London Buses





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Foreword

This document details the graphical elements that are to appear on bus, coach and taxi stops.

The elements covered are:

Stop flags

A panel that displays the appropriate mode roundel indicating the service that uses the stop.

Stop name panels

Appears on the bottom section of the stop flag and displays the name of the stop.

Toward panels

Details the general onward direction of buses serving a stop.

E-tiles

Displays route numbers of a bus or coach serving the stop, together with any qualifying information about the service (eg Monday - Friday).

Special message panels

Some bus stops have specific information requirements to suit the service available from the stop. These

special features are normally displayed on panels mounted beneath the location panel or direction tile as appropriate.

As the information is often specific to an individual stop, the rules within this document cannot cover every eventuality. The examples given, illustrate the approved design styles for most categories of information likely to be required.

Point letters

The disc displayed on the top of a bus or coach stop to help the customer identify where to board the bus or coach.

Contact the TfL Graphics team for further information on the correct application of the graphics required for bus, coach and taxi stops: corporatedesign@tfl.gov.uk

1 Basic elements

This section outlines the basic elements that are used to produce the graphics for bus, coach and taxi stops. 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.

New Johnston (NJ Font) is the only typeface that should be used for bus, coach and taxi stops unless it is specifically stated otherwise.

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

NJ Font Medium

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

NJ Font Light

1.2 Colours

These colours should be used to produce graphics on bus, coach and taxi stops.

The NCS colour system is to be used for paint purposes.

Corporate Red

NCS S 1085-Y80R

Bus Stop Dark Grey

NCS S 6502-B

Tour Bus Blue

NCS S 3065-R90B

Coaches Orange

NCS S 1070-Y20R

Corporate Black

NCS S 9000-N

Bus Stop Light Grey

NCS S 1002-Y

Tour Bus Yellow

NCS S 0580-YI0R

London Taxi Purple

NCS S 2060-R70B

Corporate White

NCS S 0500-N

Night Bus Blue

NCS S 0520-R80B

Corporate Blue

NCS S 4060-R80B

2 Order of display

Each panel of the bus stop identifier is displayed in the following order:

- Stop flag
- Stop name panel
- Towards panel
- Service information

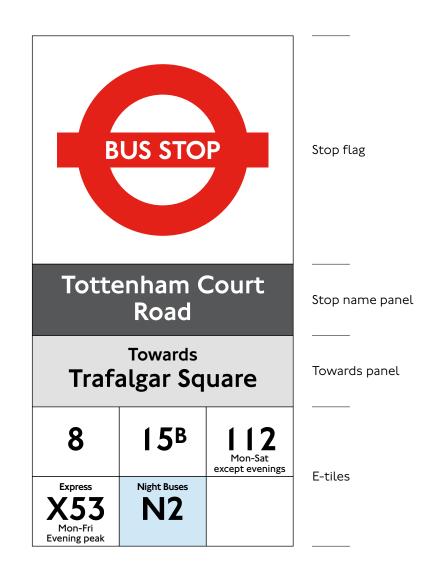
For the majority of bus stops, service information will comprise of a number of E-tiles displaying route information.

On some stops, however, route information will consist of a specific message such as 'Alighting point only'.

Ideally, the displays should appear as shown here.

Route numbers should be displayed in numerical order from left to right (whether London bus services or any other). Night Bus route numbers are always to be displayed after daytime numbers.

Services, which are described in words only, should follow Night Bus services.

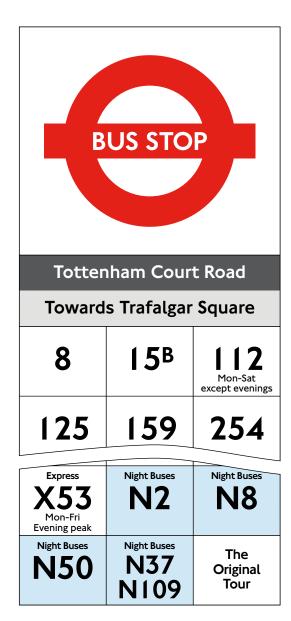


Limited space

Where space is limited, the location and towards information can be combined to release space for another row of E-tiles.

If this still does not provide sufficient space, two route numbers may be combined on a single E-tile. This, however, should only be done as a last resort. Each bus stop allows for a maximum of I8 E-tiles.

If forced to combine route numbers, choose those without service descriptions and remember to maintain numerical order.

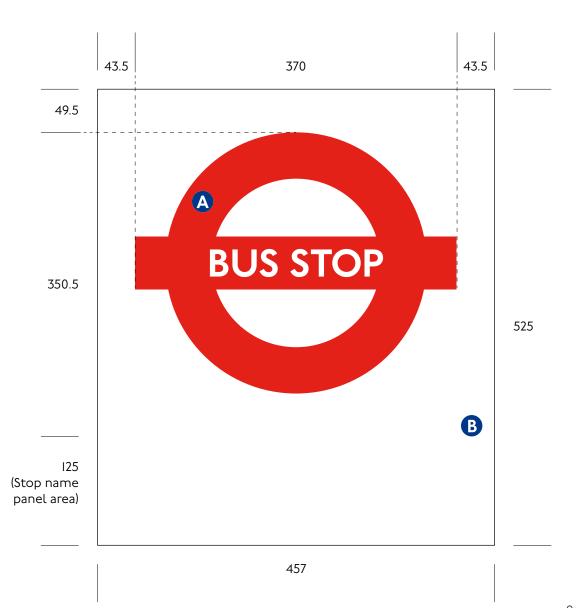


3 Stop flag

The stop flag is constructed with space for the stop name details below.

Only the official London Buses BUS STOP roundel is to be used. The roundel is available from the TfL Graphics team.

- A Bus stop roundel Corporate Red (NCS S 1085-Y80R)
- B Panel background Corporate White (NCS S 0500-N)



Bus stand flag

The bus stand flag is designed differently from the bus stop flag so as not to mislead customers into thinking that they can catch a bus from this location.

Text should be ranged left and must not go beyond the 40mm margin area.

- A Bus stand roundel/Red strip Corporate Red (NCS S 1085-Y80R)
- B NJ Font Medium (255pt) Corporate Black (NCS S 9000-N)
- C NJ Font Light (II8pt) Corporate Black (NCS S 9000-N)
- D Panel background Corporate White (NCS S 0500-N)



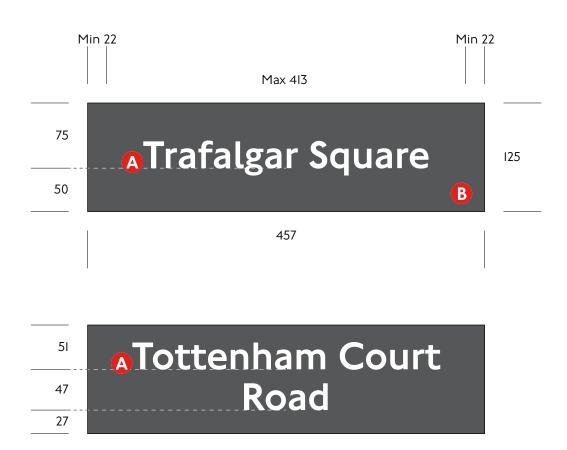
4 Stop name panel

The stop name panel is positioned below the roundel on the bottom section of the stop flag.

Where there is sufficient space, the stop name must appear on a single line. However, to avoid abbreviations, it is acceptable to have the stop name run over two lines.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (I3Ipt)
 Corporate White (NCS S 0500-N)
 (Do not exceed I9 characters per line)
- B Panel background Bus Stop Dark Grey (NCS S 6502-B)

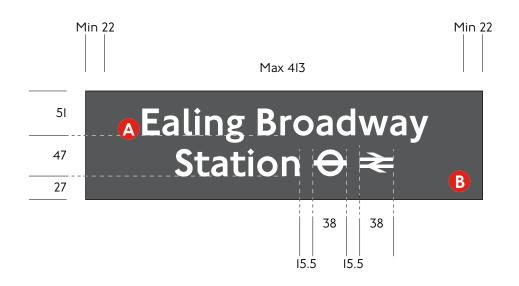


Interchange stops and secondary stop names

Where a bus stop is located at a station interchange, network logos should be added to the end of the stop name.

Where a secondary stop name is required, it should be displayed at the smaller font size as shown.

- A NJ Font Medium (I3Ipt)
 Corporate White (NCS S 0500-N)
 (Do not exceed I9 characters per line)
- B Panel background Bus Stop Dark Grey (NCS S 6502-B)
- C NJ Font Medium (94pt)
 Corporate White (NCS S 0500-N)
 (Do not exceed 25 characters per line)





5 Towards panel

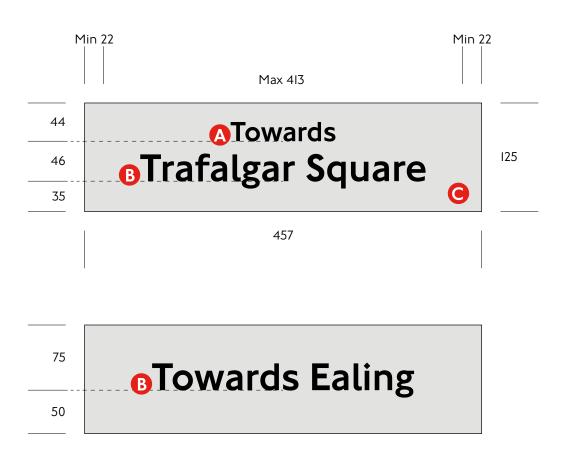
The towards panel is located directly beneath the stop name panel.

Ideally, the word 'Towards' should sit above the destination name as shown.

However, where the destination name is short, the word 'Towards' may be set at the same point size as the destination name. In such instances, both 'Towards' and the destination name should sit on a single line at the larger point size.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (94pt)
 Corporate Black (NCS S 9000-N)
 (Do not exceed 25 characters per line)
- B NJ Font Medium (I3Ipt) Corporate Black (NCS S 9000-N) (Do not exceed I9 characters per line)
- C Panel background Bus Stop Light Grey (NCS S 1002-Y)

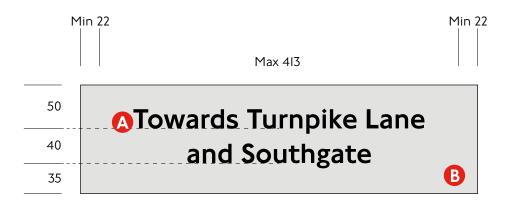


Long destinations

Where the destination details are very long, all text should be set at the smaller 94pt size.

Do not use the I3Ipt text over two lines.

- A NJ Font Medium (94pt)
 Corporate Black (NCS \$ 9000-N)
 (Do not exceed 25 characters per line
- B Panel background Bus Stop Light Grey (NCS \$ 1002-Y)



6 Combined stop name and towards panel

Where space is limited, both stop name and towards details may be accommodated in the stop name panel area.

Only one font size should be used on each background colour area.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (I24pt)
 Corporate White (NCS S 0500-N)
 (Do not exceed 2I characters per line)
- B NJ Font Medium (94pt) Corporate Black (NCS S 9000-N) (Do not exceed 25 characters per line)
- C Panel background Bus Stop Dark Grey (NCS S 6502-B)
- D Panel background
 Bus Stop Light Grey (NCS S 1002-Y)
- E NJ Font Medium (94pt)
 Corporate White (NCS \$ 0500-N)
 (Do not exceed 25 characters per lines)





7 Contracted place names

Due to the restricted space available, the names shown here list the acceptable contractions to be used on stop name and towards panels.

If a situation arises where there is a need to contract a name not covered here, please seek advice from the TfL Editorial team.

In order to maintain consistency across the range of London Buses customer information, changes to any contractions are subject to the approval of the TfL Editorial team.

Approach	Арр	Garden	Gdn	Place	Pl
Avenue	Ave	Gardens	Gdns	Public House	Ph
Bridge	Bdg	Great	Gt	Railway	Rly
Broadway	Bdy	Greater	Gtr	Road	Rd
Central	Cent	Green	Grn	Saint	St
Church	Ch	Grove	Gve	School	Sch
Circus	Cir	Heath	Hth	South	Sth or S
Close	Cl	Highway	Hwy	Square	Sq
Common	Com	Hospital	Hosp	Station	Stn
Corner	Cnr	Industrial	Ind	Street	St
Court	Ct	Junction	Junc	Terrace	Tce
Crescent	Cres	Lane	Ln	Tower	Twr
Cross	Χ	Little	Lt	Town	Tn
Dock	Dk	Lower	Lwr	Tunnel	Tnl
Docks	Dks	Market	Mkt	Upper	Upp
Drive	Dr	Mount	Mt	Viaduct	Vdct
East	E	North	Nth or N	Village	Vge
Estate	Est	Palace	Pal	Walk	Wk
Farm	Fm	Parade	Pde	West	W
Garage	Gar	Park	Pk		

8 E-tiles

E-tiles are used to display route numbers and, where appropriate, brief indications of the type and period of operation for each service available from the stop.

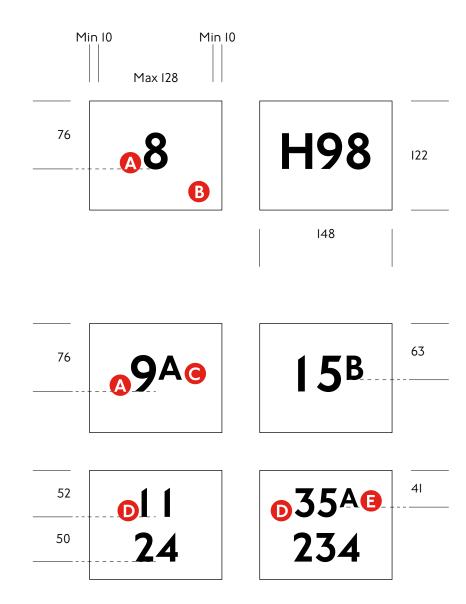
Text should be centred and must not go beyond the I0mm margin area.

Colours

- A NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- B Panel background Corporate White (NCS S 0500-N)
- C NJ Font Medium (II5pt) Corporate Black (NCS S 9000-N)
- D NJ Font Medium (I35pt) Corporate Black (NCS S 9000-N)
- E NJ Font Medium (90pt) Corporate Black (NCS S 9000-N)

Note

The measurements given apply to the flat area of the tiles only.

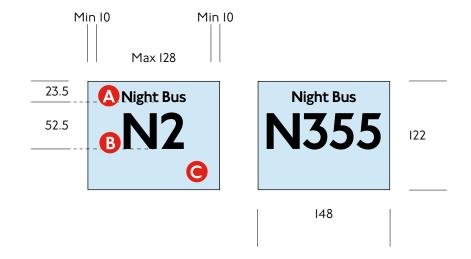


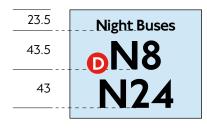
Night Bus E-tiles

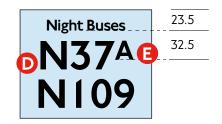
Night Bus E-tiles are typographically similar to the daytime versions.

The main difference between the two is that Night Bus E-tiles have a light blue background.

- A NJ Font Medium (51pt) Corporate Black (NCS S 9000-N)
- B NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- C Panel background Night Bus Blue (NCS S 0520-R80B)
- D NJ Font Medium (I35pt) Corporate Black (NCS S 9000-N)
- E NJ Font Medium (90pt) Corporate Black (NCS S 9000-N)





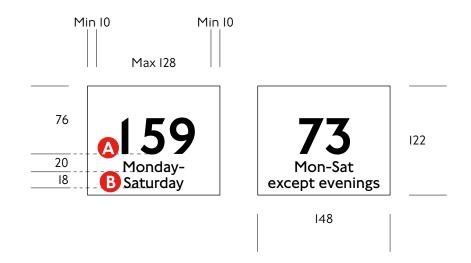


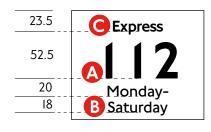
Terminology

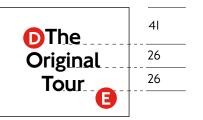
When describing the period of operation for a route, or the type of service, the following should be noted:

- Use full day names where space permits (eg Monday-Saturday)
- Day names may only be contracted to make space for additional text
- Service titles (eg Express) are to be displayed before the route number

- A NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- B NJ Font Light (51pt) Corporate Black (NCS S 9000-N)
- C NJ Font Medium (51pt) Corporate Black (NCS S 9000-N)
- D NJ Font Medium (72pt) Corporate Black (NCS S 9000-N)
- E Panel background Corporate White (NCS S 0500-N)



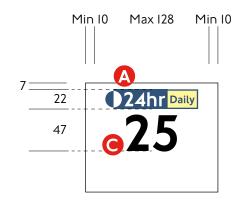


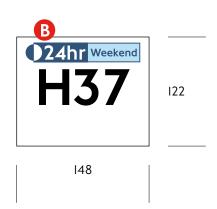


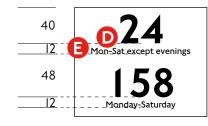
Additional requirements

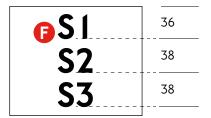
In addition to the E-tiles shown on the previous pages, there are several other possible variations. Some are shown here.

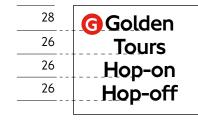
- A 24-hour Daily 24-hour Dark Blue (C70 M40 Y0 K50) 24-hour Yellow (C0 M0 Y50 K0)
- B 24-hour Weekend 24-hour Dark Blue (C70 M40 Y0 K50) 24-hour Light Blue (C32 MI Y0 K0)
- C NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- D NJ Font Medium (I35pt) Corporate Black (NCS S 9000-N)
- E NJ Font Light (29pt) Corporate Black (NCS S 9000-N)
- F NJ Font Medium (II5pt) Corporate Black (NCS S 9000-N)
- G NJ Font Medium (72pt) Corporate White (NCS S 0500-N)











9 Special message panels

Variations in service can sometimes apply to individual bus stops. Special message panels, applied beneath the Towards panel, should be used to provide such stop specific information.

Where there are E-tiles as well as special messages, the order must be dictated by good reading sense. Notices to staff should be displayed after information for customers.

Some example special messages are shown here. Very long messages may require more than one panel to be used.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (I70pt) Corporate White (NCS S 0500-N)
- B Panel background Corporate Red (NCS S 1085-Y80R)



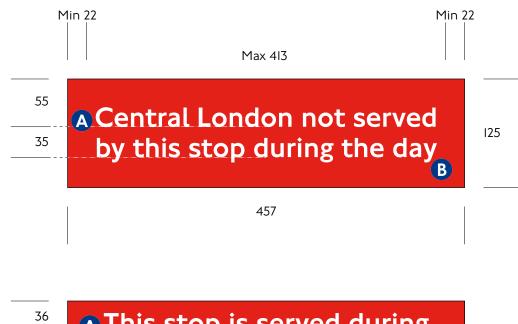


Long messages

Where messages are very long, the reduced text size should be used on special message panels.

Colours

- A NJ Font Medium (94pt) Corporate White (NCS S 0500-N)
- B Panel background Corporate Red (NCS \$ 1085-Y80R)



This stop is served during
Wembley major event
dispersal times only

Night Bus messages

A panel may need to be split in two to accommodate both the special day bus message along with the special Night Bus message.

Two panels may be required where messages are long and combined.

Note that the Night Bus information always remains on the blue panel.

- A NJ Font Medium (77pt) Corporate Black (NCS S 9000-N)
- B NJ Font Medium (94pt) Corporate White (NCS S 0500-N)
- C Panel background Night Bus Blue (NCS S 0520-R80B)
- D Panel background Corporate Red (NCS S 1085-Y80R)
- E NJ Font Medium (I3Ipt) Corporate Black (NCS S 9000-N)

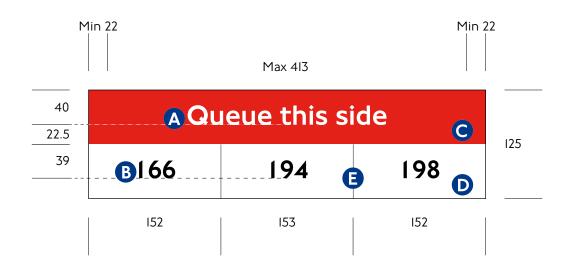




Special messages with route numbers

Where route numbers are to be displayed along with the special message they should be displayed as shown.

- A NJ Font Medium (94pt) Corporate White (NCS S 0500-N
- B NJ Font Medium (86pt) Corporate Black (NCS S 9000-N)
- C Panel background Corporate Red (NCS S 1085-Y80R)
- D Panel background Corporate White (NCS S 0500-N
- E Keyline Bus Stop Dark Grey (NCS S 6502-B)
- F NJ Font Medium (75pt) Corporate White (NCS S 0500-N
- G NJ Font Medium (75pt) Corporate Black (NCS S 9000-N)
- H Panel background Night Bus Blue (NCS S 0520-R80B)



9.5	26.5	P Queue this side for	119	130	N78	39
	26.5	@ Queue other side for	3 166	194	198	39
			76	76	76	

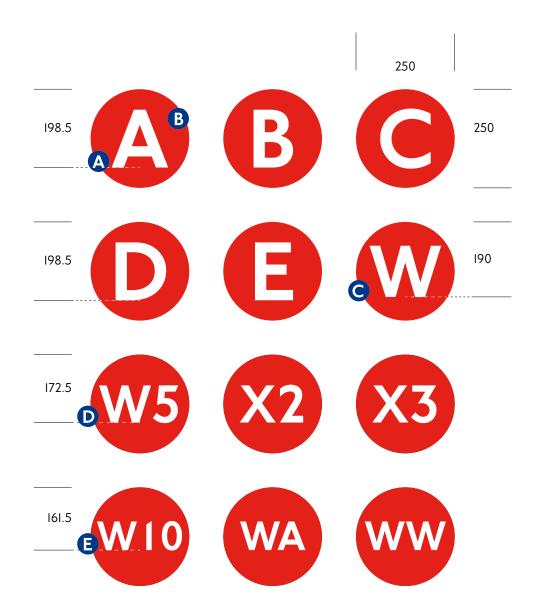
10 Point letters

Where bus stops form part of a scheme, they are identified by a red point letter disc mounted at the top of the bus stop post.

All single letters use the same text point size, except for w which uses a slightly smaller point size.

There are two other text point sizes for point letters that consist of two or three characters.

- A NJ Font Medium (623pt) Corporate White (NCS S 0500-N)
- B Panel background Corporate Red (NCS S 1085-Y80R)
- C NJ Font Medium (55lpt) Corporate White (NCS S 0500-N
- D NJ Font Medium (400pt) Corporate White (NCS \$ 0500-
- E NJ Font Medium (308pt) Corporate White (NCS S 0500-

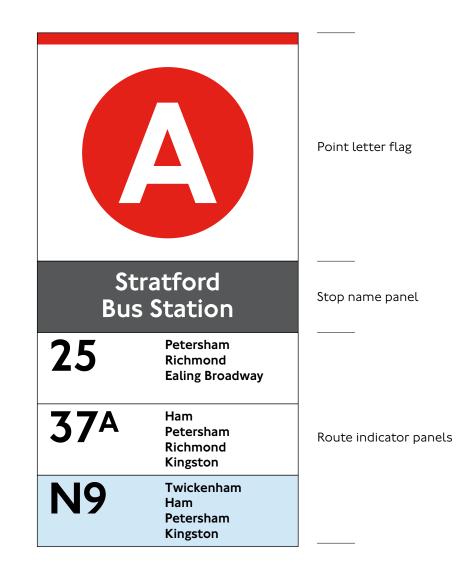


II Bus stop graphics used at bus stations

Some bus stations, and a few other locations, have bus route indicators mounted externally on posts or walls rather than within the bus station.

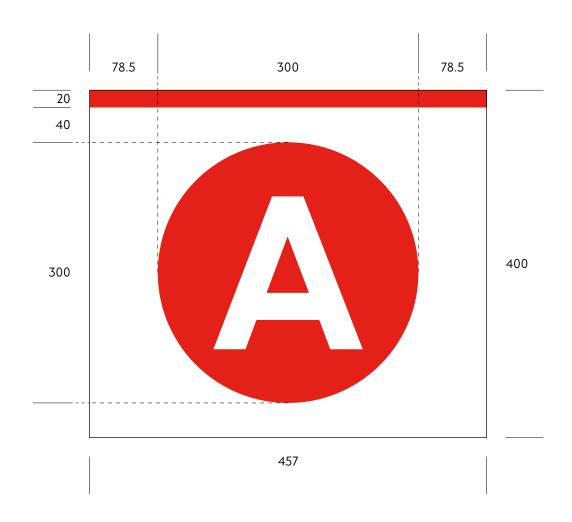
The graphics used will vary slightly from those used on bus stops.

Note that the stop name panel should be used to identify the bus station which the bus route indicator is associated with.



Point letter flag

The purpose of the flag is to clearly display the point letter for the stop.

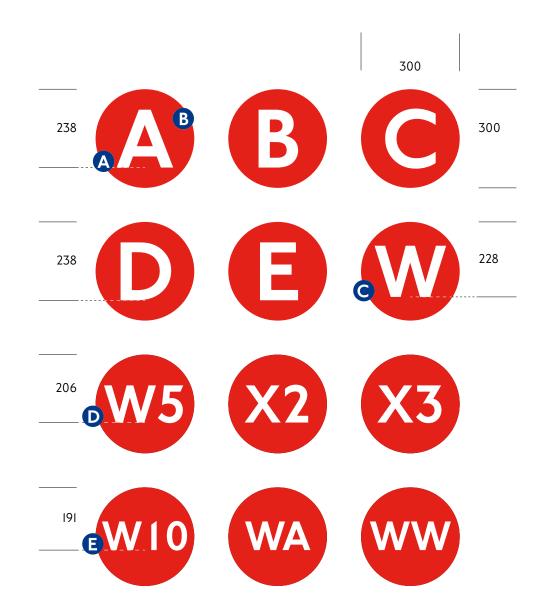


Point letters on point letter flags

All single letters on the point letter flag use the same text point size, except for w which uses a slightly smaller point size.

There are two other text point sizes for point letters that consist of two or three characters.

- A NJ Font Medium (748pt) Corporate White (NCS S 0500-N)
- B Panel background Corporate Red (NCS S 1085-Y80R)
- C NJ Font Medium (66lpt) Corporate White (NCS S 0500-N
- D NJ Font Medium (480pt) Corporate White (NCS S 0500-
- E NJ Font Medium (370pt) Corporate White (NCS S 0500-



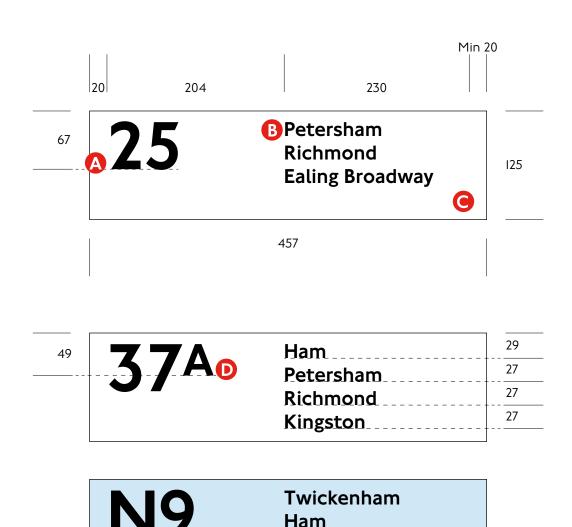
Route indicator panel

The towards panel need not appear if full width route indicator panels are used as shown.

If space constraints mean that E-tiles have to be used instead of full width route indicator panels, then a towards panel should be added below the stop name panel.

Colours

- A NJ Font Medium (230pt) Corporate Black (NCS S 9000-N)
- B NJ Font Medium (68pt) Corporate Black (NCS S 9000-N)
- C Panel background Corporate White (NCS S 0500-N)
- D NJ Font Medium (I54pt) Corporate Black (NCS S 9000-N)
- E Panel background Night Bus Blue (NCS S 0520-R80B)



Petersham

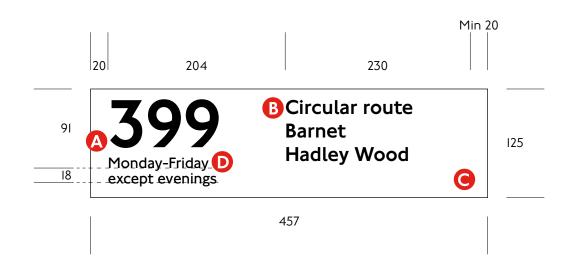
Kingston

B

Days of operation

Days of operation are positioned below the route number as shown.

- A NJ Font Medium (230pt) Corporate Black (NCS S 9000-N)
- B NJ Font Medium (68pt) Corporate Black (NCS S 9000-N)
- C Panel background Corporate White (NCS S 0500-N)
- D NJ Font Medium (51pt) Corporate Black (NCS S 9000-N)
- E NJ Font Medium (47pt) Corporate Black (NCS S 9000-N)
- F NJ Font Medium (94pt) Corporate Black (NCS S 9000-N)



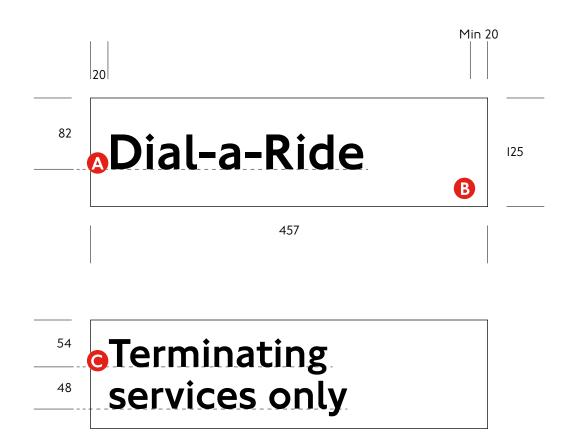




Additional service messages

Additional service messages may be applied to a route indicator panel as shown.

- A NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- B Panel background Corporate White (NCS S 0500-N)
- C NJ Font Medium (I36pt) Corporate Black (NCS S 9000-N)

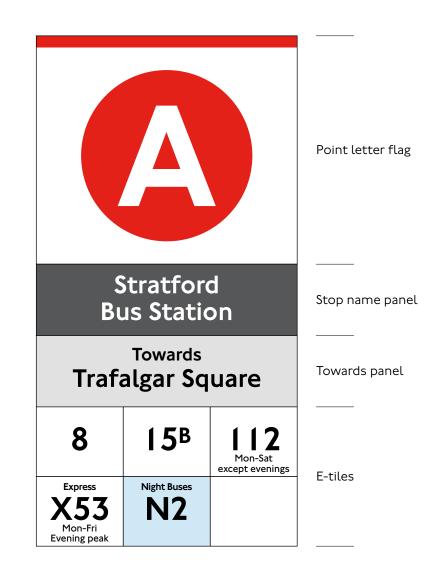


12 Bus stops close to bus stations

When a bus stop is positioned close enough to a bus station for it to be included in the station sign scheme, the flag should display a point letter as shown.

All other graphics follow the standard configuration for a bus stop.

Dimensions, colours and point sizes can be found in earlier sections of this document.

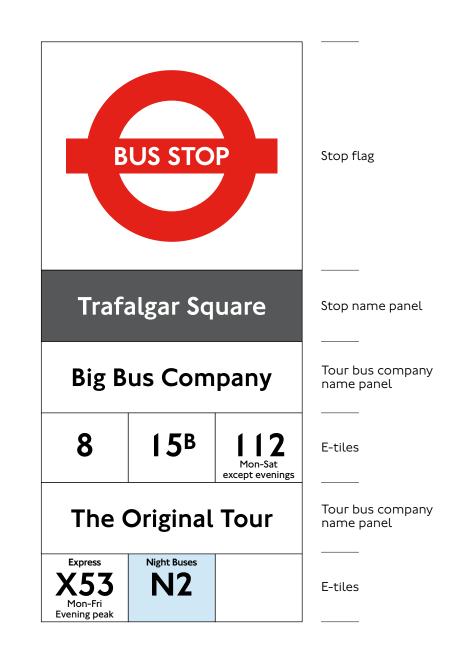


13 Tour bus stops

The bus stop flag and stop name panel on a tour bus stop are exactly the same as on a standard London Buses bus stop.

However, beneath the stop name panel on a tour bus stop, a tour bus company name panel is placed. The routes that serve the tour bus company are placed on E-tiles beneath the tour bus company name panel.

Ideally, the displays should appear as shown here.



Tour bus company name panel

The rules for constructing the tour bus company name panel are similar to those for a bus stop name panel.

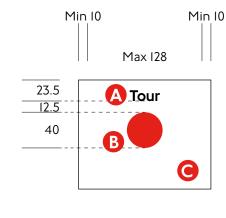
- A NJ Font Medium (I3Ipt)
 Corporate Black (NCS S 9000-N)
 (Do not exceed I9 characters per line)
- B Panel background Corporate White (NCS \$ 0500-N)

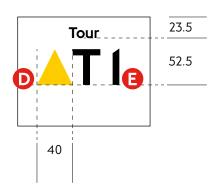


Tour bus E-tiles

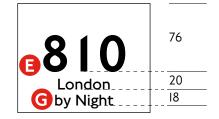
E-tiles on a tour bus stop are used to display the tour routes and, sometimes, the tour bus numbers that use the tour bus stop.

- A NJ Font Medium (51pt)
 Corporate Black (NCS S 9000-N)
- B Tour bus circle Corporate Red (NCS S 1085-Y80)
- C Panel background Corporate White (NCS S 0500-N)
- D Tour bus triangle Tour Bus Yellow (NCS \$ 0580-YI0R)
- E NJ Font Medium (I70pt) Corporate Black (NCS S 9000-N)
- F NJ Font Medium (72pt) Corporate Black (NCS S 9000-N)
- G NJ Font Light (51pt) Corporate Black (NCS S 9000-N)
- H Tour bus circle Tour Bus Blue (NCS \$ 3065-R90B)

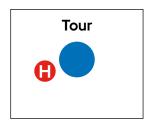




41	Condon
26	by Night
26	Tour
	100.



₽ Golden	28
Tours	26
Hop-on	26
Hop-off	26



14 Coach stops

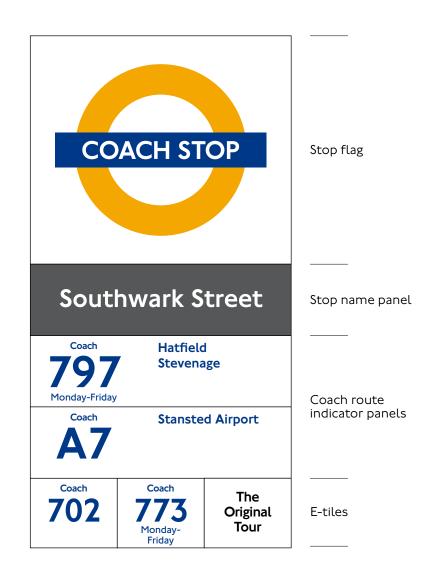
Each panel of the coach stop identifier is displayed in the following order:

- Stop flag
- Stop name panel
- Service information

For the majority of coach stops, service information will comprise of a number of coach route indicator panels (Q-tiles) displaying route number and destinations.

On some stops, however, route information will consist of a route number only displayed on an E-tile.

Ideally, the displays should appear as shown here.



Coach stop flag

The coach stop flag is constructed with space for the stop name details below.

Only the official Coaches COACH STOP roundel is to be used. The roundel is available from the TfL Graphics team.

- A Coach stop roundel ring Coaches Orange (NCS S 1070-Y20R)
- B Coach stop roundel bar Corporate Blue (NCS S 4060-R80B)
- C Panel background Corporate White (NCS S 0500-N)



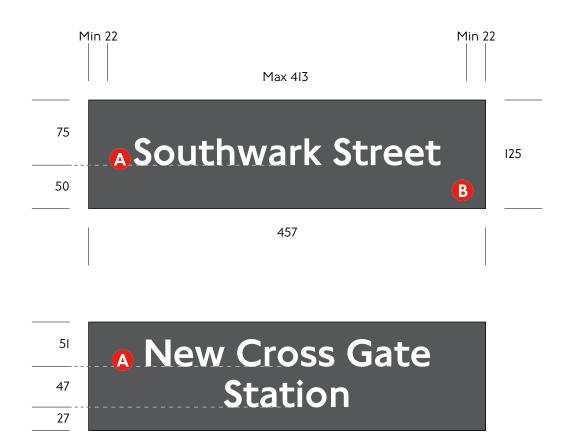
Stop name panel

The stop name panel is positioned below the roundel on the bottom section of the coach stop flag.

Where there is sufficient space, the stop name must appear on a single line. However, to avoid abbreviations, it is acceptable to have the stop name run over two lines.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (I3Ipt)
 Corporate White (NCS S 0500-N)
 (Do not exceed I9 characters per line)
- B Panel background Bus Stop Dark Grey (NCS S 6502-B)



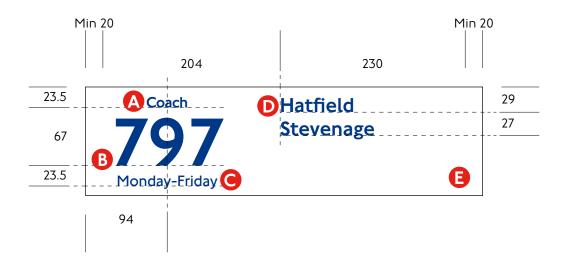
Coach route indicator panel

Coach route indicator panels display the route number and the destination list.

Centred above the route number are the words 'Coach' or 'Coaches'.

All coach related text is to be displayed in Corporate Blue.

- A NJ Font Medium (51pt) Corporate Blue (NCS S 4060-R80B)
- B NJ Font Medium (230pt) Corporate Blue (NCS S 4060-R80B)
- C NJ Font Light (51pt) Corporate Blue (NCS S 4060-R80B)
- D NJ Font Medium (68pt) Corporate Blue (NCS S 4060-R80B)
- E Panel background Corporate White (NCS S 0500-N)
- F NJ Font Medium (I35pt) Corporate Blue (NCS S 4060-R80B)
- G NJ Font Light (29pt) Corporate Blue (NCS S 4060-R80B)







E-tiles

E-tiles are used to display coach route numbers when space restrictions prohibits the use of the coach route indicator panel.

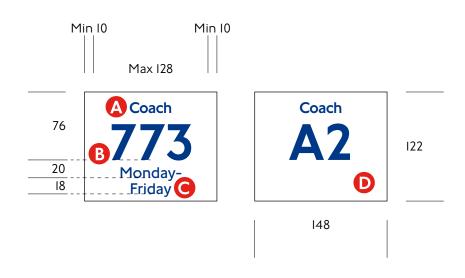
Coach-related text is to be displayed in Corporate Blue. Non-coach related E-tiles should display text in Corporate Black. Text should be centred and must not go beyond the I0mm margin area.

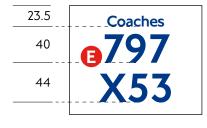
Colours

- A NJ Font Medium (51pt) Corporate Blue (NCS S 4060-R80B)
- B NJ Font Medium (I70pt) Corporate Blue (NCS S 4060-R80B)
- C NJ Font Light (5lpt)
 Corporate Blue (NCS S 4060-R80B)
- D Panel background Corporate White (NCS S 0500-N)
- E NJ Font Medium (I35pt) Corporate Blue (NCS S 4060-R80B)

Note

The measurements given apply to the flat area of the tiles only.





The Original Tour

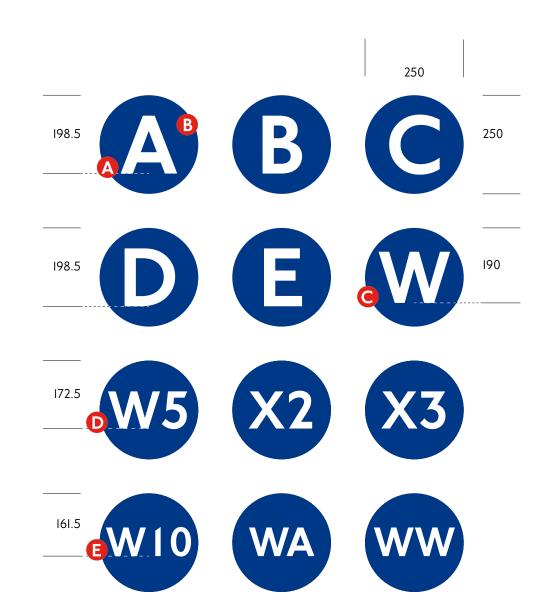
Point letters

Where coach stops form part of a scheme, they are identified by a blue point letter disc mounted at the top of the bus stop post.

All single letters use the same text point size, except for w which uses a slightly smaller point size.

There are two other text point sizes for point letters that consist of two or three characters.

- A NJ Font Medium (623pt) Corporate White (NCS S 0500-N)
- B Panel background Corporate Blue (NCS S 4060-R80B)
- C NJ Font Medium (55lpt) Corporate White (NCS S 0500-N
- D NJ Font Medium (400pt) Corporate White (NCS S 0500-
- E NJ Font Medium (308pt) Corporate White (NCS \$ 0500-



15 Taxi stops (taxi rank)

The taxi stop flag is constructed with space for the stop name details below.

The TAXI RANK roundel and the stop name are the only elements to be displayed on the taxi rank identifier.

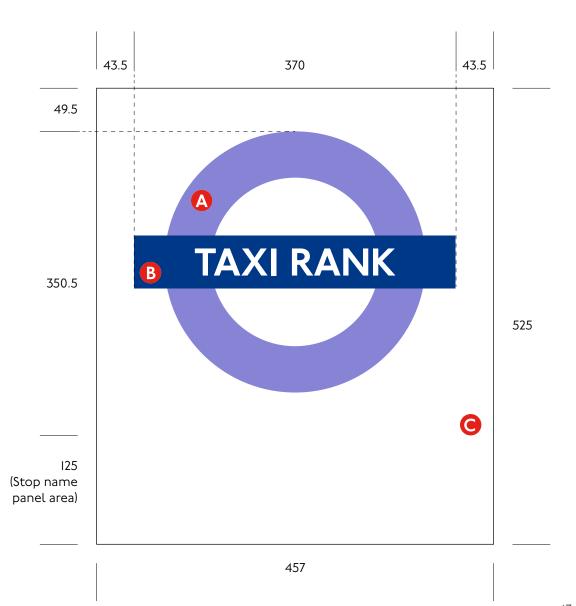


Taxi rank flag

The taxi rank flag is constructed with space for the stop name details below.

Only the official London Taxis TAXI RANK roundel is to be used. The roundel is available from the TfL Graphics team.

- A Taxi rank roundel ring London Taxi Purple (NCS S 2060-R70B)
- B Taxi rank roundel bar Corporate Blue (NCS S 4060-R80B)
- C Panel background Corporate White (NCS S 0500-N)



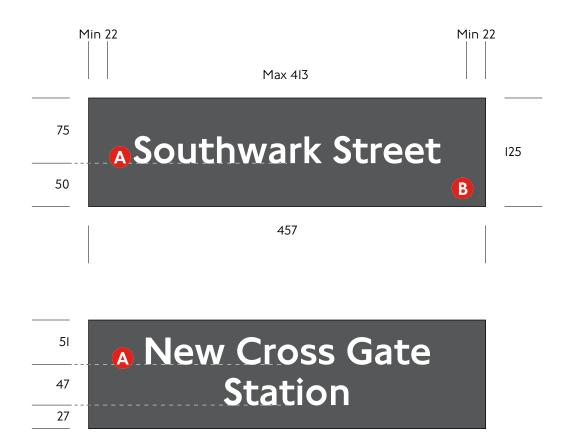
Stop name panel

The stop name panel is positioned below the roundel on the bottom section of the taxi rank flag.

Where there is sufficient space, the stop name must appear on a single line. However, to avoid abbreviations, it is acceptable to have the stop name run over two lines.

Text should be centred and must not go beyond the 22mm margin area.

- A NJ Font Medium (I3Ipt)
 Corporate White (NCS S 0500-N)
 (Do not exceed I9 characters per line)
- B Panel background Bus Stop Dark Grey (NCS S 6502-B)



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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