

London Buses Stationery standard

Issue 2



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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Buses (LB). It is essential that LB maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within LB. The information covers the corporate typeface, the visual identity, the corporate colours and the stationary specifications.

Stationary templates can be obtained from TfL Corporate Design telephone: **020 7126 4462** or email: **corporatedesign@tfl.gov.uk**

For more guidance on TfL Corporate standards, please visit the TfL website, **tfl.gov.uk/corporatedesign**

Introduction

This section gives guidance on the basic elements that make up the LB Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.

1.1 Corporate typeface

Contents



The typeface used by LB is New Johnston. It is exclusive to TfL and should be applied for via the TfL website:

tfl.gov.uk/corporatedesign

Headings

These are set in New Johnston Medium.

Body text

This should be set in New Johnston Book or New Johnston Light.

Book has been designed specifically for clarity and legibility at 12pt (or below).

At sizes above 12pt, New Johnston Light should be used for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;

New Johnston Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;

New Johnston Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;

New Johnston Book

Ab

1.2 Roundel

[Contents](#)



Roundel

This page shows the LB roundel.

For detailed guidance on the correct use of the roundel refer to the LB basic elements standards.

The orange box indicates the exclusion zone where no other graphic elements should be placed. The exclusion zone is always one quarter (0.25) of the width of the roundel bar (x).



The main logotypes used is London Buses. It is to be displayed in New Johnston Medium, mixed upper and lower case, using the colour Pantone 072.

The Transport for London logotype is to always accompany the LB logotype. It is to be displayed in New Johnston Book, mixed upper and lower case, using the colour Pantone 485.

The MAYOR OF LONDON logotype is to be displayed in New Johnston Bold, all upper case, using the colour Pantone 072.

London Buses

Transport for London

MAYOR OF LONDON

1.4 Colours

Contents



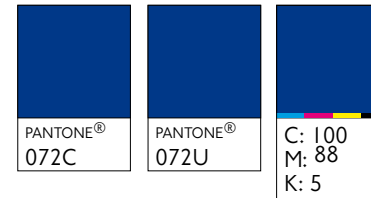
Mode colours

This page identifies the corporate colours used for LB.

The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standard tfl.gov.uk/corporatedesign

Corporate blue



Buses red



2 Stationery specifications

[Contents](#)



Introduction

The following pages explain how the LB stationery should incorporate roundels, logotypes and the Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements are fixed and must be adhered to at all times on both pre-printed and locally printed material.

Please note all measurements are in mm.

All stationary artwork can be obtained from TfL Corporate Design,
telephone: **020 7126 4462**
or email: **corporatedesign@tfl.gov.uk**

2.1 Letterhead

Contents



Specification for print Size 210 x 297

The example opposite
shows the layout for LB
pre-printed letterheads.



Artwork for print can be
obtained from TfL
Corporate Design.

Please note all
measurements
are in mm

Transport for London
New Johnston
Book 11pt
Colour: Pantone 485

London Buses
New Johnston
Medium 20pt
Colour: Pantone 072

Mayor of London
New Johnston
Bold 14pt
Colour: Pantone 072

15	30	52	58
	<div><p>Transport for London London Buses</p><p>Your ref: B/001 Our ref: A/003</p><p>Client name Company name First line of address Second line of address Town or City name County and POST C0D3</p><p>1 January 2009</p><p>Dear name</p><p>Corporate identity guidelines</p><p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p><p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p><p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p><p>Yours faithfully</p><p>Name Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p><p>Copy to: One Other</p><p>MAYOR OF LONDON</p></div>	<div><p>London Buses Department name Windsor House 42-50 Victoria Street London SW1H 0TL Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk/buses</p></div>	
10	16	12	5

Roundel
Width: 21mm
Colour: Pantone 485

Business Unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

**Department name
and address**
New Johnston
Book 10/12pt
Colour: Pantone 072
*Phone no: 12/18pt

**IIP and
PAD logo**
Colour: Pantone 072

Legal
New Johnston
Book 8/9pt
Colour: Pantone 072

2.2 Letter template

Contents



Template example

Size 210 x 297

All letters must be set using the LB letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm

Heading

Arial Bold 12/14pt

Paragraph space: 1 line

Aligned left

Body copy

Arial 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/email /directline

Arial 12/14pt

Aligned left

Job title

Arial Bold 12/14pt

Aligned left

30		30
41	<p>Transport for London London Buses</p>	
17	<p>Your ref: B/001 Our ref: A/003</p>	
41	<p>Client name Company name First line of address Second line of address Town or City name County and POST C0D3</p>	<p>London Buses Department name Windsor House 42-50 Victoria Street London SW1H 0TL Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk/buses</p>
15	<p>1 January 2009</p>	
	<p>Dear name</p>	
	<p>Corporate identity guidelines</p>	
	<p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>	
	<p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p>	
	<p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p>	
	<p>Yours faithfully</p>	
	<p>Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p>	
	<p>Copy to: One Other</p>	
	<p>MAYOR OF LONDON</p>	<p>A division of Transport for London whose principal place of business is Windsor House 42-50 Victoria Street London SW1H 0TL VAT number 756 2769 90</p>

2.3 Continuation sheet

Contents



Template example

Size 210 x 297

The continuation sheet is also available as a template. Continuation sheets are not pre-printed and the paper stock must match that of the letterhead sheet.

Please note all measurements are in mm

Body copy
Arial 12/14pt
Paragraph space: 1 line
Aligned left

**Name Surname/
email/direct line**
Arial 12/14pt
Aligned left

Job title
Arial Bold 12/14pt
Aligned left

30	30
20	
21	
	<div>Page 2 of 2</div> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim adminim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestieconsequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iustoodio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortisnisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis atvero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzrildelenit augue duis dolore te feugait nulla facilisi. </p> <p> Yours faithfully </p>  <p> Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678 Copy to: One Other </p>

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

The example opposite
shows the layout for
LB pre-printed
compliment slips.

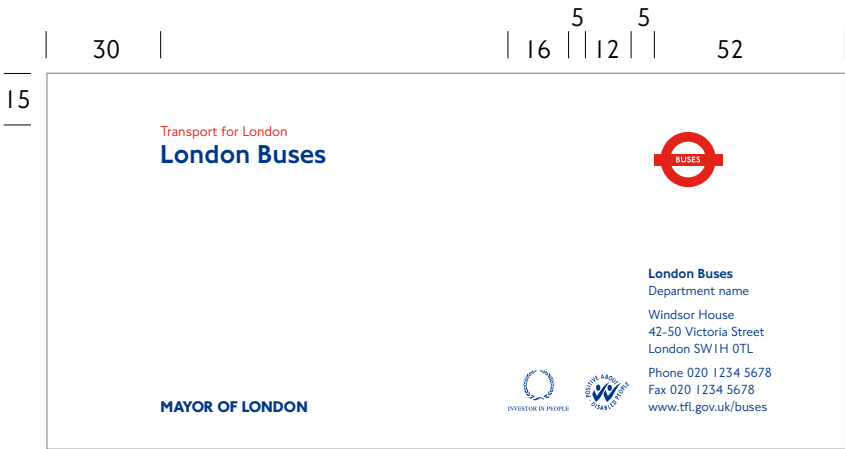
Artwork for print can
be obtained from TfL
Corporate Design.

Please note all
measurements
are in mm

Transport for London
New Johnston
Book 11pt
Colour: Pantone 485

London Buses
New Johnston
Medium 20pt
Colour: Pantone 072

Mayor of London
New Johnston
Bold 14pt
Colour: Pantone 072



Roundel
Width: 21mm
Colour: Pantone 485

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072
* Phone no: 12/18pt

**IPP and
PAD symbol**
Colour: Pantone 072

2.5 Business card

Contents



Specification for print Size 86 x 55

The example opposite shows the layout for all LB business cards.

Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

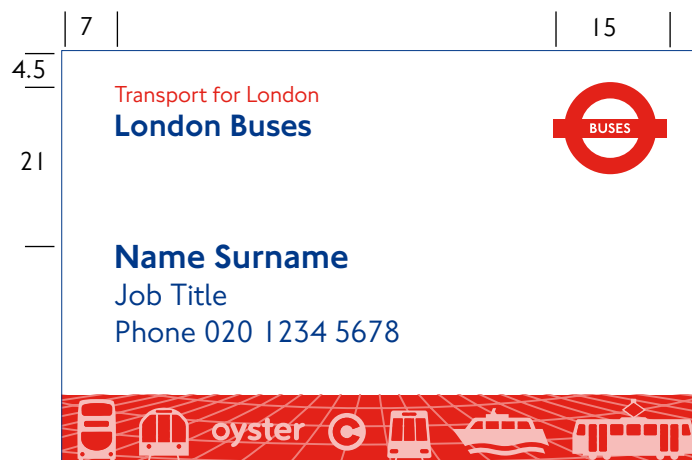
Please note all measurements are in mm

Transport for London
New Johnston
Book 9/13pt
Colour: Pantone 485

London Buses
New Johnston
Book 12/13pt
Colour: Pantone 072

Reverse side
Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and Body text
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072



Roundel
Width: 15
Colour: Pantone 485

Name
New Johnston
Medium 13/14pt
Colour: Pantone 072

**Job title and
Phone number**
New Johnston
Book 12/14pt
Colour: Pantone 072



2.6 Fax cover sheet

Contents



Template example

Size 210 x 297

Please note that faxes do not use pre-printed paper. All faxes must use the LB fax cover sheet template (available from Source) and printed directly from the desktop.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11/20pt

London Buses
New Johnston
Medium 20/20pt

Fax cover sheet
New Johnston
Book Bold 13pt

**Subject title/
department**
Arial Bold 12/14pt
Paragraph space: 1 line

Body text
Arial 12/14pt
Paragraph space: 1 line

Name Surname/email
Arial 12/14pt

Job title
Arial Bold 12/14pt

**Legal (see individual
letterheads for details)**
New Johnston
Book 8/9pt

Mayor of London
New Johnston
Bold 14pt

30	27	60	27	52																
15																				
25	<div>Transport for London London Buses</div>																			
17	<div>Fax cover sheet</div>																			
50	<table><tr><td>To:</td><td>[Recipient's name]</td><td>From:</td><td>[Sender's name]</td></tr><tr><td>Company:</td><td>[Company name]</td><td>Return fax no:</td><td>000 0000 0000</td></tr><tr><td>Fax no:</td><td>[Fax number]</td><td>Phone no:</td><td>000 0000 0000</td></tr><tr><td>No of pages:</td><td>[No of pages]</td><td>Date:</td><td>1 January 2009</td></tr></table>				To:	[Recipient's name]	From:	[Sender's name]	Company:	[Company name]	Return fax no:	000 0000 0000	Fax no:	[Fax number]	Phone no:	000 0000 0000	No of pages:	[No of pages]	Date:	1 January 2009
To:	[Recipient's name]	From:	[Sender's name]																	
Company:	[Company name]	Return fax no:	000 0000 0000																	
Fax no:	[Fax number]	Phone no:	000 0000 0000																	
No of pages:	[No of pages]	Date:	1 January 2009																	
	<div>Subject title [Body text]</div>																			
	<div>Name Surname Job Title Email: name@tfl.gov.uk</div>																			
	<div><div>Business Unit Limited trading as Business Unit Registration number 000000 VAT number 000000 Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London. (See individual letterheads for detailed legal information).</div><div>Business Unit Department Name First line address Second line address County POST C0D3 Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk</div></div>																			
10	<div>MAYOR OF LONDON</div>																			
	16	12	5	5																

Roundel
Width: 21 mm
Colour: black

Fax headings
New Johnston
Book Bold 10/22pt

Fax information
Arial 12/22pt
Aligned left

**PAD and
IIP logo**
Colour: black

Business Unit
New Johnston
Medium 10/12pt

**Department and
address**
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Aligned left
* Phone no: 12/18pt

2.7 Memo

Contents



Template example

Size 210 x 297

All memos must be set using the LB memo template and printed directly from the desktop. Memo templates are available from Source.

For details on the Memo continuation sheet please see specifications or letterhead continuation sheet.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11/20pt

London Buses
New Johnston
Medium 20/20pt

Memo field headings
New Johnston
Book Bold 10/22pt

Memo information
Arial 12/22pt
Aligned left

Subject title
Arial Bold 12/20pt
Aligned left

Body text
Arial 12/14pt
Paragraph space: 1 line
Aligned left

Legal (see individual letterheads for details)
New Johnston
Book 8/9pt
Aligned left

Mayor of London
New Johnston
Bold 14pt

30	20	52
----	----	----

15

26

75

10

Transport for London

London Buses

To: [Recipient's name]

Company: [Company name]

Our ref: [Reference]

Your ref: [Reference]

Phone: [Phone number]

Date: 1 January 2009

Subject title

[Body text]

Name Surname

Job Title

Email: name@tfl.gov.uk

Business Unit Limited trading as Business Unit

Registration number 000000 VAT number 000000

Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London. (See individual letterheads for detailed legal information).

MAYOR OF LONDON

INVESTOR IN PEOPLE

WOMEN AMBASSADORS

Business Unit

Department Name

First line address

Second line address

County POST C0D3

Phone 020 0000 0000

Fax 020 0000 0000

www.tfl.gov.uk

16

12

5

5

Roundel
Width: 21 mm
Colour: black

Name Surname/email
Arial 12/14pt
Aligned left

Job title
Arial Bold 12/14pt
Aligned left

PAD and IIP logo
Colour: black

Business Unit
New Johnston
Medium 10/12pt

Department and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Aligned left
* Phone no: 12/18pt

2.8 Envelopes

Contents



Specification

Size C4 325 x 230

C5 225 x 160

DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.



2.9 Information pack

Contents



Specification for print

Size C4 220 x 305

This design is for all LB information packs.

The size allows for holding A4 documents. The pocket should have a capacity of 5mm.

Please note all measurements are in mm.

Transport for London
New Johnston Medium 11/20pt
Aligned left
Colour: Pantone 485

London Buses
New Johnston Medium
20/20pt
Aligned left
Colour: Pantone 072

Mayor of London
New Johnston Bold 14pt
Aligned left
Colour: Pantone 072

Folder inside
Colour: 15%
Pantone 485
(optional)

Business Unit
New Johnston Medium
20/20pt
Aligned left
Colour: Pantone 072

Roundel
Width: 21mm
Colour: Pantone 485

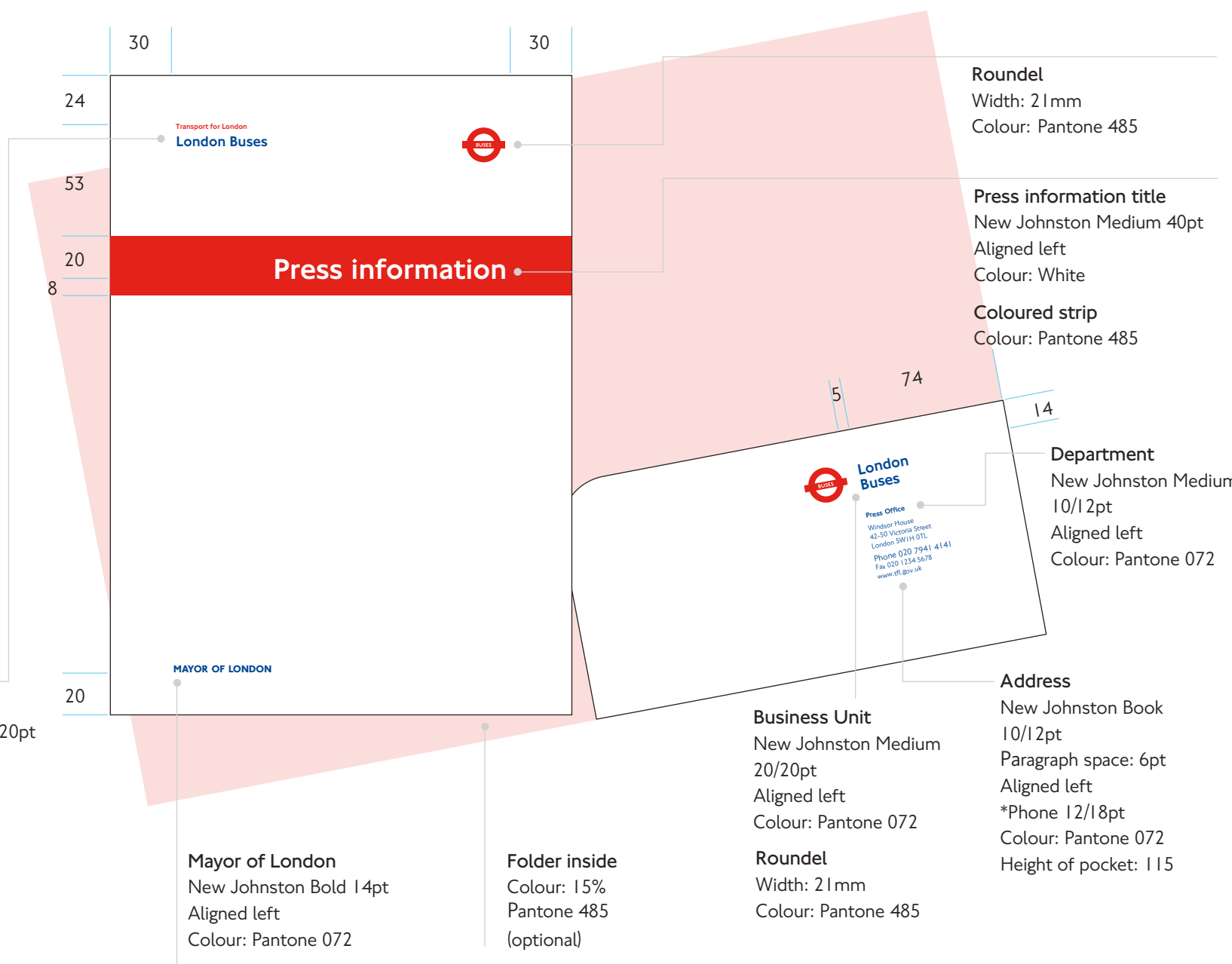
Roundel
Width: 21mm
Colour: Pantone 485

Press information title
New Johnston Medium 40pt
Aligned left
Colour: White

Coloured strip
Colour: Pantone 485

Department
New Johnston Medium
10/12pt
Aligned left
Colour: Pantone 072

Address
New Johnston Book
10/12pt
Paragraph space: 6pt
Aligned left
*Phone 12/18pt
Colour: Pantone 072
Height of pocket: 115



For further information

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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**

email: **corporatedesign@tfl.gov.uk**

All TfL corporate design standards are available from the TfL internet site.

tfl.gov.uk/corporatedesign

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