

Trams poster frame standards

Issue 2



Contents



Foreword

- 1 Standard poster frame sizes
- 2 Poster frame construction
- 3 Tram stop poster frame requirements (enclosed shelters)
- 3.1 Tram stop poster frame requirements (walk through stop)

Further information



In conjunction with tram stop signing, London Tramlink information posters provide essential information to customers travelling on the network. Transport for London (TfL) has always been regarded as a world leader in the display and development of such printed information.

This standard outlines the types of posters and frames required at tram stops, and the purpose of the various poster types to ensure that the customers information needs are understood and reflected during the planning process.

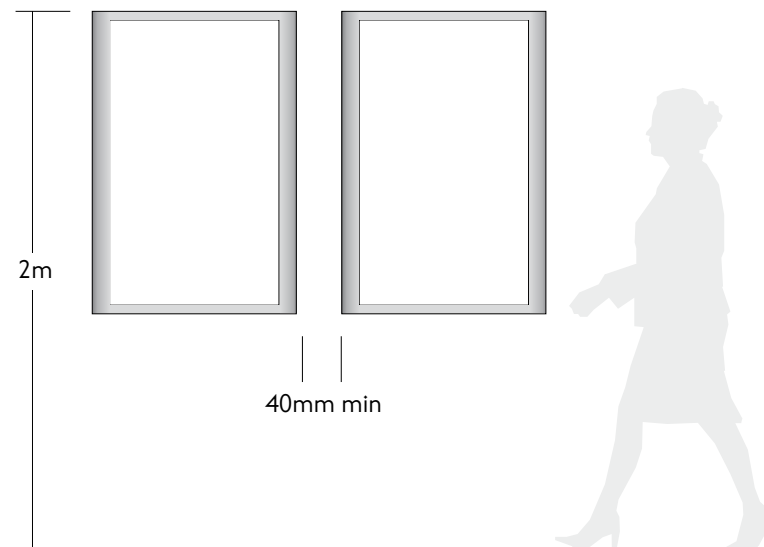
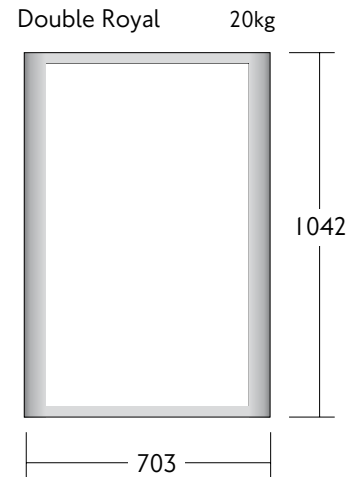
The positions of poster frames should be considered alongside signage as early as possible during the design stages of a project.

As the posters are posted and regularly updated by London Tramlink staff, it is essential that poster plans for each tram stop are kept up to date to reflect the position during and after each improvement project.

I Standard poster frame sizes

The sizes indicated are based around the standard TfL poster frame construction. Where other constructions are used, sizes must be checked with TfL Corporate Design to ensure the correct fitting of posters.

Frames should be fitted in such a way that the top edges are 2000mm from floor or pavement level to ensure consistent alignment and legibility with signs panels. This dimension may only be varied under approval from TfL Corporate Design in consultation with London Tramlink. Frames must be fitted vertically, and should not be recessed. A minimum gap of 40mm must exist between frames to allow them to be opened using a standard poster frame key.



All frames
39mm deep

All dimensions
in millimetres

2 Poster frame construction

The Tramlink network already has a large number of existing frames. These are to be retained, however, all new frames should be of the standard TfL type as illustrated. The standard construction and operation of such frames is vital to ensure that posters can be easily and safely changed at scheduled periods by staff working on behalf of London Tramlink.

The standard frames have modern clean lines with curved sides to be safe for customers when moving in crowded environments. These are available in silver as the standard finish.



Standard TfL poster frame

1



Old SMF frame:
Square edges
all round

2



Aluframe:
Square edges
with hinged
leaves (one open
in photo)

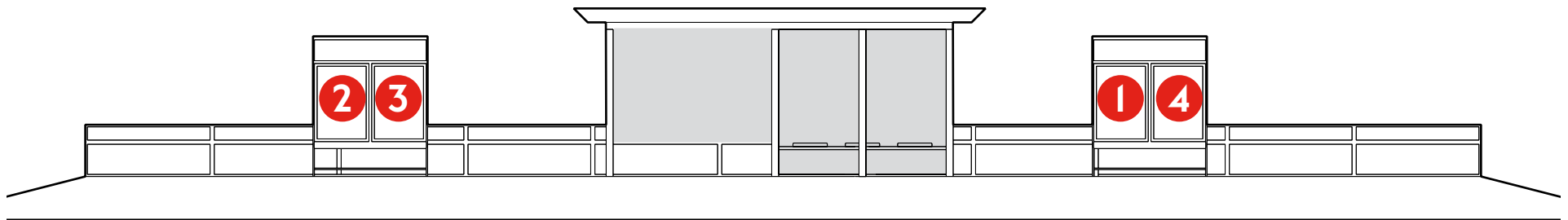
3

3 Tram stop poster frame requirements (enclosed shelters)



The general layout of tram stops is varied, but for the purpose of poster frame sites the two main types are those which have enclosed shelters, with fitted back panels onto which information poster frames can be fixed, and those which are 'walk through', with very little space for such frame installations (see next page for 'walk-through' standard). Tram stops may also have freestanding units, examples of these are also shown on the following schematic layouts.

- 1 Fares and tickets poster
(Where possible this should be positioned close to the ticket machine, for ease of customer reference)
- 2 Local area map
(Must be displayed side by side and to the left of a Buses and trams from poster)
- 3 Buses and trams from poster
(Must be displayed side by side and to the right of a Local area map)
- 4 Timetable poster

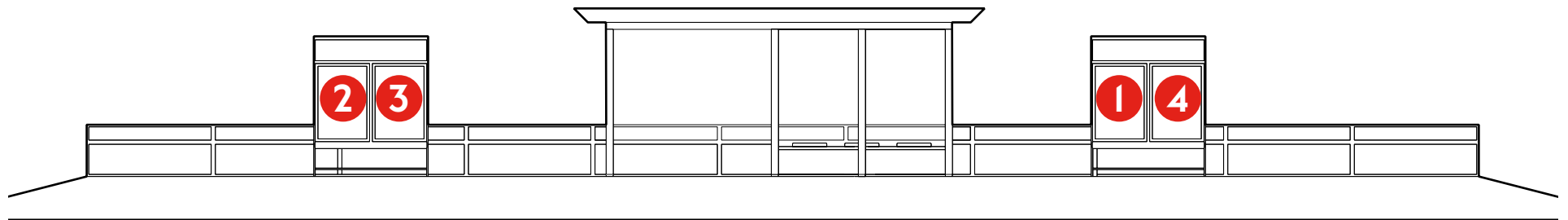


3.1 Tram stop poster requirements (walk through stops)

The layout below shows the standard information requirement for 'walk-through' tram stops. Due to the structure of these tram stops (in terms of information), it may be necessary to install additional free standing units in order that the standard is met.

At this type of tram stop not all the information may be able to be displayed, note that poster number 5 has not been placed, so the additional installation would be necessary.

- 1 Fares and tickets poster
(Where possible this should be positioned close to the ticket machine, for ease of customer reference)
- 2 Local area map
(Must be displayed side by side and to the left of a Buses and trams from poster)
- 3 Buses and trams from poster
(Must be displayed side by side and to the right of a Local area map)
- 4 Timetable poster



For further information

[Contents](#)



If you have any queries about information within this standard, please contact TfL Corporate Design:
Phone **020 7126 4462** (Internal **64462**)

References made to other design standards within this document can be found on the TfL website: tfl.gov.uk/corporatedesign

Issue 2, March 2009

© Transport for London