

East Thames Buses Basic elements standard

Issue 2

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of East Thames Buses (ETB). It is essential that ETB 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 ETB 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

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.



**East Thames
Buses**

Roundel

The visual identifiers based on an open circle and a bar used by ETB. The mode is displayed in white on red.



Plain roundel

A version of ETB 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 ETB 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).

East Thames Buses



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

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The typeface used by ETB 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

2 East Thames Buses

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This section is concerned with the identity for ETB. 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.



**East Thames
Buses**



**East Thames
Buses**



**East Thames
Buses**

2.1 Logo usage



Acceptable

The examples shown here make up the acceptable applications of the ETB logo.

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



2 colour logo.



Reversed logo.



1 colour logo.
(Limited use. Contact TfL Corporate Design for permission to use this version.)



The logo can be applied to flat background colours as long as they provide sufficient contrast.



Black logo.



The logo can also be embossed out of any material.

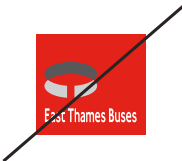
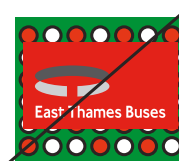
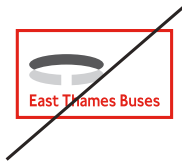
2.2 Logo usage continued

Unacceptable

The 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 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 logo

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 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
PANTONE® Black 80% C	PANTONE® Black 25% C	PANTONE® 485C	

			PMS Colour reproduction using Pantone Matching System on uncoated paper
PANTONE® Black 80% U	PANTONE® Black 25% U	PANTONE® 485U	

			CMYK Colour reproduction using four colour process
C: 80	C: 28	M: 100 Y: 91	

Screen

			RGB Colour reproduction using Red, Blue and Green values
48R 48G 48B	192R 192G 192B	223R 0G 44B	

			Web Colour reproduction using Web safe colours
33 33 33	CC CC CC	CC 00 33	

Paint

			NCS Colour reproduction using Natural Colour System
S8000-N	S3000-N	S 1085-Y80R	

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.
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

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