



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

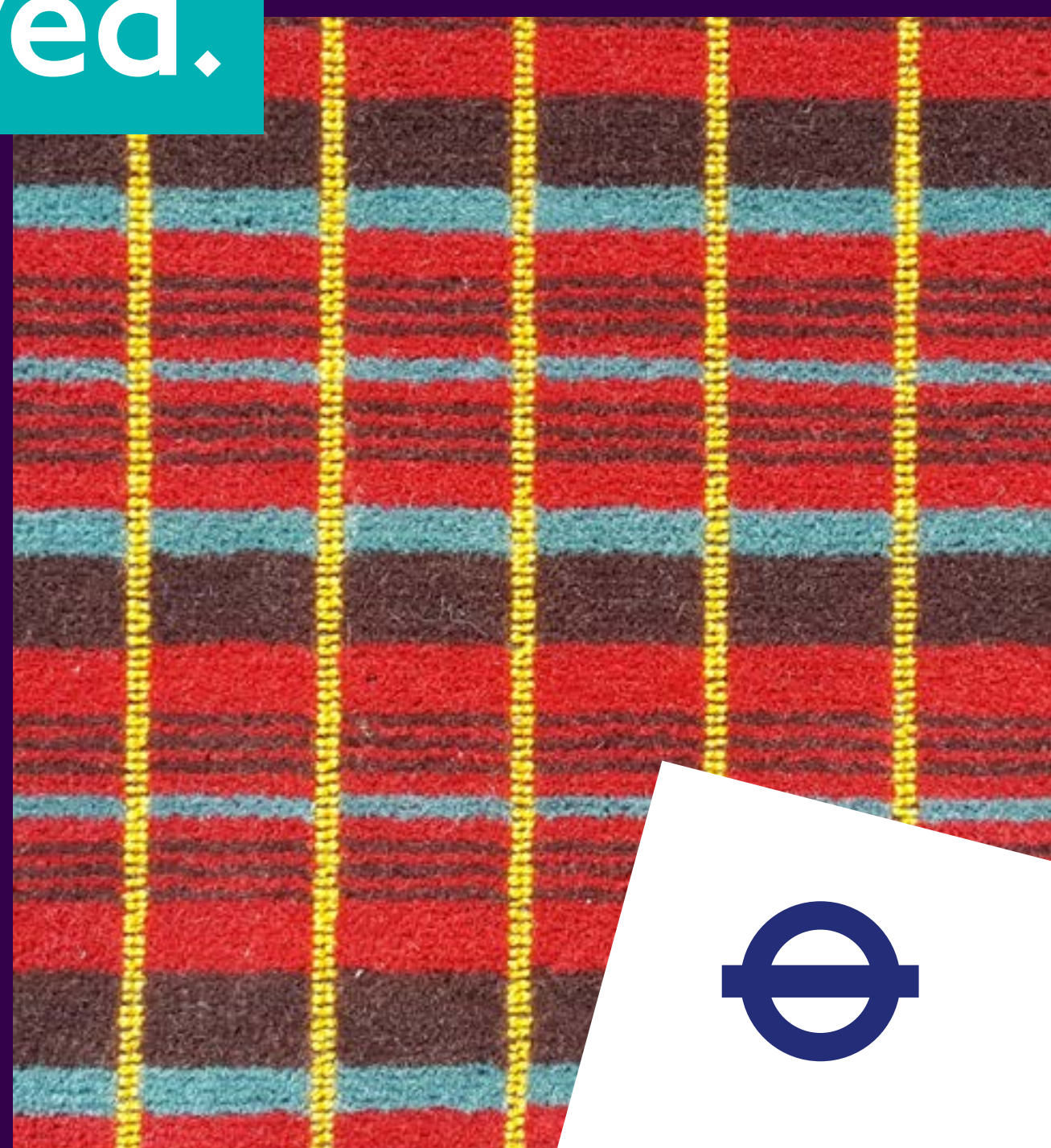


Guidance for third-party
use of TfL brand IP





The beating heart of London.
Globally recognised, locally loved.





London simply isn't London without TfL. Truly **iconic**, we've served and shaped the capital for **160 years**. We hold a special place in the **hearts** and **minds** of Londoners and visitors. Unrivalled in scale, deep-rooted in history, **famous** and **trusted**.



The Transport for London brand

TfL is a world-famous brand, the symbol of authentic London. Our portfolio of registered marks are globally recognised and culturally significant. Spanning heritage and innovation, our brand that represents trust, design, quality, and engineering and public service excellence.

We receive many requests from organisations wishing to use our branding, for everything from film and TV to products. We work with third parties to licence appropriate use of our valuable brand intellectual property (IP). This document provides guidance for all such usage, outlining the processes for securing a licence.

A photograph of a station sign for the Elizabeth Line. The sign consists of a large, glowing blue circle with a horizontal blue bar across its center. The words "ELIZABETH LINE" are written in white, bold, sans-serif capital letters on the blue bar. The background is dark and out of focus, showing architectural elements of a station.

ELIZABETH LINE



Why we license our brand IP

Given the value of our brand IP, we manage and protect its usage. All third-party usage has to be under licence. This ensures:

- ◆ Our name and reputation are protected
- ◆ The value of the IP is protected and the full potential for commercial exploitation of the IP is realised
- ◆ Consumers are not deceived by unlicensed exploiters of the brand into believing that they are associated with, licensed by or subject to the quality control of TfL





- ◆ Our services and those of our licensees are not confused with the offerings of competitors
- ◆ The rights of sponsors and licensees who contribute significant sums to associate themselves with our brand are protected
- ◆ We are fair and consistent in all our dealings



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The hallmarks of authentic London



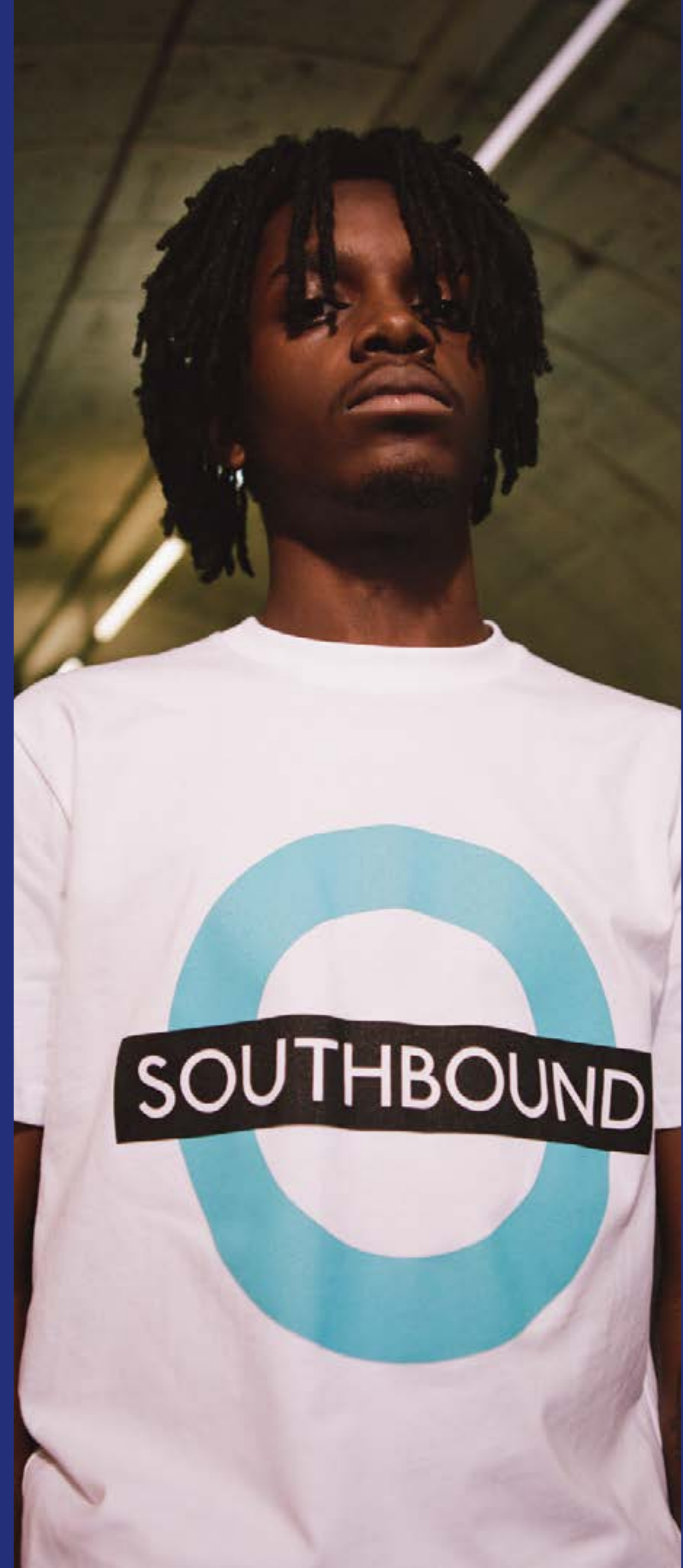
The roundel

The first roundel appeared on the network at St James's Park station in 1908 – an enamel disc designed to help station names stand out against the adverts on platform walls. In 1912, the word 'Underground' was added, and in 1917, Edward Johnston formalised the logo and registered it as a trademark.

Today, the roundel is a world-famous symbol of London. It continues to be our organisation's logo, a visual for all the key services we provide across the city. We have a roundel for each of our modes, Underground lines and individual stations – that's over 300 different roundels!



The roundel



The Tube map

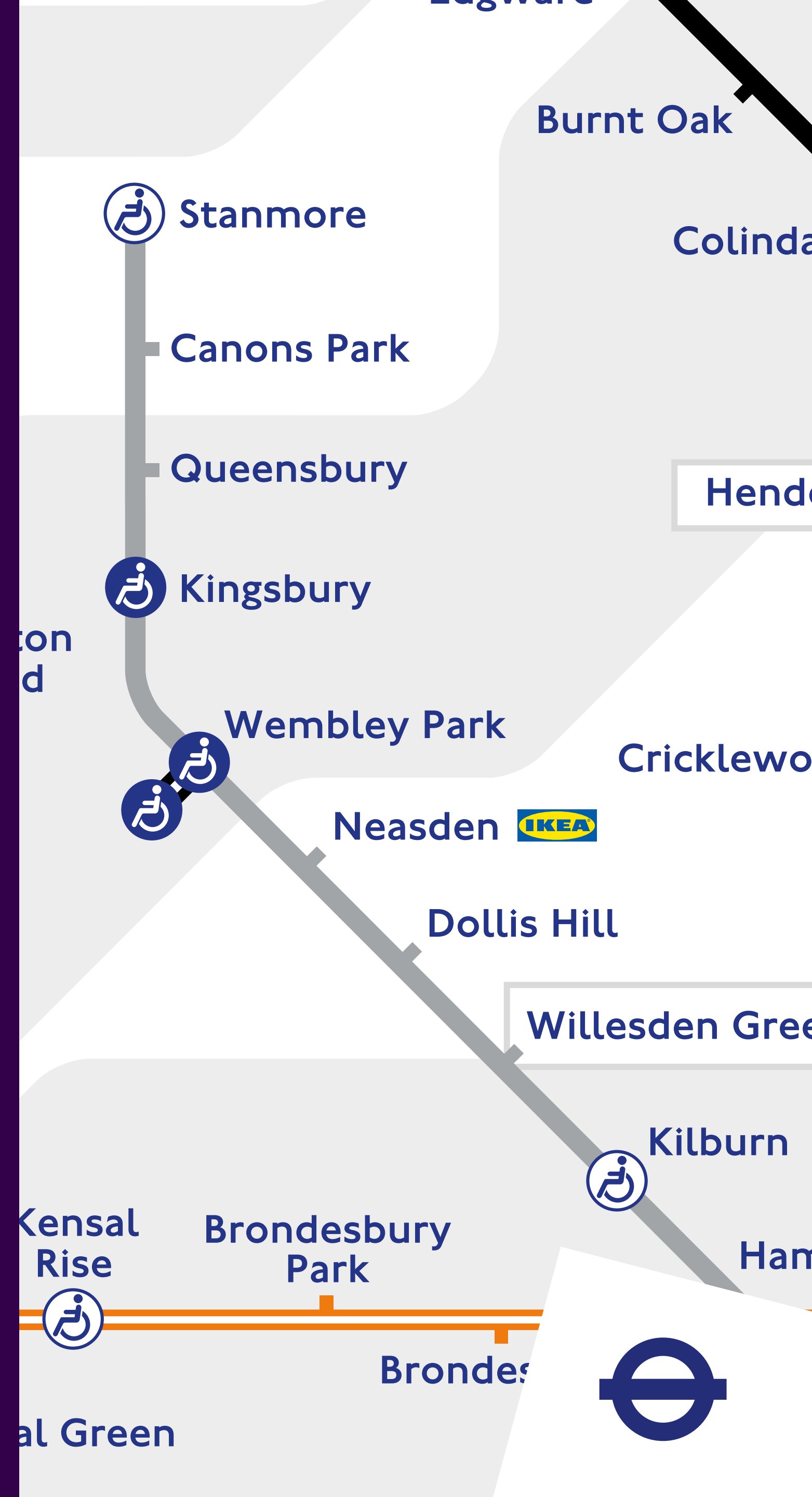
Arguably the most famous map in the world, the original Tube map was based on circuit diagrams. It was intended to be a simple guide to help travellers understand the network, as opposed to emphasising distance and geographical accuracy.

Designed by technical draughtsman Harry Beck, the map was first used by London Transport in 1933. It went on to inspire public transport maps across the world, from New York to Hong Kong.

The Tube map is now a core tool for exploring London, with distinctive colours so travellers can tell which line they are on from a quick glance.



The Tube map



Mind the gap

MIND THE GAP

The phrase 'Mind the gap' is firmly embedded in the echoes of the city. It was coined by London Transport in 1968 to be used as an announcement on London Underground, warning passengers of the gap between the train and platform.

Today, the audio and words surrounded by yellow and white lines are still used to warn passengers. Just like the roundel and Tube map, they are associated with London and its transport network, and are registered trademarks.



Mind the gap



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Our moquettes

First appearing on the Underground in the 1920s, moquette, from the French word for a type of carpet, is the durable patterned fabric used as seat coverings used across our network

Initially selected to help hide general wear and tear, the distinctive designs soon became synonymous with the network and with London.

Since the 1930s, our moquettes have been created by renowned British textile designers and artists, including Enid Marx, Marion Dorn and Paul Nash. Today, different moquette patterns are used to indicate specific Tube lines, an extra visual aid to help travellers get around the city.



Our moquettes



The Routemaster bus

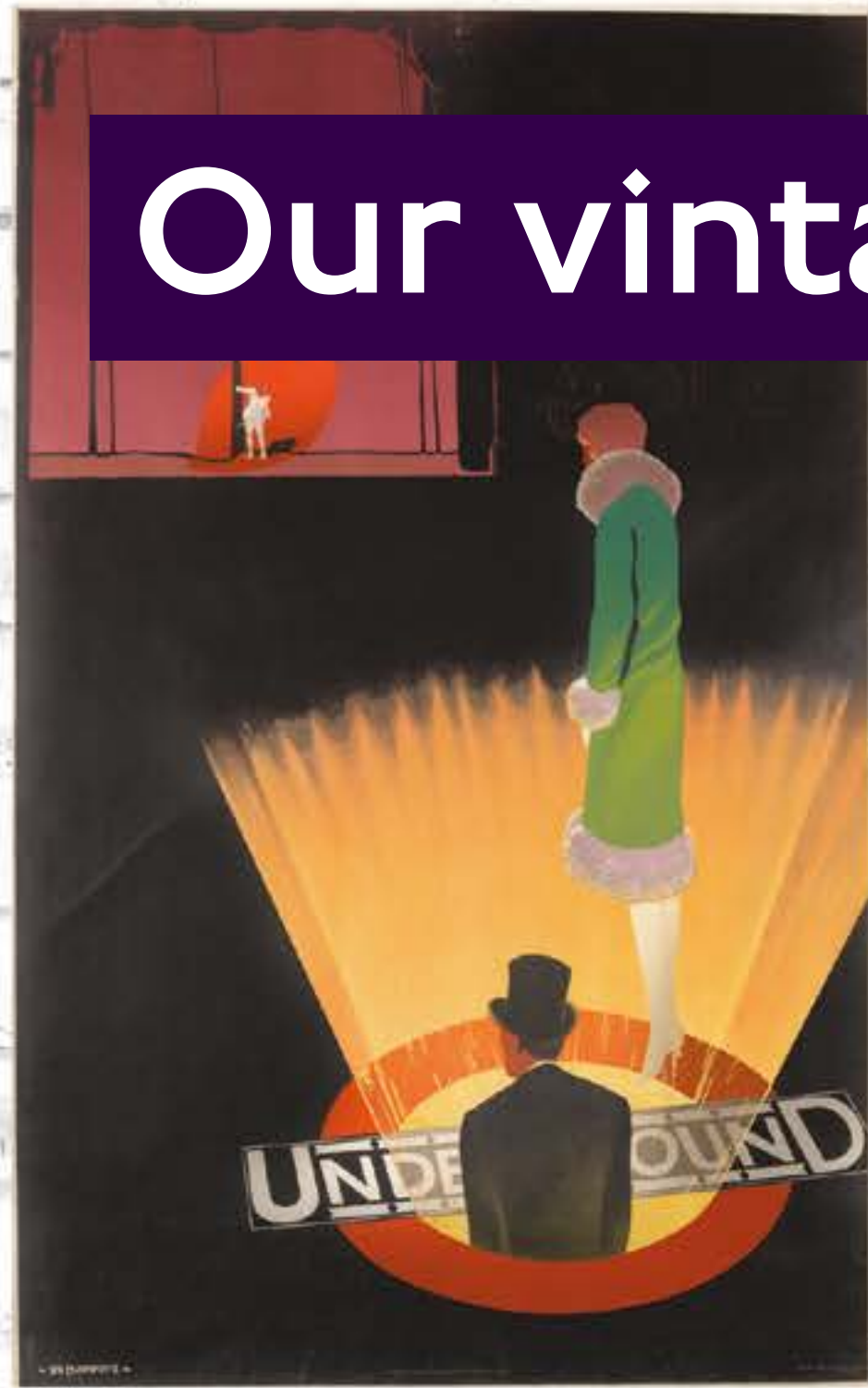
Among our wide range of vehicles, none is more iconic than the Routemaster bus. Designed by Douglas Scott, who also designed the AGA cooker, the Routemaster ran for 60 years and was known for its box shape and rear platform which allowed passengers to hop on and off where they pleased.

Today, the New Routemaster bus runs across the network. Influenced by the original, it features the curves and rear exit but is more efficient.

We own various trademarks and design rights relating to the Routemaster bus and other iconic vehicles that are frequently used in film and TV to demonstrate London life.



Our vintage posters



Spanning 110 years, our collection of vintage advertising posters includes over 6,000 examples promoting our network.

With a tradition of using established and emerging artistic talent, these beautiful

posters serve both as a visual record of the city and design styles of the last century.

Today, they are used in films and TV dramas, advertising products, and have even made their way into the metaverse.

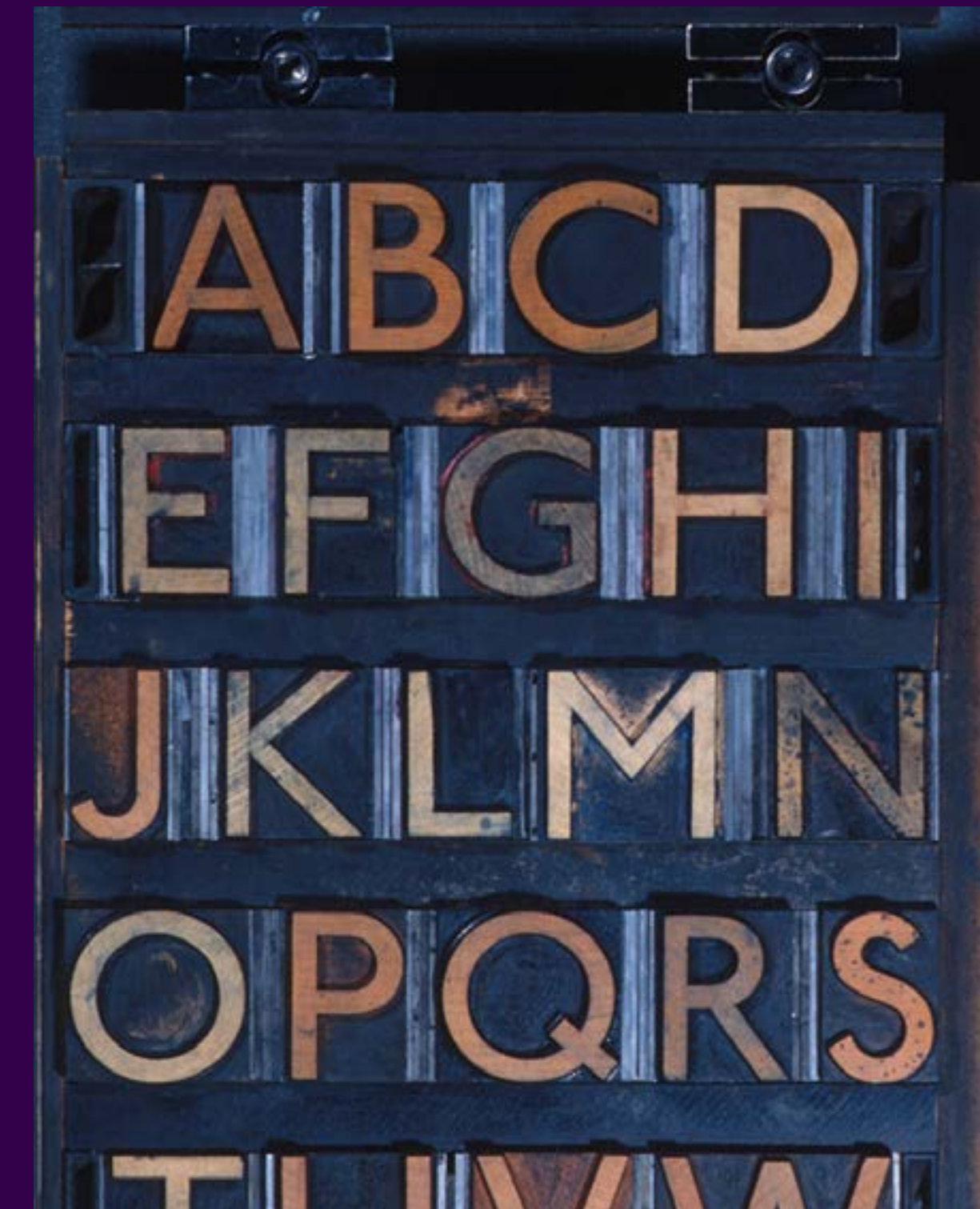
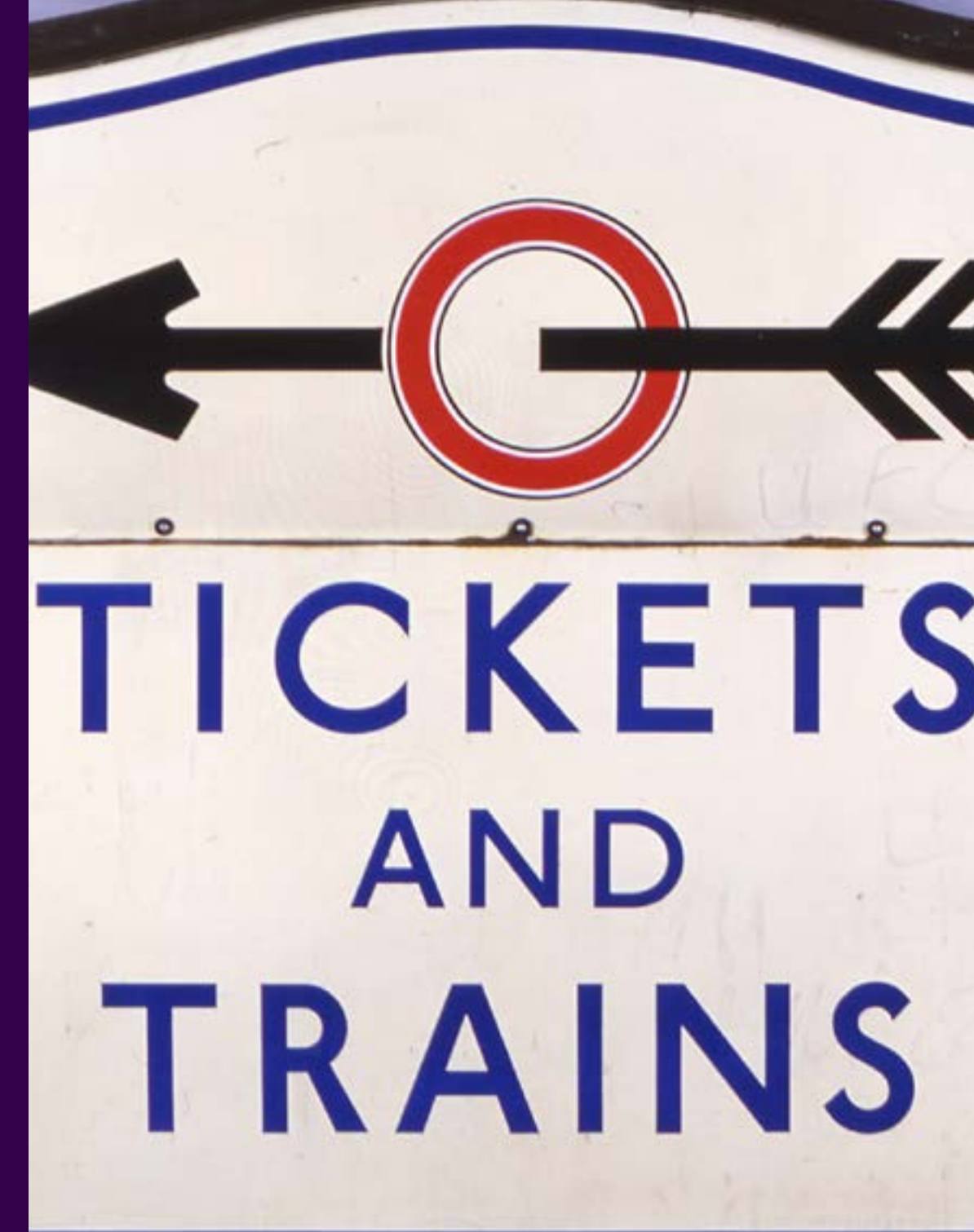


The Johnston typeface

Used across our network for more than a century, the distinctive Johnston typeface is fondly referred to as ‘**London’s handwriting**’.

Commissioned in 1913, British artist Edward Johnston, was tasked with creating lettering with a bold, simplistic style. Today the New Johnston typeface helps Londoners and visitors alike to navigate the capital.

The Johnston typeface has been used by various third parties, whether to indicate an official partnership with TfL, on consumer products or in the promotion of London-themed TV programmes and films.

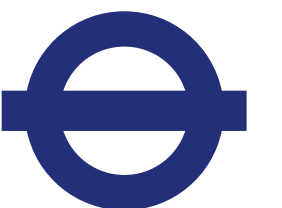


Using our brand IP



Types of use

Category	Use	Fees
Commercial content	<p>Use of our intellectual property in creation of content for promotional activity, including:</p> <ul style="list-style-type: none">♦ Advertising – including out-of-home, TV, press, cinema♦ Digital – including social media, digital display, commercial blogs, branded content, company websites♦ Film trailers or TV programme advertising	<p>Commercial licence fees apply Fees will vary depending on:</p> <ul style="list-style-type: none">♦ Term♦ Territory♦ Channels♦ Property used♦ Extent of use



Category	Use	Fees
Commercial content continued	<ul style="list-style-type: none"> ◆ Press releases ◆ Catalogues ◆ Retail window displays or in-store displays ◆ Branded products and merchandise ◆ Event activation, or presence at events or conferences ◆ Direct mail ◆ Brochures – cover or interior ◆ Interior decor ◆ External presentation or report 	<p>Commercial licence fees apply Fees will vary depending on:</p> <ul style="list-style-type: none"> ◆ Term ◆ Territory ◆ Channels ◆ Property used ◆ Extent of use



Category	Use	Fees
Editorial content	Use of our intellectual property in content for: <ul style="list-style-type: none">♦ Films♦ TV programmes♦ Books – interior or cover♦ Magazines – interior or cover♦ Radio or podcasts♦ Theatre productions♦ Music videos	Content licence fees apply Fees vary depending on: <ul style="list-style-type: none">♦ Term♦ Channel♦ Extent of use Commercial fees will apply if the IP is also used in activity promoting the content



Category	Use	Fees
Transport information and guidance content	Use of our intellectual property specifically in service and travel-related information, including: <ul style="list-style-type: none"> ♦ Diaries ♦ Guide books or tourist information 	Information and guidance licence and royalty fees apply
Educational content	Use of our intellectual property for educational purposes, including: <ul style="list-style-type: none"> ♦ Text book – interior or cover ♦ Course materials ♦ Non-profitmaking museum 	Educational content licence fees apply
Licensed products	Products and product ranges	Licence and royalty fees apply



General guidelines

We will grant a licence to third parties for use of our IP on the following terms:

- ◆ Licence fees are paid
- ◆ The use complies with our brand guidelines
- ◆ We have approved the intended use

The licence agreement and terms will vary according to the specific usage, whether it is for commercial and promotional material; editorial content; customer information; educational content; or branded products.



General guidelines

Exceptions

I. We will not grant a licence to third parties if our intellectual property is being used to draw an association with any of the following:

- ♦ Gambling activity
- ♦ Products that are high in fat, salt or sugar
- ♦ Cryptocurrency
- ♦ Tobacco
- ♦ Pornography
- ♦ Manufacture or sale of arms
- ♦ Political parties and pressure groups



General guidelines

2. We will not grant a licence to third parties if our intellectual property is used in the context of:

- ♦ Drinking or carrying open containers of alcohol
- ♦ Vandalism and graffiti
- ♦ Overtly sexual or indecent behaviour
- ♦ Use of illegal substances
- ♦ Anything that may negatively influence the brand or the reputation of TfL

3. We will not grant a licence for sub-licensing of our intellectual property.



Infringements

Third parties using our IP without a licence will be contacted by our Brand Protection team to be granted a retrospective licence and to arrange for the applicable fees to be paid.



Using the roundel

We will work collaboratively with you to license use of our roundel in your activities, subject to compliance with our brand guidelines.

More information about our [design standards](#) is available on our website.

Exceptions may occasionally be made to these guidelines only as part of a high-value commercial partnership, such as a station rename. For further details of these, please contact the [Commercial partnerships team](#).

- ◆ Do not add shapes or objects to the roundel
- ◆ Do not distort the roundel
- ◆ Do not change the size of the bar
- ◆ Do not crop the roundel
- ◆ Do not amend the text
- ◆ Do not position the roundel at an angle
- ◆ Do not flip or invert the text on the roundel bar
- ◆ Do not recolour the roundel
- ◆ Do not change the text in the bar



Using the Tube map

We will work collaboratively with you to license use of design elements of the Tube map, such as the colour palette and shapes, in your activities, subject to compliance with our brand guidelines:

More information about our [design standards](#) is available on our website.

Exceptions may occasionally be made to these guidelines only as part of a high-value commercial partnership, such as a station rename. For further details of these, please contact the [Commercial partnerships team](#).

- ♦ Do not add shapes, objects or symbols to the map
- ♦ Do not distort the map
- ♦ Do not change the text or add words to the map
- ♦ Do not crop the map
- ♦ Do not add any brand imagery or wording to the map
- ♦ Do not flip or invert the text on the map
- ♦ Do not recolour the map



Licence fees

Any third-party use of our brand IP will incur a licence fee.

Licence fees are based on a fixed minimum fee for each element of our IP used, plus an additional variable cost based on the following criteria:

- ◆ Type of use
- ◆ Extent of use
- ◆ Term of use
- ◆ Channels it will be used in
- ◆ Territories it will be used in

Fees exclude filming, provision of digital files and VAT.



Licence fees

Commercial and promotional content

Including advertising, digital display, press releases, retail, events and conferences

Fixed minimum fee

Roundel: £25,000

Tube map: £25,000

Mind the gap: £15,000

Routemaster bus: £12,000

Moquette: £8,000

Livery and environments: £8,000

Johnston 100 typeface: £5,000

Vintage posters: £5,000



Licence fees

Film, TV, video and publishing content

Including films, TV programmes, books, press and digital editorial content, but excluding use in promotional material related to the content. Fees cover use in all territories and in perpetuity.

Fixed minimum fee per shot

Roundel: £3,000

Tube map: £3,000

Mind the gap: £3,000

Routemaster bus: £3,000

Bus stop or shelter: £3,000

Moquette: £2,000

Bus stop or shelter: £3,000

Moquette: £2,000

Livery and environments: £2,000

Johnston 100 typeface: £1,000

Vintage posters: £1,000

The quoted fees are for guidance only.

Fees for other kinds of licensing contracts are available on request.



Filming on our network

Unless otherwise indicated, all prices quoted for filming on our network exclude licence fees, VAT and staff costs. The number and type of staff required will depend on the nature of the individual request.

Location permit

Please note that numbers of crew and cast will be determined by the choice of station(s).

- ◆ Crew size 1-10 people: £900 per hour
- ◆ Crew size 10-20 people: £1,100 per hour
- ◆ Use of an exclusive area: from £2,000 per hour



Filming on our network

Filming on a train in service

It is possible to film on a train in service. Crew and cast numbers will be restricted and only handheld equipment will be permitted.

Use of exclusive area, with or without a train

From £2,000 per hour.

IFS Cloud Cable Car

From £500 per hour per cable car. Each car runs approximately three return trips per hour.

Zone 4 and beyond

An additional flat-rate fee of £600 applies when filming in Zone 4 and beyond.

Evening and weekends

Requests for evenings and weekends do not include staff costs.

Filming at short notice

A late-notice fee of £600 plus VAT will be charged for applications made within three weeks of filming start date.

Last-minute changes to your booking

A £300 admin fee will apply to changes to a booking requested within five days of filming.



Brand licensing

Brand collaborations and consumer products

Our product licensing programme is managed by an external licensing agency.

Fees and availability of licenses will vary depending on the product category, country of sale and contract period.

Partners will also be required to have established distribution or retail outlets, and adhere to our ethical and sustainable framework.



Get in touch

Talk to us about using our brand IP in your commercial or promotional activity; in film, TV programmes, videos, magazine articles or books; or in customer information or educational content

Email: copyright@tfl.gov.uk

To discuss branded products or collaborations, contact the Brand licensing team

Email: brandlicensing@tfl.gov.uk

The TfL Brand IP briefing form is available on our website or by email request. If you complete this, we will be able to provide you with an indicative price, timeline and recommended next step.

Also on our website or by email request is a copy of our standard licence agreement. Please note that we do not change the terms and conditions of this unless our agreement exceeds £100,000.



Further information

We have a wide range of resources providing more detail on different aspects of using our intellectual property and working with us.

Brand licensing

Creating licensed products and brand collaborations with us – [see our website](#)

Commercial partnerships and experiential marketing

Promotional partnerships, sponsorship and experiential marketing – [see our website](#)

Charity request guidance

How we can and cannot support charitable requests – [see our website](#)

Filming and photography

Filming on our network and in our bespoke locations – [see our website](#)

Advertising

For information about advertising on our network – [see our website](#)

Design standards and licensing

To request assets once we have a contract in place – [see our website](#)



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