

TfL MARKETING

CROSSRAIL LINE NAMING PROPOSAL – CONFIDENTIAL

OCTOBER 2015

Crossrail is a new service within TfL and this first line one is called the Elizabeth line. This follows existing strategy for LU, Victoria line, and retains the Crossrail identity.

Modal identity – stations and trains



Line identity – maps and wayfinding

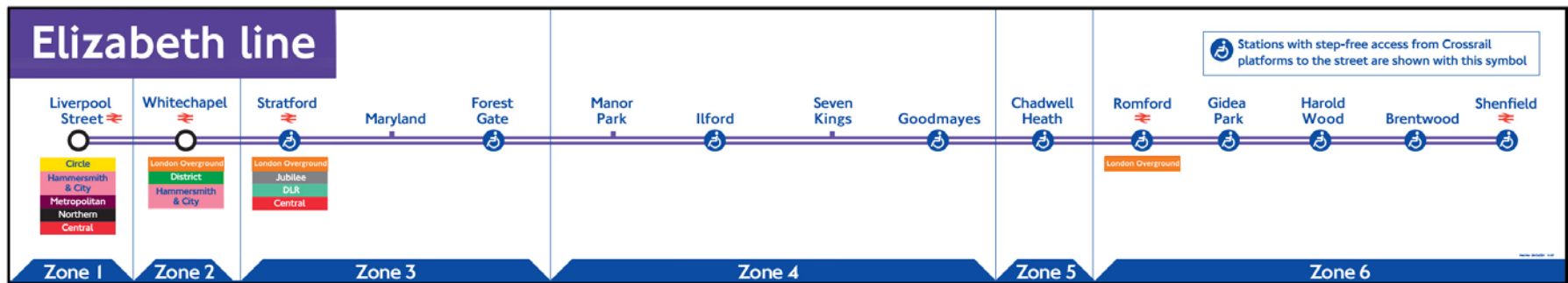


Retains Crossrail logo	YES
Retains Crossrail name	YES
Provides visibility of Elizabeth on stations and trains via maps, CLDS, ESUBS and PA.	YES
Provides visibility of Elizabeth on maps and wayfinding.	YES

EXAMPLE TOUCHPOINTS



In station signage



In train route map

EXAMPLE TOUCHPOINTS







JOURNEY RESULTS

From: **St James's Park, St James's Park**
To: **Manor Park Rail Station**
Leaving: **Monday 5th Oct, 06:45**

Travel preferences:
Showing the fastest routes Using all transport modes Max walk time 40 mins

[Travel options & accessibility](#) ▾

Fastest by public transport

  	23 mins  District line to Mile End Underground Station
	3 mins  Central line to Stratford Underground Station
	6 mins  Elizabeth line to Manor Park Rail Station

Departs *Arrives*
06:43 **07:23** **40 mins**

[View Details](#)

[< Earlier journeys](#) [Later journeys >](#)

Journey planner

EXAMPLE STATION EXTERNAL SIGNAGE

