London Tramlink

Tram stop signs standard

Issue 3

MAYOR OF LONDON

Transport for London

Contents

Foreword

1 Basic elements

1.1 Colour

1.2 Lettering

1.3 Typography

1.4 Arrows

1.5 Panel sizes

1.6 Radius corners

1.7 Viewing distances

1.8 Pictograms

2.0 Sign types

2.1 Roundel network dentifier

2.2 Totems

2.3 Stop identifier

2.4 Tram network diagram

2.5 Direction of travel signs

2.6 Directional signs

2.7 Poster frame headers

2.8 Ticket machine header

2.9 Ticket machine vinyl

2.10 Penalty fare notice

2.11 Help point identifiers

2.12 Safety and related signs

2.13 Electronic signs

2.14 Position of signs

2.15 Signing within bays

For further information

Foreword

The way a company expresses itself, its public ‘tone of voice’, affects the attitude of our customers towards us. The way in which information is given, is in many cases, crucial to its understanding or acceptance.

An important element in this expression is signage, which must project an image of efficiency, consistency and modernity. Signing of facilities has also to function on an operational level, moving customers through the system safely.

The detailed information in this standard represents the culmination of thorough research, design and development. By careful and consistent application of this standard we will further enhance the image of trams in London.

1 Basic elements

The basic elements of the London Tramlink sign system are the roundel, the house colours and the New Johnston typeface.

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 section for its reproduction and application must be strictly adhered to.

Colours are similarly important. Approved NCS colour references should always be used when specifying colours.

The New Johnston typeface is representative of the Transport for London 'tone of voice'. Its friendly, yet authoritative appearance has been a familiar and reassuring sight for decades.

1.1 Colour

The house colour for London Tramlink signing is Tramlink Green, but there are other colours, shown on this page, which are to be used when producing Tram signing.

NCS (Natural Colour System) references are given for all sign materials.

It should be noted that quality control is vital to ensure accurate colour matching and that checks must be carried out during manufacture and on delivery of signs. A4 size NCS colour swatches can be purchased from:

TfL Corporate Design maintain master swatches of all NCS colours. All sign colours must match these swatches and be signed off by TfL Corporate Design.

NCS Colour Centre
71 Ancastle Green
Henley-on-Thames
Oxfordshire RG9 1TS
Telephone **01491 411717**

Tramlink green
NCS S 0580-G30Y

Corporate blue
NCS S 4060-R80B

Corporate black
NCS S 9000-N

Corporate white
NCS S 0500-N

Safety yellow
NCS S 0580-Y10R

Safety blue
NCS S 3065-R90B

Safety red
NCS S 1085-Y80R

Safety green
NCS S 3065-G10Y

Corporate grey
NCS S 4005-R80B

Frame Edge grey
NCS S 7010-R90B

1.2 Lettering

New Johnston Medium is London Tramlinks' corporate typeface and is used for all signing within the passenger environment, and for a wide range of publicity and other material.

It is highly legible and yet 'friendly' in tone.

Lettering must be shown in Corporate blue (NCS S 4060-R80B) unless stated otherwise. It is to be upper and lower case, not capitals only, and initial capitals are used only for the beginning of a message or for proper names. The use of upper and lower case letters enhances readability when text statements longer than one word are made.

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

New Johnston Medium

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

New Johnston Light

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

New Johnston Book

Ab

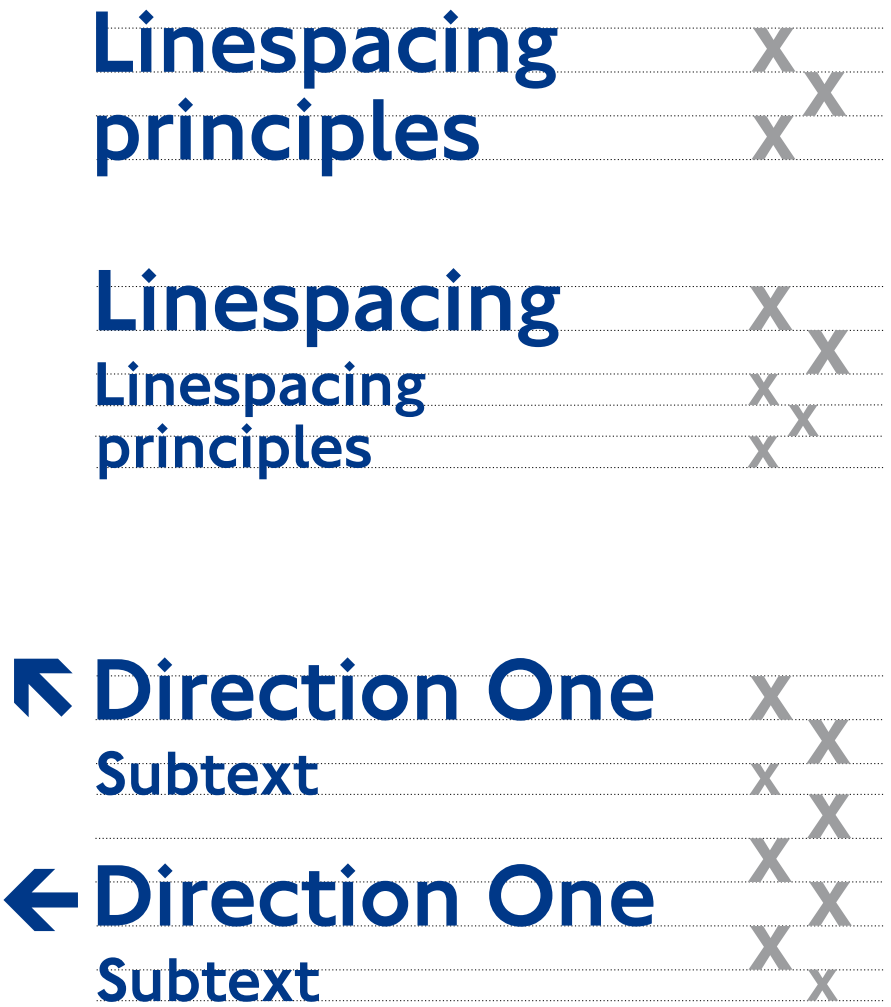
1.3 Typography

Line spacing is based on the height of the lower case letter ‘x’. One ‘x’ is the standard minimum between two lines of information.

When information in more than one size of lettering is used, the larger ‘x’ height should be used to separate the two lines of differing size. The smaller letter size is normally 70 per cent of the larger size.

Unless the function of the sign dictates otherwise, text is ranged left.

Where line spacing is used to split direction, a double line space is used between.



1.4 Arrows

This is the standard design of arrow for London Tramlink, and its proportions must not be altered.

Arrows indicating direction to the left, straight ahead or down should be placed left hand side of the first line of the message.

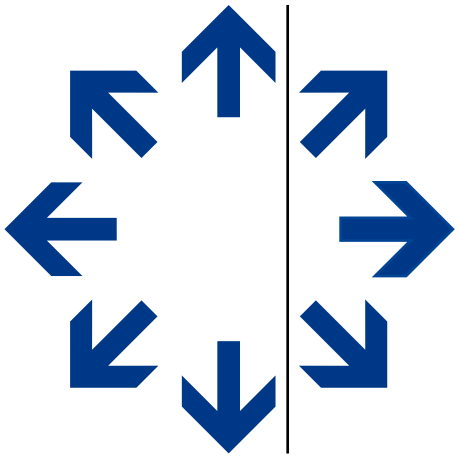
Arrows indicating direction to the right should be placed at the right hand side of the first line of the message.

Sign messages should be ranged left to right according to the direction indicated by the arrow.

Where one sign message is subsidiary to another and is in a smaller size of lettering, an arrow should only be included with the main message.

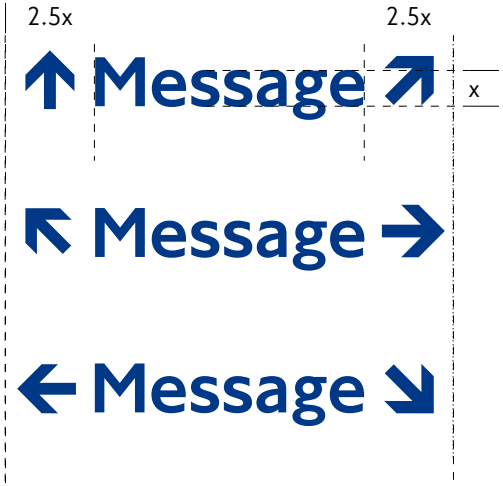
The diagram and examples give the position of the arrow relative to the message.

The size of the arrow is related to the capital height (CH) of the message as shown. Arrows directing vertically up or down are centred on the capital height.



Arrow height in this position equals capital height of type

Visually centre vertical arrows on capital height of type

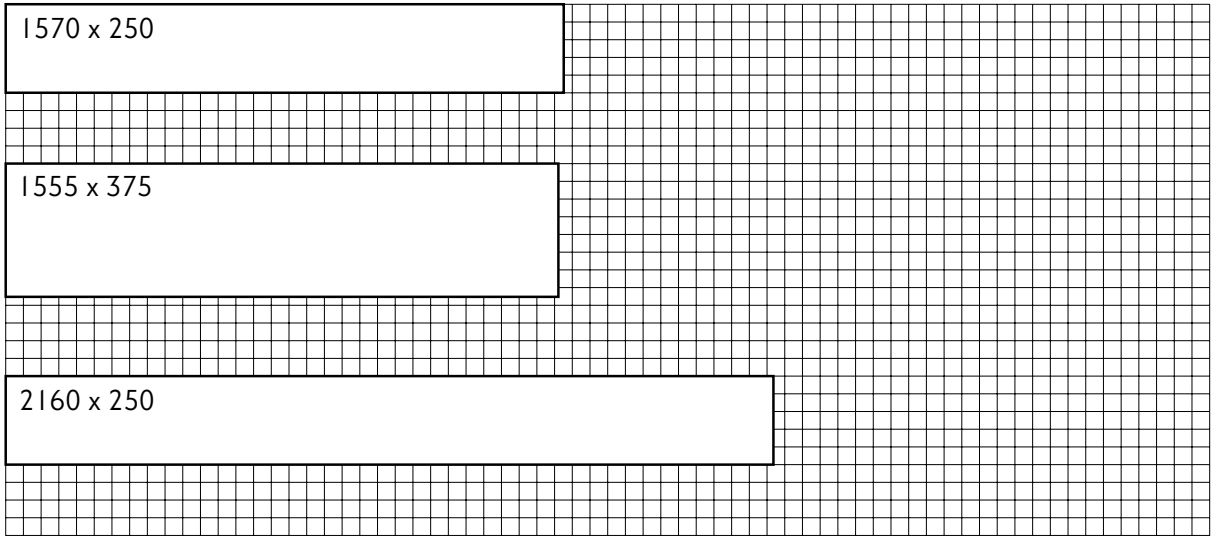


1.5 Panel sizes

There are three standard sizes for signs on a tram stop, with the choice of panel depending on the message to be conveyed and the location of the sign .

Scaled down examples of the panel sizes are shown on this page and superimposed over a grid.

Panel sizes which do not conform to these sizes may only be used in exceptional circumstances, for example when incorporated into an architectural feature.



All measurements are in mm

1.6 Radius corners

Most sign corners are determined by the construction rules in Section 7 of this document.

However, where a sign does not incorporate a structural frame, such as with safety signs and door signs, radius corners are required.

Radius corners on panels measuring less than 625cm^2 should be 4mm.

Panels measuring between 625cm^2 and 1600cm^2 have 8mm radius corners.

Panels measuring more than 1600cm^2 have 10mm radius corners.

Panels less than 625cm2

Panels between 625cm2 and 1600cm2

Panels more than 1600cm2

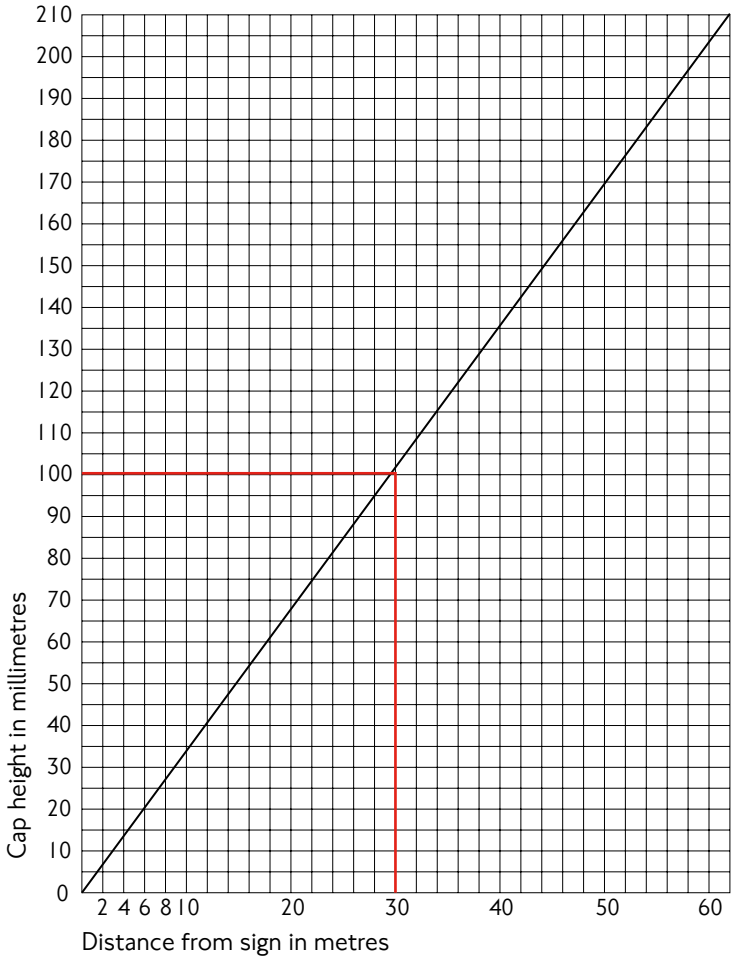
1.7 Viewing distances

As a guide this chart shows the distance at which certain sizes of lettering can be read by a person with normal eyesight.

The data obtained can be used to determine the minimum letter size for any sign. Other considerations, such as architectural features or space restrictions may influence the final choice of letter size, but the optimum size may be used wherever possible (eg for text to be read at a distance of 30 metres, the cap height should be above 100 mm).

Most London Tramlink signs have set text sizes. These text sizes should be adhered to at all times.

Use of unnecessarily large letters must be avoided.



1.8 Pictograms

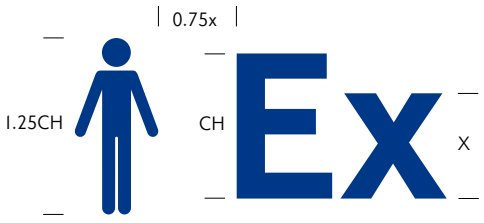
Pictograms are used increasingly to provide information for those who may have difficulties with the text. The pictograms shown are only some of those available to London Tramlink.

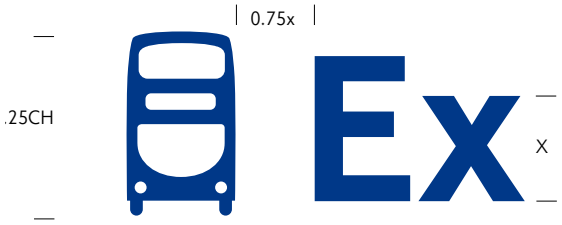
All pictograms used on London Tramlink must be as illustrated within the TfL pictogram standard available via the TfL website **tfl.gov.uk/corporatedesign**

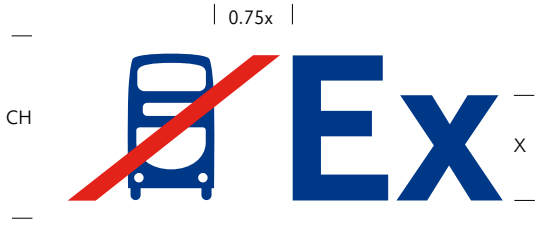
1.8.1 Pictograms continued

Pictogram sizes
When pictograms are positioned alongside text, there is to be a distance of 75 per cent the x height between pictogram and text.
The height of the pictogram should be 25 per cent greater then that of the cap height.
However, no pictogram should be scaled so that it is wider than 250 per cent the height of the x height.

Note:
On line diagrams, network symbols, when used, are to be the same height as the cap height.

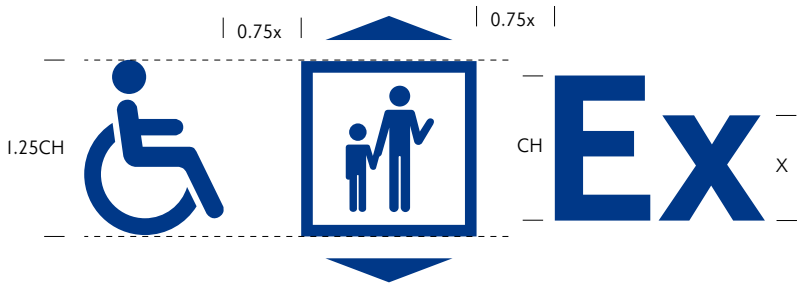


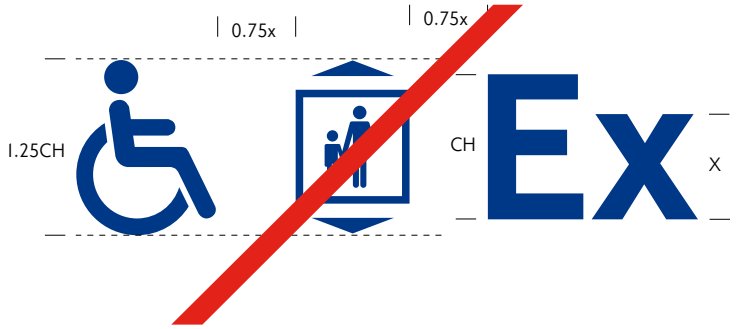




1.8.2 Pictograms continued

Lift pictogram
The Lift pictogram should always be accompanied by the wheelchair pictogram (except where stairs are used to reach a lift). The height of the lift pictogram is scaled so that it is the lift box that is 25 per cent greater than the cap height and not the entire lift pictogram.





2 Sign types

This section of the manual covers signs displayed on and around tram stops.

Because signs are so prominent and visible, they form an important part of the tram network's corporate identity. They are a major element among the visible expressions which create an image of the organisation in the minds of those who use the system.

They therefore function on both operational and image levels and their design has been judged to fulfil the criteria in both of these areas.

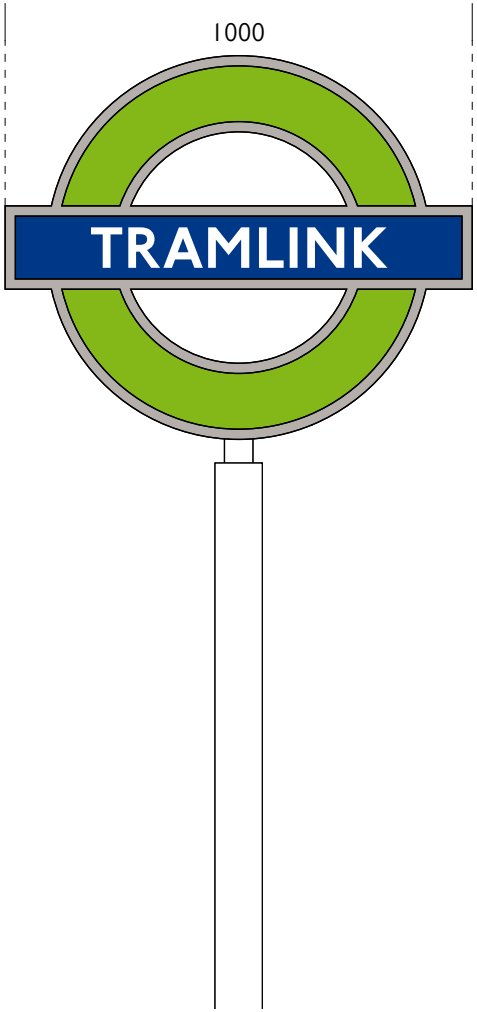
2.1 Roundel network identifier

Contents

Roundel stop identifiers are the main identifiers of the London Tramlink network.

They are designed to identify a tram stop, from a distance, where it may not always be obvious from street level where a stop is located.

Only for end of line as free-standing poles.



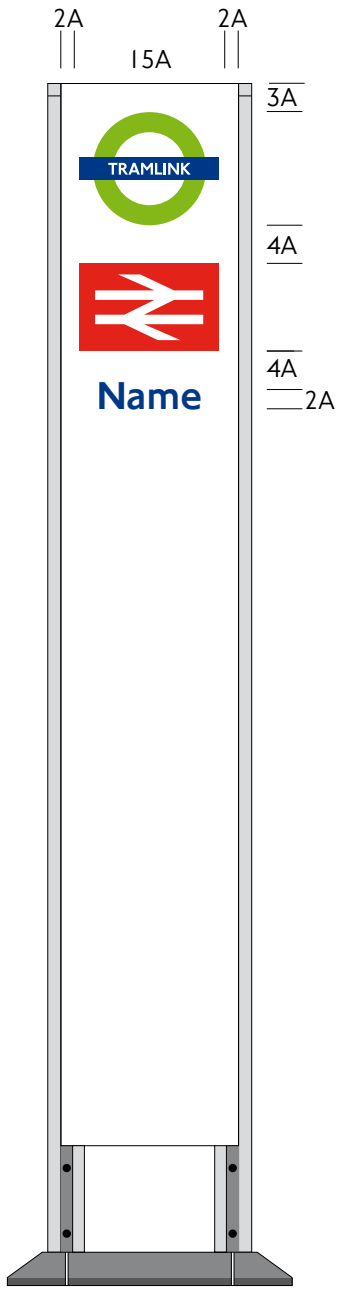
2.2 Totems

The purpose of a totem is to identify clearly and consistently the modes of transport available at a London Tramlink stop that acts as an interchange. Totems should be positioned in a location so as to ensure that from all approaches to the stop the modes of transport available are recognisable from a distance.

At an interchange stop, the logos from all other modes of transports available around the stop are to be included on the totem along with the stop name, which is centred beneath the logos.

For more detailed information on totems and interchange signing, please refer to the TfL multi-modal interchange signs standards for London **tfl.gov.uk/corporatedesign**.

Shown here is one version in a family of totems. For more information please contact TfL Corporate Design **020 7126 4462**.



2.2.1 Totems continued

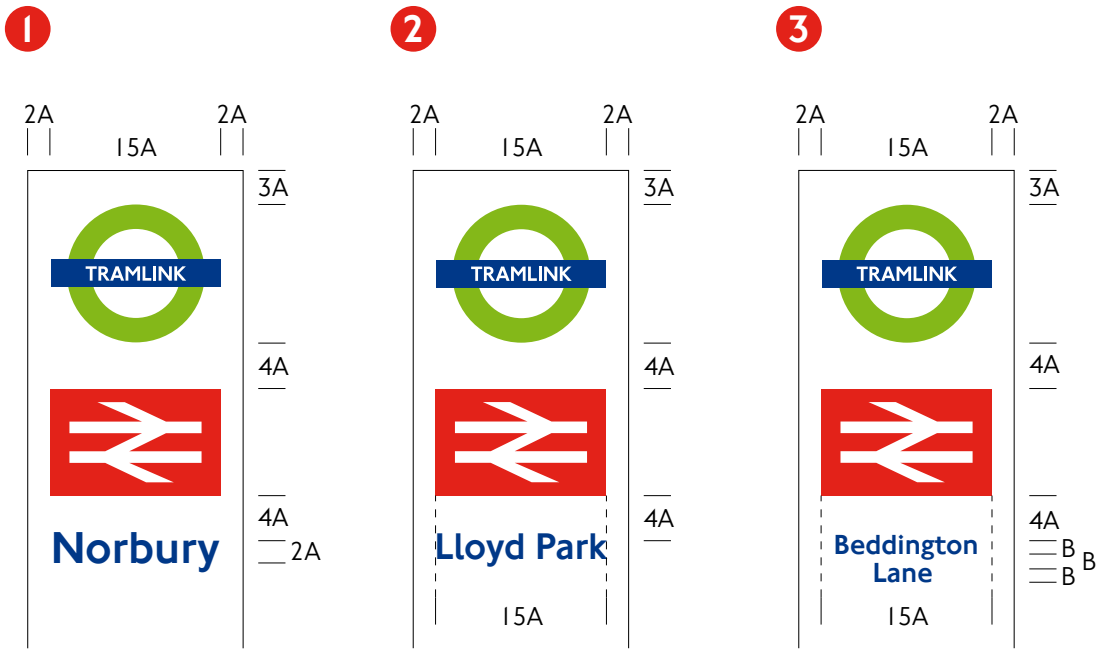
Stop names
There are three sizes of text for displaying stop names on totems. The stop name should never extend beyond the width of the logos.

1 This image illustrates the preferred x height for a stop name on a totem.

2 Stop names should never extend beyond the roundel width. Where a stop name using the formula demonstrated in the first picture extends beyond the width of the roundel, it should be adjusted so that it is the same width as the roundel.

3 Where a stop name goes onto two lines the formula shown here is to be used.

Mode logos fulfil the function of identifying the network. It is mode logos only that should ever be displayed on a totem.



2.3 Stop identifiers

The stop identifier should be displayed at regular intervals on all platforms of a tram stop. They should be located in such a manner that from any position from within the tram itself, the stop name is clearly apparent.

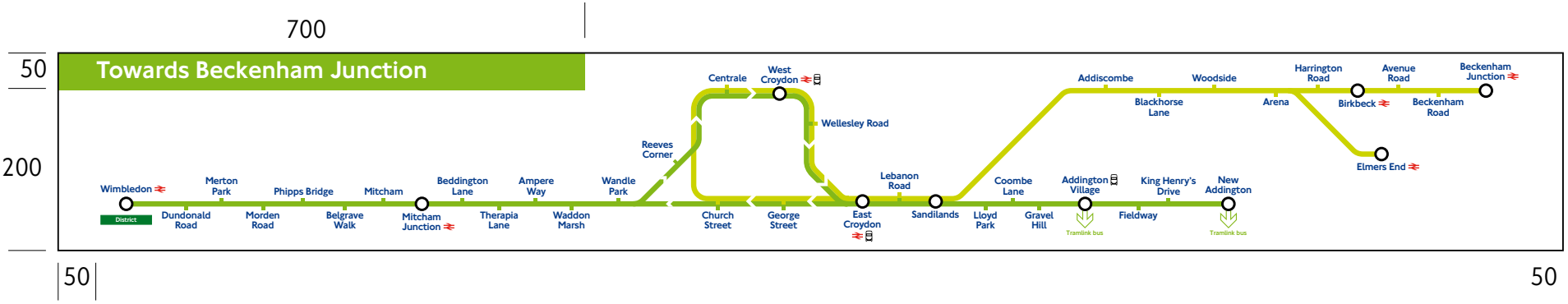
These same stop identifiers should enable customers at platform level to easily identify the stop at which they are on, from any part of the tram stop.

If the stop identifiers are not visible to the public passing outside the tram stop, then extra stop identifiers should be displayed in appropriate locations.

2.4 Tram network diagram

Network diagrams should be positioned on each platform as a means of confirming arrival at the correct platform and orientating the customer, by the stop position on the route.

Note that this is a sample layout only. For detailed information on the construction of tram network maps please refer to the TfL line diagram standard or contact TfL Corporate Design **020 7126 4462.**



2.4.1 Tram network diagram

Direction of travel indicator
The direction of travel is always to be displayed within the 700mm green strip on the left hand side of the panel.

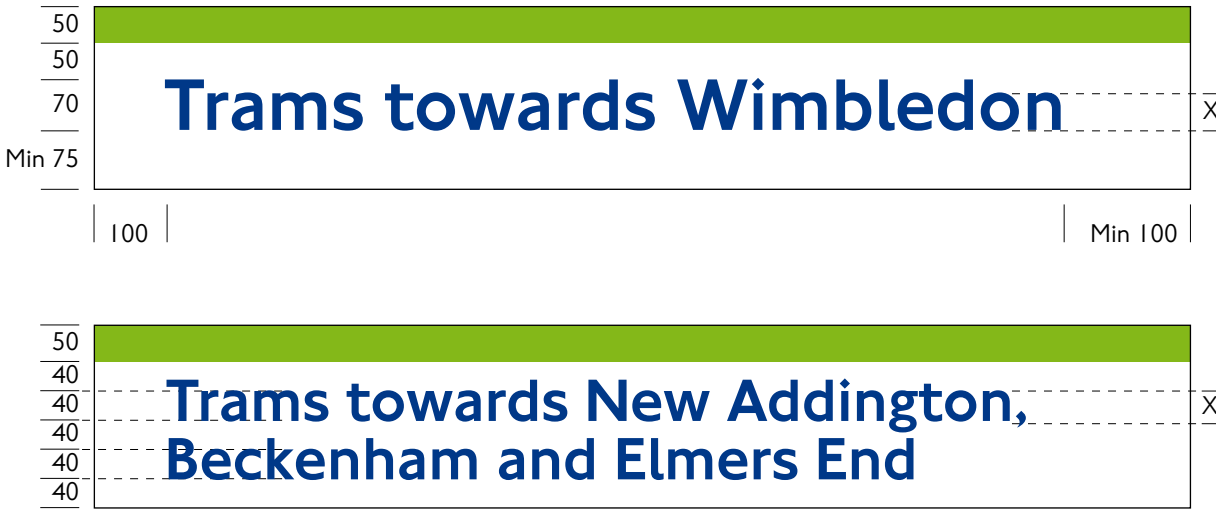
To highlight what stop you are at on a network diagram, the stop name is highlighted in white text on a blue background. The stop name is also written at 125 per cent the normal size.

The direction in which the tram travels from the stop is indicated by the arrowhead on the blue box in which the stop name is placed.

2.5 Direction of travel signs

Direction of travel panels assist with confirming to the customer that they have selected the correct platform for travel.

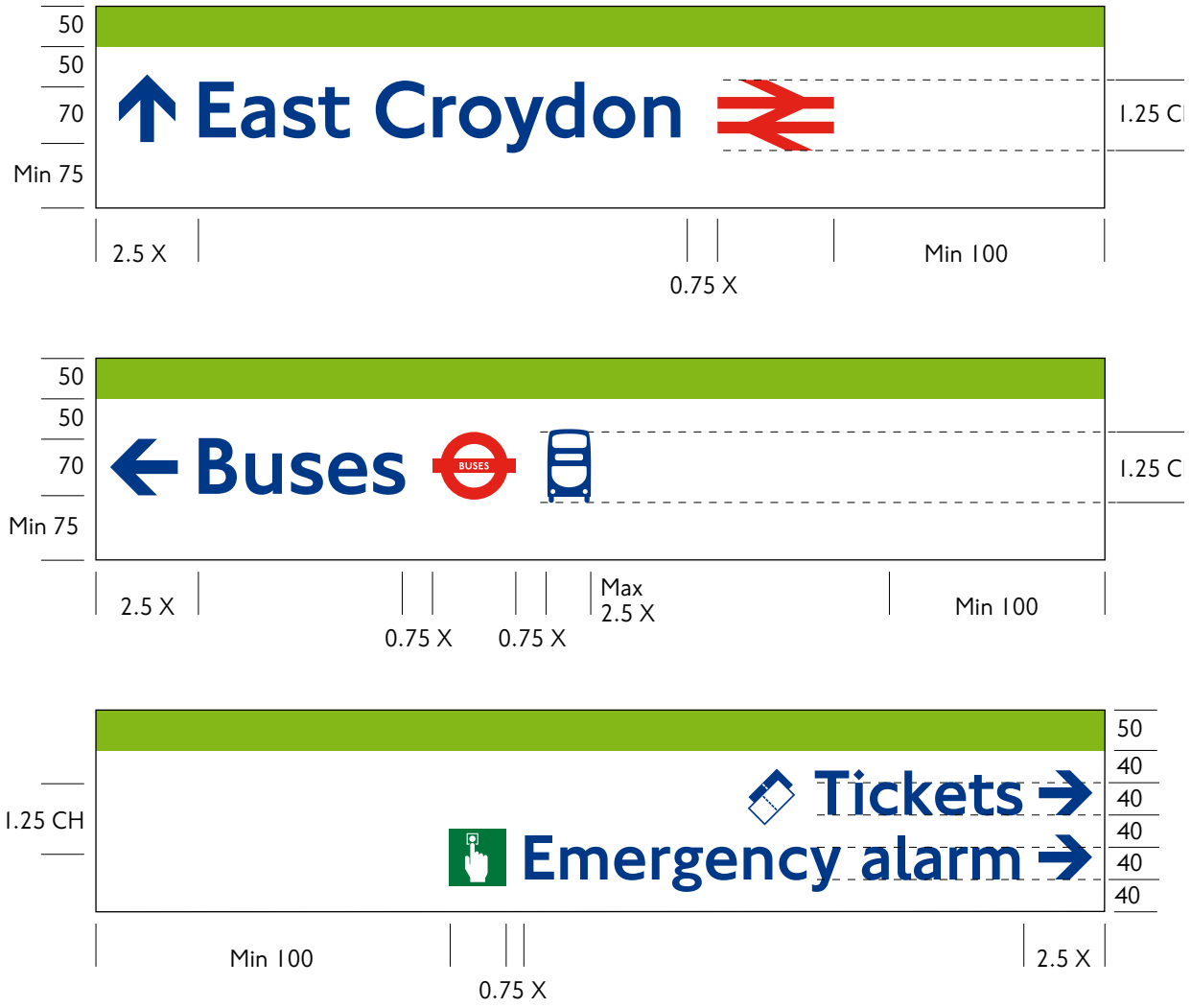
They are to be located at each end of a platform so customers are aware at once when entering a stop which platform to wait on for a particular journey. There may be occasions when more than two per platform direction of travel indicators are needed.



2.6 Directional signs

Contents

Directional signs are designed to alert customers to facilities within a tram stop and give information relating to local amenities as well as other transport modes.



2.7 Poster frame headers

Poster frame headers display the No smoking and CCTV messages. They also act as a supplementary stop identifier.

The No smoking and CCTV signs are constructed following the rules of the TfL Supplementary signs standard. They are separated from the stop identifier by a 2mm light grey line (NCS S 4005-R80B)

2.8 Ticket machine header

This sign is placed onto the stand alone ticket machines only. They are designed to be attached to the structure of the machine itself.

2.9 Ticket machine vinyl

This vinyl appears on a dedicated panel on the stand alone ticket machine. Original artwork is available from TfL Corporate Design.

Tickets you can buy from this machine

- Single tram fare
- Tram and bus through fare
- Daily/weekly bus and tram passes
- Travelcards
- Tickets to and from the tube

This machine is operated by Tram Operations Limited

How to use this machine

1. Use the wheel to select ticket type on screen
2. Press enter button in centre of wheel to select ticket you want to buy
3. Insert cash - coins into the slot and notes into the note accepter
4. Tickets and change are dispensed in tray below

Refunds

If the ticket machine runs out of change you can get a refund voucher from the machine which can be changed at the Tramlink shop or by post;

Tramlink shop
5 Suffolk House, George Street, Croydon CRO 1PE

We will refund postage costs

Penalty fares

If you fail to show on demand a valid ticket or validated Oystercard for your whole journey you will be liable for a penalty fare or prosecution

The following coins and notes are accepted:

5p 10p 20p 50p £1 £2 £5 £10 £20

Insert coins before notes.

Please do not insert money until you have chosen the ticket type.

For full details of ticket and photocard validity, please see the fares and tickets information poster

Insert coins before notes

Notes are inserted in the note acceptor below

Coins only

2.10 Penalty fare notice

Penalty fare notices are to be placed on each platform. Master artwork is available from TfL Corporate Design.

2.11 Help point identifiers and Help point instructional signs

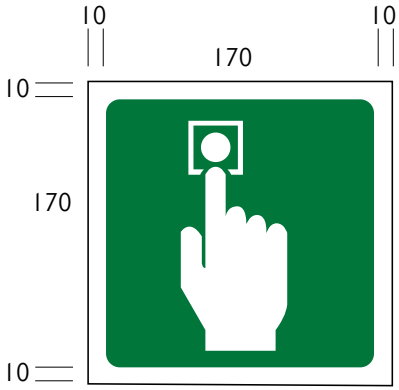
Help point identifiers (1) are to be placed above all Help points. They should be placed perpendicular to the other signs so that they are visible right along the platform.

As these signs protrude, it is vital that they are placed so that the bottom of the sign is at 2.5 metres.

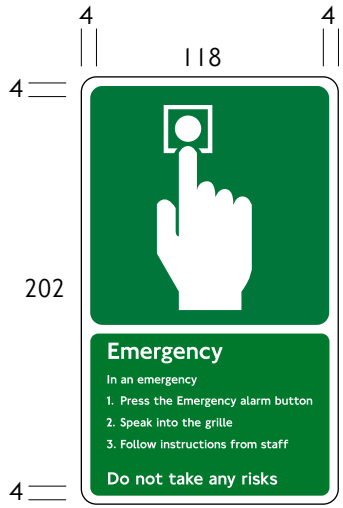
The instructional version of this sign (2) is to appear directly above the Help point itself.

Artwork for both signs are to be obtained from TfL Corporate Design.

1



2



2.12 Safety and related signs

The signs shown here and on the following two pages are examples of safety signs. Please refer to the TfL Supplementary signs standard for further details of such signs **tfl.gov.uk/corporatedesign**

Safe condition signs
Safe Condition signs are Safety green. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with safe condition signs are:

- In emergency contact station controller
- First aid
- Emergency exit

Mandatory signs
Mandatory signs are Safety blue. Corporate white is used for pictograms and text where necessary.

Examples of accompanying messages with mandatory signs are:

- Fire door Keep shut
- Do not obstruct these doors
- Keep clear

Safety green NCS S 3065-G10Y
Corporate white NCS S 0500-N

Safety blue NCS S 3065-R90B
Corporate white NCS S 0500-N

2.12.1 Safety and related signs continued

Prohibition signs
Prohibition signs are Safety red. Corporate black is used for pictograms against a Corporate white background. Text where necessary is white on a Safety red background.

Examples of accompanying messages with prohibition signs are:

- No entry unless authorised
- No smoking
- No parking

Safety red NCS S 1085-Y90R
Corporate white NCS S 0500-N
Corporate black NCS S 9000-N

Warning signs
Warning signs are Safety yellow with a Corporate black border. Corporate black is used for pictograms and text where necessary.

Examples of accompanying messages with warning signs are:

- Danger High voltage
- Mind the step
- Warning Buses turning

Safety yellow NCS S 0580-Y10R
Corporate black NCS S 9000-N
Corporate white NCS S 0500-N

2.12.2 Safety and related signs continued

Fire safety signs
Fire safety signs are white on a Safety red background. Pictograms are Corporate white on a Safety red background.

Examples of accompanying messages with fire safety signs are:

- Danger High voltage
- Mind the step
- Warning Buses turning

For more detailed information relating to Safety signs please refer to the TfL Supplementary signs standard
tfl.gov.uk/corporatedesign

Safety red NCS S 1085-Y90R
Corporate white NCS S 0500-N

2.13 Electronic signs

Electronic signs can provide customers with accurate, real-time information about train arrivals, disruptions to services and advise on safety and emergency procedures.

It is therefore important that information is presented in a clear, logical and consistent manner to aid recognition, comprehension and credibility.

All messages are to be displayed in orange and are to be visible under all conditions.

For exterior displays, ultra bright LEDs should be used. The standard display lettering shown uses a character matrix 10 dots high and 7 dots wide. However, a 9 x 5 matrix may also be used for smaller boards.

The size of the lettering is determined by the size of LED and pitch (space between LEDs) used.

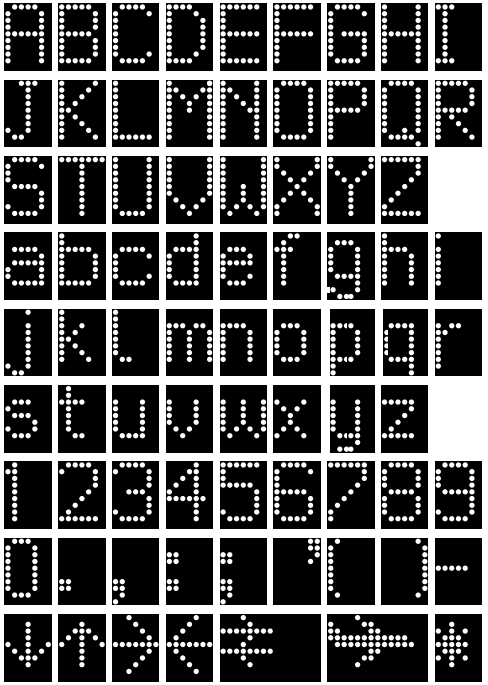
Messages appear in mixed upper or lower case with all capital letters used for destinations and emphasis only.

Displays are made up of matrix blocks eight dots square. These are butted together to form a continuous matrix of the required size.

A minimum border equivalent to two display dots must be allowed within the display area. This may be made up of unused active or additional inactive LEDs, dependent on the number of active dots used for display lines.

An additional row of dots must be allowed between each line of display for line spacing. Character spacing is proportional.

LED size/pitch	x	y
3/4	25	12.5
5/7.62	46	23
9/15.24	92	46

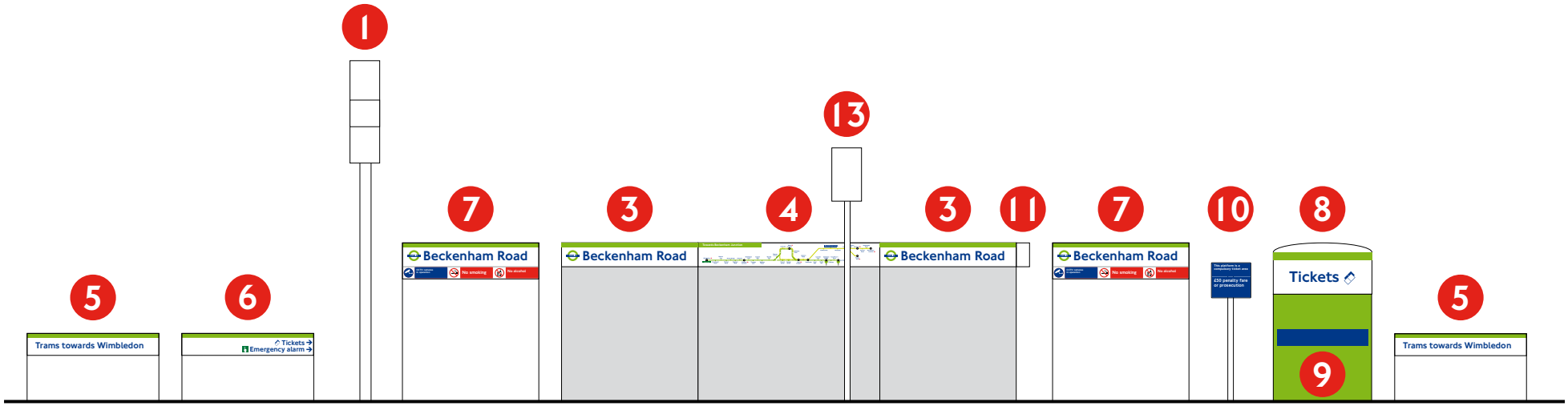


2.14 Position of signs

Contents

Signs should be positioned on a platform in the order shown here (Based on a platform with a 3 bay shelter).

Note that this illustration shows a 3 bay shelter on the platform. Signing within shelters differ depending on the number of bays available. Please sea the following page for correct bay signing.

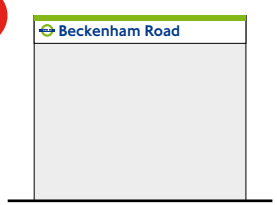


1) Network identifier
2) Totem (Not shown - only to be included when part of an interchange with other modes)
3) Stop identifier
4) Network diagram
5) Direction of travel identifier
6) Directional sign
7) Poster frame header
8) Ticket machine header
9) Ticket machine vinyl
10) Penalty fare notice
11) Help point identifier
12) Safety notices (Not shown)
13) Electronic sign

2.15 Signing within bays

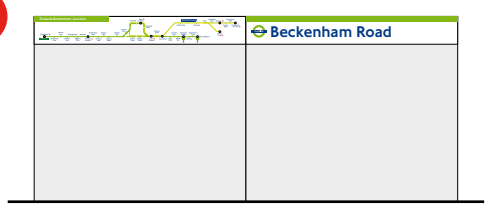
Contents

1



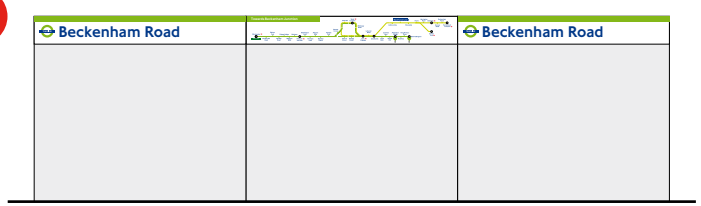
1 bay shelter: 1 Stop identier

2



2 bay shelter: 1 Stop identier and 1 network diagram

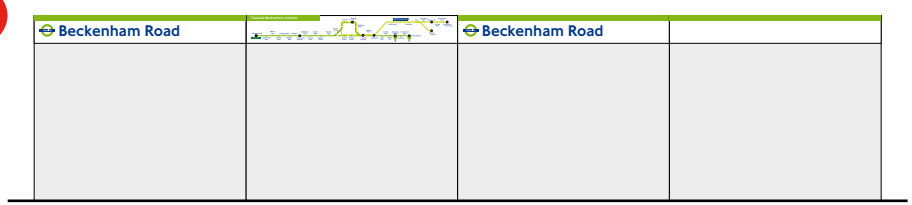
3



1 bay shelter: 2 Stop identiers, 1 network diagram

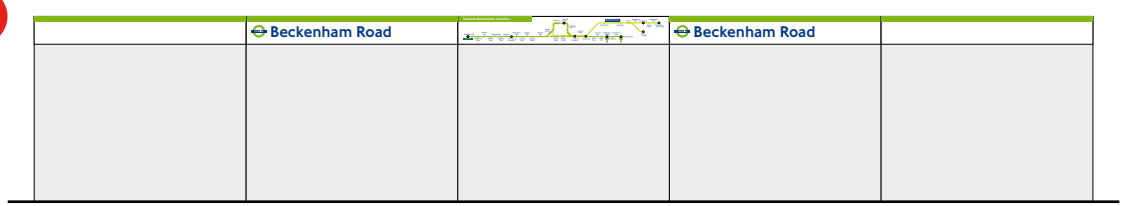
2.15.1 Signing within bays continued

4



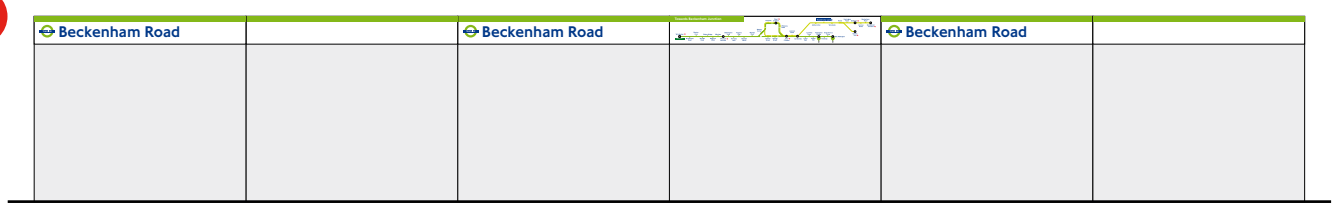
4 bay shelter: 2 Stop identiers, 1 network diagram, 1 blank panel with green strip (a directional sign may be used instead of blank panel if required)

5



5 bay shelter: 2 Stop identiers, 1 network diagram, 2 blank panels with green strip (directional signs may be used instead of blank panels if required)

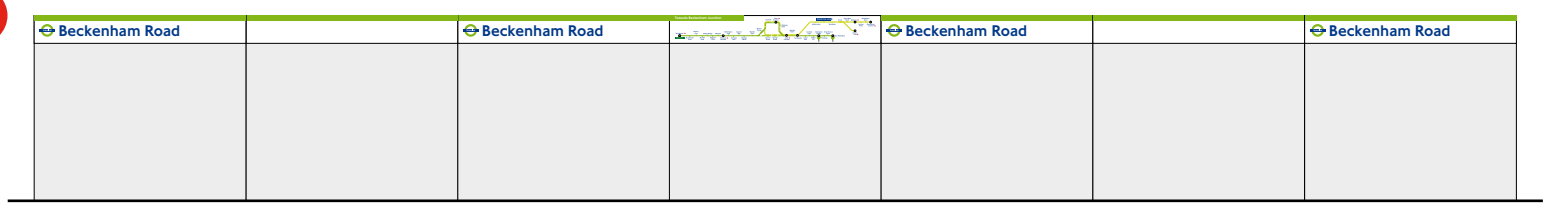
6



6 bay shelter: 3 Stop identiers, 1 network diagram, 2 blank panels with green strip (directional signs may be used instead of blank panels if required)

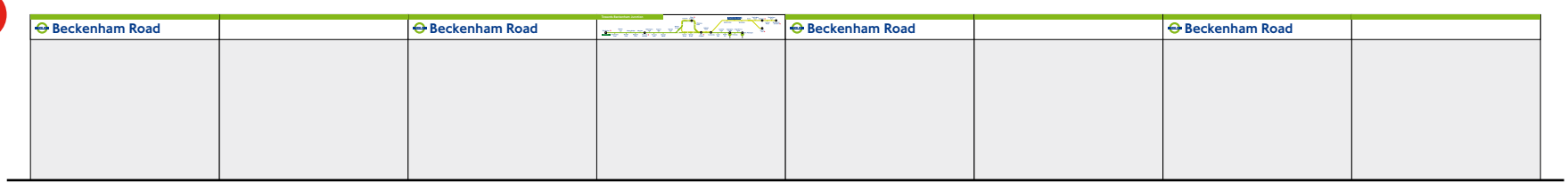
2.15.2 Signing within bays continued

7



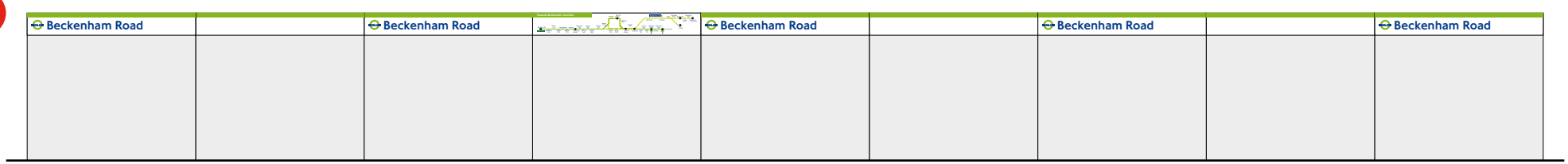
7 bay shelter: 4 Stop identiers, 1 network diagram, 2 blank panels with green strip (directional signs may be used instead of blank panels if required)

8



8 bay shelter: 4 Stop identiers, 1 network diagram, 3 blank panels with green strip (directional signs may be used instead of blank panels if required)

9



9 bay shelter: 5 Stop identiers, 1 network diagram, 3 blank panels with green strip (directional signs may be used instead of blank panels if required)

2.15.3 Further information

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

In case of difficulty or doubt as to the correctness in the application of these standards, or the sign types contained within this document please contact TfL Corporate Design.
Telephone: **020 7126 4462**
Internal extension**: 64462**

Suggestions for improving this document should be directed through the change control process. Contact TfL Corporate Design.

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

Issue 3, March 2009