



# Office sign standards

Meeting room 8 →



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# Foreword

Transport for London (TfL) is responsible for safely conveying millions of people around the capital. As such, the control and implementation of good communications is integral to maintaining a cohesive and effective operational service.

This standard defines the office sign system that TfL are applying to all of its offices. All signs are intended to be clear and consistent to support the overall aims of the organisation.

The office sign system is deliberately generic rather than company specific.

There will always be situations which will not easily conform to the given standards, in such instances advice must be sought from TfL Corporate Design (020 7941 4481) prior to commissioning.



**Charles Monheim**

Director of Customer Relations



# 1 Basic elements

To move efficiently within a building, clear directional information needs to be imparted to occupants and visitors. It is important that such information is presented in a manner that is consistent with the corporate identity and design heritage of TfL.

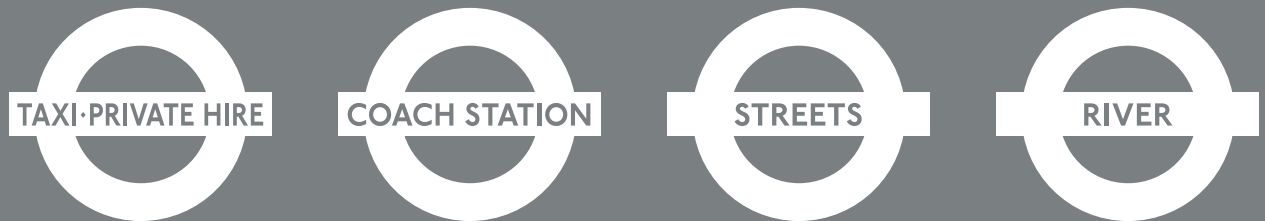
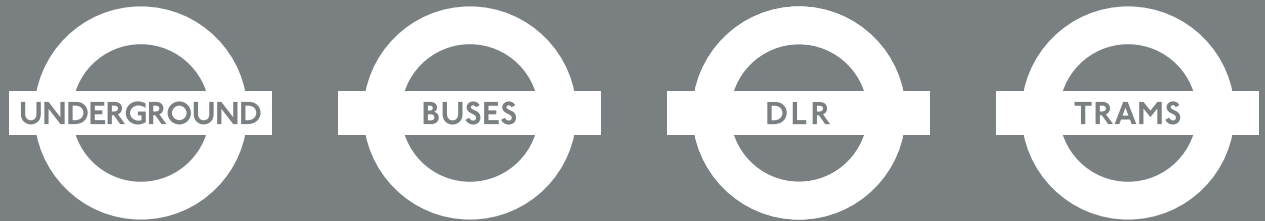
The basic elements of the TfL office sign system are the roundel, the house colours and the New Johnston typeface. These are the building blocks of the corporate identity.



## Roundel

The value of the roundel itself can hardly be over estimated. It is one of the worlds best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules in this document for its reproduction and application must be adhered to strictly.

Wording within the roundel bar should only be used on roundels appearing on monoliths. In all other cases the plain roundel should be used. All roundels for office signage must be white.



## Typography

New Johnston Medium is the typeface used throughout the office sign system. The general principle of typographic alignment is one of ranging text left. In certain instances text can be ranged right, as on directories. These instances are fully described within this guideline.

Lettering is in upper and lower cases, with an initial capital letter at the start of sign messages and for proper names only.

The New Johnston typeface is representative of the TfL 'tone of voice'. Its friendly yet authoritative appearance has been a familiar and reassuring sight for decades.

## Tactile and braille

Tactile and braille signs are available in all of the permanent sign types. Please contact TfL Corporate Design for assistance.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890£&.,:;'()/-

## Colour

In establishing a generic office sign system, a 'cool' palette of colours is used to clearly distinguish it from the strong, bold colours used by the various services of the organisation.

\* In special circumstances, heritage colours can be used rather than the grey background. In this instance, please contact TfL Corporate Design for assistance.

### Building identifiers



Silver background  
RAL-9006



Black text  
NCS S 9000-N

### Directories, monoliths & wayfinding



Grey background  
NCS S 7000-N



White text  
NCS S 0500-N

### Door signs



Grey background  
NCS S 7000-N



White paper



Black text

### Personal identification systems



Grey background  
NCS S 7000-N



White text  
NCS S 0500-N

### Safety signs



Green background  
NCS S 2565-G



Red background  
NCS S 1085-Y90R

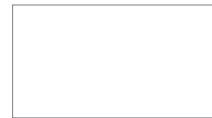


Blue background  
NCS S 3065-R90B

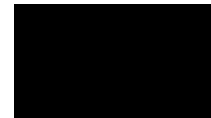


Yellow background  
NCS S 0580-Y10R

### Safety signs continued



White text  
NCS S 0500-N

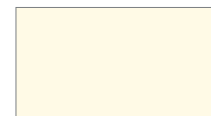


Black text  
NCS S 9000-N

### Heritage signs\*



Bronze background  
NCS S 6030-Y20R



Cream text  
NCS S 0505-Y30R

## Size

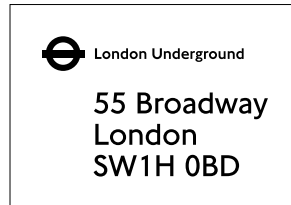
The sign dimensions are shown opposite in millimetres (unless otherwise specified). There are two widths for the directory signage to suit available space.

## Sign type/permanent

The main range of internal signage is permanent and is rear mounted to the wall or suspended from the ceiling via two pieces of track. Each slat can be easily removed and replaced.

### 1 Building identifiers

Building address sign



Registered address sign



### 2 Directories

Main reception directory (few entries)



600 x 125



600 x 93



600 x 61

Main reception directory (many entries)



600 x 93



600 x 61



600 x 29

Floor directory with arrows



445 x 93



445 x 61

Floor directory without arrows



445 x 93



445 x 29

## Sign type/paper insert

The secondary range of internal signage is a paper based system and is for frequent department name changes. These signs are produced by authorised parties only, ie. Facilities or Premises using an electronic template, laser printed onto paper which is then slid into place behind the clear acrylic front. These are referred to as paper insert signs throughout the manual. This signage can also be both wall mounted and suspended.

### 3 Wayfinding signs

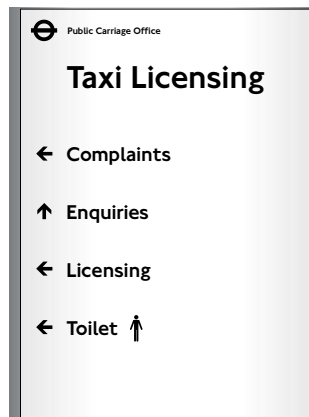


445 x 317

← Finance

600 x 61

### 4 Door signs



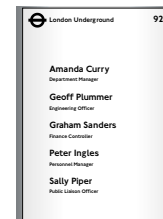
213 x 300



110 x 145

Meeting room 1

157 x 61



110 x 145

Sarah Jameson  
Marketing Manager

157 x 61

Marketing

Sarah Jameson  
Marketing Manager

157 x 122



## Arrows

An arrow is used to indicate that further travelling is required to reach the particular destination. Arrows indicating direction to the left, straight ahead or down should be placed on the left hand side of the first line of the message.

Arrows indicating direction to the right should be placed at the right hand side of the first line of the message.

Sign messages should be ranged left or right according to the direction indicated by the arrow.

↑ Marketing ↗

↖ Marketing →

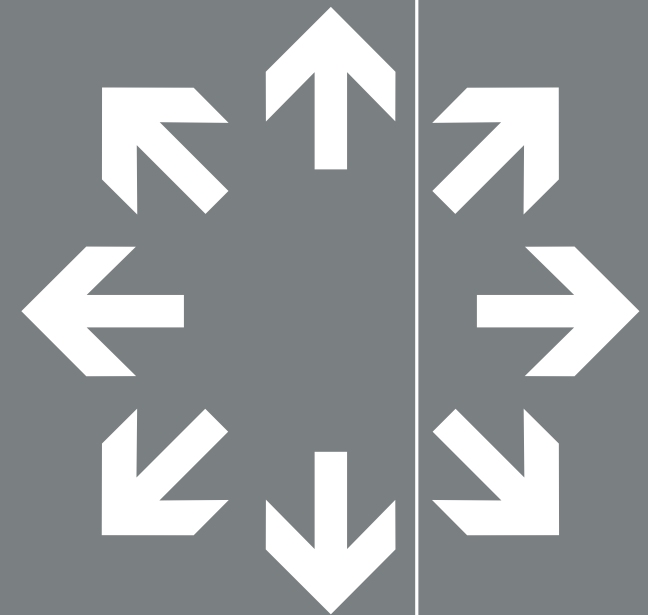
← Marketing ↘

↙ Marketing

↓ Marketing

Left arrow usage

Right arrow usage



## Curvature

A consistent feature of the office sign system is that all the signs have a curved face to them, left to right.

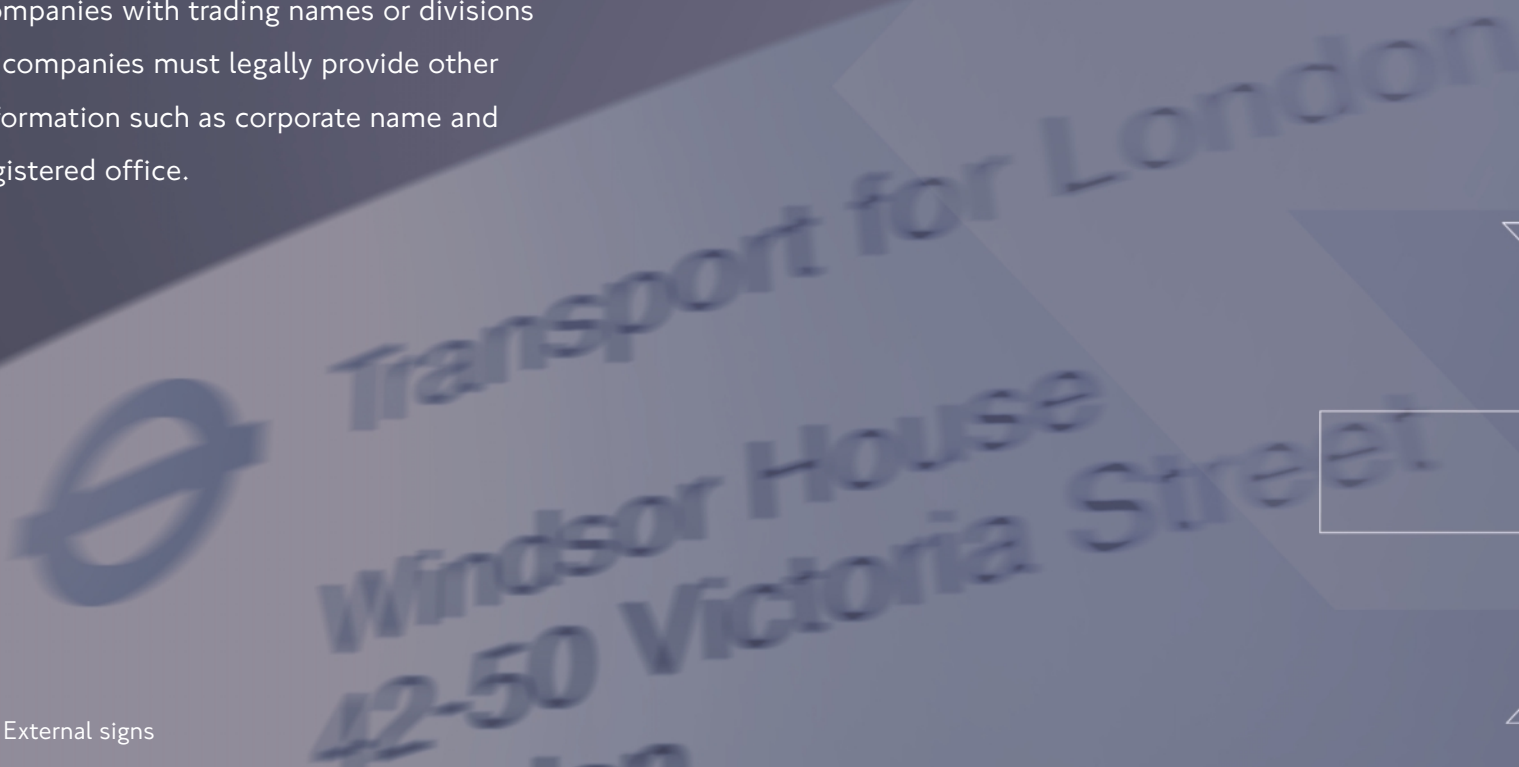
Dimensions of the sign curvature:  
The edges of the panel are 6mm increasing to 30mm at the centre.



## 2 External signs

It is a legal requirement that all companies affix their name outside a building. This may be in the form of an external 'architectural' sign or a simple plaque which could include the building address.

Companies with trading names or divisions of companies must legally provide other information such as corporate name and registered office.



## Sign size, material and fixing

The external signs are usually bespoke so sizes vary. As a guide, please refer to relationship sizing on the next 2 pages. Signs will have a 'silver' brushed stainless steel background, however if the sign is in a heritage area, brass or bronze may be more appropriate. These signs are flat and screwed directly onto the building fabric.

## Colour and layout

The roundel and text are rendered as cut-vinyl forms, coloured black or metallic plates, with engraved black text.

The permitted sign layouts are shown on the following page, the hierarchy of information must be adhered to in each situation. No other layouts are permissible.

## Positioning

For visibility, the recommended height of the sign is 1.75m from the ground to the top edge of the sign. Ideally the external sign should be positioned to the immediate right of the main entrance. If a right position is not possible, a left position is the preferred second option.

The sign should be positioned visually close to the entrance, but at least 0.5m away from the door edge as indicated, but not more than 2m away (to the left hand edge of the sign). A fair degree of discretion is allowed since architectural features are so variable.



**External sign** Recommended height

## Architectural signs

The type of architectural signage used to identify a building may be dependant on the building usage.

If the building is designed primarily for customer access then displaying the operating business unit name alongside it's appropriate roundel is most appropriate. If however, the purpose of the building is for internal business use, then the building name may be preferred alongside the roundel.

When displaying an operating business unit name, it may be appropriate to preface it with the 'Transport for London' logotype in the relationship shown opposite. In such circumstances, 'Transport for London' is to be displayed in NJ light.

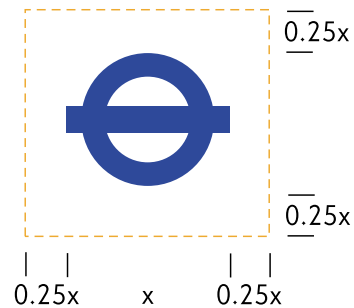
Business unit name



## Architectural signs

The following should be taken into account when producing any architectural sign:

- Always display a full colour roundel
- Building or business unit name to be displayed in New Johnston medium mixed upper and lower case (never all upper case)
- Preferred cap height of building or business unit name to be quarter the roundel width size
- Text for building or business unit name to be in Corporate blue (NCS S-3560-R80B)
- Building or business unit name is always to be aligned with the roundel (roundel to have an exclusion zone of one quarter the roundel width size all around)



Minimum exclusion zone



Business unit name



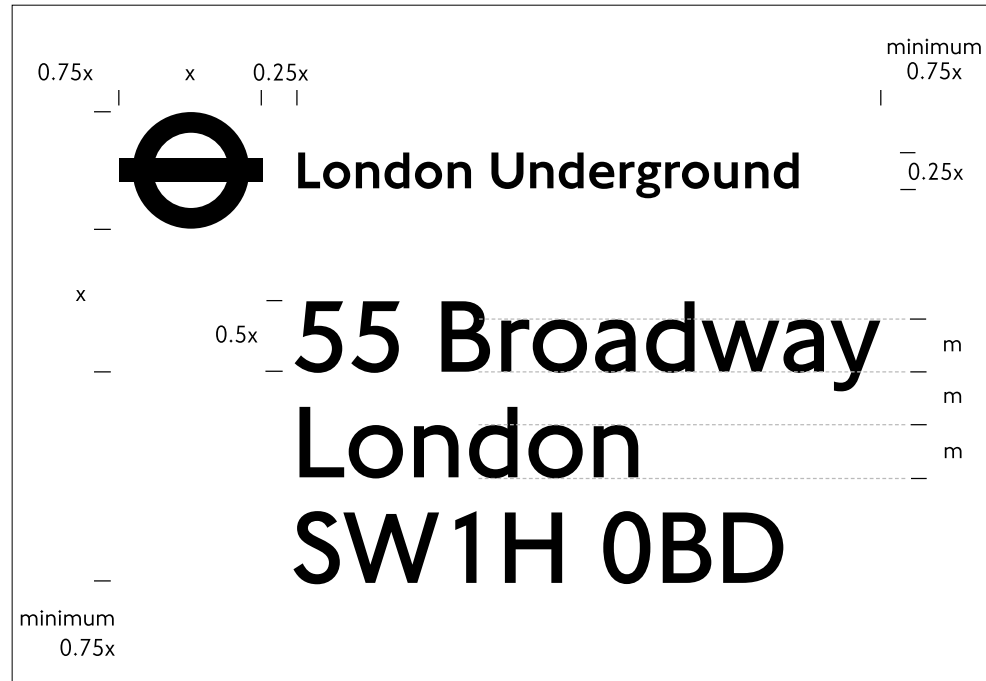
Text in these instances use Corporate Blue (NCS S3560-R80B).  
Please refer to TfL Colour Standard for correct roundel colour references.

## Building address signs

Building address signs are not a legal requirement, but may be useful to inform people of the company's address. Apart from architectural signage, this is the only external sign option for Transport for London and Transport Trading Limited. For all other business units, a registered address sign is legally required and the building address sign is an option.

All offices must clearly display the company name outside the building. The information is ranged left and is in New Johnston Medium. Note that each company name is centred along the horizontal axis from the roundel.

<b>Roundel width</b>	= x
<b>Company name cap height</b>	0.25x
<b>Address cap height</b>	0.5x



## Registration address signs

All office buildings with trading names or divisions must display a registration address sign stating its corporate name and registered office.

The registration address sign should be wall-mounted in a prominent place on the building exterior and should be visible to the public.

The signs have the same colours and finish as the building address sign and must be laid out as shown. All type is in New Johnston Medium.

<b>Roundel width</b>	= x
<b>Company name cap height</b>	0.25x
<b>Registered H/O cap height</b>	0.25x
<b>Address cap height</b>	0.5x

**NB** A company trading under its corporate name, eg. Transport Trading Ltd, does not legally have to display the address of its registered office outside the office. For advice, please contact TfL Legal Services.





### 3 Lobby signs

Directories are used to list the departmental occupants of a building floor by floor, starting with the ground floor at the top of the directory since it is conventional to inspect a list from top to bottom.



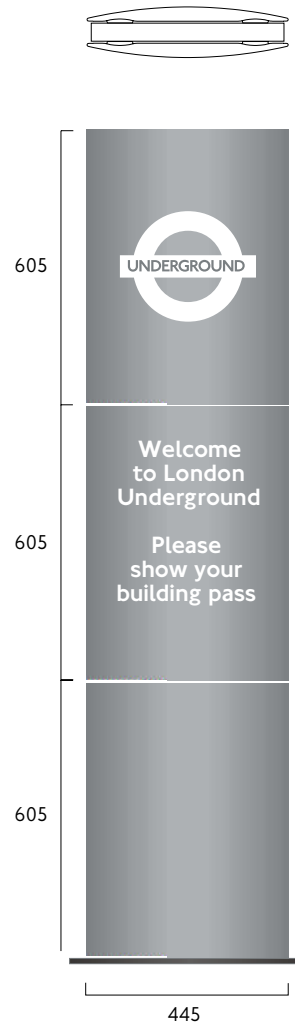
## Types of lobby signage

There are three types of lobby signage a monolith, a main reception directory and a floor directory. A monolith sign is used when a wall-mounted main directory can not be used due to space restrictions. It may also be used as a welcome sign where there is limited room available for external signage and must be visible from street locations.

The main reception directory lists all floors and each department within a building, whilst the individual floor directories provide specific directional indications for the departments and staff on that floor.

It is important to ensure the information is clearly grouped to avoid confusion and to assist in the clarity of information.

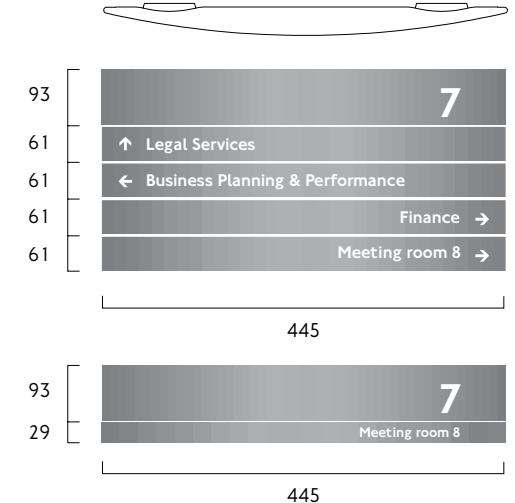
All dimensions are in mm.



**Monolith sign**  
For receptions with space restrictions (free standing)



**Main reception directory**  
Wall-mounted reception directory



**Floor directory**  
Wall-mounted directory showing directional arrows & listing principles

## Sign size and configuration

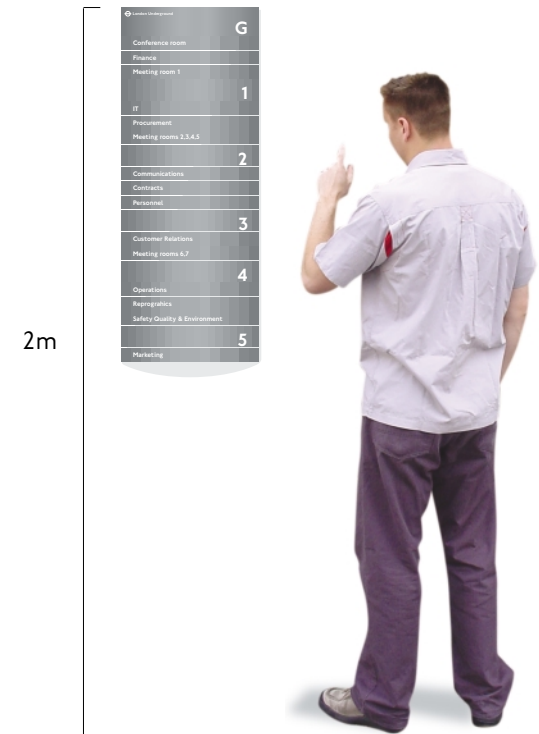
The directory signs are single-sided, wall-mounted, 600mm wide and modular. The top header panel at 600 x 125mm is the deepest unit and is used for the roundel, business unit, occupier and floor digit or letter. The listing sections are single units, 600 x 61mm, for management, department names and room numbers.

The 600 x 93mm size is used for the floor digit and also to help create visual space from one floor to the next within a main directory list.

## Positioning

Directories should be positioned within entrance halls and floor entrances, at points where people can easily see the information, such as opposite lift doorways, stairways and next to entry doors. A recommended fixing height is 2m to the top edge of the sign from the floor. However the bottom edge of a directory should not be any nearer than 300mm to the floor, to avoid damage from floor cleaning or knocking from feet.

Directories should normally not exceed 2m in height, particularly if the ceiling height is below 3m. If there is so much information that more than one directory list is required, extra directory lists must be aligned to the top edge, at 2m. It is also preferable to try and achieve a balance, so that the directories have the same length, although this may not always be possible. The space between grouped directories should ideally be no more than 60mm.



## Directional arrows

When there is only one direction to go in, no arrows are necessary. However, if there are more possible routes, arrows should be used to indicate the direction for the specific departments listed.

The layouts of the directories are designed to allow for the use of directional arrows at either end of the sign panel. Text for directory signs with no arrows is always aligned on the left hand edge. Only when directional arrows are needed should text vary to either the left or to the right as appropriate to the direction of travel. Please see page 8 Basic elements, Arrows.

## Listing principle

Directory listings should be alphabetical, the exception being meeting rooms, which should be last in each floor listing. When two directions or more occur, the listings should be grouped together according to their direction, with the left directional listing at the top. Each directional grouping within a column should also be alphabetical.

## Room numbers

Note that room numbers appear after the room or department text. Room numbers should be one letter space from the text. Also room numbers align right with the floor number on the right hand side. They should never be positioned on the left hand edge. When name type is ranging to the right, the room numbers are two letter spaces from the text.

## Layout

The header panel can accommodate up to two lines of main text if required. However, for most uses a single line title should suffice. The space from the bottom baseline of type to the lower edge of the panel is the same, 21mm on all directories.

## Type sizes

The type sizes are quoted in mm for their capital heights in New Johnston Medium:

### Company title

9.25mm

### Department title

21mm cap height on a 61mm panel or 13mm on a 29mm panel.

For most directory entries; department names, manager titles, meeting rooms and room numbers.

### Floor numbers/initials

65.25mm

Use the initial letters as well as numerals to distinguish floors:

**LB** Lower Basement

**B** Basement

**LG** Lower Ground

**G** Ground

**M** Mezzanine

### Small listing

13mm on a 61mm panel

For personal names of managers and extra directional guidance, eg. 'second door'.

## 4 Wayfinding signs

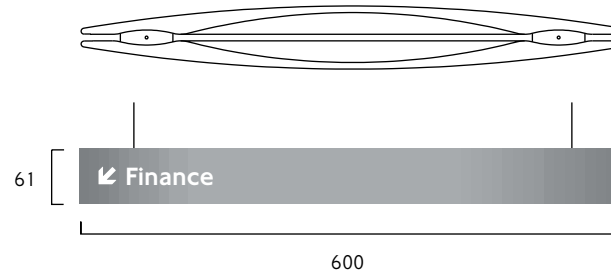
Wayfinding signs are used to indicate the correct direction to a department, whilst location signs are used to signal the specific location of a department within open-plan offices. Both signs can be suspended as well as wall-mounted.



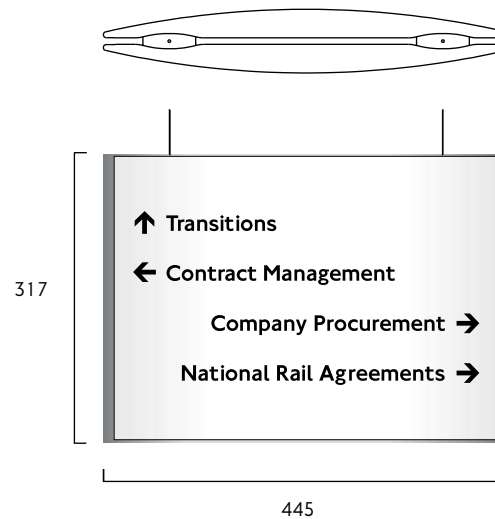
## Size

The 600 x 61 mm size sign is used for wayfinding and location signs. The signs can be double-sided for ceiling suspended installation or single-sided for wall or pillar applications.

Paper insert A3 directional signage should be used in the instance of frequent department name changes.



**Suspended location sign**



**Paper insert wayfinding sign**

## Positioning

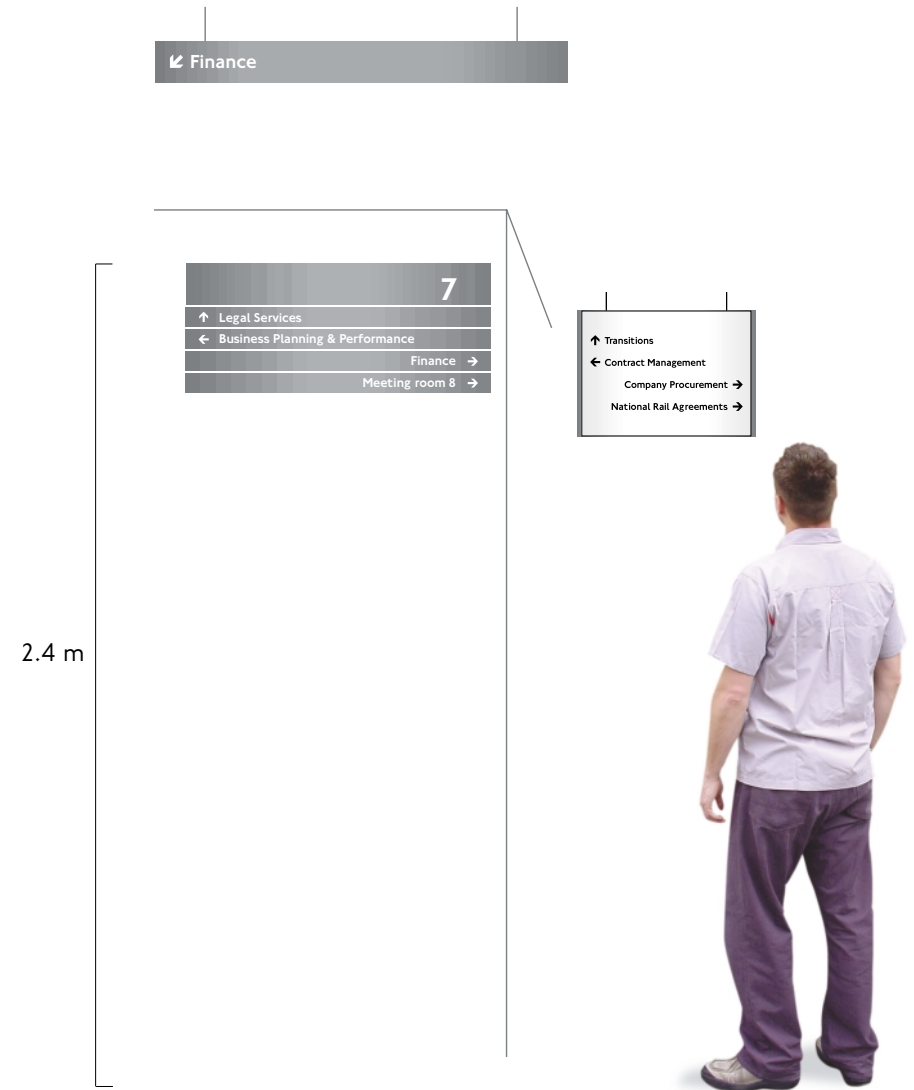
All suspended or wall/pillar applied signs must be at least 2.4m from floor level. Suspended signs should be centred along corridor routes. However, care should be taken not to obscure emergency exit signs, as these obviously have priority in terms of positioning and visibility.

Where there is a defined point of enquiry, the sign can be placed to the correct side, either left or right, as opposed to being centred along a corridor route.

## Typography

Both location and wayfinding signs conform to the type/arrow space alignments as used on the directory sign formats.

The type is New Johnston Medium, upper and lower case characters and cap height is 19mm as appropriate, eg. 'Meeting room 4' for instance would have a lowercase 'r'.





# 5 Door signs

Doors signs are used to provide a variety of messages or statements ranging from 'staff only' to departmental or individual staff names. A choice of a permanent or paper based signage systems are available according to requirements. Door safety signs are detailed in the 'safety signs' section of this guide.





## Roundel positioning

All door signs carry the appropriate roundel in the top left hand corner as shown. Fixed software templates exist for each roundel/business unit name, these cannot be altered. The specific business unit title can be used next to the roundel on door signs indicating the office occupants. The business units should always be horizontally centred on the bar of the roundel.

## Listing and typography

All lists should be alphabetical, including staff names, the exception being 'Toilets' which should be listed last. All door signs use the New Johnston Medium typeface. The business unit is in 13pt (on the A6 signs) and ranged left, centred on the roundel which is in the top left hand corner of each door sign.

The sample layouts demonstrate the main principles of alignment and spacing that must be used. All type is ranged left, even when using the A4 sized sign to indicate the direction of departments beyond a door for example.

24 Door signs



A4 and A6 door signs

## Pictograms

TfL pictograms should be used as shown for the toilets. They are produced as white figures reversed out of a grey background.

## Size

The recommended door signs are portrait in format and 110 x 145mm (A6) in size. They can accommodate up to five names, titles and a room number as shown. The larger sign format, A4 is available for use when the amount of information requires it or for increasing the visibility of direction/location information.

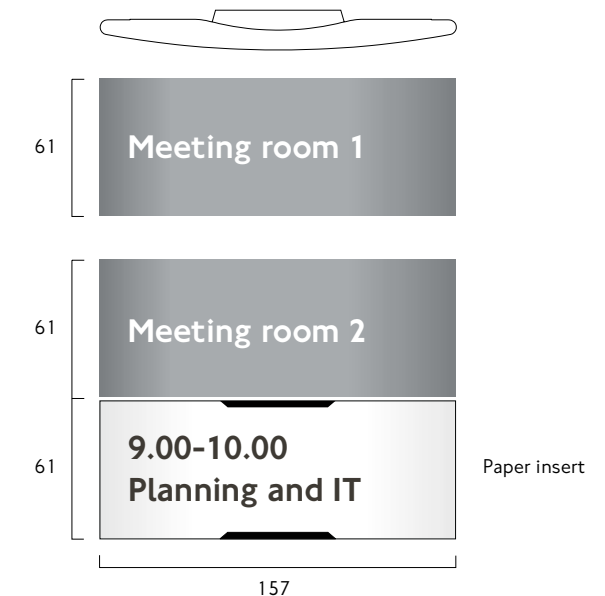
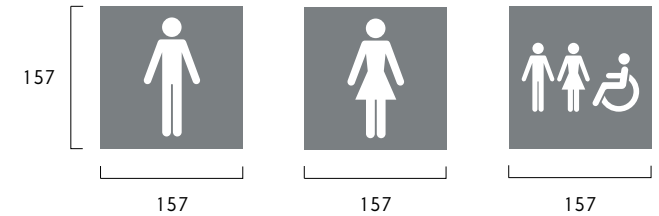
<b>Service name</b>	13pt
<b>Staff name</b>	18pt/18pt
<b>Staff title</b>	10pt/18pt
<b>Interline space</b>	35pt

## Positioning

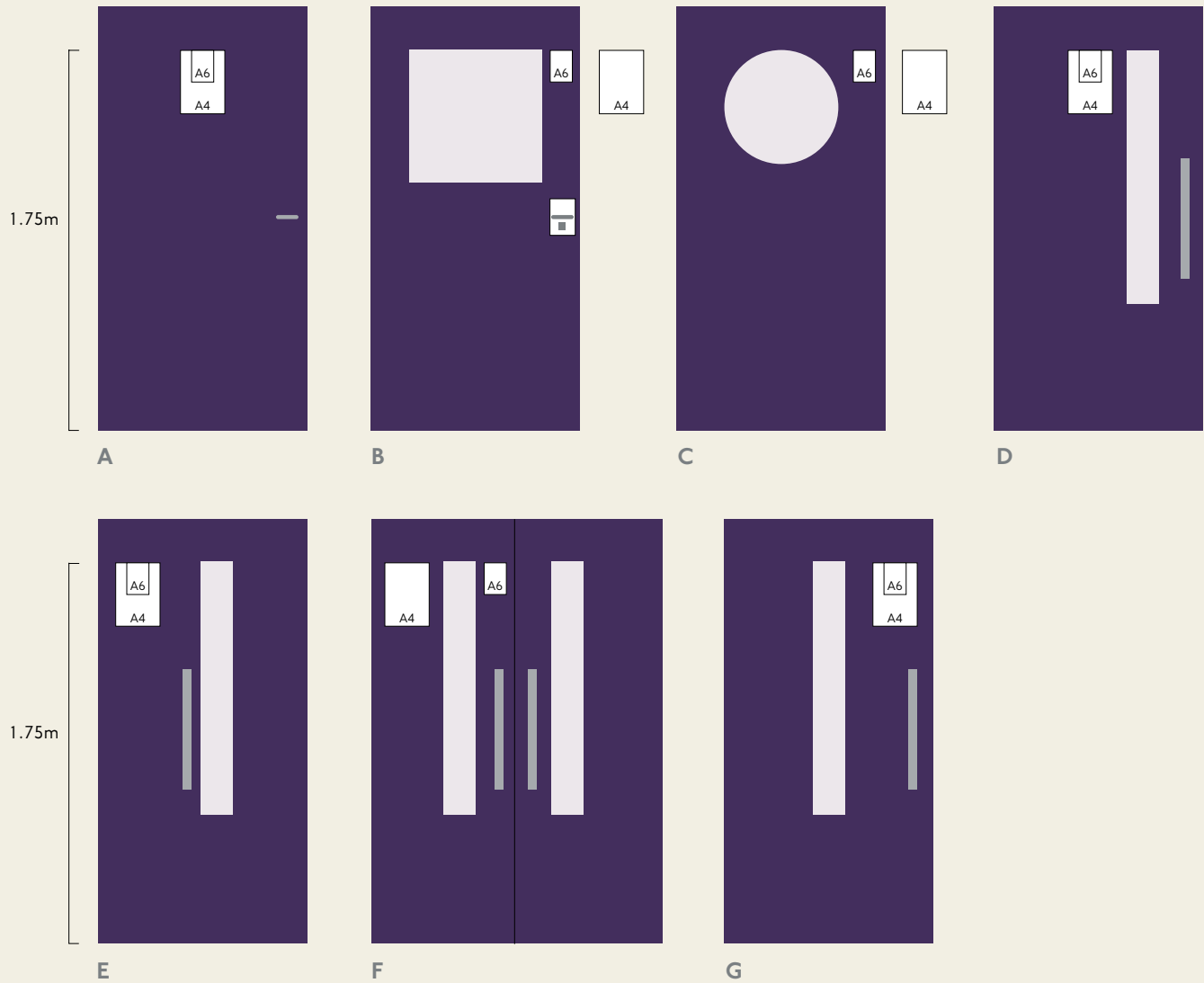
All door signs are intended to be centrally located whenever possible and at an average eye-level, 1.75m to the top of the sign. However, there are many variants in door configuration, especially with doors having a glazed see-through aperture and in these cases locating the door sign can be difficult.

In recognising this difficulty, we have illustrated a number of alternative positions on the following page. The larger door signs can be applied at the side of doors, ie. on walls or fixed door sides, as shown on the door layout E on page 25. They must never be fixed any lower than the hanging height indicated, the door layouts B and C on the following page show how they should be positioned, 100mm away from the door frame. They should also be positioned next to the opening edge of the door.

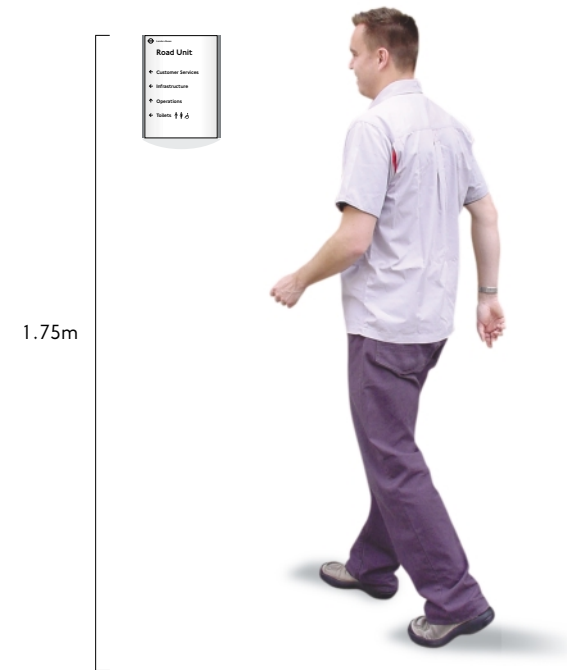
## Toilet pictograms



## Door signage



26 Door signs **Sign positioning** Various door configurations



**Door signs** Recommended height

# 6 Personal identification signs

## London Buses

Personal identification signs are used to identify a more specific area such as a person's name on a bank of desks.



Chaman Suri

Marketing Executive

Marie DuPont



Marketing

Chaman Suri  
Marketing Executive

Marie DuPont  
Marketing Communications Manager

Rebecca Jones  
Marketing Assistant Manager

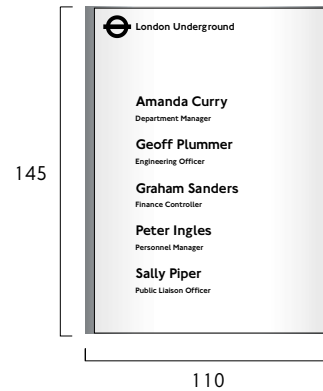
Simon Jackson  
Marketing Manager

to Kenne

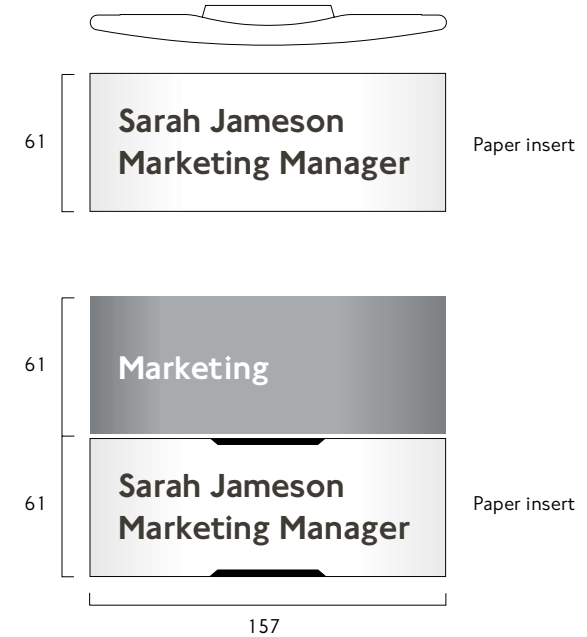
## Paper insert signs

The A6 paper insert sign is suitable for mounting on a door, a partition or a desk by adding a bracket which fits to the office furniture. It can fit up to five names and titles, and therefore can be used to identify a number of people working at a 'bank' of desks or within an enclosed office area.

Due to the size of the two-part paper insert sign, this sign is suitable to identify the occupant of a cellular office. The permanent header panel can be used to identify the door number or team name. The paper insert sign underneath identifies the person's name which can be changed.



A6 paper insert sign



Two-part paper insert panel

# 7 Safety signs

TfL safety signs follow the style set by section 6 and 7 of the London Underground signs manual (obtainable from TfL Signs) in terms of typography and use of pictograms, such as those found on safety signs. They also comply with the British Standards sign requirements.



## Safety signs

All safety signs relating to equipment or behaviour eg. fire hose reel, no smoking etc. must comply with the relevant British Standards. Signs should be aluminium in construction and bonded to surfaces where possible. Within an office building, signs should be of a consistent size, format and mounting height.

## Positioning and location

Safety signs must be sited at all key exit/entry decision points, ie. at the end of corridors, at corner junctions and on doors. They should have priority over all other signs, as clear sight lines are imperative.

Different types of signs, such as wayfinding signs, should not be grouped with safety signs. Fire safety signs within a building are regulated by a Fire Certificate. Door safety signs should be grouped together and centred on the door in accordance with the requirements of the Fire Certificate.

## Door safety signs

Small fire door signs, such as 'Fire door keep shut', are from a standard stock sign range which conform to BS5378. These signs are positioned on the opening edge of the door immediately above any 'push plate' or door handle. They are the only signs that use Helvetica Medium as opposed to the usual TfL New Johnston Medium typeface.

Names of rooms, such as 'Plant room' etc. should use the normal A6 sized door signs.

## Warning signs

Hazard materials and other such warning signs, should be used as directed within the London Underground signs manual and according to the current British Standards.

Yellow warning signs are used to indicate the presence of hazards.



Running figure BS 5499/4:2000 annex c (page 31)



Emergency exit



Fire hose reel



Fire extinguisher



General hazard



Fire door

## Fire exit signs

Fire signs should be aluminium and are flat as opposed to the curved signs used for the other office signs specified within this guideline. Most fire exit signs have rounded corners and are either screwed to the actual door or suspended from the ceiling by wires.

Door fixed fire exit signs should be positioned one sign depth away from the top edge of the door and centred within the door width.

Fire signs with the 'running figure' pictogram should take into account the way the door opens. BS5499/4 V.2000 annex b and c determines the number of running figure pictograms and where they should be located.

If a door is hinged on the left, the pictogram used should be running to the right and positioned to the right hand side of the sign. The converse of this rule applies to doors hinged on the right.

## Colour

London Underground safety colours are used as the background colours for safety signs. Please see page 5, Basic elements, Colour.

**Safety green** NCS S 2565-G

**Safety red** NCS S 1085-Y90R

**Safety blue** NCS S 3065-R90B

**Safety yellow** NCS S 580-Y10R

Evacuation signing should be photoluminescent with reflective text and pictogram, in compliance with BS 5499/1 and The Health and Safety (Safety signs and signals) Regulations 1996.

