



Corporate identity

Stationery standards



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

With over **4** million passengers every day, Transport for London runs one of the busiest and most complex transportation systems in the world.

This book sets the standards for stationery items used within LU. Templates for each item can be obtained from TfL Corporate Design.



Charles Monheim
Director, Customer Relations

Basic elements

Introduction

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

More detailed information can be found in the LU Basic elements and the LU Desktop publishing standards.

Corporate typeface

LU's primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

A **b**

New Johnston		
<p> ABCDEFGHIJ KLMNOPQR STUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890% (,.-:;!?){"'",".} [+ -= / @ £ \$ ^ & *] Å Á Â Ã Ä Å Æ È É Ê Ë Ì Í Î Ï Ó Ô Õ Ö Ø Ç È Ù Ú Û à á â ã ä å è é ê ë ì í î ï ò ó ô õ ø ù ú ü </p>	<p>It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.</p>	<p> New Johnston Light <i>New Johnston Light Italic</i> New Johnston Book <i>New Johnston Book Italic</i> New Johnston Book Bold <i>New Johnston Book Bold Italic</i> New Johnston Medium <i>New Johnston Medium Italic</i> New Johnston Bold <i>New Johnston Bold Italic</i> </p>

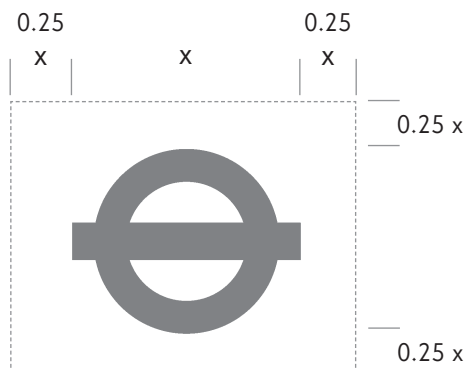
New Johnston

Roundel

This page shows the LU roundel.

For detailed guidance on the correct use of the roundel and for master references, refer to the LU Basic elements standards.

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within an area equivalent to 0.25 its width (x) all around it. This exclusion zone is indicated here by the dotted box around the grey roundel.



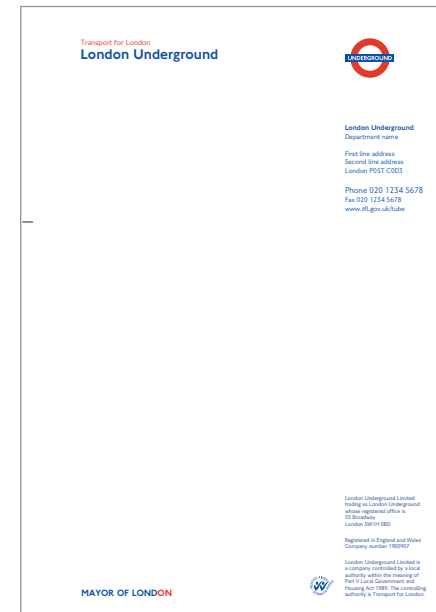
Logotypes

This page shows the logotype used by LU.

London Underground

Transport for London logotype.

To reinforce its identity on stationery produced by its business units, the TfL logotype is associated with the LU logotype as shown below.



Details of the size and position of the logotypes on each of the main stationery formats are shown in the specifications that follow.

Colours

London Underground

This page identifies the LU colours.

These colours refer to colour reproduction using the Pantone Matching System on coated or uncoated paper.

Pantone® is the property of Pantone, Inc.

Corporate red



Corporate blue



Stationery specifications

Introduction

The following pages show how LU stationery should incorporate roundels, logotypes and 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.

Letterhead

Specification for print

Size 210 x 297

The example opposite shows the layout for LU pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

Paper: 100gsm
Pure Radiant
(white) Wove

Transport for London
New Johnston Book 11pt
Aligned left
Colour: Pantone 485

London Underground
New Johnston Medium 20pt
Aligned left
Colour: Pantone 072

Mayor of London
New Johnston Bold 14pt
Aligned left
Colour: Pantone 072
Pantone 485

30	52
15	58
<p>Transport for London</p> <p>London Underground</p> <p>Your ref: B/001 Our ref: A/003</p> <p>Client name Company name First line of address Second line of address Town or City name County and POST C0D3</p> <p>26 January 2002</p> <p>Dear name</p> <p>Corporate identity guidelines</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Yours faithfully</p>  <p>Name Job Title Email: name@tube.tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p> <p>MAYOR OF LONDON</p>	
 <p>Business Unit Department name 55 Broadway London SW1H 0BD Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk/tube</p>	

Roundel

Width: 21mm
Colour: Pantone 485
Pantone 072

58

Business unit

New Johnston Medium
10/12pt
Aligned left
Colour: Pantone 072

Department & address

New Johnston Book
10/12pt (except Phone no)
Paragraph space: 10/18pt
Aligned left
Colour: Pantone 072

Phone no: 12/18pt

PAD symbol

Colour: Pantone 072

Legal

New Johnston Book
8/9pt
Aligned left
Colour: Pantone 072

Letter typing guide

Layout example

Size 210 x 297

All letters must be set using the LU letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

30	30
41	<p>Transport for London London Underground</p> 
17	<p>Your ref: B/001 Our ref: A/003</p>
41	<p>Client name Company name First line of address Second line of address Town or City name County and POST COD3</p> <p>Business Unit Department name 55 Broadway London SW1H 0BD Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk/tube</p>
15	<p>26 January 2002</p> <p>Dear name</p> <p>Corporate identity guidelines</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Yours faithfully</p>  <p>Name Surname Job Title Email: name@tube.tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p> <p>MAYOR OF LONDON</p> <p>London Underground Limited trading as London Underground whose registered office is 55 Broadway London SW1H 0BD Registered in England and Wales Company number 1900907 London Underground Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p> 

Headings

New Johnston Medium 12/14pt

Paragraph space: 1 line

Aligned left

Colour: Black

Body copy

New Johnston Book 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Continuation sheet

Layout 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

New Johnston Book 12/14pt

Paragraph space: 1 line

Aligned left

Colour: Black

30		30
20		Page 2 of 2
21		<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Yours faithfully</p>  <p>Name Surname Job Title Email: name@tube.tf.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>

Compliment slip

Specification for print

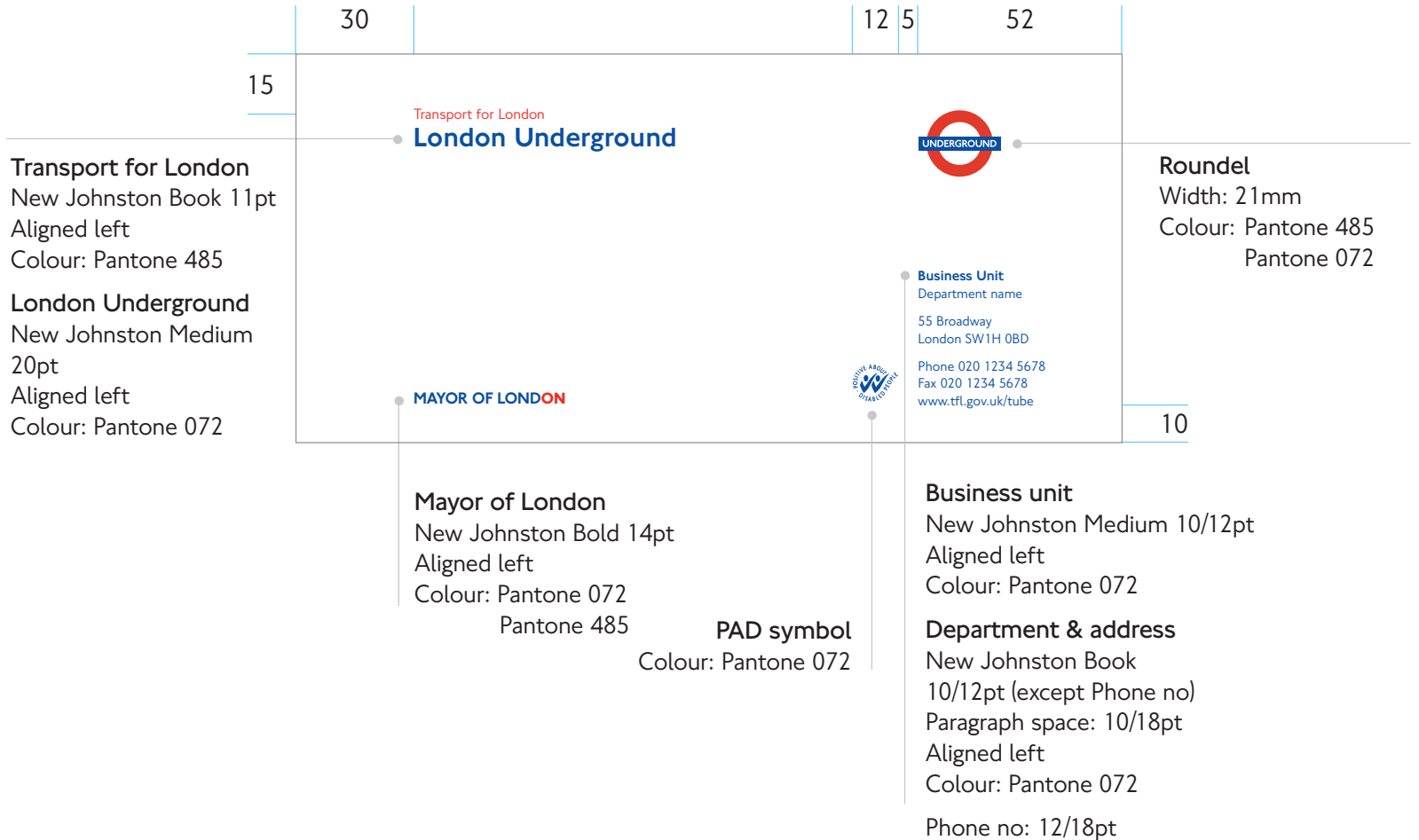
Size 210 x 99

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

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

Paper: 100gsm
Pure Radiant
(white) Wove



Business cards

Specification for print

Size 86 x 55

The example opposite shows the layout for all LU business cards. Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

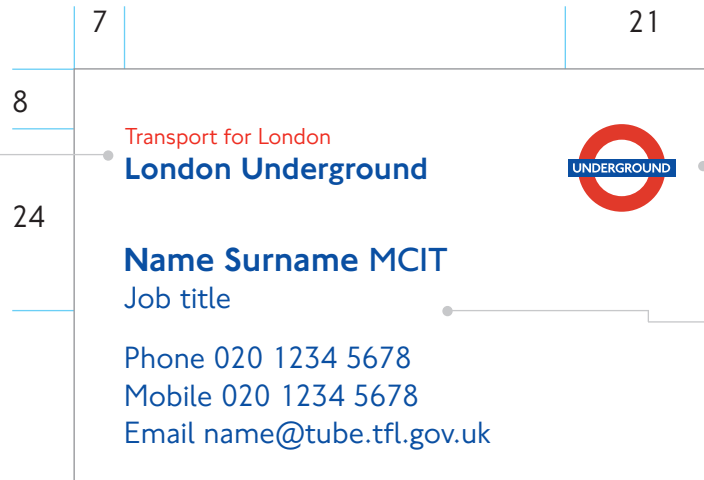
Please note all measurements are in mm.

Paper: 350gsm
Fine Ridge White

Transport for London
New Johnston Book 9/13pt
Aligned left
Colour: Pantone 485

London Underground
New Johnston Medium 12/13pt
Aligned left
Colour: Pantone 072

Reverse side



Roundel
Width: 15
Colour: Pantone 485
Pantone 072

Name
New Johnston Medium 13/14pt
Aligned left
Colour: Pantone 072

Qualification letters (optional)
New Johnston Light 13/14pt
Colour: Pantone 072

Title, phone number and email
New Johnston Book 12/14pt
Aligned left
Colour: Pantone 072



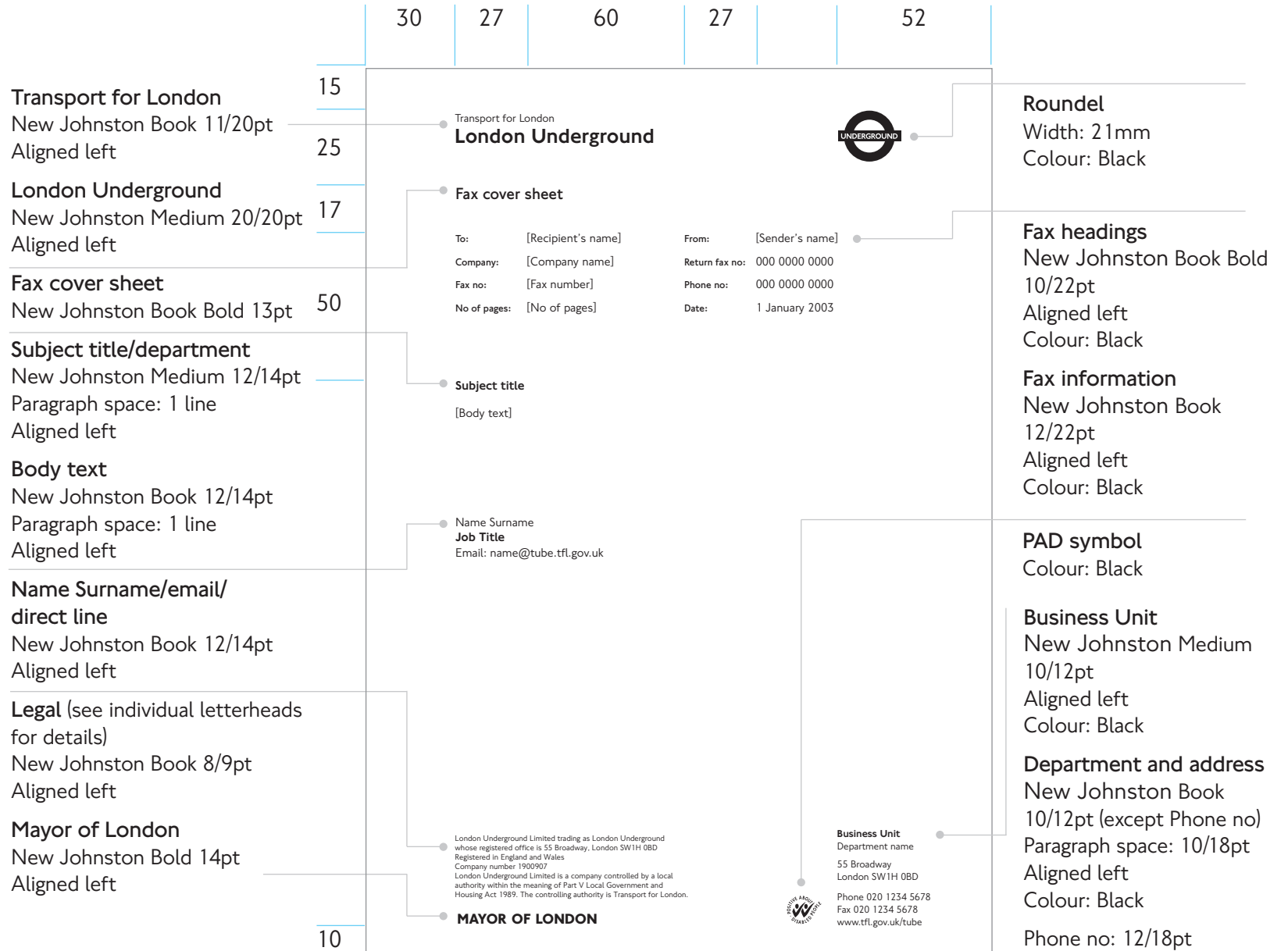
Fax cover sheet

Template

Size 210 x 297

All faxes must be set using the LU fax cover sheet template and printed directly from the desktop.

Please note all measurements are in mm.



Press information

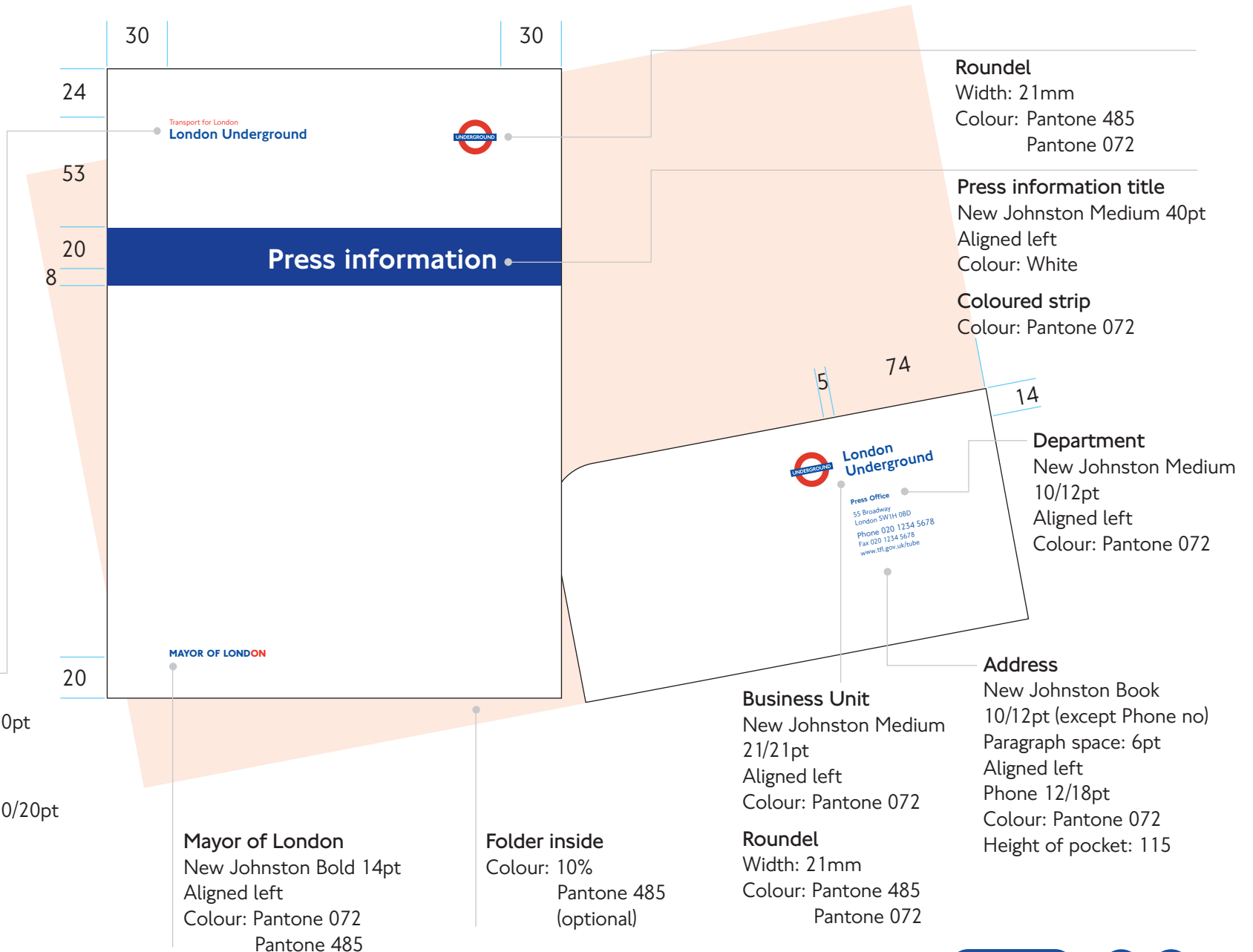
Specification for print

Size C4 220 x 305

This design is for all LU 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 Underground
New Johnston Medium 20/20pt
Aligned left

Mayor of London
New Johnston Bold 14pt
Aligned left
Colour: Pantone 072
Pantone 485

Folder inside
Colour: 10%
Pantone 485
(optional)

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

Roundel
Width: 21mm
Colour: Pantone 485
Pantone 072

Roundel
Width: 21mm
Colour: Pantone 485
Pantone 072

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

Coloured strip
Colour: Pantone 072

Department
New Johnston Medium
10/12pt
Aligned left
Colour: Pantone 072

Address
New Johnston Book
10/12pt (except Phone no)
Paragraph space: 6pt
Aligned left
Phone 12/18pt
Colour: Pantone 072
Height of pocket: 115

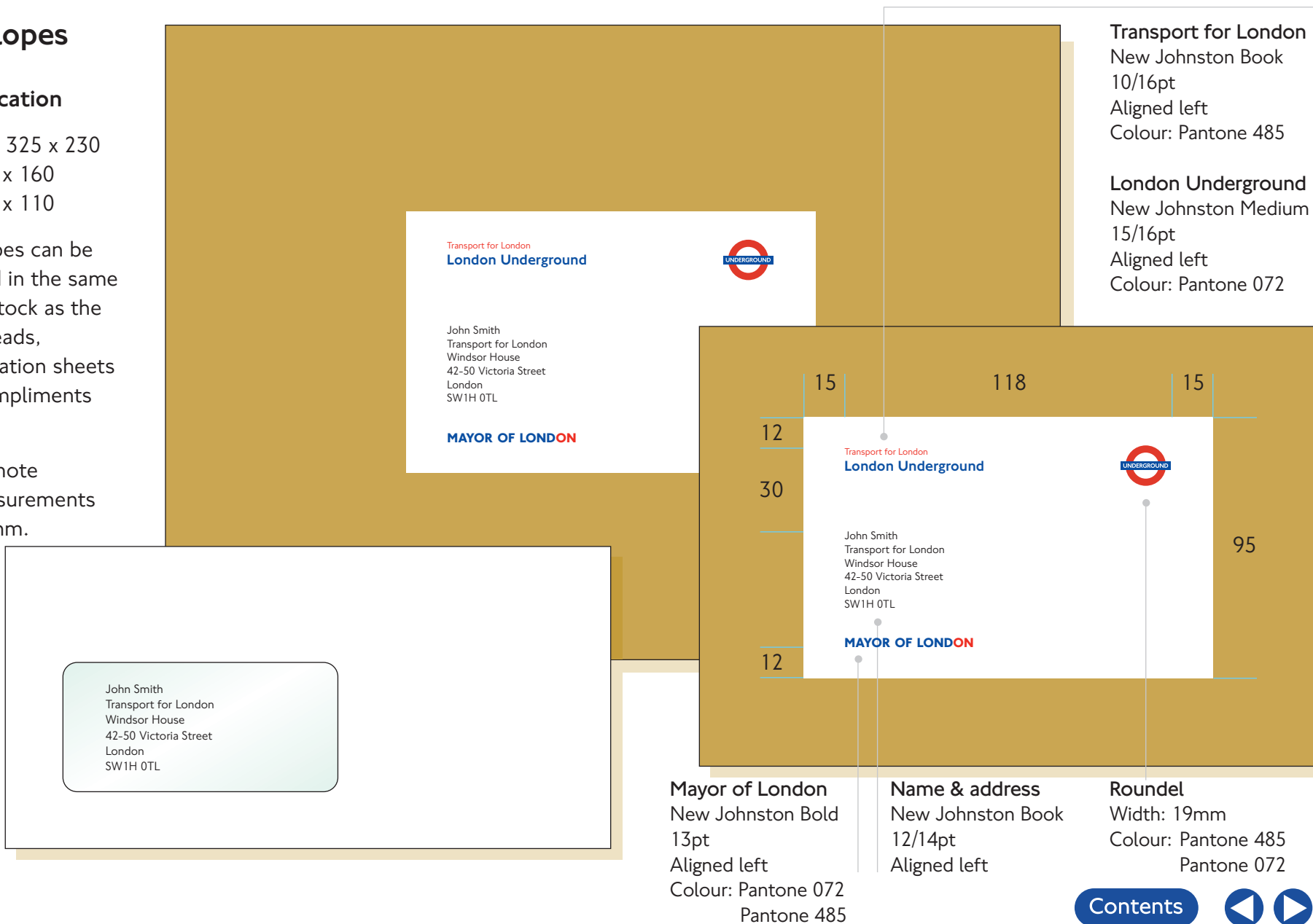
Envelopes

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.

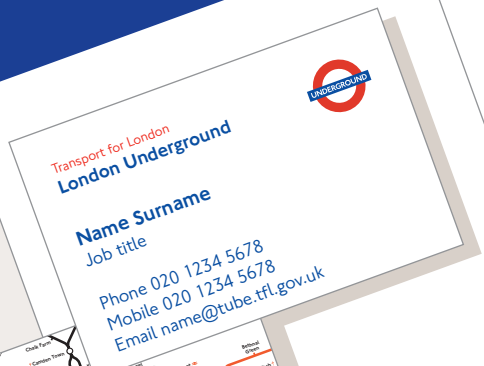
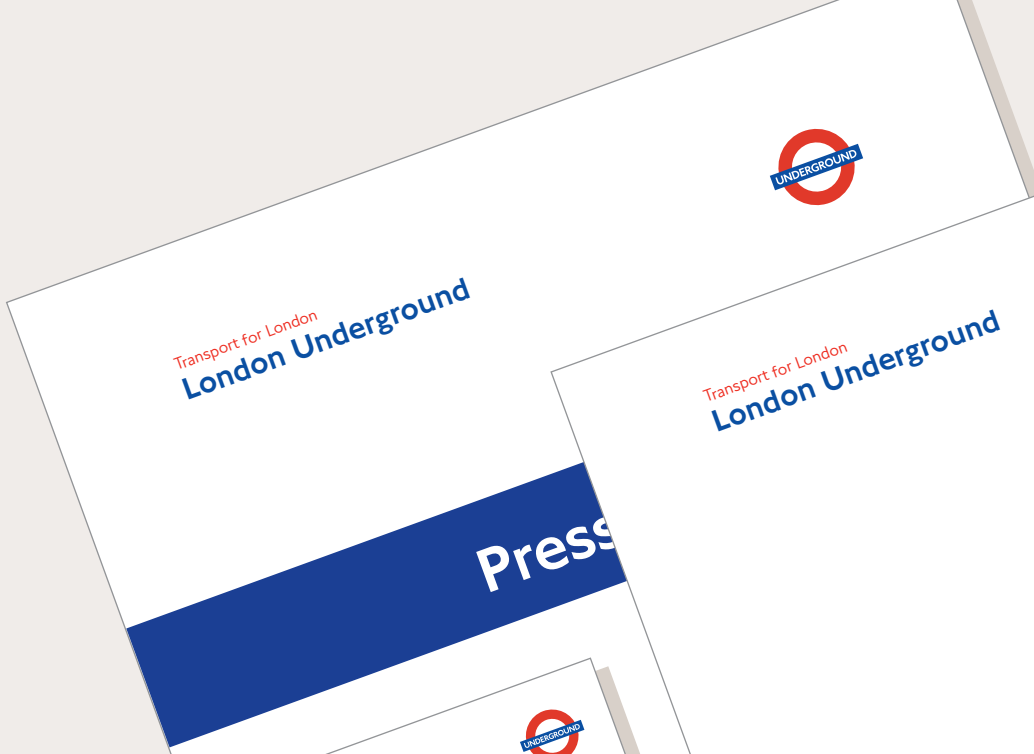


Stationery examples

Introduction

LU has its own dedicated stationery with required legal information. The following page should be used to assist with ordering stationery and may be personalised with appropriate address details.

Note that address details will determine how the legal information at the foot of the required piece of stationery is worded. For example, if the postal address is the same as the registered office then the legal information should state that the registered office '...is as above'. If, however, the postal address differs from the registered office address then the full registered office address will need to be stated amongst the legal information



London Underground
Stationery set examples

For further information:

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 7941 4481 (auto 688 4481)

Suggestions for improving this document should be directed through the change control process. Contact TfL Corporate Design.

