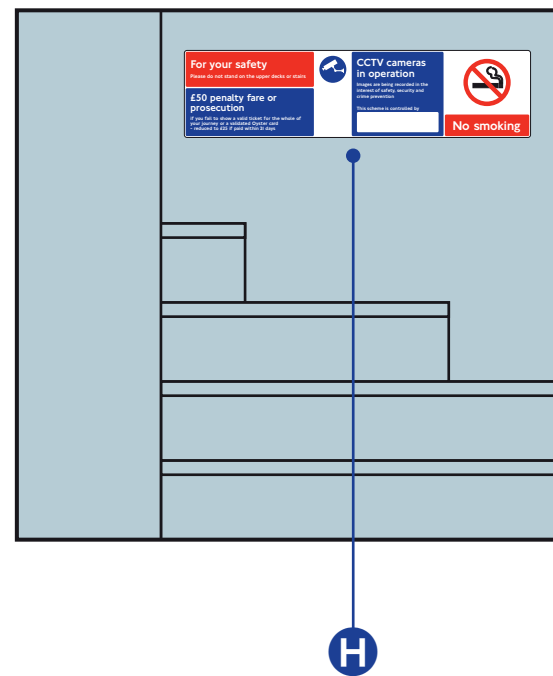
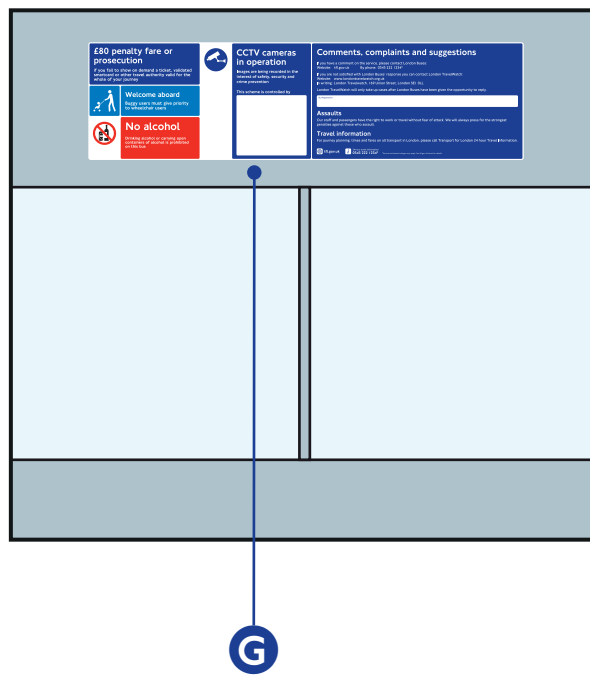
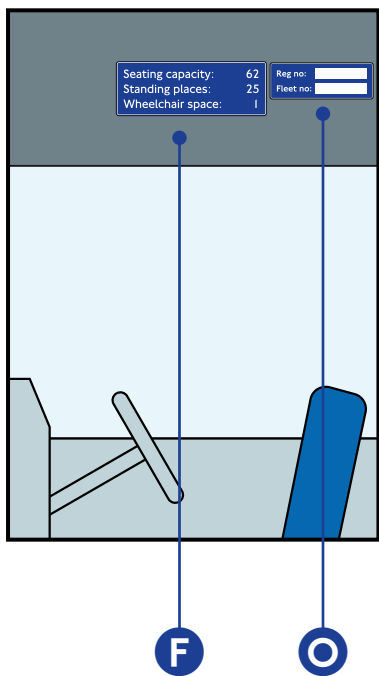
When option D is not possible then this version should be used on the lower deck of a bus.

Note
 Each combined multi-notice should have the vehicle registration number included as shown.

The CCTV message should also display the operator name and contact telephone number.

All text is printed on a Dymo label printer. Font type and size details are available from the TfL label supplier.

3.3 Position of interior vinyls continued



F Capacity
(BIN_09_Capacity)
Placed centred 20mm above driver's side window.

G Upper combined multi-notice - Standard
(BIN_08A_UpperCombined)
Placed in coving directly opposite the top of stairs.

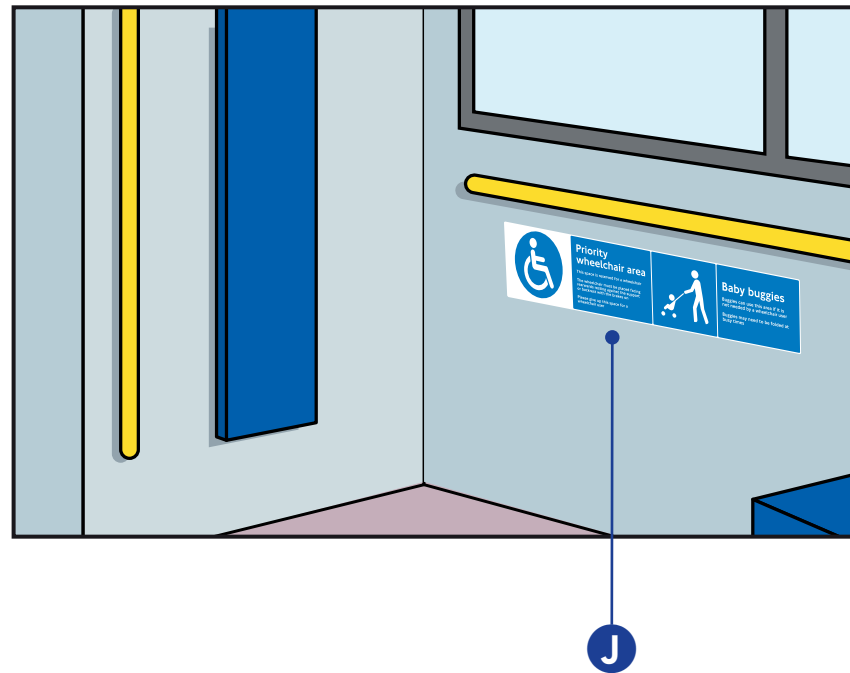
Upper combined multi-notice - Audio - Standard
(BIN_08B_UpperCombined_Audio)
Placed in coving directly opposite the top of stairs.

H Upper combined multi-notice - NRM
(BIN_08C_NRM_UpperCombined)
Placed centred on panel at top of stairwells.

Upper combined multi-notice - Audio - NRM
(BIN_08D_NRM_UpperCombined_Audio)
Placed centred on panel at top of stairwells.

O Registration number/Fleet number
(BIN_12_Reg_FleetNumber)
Placed 5mm to right of Capacity notice. Top of notice aligns with top of Capacity notice.

3.4 Position of interior vinyls continued



Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed under the window in the wheelchair area.

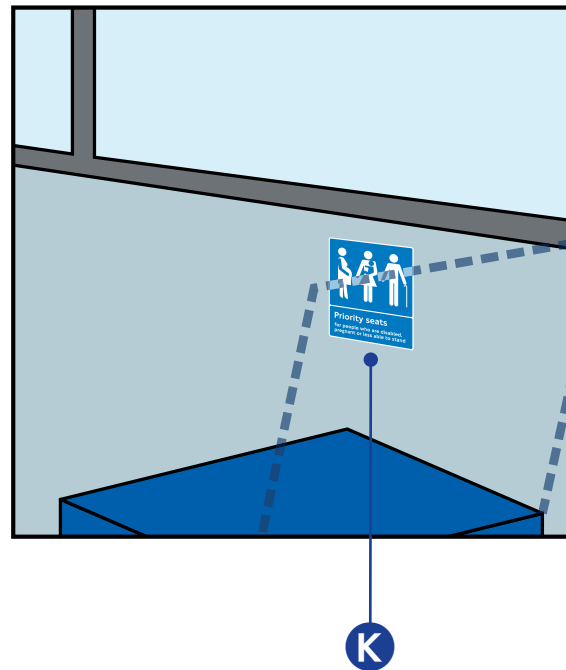
J Priority wheelchair and baby buggy (right-facing)
(BIN_01A_RF_
PriorityWheelchairAndBabyBuggy)

Priority wheelchair and baby buggy (left-facing)
(BIN_01B_LF_
PriorityWheelchairAndBabyBuggy)

Priority wheelchair and baby buggy/ Induction loop (right-facing)
BIN_01C_RF_
PriorityWheelchairAndBabyBuggy- InductionLoop)

Priority wheelchair and baby buggy/ Induction loop (left-facing)
(BIN_01D_LF_
PriorityWheelchairAndBabyBuggy- InductionLoop)

3.5 Position of interior vinyls continued



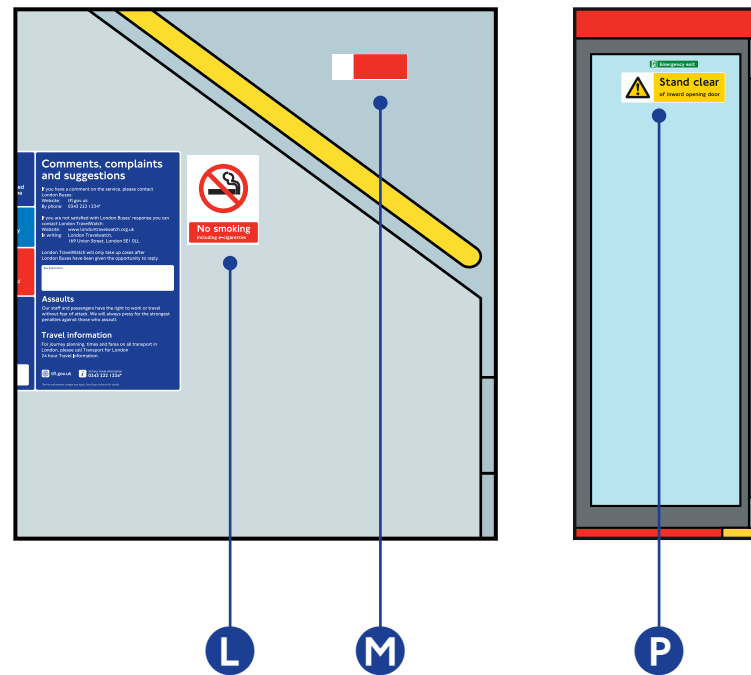
Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed alongside the first four individual, forward-facing, seats (only two notices per bus).

K Priority seat - standard
(BIN_02A_PrioritySeat_170x220_Reg107)

Priority seat/Induction loop
(BIN_02B_PrioritySeat-InductionLoop)

3.6 Position of interior vinyls continued



L No smoking
(BIN_05_NoSmoking)
One notice to be displayed on each deck.
Placed on the bulkhead behind the driver's seat 10mm from the lower combined notice.

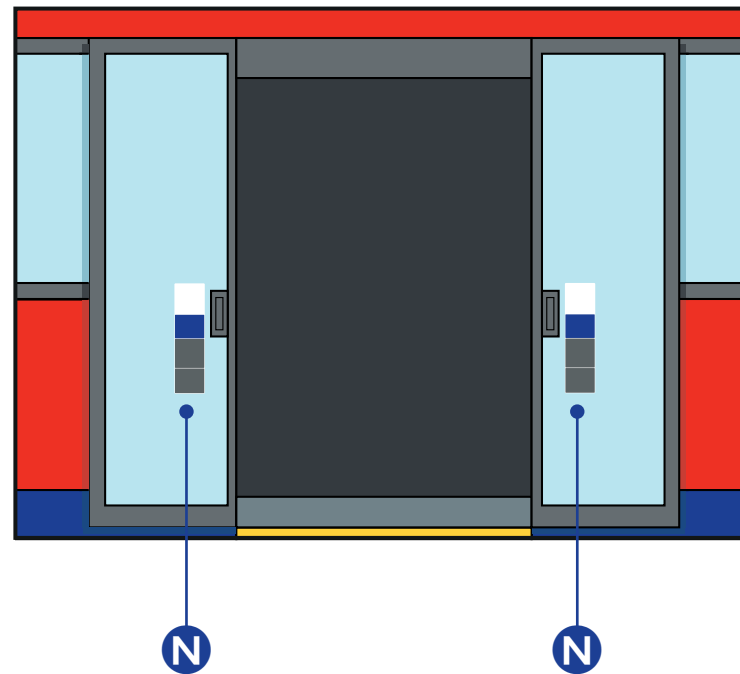
M For your safety
(BIN_04_ForYourSafety)
Placed in stairwell so that it can be seen by passengers as they start to climb the stairs.

P Stand clear of inward opening door
(To be used on NRM's only)
(BIN_13_StandClearOfOpeningDoor)
Centred 10mm below Emergency exit

Note

This notice faces inwards. The back of the notice is black and is applied to the glass. It is the black side of the notice that is seen from outside of the bus.

3.7 Position of interior vinyls continued



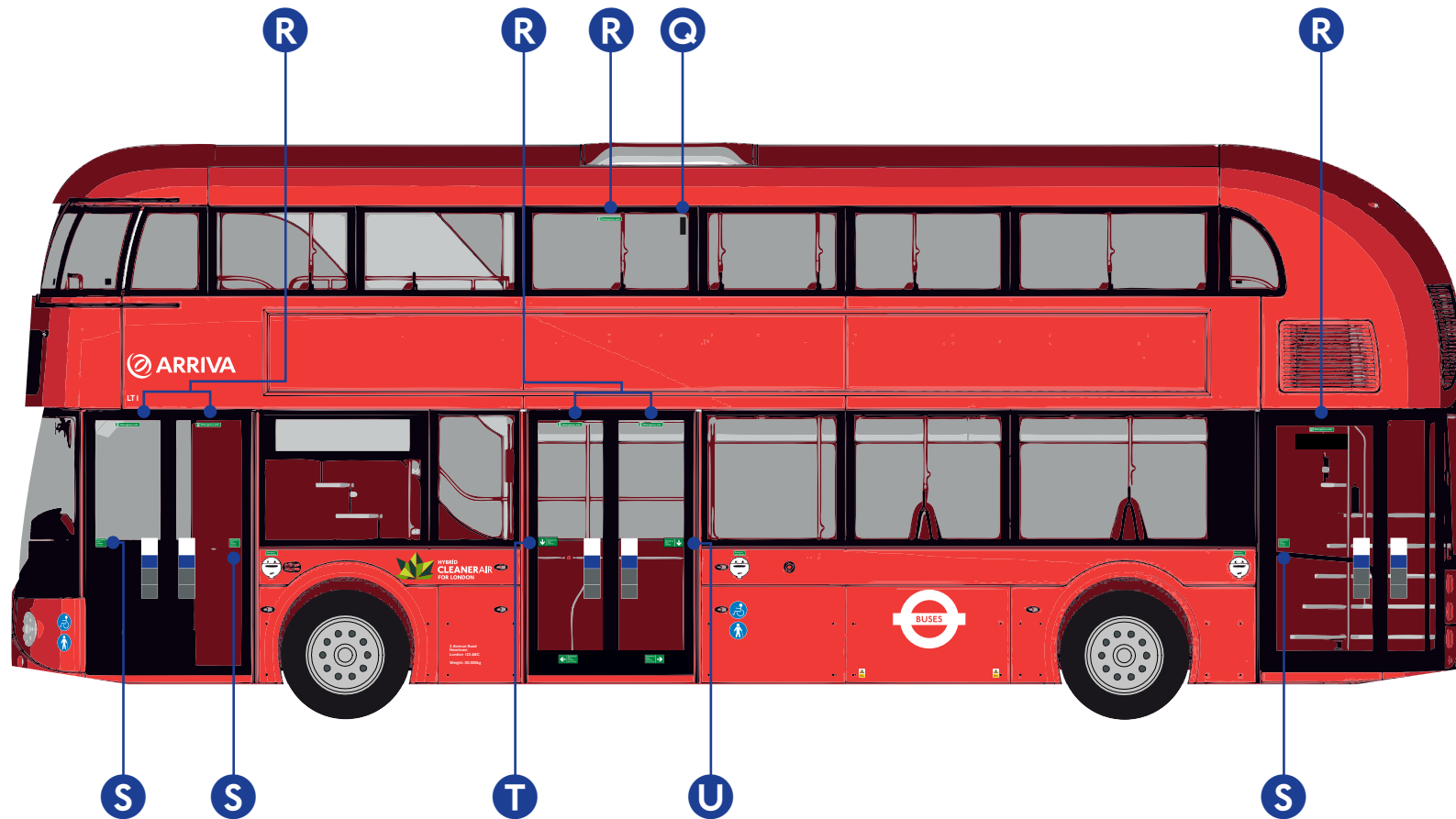
N Contactless/Bus saver
(To be used on NRMs and Citaros only)
(BIN_11A_Contactless_BusSaver)
Placed close to the inside edge of each bus door. Top of sign aligned with bottom of passenger windows.
(Vertically aligned on NRM with edge of black glass rendering - both sides).

Contactless/Bus saver/USB charging available
(To be used on NRMs and Citaros only where USB charging is available)
(BIN_11B_Contactless_BusSaver_USB-ChargingAvailable)
Placed close to the inside edge of each bus door. Top of sign aligned with bottom of passenger windows.
(Vertically aligned on NRM with edge of black glass rendering - both sides).

USB charging available
(To be used on all other buses where USB charging is available)
(BIN_14_USB-ChargingAvailable)
Placed close to the inside edge of each bus door. Top of notice aligned with bottom of passenger windows.

3.8 Position of interior vinyls continued (emergency notices - NRM doorside elevation)

Contents



The following highlighted vinyls are applied to the inside of the window.

Q Emergency exit - Break glass
(Upper deck passenger window above centre doors)
(BIN_41A_EmergencyExit_BreakGlass_SafetySeal)
Aligned to fit over red button.

R Emergency exit
(Front, middle and rear)
(BIN_41B_EmergencyExit_DS)
Vertically aligned - Centred on doors (both sides).
Horizontally aligned - Top of sign 60mm from top of door.

continued on next page...

3.8.1 Position of interior vinyls continued (emergency notices - NRM doorside elevation continued)

**S Emergency door release push/pull here
(Front and rear doors)**

(BIN_41C_EmergencyDoorRelease_
PushHere_PullHere)

Vertically aligned - With edge of outer
black glass rendering (all sides).

Horizontally aligned - Top of sign aligned
with bottom of lower deck passenger
window.

**T Emergency door control/Emergency
door release (Left side)**

(BIN_41D_EmergencyDoorControl_
EmergencyDoorRelease_PushAndSlide_
DS_LF)

Vertically aligned - With edge of black
glass rendering.

Horizontally aligned - Top of sign aligned
with bottom of lower deck passenger
window.

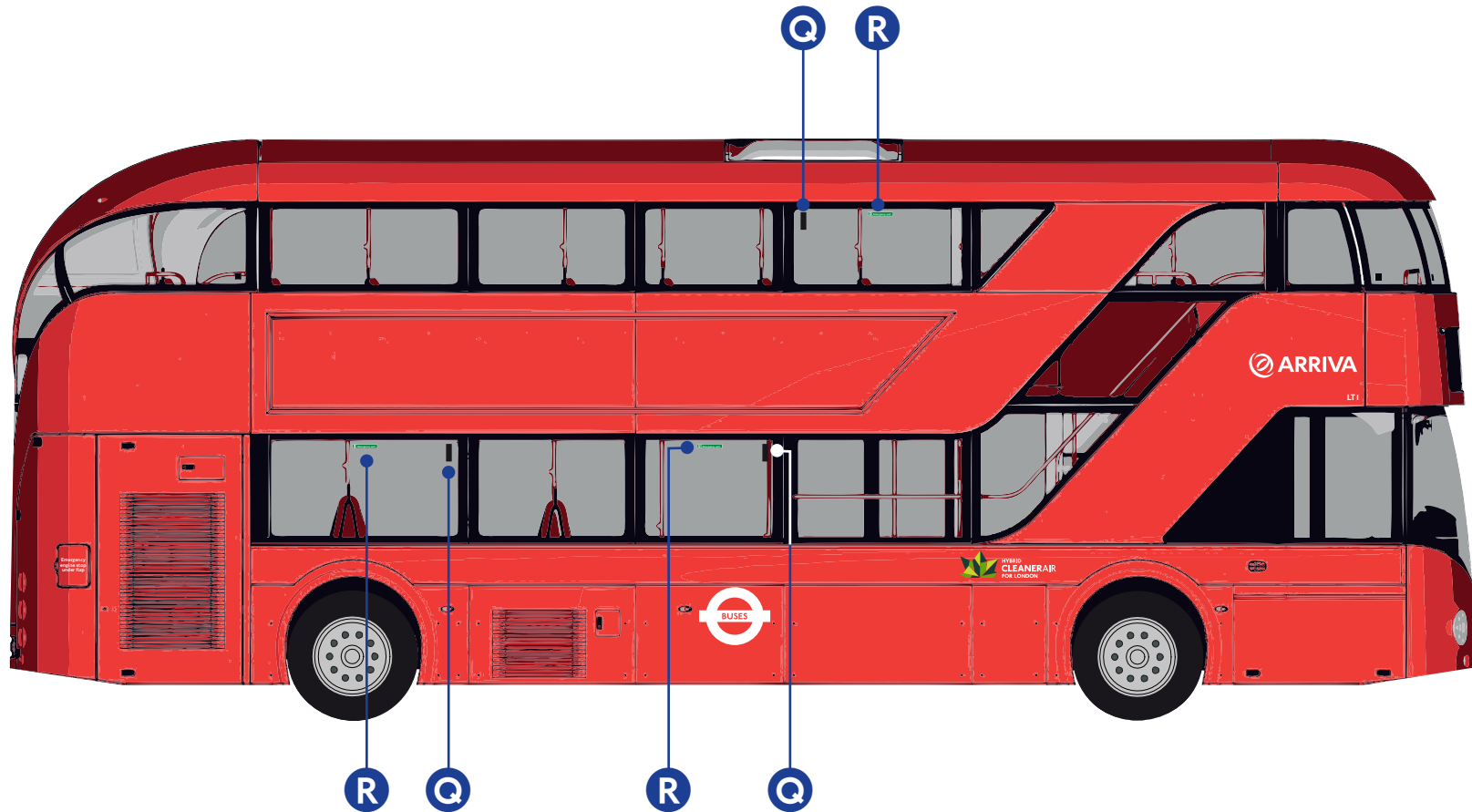
**U Emergency door control/Emergency
door release (Right side)**

(BIN_41E_EmergencyDoorControl_
EmergencyDoorRelease_PushAndSlide_
RF)

Vertically aligned - With edge of black
glass rendering.

Horizontally aligned - Top of sign aligned
with bottom of lower deck passenger
window.

3.9 Position of interior vinyls continued (emergency notices - NRM offside elevation)



The following highlighted vinyls are applied to the inside of the window.

Q Emergency exit - Break glass
(Upper deck passenger window above centre doors)
(BIN_41A_EmergencyExit_BreakGlass_SafetySeal)
Aligned to fit over red button.

R Emergency exit
(Front, middle and rear)
(BIN_41F_EmergencyExit_DS)
Vertically aligned - Centred on doors (both sides).
Horizontally aligned - Top of sign 60mm from top of door.

4 Bus exterior vinyls

[Contents](#)

The following pages illustrate the graphic elements that are to be applied to the bus exterior.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.

4.1 Buses roundel

Artwork reference number

BEX_01_BusRoundel

Position on bus reference

AA

Size

490mm roundel bar width

(standard size - to be used in on all double-deck buses. To also be used on the doorside of single deck buses and in most instances on the offside of a single deck bus)

350mm roundel bar width

(May only be used on the offside of a single-deck bus where space constraints prohibit the use of the 490mm wide roundel. The 490mm wide roundel must always be used on the doorside of a single-deck bus)

Colour

White



4.2 Wheelchair accessibility

Contents

Artwork reference number

BEX_02_WheelchairAccessibility

Position on bus reference

AB

Size

134mm Diam

Colour

Safety Blue (Pantone 300)



4.3 Walking stick accessibility

Contents

Artwork reference number
BEX_03_WalkingStickAccessibility

Position on bus reference
AC

Size
134mm Diam

Colour
Safety Blue (Pantone 300)



4.4 Fleet number

Contents

Artwork reference number

BEX_04_FleetNumber

Position on bus reference

AD

Size

70mm cap height
(298pt)

Colour

White

Note

This is an example only. Each bus has its own unique fleet number.



4.5 Caution - bus pulls in frequently

Contents

Artwork reference number

BEX_05_Caution_BusPullsInFrequently

Position on bus reference

AE

Size

A5

Colour

Safety Yellow (Pantone 116)

Black 100%



4.6 Danger 600 volts - NRM

Contents

Artwork reference number

BEX_06_Danger600Volts

Position on bus reference

AF

Size

45 x 65mm

Colour

Safety Yellow (Pantone 116)

Black 100%

Note

For New Routemaster only



4.7 Cleaner Air for London

Contents

Artwork reference number
BEX_07_CleanerAirForLondon

Position on bus reference
AG

Size
Various

Colour
CMYK process



1 Fuel

BEX_08_F1_Fuel

2 Adblue

BEX_08_F2_Adblue

3 Emergency
engine stop
under flap

BEX_08_F3_EmergencyEngineStop

4 Coolant

BEX_08_F4_Coolant

Note

The supplementary messages on this page are mandatory for the New Routemaster (NRM).

Supplementary messages for all other bus types must be generated using Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for by the manufacturer or bus operator via the TfL website: tfl.gov.uk/corporatedesign

4.8.1 Fuel - NRM

Contents

Artwork reference number

BEX_08_F1_Fuel

Position on bus reference

AH

Size

20mm cap height
(85pt)

Colour

White

Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign



4.8.2 Adblue - NRM

Contents

Artwork reference number

BEX_08_F2_Adblue

Position on bus reference

AJ

Size

20mm cap height
(85pt)

Colour

White

Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign

The image shows the word "Adblue" in a white, bold, sans-serif font. The text is centered within a solid dark red rectangular background.

4.8.3 Emergency engine stop - NRM

Contents

Artwork reference number

BEX_08_F3_EmergencyEngineStop

Position on bus reference

AK

Size

20mm cap height on 10mm cap height leading
(85/85pt)

Colour

White

Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign



4.8.4 Coolant - NRM

Contents

Artwork reference number

BEX_08_F4_Coolant

Position on bus reference

AL

Size

20mm cap height
(85pt)

Colour

White

Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website:
tfl.gov.uk/corporatedesign



Coolant

4.9 Address and weight

Contents

Artwork reference number

BEX_09_AddressAndWeight

Position on bus reference

AM

Size

20mm cap height on 10mm cap height leading
(85/85pt)

Colour

White

Note

This is an example only.

Operator name, address and bus weight text is generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case).

The Johnston 100 font is to be applied for via the TfL website:

tfl.gov.uk/corporatedesign

Operator Name
2 Avenue Road
Newtown
London 123 ABC

Weight: 00,000kg

4.10 Operator logos

Artwork reference number

BEX_10_OperatorLogos

Position on bus reference

AN

Size

Logos to be scaled to give parity with the roundel. Operator logo must not dominate the roundel. Agreed size of each operator logo will be determined by TfL.

Colour

White

Note

These are examples only.

All bus operator logos must be displayed in white only



4.11 Bus roof identification number

Contents

Artwork reference number

BEX_11_BusRoofNumber

Position on bus reference

AO

Size

350mm cap height
(1490/1490pt)

Colour

Black 100%

Note

This is an example only

AAA

0000

4.12 Emergency notices (external) - NRM



BEX_41A_EmergencyDoorRelease



BEX_41B_EmergencyDoorRelease_PullAndSlide_LF



BEX_41C_EmergencyDoorRelease_PullAndSlide_RF

4.12.1 Emergency door release - NRM

[Contents](#)

Artwork reference number

BEX_41A_EmergencyDoorRelease

Position on bus reference

AP

Size

148 x 36mm

Colour

Safety Green (Pantone 356)

Note

For New Routemaster only



4.12.2 Emergency door release pull and slide (left-facing - NRM)

Contents

Artwork reference number

BEX_41B_EmergencyDoorRelease_
PullAndSlide_LF

Position on bus reference

AQ

Size

142 x 64mm

Colour

Safety Green (Pantone 356)

Note

For New Routemaster only



4.12.3 Emergency door release pull and slide (right-facing - NRM)

Artwork reference number

BEX_41C_EmergencyDoorRelease_
PullAndSlide_RF

Position on bus reference

AR

Size

142 x 64mm

Colour

Safety Green (Pantone 356)

Note

For New Routemaster only



4.13 USB charging on board this bus

Contents

Artwork reference number

BEX_51_USB-OnBoardThisBus

Position on bus reference

AS

Size

250mm diameter

Colour

Corporate Blue (Pantone 072)

Note

To be applied on buses that have USB charging capability



5 Position of exterior vinyls

[Contents](#)

This section of the document gives guidance on the positioning of all graphics on the exterior of a bus.

5.1 New Routemaster (doorside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred on rear centre window panel.

Horizontally aligned - Top of roundel

1mm below top of panel (before panel bends).

AB Wheelchair accessibility (front)

(BEX_02_WheelchairAccessibility)

Vertically aligned - 110mm from edge of headlight (between headlight and front door frame).

Horizontally aligned - Bottom of sign
10mm above centre line of headlight.

Wheelchair accessibility (centre)

Vertically aligned - Centred in line with emergency access panel above.

Horizontally aligned - Centred in line with side indicator light.

continued on next page...

5.1.1 New Routemaster (doorside elevation) continued

AC Walking stick accessibility (front)

(BEX_03_WalkingStickAccessibility)

Vertically aligned - Centred beneath wheelchair notice.

Horizontally aligned - Top of sign 20mm below wheelchair notice.

Walking stick accessibility (centre)

Centred beneath wheelchair notice.

Horizontally aligned - Top of sign 20mm below wheelchair notice.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side 40mm (approx) from panel edge.

Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AF 600 volts

(BEX_06_Danger600Volts)

Vertically aligned - 55mm from panel edge (both sides).

Horizontally aligned - 80mm from panel bottom (both sides).

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Between front wheel arch and side indicator light.

Horizontally aligned - Centred on panel beneath lower deck passenger window.

AM Operator address and bus weight

(BEX_10_AddressAndWeight)

Vertically aligned - 100mm (approx) from panel edge.

Horizontally aligned - Base line of last line of text 100mm (approx) above bus bottom.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred on panel.

Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

AP Emergency door release

(Bus body - front centre and rear)

(BEX_41A_EmergencyDoorRelease)

Vertically aligned - Centred above Emergency door release cap.

Horizontally aligned - Centred between bottom of window and Emergency door release cap.

AQ Emergency door release - pull and slide LF (Middle door - left side)

(BEX_41B_EmergencyDoorRelease_PullAndSlide_LF)

Vertically aligned - Centred below door release slots (both sides).

Horizontally aligned - Centred between door release slot and bottom of door (both sides).

AR Emergency door release - pull and slide RF (Middle door - right side)

(BEX_41C_EmergencyDoorRelease_PullAndSlide_RF)

Vertically aligned - Centred below door release slots (both sides).

Horizontally aligned - Centred between door release slot and bottom of door (both sides).

Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.2 New Routemaster (offside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - 90mm from centre panel right edge.

Horizontally aligned - Top of roundel

1 mm below top of panel (before panel bends).

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side 30mm from drain hole. Horizontally aligned - Base line of text 30mm above front door frame.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Centred on first full panel to left of front wheel.

Horizontally aligned - Centred on panel beneath lower deck passenger window.

continued on next page...

5.2.1 New Routemaster (offside elevation) continued

AH Fuel

(Not shown - on underside of flap)

(BEX_08_F1_Fuel)

Vertically aligned - Centred above fuel hole.

Horizontally aligned - 20mm above fuel hole area.

AJ Adblue

(Not shown - on underside of flap)

(BEX_08_F2_Adblue)

Vertically aligned - Centred on Adblue panel.

Horizontally aligned - Base line of text 40mm from top of panel.

AK Emergency engine stop

(BEX_08_F3_EmergencyEngineStop)

Vertically aligned - Centred on emergency engine stop panel.

Horizontally aligned - Centred on emergency engine stop panel.

AL Coolant

(BEX_08_F4_Coolant)

Vertically aligned - Centred on coolant panel.

Horizontally aligned - Centred on coolant panel.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Right hand side aligned with fleet number.

Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.3 New Routemaster (front and back elevations)

Contents

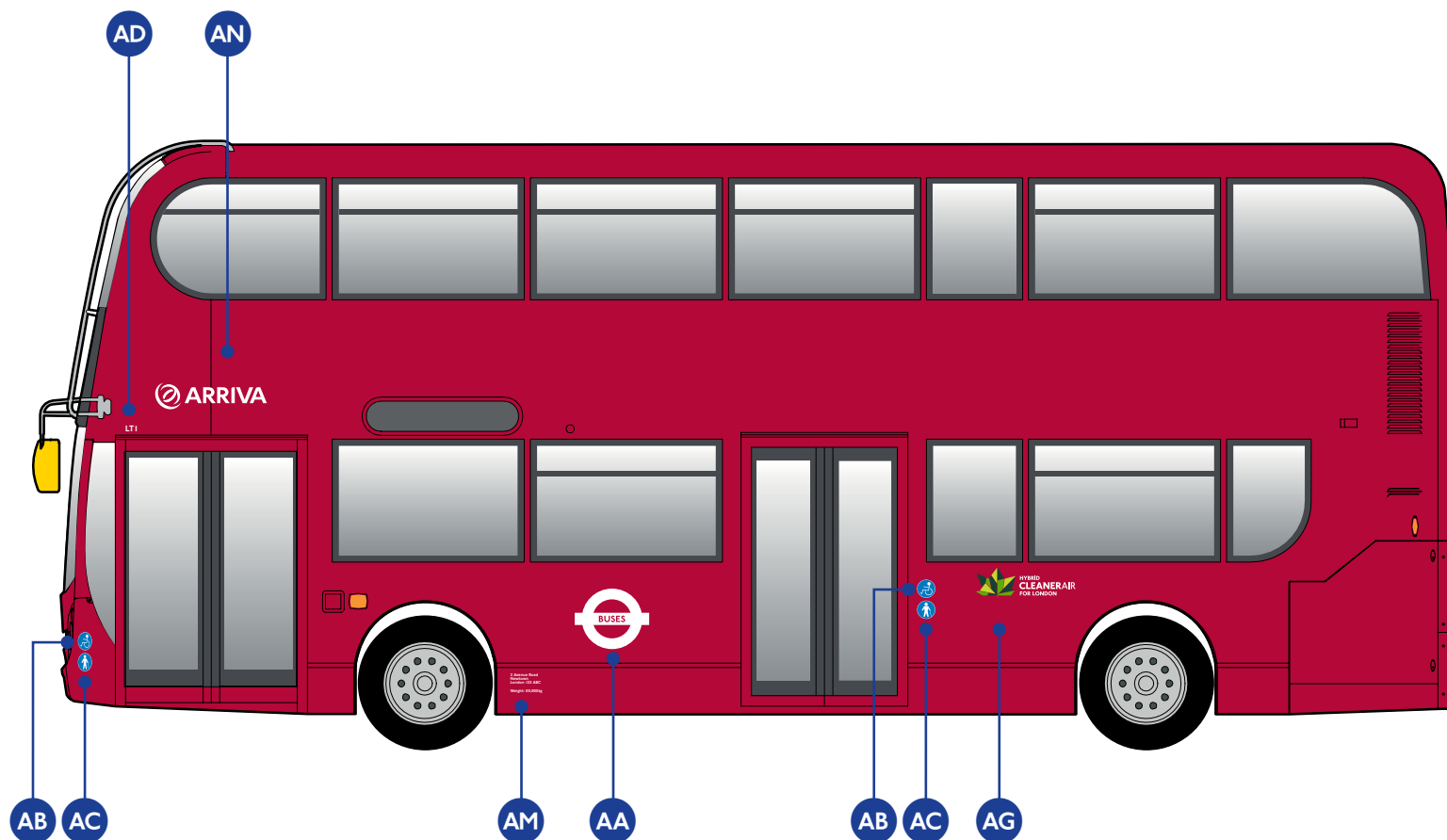


AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - 20mm from indicator lights.
Horizontally aligned - Top of vinyl 20mm from top of panel.

Note
No operator branding are to appear on the front or back of the bus.

5.4 Generic double-deck bus (doorside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between centre door and front wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility (front)

(BEX_02_WheelchairAccessibility)

Vertically aligned - Placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)

Vertically aligned - Centred 10mm away from wheelchair access button.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.

continued on next page...

5.4.1 Generic double-deck bus (doorside elevation) continued

AC Walking stick accessibility (front)

(BEX_03_WalkingStickAccessibility)

Vertically aligned - Centred beneath wheelchair vinyl.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)

Centred beneath wheelchair notice.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side aligned with left edge of door below.

Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - In front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).

Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator address and bus weight

(BEX_10_AddressAndWeight)

Vertically aligned - 100mm (approx) from panel edge.

Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above front door.

Horizontally aligned - Bottom of logo 70mm (approx) above fleet number cap height.

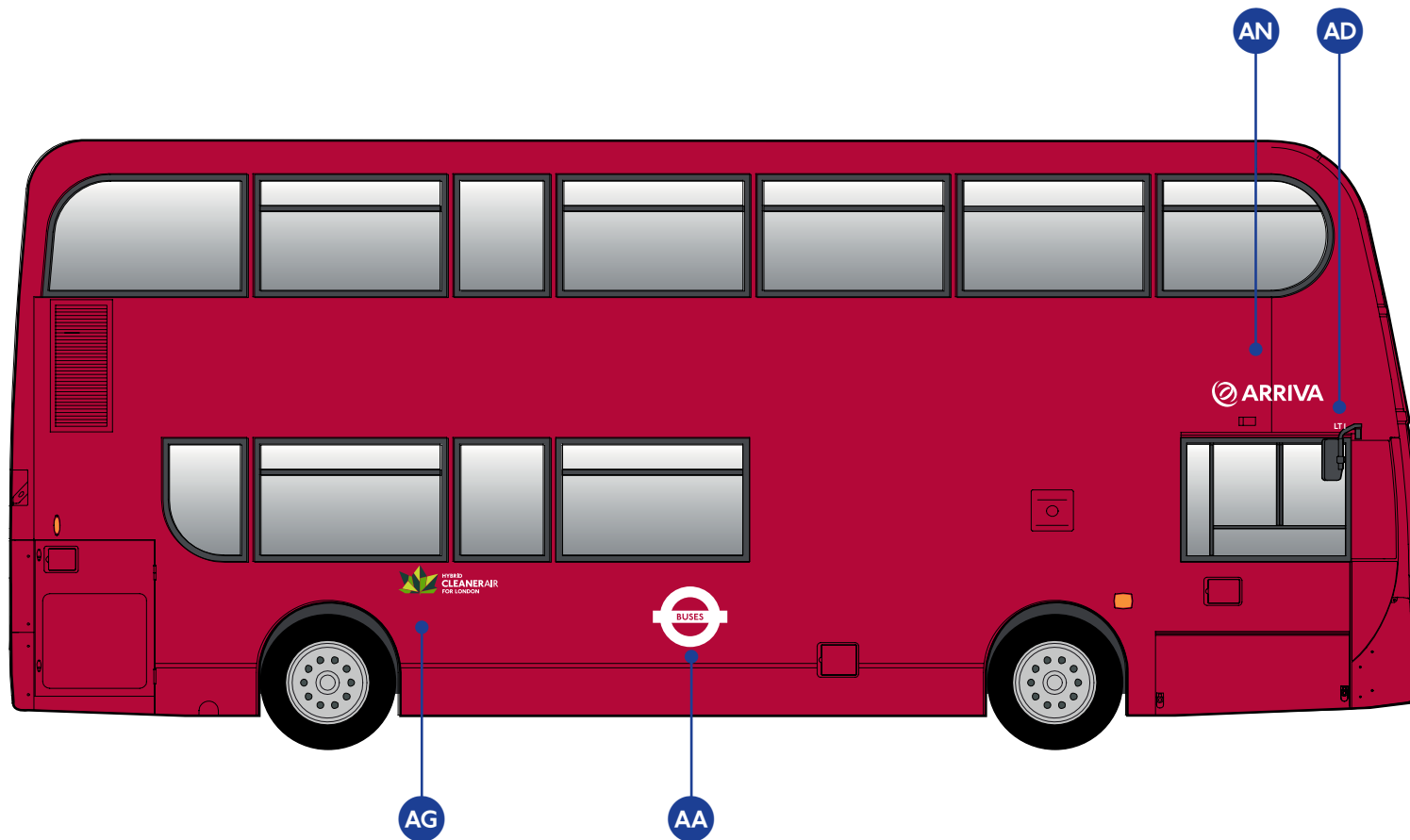
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.5 Generic double-deck bus (offside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between rear wheel arch and front wheel arch.

Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Right side aligned with window edge below.

Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...

5.5.1 Generic double-deck bus (doorside elevation) continued

Contents

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above driver's window.

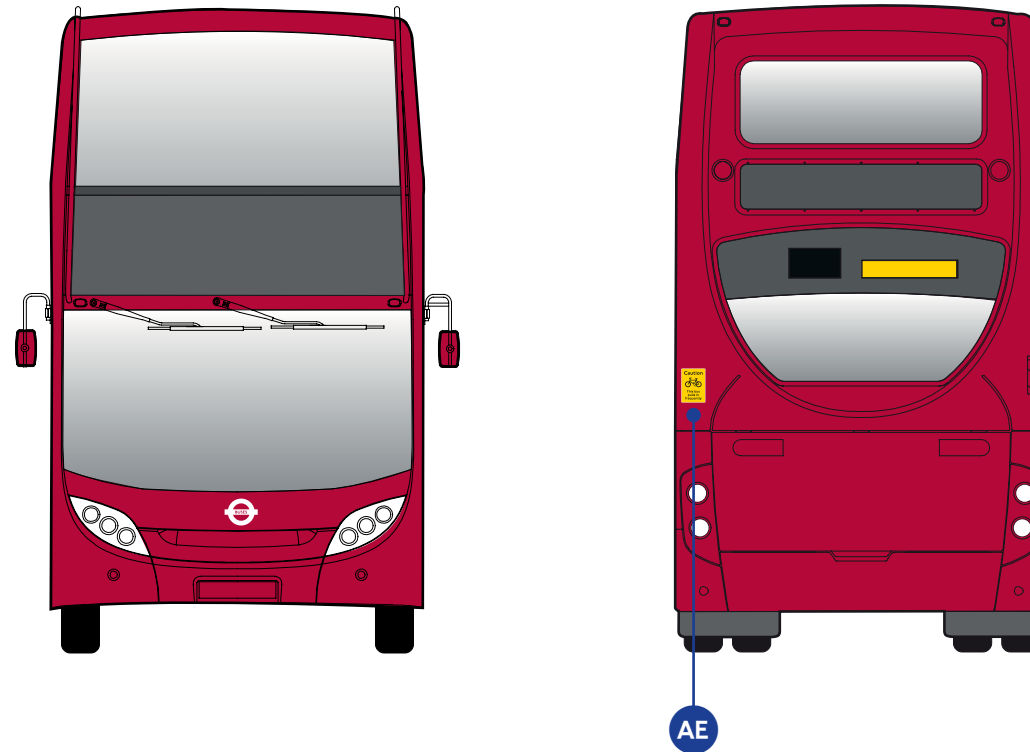
Horizontally aligned - Bottom of logo
70mm above fleet number cap height.

Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.6 Generic double-deck bus (front and back elevations)

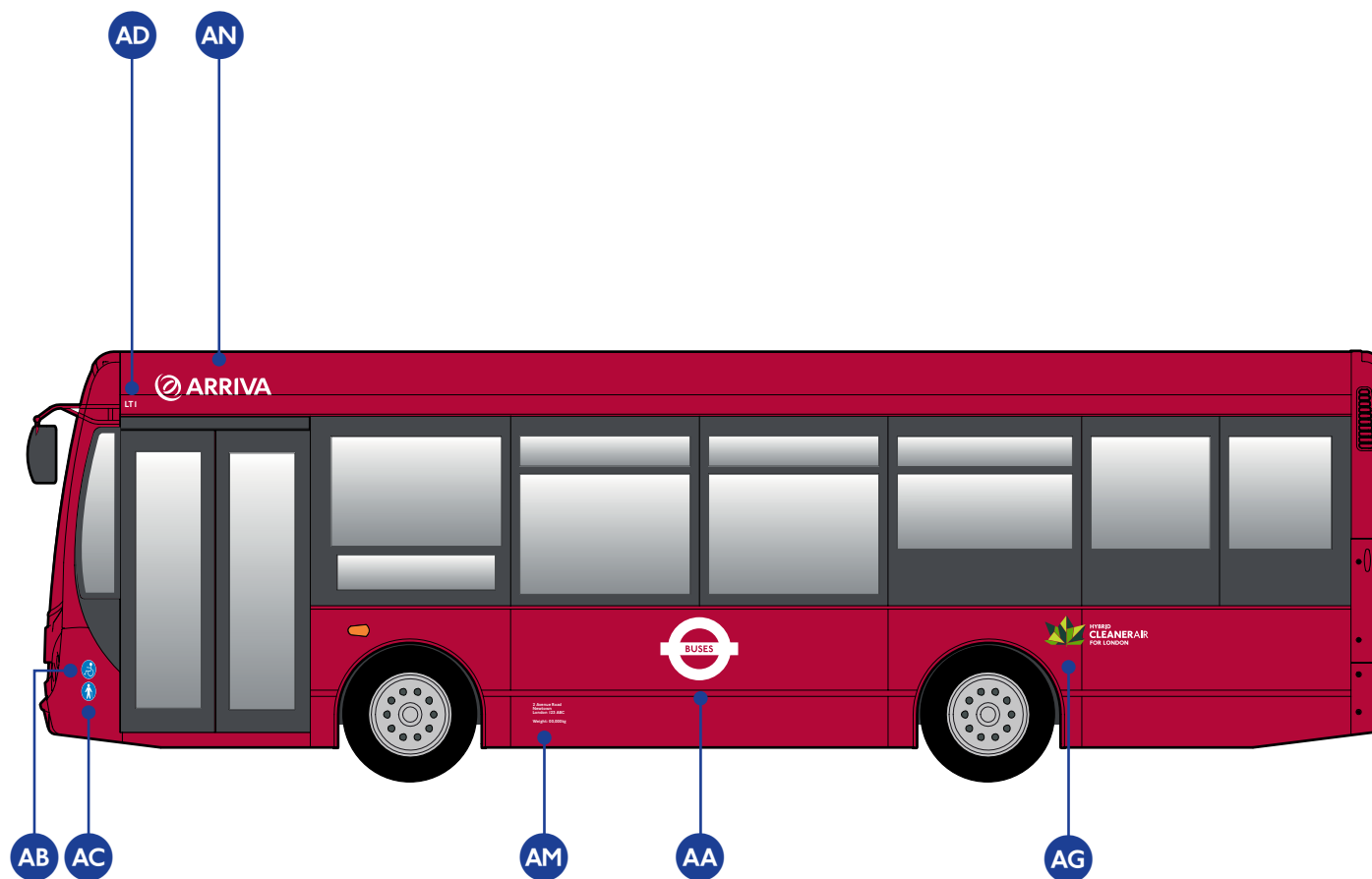


AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - Placed at rear of bus
on the nearside.
Horizontally aligned - Placed at eye level
for cyclist (1700mm approx from ground
level).

Note
No operator branding are to appear on the
front or back of the bus.

5.7 Generic single-deck bus - single door (doorside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between front wheel arch and rear wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility

(BEX_02_WheelchairAccessibility)

Vertically aligned - Placed nearside as shown aligned with 'Walking stick accessibility' vinyl.
Horizontally aligned - Placed 10mm above 'Walking stick accessibility' vinyl.

AC Walking stick accessibility

(BEX_03_WalkingStickAccessibility)

Vertically aligned - Centred beneath wheelchair vinyl.
Horizontally aligned - Top of sign 10mm below wheelchair notice.

continued on next page...

5.7.1 Generic single-deck bus - single door (doorside elevation) continued

Contents

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side aligned with left edge of door below.

Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).

Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator address and bus weight

(BEX_10_AddressAndWeight)

Vertically aligned - 100mm (approx) from panel edge.

Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above front door (or, if fleet number prohibits this, left side of logo 50mm from fleet number).

Horizontally aligned - Centred between door and top of bus (or centred on panel above door).

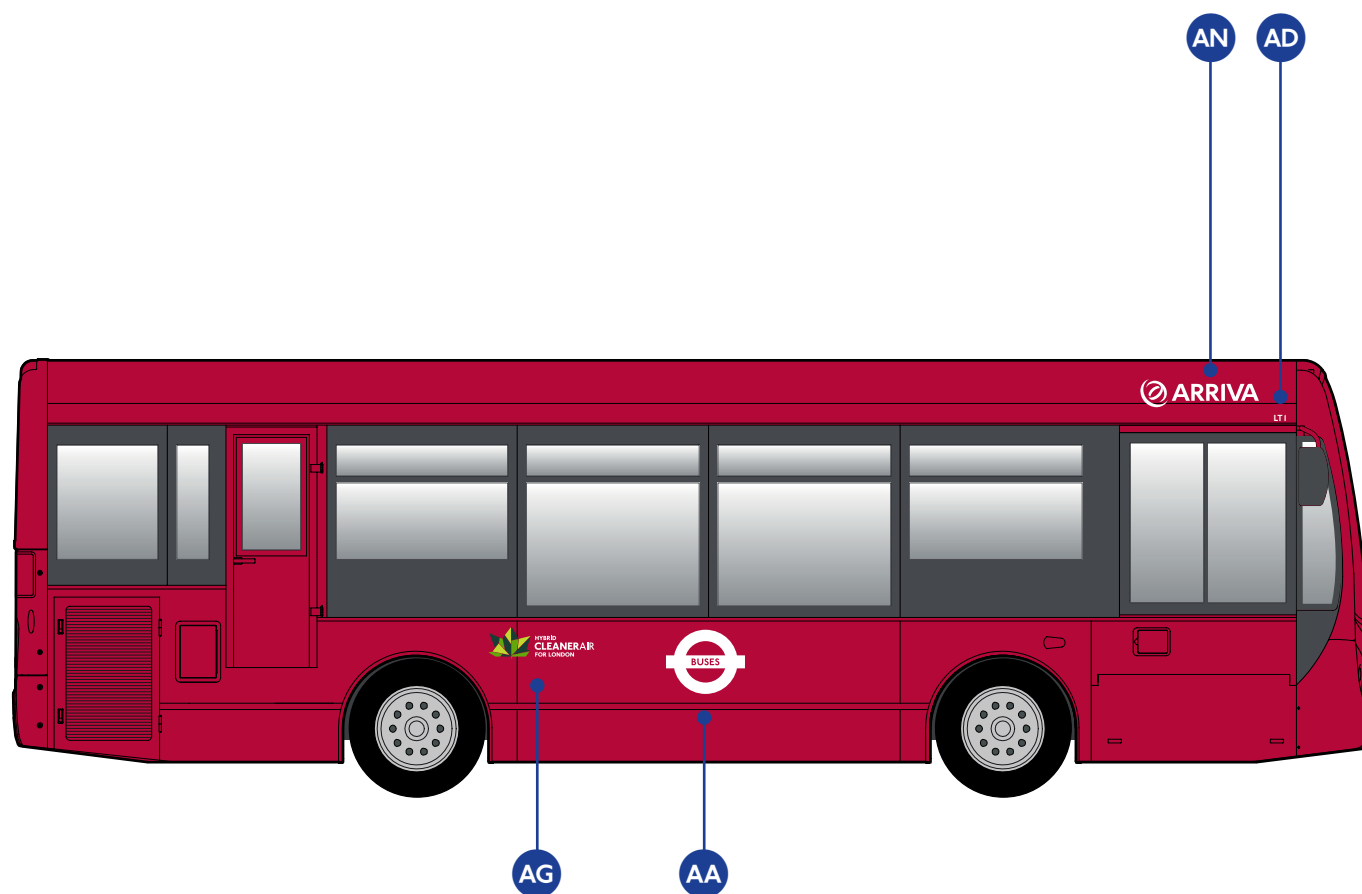
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.8 Generic single-deck bus - single door (offside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between rear wheel arch and front wheel arch.

Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Right side aligned with window edge below.

Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...

5.8.1 Generic single-deck bus - single door (offside elevation) continued

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above driver's window (or, if fleet number prohibits this, right side of logo 50mm from fleet number).

Horizontally aligned - Centred between window and top of bus (or centred on panel above door).

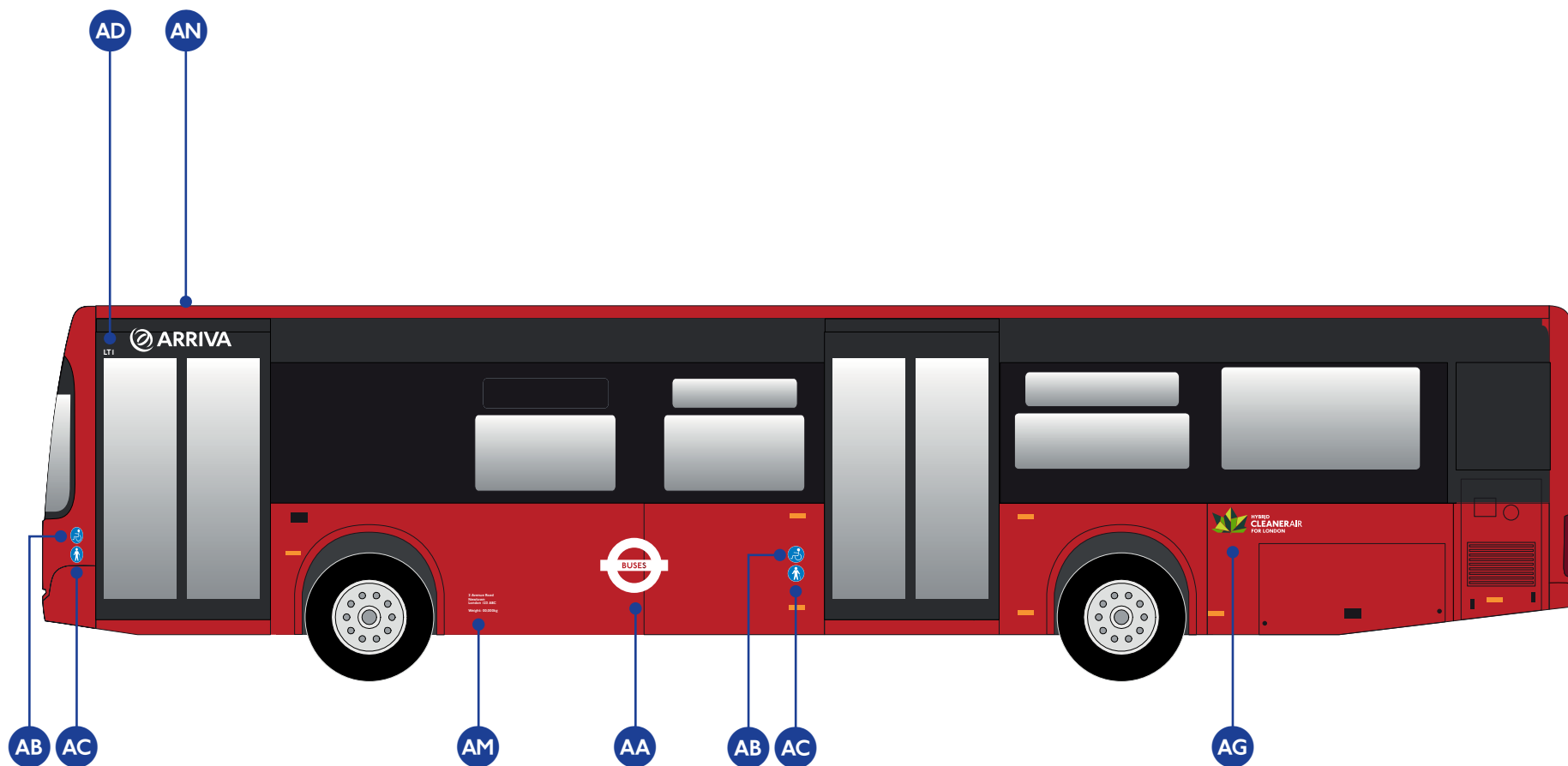
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.9 Generic single-deck bus - two doors (doorside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between centre door and front wheel arch
Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AB Wheelchair accessibility (front)

(BEX_02_WheelchairAccessibility)

Vertically aligned - Placed nearside as shown aligned with Walking stick accessibility vinyl.
Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)

Vertically aligned - Centred in line with wheelchair access button - 10mm away.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.

continued on next page...

5.9.1 Generic single-deck bus - two doors (doorside elevation) continued

AC Walking stick accessibility (front)

(BEX_03_WalkingStickAccessibility)

Vertically aligned - Centred beneath wheelchair vinyl.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)

Vertically aligned - Centred beneath wheelchair notice.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side aligned with left edge of door below.

Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).

Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator address and bus weight

(BEX_10_AddressAndWeight)

Vertically aligned - 100mm (approx) from panel edge.

Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above front door (or, if fleet number prohibits this, left side of logo 50mm from fleet number).

Horizontally aligned - Centred between door and top of bus (or centred on panel above door).

Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.10 Generic single-deck bus - two doors (offside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Centred between rear wheel arch and front wheel arch.

Horizontally aligned - Centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Right side aligned with window edge below.

Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - In front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).
Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...

5.10.1 Generic single-deck bus - two doors (offside elevation) continued

Contents

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above driver's window (or, if fleet number prohibits this, right side of logo 50mm from fleet number).

Horizontally aligned - Centred between window and top of bus (or centred on panel above door).

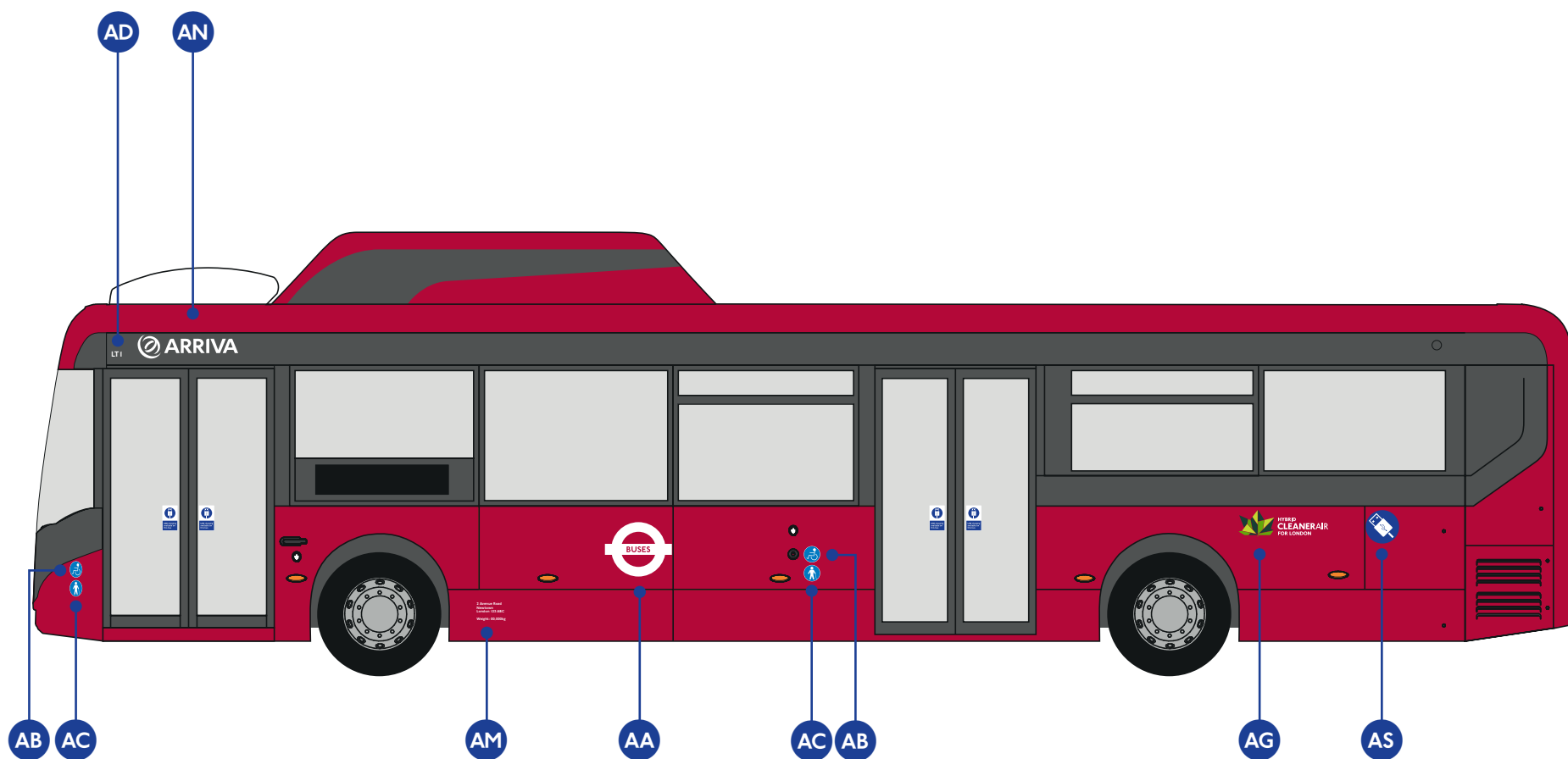
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.11 Enviro 200 EV electric bus (doorside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Right hand side of roundel bar 1mm from panel edge.

Horizontally aligned - Centred between bottom of window and top of skirting panel.

AB Wheelchair accessibility (front)

(BEX_02_WheelchairAccessibility)

Vertically aligned - Placed nearside as shown aligned with Walking stick accessibility vinyl.

Horizontally aligned - Placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)

Vertically aligned - Centred in line with wheelchair access button - 10mm away.
Horizontally aligned - Centred 10mm above Walking stick accessibility vinyl.

continued on next page...

5.11.1 Enviro 200 EV electric bus (doorside elevation) continued

AC Walking stick accessibility (front)

(BEX_03_WalkingStickAccessibility)

Vertically aligned - Centred beneath wheelchair vinyl.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

Walking stick accessibility (centre)

Vertically aligned - Centred beneath wheelchair notice.

Horizontally aligned - Top of sign 10mm below wheelchair notice.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Left side aligned with left edge of door below.

Horizontally aligned - Base line of text 30mm (approx) above front door frame.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Behind, and aligned with, rear wheel arch.

Horizontally aligned - Top of leaf 50mm below bottom of window.

AM Operator name, address and

bus weight

(BEX_10_AddressAndWeight)

Vertically aligned - 100mm (approx) from panel edge.

Horizontally aligned - Base line of last line of text 100mm (approx) above bottom of bus.

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above front door (or, if fleet number prohibits this, 50mm from fleet number).

Horizontally aligned - Centred on panel above door (or, if logo shape requires, between door and top of bus).

AS USB charging available

(BIN_14_USB-

ChargingAvailable_112x185)

Vertically aligned - 1mm from panel edge.

Horizontally aligned - Top of vinyl 50mm below bottom of window.

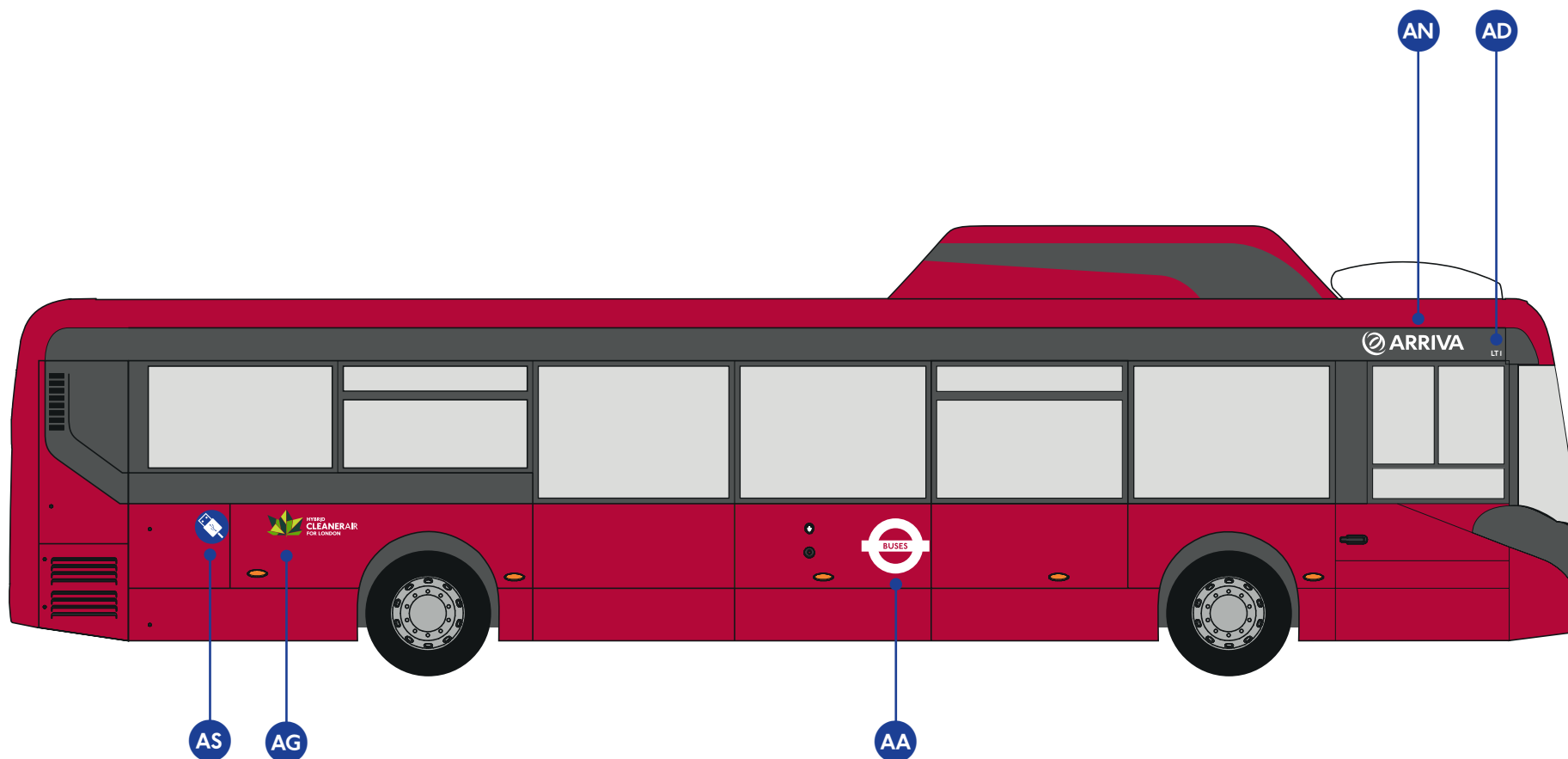
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.12 Enviro 200 EV electric bus (offside elevation)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Right hand side of roundel 1 mm from panel edge.

Horizontally aligned - Centred between bottom of window and top of skirting panel.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Right side aligned with window edge below.

Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Left edge of leaf 10mm from panel edge.

Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...

5.12.1 Enviro 200 EV electric bus (offside elevation) continued

Contents

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above driver's window (or, if fleet number prohibits this, 50mm from fleet number).

Horizontally aligned - Centred on panel above window (or, if logo shape requires, between window and top of bus).

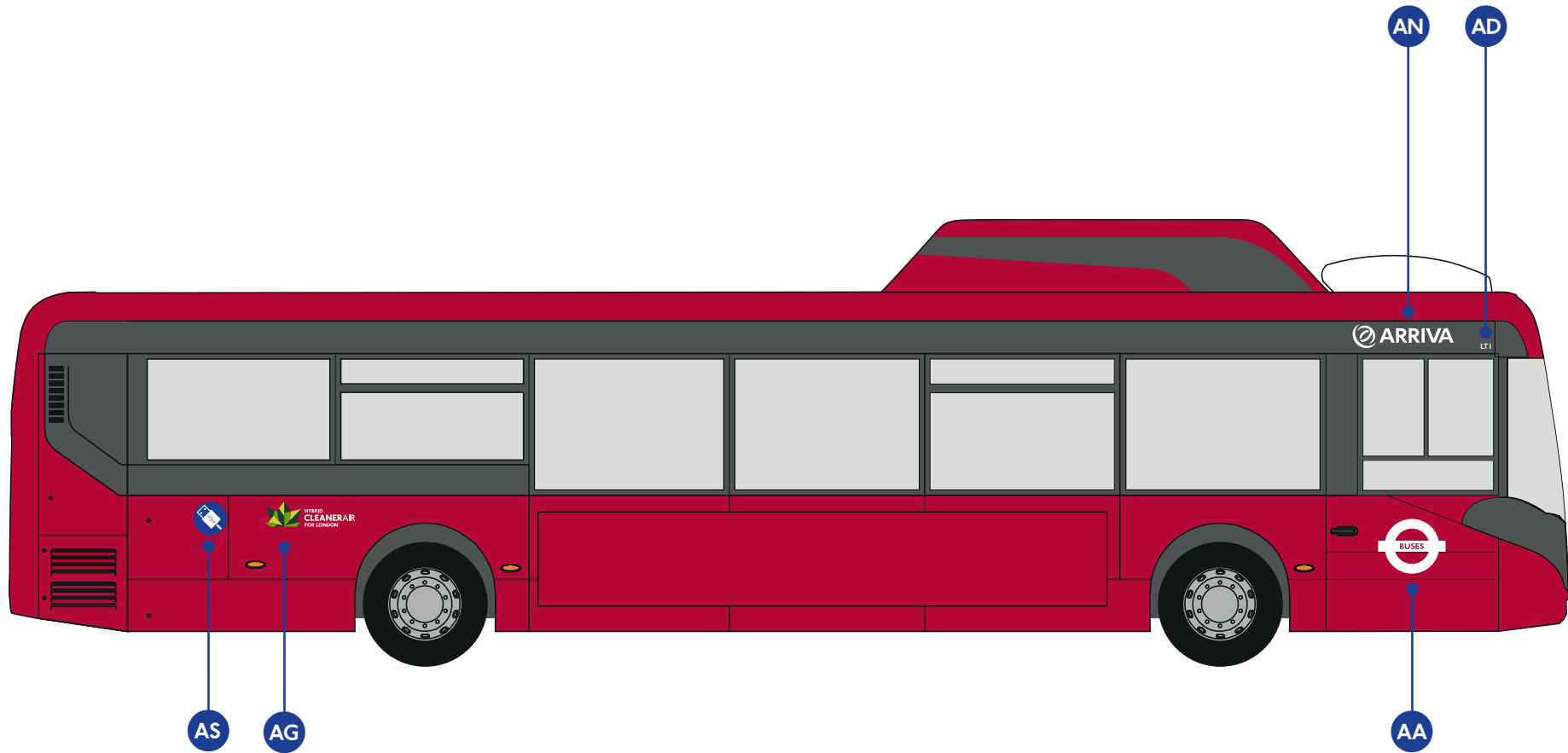
Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.12.2 Enviro 200 EV electric bus (offside elevation with advertising panel)

Contents



AA Roundel

(BEX_01_BusRoundel)

Vertically aligned - Right hand side of roundel 1 mm from panel edge.

Horizontally aligned - Centred between bottom of window and top of skirting panel.

AD Fleet number

(BEX_04_FleetNumber)

Vertically aligned - Right side aligned with window edge below.

Horizontally aligned - Base line of text 30mm (approx) above window frame edge.

AG Cleaner Air for London logo

(BEX_07_CleanerAirForLondon)

Vertically aligned - Left edge of leaf 10mm from panel edge.

Horizontally aligned - Top of leaf 50mm below bottom of window.

continued on next page...

5.12.3 Enviro 200 EV electric bus (offside elevation with advertising panel) continued

AN Operator logo

(BEX_11_OperatorLogos)

Vertically aligned - Centred above driver's window (or, if fleet number prohibits this, 50mm from fleet number).

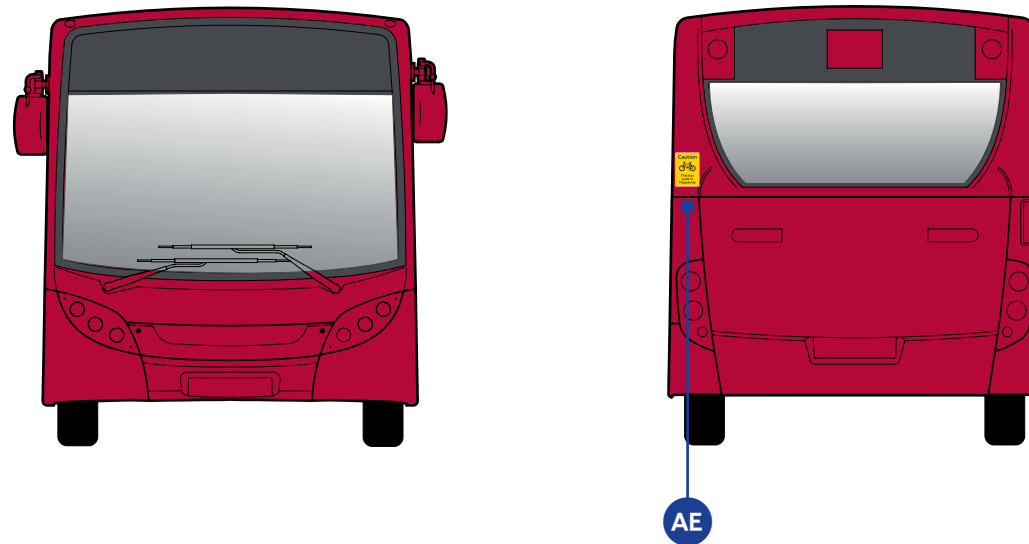
Horizontally aligned - Centred on panel above window (or, if logo shape requires, between window and top of bus).

Note

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

5.13 Single-deck buses (front and back elevations - all models)



AE Caution - bus pulls in frequently
(BEX_05_Caution_BusPullsInFrequently)
Vertically aligned - Placed at rear of bus on the nearside.
Horizontally aligned - Placed at eye level for cyclist (1700mm approx from ground level).

Note
No operator branding is to appear on the front or back of the bus.

5.14 Bus roof (all models - single and double-deck)

Contents



AO Caution - bus pulls in frequently
(BEX_11_BusRoofNumber)
Vertically aligned - Centred on bus roof
Horizontally aligned - Bottom line of
text - 980mm from rear of bus. Top line
of text 1430mm from rear of bus.

Note
Where possible, please try to avoid placing
vinyls across more than one panel. If
necessary, adjust slightly the positioning of a
vinyl so that it sits on an entire panel.

6 Damaged vinyls

Damaged or vandalised notices (such as those shown on this page) are to be replaced as early as possible. They are to be completely removed and any adhesive residue cleaned off before a new notice is applied.

New notices must not be placed over existing notices.

All notices should be ordered from the TfL bus notices supplier.



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, or the sign types contained within this document please contact TfL Corporate Design.

Email: corporatedesign@tfl.gov.uk

All TfL design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

Issue 1
July 2018

© Transport for London

MSRV18_006_BusesGraphicsStandard