

PCO branding standard for licensed private hire operators

Issue 1



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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of the Public Carriage Office (PCO) and its licensees. It is essential that PCO maintains a high standard for coordinated design in every aspect of its operations.

This document gives guidance on the basic elements that make up the PCO visual identity when applied to licensed private hire operator communication material. The information covers stationery, press adverts, wallets, web usage and the corporate colours.

For more guidance on TfL Corporate standards, please visit the TfL website:
tfl.gov.uk/corporatedesign

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

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 PCO. The mode is displayed in white on the bar.



Plain roundel

A version of PCO 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 PCO 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).

Public Carriage Office



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 Colour 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.

2.0 Public Carriage Office mark



This section shows how the PCO branding is applied to licensed private hire operator material. It is important to observe the standards for reproducing the mark in all applications to maintain consistency and to preserve the integrity of the identity.

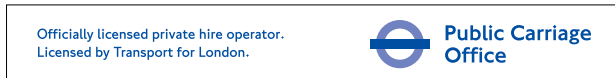
Acceptable

The examples shown here make up the acceptable applications of the PCO visual identity on third party material.

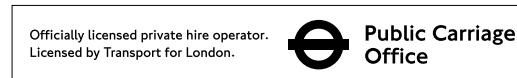
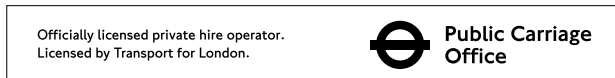
Note: The black squares are used as examples of background colour and are not part of the design.

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

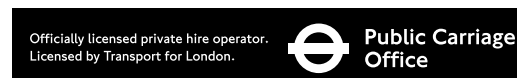
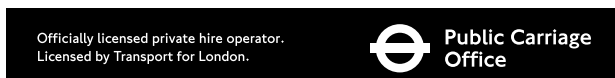
Colour versions



Black versions



White versions



2.1 PCO mark incorrect usage

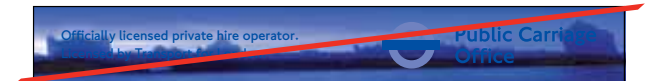
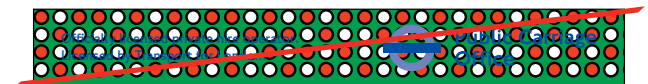
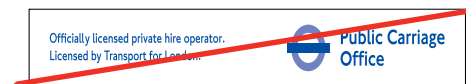
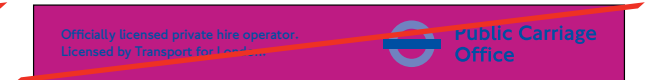
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Unacceptable

The PCO branding supplied must not be changed or altered in any way. The examples shown here are not acceptable applications of the PCO third party branding.

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



2.1.1 PCO mark incorrect usage continued

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The page shows examples of how the PCO mark should not be displayed or treated.

The example (1), is an older version of the PCO logo. This should no longer be used on any current communication materials and should be replaced with the examples shown in section 2 of this standard.

The example (2), shows the roundel incorrectly being used. The PCO roundel supplied cannot be changed, distorted or altered in any way.

For more guidance on TfL Corporate standards, please visit the TfL website: tfl.gov.uk/corporatedesign



2.2 Exclusion zones

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Exclusion zone for the mark

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).



2.3 Colours



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

Print



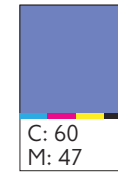
PMS

Colour reproduction using Pantone Matching System on coated paper.



PMS

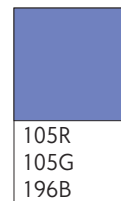
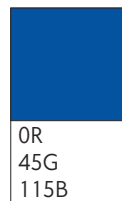
Colour reproduction using Pantone Matching System on uncoated paper.



CMYK

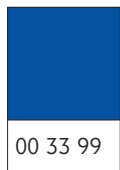
Colour reproduction using Four colour process.

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.

3.0 Stationery

Contents



The following pages gives guidance on the PCO branding when used on licensed private hire operator business cards, letterheads and compliment slips.

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

All measurements are in millimetres.

3.1 Business card



When the PCO branding is applied to licensed private hire operator business cards, the PCO mark and text 'Officially licensed...' must always appear on the front, within a strip at the foot of the card.

The preference is for the mark to appear in full colour on a white strip separated from the third party information above by a 0.5mm keyline, (1).

Where a business card is produced in single colour, the black version of the PCO branding should be used, again separated by a 0.5mm keyline from the third party information above, see (2) and (3).

If the business card is based on a dark colour background, then the mark should appear in white, again separated by a 0.5mm keyline from the third party information above, (3).

Where the information above appears on a dark background, no keyline is required if the strip remains white, (4).

The size and position of the strip and the mark is fixed and cannot be altered, (5).

1



2



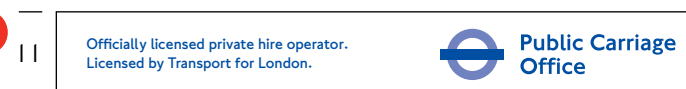
3



4



5



3.2 Letterhead

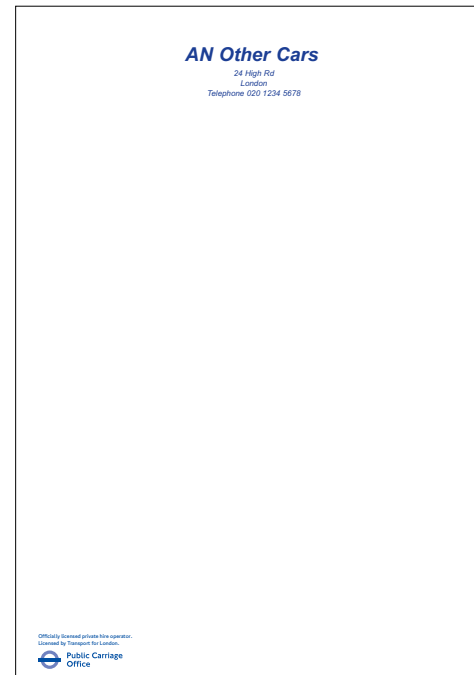


When the PCO branding is applied to licensed private hire operator letterheaded paper, the mark must always appear in the bottom left hand corner as shown (1).

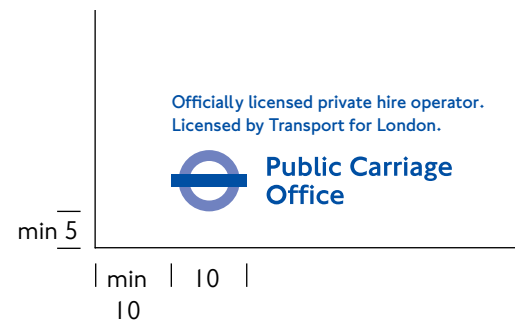
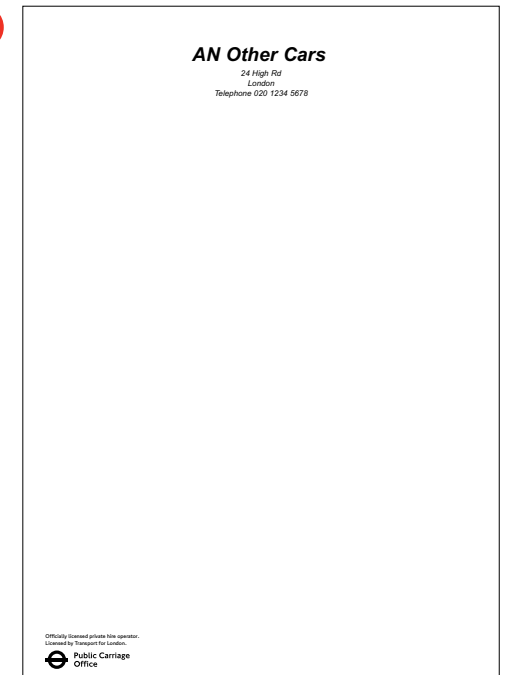
Where a letterhead is produced in single colour – the black version of the mark may be used, (2).

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the letterhead to the bottom of the mark is 5mm.

1



2



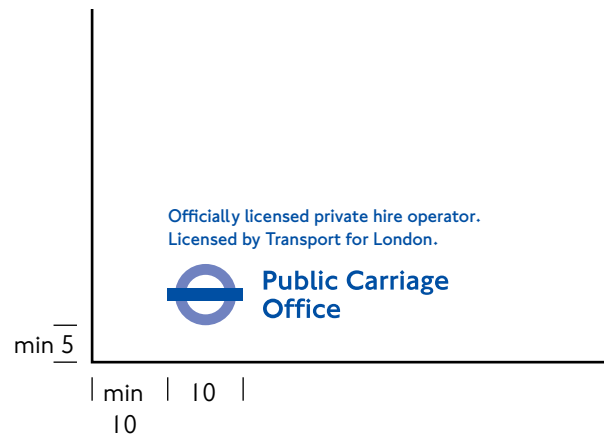
3.3 Compliment slip



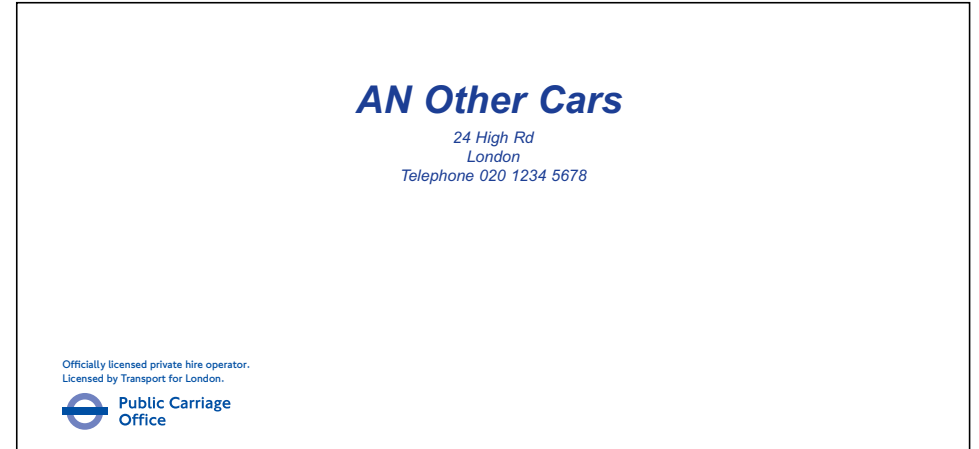
When the PCO branding is applied to licensed private hire operator compliment slips, the mark must always appear in the bottom left hand corner as shown (1).

When a compliment slip is produced in single colour, the black version of the mark may be used (2).

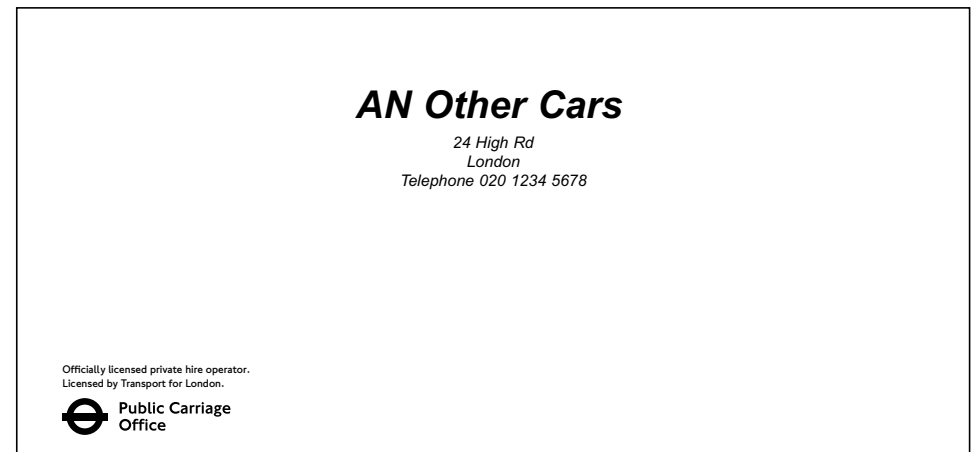
The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the letterhead to the bottom of the mark is 5mm.



1



2



4.0 Posters

Contents



The following pages gives guidance on the licensed private hire operator branding when used on third party posters.

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

All measurements are in millimetres.

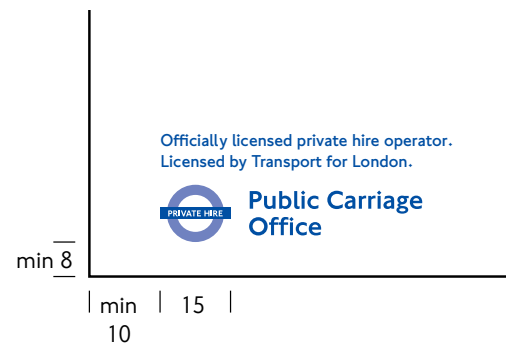
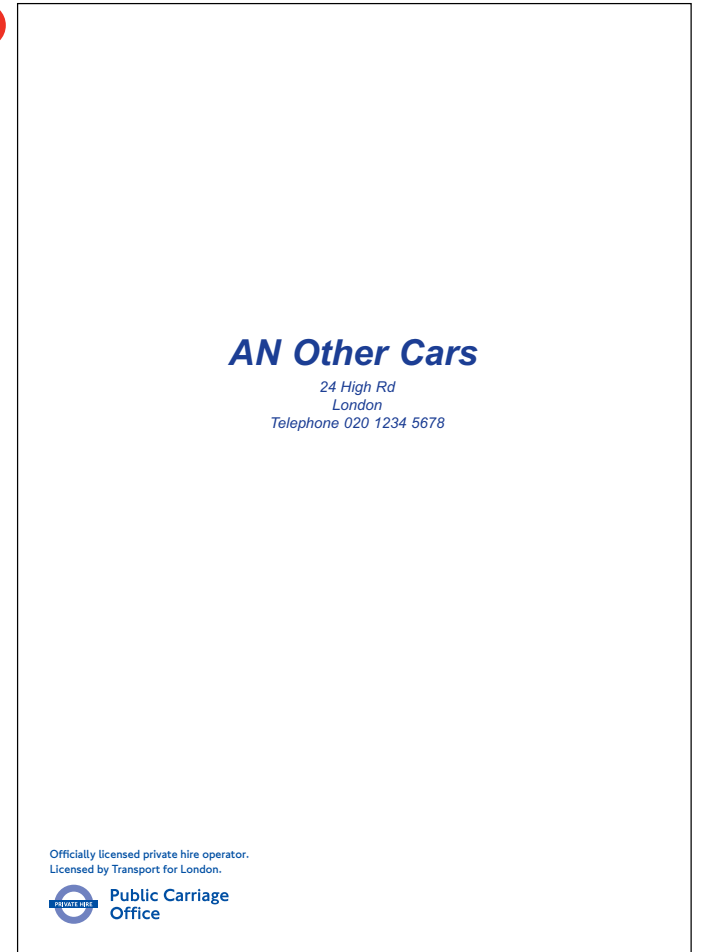
4.1 A4 poster 210 x 297mm



When the PCO branding is applied to a licensed private hire operator A4 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A4 material to the bottom of the mark is 8mm.



4.2 A3 poster 297 x 420mm

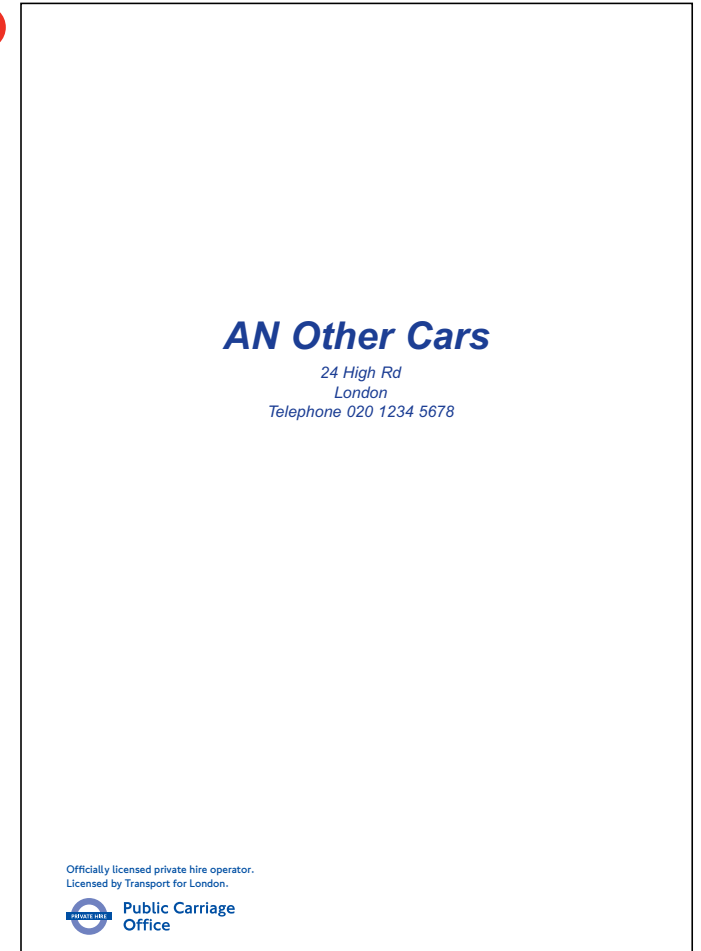
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When the PCO branding is applied to a licensed private hire operator A3 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A3 material to the bottom of the mark is 10mm.



4.3 A2 poster 420 x 594mm

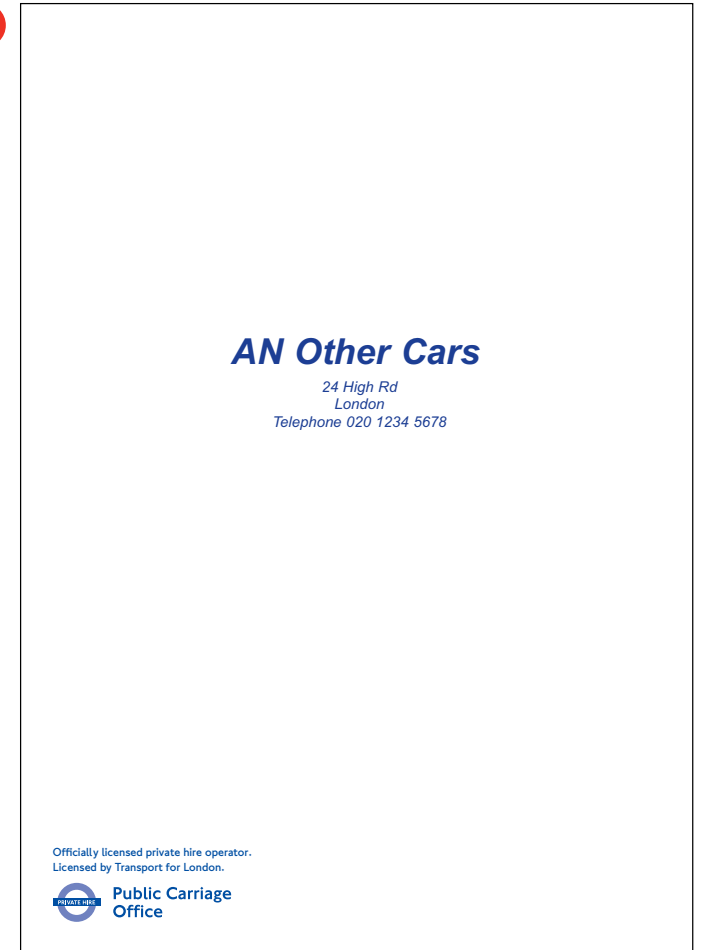
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When the PCO branding is applied to a licensed private hire operator A2 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A2 material to the bottom of the mark is 10mm.



5.0 Leaflets

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The following pages gives guidance on the licensed private hire operator branding when used on third party leaflets.

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

All measurements are in millimetres.

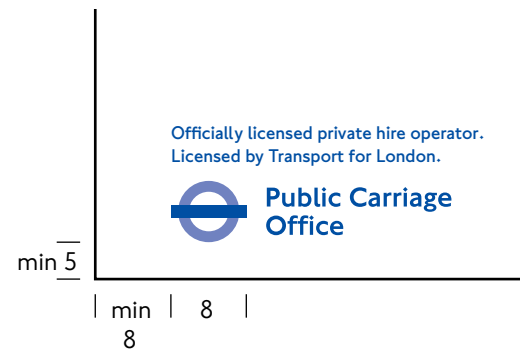
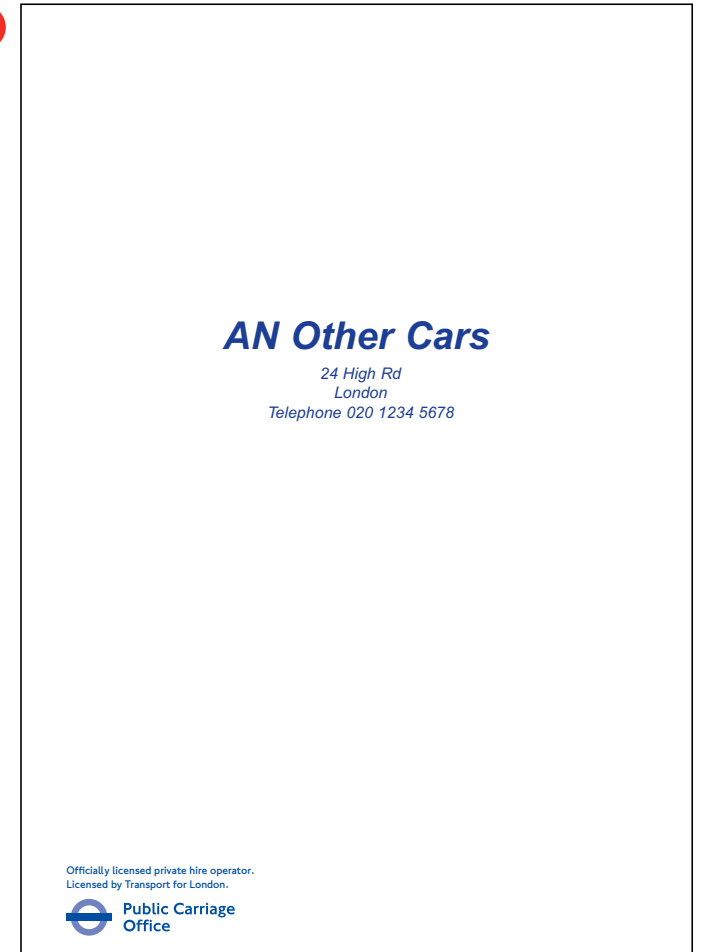
5.1 A6 leaflet 105 x 148mm



When the PCO branding is applied to a licensed private hire operator A6 leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 8mm. The minimum space from the left edge of the paper should also be 8mm. The minimum space from the bottom edge of the A6 material to the bottom of the mark is 5mm.



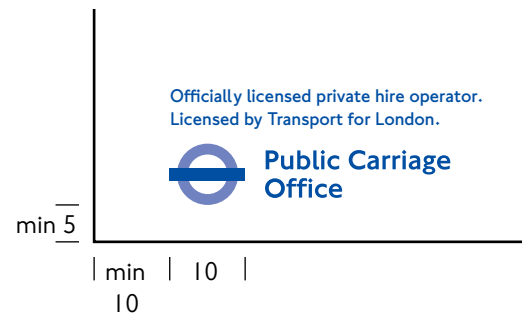
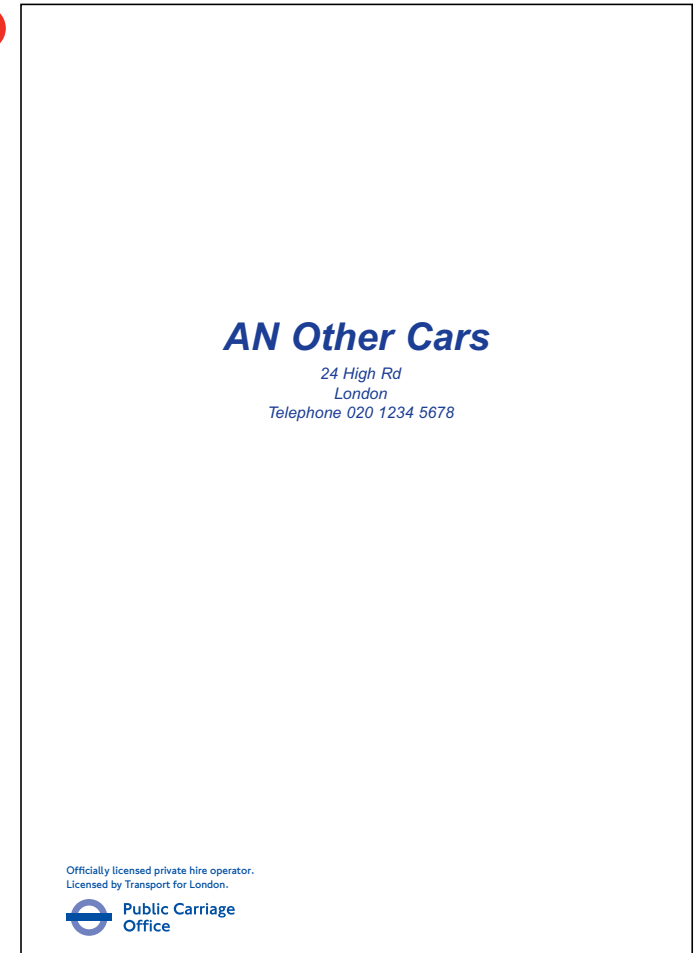
5.2 A5 leaflet – portrait 148 x 210mm



When the PCO branding is applied to a licensed private hire operator A5 leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A5 material to the bottom of the mark is 5mm.



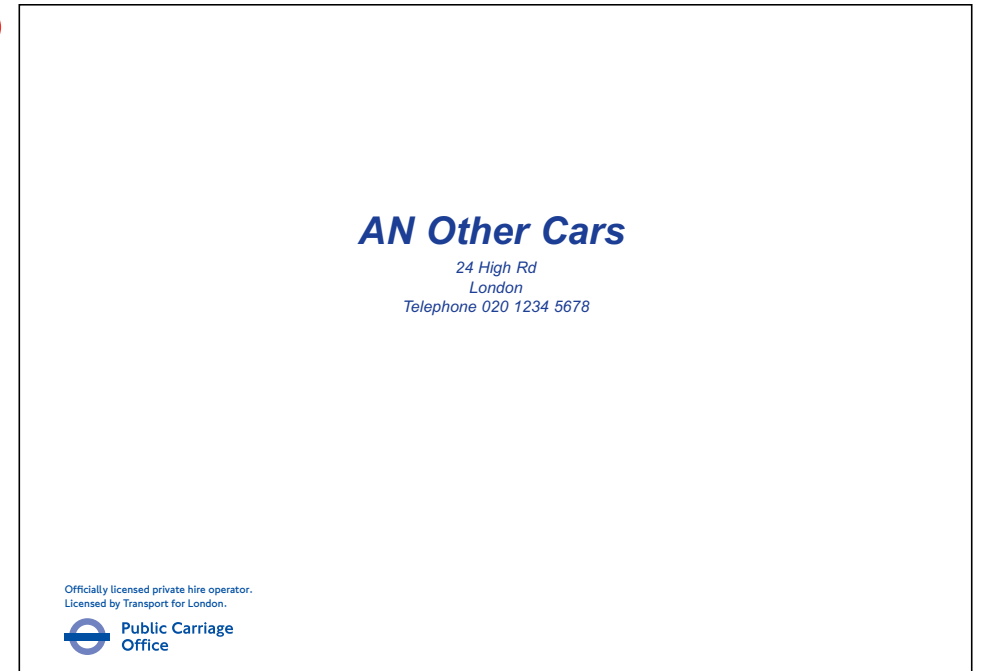
5.3 A5 leaflet – landscape 210 x 148mm



When the PCO branding is applied to a licensed private hire operator A5 landscape leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A5 material to the bottom of the mark is 5mm



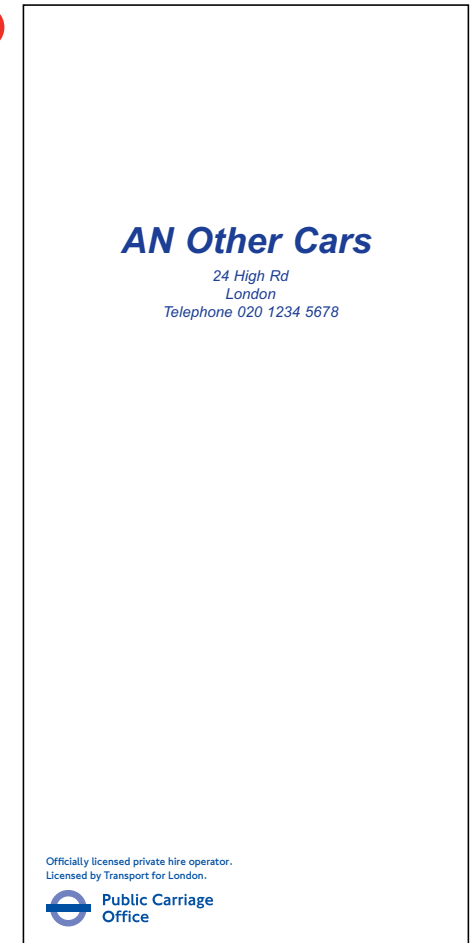
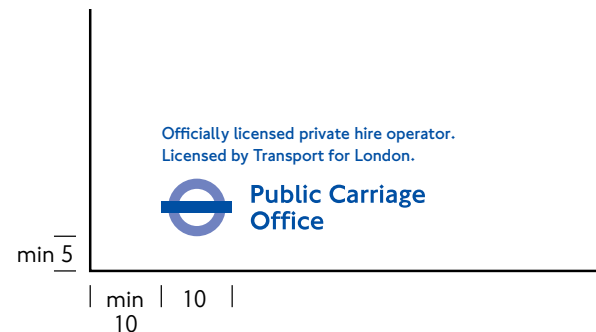
5.4 Third A4 leaflet 99 x 210mm



When the PCO branding is applied to a licensed private hire operator third A4 leaflet (folded A4 leaflet), the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the third A4 material to the bottom of the mark is 5mm



6.0 Travel wallets, press material and websites

Contents



The following pages gives guidance on the licensed private hire operator branding when used on third party travel wallets, press material and websites.

The PCO branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by completing the branding request form which can be found at tfl.gov.uk/pcobranding

All measurements are in millimetres.

6.1 Travel wallet

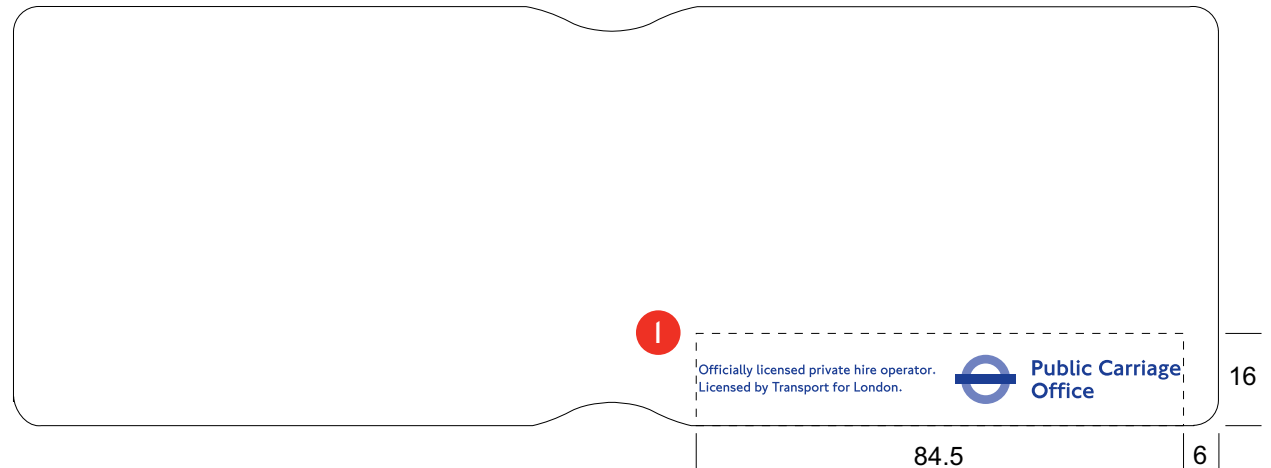


When the PCO branding is applied to a licensed private hire operator travel wallet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a travel wallet in a single colour, the black or white version of the mark may be used.

The size and position of the PCO branding strip is fixed and cannot be altered.

The mark supplied for the wallet should always be placed at 100 per cent and placed on the front as shown, (1).



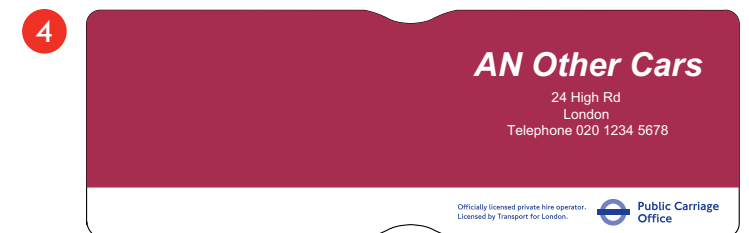
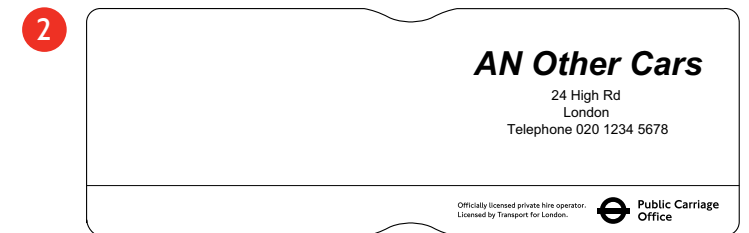
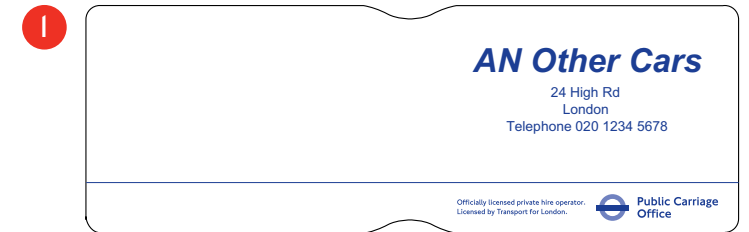
6.2 Travel wallet continued

When used on licensed private hire operator travel wallets the mark must always appear on a strip at the foot of the front of the card.

The preference is for the mark to appear in full colour on a white strip separated from the licensed private hire operator information above a 0.5mm keyline, (1).

Where a travel wallet is produced in single colour, the black or white version of the mark may be used, again separated by a 0.5mm keyline from the licensed private hire operator information above, (2).

Where the licensed private hire operator information appears above on a dark background, no keyline is required if the strip remains white, (4).



6.3 Press material

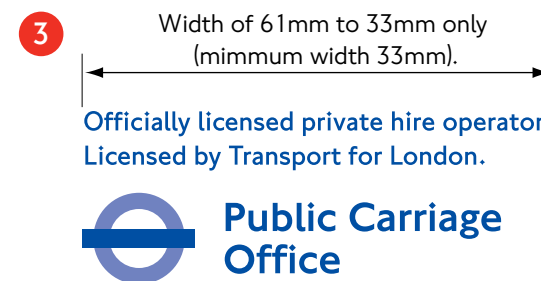
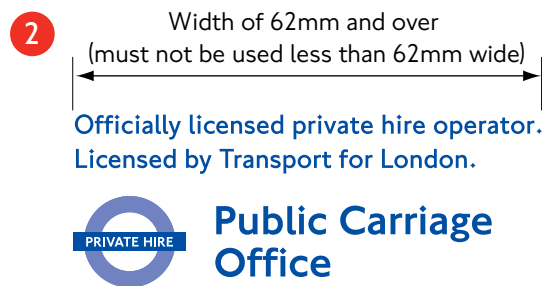


When the PCO branding is applied to licensed private hire operator press material, the mark shown here (1), should be used. Please note the exclusion zone around the mark is $0.25 \times X$.

Where a press advert is produced in single colour, the black or white version of the mark may be used.

When the mark is used at a width of 62mm and above, version (2) should be used – showing the text 'Private Hire' through the bar of the roundel.

When the mark is used at a width of 61mm or less, version (3) should be used – where the text 'Private Hire' does not appear through the bar of the roundel, (the mark should not be used at a width less than 33mm wide).



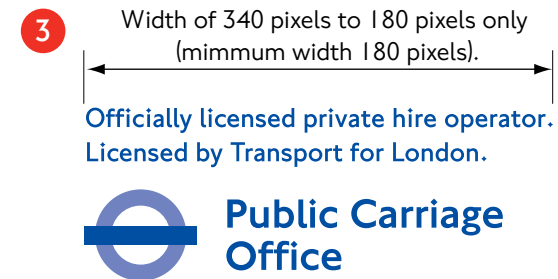
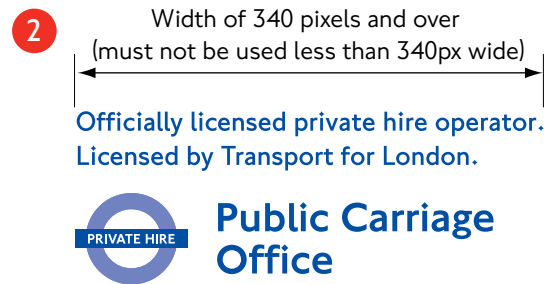
6.4 Websites



When the PCO branding is applied to licensed private hire operator websites the mark shown here should be used, (1). Please note the exclusion zone around the mark is $0.25 \times X$.

When the mark is used at a width of 340 pixels and above, version (2) should be used, showing the text 'Private Hire' through the bar of the roundel.

When the mark is used at a width of 340 pixels or less, version (3) should be used – the text 'Private Hire' does not appear through the bar of the roundel, (the mark should not be used at a width less than 180 pixels wide).



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 website:
tfl.gov.uk/corporatedesign

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