

Piccadilly line train graphics standard

Issue 4

1973 Tube stock

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Foreword

This document details all interior and exterior notices that are to be applied to the London Underground Piccadilly line fleet (73 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 A3.4.1, guidance document G1100 and forms F5715 and F5716 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentRevie@tfl.gov.uk).

I 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 is to be used for print purposes.

Corporate Blue

Pantone 072

Safety Red

Pantone 485

Black

Black 100%

Safety Yellow

Pantone 116

Safety Green

Pantone 356

Safety Blue

Pantone 300

2 Car interior notices

The following pages illustrate the graphic notices that are to be applied to the Piccadilly line car interiors (73 Tube stock).

2.1 Priority seat

Artwork reference

LUTV_INT_00002P

Size

100 x 140mm

Position reference

A

Colours

Front

- Safety Blue (Pantone 300)

Rear

- Black 100 per cent

Material type

Interior permanent

Part number

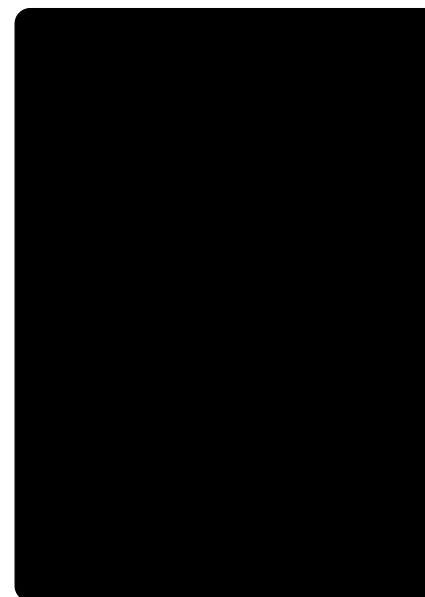
TBA

Note

On Piccadilly line trains, this is a double sided notice.



Front



Rear

2.2 Obstructing doors/penalty fares (amount not shown)

Artwork reference

LUTV_INT_00004

Size

500 x 50mm

Position reference

B

Colours

- Corporate Blue (Pantone 072)
- Safety Yellow (Pantone 116)
- Black 100 per cent

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_00038P

Size

50 x 168mm

Position reference

C

Colours

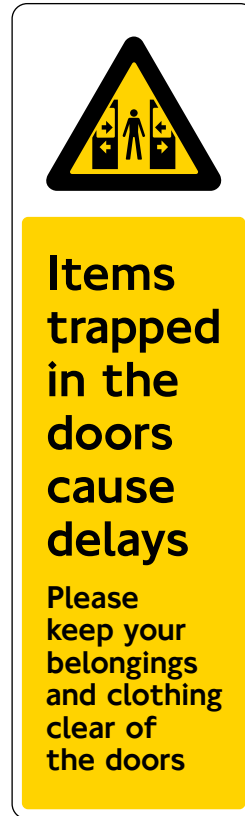
- Safety Yellow (Pantone 116)
- Black 100 per cent

Material type

Interior permanent

Part number

TBA



2.4 Penalty fare/lower window

Artwork reference

LUTV_INT_00029

Size

225 x 87mm

Position reference

D

Colours

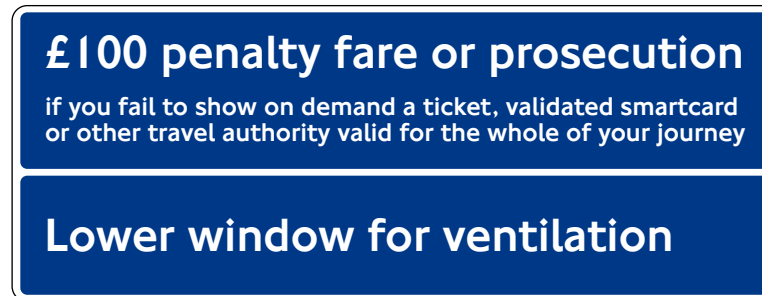
- Corporate Blue (Pantone 072)

Material type

Exterior front fixing semi-permanent

Part number

00205/8629



2.5 Penalty fare (J door)

Artwork reference

LUTV_INT_00028

Size

225 x 50mm

Position reference

E

Colours

- Corporate Blue (Pantone 072)

Material type

Interior semi-permanent

Part number

00205/8628

£100 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_00040J

Size

115 x 56mm

Position reference

F

Colours

- Safety Red (Pantone 485)

Material type

Interior permanent

Part number

TBA



2.7 Alarm instructions (pull handle)/Unwell customers

Artwork reference
LUTV_INT_00064P

Size
200 x 145mm

Position reference
G

Colours

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

Material type
Interior permanent

Part number
TBA



2.8 Alarm cover (pull handle)

Artwork reference

LUTV_INT_0005I

Size

100 x 50mm

Position reference

H

Colours

- Safety Red (Pantone 485)

Material type

Interior permanent

Part number

TBA



2.9 Emergency access combined

Artwork reference
LUTV_INT_00033

Size
225 x 164mm

Position reference
L

Colours

- Safety Red (Pantone 485)
- Black 100 per cent

Material type
Interior permanent

Part number
TBA



2.10 Risk of death/emergency access

Artwork reference

LUTV_INT_00030

Size

70 x 275mm

Position reference

M

Colours

- Safety Red (Pantone 485)
- Safety Yellow (Pantone 116)
- Black 100 per cent

Material type

Interior permanent

Part number

TBA



2.11 Priority area - luggage

Artwork reference

LUTV_INT_00057P

Size

84 x 124mm

Position reference

L

Colours

- Safety Blue (Pantone 300)

Material type

Interior permanent

Part number

TBA



2.12 Unattended bags

Artwork reference

LUTV_INT_0004I

Size

195 x 50mm

Position reference

P

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.



Front



Rear

2.13 No smoking/no alcohol

Artwork reference

LUTV_INT_00039P

Size

108 x 311mm

Position reference

N

Colours

- Safety Red (Pantone 485)
- Black 100 per cent

Material type

Interior permanent

Part number

TBA



2.14 CCTV cameras

Artwork reference

LUTV_INT_00034P

Size

220 x 145mm

Position reference

○

Colours

- Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA



2.15 In an emergency

Artwork reference

LUTV_INT_00035P

Size

220 x 145mm

Position reference

P

Colours

- Safety Blue (Pantone 300)

Material type

Interior permanent

Part number

TBA

Note

This notice does not have rounded corners as it sits in the line diagram panel.



2.16 Car line diagram

Artwork reference
LUTV_INT_00036P

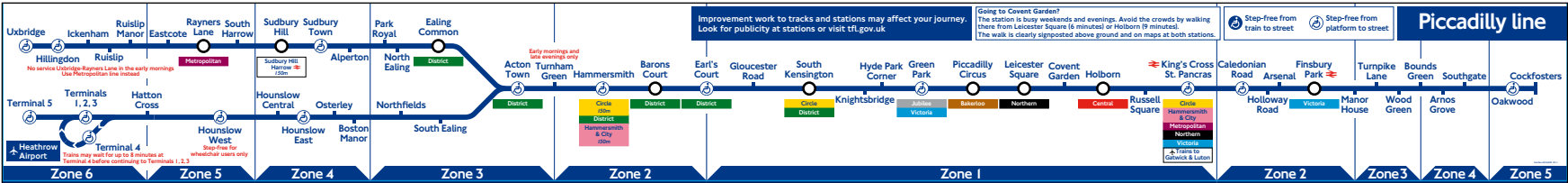
Size
1278 x 145mm

Position reference
Q

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.

2.17 Central London Tube map (long)

Artwork reference
LUTV_INT_00037P-L

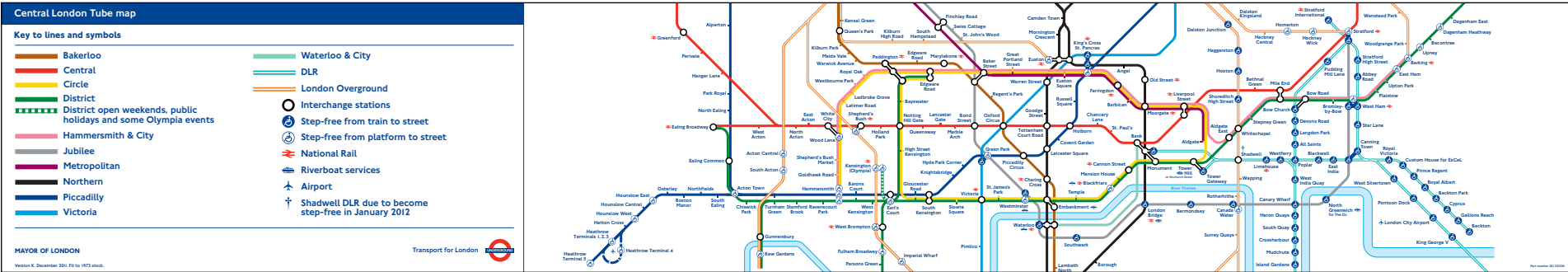
Size
840 x 145mm

Position reference
R

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.

2.18 Central London Tube map (short)

Artwork reference
LUTV_INT_00037P-S

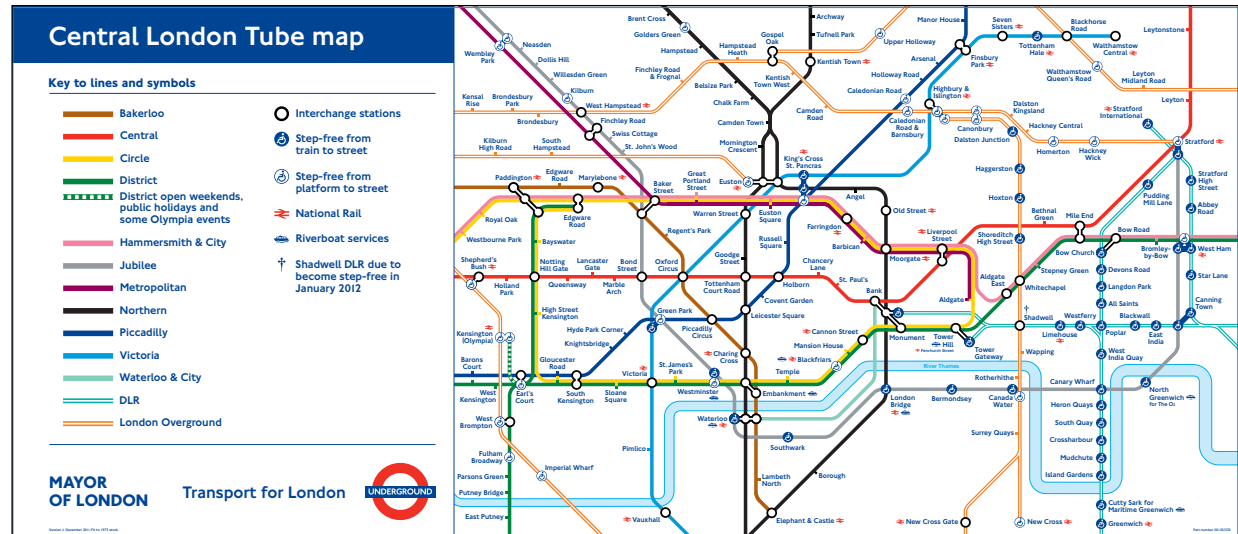
Size
600 x 260mm

Position reference
S

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.

2.19 Customer contact

Artwork reference

LUTV_INT_00080P

Size

220 x 264mm

Position reference

T

Colours

- Corporate Blue (Pantone 072)

Material type

Interior semi-permanent

Part number

TBA

Note

This notice does not have rounded corners as it sits in the line diagram panel.

We'd like to hear from you

We value your feedback, suggestions and complaints which help to improve our service.

Web: tfl.gov.uk
Phone: 0343 222 1234*

To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.

Web: www.londontravelwatch.org.uk
Phone: 020 3176 2999

 Check your travel
tfl.gov.uk/travel-tools  24-hour travel information
0343 222 1234*

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

Reporting a crime

We want everyone travelling on our network to feel safe. If you experience or witness a crime, feel threatened by another customer, or see something that doesn't feel right, text BTP on 61016 or call 0800 40 50 40. In an emergency call 999 or use the passenger alarm.

Staff assaults

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.

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 Car reference numbers (blue)

Artwork reference

LUTV_INT_00043

Size

30mm Cap height
(128pt NJ Font Medium)

Position reference

Z

Colours

- Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA

A large, bold, blue car reference number '51501' is displayed in a sans-serif font. The digits are evenly spaced and have a consistent height and weight.

Example only

Notice shown is for illustrative purposes only.

2.2I Door reference letters (blue)

Artwork reference

LUTV_INT_00042

Size

16mm 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

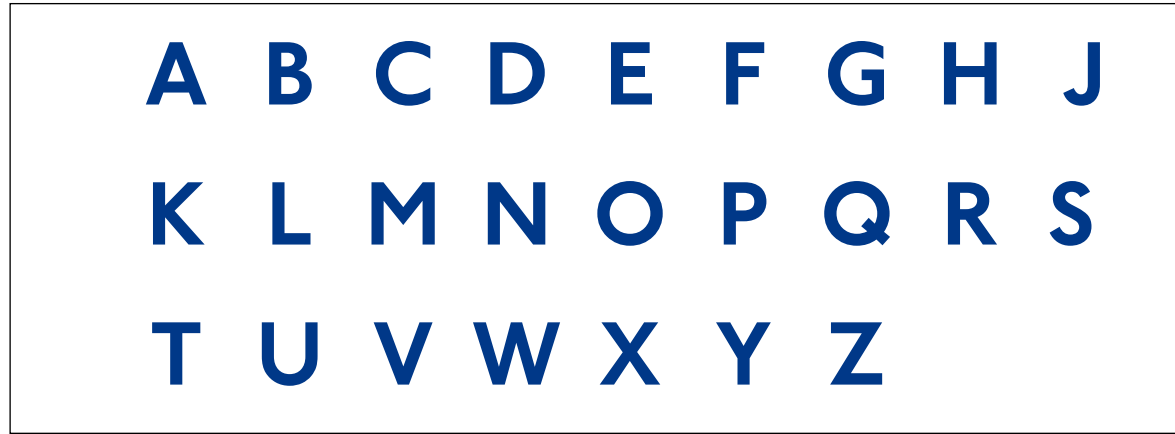
- Corporate Blue (Pantone 072)

Material type

Interior permanent

Part number

TBA



Example only

Notice shown is for illustrative purposes only.

2.22 Cant rail labels

Artwork reference

LUTV_INT_00045P

Size

16mm 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

CSIC

CSLC

DIC

DML

EPBIC

Example only

Notice shown is for illustrative purposes only.

2.23 Above ground illustration

Artwork reference

LUTV_INT_00090P

Size

286 x 616mm

Position reference

V

Colours

• CMYK

Material type

Interior semi-permanent

Part number

TBA

Note

This notice does not have rounded corners as it sits within a bespoke panel.



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.

2.24 Going to Heathrow Airport (portrait)

Artwork reference
LUTV_INT_0009IP-P

Size
286 x 610mm

Position reference
W

Colours
• CMYK

Material type
Interior semi-permanent

Part number
TBA

Note
This notice does not have rounded corners as it sits within a bespoke panel.

Going to Heathrow airport?

Travel between central London and Heathrow airport in under an hour, with trains every few minutes.

Three stations serve the airport: Heathrow Terminals 2 & 3, Heathrow Terminal 4 and Heathrow Terminal 5.

To check which terminal your flight departs from, contact Heathrow:

 [heathrow.com](https://www.heathrow.com)

 +44 20 3368 8968

Trains to Heathrow run above ground for approximately 23 minutes, between Barons Court and Hounslow Central. Please use the contacts during this time. Some stations are WiFi enabled for internet access. visit tfl.gov.uk for further information.

Heathrow Terminals 2 & 3

Heathrow Terminal 5

Heathrow Terminal 4

MAYOR OF LONDON

 **TRANSPORT FOR LONDON**
EVERY JOURNEY MATTERS

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.

2.25 Going to Heathrow Airport (landscape)

Artwork reference
LUTV_INT_0009IP-L

Size
597 x 145mm

Position reference
X

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.

2.26 Emergency door release

Artwork reference

LUTV_INT_00083P

Size

130 x 65mm

Position reference

Y

Colours

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

Material type

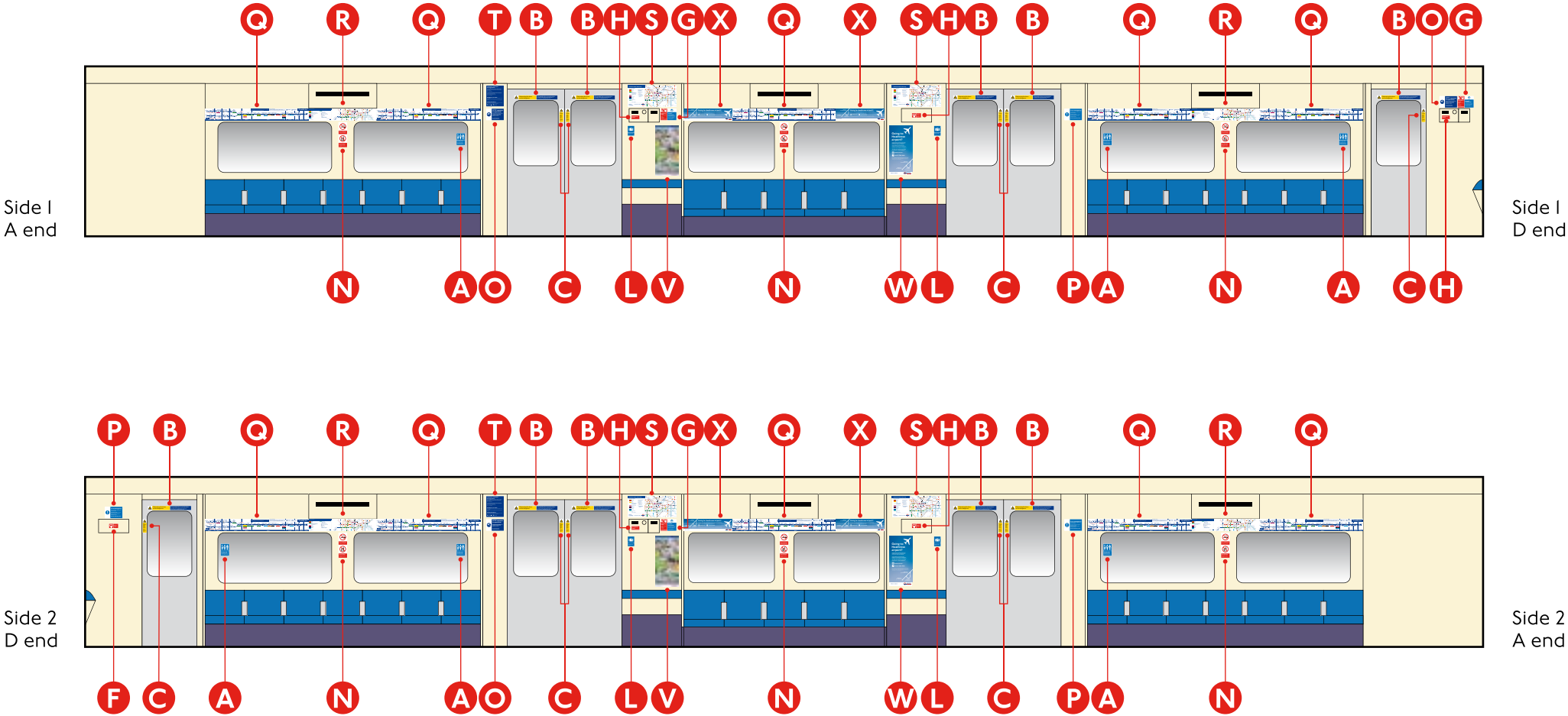
Interior permanent

Part number

TBA



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



2.27.1

A Priority seat

LUTV_INT_00002P

Vertically - 20mm from window edge above priority seat.

Horizontally - 100mm from top of window.

B Obstructing doors/Penalty fares

LUTV_INT_00004

Vertically - centred above door window.

Horizontally - 10mm above door window.

C Items trapped in doors

LUTV_INT_00038P

Vertically - centred on opening side of door panel.

Horizontally - 135mm below top of window.

F Alarm located opposite

LUTV_INT_00040J

Vertically - centred on alarm opposite panel.

Horizontally - centred on alarm opposite panel.

G Alarm instructions (pull handle)/ Assistance from staff

LUTV_INT_00048P

(By double doors)

Vertically - 10mm from alarm panel.

Horizontally - centred on car line diagram panel.

(By single doors)

Vertically - 10mm from CCTV notice.

Horizontally - 10mm above alarm panel.

H Alarm cover (pull handle)

LUTV_INT_00051

Vertically - centred in recess of flat panel of alarm.

Horizontally - centred in recess of flat panel of alarm.

L Priority area - luggage

LUTV_INT_00057P

Vertically - side edge aligned with Central London Tube Map above.

Horizontally - top edge aligned with top of recessed frame on same panel.

N No smoking/No alcohol

LUTV_INT_00039P

Vertically - centred between windows.

Horizontally - 10mm below car line diagram panel.

O CCTV cameras

LUTV_INT_00034P

(By double doors)

Vertically - centred on car line diagram panel below customer contact notice.

Horizontally - centred on car line diagram panel below customer contact notice.

(By single doors)

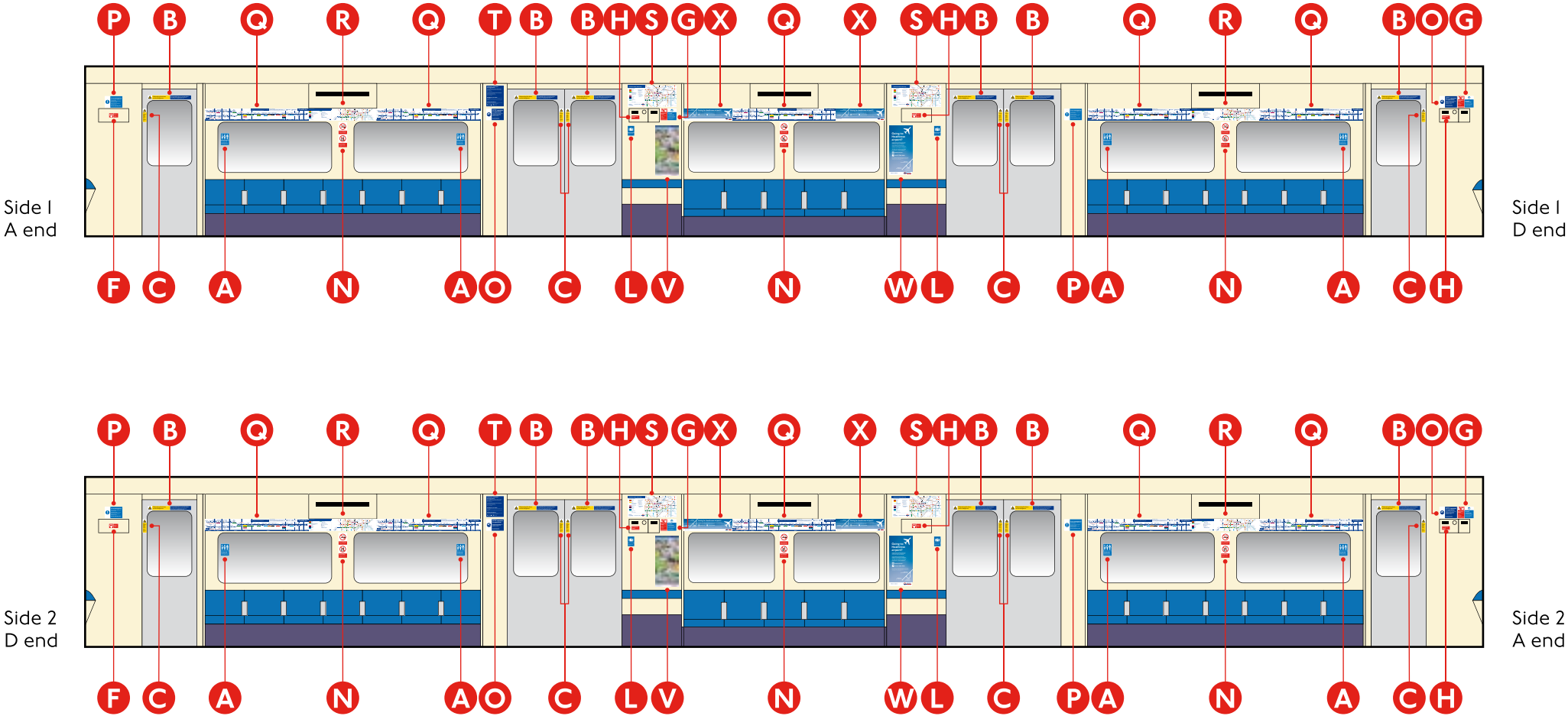
Vertically - 10mm from CCTV notice.

Horizontally - 10mm above alarm panel.

2.27.2

- P In an emergency**
LUTV_INT_00035P
- (By double doors)**
Vertically - centred on car line diagram panel.
Horizontally - centred on car line diagram panel.
- (By single doors)**
Vertically - centred above alarm opposite panel.
Horizontally - 10mm above alarm opposite panel.
- Q Car line diagram**
LUTV_INT_00036P
Placed as shown on car line diagram panel.
- R Central London Tube map (long)**
LUTV_INT_00037P-L
Placed as shown on car line diagram panel.
- S Central London Tube map (short)**
LUTV_INT_00037P-S
Vertically - centred on panel above alarm and alarm opposite panels by double doors.
Horizontally - centred on panel above alarm and alarm opposite panels by double doors.
- T Customer contact notice**
LUTV_INT_00080P
Vertically - centred on panel above CCTV notice by double doors.
Horizontally - centred on panel above CCTV notice by double doors.
- V Above ground illustration**
LUTV_INT_00090P
Vertically - centred within recessed frame.
Horizontally - centred within recessed frame.
- W Going to Heathrow Airport (portrait)**
LUTV_INT_00091P-P
Vertically - centred within recessed frame.
Horizontally - centred within recessed frame.
- X Car line diagram**
LUTV_INT_00091P-L
Placed as shown on car line diagram panel.

2.28 Position of interior notices - trailer and UNDM cars (side elevation)



2.28.1

A Priority seat

LUTV_INT_00002P

Vertically - 20mm from window edge above priority seat.

Horizontally - 100mm from top of window.

B Obstructing doors/Penalty fares

LUTV_INT_00004

Vertically - centred above door window.

Horizontally - 10mm above door window.

C Items trapped in doors

LUTV_INT_00038P

Vertically - centred on opening side of door panel.

Horizontally - 135mm below top of window.

F Alarm located opposite

LUTV_INT_00040J

Vertically - centred on alarm opposite panel.

Horizontally - centred on alarm opposite panel

G Alarm instructions (pull handle)/ Assistance from staff

LUTV_INT_00048P

(By double doors)

Vertically - 10mm from alarm panel.

Horizontally - centred on car line diagram panel.

(By single doors)

Vertically - 10mm from CCTV notice.

Horizontally - 10mm above alarm panel.

H Alarm cover (pull handle)

LUTV_INT_00051

Vertically - centred in recess of flat panel of alarm.

Horizontally - centred in recess of flat panel of alarm.

L Priority area - luggage

LUTV_INT_00057P

Vertically - side edge aligned with Central London Tube Map above.

Horizontally - top edge aligned with top of recessed frame on same panel.

N No smoking/No alcohol

LUTV_INT_00039P

Vertically - centred between windows.

Horizontally - 10mm below car line diagram panel.

O CCTV cameras

LUTV_INT_00034P

(By double doors)

Vertically - centred on car line diagram panel below customer contact notice.

Horizontally - centred on car line diagram panel below customer contact notice.

(By single doors)

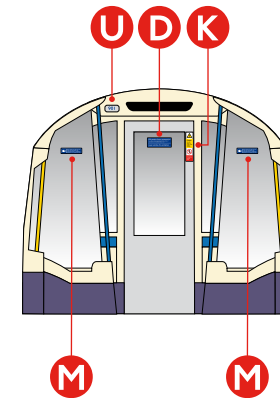
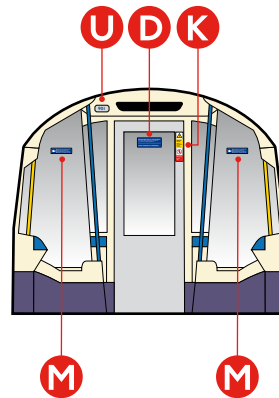
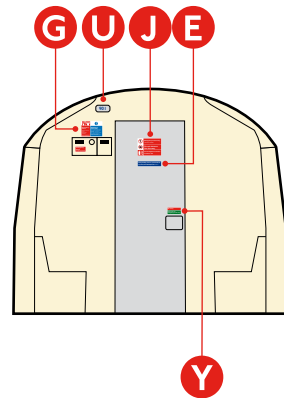
Vertically - 10mm from CCTV notice.

Horizontally - 10mm above alarm panel.

2.28.2

- P In an emergency**
LUTV_INT_00035P
- (By double doors)**
Vertically - centred on car line diagram panel.
Horizontally - centred on car line diagram panel.
- (By single doors)**
Vertically - centred above alarm opposite panel.
Horizontally - 10mm above alarm opposite panel.
- Q Car line diagram**
LUTV_INT_00036P
Placed as shown on car line diagram panel.
- R Central London Tube map (long)**
LUTV_INT_00037P-L
Placed as shown on car line diagram panel.
- S Central London Tube map (short)**
LUTV_INT_00037P-S
Vertically - centred on panel above alarm and alarm opposite panels by double doors.
Horizontally - centred on panel above alarm and alarm opposite panels by double doors.
- T Customer contact notice**
LUTV_INT_00080P
Vertically - centred on panel above CCTV notice by double doors.
- V Above ground illustration**
LUTV_INT_00090P
Vertically - centred within recessed frame.
Horizontally - centred within recessed frame.
- W Going to Heathrow Airport (portrait)**
LUTV_INT_00091P-P
Vertically - centred within recessed frame.
Horizontally - centred within recessed frame.
- X Car line diagram**
LUTV_INT_00091P-L
Placed as shown on car line diagram panel.

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



D Penalty fare/Lower window

LUTV_INT_00029

Vertically - centred on windows of interconnecting doors.

Horizontally - 100mm below top of window.

E Penalty fare (J door)

LUTV_INT_00028

Vertically - centred on J door.

Horizontally - 10mm below door peep hole.

G Alarm instructions (pull handle)/ Assistance from staff

LUTV_INT_00048P

Vertically - centred above alarm panel.

Horizontally - 10mm above alarm panel.

J Emergency access combined notice

LUTV_INT_00033

Vertically - centred on J door.

Horizontally - 10mm above door peep hole.

K Risk of death/Emergency access

LUTV_INT_00030

Vertically - centred on right hand door panel.

Horizontally - aligned with top of window.

M Unattended bags

LUTV_INT_00041

Vertically - centred on all glass screens

Horizontally - top of notice in line with top of car line diagram panel.

2.29.1

U Car reference number (blue)

LUTV_INT_00043

Vertically - centred on metal plate
above and to the left of door.

Horizontally - centred on metal plate
above and to the left of door.

Y Emergency door release

LUTV_INT_00083P

Vertically - centred above emergency
door release device.

Horizontally - 10mm above
emergency door release device.

3 Car exterior notices

The following pages illustrate the graphic notices that are to be applied to the Piccadilly line car exteriors (73 Tube stock).

3.1 Roundel

Artwork reference
LUTV_EXT_00001

Size
440mm width

Position reference
A

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_00047P-A

Size

50 x 438mm

Position reference

B

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent

Material type

Exterior permanent

Part number

TBA



3.3 Obstructing doors/shark teeth (right)

Artwork reference

LUTV_EXT_00047P-B

Size

50 x 438mm

Position reference

C

Colours

- Safety Yellow (Pantone 116)
- Black 100 per cent

Material type

Exterior permanent

Part number

TBA



3.4 Car reference numbers

Artwork reference

LUTV_EXT_00004

Size

80mm cap height
(342pt NJ Font Medium)

Position reference

G

Colours

- Corporate Blue (Pantone 072)

Material type

Exterior permanent

Part number

TBA

A large, bold, blue car reference number '11080' is displayed. The first two '1's are significantly narrower than the '0's and '8'. The '0's and '8' are rounded and have a consistent thickness. The entire number is rendered in a solid, vibrant blue color.

Example only

Notice shown is for illustrative purposes only.

3.5 Door reference letters

Artwork reference

LUTV_EXT_00005

Size

17mm

(70pt NJ Font Medium)

Position reference

In appropriate location on train door
(20mm down from top of door, 20mm in
from door edge).

Colours

- White
(Red shown is for illustrative
purposes only)

Material type

Exterior permanent

Part number

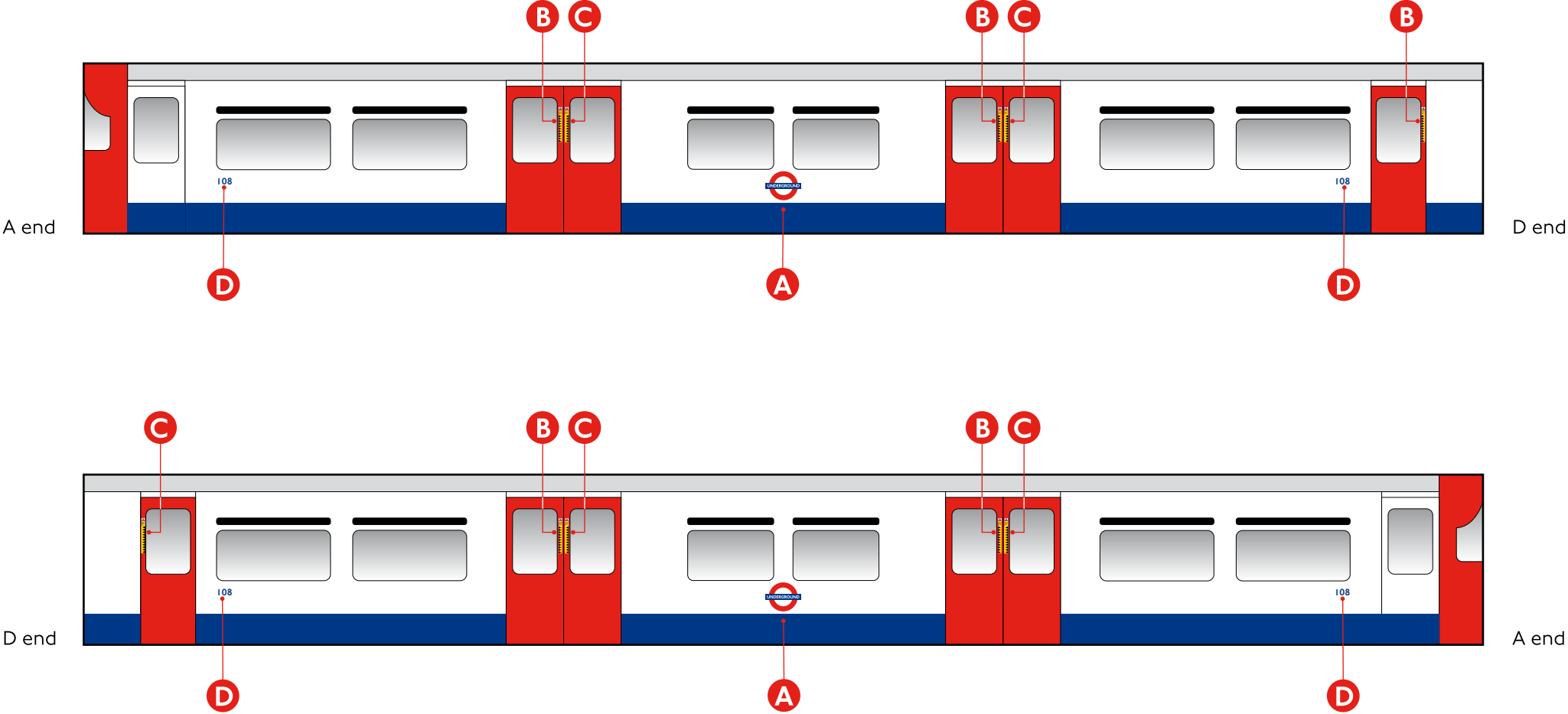
TBA



Example only

Notice shown is for illustrative purposes only.

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



3.6.1

A Roundel

LUTV_EXT_00001

Vertically - centred between two
centre windows

Horizontally - centred between
bottom of windows and top of blue
band

B Obstructing doors/shark teeth (left)

LUTV_EXT_00047P-A

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

Horizontally - top of notice 80mm
from top of door window.

C Obstructing doors/shark teeth (right)

LUTV_EXT_00047P-B

Vertically - against opening edge of
inner panel of right opening car
doors

Horizontally - top of notice 80mm
from top of door window.

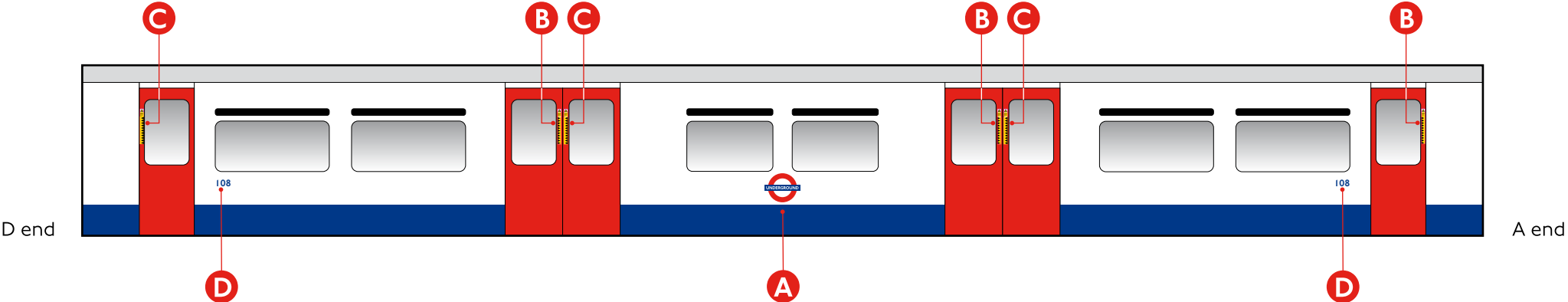
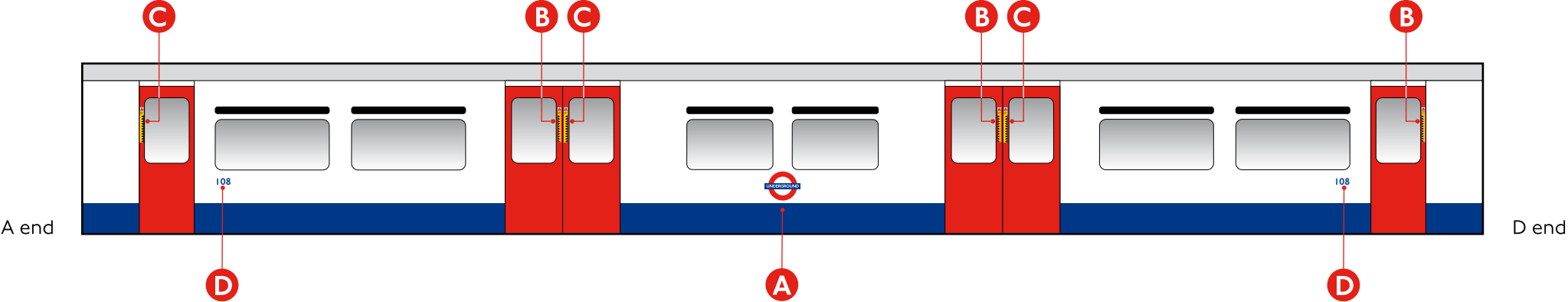
D Car reference numbers

LUTV_EXT_00004

Vertically - In line with window edge

Horizontally - top of text 170mm
from bottom of window.

3.7 Position of exterior notices - trailer and UNDM cars (side elevation)



3.7.1

A Roundel

LUTV_EXT_00001

Vertically - centred between two
centre windows

Horizontally - centred between
bottom of windows and top of blue
band

B Obstructing doors/shark teeth (left)

LUTV_EXT_00047P-A

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

Horizontally - top of notice 80mm
from top of door window.

C Obstructing doors/shark teeth (right)

LUTV_EXT_00047P-B

Vertically - against opening edge of
inner panel of right opening car
doors

Horizontally - top of notice 80mm
from top of door window.

D Car reference numbers

LUTV_EXT_00004

Vertically - In line with window edge

Horizontally - top of text 170mm
from bottom of window.

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 GI100 and forms F5715 and F5716 f, and contact the Head of Rolling Stock Document Review (SMBHoRSDocumentRevie@tfl.gov.uk).

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