



Legible London **Stakeholder communication** **graphic standard**

Issue 1

Contents



Foreword

1 Basic elements

1.1 Typography

1.2 Typographic policy

1.3 Legible London mark

1.4 TfL branding

1.5 Colours

1.6 Partner and stakeholder logos

2 Legible London branding strip specifications

2.1 A3 measurements

2.2 A4 measurements

2.3 A5 measurements

2.4 DL measurements

2.5 Double Royal measurements

2.6 Display stands measurements

3 Branding examples

3.1 Information folders example

3.2 Newsletter example

3.3 DL leaflet example

3.4 Banner stand example

3.5 Letterhead

3.6 Compliment slip

4 Digital use

4.1 PowerPoint template

4.2 DVD labels and covers



Transport for London (TfL) produces a wide range of printed and electronic material, 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 are to be followed when producing communications material relating to the Legible London project.

Further 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 (64462)

This section of the document gives guidance on the basic elements that make up the Legible London identity.

The information covered includes the use of logos and fonts.

Further information on TfL branding can be found in design standards available on the TfL website;

tfl.gov.uk/corporatedesign

1.1 Typography

Contents



New Johnston

The typeface used on all Legible London communications is New Johnston. It is the typeface of TfL and should be set in mixed upper and lower case. New Johnston is the only typeface to be used for Legible London publications, posters, forms and all other external facing material.

Arial may only be used on material printed to a local laser printer, such as letters and memos.

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 when set at 12pt or below. When set at above 12pt (such as on posters) New Johnston Light is to be used.

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 Light

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

New Johnston Book

A b

1.2 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
- 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.gov.uk/corporatedesign

1.3 Legible London mark

[Contents](#)



The legible London mark is constructed from the Legible London man and the Legible London logotype.

On all stakeholder communication material the two elements are displayed in a fixed relationship with the London man appearing at twice the cap height of the logotype. The man is vertically centred with the logotype.

The mark is always to be displayed in black on a Pantone 123 yellow background.

On items such as stationery where the Legible London man appears without the logotype, it must appear within the yellow circle as shown.



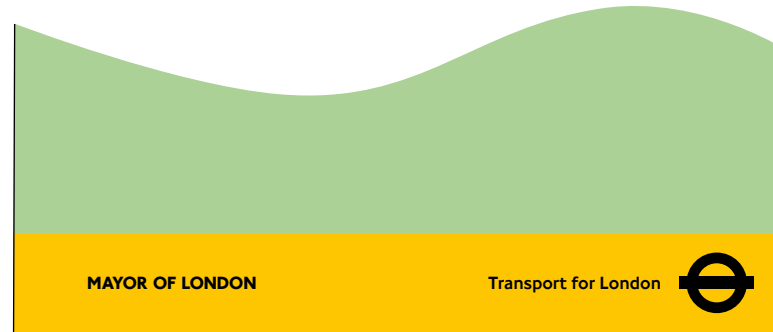
1.4 TfL branding

Contents



With Legible London stakeholder communication material, standard TfL branding is to be applied as with all TfL material.

However, as with the Legible London mark, the TfL and Mayoral branding should appear in 100% black on a Pantone 123 orange background. Dimensions for these branding elements can be found in the various TfL standards available via the TfL website: tfl.gov.uk/corporatedesign



1.5 Colours

[Contents](#)

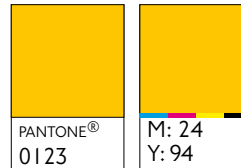


Legible London colours

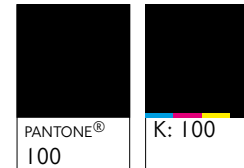
This page identifies the colours used for Legible London branding

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

Legible London yellow



Corporate black



1.6 Partner and stakeholder logos

Contents



This page illustrates how partner or stakeholder logos are to be displayed when required. They are always to appear on either the inside front cover or back cover of a publication.

Each logo is to be scaled to the same width as the TfL roundel on the front cover. However, where this rule may lead to a logo visually appearing too small or too large, then the rules contained within the TfL System Service Information standard should be followed; (tfl.gov.uk/corporatedesign).

Note that on posters and display stands, again the rules within the System Service Information standard are to be followed.



2 Legible London branding strip specifications

Contents



The following pages give the Legible London branding strip measurements for various outputs.

The size of the standard TfL branding (roundel, TfL logotype and MAYOR OF LONDON branding) on each output can be found in the relevant TfL standard on the TfL website: tfl.gov.uk/corporatedesign

2.1 A3 measurements

[Contents](#)

A	Height of Legible London man	13mm
B	Height of clear space between top of front cover and top of Legible London man	6.5mm
C	Height of clear space between bottom of Legible London man and bottom of strip.	6.5mm
D	Left side margin	25mm
E	Space between Legible London man and logotype.	5mm
F	Cap height of Legible London logotype	27.5pt
G	Height of clear space between top of front cover and top of Legible London logotype	10mm



Note that when producing posters, measurements B, C and D are adapted to comply with the System Service Information and Advertising standards.

2.2 A4 measurements

[Contents](#)

A	Height of Legible London man	10mm
B	Height of clear space between top of front cover and top of Legible London man	5mm
C	Height of clear space between bottom of Legible London man and bottom of strip.	5mm
D	Left side margin	25mm
E	Space between Legible London man and logotype.	4mm
F	Cap height of Legible London logotype	21.5pt
G	Height of clear space between top of front cover and top of Legible London logotype	7.5mm



Note that when producing posters, measurements B, C and D are adapted to comply with the System Service Information and Advertising standards.

2.3 A5 measurements

[Contents](#)



A	Height of Legible London man	8mm
B	Height of clear space between top of front cover and top of Legible London man	4mm
C	Height of clear space between bottom of Legible London man and bottom of strip.	4mm
D	Left side margin	14mm
E	Space between Legible London man and logotype.	3mm
F	Cap height of Legible London logotype	16pt
G	Height of clear space between top of front cover and top of Legible London logotype	6mm



Note that when producing posters, measurements B, C and D are adapted to comply with the System Service Information and Advertising standards.

2.4 DL measurements

[Contents](#)

A	Height of Legible London man	8mm
B	Height of clear space between top of front cover and top of Legible London man	4mm
C	Height of clear space between bottom of Legible London man and bottom of strip.	4mm
D	Left side margin	7.5mm
E	Space between Legible London man and logotype.	3mm
F	Cap height of Legible London logotype	16pt
G	Height of clear space between top of front cover and top of Legible London logotype	6mm



Note that when producing posters, measurements B, C and D are adapted to comply with the System Service Information and Advertising standards.

2.5 Double Royal measurements

A	Height of Legible London man	35mm
B	Height of clear space between top of front cover and top of Legible London man	32.5mm including frame allowance
C	Height of clear space between bottom of Legible London man and bottom of strip.	17.5mm
D	Left side margin	50mm including frame allowance
E	Space between Legible London man and logotype.	13mm
F	Cap height of Legible London logotype	74pt
G	Height of clear space between top of front cover and top of Legible London logotype	41.5mm including frame allowance



2.6 Display stands measurements

A	Height of Legible London man	64mm
B	Height of clear space between top of front cover and top of Legible London man	32mm
C	Height of clear space between bottom of Legible London man and bottom of strip.	32mm
D	Left side margin	50mm
E	Space between Legible London man and logotype.	24mm
F	Cap height of Legible London logotype	107pt
G	Height of clear space between top of front cover and top of Legible London logotype	48mm



3 Branding examples

[Contents](#)



The layouts that follow illustrate how the Legible London mark should be used across a range of TfL printed material.

3.1 Information folders example

Contents



The examples opposite illustrate a Legible London folder cover and information sheet. For more detailed specifications on branding such material please refer to the TfL Desktop publishing standard; tfl.gov.uk/corporatedesign



3.2 Newsletter example

Contents



The example opposite illustrates a Legible London newsletter example. For more detailed specifications on branding such material please refer to the TfL Desktop publishing standard; tfl.gov.uk/corporatedesign



Newsnow

February 10, 2007 www.tfl.gov.uk

Walking just got easier in the London boroughs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad veniam, quis nostrud exerci tation consequat.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod



tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat lorum.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

Bus stations are closer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

2 Phasellus volutpat facilisis nisi.

3 Vestibulum ante ipsum primis in.

3 Faucibus orci luctus et ultrices posuere.

4 Sed at magna id magna imperdiet.

For queries about issues in this newsletter please contact John Smith 7000 0000 or Peter Jones 7000 0000

MAYOR OF LONDON

Transport for London 

3.3 DL leaflet example

Contents



The example opposite illustrates a Legible London DL leaflet example. For more detailed specifications on branding such material please refer to the TfL System Service Information standard;
tfl.gov.uk/corporatedesign

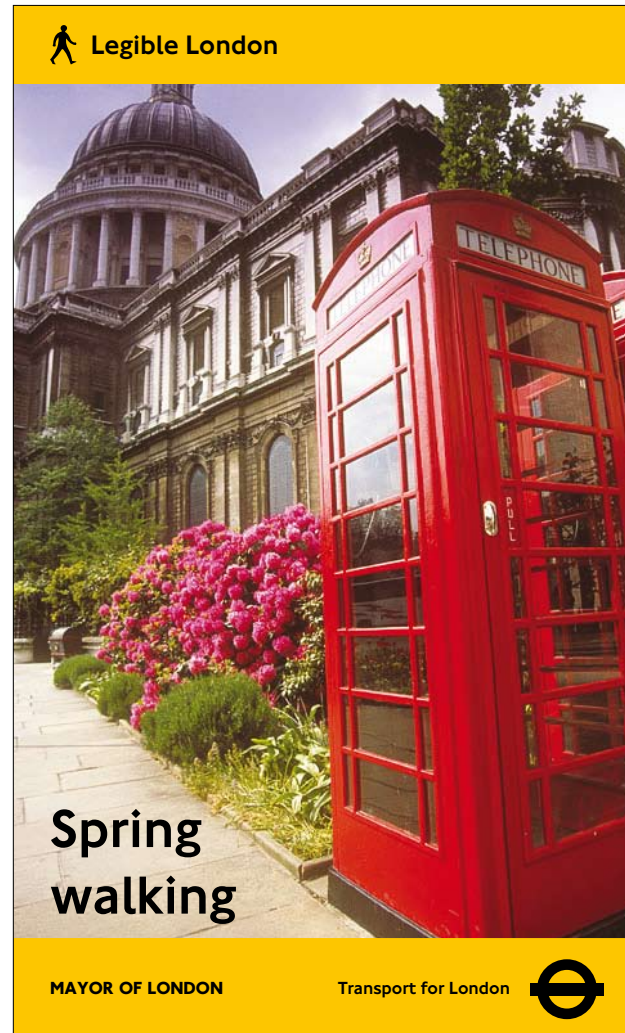


3.4 Banner stand example

Contents



The example opposite illustrates Legible London branding on a display stand. For more detailed specification on branding such material please refer to the TfL Display stands standard;
tfl.gov.uk/corporatedesign

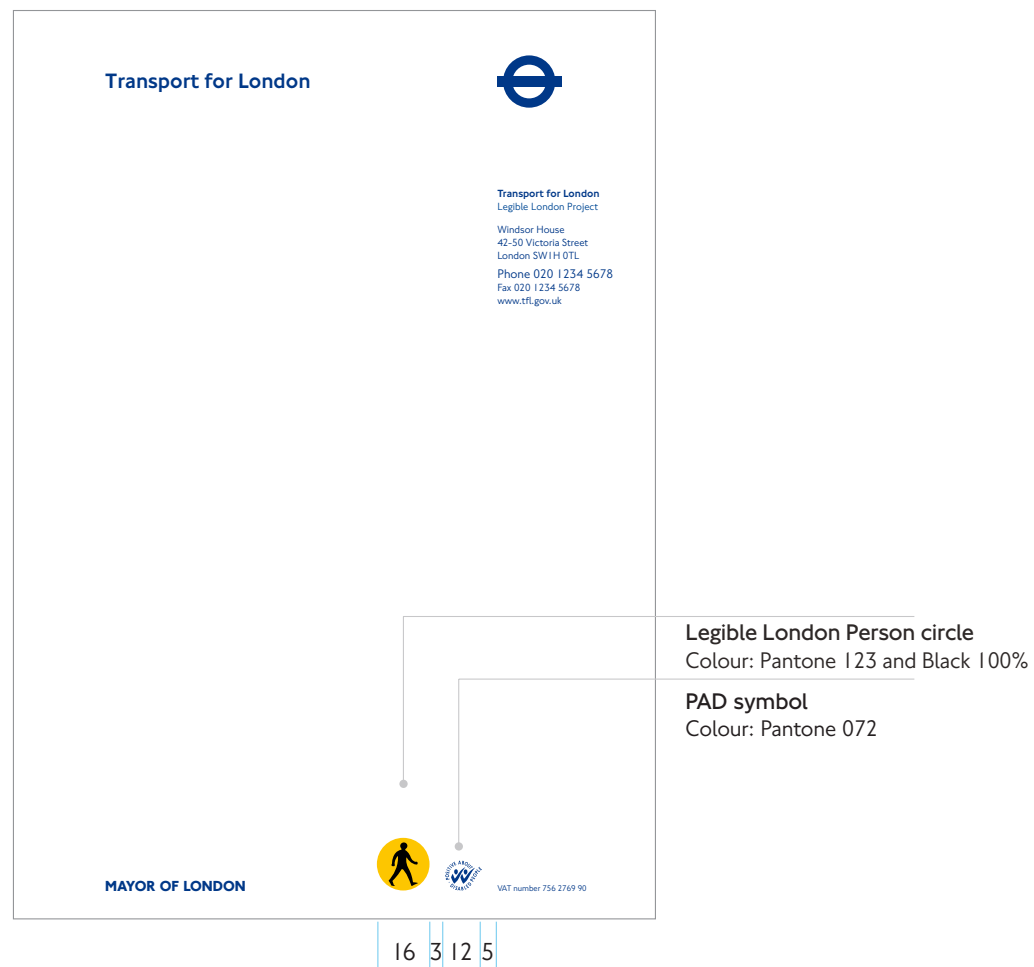


3.5 Letterhead

Contents



The example opposite illustrates a Legible London letter headed paper. For more detailed specifications on branding such material please refer to the TfL Stationery standard;
tfl.gov.uk/corporatedesign

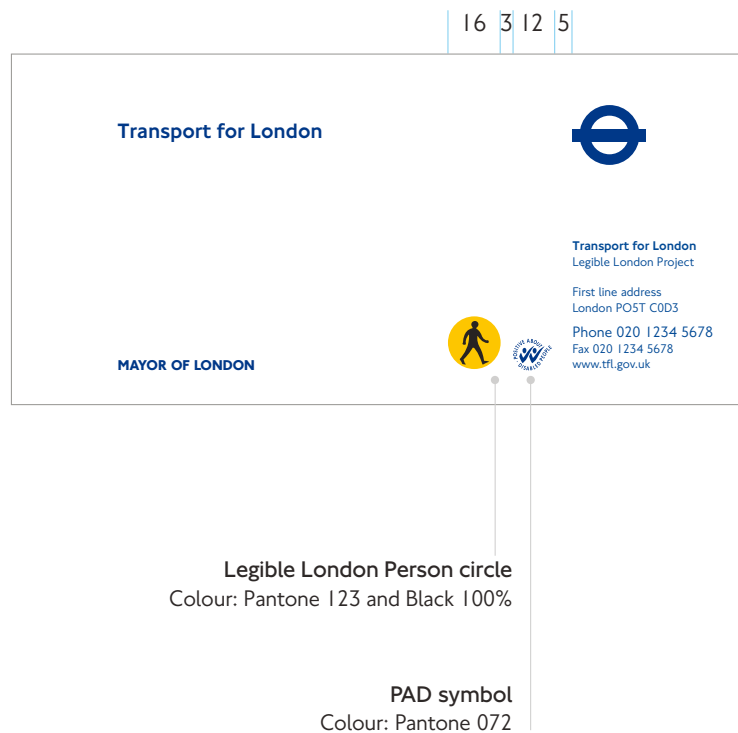


3.6 Compliment slip

Contents



The example opposite illustrates a Legible London compliment slip. For more detailed specifications on branding such material please refer to the TfL Stationery standard; tfl.gov.uk/corporatedesign



4 Digital use

[Contents](#)



This section outlines how the Legible London identity should be used across a range of digital media.

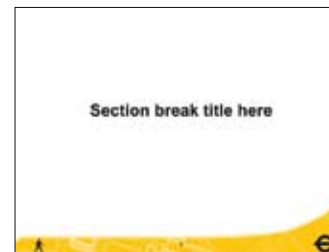
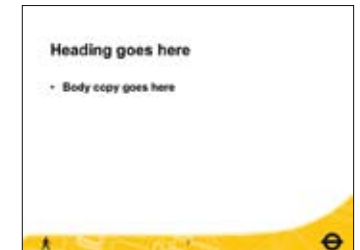
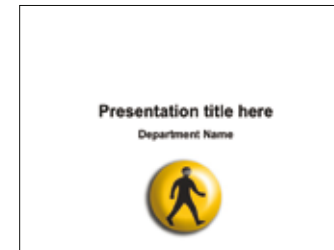
4.1 PowerPoint templates

Contents



The examples opposite illustrate the slides used in a Legible London PowerPoint presentation.

This template is available from TfL Corporate Design.

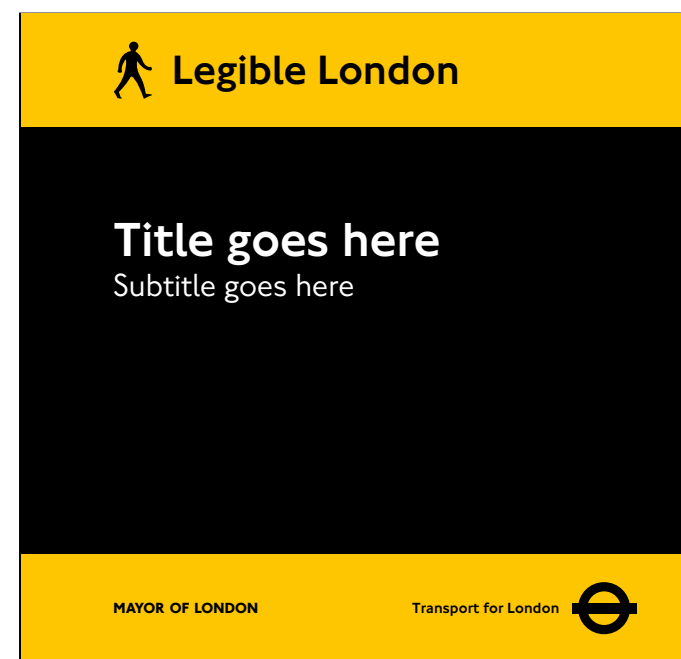


4.2 DVD labels and covers

[Contents](#)



The examples here illustrate Legible London branding on a DVD label and cover.



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**

All TfL corporate design standards are available from tfl.gov.uk/corporatedesign

Issue 1, November 2008

© Transport for London