

Tram graphics standard (SVT)

Issue 4



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Foreword

This document details all interior and exterior graphics that are to be applied to London Trams fleet (CR4000 stock). Locations for the graphic notices are also provided.

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

I Basic elements

This section of the document gives guidance on the basic elements that are used to produce graphic notices within the London Trams fleet (CR4000). The information covered includes the use of the corporate typeface and colours.

Further information can be found in design standards available on the TfL website: tfl.gov.uk/corporatedesign

1.1 Typography

The typeface of TfL is Johnston, which should be set in mixed upper and lower case. New Johnston Medium is the only typeface to be used for graphic notices unless specifically stated otherwise.

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

New Johnston Medium

1.2 Colours

The colours shown here are those used within the London Trams fleet (CR4000 stock) to produce graphic notices.

The Pantone Matching System is to be used for print purposes and the Natural Colour System (NCS) is to be used for paint applications.

Tram Green

PMS 368 (S 0580 G30Y)

Beckenham Loop Green

PMS 382 (S 0570 G70Y)

Corporate Red

PMS 485 (S 1085-Y80R)

Safety Blue

PMS 300 (S 3065-R90B)

Corporate Blue

PMS 072 (S 3560-R80B)

Corporate White

(S 0500 N)

Safety Yellow

PMS 116 (S 0580-Y10R)

Black

Black 100% (S 9000-N)

Livery Mid Grey

PMS Cool Grey (S 1502 Y)

Safety Green

PMS 356 (S 3065-G10Y)

2 Tram interior notices

The following pages illustrate the graphic notices that are to be applied to the tram interior (CR4000 stock).

2.1 CCTV/No smoking/No alcohol/Penalty fares

Artwork reference

LTV_INT_001

Size

188 x 261mm

Position reference

A

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Black 100%



2.2 Hold tight/Luggage close by/Pushchairs folded

Artwork reference

LTV_INT_002

Size

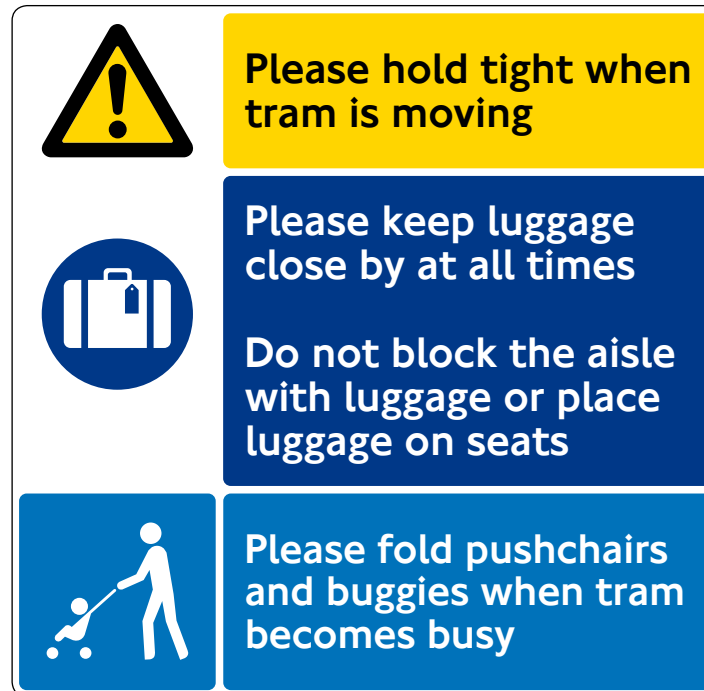
188 x 183mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Safety Yellow (Pantone 116)
- Black 100%



2.3 Stand clear/Press button to request next stop

Artwork reference

LTV_INT_003

Size

75 x 164mm

Position reference

C

Colours

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



2.4 Emergency access/No entry/Do not obstruct

Artwork reference

LTV_INT_004

Size

210 x 159mm

Position reference

D

Colours

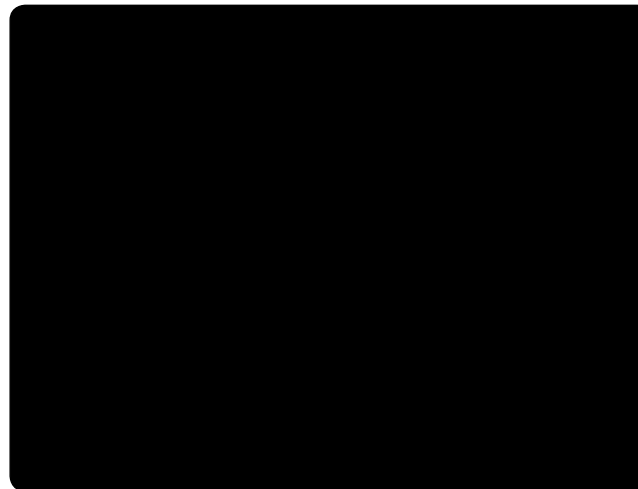
- Safety Blue (Pantone 300)
- Safety Red (Pantone 485)
- Black 100%

Note

This is a double-sided notice



Front



Rear

2.5 Priority seats

Artwork reference

LTV_INT_005

Size

194 x 70

Position reference

E

Colours

- Safety Blue (Pantone 300)



2.6 Stop request

Artwork reference
LTV_INT_007

Size
80 x 17mm

Position reference
F

Colours
• Corporate Blue (Pantone 072)



2.7 Priority area

Artwork reference

LTV_INT_008

Size

120 x 190mm

Position reference

G

Colours

- Safety Blue (Pantone 300)



2.8 Combined contact notice

Artwork reference

LTV_INT_010

Size

609 x 279mm

Position reference

H

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Black 100%

	No alcohol Drinking alcohol or carrying open containers of alcohol is prohibited on this tram	Comments, complaints and suggestions London Trams treats seriously the comments, complaints or suggestions made by customers. In many cases they help to improve the service offered. If you have a comment on the service, please contact London Trams: Website: tfl.gov.uk By phone: 0343 222 1234 (Service and network charges apply. Visit tfl.gov.uk/terms for details) If, after contacting TfL, you wish to take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London. Website: www.londontravelwatch.org.uk Phone: 020 3176 2999
	British Transport Police Uniformed and non-uniformed British Transport Police officers patrol London Trams. If you need to report a crime, please call them on Freephone 0800 405040	
	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	
		Assaults on our staff Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable. We will always press for the strongest penalties for anyone who assaults our staff.
		Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour travel information.  Check your travel tfl.gov.uk/travel-tools  24 hour travel information 0343 222 1234* <small>*Service and network charges may apply. See tfl.gov.uk/terms for details.</small>

Example only

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

2.9 Tram car network diagram

Artwork reference

LTV_INT_012

Size

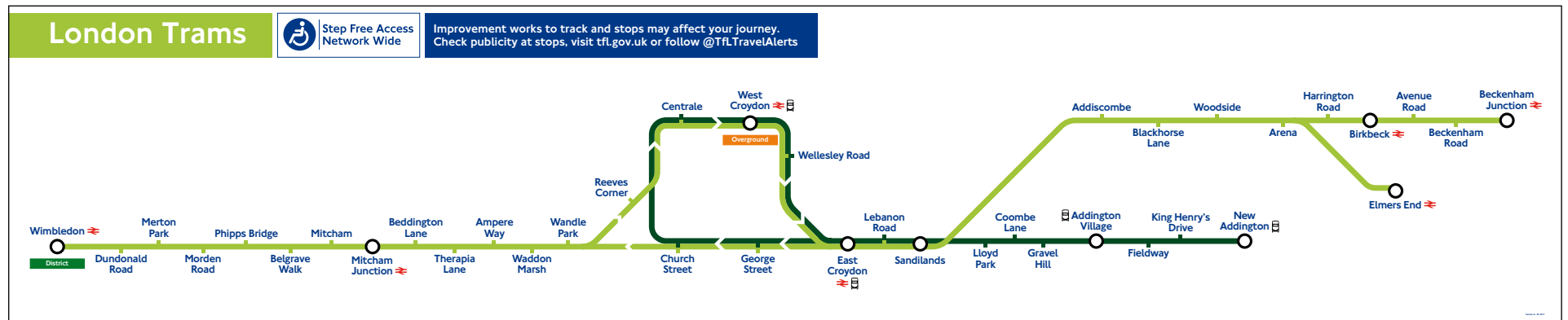
1218 x 279mm

Position reference

J

Colours

- CMYK



Example only

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

2.10 Please keep your feet off the seats

Artwork reference

LTV_INT_013

Size

188 x 50mm

Position reference

K

Colours

- Safety Red (Pantone 485)
- Black 100%



2.11 Alarm - pull handle (up pointing)

Artwork reference

LTV_INT_016

Size

150 x 178mm

Position reference

L

Colours

- Safety Red (Pantone 485)



2.12 Driver alert (right pointing)

Artwork reference

LTV_INT_020

Size

128 x 190mm

Position reference

M

Colours

- Safety Red (Pantone 485)



2.13 Driver alert (up pointing)

Artwork reference

LTV_INT_02I

Size

128 x 190mm

Position reference

N

Colours

- Safety Red (Pantone 485)



2.14 Emergency door release

Artwork reference

LTV_INT_022

Size

100 x 221mm

Position reference

○

Colours

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



2.15 Emergency door release (Northwest pointing)/Alarm (upward pointing)

Artwork reference

LTV_INT_023

Size

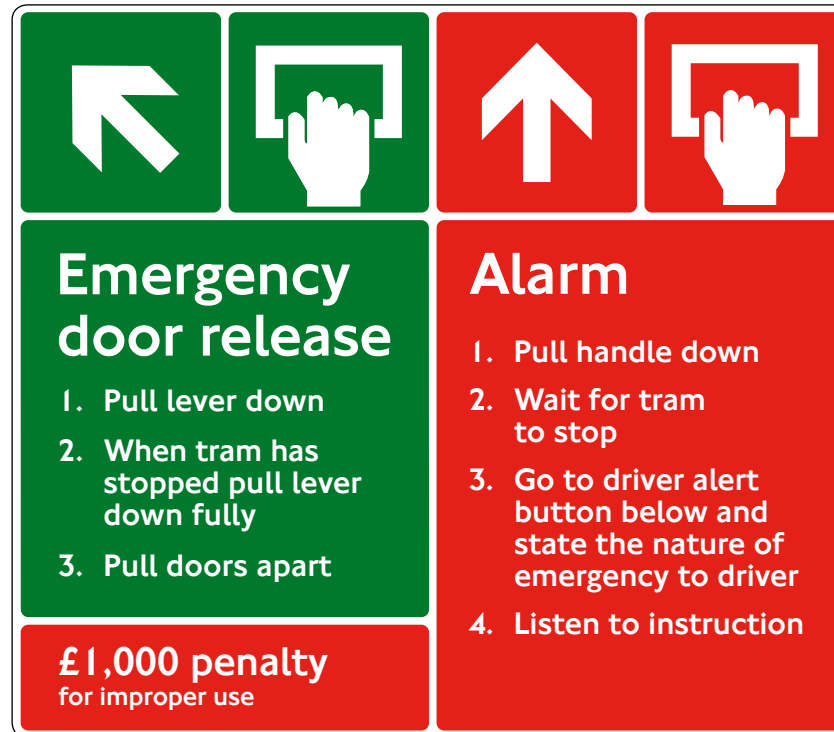
222 x 194mm

Position reference

P

Colours

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



2.16 Safety information

Artwork reference

LTV_INT_025

Size

408 x 172mm

Position reference

Q

Colours

- Safety Blue (Pantone 300)



The image shows a safety information sign. It consists of a white rectangular area on the left containing a blue circle with a white exclamation mark. To the right of this is a blue rectangular area with rounded corners containing white text. The text is organized into three paragraphs, each starting with a bolded heading.

Safety information

In the event of an incident stay on the tram and wait for further instructions. If necessary move to another part of the tram

To contact the driver use the driver alert button

In the event of an emergency or if instructed to leave the tram use the Emergency Door Release

If you feel unwell and require assistance, please alight the tram at the next available stop if you are able to do so and use the help point provided on the platform

2.17 Extended time request

Artwork reference

LTV_INT_026

Size

120 x 44mm

Position reference

R

Colours

- Corporate Blue (Pantone 072)



2.18 Emergency alarm

Artwork reference

LTV_INT_031

Size

80 x 17mm

Position reference

S

Colours

- Safety Green (Pantone 356)



2.19 Passenger intercom

Artwork reference

LTV_INT_032

Size

80 x 17mm

Position reference

T

Colours

- Safety Red (Pantone 485)



2.20 Alarm - pull down

Artwork reference

LTV_INT_033

Size

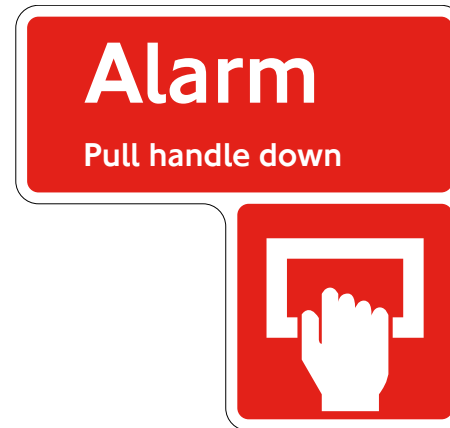
79 x 75mm

Position reference

U

Colours

- Safety Red (Pantone 485)



2.21 Danger - high voltage

Artwork reference

LTV_INT_034

Size

56 x 75mm

Position reference

Not applicable

Colours

- Safety Yellow (Pantone 116)
- Black 100%

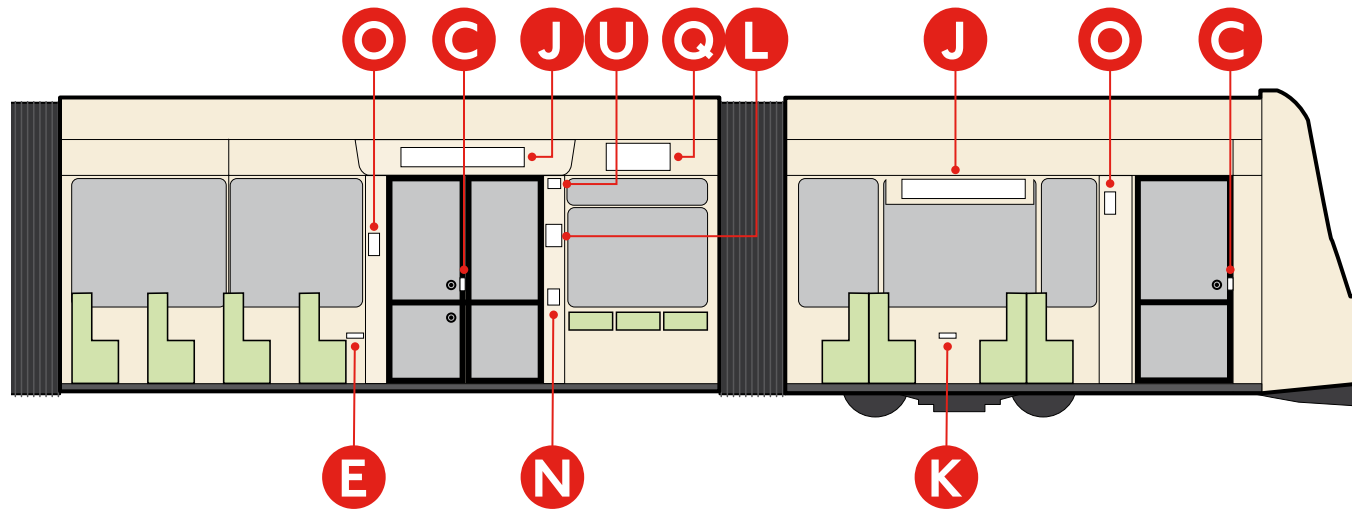
Note

This notice is not customer facing.

Place as required in non-customer facing areas.



2.22 Position of tram interior notices (non-priority area side)



C Stand clear/Press button to request next stop

LTV_INT_003

Vertically - centred on vertical black strip of door

Horizontally - centred with press button to open device

E Priority seats

LTV_INT_05

Vertically - centred between seat and glass panel

Horizontally - bottom of notice
10mm above top of seats

J Tram car network diagram

LTV_INT_012

(Above double doors)

Vertically - centred on header panel
Horizontally - centred above double doors

(Above centre section centre window)

Vertically - centred on header panel
Horizontally - centred above double doors

(Back of passenger information display panel)

Vertically - centred on back of passenger information display panel
Horizontally - centred on back of passenger information display panel

K Please keep your feet off the seats

LTV_INT_013

Vertically - centred between seats
Horizontally - bottom of notice
10mm above top of seats

2.22.1

L Alarm - pull handle (up pointing)

LTV_INT_016

Vertically - centred on panel

Horizontally - top of notice 5mm below alarm

N Driver alert (up pointing)

LTV_INT_021

Vertically - centred beneath alarm above

Horizontally - 10mm below alarm above

O Emergency door release (instructions)

LTV_INT_030

(Double doors)

Vertically - centred on narrow strip of panel

Horizontally - 10mm below Emergency door release device

(Single door)

Vertically - 10mm to the side of Emergency door release device

Horizontally - bottom of notice aligned with bottom of device

Q Safety information

LTV_INT_025

Vertically - centred on panel above window

Horizontally - centred on panel above window

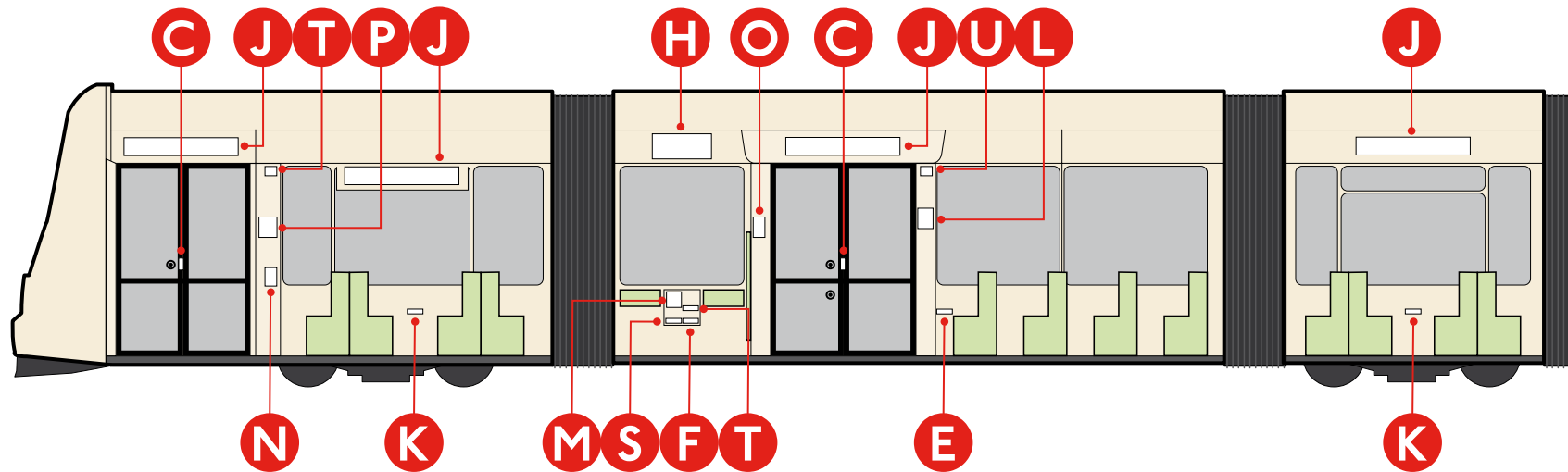
U Alarm - pull down

LTV_INT_033

Vertically - placed on alarm around circular key lock

Horizontally - placed on alarm around circular key lock

2.23 Position of tram interior notices (priority area side)



C Stand clear/Press button to request next stop
 LTV_INT_003
 Vertically - centred on vertical black strip of door
 Horizontally - centred with press button to open device

E Priority seats
 LTV_INT_05
 Vertically - centred between seat and glass panel
 Horizontally - bottom of notice 10mm above top of seats

F Stop request
 LTV_INT_07
 Vertically - centred beneath yellow stop request button
 Horizontally - 5mm below stop request button

H Combined contact notice
 LTV_INT_010
 Vertically - centred on panel above window
 Horizontally - centred on panel above window

J Tram car network diagram
 LTV_INT_012
(Above double doors)
 Vertically - centred on header panel
 Horizontally - centred above double doors
(Above centre section centre window)
 Vertically - centred on header panel
 Horizontally - centred above double doors

2.23.1

(Back of passenger information display panel)

Vertically - centred on back of passenger information display panel

Horizontally - centred on back of passenger information display panel

K Please keep your feet off the seats

LTV_INT_013

Vertically - centred between seats

Horizontally - bottom of notice

10mm above top of seats

L Alarm - pull handle (up pointing)

LTV_INT_016

Vertically - centred on panel

Horizontally - top of notice 5mm

below alarm

M Driver alert (right pointing)

LTV_INT_020

Vertically - centred between screw fixing and passenger alarm panel

Horizontally - top of notice aligned with top of alarm panel

N Driver alert (up pointing)

LTV_INT_021

Vertically - centred beneath alarm above

Horizontally - 10mm below alarm above

O Emergency door release (instructions)

LTV_INT_030

(Double doors)

Vertically - centred on narrow strip of panel

Horizontally - 10mm below Emergency door release device

(Single door)

Vertically - 10mm to the side of Emergency door release device

Horizontally - bottom of notice aligned with bottom of device

P Emergency door release (Northwest pointing)/Alarm (upward pointing)

LTV_INT_023

Vertically - centred beneath Alarm above

Horizontally - top of notice in line with bottom of Emergency door release

S Emergency alarm

LTV_INT_031

Vertically - centred below emergency alarm

Horizontally - 5mm below emergency alarm

T Passenger intercom

LTV_INT_032

Vertically - centred below passenger intercom device

Horizontally - 5mm below passenger intercom device

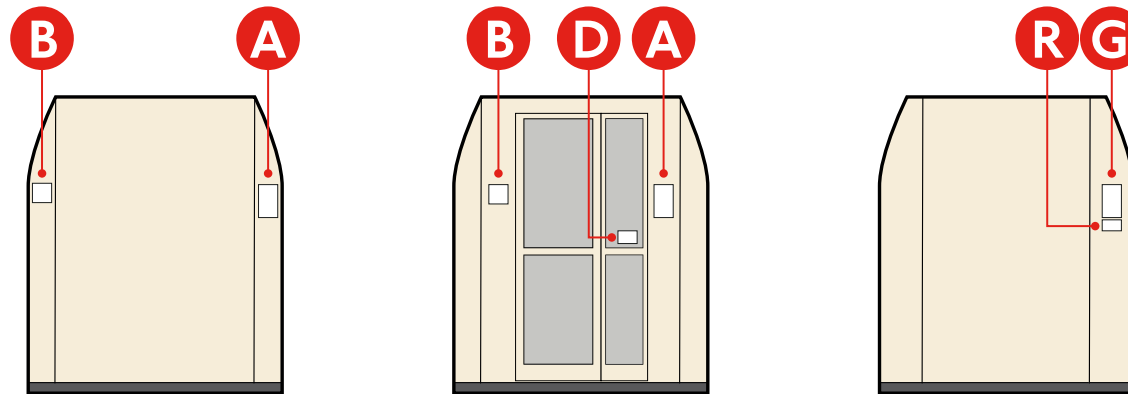
U Alarm - pull down

LTV_INT_033

Vertically - placed on alarm around circular key lock

Horizontally - placed on alarm around circular key lock

2.24 Position of tram interior notices (car end and front-on sections)



**A CTV/No smoking/No alcohol/
Penalty fares**
LTV_INT_001

(Double door end panel)

Vertically - centred on panel
Horizontally - top of notice 140mm
from panel header above

(Driver's cab end panels)

Vertically - centred on panel
Horizontally - bottom of notice
1290mm from floor

**B Hold tight/Luggage close by/
Pushchairs folded**
LTV_INT_002

(Double door end panel)

Vertically - centred on panel
Horizontally - top of notice 140mm
from panel header above

(Driver's cab end panels)

Vertically - centred on upper door
panel
Horizontally - top of notice aligned
with top of CCTV notice

**D Emergency access/No entry/Please
do not obstruct**
LTV_INT_004

Vertically - centred on upper door
glass pane
Horizontally - bottom of notice
50mm from bottom of upper door
glass pane

2.24.1

G Priority area (left facing)

LTV_INT_008

Vertically - centred on panel facing
wheelchair back board Hori-
zontally - centred with extended
time request bell

R Extended time request

LTV_INT_026

Vertically - centred on panel
by extended time request bell
Horizontally - centred with extended
time request bell

3 Cab interior notices

The following pages illustrate the graphic notices that are to be applied to the tram cab interior (CR4000 stock).

3.1 First aid

Artwork reference

CID_001

Size

110 x 150mm

Position reference

,t

Colours

- Safety Green (Pantone 356)



3.2 Tram interior identification number

Artwork reference

CID_002

Size

30mm cap height
(128pt NJ Font Medium)

Position reference

,u

Colours

- Corporate Blue (Pantone 072)

2550A

4 Tram exterior notices

The following pages illustrate the graphic notices that are to be applied to the tram exterior (CR4000 stock).

4.1 Penalty fare/No cycles/Wheelchair access

Artwork reference

LTV_EXT_001

Size

120 x 377mm

Position reference

A

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Safety Red (Pantone 485)
- Black 100%



4.2 Penalty fares/No cycles/No wheelchair access/No pushchairs

Artwork reference

LTV_EXT_003

Size

110 x 505mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Safety Red (Pantone 485)
- Black 100%



4.3 Roundel

Artwork reference

LTV_EXT_004

Size

450mm width

Position reference

C

Colours

- Corporate Blue (Pantone 072)
- Tram Green (Pantone 368)



4.4 Obstructing doors/Shark teeth (left)

Artwork reference

LTV_EXT_005

Size

70 x 606mm

Position reference

D

Colours

- Safety Yellow (Pantone 116)
- Black 100%



4.5 Obstructing doors/Shark teeth (right)

Artwork reference

LTV_EXT_006

Size

70 x 606mm

Position reference

E

Colours

- Safety Yellow (Pantone 116)
- Black 100%



4.6 Tram exterior identification number

Artwork reference

LTV_EXT_007

Size

120mm cap height
(510pt NJ Font Medium)

Position reference

F

Colours

- Corporate Blue (Pantone 072)

2550

4.7 Jacking point

Artwork reference

LTV_EXT_008

Size

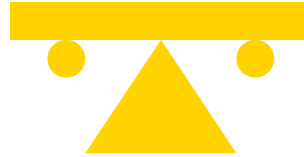
80 x 40mm

Position reference

G

Colours

- Safety Yellow (Pantone 116)



4.8 Risk of death

Artwork reference

LTV_EXT_009

Size

150 x 100mm

Position reference

H

Colours

- Safety Yellow (Pantone 116)
- Black 100%



4.9 F identifier

Artwork reference

LTV_EXT_010

Size

72 x 72mm

Position reference

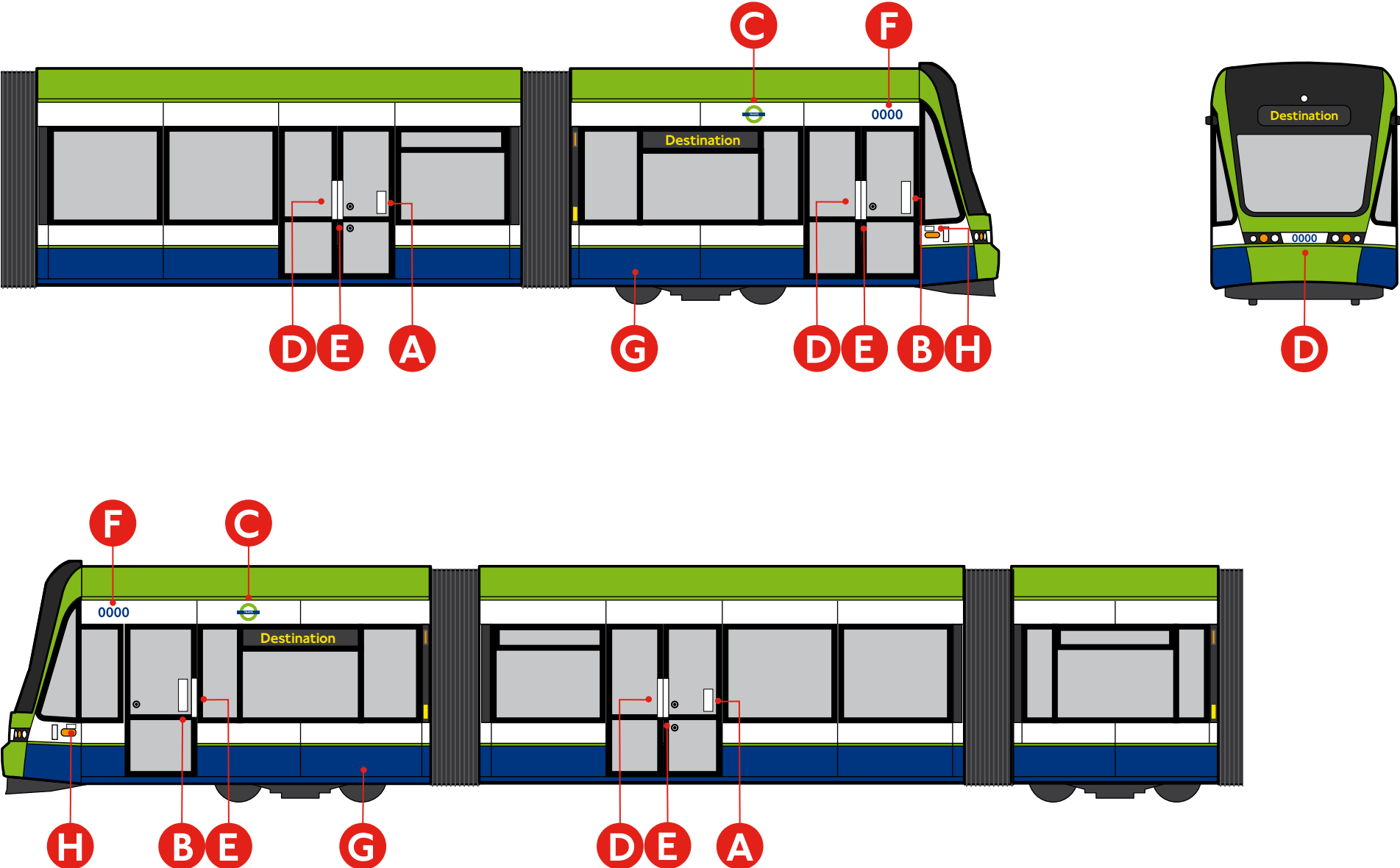
In appropriate location on cab exterior.

Colours

- Safety Red (Pantone 485)



4.10 Position of tram exterior notices



4.10.1

- A Penalty fare/No cycles/Wheelchair access**
LTV_EXT_001
Vertically - 5mm from black window edging
Horizontally - bottom of notice 5mm from black window edging
- B Penalty fare/No cycles/Wheelchair access/No pushchairs**
LTV_EXT_003
Vertically - 5mm from black window edging
Horizontally - bottom of notice 5mm from black window edging
- C Roundel**
LTV_EXT_004
Vertically - centred on white panel above window
Horizontally - centred on white panel above window
- D Obstructing doors/shark teeth (left)**
LTV_EXT_005
Vertically - against opening edge of left opening tram door
Horizontally - bottom of notice to sit in line with top of black horizontal surround

- E Obstructing doors/shark teeth (right)**
LTV_EXT_006
Vertically - against opening edge of right opening tram door
Horizontally - bottom of notice to sit in line with top of black horizontal surround

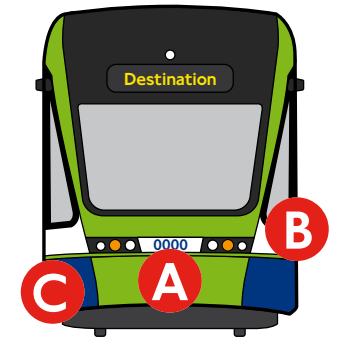
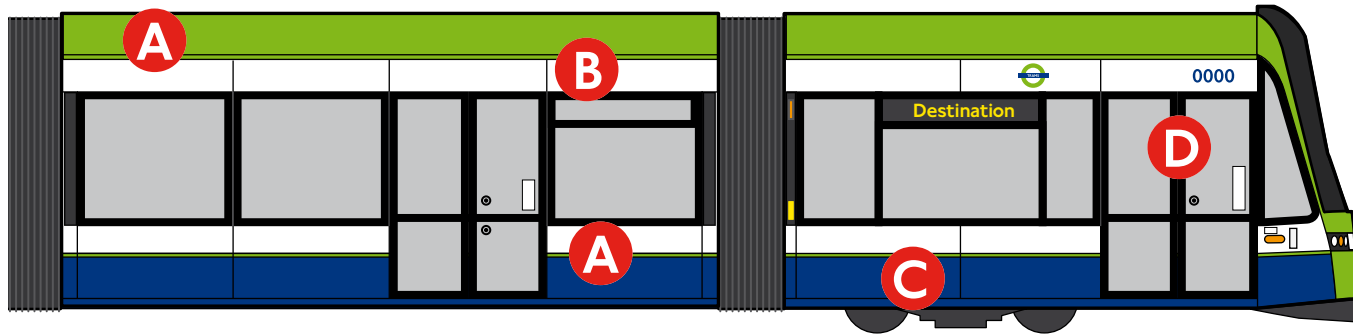
- F Tram exterior identification number**
LTV_EXT_005
(Tram side)
Vertically - centred on white panel above window
Horizontally - centred on white panel above window

- (Tram front)**
Vertically - centred on white strip
Horizontally - centred on white strip

- G Jacking point**
LTV_EXT_006
Vertically - placed as appropriate
Horizontally - placed as appropriate

- H Risk of death**
LTV_EXT_007
Vertically - aligned with back edge of driver's window
Horizontally - 20mm below black window frame above

4.11 Exterior livery colours



- A Tram Green**
Pantone 368
- B Livery Mid Grey**
Pantone Pantone Cool Grey 2C
- C Corporate Blue**
Pantone 072 Blue
- D Corporate Black**
Black 100%

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 how to apply these standards, please contact The TfL Graphics team.

Email: corporatedesign@tfl.gov.uk

Issue 4

November 2019

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MSRV19_034_TrainGraphicsStandard_SVT_Issue04