

# London River Services

## Basic elements standard

Issue 2

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

This document gives guidance on the basic elements that make up the LRS visual identity. The information covers the corporate typeface, the visual identity and the corporate colours.

For more guidance on TfL Corporate standards, please visit the TfL website:  
**[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)**

The main terms used in these guidelines are as follows:

**Mark**

A combination of a roundel or symbol with a logotype in a fixed relationship as shown below.

**Roundel**

The visual identifiers based on an open circle and a bar used by LRS. The mode is displayed in white on the bar.

**Plain roundel**

A version of LRS roundel without the mode appearing in the bar. This is used for reproduction at small sizes where the name would be illegible or difficult to reproduce cleanly.

**Exclusion zone**

The minimum area around marks, roundels or symbols that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.

**Logotype**

The title of LRS set in New Johnston Medium upper and lower case type.

Logotypes are used with roundels or symbols in a fixed relationship to form Marks, but can also be used in a looser relationship such as that used on stationery (see the Stationery standards).

## London River Services

### Print specifications

#### 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.

### Screen specifications

#### RGB

An abbreviation of Red-Green-Blue, indicating the primary colours of light. For reproduction on screens and other electronic systems, combinations of these three colours are used to match to the TfL colours.

#### Web

To achieve colours that can be reproduced satisfactorily on internet and intranet sites, Web safe colours should be specified. These provide a greater degree of consistency than RGB colours when there is no control over the equipment used to view the site.

### Paint specifications

#### NCS

An abbreviation of Natural Color System. This provides a wide range of colour specifications applicable to paints and other materials. There are colour-matches in this system for all the Transport for London colours specified in these guidelines.

Other specification systems such as RAL or British Standard BS4800 have only a very limited number of acceptable colour-matches to TfL colours. Please do not use these systems without first obtaining the approval of TfL Corporate Design.

## 1.2 Corporate typface

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The typeface used by LRS is New Johnston.  
It is exclusive to TfL and should be applied  
for via the TfL website:  
[tfl.gov.uk/corporatedesign](https://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

This section is concerned with the identity for LRS. It is important to observe the standards for reproducing the roundel and mark in all applications to maintain consistency and to preserve the integrity of the identity.



**London River  
Services**



**London River  
Services**



**London River  
Services**

## 2.1 Roundel usage

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### Acceptable

The examples shown here make up the acceptable applications of the LRS roundel.

Note: The squares are used as examples of background colours and are not part of the design.



2 colour roundel



Reversed roundel



1 colour roundel  
(Limited use. Contact  
TfL Corporate Design  
for permission to use  
this version)



The roundel can be applied  
to flat background colours  
as long as they provide  
sufficient contrast



Black roundel



The roundel can also  
be embossed out of  
any material



## 2.2 Roundel usage continued

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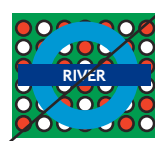
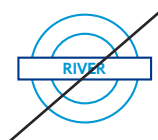


### Unacceptable

The roundel must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.

Pattern backgrounds which interfere with the roundel must not be used.

Note: The squares are used as examples of background colours and are not part of the design.



## 2.3 Exclusion zones

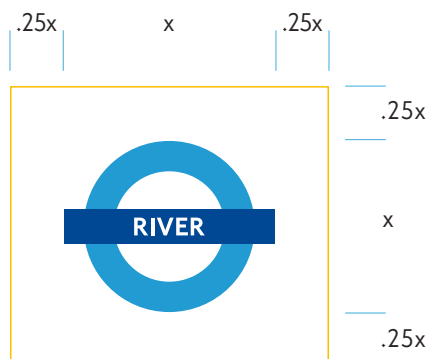
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### Exclusion zone for the mark and roundel

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 ( $x$ ).



## 2.4 Colours

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Depending on the systems used, the examples shown here are the only acceptable combinations.

### Print



#### PMS

Colour reproduction using Pantone Matching System on coated paper.



#### PMS

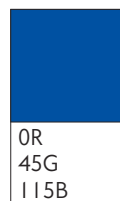
Colour reproduction using Pantone Matching System on uncoated paper.



#### CMYK

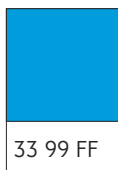
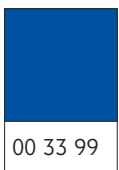
Colour reproduction using Four colour process.

### Screen



#### RGB

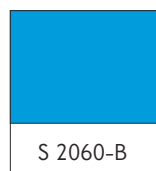
Colour reproduction using red, green and blue values.



#### web

Colour reproduction using Web safe colours.

### Paint



#### NCS

Colour reproduction using Natural Colour System.

## 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](mailto:corporatedesign@tfl.gov.uk)**

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

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

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