

Barclays Cycle Hire Stationery standard

Issue 2



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For further information



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

This document sets the standards for stationery items used within Barclays Cycle Hire. The information covers the corporate typeface, the visual identity, the corporate colours and the stationary specifications.

Stationary templates can be obtained from TfL Corporate Design telephone: **020 7126 4462**.

For more guidance on TfL Corporate standards, please visit the TfL website, **tfl.gov.uk/corporatedesign**

I Basic elements

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Introduction

This section gives guidance on the basic elements that make up the Barclays Cycle Hire stationery standard. The information covered includes the use of the corporate typeface, roundels and logotypes.

1.1 Corporate typeface

Contents



The typeface used by Barclays Cycle Hire is New Johnston. It is exclusive to TfL and should be applied for via the TfL website: tfl.gov.uk/corporatedesign

Headings

These are set in New Johnston Medium.

Body text

This should be set in New Johnston Book or New Johnston Light.

Book has been designed specifically for clarity and legibility at 12pt (or below).

At sizes above 12pt, New Johnston Light should be used for body text.

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

New Johnston Medium

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

New Johnston Light

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

New Johnston Book

A b

1.2 Logo

Contents

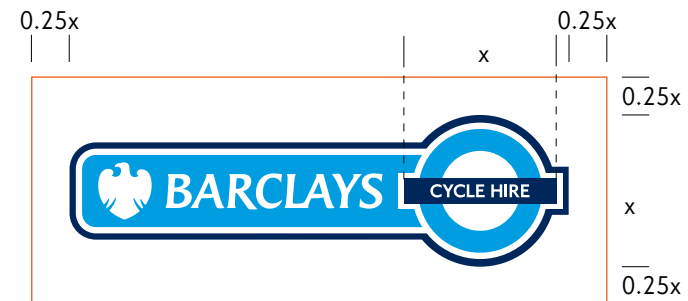


Logo

This page shows the Barclays Cycle Hire roundel.

For detailed guidance on the correct use of the logo refer to the Barclays Cycle Hire basic elements standards.

The orange box indicates the exclusion zone where no other graphic elements should be placed. The exclusion zone is always one quarter (0.25) of the width of the roundel bar (x).



1.3 Logotypes

[Contents](#)



The Transport for London logotype is to always accompany the Barclays Cycle Hire logo on stationery items. It is to be displayed in New Johnston Light, mixed upper and lower case, using the colour Pantone 072.

The MAYOR OF LONDON logotype is to be displayed in New Johnston Bold, all upper case, using the colour Pantone 072.

Transport for London

MAYOR OF LONDON

1.4 Colours



Mode colours

This page identifies the corporate colours used for Barclays Cycle Hire.

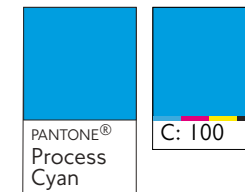
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standard tfl.gov.uk/corporatedesign

Barclays Dark Blue



Barclays Light Blue



Corporate blue



2 Stationery specifications

Contents



Introduction

The following pages explain how Barclays Cycle Hire stationery should incorporate roundels, logotypes and the Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements are fixed and must be adhered to at all times on both pre-printed and locally printed material.

Please note all measurements are in mm.

All stationary artwork can be obtained from TfL Corporate Design, telephone: **020 7126 4462**.

2.1 Letterhead

Contents



Specification for print
Size 210 x 297

The example opposite shows the layout for Barclays Cycle Hire pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm

Transport for London
New Johnston
Light 14pt
Colour: Pantone 5635

Mayor of London
New Johnston
Bold 14pt
Colour: Pantone 072

30 | | 66 | | 10 |

21

Transport for London

Your ref: B/001
Our ref: A/003

Client name
Company name
First line of address
Second line of address
Town or City name
County and POST COD3

Barclays Cycle Hire
PO Box 1214
Enfield
London EN1 9ST
Phone 0845 026 3630
tfl.gov.uk/barclayscyclehire

1 January 2009

Dear name


Corporate identity guidelines

The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. 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 minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis 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.

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Yours faithfully



Name
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678

Copy to: One Other

MAYOR OF LONDON

A division of Transport Trading Limited whose registered office is Windsor House, 42-50 Victoria Street London SW1H 0TL
Registered in England and Wales
Company number 3914810
VAT number 756 2770 08
Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1969. The controlling authority is Transport for London.

12.75

45.25

10

Logo
Width: 66mm
Colour: Pantone 2767
Pantone Process Cyan

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and address
New Johnston
Book 10/12pt
Colour: Pantone 072
*Phone no: 12/18pt

PAD logo
Colour: Pantone 072

Legal
New Johnston
Book 8/9pt
Colour: Pantone 072

2.2 Letter template

Contents



Template example

Size 210 x 297

All letters must be set using the Barclays Cycle Hire letterhead template and printed onto pre-printed letterheads.

Please note, all measurements are in mm

Heading

Arial Bold 12/14pt

Paragraph space: 1 line

Aligned left

Body copy

Arial 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/ email/direct line

Arial 12/14pt

Aligned left

Job title

Arial Bold 12/14pt

Aligned left

30 | 30

41

17

41

15

Transport for London



Your ref: B/001
Our ref: A/003

Client name
Company name
First line of address
Second line of address
Town or City name
County and PO5T C0D

Barclays Cycle Hire
PO Box 1214
Enfield
London EN1 9ST
Phone 0845 026 3630
tfl.gov.uk/barclayscyclehire

31 January 2010

Dear name

Corporate identity guidelines

The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. 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 minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis 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.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis 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.

Yours faithfully



Name Surname
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678

Copy to: One Other

MAYOR OF LONDON

A division of Transport Trading Limited whose registered office is Windsor House, 42-50 Victoria Street London SW1H 0TL
Registered in England and Wales
Company number 3914810
VAT number 756 2770 08
Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1969. The controlling authority is Transport for London.



2.3 Continuation sheet



Template example

Size 210 x 297

The continuation sheet is also available as a template.

Continuation sheets are not pre-printed and the paper stock must match that of the letterhead sheet.

Please note, all measurements are in mm

Body copy

Arial 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/ email/direct line

Arial 12/14pt

Aligned left

Job title

Arial Bold 12/14pt

Aligned left

30 | 30

20

21

Page 2 of 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim adminim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquipex ea commodo consequat. Duis autem vel eum iriure dolor in hendreritin vulputate velit esse molestieconsequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iustoodio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortisnisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendreritin vulputate velit esse molestieconsequat, vel illum dolore eu feugiat nulla facilisis atvero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Yours faithfully



Name Surname
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678

Copy to: One Other

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

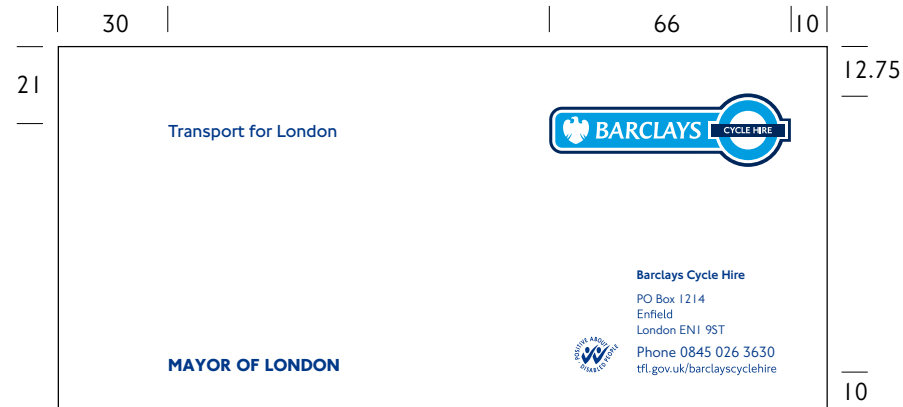
The example opposite shows the layout for Barclays Cycle Hire pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm

Transport for London
New Johnston
Book 11pt
Colour: Pantone 5635

Mayor of London
New Johnston
Bold 14pt
Colour: Pantone 072



PAD logo

Colour: Pantone 072

Roundel
Width: 21mm
Colour: Pantone 072
Pantone 5635

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072
* Phone no: 12/18pt

2.5 Business card

Contents



Specification for print

Size 86 x 55

The example opposite shows the layout for all Barclays Cycle Hire business cards.

Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm

Transport for London

New Johnston
Book 9/13pt
Colour: Pantone 5635

Barclays Cycle Hire

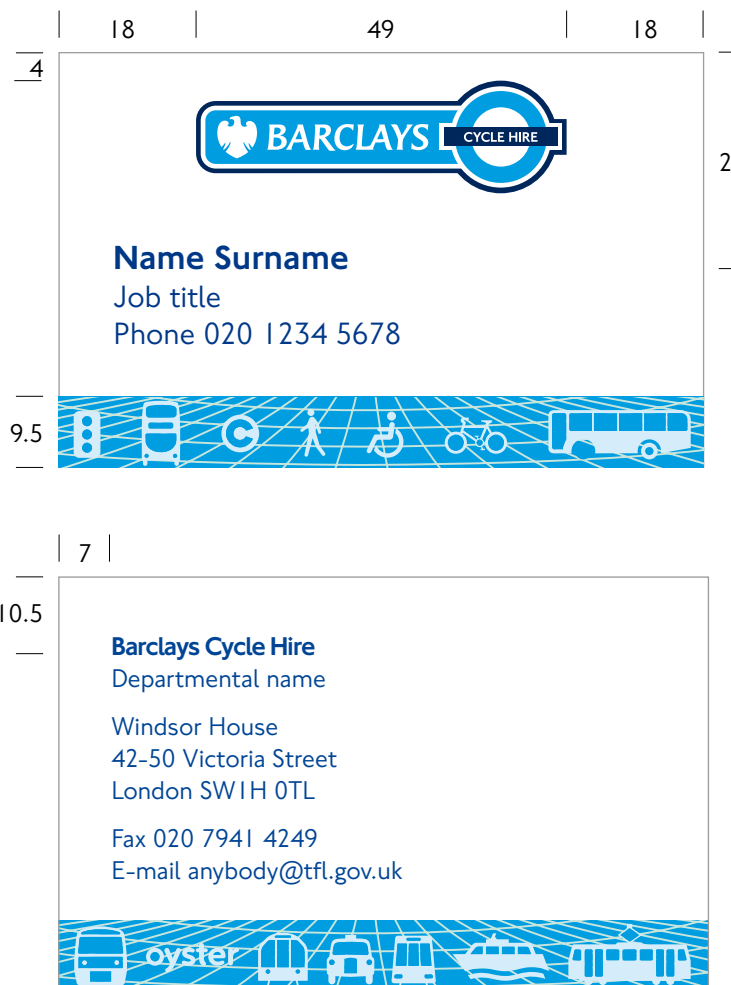
New Johnston
Book 12/13pt
Colour: Pantone 072

Reverse side

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and

Body text
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072



Roundel

Width: 15 mm
Colour: Pantone 072
Pantone 5635

Name

New Johnston
Medium 13/14pt
Colour: Pantone 072

Job title and Phone number

New Johnston
Book 12/14pt
Colour: Pantone 072

2.6 Envelopes

Contents



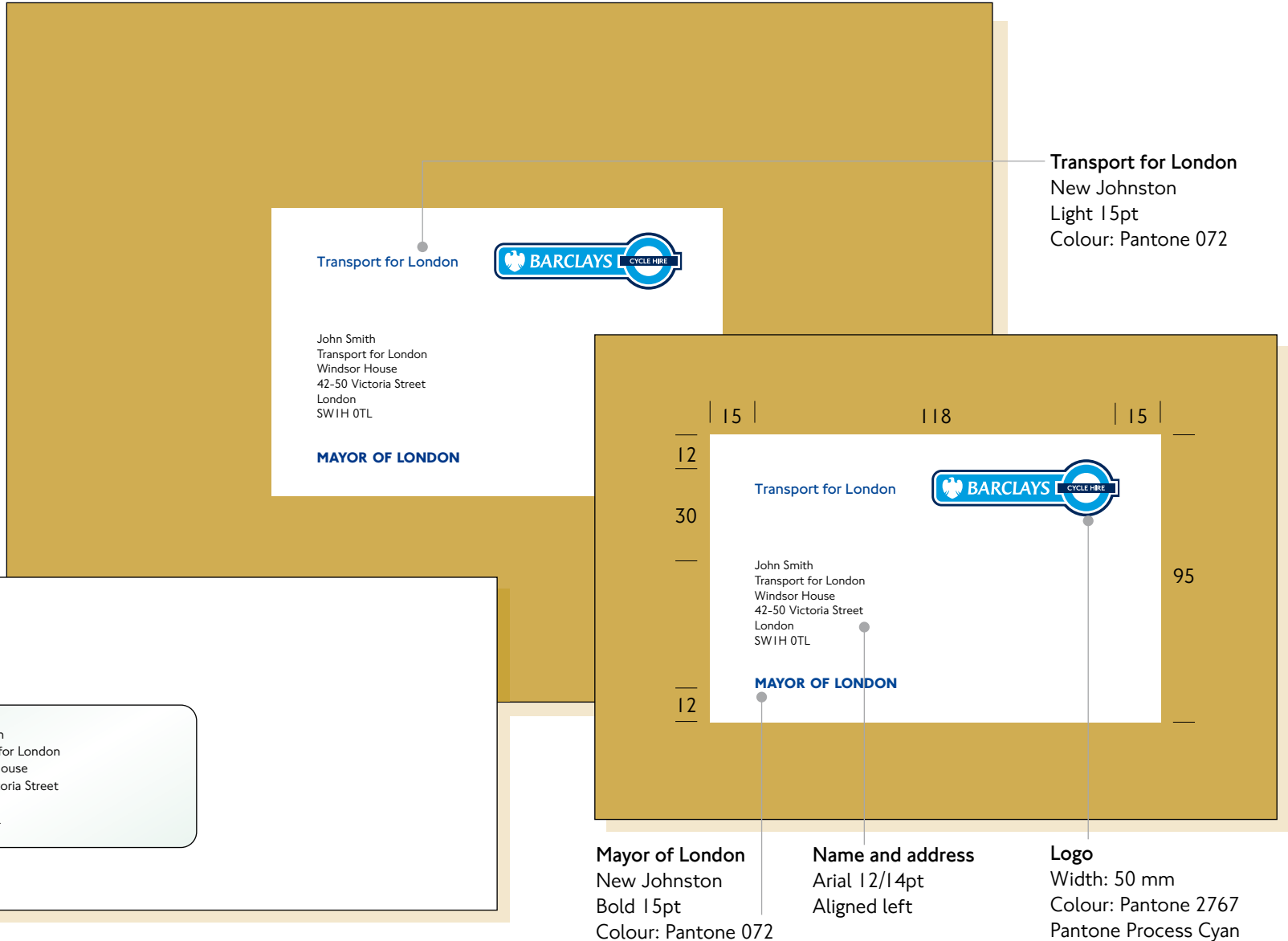
Envelopes

Specification

Size C4 325 x 230
C5 225 x 160
DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.



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 the TfL internet site.
tfl.gov.uk/corporatedesign

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