

# Gateline graphics standard

Issue 6

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## Foreword

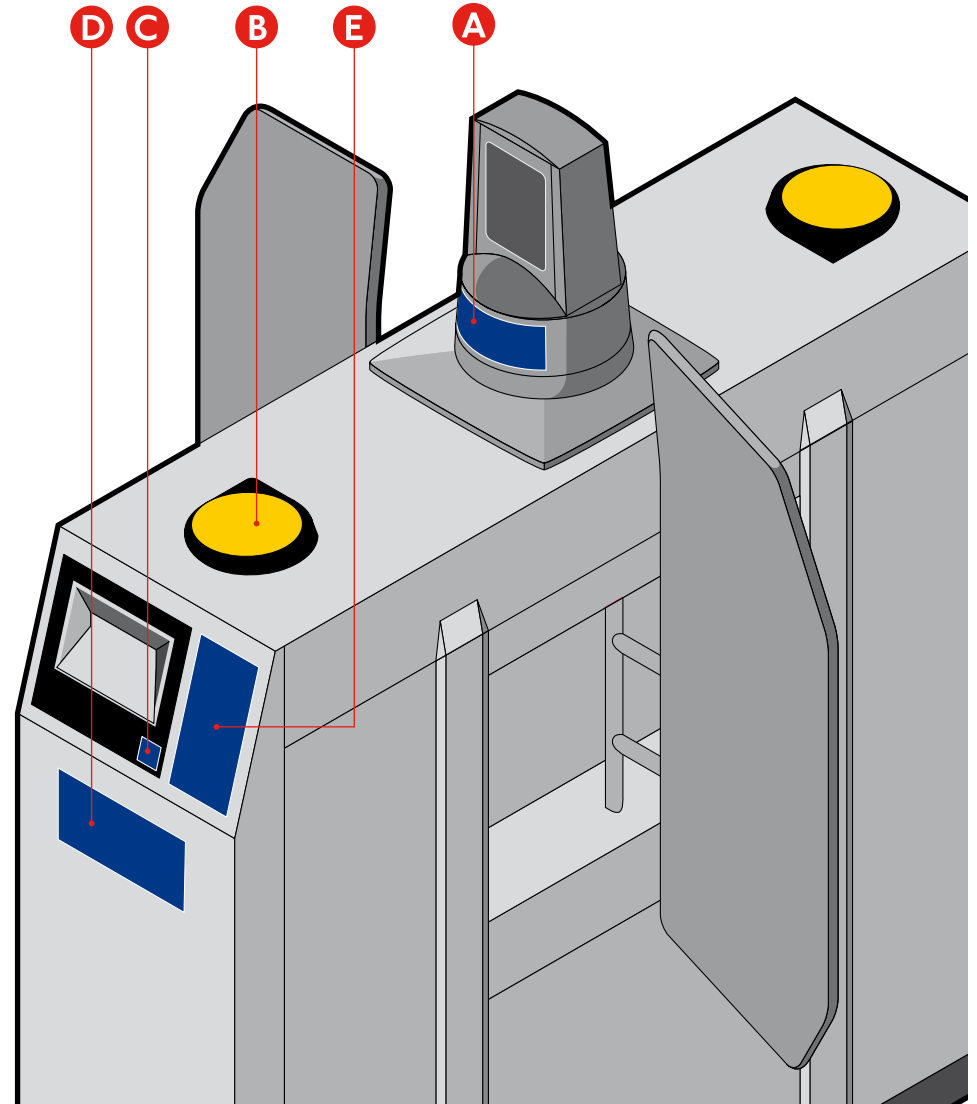
The following pages illustrate the notices that are to appear across the gatelines of all TfL modes.

Approved artwork for each notice shown is available from the TfL Graphics team ([corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)). No other artwork is to be used.

Please note that this standard does not include sponsored or temporary notices (eg the Google Pay card reader).

# I P gate

- A **TfL\_PF006**  
Penalty fare
- B **YV\_011A**  
RTD card reader
- C **LUSS\_101**  
Device number
- D **LUSS\_327**  
Contactless payments accepted
- E **LUSS\_104**  
Insert tickets this way



## 1.1 P gate - penalty fare (amount not shown)

### Artwork reference

TfL\_PF006

### Position reference

A

### Size

115 x 37mm

### Colours

- Pantone 072 Blue

### Note

Placed on entry side of the gate only.



## 1.2 P gate - RTD card reader

### Artwork reference

YV\_011A

### Position reference

B (placed on reader)

### Size

95mm (diameter)

### Colours

- Pantone 116 Yellow
- Pantone Cool Grey 10

### Note

This notice must be displayed on all RTD card readers.

Placed on both entry and exit sides of the gate.

Promotional RTD card reader vinyls may be displayed from time to time.



## 1.3 P gate - device number

### Artwork reference

LUSS\_I01A

### Position reference

C

### Size

19 x 17mm

### Colours

- Pantone 072 Blue

### Note

In Underground stations, gates are numbered within the 40-79 range.

Placed on both entry and exit sides of the gate.



## 1.4 P gate - contactless payments accepted

### Artwork reference

LUSS\_327

### Position reference

D

### Size

140 x 60mm

### Colours

- Pantone 072 Blue
- CMYK

### Note

Placed on both entry and exit sides of the gate.





## 1.5 P gate - insert tickets this way/children under five

### Artwork reference

LUSS\_I04

### Position reference

E

### Size

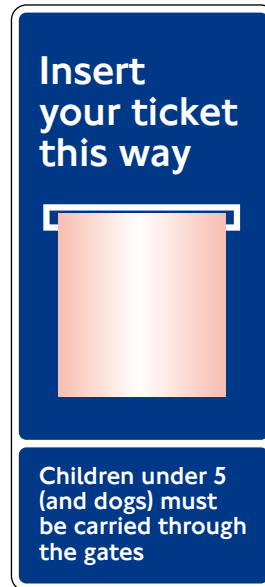
70 x 155mm

### Colours

- Pantone 072 Blue
- CMYK

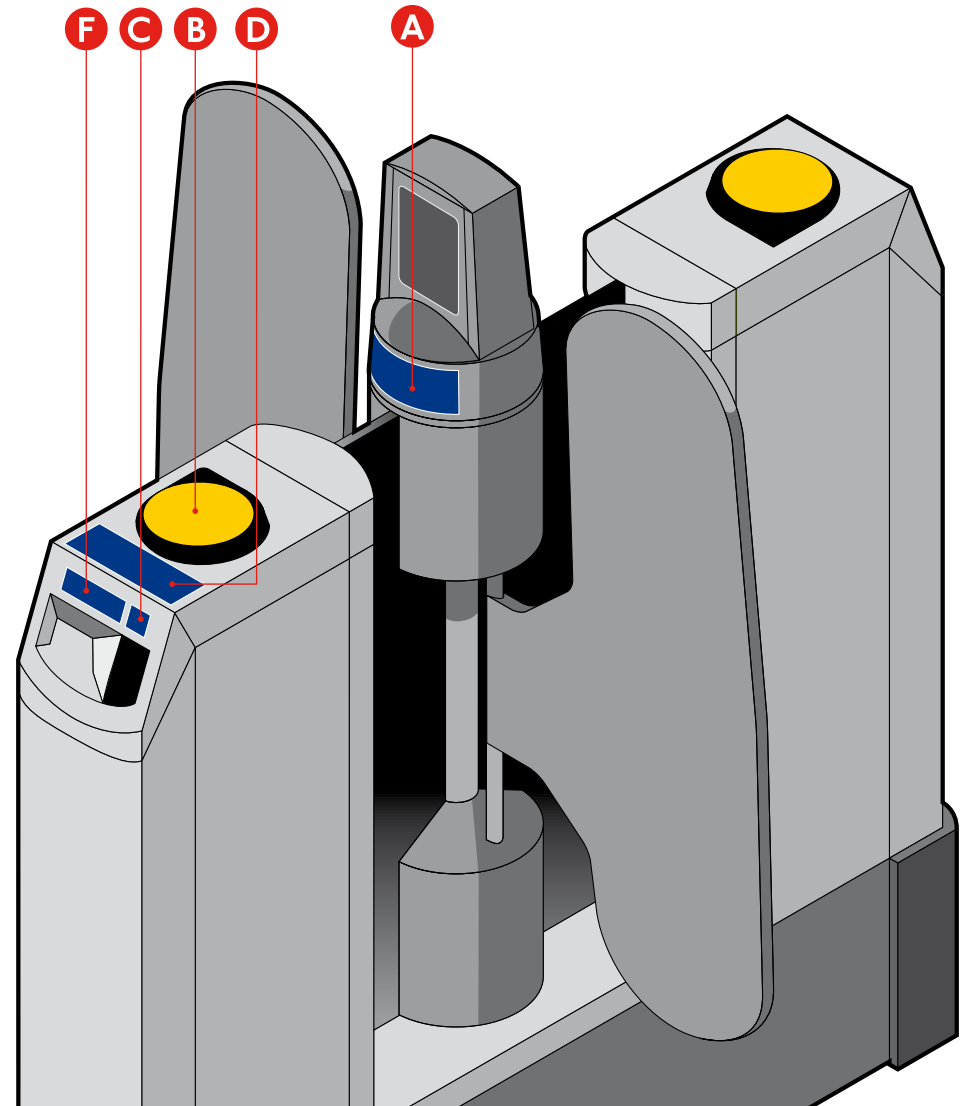
### Note

Placed on both entry and exit sides of the gate.



## 2 El gate

- A **TfL\_PF006**  
Penalty fare
- B **YV\_011A**  
RTD card reader
- C **LUSS\_101**  
Device number
- D **LUSS\_327**  
Contactless payments accepted
- F **LUSS\_105A**  
Children under five



## 2.1 EI gate - penalty fare (amount not shown)

### Artwork reference

TfL\_PF006

### Position reference

A

### Size

115 x 37mm

### Colours

- Pantone 072 Blue

### Note

Placed on entry side of the gate only.



## 2.2 EI gate - RTD card reader

### Artwork reference

YV\_011A

### Position reference

B (placed on reader)

### Size

95mm (diameter)

### Colours

- Pantone 116 Yellow
- Pantone Cool Grey 10

### Note

This notice must be displayed on all RTD card readers.

Placed on both entry and exit sides of the gate.

Promotional RTD card reader vinyls may be displayed from time to time.



## 2.3 EI gate - device number

### Artwork reference

LUSS\_I01A

### Position reference

C

### Size

19 x 17mm

### Colours

- Pantone 072 Blue

### Note

In Underground stations, gates are numbered within the 40-79 range.

Placed on both entry and exit sides of the gate.



## 2.4 EI gate - contactless payments accepted

### Artwork reference

LUSS\_327

### Position reference

D

### Size

140 x 60mm

### Colours

- Pantone 072 Blue
- CMYK

### Note

Placed on both entry and exit sides of the gate.



## 2.5 EI gate - children under five

### Artwork reference

LUSS\_I05A

### Position reference

F

### Size

82 x 25mm

### Colours

- Pantone 072 Blue

### Note

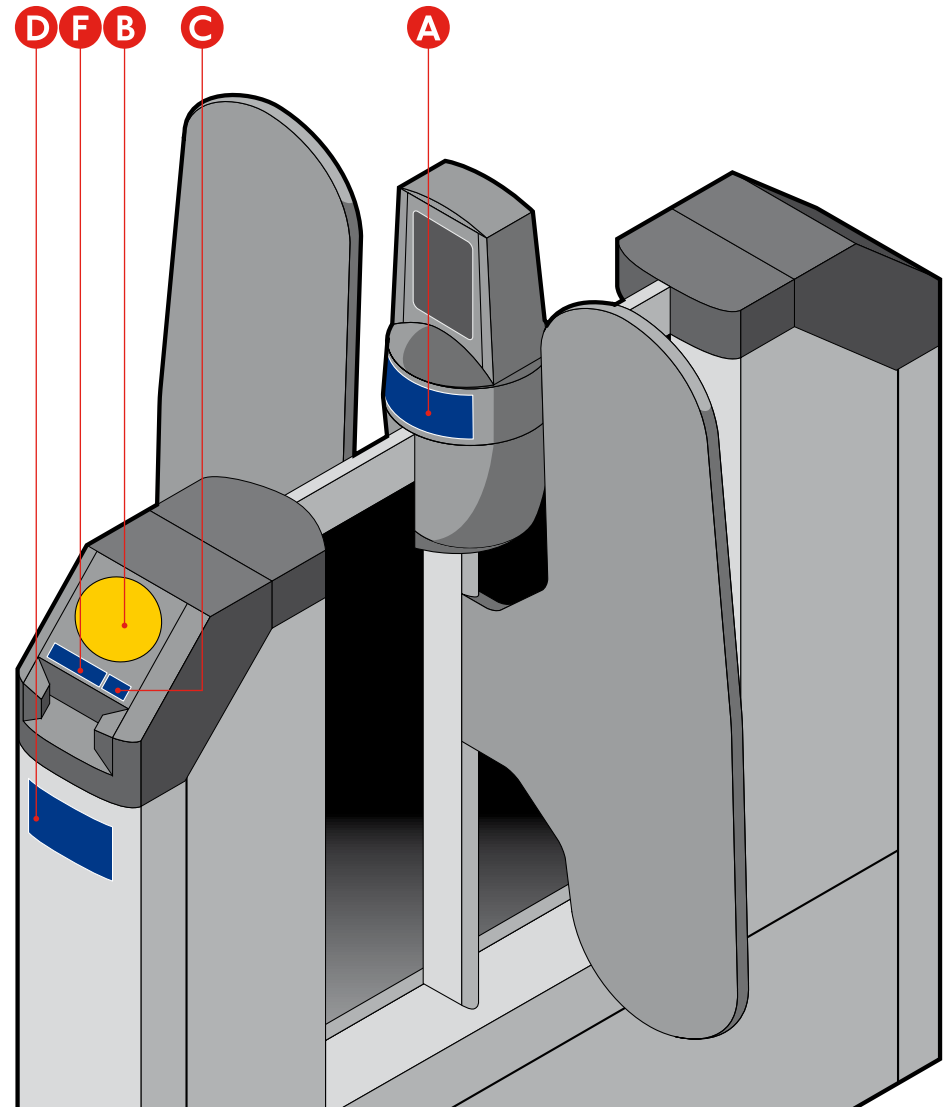
Placed on both entry and exit sides of the gate.



Children under 5 (and dogs)  
must be carried through  
the gates

### 3 E2 gate/E2 wide aisle gate

- A **TfL\_PF006**  
Penalty fare
- B **YV\_01IB**  
RTD card reader
- C **LUSS\_101**  
Device number
- D **LUSS\_327**  
Contactless payments accepted
- LUSS\_329**  
Contactless payments accepted  
(non-Oyster stations)
- F **LUSS\_105A**  
Children under five





### 3.1 E2 gate - penalty fare (amount not shown)

**Artwork reference**

TfL\_PF006

**Position reference**

A

**Size**

115 x 37mm

**Colours**

- Pantone 072 Blue

**Note**

Placed on entry side of the gate only.



## 3.2 E2 gate - RTD card reader

### Artwork reference

LUSS\_360

### Position reference

B (placed on reader)

### Size

94 x 94mm

### Colours

- Pantone 116 Yellow
- Pantone Cool Grey 10
- CMYK

### Note

This notice must be displayed on all E2 gate RTD card readers.

Placed on both entry and exit sides of the gate.

Promotional RTD card reader vinyls may be displayed from time to time.



### 3.3 E2 gate - device number

**Artwork reference**

LUSS\_I01A

**Position reference**

C

**Size**

19 x 17mm

**Colours**

- Pantone 072 Blue

**Note**

In Underground stations, gates are numbered within the 40-79 range.

E2 wide aisle gates are numbered in the 20-26 range.

Placed on both entry and exit sides of the gate.



### 3.4 E2 gate - contactless payments accepted

**Artwork reference**

LUSS\_327

**Position reference**

D

**Size**

140 x 60mm

**Colours**

- Pantone 072 Blue
- CMYK

**Note**

Placed on both entry and exit sides of the gate.



### 3.5 E2 gate - contactless payments accepted (non-Oyster stations)

**Artwork reference**

LUSS\_329

**Position reference**

D

**Size**

140 x 60mm

**Colours**

- Pantone 072 Blue
- CMYK

**Note**

Not to be used at DLR and London Underground stations.

Only to be used at stations where Oyster is not accepted.

Placed on both entry and exit sides of the gate.



### 3.6 E2 gate - children under five

**Artwork reference**

LUSS\_I05A

**Position reference**

F

**Size**

82 x 25mm

**Colours**

- Pantone 072 Blue

**Note**

Placed on both entry and exit sides of the gate.

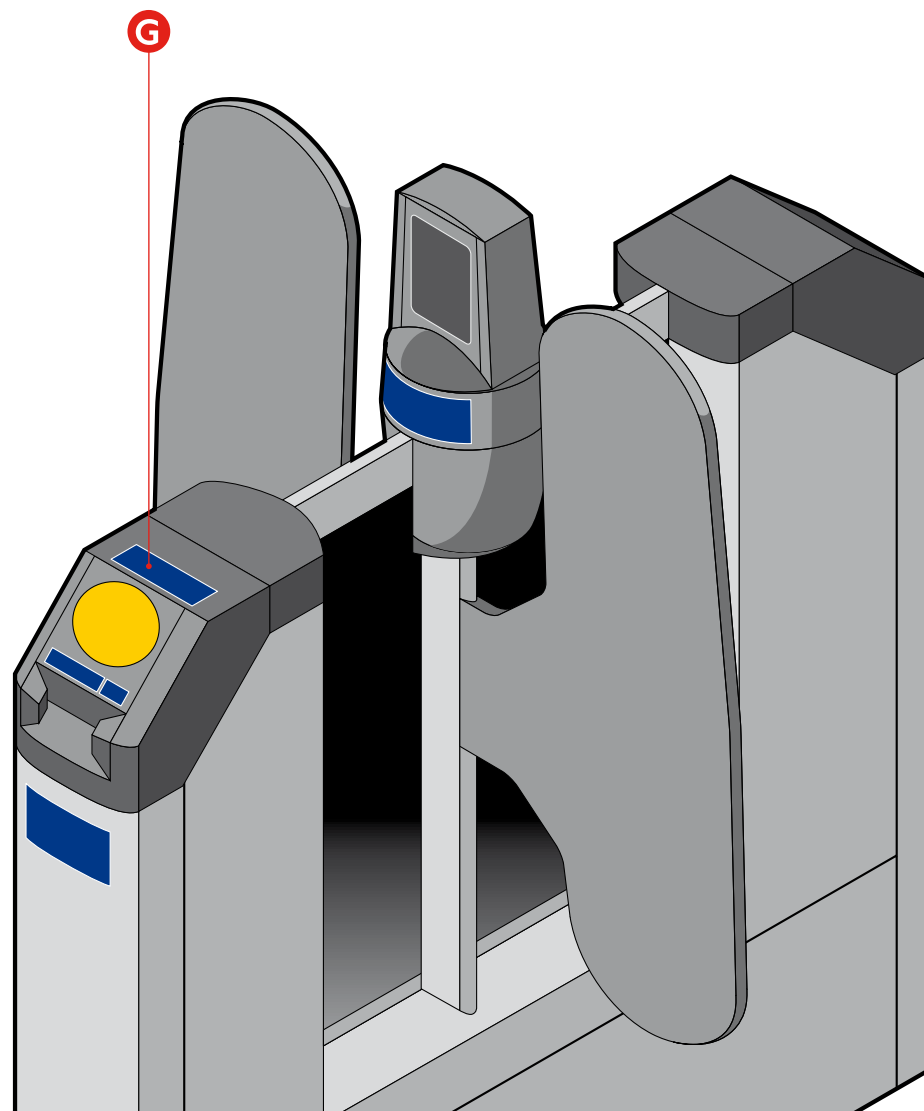


Children under 5 (and dogs)  
must be carried through  
the gates

## 4 First-come first-served E2 wide aisle gate

In addition to the standard notices on the E2 gate/E2 wide aisle gate, the 'Place card on reader and hold' notice appears in position 'G' on single wide aisle gates which operate in first-come first-served mode.

- G LUSS\_348**  
Place card on reader and hold



## 4.1 First-come first-served E2 wide aisle gate - place card on reader and hold

### Artwork reference

LUSS\_348

### Position reference

G

### Size

70 x 40mm

### Colours

- Pantone 072 Blue

### Note

To be used only on single wide aisle gates which operate in first-come first-served mode.

Placed on both entry and exit sides of the gate.





## 5 E2 wide aisle gate paddles (step-free stations)

Wide aisle gate paddles appear at stations that are both step-free and not step-free.

The notices shown in this section are for paddles that appear at step-free stations only.

### H LUSS\_110

Wide aisle gate - wheelchair and buggy

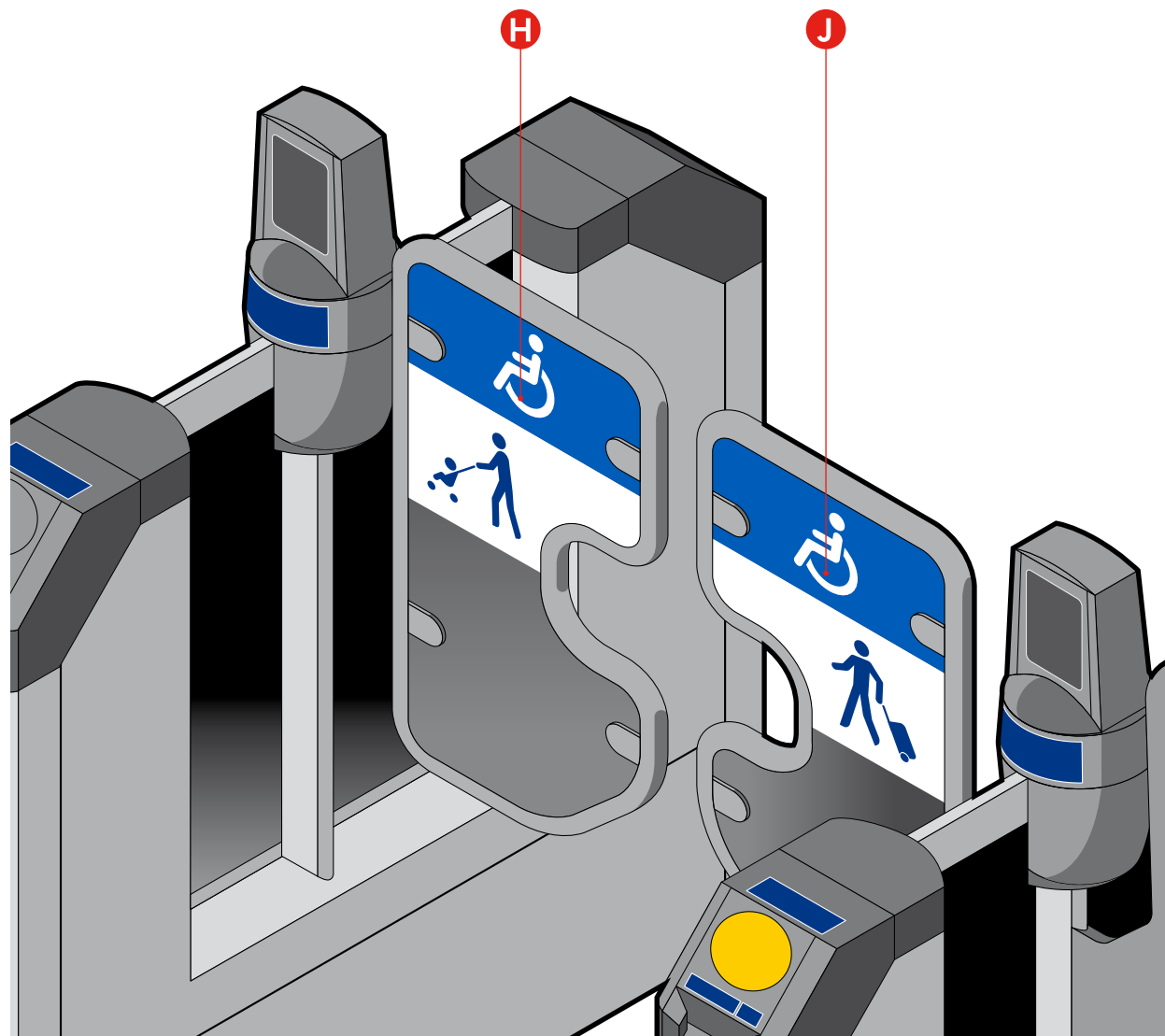
### J LUSS\_111

Wide aisle gate - wheelchair and suitcase

### Note

To be used at step-free stations only.

The same artwork is to be used on both glass panelled wide aisle gates and composite panelled wide aisle gates.



## 5.1 E2 wide aisle gate paddles (step-free stations) - wheelchair and buggy

### Artwork reference

LUSS\_I10

### Position reference

H

### Size

364 x 392mm

### Colours

- Pantone 072 Blue
- Pantone 300 Blue

### Note

To be used at step-free stations only.

Placed on left-hand paddle on both entry and exit sides of the gate.

The same artwork is to be used on both glass panelled wide aisle gates and composite panelled wide aisle gates.



## 5.2 E2 wide aisle gate paddles (step-free stations) - wheelchair and suitcase

### Artwork reference

LUSS\_III

### Position reference

J

### Size

364 x 392mm

### Colours

- Pantone 072 Blue
- Pantone 300 Blue

### Note

To be used at step-free stations only.

Placed on right-hand paddle on both entry and exit sides of the gate.

The same artwork is to be used on both glass panelled wide aisle gates and composite panelled wide aisle gates.



## 6 E2 wide aisle gate paddles (stations that are not step-free)

Wide aisle gate paddles appear at stations that are both step-free and not step-free.

The notices shown in this section are for paddles that appear at stations that are not step-free (ie without wheelchair access).

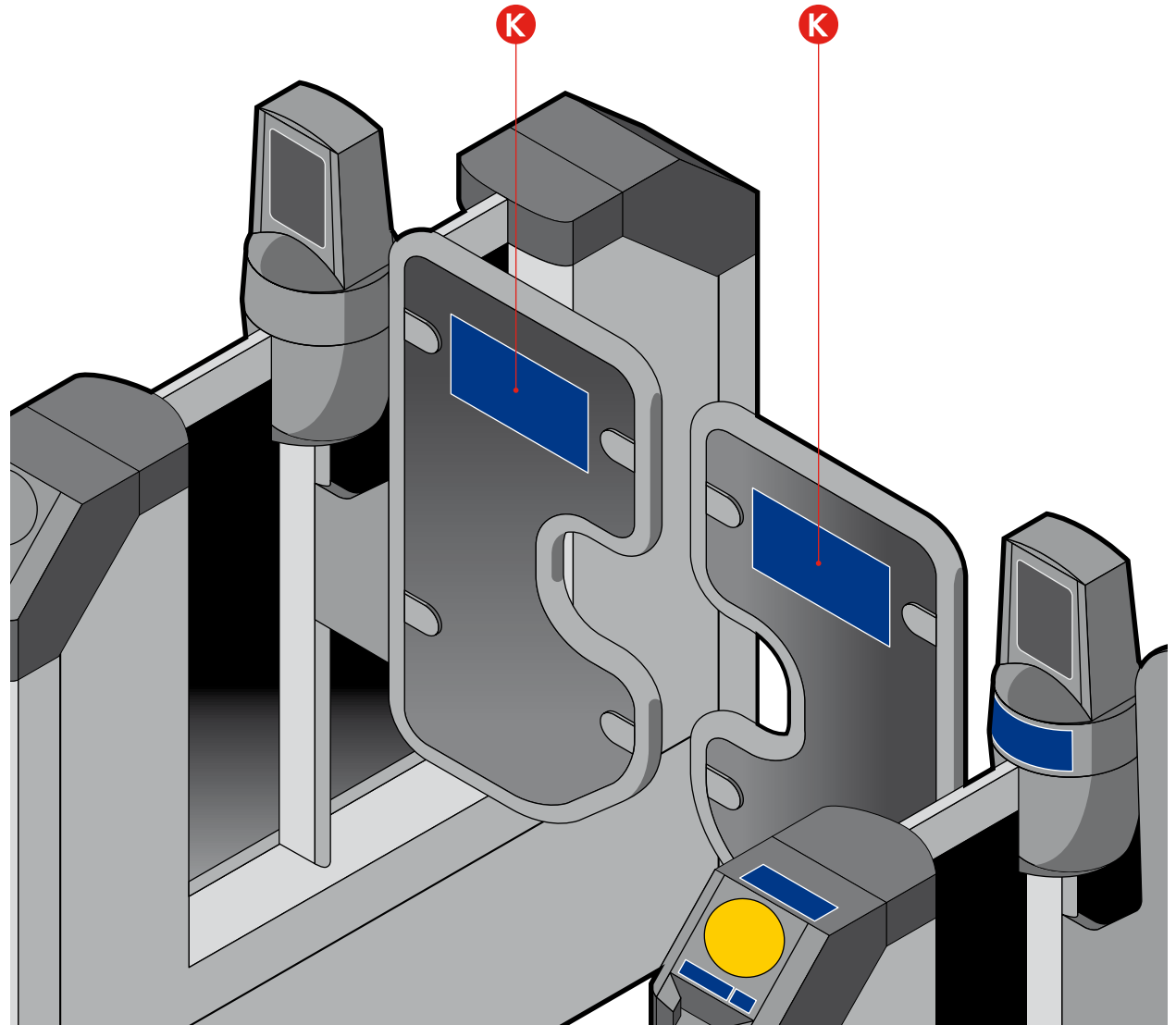
### **K** LUSS\_361

Suitcase and pushchair

#### **Note**

To be used at stations that are not step-free (ie without wheelchair access).

Placed on both entry and exit sides of each paddle.



## 6.1 E2 wide aisle gate paddles (stations that are not step-free) - suitcase and pushchair

### Artwork reference

LUSS\_361

### Position reference

K

### Size

238 x 120mm

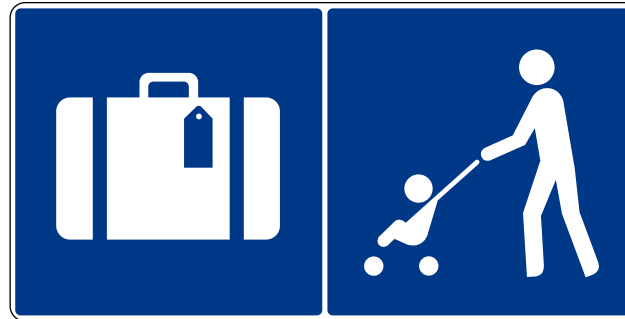
### Colours

- Pantone 072 Blue

### Note

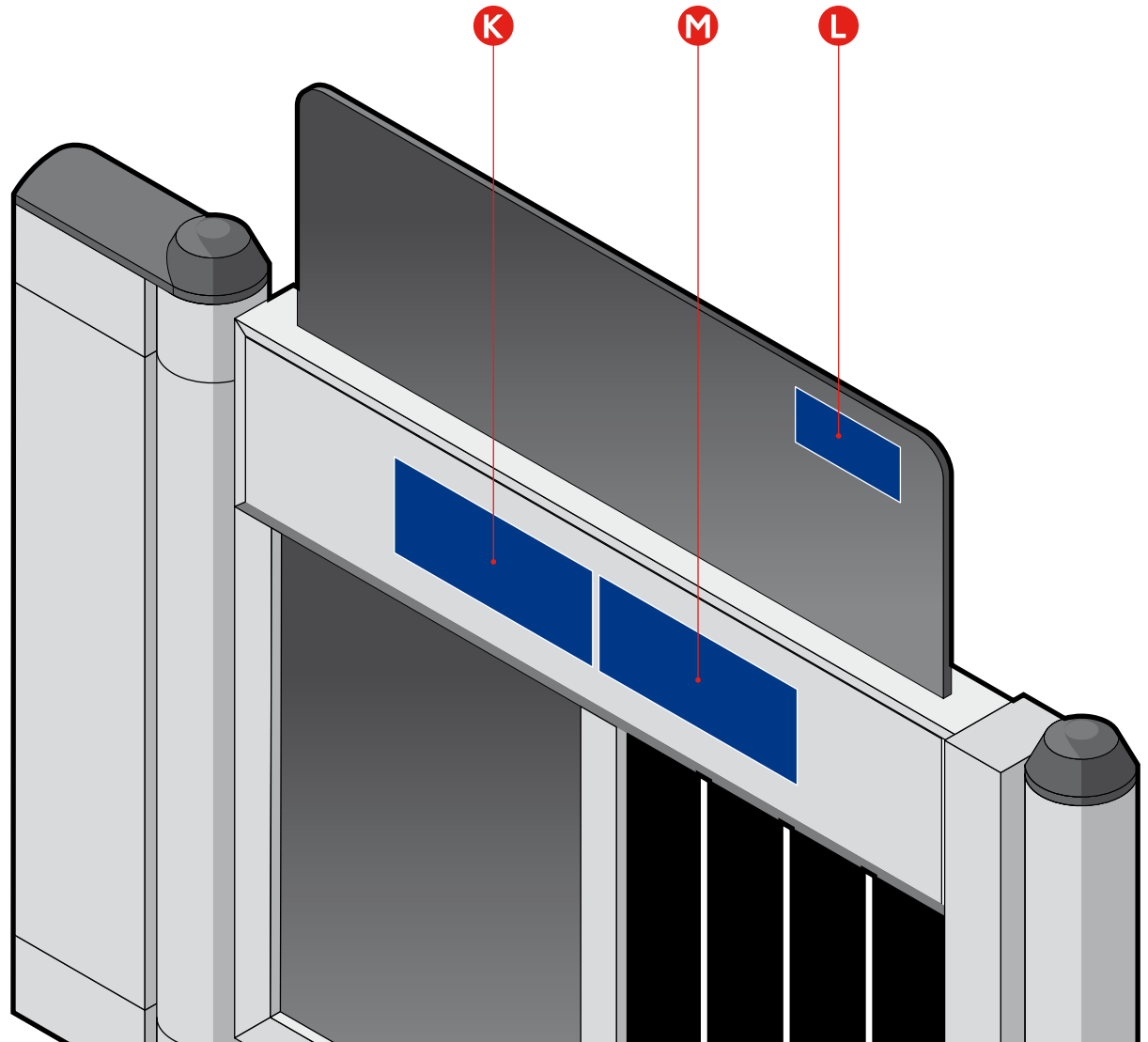
To be used at stations that are not step-free (ie without wheelchair access).

Placed on both entry and exit sides of each paddle.



## 7 Manual gate

- K LUSS\_361**  
Suitcase and pushchair
- L LUSS\_109**  
Push/pull when released
- M TfL\_PF007**  
Penalty fare
- TfL\_PF008**  
Penalty fare and cycles



## 7.1 Manual gate - suitcase and pushchair

### Artwork reference

LUSS\_361

### Position reference

K

### Size

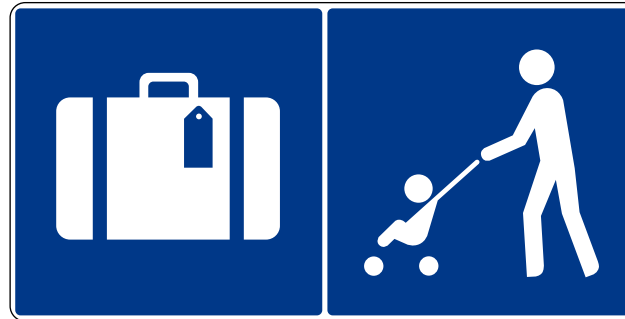
238 x 120mm

### Colours

- Pantone 072 Blue

### Note

Placed on both the entry side of all manual gates and the exit side of the gate where the luggage, buggy and/or cycles penalty fare notices are shown on the entry side.



## 7.2 Manual gate - push/pull when released

**Artwork reference**

LUSS\_I09

**Position reference**

L

**Size**

170 x 80mm

**Colours**

- Pantone 072 Blue

**Note**

This is a double-sided notice with different messages on each side.





## 7.3 Manual gate - penalty fare (amount not shown - cycles not accepted)

### Artwork reference

TfL\_PF007

### Position reference

M

### Size

264 x 120mm

### Colours

- Pantone 072 Blue

### Note

To be used at stations where bicycles are not permitted entry.

Placed on entry side of the gate only.

Placed 10mm to the right of the luggage and buggy notice (LUSS\_361).



## 7.4 Manual gate - penalty fare (amount not shown - cycles accepted)

### Artwork reference

TfL\_PF008

### Position reference

M

### Size

264 x 120mm

### Colours

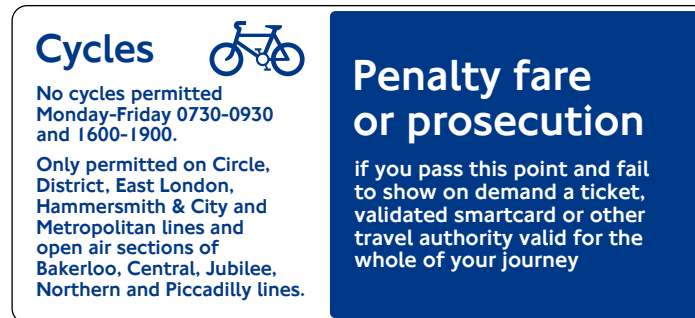
- Pantone 072 Blue

### Note

To be used at stations where cycles are permitted restricted entry.

Placed on entry side of the gate only.

Placed 10mm to the right of the luggage and buggy notice (LUSS\_361).



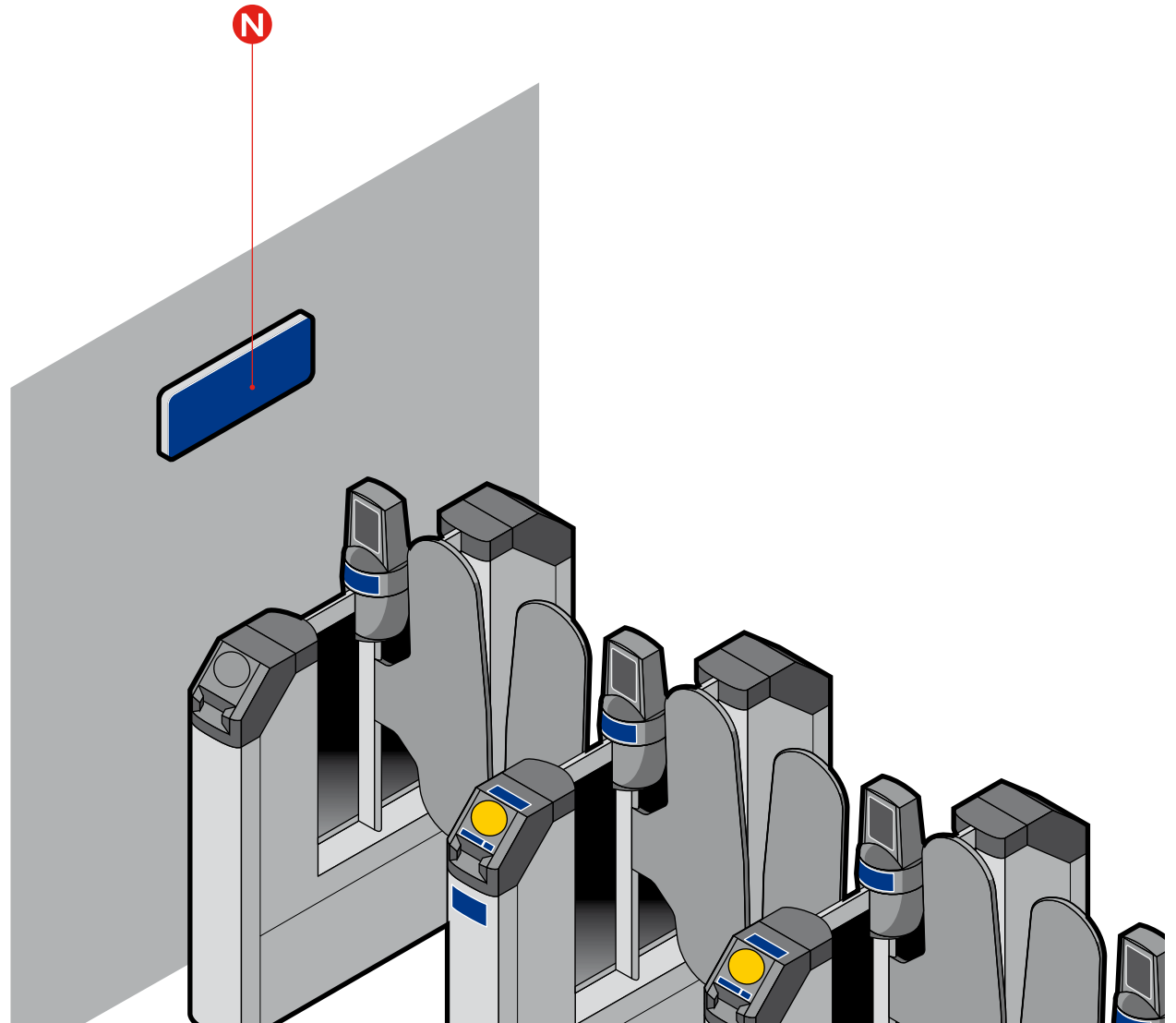
## 8 Gateline penalty fare notice (amount displayed)

**N TfL\_PF001**  
PenaltyFare\_Amount

**TfL\_PF002**  
CompulsoryTicketArea\_Amount

### Note

At least one of the above notices, with amount shown, is required to be displayed prominently at each station entrance/ticket hall.



## 8.1 Gateline penalty fare notice ( penalty fare amount displayed) - generic

### Artwork reference

TfL\_PF001

### Position reference

N

### Size

750 x 250mm

### Colours

- Pantone 072 Blue

### Note

At least one notice at this size, with amount shown, is required to be displayed at each station gateline.

The purpose of the branding on this notice is to clearly identify that the penalty fare amount applies to TfL services.



## 8.2 Gateline penalty fare notice (penalty fare amount displayed) - compulsory ticket area

### Artwork reference

TfL\_PF002

### Position reference

N

### Size

750 x 250mm

### Colours

- Pantone 072 Blue

### Note

At least one notice at this size, with amount shown, is required to be displayed at each entry point to a compulsory ticket area.

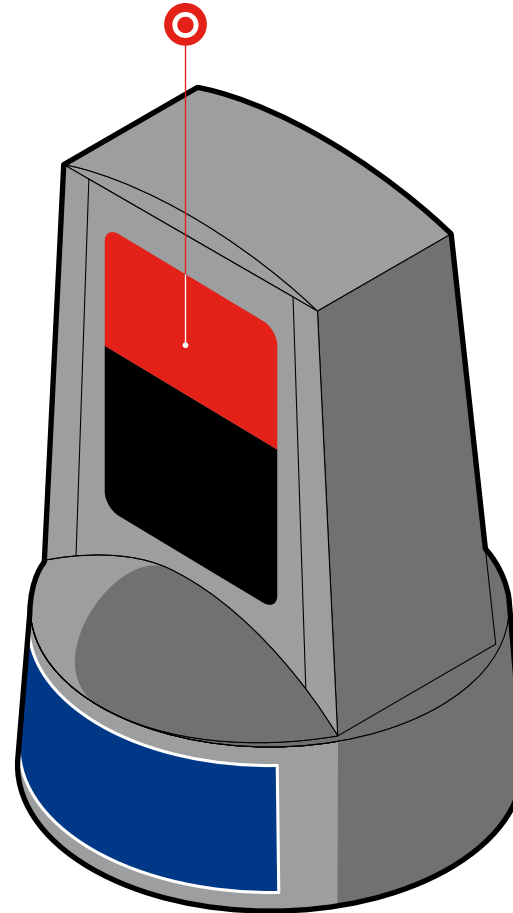


## 9 Pod screen notice

A number of the E2 gate pods that have been retro-fitted to E1 gates. Such pods require a vinyl on one side of the pod to inform customers not to use that gate.

- **LUSS/350**  
No entry

**LUSS/351**  
No exit



## 9.1 Pod screen notice - no entry

### Artwork reference

LUSS\_351

### Position reference

○

### Size

89 x 110mm

### Colours

- Pantone 485 Red
- Black 100%



## 9.2 Pod screen notice - no exit

**Artwork reference**  
LUSS\_350

**Position reference**  
○

**Size**  
89 x 110mm

**Colours**

- Pantone 485 Red
- Black 100%





## 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](mailto:corporatedesign@tfl.gov.uk)

### **Issue 6**

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