

# Barclays Cycle Superhighway identity standard

Issue 4



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## Foreword

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This design standard has been created to show the rules that are to be followed when branding communications material relating to Barclays Cycle Superhighways.

If you have any queries please contact  
TfL Corporate Design:  
**Phone 020 7126 4462**  
**Internal (64462)**

## 1.0 Basic elements

This section gives guidance on the basic elements that make up the Barclays Cycle Superhighway identity.

The information covered includes the use of the logo, colours, and fonts.

Guidance on design applications of TfL branding can be found in separate standards via the TfL website:

**[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)**

## 1.1 Barclays Cycle Superhighway logo

Contents

The logo has been created as a digital artwork and should not be recreated or altered in any way. To obtain digital files, please contact TfL Corporate Design.

The primary (preferred) use of the logo is the boxed colour version for two or more colour printing. The black and white version should only be used when colour printing is not available. The primary logo negative should only be used on dark backgrounds. For colour specifications, see '1.3 Colours'.

Please ensure sufficient contrast with backgrounds for legibility and compliance with TfL accessibility guidelines.

[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Primary logo colour



Primary logo black



Primary logo negative\*



Icon as illustration



The icon may be used as a background illustrational image (except on signage), but in these instances it must appear with the Primary logo in colour (see '2.5 CD/DVD labels and covers' for examples).

\* Please note, the black background behind the logo in this example is for illustrative purposes only and is not part of the logo.

## 1.2 Logo minimum size and clear space

### Minimum size

The primary version of the Barclays Cycle Superhighway logo should never be reproduced in print at less than 20mm in width.



The primary version of the logo should never be reproduced for onscreen use at a width less than 84 pixels.

To maintain crisp outlines to the boxed version when used in digital/onscreen applications, the width should be increased in multiples of 28 pixels (eg 84, 112, 140, 168 etc).

### Clear space

A space equivalent to twice the capital height of the word 'SUPERHIGHWAY' should be maintained around the logo, clear of any other type. Other graphic devices, such as rules, may encroach this space but should not touch the logo.



## 1.3 Colours

[Contents](#)

The colour references for Barclays Cycle Superhighway Magenta are as shown on this page along with the Barclays corporate colours.

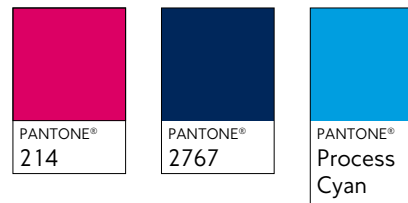
Using Barclays Cycle Superhighway Magenta as an overall background should be avoided.

Other colours, including those from TfL modes, may be used where appropriate, but they should never dominate the core identity colour.

The colour specifications shown refer to colour reproduction using the Pantone Matching System and CMYK for print use on coated and uncoated paper, and RGB and hexadecimal values for screen and web use.

Paint references for the built environment are also shown.

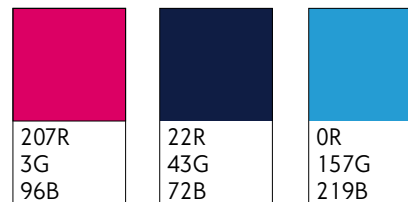
### Print



### PMS

Colour reproduction using Pantone Matching System on coated paper.

### Screen



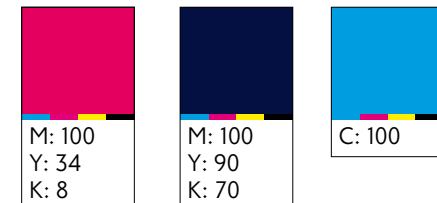
### RGB

Colour reproduction using red, green and blue values.

### Paint

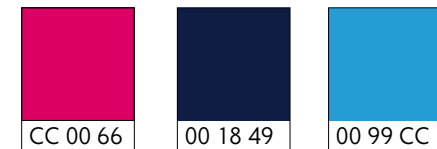
### NCS

Currently we are undertaking tests to establish correct colour references to be used when applying the Natural Colour System.



### CMYK

Colour reproduction using four colour process



### Web safe

Colour reproduction using web safe colours

## 1.4 TfL branding

Contents

Standard TfL branding should be applied to all Barclays Cycling Superhighways material, as defined in the relevant TfL standards. These give comprehensive information on margins, size and position of logotypes, the roundel and the branding strip.

Guidance on design applications of TfL branding can be found in separate standards via the TfL website:

[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Useful standards include:

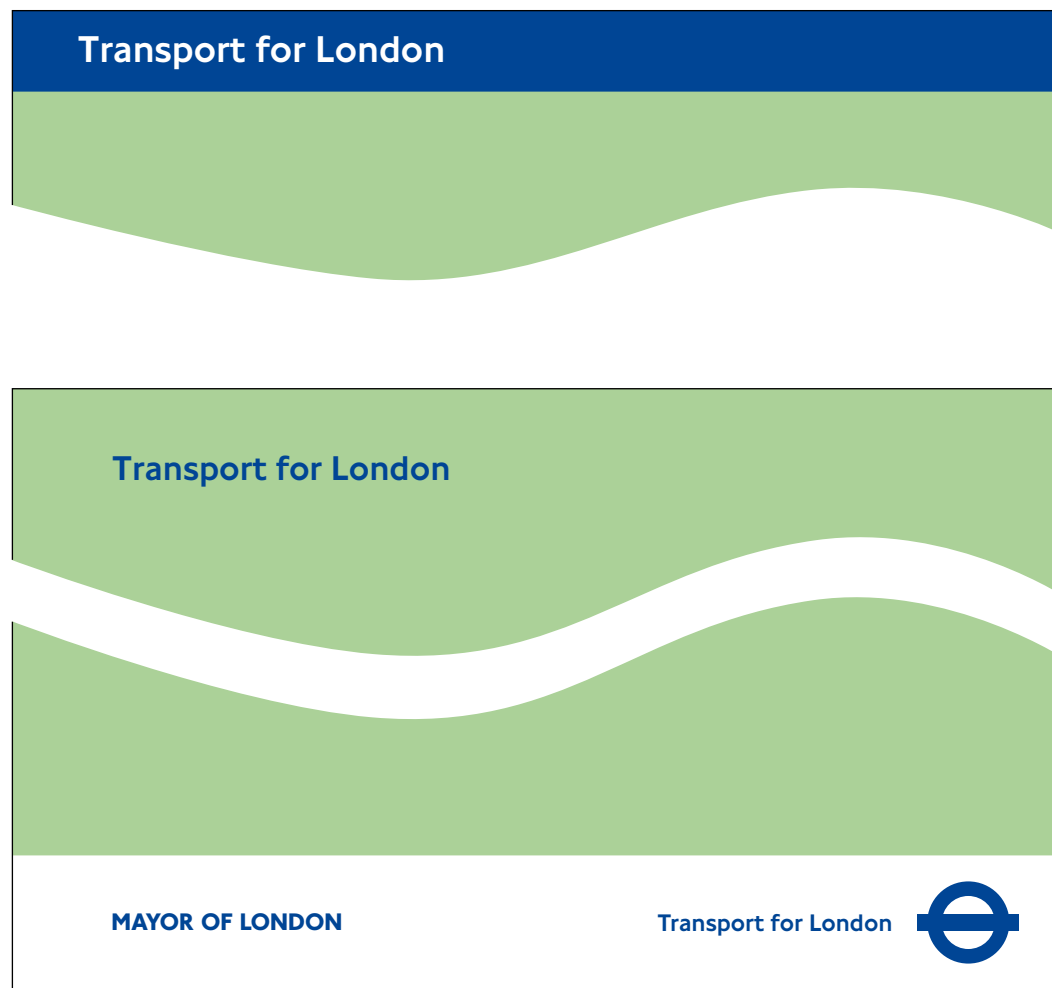
Advertising and public service  
information standard

Basic elements standard

Corporate publications standard

Desktop publishing standard

Display stands standard





## 1.5 Typography

Contents

### New Johnston

The typeface of TfL is New Johnston, which should be set in mixed upper and lower case. New Johnston is the only typeface to be used for communications material relating to Barclays Cycle Superhighways.

Arial may only be used on material printed to a local laser printer, such as letters and memos, or digital files such as PowerPoint presentations.

### Headings

These are set in New Johnston Medium mixed upper and lower case.

### Body text

Body text should be set in New Johnston Book mixed upper and lower case when set at 12pt or below. When set at above 12pt (such as on posters) New Johnston Light is to be used.

### Copyright

New Johnston is the exclusive property of TfL. If you wish for an outside supplier to access the typeface please direct them to the TfL website: [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,'():;

New Johnston Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,'():;

New Johnston Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,'():;

New Johnston Book

## 1.6 Typographic policy

In consultation with the Royal National Institute for the Blind (RNIB), TfL has developed a code of practice for setting type so that it is legible to those with visual impairment.

The main directives of this policy is set out as follows:

- Text should always be set in mixed upper and lower case (never all upper case – even with headings)
- The minimum point size for headings and body copy is 12pt
- Text within a footer or header (such as page numbers) should be no smaller than 10pt

- Text should always be ranged left (never justified, centred or ranged right)
- Do not use italics
- Do not use drop caps
- To emphasise a word, use a different type weight
- Ensure good, legible colour contrast between text and background colour
- Do not adjust the character spacing of the font
- Do not adjust line spacing (leading)

- Do not indent the first line of a paragraph, but use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed so long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)

**The use of terminology on all material must comply with the TfL Editorial standards ([tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)).**

## 2.0 Barclays Cycle Superhighway logo usage examples

The examples on the following pages illustrate the basic principles set out in this standard, including the size and position of the logo, use of colour, typography, and the implementation of TfL branding when applied to printed items.

These examples demonstrate how to apply the Barclays Cycle Superhighway logo using the existing TfL design standards. The same principles would apply to items not illustrated within this document.

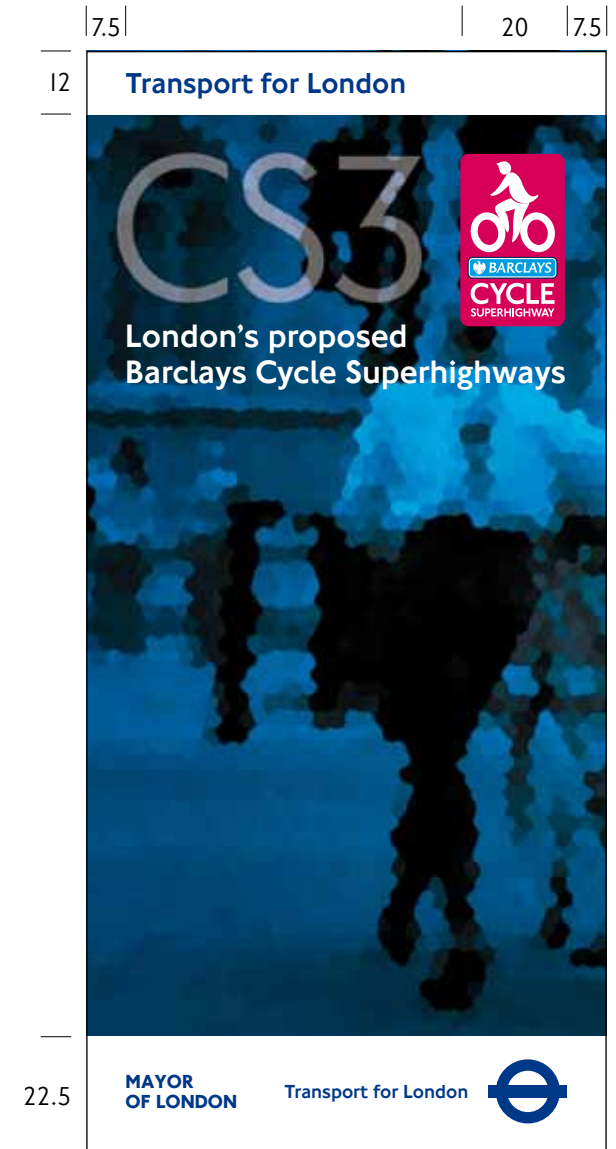
Guidance on design applications of TfL branding can be found in separate standards via the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

## 2.1 DL leaflet

The examples on this page use the specifications set out in the Advertising and public service information standard when applying the Barclays Cycle Superhighway logo to a DL leaflet. [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Note that there is not one fixed size or position for the logo when applying it to a design, but it must not be used smaller than the specified minimum size, and it must fit within the space as specified in the relevant TfL standard.

All measurements are in millimetres.



## 2.2 Double Royal poster

The example on this page uses the specifications set out in the Advertising and public service information standard when applying the Barclays Cycle Superhighway logo to a Double Royal poster. [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Note that there is not one fixed size or position for the logo when applying it to a design, but it must not be used smaller than the specified minimum size, and it must fit within the space as specified in the relevant TfL standard. It is recommended that the Barclays Cycle Superhighway logo should be at least as wide as the TfL roundel.

All measurements are in millimetres and include a 15mm frame allowance.



## 2.3 A4 publication cover

The example on this page uses the specifications set out in the Corporate publications standard when applying the Barclays Cycle Superhighway logo to the cover of an A4 publication.

[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Note that there is not one fixed size or position for the logo when applying it to a design, but it must not be used smaller than the specified minimum size, and it must fit within the space as specified in the relevant TfL standard. It is recommended that the Barclays Cycle Superhighway logo should be at least as wide as the TfL roundel.

All measurements are in millimetres.



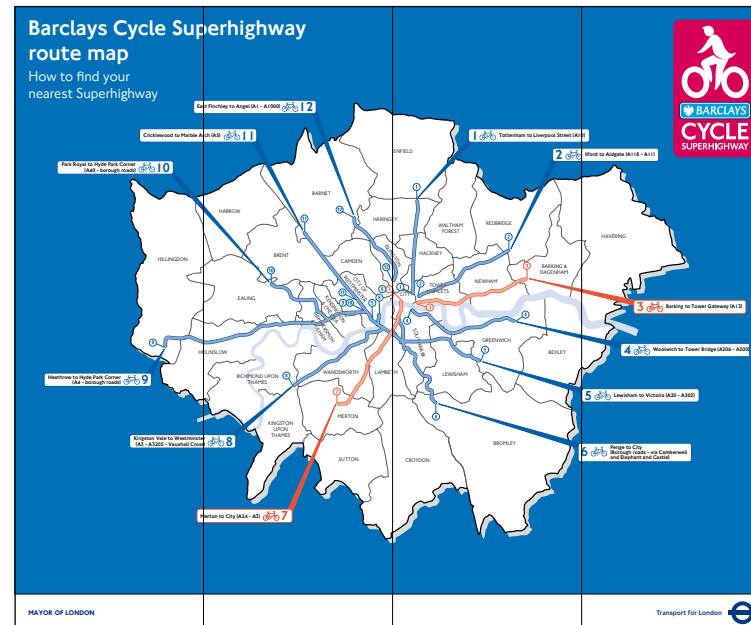
## 2.4 Display stands

The examples on this page use the specifications set out in the Display stands standard when applying the Barclays Cycle Superhighway logo to exhibition stands. [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Note that there is not one fixed size or position for the logo when applying it to a design, but it must not be used smaller than the specified minimum size, and it must fit within the space as specified in the relevant TfL standard. It is recommended that the Barclays Cycle Superhighway logo should be at least as wide as the TfL roundel.

Contents

Pop up stand



Pull up banner stand





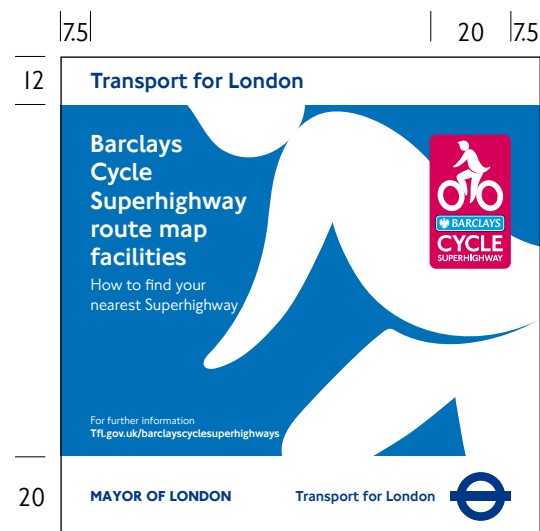
## 2.5 CD/DVD labels and covers

The examples on this page use the specifications set out in the CD and DVD graphics standard when applying the Barclays Cycle Superhighway logo to CD/DVD labels and covers.

[tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

All measurements are in millimetres.

### CD cover



### DVD cover





## 2.6 Merchandise

Contents



The examples illustrated on this page include branding on a drinks bottle and on badges; other types of merchandising are illustrated on the following page.

Note that if the logo cannot be at least 20mm wide (17mm for limited use version) then the icon should be used without the words 'Barclays Cycle Superhighway', such as on badges.

It is important to adhere as closely as possible to the guidance set out in the 'Basic elements' section of this standard, such as matching colours, minimum size and clear space, but there will be exceptions due to the unique nature of merchandising items, and the production methods available.

For further guidance, or if you have any queries please contact TfL Corporate Design:  
**Phone 020 7126 4462**  
**Internal (64462)**



## 2.6.1 Merchandise – continued

[Contents](#)



The examples illustrated on this page include branding on t-shirts and pens.

Note that if the logo cannot be at least 20mm wide (17mm for limited use version) then the icon should be used without the words 'Barclays Cycle Superhighway', as illustrated on the pens shown on this page.

It is important to adhere as closely as possible to the guidance set out in the 'Basic elements' section of this standard, such as matching colours, minimum size and clear space, but there will be exceptions due to the unique nature of merchandising items, and the production methods available.

For further guidance, or if you have any queries please contact TfL Corporate Design:  
**Phone 020 7126 4462**  
**Internal (64462)**



## 3.0 Digital use

[Contents](#)

The examples on the following pages illustrate the basic principles set out in this standard, including the size and position of the logo, use of colour, typography, and the implementation of TfL branding when applied to digital/onscreen items.

These examples demonstrate how to apply the Barclays Cycle Superhighway logo using the existing TfL design standards. The same principles would apply to items not illustrated within this document.

If you have any queries please contact  
TfL Corporate Design:  
**Phone 020 7126 4462**  
**Internal (64462)**

## 3.1 Email signatures

[Contents](#)

The example on this page indicates the information to be included in email signatures.

Email signatures should be set in 12pt Arial.

If the logo is added to an email signature it should be 84 pixels wide.

--

Name Surname

Job Title

Department

Mode (eg Transport for London)

Address line 1

Address line 2

Address line3

Address line 4 (if required)

Phone: 020 7126 0000

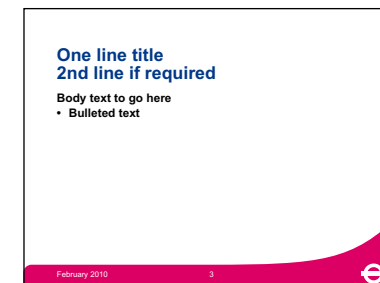
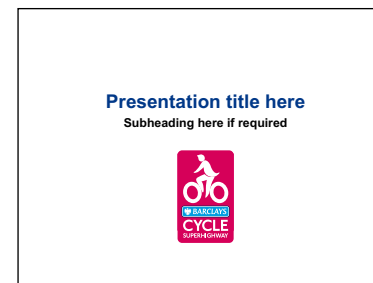
ext: 60000

Please consider the environment - do you really need to print this email?



## 3.2 PowerPoint presentations

The examples on this page use the specifications set out in the Desktop publishing standard when applying the Barclays Cycle Superhighway logo to PowerPoint presentations.  
[tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)



## For further information:

[Contents](#)

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, please contact TfL Corporate Design.

Telephone: **020 7126 4462**

Internal extension: **64462**

All TfL corporate design standards are available from [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

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