

Barclays Cycle Hire Basic elements standard

Issue 5



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Foreword

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Barclays Cycle Hire 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 Barclays Cycle Hire visual identity. The information covers the corporate typeface, the visual identity of Barclays Cycle Hire and the corporate colours.

The main terms used in these guidelines are as follows:

Roundel

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



Barclays Cycle Hire sponsorship logo

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



Plain roundel

A version of London Cycle Hire 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 Cycle Hire set in New Johnston Medium upper and lower case type. Logotypes are used with roundels or symbols in a fixed relationship to form Marks.

Barclays Cycle Hire



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.

3 Corporate typeface



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

New Johnston	It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.	New Johnston Light <i>New Johnston Light Italic</i> New Johnston Book <i>New Johnston Book Italic</i> New Johnston Book Bold <i>New Johnston Book Bold Italic</i> New Johnston Medium <i>New Johnston Medium Italic</i> New Johnston Bold <i>New Johnston Bold Italic</i>
ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890% (,.-:;!?){"'".,} [+ -= / @ £ \$ ^ & *] À Á Â Ã È Ë Ì Í Î Ï Ó Ô Õ Ø Æ Ù Ú Ç à á â ã è é ê ì í î ï ò ó ô õ ø ù ú ü		

A b

New Johnston

4 Roundel usage

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Acceptable

The examples shown here make up the acceptable applications of the Barclays Cycle Hire 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.



5 Barclays Cycle Hire sponsorship logo usage

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Acceptable

The examples shown here make up the acceptable applications of the Barclays Cycle Hire sponsorship logo.

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



Two colour Barclays Cycle Hire sponsorship logo



The Barclays Cycle Hire sponsorship logo can be applied to flat background colours as long as they provide sufficient contrast



Black Barclays Cycle Hire sponsorship logo



Reversed Barclays Cycle Hire sponsorship logo

5.1 Barclays Cycle Hire sponsorship logo usage continued

Unacceptable

The Barclays Cycle Hire sponsorship logo 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 logo must not be used.

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



6 Exclusion zones



Exclusion zone for the Barclays Cycle Hire sponsorship logo

The light blue dashed box indicates the exclusion zone where no other graphic elements should be placed.

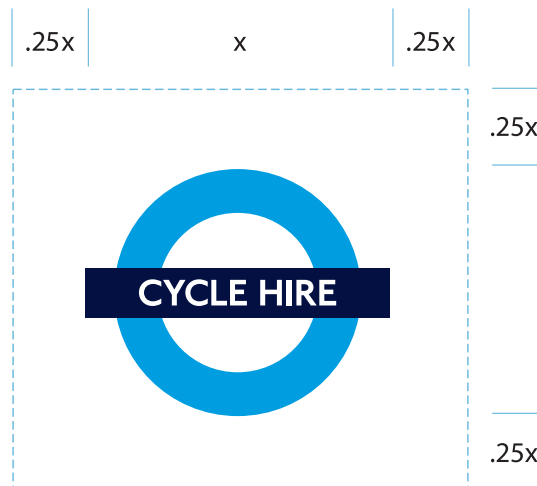
The exclusion zone is always one quarter of the width of the roundel bar.

Note: The exclusion zone is measured from the outer edge of the logo's keyline, as shown.



Exclusion zone for the roundel

The light blue dashed box indicates the exclusion zone where no other graphic elements should be placed.



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

Note
When producing work using the four colour process, only ever use the four colour

breakdown shown on this page. No other breakdown is permissible.

Print



PMS
Colour reproduction using Pantone Matching System on coated paper.

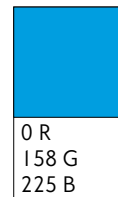


PMS
Colour reproduction using Pantone Matching System on uncoated paper.

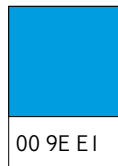
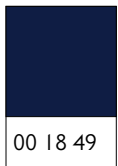


CMYK
Colour reproduction using Four Colour Process.

Screen

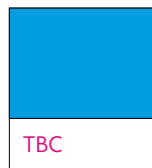
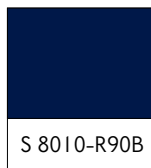


RGB
Colour reproduction using red, green and blue values.



web
Colour reproduction using Web safe colours.

Paint



NCS
Colour reproduction using Natural Colour System.

For further information

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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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