

# Colour standard

Issue 3



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Carefully controlled use of corporate, mode, safety and London Underground line colours is highly effective in communicating the strengths of our organisation. Consistent use of colour across journey planners, signage and livery etc, also helps guide passengers to their destinations.

This book gives guidance on all Transport for London's corporate, mode and safety colours and also details the colours used on the London Underground lines. The colours illustrated for each purpose are mandatory and must be matched accurately. The colour references cover print, screen and paint applications.

# I Corporate colours

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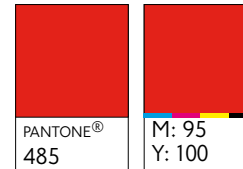
Transport for London have a set of Corporate colours which are used across the business units, specific modes of transport, safety signs and certain London Underground lines.

This section gives a quick reference to all the Transport for London Corporate colours.

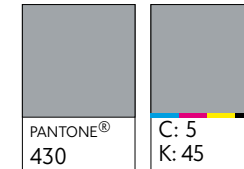
Corporate Blue



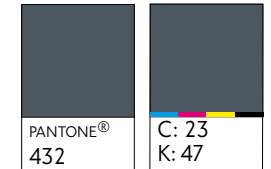
Corporate Red



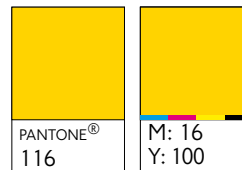
Corporate Grey



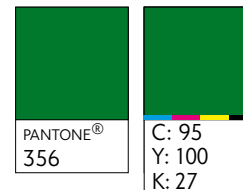
Corporate Dark Grey



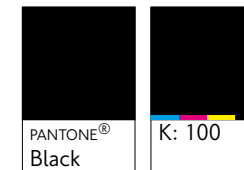
Corporate Yellow



Corporate Green



London River Services



London Streets



## 1.1 Corporate Blue

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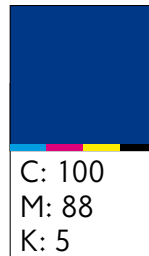
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



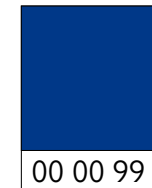
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using we safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Transport for London roundel
- Roundel bars except 'Buses'
- Policing on the Underground symbol
- Lost Property symbol
- Piccadilly line (Underground)
- Preferred text colour for posters

## 1.2 Corporate Red

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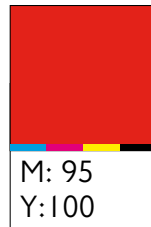
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



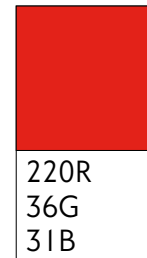
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



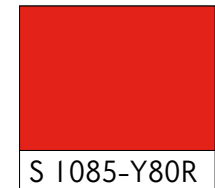
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 1.3 Corporate Grey

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



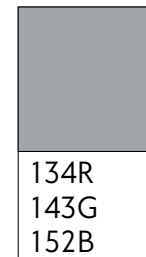
### CMYK for print

Colour reproduction using process colours.



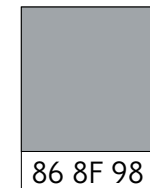
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Jubilee line (Underground)
- London Travel Information symbol

## 1.4 Corporate Dark Grey

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



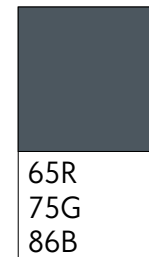
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Sign frames and other metal works

## 1.5 Corporate Yellow

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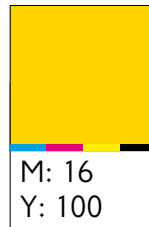
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



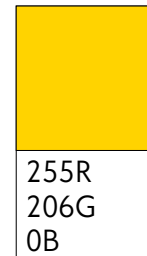
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



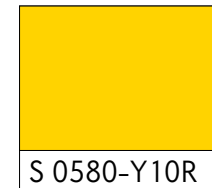
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Circle line (Underground)
- Warning safety signs

## 1.6 Corporate Green

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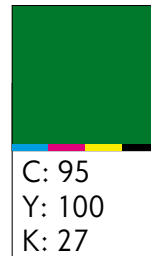
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



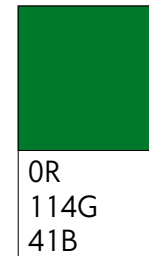
### CMYK for print

Colour reproduction using process colours.



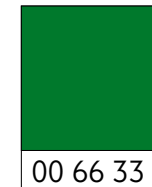
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- District line (Underground)
- Safe condition safety signs

## 1.7 Corporate Black

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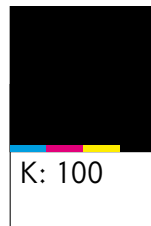
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



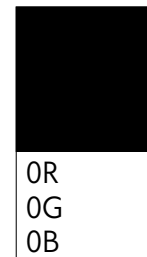
### CMYK for print

Colour reproduction using process colours.



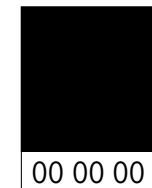
### RGB for screen

Colour reproduction using red, green and blue values.



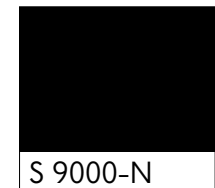
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Northern line (Underground)

## 1.8 Corporate White

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.

### CMYK for print

Colour reproduction using process colours.

### RGB for screen

Colour reproduction using red, green and blue values.

255R 255G 255B

### Web for screen

Colour reproduction using web safe colours.

FF FF FF

### NCS for paint

Colour reproduction using Natural Colour System.

S 0500-N

### For use on:

- All TfL Signs

## 2 Mode specific colours

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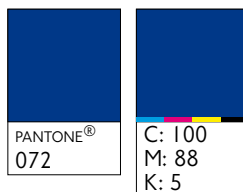


Transport for London has developed a well designed, confident, clear visual identity system for all their business units.

It is important to maintain high standards and consistency when reproducing each colour which has been assigned to specific modes of transport.

This section gives a quick reference to all the Transport for London mode specific colours.

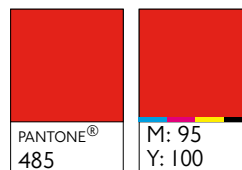
Transport for London  
London Underground



PANTONE®  
072

C: 100  
M: 88  
K: 5

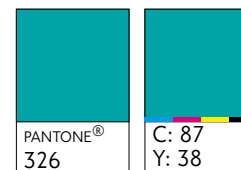
London Buses



PANTONE®  
485

M: 95  
Y: 100

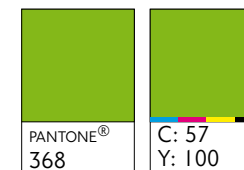
Docklands Light Railway



PANTONE®  
326

C: 87  
Y: 38

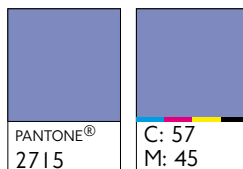
London Tramlink



PANTONE®  
368

C: 57  
Y: 100

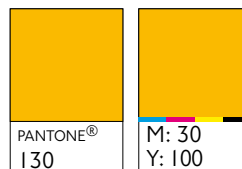
Public Carriage Office



PANTONE®  
2715

C: 57  
M: 45

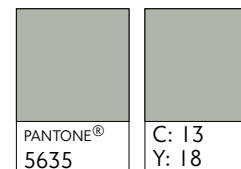
Victoria Coach Station



PANTONE®  
130

M: 30  
Y: 100

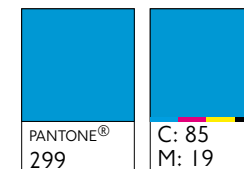
London Streets



PANTONE®  
5635

C: 13  
Y: 18  
K: 33

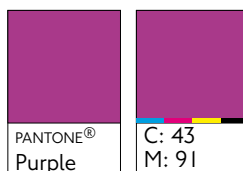
London River Services



PANTONE®  
299

C: 85  
M: 19

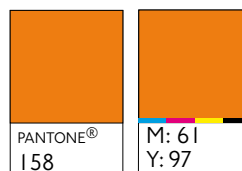
London Dial-a-Ride



PANTONE®  
Purple

C: 43  
M: 91

London Overground



PANTONE®  
158

M: 61  
Y: 97

# 2.1 Transport for London

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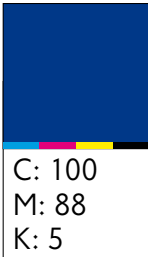
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



## CMYK for print

Colour reproduction using process colours.



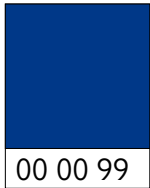
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



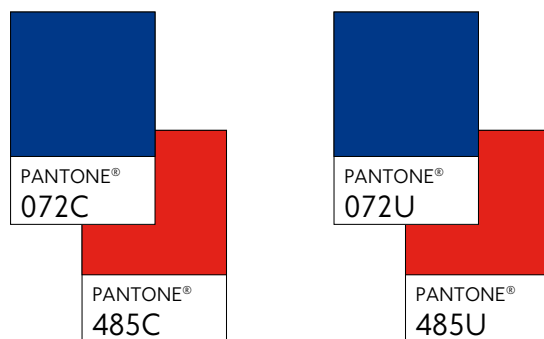
## 2.2 London Underground

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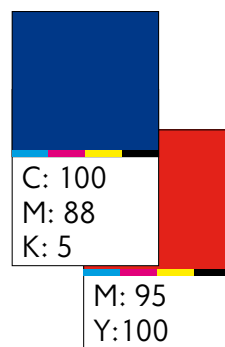
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



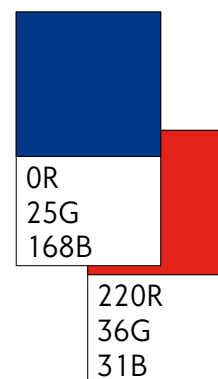
### CMYK for print

Colour reproduction using process colours.



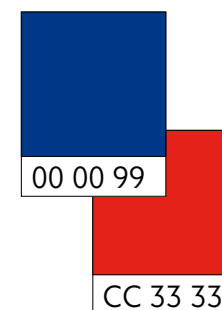
### RGB for screen

Colour reproduction using red, green and blue values.



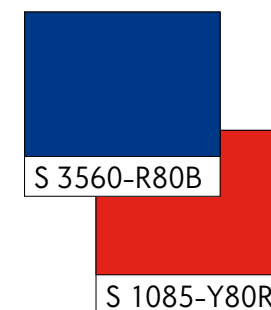
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 2.3 London Buses

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



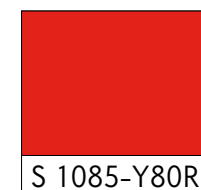
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



# 2.4 Docklands Light Railway

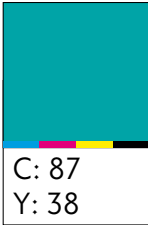
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



## CMYK for print

Colour reproduction using process colours.



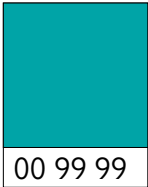
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



# 2.5 London Tramlink

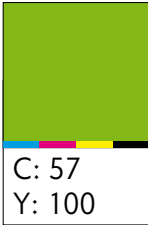
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



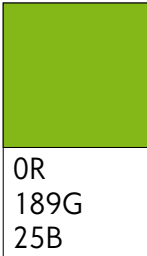
## CMYK for print

Colour reproduction using process colours.



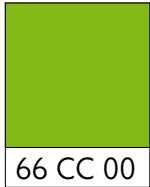
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



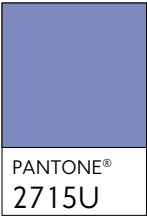
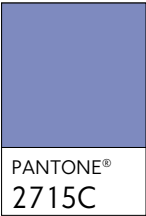
# 2.6 Public Carriage Office

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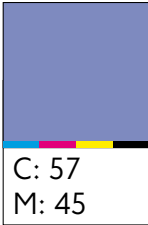
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



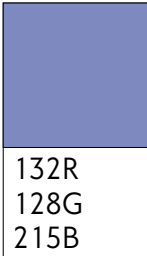
## CMYK for print

Colour reproduction using process colours.



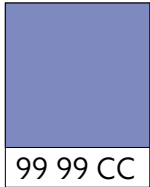
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.

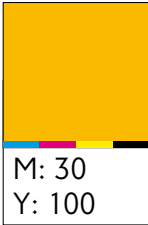


# 2.7 Victoria Coach Station

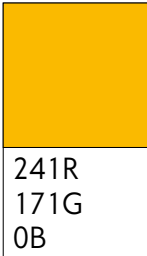
**PMS for print**  
Colour reproduction using Pantone Matching System on coated and uncoated paper.



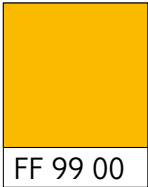
**CMYK for print**  
Colour reproduction using process colours.



**RGB for screen**  
Colour reproduction using red, green and blue values.



**Web for screen**  
Colour reproduction using web safe colours.

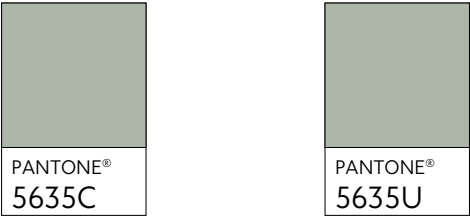


**NCS for paint**  
Colour reproduction using Natural Colour System.

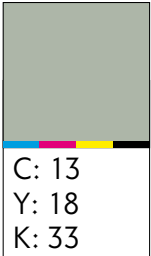


# 2.8 London Streets

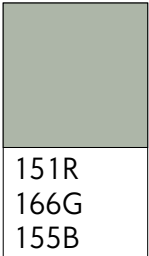
**PMS for print**  
Colour reproduction using Pantone Matching System on coated and uncoated paper.



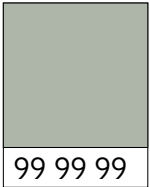
**CMYK for print**  
Colour reproduction using process colours.



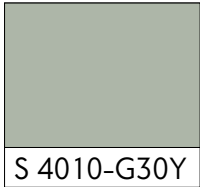
**RGB for screen**  
Colour reproduction using red, green and blue values.



**Web for screen**  
Colour reproduction using web safe colours.



**NCS for paint**  
Colour reproduction using Natural Colour System.



# 2.9 London River Services

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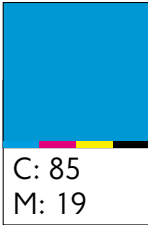
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



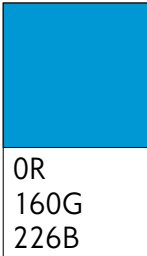
## CMYK for print

Colour reproduction using process colours.



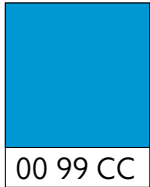
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



# 2.10 London Dial-a-Ride

Contents



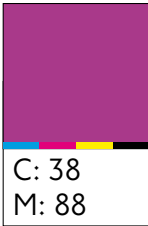
## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



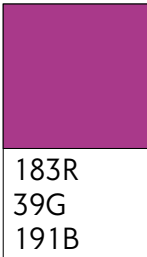
## CMYK for print

Colour reproduction using process colours.



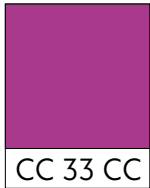
## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



## 2.11 London Overground

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



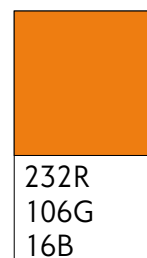
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### 3 Safety colours

Contents

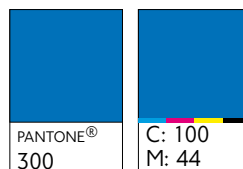


Safety blue is used only on safety information applications.

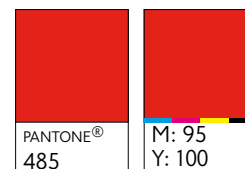
The red, yellow and green safety colours are Corporate red, Corporate yellow and Corporate green, all of which are used for other applications.

All four of these safety colours comply with British safety standards.

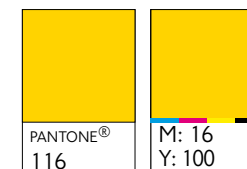
Safety Blue



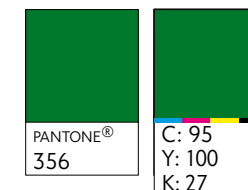
Corporate Red



Corporate Yellow



Corporate Green



## 3.1 Safety Blue

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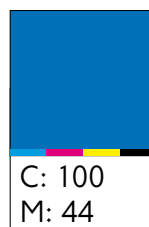
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Safe condition safety signs

## 3.2 Corporate Red

[Contents](#)

### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Prohibition safety signs
- Fire safety signs

## 3.3 Corporate Yellow

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



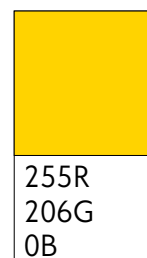
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



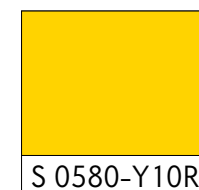
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

- Warning safety signs

## 3.4 Corporate Green

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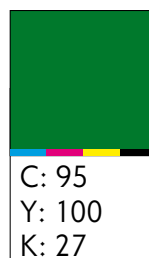
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



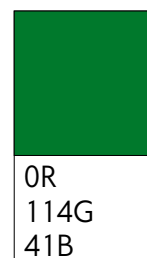
### CMYK for print

Colour reproduction using process colours.



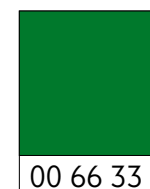
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



### For use on:

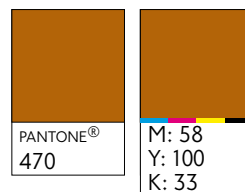
- Safe condition safety signs

## 4 London Underground line colours

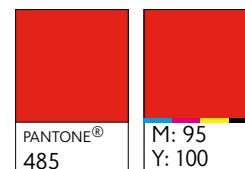
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Carefully controlled use of the line colours is essential in reinforcing the strength of the London Underground identity. Consistent use of colours across journey planners, signage and information also helps guide passengers to their destination.

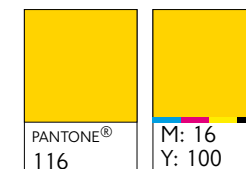
Bakerloo line



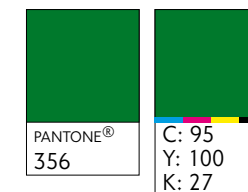
Central line



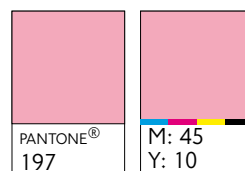
Circle line



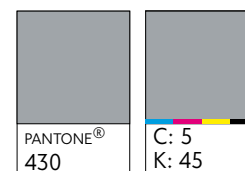
District line



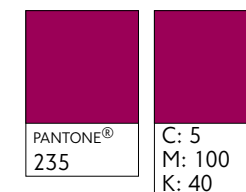
Hammersmith and City line



Jubilee line



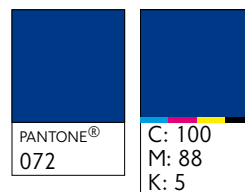
Metropolitan line



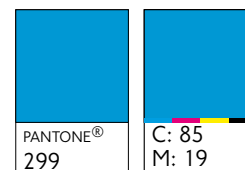
Northern line



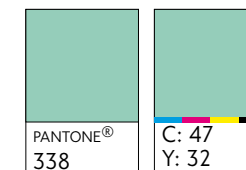
Piccadilly line



Victoria line



Waterloo and City line



## 4.1 Bakerloo line

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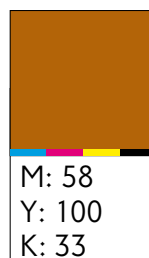
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



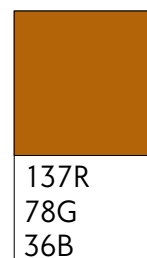
### CMYK for print

Colour reproduction using process colours.



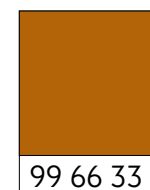
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.2 Central line

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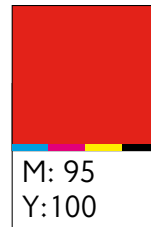
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



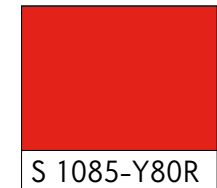
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.3 Circle line

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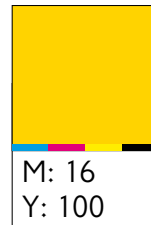
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



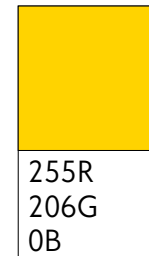
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



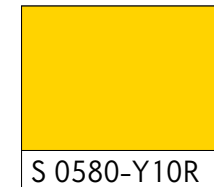
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.4 District line

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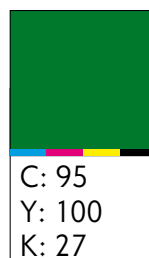
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



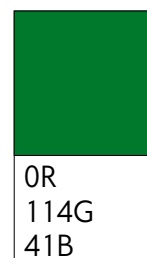
### CMYK for print

Colour reproduction using process colours.



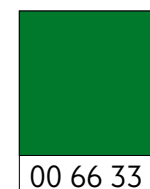
### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.5 Hammersmith & City line

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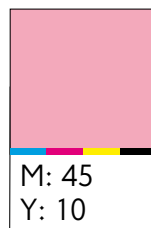
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



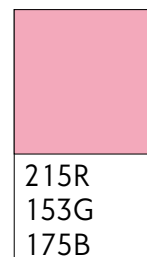
### CMYK for print

Colour reproduction using process colours.



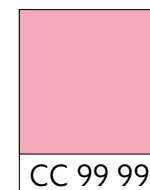
### RGB for screen

Colour reproduction using red, green and blue values.



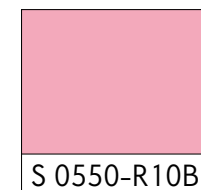
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



# 4.6 Jubilee line

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## PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



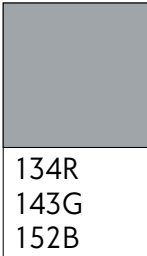
## CMYK for print

Colour reproduction using process colours.



## RGB for screen

Colour reproduction using red, green and blue values.



## Web for screen

Colour reproduction using web safe colours.



## NCS for paint

Colour reproduction using Natural Colour System.



## 4.7 Metropolitan line

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



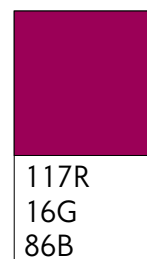
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.8 Northern line

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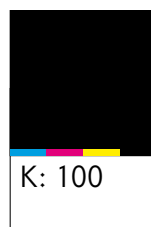
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



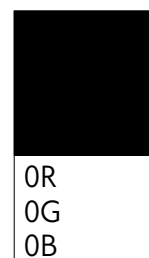
### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 4.9 Piccadilly line

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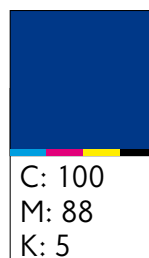
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



C: 100  
M: 88  
K: 5

### RGB for screen

Colour reproduction using red, green and blue values.



0R  
25G  
168B

### Web for screen

Colour reproduction using web safe colours.



00 00 99

### NCS for paint

Colour reproduction using Natural Colour System.



S 3560-R80B

## 4.10 Victoria line

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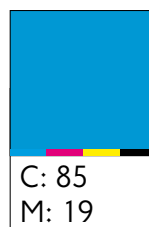
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



C: 85  
M: 19

### RGB for screen

Colour reproduction using red, green and blue values.



0R  
160G  
226B

### Web for screen

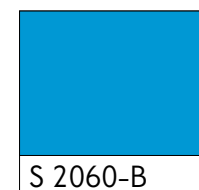
Colour reproduction using web safe colours.



00 99 CC

### NCS for paint

Colour reproduction using Natural Colour System.



S 2060-B

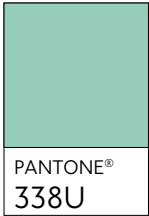
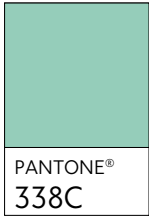
4.11 Waterloo & City line

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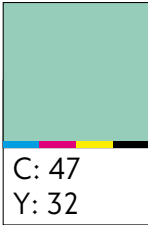
**PMS for print**

Colour reproduction using Pantone Matching System on coated and uncoated paper.



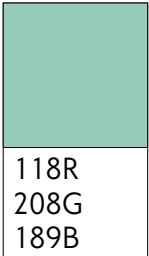
**CMYK for print**

Colour reproduction using process colours.



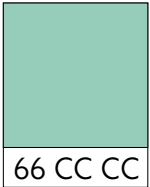
**RGB for screen**

Colour reproduction using red, green and blue values.



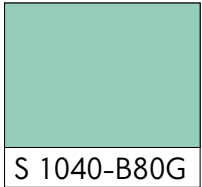
**Web for screen**

Colour reproduction using web safe colours.



**NCS for paint**

Colour reproduction using Natural Colour System.



## 5 Additional logos

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TfL has several logos other than the roundels used to identify modes.

This section gives a quick reference to the colours of TfL's additional logos.

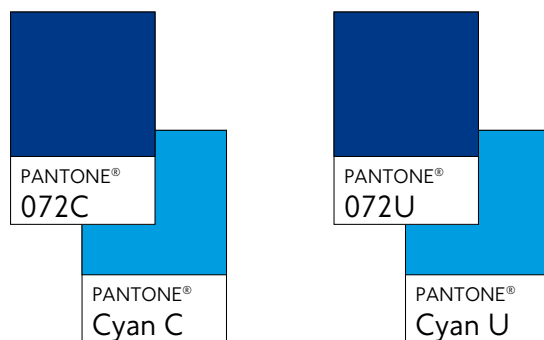


## 5.1 Oyster

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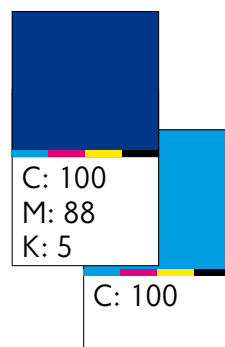
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



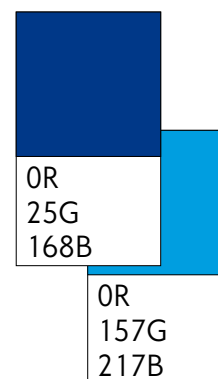
### CMYK for print

Colour reproduction using process colours.



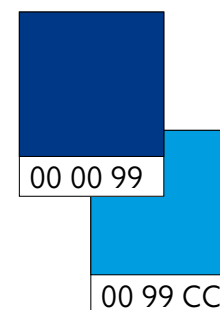
### RGB for screen

Colour reproduction using red, green and blue values.



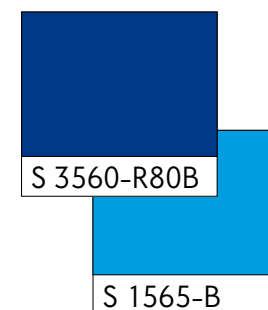
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.



## 5.2 Congestion Charging

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### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



### CMYK for print

Colour reproduction using process colours.



### RGB for screen

Colour reproduction using red, green and blue values.



### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

Colour reproduction using Natural Colour System.

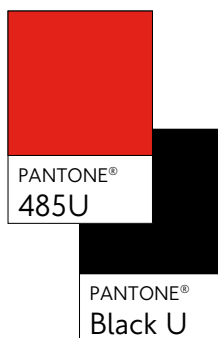
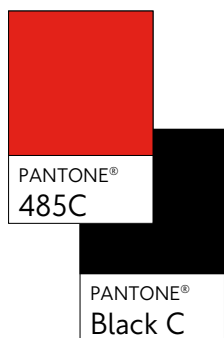


## 5.3 East Thames Buses

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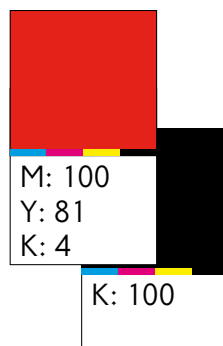
### PMS for print

Colour reproduction using Pantone Matching System on coated and uncoated paper.



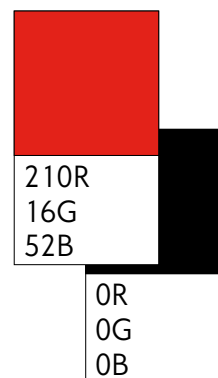
### CMYK for print

Colour reproduction using process colours.



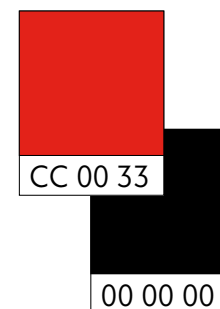
### RGB for screen

Colour reproduction using red, green and blue values.



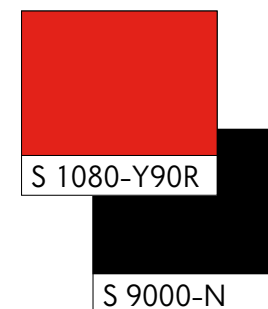
### Web for screen

Colour reproduction using web safe colours.



### NCS for paint

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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