

East Thames Buses Stationery standard

Issue 2



Foreword

1 Basic elements

1.1 Corporate typeface

1.2 Logo

1.3 Logotypes

1.4 Colours

2 Stationery specifications

2.1 Letterhead

2.2 Letter template

2.3 Continuation sheet

2.4 Compliment slip

2.5 Business card

2.6 Fax cover sheet

2.7 Memo

2.8 Envelopes

2.9 Information pack

For further information



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

This document sets the standards for stationery items used within ETB. 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 ETB Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.

1.1 Corporate typeface

Contents



The typeface used by ETB 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 Logo

[Contents](#)

Logo

This page shows the ETB logo. For detailed guidance on the correct use of the logo and for master references, refer to the East Thames Buses basic elements standards. To ensure clarity and impact when producing a logo, no other graphic elements should be placed within an area equivalent to 0.33 its width (x) all around it. This exclusion zone is indicated here by the dotted box around the logo.



The main logotypes used is East Thames 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 ETB 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.

East Thames Buses

Transport for London

MAYOR OF LONDON

1.4 Colours

Contents



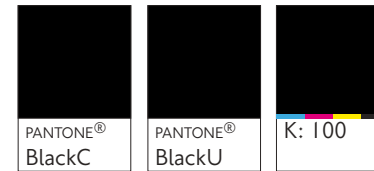
Mode colours

This page identifies the corporate colours used for ETB.

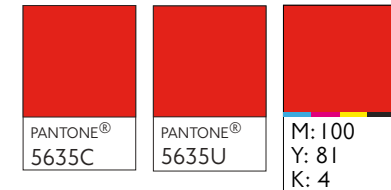
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

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

East Thames Buses black



East thames Buses red



2 Stationery specifications

[Contents](#)



Introduction

The following pages explain how the ETB 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



Specification
for print

Size 210 x 297

The example opposite shows the layout for ETB 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
11 pt, Aligned left
Colour: Pantone 485

East Thames Buses
New Johnston Medium
20pt, Aligned left
Colour: Pantone 072

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

30

52

15

Transport for London
East Thames Buses

Your ref: B/001
 Our ref: A/003

Client name
 Company name
 First line of address
 Second line of address
 Town or City name
 County and POST C0D3

East Thames Buses
 Department name

Ash Grove Depot
 Mare Street
 Hackney
 London E8 4RH

Phone 020 1234 5678
 Fax 020 1234 5678
www.tfl.gov.uk

1 January 2009

Dear name

Corporate identity guidelines

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.

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.

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.

Yours faithfully

Name
 Job Title
 Email: name@tfl.gov.uk
 Direct line: 020 1234 5678

Copy to: One Other

London Buses Limited
 trading as East Thames Buses
 whose registered office is
 172 Buckingham Palace Road
 London SW1W 9TN

Registered in England and Wales
 Company number 1900906
 VAT number 756 2770 08

London Buses 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.

MAYOR OF LONDON

10

12 5

Logo
Width: 30mm
Colour: Pantone 485
Black 30% & 80%

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

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

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

PAD logo
Colour: Pantone 072

2.2 Letter template

[Contents](#)

Template example

Size 210 x 297

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

Please note all measurements are in mm.

Headings

New Johnston Medium 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Body copy

New Johnston Book 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Name Surname/email/direct line

New Johnston Medium 12/14pt

Aligned left

Job title

New Johnston Book Bold 12/14pt

Aligned left

30		30
41	<p>Transport for London East Thames 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>East Thames Buses Department name Ash Grove Depot Mare Street Hackney London E8 4RH Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</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>London Buses Limited trading as East Thames Buses whose registered office is 172 Buckingham Palace Road London SW1W 9TN Registered in England and Wales Company number 1900906 VAT number 756 2770 08 London Buses 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.</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>	



Copy to: One Other

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

The example opposite
shows the layout for
ETB 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
Aligned left
Colour: Pantone 485

East Thames Buses
New Johnston Medium
20pt
Aligned left
Colour: Pantone 072

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

	30		12	5	52	
15	<div><div><div>Transport for London</div><div>East Thames Buses</div></div><div><div><div>East Thames Buses</div><div>Department name</div><div>Ash Grove Depot</div><div>Mare Street</div><div>Hackney</div><div>London E8 4RH</div><div>Phone 020 1234 5678</div><div>Fax 020 1234 5678</div><div>www.tfl.gov.uk</div></div><div><div><div>MAYOR OF LONDON</div><div><div>POSTAL ADDRESS</div><div>DISABILITIES</div></div></div></div></div></div>					10

Logo
Width: 30mm
Colour: Pantone 485
Black 30% and 80%

PAD logo
Colour: Pantone 072

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

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

2.5 Business card

Contents



Specification for print

Size 86 x 55

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

Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

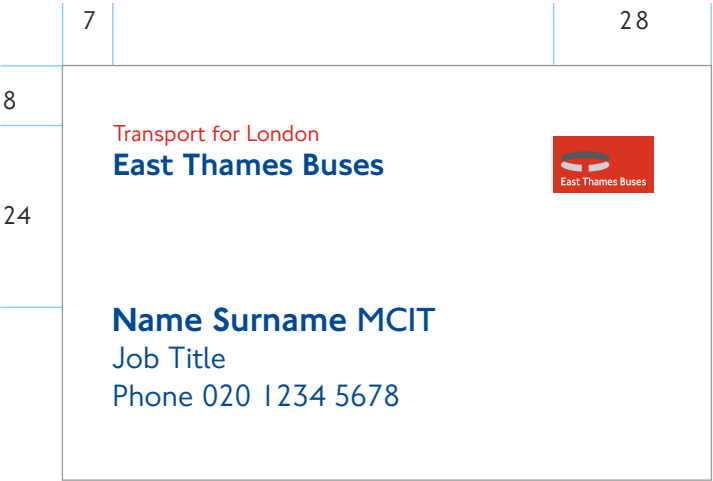
Please note all measurements are in mm.

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

East Thames Buses
New Johnston Medium
12/13pt, Aligned left
Colour: Pantone 072

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

Department name and body text
New Johnston Book 10/12pt
Paragraph space: 10/18pt
Aligned left
Colour: Pantone 072

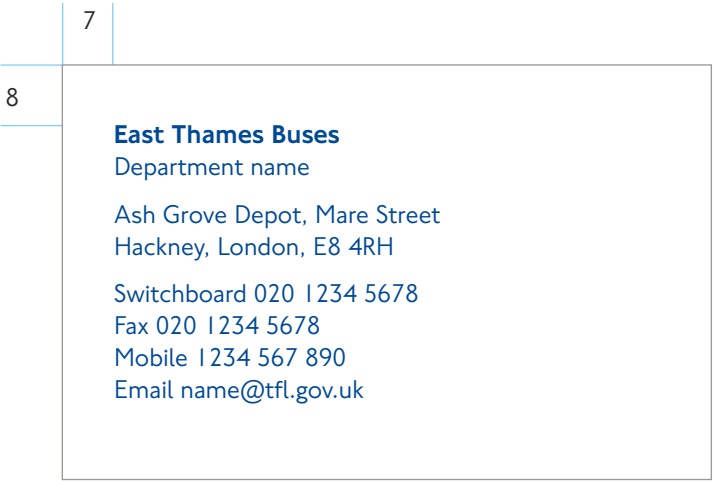


Logo
Width: 22mm
Colour: Pantone 485
Black 30% and 80%

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

Qualification letters (optional)
New Johnston Light 13/14pt
Colour: Pantone 072

Title and phone number
New Johnston Book
12/14pt, Aligned left
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 ETB 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

Aligned left

East Thames Buses

New Johnston Medium 20/20pt

Aligned left

Fax cover sheet

New Johnston Book Bold 13pt

Subject title/department

New Johnston Medium 12/14pt

Paragraph space: 1 line

Aligned left

Body text

New Johnston Book 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/email

New Johnston Book 12/14pt

Aligned left

Job Title

New Johnston Book Bold 12/14pt

Aligned left

Legal (see individual letterheads for details)

New Johnston Book 8/9pt

Aligned left

Mayor of London

New Johnston Bold 14pt

Aligned left

	30	27	60	27		52
15	<p>Transport for London</p> <p>East Thames Buses</p> <p>Fax cover sheet</p> <p>To: [Recipient's name] From: [Sender's name]</p> <p>Company: [Company name] Return fax no: 000 0000 0000</p> <p>Fax no: [Fax number] Phone no: 000 0000 0000</p> <p>No of pages: [No of pages] Date: 1 January 2009</p> <p>Subject title</p> <p>[Body text]</p> <p>Name Surname</p> <p>Job Title</p> <p>Email: name@tfl.gov.uk</p> <p>London Buses Limited trading as East Thames Buses whose registered office is 172 Buckingham Palace Road London SW1W 9TN</p> <p>Registered in England and Wales</p> <p>Company number 1900906</p> <p>VAT number 756 2770 08</p> <p>London Buses 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.</p> <p>MAYOR OF LONDON</p> <p>East Thames Buses</p> <p>Department name</p> <p>Ash Grove Depot</p> <p>Mare Street</p> <p>Hackney</p> <p>London E8 4RH</p> <p>Phone 020 1234 5678</p> <p>Fax 020 1234 5678</p> <p>www.tfl.gov.uk</p>					
25						
17						
50						
10						

Logo

Width: 30mm

Colour: black

Fax headings

New Johnston Book Bold

10/22pt

Aligned left

Colour: black

Fax information

New Johnston Book

12/22pt

Aligned left

Colour: black

PAD logo

Colour: black

Business Unit

New Johnston Medium

10/12pt

Aligned left

Colour: black

Department and address:

New Johnston Book

10/12pt

Paragraph space: 10/18pt

Aligned left

Colour: black

* Phone no: 12/18pt

2.7 Memo

Contents



Template example

Size 210 x 297

All memos must be set using the ETB 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, Aligned left

East Thames Buses
New Johnston Medium
20/20pt, Aligned left

Memo field headings
New Johnston Book Bold
10/22pt, Aligned left
Colour: black

Memo information
New Johnston Book
12/22pt, Aligned left
Colour: black

Subject title
New Johnston Medium
12/20pt, Aligned left

Body text
New Johnston Book 12/14pt
Paragraph space: 1 line
Aligned left

Mayor of London
New Johnston Bold
14pt, Aligned left

30

20

52

15

26

75

10

Transport for London
East Thames Buses



To: [Recipient's name]
From: [Sender's 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

London Buses Limited
trading as East Thames Buses
whose registered office is
172 Buckingham Palace Road
London SW1W 9TN
Registered in England and Wales
Company number 1900906
VAT number 756 2770 08
London Buses 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.



MAYOR OF LONDON

Logo
Width: 30mm
Colour: black

Name Surname/email
New Johnston Book
12/14pt, Aligned left
Job title
New Johnston Book Bold
12/14pt, Aligned left

PAD logo
Colour: black

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

2.8 Envelopes

Contents



Specification for print

Sizes:

C4 325 x 230

C5 225 x 160

DL 220 x 110

Branded envelopes are available, but are not compulsory.

Labels, as shown here, may also be used for envelopes.

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
ETB 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 Book
11/20pt, aligned left

East Thames Buses
New Johnston Medium
20/20pt, aligned left

24

30

30

Transport for London

East Thames Buses

East Thames Buses

53

20

8

Press information

20

MAYOR OF LONDON

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

Folder inside
Colour: 15% Pantone 485
(optional)

Business Unit
New Johnston Medium
21/21 pt, aligned left
Colour: Pantone 072

Logo
Width: 30mm
Colour: Pantone 485
Black 30% and 80%

Logo

Width: 30mm
Colour: Pantone 485
Black 30% and 80%

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

[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**

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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