

London Taxi and Private Hire Basic elements standard

Issue 3

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Taxi and Private Hire (LTPH). It is essential that LTPH 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 LTPH 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.



**London Taxi
and Private Hire**

Roundel

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



Plain roundel

A version of LTPH 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.



**London Taxi
and Private Hire**

Logotype

The title of LTPH 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 Taxi
and Private 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 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 typeface

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The typeface used by London Taxi and Private 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



This section is concerned with the identity for London Taxi and Private Hire. 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 Taxi and Private Hire



London Taxi and Private Hire



2.1 Roundel usage

Contents



Acceptable

The examples shown here make up the acceptable applications of the London Taxi and Private Hire roundel.

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



2 colour roundel



Reversed roundel



Black roundel



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



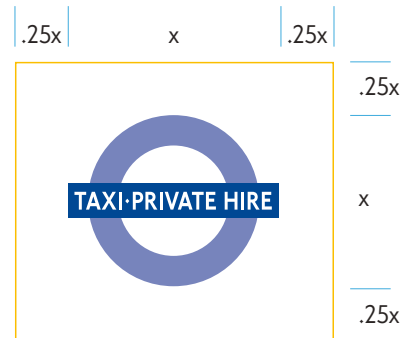
2.3 Exclusion zones



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).

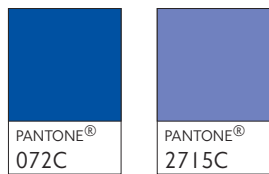


2.4 Colours

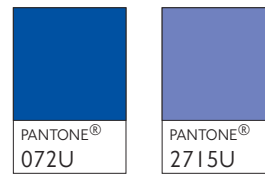


Depending on the systems used, the examples shown here are the only acceptable combinations.

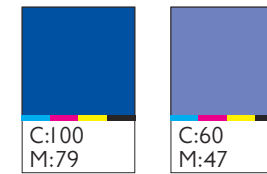
Print



PMS
Colour reproduction using Pantone Matching System on coated paper.

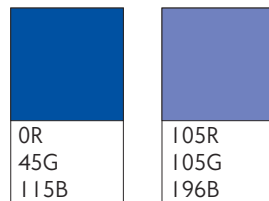


PMS
Colour reproduction using Pantone Matching System on uncoated paper.

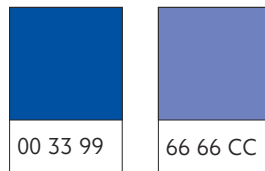


CMYK
Colour reproduction using Four colour process.

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

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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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