

Corporate publications standard

Issue 4



Contents



Foreword

1 Typography

1.1 Typographic policy

2 Branding

2.1 Roundels

2.2 Transport for London logotype

2.3 MAYOR OF LONDON logotype

2.4 Modal logotype

3 Colour

3.1 London Underground line colours

4 Imagery

4.1 Photographic policy

5 Layout cover examples

6 Measurements

6.1 A3 measurements

6.2 A4 measurements

6.3 A5 measurements

6.4 Leaflets

For further information



Transport for London (TfL) produces a wide range of corporate publications, all of which are endorsed by its public transport networks (modes) or other operating units.

This design standard has been created to show the rules that must be followed when producing publications on behalf of TfL.

More information on TfL design rules are available via the TfL website:

tfl.gov.uk/corporatedesign

If you have any queries please contact
TfL Corporate Design:

Phone **020 7126 4462**

Internal extension: **64462**

New Johnston

The typeface of TfL is New Johnston, which should be set in mixed upper and lower case. New Johnston is the only typeface to be used for corporate publications.

Headings

These are set in New Johnston Medium mixed upper and lower case.

Body text

Body text should be set in New Johnston Book mixed upper and lower case.

Copyright

New Johnston is the exclusive property of TfL. If you wish for an outside supplier to access the typeface please direct them to the TfL website: tfl.gov.uk/corporatedesign

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

New Johnston Medium

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

New Johnston Book

Ab

1.1 Typographic policy

Contents



In consultation with the Royal National Institute for the Blind (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 is set out as follows:

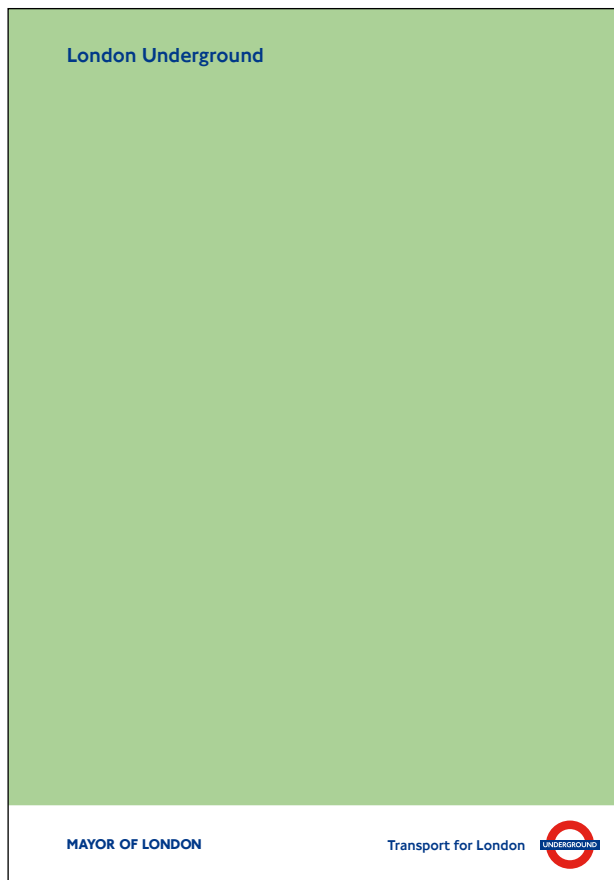
- Text should always be set in mixed upper and lower case (never all upper case - even with headings)
- The minimum point size for headings and body copy is 12pt
- Text within a footer or header (such as page numbers) should be no smaller than 10pt
- Text should always be ranged left (never justified, centred or ranged right)
- Do not use italics
- Do not use drop caps
- To emphasise a word, use a different type weight
- Ensure good, legible colour contrast between text and background colour
- Do not adjust the character spacing of the font
- Do not adjust 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.uk/corporatedesign

2 Branding

Contents



Each printed document must be correctly branded with a roundel (only one roundel is ever to appear on a piece), Transport for London logotype, MAYOR OF LONDON logotype and a modal logotype.



2.1 Roundels

Contents



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



2.1.1 Roundels continued

[Contents](#)



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.



2.2 Transport for London logotype

Contents

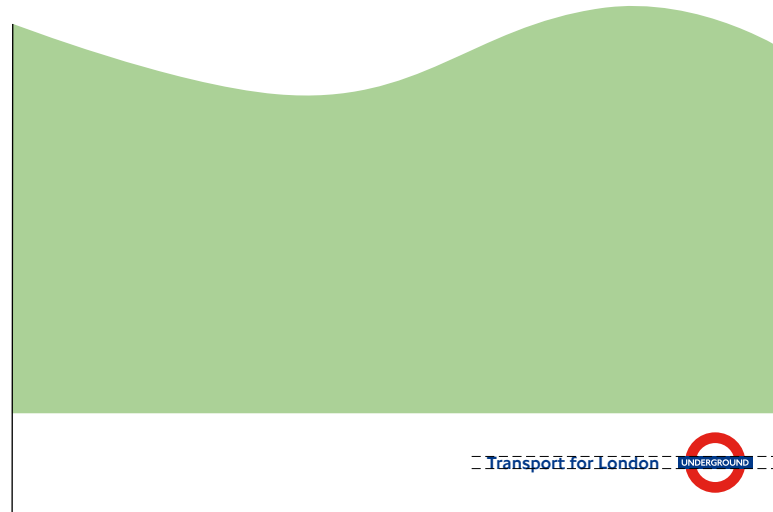


Transport for London logotype

The 'Transport for London' logotype is to appear 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. It is to be displayed in New Johnston Medium, mixed upper and lowercase.

It must be set in a single line and be ranged to the left of the roundel.



2.3 MAYOR OF LONDON logotype

Contents



MAYOR OF LONDON logotype

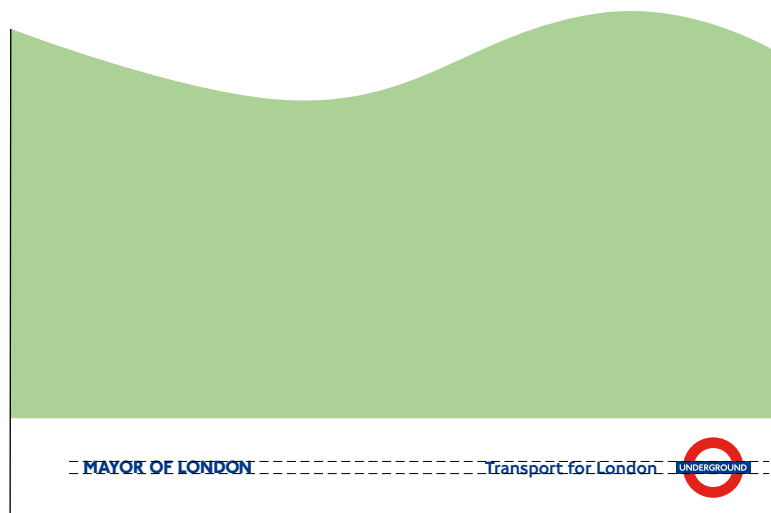
On all printed documents, the Mayoral endorsement should be displayed in a fixed proportion to the roundel as shown.

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 upper case.

Colour

The Mayor's endorsement should appear in Corporate blue.



2.4 Modal logotype

Contents



The only modal logotypes that are to be displayed on a publication are listed here.

The logotype should always appear in the top left of the layout.

Transport for London

Docklands Light Railway

London Buses

London Dial-a-Ride

London Overground

London River Services

London Streets

London Tramlink

London Underground

Public Carriage Office

Victoria Coach Station



London Underground

3 Colour

Contents

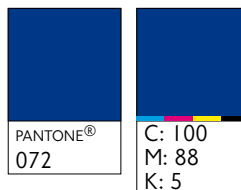


Modal colours

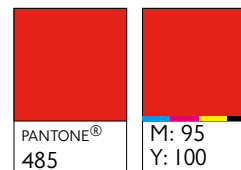
This page identifies the corporate colour for each mode within TfL.

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

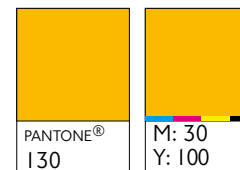
Transport for London
London Underground



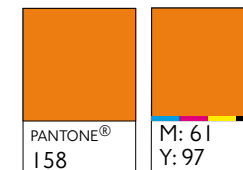
London Buses



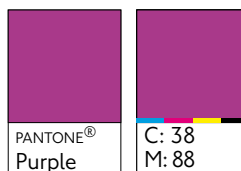
Victoria Coach Station



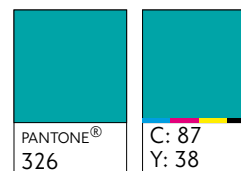
London Overground



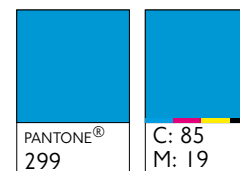
London Dial-a-Ride



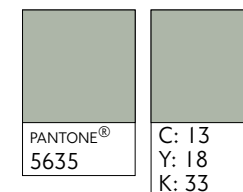
Docklands Light Railway



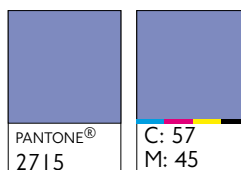
London River Services



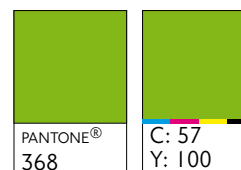
London Streets



Public Carriage Office



London Tramlink



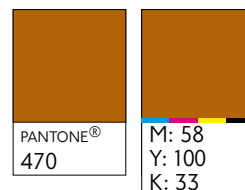
3.1 London Underground line colours

[Contents](#)

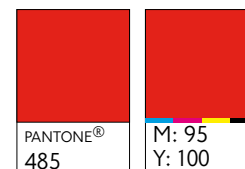
London Underground line colours

This page identifies the colours for each London Underground (LU) line.

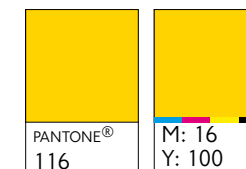
Bakerloo line



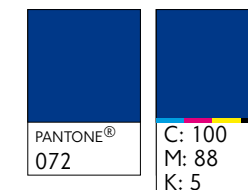
Central line



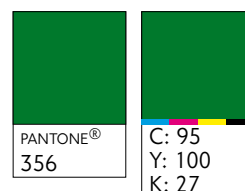
Circle line



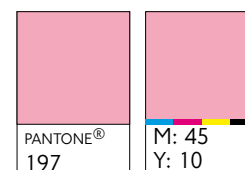
Piccadilly line



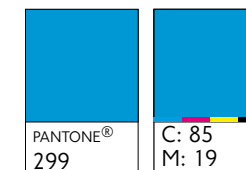
District line



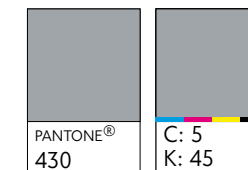
Hammersmith and City line



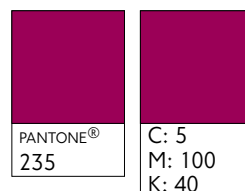
Victoria line



Jubilee line



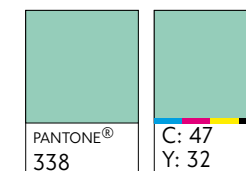
Metropolitan line



Northern line



Waterloo and City line



4 Imagery

[Contents](#)



TfL policy is to use photography to help enhance a document. However, do not rely on photography to be the only source of reliability from text. Also consider how you use white space, headings and rules.



4.1 Photographic policy

Contents



Photography very strongly determines the look and feel of a publication and the 'visual voice of TfL'.

Its selection is therefore very important, with specific brand and technical requirements.

Technical requirements

- All photography must be owned by TfL with full rights across all media
- All photography must be available at 300dpi
- All photography must be reproducible at A4 in size without loss of image quality
- Model sign-off forms must be used for all people 'actively engaged with the camera'

The content of the imagery is to reflect TfL's brand values of being bold, honest, direct and caring.

Images should therefore:

- Be closely cropped on the subject
- Be strong in colour
- Reflect the diversity of London's population
- Reflect modern London rather than tourist based London

Examples of downloadable photography which meet all the above can be found on the TfL website: tfl.gov.uk/corporatedesign

5 Layout cover examples

[Contents](#)



The following pages demonstrate the options available for branding layouts on corporate publications.

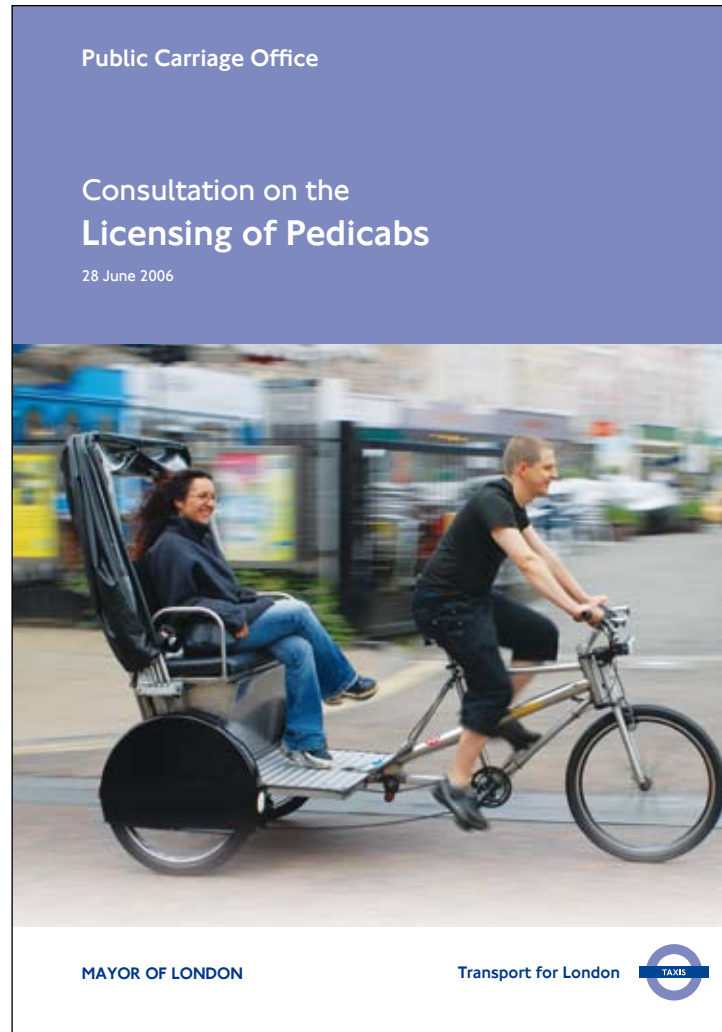
5.1 Layout Cover examples

Contents



Example 1

This option demonstrates the use of the white branding strip at the foot of the front cover.



5.2 Layout Cover examples

Contents



Example 2

This option demonstrates the use of the branding on a full bleed cover.



5.3 Layout Cover examples

Contents



Example 3

This option demonstrates the use of the branding on a landscape document.

Note that in this instance that the roundel has been reversed out of the background colour to offer good colour contrast.



6 Measurements

[Contents](#)



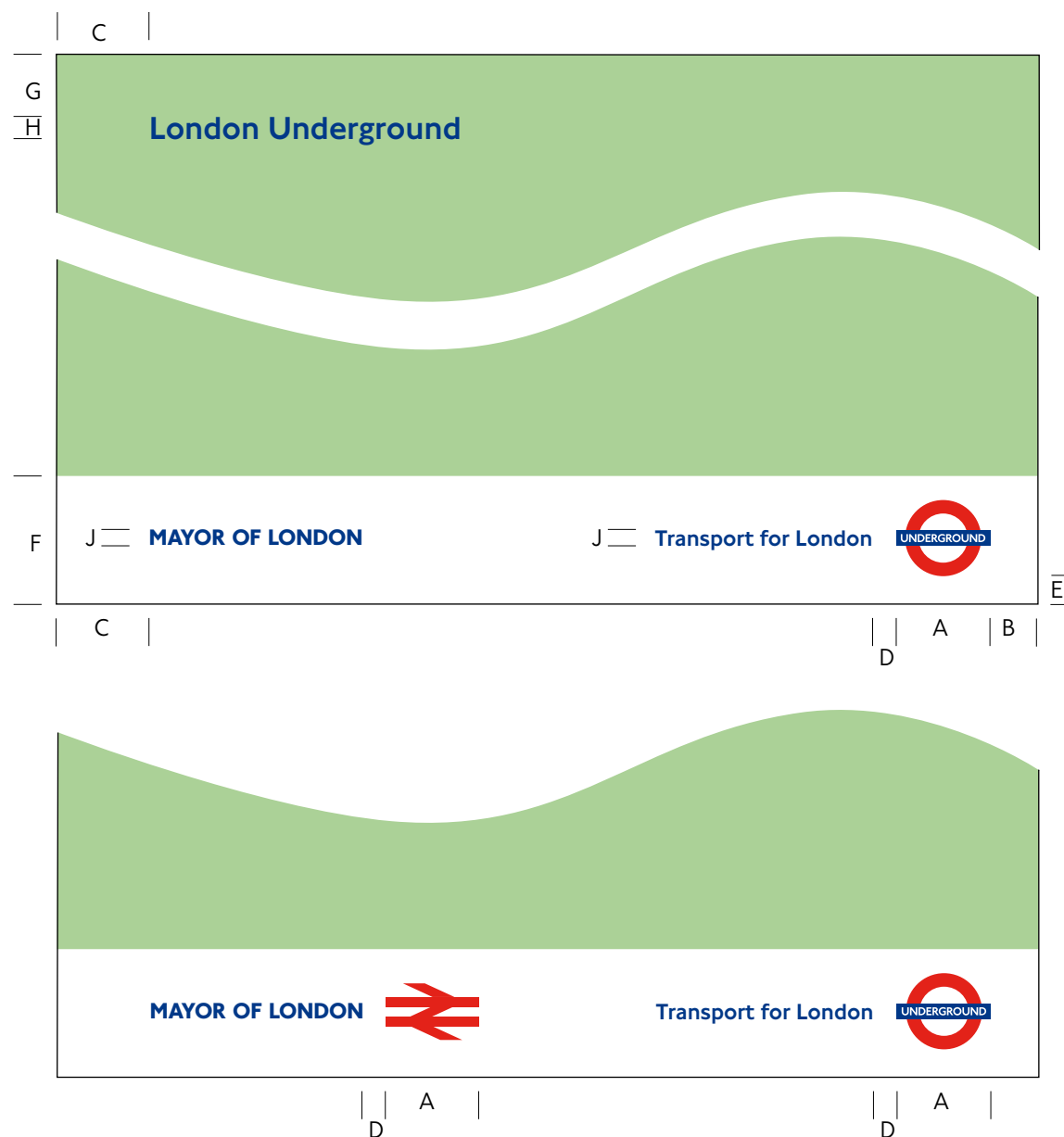
The following pages give the branding measurements for covers and document grids.

6.1 A3 measurements

[Contents](#)


Cover branding

A	Roundel/logo width	25mm
B	Right side margin	20mm
C	Left side margin	25mm
D	Space between roundel and 'Transport for London'	6.5mm
E	Space between bottom of front cover and bottom of roundel	12.5mm
F	Height of clear endorsement strip at foot of cover	39.5mm
G	Height of clear space between top of front cover and Cap line text of logotype	19mm
H	Mode logotype point size	27.5pt
J	'Transport for London' and 'MAYOR OF LONDON' point size	17.5pt



6.1.1 A3 measurements



landscape grids

A3 corporate publications should always be done in a landscape format and never in portrait.

They are to work to the 4 column grid shown here.

When printing facing pages, the outside margin is 30mm and the inside margin is 25mm.

Please note that binding processes and the number of pages within a document may require the inside margin to be increased.

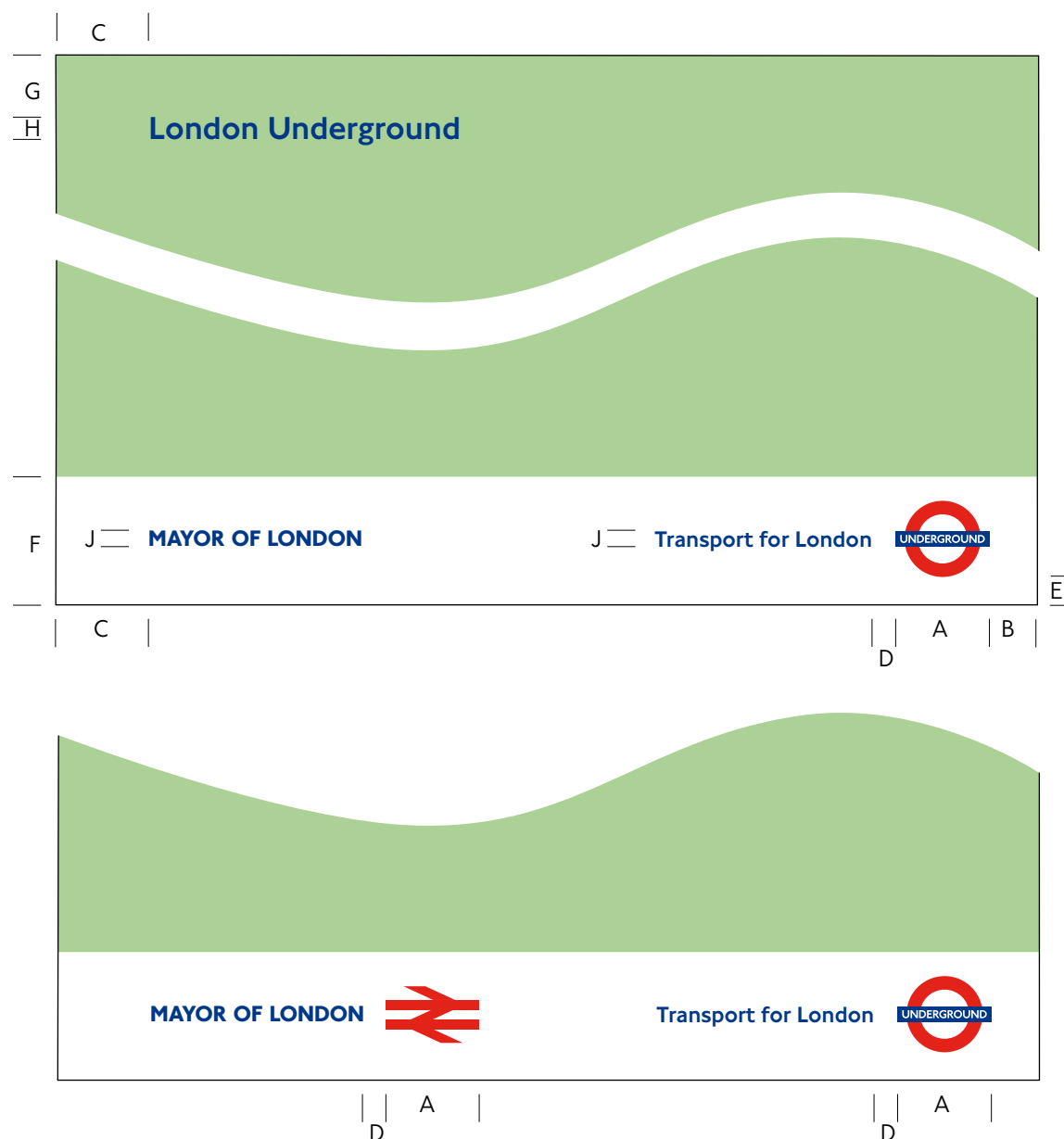
30	8	8	8	25

6.2 A4 measurements

[Contents](#)


Cover branding

A	Roundel/logo width	20mm
B	Right side margin	15mm
C	Left side margin	25mm
D	Space between roundel and 'Transport for London'	5mm
E	Space between bottom of front cover and bottom of roundel	10mm
F	Height of clear endorsement strip at foot of cover	31.5mm
G	Height of clear space between top of front cover and Cap line text of logotype	13.5mm
H	Mode logotype point size	20pt
J	'Transport for London' and 'MAYOR OF LONDON' point size	14pt



6.2.1 A4 measurements

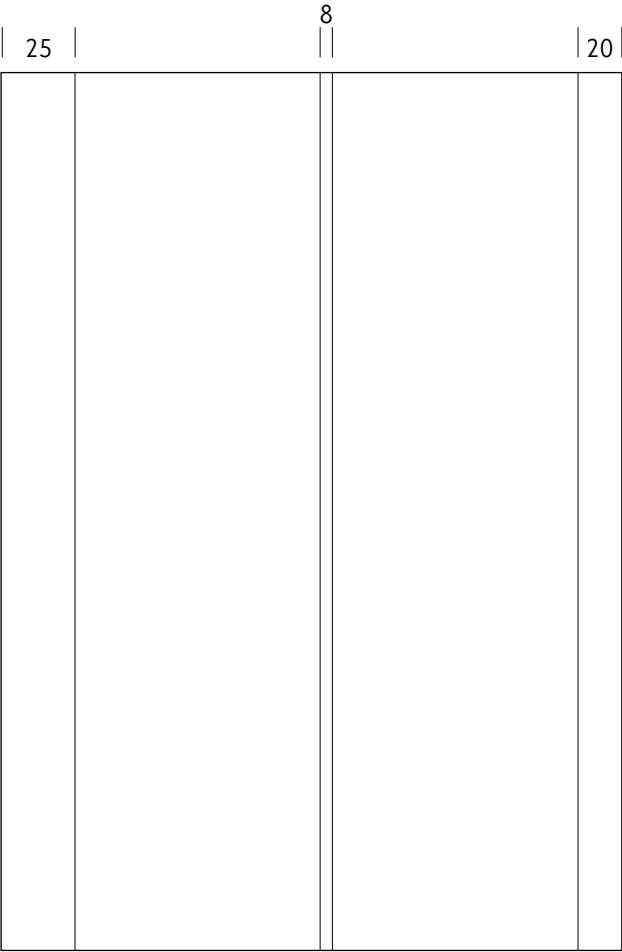


Portrait grid

All A4 corporate publications done in a portrait format are to work to the 2 column grid shown here.

When printing facing pages, the outside margin is 25mm and the inside margin is 20mm.

Please note that binding processes and the number of pages within a document may require the inside margin to be increased.



6.2.2 A4 measurements

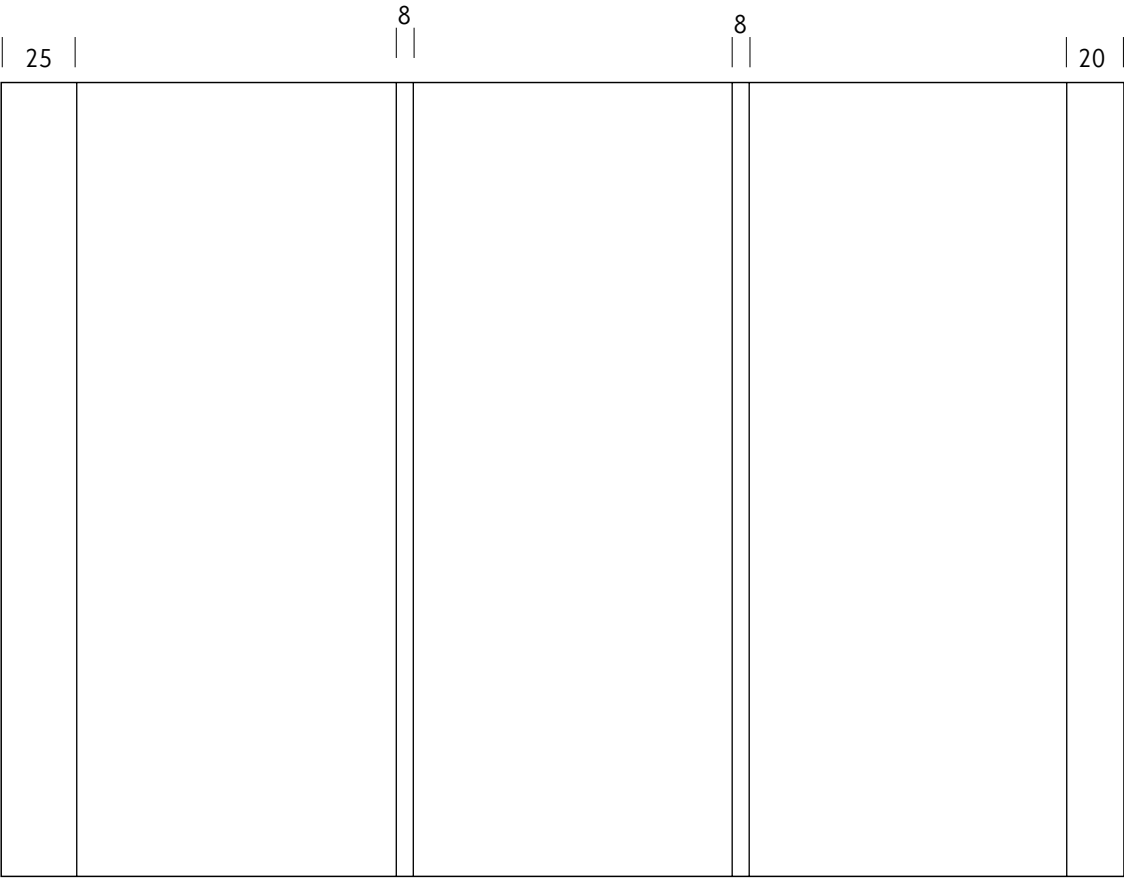


Landscape grid

All A4 corporate publications done in a landscape format are to work to the 3 column grid shown here.

When printing facing pages, the outside margin is 25mm and the inside margin is 20mm.

Please note that binding processes and the number of pages within a document may require the inside margin to be increased.

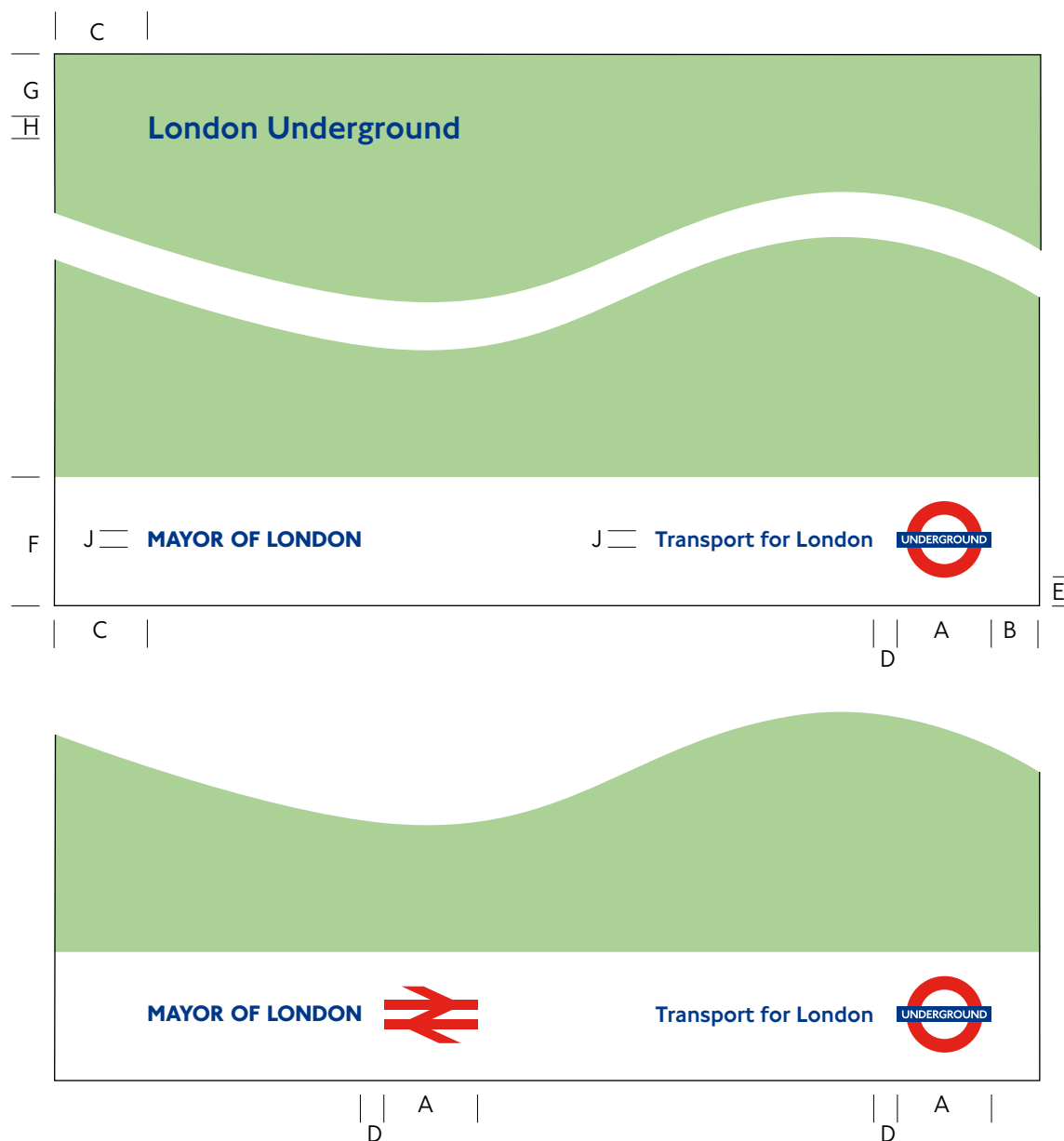


6.3 A5 measurements

[Contents](#)


Cover branding

A	Roundel/logo width	15mm
B	Right side margin	10mm
C	Left side margin	14mm
D	Space between roundel and 'Transport for London'	4mm
E	Space between bottom of front cover and bottom of roundel	6mm
F	Height of clear endorsement strip at foot of cover	22.5mm
G	Height of clear space between top of front cover and Cap line text of logotype	9.5mm
H	Mode logotype point size	16pt
J	'Transport for London' and 'MAYOR OF LONDON' point size	10.5pt



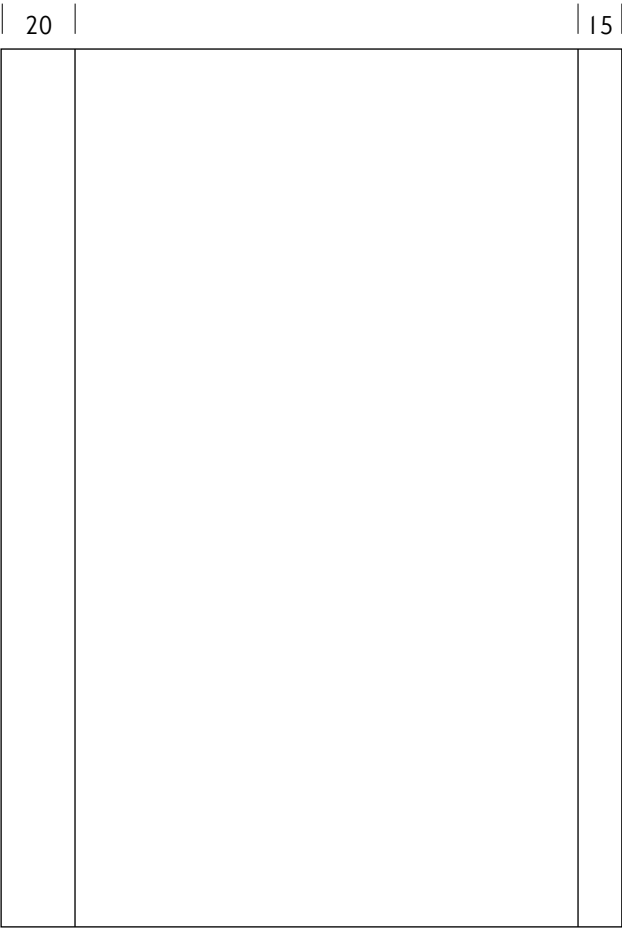
6.3.1 A5 measurements

Portrait grid

All A5 corporate publications done in a portrait format are to work to the single column grid shown here.

When printing facing pages, the outside margin is 20mm and the inside margin is 15mm.

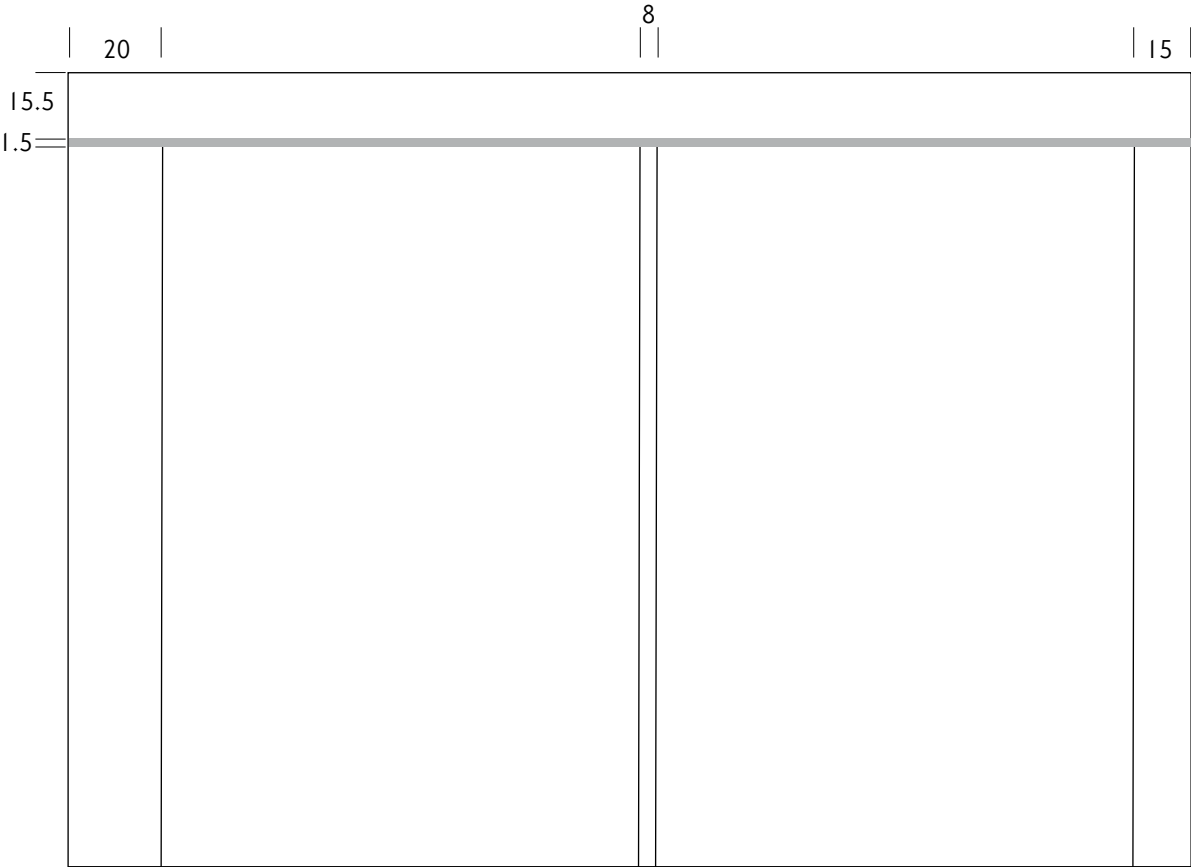
Please note that binding processes and the number of pages within a document may require the inside margin to be increased.



6.3.2 A5 measurements

Landscape grid

All A5 corporate publications done in a landscape format are to work to the 2 column grid shown here.



6.4 Leaflets

Contents



The rules relating to the layout of leaflets differ from those of Corporate publications and are to be found in the TfL System Service Information standard available on the TfL website: tfl.gov.uk/corporatedesign

For further information

Contents



These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Corporate Design.

Telephone: **020 7126 4462**

Internal extension: **64462**

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

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

tfl.gov.uk/corporatedesign

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