

# Display stands standard

Issue 4



# Contents



## Foreword

### 1 Typography

#### 1.1 Typographic policy

### 2 Branding

#### 2.1 Roundels

#### 2.2 Transport for London logotype

#### 2.3 MAYOR OF LONDON logotype

### 3 Colour

#### 3.1 London Underground line colours

### 4 Branding layouts and measurements

#### 4.1 Branding layout options

#### 4.2 Branding measurements

## For further information



Transport for London (TfL) produces a range of display stands, all of which are endorsed by its public transport networks (modes) or other operating units.

This design standard has been created to show the rules that must be followed when producing display stands on behalf of TfL.

More information on TfL design rules are available via the TfL website:  
**[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)**

If you have any queries please contact  
TfL Corporate Design:  
Telephone: **020 7126 4462**.  
Internal extension: **64462**.

## New Johnston

The typeface of TfL is New Johnston, which should be set in mixed upper and lower case. New Johnston is the only typeface to be used for display stands.

## Headings

These are set in New Johnston Medium mixed upper and lower case.

## Body text

Body text should be set in New Johnston Light mixed upper and lower case.

## Copyright

New Johnston is the exclusive property of TfL. If you wish for an outside supplier to access the typeface please direct them to the TfL website: [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£/.,“()::

New Johnston Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£/.,“()::

New Johnston Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£/.,“()::

New Johnston Book

A b

## 1.1 Typographic policy



In consultation with the Royal National Institute for the Blind (RNIB), TfL has developed a code of practice for setting type so that it is legible to those with visual impairment.

The main directives of this policy as applied to display stands is set out as follows:

- Text should always be set in mixed upper and lower case (never all upper case - even in headings)
- The minimum point size for body copy is 50pt
- Text should always be ranged left (never justified, centred or ranged right)
- Do not use italics
- Do not use drop caps
- To emphasise a word, use a different type weight
- Ensure good, legible colour contrast between text and background colour
- Do not adjust the character spacing of the font
- Do not adjust line spacing (leading)
- Do not indent the first line of a paragraph, but use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed so long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)
- The use of terminology on all material must comply with the TfL Editorial standards [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

## 2 Branding

Contents



Each display stand must be correctly branded with a roundel (only one roundel is ever to appear on a piece), Transport for London logotype and MAYOR OF LONDON logotype.

Where several display stands appear together then each stand is to be separately branded.

For further branding examples please see section 4 of this document.



## 2.1 Roundels



Each transport mode has its own individual roundel. The value of the roundel itself can hardly be overestimated. It is one of the world's best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules in this document for its reproduction and application must be strictly adhered to.

Roundels are to be applied for by design agencies only via the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)



## 2.1.1 Roundels continued

Contents



### Public Carriage Office roundels

The Public Carriage Office has, for legal reasons, three different roundels.

#### Taxi/Private Hire

The joint Taxi/Private Hire roundel should be used for Public Carriage Office joint taxi and private hire corporate publications.



#### Taxi

The Taxi roundel is to be used for any specific licensed London Taxi (motor Hackney carriages) corporate publications.



#### Private Hire

The Private Hire roundel is to be used for any specific Private Hire Vehicle corporate publications.



## 2.2 Transport for London logotype

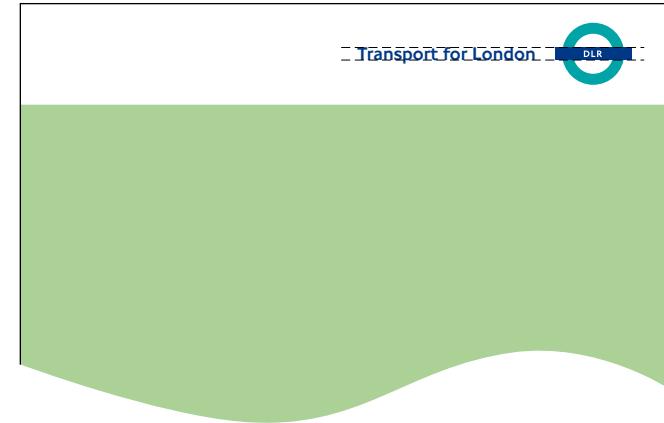


### Transport for London logotype

The 'Transport for London' logotype is to appear alongside the roundel. No matter which modes' roundel is displayed, it is always the 'Transport for London' logotype that is displayed alongside it.

The cap height of the 'Transport for London' logotype must always equal the depth of the roundel bar. It is to be displayed in New Johnston Medium, mixed upper and lowercase.

It must be set in a single line and be ranged to the left of the roundel.



## 2.3 MAYOR OF LONDON logotype

Contents



### MAYOR OF LONDON logotype

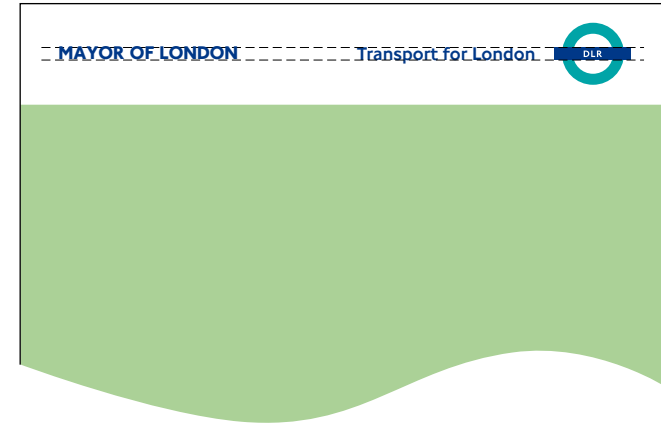
On all printed documents, the Mayoral endorsement should be displayed in a fixed proportion to the roundel as shown.

#### Size

The capital-letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar. It is to be displayed in New Johnston Bold, all upper case.

#### Colour

The Mayor's endorsement should always appear in Corporate blue (Pantone 072), on outputs for all modes.



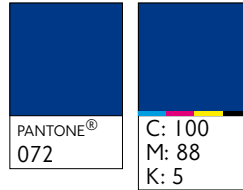
### 3 Colour

#### Modal colours

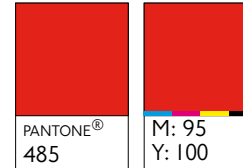
This page identifies the corporate colour for each mode within TfL.

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

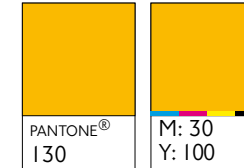
Transport for London  
London Underground



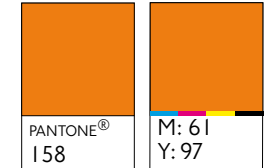
London Buses



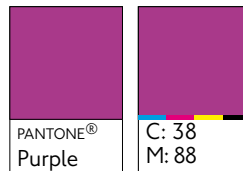
Victoria Coach Station



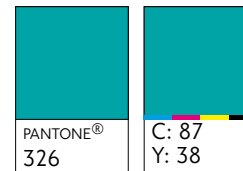
London Overground



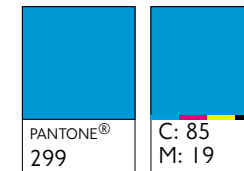
London Dial-a-Ride



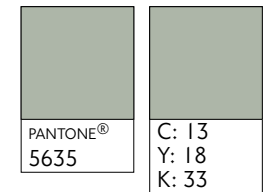
Docklands Light Railway



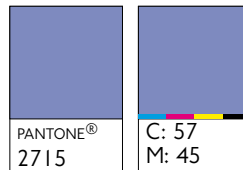
London River Services



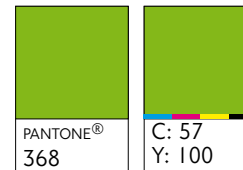
London Streets



Public Carriage Office



London Tramlink



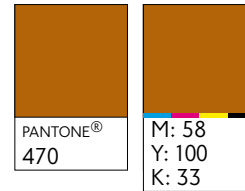
### 3.1 London Underground line colours



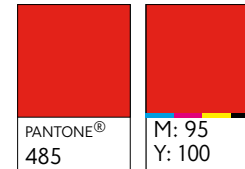
#### London Underground line colours

This page identifies the colours for each London Underground (LU) line.

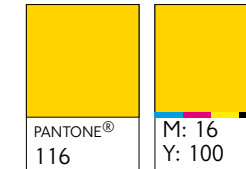
Bakerloo line



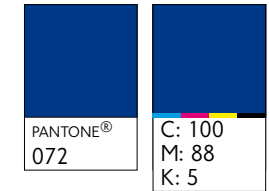
Central line



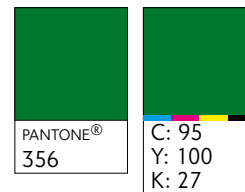
Circle line



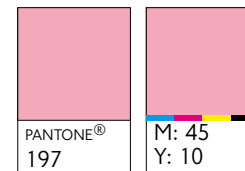
Piccadilly line



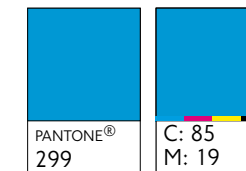
District line



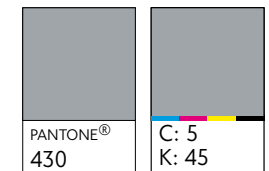
Hammersmith and City line



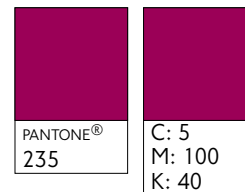
Victoria line



Jubilee line



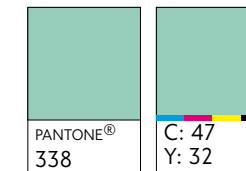
Metropolitan line



Northern line



Waterloo and City line



## 4 Branding layouts and measurements

[Contents](#)



The following pages demonstrate the options available for branding display panels.

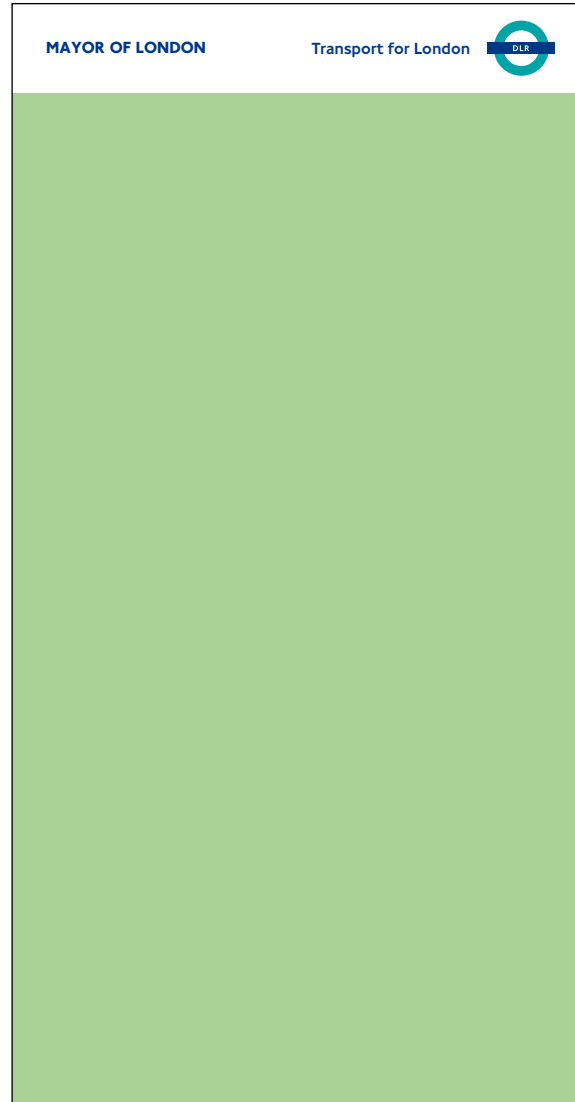
## 4.1 Branding layout options

Contents

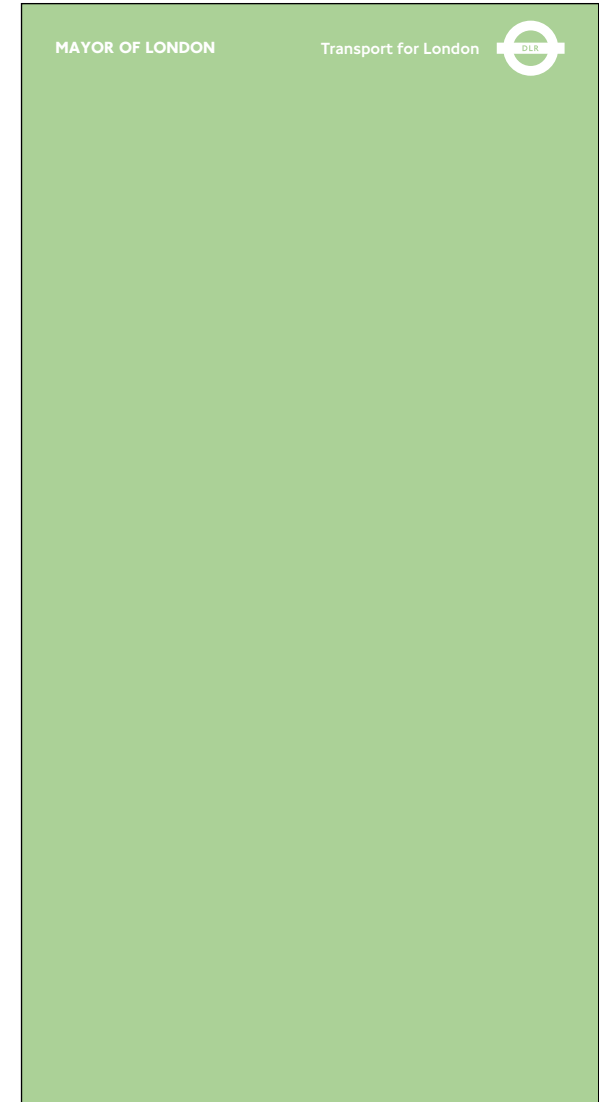


- A Standard branding on a display panel
- B Standard branding reversed out of full bleed image.

**A**



**B**



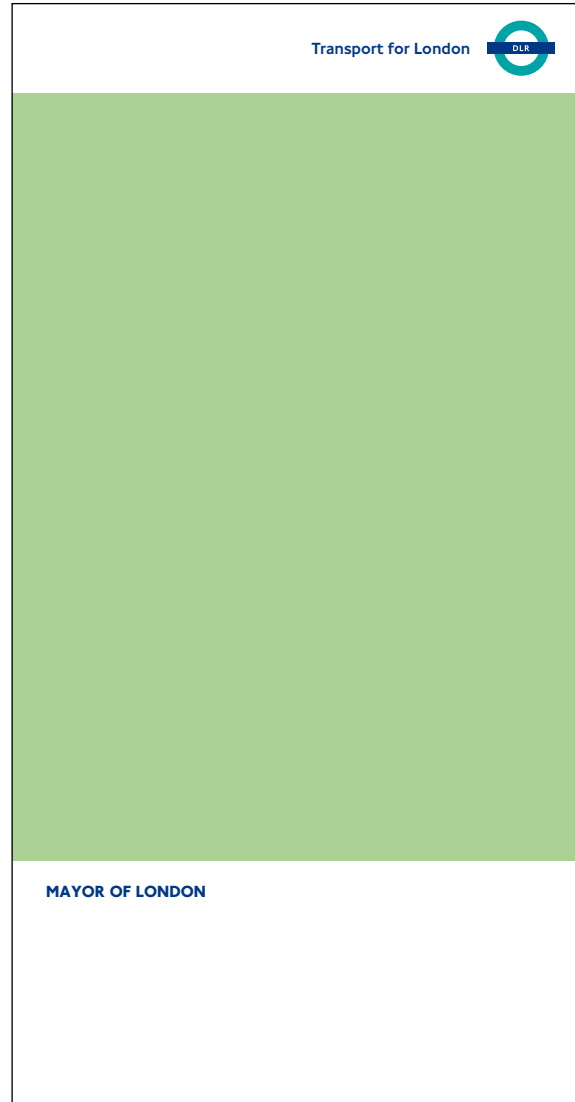
## 4.1.1 Branding layout options continued



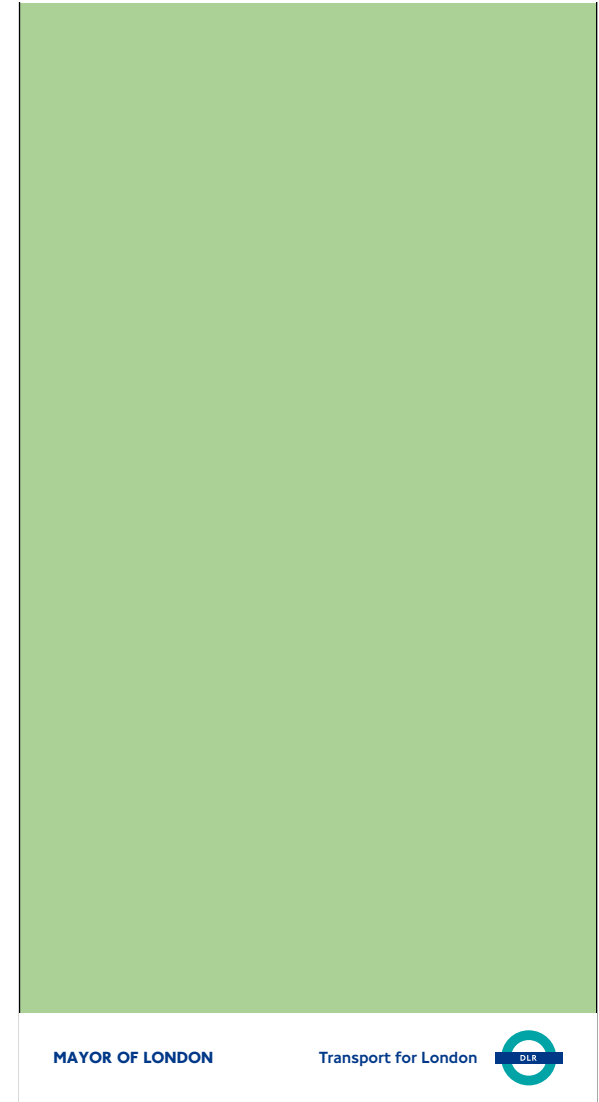
C Option allowing for MAYOR OF LONDON branding to appear beneath artwork area

D Option allowing for branding to appear at foot of poster (note that this version should only be used where there is no obstruction in front of the lower part of the panel)

**C**

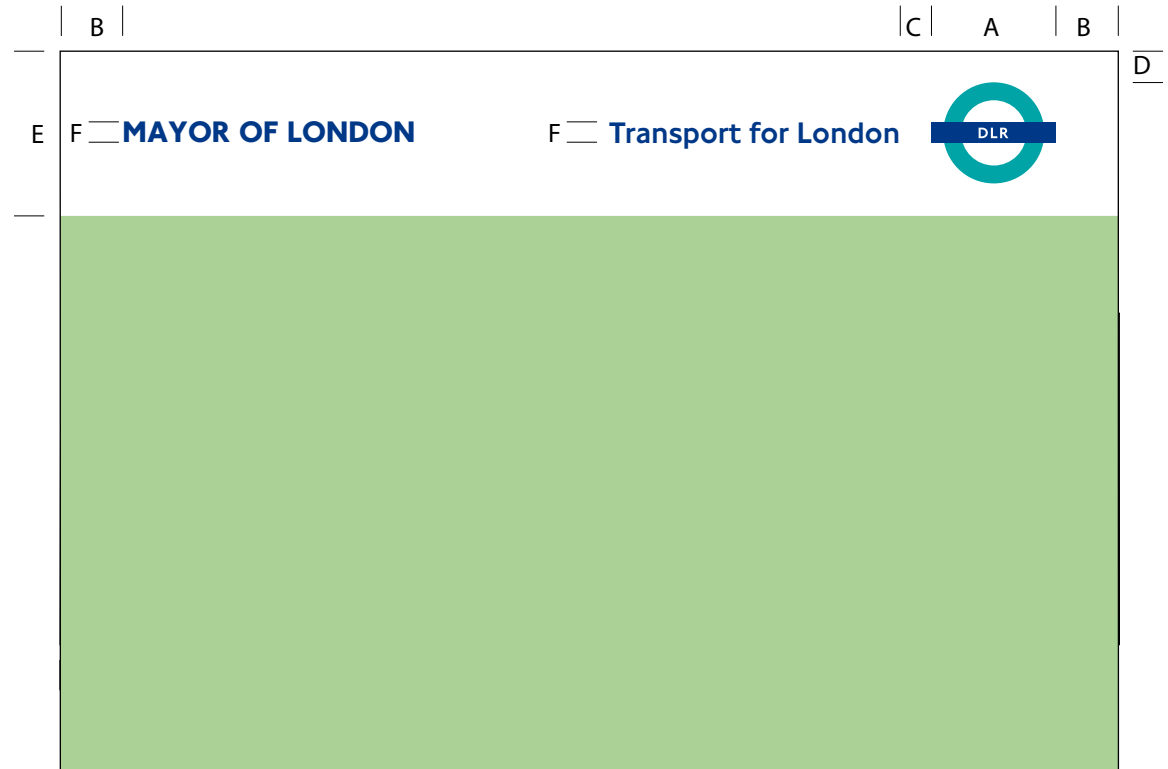


**D**



## 4.2 Branding measurements

A	Roundel/logo width	100mm
B	Margins	50mm
C	Space between roundel and 'Transport for London'	25mm
D	Space between top of visible panel and top of roundel (note that if branding appears at foot of panel, the space between the bottom of panel and bottom of roundel is the same)	25mm
E	Height of clear endorsement strip at top of panel	132mm
F	'Transport for London' and 'MAYOR OF LONDON' point size	70/70pt



## 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](http://tfl.gov.uk/corporatedesign)**

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