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Foreword

This document details all interior and exterior notices that are to be applied to the London Underground Victoria line fleet (2009 Tube stock). Locations for the notices are also provided.

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

Note

This document does not detail any driver cab notices.

Any changes to this document that affect the labelling on the vehicles will require a Change to Rolling Stock (CRS) to be raised, unless stated otherwise.

For further information, See S2I80 'Standard for Rolling Stock' section A3.4.I, guidance document GII00 and forms F57I5 and F57I6 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentRevie@tfl.gov.uk).

1 Basic elements

This section outlines the basic elements that are used to produce graphic notices for the London Underground fleet. 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) Medium is the only typeface that should be used for train notices unless it is specifically stated otherwise.

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

New Johnston Medium

1.2 Colours

These colours should be used on the London Underground fleet to produce graphic notices.

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

Corporate Blue

Pantone 072

Safety Yellow

Pantone II6

Corporate Red

Pantone 485

Safety Green

Pantone 356

Black

Black 100%

Safety Green

Pantone 300

2 Car interior notices

The following pages illustrate the graphic notices to be applied to the Victoria line fleet (2009 Tube stock).

2.1 Priority seat

Artwork reference

LUTV_INT_00002

Size

100 x 140mm

Position reference

Α

Colours

• Safety Blue (Pantone 300)

Material type

Interior permanent

Part number



2.2 Obstructing doors/penalty fares (amount not shown)

Artwork reference

LUTV_INT_00004

Size

500 x 50mm

Position reference

В

Colours

- Corporate Blue (Pantone 072)
- Safety Yellow (Pantone II6)
- Black 100%

Material type

Interior permanent

Part number 00205/8627



Obstructing the doors can be dangerous

Penalty fare or prosecution

if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

2.3 Items trapped in doors

Artwork reference

LUTV_INT_00038

Size

74 x 265mm

Position reference

C

Colours

- Safety Yellow (Pantone II6)
- Black 100%

Material type

Interior permanent

Part number

TBA



Items
trapped
in the
doors
cause
delays

Please keep your belongings and clothing clear of the doors

2.4 Penalty fare/lower window

Artwork reference

LUTV_INT_00029

Size

225 x 87mm

Position reference

D

Colours

• Corporate Blue (Pantone 072)

Material type

Exterior front fixing semi-permanent

Part number

00205/8629

£80 penalty fare or prosecution

if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

Lower window for ventilation

2.5 Penalty fare (J door)

Artwork reference

LUTV_INT_00028

Size

225 x 50mm

Position reference

Ε

Colours

• Corporate Blue (Pantone 072)

Material type

Interior semi-permanent

Part number

00205/8628

£80 penalty fare or prosecution

if you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey

2.6 Alarm located opposite

Artwork reference

LUTV_INT_00040

Size

56 x 110mm

Position reference

F

Colours

• Safety Red (Pantone 485)

Material type

Interior permanent

Part number



2.7 Alarm (slide cover)/assistance from staff

Artwork reference LUTV_INT_00064V-S

Size

100 x 195mm

Position reference

G

Colours

- Safety Red (Pantone 485)
- Safety Blue (Pantone 300)

Material type

Interior permanent

Part number



2.8 Alarm (lift flap)/assistance from staff

Artwork reference LUTV_INT_00064V-L

Size

100 x 257mm

Position reference

Н

Colours

- Safety Red (Pantone 485)
- Safety Blue (Pantone 300)

Material type

Interior permanent

Part number



2.9 Alarm directional (right pointing)

Artwork reference LUTV_INT_00068V

Size

100 x 257mm

Position reference

J

Colours

• Safety Red (Pantone 485)

Material type

Interior permanent

Part number



2.10 Alarm directional (left pointing)

Artwork reference LUTV_INT_00069V

Size

100 x 257mm

Position reference

K

Colours

• Safety Red (Pantone 485)

Material type

Interior permanent

Part number



2.11 Lift

Artwork reference

LUTV_INT_00070V

Lift

Size

30 x 21mm

Position reference

Colours

• Safety Red (Pantone 485)

Material type

Interior permanent

Part number

2.12 Emergency access combined

Artwork reference

LUTV_INT_00033

Size

225 x 164mm

Position reference

М

Colours

- Safety Red (Pantone 485)
- Black 100%

Material type

Interior permanent

Part number



2.13 Risk of death/emergency access

Artwork reference

LUTV_INT_00030

Size

70 x 275mm

Position reference

Ν

Colours

- Safety Red (Pantone 485)
- Safety Yellow (Pantone II6)
- Black 100%

Material type

Interior permanent

Part number

TBA



Danger

Risk of death if used when train is moving



Emergency access only

2.14 Priority area (glass partition - single wheelchair bay)

Artwork reference

LUTV_INT_00055

Size

120 x 220mm

Position reference

0

Colours

• Safety Blue (Pantone 300)

Material type

Interior permanent - double-sided

Part number

TBA

Note

This is a double-sided sign with different artwork on each side.



Front

(Faces right-side priority area)



Rear

(Faces left-side priority area)

2.15 Priority area - pushchairs and luggage

Artwork reference

LUTV_INT_00056

Size

100 x 140mm

Position reference

Р

Colours

• Safety Blue (Pantone 300)

Material type

Interior permanent

Part number



2.16 Unattended bags

Artwork reference

LUTV_INT_0004I

Size

195 x 50mm

Position reference

Q

Colours

• Corporate Blue (Pantone 072)

Material type

Interior permanent - double-sided

Part number

TBA

Note

This is a double-sided sign with the same artwork on both sides.



Please keep your bags with you at all times and report any unattended items or suspicious behaviour to a member of staff

Front



Please keep your bags with you at all times and report any unattended items or suspicious behaviour to a member of staff

Rear

2.17 No alcohol/no smoking/CCTV/in an emergency

Artwork reference

LUTV_INT_00065V

Size

260 x 400mm

Position reference

R

Colours

- Corporate Blue (Pantone 072)
- Safety Red (Pantone 485)
- Safety Blue (Pantone 300)
- Black 100%

Material type

Interior permanent

Part number



2.18 Priority area/CCTV/assistance from staff

Artwork reference

LUTV_INT_00066V

Size

260 x 400mm

Position reference

S

Colours

- Corporate Blue (Pantone 072)
- Safety Blue (Pantone 300)

Material type

Interior permanent

Part number

TBA



Priority area

These seats must be given up if required by a wheelchair user

Users should position the rear of their wheelchair against this board and apply their brakes



CCTV cameras in operation

Images are being monitored and recorded for the purposes of safety, security and the detection of crime

For more information visit tfl.gov.uk/privacy



Assistance from staff

If you are feeling unwell get off the train at the next station and speak to a member of staff who will assist you.

Only use the alarm to alert the driver in an emergency. The train will continue to the next station where assistance will be available.

2.19 Car line diagram

Artwork reference

LUTV_INT_00036V

Size

950 x 170mm

Position reference

Т

Colours

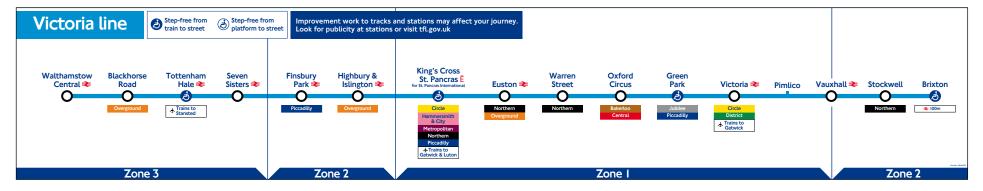
CMYK

Material type

Interior semi-permanent (special)

Part number

TBA



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.

2.20 Central London Tube map (landscape)

Artwork reference

LUTV_INT_00037V-L

Size

850 x 170mm

Position reference

U

Colours

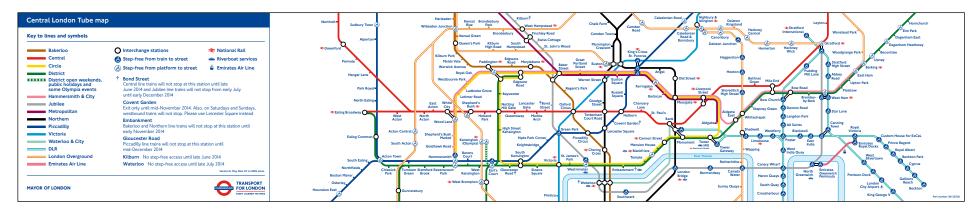
CMYK

Material type

Interior semi-permanent (special)

Part number

TBA



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.

2.21 Central London Tube map (portrait)

Artwork reference

LUTV_INT_00037V-P

Size

260 x 400mm

Position reference

V

Colours

CMYK

Material type

Interior semi-permanent (special)

Part number

TBA



Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used. Changes to the content of this label do not require a Change to Rolling Stock.

2.22 Car reference numbers (white)

Artwork reference

LUTV_INT_00044V

Size

36mm cap height (I53pt NJ Font Medium)

Position reference

W

Colours

• Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA



Example only

Notice shown is for illustrative purposes only.

2.23 Customer contact

Artwork reference

LUTV_INT_00080V

Size

260 x 400mm

Position reference

X

Colours

Corporate Blue (Pantone 072)

Material type

Interior semi-permanent

Part number

TBA

Note

This notice does not have rounded corners as it sits within a frame

Comments, complaints and suggestions

London Underground treats any comments, complaints or suggestions made by customers seriously. In many cases, they help to improve the service. If you have a comment on the service, please contact us:

Website: tfl.gov.uk

Phone: 0343 222 1234*

If you wish to take your comments further after contacting us, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.

Website: www.londontravelwatch.org.uk

Phone: 020 3176 2999

Assaults on our staff

Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.

We will always press for the strongest penalties for anyone who assaults our staff.

Travel information

Please check online or call for 24-hour travel information on all transport in London, including journey planning, times and fares.





*Network charges may apply. Visit tfl.gov.uk/terms for details.

Example only

Notice shown is for illustrative purposes only. Ensure that the latest available TfL artwork is used.

2.24 Door reference letters (blue)

Artwork reference

LUTV_INT_00042

Size

I7mm Cap height (70pt NJ Font Medium)

Position reference

In appropriate location on train interior. (20mm down from top door-frame panel, 20mm in from door-frame panel).

Colours

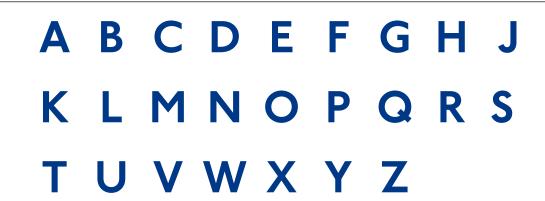
Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA



Example only

Notice shown is for illustrative purposes only.

2.25 Cant rail labels

Artwork reference

LUTV_INT_00045V

Size

I7mm cap height (70pt NJ Font Medium)

Position reference

In appropriate location on train interior.

Colours

• Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA

BIC
MLIC
Com:COS
DML

Example only

Notice shown is for illustrative purposes only.

2.26 Emergency door release

Artwork reference

LUTV_INT_00083

Size

133 x 133mm

Position reference

Υ

Colours

- Safety Red (Pantone 485)
- Safety Green (Pantone 356)

Material type

TBA

Part number

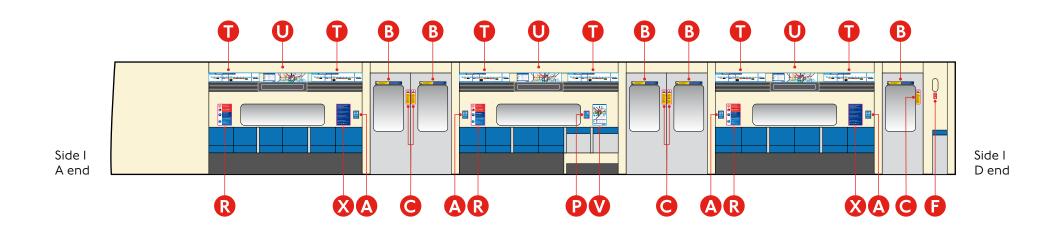
TBA

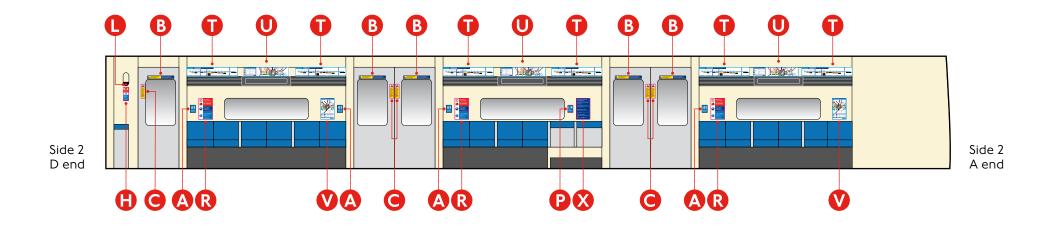
Note

Adhesive applied to artwork side.



2.27 Position of interior notices - car A - driver's DM (side elevation)





2.27.1

A Priority seat

LUTV INT 00002

Vertically - centred between notice frame and panel edge.

Horizontally - centred with notice frame.

B Obstructing doors/penalty fares

LUTV_INT_00004

Vertically - centred above the door window.

Horizontally - bottom of notice 10mm above door window.

C Items trapped in doors

LUTV_INT_00038A

Vertically - centred on opening side of door panel.

Horizontally - top of notice I80mm below top of door window.

F Alarm located opposite

LUTV_INT_00040

Vertically - centred beneath the mock alarm.

Horizontally - 10mm below the mock alarm.

H Alarm/assistance from staff

LUTV_INT_00067V

Vertically - centred on the panel beneath alarm.

Horizontally - 10mm below alarm.

L Lift

LUTV_INT_00070V

Vertically - centred on black lift panel of alarm.

Horizontally - centred on black lift panel of alarm.

P Priority area - pushchairs and luggage

LUTV_INT_00056

Vertically - centred between notice frame and window.

Horizontally - centred with the notice frame.

R No alcohol/no smoking/CCTV/ assistance from staff

LUTV_INT_00065V

Placed as shown in notice frame, centred between the panel edge and window.

T Car line diagram

LUTV_INT_00036V

Placed as shown to left-hand and right-hand edges of the car line diagram panel.

U Central London Tube map

LUTV_INT_00037V-L

Vertically - centred between car line diagrams on car line diagram panel. Horizontally - centred on the centre ad panel.

V Central London Tube map

LUTV INT 00037V-P

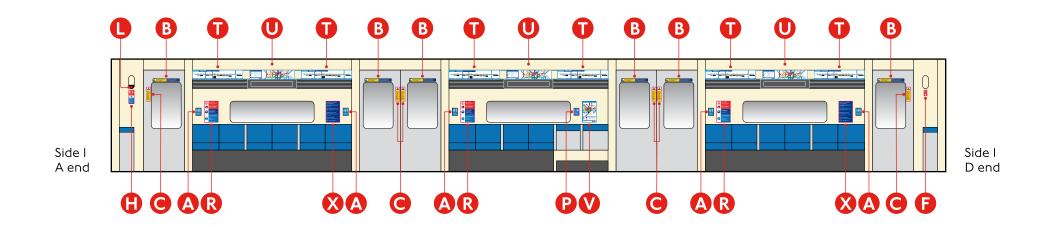
Placed as shown in notice frame centred between panel edge and the window.

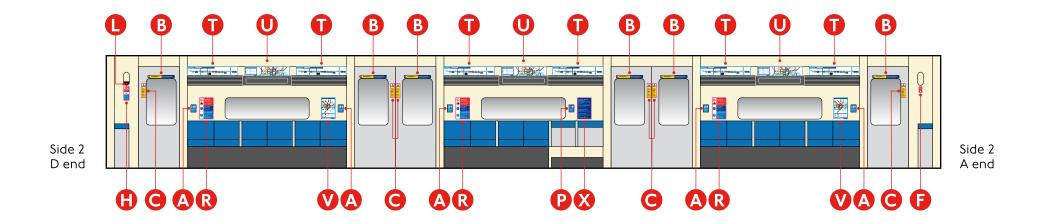
X Customer contact notice

LUTV INT 00080V

Placed as shown in notice frame centred between panel edge and the window.

2.28 Position of interior notices - cars B and C - trailer and NDM (side elevation)





2.28.1

A Priority seat

LUTV_INT_00002

Vertically - centred between notice frame and panel edge.

Horizontally - centred with the notice frame.

B Obstructing doors/penalty fares

LUTV_INT_00004

Vertically - centred above the door window.

Horizontally - bottom of notice 10mm above door window.

C Items trapped in doors

LUTV_INT_00038A

Vertically - centred on opening side of door panel.

Horizontally - top of notice I80mm below top of door window.

F Alarm located opposite

LUTV_INT_00040

Vertically - centred beneath the mock alarm.

Horizontally - 10mm below the mock alarm.

H Alarm/assistance from staff

LUTV_INT_00067V

Vertically - centred on panel beneath the alarm.

Horizontally - 10mm below alarm.

L Lift

LUTV INT 00070V

Vertically - centred on black lift panel of alarm.

Horizontally - centred on black lift panel of alarm.

P Priority area - pushchairs and luggage

LUTV_INT_00056

Vertically - centred between notice frame and window.

Horizontally - centred with the notice frame.

R No alcohol/no smoking/CCTV/ assistance from staff

LUTV_INT_00065V

Placed as shown in notice frame centred between panel edge and the window.

T Car line diagram

LUTV_INT_00036V

Placed as shown to left-hand and right-hand edges of the car line diagram panel.

U Central London Tube map

LUTV INT 00037V-L

Vertically - centred between car line diagrams on car line diagram panel. Horizontally - centred on central ad panel.

V Central London Tube map

LUTV INT 00037V-P

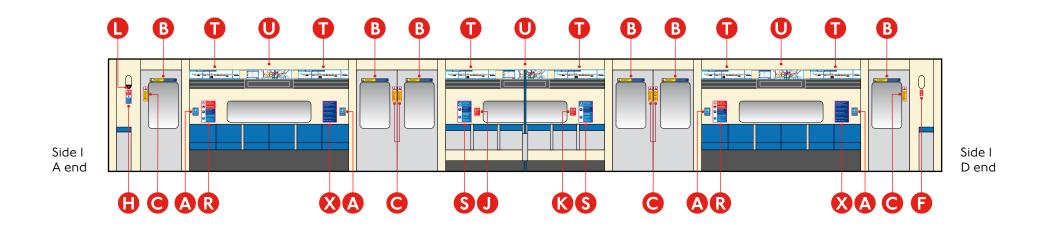
Placed as shown in notice frame centred between panel edge and the window.

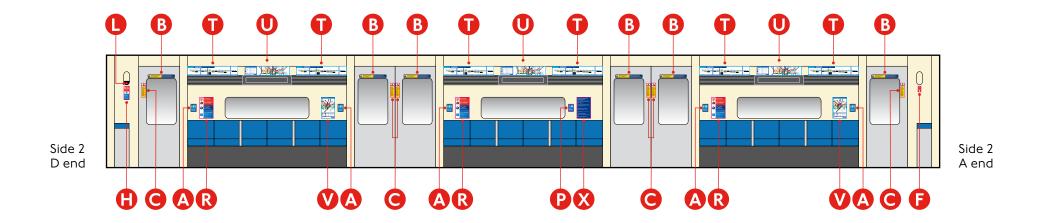
X Customer contact notice

LUTV INT 00080V

Placed as shown in notice frame centred between panel edge and the window.

2.29 Position of interior notices - car D - UNDM - accessible (side elevation)





2.29.1

A Priority seat

LUTV_INT_00002

Vertically - centred between notice frame and panel edge.

Horizontally - centred with the notice frame.

B Obstructing doors/penalty fares

LUTV_INT_00004

Vertically - centred above the door window.

Horizontally - bottom of notice 10mm above door window.

C Items trapped in doors

LUTV_INT_00038A

Vertically - centred on opening side of door panel.

Horizontally - top of notice I80mm below top of door window.

F Alarm located opposite

LUTV_INT_00040

Vertically - centred beneath the mock alarm.

Horizontally - 10mm below the mock alarm.

H Alarm/assistance from staff

LUTV_INT_00067V

Vertically - centred on panel beneath the alarm.

Horizontally - 10mm below alarm.

J Alarm - directional (right pointing)

LUTV_INT_00068V

Vertically - centred between notice frame and window.

Horizontally - centred with the notice frame.

K Alarm - directional (left pointing)

LUTV_INT_00069V

Vertically - centred between notice frame and window.

Horizontally - centred with the notice frame.

L Lift

LUTV INT 00070V

Vertically - centred on black lift panel of alarm.

Horizontally - centred on black lift panel of alarm.

P Priority area - pushchairs and luggage

LUTV_INT_00056

Vertically - centred between notice frame and window.

Horizontally - centred with the notice frame.

R No alcohol/no smoking/CCTV/ assistance from staff

LUTV_INT_00065V

Placed as shown in notice frame centred between panel edge and the window.

S Priority area/CCTV/assistance from staff

LUTV_INT_00066V

Placed as shown in notice frame centred between panel edge and the window.

T Car line diagram

LUTV_INT_00036V

Placed as shown to left-hand and right-hand edges of the car line diagram panel.

2.29.2

U Central London Tube map

LUTV_INT_00037V-L Vertically - centred between car line diagrams on car line diagram panel. Horizontally - centred on central ad panel.

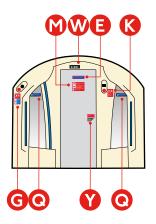
V Central London Tube map

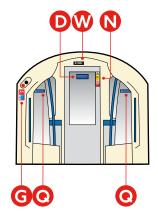
LUTV_INT_00037V-P Placed as shown in notice frame centred between panel edge and the window.

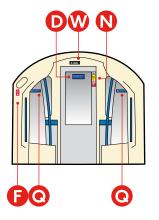
X Customer contact notice

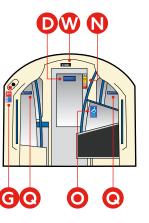
LUTV_INT_00080V Placed as shown in notice frame centred between panel edge and the window.

2.30 Position of interior notices - all cars (front elevations)









D Penalty fare/lower window

LUTV_INT_00029

Vertically - centred on windows of interconnecting doors.

Horizontally - 20mm below top of the window.

E Penalty fare (J door)

LUTV_INT_00028 Vertically - centred on J door. Horizontally - I0mm below driver's door peep hole.

F Alarm located opposite

LUTV_INT_00040

Vertically - centred on panel beneath mock alarm.

Horizontally - 10mm below the mock alarm.

G Alarm instructions (slide cover)/ assistance from staff

LUTV_INT_00047A

Vertically - centred on panel beneath the alarm.

Horizontally - I0mm below alarm.

K Alarm - directional (left pointing)

LUTV INT 00069V

Vertically - 10mm to right of the alarm panel.

Horizontally - centre of arrow aligns with centre of red alarm button.

M Emergency access combined notice

LUTV_INT_00033

Vertically - centred on J door.

Horizontally - top of notice 60mm below top of door.

2.30.1

N Risk of death/emergency access

LUTV_INT_00030

Vertically - centred on right-hand door panel.

Horizontally - top of notice aligned with top of window.

O Priority area (glass partition - single wheechair bay)

LUTV INT 00054J

Vertically - centred on glass screen in wheelchair bay area only. Horizontally - centred on glass screen in wheelchair bay area only.

Q Unattended bags

LUTV_INT_0004I

Vertically - centred on all glass screens except in the wheelchair bay area.

Horizontally - top of notice in line with bottom of advertising panel.

W Car reference number (white)

LUTV_INT_00044V

Vertically - centred on black panel above door.

Horizontally - centred on black panel above door.

Y Emergency door release

LUTV_INT_00083

Placed as appropriate to rear of J door handle glass panel.

3 Car exterior notices

The following pages illustrate the graphic notices to be applied to the Victoria line car exteriors (2009 Tube stock).

3.1 Roundel

Artwork reference

LUTV_EXT_0000I

Size

440mm width

Position reference

Α

Colours

- Corporate Red (Pantone 485)
- Corporate Blue (Pantone 072)

Material type

Exterior permanent

Part number

TBA



3.2 Obstructing doors/shark teeth (left)

Artwork reference

LUTV_EXT_00047A

Size

70 x 606mm

Position reference

В

Colours

- Safety Yellow (Pantone II6)
- Black 100%

Material type

Exterior permanent

Part number

00207/8662



3.3 Obstructing doors/shark teeth (right)

Artwork reference

LUTV_EXT_00047B

Size

70 x 606mm

Position reference

 C

Colours

- Safety Yellow (Pantone II6)
- Black 100%

Material type

Exterior permanent

Part number

00207/8484



3.4 Wheelchair entry

Artwork reference

LUTV_EXT_00003

Size

130 x 150mm

Position reference

D

Colours

• Safety Blue (Pantone 300)

Material type

Exterior permanent

Part number

TBA



3.5 Car reference numbers

Artwork reference

LUTV_EXT_00004

Size

80mm cap height (342pt NJ Font Medium)

Position reference

F

Colours

• Corporate Blue (Pantone 072)

Material type

Exterior permanent

Part number

TBA

1 1080

Example only

Notice shown is for illustrative purposes only.

3.6 Door reference letters

Artwork reference

LUTV_EXT_00005

Size

I7mm cap height (70pt NJ Font Medium)

Position reference

In appropriate location on train door

Colours

White

Material type

Exterior permanent

Part number

TBA



Example only

Notice shown is for illustrative purposes only.

3.7 Front of train number

Artwork reference LUTV_EXT_00006V

Size TBA

Position reference

Colours

White.

Material typeExterior permanent

Part number TBA



Example onlyNotice shown is for illustrative purposes only.

3.8 Caution - sliding doors

Artwork reference

LUTV_EXT_00007

Size

130 x 52mm

Position reference

G

Colours

- Safety Yellow (Pantone II6)
- Black 100%

Material type

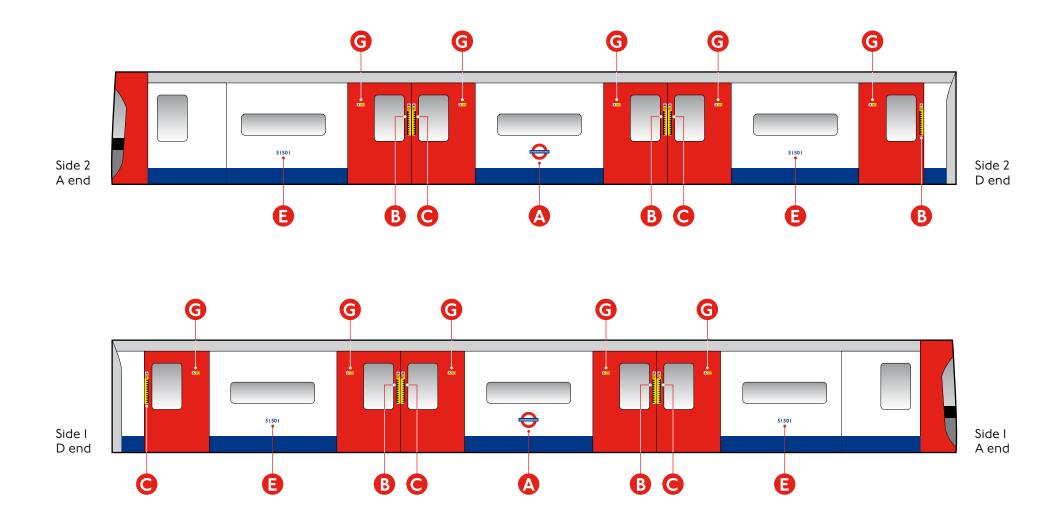
Exterior permanent

Part number

TBA



3.9 Position of exterior notices - car A - driver's DM (side elevation)



3.9.1

A Roundel

LUTV EXT 00001

Vertically - centred beneath the centre window.

Horizontally - centred between bottom of window and top of blue skirting strip.

B Obstructing doors/shark teeth (left)

LUTV EXT 00047A

Vertically - against opening edge of inner panel of left-opening car doors.

Horizontally - TBA.

C Obstructing doors/shark teeth (right)

LUTV_EXT_00047B

Vertically - against the opening edge of inner panel of right-opening single door.

Horizontally - TBA.

E Car reference numbers

LUTV_EXT_00004

Vertically - centred beneath the end windows.

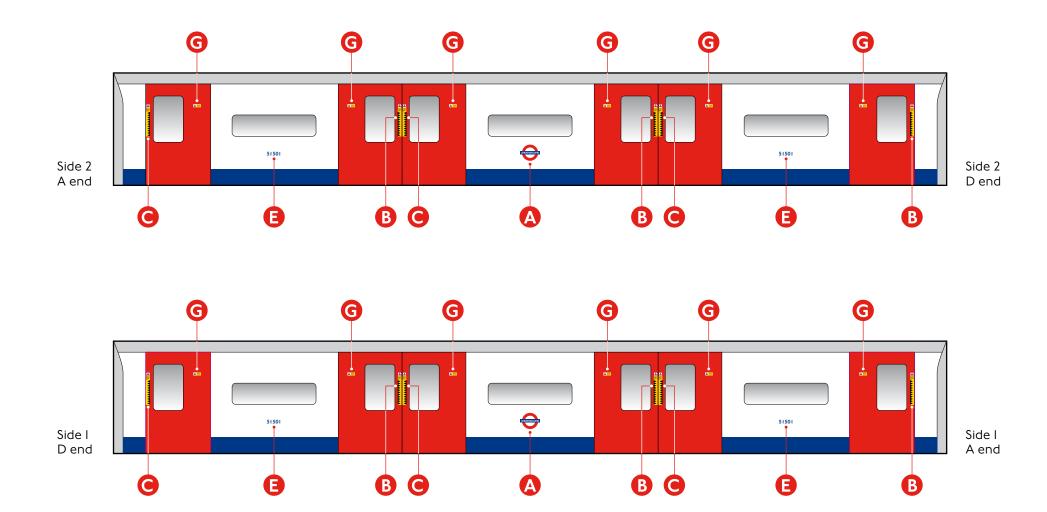
Horizontally - centred between bottom of window and top of blue skirting strip.

G Caution - sliding door

LUTV EXT 00007

Vertically - centred on wide outer panel of car doors. Horizontally - TBA.

3.10 Position of exterior notices - cars B and C - trailer and NDM (side elevation)



3.10.1

A Roundel

LUTV_EXT_0000I

Vertically - centred beneath the centre window.

Horizontally - centred between bottom of window and top of blue skirting strip.

B Obstructing doors/shark teeth (left)

LUTV_EXT_00047A

Vertically - against opening edge of inner panel of left-opening car doors.

Horizontally - TBA.

C Obstructing doors/shark teeth (right)

LUTV_EXT_00047B

Vertically - against the opening edge of inner panel of right-opening single door.

Horizontally - TBA.

E Car reference numbers

LUTV_EXT_00004

Vertically - centred beneath the end windows.

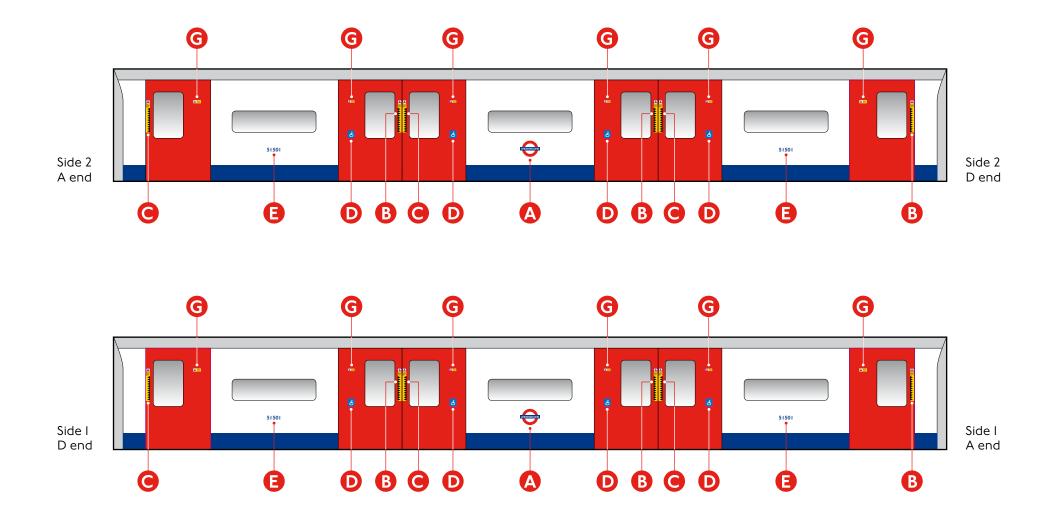
Horizontally - centred between bottom of window and top of blue skirting strip.

G Caution - sliding door

LUTV EXT 00007

Vertically - centred on wide outer panel of car doors. Horizontally - TBA.

3.11 Position of exterior notices - car D - UNDM - accessible (side elevation)



3.11.1

A Roundel

LUTV_EXT_00001

Vertically - centred beneath the centre window.

Horizontally - centred between bottom of window and top of blue skirting strip.

B Obstructing doors/shark teeth (left)

LUTV_EXT_00047A

Vertically - against opening edge of inner panel of left-opening car doors.

Horizontally - TBA.

C Obstructing doors/shark teeth (right)

LUTV_EXT_00047B

Vertically - against the opening edge of inner panel of right-opening single door.

Horizontally - TBA.

D Wheelchair access

LUTV_EXT_00003

Vertically - Centred on wide outer panel of car doors.

Horizontally - Bottom of notice in line with bottom of door window.

E Car reference numbers

LUTV_EXT_00004

Vertically - centred beneath the end windows.

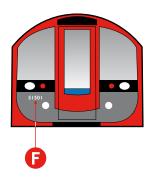
Horizontally - centred between bottom of window and top of blue skirting strip.

G Caution - sliding door

LUTV_EXT_00007

Vertically - centred on wide outer panel of car doors. Horizontally - TBA.

3.12 Position of exterior notices - car A - driver's DM (front elevation)



F Front of train number

LUTV_INT_00006 Vertically - centred on left-hand side grey panel towards bottom of train. Horizontally - TBA.

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

Any changes to this document that affect the labelling on the vehicles will require a Change to Rolling Stock (CRS) to be raised, unless stated otherwise.

For further information, See S2I80 'Standard for Rolling Stock' section A3.4.I, guidance document GII00 and forms F57I5 and F57I6 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentRevie@tfl.gov.uk).

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