# **London Buses**



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# **Foreword**

How London Buses expresses itself, its public 'tone of voice', affects the attitude of our customers towards us. The way in which information is presented is key to its understanding or acceptance.

An important element in this expression is signage, which must be simple to understand and project an image of efficiency, consistency and modernity. Signing of facilities has also to function on an operational level, moving customers through the system safely.

The detailed information in this standard represents the culmination of thorough research, design and development. By careful and consistent application of this standard we will further enhance the image of buses in London.



# **Basic elements**

The basic elements of the London Buses sign system are the roundel, the house and line colours and the New Johnston typeface.

The value of the roundel itself can hardly be overestimated. It is one of the world's best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules for its reproduction and application must be strictly adhered to.

Colours are similarly important. Approved NCS colour references should always be used when specifying colours.

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

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## 1.2 Basic elements

# Colour

# Paints (a).

Architectural grade Ultra-Violet protected polyester powder coated, semi-gloss (unless otherwise stated). All appropriate parts to be cleaned and thoroughly pre-treated in accordance with the supplier's specification for exterior use and to achieve a minimum 15 year lifetime guarantee.

## Printing inks (b).

Must be colour-fast, non-fade, and Ultra-Violet protected for a minimum period of seven years or relevant to the life of the material to be printed. Ensure that a corresponding ink system to the material substrate ie self – adhesive uPVC and/or polycarbonate is used.

# Self adhesive uPVC vinyls (c).

An 80 micron, seven year life self adhesive uPVC, is recommended as this provides adequate strength for handling, but is thin enough to pick up small curves on application, whilst offering minimal shrinkage, after prolonged exposure to sunlight and heat.

## Additional information

Colour specifications (NCS) – see 1.2.1 Colour specifications (CMYK) – see 1.2.2







**→** ←

# Colour continued

The house colour for London Buses signing is Corporate red, but there are other colours, shown on this page, which are to be used when producing bus signing.

NCS (Natural Colour System) references are given for all sign materials.

It should be noted that quality control is vital to ensure accurate colour matching and that checks must be carried out during manufacture and on delivery of signs.

#### References

TfL Corporate identity colour standards: www.tfl.gov.uk/tfl/corporate/media/designstandards/

A4 size NCS colour swatches can be purchased from: NCS Colour Centre 71 Ancastle Green Oxfordshire RG9 1TS Telephone 01491 411717

## Additional information

Colour specifications (CMYK) – see 1.2.2 External signage specifications – see 1.2



## 1.2.2 Basic elements

# Colour continued

The colour standard system to be used for print on paper is the Pantone Matching System for both spot colour and four colour process.

#### **PMS**

An abbreviation of Pantone Matching System. This system is used to specify spot colours (ie individually mixed colours) for printing. The letter 'C' after the specification indicates a colour's appearance on coated paper stock. The letter 'U' after the specification indicates a colour's appearance on uncoated paper stock.

#### **CMYK**

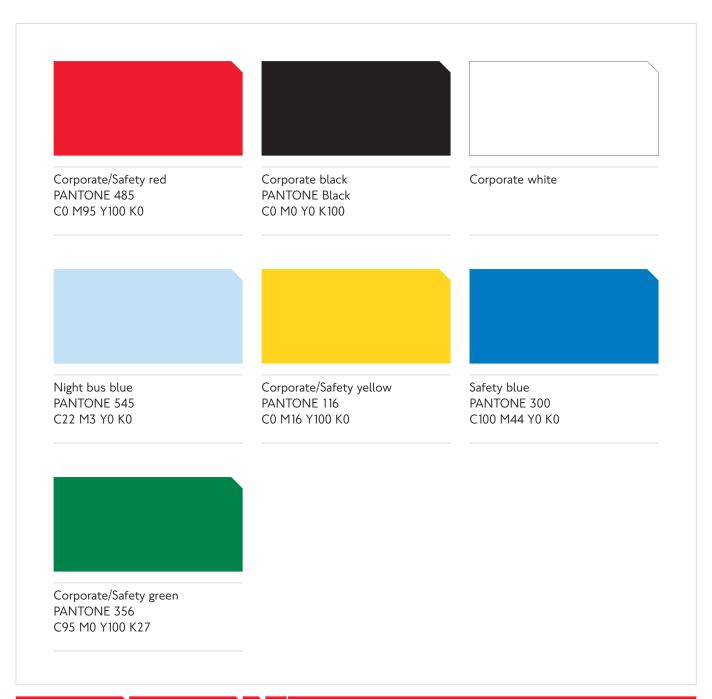
Initials representing the four colours – Cyan, Magenta, Yellow and Black (Kohl) – used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

## References

TfL Corporate identity colour standards: www.tfl.gov.uk/tfl/corporate/media/designstandards/ www.pantone.com

## **Additional information**

Colour specifications (NCS) – see 1.2.1 External signage specifications – see 1.2



## 1.3 Basic elements

# Lettering

New Johnston Medium is London Buses' corporate typeface and is used for all signing within the passenger environment, and for a wide range of publicity and other material. It is highly legible and yet friendly in tone.

Lettering must be shown in Corporate black (NCS S 9000-N) unless stated otherwise. It is to be upper and lower case, not capitals only, and initial capitals are used only for the beginning of a message or for proper names. The use of upper and lower case letters enhances readability when text statements longer than one word are made.

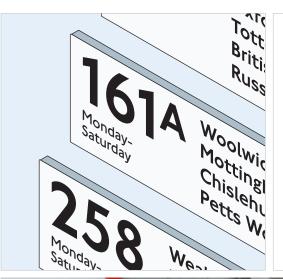
#### Additional information

Typography – see 1.4 Bus route indicators – see 3.5 Paper signs – see 4.2

## **Exceptions**

New Johnston Light and Light Italic are used on bus route indicators.

'Mayor of London' uses New Johnston Bold, all caps: Short range signs: paper signs.



New Johnston Medium

ABCDEFGHIJKLMN
OPQRSTUVXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890£/.,";:



Contents

## 1.4 Basic elements

# **Typography**

Unless specified otherwise, line spacing is based on the height of the lower case letter 'x'. One 'x' is the standard minimum between two lines of information. Most of the signage within these guidelines rely on specific measurements which are determined by the size of the sign.

When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size. The smaller letter size should be between 50% - 75% of the larger size.

Unless the function of the sign dictates otherwise (for example directional signs), text is ranged left.

All directional signs are specified as separate 'slats' or panels, where '9A' is equal to the height of the white panel, and the cap height of type is equal to '4A', with a total of '5A' separating lines of type between slats.

#### **Additional information**

Arrows – see 1.6 Directional signs – see 3.2 Bus route indicators – see 3.5 Safety signs – see 3.7

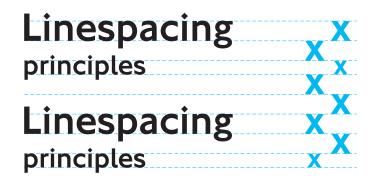
## **Exceptions**

Text is centred in some instances on safety signage (see 3.7).



# Linespacing x principles x





## 1.5 Basic elements

# Type size and viewing distances

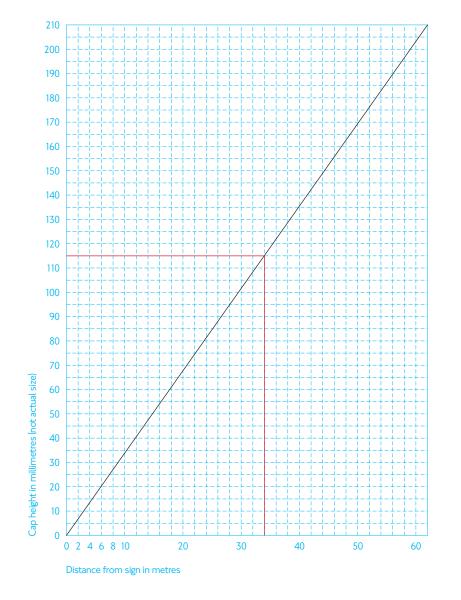
As a guide this chart shows the distance at which certain sizes of lettering can be read by a person with normal eyesight.

The data obtained can be used to determine the minimum letter size for any sign.

For example the red line on the diagram indicates if standing approximately 34 metres away from a sign the capital letter height of the letter form should be 115 millimetres.







# **Arrows**

This is the standard design of arrow for London Buses, and its proportions must not be altered.

Arrows indicating direction to the left, straight ahead or down should be placed to the left hand side of the first line of the message.

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

The size of the arrow is related to the capital height (cap height) of the message as shown. Arrows are centred vertically on the capital height.

The diagram and examples show the position of the arrow relative to the message.

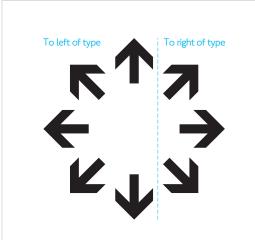
Sign messages should be ranged left or right according to the direction indicated by the arrow.

Where one sign message is subsidiary to another and is in a smaller size of lettering, an arrow should only be included with the main message.

The measurements and position of the arrow are explained more completely in section 3.2 Directional Signs.

## Additional information

Directional signs – see 3.2

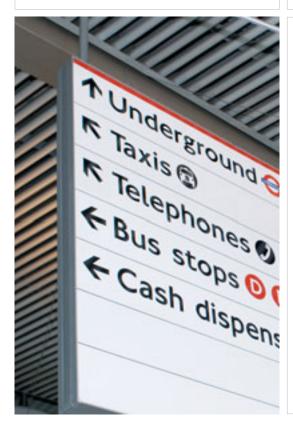




 $\Psi H \mathcal{I}$ 

Arrow height equals the capital height of type when in this position

Visually centre vertical and 45° arrows on the capital height of type







## 1.7 Basic elements

# **Point letters**

Point letters are used to identify customer boarding points within a bus station. They can be used alone or in conjunction with type as on some directional signs.

Point letters should be originated from master artwork available from TfL Corporate Design.

The type size in **A** can accommodate most point letters, with the exception of W, which should be sized as shown in **B**. The type size in **C** can accommodate most letters and single digit numbers. **D** or **E** should be used if there is insufficient space, for example where wide letters and longer code numbers are required.

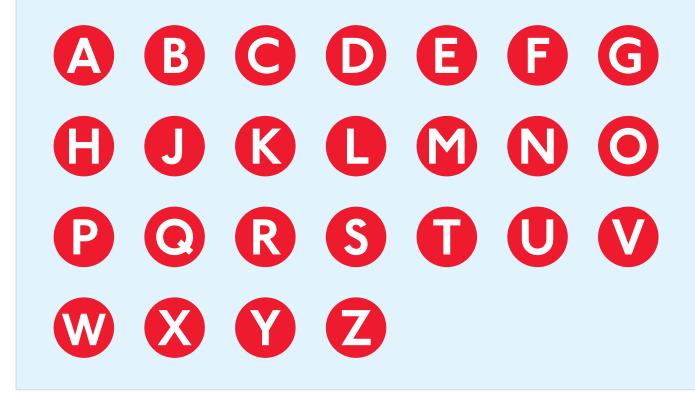
These code numbers are not available as artwork and must be specially constructed.

#### **Additional information**

Directional signs — see 3.2 Display unit headers — see 3.4 Bus route indicators — see 3.5







## 1.8 Basic elements

# Panel sizes

The panels of the sign system are based on a 50mm x 50mm grid.

The choice of panel depends on:

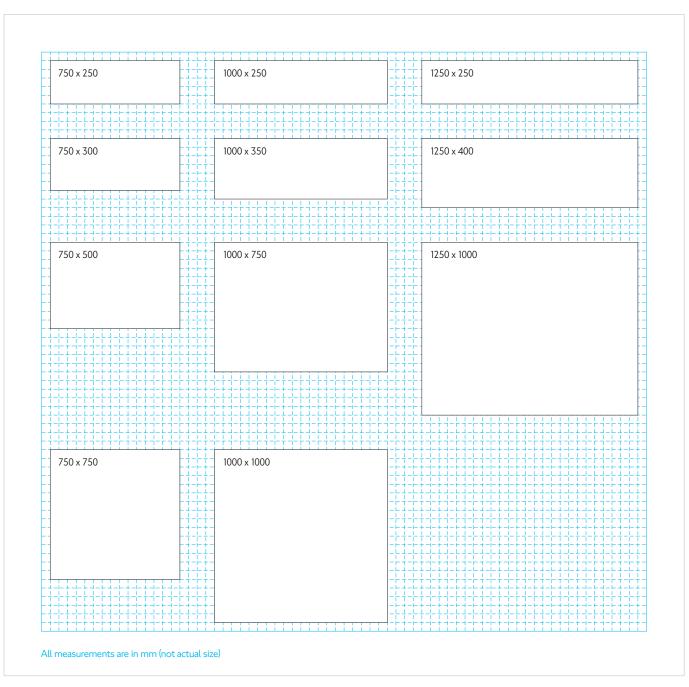
- Lettering size for optimum legibility.
- Length of message or messages to be contained.
- Architectural considerations, for example space available and/or surface decoration.
- Juxtaposition with other signs.

Some scaled down examples of panel sizes are shown on this page superimposed over the grid.

Panel sizes which do not conform to the 50mm x 50mm grid may only be used in exceptional circumstances, for example when incorporated into an architectural feature or printed onto wall-cladding panels.

## **Additional information**

Directional signs – see 3.2 Enquiry point fascias – see 3.3



## 1.9 Basic elements

# **Radius corners**

Every sign panel which does not incorporate a structural frame should have a radius corner, in accordance with the Department for Transport's 'Traffic signs manual Chapter 1 1982'.

Radius corners on panels measuring less than  $625 \text{cm}^2$  should be 4 mm (**A**).

Panels measuring between 625cm<sup>2</sup> and 1600cm<sup>2</sup> have 8mm radius corners (**B**).

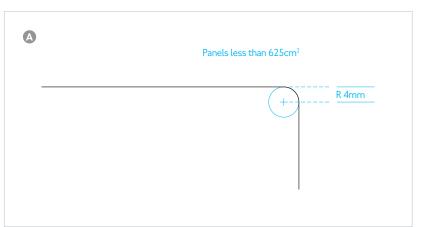
Panels measuring more than 1600cm<sup>2</sup> have 10mm radius corners (**C**).

All self adhesive vinyl panels must also adopt these rules to avoid unauthorised removal and damage whilst cleaning.

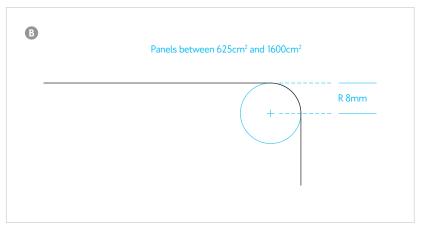
## **Additional information**

Safety signs – see 3.7

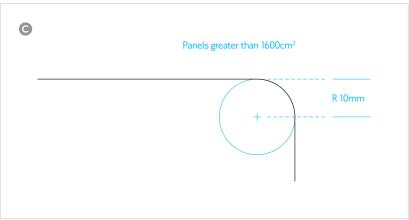












## 1.10 Basic elements

# **Pictograms**

Pictograms are used increasingly to provide information for those who have difficulties with English text, for example overseas visitors when English is not their first language. Some of the more commonly used pictograms are illustrated here.

Pictograms indicating the provision of amenities should appear reversed out of a black circle.

Pictograms indicating suitability of access, ie wheelchair access or pedestrian access, should appear in black on white. The pictogram should face the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.

See Section 3, safety signs, for examples of safety signage pictograms.

For the latest artworks of the full range of approved pictograms, please contact TfL Corporate Design (020 7126 4462).

#### Reference

TfL Pictogram standard: www.tfl.gov.uk/tfl/corporate/media/designstandards/

## Additional information

Directional signs – see 3.2 Enquiry point fascias – see 3.3 Display unit headers – see 3.4 Safety signs – see 3.7







Network logos

Back



Female toilets







Disabled toilets

Refreshment





**Tickets** 







**Telephones** 













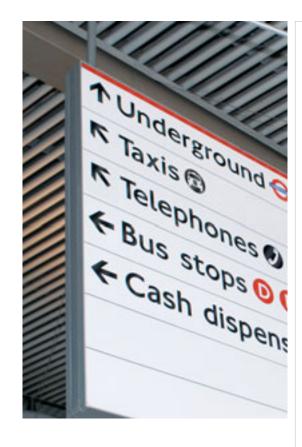
## 1.11 Basic elements

# Language for signs

Messages on signs should be brief to aid easy comprehension and to make the most economical use of space. Consistency of language aids quick recognition and also helps to reinforce the impression of an efficient, thorough system.

Messages should be unambiguous in meaning and be consistent with other major sign systems, for example those used by airports and National Rail. Because overseas visitors use signs more than most, words which are internationally recognised should be used in preference to those which are not.

'Way out' should be used in preference to 'exit' on all signs except 'emergency exit' signs.



Correct Incorrect

National Rail Main line station

Toilets Lavatories

Men Gentlemen

Women Ladies

Trains — To Trains

Tickets Ticket machines

Telephone — Public telephone —

Information <u>Enquiries</u>

Way out <u>Exit</u>

Bus station Bus Depot

Buses To Buses

Pedestrians — Passengers —

Boats Ferries

Taxis — Cabs

Underground — Tube

Trams <u>Trolleybus</u>

# 2.1

# Long range signs

Signs to be read at long range are best positioned at a height that renders the sign obvious. The upper most edge of the sign should not exceed 4500mm above the finished surface to avoid unnecessary planning consent.

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# 2.2 Long range signs

# **Totem signs**

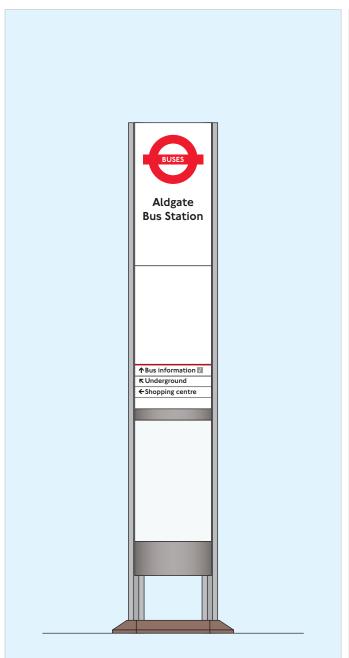
The totem is used to identify a bus station from a distance when it is not obvious from street level where a bus station is located.

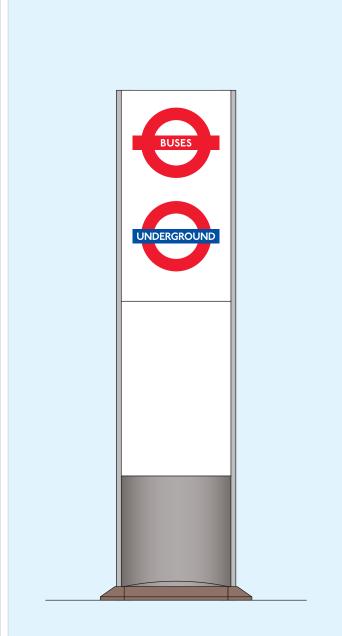
The primary identifier of the bus network is the London Buses roundel. It is the roundel only that should be displayed on a totem along with the station name, except where a bus station interchanges with other transport modes. Then the totem should identify clearly and consistently the modes of transport available at the interchange.

For more information about totems, and the options available, please contact TfL Corporate Design (020 7126 4462).

## Additional information

Totem sign graphics – see 2.2.1 Two sided totem signs – see 2.2.2 Multi-modal interchange totems – see 2.2.3





# 2.2.1 Long range signs

# Totem sign graphics

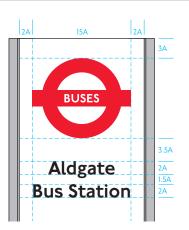
There are three type sizes for totem signs to allow the station names and 'Bus Station' to appear at the optimum size.

The complete station name always appears on the first line with 'Bus Station' below.

When preparing signs, check that the width of the station name or 'Bus Station' does not exceed the width of the London Buses roundel.

#### Additional information

Two sided totem signs – see 2.2.2 Multi-modal interchange totems – see 2.2.3



The above type sizes and layouts should be used for the following station names:

Aldgate Chingford

Edgware

Euston

Fairfield

Greenwich

Harrow

Hounslow

Kingston

Lewisham

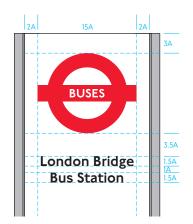
Morden

Peckham

Stratford

Uxbridge

Victoria



The above type sizes and layouts should be used for the following station names:

Bexleyheath

Canada Water

Canning Town

Crossharbour

Crystal Palace

East Croydon

Finsbury Park

Golders Green

Hammersmith

Liverpool Street

London Bridge

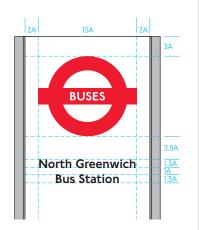
Prince Regent

Putney Bridge

Turnpike Lane

Walthamstow

West Croydon



The above type sizes and layouts should be used for the following station names:

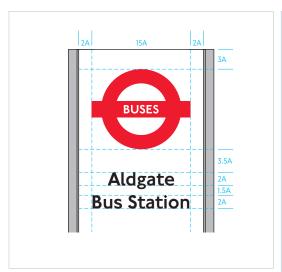
Becontree Heath North Greenwich

# Two sided totem signs

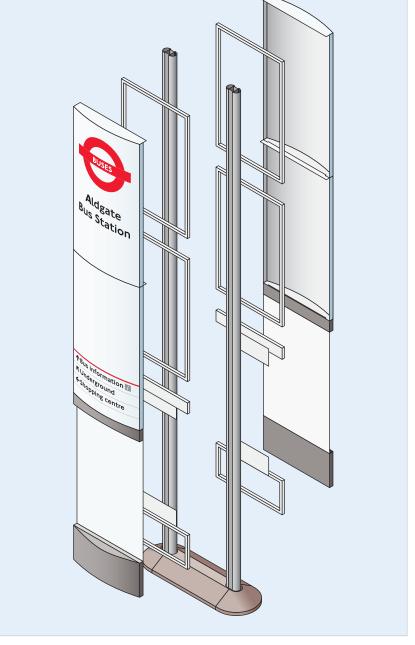
For more information about totems, and the options available, please contact TfL Corporate Design (020 7126 4462).

## Additional information

Totem sign graphics – see 2.2.1 Positioning of signs – see 5.2 Workmanship – 5.3







Contents

# 2.2.3 Long range signs

# Multi-modal interchange totems

Where a bus station interchanges with other transport modes the totem should identify clearly and consistently the modes of transport available at the interchange.

It should be positioned in a location so as to ensure that from all approaches to the station the modes of transport available are recognisable from a distance.

The logos from all other modes of transport available around the stop are to be included on the totem along with the station name, which is centred beneath the logos.

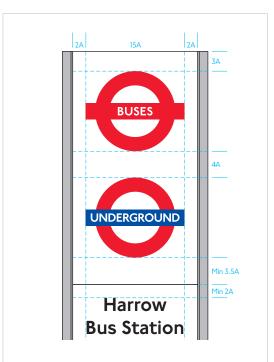
If the totem is on Buses property then it is the Bus roundel that is displayed first. All other logos should follow in order of customer usage.

## Reference

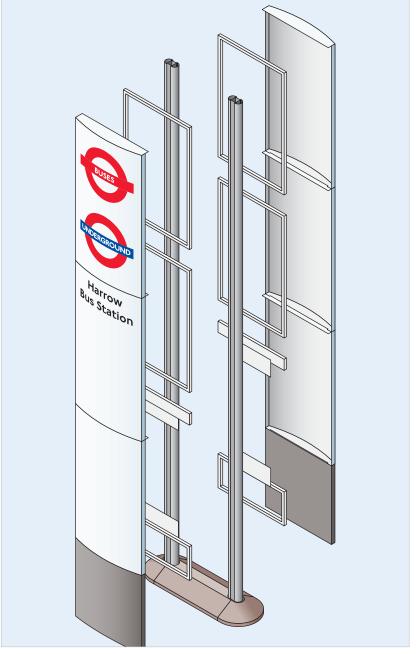
TfL multi-modal interchange signs standard: www.tfl.gov.uk/tfl/corporate/media/designstandards/

## **Additional information**

Totem sign graphics – see 2.2.1 Positioning of signs – see 5.2 Workmanship – 5.3









# 2.3 Long range signs

# Station identifiers

The bus station identifier should be located in a prominent position at the entrance to a bus station. It should be located in such a manner that the bus station name is clearly visible at street level.

However, specific signs may be designed to be sympathetic to the architecture and environment of the individual bus station.

Patterned backgrounds which interfere with the roundel must not be used. For example, if the building is faced with dark granite then the roundel and lettering should appear on a white panel, or the reversed, white version of the roundel should be used.

For guidance and approval, please contact TfL Corporate Design (020 7126 4462).

#### Additional information

Positioning of signs – see 5.2 Workmanship – 5.3











# Medium range signs

Signs that are read at medium range often hang or project from a surface. They therefore must be positioned high enough to avoid causing an obstruction (see the Bus station installation guidelines).

The preferred pavement clearance is 2300mm to the underside of a medium range sign (in accordance with the Department for Transport's Traffic signs manual, Chapter 1, 1982 (paragraph 1.4.9).

Wall mounted signs should be no deeper than 100mm.

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# 3.2 Medium range signs

# **Directional signs**

Directional signs are designed to alert customers to facilities within a bus station and give information relating to local amenities as well as other transport modes.

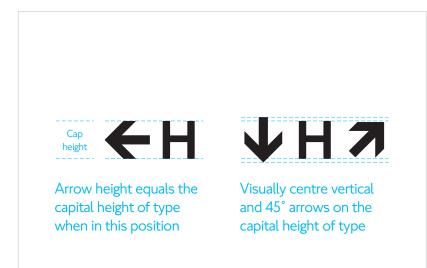
The relative positions of the arrow, type and other elements such as pictograms are all determined by multiples (or fractions) of 'A', where '9A' is equal to the height of the white panel (or slat). The only exception is for 'Way out' signs.

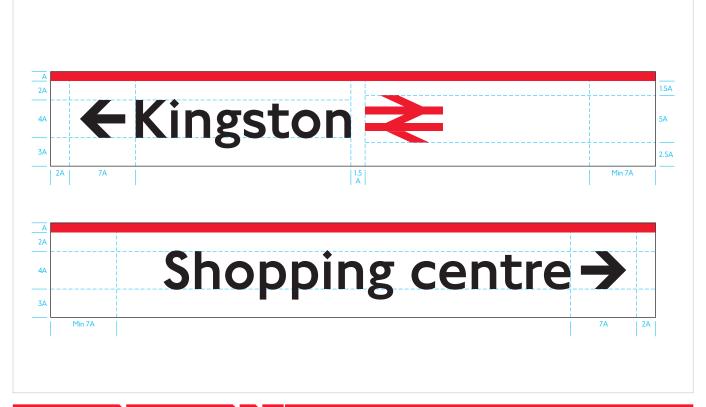
The size of the arrow is determined by the cap height of the text, where the height of the arrow when pointing left or right is equal to the cap height of the text. The arrow's position to the left or right of the text is determined by centring it horizontally in a space of '7A' where '4A' is equal to the cap height of the type.

To point diagonally or vertically the arrow should remain at the same size as when it is pointing horizontally, and then rotated 45° or 90° as required. When rotated it should still be centred vertically with the cap height of the text, and horizontally in the space of '7A'.

## **Additional information**

Arrows – see 1.6 Way out signs – see 3.2.1 Pictograms and point letters – see 3.2.4





# 3.2.1 Medium range signs

# **Directional signs**

## Way out signs

At all stations it is essential that during both normal operation and emergencies, customers can always clearly see the location of the nearest exit (or emergency exit where present).

The 'Way out' sign differs from other directional signs in that the lettering is yellow out of a black patch of fixed proportions. The 'Way out' sign (or panel) is therefore always deeper than the standard directional sign (or panel). This enable the accommodation of the black patch whilst keeping the size of the text consistent with other directional signs (or panels).

The reasons for this difference are recognition and visibility, and the fact that some 'Way out' signs must be illuminated for safety reasons. The use of the black patch introduces consistency in the presentation of illuminated and non-illuminated 'Way out' signs.

Text is in Corporate yellow (NCS S 0580-Y10R).

#### Additional information

Colour – see 1.2 Arrows – see 1.6 Emergency exit signs – see 3.2.6





X = X height of text, which should be the same as the text size of other directional signs grouped with the 'Way out' sign

# ∠ Way out

# High Street 7

When signs are banked and a 'Way out' panel is set next to a standard directional sign panel, the depth of the standard sign panel should be increased to that of the 'Way out' panel



Back



High Street 7

Banked signs of uneven depth are not permitted



# 3.2.2 Medium range signs

# **Directional signs**

# Order of panels

**Example A:** Directions straight ahead, upwards, or to the left should appear first and be arranged so that the arrows follow an anticlockwise sequence starting from the top.

Arrows to the right should be arranged in a clockwise sequence from the top.

**Example B:** If there is more than one panel pointing at the same direction, the names are arranged alphabetically for that direction.

# Single panel signs

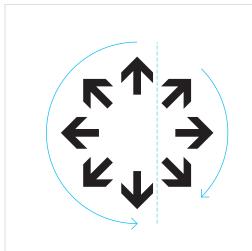
If the sign is constructed as a single panel, dividing lines should be printed in black to represent slats.

To represent 'slats' 100mm deep and below, use a 1mm rule. Above 100mm, a 1.5mm rule should be used.

## **Additional information**

Arrows – see 1.6 Directional signs – see 3.2

Bus station signs standard. Issue 1. September 2007





•		
	↑ Coach station	
	← High Street	
	∠ Way out	
	<b>↓</b> Subway	
	Rectory Road 🗷	
	Tickets →	
	Toilets 🔰	

↑ Coach station	
↑ High Street	
↑ Shopping centre	
← Way out	
Rectory Road →	
Tickets →	
Subway 🔰	
Toilets 🔰	

Back

A



# 3.2.3 Medium range signs

# **Directional signs**

## Multiple stacks of signs

If limitations in headroom mean that only a limited number of slats can be stacked, a second or even third bank of signs should be constructed. The order for each destination should follow the guidance given on page 3.2.2.

**Example A:** Equal split of left-hand and right-hand destinations in two banks of four, starting at the top of the left-hand bank of signs.

**Example B:** All left-hand destinations in two banks of four, starting at the top of the left-hand bank of signs.

**Example C:** All right-hand destinations in two banks of four, starting at the top of the right-hand bank of signs.

**Example D:** Unequal split with more left-hand than right-hand destinations, with left-hand destinations displayed first, followed by right-hand destinations.

**Example E:** Unequal split with more right-hand than left-hand destinations, with left-hand destinations displayed first, followed by right-hand destinations.

#### **Additional information**

Arrows – see 1.6 Directional signs – see 3.2 Order of panels – see 3.2.2



↑ Coach station	Rectory Road →
	Tickets →
← High Street	Subway 🔰
<b>∠</b> Way out	Toilets 🔰

В	↑ Coach station	←Rectory Road
	↑ Shopping centre	<b>←</b> Tickets
		<b>∠</b> Subway
	<b>←</b> Way out	<b>∠</b> Toilets

_		
G	Rectory Road →	Coach station 🗷
	Tickets →	High Street <b>₹</b>
	Subway 🛂	Shopping centre <b>₹</b>
	Toilets 🕽	Way out ₹

D	↑ Coach station	← Way out
	↑ Shopping centre	<b>∠</b> Tickets
	← High Street	Subway 7
	← Rectory Road	Toilets →

B	←Rectory Road	Toilets 7
	← Tickets	High Street→
	Coach station 🗷	Shopping centre 🕽
	Subway 🗷	Way out <b>↓</b>

# 3.2.4 Medium range signs

# **Directional signs**

## Pictograms and point letters

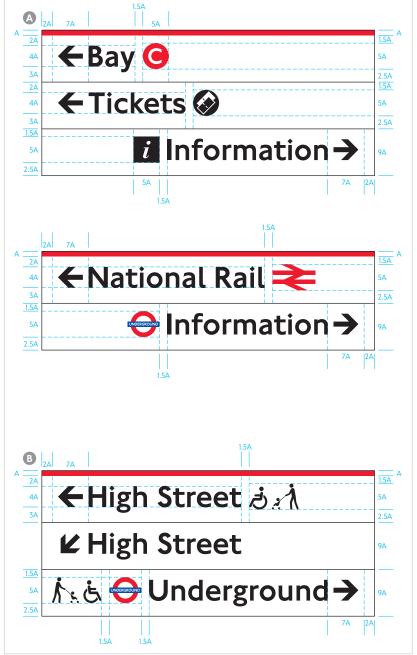
**Example A:** Where it is necessary to use both words and pictograms, the pictograms appear after the words on directions to the left and before the words on directions to the right. Note: point letters always appear after 'Bay' or 'Bus stop'.

**Example B: Mobility impaired access pictograms.** Mobility impaired access pictograms should be used to identify alternative routes or amenities provided for those with pushchairs, wheelchairs or wheeled luggage. The pictogram should face the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.

#### **Additional information**

Point letters – see 1.7
Pictograms – see 1.10
Directional signs – see 3.2
Order of panels – see 3.2.2
Pictograms and point letters – see 3.2.5





# 3.2.5 Medium range signs

# **Directional signs**

## Pictograms and point letters continued

**Example C:** When pictograms or point letters are used without type, their size is increased in relation to the panel. The panels shown here should not be combined with the type/pictogram panels shown in Example A. These signs should be used as repeater signs where possible. The first sign in a sequence should carry words and pictograms if space permits. Thereafter, pictograms alone can be used to direct passengers.

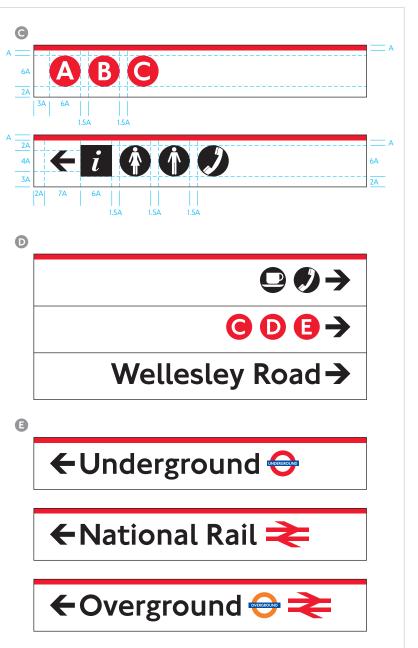
**Example D:** Slats with pictograms or point letters alone should appear first in a sequence. Pictograms and point letters should appear on separate slats. Subsequent slats with wording should be arranged depending on the direction of the arrows.

**Example E:** If a directional sign points to another mode of transport which has the same station name, the system name should be used (eg Underground, National Rail).

## **Additional information**

Point letters – see 1.7
Pictograms – see 1.10
Directional signs – see 3.2
Order of panels – see 3.2.2
Pictograms and point letters – see 3.2.4







# 3.2.6 Medium range signs

# **Directional signs**

## **Emergency exit signs**

'Emergency exit' signs must be used only to indicate a designated safe exit. For most exits, standard 'Way out' signs must be used.

All 'Emergency exit' signs should carry the approved 'running man' pictogram, accompanied by appropriate text and directional arrows within a patch of fixed proportions. The orientation of the figure is determined by the direction of the arrow. The message should always be ranged to the pictogram direction. The position of the patch is determined using the same specifications as for 'Way out' signs.

## Types of emergency exit signs

'Emergency exit': exits not normally used as a customer 'Way out'. Repeater signs should be used at 15m intervals to provide a clear and unambiguous route.

'Exit only in emergency': where passageways are not designated 'Way out' routes, but could be used as an exit in an emergency.

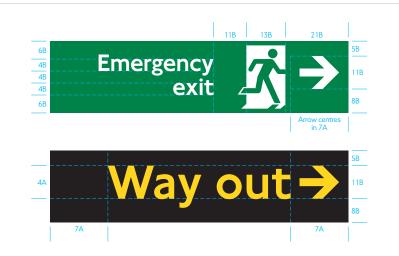
'Emergency stairs': to distinguish exit routes which incorporate stairs not normally used as part of a customer route.

'Emergency exit' signs are Safety green (NCS S 3065-G10Y).

#### Additional information

Way out signs - see 3.2.1











# 3.3 Medium range signs

# **Enquiry point** fascias

The illustrations here show the following variations:

**Example A:** Bus station, or Bus station adjoining or part of an interchange, where it is necessary to clarify that it is only bus information which is provided.

**Example B:** Bus station adjoining or part of an interchange where information for other modes of transport as well as buses is provided.

**Example C:** When an information point is not specifically identified with a bus station which is adjoining or part of an interchange, the Buses roundel may be excluded.

Please note that the word 'Assistance' should not be used for information points.

#### **Additional information**

Pictograms – see 1.10





# 3.4 Medium range signs

# Display unit headers

Display unit headers are designed to alert customers to bus timetables and general bus information. They are not to be used for directional signage.

There are three sizes of display unit headers: 730 x 170mm 1400 x 170mm

The header panels shown here are positioned above bus information posters and timetables.

## Additional information

Pictograms – see 1.10

2800 x 170mm.







All measurements are in millimetres





# 3.5 Medium range signs

# Bus route indicators

Bus route indicators are normally mounted on the interior of the bus station, often from the ceiling. They are designed to display the point letter of individual stops plus the numbers and key destinations of routes serving them.

In accordance with Department for Transport regulations, bus route indicators are not to be positioned higher than 3750mm above the pavement.

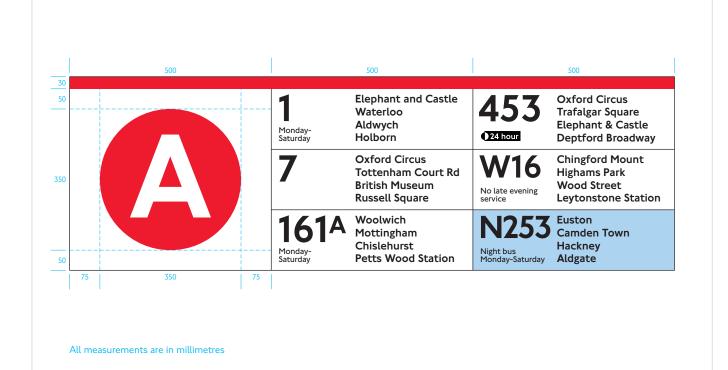
#### Reference

See the Bus stop signs standard for detailed specifications of external route indicators.

# **Additional information**

Point letters — see 1.7 Bus route indicator slats — see 3.5.2



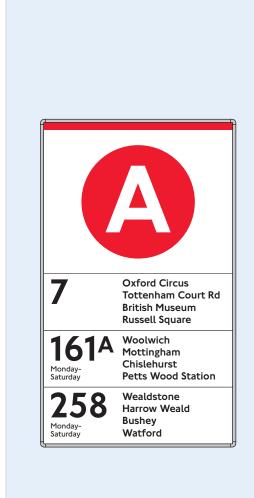


# 3.5.1 Medium range signs

# **Bus route** indicators

#### **Additional information**

Point letters – see 1.7 Bus route indicators – see 3.5 Bus route indicator slats – see 3.5.2





# Bus route indicator slats

**Typography** 

Route numbers and destinations:

New Johnston Medium.

**Descriptive titles:** New Johnston Medium.

Frequency (Mon-Fri etc): New Johnston Light.

Additional information (circular route etc):

New Johnston Light italic.

The illustrations here show the following variations:

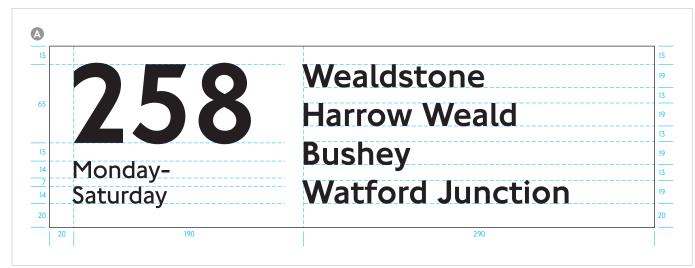
**Examples A and B:** These panels show the standard layout.

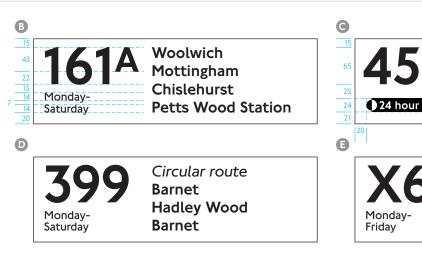
**Example C:** This shows the standard layout with the '24 hour' logo.

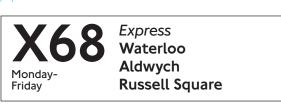
**Examples D, E, F and G:** These panels show how descriptions or titles of routes are displayed in italic type above a maximum of three destinations.

## **Additional information**

Bus route indicators — see 3.5 Bus route indicator slats — see 3.5.3 Bus route indicator slats — see 3.5.4 24 hour logo — see 3.5.6







**Oxford Circus** 

**Trafalgar Square** 

**Elephant & Castle** 

**Deptford Broadway** 



All measurements are in millimetres

Back

928 Mobility Bus Worcester Park North Cheam Sutton

| T

**G** 

**G** 

# Bus route indicator slats

**Examples H and I:** These panels are for when the route number is too large to fit into the format shown in A, B or C.

**Example J:** This panel shows the treatment of frequency information relating to one destination only. Extra space is introduced between the two daily destinations at the top and the destination which is served only at certain times.

**Example K:** Night bus panels use the same graphic layout as daytime buses. Note: Night bus panels are pale blue (NCS S 0520-R80B).

#### Additional information

Colour – see 1.2
Bus route indicators – see 3.5
Bus route indicator slats – see 3.5.2
Bus route indicator slats – see 3.5.4



#### 3.5.4 Medium range signs

## Bus route indicator slats

**Example L:** Where a stop is used only to set down passengers on a specific route, the route indicator should give this information and also display the nearest pick-up point.

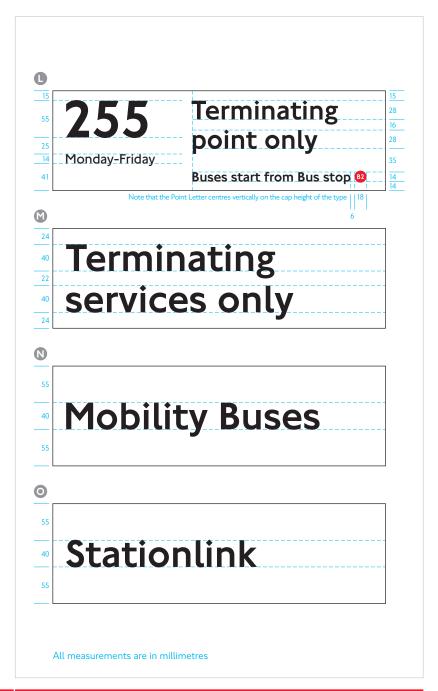
**Example M:** Stops which are used only to set down passengers on all routes serving them should display this sign.

**Example N:** Where several services of one type (eg Mobility Buses) use a single stop, there may not be space to display details of each individual route. In such cases, a single descriptive title should be used. The title should range left with the route numbers displayed on adjacent panels.

**Example O:** Services which are known solely by brand names (eg Stationlink) are given a similar treatment to Mobility Buses. Only the New Johnston typeface may be used to display these names; logotypes or other visual elements for individually branded services are not permitted.

#### **Additional information**

Point letters — see 1.7
Bus route indicators — see 3.5
Bus route indicator slats — see 3.5.2
Bus route indicator slats — see 3.5.3



#### 3.5.5 Medium range signs

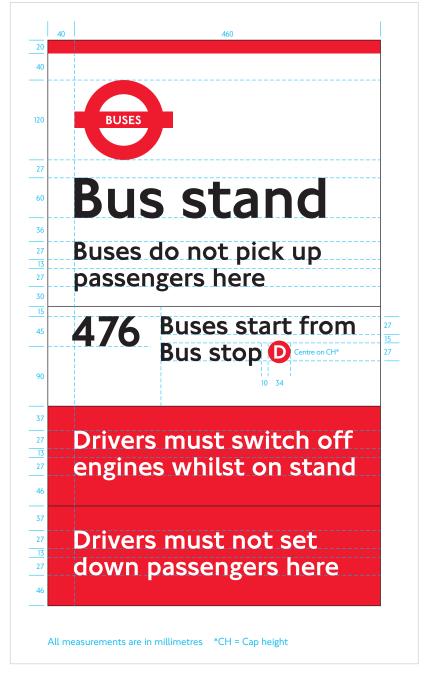
## Bus route indicator slats

#### **Bus stands**

Where a stop is used only by buses on stand, the route indicator should give the information shown here, and also display the nearest pick-up point.

#### Additional information

Point letters – see 1.7 Bus route indicators – see 3.5 Bus route indicator slats – see 3.5.2 Bus route indicator slats – see 3.5.3



#### 3.5.6 Medium range signs

## 24 hour logo

The 24 hour logo is used on bus route indicator slats for bus routes that run the same route all day every day. Night bus routes which are separate from and run different routes to day time services should use Night bus blue coloured slats with the words 'Night bus'.

The diagram here shows how to construct the 24 hour logo.

#### Additional information

Colour – see 1.2 Bus route indicator slats – see 3.5.2 Bus route indicator slats – see 3.5.3





#### 3.6 Medium range signs

### **Electronic signs**

Electronic signs can provide customers with accurate, real-time information about arrivals, disruptions to services and advise on safety and emergency procedures.

It is therefore important that information is presented in a clear, logical and consistent manner to aid recognition, comprehension and credibility.

Tri-colour LEDs are used which allow messages to be displayed in the appropriate colour for the message type.

Safety information and emergency procedures are red, disruption and general information are green, bus arrival information is yellow.

Consistent use of these colours will help passengers distinguish between different types of information. For exterior displays, ultra bright tri-colour LEDs should be used.

Messages appear in upper and lower case, and initial capitals are used only for the beginning of a message or for proper names. All capital letters are used for destinations and emphasis only.

The standard display lettering shown uses a character matrix ten dots high and seven dots wide. However, a nine by five matrix may also be used for smaller boards.

The size of the lettering is determined by the size of LED and pitch (space between LEDs) used.

LED size/pitch	X	У
3/4	25	12.5
5/7.62	46	23
9/15.24	92	46

x = x height of message (mm)

y = viewing distance (metres)

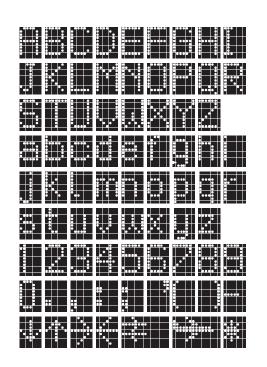
Displays are made up of matrix blocks eight dots square. These are butted together to form a continuous matrix of the required size.

A minimum border equivalent to two display dots must be allowed within the display area. This may be made up of unused active or additional inactive LEDs, dependent on the number of active dots used for display lines.

An additional row of dots must be allowed between each line of a display for line spacing. Character spacing is proportional.

For more information, please contact the Research and Development Manager (020 7918 4939).







#### 3.7 Medium range signs

## Safety signs

All primary safety signs must carry a symbol combined with a pictogram. Artwork for correct corporate symbols and pictograms in the TfL house style are available from TfL Corporate Design.

All messages should be clear and concise, and only essential information should be included. Punctuation should only be used when absolutely necessary.

For details of statutory requirements please refer to the TfL statutory requirements for safety signs standard.

#### Reference

TfL Pictogram standard: www.tfl.gov.uk/tfl/corporate/media/designstandards/

#### **Additional information**

Emergency exit signs – see 3.2.6
Mandatory signs – see 3.7.1
Prohibition signs – see 3.7.2
Safe condition signs – see 3.7.3
Warning signs – see 3.7.4
Fire safety signs – see 3.7.5
Safety signs formats and sizes – see 3.7.6
Safety signs layout and typography – see 3.7.7
Safety signs layout and typography – see 3.7.8

#### Mandatory signs

Indicate that a particular course of action must be taken, for safety reasons.

The message should be positive in nature.



Indicate that particular actions are forbidden.

The message should be negative in nature and use directives such as 'Do not...', 'No admittance' and 'No smoking'.



#### Safe condition signs

Indicate the location of safety equipment and convey safety information.

The message should be positive in nature and convey instructional information. They may also use the term 'Emergency'.



#### Warning signs

Indicate that a particular area or action may be dangerous.

The message should be negative in nature but should not use negative directives such as 'Do not...' (ie prohibitive). They may refer to 'Danger'.



#### Fire safety signs

Back

Fire safety notices indicate the position of fire equipment to passengers, staff and the emergency services.



### Safety signs continued

#### Mandatory signs

Mandatory signs are used to indicate that a specific course of action must be taken, ie MUST DO.

Mandatory signs are Safety blue. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with mandatory signs are:

- Fire door / Keep shut
- Do not obstruct these doors
- Keep clear

Safety signs should never be text only.

#### Additional information

Colour – see page 1.2 Safety signs – see 3.7 Prohibition signs – see 3.7.2 Safe condition signs – see 3.7.3 Warning signs – see 3.7.4 Fire safety signs – see 3.7.5 Safety signs formats and sizes – see 3.7.6 Safety signs layout and typography – see 3.7.7 Safety signs layout and typography – see 3.7.8

Bus station signs standard. Issue 1. September 2007



Mandatory general



Hold on to handrail. keep clear of edges



Keep a firm hold of children



Dogs must be carried



Correct



Do not use text only



Do not put symbol on colour background

#### 3.7.2 Medium range signs

## Safety signs continued

#### **Prohibition signs**

Prohibition signs are used to indicate that certain actions are prohibited, ie MUST NOT DO.

Prohibition signs are Safety red. Corporate black is used for pictograms against a Corporate white background. Text where necessary is white on a Safety red background.

Examples of accompanying messages with prohibition signs are:

- No entry unless authorised
- No smoking
- No parking

Safety signs should never be text only.

#### **Additional information**

Colour – see page 1.2
Safety signs – see 3.7
Mandatory signs – see 3.7.1
Safe condition signs – see 3.7.3
Warning signs – see 3.7.4
Fire safety signs – see 3.7.5
Safety signs formats and sizes – see 3.7.6
Safety signs layout and typography – see 3.7.7
Safety signs layout and typography – see 3.7.8







No smoking



No entry Do not pass



Keep feet off seats



Correct



Do not use text only



Do not put symbol on colour background

## Safety signs continued

#### Safe condition signs

Safe condition signs are used to indicate the location of emergency facilities (non-fire fighting).

Safe condition signs are Safety green. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with safe condition signs are:

- In emergency contact station controller
- First aid
- Emergency exit

Safety signs should never be text only.

#### Additional information

Colour – see page 1.2

Emergency exit signs – see 3.2.6

Safety signs – see 3.7

Mandatory signs – see 3.7.1

Prohibition signs – see 3.7.2

Warning signs – see 3.7.4

Fire safety signs - see 3.7.5

Safety signs formats and sizes – see 3.7.6

Safety signs layout and typography – see 3.7.7

Safety signs layout and typography – see 3.7.8



Alarm point



First aid equipment



Emergency exit



Safety procedures



Correct



Do not use text only



Do not put symbol on colour background

#### 3.7.4 Medium range signs

## Safety signs continued

#### Warning signs

Warning signs are used to indicate the presence of hazards.

Warning signs are Safety yellow with a Corporate black border. Corporate black is used for pictograms and text where necessary.

Examples of accompanying messages with warning signs are:

- Danger / High voltage
- Caution / Mind the step
- Warning / Buses turning

Safety signs should never be text only.

#### Additional information

Colour – see page 1.2
Safety signs – see 3.7
Mandatory signs – see 3.7.1
Prohibition signs – see 3.7.2
Safe condition signs – see 3.7.3
Fire safety signs – see 3.7.5
Safety signs formats and sizes – see 3.7.6
Safety signs layout and typography – see 3.7.7



General hazard Can be used to warn or advise caution



Danger of electrocution



Stand clear of closing doors



Correct



Do not use text only



Do not put symbol on colour background

Safety signs layout and typography – see 3.7.8

#### 3.7.5 Medium range signs

## Safety signs continued

#### Fire safety signs

Fire safety signs are used to indicate the location of fire fighting equipment.

Fire safety signs are Safety red. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with fire safety signs are:

- Fire point
- Fire main stop valve inside
- Fire hose reel

Safety signs should never be text only.

#### Additional information

Colour – see page 1.2

Safety signs – see 3.7

Mandatory signs – see 3.7.1

Prohibition signs – see 3.7.2

Safe condition signs - see 3.7.3

Warning signs – see 3.7.4

Safety signs formats and sizes – see 3.7.6

Safety signs layout and typography – see 3.7.7

Safety signs layout and typography – see 3.7.8



Fire alarm



Fire extinguisher/ equipment



Fire hose reel



General fire symbol for use with specific text



Correct



Do not use text only



Do not put symbol on colour background

#### 3.7.6 Medium range signs

## Safety signs continued

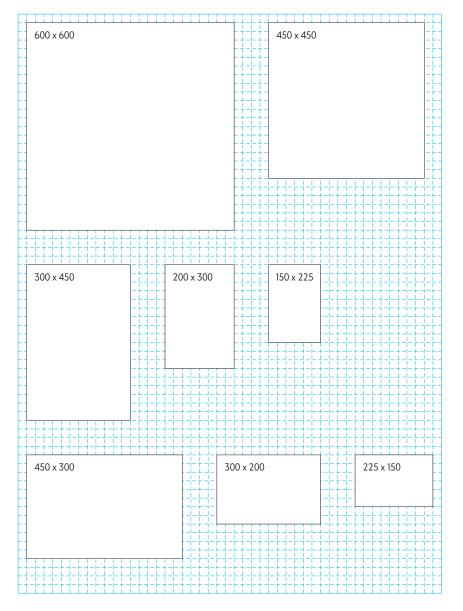
#### Formats and sizes

There are three formats for safety signs and a range of sizes for each. The following pages give construction grids and typographic specifications. The grids should be scaled up or down to one of the designated sizes shown here.

For further details and rules concerning the construction of safety and related signs please contact TfL Corporate Design (020 7126 4462).

#### Additional information

Safety signs – see 3.7 Safety signs layout and typography – see 3.7.7 Safety signs layout and typography – see 3.7.8



All measurements are in mm (not actual size)

#### 3.7.7 Medium range signs

### Safety signs continued

#### Layout and typography Primary safety signs (1 x 1 grid)

The shape is divided into 10 units over the width and depth.

#### **Symbols**

Position at the top of the panel as shown.

#### **Typography**

All type is in New Johnston Medium.

Two type sizes can be used: 0.75 unit x-height and 0.5 unit x-height.

Each line of type should be separated by a minimum space equal to the x-height of the type being used.

The grey box represents the coloured message panel. Type is to be positioned centred within this panel and it is recommended that at least 0.5 unit of space is left clear between the edge of the panel and the message.

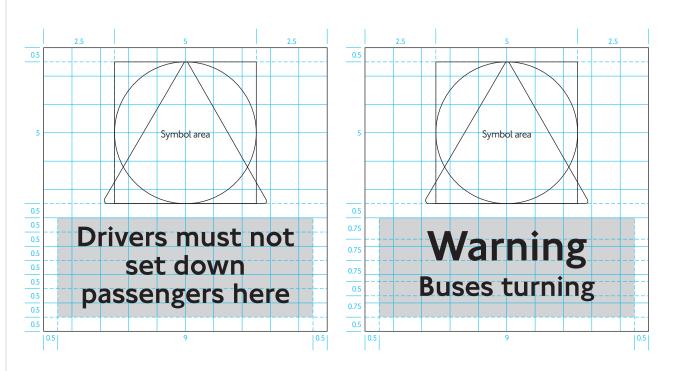
#### Additional information

Colour – see page 1.2 Radius corners – see 1.9 Safety signs – see 3.7 Safety signs formats and sizes – see 3.7.6

#### **Exceptions**

Pedestrian crossings – see 3.7.10





#### 3.7.8 Medium range signs

## Safety signs continued

### Layout and typography Primary safety signs (3 x 2 grid)

The shape is divided into 15 units over the width and 10 units over the depth.

#### **Symbols**

Position on the left or at the top of the panel as shown.

#### **Typography**

All type is in New Johnston Medium.

Two type sizes can be used: 1 unit cap-height and 0.5 unit cap-height.

Each line of type should be separated by a minimum space of 0.5 units.

The grey box represents the coloured message panel. Type is to be positioned ranged left within this panel and it is recommended that at least 0.5 unit of space is left clear between the edge of the panel and the message.

#### **Additional information**

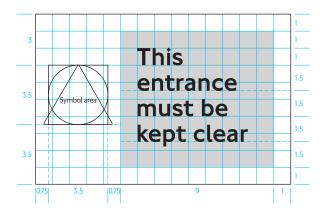
Colour – see page 1.2 Radius corners – see 1.9 Safety signs – see 3.7 Safety signs formats and sizes – see 3.7.6

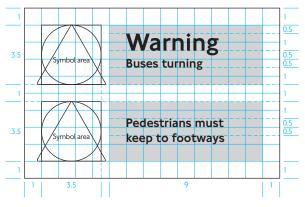
#### **Exceptions**

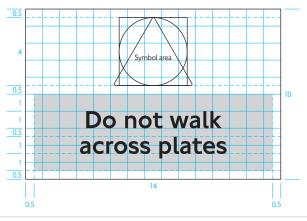
Pedestrian crossings – see 3.7.10















#### 3.7.9 Medium range signs

## Safety signs continued

#### Vinyl signs for glass doors and partitions

These vinyl signs are used to help partially sighted people identify glass barriers and doors. Two rows of vinyl signs should be positioned at 825mm and 1425mm from floor level. Any additional information, safety and warning notices should be sized to the same height as the coloured bars and positioned centred in the overall width of the door or panel, to reduce the 'scatter' effect and consolidate this information in the most effective and legible position.

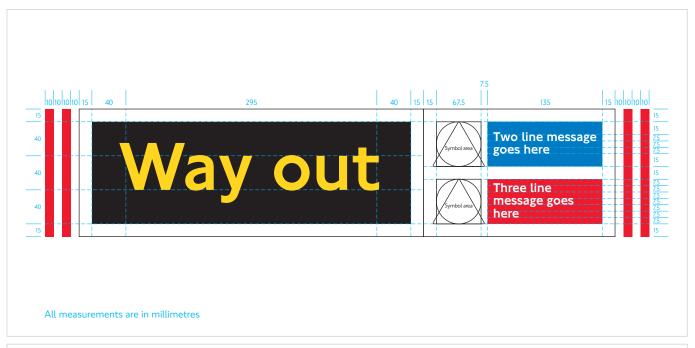
#### Glazing manifestations (only) colour and material specification best reflecting the corporate brand:

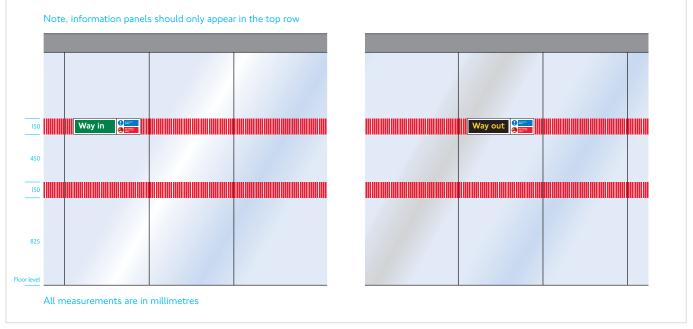
TfL Red	London Buses	Pantone 485c	3M 230/33
TfL Dark	LUL & general	Pantone 072c	3M 230/87
Blue	applications		

These colours should provide a suitable contrast of 30% (DDA; BS8300 and Buildings Regulations Part M guidelines) difference in Luminous Reflectance Factor (LRF) of the adjacent/predominant colour — wall and door.

#### Reference

Department for Transport 'Inclusive Mobility' 2002, Section 3.9 and Section 8.2, 'A design guide for the use of colour and contrast to improve the built environment for visually impaired people', Joint Mobility Unit, RNIB & University of Reading, 1997.





#### 3.7.10 Medium range signs

## Safety signs continued

#### Pedestrian crossings

Consideration for the safety of mobility impaired and visually impaired people is of paramount importance, and this is particularly true for places such as pedestrian crossings. Signage should be prominent and clear, warning people of the presence of buses, and the direction they may be coming from. This is achieved both through wall or railing mounted signs as well as pavement markings and lettering. Particular attention should be given to the paving surfaces, choice of materials, workmanship and finish, and possible obstructions.

#### References

Department for Transport 'Inclusive Mobility' 2002, Section 3.10, 3.12 and Section 4.

Department for Transport Traffic Signs Regulations & General Directions 2002, Schedule 6, Road markings Diagram 1029, 'Directions in which pedestrians should look for approaching traffic'.

#### Additional information

Colour – see page 1.2 Warning signs – see 3.7.4 Safety signs formats and sizes – see 3.7.6







3.8 Medium range signs

## CCTV and 'No smoking' signs

At the entrances to all stations the combined CCTV/No smoking sign is to be displayed.

The sign should be positioned at all station entrances.





#### 3.9 Medium range signs

# Rendezvous points and assembly points

Rendezvous points are designated areas within which the emergency services will assemble in an emergency situation. A sign should be displayed carrying the message 'RVP'. Type is black on a Corporate yellow background.

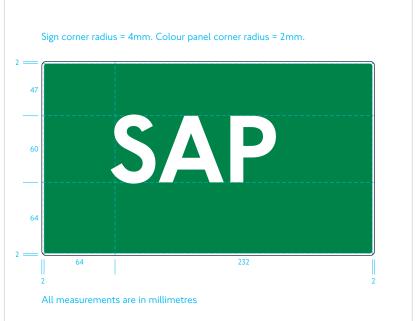
Staff assembly points are designated areas within which staff will assemble in an emergency situation, and a sign should be displayed carrying the message 'SAP'. Type is white out of a Corporate green background.

Neither sign forms part of the passenger information system and should not be combined with other signs, utilise directional arrows or be illuminated. Their position should be restricted to the immediate vicinity of the designated area. They are produced at a fixed size, as illustrated.

#### Additional information

Colour – see page 1.2







#### 4.1

## Short range signs

The average eye line of a person is in the range of 1400-1700mm above finished floor level. Signs such as directories and identification signs on doors, that are intended to be read at close range, should be mounted as close to this height as possible.

For short range signs in non-public areas, reference should be made to the TfL Office signs standard, which defines the office sign system that TfL are applying to all of its offices. The office sign system is deliberately generic rather than company specific, and covers applications such as lobby signs, wayfinding signs, door signs, personal identification signs and safety signs. 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 7126 4462) prior to commissioning.

TfL safety signs follow the style set by section 6, 7 and 9 of the London Underground signs manual (obtainable from TfL signs) in terms of typography and use of pictograms. They also comply with the British Standards sign requirements.

#### **Contents**

Short range signs	4.1
Paper signs	4.2
Door signs	4.3
Internal door signs	4.4







#### 4.2 Short range signs

## Paper signs

There is often a need to include paper based signage information within a bus station. Such signs should be no larger than A4 in size and conform to the standards shown on this page.

Type should always be ranged left and sized to suit the amount of information to be displayed. Type should never be centred, justified or ranged right.

Type should always be in 100% black.

'MAYOR OF LONDON' is to be shown in New Johnston Bold all upper case 14pt, and 'Transport for London' is to be shown in New Johnston Medium upper and lower case 14pt.

**Example A:** A4 portrait paper sign.

**Example B:** A4 landscape paper sign.

#### Additional information

Lettering – see 1.3 Typography – see 1.4



#### 4.3 Short range signs

### **Door signs**

#### Fixed signs

Door signs may indicate the following information:

- Function of room or doorway
- Occupant's title
- People authorised to enter
- Specific mandatory and safety information.

Door signs conform to a standard length 225mm sign panel, with a depth of 50mm increasing in increments of 15mm to a maximum depth of 125mm. A depth of 65mm is standard.

All non-safety related signing should use a standard 16mm cap height message when possible, with secondary messages set to a cap height of 12mm. Safety-related signs may use larger type sizes and incorporate a standard 50mm pictogram. Only approved TfL pictograms may be used. The message on standard 65mm depth signs should be centred vertically. Messages on signs deeper than 65mm should be top aligned as illustrated.

#### Reference

TfL London Underground signs manual: www.tfl.gov.uk/tfl/corporate/media/designstandards/

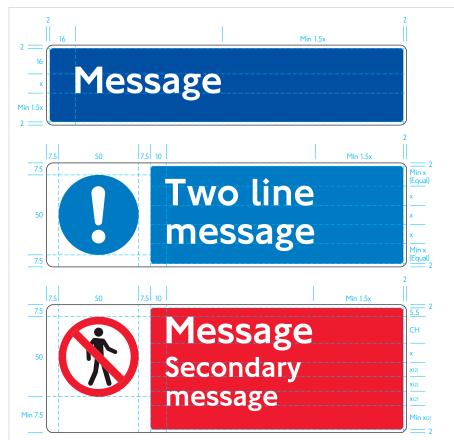
#### Additional information

Colour – see page 1.2 Lettering – see 1.3

Typography – see 1.4

Pictograms – see 1.10

Safety signs – see 3.7



Minimum size 225mm x 50mm sign (65mm - 15mm)

White type out of Corporate blue

Standard size  $225 mm \times 65 mm \ sign$ 

This example shows a 'Mandatory' message safety door sign with white type out of Corporate light blue

Standard size 225mm x 80mm sign (65mm + 15mm)

This example shows a 'Prohibition' message safety door sign with white type out of Corporate red

CH = cap height

x = x height of primary type size x(2) = x height of secondary type size

Primary type sizes		Second	Secondary type sizes		
CH	Х	CH	x(2)		
41	30	28	20		
28	20	21	15		
21	15	16	12		
16	12	12	9		
12	9	10	7		
10	7	8	5.5		

Figures in Red are preferred type size

Back

All measurements are in millimetres. Sign corner radius = 4mm. Colour panel corner radius = 2mm.

#### 4.3.1 Short range signs

### **Door signs**

### Staff facilities (non-public access doors only) Door ID code signs

Door ID code signs should be 73mm wide x 50mm deep. Type/numbers appear white out of Dark grey (RAL 000 40 00). The door code should be centred in the width of the panel. These signs should be positioned 50mm from the top left-hand corner of all doors.

#### **Additional information**

Colour – see page 1.2 Lettering – see 1.3 Positioning fixed signs – see 4.3.2



## **Door signs**

#### Positioning fixed signs

When door signs are combined they should be stacked in vertical alignment, and horizontally centred within the door width. When signs are combined, a gap of 10mm should be left between signs. Door signs should be positioned in the following order, top to bottom:

- Fire safety
- Prohibition warning
- Safe condition
- Mandatory information.

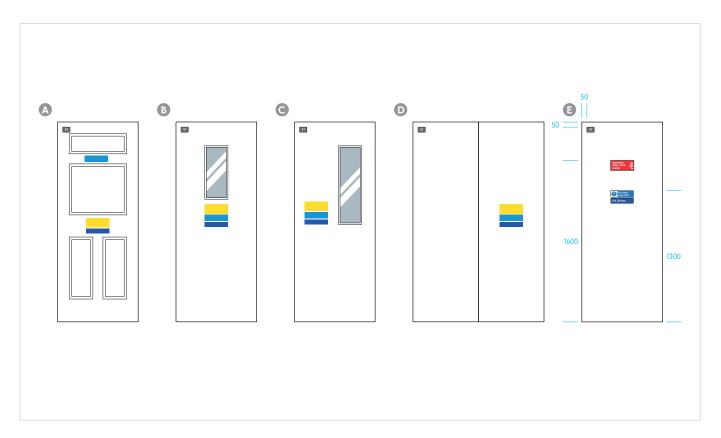
**Example A:** On panel doors, ensure signs are not fitted within actual panels unless absolutely necessary.

**Example B:** Where vision panels are fitted, a clear space of 50mm should be left around the glazing frame.

**Example C:** Where vision panels dictate the signs should be to one side, try to align elements vertically centred within remaining space.

**Example D:** For double doors, signs should be fitted to right-hand door only, unless specified.

**Example E:** Fire safety signs should be positioned at a fixed height of 1.6m. All other signs should be positioned 1.3m above floor level.



#### 4.4 Short range signs

### Internal door signs

#### Paper insert signage system

Door signs are used to provide a variety of messages or statements ranging from 'staff only' to departmental or individual staff names. A choice of permanent or paper based signage systems are available according to requirements. Examples of the paper insert signage system are shown here. For more information please refer to the TfL Office signs standard or contact TfL Corporate Design (020 7126 4462).

**Example A:** Recommended door signs are portrait in format and A6 in size. They can accommodate up to five names, titles and a room number. The larger A4 format is available for use when the amount of information requires it or for increasing the visibility of location information.

**Example B:** Smaller personalised door signs are also available and can be used with a permanent header if required.

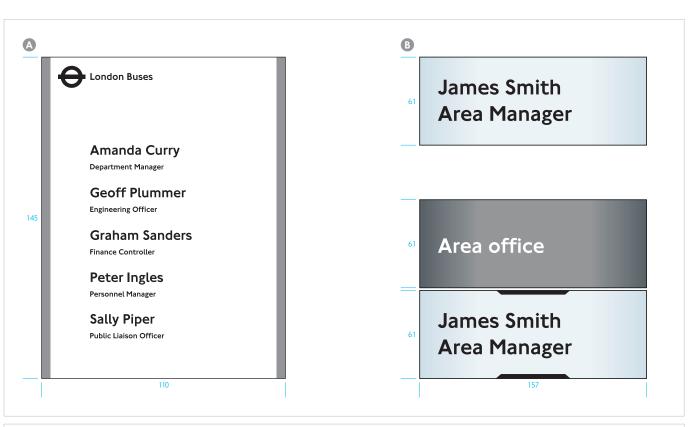
All door signs and office environment signs are to comply with the TfL Office signs standards.

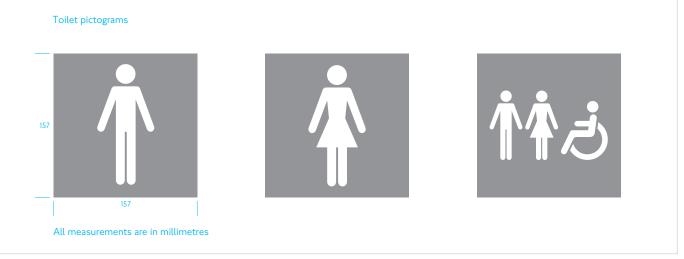
#### **Suppliers**

 $Modulex^{TM}$  signage system or similar and approved equivalent.

#### Reference

TfL Office sign standards: www.tfl.gov.uk/tfl/corporate/media/designstandards/





5.1

## Specifications

#### Contents

Specifications	5.1
Positioning of signs	5.2
Workmanship	5.3







#### 5.2 Specifications

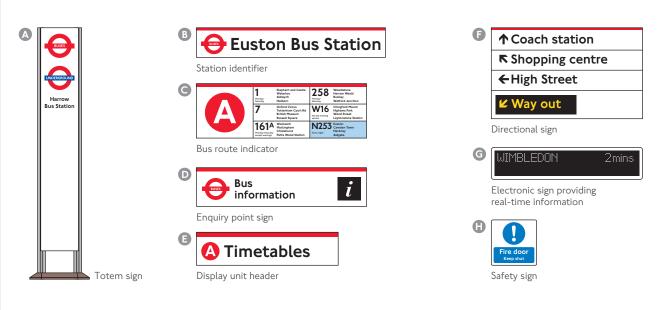
## Positioning of signs

This illustration is designed to show possible sign positions at a bus station.

#### **Additional information**

Totem signs – see section 2.2 Station identifiers – see 2.3 Directional signs – see 3.2 Enquiry point fascias – see 3.3 Display unit headers – see 3.4 Bus route indicators – see 3.5 Electronic signs – see 3.6 Safety signs – see 3.7







## Workmanship

When producing any sign the following points need to be taken on board in relation to materials used:

#### Product design specification

In addition to following specific points, reference is to be made to the **Transport for London product design generic specification**. This document has been produced to ensure that all product design is a successful blend of economics, aesthetics and functionality with the aim to meet the needs of both customer and operational staff.

#### Materials and finish quality

#### **Quality control**

All signs supplied are to satisfy all relevant European and British Standards and specify precisely the methods of quality control applied in all aspects of the production process. Controls shall be applied to materials, panels, colours, testing and final inspection.

#### Visual surface

The surface finish of the material shall not be punctured by visible fixings, unless no alternative exists, and the panels are to be checked for warping and twist. The printed definition shall also be checked to ensure that no blemishes are printed onto the panel.

#### Edge and rear treatment

The panel edges shall be finished in the same colour as the reverse and be even and smooth. All stiffening devices and fixings are not to be visible from the front and are to be sited in proportion and equilaterally spaced away from all edges.

#### Assembly, construction and installation

#### Approved drawings

Precise assembly and construction of signage is of major importance and all assembly shall be carried out in accordance with approved drawings.

#### Site works

Specific site instructions shall be read only in conjunction with the survey scheme schedules.



6.1

## Contacts

Contents

For further information

6.2



6.2 Contacts

## For further information

### Reference should be made to the following documents:

London Buses bus stop signs guidelines

London Buses operational and construction guidelines

London Underground signs manual

London Underground signing policy

London Underground heritage signing policy

London River Services signs standards

London Trams sign standards

Transport for London multi-modal interchange signs standards for London

Transport for London pictogram standard

Transport for London statutory requirements for safety signs standard

Transport for London product design generic specification

Department for Transport's 'Traffic signs manual Chapter 1 1982

Department for Transport's 'Traffic signs regulations and general directions'

Department for Transport Inclusive Mobility 2002

#### **Contacts**

**Transport for London Corporate Design** 

Telephone: 020 7126 4462

**London Buses Infrastructure Development** 

Telephone: 020 7918 4939

**Department for Transport** 

Telephone: 020 7944 3000

#### Change control process

Any proposals for change should be made through TfL Corporate Design

**←**