

DLR

DLR train graphic standard

Issue 5

1992 and 2007 stock

MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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Foreword

This document details all interior and exterior notices that are to be applied to DLR trains (1992 and 2007 stock). Locations for the notices are also provided.

Approved artwork for each notice shown is available from the TfL Graphics team (corporatedesign@tfl.gov.uk). No other artwork is to be used.

I Basic elements

This section outlines the basic elements that are used to produce graphic notices for the DLR fleet. This includes the use of the corporate typeface and colours.

For further information, see the design standards at tfl.gov.uk/corporatedesign

I.1 Typography

Our typeface is Johnston, which should be set in mixed upper and lower case.

New Johnston (NJ Font) Medium is the only typeface that should be used for train notices unless it is specifically stated otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

New Johnston Medium

1.2 Colours

These colours should be used on the DLR fleet to produce graphic notices.

The Pantone Matching System (PMS) is to be used for print purposes.

Corporate Blue

Pantone 072

Safety Red

Pantone 485

Black

Black 100%

Safety Yellow

Pantone 116

Safety Green

Pantone 356

Safety Blue

Pantone 300

2 Car interior notices

The following pages illustrate the graphic notices that are to be applied to DLR train interiors.

2.1 Priority seat

Artwork reference

DLRTV_INT_001

Size

120 x 170mm

Position reference

A

Colours

- Safety Blue (Pantone 300)



2.2 Mind the gap/obstructing doors/items trapped in doors/penalty fare (amount not shown)

Artwork reference

DLRTV_INT_050

Size

70 x 538mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Yellow (Pantone 116)
- Black 100 per cent



2.3 Alarm located opposite

Artwork reference

DLRTV_INT_040

Size

130 x 63mm

Position reference

C

Colours

- Safety Red (Pantone 485)



2.4 Alarm instructions (push)

Artwork reference

DLRTV_INT_039

Size

97 x 230mm

Position reference

D

Colours

- Safety Red (Pantone 485)



2.5 Accessible alarm - directional (push)

Artwork reference

DLRTV_INT_04I

Size

60 x 88mm

Position reference

E

Colours

- Safety Red (Pantone 485)



2.6 Accessible alarm - microphone

Artwork reference

DLRTV_INT_042

Size

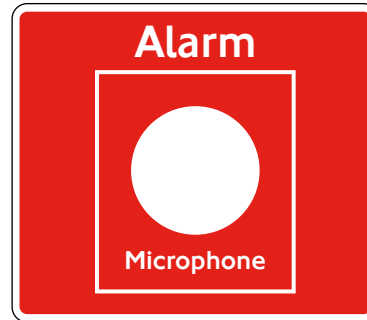
97 x 84mm

Position reference

F

Colours

- Safety Red (Pantone 485)



2.7 Alarm directional - left

Artwork reference
DLRTV_INT_037

Size
196 x 86mm

Position reference
G

Colours
• Safety Red (Pantone 485)



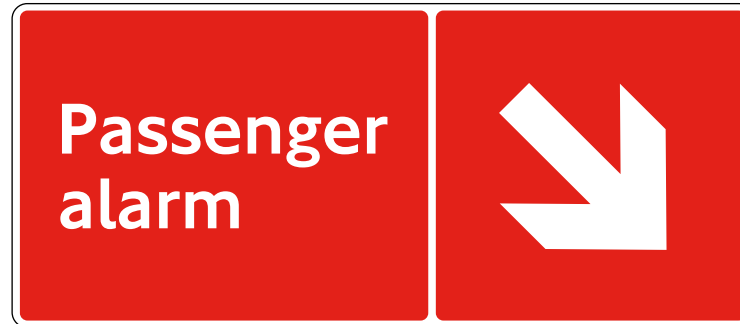
2.8 Alarm directional - right

Artwork reference
DLRTV_INT_038

Size
196 x 86mm

Position reference
H

Colours
• Safety Red (Pantone 485)



2.9 Priority area - wheelchair (glass partition)

Artwork reference

DLRTV_INT_019

Size

120 x 220mm

Position reference

J

Colours

- Safety Blue (Pantone 300)

Note

This is a double-sided notice with different wording on the rear.



Front
(Faces towards the wheelchair bay)



Rear
(Faces away from the wheelchair bay)

2.10 Priority area - wheelchair (window)

Artwork reference

DLRTV_INT_020

Size

120 x 203mm

Position reference

KI

Colours

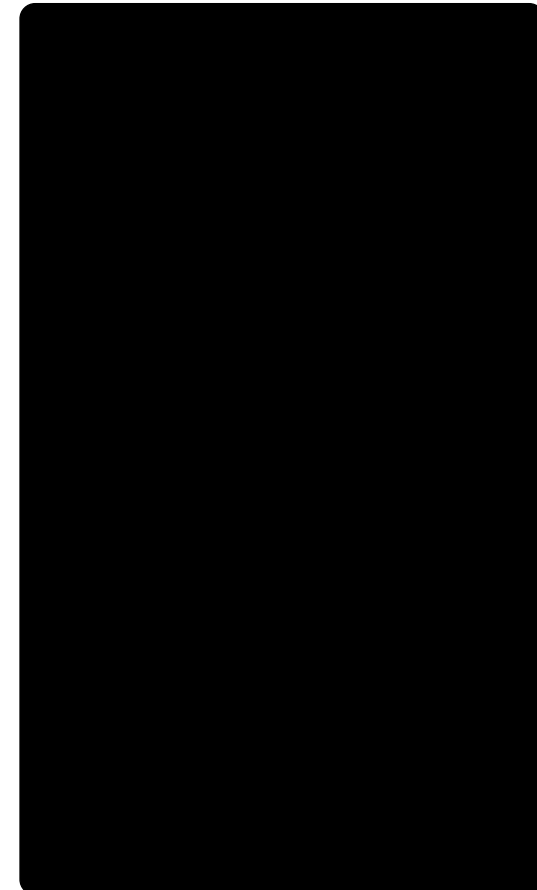
- Safety Blue (Pantone 300)

Note

This is a double-sided sign with black on the outward facing side.



Front



Rear

2.11 Priority area - pushchairs

Artwork reference

DLRTV_INT_018

Size

120 x 170mm

Position reference

K2

Colours

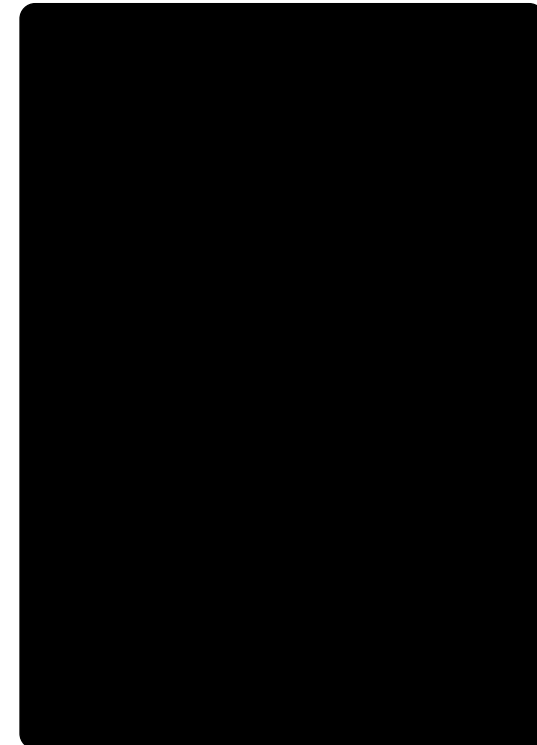
- Safety Blue (Pantone 300)

Note

This is a double-sided sign with black on the outward facing side.



Front



Rear

2.12 CCTV cameras/body-worn cameras/in an emergency

Artwork reference

DLRTV_INT_045

Size

130 x 268mm

Position reference

L

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Pantone 368 Green



CCTV cameras in operation

Images are being monitored and recorded for the purposes of safety, security and the detection of crime

For more information, visit tfl.gov.uk/privacy

Body-worn video cameras

For the safety and reassurance of our customers and staff, people working for Transport for London services may be using body-worn video cameras

The cameras record audio and video when activated

For more information visit tfl.gov.uk/cameras

In an emergency

Use the passenger emergency alarm to alert staff

It is safer to stay on the train than attempting to get off

Follow instructions from staff or emergency services

Do not take any risks

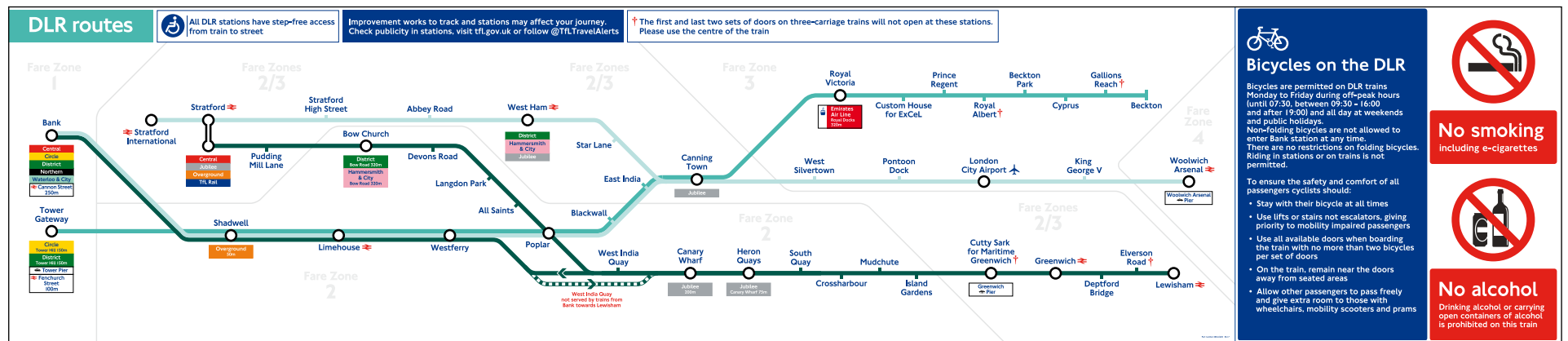
2.13 Car line diagram A (no smoking)

Artwork reference
DLRTV_INT_005A

Size
1200 x 260mm

Position reference
M

Colours
• CMYK



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

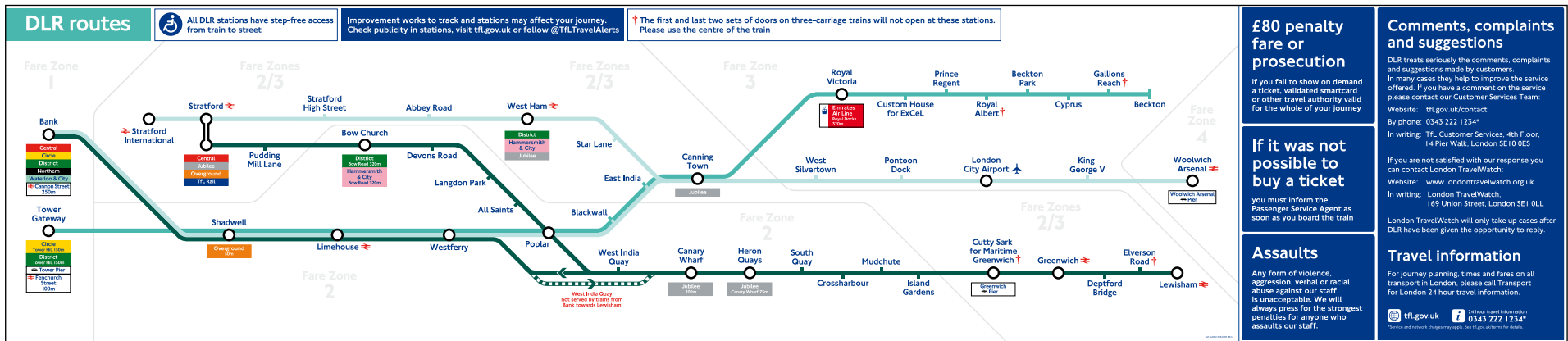
2.14 Car line diagram B (penalty fare amount)

Artwork reference
DLRTV_INT_005B

Size
1200 x 260mm

Position reference
N

Colours
• CMYK



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

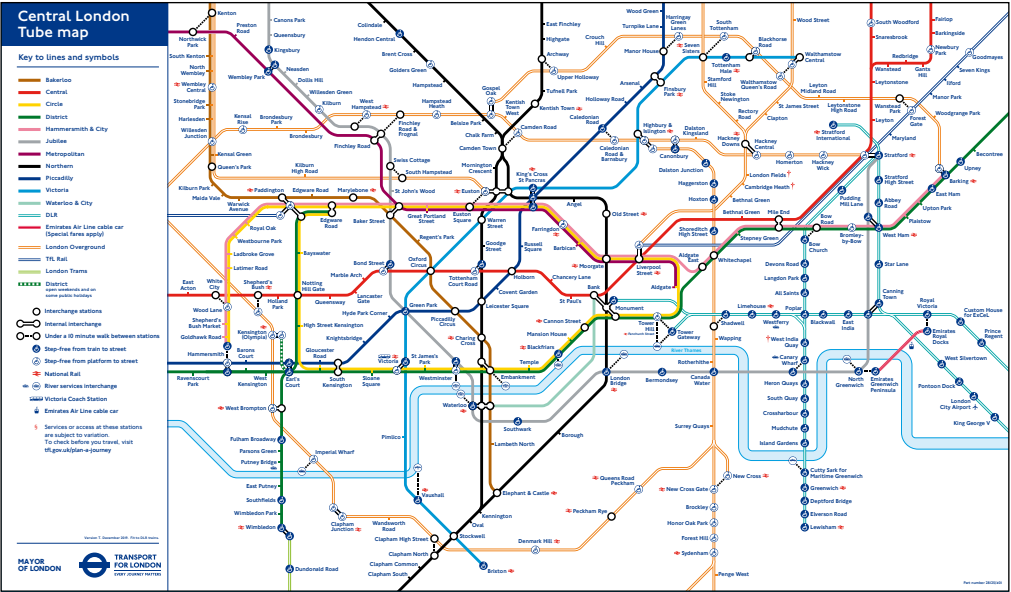
2.15 Central London Tube map

Artwork reference
DLRTV_INT_006

Size
445 x 260mm

Position reference
○

Colours
◆ CMYK



Example only
Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

2.16 Car reference numbers (blue)

Artwork reference

DLRTV_INT_030

Size

60mm Cap height
(256pt NJ Font Medium)

Position reference

P

Colours

- Corporate Blue (Pantone 072)

The image shows the text '29A' in a large, bold, blue sans-serif font. The characters are thick and have a clean, modern appearance. The '2' and '9' are connected at the top, and the 'A' is a simple, blocky design.

Example only

Notice shown is for illustrative purposes only.

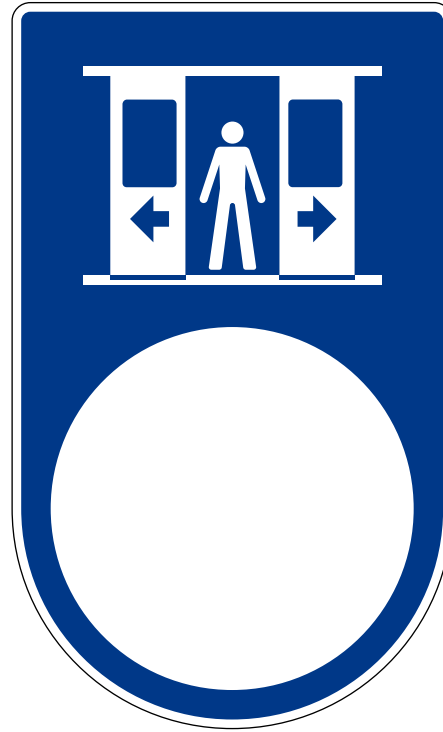
2.17 Door open

Artwork reference
DLRTV_INT_011

Size
97 x 160mm

Position reference
Q

Colours
• Corporate Blue (Pantone 072)



2.18 Door reference letters (blue)

Artwork reference

DLRTV_INT_027

Size

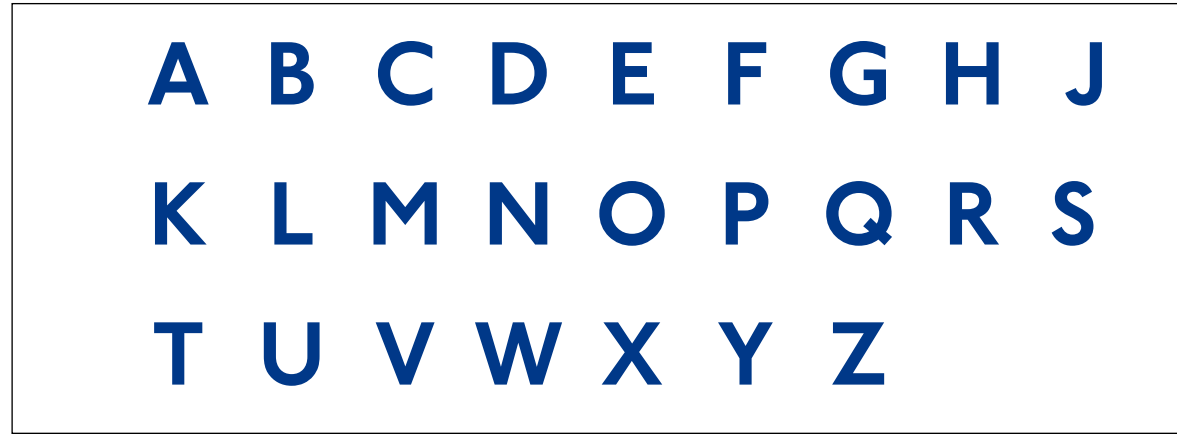
16mm Cap height
(70pt NJ Font Medium)

Position reference

In appropriate location on train interior.
(20mm down from top door frame
panel, 20mm in from door frame panel)

Colours

- Corporate Blue (Pantone 072)



Front

2.19 Temporary seats

Artwork reference

DLRTV_INT_012

Size

200 x 78mm

Position reference

R

Colours

- Safety Blue (Pantone 300)



2.20 Keep door area clear

Artwork reference

DLRTV_INT_015

Size

200 x 76mm

Position reference

S

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent

Material type

Interior permanent



2.21 Notice to staff

Artwork reference

DLRTV_INT_060

Size

200 x 70mm

Position reference

T

Colours

- Safety Blue (Pantone 300)

Material type

Interior permanent



2.22 Do not distract

Artwork reference

DLRTV_INT_02I

Size

116 x 162mm

Position reference

U

Colours

- Safety Blue (Pantone 300)



2.23 Emergency door release

Artwork reference

DLRTV_INT_014

Size

74 x 150mm

Position reference

V

Colours

- Safety Green (Pantone 356)
- Safety Red (Pantone 485)



2.24 Emergency exit - directional (left)

Artwork reference
DLRTV_INT_033

Size
395 x 86mm

Position reference
W

Colours
• Safety Green (Pantone 356)



2.25 Emergency exit - directional (right)

Artwork reference

DLRTV_INT_034

Size

395 x 86mm

Position reference

X

Colours

- Safety Green (Pantone 356)



2.26 Emergency exit - directional (both ways)

Artwork reference

DLRTV_INT_035

Size

395 x 86mm

Position reference

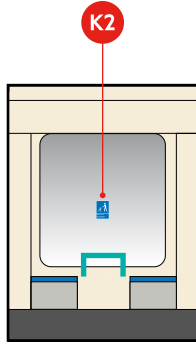
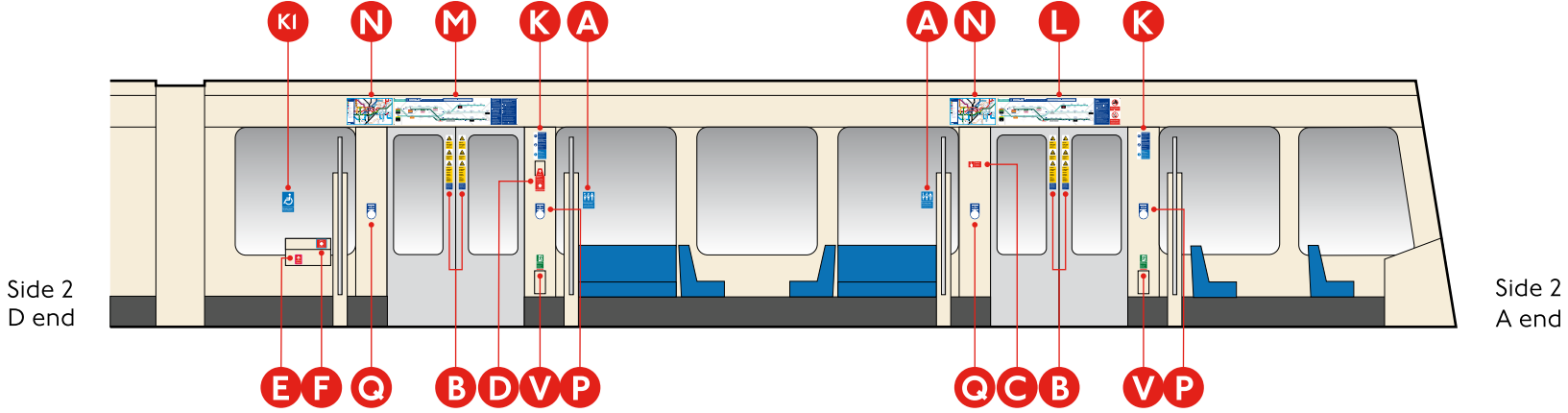
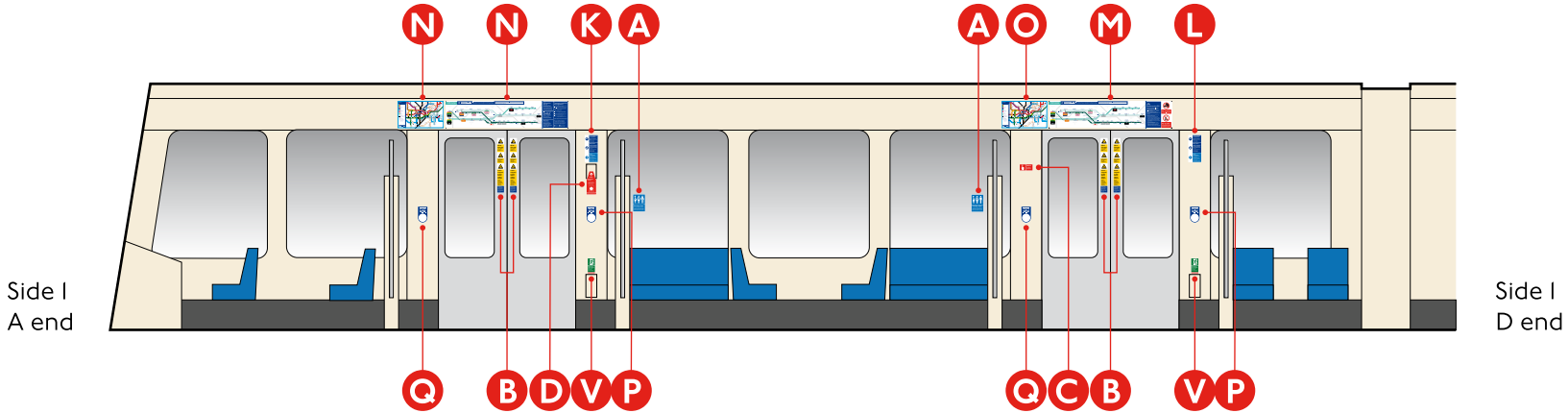
Y

Colours

- Safety Green (Pantone 356)



2.27 Position of interior notices (side elevation)



2.27.1

- A Priority seat**
DLRTV_INT_001
Vertically - centred above priority seat on window.
Horizontally - top of notice 500mm from bottom of window.
- B Mind the gap/obstructing doors/ Items trapped in doors/penalty fare (amount not shown)**
DLRTV_INT_050
Vertically - centred on opening side of door panel.
Horizontally - top of notice aligned with top of door windows.
- C Alarm located opposite**
DLRTV_INT_040
Vertically - centred on narrow vertical panel.
Horizontally - top of notice in line with top of alarm recess in opposite doorway.
- D Alarm instructions (push)**
DLRTV_INT_039
Hole placed over the microphone.
- E Accessible alarm - directional (push)**
DLRTV_INT_041
Vertically - centred beneath button.
Horizontally - centred on panel.
- F Accessible alarm - microphone**
DLRTV_INT_042
Hole placed over the microphone.
- K1 Priority area - wheelchairs**
DLRTV_INT_019
Vertically - centred on window.
Horizontally - top of notice 500mm from bottom of window.
- K2 Priority area - pushchairs**
DLRTV_INT_019

This notice is to be used where the wheelchair bay has been converted to a multi-purpose area (2007 rolling stock only).

Vertically - centred on window.
Horizontally - top of notice 500mm from bottom of window.
- L CCTV cameras/body-worn cameras/ in an emergency**
DLRTV_INT_045

On panel with alarm
Vertically - centred on panel.
Horizontally - 10mm above alarm recess.

On panel without alarm
Vertically - centred on panel.
Horizontally - top of notice is aligned with version on panel with alarm.
- M Car line diagram A (no smoking)**
DLRTV_INT_005A
Vertically - centred above doors on car line diagram panel.
Horizontally - centred on panel.
- N Car line diagram B (penalty fare amount)**
DLRTV_INT_005B
Vertically - centred above doors on car line diagram panel.
Horizontally - centred on panel.

2.27.2

O Central London Tube map

DLRTV_INT_006

Vertically - 10mm from line diagram.

Horizontally - centred on panel.

Q Door open

DLRTV_INT_011

Placed over door open button.

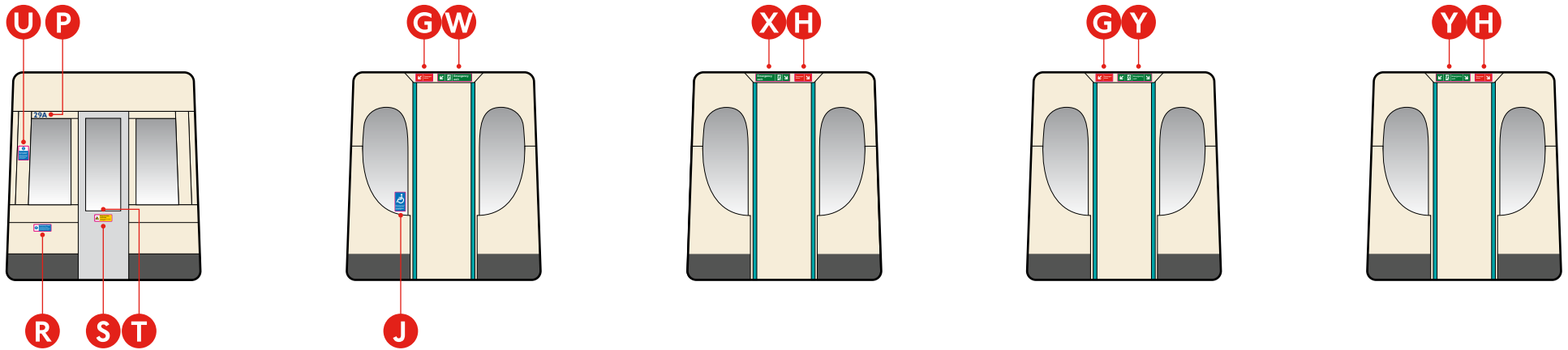
V Emergency door release

DLRTV_INT_014

Vertically - centred above release panel.

Horizontally - 10mm above release panel.

2.28 Position of interior notices (front elevations)



G Alarm directional - left

DLRTV_INT_037

Vertically - left-hand side of panel.
Horizontally - centred on panel.

H Alarm directional - right

DLRTV_INT_038

Vertically - right-hand side of panel.
Horizontally - centred on panel.

J Priority area - wheelchair

DLRTV_INT_019

Vertically - 40mm from edge of glass panel.
Horizontally - 40mm from bottom of glass panel.

P Car reference number

DLRTV_INT_030

Vertically - 30mm from vertical panel.
Horizontally - centred on horizontal panel.

R Temporary seats

DLRTV_INT_012

Vertically - centred on panel.
Horizontally - 20mm from top of panel.

S Keep door area clear

DLRTV_INT_015

Vertically - centred on door.
Horizontally - 20mm from bottom of window.

T Notice to staff

DLRTV_INT_060

Vertically - centred on door window ledge.
Horizontally - centred on door window ledge.

U Do not distract

DLRTV_INT_021

Vertically - centred on vertical panel.
Horizontally - top of notice 250mm from bottom of panel.

2.28.1

W Emergency exit - directional (left)

DLRTV_INT_033

Vertically - opposite side of panel to alarm directional notice.

Horizontally - centred on panel.

X Emergency exit - directional (right)

DLRTV_INT_034

Vertically - opposite side of panel to alarm directional notice.

Horizontally - centred on panel.

Y Emergency exit - directional (both ways)

DLRTV_INT_035

Vertically - opposite side of panel to alarm directional notice.

Horizontally - centred on panel.

3 Car exterior notices

The following pages illustrate the graphic notices that are to be applied to DLR train exteriors.

3.1 Roundel (large)

Artwork reference
DLRTV_EXT_001-L

Size
440mm width

Position reference
A

- Colours**
- DLR Turquoise (Pantone 326)
 - Corporate Blue (Pantone 072)



3.2 Roundel (small)

Artwork reference
DLRTV_EXT_001-S

Size
300mm width

Position reference
B

Colours

- DLR Turquoise (Pantone 326)
- Corporate Blue (Pantone 072)



3.3 Obstructing doors/shark teeth (left)

Artwork reference

DLRTV_EXT_047A

Size

70 x 606mm

Position reference

C

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent



3.4 Obstructing doors/shark teeth (right)

Artwork reference

DLRTV_EXT_047B

Size

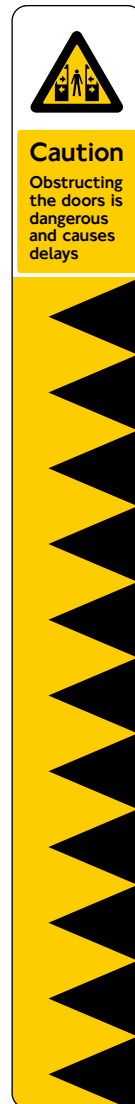
70 x 606mm

Position reference

D

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent



3.5 Wheelchair entry

Artwork reference
DLRTV_EXT_008

Size
130 x 150mm

Position reference
E

Colours
• Safety Blue (Pantone 300)

Note
This is a double-sided sign with black on the inward facing side.



Front



Rear

3.6 Door reference letters

Artwork reference

DLRTV_EXT_005

Size

70pt

Position reference

In an appropriate location on train door
(20mm down from top of door, 20mm in
from door edge).

Colours

- White
(Red shown is for illustrative
purposes only)



Example only

Notice shown is for illustrative purposes only.

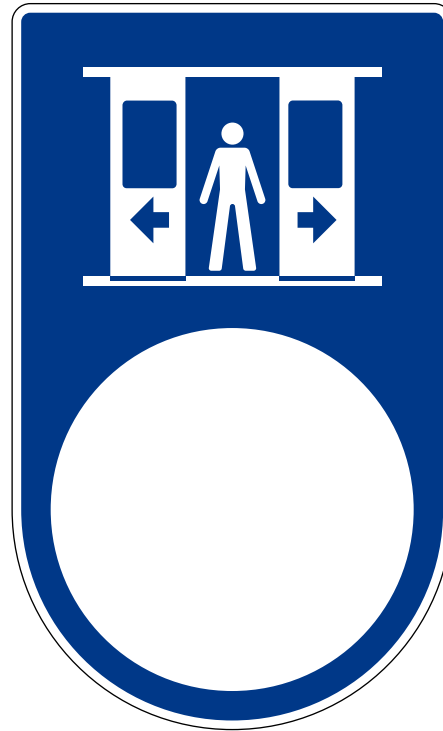
3.7 Door open

Artwork reference
DLRTV_INT_011

Size
97 x 160mm

Position reference
F

Colours
• Corporate Blue (Pantone 072)



3.8 Risk of death

Artwork reference

DLRTV_EXT_040

Size

70 x 141mm

Position reference

G

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent



3.9 Car reference numbers

Artwork reference

DLRTV_EXT_009

Size

120mm Cap height
(512pt NJ Font Medium)

Position reference

H

Colours

- White
(Red shown is for illustrative purposes only)



Example only

Notice shown is for illustrative purposes only.

3.10 DLR web address

Artwork reference

DLRTV_EXT_010

Size

120mm Cap height
(512pt NJ Font Medium)

Position reference

J

Colours

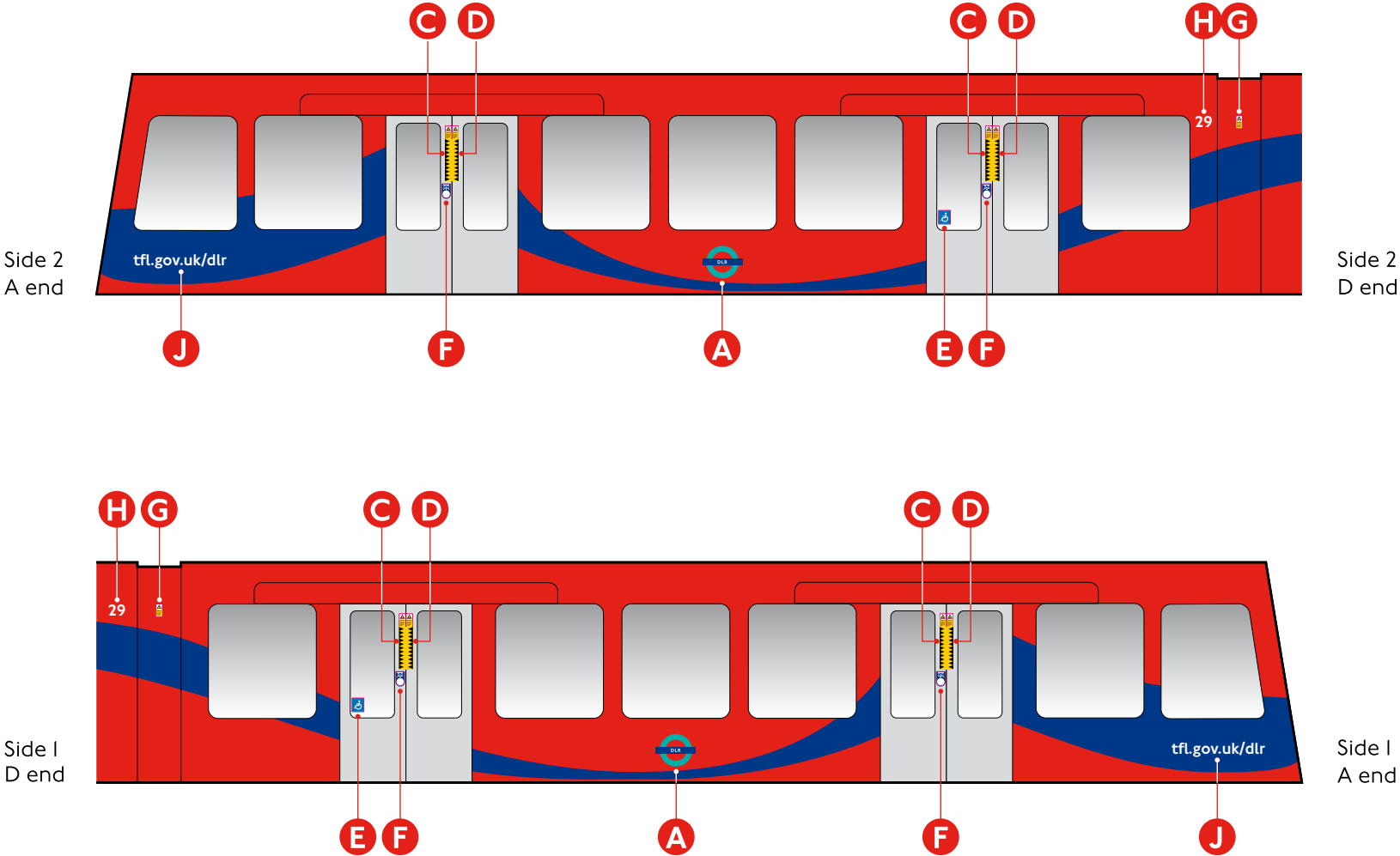
- White
(Blue shown is for illustrative purposes only)



Example only

Notice shown is for illustrative purposes only.

3.11 Position of exterior notices (side elevation)



3.11.1

A Roundel (large)

DLRTV_EXT_001-L

Vertically - centred on centre window.

Horizontally - centred between bottom of window and floor of train.

C Obstructing doors/shark teeth (left)

DLRTV_EXT_047A

Vertically - against opening edge of inner panel of left opening car doors.

Horizontally - centred between top of door window and door opening button.

D Obstructing doors/shark teeth (right)

DLRTV_EXT_047B

Vertically - against opening edge of inner panel of right opening car doors.

Horizontally - top of notice aligned with top of notice on left-sided door.

E Wheelchair entry

DLRTV_EXT_008

Vertically - 10mm from window edge.

Horizontally - bottom of notice 50mm from bottom of door window.

F Door open

DLRTV_INT_011

Placed over door open button.

G Risk of death

DLRTV_EXT_040

Vertically - centred on panel.

Horizontally - top of notice in line with top of windows.

H Car reference numbers

DLRTV_INT_009

Vertically - centred between window and car end.

Horizontally - top of notice in line with top of windows.

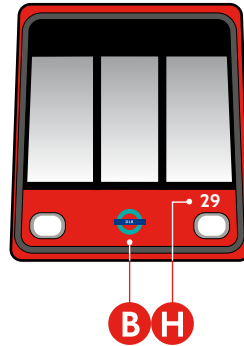
J DLR web address

DLRTV_EXT_010

Vertically - in line with edge of front window.

Horizontally - centred between bottom of window and floor of train.

3.12 Position of exterior notices (front elevation)



B Roundel (small)

DLRTV_EXT_00I-S

Vertically - centred on panel.

Horizontally - centred between
bottom of window and bottom of
car.

H Car reference numbers

DLRTV_INT_009

Vertically - centred above left light.

Horizontally - centred between
bottom of window and top of light.

Further information

This standard outlines basic principles and therefore cannot cover every application or eventuality.

If you have any questions on how to apply these rules, contact the TfL Graphics team.

Email: corporatedesign@tfl.gov.uk

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