

LONDON OVERGROUND LINE RENAMING PROPOSAL

11 June 2015

Planned implementation December 2015

LONDON OVERGROUND

- **The London Overground is rapidly expanding.**
- **This will continue with rail devolution.**
- **Customer feedback is that the network has reached a critical mass of individual lines.**
- **A clear way of route identification is needed for the purposes of wayfinding and journey planning.**
- **London Underground has a world-class and proven method for wayfinding and journey planning – Underground mode with line differentiation – we recommend this is extended to Overground**

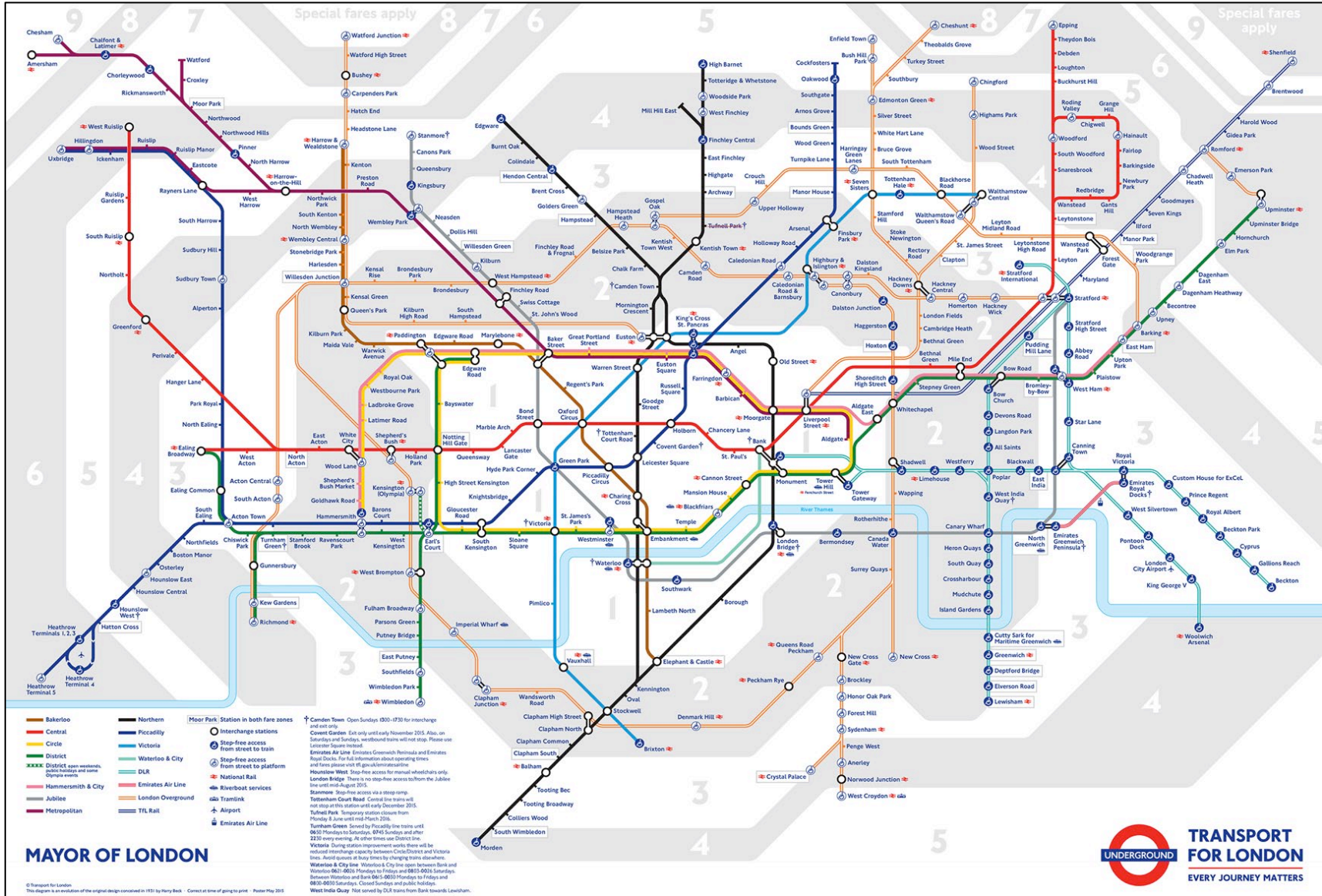
BENEFITS

- A line differentiation approach will increase the usability and comprehension of the network.
- It will be a system that is already familiar to Londoners and frequent visitors to the capital, and which constantly demonstrates a high level of usability.
- It will also demonstrate the scale of the Overground network and how it connects and integrates with the Underground network.

THE CUSTOMER EXPERIENCE

- We keep the London Overground brand.
- Orange remains the primary colour through many customer touch-points - journey planner, stations, staff uniforms etc.
- Referred to as 'The London Overground East London line' – mirroring the LU approach of "The London Underground Jubilee line".

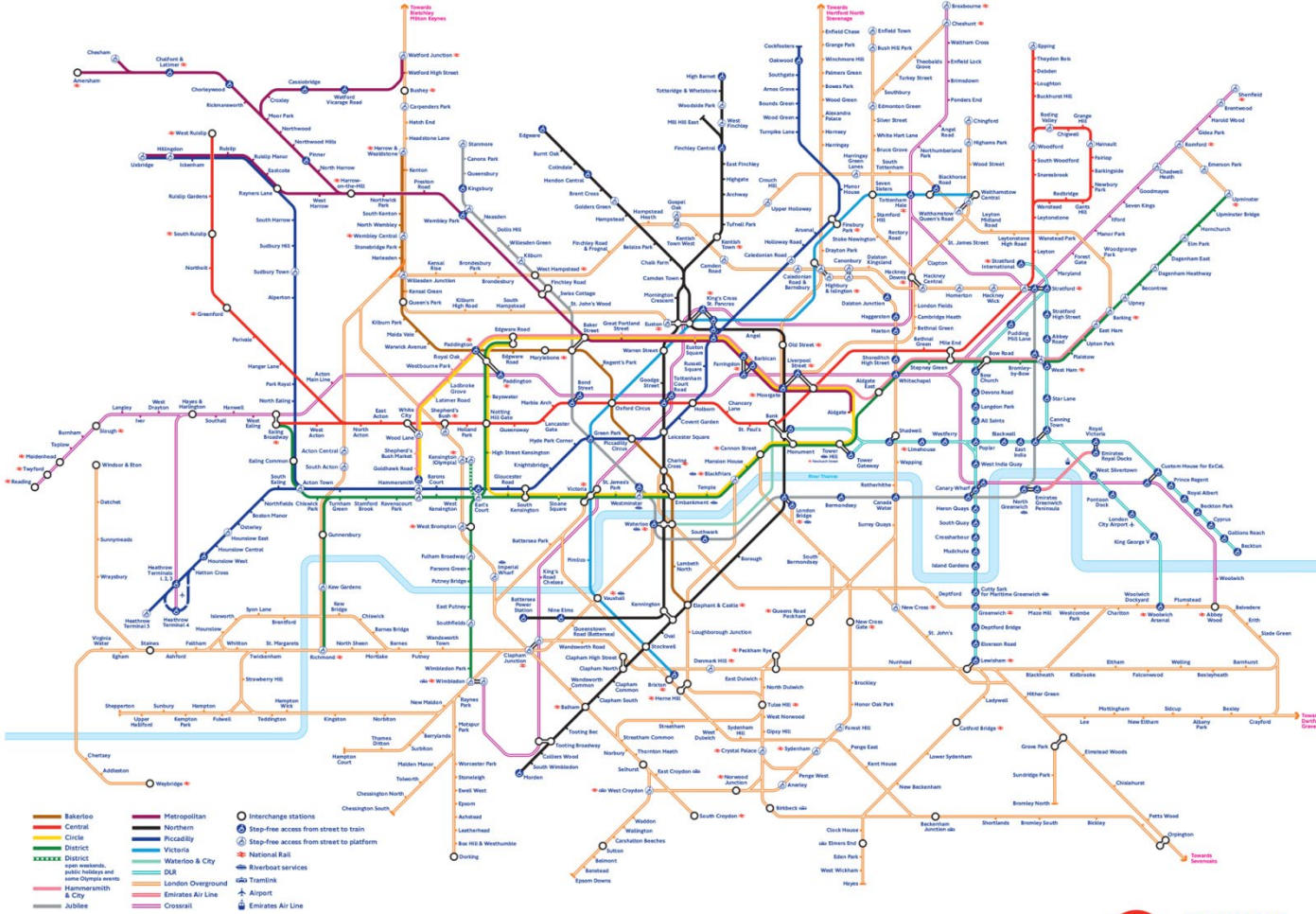
LONDON OVERGROUND - Current Map



LONDON OVERGROUND – Potential 2030 Map

Tube Map 2030 (DRAFT ONLY)

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LONDON OVERGROUND

Feedback on May 2015 Map

"I think the Overground should try rebranding the lines. It's already confusing enough with all of the different parts of it. Perhaps they should give the orbital itself its own name and then rename the bits coming off and through it based on destinations."

Comment on Londonist Website

"The tube map has got a whole lot more orange-y, since 28 rail stations have become part of Overground network"

Timeout Website

"There's a major new tube map coming in May 2015, but with too much orange coloured Overground on there"

Twitter

"The multiplicity of Overground lines is a naming problem that isn't going to go away, indeed is about to get a whole lot more complicated at the end of the month"

Diamond Geezer

LONDON OVERGROUND

Overground at Multiple customer touch-points – orange will remain the brand colour.



RECOMMENDED APPROACH

LONDON OVERGROUND - Recommended approach



LONDON OVERGROUND

Proposed line names and colours

 **Barking line**

 **East London line**

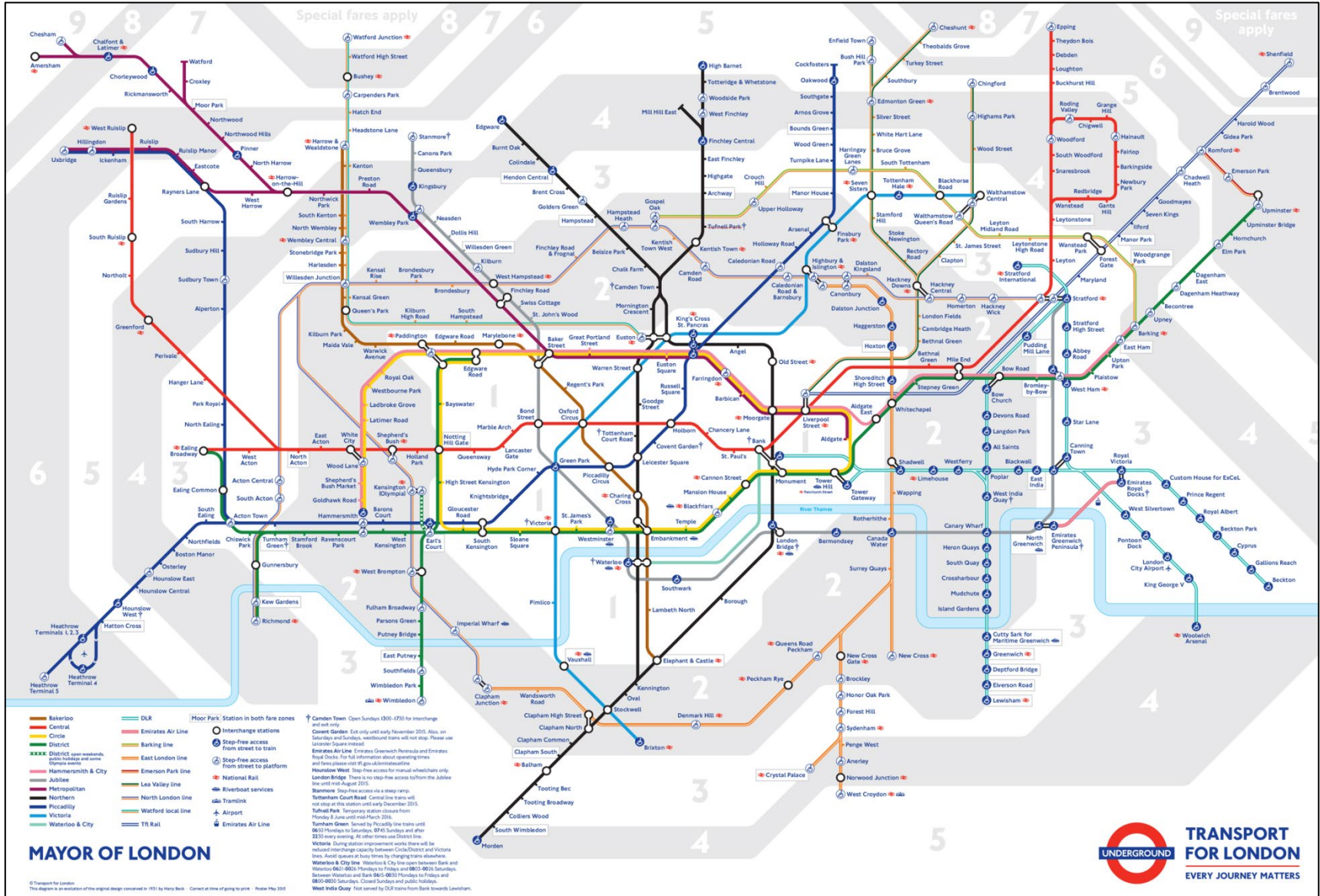
 **Emerson Park line**

 **Lea Valley line** *Subject to change

 **North London line**

 **Watford local line**

LONDON OVERGROUND -



LONDON OVERGROUND

Proposed line names and colours

 **Barking line**

 **East London line**

 **Emerson Park line**

 **Lea Valley line** *Subject to change

 **North London line**

 **Watford local line**

LONDON OVERGROUND

Signage example



Existing approach

Shown at Willsden Junction

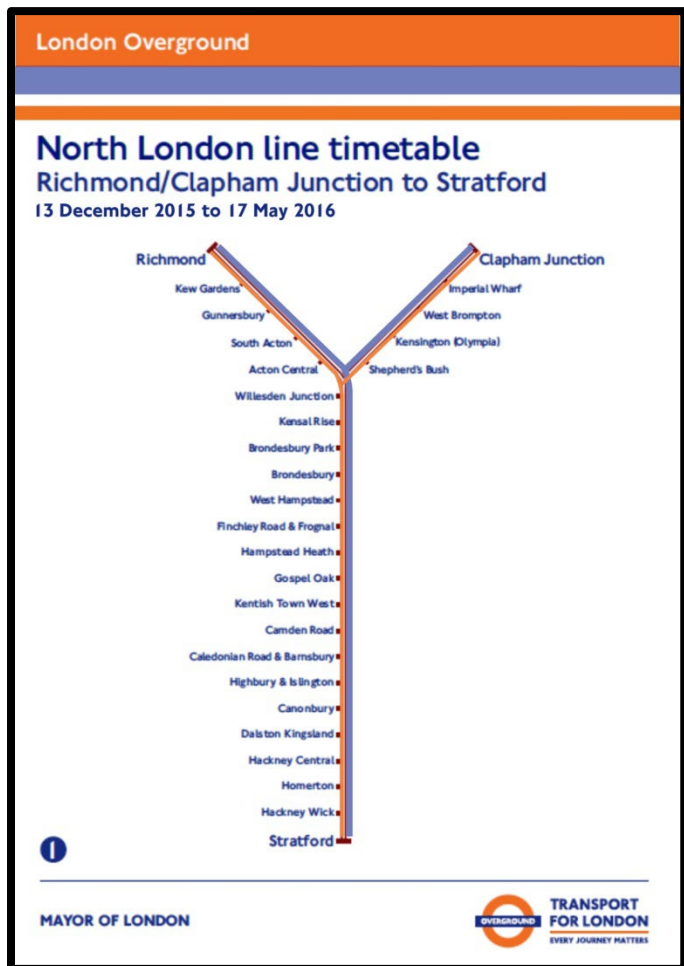


Recommended approach

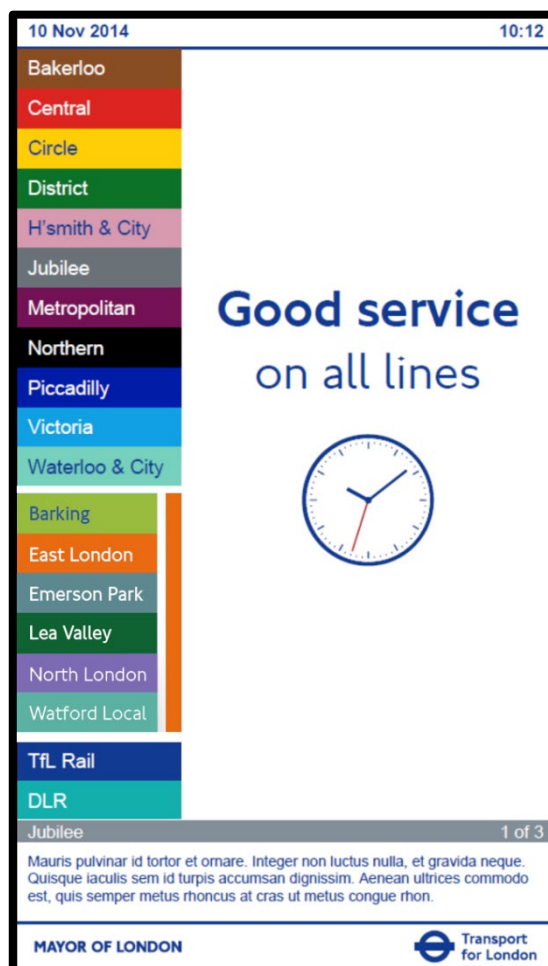
Shown at Willsden Junction

LONDON OVERGROUND

Overground at Multiple customer touch-points



Timetable cover



ESUB

LONDON OVERGROUND

POTENTIAL ALTERNATIVE NAMES FOR THE LEA VALLEY LINE

We will run a competition asking customers of the service the name that they would like us to adopt. The competition would run in July.

- **Hackney line**
Branch lines converge at Hackney.
- **William Morris line**
Famous English Artisan associated with the Arts and Crafts movement. Born in Walthamstow.
- **Jazz line**
Historical reference to the 1920 services from Liverpool Street high frequency suburban service.
- **River Lea line**
Geographical reference.
- **Southbury line**
Historical reference to the line linking Edmonton Green to Cheshunt.

ALTERNATIVE OPTIONS CONSIDERED