

TfL branding standard for licensed private hire operators

Issue 3

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Taxi and Private Hire (LTPH) and its licensees. It is essential that LTPH maintains a high standard for coordinated design in every aspect of its operations.

This document gives guidance on the basic elements that make up the Transport for London (TfL) visual identity when applied to licensed private hire operator communication material. The information covers stationery, press adverts, wallets, web usage and the corporate colours.

For more guidance on TfL Corporate standards, please visit the TfL website:
tfl.gov.uk/corporatedesign

The TfL branding shown is supplied as encapsulated postscript (EPS) files and must not be altered. These files can be requested by emailing tph.research@tfl.gov.uk

1.0 Glossary

Contents

The main terms used in these guidelines are as follows:

Mark

A combination of a roundel or symbol with a logotype in a fixed relationship as shown below.



Roundel

The visual identifiers based on an open circle and a bar used by TfL.



Exclusion zone

The minimum area around marks, roundels or symbols that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.



Logotype

The title is set in New Johnston Medium upper and lower case type.

Logotypes are used with roundels or symbols in a fixed relationship to form Marks, but can also be used in a looser relationship such as that used on stationery (see the Stationery standards).

**TRANSPORT
FOR LONDON**

Print specifications

PMS

An abbreviation of Pantone Matching System. This system is used to specify spot colours (ie individually mixed colours) for printing.

The letter 'C' after the specification indicates a colour's appearance on coated paper stock. The letter 'U' after the specification indicates a colour's appearance on uncoated paper stock.

CMYK

Initials representing the four colours - Cyan, Magenta, Yellow and Black (Key) - used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

Screen specifications

RGB

An abbreviation of Red-Green-Blue, indicating the primary colours of light. For reproduction on screens and other electronic systems, combinations of these three colours are used to match to the TfL colours.

Web

To achieve colours that can be reproduced satisfactorily on internet and intranet sites, Web safe colours should be specified. These provide a greater degree of consistency than RGB colours when there is no control over the equipment used to view the site.

Paint specifications

NCS

An abbreviation of Natural Colour System. This provides a wide range of colour specifications applicable to paints and other materials. There are colour-matches in this system for all the Transport for London colours specified in these guidelines.

Other specification systems such as RAL or British Standard BS4800 have only a very limited number of acceptable colour-matches to TfL colours. Please do not use these systems without first obtaining the approval of TfL Corporate Design.

2.0 London Taxi and Private Hire mark

This section shows how the TfL branding is applied to licensed private hire operator material. It is important to observe the standards for reproducing the mark in all applications to maintain consistency and to preserve the integrity of the identity.

Acceptable

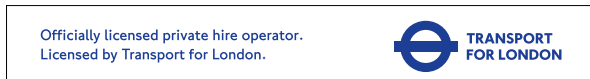
The examples shown here make up the acceptable applications of the LTPH visual identity on third party material.

Note: The black squares are used as examples of background colour and are not part of the design.

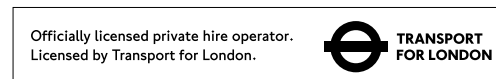
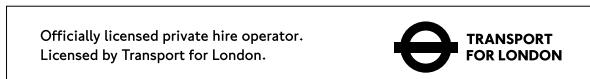
The TfL branding shown is supplied as encapsulated postscript (EPS) files and must not be altered.

These files can be requested by emailing tph.research@tfl.gov.uk

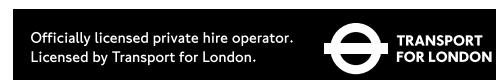
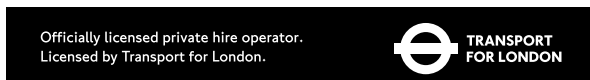
Colour versions



Black versions



White versions

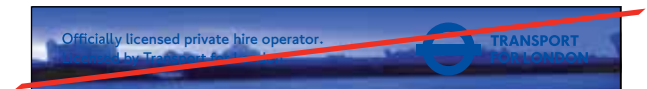
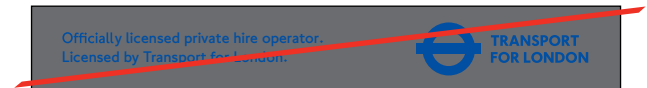
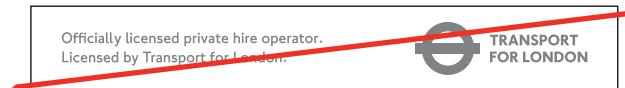
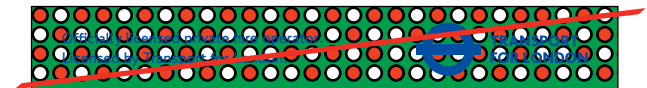
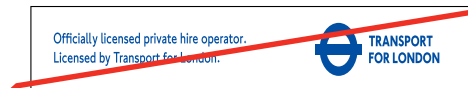
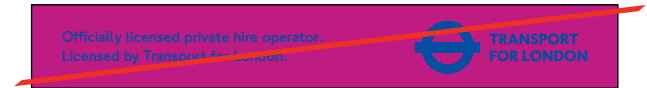


2.1 Transport for London mark – incorrect usage

Unacceptable

The TfL branding supplied must not be changed or altered in any way. The examples shown here are not acceptable applications of the TfL third party branding.

Note: The squares and boxes are used as examples of background colours and are not part of the design.



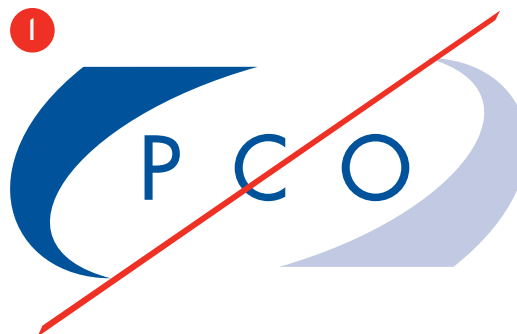
2.1.1 TfL mark – incorrect usage continued

The page shows examples of how the TfL mark should not be displayed or treated.

The example (1), is an older version of the Public Carriage Office logo. This should no longer be used on any current communication materials and should be replaced with the examples shown in section 2 of this standard.

The example (2), shows the roundel incorrectly being used. The TfL roundel supplied cannot be changed, distorted or altered in any way.

For more guidance on TfL Corporate standards, please visit the TfL website: tfl.gov.uk/corporatedesign



2.2 Exclusion zones

Exclusion zone for the mark

The blue 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).



2.3 Colours

Depending on the systems used, the examples shown here are the only acceptable combinations.

Print



PMS
Colour reproduction using Pantone Matching System on coated paper.

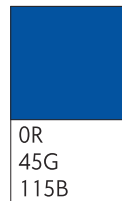


PMS
Colour reproduction using Pantone Matching System on uncoated paper.

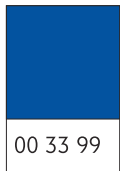


CMYK
Colour reproduction using Four colour process.

Screen



RGB
Colour reproduction using red, green and blue values.



web
Colour reproduction using Web safe colours.

Paint



NCS
Colour reproduction using Natural Colour System.

3.0 Stationery

The following pages gives guidance on the TfL branding when used on licensed private hire operator business cards, letterheads and compliment slips.

The TfL branding shown is supplied as encapsulated postscript (EPS) files and must not be altered.

These files can be requested by emailing tph.research@tfl.gov.uk

All measurements are in millimetres.

3.1 Business card

When the TfL branding is applied to licensed private hire operator business cards, the TfL mark and text 'Officially licensed...' must always appear on the front, within a strip at the foot of the card.

The preference is for the mark to appear in full colour on a white strip separated from the third party information above by a 0.5mm keyline, (1).

Where a business card is produced in single colour, the black version of the TfL branding should be used, again separated by a 0.5mm keyline from the third party information above, see (2) and (3).

If the business card is based on a dark colour background, then the mark should appear in white, again separated by a 0.5mm keyline from the third party information above, (3).

Where the information above appears on a dark background, no keyline is required if the strip remains white, (4).

The size and position of the strip and the mark is fixed and cannot be altered, (5).



3.2 Letterhead

When the TfL branding is applied to licensed private hire operator letterheaded paper, the mark must always appear in the bottom left hand corner as shown (1).

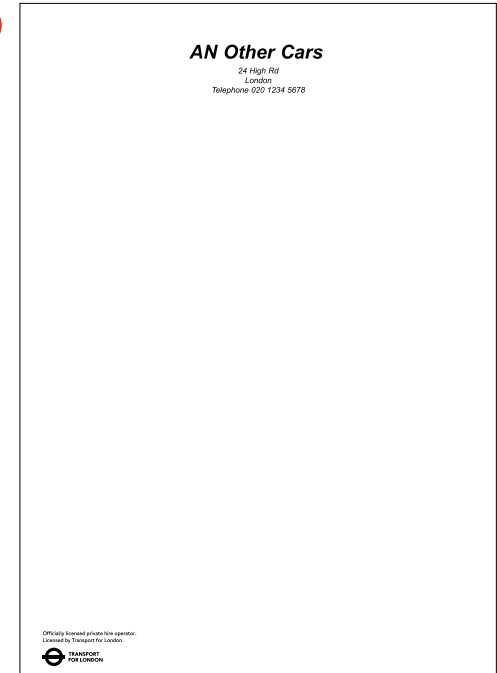
Where a letterhead is produced in single colour – the black version of the mark may be used, (2).

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the letterhead to the bottom of the mark is 5mm.

1



2



3.3 Compliment slip

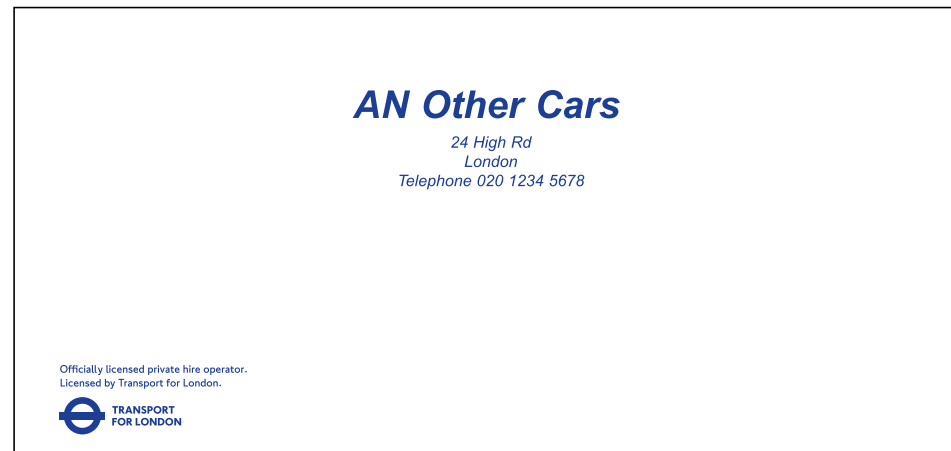
When the TfL branding is applied to licensed private hire operator compliment slips, the mark must always appear in the bottom left hand corner as shown (1).

When a compliment slip is produced in single colour, the black version of the mark may be used (2).

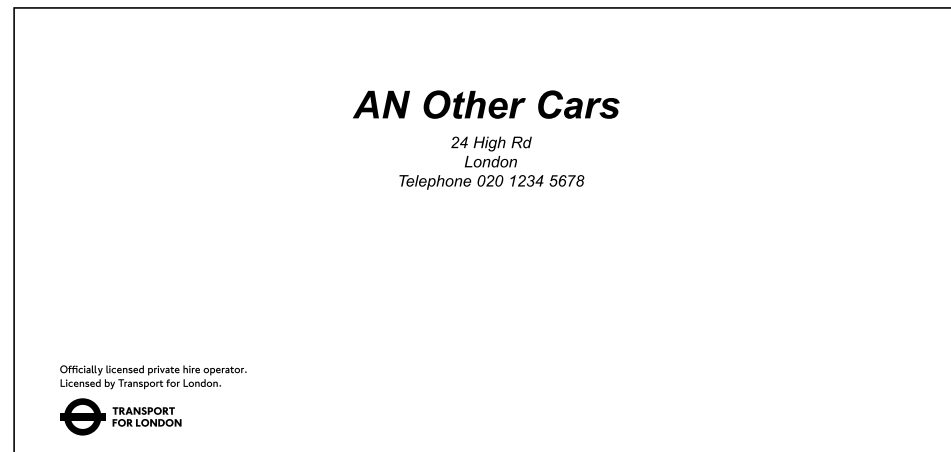
The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the letterhead to the bottom of the mark is 5mm.



1



2



4.0 Posters

The following pages gives guidance on the licensed private hire operator branding when used on third party posters.

The TfL branding shown is supplied as encapsulated postscript (EPS) files and must not be altered.

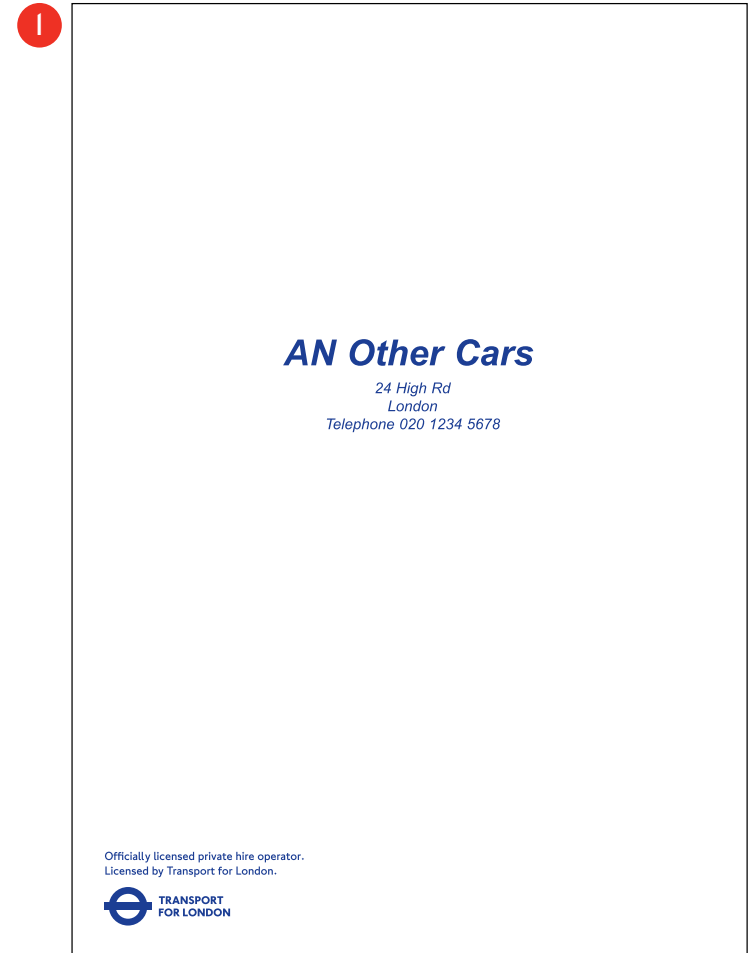
These files can be requested by emailing tph.research@tfl.gov.uk

4.1 A4 poster 210 x 297mm

When the TfL branding is applied to a licensed private hire operator A4 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 15mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A4 material to the bottom of the mark is 8mm.

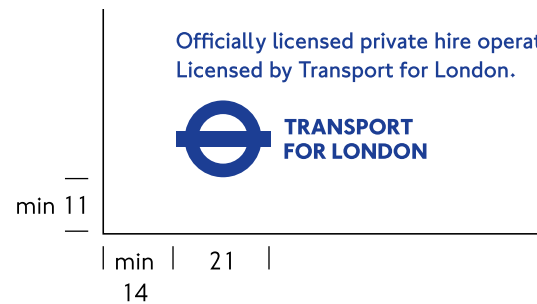
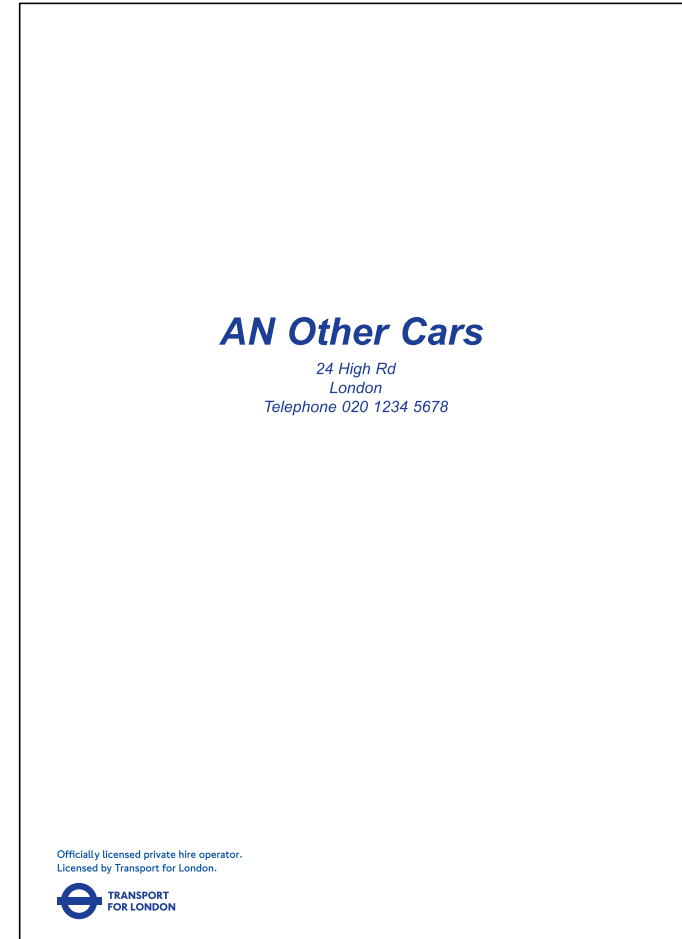


4.2 A3 poster 297 x 420mm

When the TFL branding is applied to a licensed private hire operator A3 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 21mm. The minimum space from the left edge of the paper should also be 14mm. The minimum space from the bottom edge of the A3 material to the bottom of the mark is 11mm.

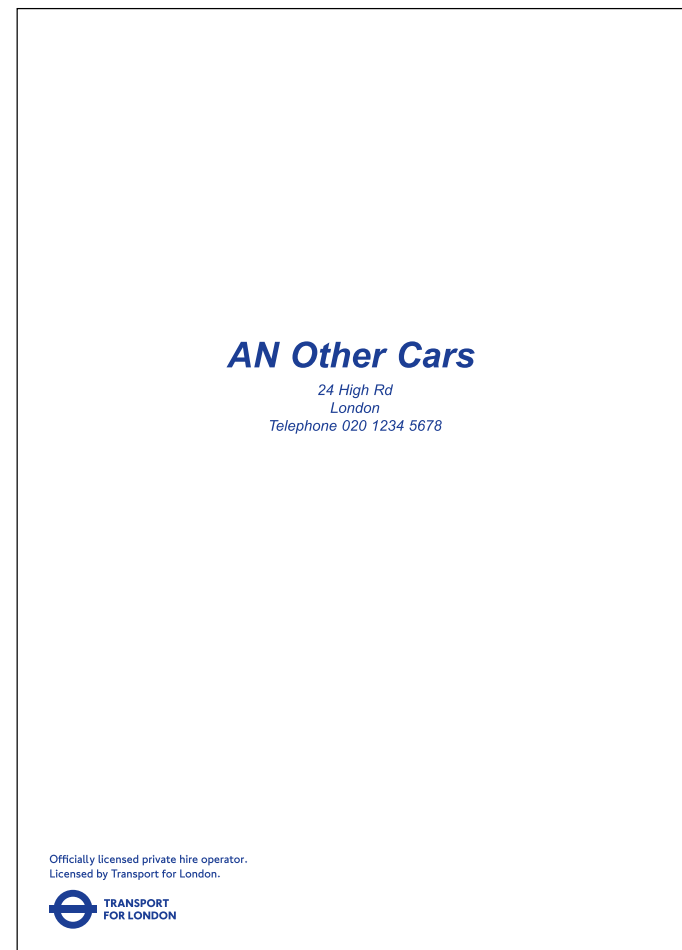


4.3 A2 poster 420 x 594mm

When the TfL branding is applied to a licensed private hire operator A2 poster, the mark must always appear in the bottom left hand corner as shown (1).

When producing a poster in single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 30mm. The minimum space from the left edge of the paper should also be 20mm. The minimum space from the bottom edge of the A2 material to the bottom of the mark is 16mm.



5.0 Leaflets

The following pages gives guidance on the licensed private hire operator branding when used on third party leaflets.

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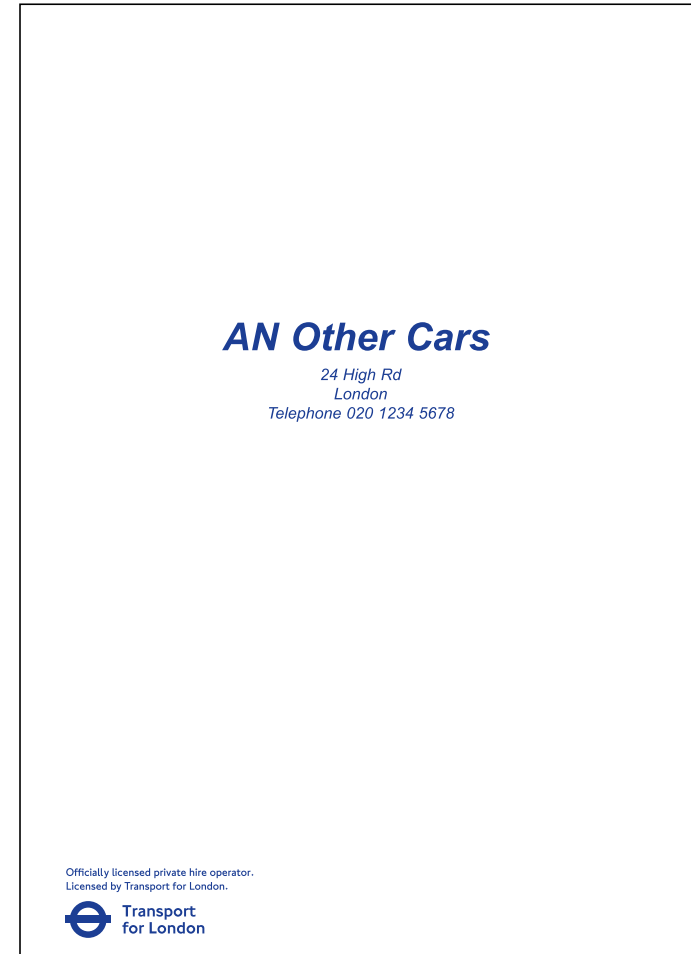
All measurements are in millimetres.

5.1 A6 leaflet 105 x 148mm

When the TfL branding is applied to a licensed private hire operator A6 leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 8mm. The minimum space from the left edge of the paper should also be 8mm. The minimum space from the bottom edge of the A6 material to the bottom of the mark is 5mm.

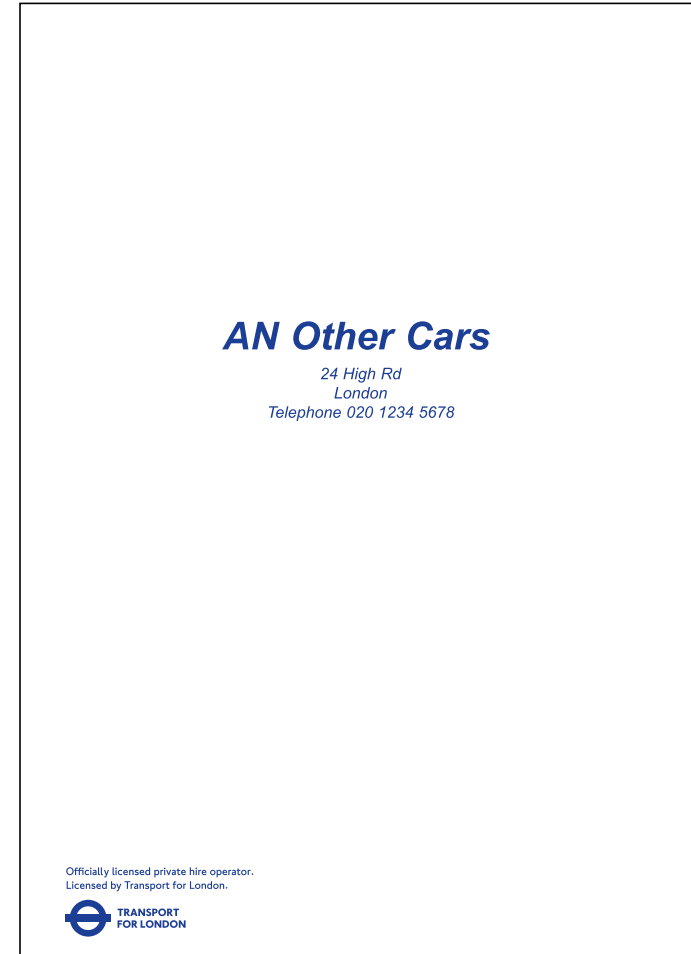


5.2 A5 leaflet – portrait 148 x 210mm

When the TfL branding is applied to a licensed private hire operator A5 leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A5 material to the bottom of the mark is 5mm.

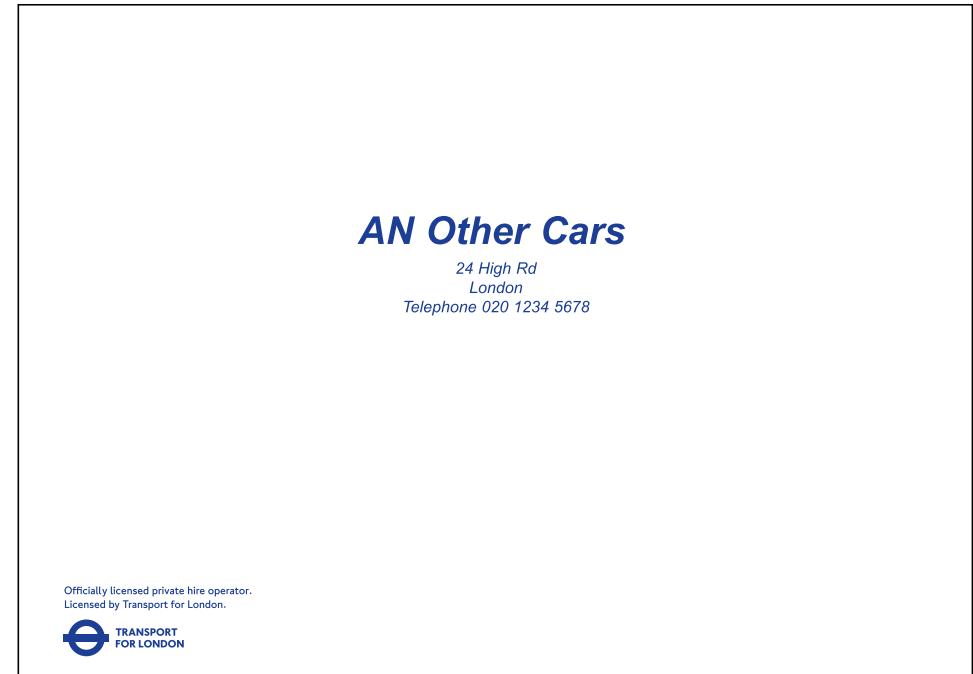


5.3 A5 leaflet – landscape 210 x 148mm

When the TfL branding is applied to a licensed private hire operator A5 landscape leaflet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the A5 material to the bottom of the mark is 5mm.



5.4 Third A4 leaflet 99 x 210mm

When the TfL branding is applied to a licensed private hire operator third A4 leaflet (folded A4 leaflet), the mark must always appear in the bottom left hand corner as shown (1).

When producing a leaflet in a single colour, the black or white version of the mark may be used.

The mark should always align with the left hand margin and should be scaled so that the width of the roundel bar is 10mm. The minimum space from the left edge of the paper should also be 10mm. The minimum space from the bottom edge of the third A4 material to the bottom of the mark is 5mm.



AN Other Cars

24 High Rd
London
Telephone 020 1234 5678



6.0 Travel wallets, press material and websites

The following pages gives guidance on the licensed private hire operator branding when used on third party travel wallets, press material and websites.

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All measurements are in millimetres.

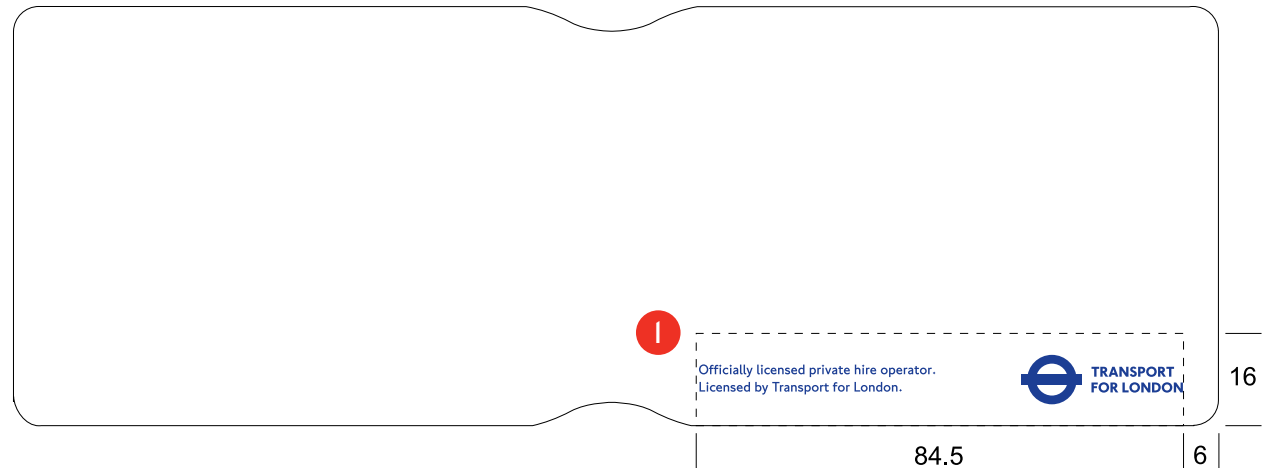
6.1 Travel wallet

When the TfL branding is applied to a licensed private hire operator travel wallet, the mark must always appear in the bottom left hand corner as shown (1).

When producing a travel wallet in a single colour, the black or white version of the mark may be used.

The size and position of the TfL branding strip is fixed and cannot be altered.

The mark supplied for the wallet should always be placed at 100 per cent and placed on the front as shown, (1).



6.1.1 Travel wallet – continued

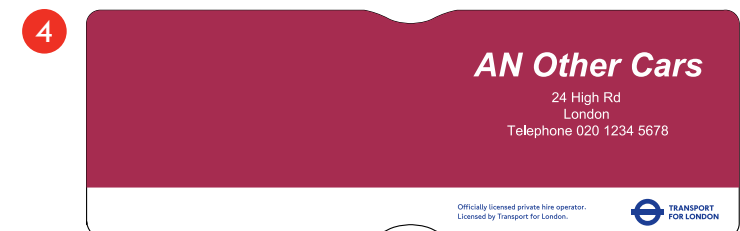
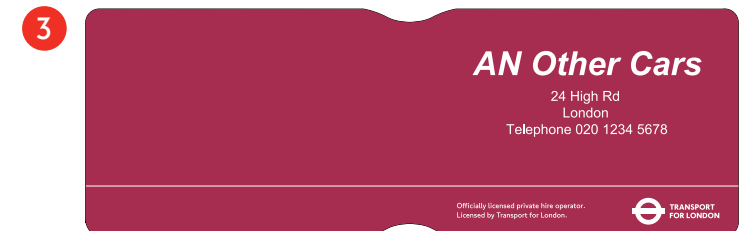
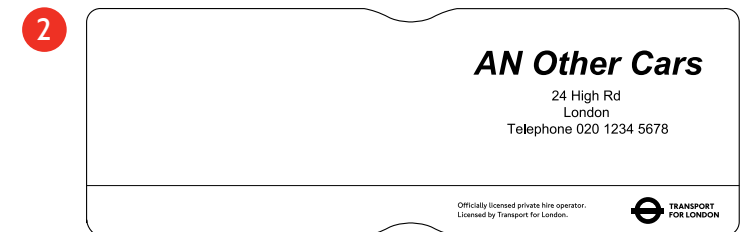
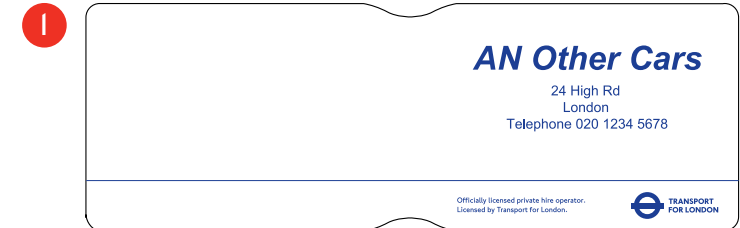
When used on licensed private hire operator travel wallets the mark must always appear on a strip at the foot of the front of the card.

The preference is for the mark to appear in full colour on a white strip separated from the licensed private hire operator information above a 0.5mm keyline, (1).

Where a travel wallet is produced in single colour, the black or white version of the mark may be used, again separated by a 0.5mm keyline from the licensed private hire operator information above, (2).

Where the licensed private hire operator information appears above on a dark background, no keyline is required if the strip remains white, (4).

Contents



6.2 Press material and websites

When the TfL branding is applied to licensed private hire operator press material or websites, the mark shown here (1), should be used. Please note the exclusion zone around the mark is 0.25 x X.

Where a press advert is produced in single colour, the black or white version of the mark may be used (2).



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.
Email: corporatedesign@tfl.gov.uk

All TfL corporate design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

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