

Bus shelter graphics standard

Issue 2



Contents

Foreword

1 Basic elements

2 Bus shelter graphics

3 Position of bus shelter graphics

Further information

Foreword

This document details the graphical elements that are to appear on London Buses bus shelters.

Bus shelters can be made up of between two and eight bays.

The example used in this document is a standard three bay shelter. Where more than three bays are used, simply repeat the requirements.

Contact the TfL Graphics team for further information on the correct application of the graphics required for a bus shelter (corporatedesign@tfl.gov.uk).

I Basic elements

This section outlines the basic elements that are used to produce the graphics for London Buses bus shelters. 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 bus notices unless it is specifically stated otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

NJ Font Medium

1.2 Colours

These colours should be used on London Buses to produce graphic notices on bus shelters.

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

Corporate Red

Pantone 485

Black

Black 100%

Corporate Blue

Pantone 072

Safety Blue

Pantone 300

Corporate Green

Pantone 356

2 Bus shelter graphics

The following pages illustrate the graphic items that are to be applied to London Buses bus shelters.

2.1 Bus shelter name panels

All bus shelters have a name panel at both ends of the roof. The standard size name panel is 1550mm wide with an artwork area of approximately 1520 x 170mm.

Text should always be centred and must not go beyond the 336mm margin area.

Where space is restricted, a narrower bus shelter roof is used. The name panel artwork area for these is 970 x 170mm. Text should always be centred and must not go beyond the 130mm margin area.

Rules for constructing stop names on both name panel sizes are detailed on the following pages.

Artwork reference number

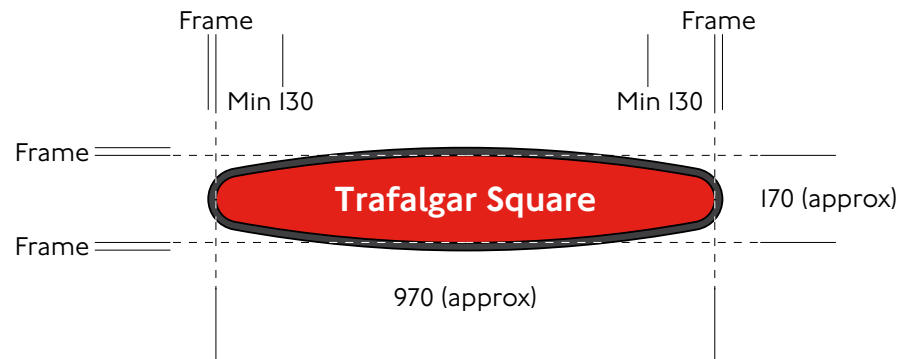
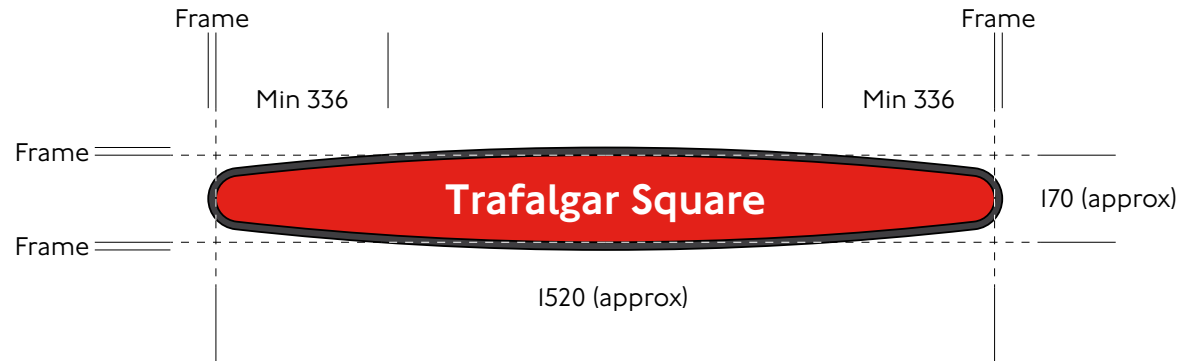
BSH_001

Position on shelter reference

A

Colours

- Corporate Red (Pantone 485)



Standard size name panels

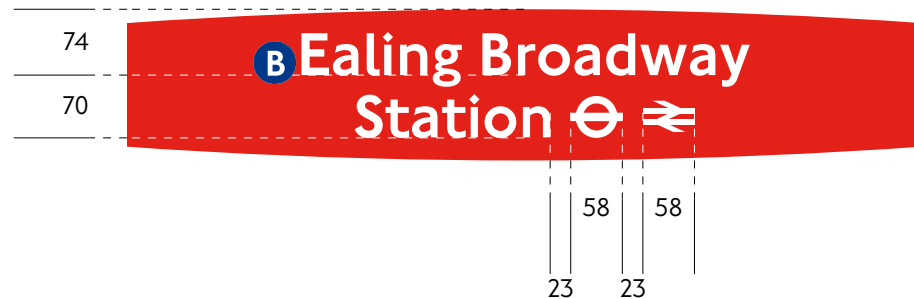
The preferred font size for stop names on a standard size bus shelter name panel is size A. However, this size should only ever be used on a single line.

For longer names, font size B may be used. Font size B should also be used when a stop name goes over onto a second line.

Text should always be centred and must not go beyond the 336mm margin area shown on page eight.

Font sizes

- A NJ Font Medium (246pt)
- B NJ Font Medium (200pt)



Secondary stop names on standard size name panels

Where a secondary stop name is required, the primary stop name should be displayed using font size B. The secondary font size should be displayed using font C as shown.

Font sizes

B NJ Font Medium (200pt)

C NJ Font Medium (150pt)

Stop names on planted shelters

Where a bus shelter has plants installed on the roof, the name panel uses the Corporate Green background (Pantone 356 Green).



Small size name panels

The preferred font size for stop names on a small size bus shelter name panel is size B. This font size should only be used for stop names on a single line.

For longer names, font size D may be used. Font size D should also be used when a stop name goes over onto a second line.

Text should always be centred and must not go beyond the 130mm margin area shown on page eight.

Font sizes

- B NJ Font Medium (200pt)
- D NJ Font Medium (170pt)



Secondary stop names on small size name panels

Where a secondary stop name is required on a small name panel, the primary stop name should be displayed using font size D. The secondary font size should be displayed using font size E as shown.

Font sizes

D NJ Font Medium (170pt)

E NJ Font Medium (122pt)



2.2 No smoking/No alcohol

Artwork reference number
BSH_002

Position on shelter reference
B

Size
516 x 70mm

- Colours**
- Corporate Red (Pantone 485)
 - Black 100 per cent



2.3 CCTV cameras in operation

Artwork reference number

BSH_003

Position on shelter reference

C

Size

500 x 70mm

Colours

- Corporate Blue (Pantone 072)



2.4 Priority seats

Artwork reference number
BSH_004

Position on shelter reference
D

Size
500 x 70mm

Colours
• Safety Blue (Pantone 300)



2.5 Report damaged bus stop

Artwork reference number

BSH_009

Position on shelter reference

E

Size

252 x 70mm

Colours

- Corporate Blue (Pantone 072)

Report damaged bus stop, bus shelter or
electronic information display.

Visit: tfl.gov.uk/streetcare

Phone: 0343 222 1234* *Service and network charges may apply. See tfl.gov.uk/terms for details.

2.6 Bus shelter number

Artwork reference number

BSH_005

Position on shelter reference

F

Size

170pt

Colours

- White
(Grey shown is for illustrative purposes only)

Note

The white text is to be die-cut on UV protected vinyl.

Grey background is shown for illustrative purposes only.



Example only

Notice shown is for illustrative purposes only.

2.7 London Buses mark

Artwork reference number

BSH_006

Position on shelter reference

G

Size

200 x 65mm

(size of the clear panel on which the logo sits)

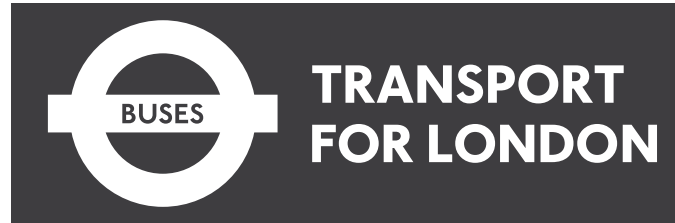
Colours

- White
(Grey shown is for illustrative purposes only)

Note

The white logo is to be printed on UV protected clear vinyl.

Grey background is shown for illustrative purposes only.



2.8 Buses roundel

Artwork reference number
BSH_006

Position on shelter reference
H

Size
510mm width

Colours
• Corporate Red (Pantone 485)



2.9 Buses roundel/City of London logo

Artwork reference number

BSH_006

Position on shelter reference

J

Size

1148mm

(width of combined logos)

Colours

- Corporate Red (Pantone 485)
- White

Note

Grey background is shown for illustrative purposes only.



2.10 Signage panel

Some bus shelters have a signage panel that directs to nearby locations. Such panels should, ideally, be constructed of three rows and follow London Buses signage rules (as detailed within the London Buses bus station signs standard).

Font size for text over three rows

NJ Font Medium (162pt)

Position on shelter reference

K

Size

1338 x 280mm (approx)

Colours

- Corporate Red (NCS S 1085-Y80R)
- Black 100 per cent (NCS S 9000-N)
- White (NCS S 0500-N)
- Additional colours may be used for non-London Buses logos

Note

The 19mm margin space assumes that the panel edges are flat and even with the main body of the sign.

Where this is not so, appropriate additional margin space should be given.



Measurements are based on a 280mm high panel

Three rows of information is the preferred option for the signage panel. However, when required, four rows are acceptable. In both instances, the red strip at the top of the panel is to remain 20mm deep.

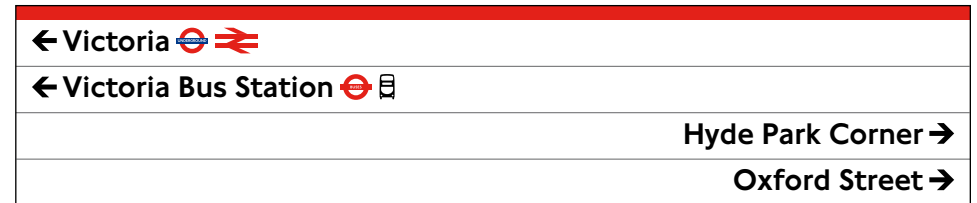
Font size for text over four rows
 NJ Font Medium (162pt)

Other signage permutations are acceptable, so long as they are relevant to the location and comply with the London Buses bus station signs standard. All permutations are to be displayed over three or four rows of text

If in doubt, please contact the TfL Graphics team.

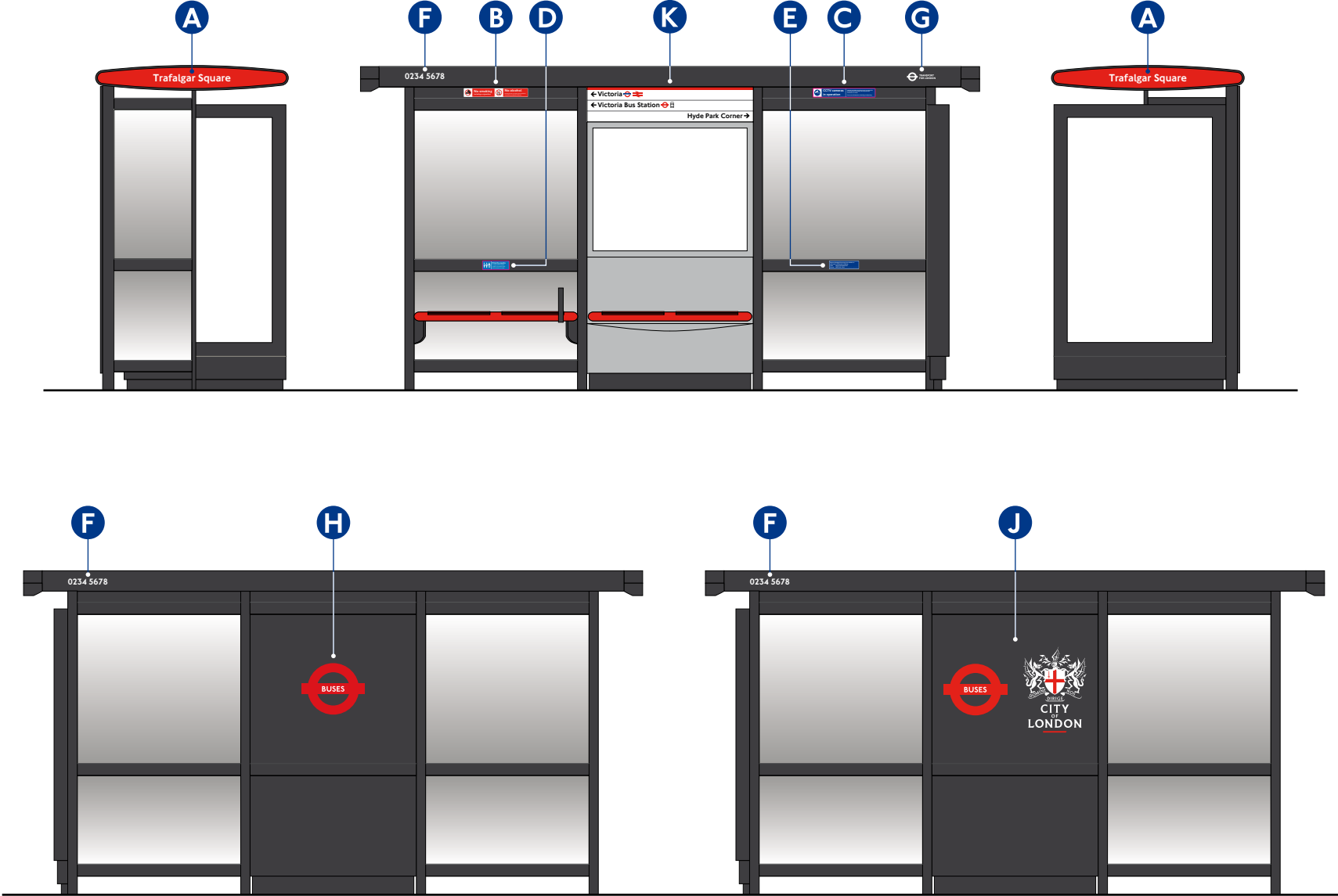
Note

The measurements differ when working with four rows of information



Measurements are based on a 280mm high panel

3 Position of bus shelter graphics



3.1

- A Bus shelter name panel**
BSH_001
Placed as shown at both ends of the shelter roof.
- B No smoking/No alcohol**
BSH_002
Vertically - centred on panel as shown in first available bay closest to the left-hand side of shelter
Horizontally - centred on panel
- C CCTV cameras in operation**
BSH_003
Vertically - centred on panel as shown in second available bay of shelter
Horizontally - centred on panel
- D Priority seats**
BSH_004
Vertically - centred on panel as shown above bus shelter seats with armrests
Horizontally - centred on panel
- E Report damaged bus stop**
BSH_009
Vertically - centred on panel as shown.
Horizontally - centred on panel
- F Bus shelter number**
BSH_005
Vertically - first digit starts 360mm from left-hand panel edge
Horizontally - centred on panel face
- G London Buses mark**
Vertically - right-hand side of mark sits 360mm from right-hand panel edge
Horizontally - centred on panel face
- H Buses roundel**
Vertically - centred on panel
Horizontally - centred on panel
- J Buses roundel/City of London logo**
Vertically - centred on panel
Horizontally - centred on panel
- K Signage panel**
Centred above poster frame

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

Issue 2

December 2022

© Transport for London

MSRV22_I00 Buses bus shelter graphics standard - Issue 02