Transport for London

Advertising, public service information and system services standard

Issue 10

Transport for London

Contents

Foreword

Transport for London (TfL) produces a wide range of advertising and public service information, much of which is endorsed by its public transport networks (modes) or other operating units. Design standards have been created to encompass this range of material and are set out on the following pages.

Advertising and public service information material is broadly defined as information promoting the benefits of using a particular mode of transport or an offer available to customers. Both may also address real customer issues such as safety related matters, and often deliver a call to action.

System Service information is broadly defined as information that relates to fares, maps, timetables, and service change or service disruption.

Both advertising and public service information follow the same branding rules. The key rule being that the colour identity strip is not compulsory at the top of the piece.

All System Service material must carry a colour identity strip at the top of each output either in the mode colour or, as in the case of some Underground outputs, in the line identity colour.
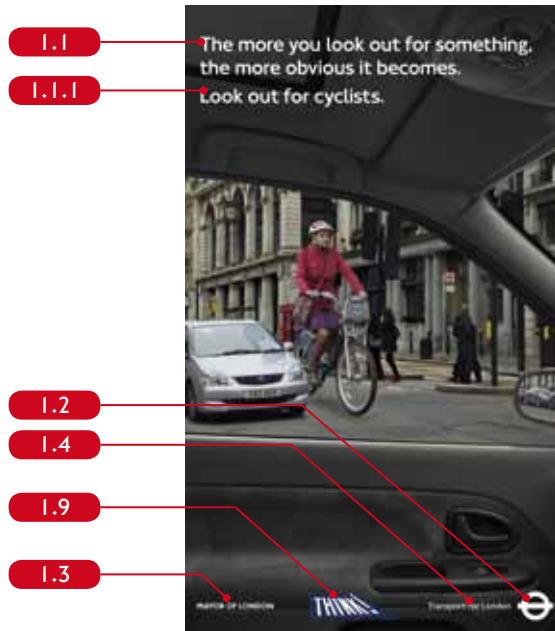
1   Basic elements

Example of a Double Royal poster

Example of a DL information leaflet

This section of the document gives guidance on the basic elements that make up the Transport for London (TfL) Advertising and public service information standard. The information covered includes the use of the corporate typeface, roundels and logotypes.
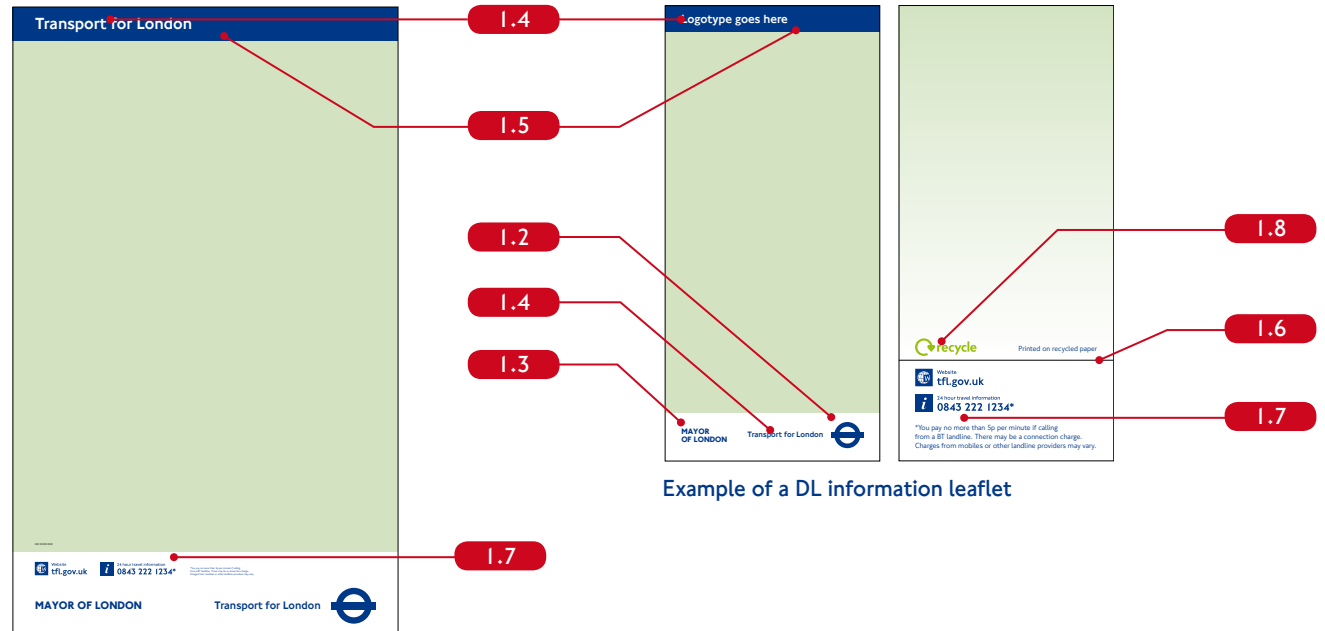
More detailed information can be found in design standards available on the TfL website: **tfl.gov.uk/corporatedesign**

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1.1.1	Typographic policy
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1.1   Corporate typeface

The typeface used by TfL 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

1.1.1 Typographic policy

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

The main directives of this policy are:

- Text should always be set in mixed upper and lower case (never all upper case – even with headings)

- Minimum point sizes will depend on the size of poster or leaflet being worked on (see detailed information in Section 3 of this document)

- Text should be ranged left (ragged right) and never justified, or ranged right

- Text on posters may be centred, but only where the body copy does not exceed three lines

- Text should be set horizontally and never vertically, at an angle or following a curve

- Do not use italics

- Type should always be ranged left

- To emphasise a word, use a different type weight

- Ensure good colour contrast between text and background colour

- Text on a white background is to be in Corporate blue (London Buses may use black)

- Do not adjust the character spacing of the font (tracking)

- Do not reduce line spacing (leading)

- Do not indent the first line of a paragraph, but use additional leading to achieve clear separation of paragraphs

- Bullet point indentations are allowed so long as text follows the indent

- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)

- The use of terminology on all material must comply with the TfL Editorial standards **tfl.gov.uk/corporatedesign**

1.1.2   Typographic policy

Double royal poster text rules on advertising and public information posters
In addition to the rules stated earlier, further rules are to be applied on double royal posters that are used for advertising and publicity material (the following rules are not necessarily suited for information material such as timetables and other system service information).

Headlines
Headlines on a double royal poster must be legible from across a double track platform (such as St James's Park station). They are to be set in New Johnston Medium mixed upper and lower case (sentence case).

A creative headline typeface may only be used if the headline is part of the creative (as with events posters). When a creative typeface is used for a headline the principle of being legible across a double track platform is still to be applied. Adjustments to the point sizes stated below, however, may be made accordingly.

- When displaying headlines of one or two lines the minimum point size to be used using New Johnston Medium is 122pt. With a creative typeface, 122pt is to be seen as the starting guide

- When displaying headlines of three or more lines the minimum point size to be used using New Johnston Medium is 111pt. With a creative typeface, 111pt is to be seen as a starting guide

Body copy
- Must always be set in New Johnston Light

- Should not appear smaller than 50pt and must always appear in mixed upper and lower case (sentence case)

- The length of body copy should be kept to a minimum to ensure clarity and impact of a poster (eg instead of 'Find out more at tfl.gov.uk' use 'Visit tfl.gov.uk')

Terms and conditions
Terms and conditions, legal text, etc, must appear in mixed upper and lower case (sentence case), using New Johnston Light at 25pt.

For consistency the terms and conditions must only appear within the artwork area. The branding strip must not move to accommodate this information.

1.2   Roundels

Each transport mode has its own individual roundel. 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 in this document for its reproduction and application must be strictly adhered to.

The roundel displayed is determined by the message being conveyed. Only one roundel should ever be displayed. If the message conveyed relates to more than one mode within TfL then the all blue roundel, representing multi-modal travel, is to be used instead of the mode roundels.

Roundels are to be applied for by design agencies only via the TfL website:
tfl.gov.uk/corporatedesign

Not: Separate rules apply to the use of the Barclays Cycle Hire roundel. Please refer to the Barclays Cycle Hire advertising, public service information and system services standard.

BUSES

COACHES

DIAL·A·RIDE

D L R

STREETS

OVERGROUND

RIVER

UNDERGROUND

TAXI·PRIVATE HIRE

TRAMLINK

Public Carriage Office roundels
The Public Carriage Office has, for legal reasons, three different roundels.

Taxi/Private Hire
The joint Taxi/Private Hire roundel should be used for Public Carriage Office joint taxi and private hire corporate publications.

Taxi
The Taxi roundel is to be used for any specific licensed London Taxi (motor Hackney carriages) corporate publications.

Private Hire
The Private Hire roundel is to be used for any specific Private Hire Vehicle corporate publications.

TAXI·PRIVATE HIRE

TAXIS

PRIVATE HIRE

Exclusion zone for the roundel

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its bar width (x), all around it. The light blue dashed box indicates the exclusion zone where no other graphic elements should be placed.

Using the roundel

A roundel should always appear in the bottom right hand corner of each piece of advertising and public service information.

The roundel should be positioned at 0.25 its bar width (x) from the bottom of the page and 0.5x from the right edge of the page.

The roundel must not be re-drawn, distorted or modified in any way.

The roundel must not be placed on a background that impairs legibility.

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

Minimum Roundel exclusion zone

x

0.25x

0.25x   BUSES   0.25x

0.25x

MAYOR OF LONDON   Transport for London

0.25x

0.25x

x   0.5x
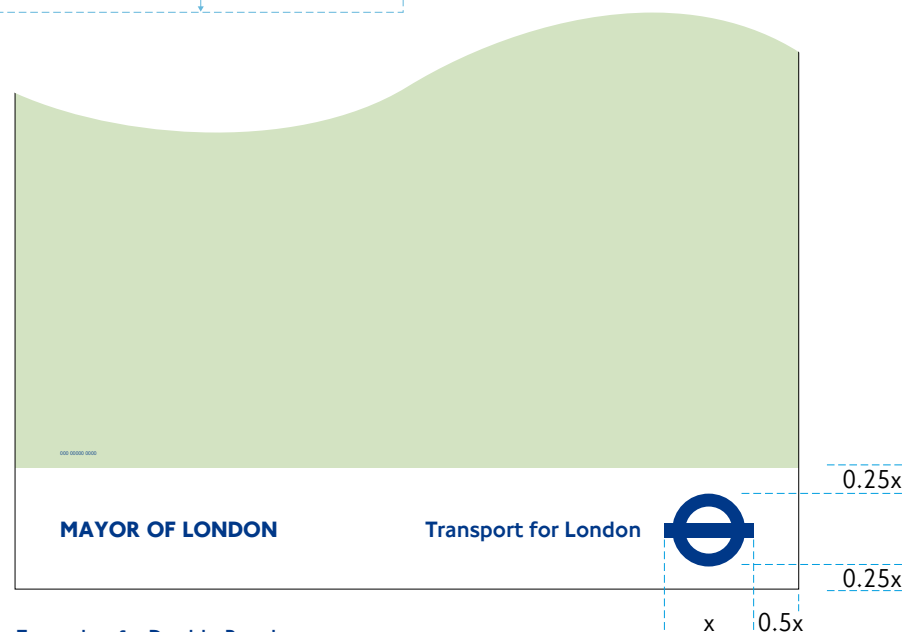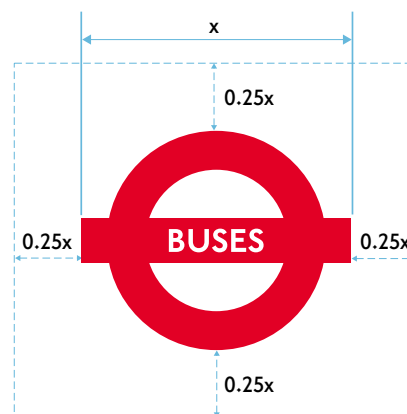
Example of a Double Royal poster

Size
The capital-letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar. It is to be displayed in New Johnston Bold, all uppercase.

Position
The capital letter height of the Mayor's endorsement should be aligned vertically with the roundel. It should be ranged left with the left hand margin of any layout.
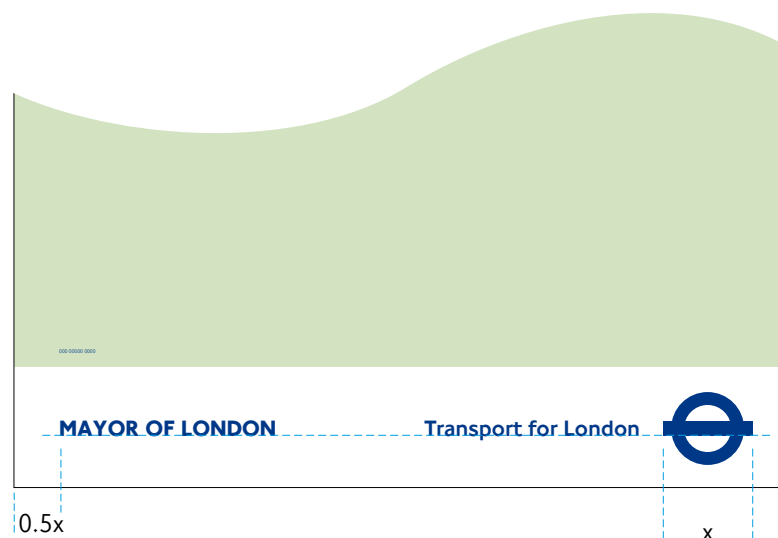
Colour
The Mayor's endorsement should always appear in Corporate blue (Pantone 072), on outputs for all modes.
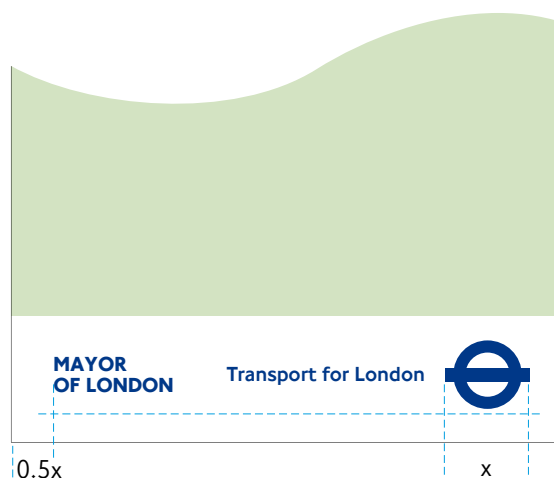
Two line version
Where space is tight, it may be necessary to use the two line version of the 'MAYOR OF LONDON' mark. Leading for the two line version is always the same size as the point size (set solid) – for example, when the point size of the MAYOR OF LONDON mark is 50pt, the leading is also 50pt.

The two line version of the mark should only be used where absolutely necessary.

MAYOR OF LONDON   Transport for London

0.5x   x

Example of a Double Royal poster – single line version

MAYOR OF LONDON   Transport for London

0.5x   x

Example of a DL information leaflet – two line version

1.4   Logotypes

'Transport for London' logotype
The 'Transport for London' logotype is to appear on all advertising and public service information alongside the roundel.
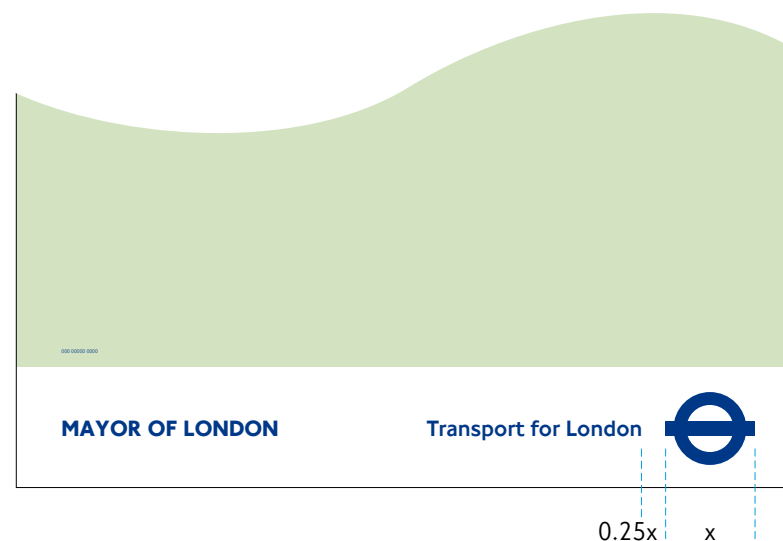
No matter which modes' roundel is displayed, it is always the 'Transport for London' logotype that is displayed alongside it.

The cap height of the 'Transport for London' logotype must always equal the depth of the roundel bar. The space between the roundel and 'Transport for London' logotype is 0.25x the width of the roundel bar.

Where space is tight, the Transport for London logotype should also be placed over two lines, as shown, and centred around the centre line of the roundel. Leading for the two line version is always the same size as the point size (set solid).

The two line version of the mark should only be used where absolutely necessary.

The Mayor of London mark should always be placed over two line before the Transport for London logotype.

MAYOR OF LONDON   Transport for London

0.25x   x

Example of a Double Royal poster – single line version

MAYOR OF LONDON   ALSTOM   scope   Transport for London

0.5x   0.5x (min)   0.25x   0.5x (min)   x
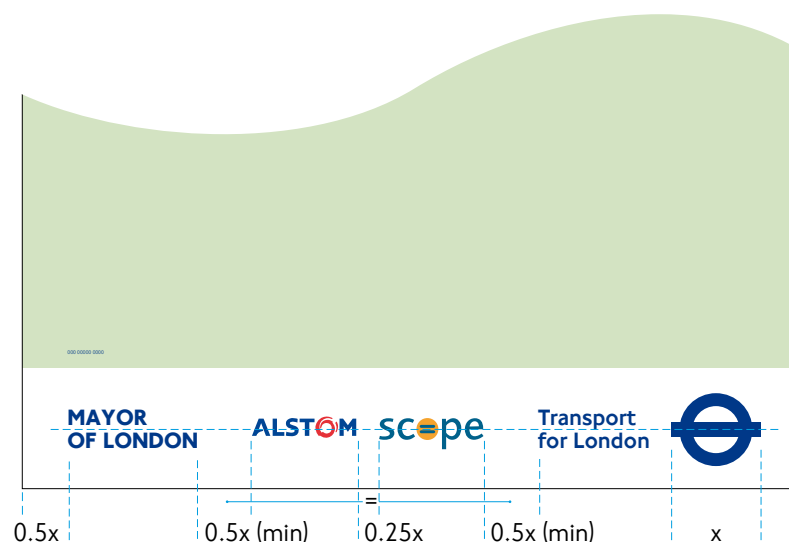
Example of a Double Royal poster – two line version

Mode logotype

A colour strip containing the mode's logotype may be added to the top of a piece. The colour of this strip is determined by the ring colour of the mode's roundel.
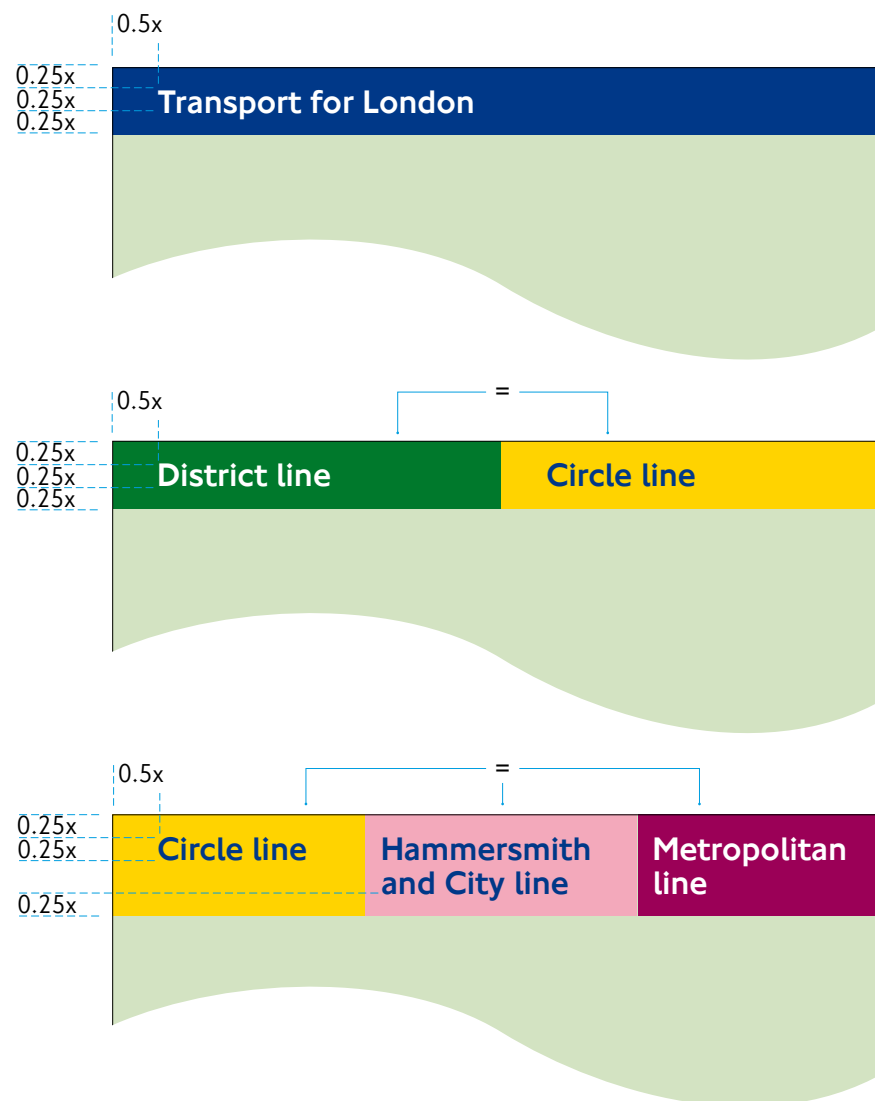
On advertising and public service information, the modes' individual logotype is to appear in the top left of the layout.

Mode logotypes may be replaced with a one line heading if necessary.

The capital letter height of the modes' logotype (or one line heading) is 25 per cent of the width of the roundel bar (for example, where a roundel is reproduced at 70mm wide, as it is on Double Royal posters, the capital letter height is 17.5mm – round up any numbers to the nearest 0.5mm if the result is smaller).

If the logotype needs to run over two line then the text should be set solid – for example, 75pt text on 75pt leading (75pt/75pt).

Note: London Underground uses a blue strip, as does Transport for London – Transport for London uses a white strip on leaflets only.

0.5x
0.25x
0.25x
0.25x
Transport for London

0.5x
0.25x
0.25x
0.25x
District line   **Circle line**
=

0.5x
0.25x
0.25x
0.25x
Circle line   **Hammersmith and City line**   **Metropolitan line**
=

Text colour on a mode/line identity strip is either white or Pantone 072 blue.

The text colours shown on this page must be followed when displaying mode or line identities.

Not: Separate rules apply to the use of the Barclays Cycle Hire roundel. Please refer to the Barclays Cycle Hire advertising, public service information and system services standard.

Transport for London	**Bakerloo line**
Docklands Light Railway	**Central line**
London Buses	**Circle line**
London Dial-a-Ride	**District line**
London Overground	**Hammersmith & City line**
London River Services	**Jubilee line**
London Streets	**Metropolitan line**
London Tramlink	**Piccadilly line**
London Underground	**Victoria line**
Public Carriage Office	**Waterloo & City line**
Victoria Coach Station	

1.5   Colours
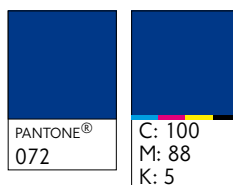
This page identifies the colours for each mode. The colour identity strip at the top of each piece of public service information should use these colours.
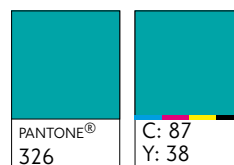
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For colour conversion to RGB, web safe and NCS values please refer to the TfL Colour standards.
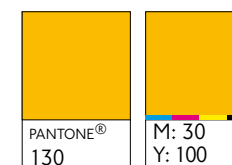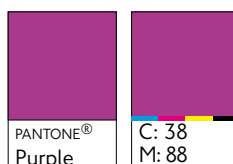
Transport for London
London Underground

PANTONE®
072

C: 100
M: 88
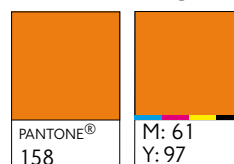K: 5

Docklands Light Railway

PANTONE®
326

C: 87
Y: 38

London Buses

PANTONE®
485

M: 95
Y: 100

Victoria Coach Station

PANTONE®
130

M: 30
Y: 100

London Dial-a-Ride

PANTONE®
Purple

C: 38
M: 88

London Overground

PANTONE®
158

M: 61
Y: 97

London River Services

PANTONE®
299

C: 85
M: 19

London Streets

PANTONE®
5635

C: 13
Y: 18
K: 33

London Tramlink

PANTONE®
368

C: 57
Y: 100

Public Carriage Office

PANTONE®
2715

C: 57
M: 45
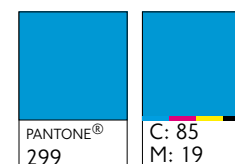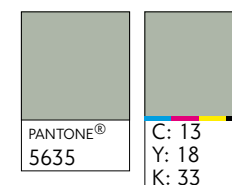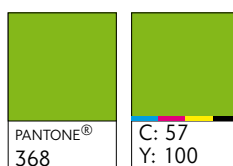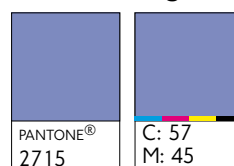
Note: For further information regarding the use of the Barclays Cycle Hire mode colours please refer to 'Barclays Cycle Hire basic elements standard'.

1.5.1 Colours – continued

This page identifies the colours for each London Underground (LU) line. The Colour identity strip at the top of each piece of LU line based public service information should use these colours.

Bakerloo line
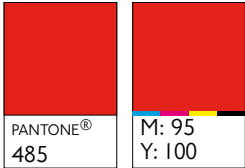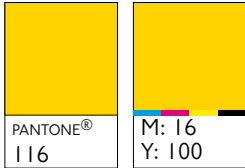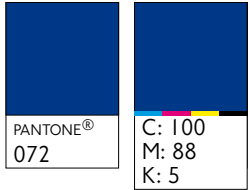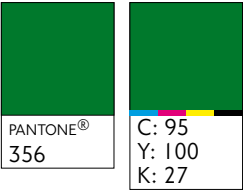
PANTONE® 470

M: 58
Y: 100
K: 33

Central line

PANTONE® 485

M: 95
Y: 100
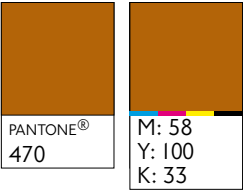
Circle line

PANTONE® 116

M: 16
Y: 100

Piccadilly line

PANTONE® 072

C: 100
M: 88
K: 5

District line

PANTONE® 356

C: 95
Y: 100
K: 27

Hammersmith and City line

PANTONE® 197

M: 45
Y: 10

Victoria line

PANTONE® 299

C: 85
M: 19

Jubilee line

PANTONE® 430

C: 5
K: 45

Metropolitan line

PANTONE® 235

C: 5
M: 100
K: 40

Northern line

PANTONE® Black

K: 100
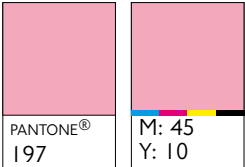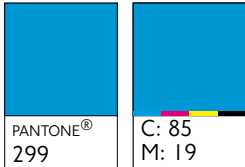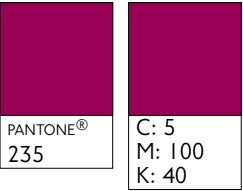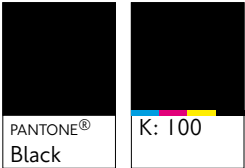
Waterloo and City line

PANTONE® 338

C: 47
Y: 32
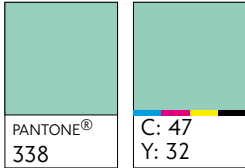
1.5.2　Black and white material

Work to be done in black and white should always use the 100 per cent black version of a modes' roundel. Tinted roundels should never be used.

The colour identity strip is to be replaced with a 100 per cent black strip and the modes logotype is to be included in this black strip.

London Tramlink

000 00000 0000

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

*This pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

MAYOR OF LONDON

Transport for London
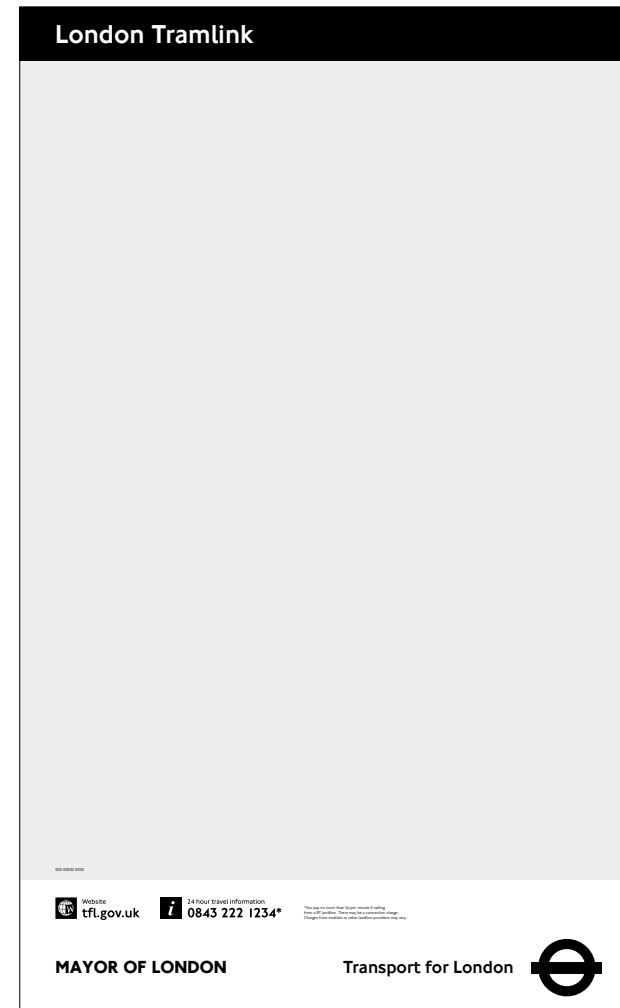
Example of a Double Royal poster

Keyline

When information is displayed on a white background, a keyline should be used to separate the artwork from the branding elements.

The thickness of the keyline for each poster size is given in the layout sections of this document.

The position of the keyline acts as an exclusion zone – no text or graphic (except branding) should go below the position of the keyline, whether a keyline is used or not.

Bleed

On advertising and public service information a full bleed can only be used if TfL judge that the final shot is suitable (Head of Group Marketing Communications will be the final arbiter). The guiding principal is to make sure that the use of bleed does not lose any of the standout that the white branding strip delivers. All other branding principals must still be applied.

Example of a Double Royal poster showing a keyline

Example of a Double Royal poster showing a bleed image

1.7   Contact information

In addition to the main elements of the visual identity described previously, posters and leaflets may also display contact information.

The order of display on a contact information strip is as follows:
- TfL web address
- Travel Information phone number
- British Transport Police phone number (if required)

The use of web addresses
The only web address to be promoted is the TfL web address.

The websites of other organisations may be mentioned within copy, but never given the same prominence as the TfL website. When displaying the TfL website always omit 'www' (when displaying the TfL website within text, only include 'www' if the address acts as a hyperlink).

For consistency, the website of other organisations should always be written with the 'www' included.

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

British Transport Police
0800 405040

When displaying the 24 hour travel information number (1) the legal text shown (2) is to be added alongside the number.

1
24 hour travel information
0843 222 1234*

2
*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.
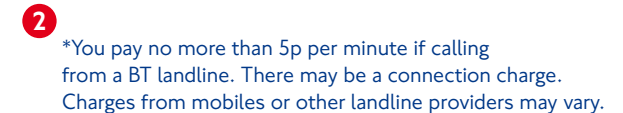
Note: An asterisk is always displayed with both the number and the accompanying legal text. The legal text is always to be displayed over three lines, and with the line breaks, as shown.

1.7.1   Contact information – continued

When contact marks are displayed, the marks are to appear within the white band at the base of the poster, regardless of poster size, as shown (1).

They should be reproduced so that the symbols are 0.3x roundel bar width. Therefore, if the roundel is 70mm wide, the symbols should be 21mm wide with the rest of the mark in proportion.

The only exception to the above is a Quad royal poster as shown (2), where the contact marks are to appear within the colour header along the top of the poster.

Contact marks are to appear in either white or Corporate blue, depending on the colour of the header across the top of the poster.

Example of a Double Royal poster

Example of a Quad Royal

On leaflets, where space is more restricted than on posters, contact marks are displayed on the back cover in stacked format.

recycle   Printed on recycled paper

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

*You pay no more than 5p per minute if calling
from a BT landline. There may be a connection charge.
Charges from mobiles or other landline providers may vary.
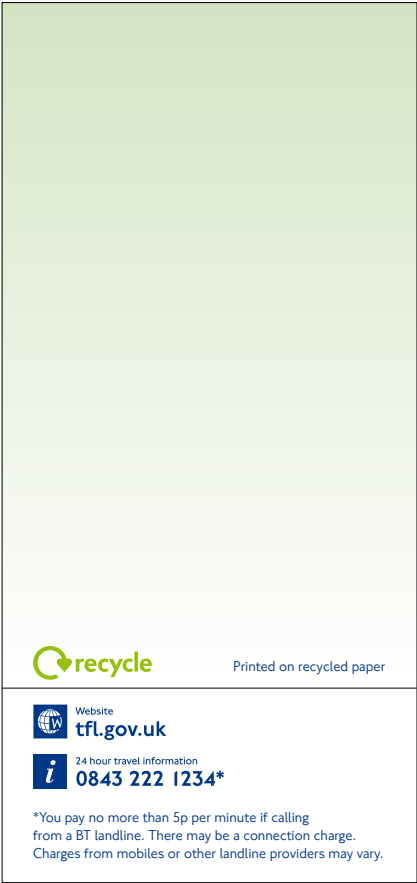
1.8   Recycling statements

To support the Mayor's strategy on waste management, leaflets are to include the 'Recycle' mark (1) as well as a statement on TfL's use of recycled paper (2). Both mark and statement are to be included on the back cover of leaflets and above the secondary marks as shown (3).

1

2

Printed on recycled paper

recycle   Printed on recycled paper

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

*You pay no more than 5p per minute if calling
from a BT landline. There may be a connection charge.
Charges from mobiles or other landline providers may vary.
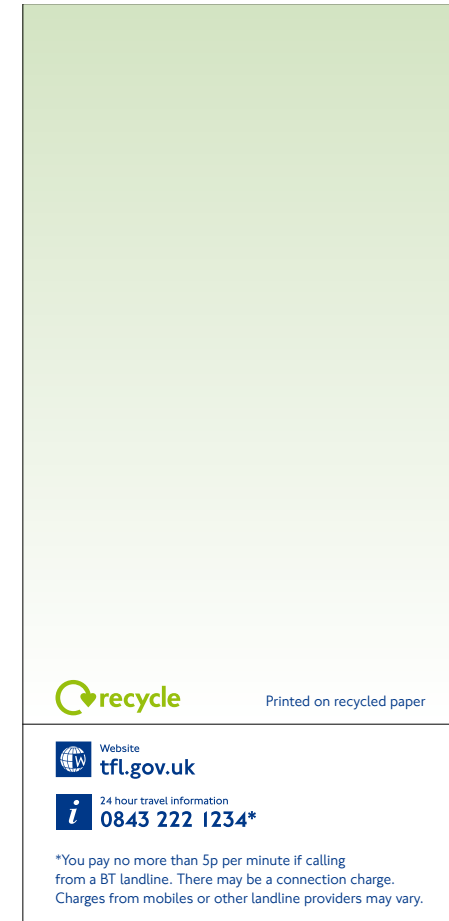
1.9   Multiple endorsements

National Rail and third party logos

It is also often necessary to include the National Rail logo on advertising and public service information. As shown on the right, the Rail logo is sized by its width and should be displayed at the same width as a roundel. It should be centred between the MAYOR OF LONDON mark and Transport for London logotype, and centred vertically with it. Its exclusion zone is also the same as a roundel.

Where space is tight, it may be necessary to use the two line version of the MAYOR OF LONDON mark to accommodate the third party logo.

Where space is even tighter, then the Transport for London logotype should also be placed over two lines*.
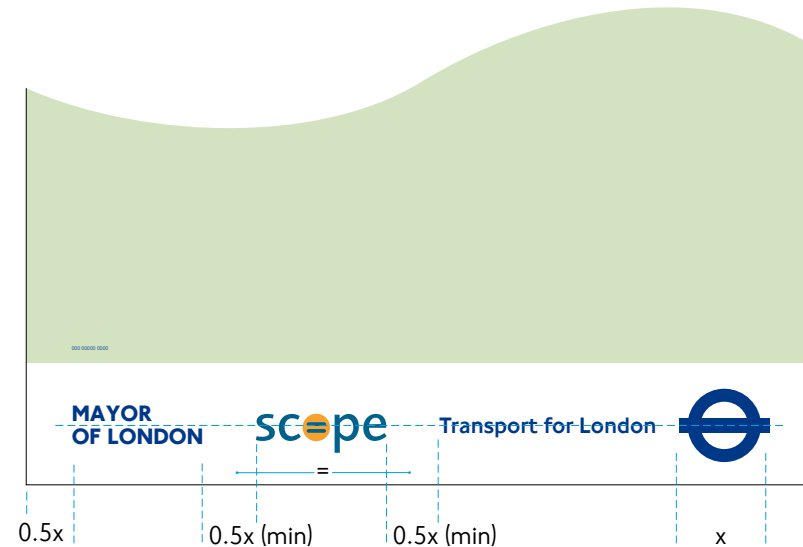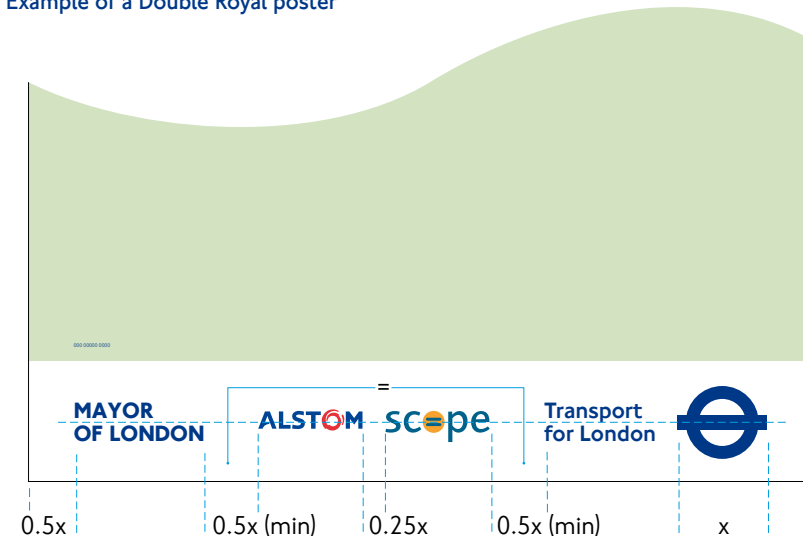
* The text in both instances is always ranged left.

MAYOR OF LONDON   scope   Transport for London

0.5x   0.5x (min)   0.5x (min)   x

Example of a Double Royal poster

MAYOR OF LONDON   ALSTOM   scope   Transport for London

0.5x   0.5x (min)   0.25x   0.5x (min)   x

Example of a Double Royal poster

Where there is not enough room between MAYOR OF LONDON and Transport for London to include all the required third party logos, a new line of logos should be placed above the main branding as shown.

Other identities

If another identity is also used to endorse a poster, it too must be of equal width to the roundel. If the non-TfL identity looks unbalanced when displayed at roundel width size then it may be sized using the formulae shown here according to its overall proportion. Logos that look unbalanced after using the appropriate formula, because they are too wide or too tall, need to be scaled visually. With such an occurrence, guidance should be sought from TfL Corporate Design.

A minimum of 0.25x should be left between each logo.
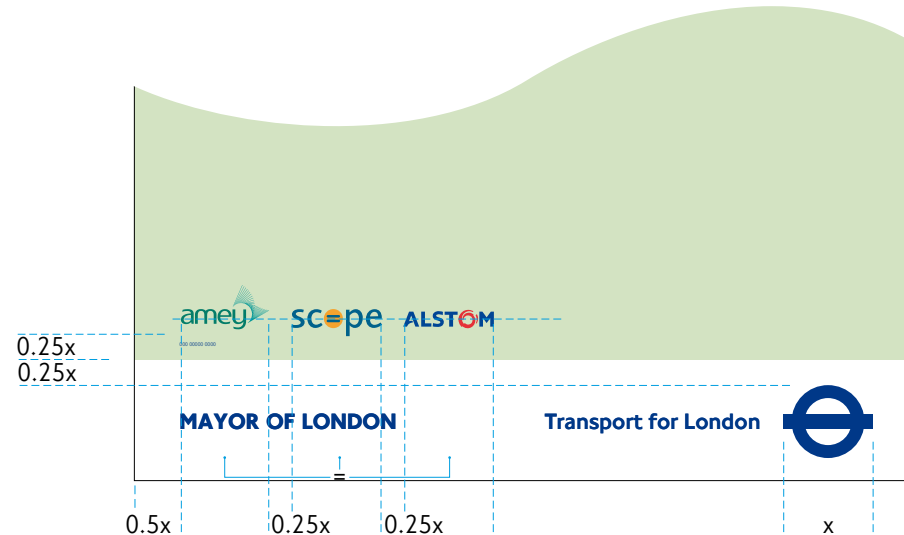
Example of a Double Royal poster

Square or circular format	Landscape format	Portrait format
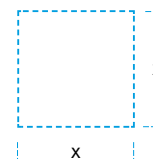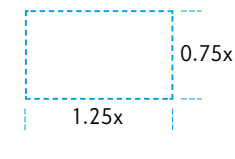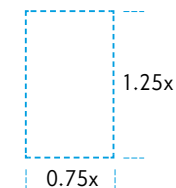
1.10 National Rail Branding

The National Rail mark shown here (1) is to be used when including National Rail branding on TfL material.

The mark is always to be displayed in Pantone 540 Blue and at twice the roundel width size.

The National Rail mark is always to be displayed between the MAYOR OF LONDON and Transport for London logotypes (2).

1

National Rail

2x   x

2

MAYOR OF LONDON   National Rail   Transport for London
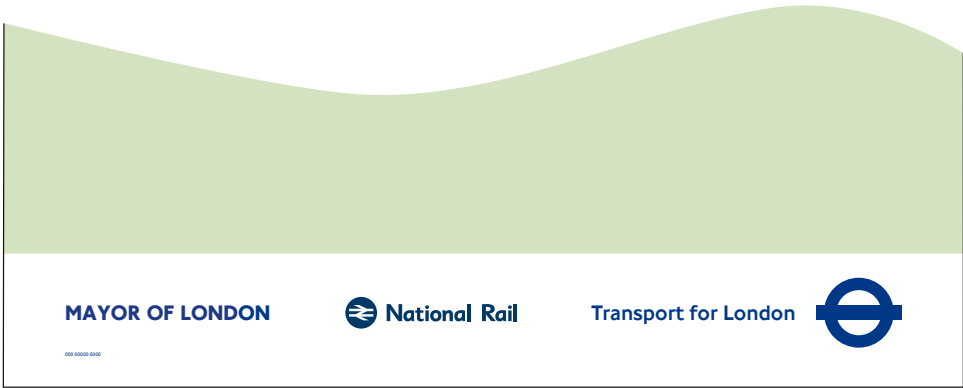
Equal   2x   Equal   x

1.10.1 National Rail Branding – continued

On double royal posters (1), and other instances where space constraints dictate, the MAYOR OF LONDON and Transport for London logotypes are placed over two lines.

On DL leaflets (2) a two-line version of the National Rail mark is also to be used. The two line version of the National Rail mark is to be displayed at a width size of 21mm only and is centred between the MAYOR OF LONDON and Transport for London logotypes.

Note that when including the National Rail mark on DL the front cover margins are reduced to 6mm.
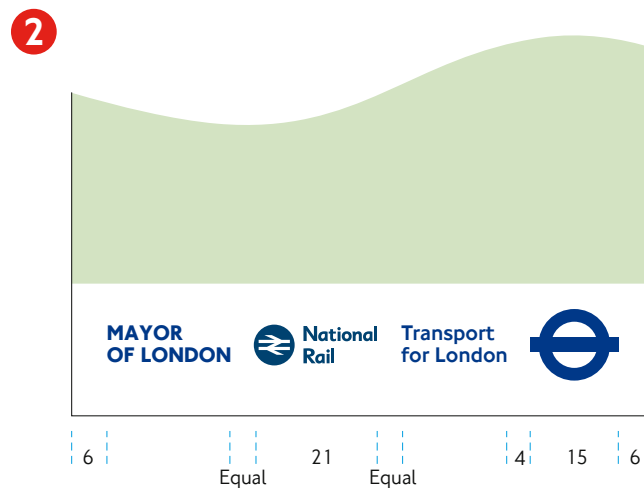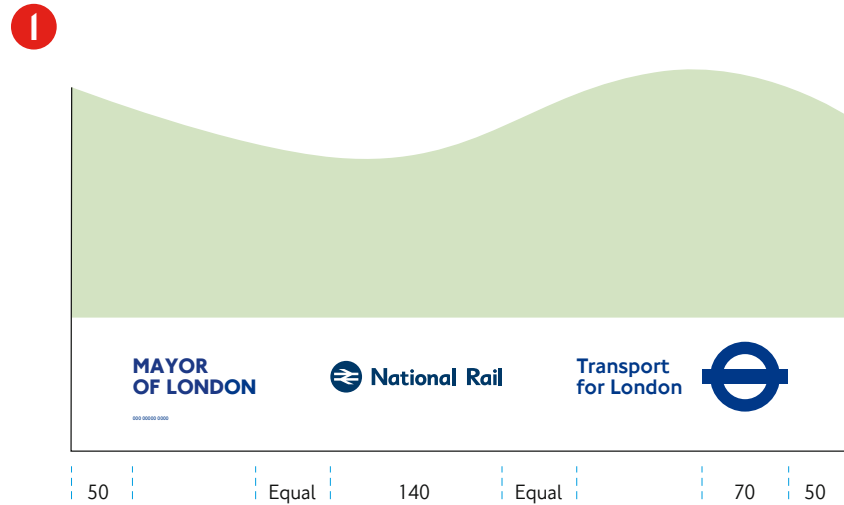
On material produced by third parties and done in another organisations house style, branding may be required from TfL to show our organisations involvement.

In such instances it is always the two lined TfL mark that is to be used.

Each mode has its own two line mark that may be used in similar circumstances.

The marks are all available via the TfL website **tfl.gov.uk/corporatedesign**

Transport for London

London Buses

London River Services

London Dial-a-Ride

London Overground

Public Carriage Office

London Underground

London Tramlink

Docklands Light Railway

Victoria Coach Station

London Streets

Note: For further information regarding the use of the Barclays Cycle Hire roundel and logotype please refer to 'Barclays Cycle Hire basic elements standard'.

When a double royal poster produced by the GLA or another organisation is required to be placed on a TfL circuit, the branding at the foot of the poster must be as shown (1).

MAYOR OF LONDON branding is to be at 50pt.

When using the outlined version of the MAYOR OF LONDON logotype, the width should be 166mm on a single line (2) or 101mm wide when stacked (3).

The Transport for London mark (or the required modal mark) is to be scaled so that the roundel width is 53mm.
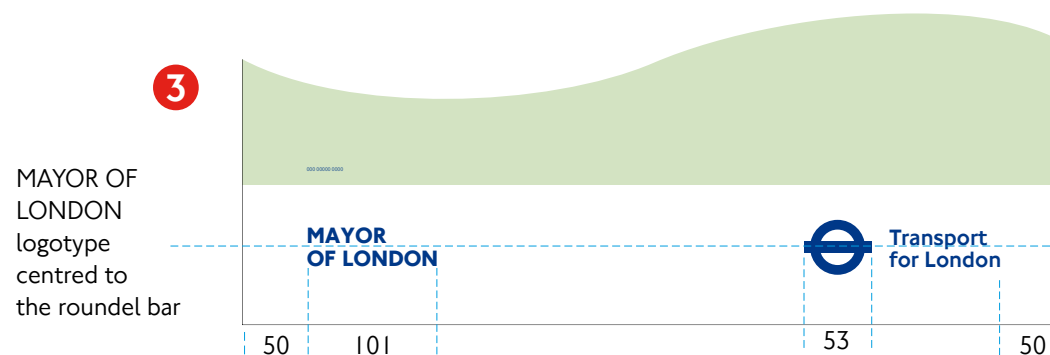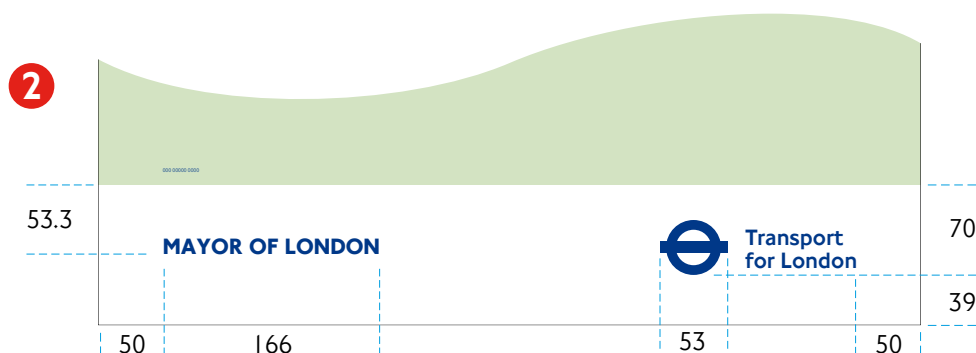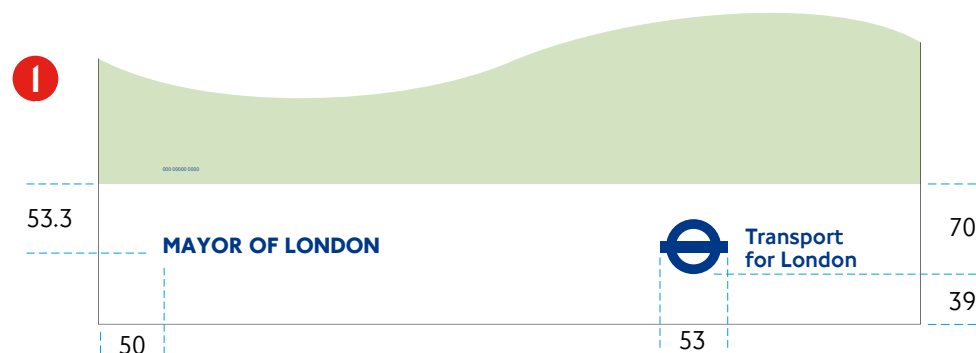
MAYOR OF LONDON logotype centred to the roundel bar

Example of a Double Royal poster

On double royal posters, poster reference numbers are to be displayed in one of the two positions shown. Preference is for Option 1. However, on full bleed posters and where space is tight, option 2 may be used.

Care, however, must be taken when using option 2 to avoid the reference number being hidden by the poster frame.

Poster references are to be displayed in New Johnston Book 12pt.

Option one

000 00000 0000

MAYOR OF LOI

Option two

MAYOR OF LOI

000 00000 0000
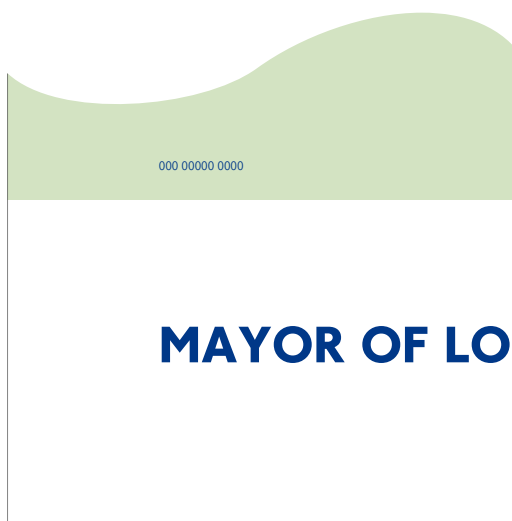
2   Endorsement styles

The following pages demonstrate the options available for branding layouts on advertising and public service information posters and leaflets.

2.1 Endorsement style – continued
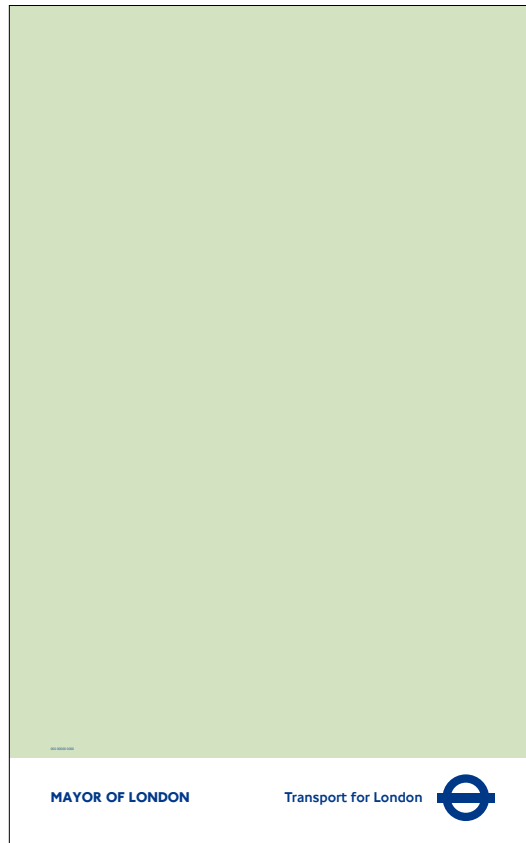
Option one

This option demonstrates the use of a poster with no colour identity strip and no secondary marks. This is the preferred option for producing advertising and public service information.

Option two

This option demonstrates the use of a full bleed image. No colour identity strip and no secondary marks are displayed.

Option three
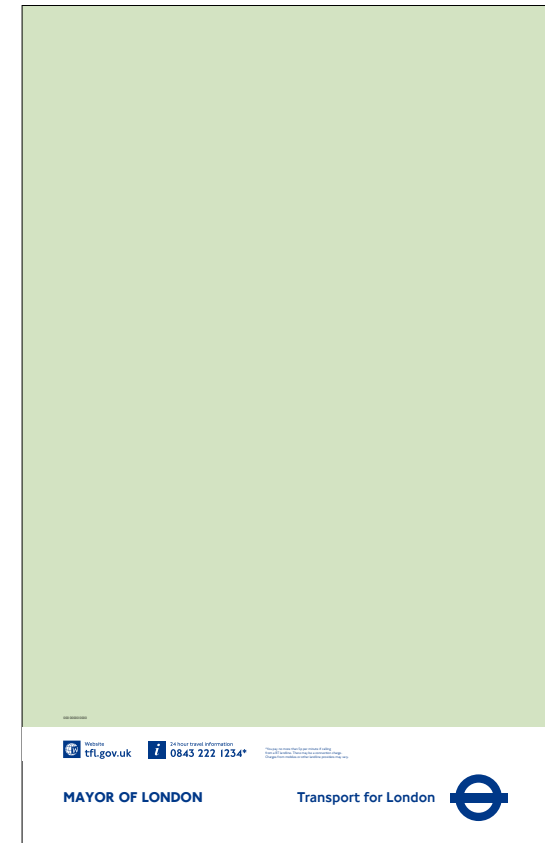
This option demonstrates the use of a poster showing contact information, but with no colour identity strip.

2.2 Endorsement style – continued

Option four
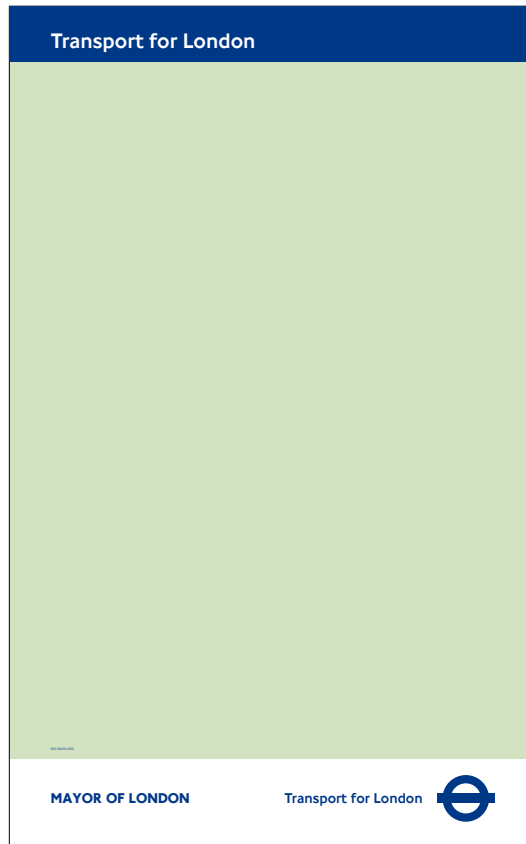
This option demonstrates the use of a poster that includes a colour identity strip and logo-type, but with no secondary marks.

Option five

This option demonstrates a poster that bleeds on three sides, but has no secondary marks.

Option six
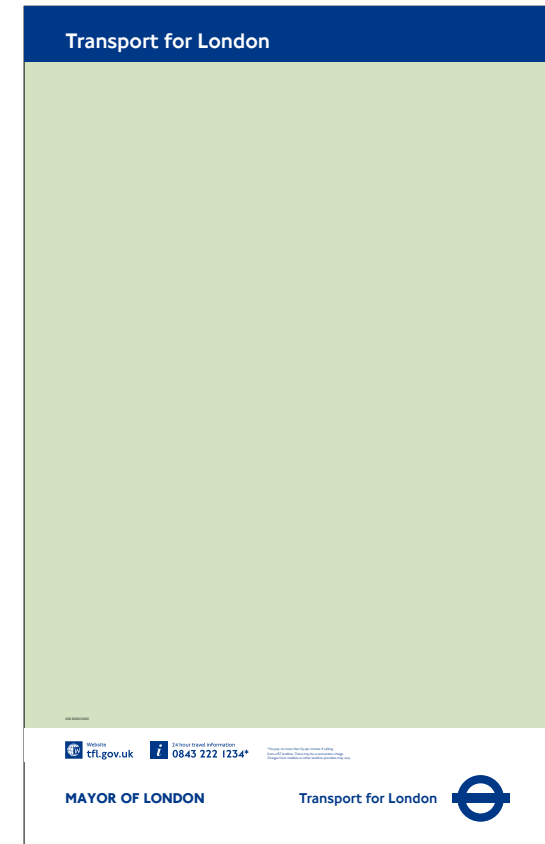
This option demonstrates a poster that includes both a colour identity strip and contact information.

2.3   Endorsement style – continued

Option seven
This option demonstrates how leaflets are to be endorsed. Only a modes logoptype (or LU line name) should appear in the colour identity strip. Titles are not to be displayed on this strip.

Secondary marks are stacked as shown on the rear or back cover of a leaflet

Logotype goes here

MAYOR
OF LONDON   Transport for London

recycle   Printed on recycled paper

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

Note: On a Third A4 (DL) leaflet, because of space restrictions, the MAYOR OF LONDON mark is placed on two lines.

3   Poster layouts

The following pages give all the branding measurements for advertising and public service information poster layouts.

3.1 Double Royal poster
635mm x 1016mm (portrait)

X	Roundel/logo width	70mm
B	Margins – left and right (including 15mm frame allowance)	50mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	32.5mm
D	Space between roundel and 'Transport for London'	17.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	145mm
F	Width of secondary mark symbols	21mm
G	Space between secondary marks	21mm
H	Space from top of clear endorsement strip to bottom of secondary marks	37mm
I	Height of colour strip at top of poster (including frame allowances)	67.5mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	32.5mm
K	Text within colour strip point size and leading	74/74pt
L	'Transport for London' and 'Mayor of London' point size	50/50pt
M	Space between multiple logos	17.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	109mm
O	Keyline (if required)	2pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	35mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	12mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	85mm
S	Height of clear space between bottom of colour strip and Cap line text	17.5mm
T	Point size and leading of travel information number legal text	12/14pt

Note:
When adding third party logos to double royal posters, it is likely that the MAYOR OF LONDON branding will go over onto two lines.
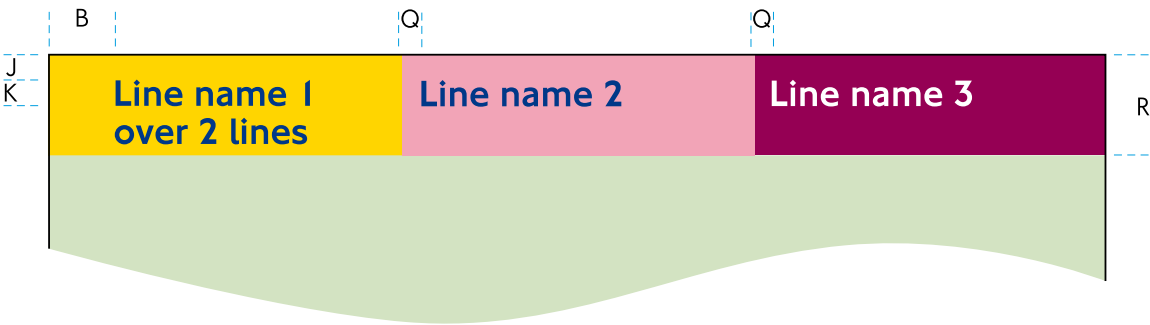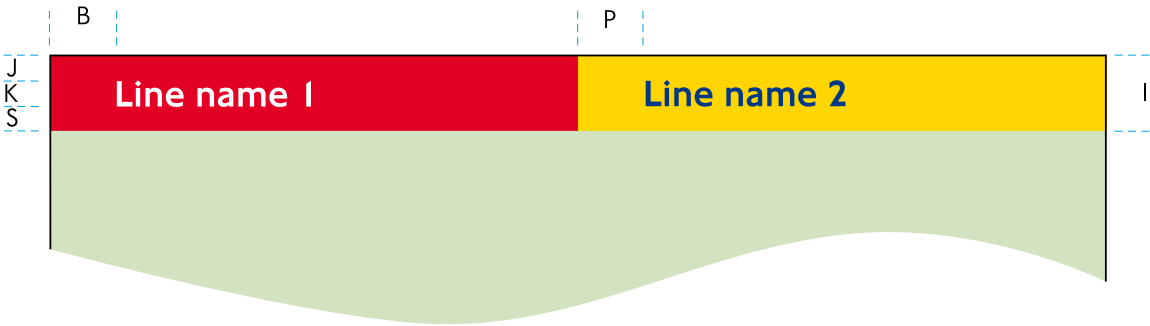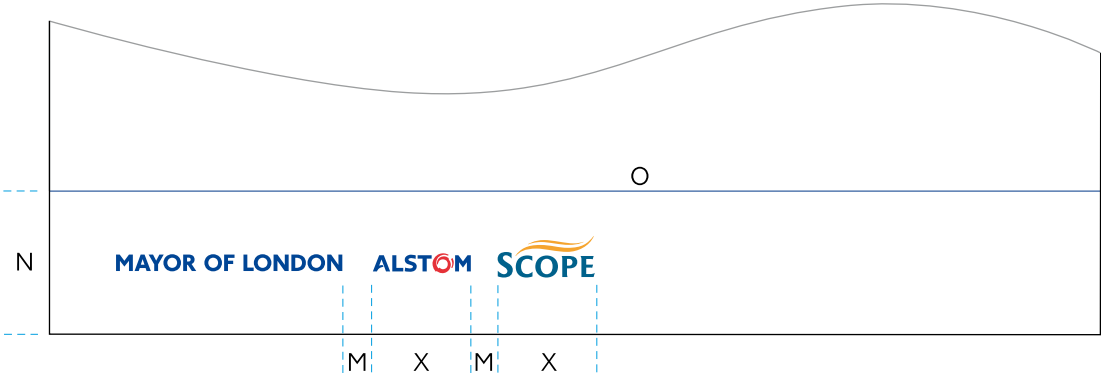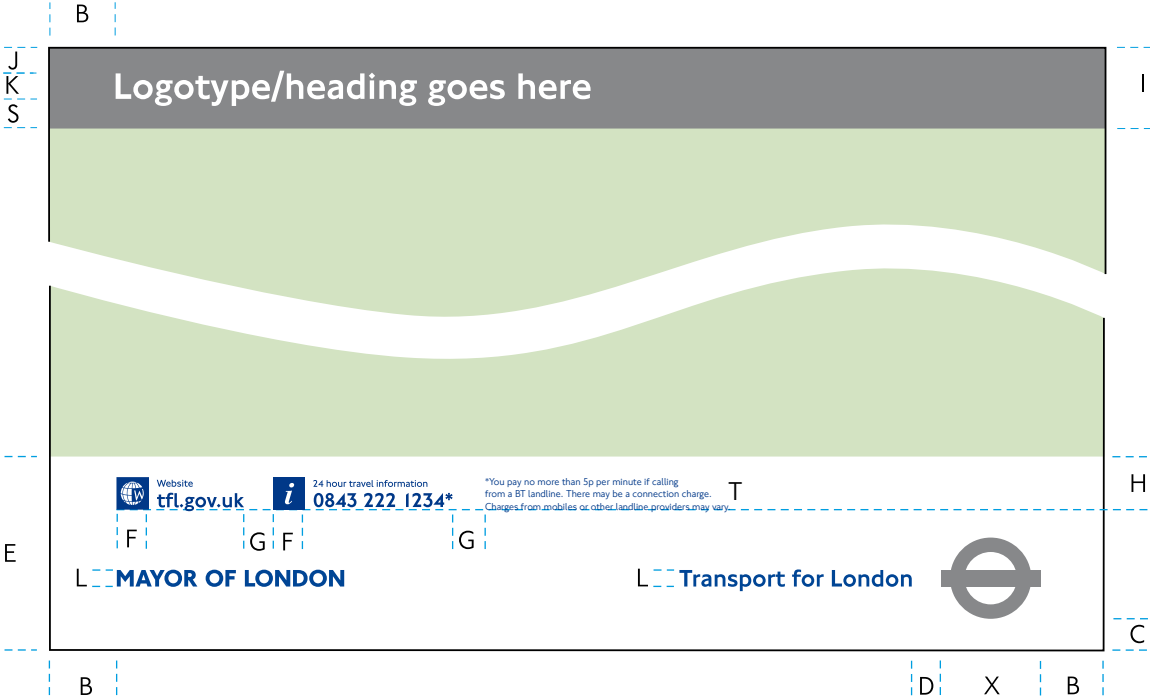
3.2 Quad Royal poster
1270mm x 1016mm (landscape)

X	Roundel/logo width.	70mm
B	Margins – left and right (including 15mm frame allowance)	50mm
C	Space between bottom of poster and bottom of roundel (including frame	32.5mm
D	Space between roundel and 'Transport for London'	17.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	109mm
F	Width of secondary mark symbols	21mm
G	Space between secondary marks	21mm
H	Space from top of clear endorsement strip to bottom of secondary marks	N/A
I	Height of colour strip at top of poster (including frame allowances).	67.5mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	32.5mm
K	Text within colour strip point size and leading	74/74pt

L	'Transport for London' and 'Mayor of London' point size.	50/50pt
M	Space between multiple logos.	17.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	109mm
O	Keyline (if required).	2pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	35mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	85mm
S	Height of clear space between bottom of colour strip and Cap line text	17.5mm
T	Point size and leading of travel information number legal text	12/14pt

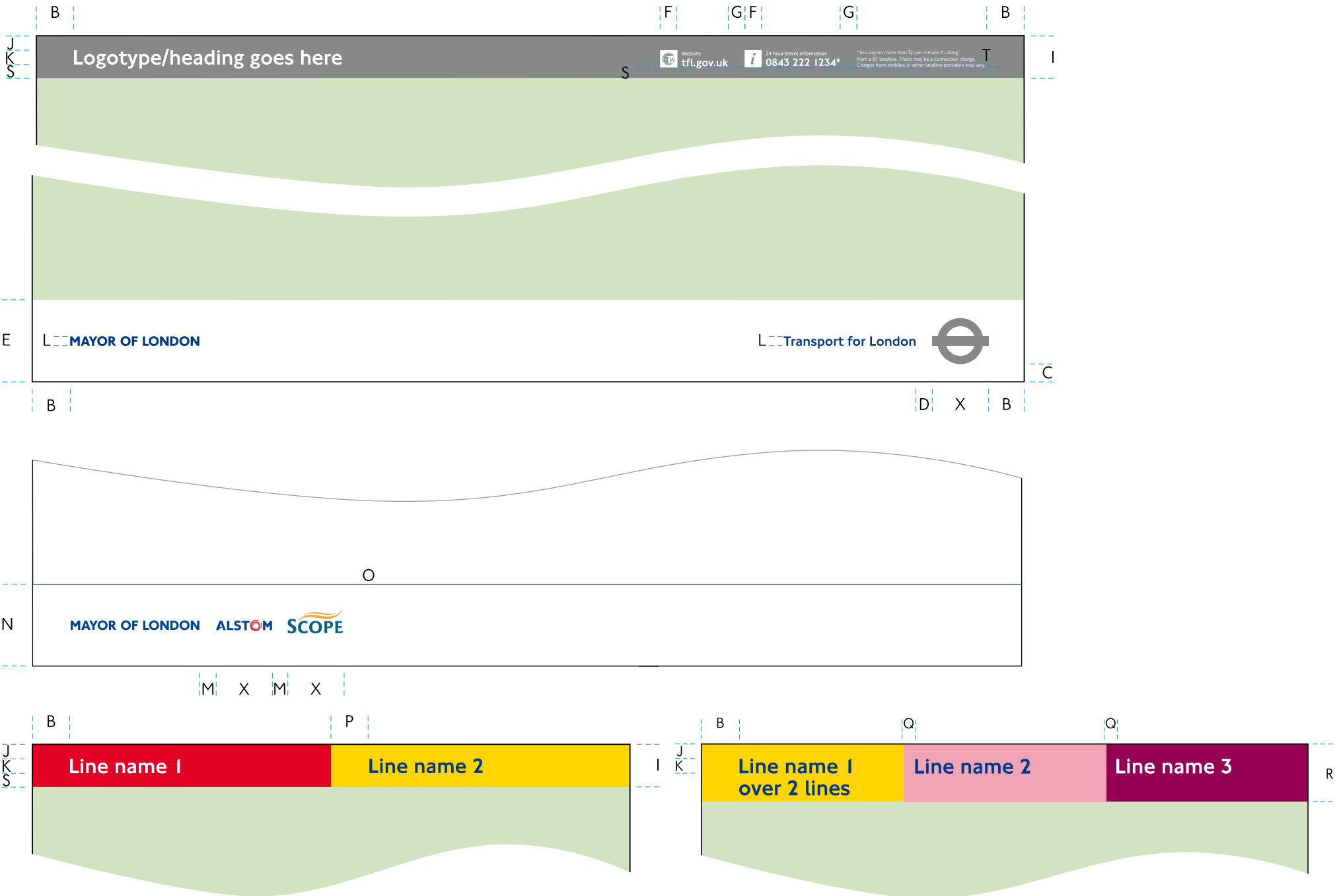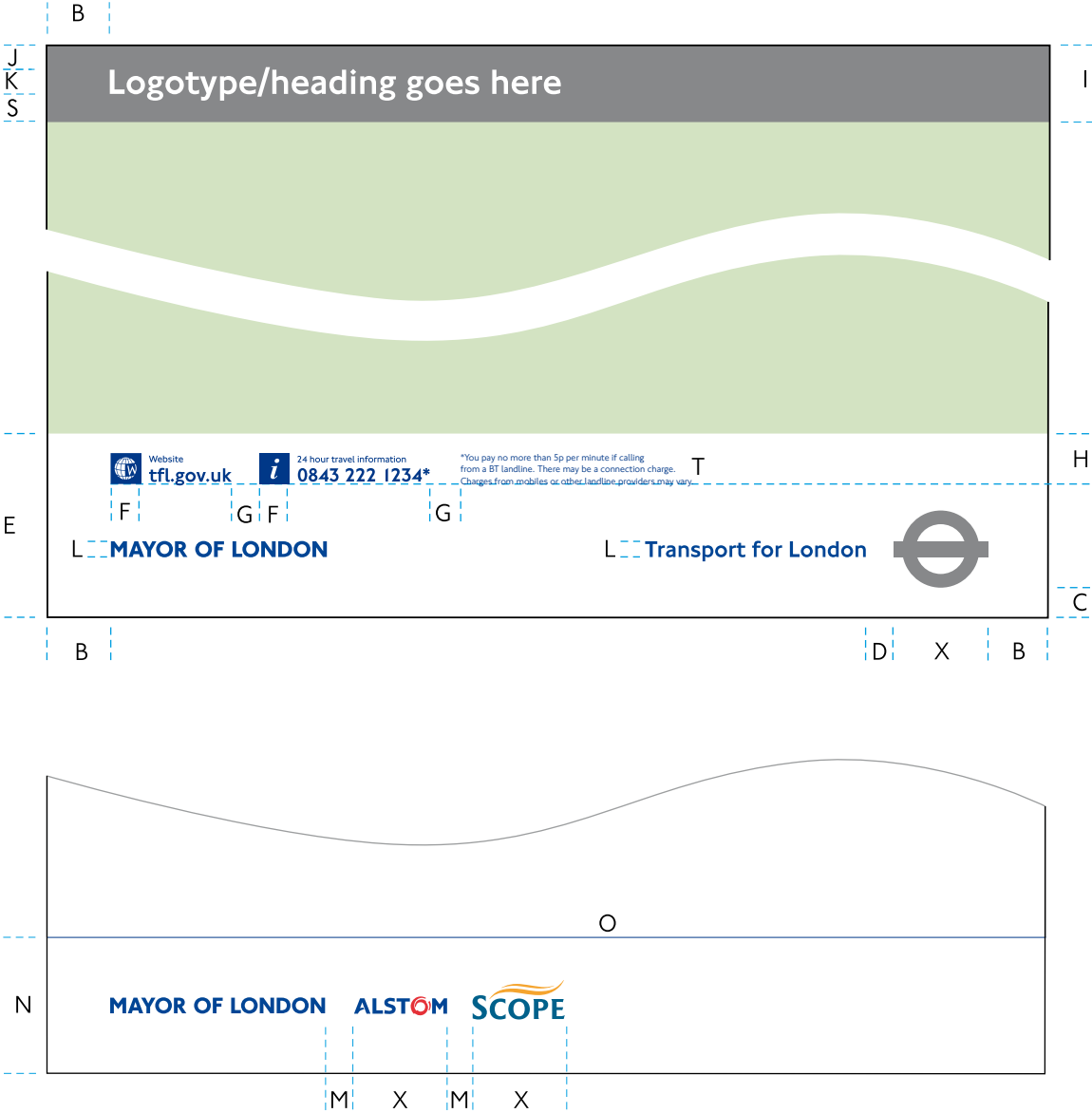| X	Roundel/logo width	55mm
B	Margins – left and right (including 15mm frame allowance)	42.5mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	29mm
D	Space between roundel and 'Transport for London'	14mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	115.5mm
F	Width of secondary mark symbols	16.5mm
G	Space between secondary marks	16.5mm
H	Space from top of clear endorsement strip to bottom of secondary markss	29mm
I	Height of colour strip at top of poster (including frame allowances)	57mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	29mm
K	Text within colour strip point size and leading	60/60pt
L	'Transport for London' and 'Mayor of London' point size	39/39pt
M	Space between multiple logos	14mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	88mm
O	Keyline (if required)	1.75pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	N/A
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	N/A
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	N/A
S	Height of clear space between bottom of colour strip and Cap line text	14mm
T	Point size and leading of travel information number legal text	12/14pt

3.4 A3 poster
297mm x 420mm (portrait)

X	Roundel/logo width	25mm
B	Margins – left and right	12.5mm
C	Space between bottom of poster and bottom of roundel	6.5mm
D	Space between roundel and 'Transport for London'	6.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	47mm
F	Width of secondary mark symbols	7.5mm
G	Space between secondary marks	7.5mm
H	Space from top of clear endorsement strip to bottom of secondary marks	13.5mm
I	Height of colour strip at top of poster	19.5mm
J	Height of clear space between top of poster and Cap line text within colour strip	6.5mm
K	Text within colour strip point size and leading	27.5/27.5pt
L	'Transport for London' and 'Mayor of London' point size	17.5/17.5pt
M	Space between multiple logos	6.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	33.5mm
O	Keyline (if required)	0.75pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	12.5mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	5mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines	25mm
S	Height of clear space between bottom of colour strip and Cap line text	6.5mm
T	Point size and leading of travel information number legal text	7/8.4pt
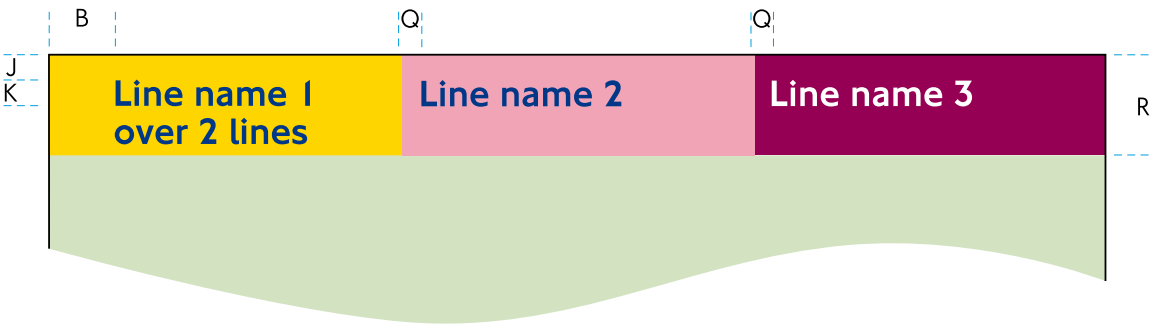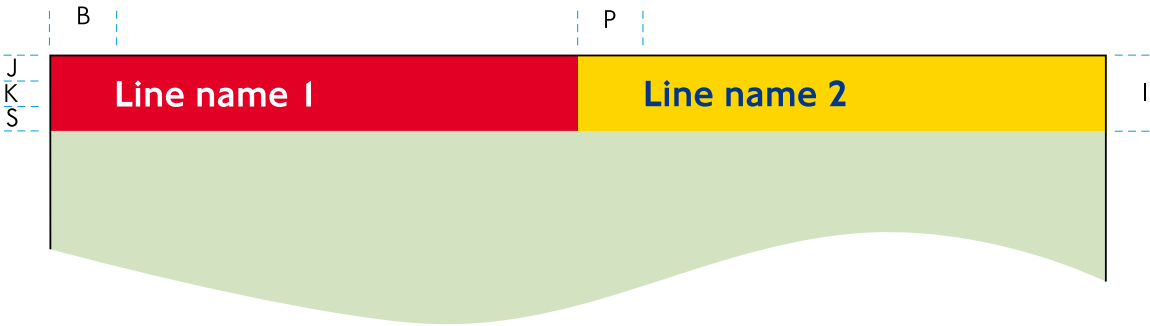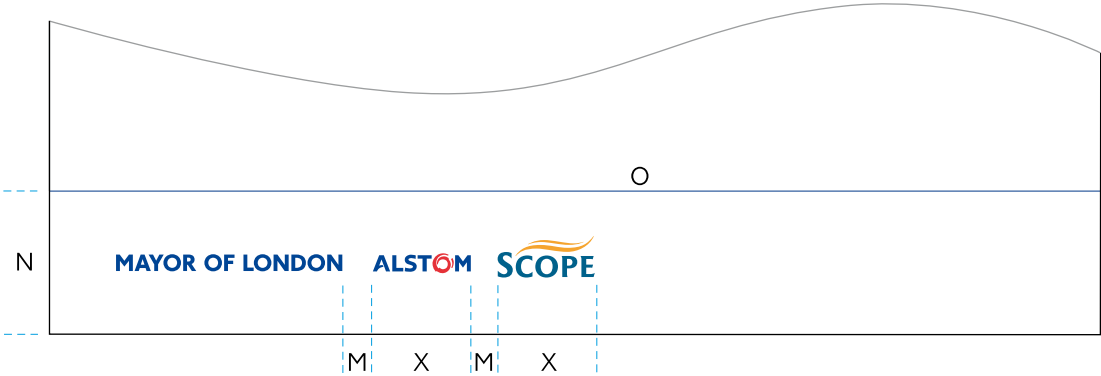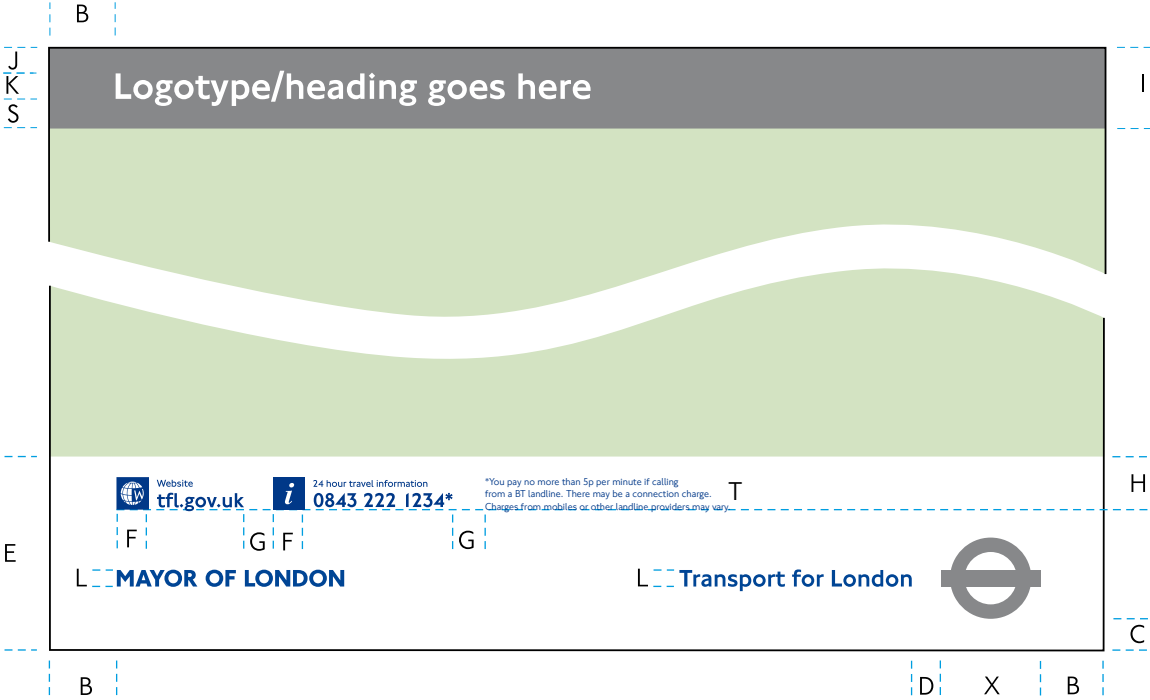
Contents

X	Roundel/logo width	**20mm**
B	Margins – left and right (including 16mm frame allowance)	10mm
C	Space between bottom of poster and bottom of roundel	6mm
D	Space between roundel and 'Transport for London'	5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	38.5mm
F	Width of secondary mark symbols	6mm
G	Space between secondary marks	6mm
H	Space from top of clear endorsement strip to bottom of secondary marks	10.5mm
I	Height of colour strip at top of poster	15mm
J	Height of clear space between top of poster and Cap line text within colour strip	5mm
K	Text within colour strip point size and leading	21.5/21.5pt
L	'Transport for London' and 'Mayor of London' point size	14/14pt
M	Space between multiple logos	5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	26.5mm
O	Keyline (if required)	0.5pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	10mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	4mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines	20mm
S	Height of clear space between bottom of colour strip and Cap line text	5mm
T	Point size and leading of travel information number legal text	5.5/6.6pt
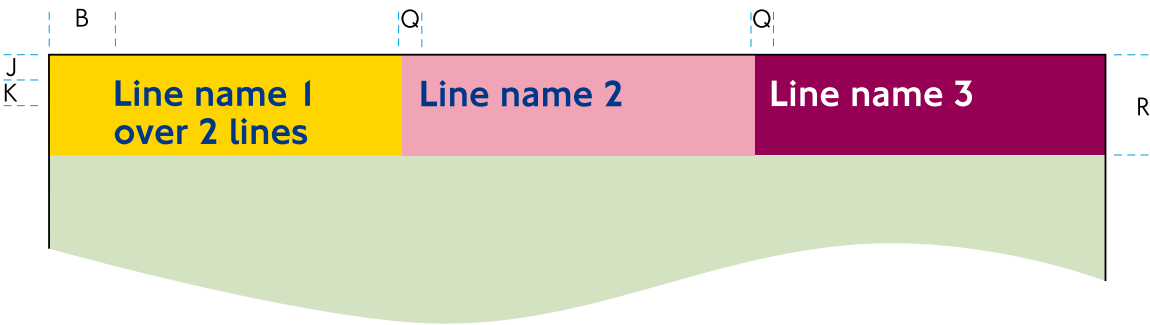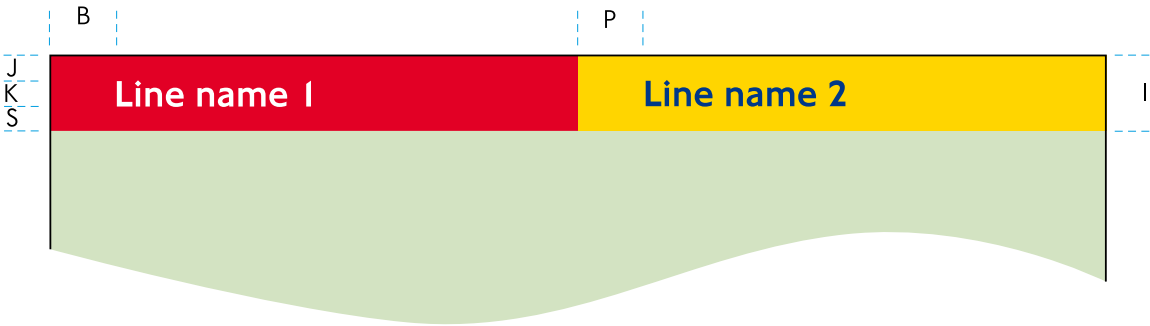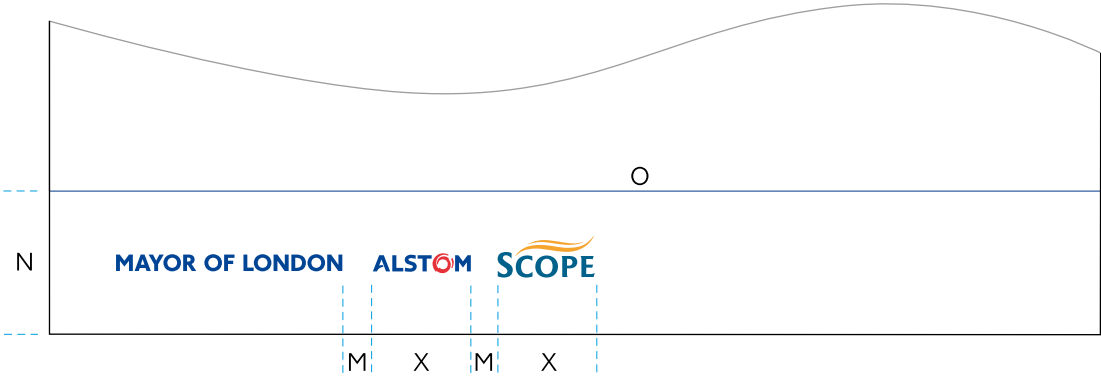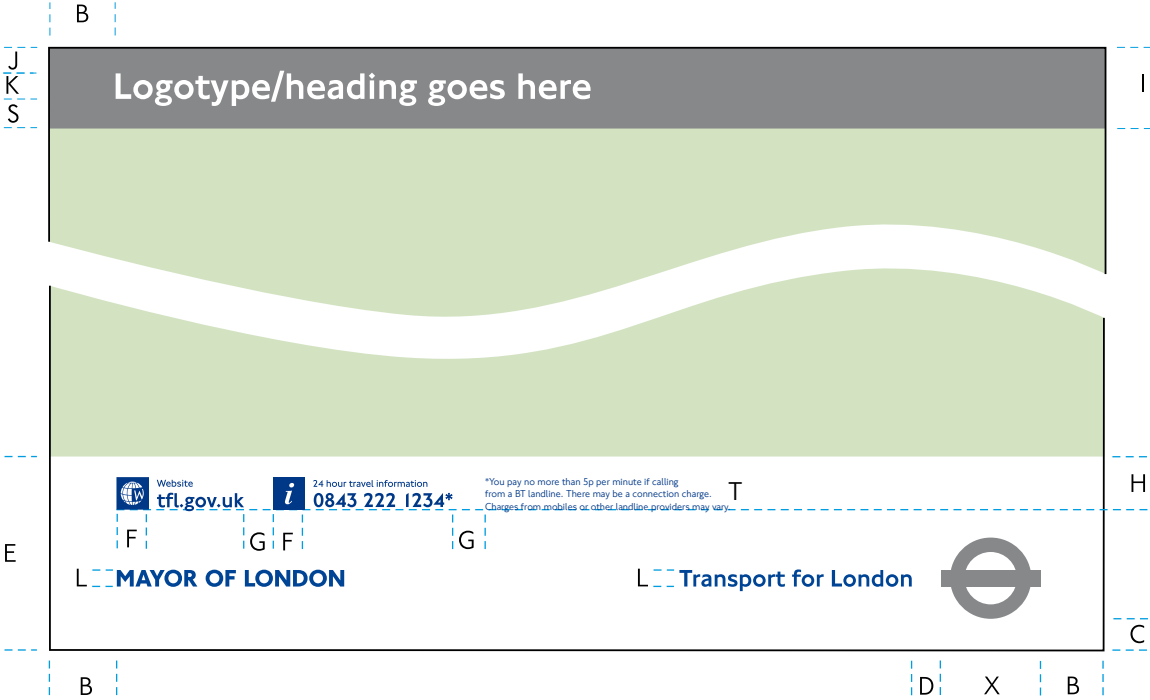
X	Roundel/logo width	40mm
B	Margins – left and right (including 16mm frame allowance)	36mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	26mm
D	Space between roundel and 'Transport for London'	10mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	90mm
F	Width of secondary mark symbols	12mm
G	Space between secondary marks	12mm
H	Space from top of clear endorsement strip to bottom of secondary marks	21mm
I	Height of colour strip at top of poster (including frame allowances)	46mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	26mm
K	Text within colour strip point size and leading	43/43pt
L	'Transport for London' and 'Mayor of London' point size	27.5/27.5pt
M	Space between multiple logos	10mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	69mm
O	Keyline (if required)	1.25pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	20mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	7mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	56mm
S	Height of clear space between bottom of colour strip and Cap line text	10mm
T	Point size and leading of travel information number legal text	11/13.2pt

X	Roundel/logo width	35mm
B	Margins - left and right (including 15mm frame allowance)	32.5mm
C	Space between bottom of poster and bottom of roundel (including frame	24mm
D	Space between roundel and 'Transport for London'	9mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	10.5mm
G	Space between secondary marks	10.5mm
H	Space from bottom of colour strip to bottom of secondary marks	N/A
I	Height of colour strip at top of poster (including frame allowances).	42mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	24mm
K	Text within colour strip point size and leading	38/38pt

L	'Transport for London' and 'Mayor of London' point size.	24/24pt
M	Space between multiple logos.	9mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required).	1pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	N/A
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities.	N/A
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	N/A
S	Height of clear space between bottom of colour strip and Cap line text	9mm
T	Point size and leading of travel information number legal text	9.5/ 11.4pt

Logotype/heading goes here

Website
tfl.gov.uk

24 hour travel information
0843 222 1234*

*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

MAYOR OF LONDON

Transport for London

MAYOR OF LONDON   ALSTOM   SCOPE

Line name 1   Line name 2

Line name 1 over 2 lines   Line name 2   Line name 3

X	Roundel/logo width.	35mm
B	Margins - left and right (including 20mm frame allowance)	37.5mm
C	Space between bottom of poster and bottom of roundel (including frame	29mm
D	Space between roundel and 'Transport for London'	9mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	10.5mm
G	Space between secondary marks	10.5mm
H	Space from bottom of colour strip to bottom of secondary marks	9mm
I	Height of colour strip at top of poster (including frame allowances).	47mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	29mm
K	Text within colour strip point size and leading	38/38pt

L	'Transport for London' and 'Mayor of London'point size.	24/24pt
M	Space between multiple logos.	9mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required).	1pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	17.5mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities.	6mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	55mm
S	Height of clear space between bottom of colour strip and Cap line text	9mm
T	Point size and leading of travel information number legal text	9.5/ 11.4
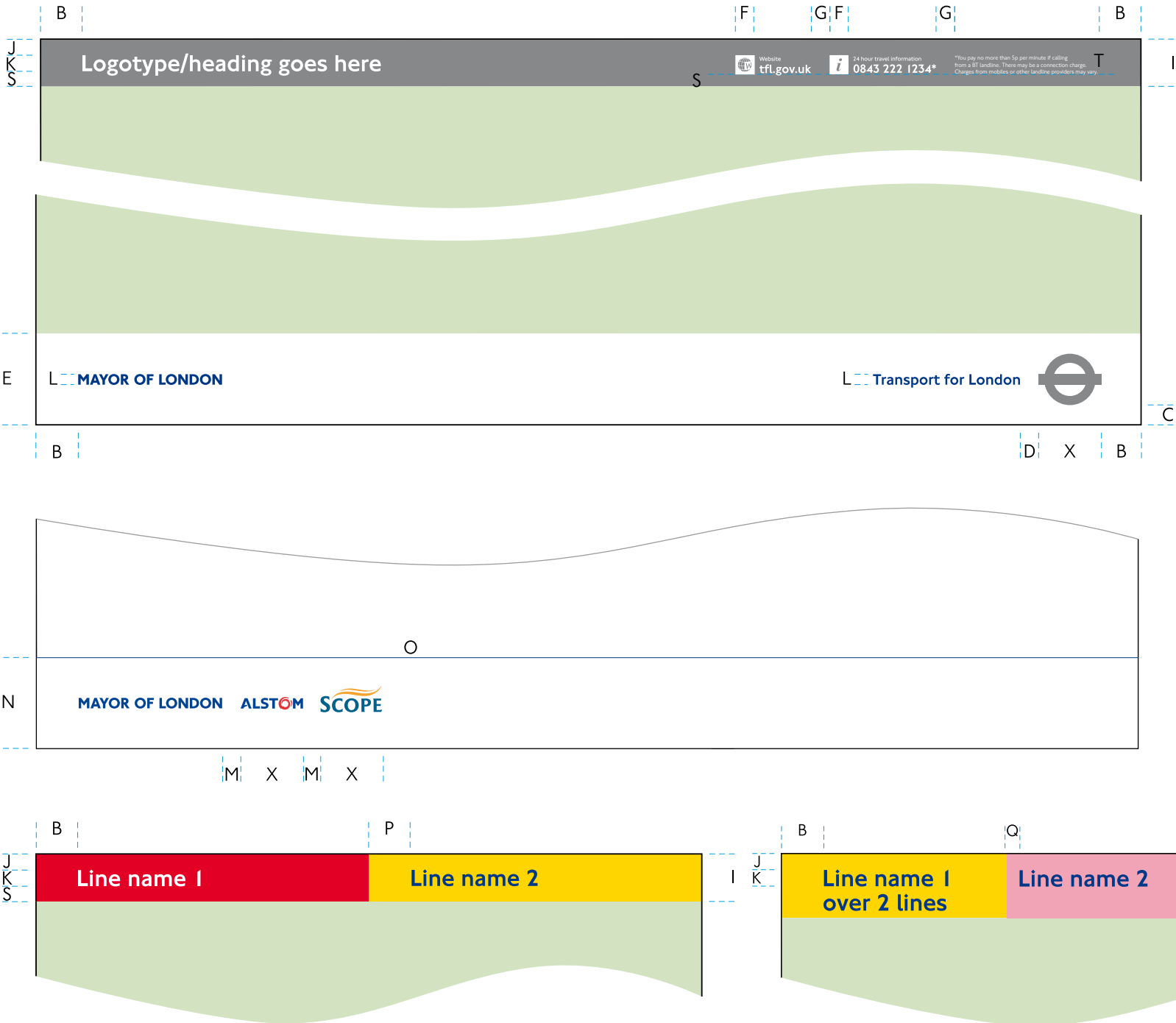
3.9 Tube car end panel
277mm x 429mm (portrait)

|		
X	Roundel/logo width	25mm
B	Margins – left and right (including 20mm frame allowance)	32.5mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	26.5mm
D	Space between roundel and 'Transport for London'	6.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	67mm
F	Width of secondary mark symbols	7.5mm
G	Space between secondary marks	7.5mm
H	Space from top of clear endorsement strip to bottom of secondary marks	13.5mm
I	Height of colour strip at top of poster (including frame allowances)	39.5mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	26.5mm
K	Text within colour strip point size and leading	27.5/27.5pt
L	'Transport for London' and 'Mayor of London' point size	17.5/17.5pt
M	Space between multiple logos	6.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	53.5mm
O	Keyline (if required)	0.75pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	12.5mm
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	5mm
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	25mm
S	Height of clear space between bottom of colour strip and Cap line text	6.5mm
T	Point size and leading of travel information number legal text	7/8.4pt
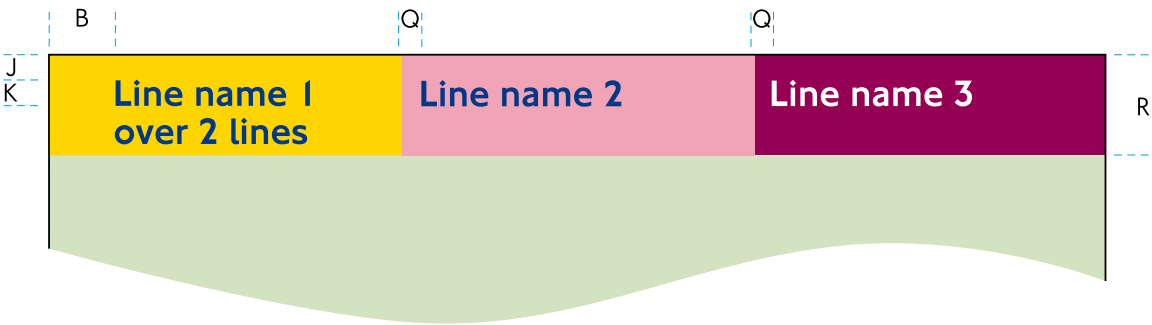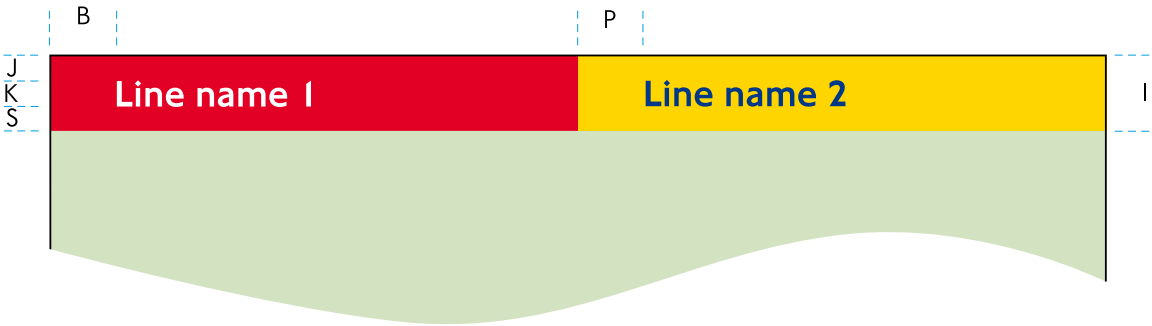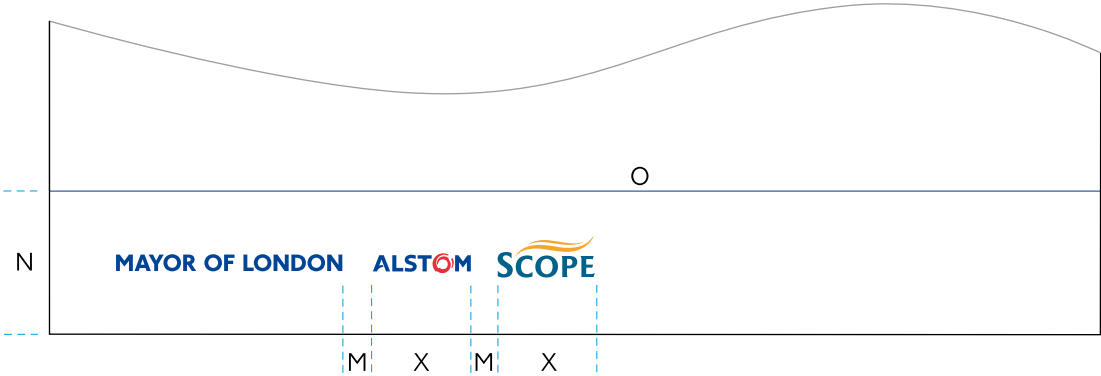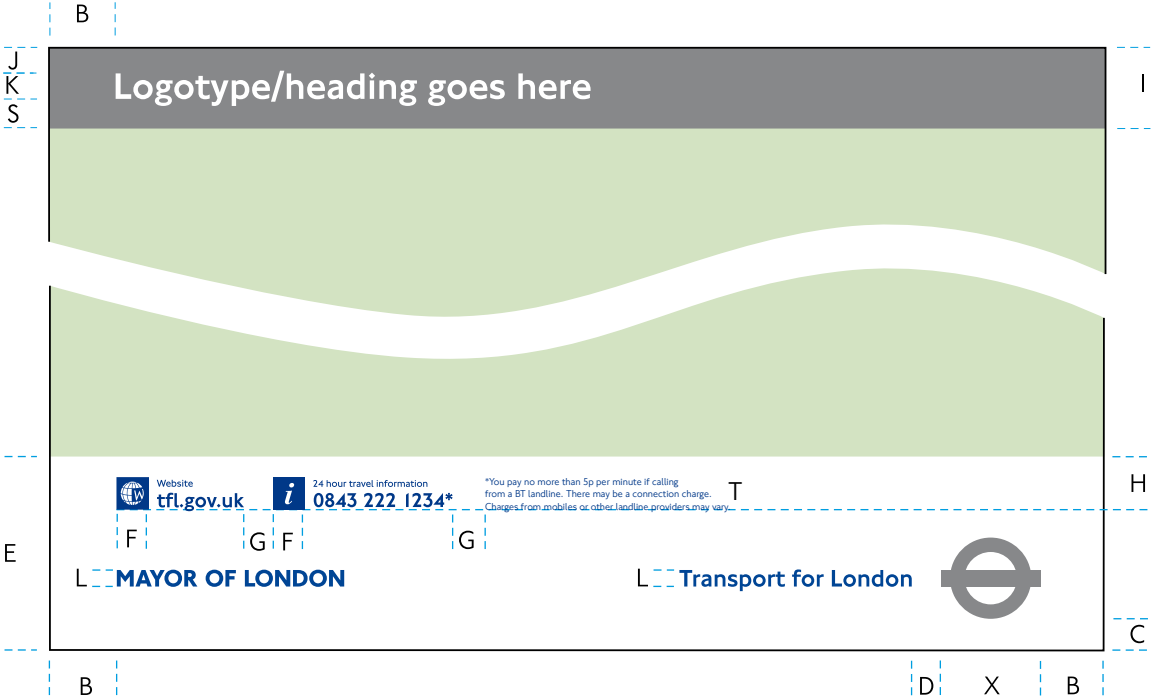
3.10   Poster for leaflet racks
635mm x 1016mm (portrait)

X	Roundel/logo width	N/A
B	Space from top of poster and bottom bottom of image/tpye area	400mm

Note:
Because of space constraints, there is no need
to brand double royal posters for leaflet racks.
Also, avoid including a colour identity strip at the
top of piece.

B
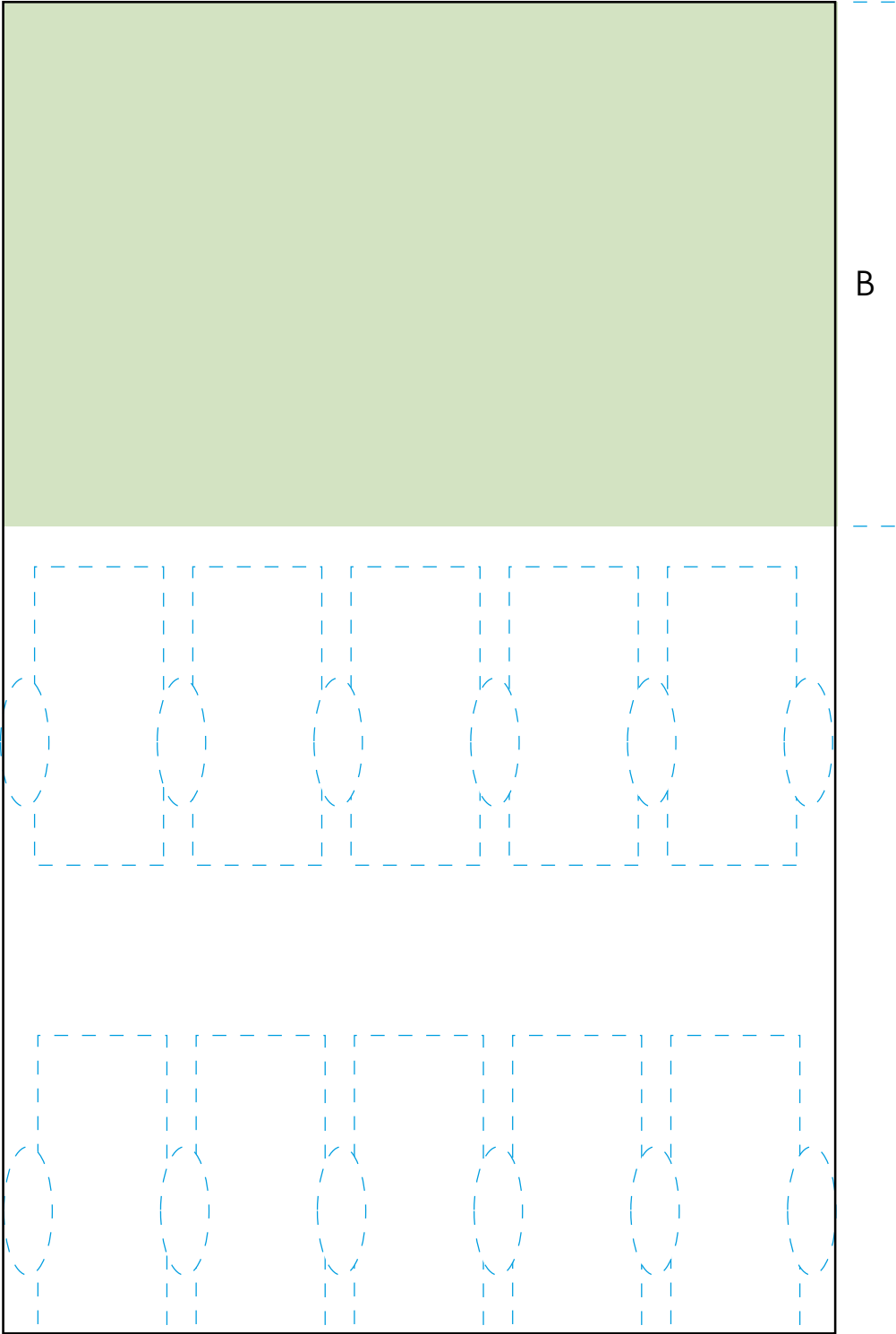
3.11 Metro ad
112mm x 197mm (portrait)

X	Roundel/logo width	15mm
B	Margins – left and right	7.5mm
C	Space between bottom of ad and bottom of roundel	6mm
D	Space between roundel and 'Transport for London'	4mm
E	Height of clear endorsement strip at foot of ad when using secondary marks	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to bottom of secondary marks	N/A
I	Height of colour strip at top of ad	12mm
J	Height of clear space between top of ad and Cap line text within colour strip	4mm
K	Text within colour strip point size and leading	16/16pt
L	'Transport for London' and 'Mayor of London' point size	10.5/10.5pt
M	Space between multiple logos	4mm
N	Height of clear endorsement strip at foot of ad when not using secondary marks	22.5mm
O	Keyline (if required)	0.5pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	N/A
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	N/A
R	Height of colour strip at top of poster if producing LU line identity and line identity goes onto 2 lines	N/A
S	Height of clear space between bottom of colour strip and Cap line text	4mm

Note:
When adding third party logos to metro ads,
it is likely that the MAYOR OF LONDON branding will
go over onto two lines.
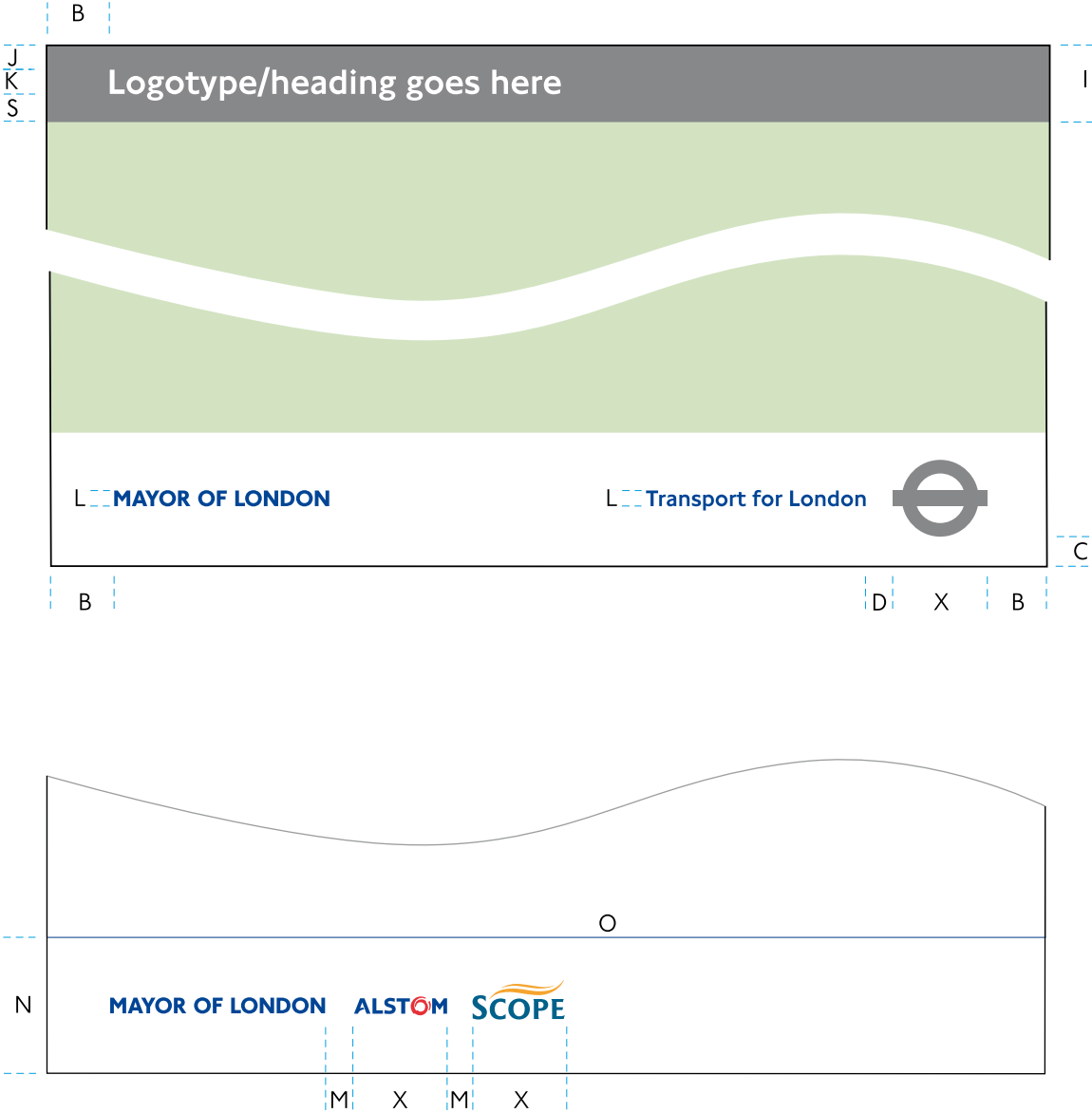
4   Leaflet layouts

The following pages give all the branding measurements for advertising and public service information leaflet layouts.

4.1   A5 leaflet
148mm x 210mm (portrait)

X	Roundel/logo width	15mm
B	Margins – left and right	7.5mm
C	Space between bottom of leaflet and bottom of roundel/last secondary mark	6mm
D	Space between roundel and 'Transport for London'	4mm
E	Height of clear endorsement strip at foot of leaflet front	22.5mm
F	Width of secondary mark symbols	10mm
G	Space between secondary marks	5mm
H	Space from top of clear endorsement strip to top of secondary marks on rear of leaflet	5mm
I	Height of colour strip at top of leaflet	12mm
J	Height of clear space between top of leaflet and Cap line text within colour strip	4mm
K	Text within colour strip point size and leading	16/16pt
L	'Transport for London' and 'Mayor of London' point size	10.5/10.5pt
M	Space between multiple logos	4mm
N	Height of clear endorsement strip at foot of leaflet when not using secondary marks	N/A
O	Keyline (if required)	0.5pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	N/A
Q	Space between start of second and third line colours and line names when displaying 3 LU line identities	N/A
R	Height of colour strip at top of leaflet if producing LU line identity and line identity goes onto 2 lines (including frame allowances)	N/A
S	Height of clear space between bottom of colour strip and Cap line text	4mm
T	Space below recycle logo and keyline	3mm
U	Recycle logo height	10mm
V	Space below 'Printed on recycled paper' and keyline	4.5mm
W	'Printed on ecycled paper' point size	10/12pt
Y	Point size and leading of travel information number legal text	10/12pt

Note:
When adding third party logos to metro ads, it is likely that the MAYOR OF LONDON branding will go over onto two lines.

4.2   Third A4 leaflet
99mm x 210mm (portrait)

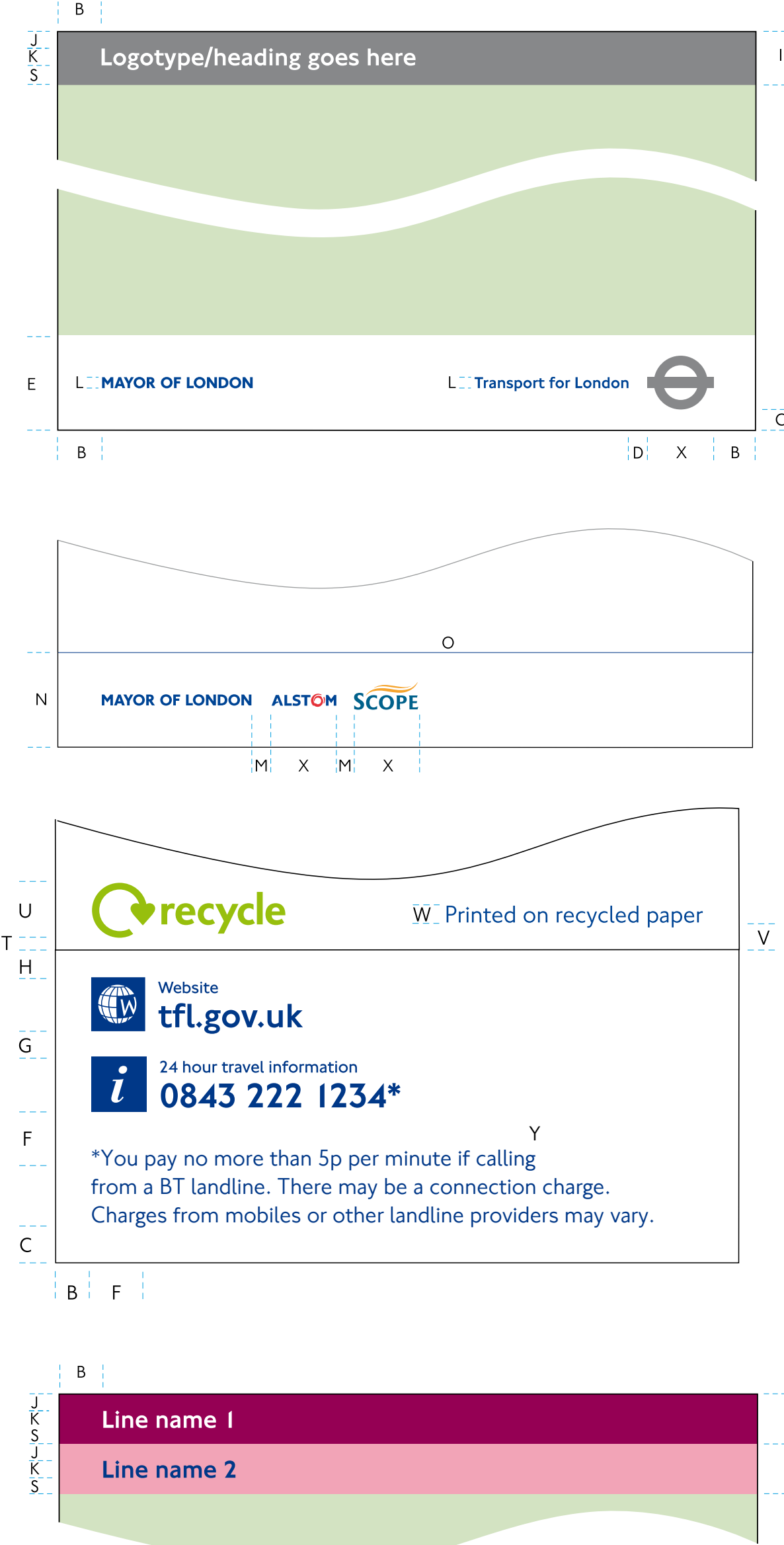|		
X	Roundel/logo width	15mm
B	Margins – left and right	7.5mm
C	Space between bottom of leaflet and bottom of roundel/last secondary mark	6mm
D	Space between roundel and 'Transport for London'	4mm
E	Height of clear endorsement strip at foot of leaflet front	22.5mm
F	Width of secondary mark symbols	8mm
G	Space between secondary marks	4mm
H	Space from top of clear endorsement strip to top of secondary marks on rear of leaflet	4mm
I	Height of colour strip at top of leaflet	12mm
J	Height of clear space between top of leaflet and Cap line text within colour strip	4mm
K	Text within colour strip point size and leading	16/16pt
L	'Transport for London' and 'Mayor of London' point size	10.5/10.5pt
M	Space between multiple logos	4mm
N	Height of clear endorsement strip at foot of leaflet when not using secondary marks	10/12pt
O	Keyline (if required)	0.5pt
S	Height of clear space between bottom of colour strip and Cap line text	4mm
T	Space below recycle logo and keyline	2mm
U	Recycle logo height	8mm
V	Space below 'Printed on recycled paper' and keyline	4mm
W	'Printed on ecycled paper' point size	10/12pt
Y	Point size and leading of travel information number legal text	10/12pt

Note:
When adding third party logos to metro ads, it is likely that the MAYOR OF LONDON branding will go over onto two lines.

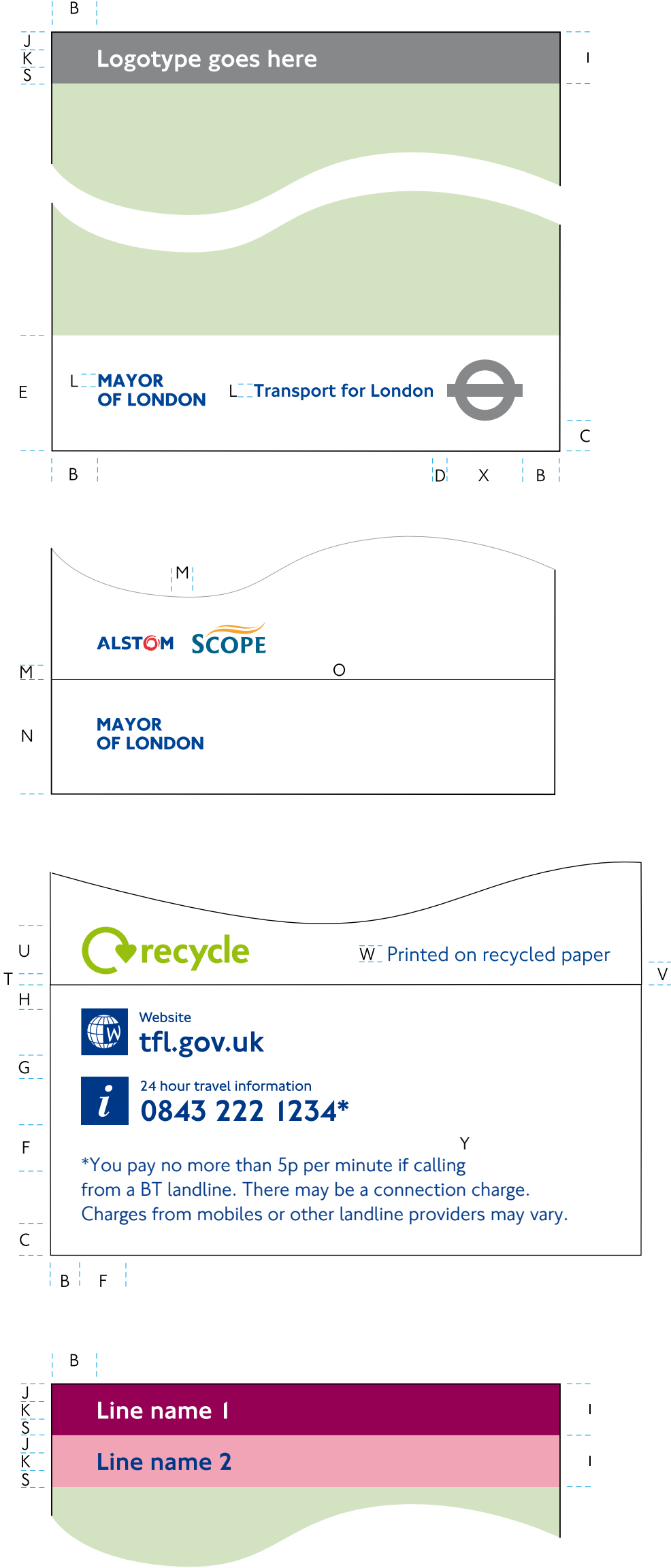On third A4 (DL) leaflets there is no room in the branding area to include a third party logo. Such logos should therefore be inserted in an appropriate place within the artwork area.

The MAYOR OF LONDON branding must always appear over two lines on third A4 (DL) leaflets.

Contents

X	Roundel/logo width	12mm
B	Margins – left and right	6mm
C	Space between bottom of leaflet and bottom of roundel/last secondary mark	4mm
D	Space between roundel and 'Transport for London'	3mm
E	Height of clear endorsement strip at foot of leaflet front	17mm
F	Width of secondary mark symbols	8mm
G	Space between secondary marks	4mm
H	Space from top of clear endorsement strip to top of secondary marks on rear of leaflet	4mm
I	Height of colour strip at top of leaflet	9mm
J	Height of clear space between top of leaflet and Cap line text within colour strip	3mm
K	Text within colour strip point size and leading	12.5/12.5pt
L	'Transport for London' and 'Mayor of London' point size	8.5/8.5pt
M	Space between multiple logos	3mm
N	Height of clear endorsement strip at foot of leaflet when not using secondary marks	N/A
O	Keyline (if required)	0.5pt
P	Space between start of second line colour and line name when displaying 2 LU line identities	N/A
S	Height of clear space between bottom of colour strip and Cap line text	3mm
T	Space below recycle logo and keyline	2mm
U	Recycle logo height	8mm
V	Space below 'Printed on recycled paper' and keyline	4mm
W	'Printed on ecycled paper' point size	10/12pt
Y	Point size and leading of travel information number legal text	7.5/9pt

Note:
When adding third party logos to leaflets, it is likely that the MAYOR OF LONDON branding will go over onto two lines.
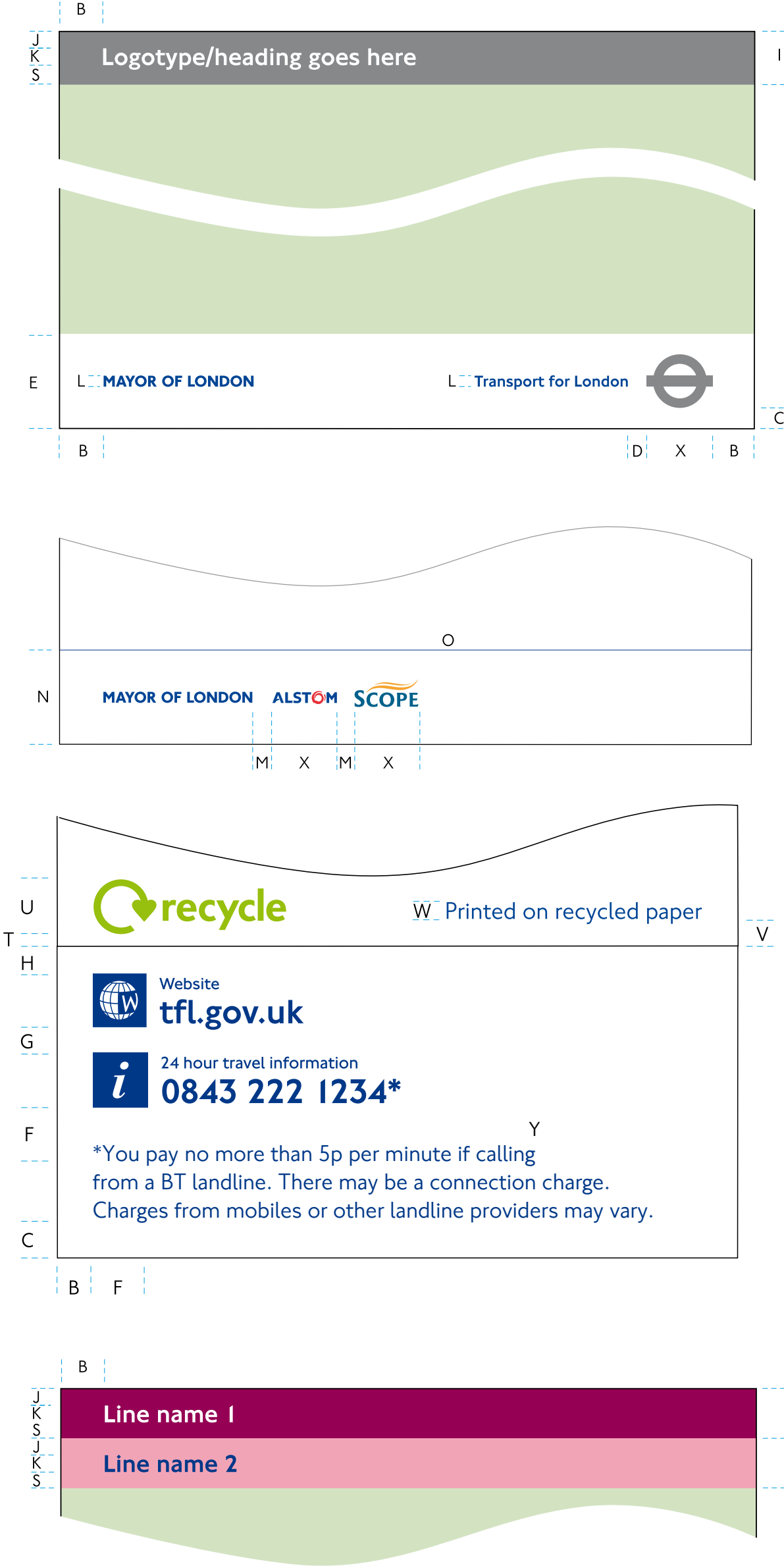
4.4 Small guide leaflet
75mm x 150mm (portrait)

X	Roundel/logo width	12mm
B	Margins – left and right	6mm
C	Space between bottom of leaflet and bottom of roundel/last secondary mark	4mm
D	Space between roundel and 'Transport for London'	3mm
E	Height of clear endorsement strip at foot of leaflet front	17mm
F	Width of secondary mark symbols	6mm
G	Space between secondary marks	3mm
H	Space from top of clear endorsement strip to top of secondary marks on rear of leaflet	3mm
I	Height of colour strip at top of leaflet	9mm
J	Height of clear space between top of leaflet and Cap line text within colour strip	3mm
K	Text within colour strip point size and leading	12.5/12.5pt
L	'Transport for London' and 'Mayor of London' point size	8.5/8.5pt
M	Space between multiple logos	3mm
N	Height of clear endorsement strip at foot of leaflet when not using secondary marks	N/A
O	Keyline (if required)	0.5pt
S	Height of clear space between bottom of colour strip and Cap line text	3mm
T	Space below recycle logo and keyline	2mm
U	Recycle logo height	8mm
V	Space below 'Printed on recycled paper' and keyline	4mm
W	'Printed on ecycled paper' point size	10/12pt
Y	Point size and leading of travel information number legal text	7.5/9pt

Note:
On small guide leaflets there is no room in the branding area to include a third party logo. Such logos should therefore be inserted in an appropriate place within the artwork area.

The MAYOR OF LONDON branding must always appear over two lines on small guide leaflets.
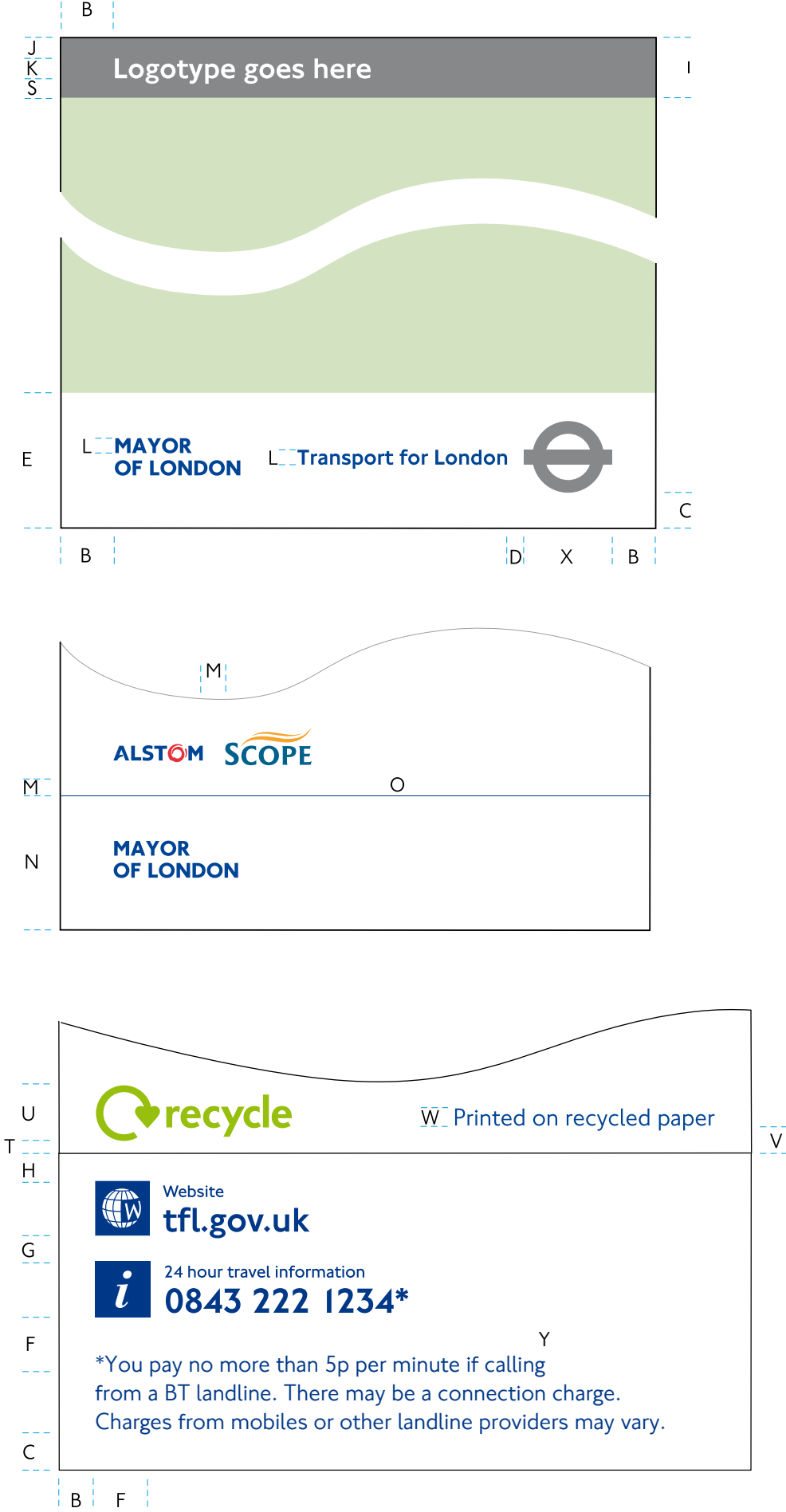
5   Large size poster layouts

The following pages give all the branding measurements for large size advertising and public service information poster layouts.

5.1 96 sheet poster
12192mm x 3048mm (landscape)

X	Roundel/logo width	570mm
B	Margins – left and right	285mm
C	Space between bottom of poster and bottom of roundel	29mm
D	Space between roundel and 'Transport for London'	142.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	10.5mm
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	38/38pt
I	Height of colour strip at top of poster	427.5mm
J	Height of clear space between top of poster and cap line text within colour strip	142.5mm
K	Text within colour strip point size and leading	604/ 604pt
L	'Transport for London' and 'Mayor of London' point size	400/ 400pt

M	Space between multiple logos	142.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	
O	Keyline (if required)	N/A
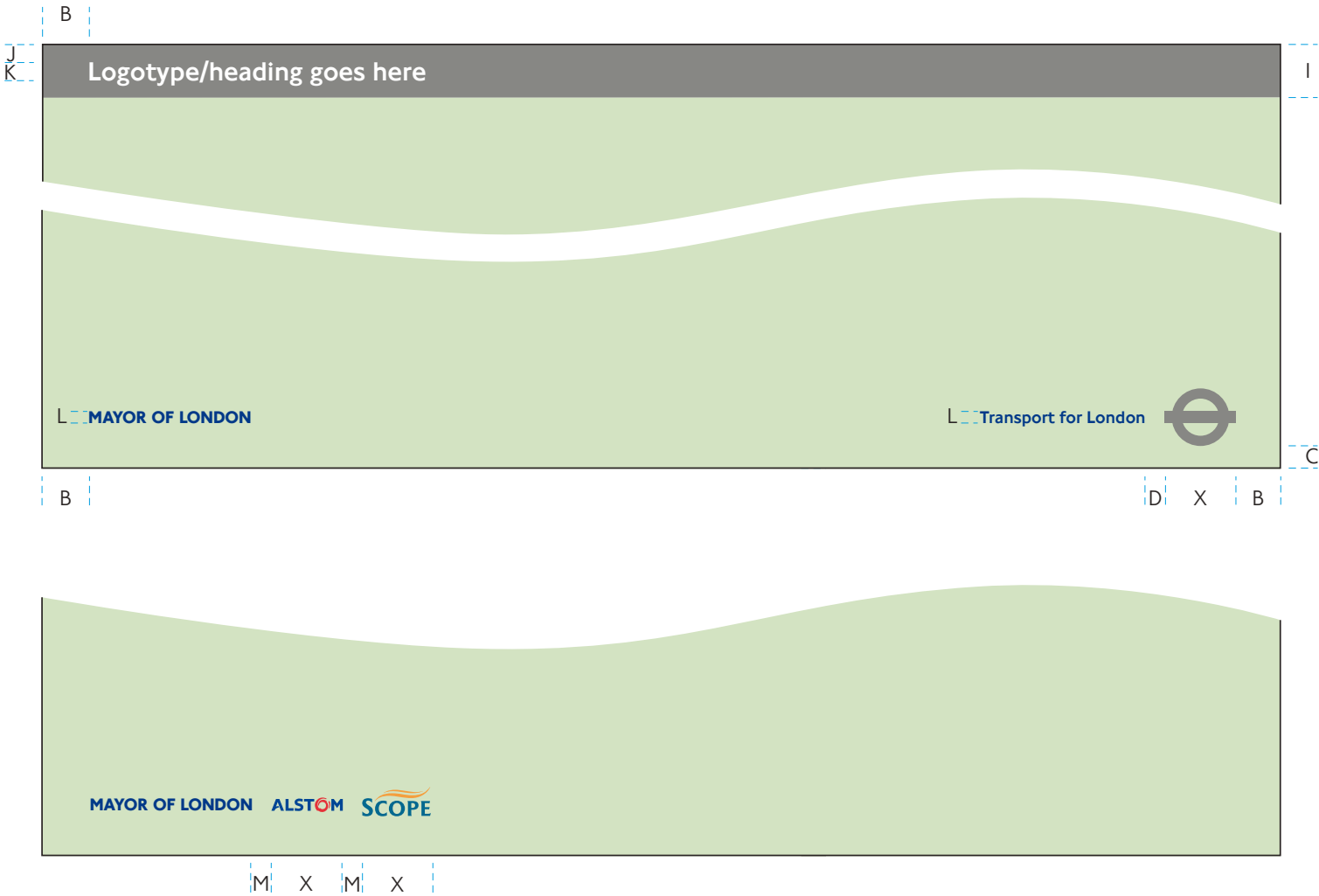
5.2 48 sheet poster
6096mm x 3048mm (landscape)

X	Roundel/logo width	420mm
B	Margins – left and right	210mm
C	Space between bottom of poster and bottom of roundel	105mm
D	Space between roundel and 'Transport for London'	105mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	315mm
J	Height of clear space between top of poster and Cap line text within colour strip	105mm
K	Text within colour strip point size and leading	445/ 445pt
L	'Transport for London' and 'Mayor of London' point size	288/ 288pt

M	Space between multiple logos	105mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	N/A
O	Keyline (if required)	N/A
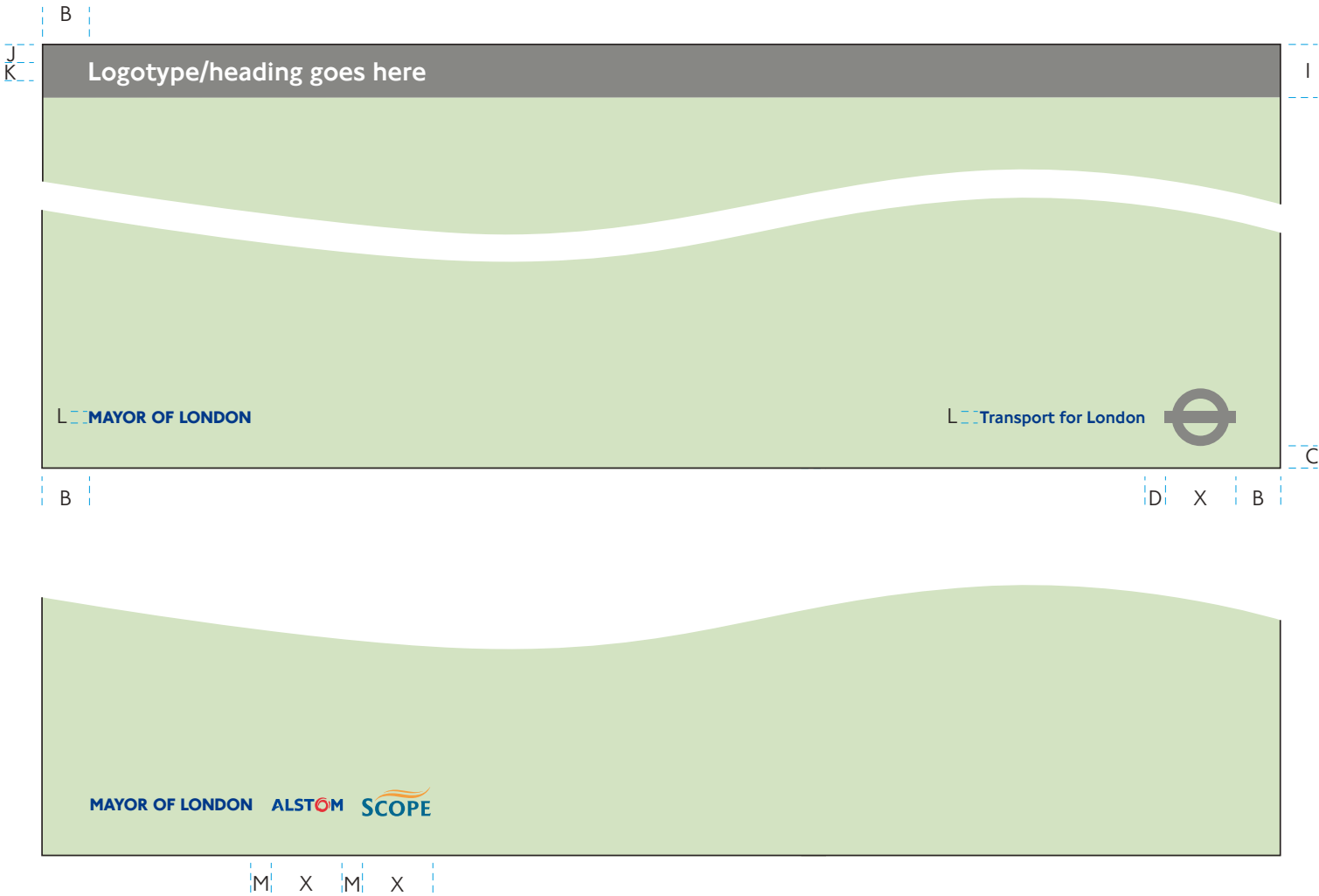
X	Roundel/logo width	224mm
B	Margins – left and right	112mm
C	Space between bottom of poster and bottom of roundel	56mm
D	Space between roundel and 'Transport for London'	56mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	168mm
J	Height of clear space between top of poster and Cap line text within colour strip	56mm
K	Text within colour strip point size and leading	240/240pt
L	'Transport for London' and 'Mayor of London' point size	163/163pt
M	Space between multiple logos	56mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	N/A
O	Keyline (if required)	N/A

Logotype/heading goes here

MAYOR OF LONDON   Transport for London

MAYOR OF LONDON   ALSTOM   SCOPE
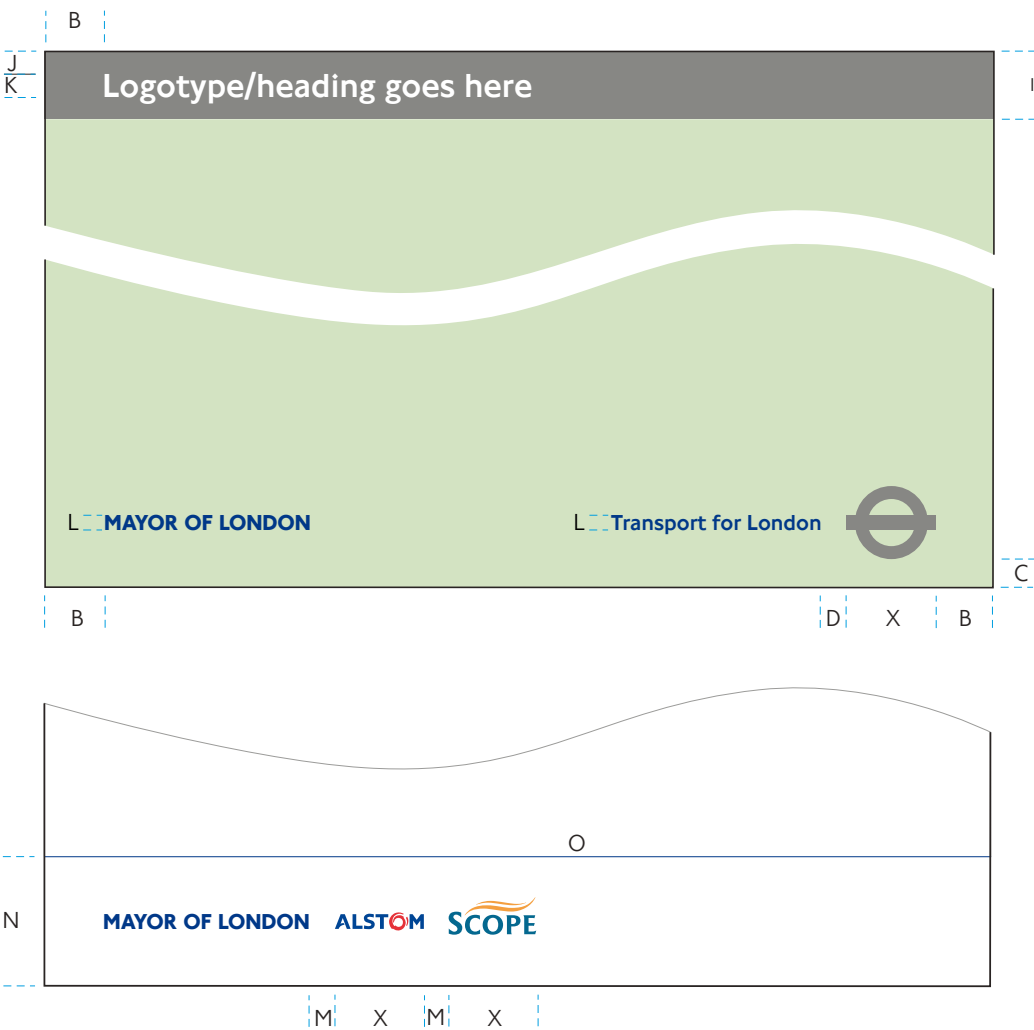
5.4   6 sheet
1200mm x 1800mm (portrait)

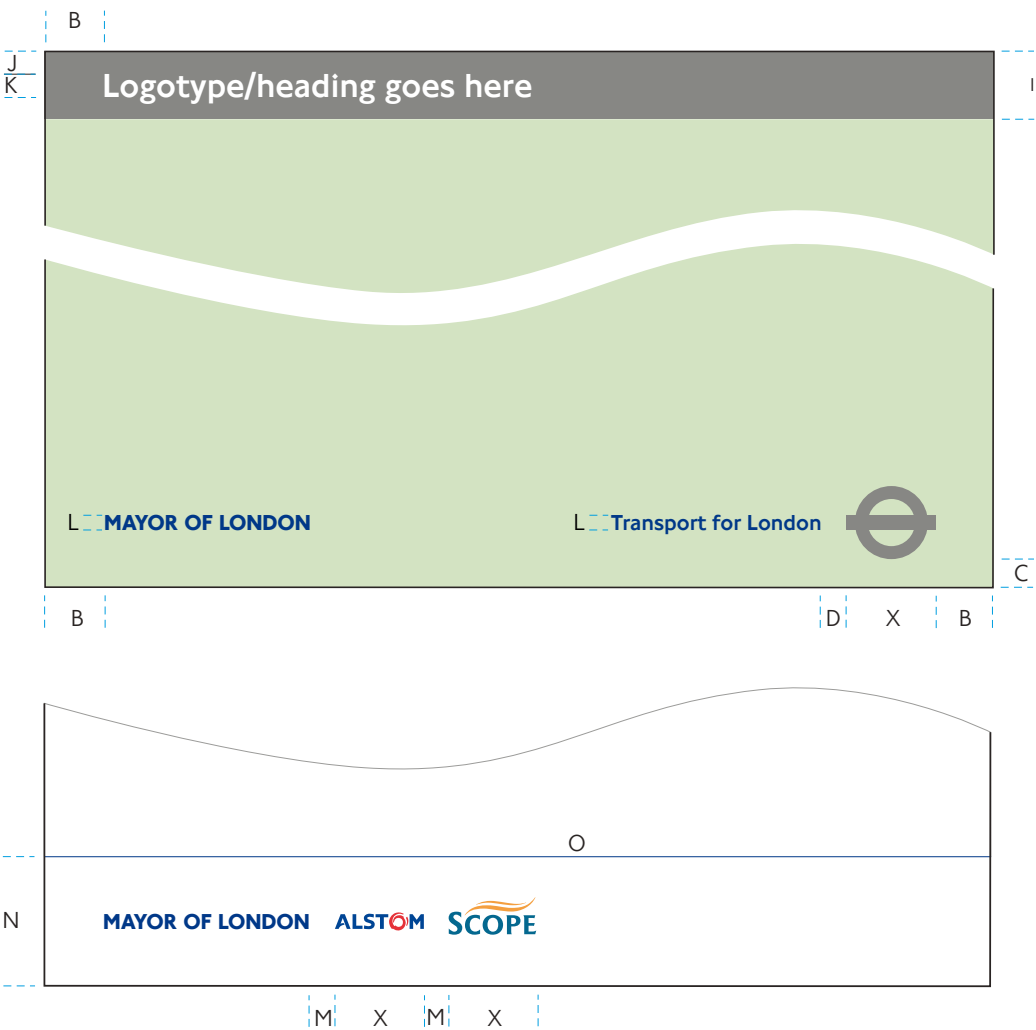| X	Roundel/logo width	130mm
B	Margins – left and right (including 23mm frame allowance)	88mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	55.5mm
D	Space between roundel and 'Transport for London'	32.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster (including frame allowance)	120.5mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	55.5mm
K	Text within colour strip point size and leading	139/139pt
L	'Transport for London' and 'Mayor of London' point size	90/90pt
M	Space between multiple logos	32.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

Logotype/heading goes here

MAYOR OF LONDON

Transport for London

MAYOR OF LONDON   ALSTOM   SCOPE

5.5   4 sheet poster
   ## 1016mm x 1524mm (portrait)

| X	Roundel/logo width	112mm
B	Margins – left and right (including 23mm frame allowance)	79mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	51mm
D	Space between roundel and 'Transport for London'	28mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster (including frame allowance)	107mm
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	51mm
K	Text within colour strip point size and leading	120/120pt
L	'Transport for London' and 'Mayor of London' point size	76/76pt
M	Space between multiple logos	28mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

Logotype/heading goes here

MAYOR OF LONDON   Transport for London

MAYOR OF LONDON   ALSTOM   SCOPE
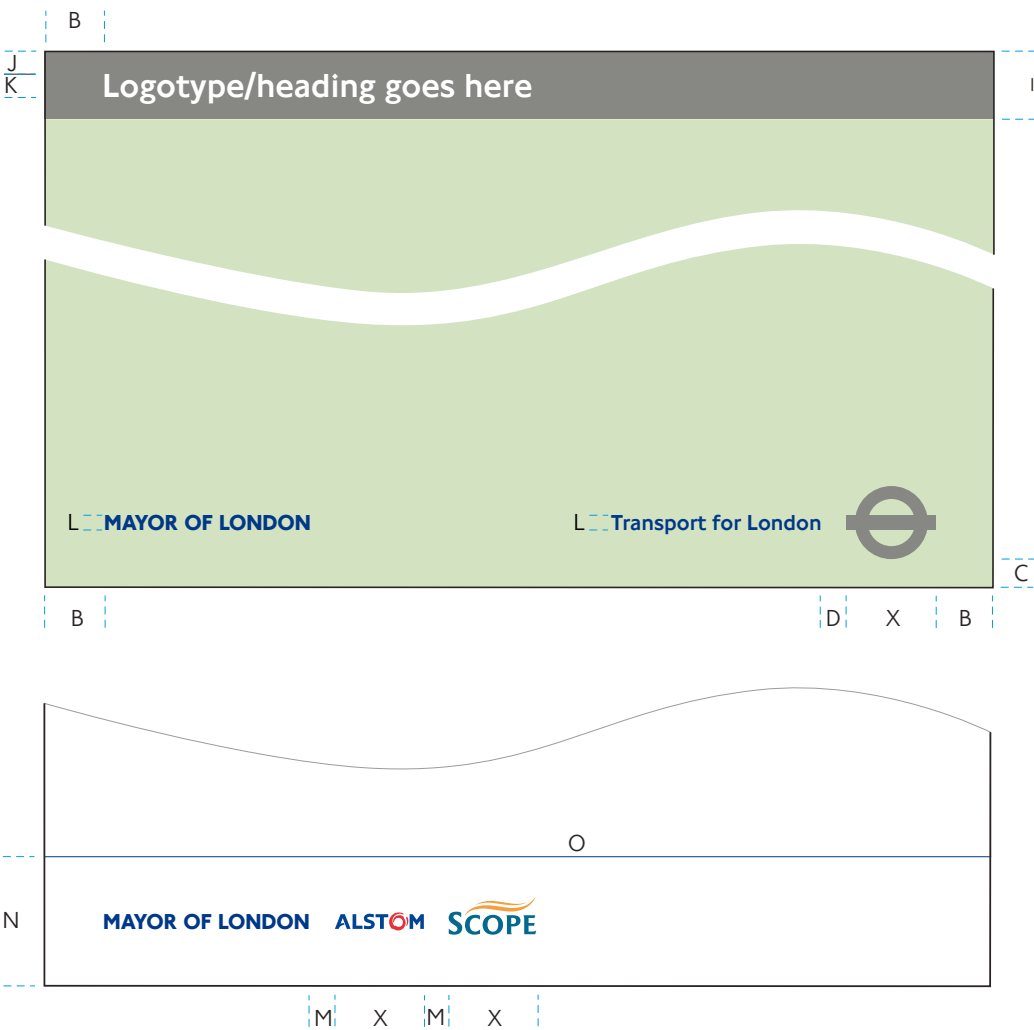
6   Bus exterior

The following pages give all the branding measurements for bus exterior advertising and public service information poster layouts.

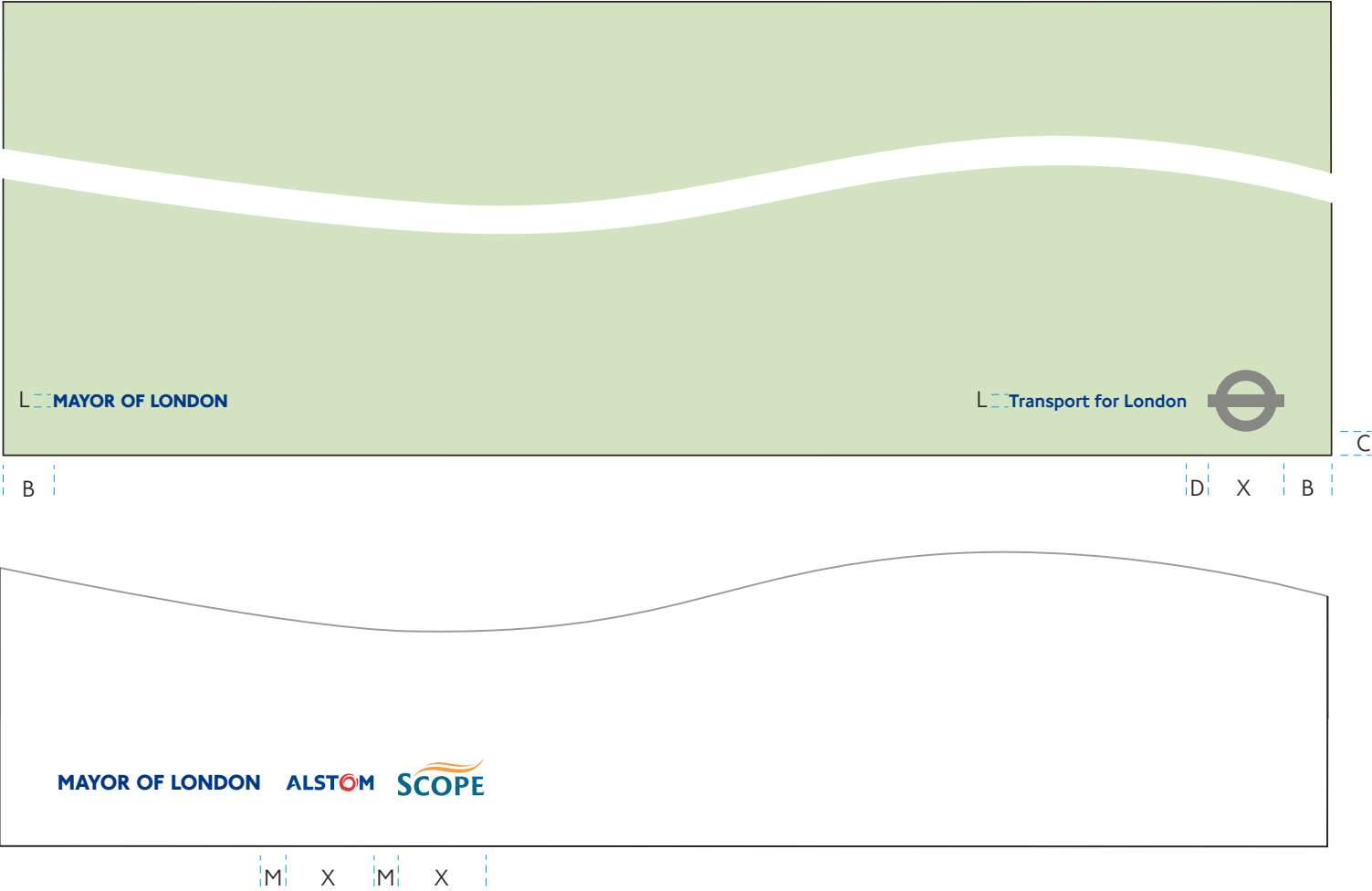| X	Roundel/logo width	115mm
B	Margins - left and right (including 23mm frame allowance)	83.5mm
C	Space between bottom of poster and bottom of roundel (including frame allowance)	55mm
D	Space between roundel and 'Transport for London'	29mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster (including frame allowances)	N/A
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	N/A

K	Text within colour strip point size and leading	N/A
L	'Transport for London' and 'Mayor of London' point size	80/80pt
M	Space between multiple logos	29mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

6.2 Bus mega rear
approx 2500mm x 4000mm (portrait)

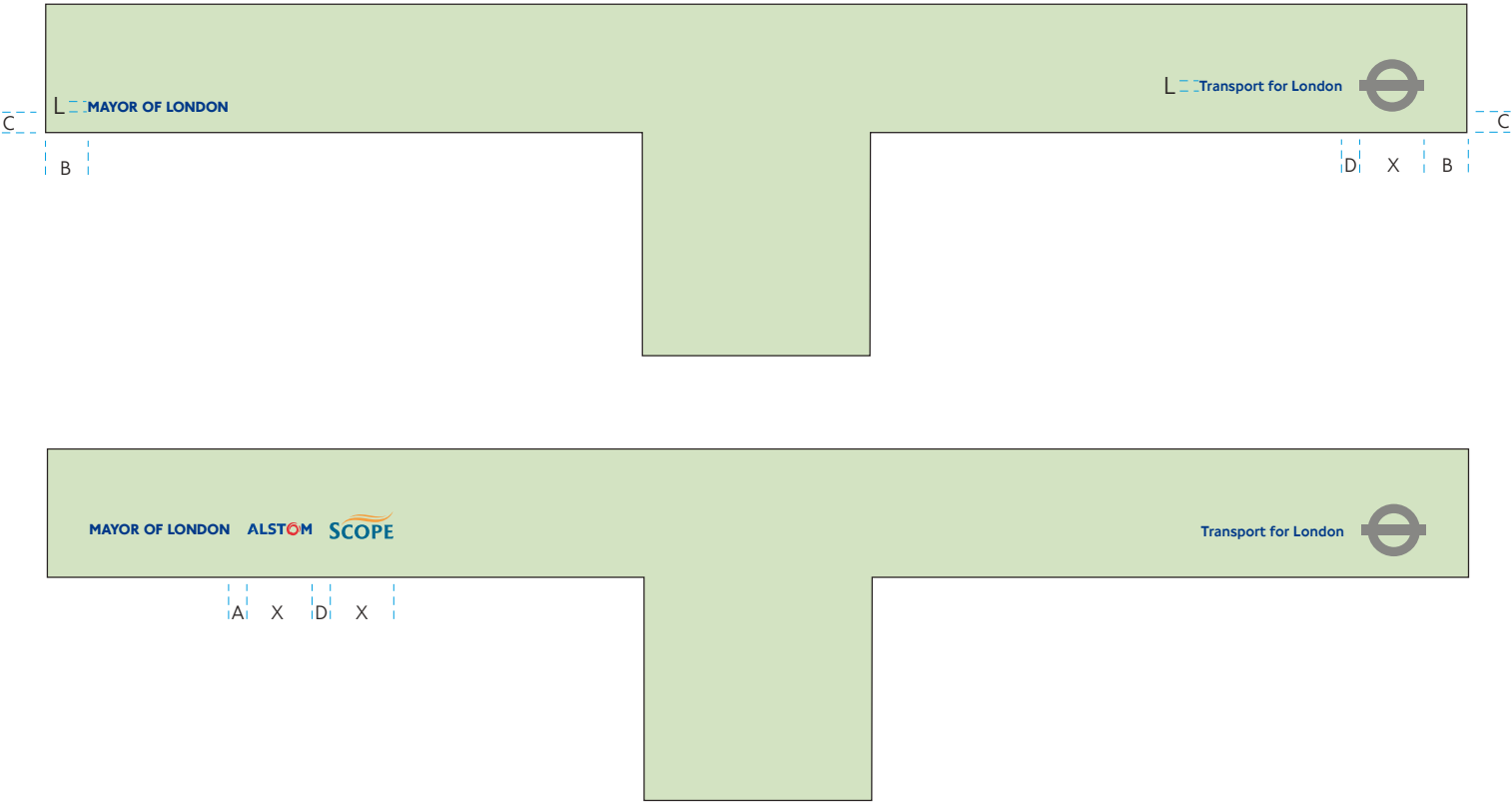| X	Roundel/logo width	300mm
B	Margins – left and right	150mm
C	Space between bottom of poster and bottom of roundel	75mm
D	Space between roundel and 'Transport for London'	75mm
E	Height of clear endorsement strip at foot of poster when using secondary marks	3mm
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	225mm
J	Height of clear space between top of poster and Cap line text within colour strip	75mm
K	Text within colour strip point size and leading	300/300pt
L	'Transport for London' and 'Mayor of London' point size	225/225pt
M	Space between multiple logos	75mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks	N/A
O	Keyline (if required)	N/A

Logotype/heading goes here

MAYOR OF LONDON   Transport for London

MAYOR OF LONDON   ALSTOM   SCOPE
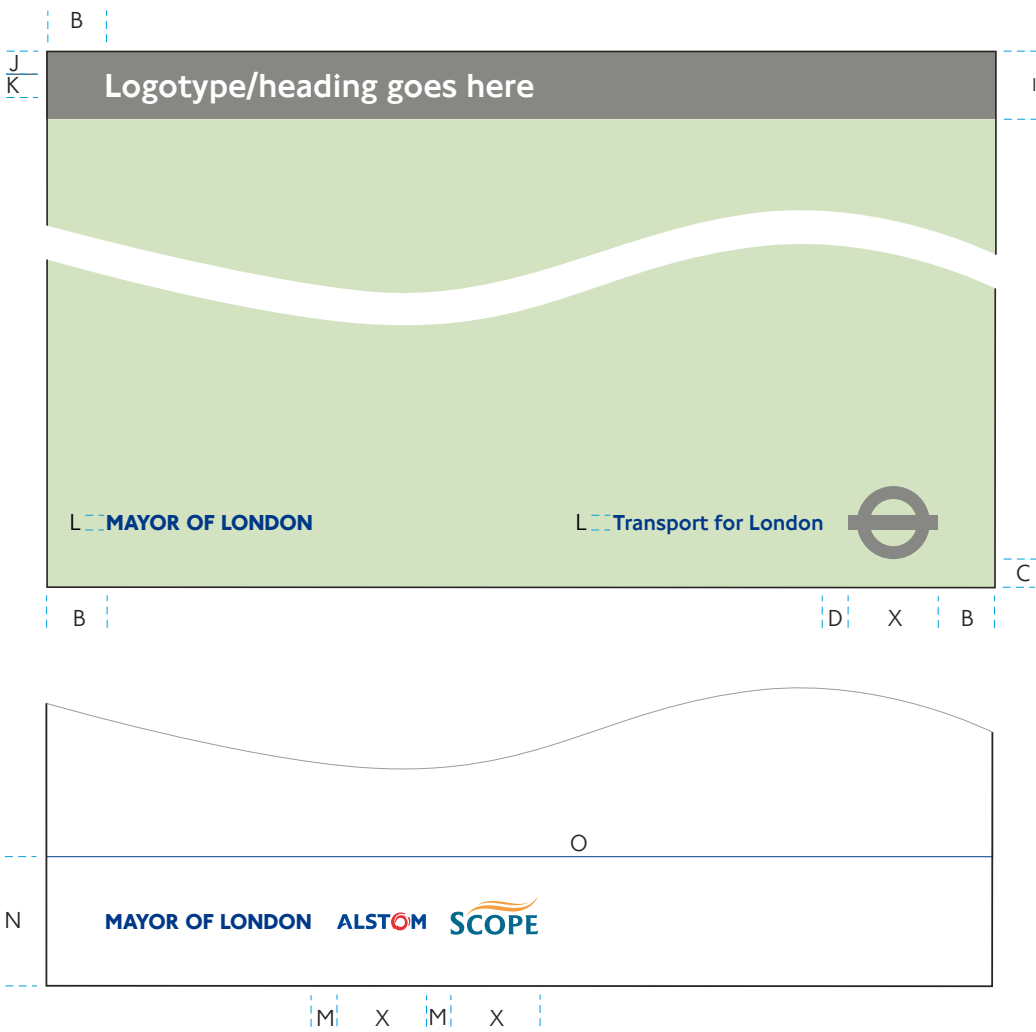
6.3 Bus T side
7274mm x 1801mm (landscape)

X	Roundel/logo width	330mm
B	Margins - left and right (including 26mm frame allowance)	191mm
C	Space between bottom of poster and bottom of roundel/Mayor of London (including frame allowance)	108.5mm
D	Space between roundel and 'Transport for London'	82.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	
	(including frame allowances)	N/A
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	N/A

K	Text within colour strip point size and leading	N/A
L	'Transport for London' and 'Mayor of London' point size	226/ 226pt
M	Space between multiple logos	82.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

Note:
If showing a third party logo alongside the MAYOR OF LONDON mark, then the MAYOR OF LONDON mark is raised so that it along with the third party logo are vertically centred with the roundel.

6.4 Bus L side
7274mm x 1801mm (landscape)

X	**Roundel/logo width**	**330mm**
B	Margins - left and right (including 26mm frame allowance)	191mm
C	Space between bottom of poster and bottom of roundel/Mayor of London (including frame allowance)	108.5mm
D	Space between roundel and 'Transport for London'	82.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	N/A
	(including frame allowances)	N/A
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	

K	Text within colour strip point size and leading	N/A
L	'Transport for London' and 'Mayor of London' point size	226/ 226pt
M	Space between multiple logos	82.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

X	Roundel/logo width	330mm
B	Margins – left and right (including 26mm frame allowance)	191mm
C	Space between bottom of poster and bottom of roundel/Mayor of London (including frame allowance)	108.5mm
D	Space between roundel and 'Transport for London'	82.5mm
E	Height of clear endorsement strip at foot of poster when using secondary marks (including frame allowance)	N/A
F	Width of secondary mark symbols	N/A
G	Space between secondary marks	N/A
H	Space from top of clear endorsement strip to top of secondary marks	N/A
I	Height of colour strip at top of poster	N/A
	(including frame allowances)	N/A
J	Height of clear space between top of poster and Cap line text within colour strip (including frame allowance)	N/A

K	Text within colour strip point size and leading	N/A
L	'Transport for London' and 'Mayor of London' point size	226/ 226pt
M	Space between multiple logos	82.5mm
N	Height of clear endorsement strip at foot of poster when not using secondary marks (including frame allowance)	N/A
O	Keyline (if required)	N/A

Note:
If showing a third party logo alongside the MAYOR OF LONDON mark, then the MAYOR OF LONDON mark is raised so that it along with the third party logo are vertically centred with the roundel.

For further information:

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