

# Colour standard

Issue 6

# Contents

Foreword

1 Colour systems

2 Corporate colours

3 Mode colours

4 Safety colours

5 London Underground line colours

6 Other TfL marks

Further information

## Foreword

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

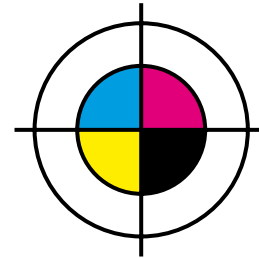
This document gives guidance on all Transport for London's corporate colours, detailing those that are used on our transport modes and London Underground lines. The colours illustrated for each purpose are mandatory and must be matched accurately. The colour references cover print, digital and paint applications where applicable.

# I Colour systems

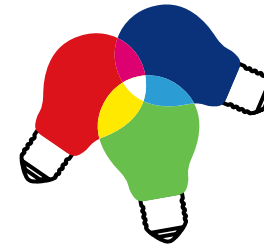
This document provides colour reference codes for several colour systems. To help you choose the colour system best suited to your application, they are briefly explained here.



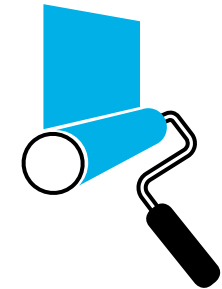
The PANTONE® Colour Matching System (PMS) is a colour space used to describe, match and reproduce our colours exactly in printed materials using ink mixed specifically for each colour.



CMYK colour refers to cyan, magenta, yellow, and key (black) inks used in colour printing. Where four-colour printing is specified the CMYK colours should be used.



RGB colour is a light-based colour model used by the displays of devices such as computers, and tablets. When using our colours for display on screens and devices the RGB colour should be used.

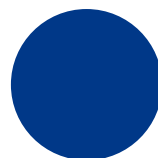


Natural Colour System (NCS) is a perceptual colour model. The NCS reference should be used when specifying our colours for paint.

## 2 Corporate colours

TfL has a set of corporate colours which are used across the business units, transport modes, safety signs and certain London Underground lines.

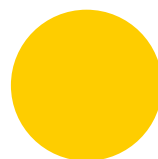
This section provides the colour references for all the TfL corporate colours.



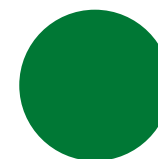
**Corporate Blue**  
PMS 072  
C100 M88 Y0 K5  
R0 G25 B168  
NCS S 4060-R80B



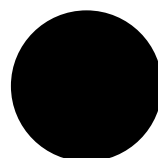
**Corporate Red**  
PMS 485  
C0 M95 Y100 K0  
R220 G36 B31  
NCS S 1085-Y80R



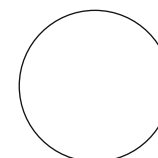
**Corporate Yellow**  
PMS 116  
C0 M16 Y100 K0  
R255 G206 B0  
NCS S 0580-Y10R



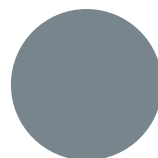
**Corporate Green**  
PMS 356  
C95 M0 Y100 K27  
R0 G114 B41  
NCS S 3065-G10Y



**Corporate Black**  
PMS Black  
C0 M0 Y0 K100  
R0 G0 B0  
NCS S 9000-N



**Corporate White**  
PMS N/A  
CMYK N/A  
R255 G255 B255  
NCS S 0500-N



**Corporate Grey**  
PMS 430  
C5 M0 Y0 K45  
R134 G143 B152  
NCS S 4005-R80B



**Corporate Dark Grey**  
PMS 432  
C23 M2 Y0 K77  
R65 G75 B86  
NCS S 7010-R90B

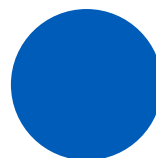
### 3 Mode colours

This section provides the colour references for all the different TfL transport modes.

 <b>Transport for London</b> PMS 072 CI00 M88 Y0 K5 R0 G25 B168 NCS S 4060-R80B	 <b>DLR</b> PMS 326 C8 M0 Y38 K0 R0 GI75 BI73 NCS S 2050-B50G	 <b>Elizabeth line</b> PMS 266 C73 M8I Y0 K0 RI47 GI00 B204 NCS N/A	 <b>Emirates Air Line</b> PMS I86 C0 MI00 Y8I K4 R220 G36 B3I NCS N/A
 <b>London Buses</b> PMS 485 C0 M95 Y100 K0 R220 G36 B3I NCS S I085-Y80R	 <b>London Coaches</b> PMS I30 C0 M30 Y100 K0 R24I GI7I B0 NCS S I070-Y20R	 <b>London Dial-a-Ride</b> PMS Pantone Purple C38 M88 Y0 K0 RI83 G39 BI9I NCS S 2060-R40B	 <b>London Overground</b> PMS I58 C0 M6I Y97 K0 R239 GI23 BI6 NCS S 0585-Y50R
 <b>London River Services</b> PMS 299 C850 MI9 Y0 K0 R0 GI60 B226 NCS S 2060-B	 <b>London Taxi and Private Hire</b> PMS 27I5 C57 M45 Y0 K0 RI32 GI28 B2I5 NCS S 2060-R70B	 <b>London Trams</b> PMS 368 C57 M0 Y100 K0 R0 GI89 B25 NCS S 0580-G30Y	 <b>London Underground</b> PMS 072 CI00 M88 Y0 K5 R0 G25 B168 NCS S 4060-R80B
 <b>Santander Cycles</b> PMS N/A C0 M93 Y100 K0 R220 G36 B3I NCS S N/A	 <b>TfL Rail</b> PMS 072 CI00 M88 Y0 K5 R0 G25 B168 NCS S 4060-R80B		

## 4 Safety colours

Only the colours shown on this page are to be used on TfL safety signs and notices. They help ensure that TfL safety signs and notices comply with the 1996 Health and Safety (Safety Signs and Signals) regulations.



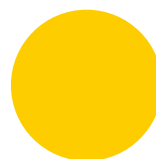
### Safety Blue

PMS 300  
C100 M57 Y4 K0  
R0 G96 B168  
NCS S 3065-R90B



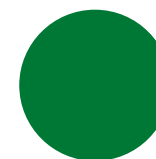
### Corporate Red

PMS 485  
C0 M95 Y100 K0  
R220 G36 B31  
NCS S 1085-Y80R



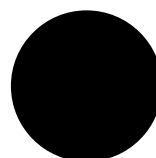
### Corporate Yellow

PMS 116  
C0 M16 Y100 K0  
R255 G206 B0  
NCS S 0580-Y10R



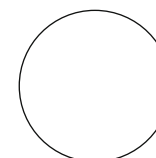
### Corporate Green

PMS 356  
C95 M0 Y100 K27  
R0 G114 B41  
NCS S 3065-G10Y



### Corporate Black

PMS Black  
C0 M0 Y0 K100  
R0 G0 B0  
NCS S 9000-N














### Corporate White

PMS N/A  
CMYK N/A  
R255 G255 B255  
NCS S 0500-N

## 5 London Underground line colours

This section provides the colour references for all the London Underground lines.

 <b>Bakerloo line</b> PMS 470 C26 M67 Y89 K19 R178 G995 B0 NCS S 4050-Y50R	 <b>Central line</b> PMS 485 C0 M95 Y100 K0 R220 G36 B31 NCS S 1085-Y80R	 <b>Circle line</b> PMS 116 C0 M16 Y100 K0 R255 G206 B0 NCS S 0580-Y10R	 <b>District line</b> PMS 356 C95 M0 Y100 K27 R0 G114 B41 NCS S 3065-G10Y
 <b>Hammersmith &amp; City line</b> PMS 197 C2 M50 Y17 K0 R244 G169 B190 NCS S 0550-R10B	 <b>Jubilee line</b> PMS 430 C53 M37 Y34 K16 R161 G165 B167 NCS S 4005-R80B	 <b>Metropolitan line</b> PMS 235 C38 M100 Y27 K27 R155 G0 B88 NCS S 4050-R30B	 <b>Northern line</b> PMS Black C0 M0 Y0 K100 R0 G0 B0 NCS S 9000-N
 <b>Piccadilly line</b> PMS 072 C100 M88 Y0 K5 R0 G25 B168 NCS S 4060-R80B	 <b>Victoria line</b> PMS 299 C850 M19 Y0 K0 R0 G160 B226 NCS S 2060-B	 <b>Waterloo &amp; City line</b> PMS 338 C57 M0 Y40 K0 R147 G206 B186 NCS S 1040-B80G	



## 6 Other TfL marks

There are a number of identities that TfL displays to its customers in addition to the mode identities. The colour references for the identities are shown here.



### Congestion Charge

PMS 186  
C0 M100 Y81 K4  
R210 G16 B52  
NCS S 1080-Y90R



### Visitor Centre

PMS N/A  
C0 M100 Y0 K0  
R236 G0 B140  
NCS N/A



### Low Emission Zone (green)

PMS 370  
C56 M0 Y100 K27  
R94 G151 B50  
NCS N/A



### Cycleway (green)

PMS 356  
C47 M0 Y100 K0  
R147 G213 B10  
NCS N/A



### Oyster (dark blue)

PMS 072  
C100 M88 Y0 K5  
R0 G25 B168  
NCS S 4060-R80B

### Oyster (cyan)

PMS Cyan  
C100 M0 Y0 K0  
R0 G157 B217  
NCS S 1565-B



### Legible London (yellow)

PMS N/A  
C0 M22 Y100 K6  
R240 G188 B11  
NCS N/A

### Legible London (blue)

PMS N/A  
C87 M46 Y0 K81  
R1 G32 B67  
NCS N/A

## Further information

This standard outlines basic principles and therefore cannot cover every application or eventuality.

If you have any questions on how to apply these rules, contact the TfL Graphics team.

Email: [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)

### **Issue 6**

August 2021

© Transport for London

MSRV21\_057 TfL colour standard - Issue 6