

Safety and supplementary notices standard

Issue 2

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Foreword

A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Transport for London (TfL) maintains a high standard for coordinated design in every aspect of our operations.

This document gives guidance on the elements that make up TfL safety and supplementary notices. The information covers the rules that go towards creating safety and supplementary notices.

Please note that the rules within this document are designed to work alongside the Health and Safety Executive's Safety Signs and Signals guidance and regulations document.

I Basic elements

This section outlines the basic elements that are used to create safety and supplementary notices for the TfL environment. This includes the use of the corporate typeface and colours.

For further information, see the design standards at tfl.gov.uk/corporatedesign

1.1 Typography

Our typeface is Johnston, which should be set in mixed upper and lower case (never all upper case - even with headings).

New Johnston (NJ Font) Medium is the only typeface that should be used for safety and supplementary notices.

Text alignment

Text should always be ranged left (ragged right) and never centred, justified, or ranged right.

Line spacing

Correct line spacing is achieved by ensuring that the character leading is always the same point size as the text (eg 20 point text uses 20pt leading).

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

New Johnston Medium

1.2 Colours

These colours should be used across the TfL estate to produce safety and supplementary notices.

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

Corporate Blue

- Non-safety related TfL messages

Corporate red

- Prohibition notices
- Alarm notices

Safety yellow

- Warning notices

Safety Blue

- Mandatory notices

Safety Green

- Emergency escape notices
- First aid notices



Corporate Blue

Pantone 072



Safety Yellow

Pantone 116



Corporate Red

Pantone 485



Safety Green

Pantone 356



Black

Black 100%



Safety Blue

Pantone 300

1.3 Pictograms

There are four types of safety related pictograms used on TfL safety signs. The type of pictogram used is determined by the message being conveyed by the sign.

Prohibition notices

A notice prohibiting behaviour likely to increase or cause danger (eg no smoking)

Warning notices

A notice giving warning of a hazard or danger (eg danger of electrocution).

Mandatory notices

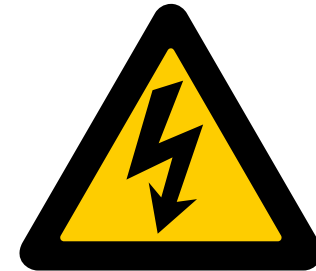
A notice prescribing specific behaviour (eg face coverings must be worn).

Emergency escape/first aid notices

A notice giving information on emergency exits, first aid or rescue facilities (emergency exit /escape route).



Prohibition



Warning



Mandatory



Emergency escape/first aid

1.4 Borders

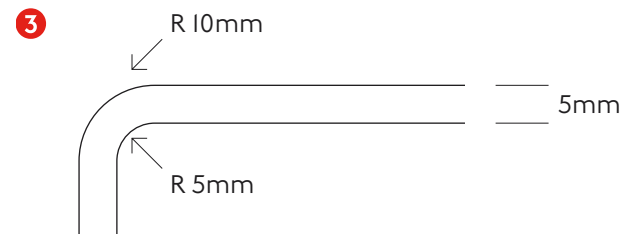
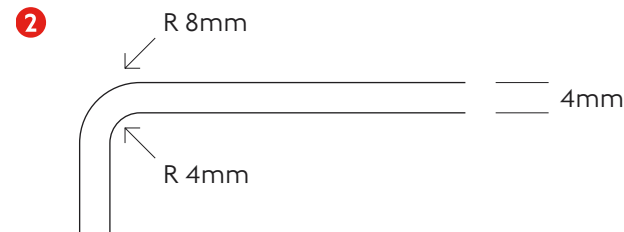
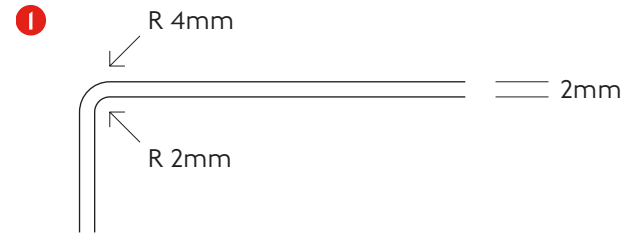
All safety and supplementary notices are to display a surrounding border.

Borders on notices measuring less than 625cm² should measure 2mm in width with inner radius corners of 2mm and outer radius corners of 4mm.

Panels measuring between 625cm² and 1600cm² have borders measuring 4mm with 4mm inner radius corners and 8mm outer radius corners.

Panels measuring more than 1600cm² have borders of 5mm with 5mm inner radius corners and 10mm outer radius corners.

1. Notices less than 625cm²
2. Notices between 625cm² and 1600cm²
3. Notices greater than 1600cm²



2 Constructing notices

The following pages illustrate how to construct safety and supplementary notices.

2.1 Text

Text margins

The left and right-hand text margins on safety and supplementary notices are always equal and are to set at 1.2 x the 'x' height of the largest type.

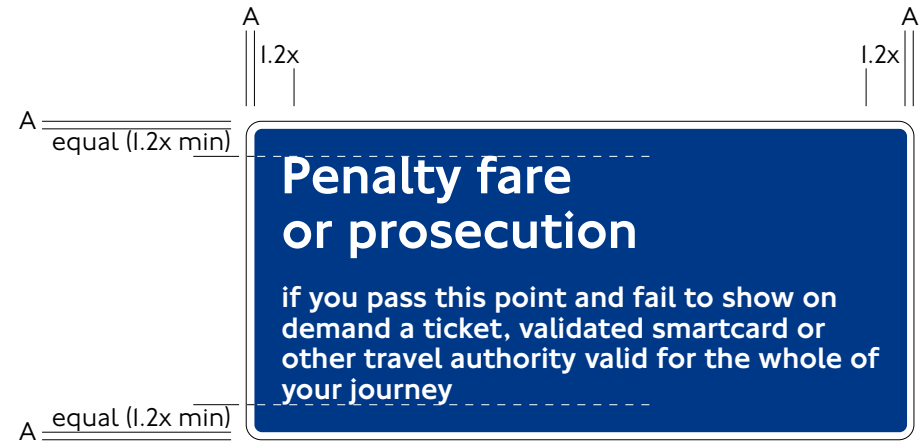
The top and bottom margins are always to be equal and both should be a minimum of 1.2 x the 'x' height of the largest type.

Text colours

Text must always be displayed in white when used on the following colours:

- Corporate Blue
- Safety Red
- Corporate Green
- Safety Blue

Text must be displayed in black when used on Safety Yellow.



A: Border width
x: Largest text 'x' height

2.2 Pictogram margins

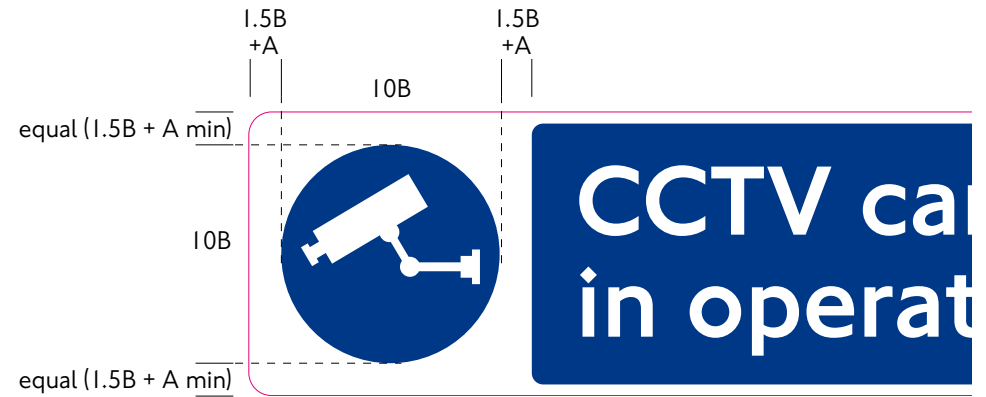
Landscape notices

With landscape notices, pictograms are placed on the left-hand side. The text is positioned within a colour block to the right of the pictogram as shown.

Pictograms should be both horizontally and vertically centred within their available white space.

The left and right-hand margins are equal to 15% the width size of the pictogram plus the border thickness.

The top and bottom margins are equal to a minimum of 15% the width size of the pictogram plus the border thickness.



A: Border width
B: 1/10 pictogram width

2.2.1

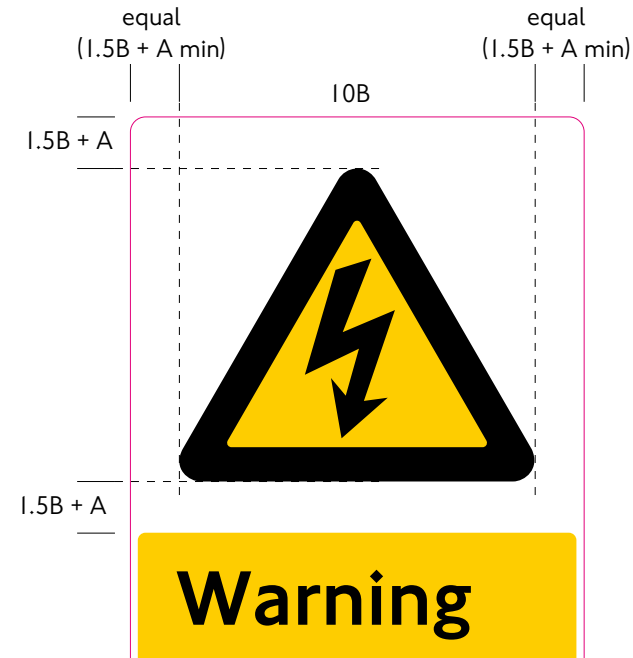
Portrait notices

On portrait notices the pictogram is always placed above the message. The text is positioned within a colour block below the pictogram.

Pictograms should be both horizontally and vertically centred within their available white space.

The top and bottom margins are equal to 15% the width size of the pictogram plus the border thickness

The left and right-hand margins are equal to a minimum of 15% the width size of the pictogram plus the border thickness.



A: Border width
B: 1/10 pictogram width

2.3 Multiple messages

The rules for multiple messages are generally the same as those for individual messages, but some minor adjustments must be made to ensure that signs are consistent and as clear as possible.

Different messages may be combined on a single notice to create landscape or portrait formats.

Individual landscape notices may be arranged one above the other to create a combined notice (1). Messages with pictograms arranged vertically may also be placed side by side to create a combined notice (2). Note that the text background colours below must be of the same height and correctly aligned.

Where necessary vertical messages may be stacked on top of each other (3)

Where a multiple messages incorporate pictograms, the pictograms must always appear to be of the same size.

1



2



3



2.3.1

Multiple landscape messages

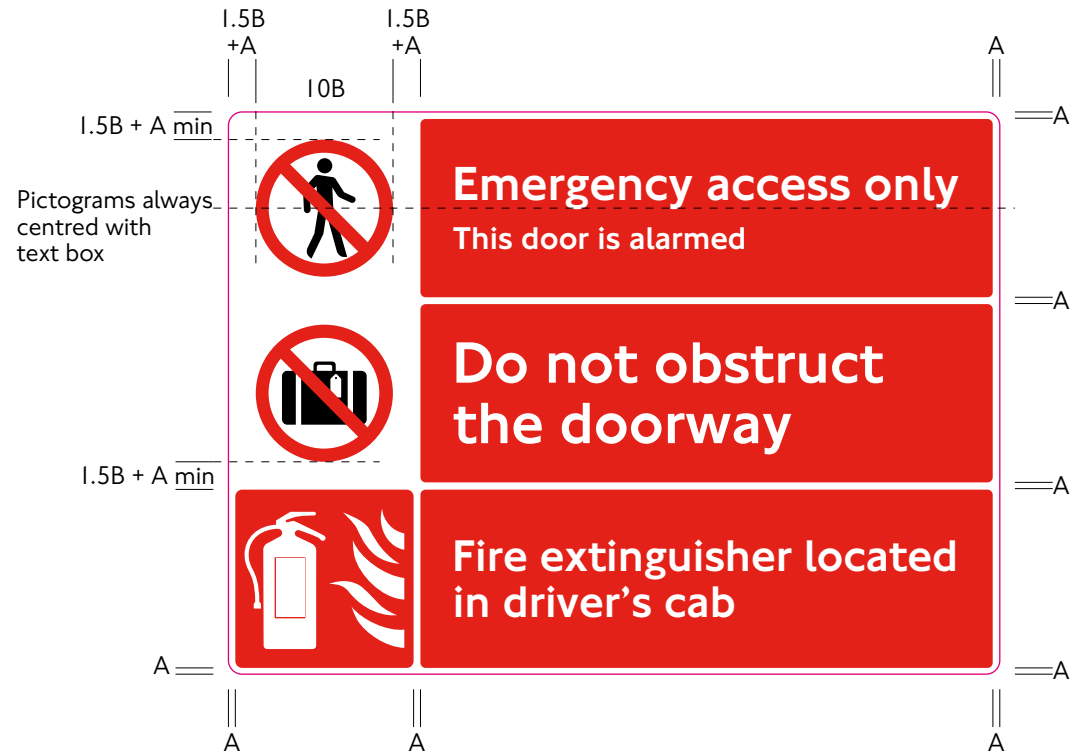
When stacking multiple landscape messages, the same rules used in creating individual landscape notices apply.

Circular and triangular pictograms must be the same width size and equally spaced within the notice.

Square pictograms should have the exact border dimensions to the left and right and, at a minimum, above and below.

Margins for text should be defined by the largest type size on the notice and should be consistent on all the messages in the combined notice.

Note that multiple landscape messages may also be placed side-by-side.



A: Border width
B: 1/10 pictogram width

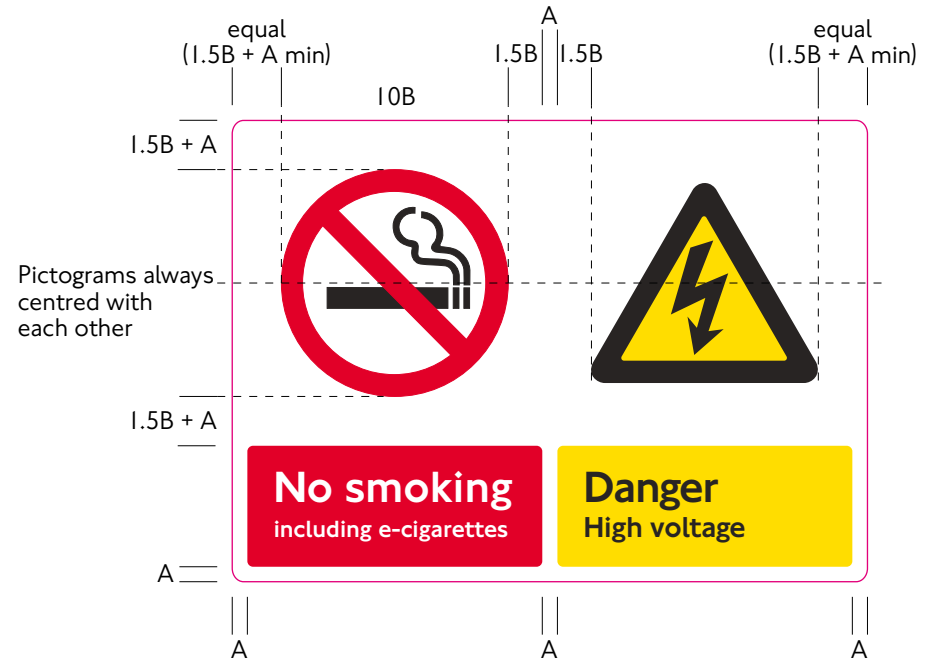
2.3.2

Multiple portrait messages

When displaying multiple portrait messages as shown, text should share the same beginning baseline and this baseline should be defined by the largest type size used.

Text boxes should always be of the same height.

Note that multiple portrait messages may also be stacked on top of each other. In such instances, text boxes do not have to be the same height.



A: Border width
B: 1/10 pictogram width

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

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