

Support vehicle livery standard

Issue 8

Contents

Foreword

I Basic elements

2 Livery design

Further information

Foreword

The Transport for London support vehicle livery standard is designed to assist those responsible for procuring support vehicles on behalf of Transport for London and its operating modes.

The rules within this document are mandatory and ensure that Transport for London's support vehicles have a consistent look and feel.

If in doubt of any rule contained within this document then please email corporatedesign@tfl.gov.uk

I **Basic elements**

This section of the document gives guidance on the basic elements that make up the Transport for London support vehicle livery standard.

The information covered includes the use of the corporate typeface, logos and colours.

Further information can be found in design standards available on the TfL website (tfl.gov.uk/corporatedesign).

I.1 Typography

Our typeface is Johnston, which should be set in mixed upper and lower case.

New Johnston (NJ Font) Medium is the only typeface that should be used for support vehicle graphics.

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

New Johnston Medium

1.2 Colours

These colours should be used on the TfL fleet of support vehicles to produce graphic notices.

The colours represent the different transport modes as well as safety colours for mandatory safety signs.

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

Transport for London

Pantone 072

London Buses

Pantone 485

London Overground

Pantone 158

London Underground

Pantone 072

CAFL Dark Green

Pantone N/A (C82 M0 Y64 K70)

Corporate Blue

Pantone 072

Safety Yellow

Pantone 116

DLR

Pantone 326

London Coaches

Pantone 130

London River Services

Pantone 299

CAFL Mid Green

Pantone N/A (C59 M0 Y100 K7)

Safety Red

Pantone 485

Safety Green

Pantone 356

Elizabeth line

Pantone 266

London Dial-a-Ride

Pantone Purple

London Trams

Pantone 368

CAFL Light Green

Pantone N/A (C29 M0 Y100 K0)

Black

Black 100%

Safety Blue

Pantone 300

1.3 Modal marks

A modal mark is the combination of a modal roundel with the Transport for London logotype.

Only the marks shown on this page are to be used on our support vehicles.

Only the full colour version of each mark may be used. Black and white-out versions of the mark may only be used by exception and with the agreement of the TfL Graphic Design team.

Modal marks are to appear on both sides of all support vehicles. A smaller version of a mark is to appear at the rear of support vehicles.



1.4 Modal roundels

A modal roundel is to be positioned on the bonnet of a support vehicle. It is the only instance in which the roundel is displayed by itself.

Only the roundels shown on this page are to be used on our support vehicles.



1.5 Cleaner Air for London mark

The Cleaner Air for London (CAFL) mark is to be applied to all TfL support vehicles that use a method of technology that improves upon petrol or diesel fuel.

The type of technology used to power the car is stated within the CAFL mark. Some examples are shown here.

The width size of the CAFL mark is always displayed at two thirds the TfL mark width size (eg 600mm TfL mark width equals 400mm CAFL mark width).



2 Livery design

The following pages show how the various elements of the support vehicle livery are to be applied to a support vehicle.

The base colour of all TfL's support vehicles is white. No other colour is to be used for TfL support vehicles.

The examples shown within this document are for a TfL branded vehicle. However, the rules shown apply to vehicles for all TfL's transport modes.

2.1 Generic van livery



A TfL roundel
Width: 320mm

B TfL mark (side of vehicle)
Width: 775mm

C TfL mark (rear of vehicle)
Width: 376mm

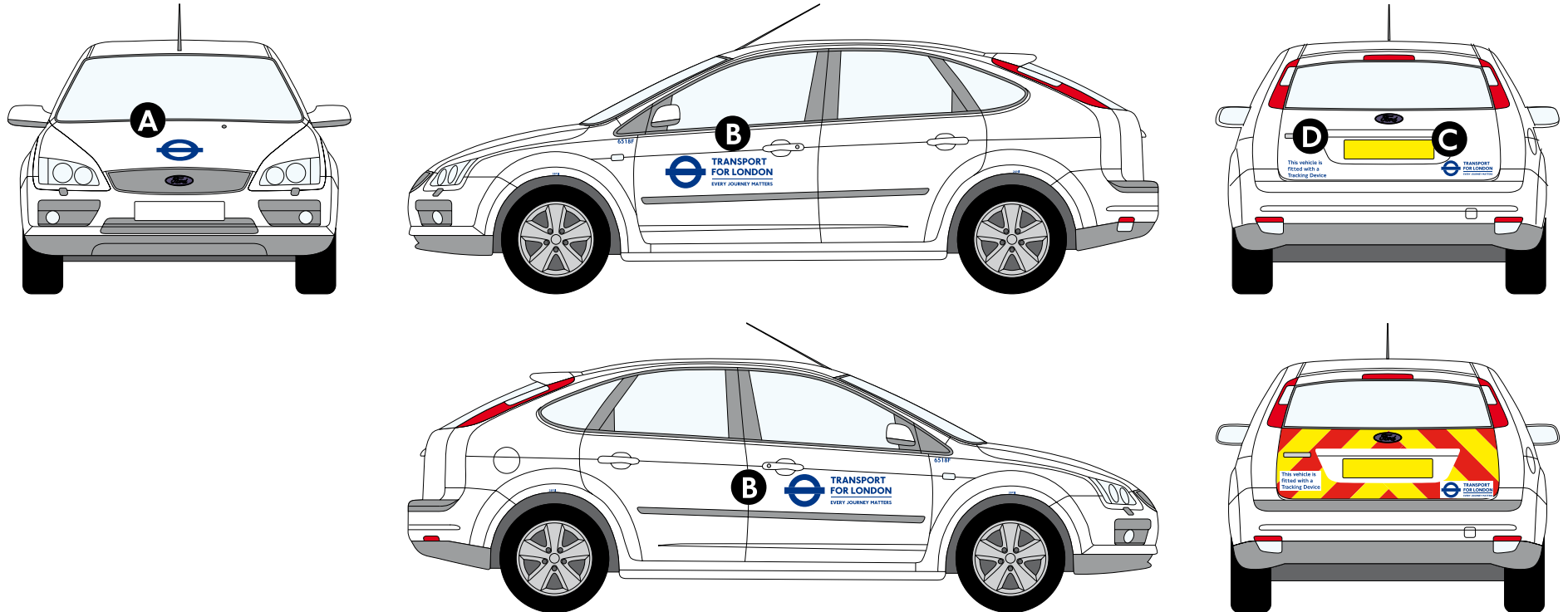
D Tracking device text
Width: 216mm

2.2 Generic van livery with Cleaner Air for London mark



E Cleaner Air for London mark
Width: 516mm

2.3 Generic car livery



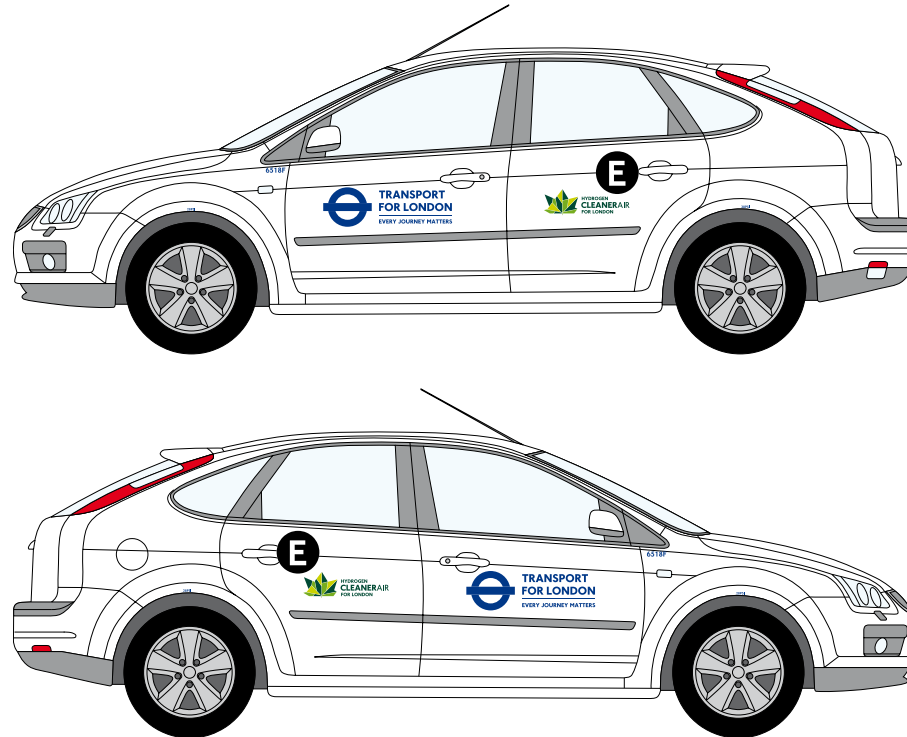
A TfL roundel
Width: 320mm

B TfL mark (side of vehicle)
Width: 660mm

C TfL mark (rear of vehicle)
Width: 295mm

D Tracking device text
Width: 216mm

2.4 Generic car livery with Cleaner Air for London mark



E Cleaner Air for London mark
Width: 440mm

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

Issue 8

January 2023

© Transport for London

MSRV23_005 TfL Support vehicle standard - Issue08