

London Overground Stationery standard

Issue 2

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Foreword

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Overground.

It is essential that London Overground maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within London Overground. Templates for each item can be obtained from TfL Corporate Design:
Phone: 020 7126 4462.

London Overground’s primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

New Johnston	It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.	New Johnston Light <i>New Johnston Light Italic</i> New Johnston Book <i>New Johnston Book Italic</i> New Johnston Book Bold <i>New Johnston Book Bold Italic</i> New Johnston Medium <i>New Johnston Medium Italic</i> New Johnston Bold <i>New Johnston Bold Italic</i>
ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890% (,.-:;!?){"",.} [+ -= / @ £ \$ ^ & *] À Á Â Ã È É Ê Ë Ì Í Î Ï Ó Ô Õ Ø Æ Ù Ú Ç à á â ã è é ê ë ì í î ï ò ó ô õ ø ù ú ü		

A b

New Johnston

2 Roundel

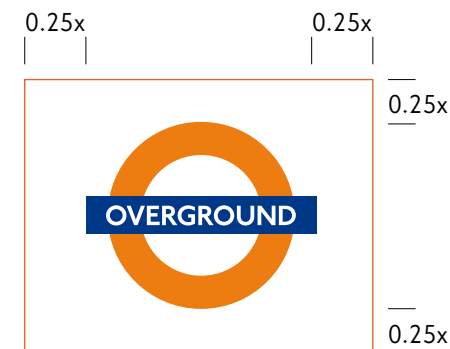


Roundel

This page shows the London Overground roundel.

For detailed guidance on the correct use of the roundel and for master references, refer to the London Overground Basic elements standards.

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within an area equivalent to 0.25 its width (x) all around it. This exclusion zone is indicated here by the orange box around the grey roundel.





The main logotype used by London Overground is as shown. It is to be displayed in New Johnston Medium, mixed upper and lower case. The colour of this logotype is Pantone 072 blue.

The Transport for London logotype is to always accompany the London Overground logotype. It is to be displayed in New Johnston Book, mixed upper and lower case. The colour of this logotype is Pantone 158 orange.

The MAYOR OF LONDON logotype is to be displayed in New Johnston Bold, all upper case. The colour of this endorsement is Pantone 072 blue except for the last 'ON' of LONDON which is to be displayed in Pantone 158 orange.

London Overground

Transport for London

MAYOR OF LONDON

4 Colours



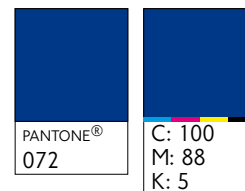
Mode colours

This page identifies the corporate colours used for London Overground.

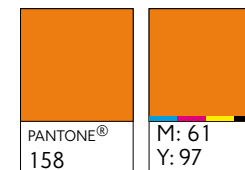
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

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

Corporate blue



Overground orange



5 Letterhead

Specification for print Size 210 x 297

The example opposite shows the layout for London Overground pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Creating London Overground
New Johnston
Light 16pt
Centred Horizontally
(Cap height vertically centred)

Transport for London
New Johnston
Book 11pt
Colour: Pantone 158

London Overground
New Johnston
Medium 20pt
Colour: Pantone 072

MAYOR OF LONDON
New Johnston
Bold 14pt
Colour: Pantone 072
Pantone 158

30 | | 52

15

Transport for London
London Overground

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 C0D3

26 January 2002

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 iust odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Ut wisi enim ad minim veniam, quis nostrud

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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

London Overground
Department Name
4th Floor
15 Bonhill Street
London EC2A 4DN
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk

London Overground, a division of Rail for London Limited whose registered office is Windsor House, 42-50 Victoria Street London SW1H 0TL
Registered in England and Wales Company number 05965930
VAT number 756 2770 08
Rail for London 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.

Roundel
Width: 21mm
Colour: Pantone 072
Pantone 158

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

6 Letter template

Contents



Template example

Size 210 x 297

All letters must be set using the London Overground letterhead template and printed onto pre-printed letterheads.

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 Overground



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 COD3

London Overground
Department Name
4th Floor
Bonhill Street
London EC2A 4DN
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk

26 January 2002

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 iust 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 accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

Yours faithfully



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

London Overground, a division of
Rail for London Limited
whose registered office is
Windscar House, 42-50 Victoria Street
London SW1H 0TL
Registered in England and Wales
Company number 05965930
VAT number 756 2770 08
Rail for London 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.



MAYOR OF LONDON

8 Compliment slip

Contents



Specification for print

Size 210 x 99

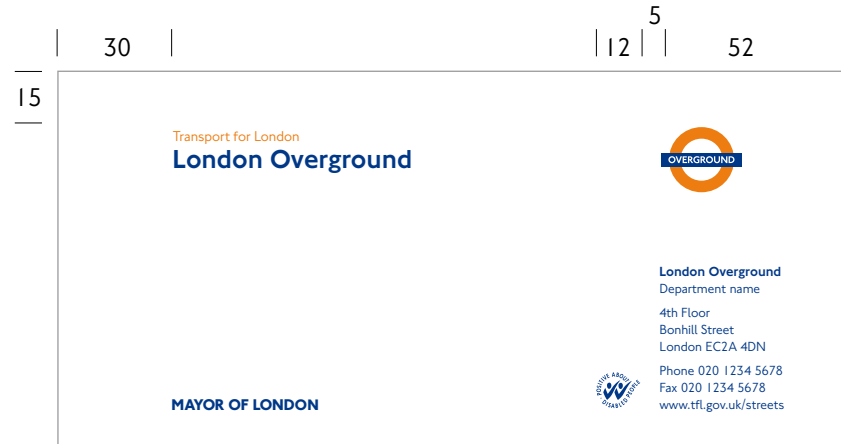
The example opposite shows the layout for London Overground pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Transport for London
New Johnston
Book 11pt
Colour: Pantone 158

London Overground
New Johnston
Medium 20pt
Colour: Pantone 072

Mayor of London
New Johnston
Bold 14pt
Colour: Pantone 072
Pantone 158



PAD symbol

Colour: Pantone 072

Roundel

Width: 21mm

Colour: Pantone 072
Pantone 158

Business unit

New Johnston
Medium 10/12pt
Colour: Pantone 072

Department & address

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

9 Business card

Contents



Specification for print Size 86 x 55

The example opposite shows the layout for all London Overground business cards.

Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

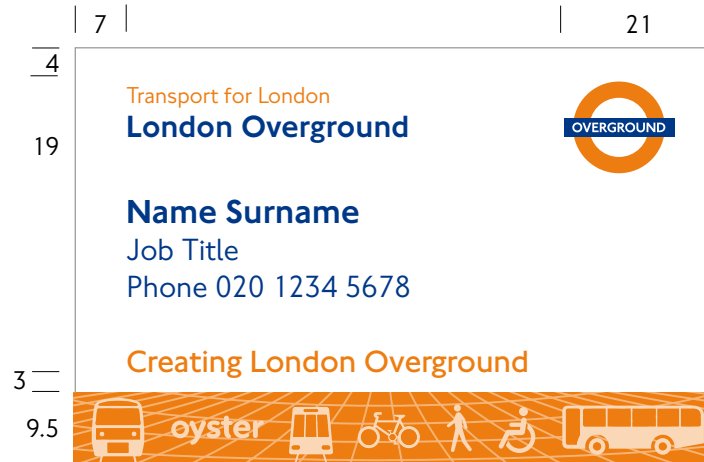
Transport for London
New Johnston
Book 9/13pt
Colour: Pantone 485

London Overground
New Johnston
Book 12/13pt
Colour: Pantone 072

Creating London Overground
New Johnston
Light 12/13pt
Colour: Pantone 158

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

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



Roundel

Width: 15

Colour: Pantone 072
Pantone 158

Name

New Johnston
Medium 13/14pt
Colour: Pantone 072

Job title and Phone number

New Johnston
Book 12/14pt
Colour: Pantone 072



Template example
Size 210 x 297

All memos must be set using the London Overground memo template and printed directly from the desktop.

For Memo continuation sheet please see specifications for letterhead continuation sheet on page 7.

Transport for London
New Johnston
Book 11/20pt

London Overground
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

Mayor of London
New Johnston
Bold 14pt

	30 20		52
<p>15</p> <hr/> <p>26</p> <hr/> <p>75</p> <hr/> <p>10</p> <hr/>	<p>Transport for London</p> <p>London Overground</p> <p>To: [Recipient's name]</p> <p>From: [Sender's name]</p> <p>Our ref: [Reference]</p> <p>Your ref: [Reference]</p> <p>Phone: [Phone number]</p> <p>Date: 1 January 2002</p> <p>Subject title</p> <p>[Body text]</p> <p>Name Surname</p> <p>Job Title</p> <p>Email: name@tfl.gov.uk</p> <p>Creating London Overground</p> <p>MAYOR OF LONDON</p>		<p><small>London Overground, a division of Rail for London Limited whose registered office is Windsor House, 42-50 Victoria Street London SW1H 0TL</small></p> <p><small>Registered in England and Wales Company number 05965930</small></p> <p><small>VAT number 756 2770 08</small></p> <p><small>Rail for London 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.</small></p>

Roundel
Width: 21mm

Name Surname/email
Arial 12/14pt
Aligned left

Job title
Arial Bold 12/14pt
Aligned left

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

12 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.



Transport for London
New Johnston
Book 10/16pt
Colour: Pantone 158

London Overground
New Johnston
Medium 15/16pt
Colour: Pantone 072

Mayor of London
New Johnston
Bold 13pt
Colour: Pantone 072
Pantone 158

Name and address
Arial 12/14pt
Aligned left

Roundel
Width: 19mm
Colour: Pantone 072
Pantone 158

13 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 (auto 64462)

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