London Trams

Tram stop signs standard

Issue 4

TRANSPORT FOR LONDON

EVERY JOURNEY MATTERS

Contents

Foreword

The way a company expresses itself, its public 'tone of voice', affects the attitude of our customers towards us. The way in which information is given, is in many cases, crucial to its understanding or acceptance.

An important element in this expression is signage, which must project an image of efficiency, consistency and modernity. Signing of facilities should also function on an operational level, moving customers through the system safely.

The detailed information in this standard represents the culmination of thorough research, design and development. By careful and consistent application of this standard we will further enhance the image of trams in London.

1   Basic elements

This section of the document gives guidance on the basic elements that are used to produce signs across the London Trams network. 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   Colours

The colours shown here are those used across the London Trams network.

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

Tram Green

PMS 368 (NCS S 0580 G30Y)

Beckenham Loop Green

PMS 382 (NCS S 0570 G70Y)

Corporate Red

PMS 485 (NCS S 1085-Y80R)

Safety Blue

PMS 300 (NCS S 3065-R90B)

Corporate Blue

PMS 072 (NCS S 3560-R80B)

Corporate White

(NCS S 0500 N)

Safety Yellow

PMS 116 (NCS S 0580-Y10R)

Corporate Black

Black 100% (NCS S 9000-N)

Livery Mid Grey

PMS Cool Grey (NCS S 1502 Y)

Safety Green

PMS 356 (NCS S 3065-G10Y)

1.2   Lettering

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 tram stop signs.

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

New Johnston Medium

Line spacing is based on the height of the lower case letter 'x'. One 'x' is the standard minimum between two lines of information.

When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size. The smaller letter size is normally 70 per cent of the larger size.

Unless the function of the sign dictates otherwise, text is always ranged left.

Where line spacing is used to split direction, a double line space is used between.

Linespacing principles

Linespacing
Linespacing principles

🢔 **Direction One**
Subtext

← **Direction One**
Subtext
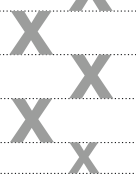
1.4   Arrows

The standard London Trams arrow and its proportions must not be altered.

Arrows indicating direction to the left, straight ahead or down should be placed to the left-hand side of the first line of a message.

Arrows indicating direction to the right should be placed to the right-hand side of the first line of a message.

Sign messages should be ranged left to right according to the direction indicated by the arrow.

Where one sign message is subsidiary to another and is in a smaller size of lettering, an arrow should only be included with the main message.

The diagram and examples shown here give the position of the arrow relative to the message.

The size of the arrow is related to the capital height (CH) of the message as shown. Arrows directing vertically up or down are centred on the CH.

CH
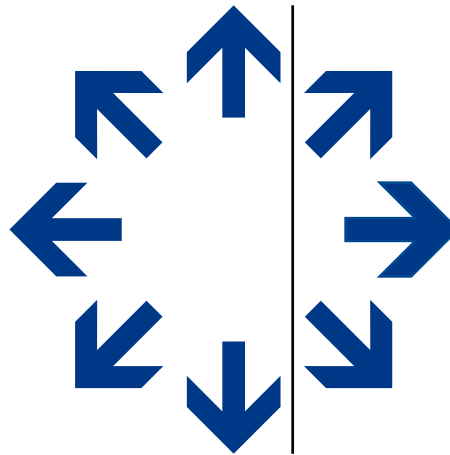
Arrow height in this position equals CH of type

Visually centre vertical arrows on CH of type

2.5x

2.5x

x

Message
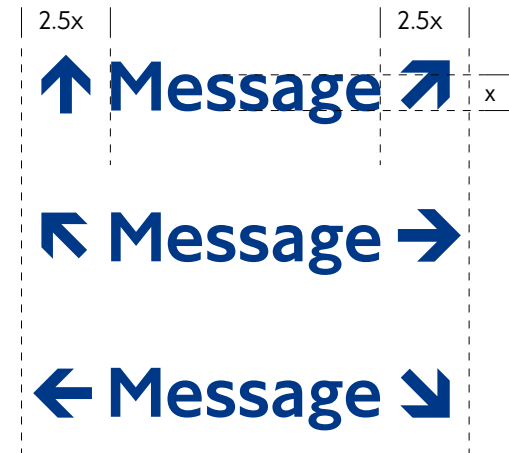
Message

Message

1.5   Panel sizes

There are three standard sizes for signs on a tram stop, with the choice of panel depending on the message to be conveyed and the location of the sign.

Scaled down examples of the panel sizes are shown on this page and superimposed over a grid.

Panel sizes which do not conform to these sizes may only be used in exceptional circumstances, for example, when incorporated into an architectural feature.

1570 x 250

1555 x 375

2160 x 250
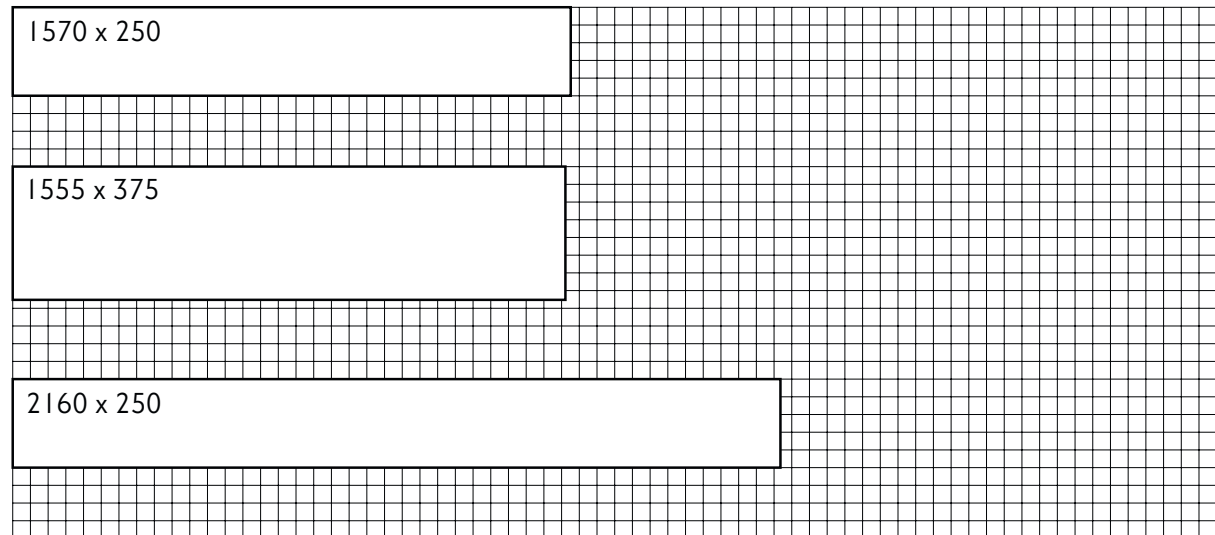
All measurements are in mm

1.6   Radius corners

Most sign corners are determined by the construction rules detailed later in this document.

However, where a sign does not incorporate a structural frame (such as with safety signs and door signs) radius corners are required.

Radius corners on panels measuring less than 625cm^2 should be 4mm.

Panels measuring between 625cm^2 and 1600cm^2 have 8mm radius corners.

Panels measuring more than 1600cm^2 have 10mm radius corners.

R 4mm

Panels less than 625cm^2

R 8mm

Panels between 625cm^2 and 1600cm^2

R 10mm

Panels more than 1600cm^2

1.7   Viewing distances

As a guide, this chart shows the distance at which certain sizes of lettering can be read by a person with normal eyesight.

The data obtained can be used to determine the minimum letter size for any sign. Other considerations, such as architectural features or space restrictions may influence the final choice of letter size, but the optimum size should be used wherever possible (for example, for text to be read at a distance of 30 metres, the cap height should be above 100mm).

Most London Trams signs have set text sizes. These text sizes should be adhered to at all times.
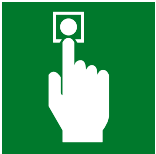
Use of unnecessarily large letters must be avoided.

Cap height in millimetres

Distance from sign in metres
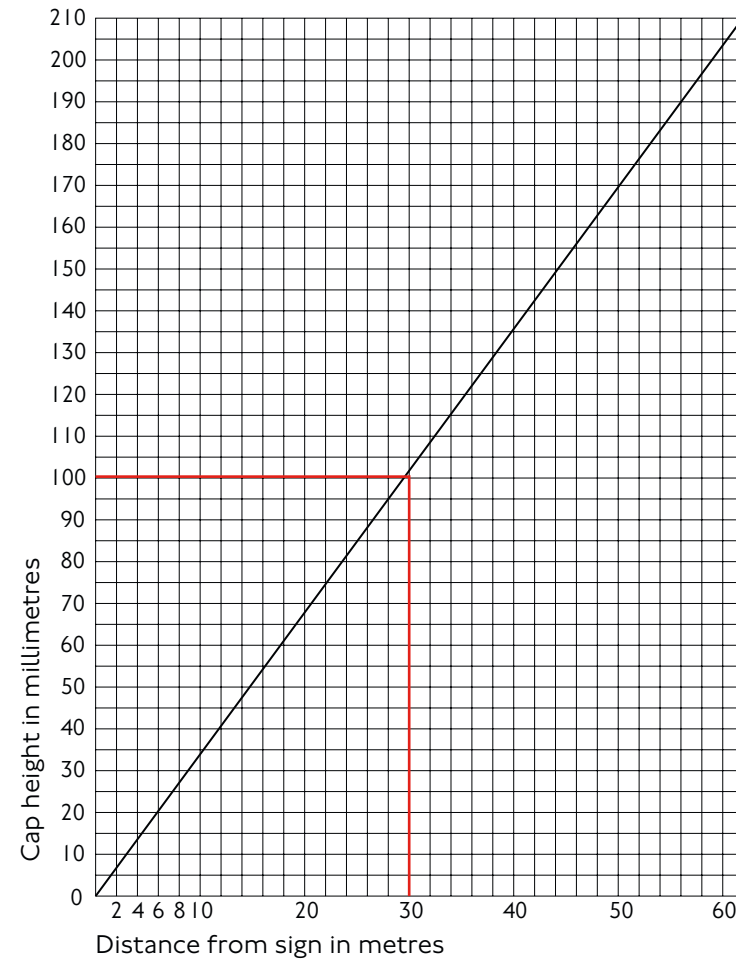
1.8   Pictograms

Pictograms are used to provide information for those who may have difficulties with the text. The pictograms shown are only some of those available to London Trams.

All pictograms used on London Trams must be official TfL pictograms.

Alarm point	Buses	Trams	River Services
No smoking	Taxi	Parking	Cycling
Information	Mobility impaired	Disabled	Pedestrian

CCTV   Network logos

1.8.1

Pictogram sizes

When pictograms are positioned alongside text, there is to be a distance of 75 per cent the x height between pictogram and text. The height of the pictogram should be 25 per cent greater then that of the cap height. However, no pictogram should be scaled so that it is wider than 250 per cent the height of the x height.

0.75x

1.25CH   CH   Ex   x

0.75x

1.25CH   Ex   x

0.75x

CH   Ex   x
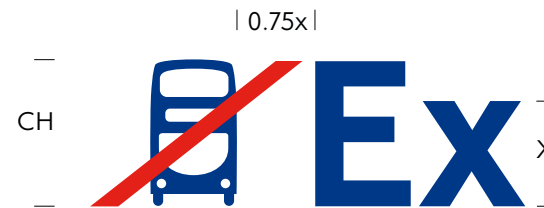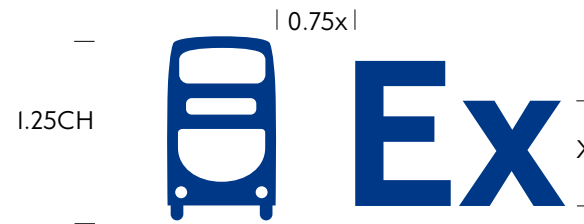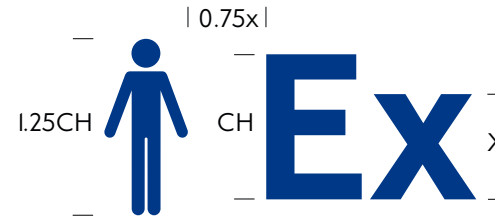
2 Sign types

This section of the manual covers signs displayed on and around tram stops.

Because signs are so prominent and visible, they form an important part of London Tram's corporate identity. They are a major element among the visible expressions which create an image of the organisation in the minds of those who use the system.

They therefore function on both operational and image levels and their design has been judged to fulfil the criteria in both of these areas.

2.1   Roundel identifier

Roundel identifiers are the main identifiers of the London Trams network.

They are designed to identify a tram stop, from a distance, where it may not always be obvious from street level where a tram stop is located.

Such identifiers may be either pole or wall mounted.
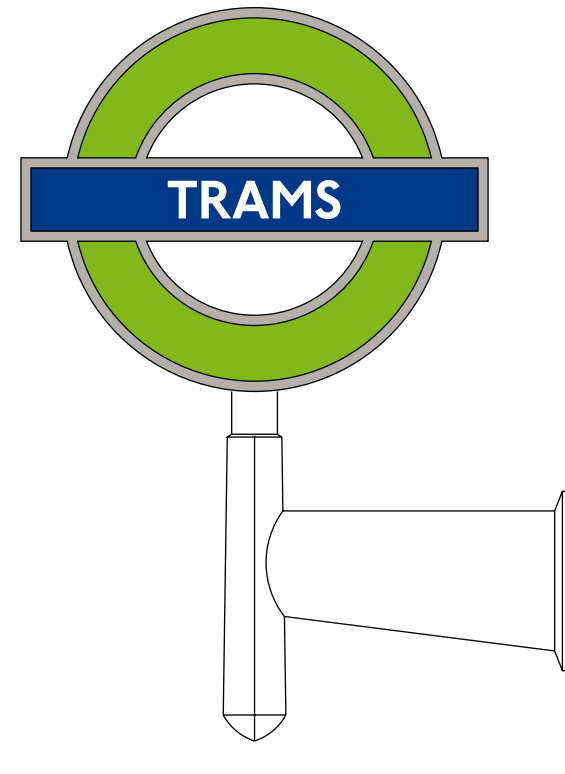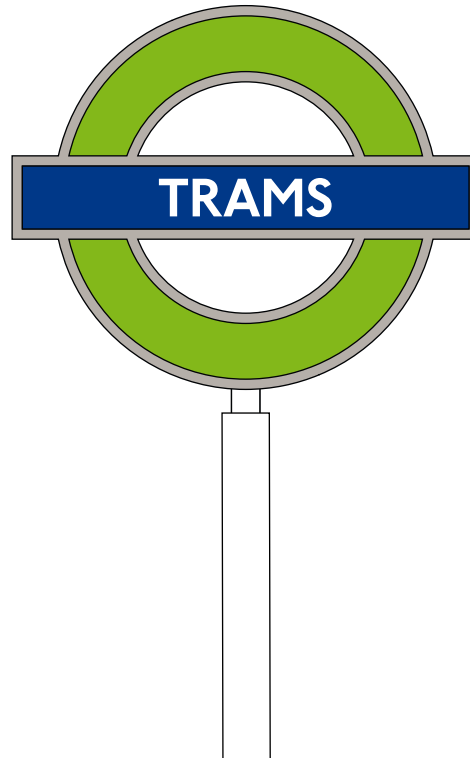
2.2   Totems

The purpose of the totem is to identify clearly and consistently the mode of transport(s) available from the tram stop.

At a stop that interchanges with a National Rail station, the National Rail logo should also be displayed.

Where other TfL modes are available all TfL modes are to be listed as shown.

2.3   Stop identifiers

The stop identifier should be displayed at regular intervals on all platforms of a tram stop. They should be located in such a manner that from any position from within the tram itself, the stop name is clearly apparent.

These same stop identifiers should enable customers at platform level to easily identify the stop at which they are on, from any part of the tram stop.

If the stop identifiers are not visible to the public passing outside the tram stop, then extra stop identifiers should be displayed in appropriate locations.

2.4   Direction of travel sign

Direction of travel panels assist with confirming to the customer that they have selected the correct platform for travel.

They are to be located at each end of a platform so that customers are aware at once, when entering a stop, which platform to wait on for a particular journey. There may be occasions when more than two direction of travel indicators are needed per platform.

50	
50	
70	**Trams towards Wimbledon**	CH
80	

100   Min 100

50	
40	
40	**Trams towards New Addington,**	X
40	
40	**Beckenham and Elmers End**
40	

100   Min 100

2.5   Directional signs

Directional signs are designed to alert customers to facilities within a tram stop and give information relating to local amenities as well as other transport modes.
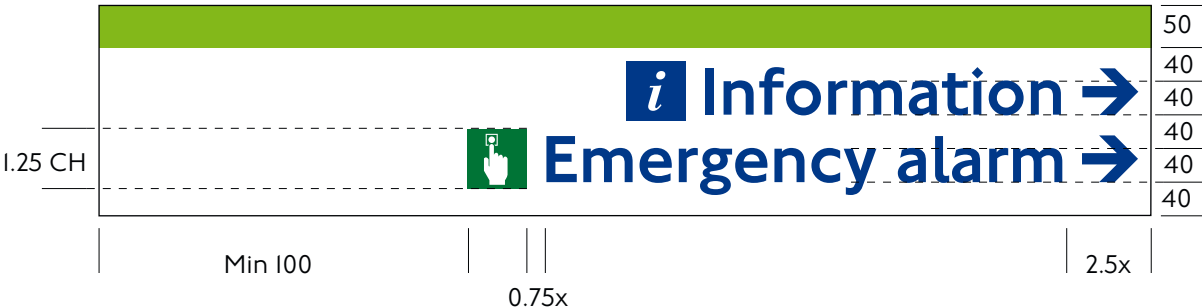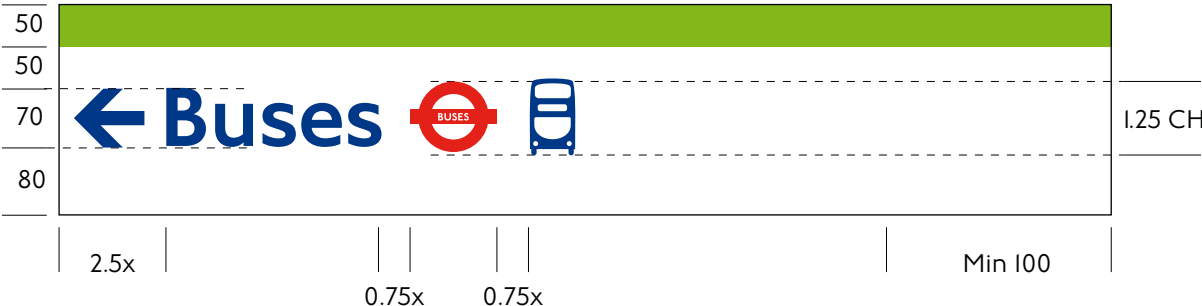
2.6 Poster frame headers

There are two sizes of poster frame headers on the London Trams network.

The Quad Royal (QR) poster frame header panel displays the London Trams roundel along with the station name.

Note that when the station name is too long to fit within the space allocated, it should be reduced down in size to fit the space exactly. The station name should remain centred horizontally with the roundel.

The No alcohol, No smoking, CCTV and Body-worn video cameras messages are always shown as supplementary messages to the station name on the QR poster frame header panel.

The DR poster frame header panel always displays the information 'i' and 'Information' text along with the No alcohol and No smoking supplementary messages.

Supplementary messages are separated from the main text by a 2mm light grey line (NCS S 4005-R80B).
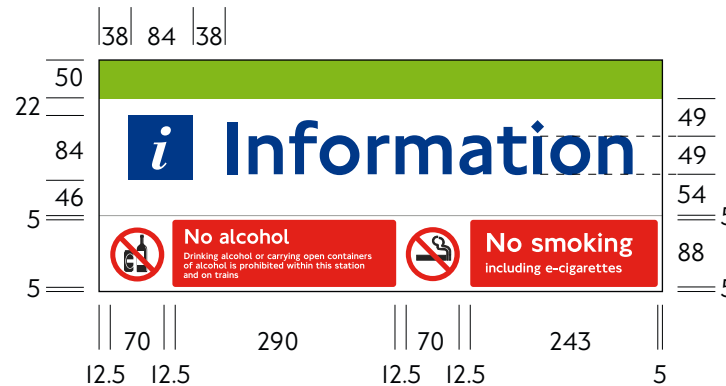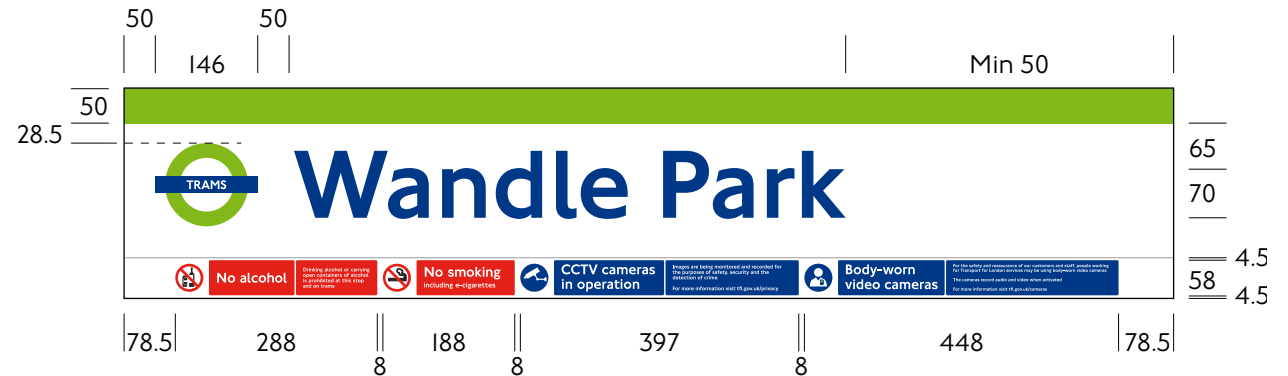
2.7   Penalty fare notice

Penalty fare notices are mandatory and are to be placed on each tram platform.

Master artwork is available from the TfL Graphics team.

Note
The penalty fare amount displayed is illustrative only.

Ideally, the penalty fare notice should be applied to a post (as illustrated in the example platform shown in section three of this document).

However, where a post is not available, then the notice may be applied to another surface.

It is important that all customers along the platform are able to view the sign.

Where necessary, more than one penalty fare notice may be displayed on the platform.

267

This platform is a compulsory ticket area
Retain your ticket for inspection on the platform after you alight

£100 penalty fare or prosecution
if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

300
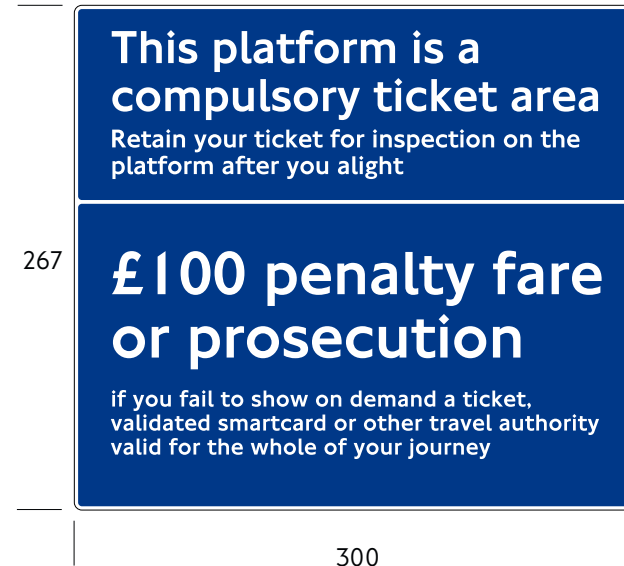
2.8   Help point identifier

Help point identifiers (I) are to be placed above all Help points. They should be placed perpendicular to the other signs so that they are visible right along the platform.
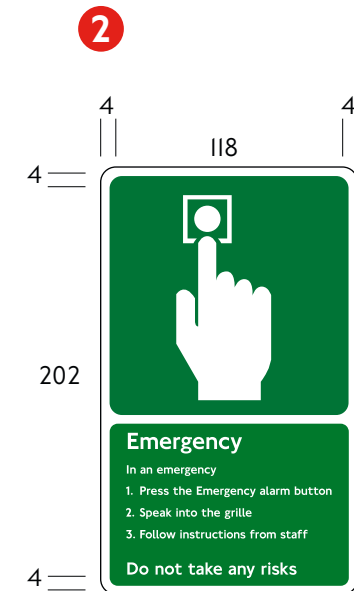
As these signs protrude, it is vital that they are placed so that the bottom of the sign is at 2.5 metres.

The instructional version of this sign (2) is to appear directly above the Help point itself (it is not placed perpendicular to the Help point).

Artwork for both signs are to be obtained from the TfL Graphics team.

Emergency

In an emergency

1. Press the Emergency alarm button
2. Speak into the grille
3. Follow instructions from staff

Do not take any risks
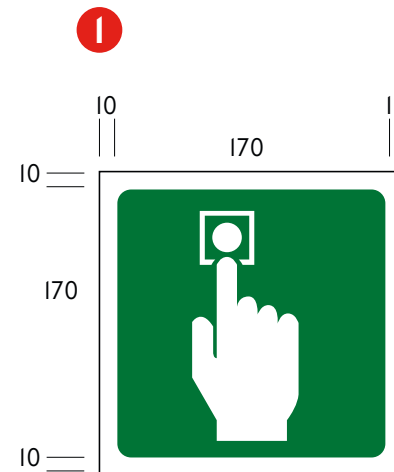
2.9   Safety and supplementary notices

There are a number of safety and supplementary notices displayed on a tram stop (examples of such notices are shown here).

Artwork for such notices are to be obtained from the TfL Graphics team.

2.10   Electronic signs

Electronic signs can provide customers with accurate, real-time information about train arrivals, disruptions to services and advise on safety and emergency procedures.

It is therefore important that information is presented in a clear, logical and consistent manner to aid recognition, comprehension and credibility.

All messages are to be displayed in orange and are to be visible under all conditions.

For exterior displays, ultra bright LEDs should be used. The standard display lettering shown uses a character matrix 10 dots high and 7 dots wide. However, a 9 x 5 matrix may also be used for smaller boards.

The size of the lettering is determined by the size of LED and pitch (space between LEDs) used.

Messages appear in mixed upper or lower case with all capital letters used for destinations and emphasis only.

Displays are made up of matrix blocks eight dots square. These are butted together to form a continuous matrix of the required size.

A minimum border equivalent to two display dots must be allowed within the display area. This may be made up of unused active or additional inactive LEDs, dependent on the number of active dots used for display lines.

An additional row of dots must be allowed between each line of display for line spacing. Character spacing is proportional.

LED size/pitch	x	y
3/4	25	12.5
5/7.62	46	23
9/15.24	92	46
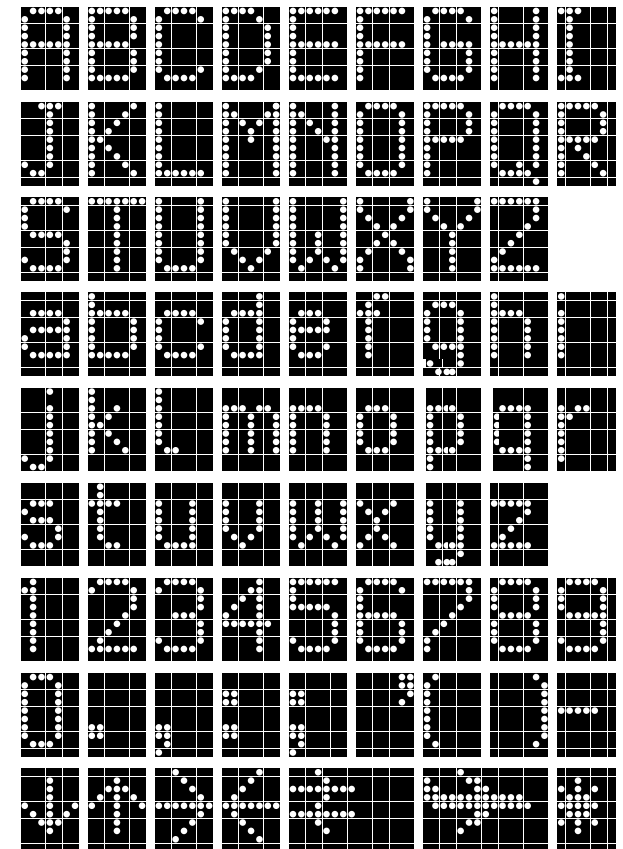
3 Position of signs

Aim to position signs on a tram platform in the order displayed below (based on a platform with a 3-bay shelter).

Note
The penalty fare amount displayed is illustrative only.

Ideally, the penalty fare notice should be applied to a post (10).

However, where a post is not available, then the notice may be applied to another surface.

It is important that all customers along the platform are able to view the sign.

Where necessary, more than one penalty fare notice may be displayed on the platform.

1. Direction of travel sign
2. Directional sign
3. Totem
4. Quad Royal poster frame header
5. Stop identifier
6. Spacing panel (green band only)
7. Digital display
8. Help point identifier
9. DR poster frame header
10. Penalty fare notice
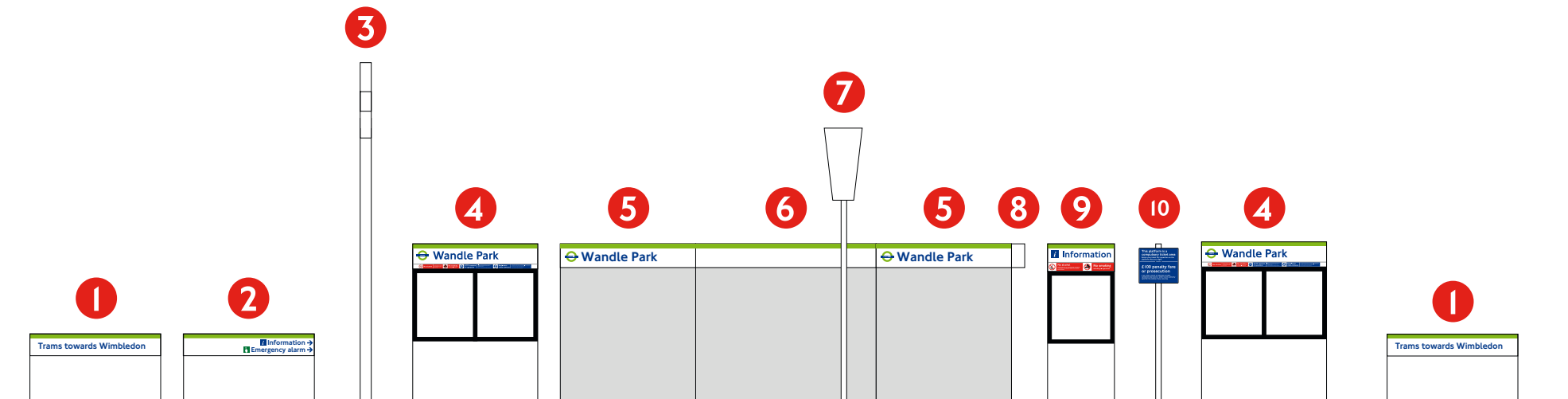
Further information

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 the TfL Graphics team.

Email: corporatedesign@tfl.gov.uk

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