

Gateline graphics standard

Issue 5

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Foreword

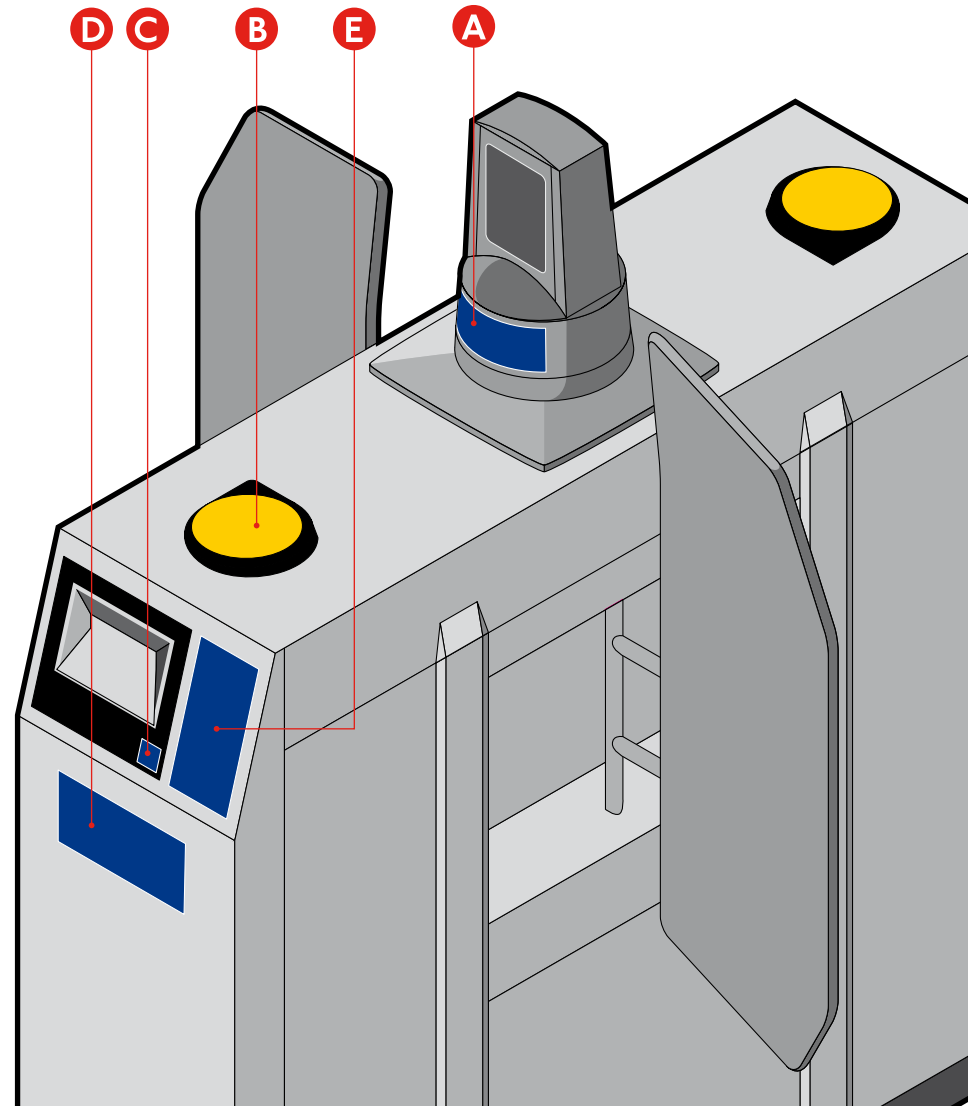
The following pages illustrate the notices that are to appear across the gatelines of all TfL modes.

Approved artwork for each notice shown is available from the TfL Graphics team (corporatedesign@tfl.gov.uk). 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_I01**
Device number
- D LUSS_327**
Contactless payments accepted
- E LUSS_I04**
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

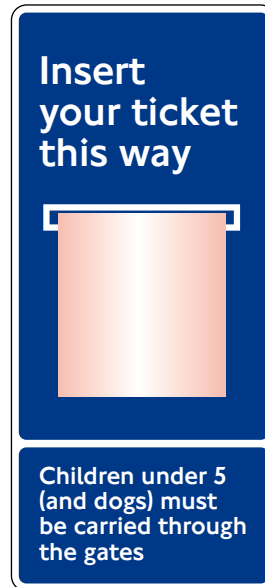
70 x 155mm

Colours

- Pantone 072 Blue
- CMYK

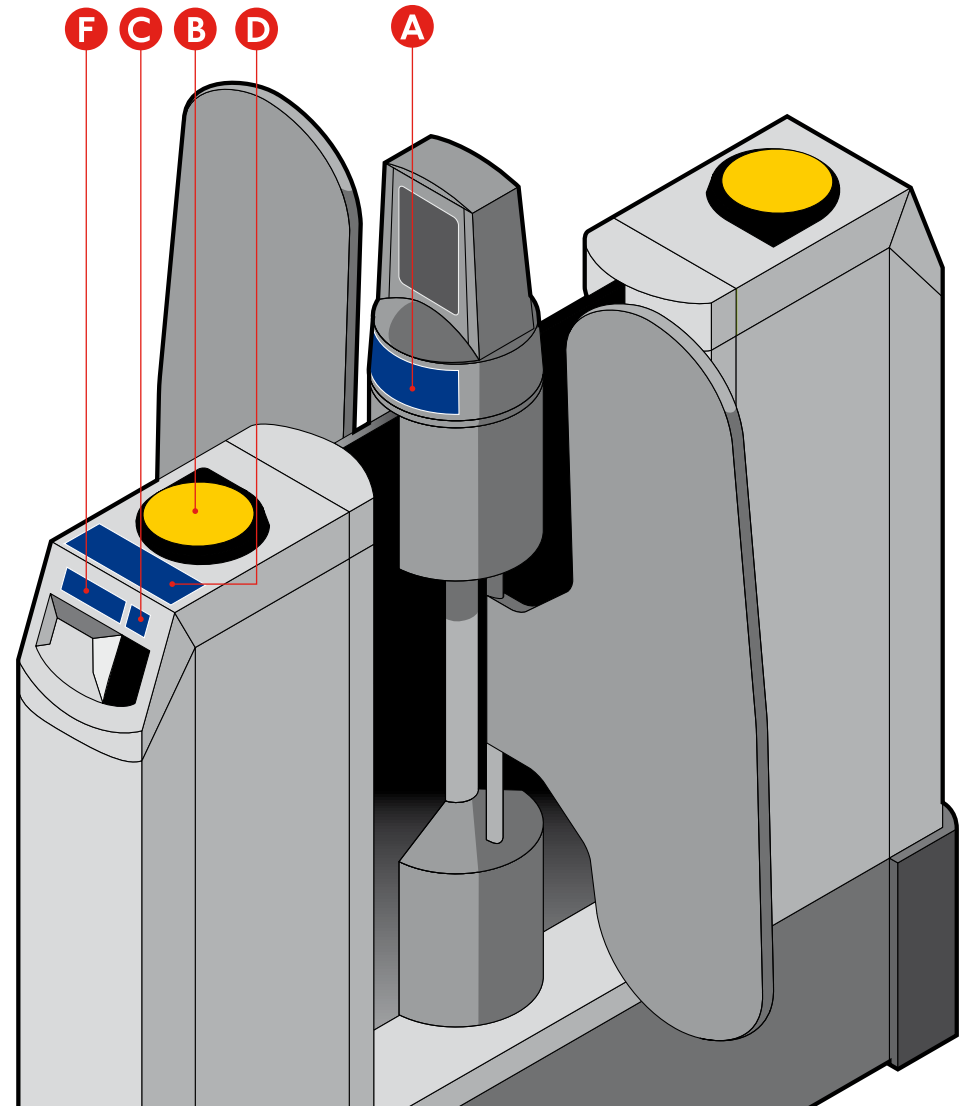
Note

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_I01
Device number
- D** LUSS_327
Contactless payments accepted
- F** LUSS_I05A
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

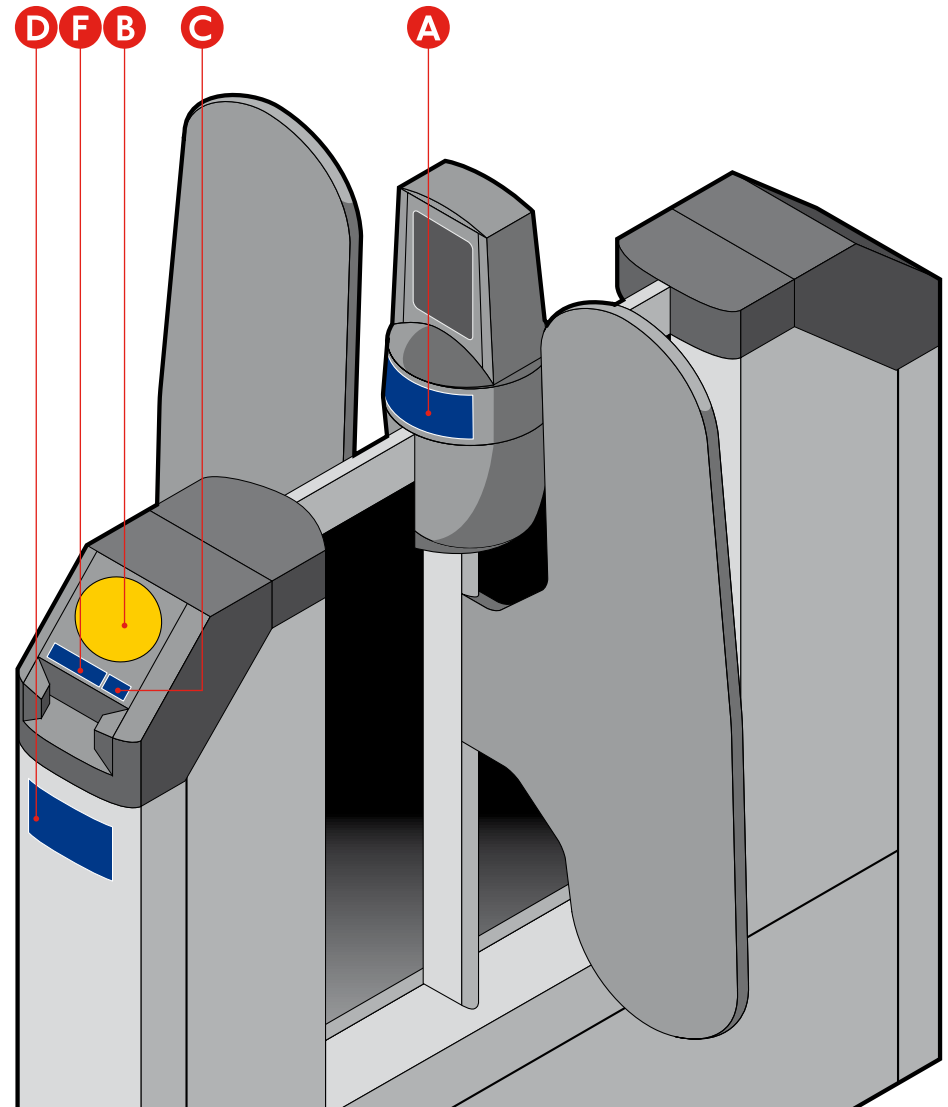
Placed on both entry and exit sides of the gate.



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_I01**
Device number
- D** **LUSS_327**
Contactless payments accepted
- LUSS_329**
Contactless payments accepted
(non-Oyster stations)
- F** **LUSS_I05A**
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.



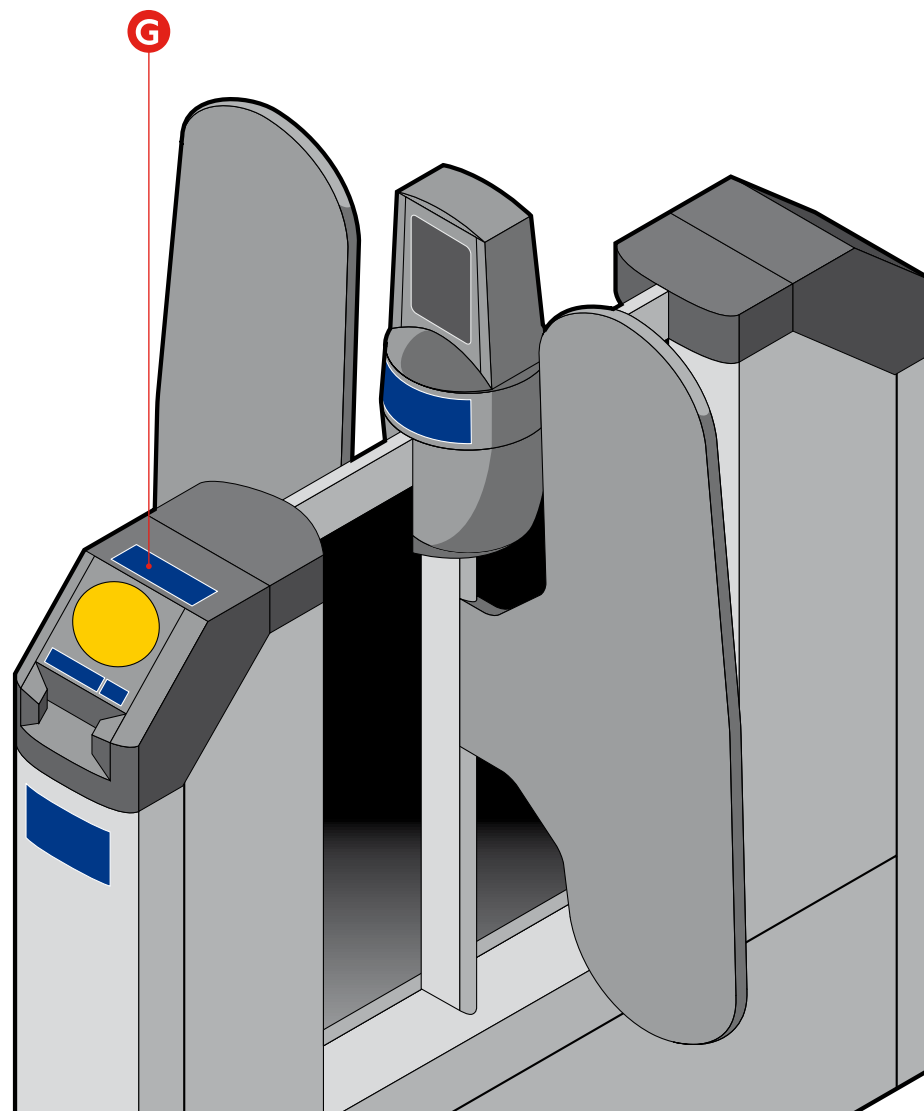
Children under 5 (and dogs)
must be carried through
the gates

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_II0

Wide aisle gate - wheelchair and buggy

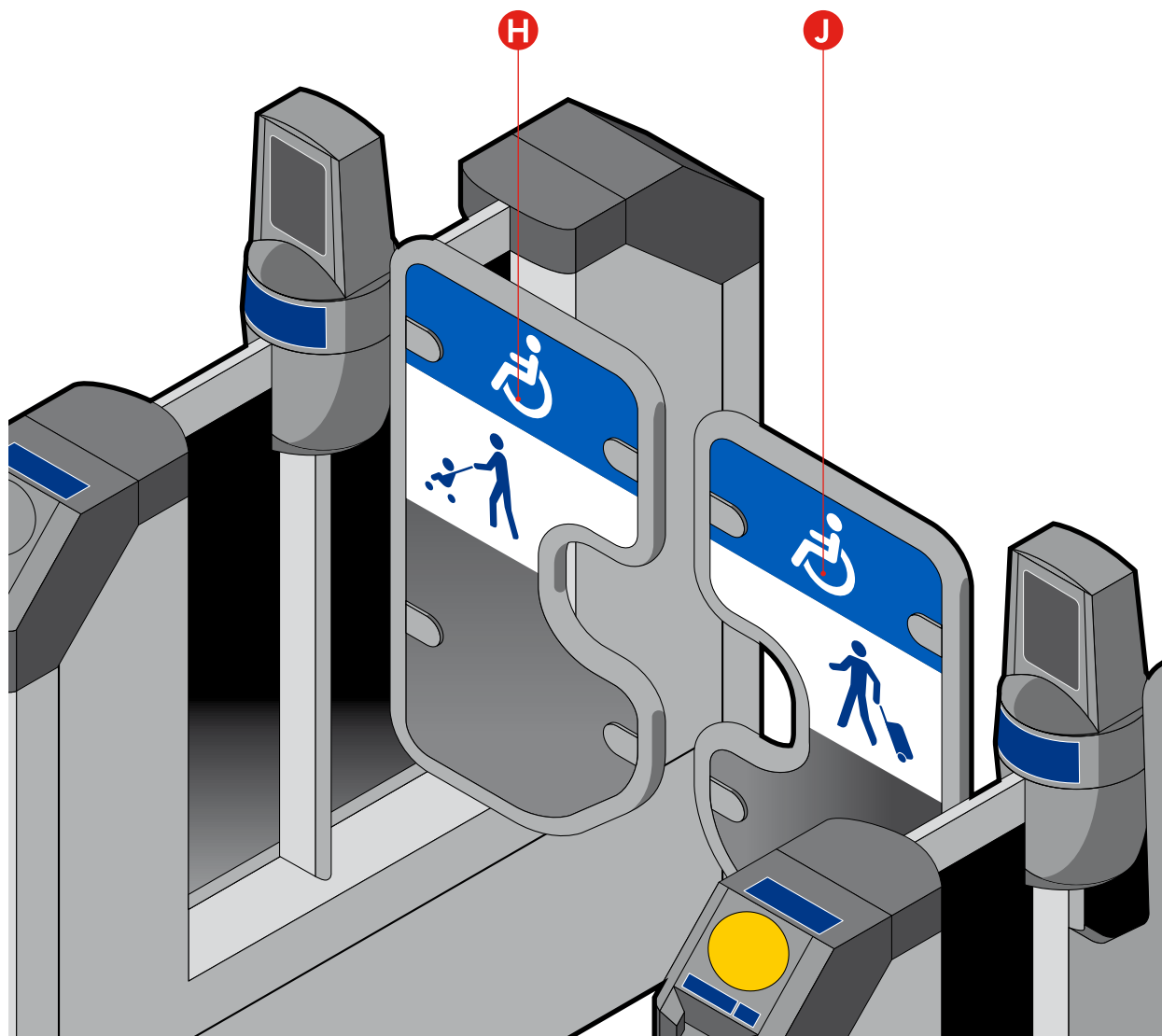
J LUSS_III

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_110

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).

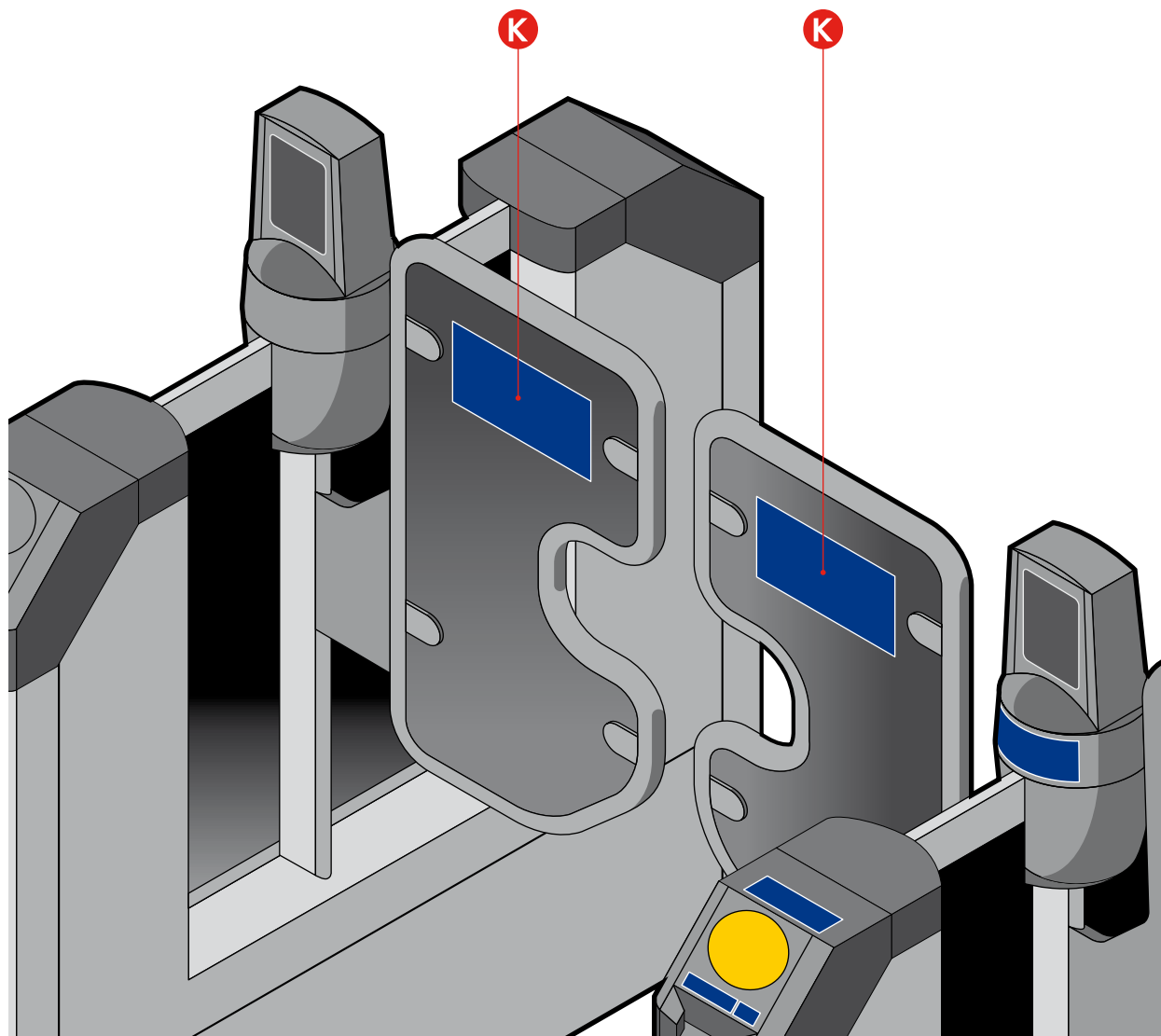
K LUSS_361

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

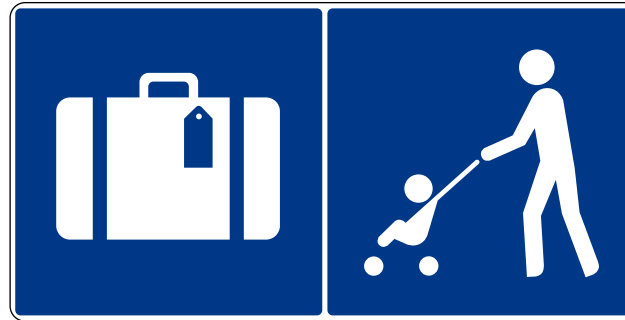
Colours

- Pantone 072 Blue

Note

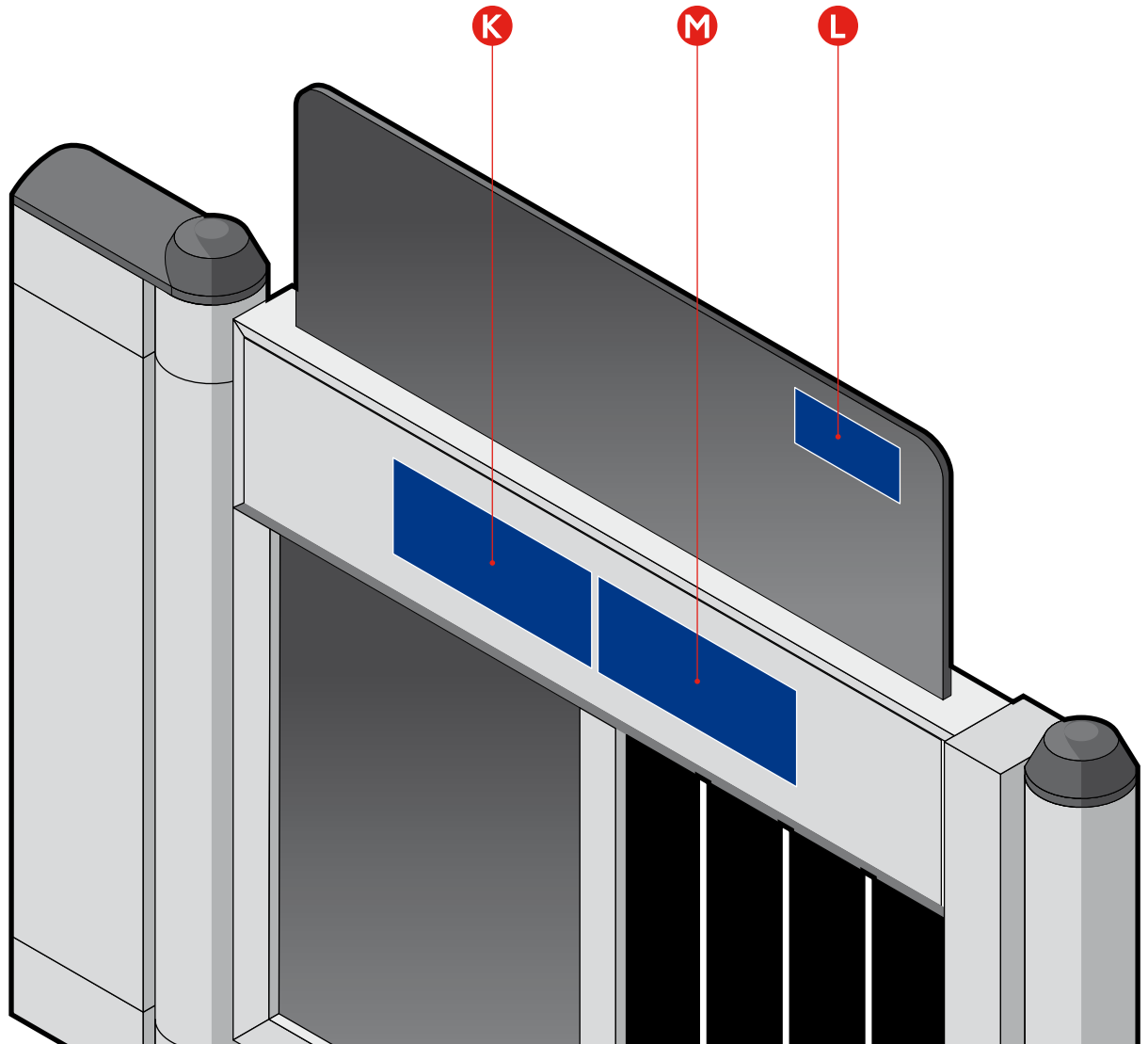
To be used at stations that are not step-free (ie without wheelchair access).

Placed on both entry and exit sides of each paddle.



7 Manual gate

- K LUSS_36I**
Suitcase and pushchair
- L LUSS_I09**
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

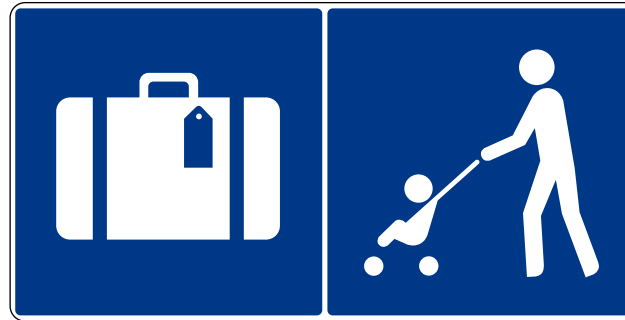
238 x 120mm

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_36I).



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

Artwork reference

TfL_PF008

Position reference

M

Size

264 x 120mm

Colours

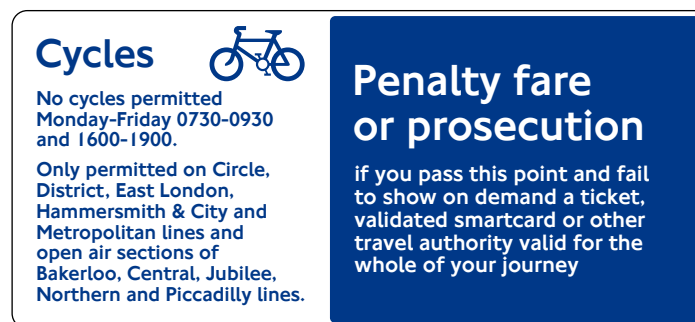
- Pantone 072 Blue

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).



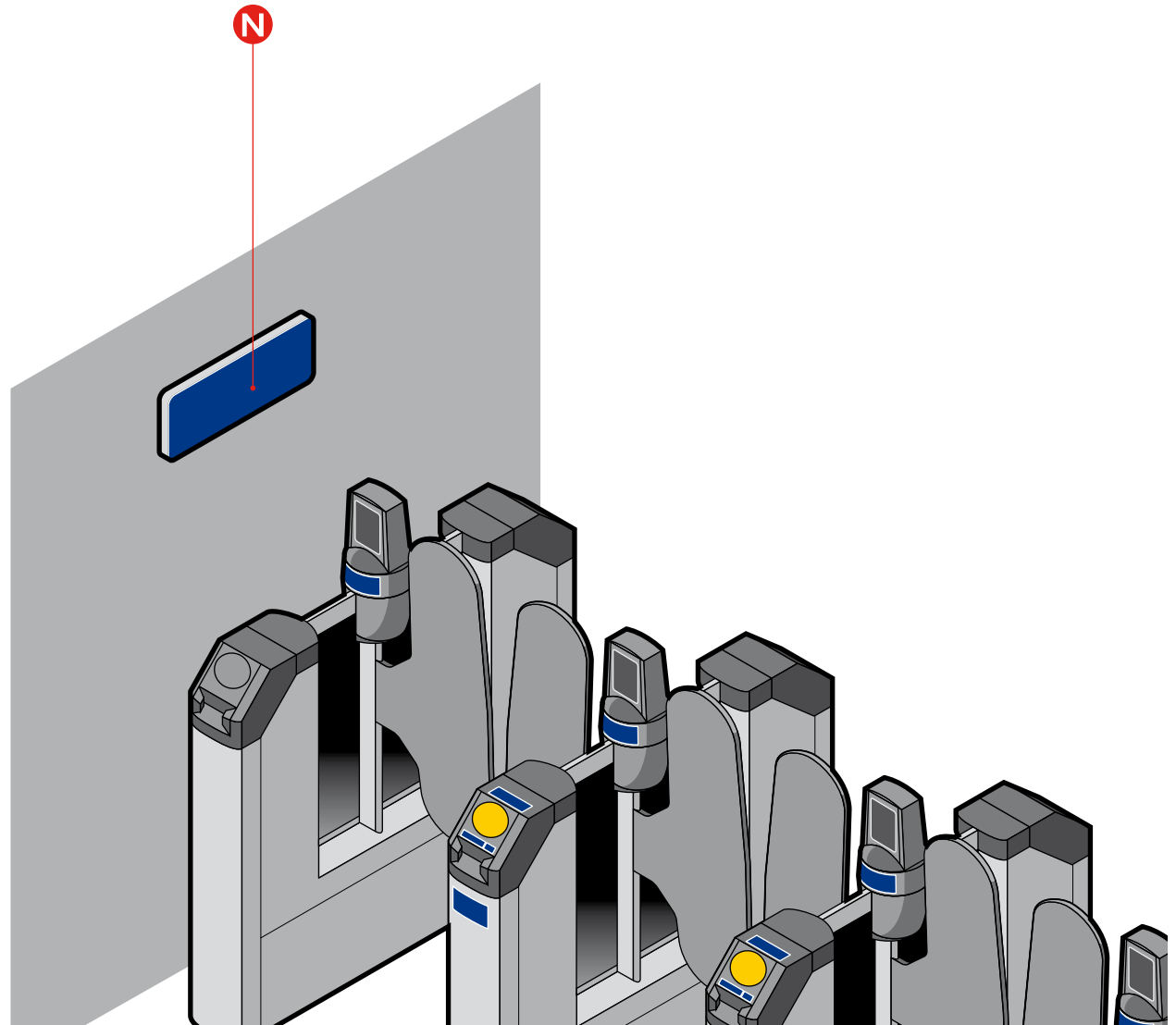
8 Gateline penalty fare notice (amount displayed)

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.

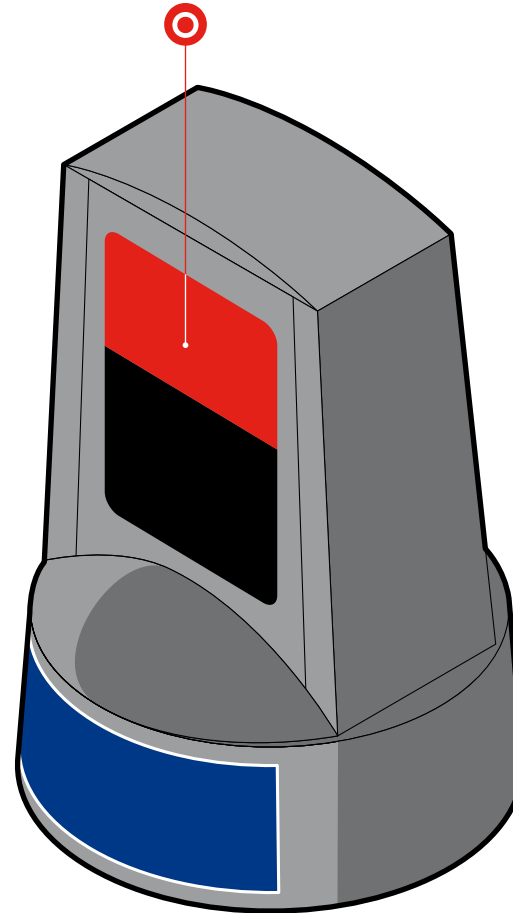


9 Pod screen notice

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

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