London Tramlink

Trams basic elements standard

Issue 2

Contents

Foreword

A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that London Tramlink maintains a high standard for co-ordinated design in every aspect of our operations.

This document gives guidance on the basic elements that make up the London Tramlink's visual identity. The information covers the corporate typeface, the visual identity of London Tramlink and the corporate colours. Guidance on design applications can be found in separate standards provided by Transport for London (TfL).

The main terms used in these guidelines are as follows:

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

Roundel
The visual identifier based on an open circle and a bar used by London Tramlink. The mode is displayed in white on the bar.

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

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

Logotype
The text of London Tramlink set in New Johnston Medium upper and lower case type. Logotypes are used with roundels or symbols in a fixed relationship to form Marks, but can also be used in a looser relationship such as that used on stationery (see the Stationery standards).

London Tramlink

Print specifications

PMS
An abbreviation of Pantone Matching System. This system is used to specify spot colours (ie individually mixed colours) for printing.

The letter 'C' after the specification indicates a colour's appearance on coated paper stock. The letter 'U' after the specification indicates a colour's appearance on uncoated paper stock.

CMYK
Initials representing the four colours - Cyan, Magenta, Yellow and Black (Kohl) - used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

Screen specifications

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

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

Paint specifications

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

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

London Tramlinks primary typeface is
New Johnston Medium, upper and lower
case. It is one of the family of New Johnston
typefaces owned exclusively by TfL.

**ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;**

New Johnston Medium

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

New Johnston Light

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

New Johnston Book

Ab

Acceptable
The examples shown here make up the acceptable applications of the London Tramlink roundel.

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

Two colour roundel.

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

Black roundel

The roundel can also be embossed out of any material.

Reversed roundel

4.1   Roundel usage continued

Unacceptable

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

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

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

Exclusion zone for the mark

The orange box indicates the exclusion zone where no other graphic elements should be placed.

The exclusion zone is always one quarter of the width of the roundel bar.

.25x   x   .25x

.25x

TRAMLINK

London Tramlink

.25x

Exclusion zone for the roundel

The orange box indicates the exclusion zone where no other graphic elements should be placed.

.25x   x   .25x

.25x

TRAMLINK

.25x
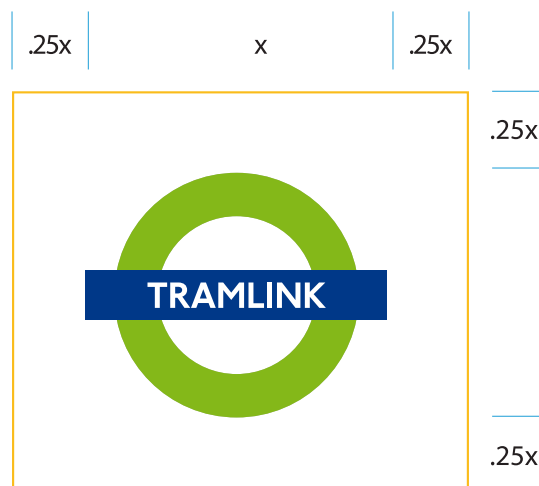
6   Colours

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

Print

PANTONE®
072C   **368C**

PMS
Colour reproduction
using Pantone
Matching System on
coated paper.

PANTONE®
072U   **368U**

PMS
Colour reproduction
using Pantone
Matching System on
uncoated paper.

C: 100   C: 57
M: 88   Y: 100
K: 5

CMYK
Colour reproduction
using Four colour process.

Screen

0R   0R
25G   189G
168B   25B

RGB
Colour reproduction
using red, green and
blue values.

00 00 99   66 CC 00
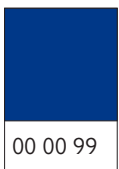
web
Colour reproduction
using Web safe colours.

Paint

S 4060-R80B   S 0580-G30Y

NCS
Colour reproduction using
Natural Colour System.

Tram Livery Green

PANTONE®
375

Used for the current tram exterior livery
only. Not to be used in any other instance
or for any future tram livery design

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.

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Website: **www.tfl.gov.uk**

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