

Trams Stationery standard

Issue 2





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

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



Introduction

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

1.1 Corporate typeface

Contents



The typeface used by LT 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

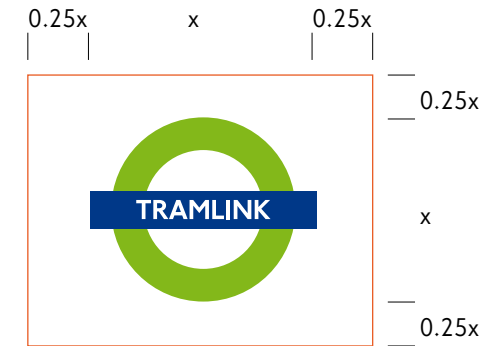


Roundel

This page shows the LT roundel.

For detailed guidance on the correct use of the roundel refer to the LT 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 Tramlink. 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 Tramlink Roundel. It is to be displayed in New Johnston Medium, mixed upper and lower case, using the colour Pantone 368.

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

London Tramlink

Transport for London

MAYOR OF LONDON

1.4 Colours



Mode colours

This page identifies the corporate colours used for LT.

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



Tramlink green



2 Stationery specifications

Contents



Introduction

The following pages explain how LT 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 Tramlink 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 368

London Tramlink
New Johnston
Medium 20pt
Colour: Pantone 072

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

30 | | 51 |

15

Transport for London
London Tramlink

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 duiis 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 duiis dolore te feugait nulla facilisi.

Yours faithfully



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

Copy to: One Other

10

TRAMLINK

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

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: 21mm
Colour: Pantone 368
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

Contents



Template example

Size 210 x 297

All letters must be set using the London Tramlink 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 Tramlink



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

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

21

Page 2 of 2

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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.

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

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

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

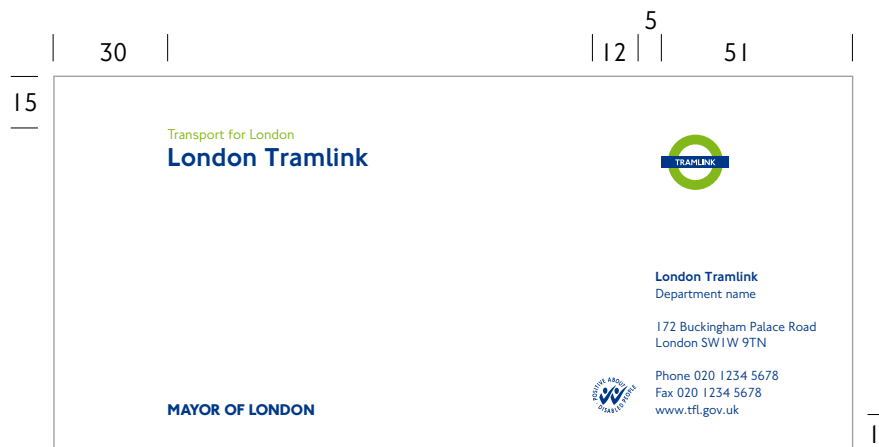
Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11pt
Colour: Pantone 368

London Tramlink
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 368

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 Tramlink 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 368

London Tramlink

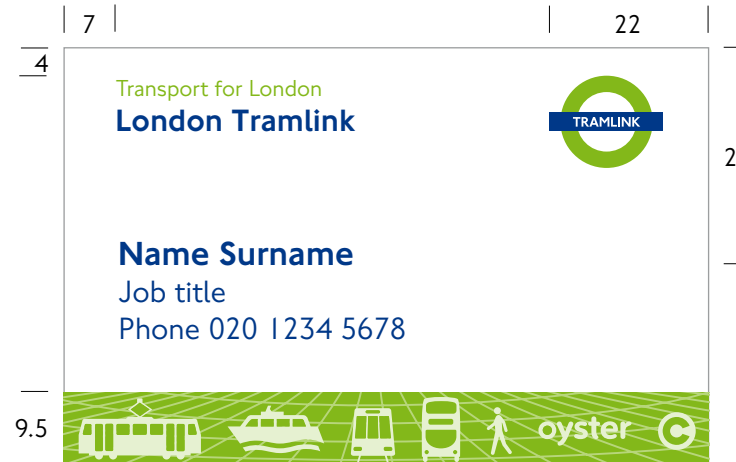
New Johnston
Book 12/13pt
Colour: Pantone 072

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

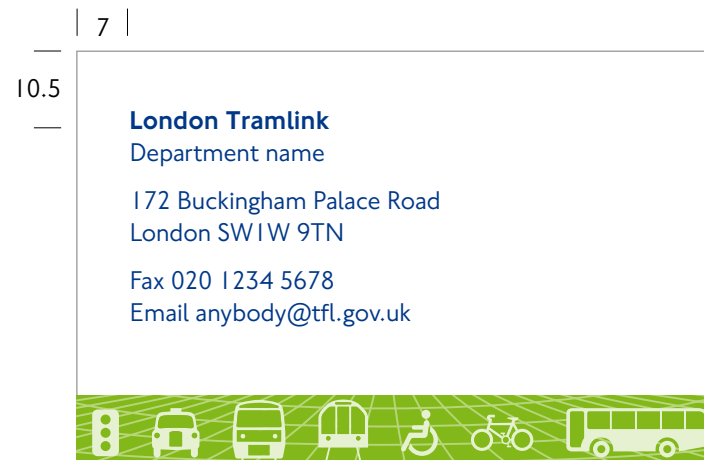
Width: 15 mm
Colour: Pantone 072
Pantone 368

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 Tramlink 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 Tramlink
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	51																
15	<p>Transport for London London Tramlink</p> 																			
25	<p>Fax cover sheet</p>																			
17	<table border="0"> <tr> <td>To:</td> <td>[Recipient's name]</td> <td>From:</td> <td>[Sender's name]</td> </tr> <tr> <td>Company:</td> <td>[Company name]</td> <td>Return fax no:</td> <td>000 0000 0000</td> </tr> <tr> <td>Fax no:</td> <td>[Fax number]</td> <td>Phone no:</td> <td>000 0000 0000</td> </tr> <tr> <td>No of pages:</td> <td>[No of pages]</td> <td>Date:</td> <td>1 January 2009</td> </tr> </table>				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
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																	
50	<p>Subject title [Body text]</p>																			
10	<p>Name Surname Job Title Email: name@tfl.gov.uk</p>																			
10	<table border="0"> <tr> <td style="width: 50%; vertical-align: top;"> <p>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</p> <p>MAYOR OF LONDON</p> </td> <td style="width: 50%; vertical-align: top;"> <p>London Tramlink Department name 172 Buckingham Palace Road London SW1W 9TN Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p>  </td> </tr> </table>				<p>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</p> <p>MAYOR OF LONDON</p>	<p>London Tramlink Department name 172 Buckingham Palace Road London SW1W 9TN Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p> 														
<p>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</p> <p>MAYOR OF LONDON</p>	<p>London Tramlink Department name 172 Buckingham Palace Road London SW1W 9TN Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p> 																			

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 Tramlink 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 Tramlink

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

51

15


26

75

10

10

Transport for London
London Tramlink



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

MAYOR OF LONDON

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

London Tramlink
Department name
172 Buckingham Palace Road
London SW1W 9TN
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk



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



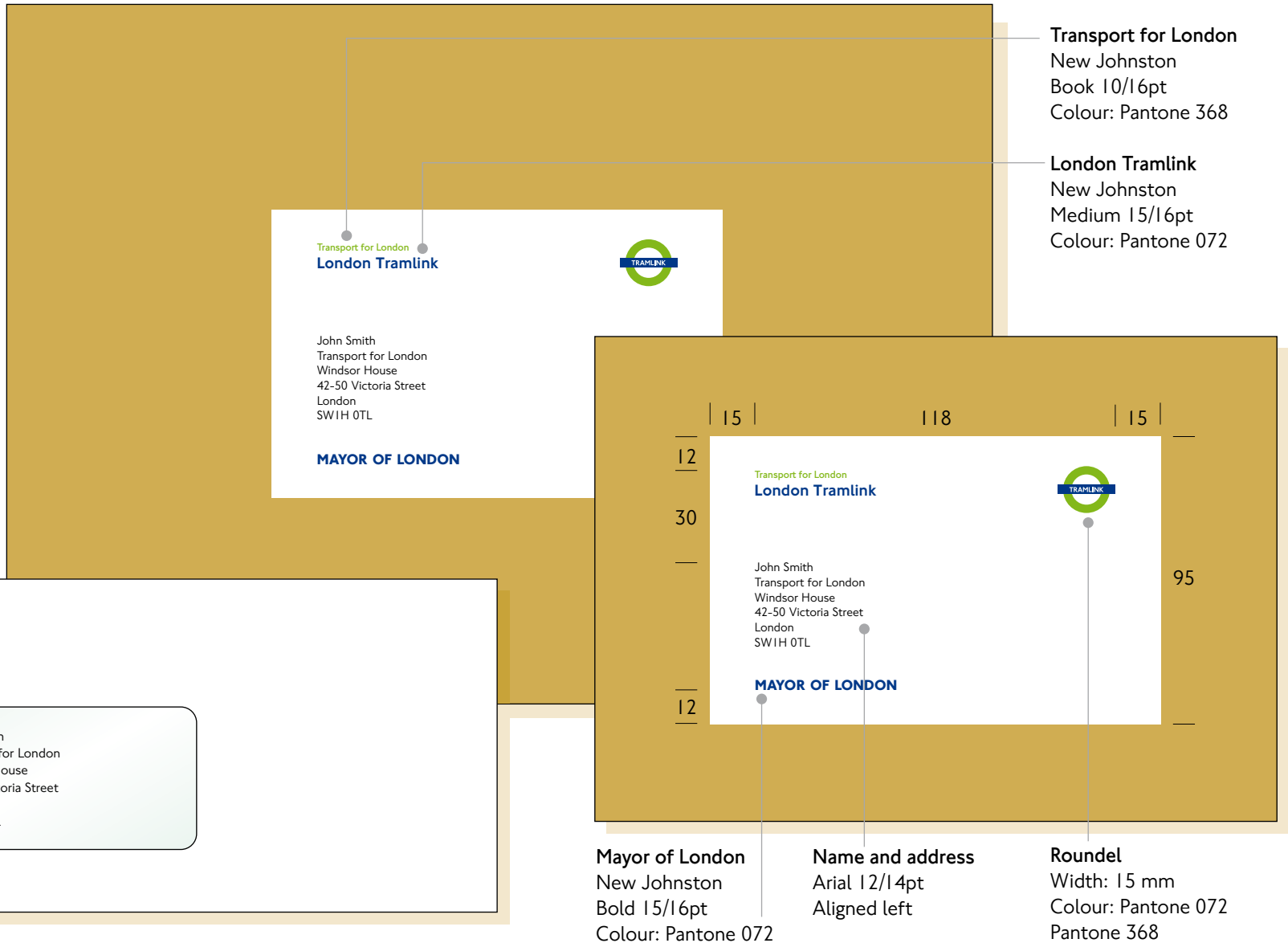
Envelopes

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

Press information

Specification for print

Size C4 220 x 305

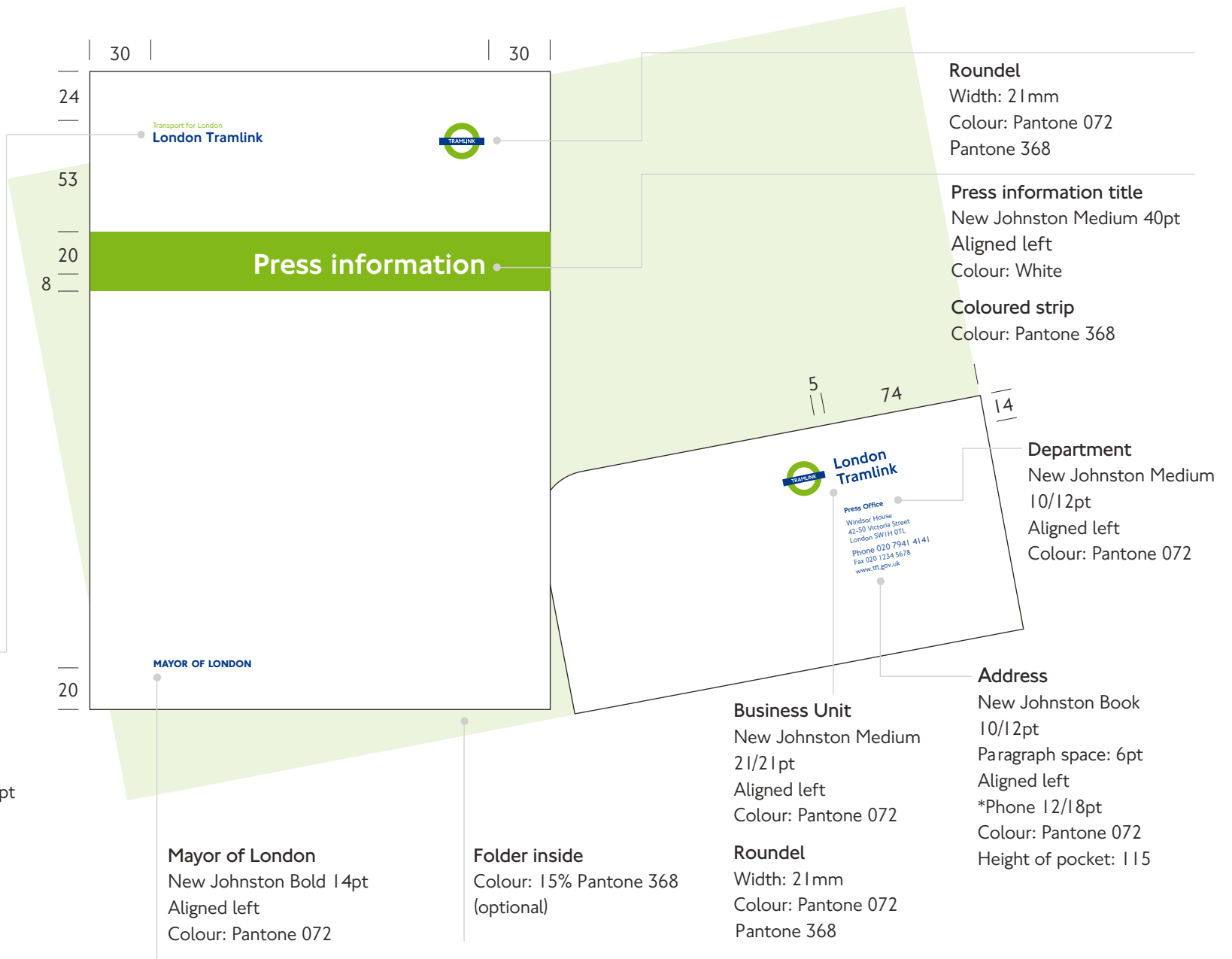
This design is for all London Tramlink information packs

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 Tramlink
New Johnston Medium 20/20pt
Aligned left



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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