

Tram graphics standard (CR4000)

Issue 4



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Foreword

This document details all interior and exterior graphics that are to be applied to London Trams fleet (CR4000 stock). Locations for the graphic notices are also provided.

Approved artwork for each notice shown is available from TfL Corporate Design (corporatedesign@tfl.gov.uk).

No other artwork is to be used.

I Basic elements

This section of the document gives guidance on the basic elements that are used to produce graphic notices within the London Trams fleet (CR4000). 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

I.1 Typography

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 graphic notices unless specifically stated otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::;
New Johnston Medium

1.2 Colours

The colours shown here are those used within the London Trams fleet (CR4000 stock) to produce graphic notices.

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

Tram Green

PMS 368 (S 0580 G30Y)

Beckenham Loop Green

PMS 382 (S 0570 G70Y)

Corporate Red

PMS 485 (S 1085-Y80R)

Safety Blue

PMS 300 (S 3065-R90B)

Corporate Blue

PMS 072 (S 3560-R80B)

Corporate White

(S 0500 N)

Safety Yellow

PMS 116 (S 0580-Y10R)

Black

Black 100% (S 9000-N)

Livery Mid Grey

PMS Cool Grey (S 1502 Y)

Safety Green

PMS 356 (S 3065-G10Y)

2 Tram interior notices

The following pages illustrate the graphic notices that are to be applied to the tram interior (CR4000 stock).

2.1 CCTV/No smoking/No alcohol/Penalty fares

Artwork reference

LTV_INT_001

Size

188 x 261mm

Position reference

A

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Black 100%



2.2 Hold tight/Luggage close by/Pushchairs folded

Artwork reference

LTV_INT_002

Size

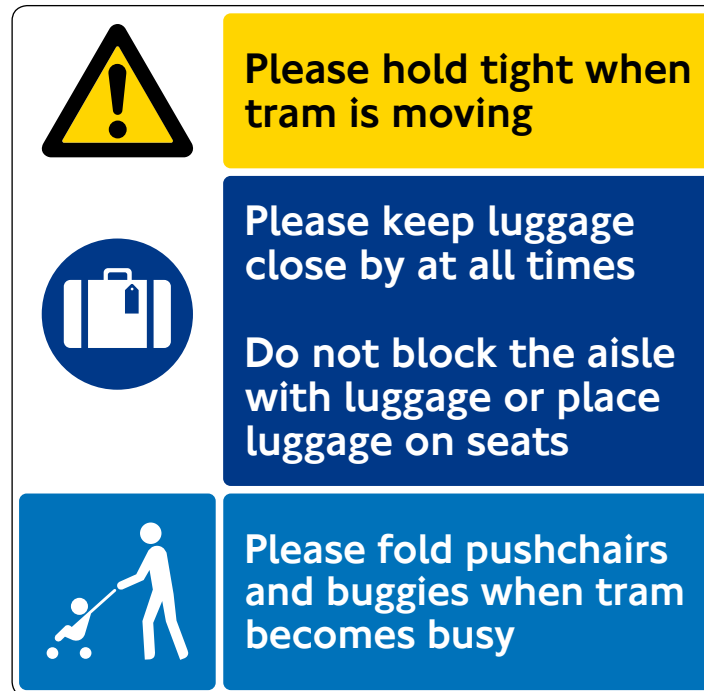
188 x 183mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Safety Yellow (Pantone 116)
- Black 100%



2.3 Stand clear/Press button to request next stop

Artwork reference

LTV_INT_003

Size

75 x 164mm

Position reference

C

Colours

- Corporate Blue (Pantone 072)
- Safety Yellow (Pantone 116)
- Black 100%

Note

This is a double sided notice



Front



Rear

2.4 Emergency access/No entry/Please do not obstruct

Artwork reference

LTV_INT_004

Size

210 x 159mm

Position reference

D

Colours

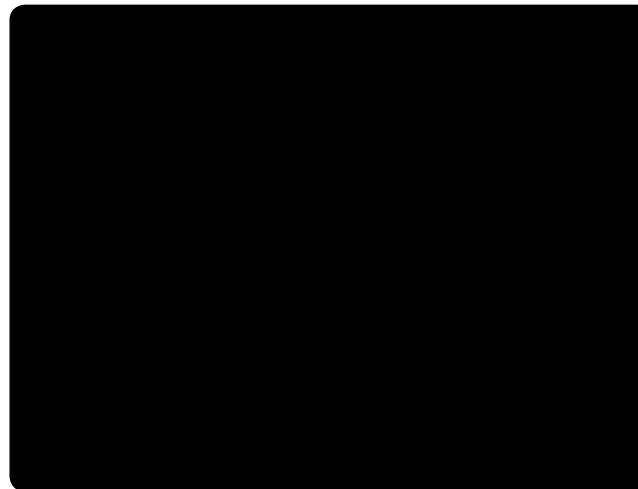
- Safety Blue (Pantone 300)
- Safety Red (Pantone 485)
- Black 100%

Note

This is a double sided notice



Front



Rear

2.5 Priority seats

Artwork reference

LTV_INT_005

Size

194 x 70

Position reference

E

Colours

- Safety Blue (Pantone 300)



2.6 Stop request

Artwork reference
LTV_INT_007

Size
80 x 17mm

Position reference
F

Colours
• Corporate Blue (Pantone 072)



2.7 Priority area (right facing)

Artwork reference

LTV_INT_009

Size

120 x 190mm

Position reference

G

Colours

- Safety Blue (Pantone 300)



2.8 Combined contact notice

Artwork reference

LTV_INT_010

Size

609 x 279mm

Position reference

H

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Black 100%

	No alcohol Drinking alcohol or carrying open containers of alcohol is prohibited on this tram	Comments, complaints and suggestions London Trams treats seriously the comments, complaints or suggestions made by customers. In many cases they help to improve the service offered. If you have a comment on the service, please contact London Trams: Website: tfl.gov.uk By phone: 0343 222 1234 (Service and network charges apply. Visit tfl.gov.uk/terms for details) If, after contacting TfL, you wish to take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London. Website: www.londontravelwatch.org.uk Phone: 020 3176 2999
	British Transport Police Uniformed and non-uniformed British Transport Police officers patrol London Trams. If you need to report a crime, please call them on Freephone 0800 405040	
	CCTV cameras in operation Images are being monitored and recorded for the purposes of safety, security and the detection of crime For more information visit tfl.gov.uk/privacy	
		Assaults on our staff Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable. We will always press for the strongest penalties for anyone who assaults our staff.
		Travel information For journey planning, times and fares on all transport in London, please call Transport for London 24 hour travel information.  Check your travel tfl.gov.uk/travel-tools  24 hour travel information 0343 222 1234* <small>*Service and network charges may apply. See tfl.gov.uk/terms for details.</small>

Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

2.9 Tram car network diagram

Artwork reference

LTV_INT_012

Size

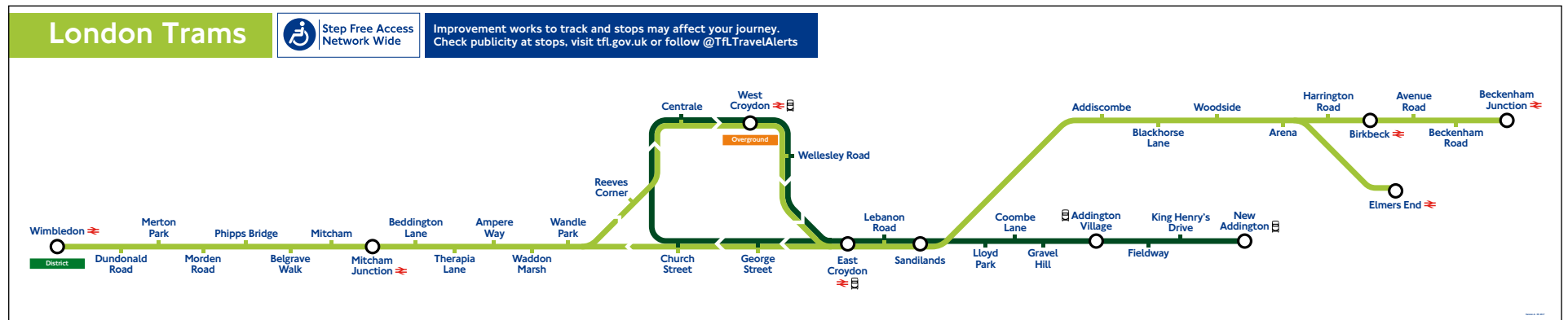
1218 x 279mm

Position reference

J

Colours

- CMYK



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

2.10 Please keep your feet off the seats

Artwork reference

LTV_INT_013

Size

188 x 50mm

Position reference

K

Colours

- Safety Red (Pantone 485)
- Black 100%



2.11 Safety information

Artwork reference

LTV_INT_025

Size

408 x 172mm

Position reference

L

Colours

Safety Blue (Pantone 300)



Safety information

In the event of an incident stay on the tram and wait for further instructions. If necessary move to another part of the tram

To contact the driver use the driver alert button

In the event of an emergency or if instructed to leave the tram use the Emergency Door Release

If you feel unwell and require assistance, please alight the tram at the next available stop if you are able to do so and use the help point provided on the platform

2.12 Driver alert (up pointing - surround)

Artwork reference

LTV_INT_028

Size

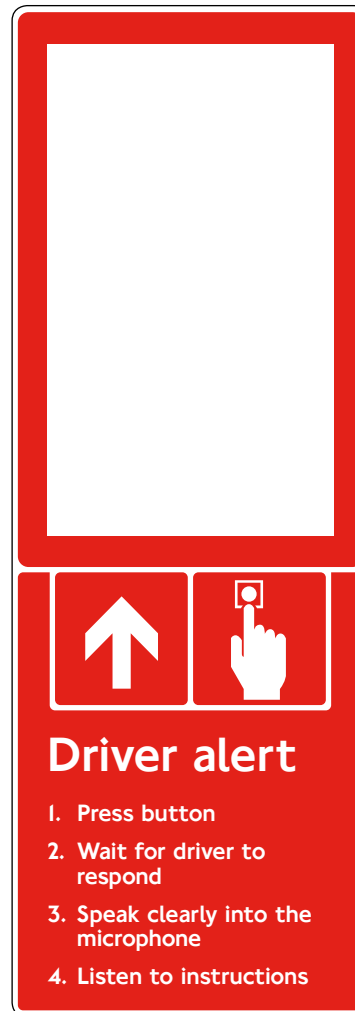
134 x 380mm

Position reference

M

Colours

- Safety Red (Pantone 485)



2.13 Emergency door release (surround)

Artwork reference

LTV_INT_029

Size

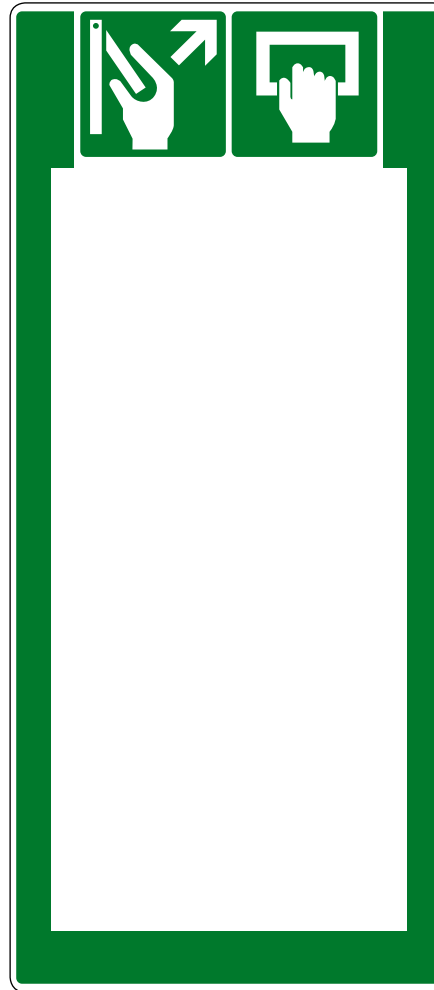
150 x 338mm

Position reference

N

Colours

- Safety Green (Pantone 356)



2.14 Emergency door release (instructions)

Artwork reference

LTV_INT_030

Size

75 x 78mm

Position reference

○

Colours

- Safety Green (Pantone 356)
- Safety Red (Pantone 485)



2.15 Emergency alarm

Artwork reference

LTV_INT_031

Size

80 x 17mm

Position reference

P

Colours

- Safety Green (Pantone 356)



2.16 Passenger intercom

Artwork reference

LTV_INT_032

Size

80 x 17mm

Position reference

Q

Colours

- Safety Red (Pantone 485)



2.17 Danger - High voltage

Artwork reference

LTV_INT_034

Size

56 x 75mm

Position reference

Not applicable

Colours

- Safety Yellow (Pantone 116)
- Black 100%

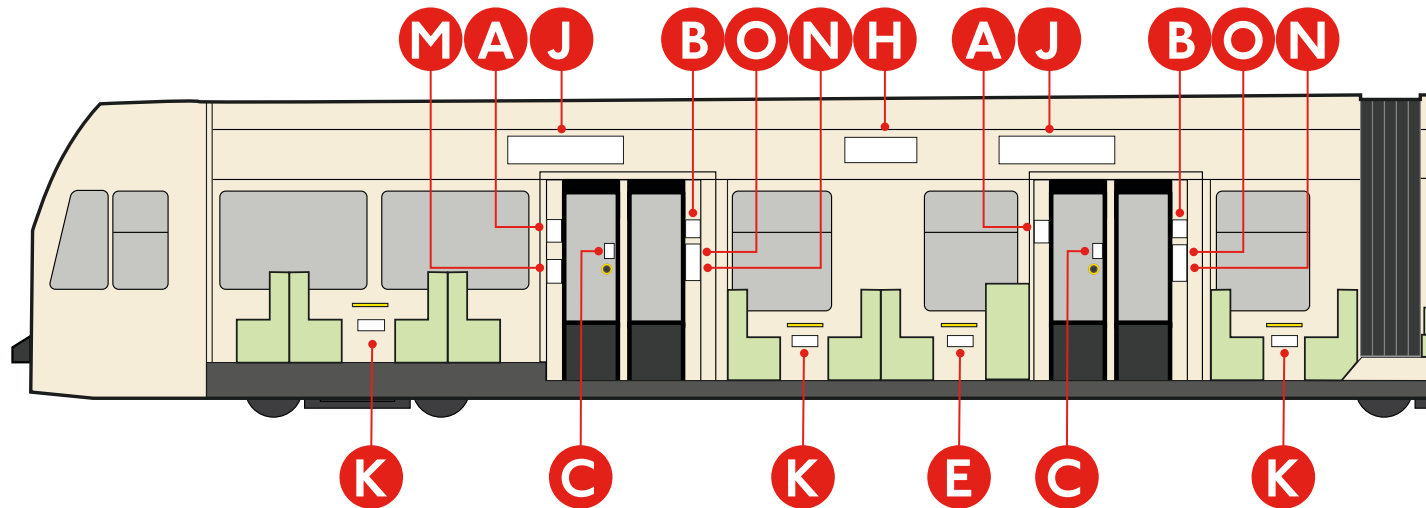
Note

This notice is not customer facing.

Place as required in non-customer facing areas.



2.18 Position of tram interior notices (non priority area side)



**A CCTV/No smoking/No alcohol/
Penalty fares**
LTV_INT_001
Vertically - Centred on panel
Horizontally - top of notice 265mm
from header panel above

**B Hold tight/Luggage close by/
Pushchairs folded**
LTV_INT_002
Vertically - Centred on panel
Horizontally - top of notice 265mm
from header panel above

**C Stand clear/Press button to request
next stop**
LTV_INT_003
Vertically - 5mm from door edge
Horizontally - 5mm above press
button device

E Priority seats
LTV_INT_05
Vertically - Centred between seats
Horizontally - Bottom of notice in
line with top of seats

H Combined contact notice
LTV_INT_010
Vertically - Centred in poster frame
Horizontally - Centred in poster
frame

J Tram car network diagram
LTV_INT_012
Vertically - Centred in poster frame
Horizontally - Centred in poster
frame

2.18.1 Position of tram interior notices (non priority area side) continued

K Please keep your feet off the seats

LTV_INT_013

Vertically - Centred between seats

Horizontally - Bottom of notice in line with top of seats

M Driver alert (up pointing - surround)

LTV_INT_028

Vertically - Placed around alarm

Horizontally - Placed around alarm

N Emergency door release (surround)

LTV_INT_029

Vertically - Placed around door release

Horizontally - Placed around door release

O Emergency door release (instructions)

LTV_INT_030

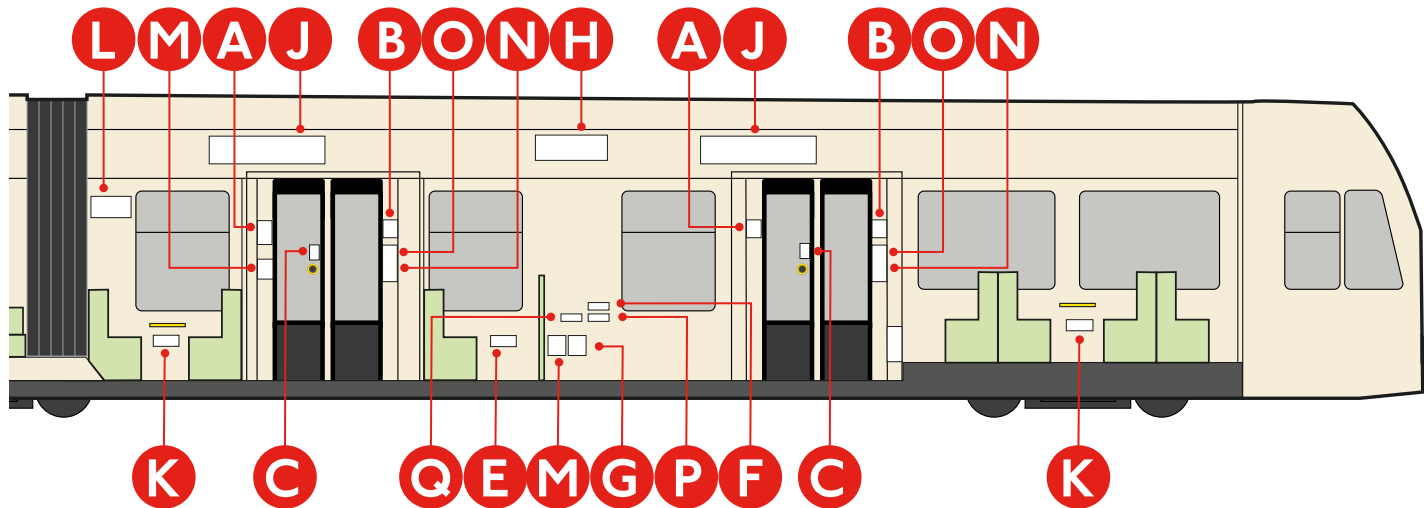
Vertically - Centred on door release panel

Horizontally - Centred on door release panel

Note

Notices on the second car mirror those that appear on the first car

2.19 Position of tram interior notices (priority area side)



**A CCTV/No smoking/No alcohol/
Penalty fares**
LTV_INT_001
Vertically - Centred on panel
Horizontally - Top of notice 265mm
from header panel above

**B Hold tight/Luggage close by/
Pushchairs folded**
LTV_INT_002
Vertically - Centred on panel
Horizontally - Top of notice 265mm
from header panel above

**C Stand clear/Press button to request
next stop**
LTV_INT_003
Vertically - 5mm from door edge
Horizontally - 5mm above press
button device

E Priority seats
LTV_INT_05
Vertically - Centred between seats
Horizontally - Bottom of notice
10mm above top of seats

F Stop request
LTV_INT_07
Vertically - Centred above yellow
stop request button
Horizontally - 5mm above stop
request button

G Priority area (right facing)
LTV_INT_009
Vertically - 5mm to right of Driver
alert notice
Horizontally - 10mm below
Emergency alarm notice

2.19.1 Position of tram interior notices (priority area side) continued

H Combined contact notice

LTV_INT_010

Vertically - Centred in poster frame

Horizontally - Centred in poster frame

J Tram car network diagram

LTV_INT_012

Vertically - Centred in poster frame

Horizontally - Centred in poster frame

K Please keep your feet off the seats

LTV_INT_013

Vertically - Centred between seats

Horizontally - Bottom of notice
10mm above top of seats

L Safety information

LTV_INT_025

Vertically - Centred below poster frame

Horizontally - Top of notice 30mm below poster frame

M Driver alert (up pointing - surround)

LTV_INT_028

Vertically - Placed around alarm

Horizontally - Placed around alarm

N Emergency door release (surround)

LTV_INT_029

Vertically - Placed around door release

Horizontally - Placed around door release

O Emergency door release (instructions)

LTV_INT_030

Vertically - Centred on door release panel

Horizontally - Centred on door release panel

P Emergency alarm

LTV_INT_031

Vertically - Centred below emergency alarm

Horizontally - 5mm below emergency alarm

Q Passenger intercom

LTV_INT_032

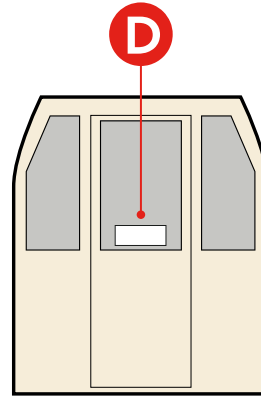
Vertically - Centred below passenger intercom panel

Horizontally - Top of notice 5mm below passenger intercom panel

Note

Notices on the second car mirror those that appear on the first car

2.20 Position of tram interior notices (car end)



D Emergency access/No entry/Please do not obstruct

LTV_INT_004

Vertically - Centred on door glass pane

Horizontally - Bottom of notice 50mm from bottom of glass

3 Cab interior notices

The following pages illustrate the graphic notices that are to be applied to the tram cab interior (CR4000 stock).

3.1 First aid

Artwork reference

CID_001

Size

110 x 150mm

Position reference

In appropriate location within cab interior.

Colours

- Safety Green (Pantone 356)



3.2 Tram interior identification number

Artwork reference

CID_002

Size

30mm Cap height
(128pt NJ Font Medium)

Position reference

In appropriate location within cab interior.

Colours

- Corporate Blue (Pantone 072)

2550A

4 Tram exterior notices

The following pages illustrate the graphic notices that are to be applied to the tram exterior (CR4000 stock).

4.1 Penalty fare/No cycles/Wheelchair access

Artwork reference

LTV_EXT_001

Size

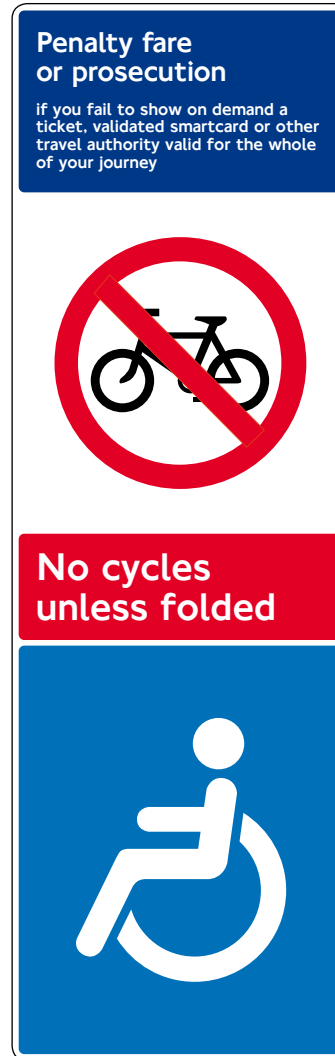
120 x 377mm

Position reference

A

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)
- Safety Red (Pantone 485)
- Black 100%



4.2 Penalty fare/No cycles

Artwork reference

LTV_EXT_002

Size

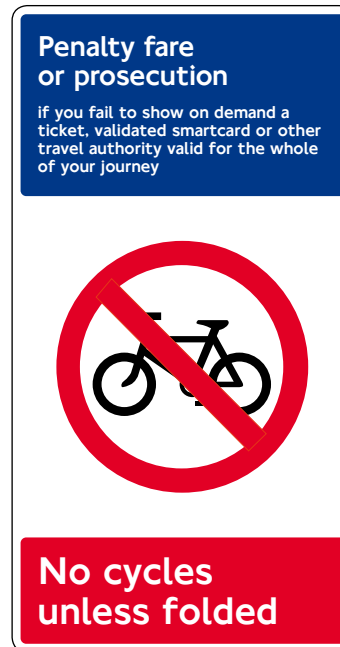
120 x 229mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Black 100%



4.3 Roundel

Artwork reference

LTV_EXT_004

Size

450mm width

Position reference

C

Colours

- Corporate Blue (Pantone 072)
- Tram Green (Pantone 368)



4.4 Obstructing doors/Shark teeth (left)

Artwork reference

LTV_EXT_005

Size

70 x 606mm

Position reference

D

Colours

- Safety Yellow (Pantone 116)
- Black 100%



4.5 Obstructing doors/Shark teeth (right)

Artwork reference

LTV_EXT_006

Size

70 x 606mm

Position reference

E

Colours

- Safety Yellow (Pantone 116)
- Black 100%



4.6 Tram exterior identification number

Artwork reference

LTV_EXT_007)

Size

120mm Cap height
(510pt NJ Font Medium)

Position reference

F

Colours

- Corporate Blue (Pantone 072)

2550

4.7 Jacking point

Artwork reference

LTV_EXT_008

Size

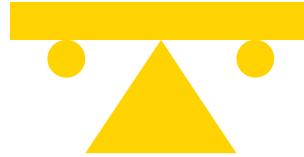
80 x 40mm

Position reference

G

Colours

- Safety Yellow (Pantone 116)



4.8 Risk of death

Artwork reference

LTV_EXT_009

Size

150 x 100mm

Position reference

H

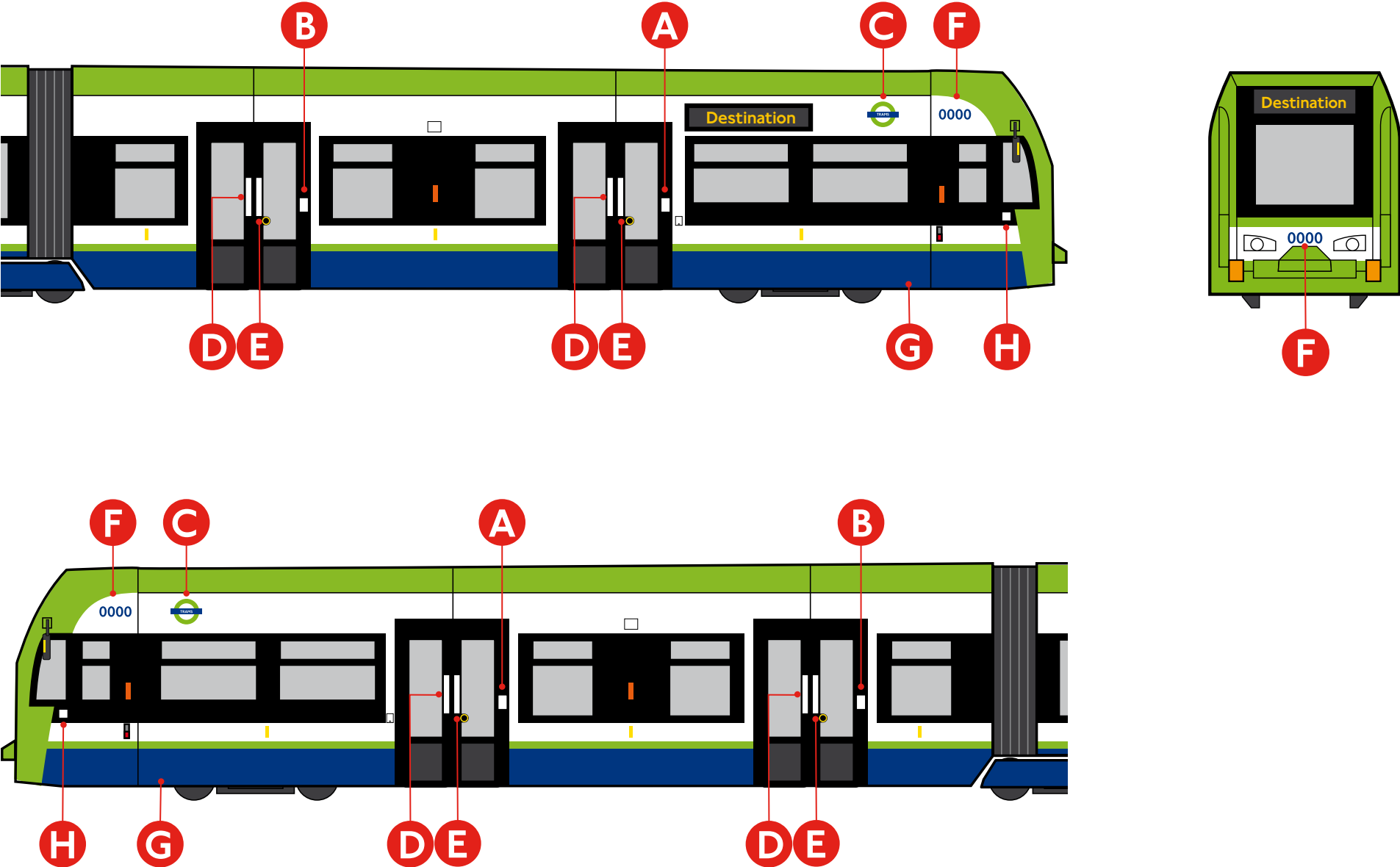
Colours

Safety Yellow (Pantone 116)

Black 100%



4.9 Position of tram exterior notices



4.9.1

A Penalty fare/No cycles/Wheelchair access
LTV_EXT_001
Vertically - Centred on black window strip
Horizontally - Top of notice aligned with interior Stand clear of closing door notice

B Penalty fare/No cycles
LTV_EXT_002
Vertically - Centred on black window strip
Horizontally - Top of notice aligned with interior Stand clear of closing door notice

C Roundel
LTV_EXT_004
Vertically - 75mm from panel edge
Horizontally - Centred on white panel above window

D Obstructing doors/shark teeth (left)
LTV_EXT_005
Vertically - Against opening edge of left opening tram door
Horizontally - Bottom of notice to sit in line with top of black door button surround

E Obstructing doors/shark teeth (right)
LTV_EXT_006
Vertically - Against opening edge of right opening tram door
Horizontally - Bottom of notice to sit in line with top of black door button surround

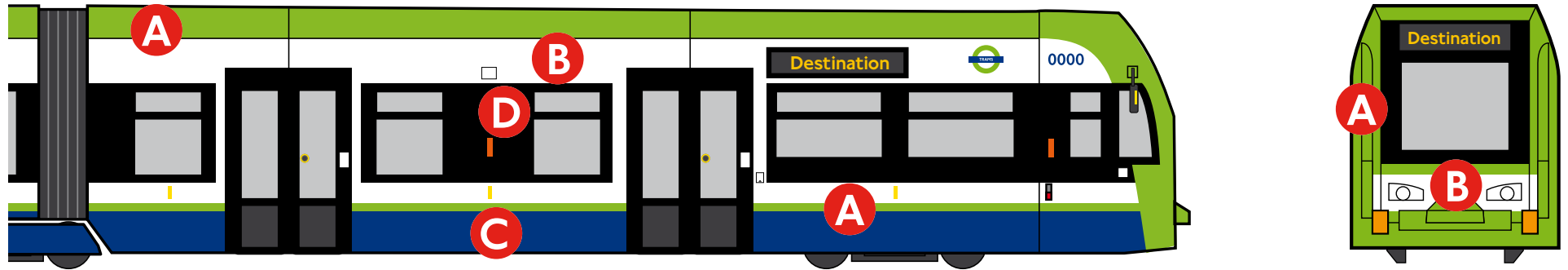
F Tram exterior identification number
LTV_EXT_005
(Tram side)
Vertically - Centred with roundel
Horizontally - Centred in white panel area

(Tram front)
Vertically - Centred on white strip
Horizontally - Centred on white strip

G Jacking point
LTV_EXT_006
Vertically - Placed as appropriate
Horizontally - Placed as appropriate

H Risk of death
LTV_EXT_007
Vertically - Aligned with back edge of driver's window
Horizontally - 40mm below driver's window

4.10 Exterior livery colours



- A Tram Green**
Pantone 368
- B Livery Mid Grey**
Pantone Pantone Cool Grey 2C
- C Corporate Blue**
Pantone 072 Blue
- D Corporate Black**
Black 100%

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 The TfL Graphics team.

Email: corporatedesign@tfl.gov.uk

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