

Advertising and service information standard

Issue 17

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Foreword

Transport for London (TfL) produces a wide range of advertising, campaign and information material, much of which is endorsed by its public transport networks (modes).

Design standards have been created to encompass this range of material and are set out on the following pages.

Advertising and campaign material

This is broadly defined as information promoting the benefits of using a particular mode of transport or an offer available to customers.

It may also address real customer issues, such as safety-related matters, and often includes a call to action.

Customer information material

This is broadly defined as information that relates to fares, maps, timetables, service changes or service disruption.

Advertising, campaign and information material follow identical branding rules.

In addition to printed material, TfL also produces web-based advertising. Rules for the branding of these ads are also included in this document.

I Basic elements

This section of the document provides guidance on the basic elements that make up the TfL advertising and service information standard.

The information details the use of the corporate typeface, roundels and colours.

I.1 Typeface

The typeface used by TfL is Johnston 100. It is exclusive to TfL and should be applied for by third parties via the TfL website (tfl.gov.uk/corporatedesign)

Headings

Headings are always to be set in Johnston 100 Medium.

Body copy

Body copy should always be set in Johnston 100 Light when displayed at 12pt or below. When displayed at above 12pt, Johnston 100 Regular must be used.

Point sizes

The minimum point size used on a piece is determined by the distance that the piece is expected to be viewed from.

TfL has minimum point sizes for each standard poster size. The minimum point sizes are compulsory and are detailed later in this document.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890£/.,“():;

Johnston 100 Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890£/.,“():;

Johnston 100 Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890£/.,“():;

Johnston 100 Light

1.2 Typographic policy

In consultation with the RNIB, TfL has developed a 'clear print' strategy for setting type in a way that makes it accessible to many visually impaired people.

The main directives of this policy are:

- Text should always be set in mixed upper and lower case (never all upper case - even with headings)
- Minimum point sizes to depend on viewing distances (TfL also takes into account the size of poster or leaflet)
- Text should be ranged left (ragged right) and never justified, or ranged right
- Text, on posters only, may be centred, but only where the body copy does not exceed three lines
- Headings are to be centred only where body copy is centred - centred headings should not exceed more than three lines of text
- Do not mix centred or ranged left headings with body copy that does not have the same alignment (both to be either ranged left or centred)
- Do not use full stops in headings
- Text should be set horizontally and never vertically, at an angle or following a curve
- Do not use italics
- To emphasise a word, use a different type weight
- Ensure good colour contrast between text and background colour
- Do not adjust the character spacing of the font (tracking)
- Do not reduce line spacing (leading)
- Do not indent the first line of a paragraph, but, instead, use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed as long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)
- Creative typefaces may be used for headlines on campaign posters (but only where headlines are included as part of the creative execution)
- If using a creative typeface for a headline, avoid highly stylised typefaces such as ornamental, decorative or handwriting styles. Stylised typefaces should never be used for body copy and calls to action
- The use of terminology on all material must comply with the TfL Editorial Style Guide (tfl.gov.uk/corporatedesign)
- Line lengths are never to exceed 70 characters

1.3 Text legibility and contrast

The correct level of contrast between text and background must always be displayed on TfL outputs.

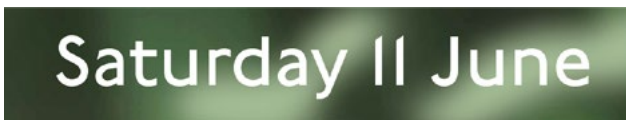
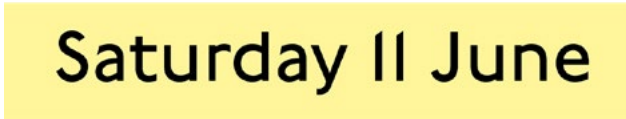
TfL requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text (Web Content Accessibility Guidelines level AA compliance).

TfL defines normal text as being below 18pt and large text as being 18pt or above.

To ensure the legibility of text, there are a number of websites that enable you to test the contrast between your text and the background.

The website used by TfL is:
www.webaim.org/resources/contrastchecker

Please note that the TfL Graphics team has the final say on whether a piece displays the correct level of contrast.



In this example, text contrast is measured against the lightest area of the background

In this example, text contrast is measured against the lightest area of the background

In this example, the background is busy and offers no flat and clear areas

1.4 Roundels

Each transport mode has its own roundel. The value of the roundel itself cannot be overestimated as it is one of the world's best-known symbols.

To preserve its value, the rules for its reproduction and application must be strictly adhered to.

Only one roundel should ever be displayed on a piece. The roundel displayed is determined by the message being conveyed.

If the message relates to more than one transport mode within TfL, then the all-blue roundel should be used.

Note

Only the full colour version of each roundel may be used. Black and white-out versions of the roundels may only be used by exception and with the agreement of TfL Corporate Design.



London Taxi and Private Hire

London Taxi and Private Hire has, for legal reasons, three different roundels:

Taxi-Private Hire

The joint Taxi-Private Hire roundel should be used for London Taxi and Private Hire joint outputs.

Taxis

The Taxis roundel is to be used for any licensed London taxi (motor Hackney carriage) output.

Private Hire

The Private Hire roundel is to be used for any specific Private Hire Vehicle publication.

Santander Cycles and Emirates Air Line

In addition to the standard roundels, Santander Cycles and Emirates Air Line have their own unique sponsorship versions of the roundels.



1.5 Using the roundel

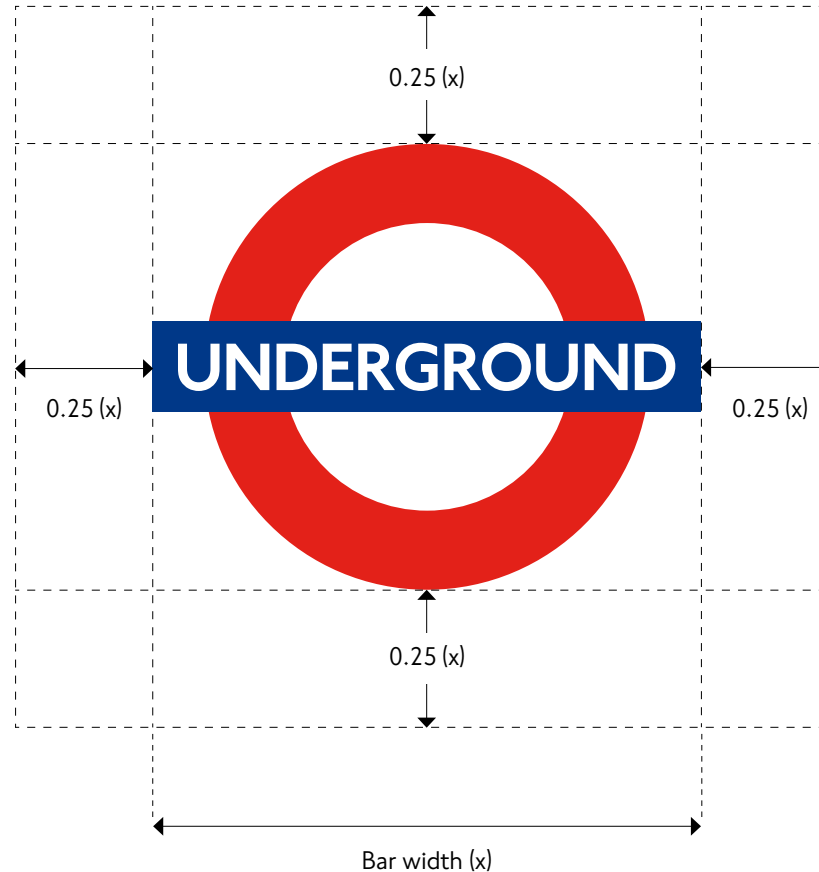
A roundel should always appear towards the bottom right-hand corner of each piece of advertising and public service information.

Basic rules when using the roundel

- The roundel must not be re-drawn, distorted or modified in any way
- The roundel must not be placed on a background that impairs legibility (such as patterned or busy backgrounds)
- Roundels containing a mode name within the bar are not to be displayed below a width size of 12mm

Exclusion zone

To ensure clarity and impact when reproducing a roundel, no other graphic elements should be placed within a minimum area, equivalent to 0.25 of its bar width (x), all around it.



1.6 TfL logotypes

The Transport for London logotype should appear on all TfL outputs.

No matter which roundel is displayed, it is always the Transport for London logotype that is displayed alongside it.

On all TfL outputs the default position is to show the 'Every Journey Matters' strapline beneath the logotype.

A coloured keyline (the same colour as the roundel ring colour) is used to separate the Transport for London logotype from the 'Every Journey Matters' strapline.

The minimum width size of the logotype is 18mm. Below this size, only the two-line logotype (omitting the 'Every Journey Matters' strapline) is to be used.

Note

Only the full colour version of each logotype may be used. Black and white-out versions of the logotype may only be used by exception and with the agreement of TfL Corporate Design.

Transport for London

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

Emirates Air Line

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Buses

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

Victoria Coach Station

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

Santander Cycles

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

DLR

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Dial-a-Ride

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

Elizabeth line

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Overground

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London River Services

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Taxi and
Private Hire

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

TfL Rail

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Trams

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

London Underground

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

1.7 The 'mark'

A 'mark' is the combination of a roundel with the Transport for London logotype and 'Every Journey Matters' strapline.

Only the marks shown on this page are to be used on TfL materials.

The minimum width size of a mark is 32mm.

Marks not containing the 'Every Journey Matters' strapline are only to be used by third parties or following agreement with TfL Corporate Design.

Note

Only the full colour version of each mark may be used. Black and white-out versions of the mark may only be used by exception and with the agreement of TfL Corporate Design



Exclusion zone

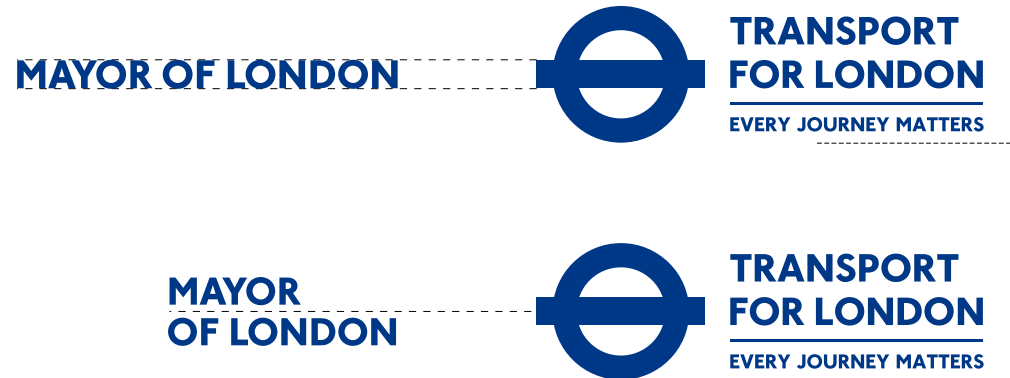
To ensure clarity and impact when producing the mark, no other graphic elements should be placed within a minimum area, equivalent to 0.25 of its roundel bar width (x), all around it.



1.8 Mayor of London logotype

On all printed outputs, the Mayor's logotype 'MAYOR OF LONDON' should be displayed as shown. It is always positioned in the bottom left corner of a piece.

- The capital letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar
- The capital letter height of the Mayor's endorsement should be aligned vertically with the roundel. It should be ranged left, aligning with the left-hand margin of any layout
- The Mayor's endorsement should always appear in corporate blue (Pantone 072). Where appropriate, it may be displayed in black for London Buses.
- A two-line version of the Mayor's endorsement is also available. It should, however, only be used where absolutely necessary



1.9 Colours

The colours on this page illustrate TfL transport modes and London Underground lines.

Text colour on a mode/line identity strip is either white or Pantone 072 blue.

The coloured identity strip, when used on a poster or leaflet, should use the colours shown.

Modes

Transport for London PMS 072 C100, M88, Y0, K5	Emirates Air Line PMS 186 C0, M100, Y81, K4	London Buses PMS 485 C0, M95, Y100, K0
Victoria Coach Station PMS 130 C0, M30, Y100, K0	Santander Cycles PMS N/A C0, M95, Y100, K0	DLR PMS 326 C87, M0, Y38, K0
London Dial-a-Ride PMS Purple C38, M88, Y0, K0	Elizabeth line PMS 266 C73, M81, Y0, K0	London Overground PMS 158 C0, M61, Y97, K0
London River Services PMS 299 C85, M19, Y0, K0	London Taxi and Private Hire PMS 2715 C57, M45, Y0, K0	TfL Rail PMS 072 C100, M88, Y0, K5
London Trams PMS 368 C57, M0, Y100, K0	London Underground PMS 072 C100, M88, Y0, K5	

Underground lines

Bakerloo line PMS 470 C0, M58, Y100, K53	Circle line PMS 116 C0, M116, Y100, K0	Central line PMS 485 C0, M95, Y100, K0
District line PMS 356 C95, M0, Y100, K27	Hammersmith & City line PMS 197 C0, M45, Y10, K0	Jubilee line PMS 430 C5, M0, Y0, K45
Northern line PMS N/A C0, M0, Y0, K100	Metropolitan line PMS 235 C5, M100, Y0, K40	Piccadilly line PMS 072 C100, M88, Y0, K5
Victoria line PMS 299 C85, M19, Y0, K0	Waterloo & City line PMS 338 C47, M0, Y32, K0	

1.10 Photographic policy

Photography determines the look and feel of a poster/publication and the visual voice of TfL.

Its selection is therefore very important, with specific brand and technical requirements.

Technical requirements:

- All photography must be owned by TfL, with full rights across all media
- All photography must be available at 300dpi
- All photography must be reproducible at A3 in size without loss of image quality
- Model sign-off forms must be used for all people actively engaged with the camera
- All photographs must be well lit and properly exposed

Images should:

- Be closely cropped on the subject
- Be strong in colour
- Reflect the diversity of London's population
- Reflect modern London rather than tourist-based London

2 Printed material

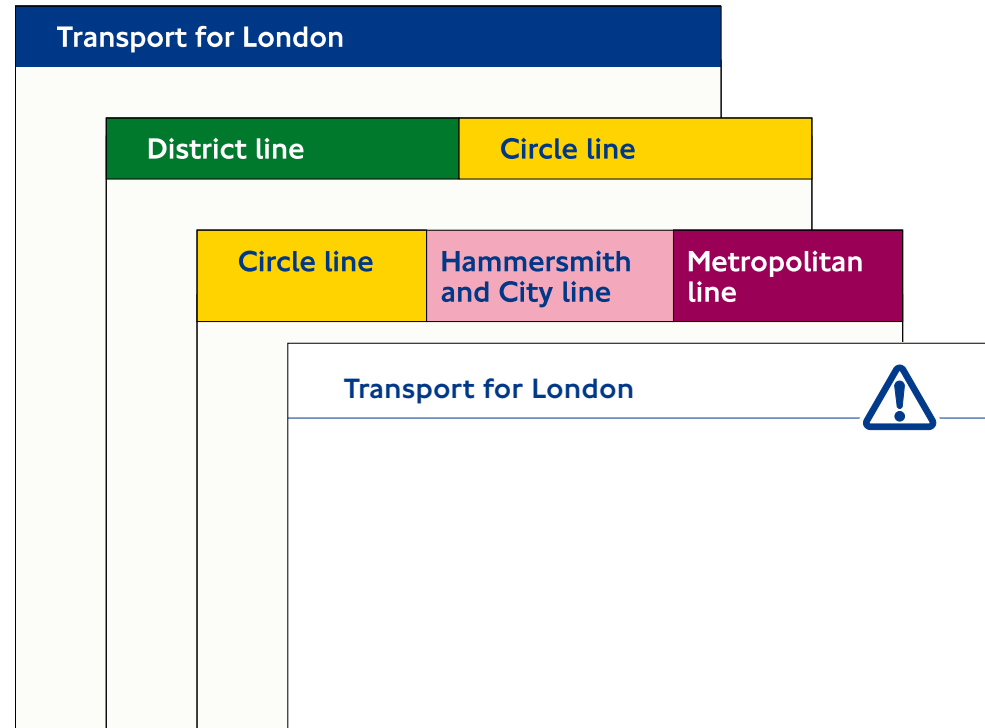
This section of the document provides guidance for creating printed posters and leaflets.

2.1 Mode/Line identity strips

A coloured strip containing the mode's logotype is to be added to the top of all non-whiteboard information pieces. The colour of this strip is determined by the ring colour of the mode's roundel (except London Underground, which uses blue).

London Underground may display line-specific colours where appropriate.

Whiteboard posters use a white strip and keyline to separate the content from the logotype text. The white strip contains a pictogram to identify the poster as either a warning or informational message.



Mode logotype/one-line heading

The capital letter height of the mode's logotype or one-line heading is 25 per cent of the width of the roundel bar (eg where a roundel is reproduced at 70mm wide, the capital letter height is 17.5mm).

Two-line heading

Where the logotype needs to run over two lines (such as where three Underground lines are displayed), then the text should be set solid – eg 75pt text on 75pt leading (75pt/75pt).

Note

- The mode's individual logotype is to appear in the top left of the layout
- Mode logotypes may be replaced with a one-line heading if necessary

2.2 Text point sizes on campaign posters and leaflets

The information here, and on the following pages, contains the elements that are to be considered when applying text to any TfL creative poster. These elements are used to enable the text on TfL's posters to be easily legible for all customers.

Headings

To be set in Johnston I00 Medium.

Body text

To be set in Johnston I00 Regular (set in Johnston I00 Light when used at 12pt or below).

Call to action

To be set in Johnston I00 Regular (set in Johnston I00 Light when used at 12pt or below).

Point sizes

On a poster, point sizes are determined by the distance from which the poster is to be read.

The chart on this page shows the distance at which certain sizes of lettering can be read by a person with average eyesight.

The chart helps determine the minimum point size for body copy to be used on a poster.

Details on point sizes can be found on the next few pages.

Note

If using a creative typeface for a headline, avoid highly stylised typefaces such as ornamental, decorative or handwriting styles. Stylized typefaces should never be used for body copy and calls to action.

Text can be centered on campaign posters, but only where the headline copy does not exceed two lines and the body copy is no more than three lines.

Viewing distance (metres)	Minimum cap height (mm)
6	20
8	27
12	40
16	55
24	80
32	110
48	165
60	205

Small guide leaflet

Type: Hand-held

Viewing distance: Less than one metre

- Body copy 12pt (3mm cap height)

A6 leaflet

Type: Hand-held

Viewing distance: Less than one metre

- Body copy 12pt (3mm cap height)

DL leaflet

Type: Hand-held

Viewing distance: Less than one metre

- Body copy 12pt (3mm cap height)

A5 leaflet

Type: Hand-held

Viewing distance: Less than one metre

- Body copy 12pt (3mm cap height)

Metro ad

Type: Within newspaper

Viewing distance: Less than one metre

- Body copy 12pt (3mm cap height)

A4 poster

Type: Station platform/ticket hall

Viewing distance: Less than one metre

- Body copy 21pt (5mm cap height)

A3 poster

Type: Station platform/ticket hall

Viewing distance: Less than one metre

- Body copy 27pt (6mm cap height)

Tube car end panel

Type: Within train

Viewing distance: Less than one metre

- Body copy 27pt (6mm cap height)

Escalator panel

Type: Station platform/ticket hall

Viewing distance: 1.5 metres

- Body copy 38pt (10mm cap height)

Bus headliner panel

Type: Within bus

Viewing distance: 1.5 metres

- Body copy 38pt (9mm cap height)

Tube/Tram/Overground panel

Type: Within train

Viewing distance: 1.5 metres

- Body copy 38pt (9mm cap height)

Double royal poster

Type 1: Station platform/ticket hall

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Type 2: Pavement-facing bus shelter

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Type 3: Road-facing bus shelter

Viewing distance: Five to 10 metres

It is recommended that no body copy is used for motorist-facing posters. If required, body copy is to be displayed at 43pt (note, however, that this point size is unlikely to be read by the motorist).

On Double Royal posters, when required, poster reference numbers are to be displayed against the right-hand margin above the branding strip.

Poster reference numbers are to be displayed in Johnston 100 Light 12pt (the text baseline on which this text sits on a double royal poster is 8.25mm above the branding strip).

Quad Royal poster

Type: Station platform/ticket hall

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Type 2: Pavement-facing bus shelter

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Type 3: Road-facing bus shelter

Viewing distance: Five to 10 metres

It is recommended that no body copy is used for motorist-facing posters. If required, body copy is to be displayed at 43pt (note, however, that this point size is unlikely to be read by the motorist).

Double Crown poster

Type: Station platform/ticket hall

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

4-sheet poster

Type: Art on the Underground

Viewing distance: Three to six metres

- Body copy 86pt (20mm cap height)

6-sheet poster

Type 1: Station platform/passageway

Viewing distance: Three metres

- Body copy 86pt (20mm cap height)

Type 2: High street (pedestrian)

Viewing distance: Three to six metres

- Body copy 86pt (20mm cap height)

Only one version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline.

16-sheet poster

Type 1: Station platform (cross-track)

Viewing distance: Seven metres

- Body copy 145pt (34mm cap height)

Type 2: On-street (motorist)

Viewing distance: 10 metres

- Body copy 145pt (34mm cap height)

Only one version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline.

48-sheet poster

Type 1: Station platform (cross-track)

Viewing distance: Seven metres

- Body copy 200pt (47mm cap height)

Type 2: On-street (motorist)

Viewing distance: 26 metres

- Body copy 370pt (87mm cap height)

Only one version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline.

96-sheet poster

Type 1: Cross-track

Viewing distance: 26 metres

- Body copy 370pt (87mm cap height)

Type 2: On-street (motorist)

Viewing distance: 26 metres

- Body copy 370pt (87mm cap height)

Only one version of this poster is produced for both locations. It is recommended that only a one-line call to action is included with the headline.

Bus standard rear

Type: Motorist

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Use only a one-line call to action.

Bus super rear

Type: Motorist

Viewing distance: Three metres

- Body copy 43pt (10mm cap height)

Use only a one-line call to action.

Bus T side

Type: Pedestrian

Viewing distance: 10 metres

- Body copy 145pt (34mm cap height)

Use only a one-line call to action.

Bus superside

Type: Pedestrian

Viewing distance: 10 metres

- Body copy 145pt (34mm cap height)

Use only a one-line call to action.

NBFL nearside

Type: Pedestrian

Viewing distance: 10 metres

- Body copy 145pt (34mm cap height)

Use only a one-line call to action.

NBFL roadside

Type: Pedestrian

Viewing distance: 10 metres

- Body copy 145pt (34mm cap height)

Use only a one-line call to action.

2.3 Keylines and bleed

When information is displayed on a white background, a keyline should be used to separate the artwork from the branding elements.

On advertising and campaign material, a full bleed can be used if TfL judges that the final shot is suitable.

Keyline

The position of the keyline acts as an exclusion zone – no text or graphic (except branding) should go below the position of the keyline (unless authorised by TfL).

Bleed

The guiding principle is to make sure that the use of bleed does not lose any of the standout that the white branding strip delivers. All other branding principles must still be applied.



2.4 Contact information

Contact marks

These are shown only on information posters and leaflets. The order is as follows:

- TfL travel tools web address
- 24-hour travel information number

When displaying the 24-hour travel information number, the following legal text is to be included along with the phone number:

*Service and network charges may apply. See tfl.gov.uk for details.

Additional marks

Where a campaign dictates, the Help point and British Transport Police marks may also be used.

They should follow after the TfL travel tools web address and 24-hour travel information number.

Web addresses

The only web address to be promoted is the TfL web address.

Other websites may be mentioned within copy, but never given the same prominence as the TfL website.

Always display the TfL website as tfl.gov.uk

Hyperlinks are displayed as www.tfl.gov.uk

The call to action for the TfL website is always 'Visit tfl.gov.uk'.

Other company website addresses should always include the www.



Check your travel

tfl.gov.uk/travel-tools



24 hour travel information

0343 222 1234*



Travel information at stations

Help points



British Transport Police

0800 405040

2.5 Recycling statement

To support the Mayor's strategy on waste management, leaflets are to include the 'Recycle' mark as well as a statement on TfL's use of recycled paper.

Both mark and statement are to be included on the back cover of leaflets and above the contact marks as shown.



The graphic is a rectangular box divided into two horizontal sections. The top section features the 'recycle' logo on the left, which consists of a green circular arrow with a heart shape inside, followed by the word 'recycle' in a bold, green, sans-serif font. To the right of the logo, the text 'Printed on recycled paper' is written in a smaller, blue, sans-serif font. The bottom section is separated from the top by a thin blue horizontal line. It contains two rows of information. The first row starts with a blue square icon containing a white location pin, followed by the text 'Check your travel' in a small blue font, and then the URL 'tfl.gov.uk/travel-tools' in a larger, bold blue font. The second row starts with a blue square icon containing a white lowercase 'i', followed by the text '24 hour travel information' in a small blue font, and then the phone number '0343 222 1234*' in a larger, bold blue font. At the bottom of this section, there is a line of smaller blue text: '*Service and network charges may apply. See tfl.gov.uk/terms for details.'

recycle Printed on recycled paper

 Check your travel
tfl.gov.uk/travel-tools

 24 hour travel information
0343 222 1234*

*Service and network charges may apply.
See tfl.gov.uk/terms for details.

2.6 Multiple endorsements

Third-party logos

It is often necessary to include third-party logos on TfL outputs.

Where space is tight, it may be necessary to use the two-line version 'MAYOR OF LONDON' mark to accommodate the third party logo.

Where there is not enough room between the 'MAYOR OF LONDON' mark and 'Transport for London' logotype to include all the required third-party logos, a new line of logos should be placed above the main branding.

Sizing and positioning

The third-party logo is sized to the same width as a roundel.

It should be centred horizontally and vertically between the 'MAYOR OF LONDON' mark and 'Transport for London' logotype.

Its exclusion zone is also the same as that of a roundel.



Other identities

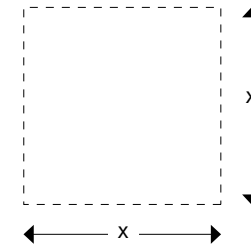
If another identity is used to endorse a poster, it must be of equal width to the roundel and a minimum of $0.25x$ should be left between each logo.

If the non-TfL identity looks unbalanced when displayed at roundel width size, then it may be sized using the formulae shown here.

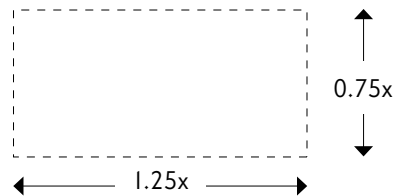
Logos that look unbalanced after using the appropriate formula, because they are too wide or too tall, need to be scaled visually. In these instances, seek guidance from the TfL Graphics team.



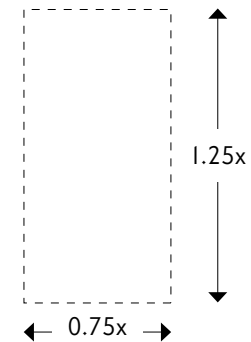
Roundel width size



Square logo format



Landscape logo format



Portrait logo format

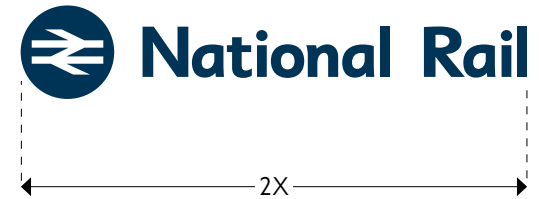
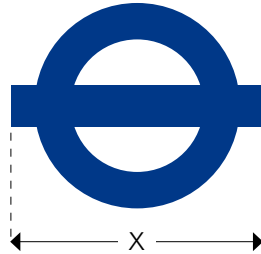
National Rail branding

The National Rail mark should be used when including National Rail branding on TfL material.

The mark should always be displayed in Pantone 540 Blue and at twice the roundel width size.

The National Rail mark must be displayed between the 'MAYOR OF LONDON' logotype and the roundel.

Where space is tight, the two-line version of the 'MAYOR OF LONDON' logotype should be used to incorporate the National Rail mark.



MAYOR OF LONDON



2.7 Branding on third-party material

On material produced by third parties, and done in another organisation's house style, branding may be required to show TfL involvement.

Use the mark version without the 'Every Journey Matters' strapline.

Each mode has its own mark that should be used in such circumstances.

The marks are all available via the TfL website: tfl.gov.uk/media



2.8 Poster templates

Poster templates are available for all modal variations from TfL Corporate Design in Adobe InDesign format for use by design agencies.

Please email the TfL Graphics team (corporatedesign@tfl.gov.uk) with any queries.

Poster sizes available

Templates are available in the following sizes:

- Double royal poster
- Quad royal poster
- Double crown poster
- A3 poster
- A4 poster
- Escalator panel
- Bus headliner panel
- Tube car end panel
- Poster for leaflet racks
- Metro ad
- A5 leaflet
- DL leaflet
- A6 leaflet
- Small guide leaflet
- 96-sheet poster
- 48-sheet poster
- 16-sheet poster
- Six-sheet poster
- Four-sheet poster
- Bus standard rear
- Bus super rear
- Bus T side
- Bus superside
- NBFL nearside
- NBFL roadside

3 Web-based advertising

In addition to printed material, TfL also produces web-based advertising.

Rules for the branding of such ads are contained within this section.

3.1 Branding

The rules for branding on web-based advertising follow those for printing.

Note, however, that due to the narrowness of some web-based ads, a combined stacked version of the TfL mark and 'MAYOR OF LONDON' logotype is used for branding purposes.

It is only ever the TfL roundel that is used for web-based advertising. Individual mode roundels are never used.

The Santander Cycles and Emirates Air Line marks, however, may be used when required.



3.2 GLA and third-party adverts on TfL's website

Digital ads supplied by the GLA, or other third parties, that are to appear on the TfL website should be seen as stand-alone pieces. TfL branding is not to be included on such pieces as the TfL web page branding is enough.

3.3 Web ad templates

Web-based ad templates are available for all modal variations from TfL Corporate Design in Adobe Photoshop format for use by design agencies.

Please email the TfL Graphics team (corporatedesign@tfl.gov.uk) with any queries.

Web ad templates available

Templates are available in the following sizes:

- Banner
- Banner expanded
- Sky
- Sky expanded
- Wide/Super sky
- Wide/Super sky expanded
- MPU
- MPU expanded
- Leaderboard
- Leaderboard expanded
- Belly band
- Peel

For further information

This standard intends 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

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