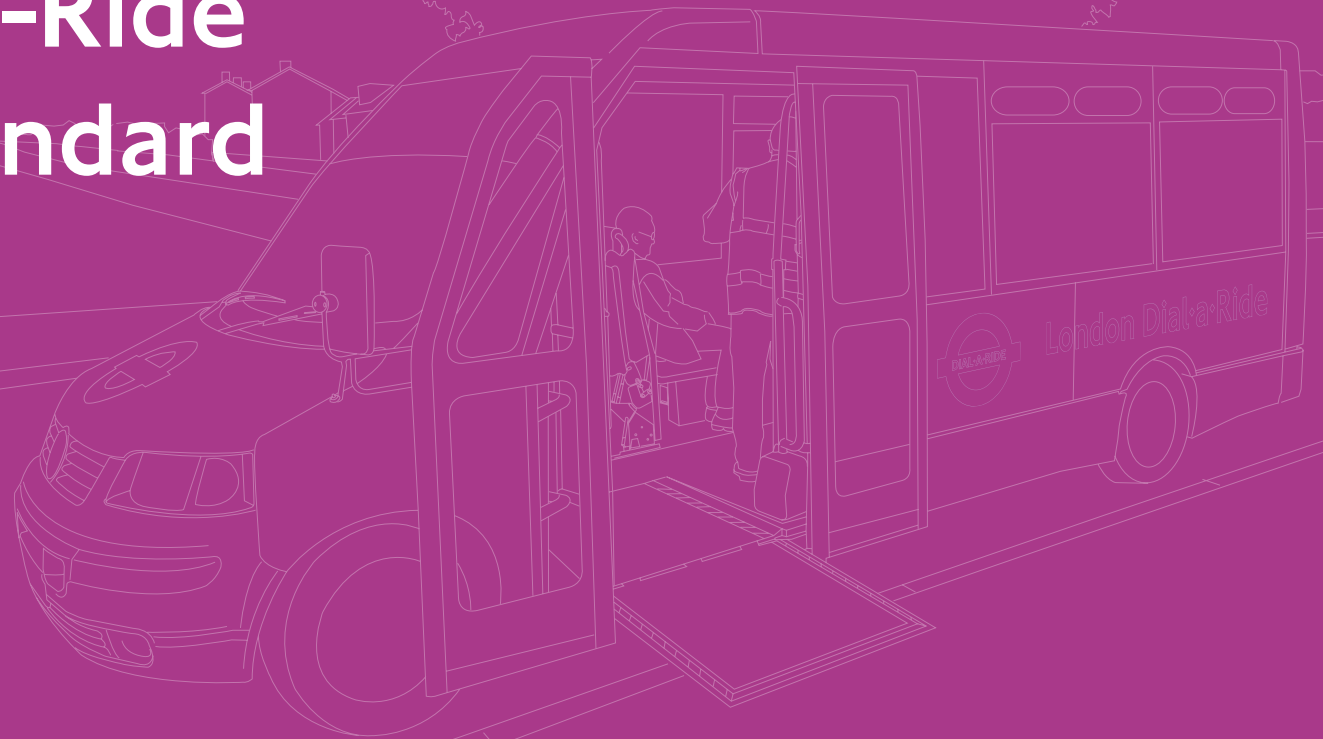


# London Dial-a-Ride Stationery standard

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 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 sets the standards for stationery items used within DAR. 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** or email: **[corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)**

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

# I Basic elements

[Contents](#)



## Introduction

This section gives guidance on the basic elements that make up the DAR Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.

## 1.1 Corporate typeface

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

## 1.2 Roundel

Contents

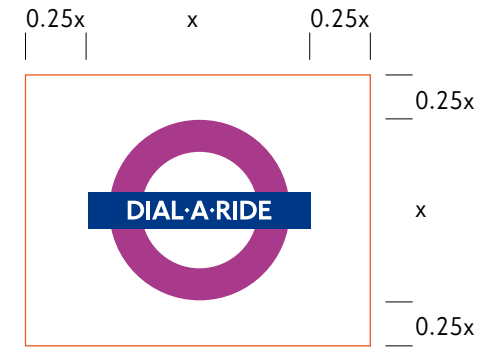


### Roundel

This page shows the DAR roundel.

For detailed guidance on the correct use of the roundel refer to the DAR 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 main logotypes used is Dial-a-Ride. It is to be displayed in New Johnston Medium, mixed upper and lower case, using the colour Pantone 072.

The Transport for London logotype is to always accompany the DAR logotype. It is to be displayed in New Johnston Book, mixed upper and lower case, using the colour Pantone Purple.

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

**Dial-a-Ride**

Transport for London

**MAYOR OF LONDON**

## 1.4 Colours



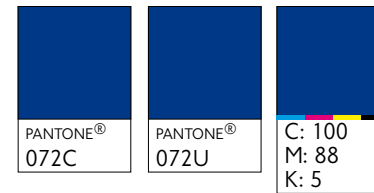
### Mode colours

This page identifies the corporate colours used for DAR.

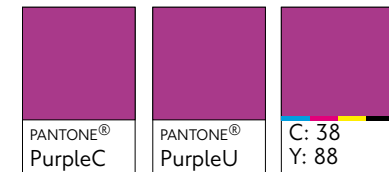
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standard [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign).

### Corporate blue



### Dial-a-Ride purple



## 2 Stationery specifications

Contents



### Introduction

The following pages explain how DAR 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**  
or email: **corporatedesign@tfl.gov.uk**

## 2.1 Letterhead

Contents



### Specification for print

Size 210 x 297

The example opposite shows the layout for DAR 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  
Book 11pt  
Colour: Pantone Purple

### London Dial-a-Ride

New Johnston  
Medium 20pt  
Colour: Pantone 072

### Mayor of London

New Johnston  
Bold 14pt  
Colour: Pantone 072

30 | | | 52

15

Transport for London  
**London Dial-a-Ride**

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 C0D3

01 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.

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

Copy to: One Other

10

London Dial-a-Ride  
Department name  
Windsor House  
42-50 Victoria Street  
London SW1H 0TL  
Phone 020 1234 5678  
Fax 020 1234 5678  
www.tfl.gov.uk

**MAYOR OF LONDON**

A division of Transport for London  
whose principal place of business is  
Windsor House  
42-50 Victoria Street  
London SW1H 0TL  
VAT number 756 2769 90

Roundel  
Width 21mm  
Colour: Pantone Purple  
Pantone 072

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

IIP and 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 DAR 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  
**London Dial-a-Ride**



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

London Dial-a-Ride  
Department name  
Windsor House  
42-50 Victoria Street  
London SW1H 0TL  
Phone 020 1234 5678  
Fax 020 1234 5678  
www.tfl.gov.uk

26 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 dui 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 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

A division of Transport for London  
whose principal place of business is  
Windsor House  
42-50 Victoria Street  
London SW1H 0TL  
VAT number 756 2769 90

MAYOR OF 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 hendrerit in 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 duis 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 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. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibheuis mod 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. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortisnisl ut aliquip ex ea commodo conse quat. 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

## 2.4 Compliment slip

Contents



### Specification for print

Size 210 x 99

The example opposite shows the layout for DAR 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 Purple

### London Dial-a-Ride

New Johnston

Medium 20pt

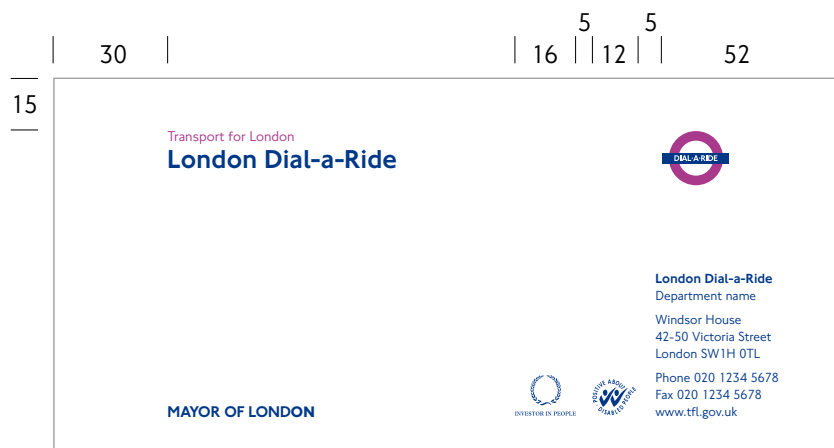
Colour: Pantone 072

### Mayor of London

New Johnston

Bold 14pt

Colour: Pantone 072



### IIP and PAD logo

Colour: Pantone 072

### Roundel

Width 21mm

Colour: Pantone Purple

Pantone 072

### 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 DAR 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 Purple

### London Dial-a-Ride

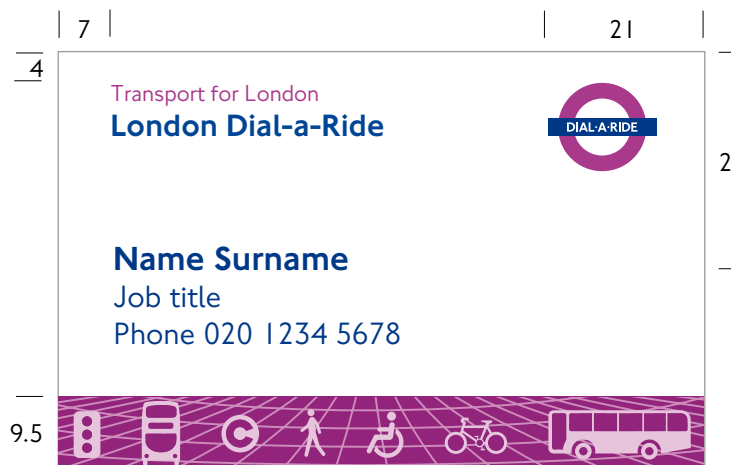
New Johnston  
Book 12/13pt  
Colour: Pantone 072

### Reverse side

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

### Department and Body text

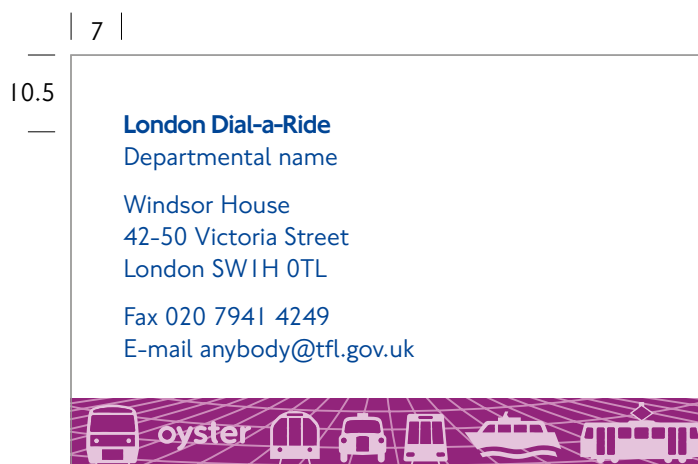
New Johnston  
Book 10/12pt  
Paragraph space: 10/18pt  
Colour: Pantone 072



**Roundel**  
Width: 15mm  
Colour: Pantone Purple  
Pantone 072

**Name**  
New Johnston  
Medium 13/14pt  
Colour: Pantone 072

**Job title and  
Phone number**  
New Johnston  
Book 12/14pt  
Colour: Pantone 072



## 2.6 Fax cover sheet

Contents



### Template example

Size 210 x 297

Please note that faxes do not use pre-printed paper. All faxes must use the DAR fax cover sheet template (available from Source) and printed directly from the desktop.

Please note, all measurements are in mm.

**Transport for London**  
New Johnston  
Book 11/20pt

**London Dial-a-Ride**  
New Johnston  
Medium 20/20pt

**Fax cover sheet**  
New Johnston  
Book Bold 13pt

**Subject title/  
department**  
Arial Bold 12/14pt  
Paragraph space: 1 line

**Body text**  
Arial 12/14pt  
Paragraph space: 1 line

**Name Surname/email**  
Arial 12/14pt


**Job title**  
Arial Bold 12/14pt

**Legal (see individual  
letterheads for details)**  
New Johnston  
Book 8/9pt

**Mayor of London**  
New Johnston  
Bold 14pt

30	27	60	27	52
15				
25				
17				
50				
10				

Transport for London  
**London Dial-a-Ride**



**Fax cover sheet**

To: [Recipient's name]	From: [Sender's name]
Company: [Company name]	Return fax no: 000 0000 0000
Fax no: [Fax number]	Phone no: 000 0000 0000
No of pages: [No of pages]	Date: 1 January 2009



**Subject title**  
[Body text]

Name Surname  
**Job Title**  
Email: name@tfl.gov.uk

Business Unit Limited trading as Business Unit  
Registration number 000000 VAT number 000000  
Business Unit Limited is a company controlled by a local authority  
within the meaning of Part V Local Government and Housing Act 1989.  
The controlling authority is Transport for London.  
(See individual letterheads for detailed legal information).

**Business Unit**  
Department Name  
First line address  
Second line address  
County POST COD3  
Phone 020 0000 0000  
Fax 020 0000 0000  
www.tfl.gov.uk

**MAYOR OF LONDON**

**Roundel**  
Width: 21 mm  
Colour: black

**Fax headings**  
New Johnston  
Book Bold 10/22pt

**Fax information**  
Arial 12/22pt  
Aligned left

**IIP and  
PAD logo**  
Colour: Pantone 072

**Business Unit**  
New Johnston  
Medium 10/12pt

**Department and  
address**  
New Johnston  
Book 10/12pt  
Paragraph space: 10/18pt  
Aligned left  
\* Phone no: 12/18pt

## 2.7 Memo

Contents



### Template example

Size 210 x 297

All memos must be set using the DAR memo template and printed directly from the desktop. Memo templates are available from Source.

For details on the Memo continuation sheet please see specifications or letterhead continuation sheet.

Please note, all measurements are in mm.

**Transport for London**  
New Johnston  
Book 11/20pt

**London Dial-a-Ride**  
New Johnston  
Medium 20/20pt

**Memo field headings**  
New Johnston  
Book Bold 10/22pt

**Memo information**  
Arial 12/22pt  
Aligned left

**Subject title**  
Arial Bold 12/20pt  
Aligned left

**Body text**  
Arial 12/14pt  
Paragraph space: 1 line  
Aligned left

**Legal (see individual letterheads for details)**  
New Johnston  
Book 8/9pt  
Aligned left

**Mayor of London**  
New Johnston  
Bold 14pt

30

20

52

15

26

75

10

Transport for London

### London Dial-a-Ride



To: [Recipient's name]  
From: [Sender's name]  
Our ref: [Reference]  
Your ref: [Reference]  
Phone: [Phone number]  
Date: 1 January 2009

#### Subject title

[Body text]

Name Surname  
**Job Title**  
Email: name@tfl.gov.uk

Business Unit Limited trading as Business Unit  
Registration number 000000 VAT number 000000  
Business Unit Limited is a company controlled by a local authority  
within the meaning of Part V Local Government and Housing Act 1989.  
The controlling authority is Transport for London.  
(See individual letterheads for detailed legal information).

**MAYOR OF LONDON**



**Business Unit**  
Department Name

First line address  
Second line address  
County POST C0D3

Phone 020 0000 0000  
Fax 020 0000 0000  
www.tfl.gov.uk

### Roundel

Width: 21 mm  
Colour: black

### Name Surname/email

Arial 12/14pt  
Aligned left

### Job title

Arial Bold 12/14pt  
Aligned left

### IIP and PAD logo

Colour: black

### Business Unit

New Johnston  
Medium 10/12pt

### Department and address

New Johnston  
Book 10/12pt  
Paragraph space: 10/18pt  
Aligned left  
\* Phone no: 12/18pt

16 | 12 |  
5 | 5

## 2.8 Envelopes



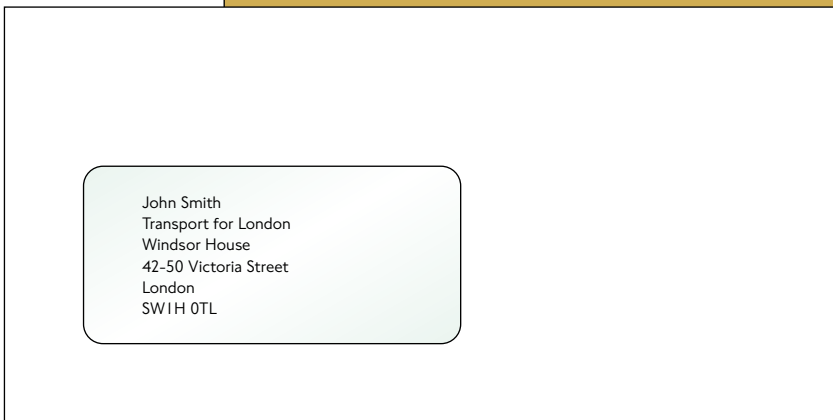
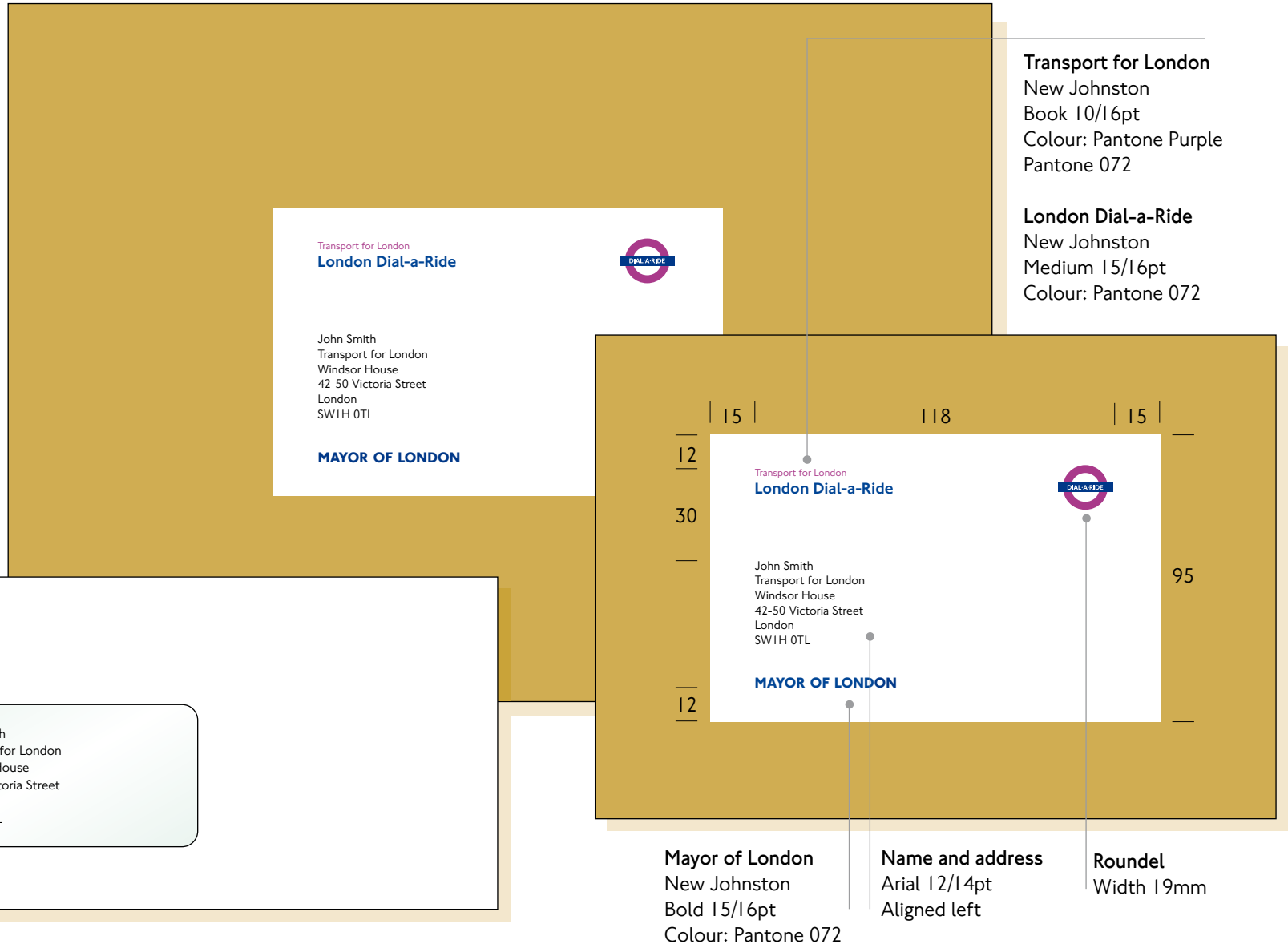
### Specification for print

Sizes:  
C4 325 x 230  
C5 225 x 160  
DL 220 x 110

Branded envelopes are available, but are not compulsory.

Labels, as shown here, may also be used for envelopes.

Please note, all measurements are in mm



## 2.9 Information pack

Contents



### Specification for print

Size C4 220 x 305

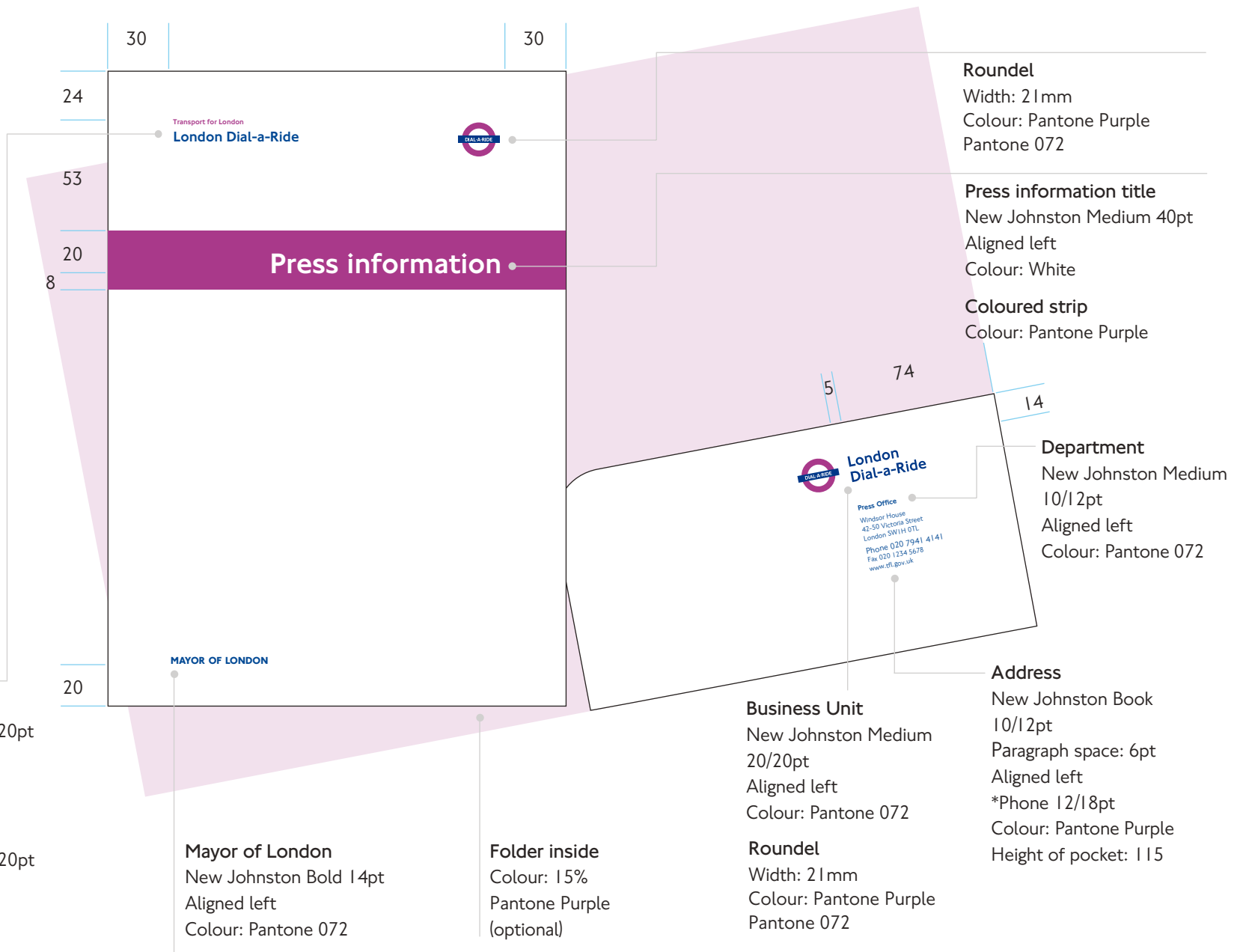
This design is for all DAR information packs.

The size allows for holding A4 documents. The pocket should have a capacity of 5mm.

Please note all measurements are in mm.

**Transport for London**  
New Johnston Medium 11/20pt  
Aligned left  
Colour: Pantone Purple

**Business Unit**  
New Johnston Medium 20/20pt  
Aligned left  
Colour: Pantone 072



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

**Folder inside**  
Colour: 15%  
Pantone Purple  
(optional)

**Business Unit**  
New Johnston Medium  
20/20pt  
Aligned left  
Colour: Pantone 072

**Roundel**  
Width: 21mm  
Colour: Pantone Purple  
Pantone 072

**Roundel**  
Width: 21mm  
Colour: Pantone Purple  
Pantone 072

**Press information title**  
New Johnston Medium 40pt  
Aligned left  
Colour: White

**Coloured strip**  
Colour: Pantone Purple

**Department**  
New Johnston Medium  
10/12pt  
Aligned left  
Colour: Pantone 072

**Address**  
New Johnston Book  
10/12pt  
Paragraph space: 6pt  
Aligned left  
\*Phone 12/18pt  
Colour: Pantone Purple  
Height of pocket: 115

## 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)**

Issue 2, January 2009

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