

London Streets Stationery standard

Issue 3



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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Streets. It is essential that LS maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within LS. 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**

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

I Basic elements

[Contents](#)



Introduction

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

1.1 Corporate typeface

Contents



The typeface used by LS 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

1.2 Roundel

Contents



Roundel

This page shows the LS roundel.

For detailed guidance on the correct use of the roundel refer to the LS 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 London Streets. 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 London Streets logotype. It is to be displayed in New Johnston Book, mixed upper and lower case, using the colour Pantone 5635.

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

London Streets

Transport for London

MAYOR OF LONDON

1.4 Colours



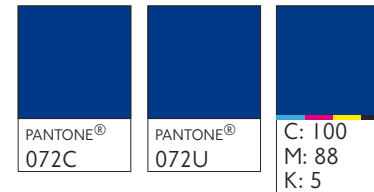
Mode colours

This page identifies the corporate colours used for LS.

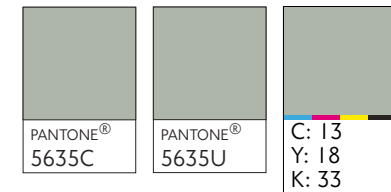
The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

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

Corporate blue



Streets grey



2 Stationery specifications

Contents



Introduction

The following pages explain how LS 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 London Streets 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 5635

London Streets
New Johnston
Medium 20pt
Colour: Pantone 072

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

30 | | 52

15

Transport for London
London Streets

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

1 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

MAYOR OF LONDON



London Streets
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk/streets

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

58

10

Roundel
Width: 21mm
Colour: Pantone 5635
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

PAD logo
Colour: Pantone 072

Legal
New Johnston
Book 8/9pt
Colour: Pantone 072

2.2 Letter template



Template example

Size 210 x 297

All letters must be set using the London Streets 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 Streets



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

London Streets
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk/streets

1 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.

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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	Page 2 of 2
21	<p>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</p> <p>Wulla faciisis atvero 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 atvero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

The example opposite shows the layout for London Streets 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 5635

London Streets
New Johnston
Medium 20pt
Colour: Pantone 072

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



PAD logo
Colour: Pantone 072

Roundel
Width: 21mm
Colour: Pantone 072
Pantone 5635

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 London Streets 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 5635

London Streets

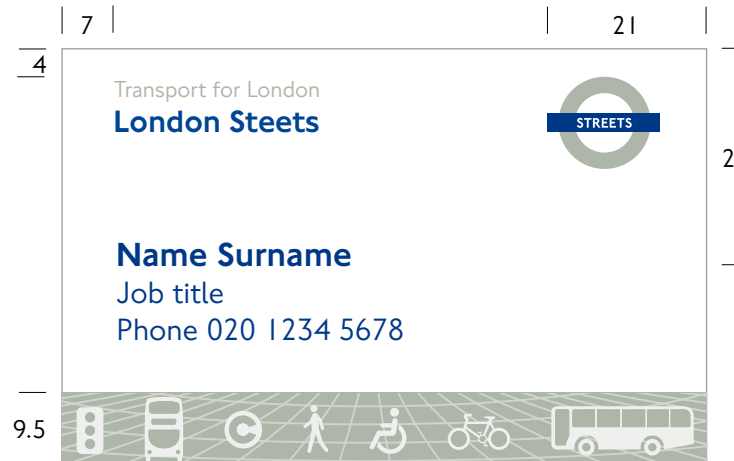
New Johnston
Book 12/13pt
Colour: Pantone 072

Reverse side

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

Department and Body text

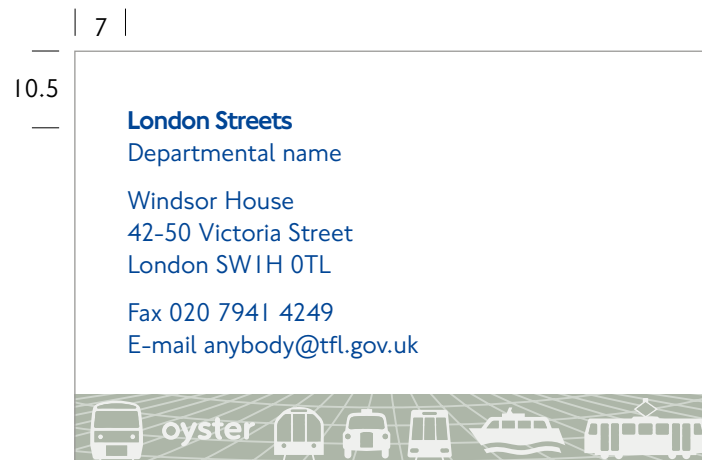
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072



Roundel
Width: 15 mm
Colour: Pantone 072
Pantone 5635

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



Template example

Size 210 x 297

Please note that faxes do not use pre-printed paper. All faxes must use the London Streets 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 Streets
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				
10				

Transport for London
London Streets



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

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

London Streets
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
tfl.gov.uk/streets



Roundel
Width: 21mm
Colour: black

Fax headings
New Johnston
Book Bold 10/22pt

Fax information
Arial 12/22pt
Aligned left

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

2.7 Memo

Contents



Template example

Size 210 x 297

All memos must be set using the London Streets 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 Streets
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

Mayor of London
New Johnston
Bold 14pt

30

20

52

15


26

75

10

10

Transport for London
London Streets



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

London Streets
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
tfl.gov.uk/streets

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



Roundel

Width: 21 mm
Colour: black

PAD logo

Colour: black

Name Surname/email
Job title
Legal (see individual letterheads for details)

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

2.8 Envelopes

Contents



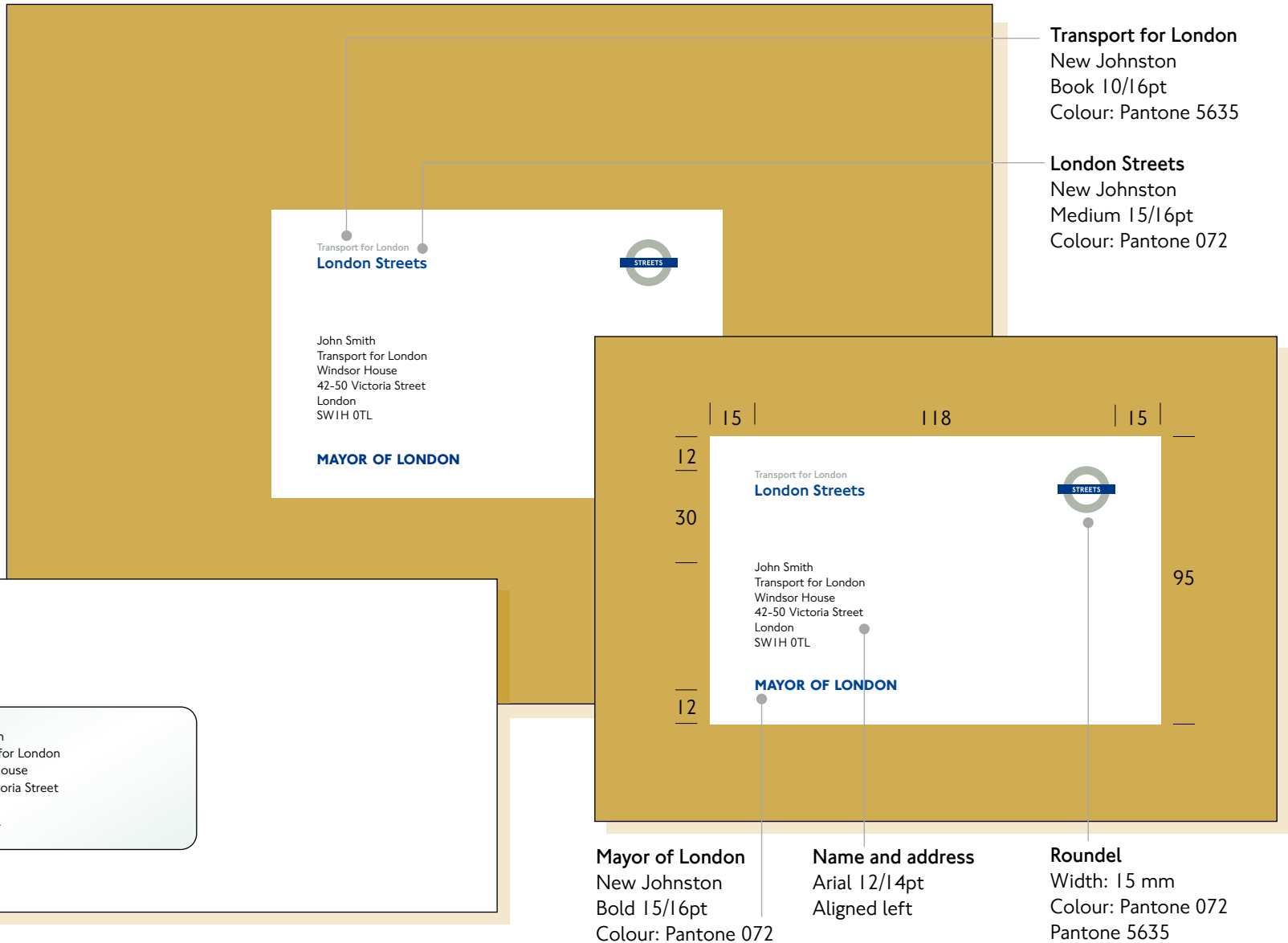
Envelopes

Specification

Size C4 325 x 230
C5 225 x 160
DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.



2.9 Information pack

Contents



Press information

Specification for print

Size C4 220 x 305

This design is for all London Streets 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 Book 11/20pt
Aligned left

London Streets
New Johnston Medium 20/20pt
Aligned left

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

Folder inside
Colour: 15% Pantone 5635
(optional)

Business Unit
New Johnston Medium
21/21pt
Aligned left
Colour: Pantone 072

Roundel
Width: 21mm
Colour: Pantone 072
Pantone 5635

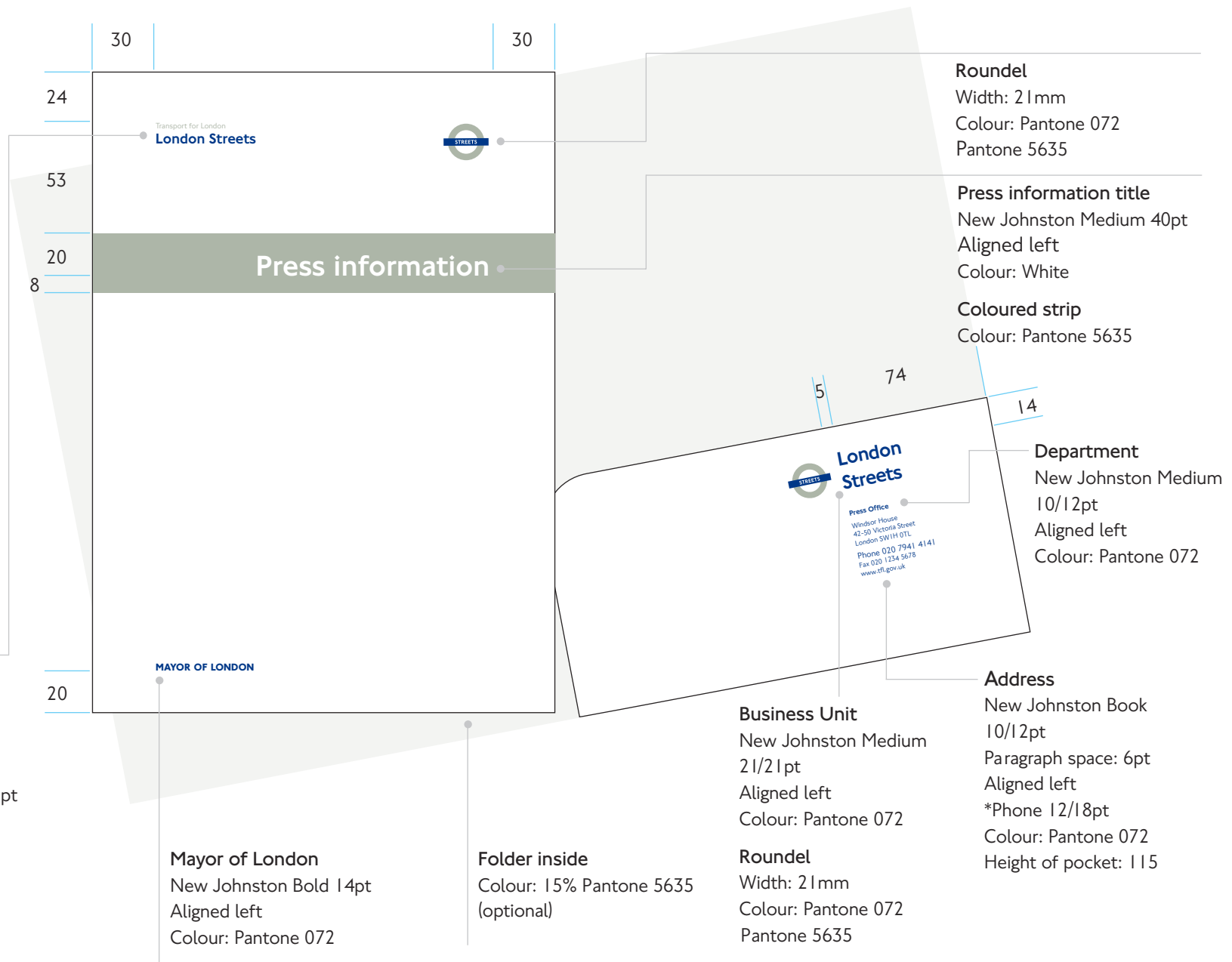
Roundel
Width: 21mm
Colour: Pantone 072
Pantone 5635

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

Coloured strip
Colour: Pantone 5635

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 072
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

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