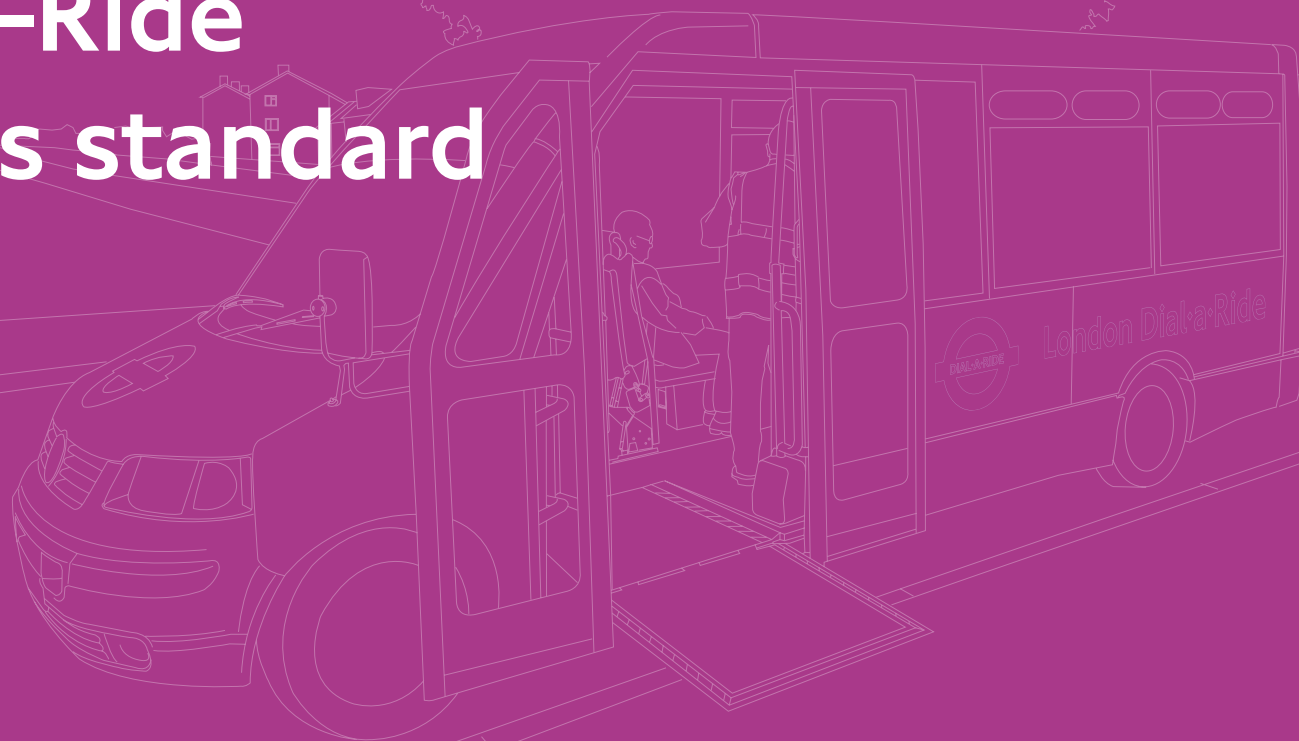


# London Dial-a-Ride Basic elements standard

Issue 2



# Contents



## **Foreword**

- 1 Glossary
  - 1.1 Colour glossary
  - 1.2 Corporate typeface
- 2 **London Dial-a-Ride**
  - 2.1 Roundel usage
  - 2.2 Roundel usage continued
  - 2.3 Exclusion zones
  - 2.4 Colours

## **For further information**



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

This document gives guidance on the basic elements that make up the DAR visual identity. The information covers the corporate typeface, the visual identity and the corporate colours.

For more guidance on TfL Corporate standards, please visit the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

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 identifiers based on an open circle and a bar used by DAR. The mode is displayed in white on the bar.



### Plain roundel

A version of DAR's roundel without the mode 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 title of DAR 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 Dial-a-Ride



### 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 TfL 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 TfL colours. Please do not use these systems without first obtaining the approval of TfL Corporate Design.

## 1.2 Corporate typface

Contents



The typeface used by DAR is New Johnston. It is exclusive to TfL and should be applied for via the TfL website:

[tfl.gov.uk/corporatedesign](https://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

This section is concerned with the identity for DAR. It is important to observe the standards for reproducing the roundel and mark in all applications to maintain consistency and to preserve the integrity of the identity.



**London  
Dial-a-Ride**



**London  
Dial-a-Ride**



**London  
Dial-a-Ride**

## 2.1 Roundel usage

### Acceptable

The examples shown here make up the acceptable applications of the DAR roundel.

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



Colour roundel.



White roundel



Black roundel



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

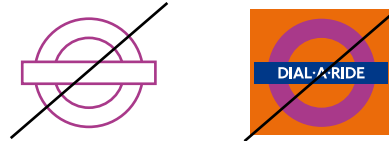


The roundel can also be embossed out of any material

## 2.2 Roundel usage continued

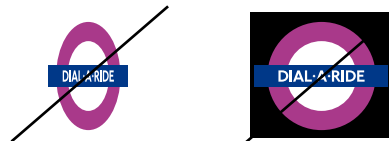
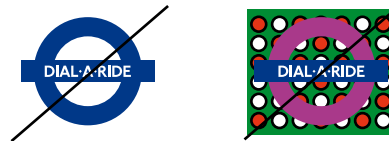
### Unacceptable

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.

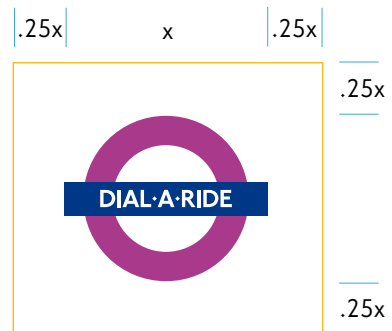


## 2.3 Exclusion zones

### Exclusion zone for the mark and roundel

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 ( $x$ ).



## 2.4 Dial-a-Ride colours



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

### Print



#### PMS

Colour reproduction using Pantone Matching System on coated paper.



#### PMS

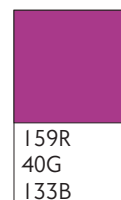
Colour reproduction using Pantone Matching System on uncoated paper.



#### CMYK

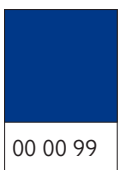
Colour reproduction using Four colour process

### 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

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**  
Email: **corporatedesign@tfl.gov.uk**

All TfL corporate design standards are available from the TfL internet site.  
**[tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)**

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