Transport for London

Digital display standards

Issue 3

MAYOR OF LONDON

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

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Foreword

Contents

Digital display standards have been produced to ensure consistency across all of TfL's digital displays.

They are designed to ensure consistency of spacing, size of font, use of colour etc.

The standards also help to ensure that information is displayed in a modular nature.

The standards do not specify the type of hardware or software to be used.

'Digital displays' are defined in this document as electronic screens that convey TfL controlled information to customers via live feeds.

Such displays may be in stations, on vehicle or on street.

These standards do not apply to websites or dot matrix indicators.

For guidance on implementing the rules within these standards please email corporatedesign@tfl.gov.uk

1 Basic elements

Contents

This section provides guidance on the basic elements that make up the TfL digital display standards.

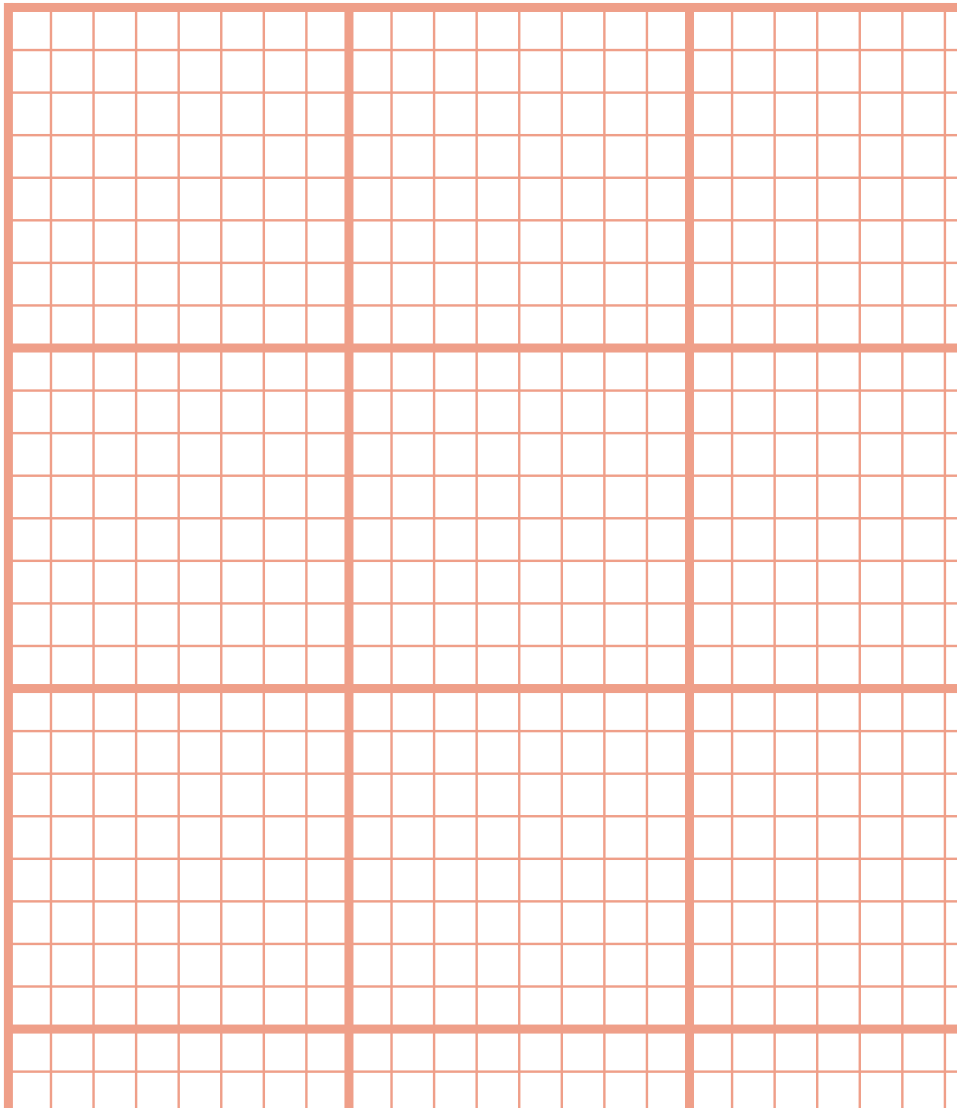
Further information on TfL graphic standards can be found at tfl.gov.uk/corporatedesign.

1.1 The grid

Contents

All TfL digital displays must work to a grid, as shown.

A grid is used to ensure that a transferable unit of measurement is available for all screen sizes and aspect ratios. A grid should adapt to any screen size or aspect ratio.



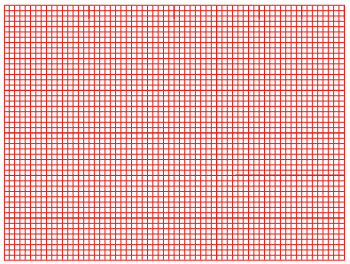
1.2 Screen aspect ratios

Contents

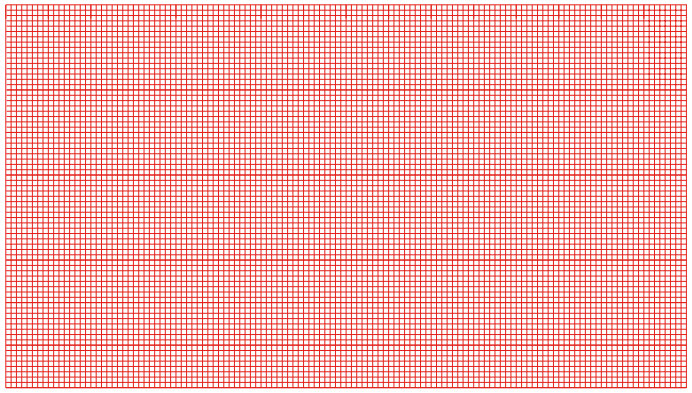
Shown here are examples of common screen aspect ratios.

Note that aspect ratios (as well as screen dimensions) will vary in size.

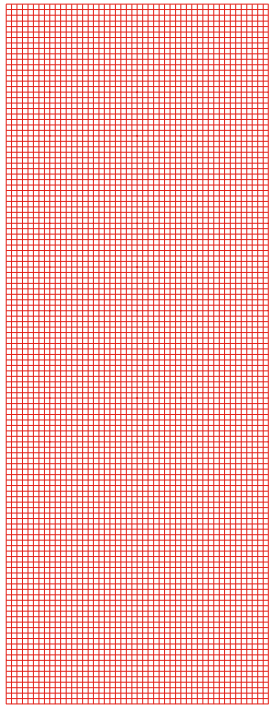
4:3



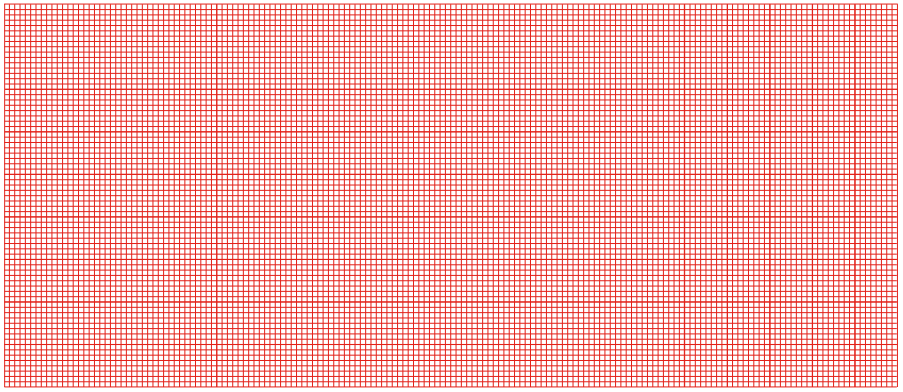
16:9



16:6



21:9



1.3 Units

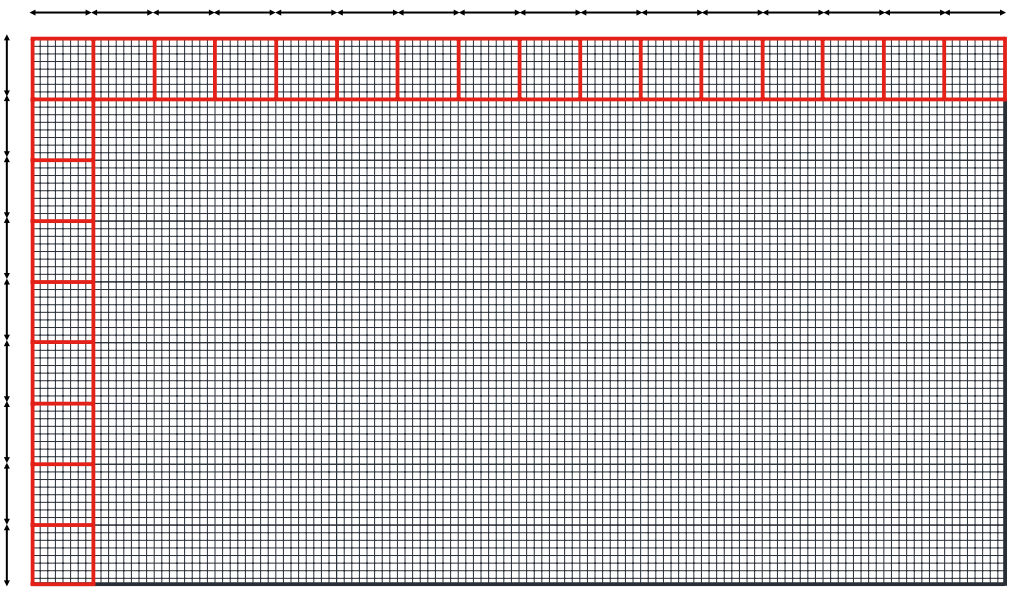
Contents

Each grid is composed of a number of units.

A 16:9 screen is 16 units wide by nine units deep and a 21:9 screen is 21 units wide by nine units deep.

Regardless of the screen size the number of units used is to be determined by the aspect ratio.

Example of a 16:9 grid

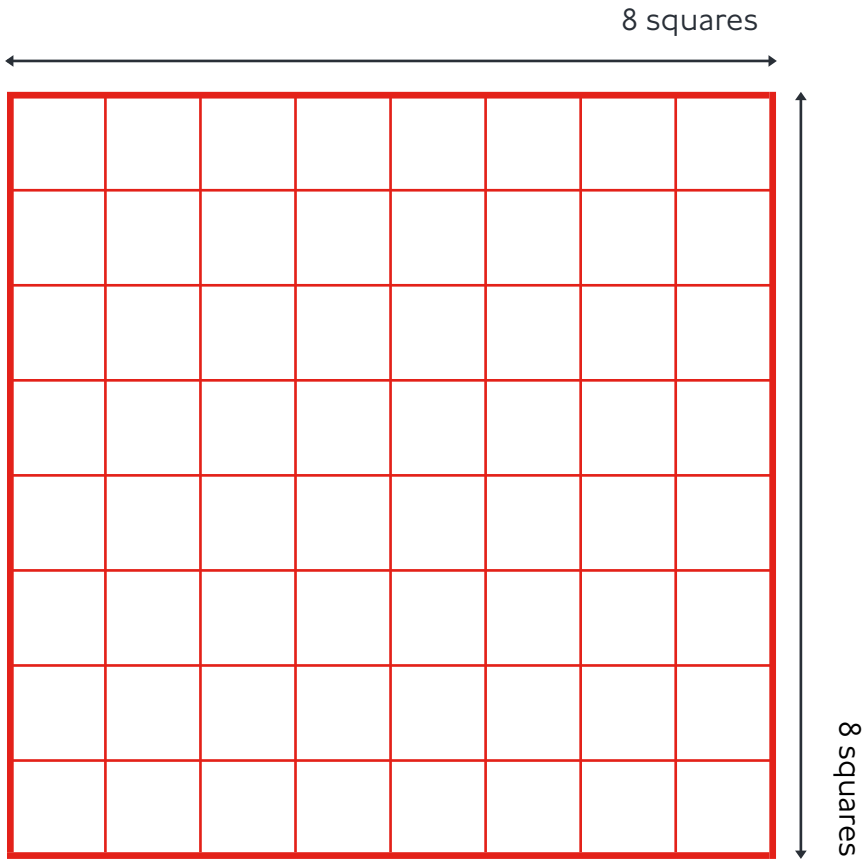


1.4 Squares

Contents

Each unit is divided into 8 x 8 squares to enable font sizes to be set at a reasonable height in relation to the overall screen display area.

The square is the base unit of measurement for TfL digital displays.



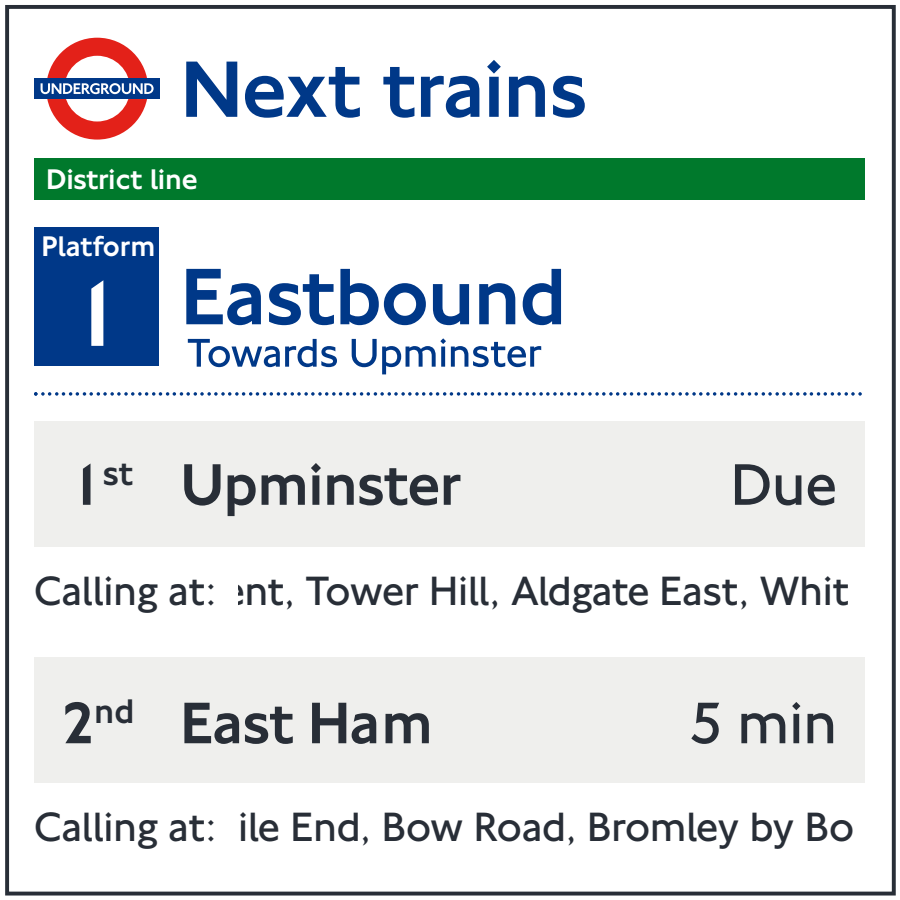
1.5 Widgets

Contents

A ‘widget’ is defined as a self-contained piece of customer information. The information may relate to train arrival times, bus departures, cycle docking station availability etc.

All information contained within a widget must be clear and identifiable.

Widgets may vary in size.

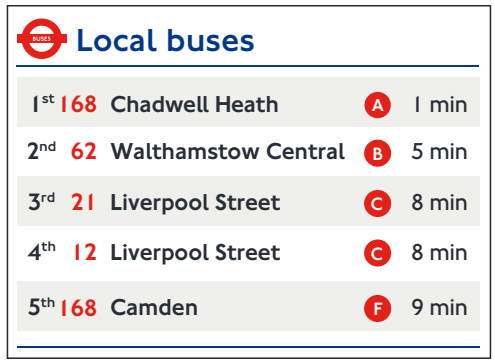


1.6 Widget mock-ups

Contents

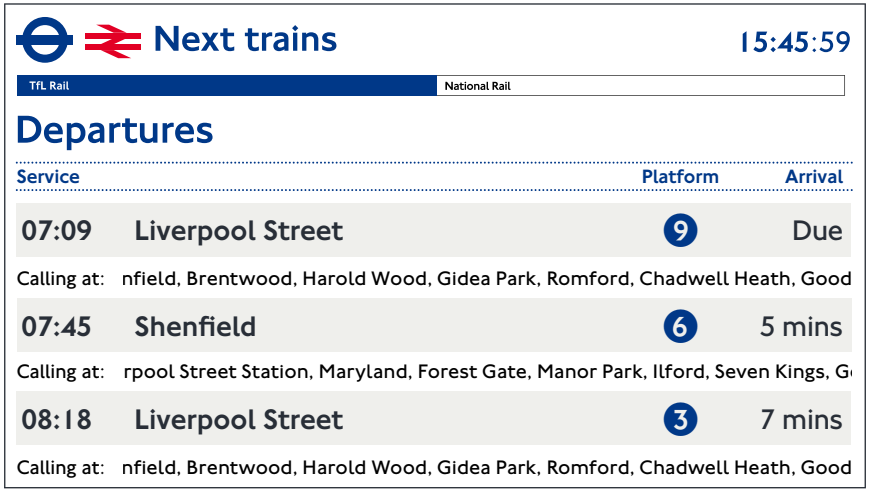
Further mock-ups of widgets at different sizes containing customer information are shown here.

6x16 widget



11x8 widget

16x1 widget



16x9 widget

1.7 Typography

Contents

The only font to be used on digital display screens is the New Johnston typeface.

There are two weights of the New Johnston font that may be used:

- New Johnston Medium for headings
- New Johnston Light for body copy

All text is to be ranged left (except numerals, which are to be ranged right where appropriate).

All text is to be displayed in mixed upper and lower case (never all upper case).

Always ensure good colour contrast between text and background colour. The relationship between the text and background colour is more important than the colour of the text itself.

1.8 Font sizes

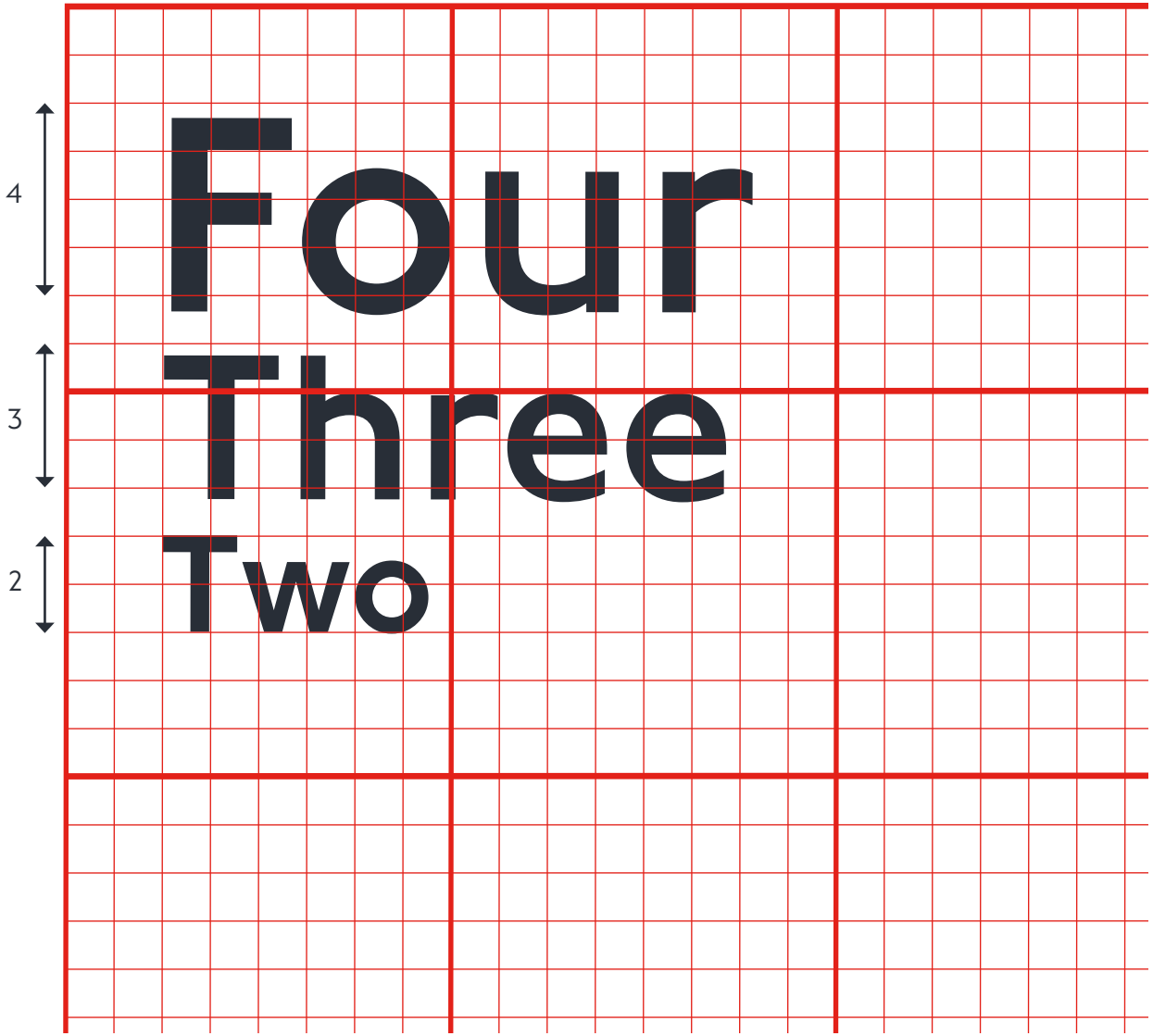
Contents

There are three font sizes that are to be used on TfL digital displays:

Four squares high
This size text is to be used for main headings.

Three squares high
This size text is to be used for primary information where space allows.

Two squares high
This size text is used for all other information.



1.9 Viewing distances

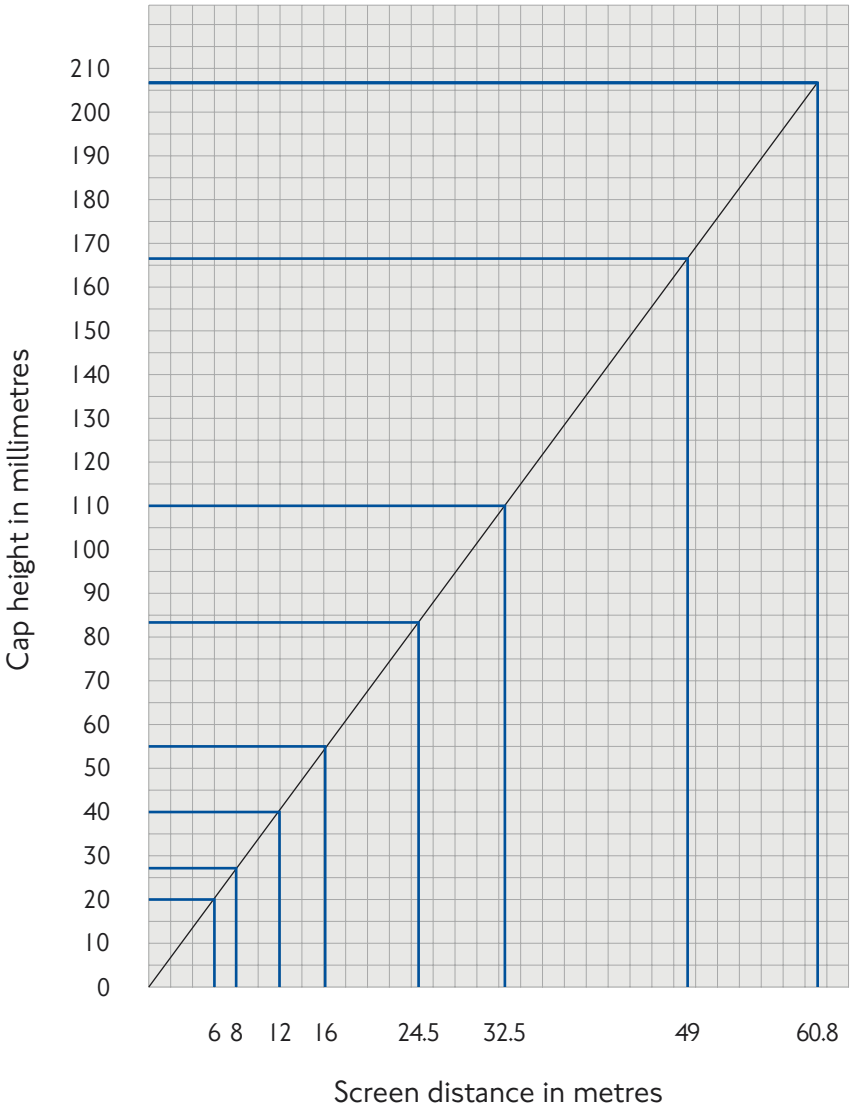
Contents

Grid sizes should be determined by viewing distances.

Text should always be shown at the correct height for the viewing distance (eg a viewing distance of six metres should display the smallest text size, within the display screen, at a cap height of 20mm).

In such an instance, as above, with the smallest font size being two squares high, each square on the grid would need to represent 10mm when displayed (2 x 10mm = 20mm).

An appropriate display screen size should be used to reproduce text at the correct size.



1.10 Abbreviations

Contents

This list shows acceptable contractions of names for use on digital screens.

If a situation arises where there is a need to contract a name not covered here, please seek advice in the first instance from TfL Corporate Design.

In order to maintain consistency across all TfL information, changes to any names or contractions of names are subject to approval by TfL Corporate Design.

Approach	**App**	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	**X**	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**		

1.11 Primary colours

Contents

TfL's primary pallet consists of a number of colours which are used across all digital display screens.

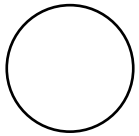
Primary

Corporate Blue
R53 G58 BI40

Text Grey
R45 G48 B57

Disruption Yellow
R252 GI98 B79

Legible London Blue
R3 GI6 B65



Background White
R0 G0 B0

Background Grey
R238 G238 B238

Evacuation Red
R220 G36 B31

Base Blue
R28 G48 B57

Base Light Blue
R49 GI07 BI52

1.12 Mode and line colours

Contents

In addition, there are mode specific and Underground line specific colours.

No other colours are to be used without prior consent from TfL Corporate Design

Modes

Cable Car
R220 G36 B31

Buses
R220 G36 B31

Coaches
R241 G171 B0

Elizabeth line
R119 G61 B89

Cycles
R220 G36 B31

Dial-a-Ride
R183 G39 B191

DLR
R0 G175 B173

Overground
R239 G123 B6

River
R0 G160 B226

Taxi/Private Hire
R132 G128 B215

TfL Rail
R0 G25 B168

Trams
R0 G189 B25

Underground

Underground lines

Bakerloo
R178 G99 B0

Central
R220 G36 B31

Circle
R255 G211 B41

District
R0 G125 B50

H'smith & City
R244 G169 B190

Jubilee
R161 G165 B167

Metropolitan
R155 G0 B88

Northern
R0 G0 B0

Piccadilly
R0 G25 B168

Victoria
R0 G152 B216

Waterloo & City
R147 G206 B186

1.13 Branding

Contents

Information on the display screen should be branded by one of the logos or pictograms shown here.

All logos and pictograms are available from TfL Corporate Design.

1.14 Banners

Contents

Modal and line banners are to be used to help identify the mode of transport or Underground line that the information being displayed relates to.

All banners are available from TfL Corporate Design.

Modes

- Transport for London
- DLR
- Elizabeth line
- Emirates Air Line
- London Buses
- London Dial-a-Ride
- London Overground
- London River Services
- London Taxi and Private Hire
- London Trams
- London Underground
- Santander Cycles
- TfL Rail
- Victoria Coach Station
- National Rail

Underground lines

- Bakerloo line
- Central line
- Circle line
- District line
- Hammersmith & City line
- Jubilee line
- Metropolitan line
- Northern line
- Piccadilly line
- Victoria line
- Waterloo & City line

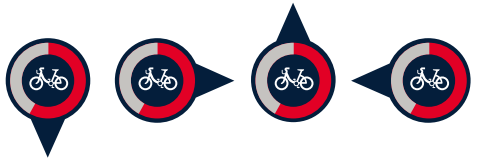
1.15 Additional graphic elements

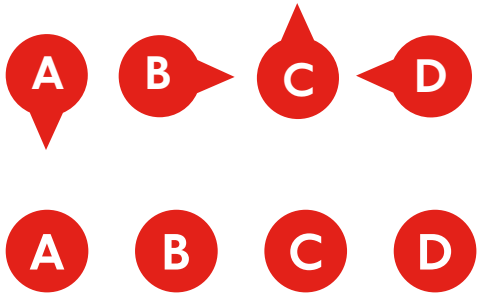
Contents

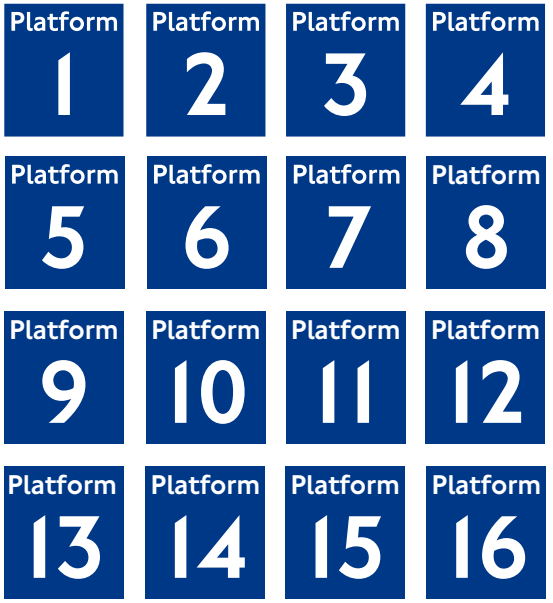
Additional graphical elements are to be used where appropriate.

Please note that graphical elements shown here are examples only.

Please contact TfL Corporate Design for any graphical element required.







1.16 Lines and rules

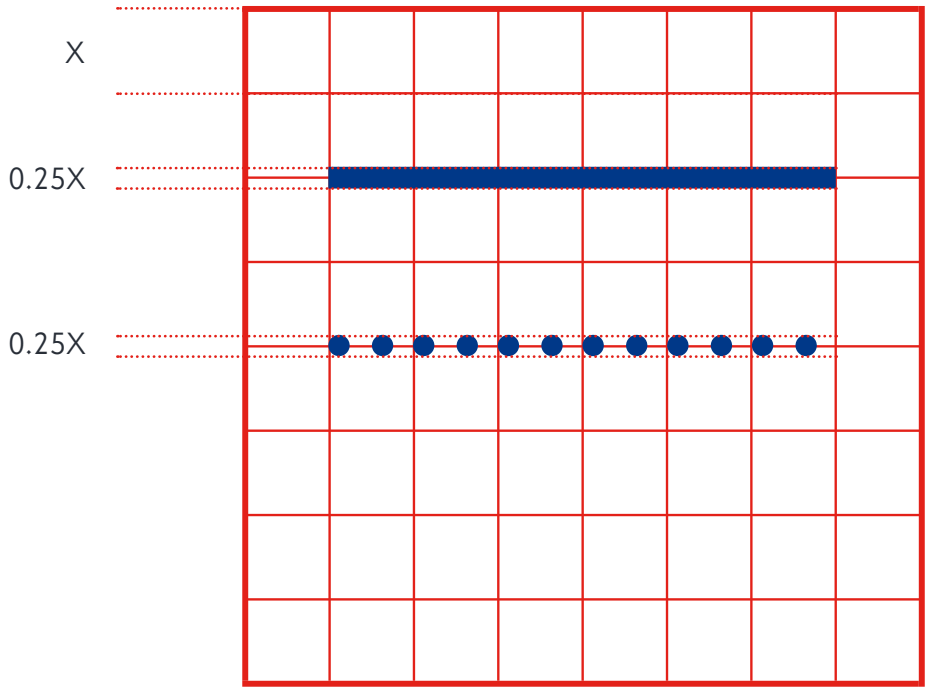
Contents

There are two types of line that are displayed on a digital screen.

Solid line
The height of a solid line is 0.25 x 1 square high.

Dotted line
A dotted line consists of a row of circles with a diameter of 0.25 x 1 square. Space between each circle is 0.25 x 1 square.

Lines are always to be anchored vertically to the centre of a grid line.



2 Basic rules for layout

Contents

This section explains the basic rules of layout for a digital display.

The examples shown will be for a 16:9 display screen. The content will be representative.

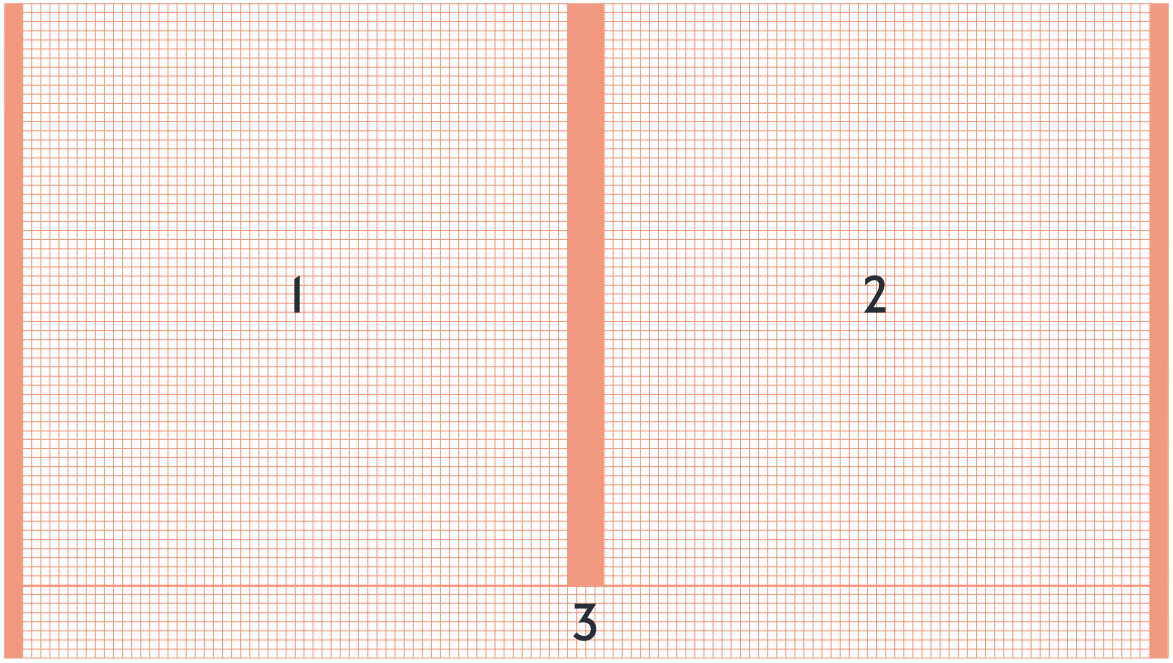
Please note that these are mock-ups only and that final details for each display screen will be determined by the specific requirements of individual briefs and research undertaken with customers.

2.1 Margins

Contents

This 16:9 example consists of two 8:8 widgets and a 16:1 widget.

Both 8:8 widgets have left and right-hand margins of two squares each. The 16:1 widget, which will contain news feed information, has a left and right-hand margin of two squares each.



2.2 Logos and headings

Contents

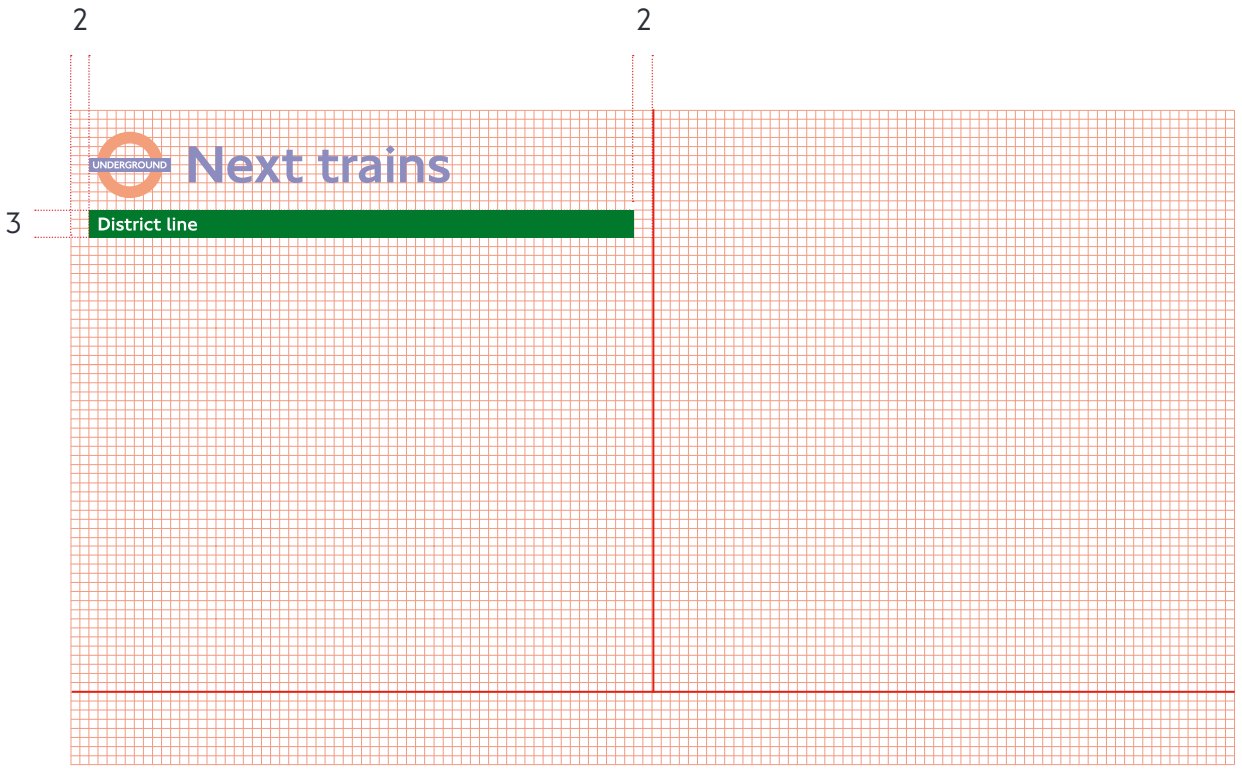
The logo is always to be displayed at nine squares wide. The main heading is always to be displayed at four squares high.

The logo must be centered on the title copy as shown in the example opposite.

2.3 Mode/Line banners

Contents

Modal and line banners are to be displayed at three squares high beneath the branding and main heading.



2.4 Platform information

Contents

A platform identifier is to be placed two squares below the modal/line banner. It is to be set at nine squares wide.

Text within the platform identifier is preset and provided as a graphic element. Do not attempt to type in text within the platform identifier.

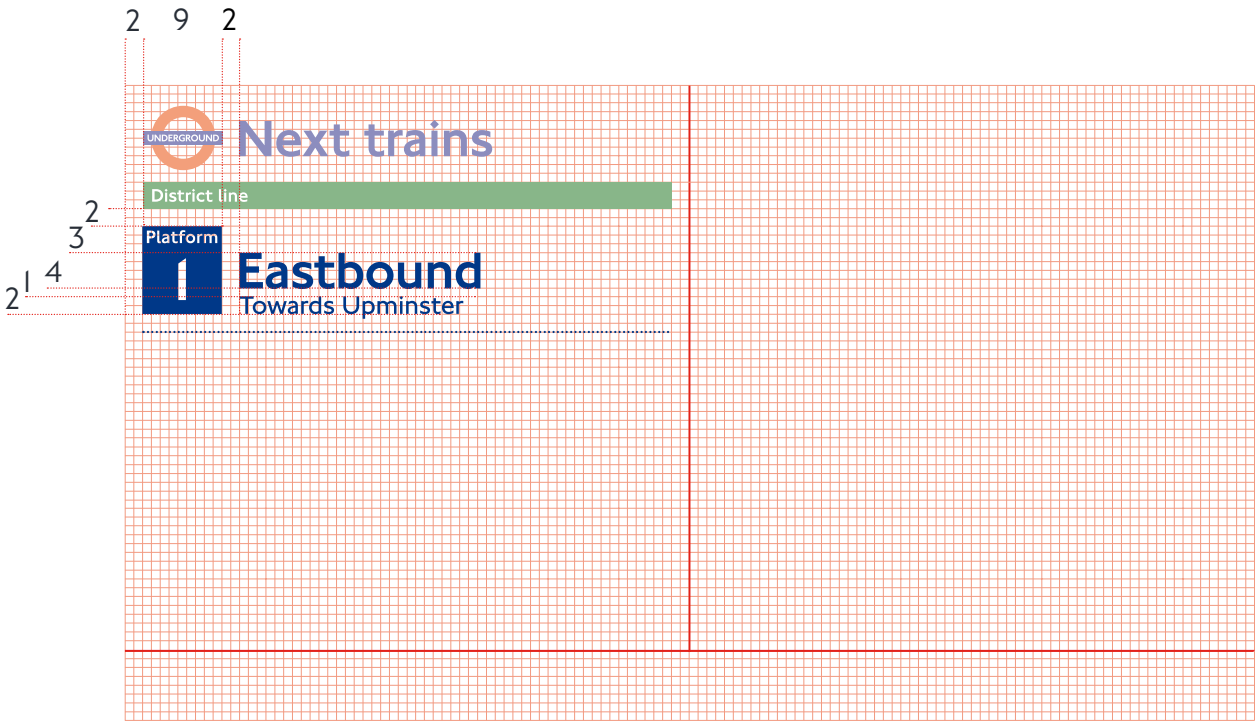
Text identifying the platform direction is set at four squares high. The secondary platform directional text is set at two squares high.

A rule is placed two squares below the platform identifier and is the same width as the modal/line banner.

Note
When more than one platform direction is displayed, the order of display is (from left to right) Northbound, Eastbound, Southbound and then Westbound.

Only when local geographical necessaties dictate otherwise may this order be changed.

If in doubt, contact the TfL Graphic Design team.



2.5 Service information

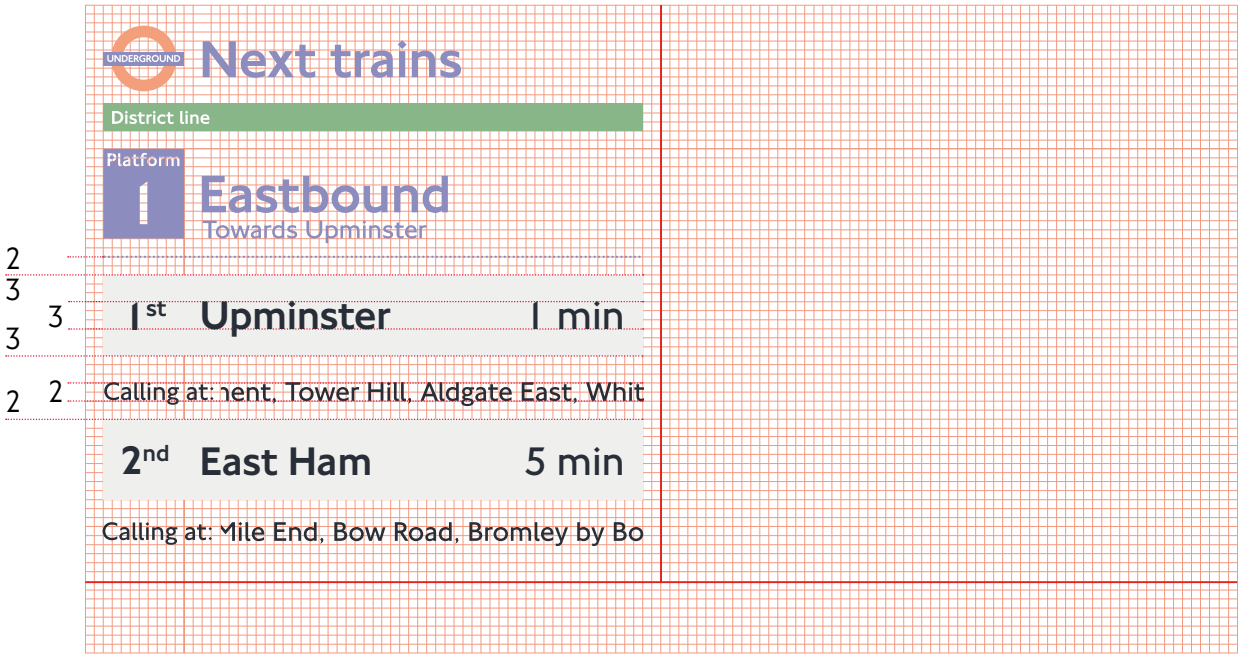
Contents

Service information should be displayed in a manner that allows customers to easily follow the information presented in a hierarchical manner.

Text size used should take into account viewing distances and hierarchy of information. However, only the three text sizes shown earlier in the document (see section 1.7.1) should ever be used.

The example shown here illustrates the order of train arrival, the end destination of the train and the wait time before the train arrives.

Supplementary information such as the 'calling at' locations may also be shown below the main information.



2.6 Clock

Contents

A clock is to be displayed on all screens to indicate to customers that the information displayed is live.

The clock should always be placed on the right-hand side of the screen.

The default position on a landscape screen is in the top right-hand corner against the right-hand margin and horizontally centred with the logo. This will place five squares above the clock. The clock itself will be three squares high.

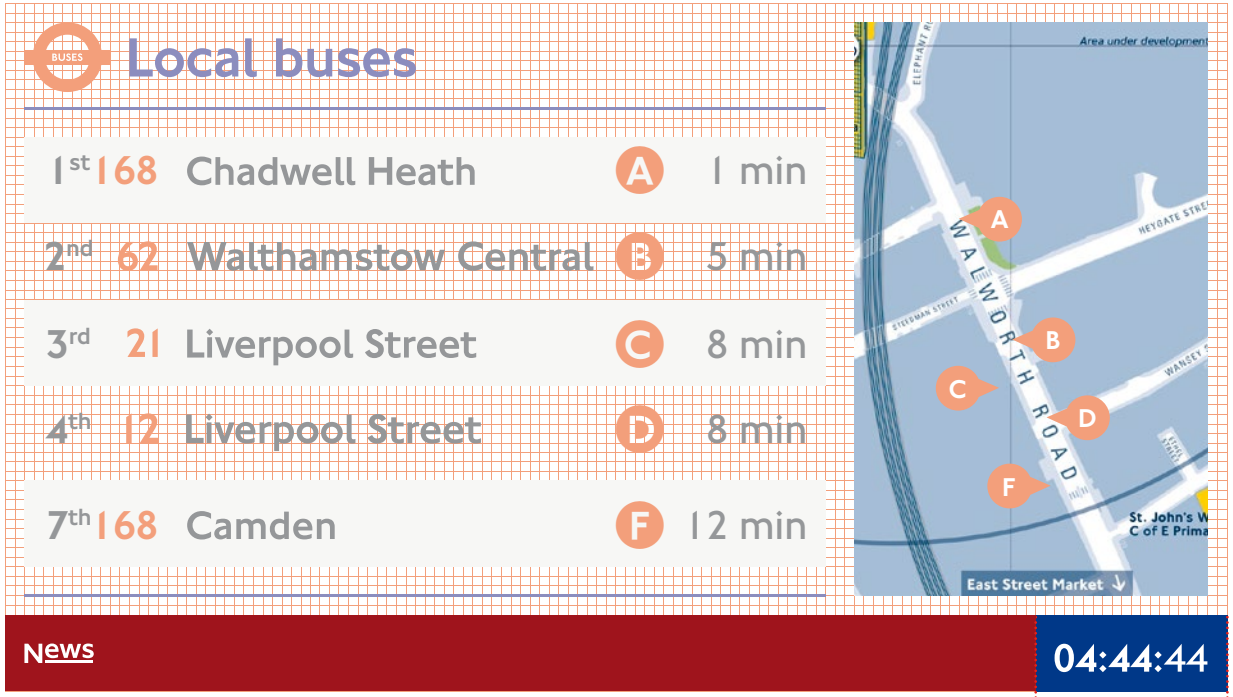
Please note that there is no branding or headline in the second widget, as this area is occupied by the clock.

The clock must be digital and in the format shown (hh:mm:ss).

2.6.1 Clock continued

Contents

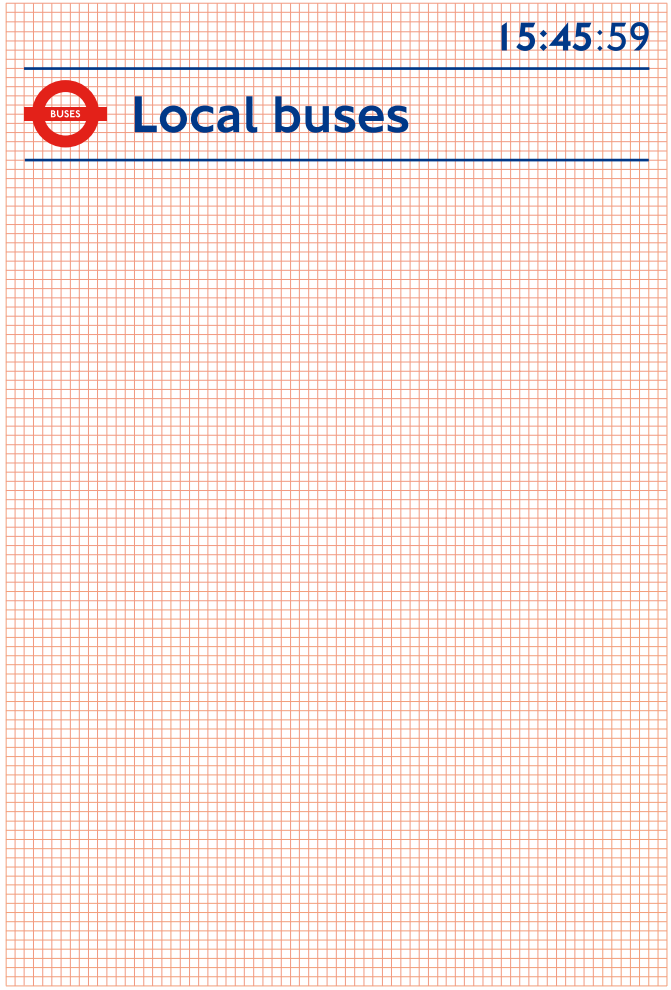
There will be instances where the clock cannot be displayed in the top right-hand corner. It should therefore be displayed in the bottom right-hand corner as shown.



2.6.2 Clock continued

Contents

Where a screen is in portrait mode the clock is positioned above the branding and main heading as shown.



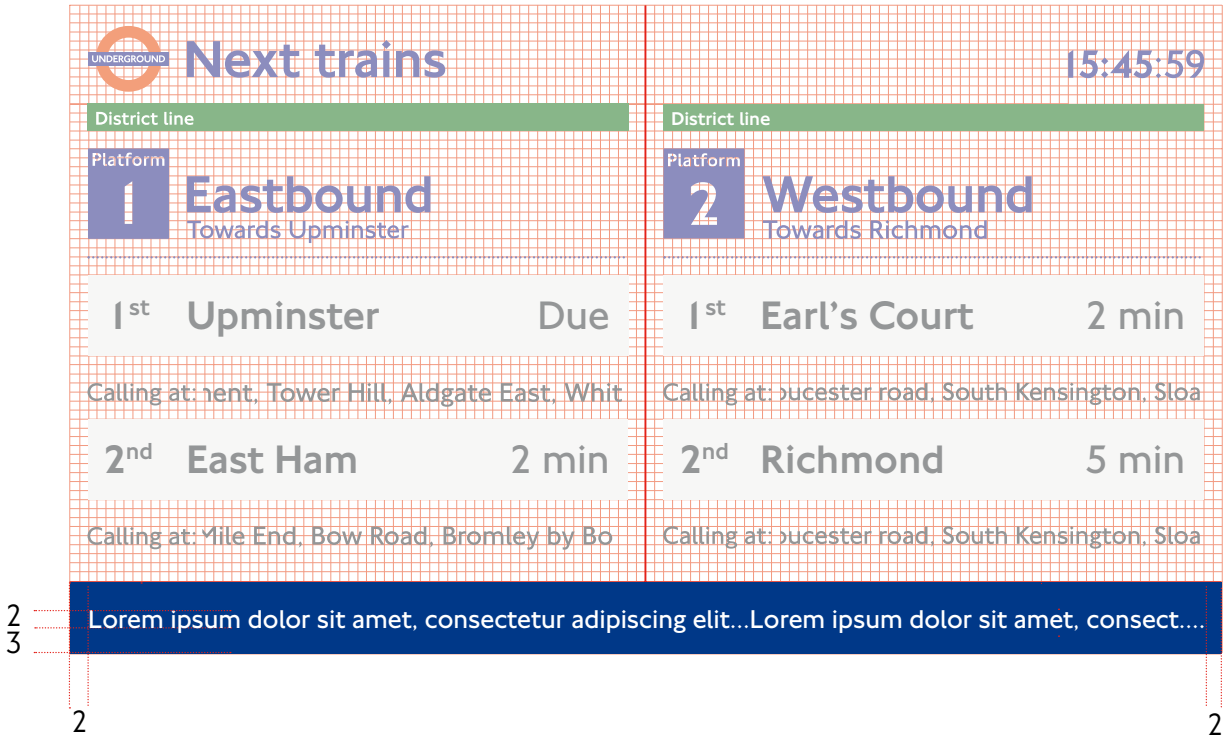
2.7 Footer widget

Contents

Footer widgets are to be displayed on all screens to provide live data to customers on any subject required (eg news).

Text within the footer is set at two squares high. The background colour may be determined by the organisation's brand colour. However, the brand colour used should not clash with any operational mode or line colour used unless agreed by TfL Corporate Design.

Overall, the footer widget should be no more than one unit high. It may, however, vary in width size (depending on screen size).

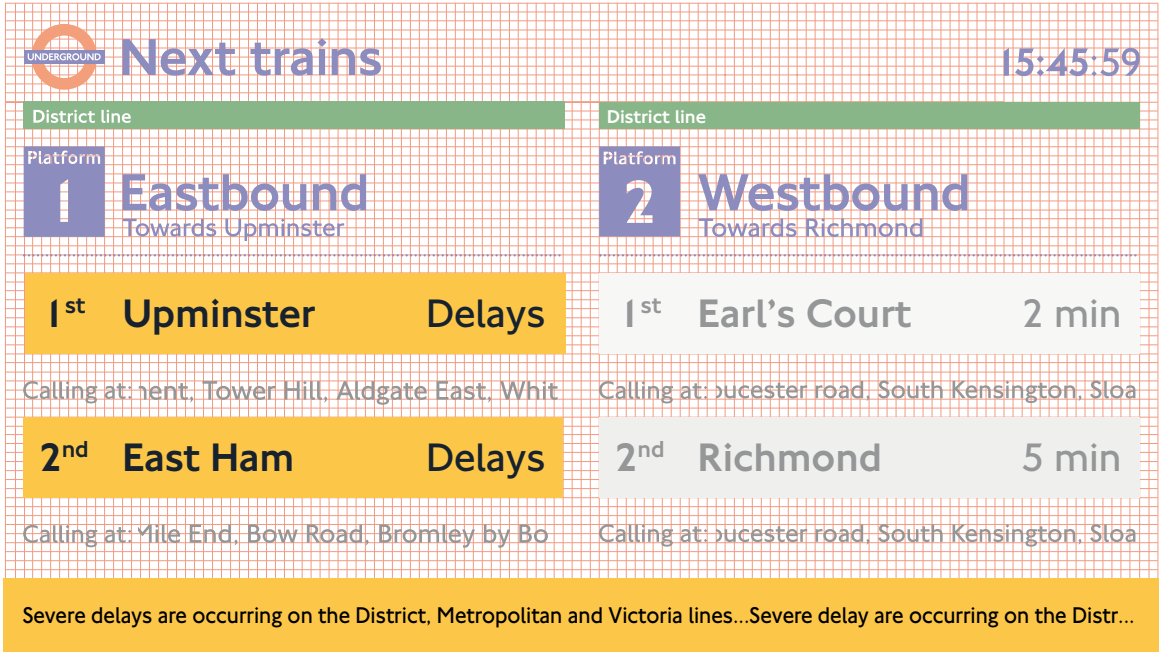


2.8 Service disruption

Contents

When there is a disruption to the service the footer widget is replaced by a service disruption message as shown.

All service disruption information should be displayed on a yellow background.

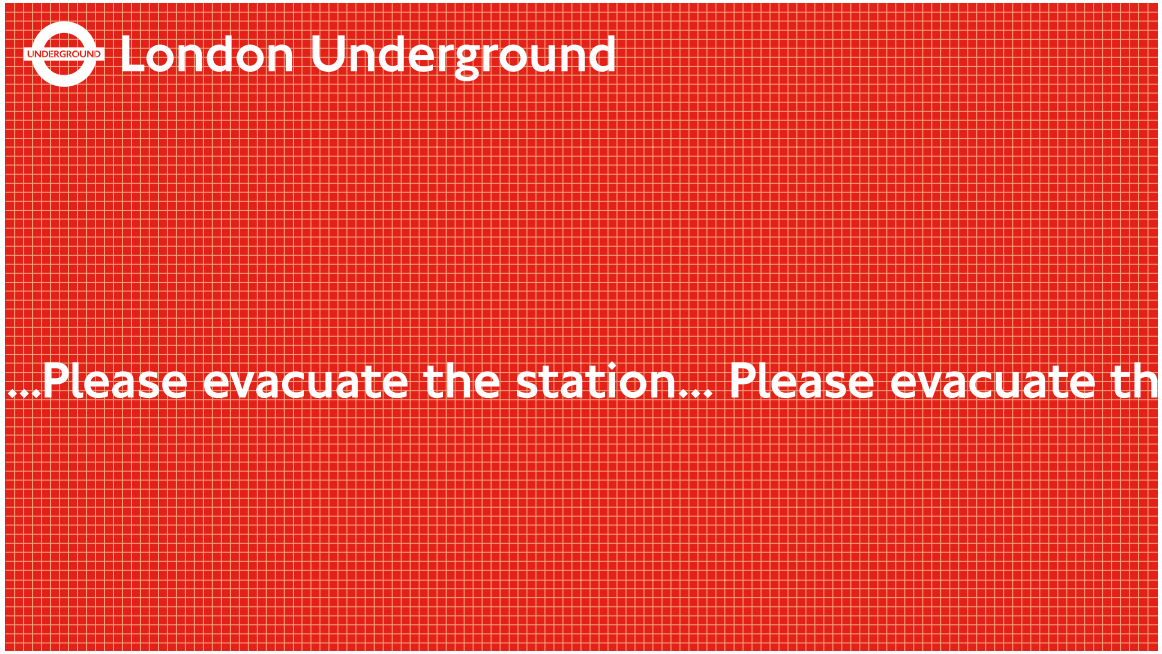


2.9 Station evacuation

Contents

When a station needs to be evacuated the screen background colour is to be turned red and the text used is to be white.

No clock, footer widget or line identification is to be displayed.



2.10 Multiple Underground lines

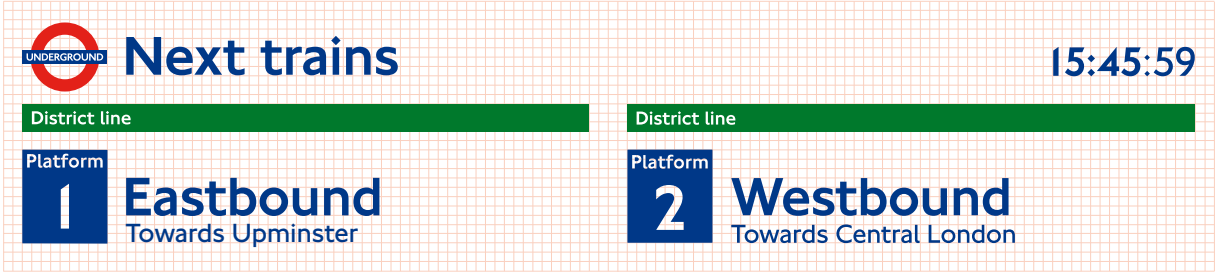
Contents

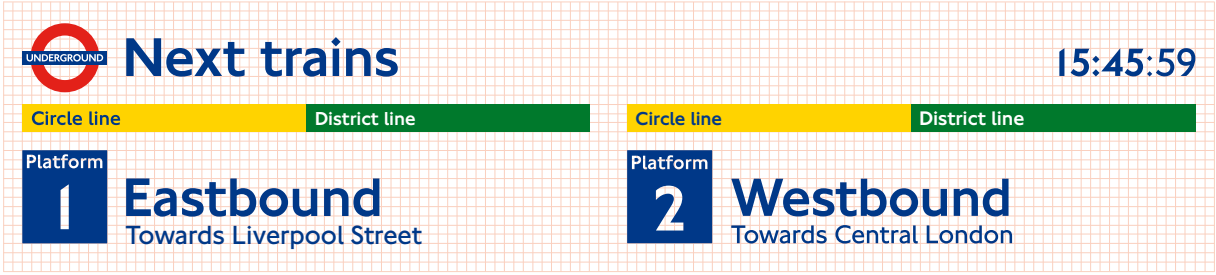
Where more than one Underground line is represented on a widget the banners should be displayed as shown.

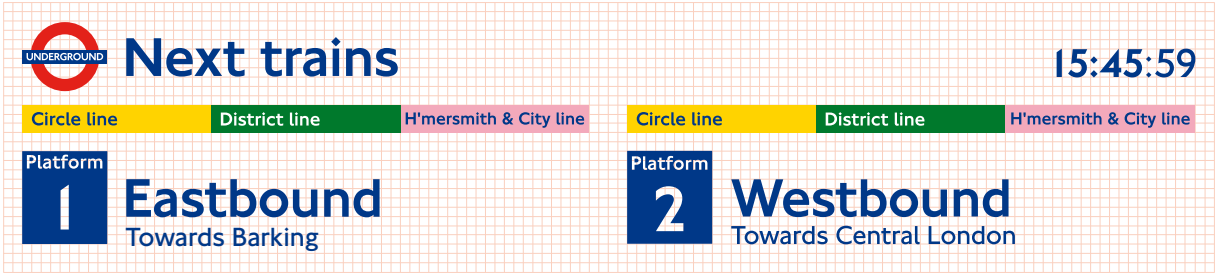
Where two lines are displayed, the banner is split into two equal halves, with each half representing one of the two lines.

Where three lines are displayed, the banner is divided into thirds, with each third representing one of the three lines.

Each line is to be displayed in correct alphabetical order. (Four Underground lines never use the same stretch of track).







2.11 Multiple train modes

Contents

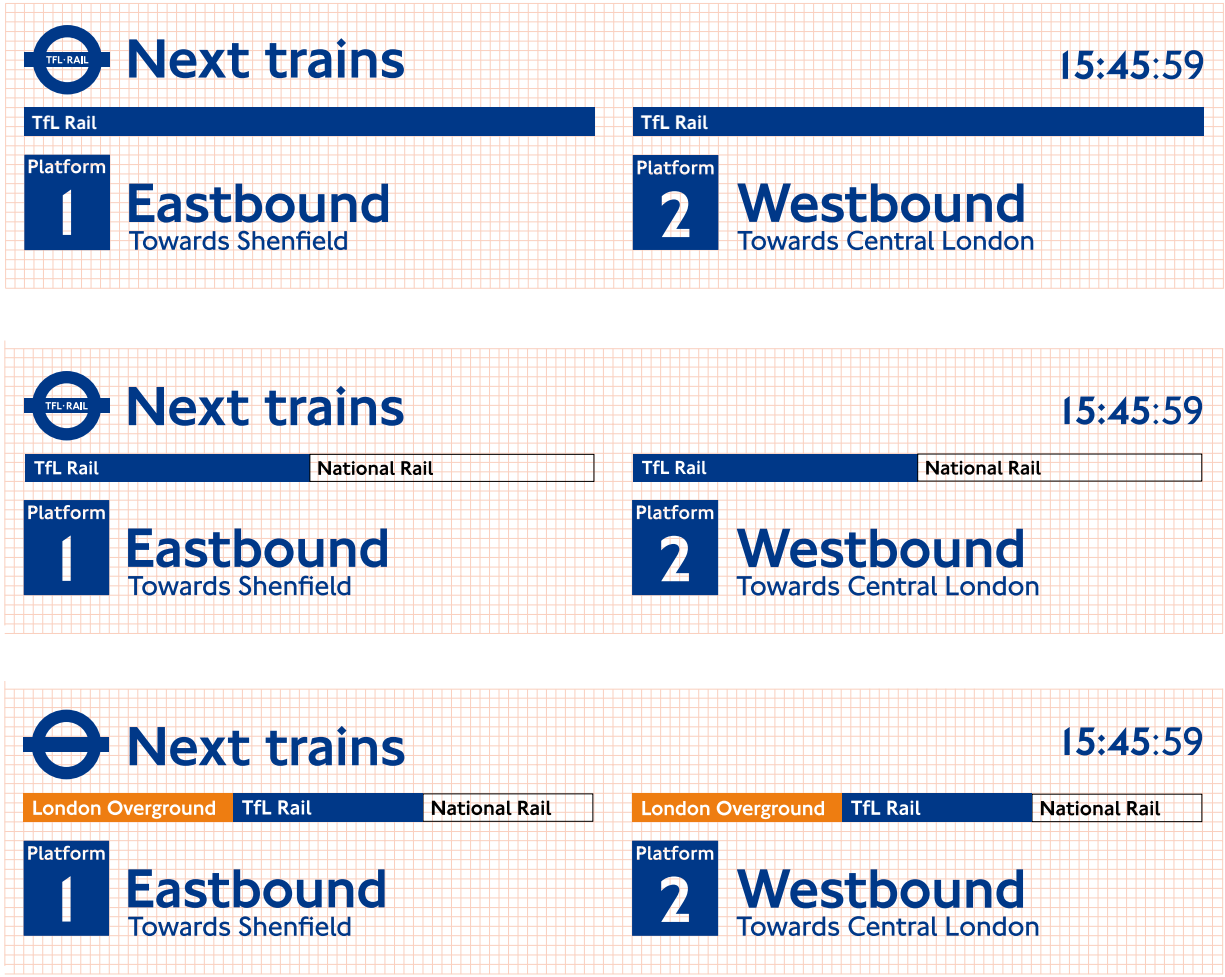
Where more than one train mode is represented on a widget the banners should be displayed as shown.

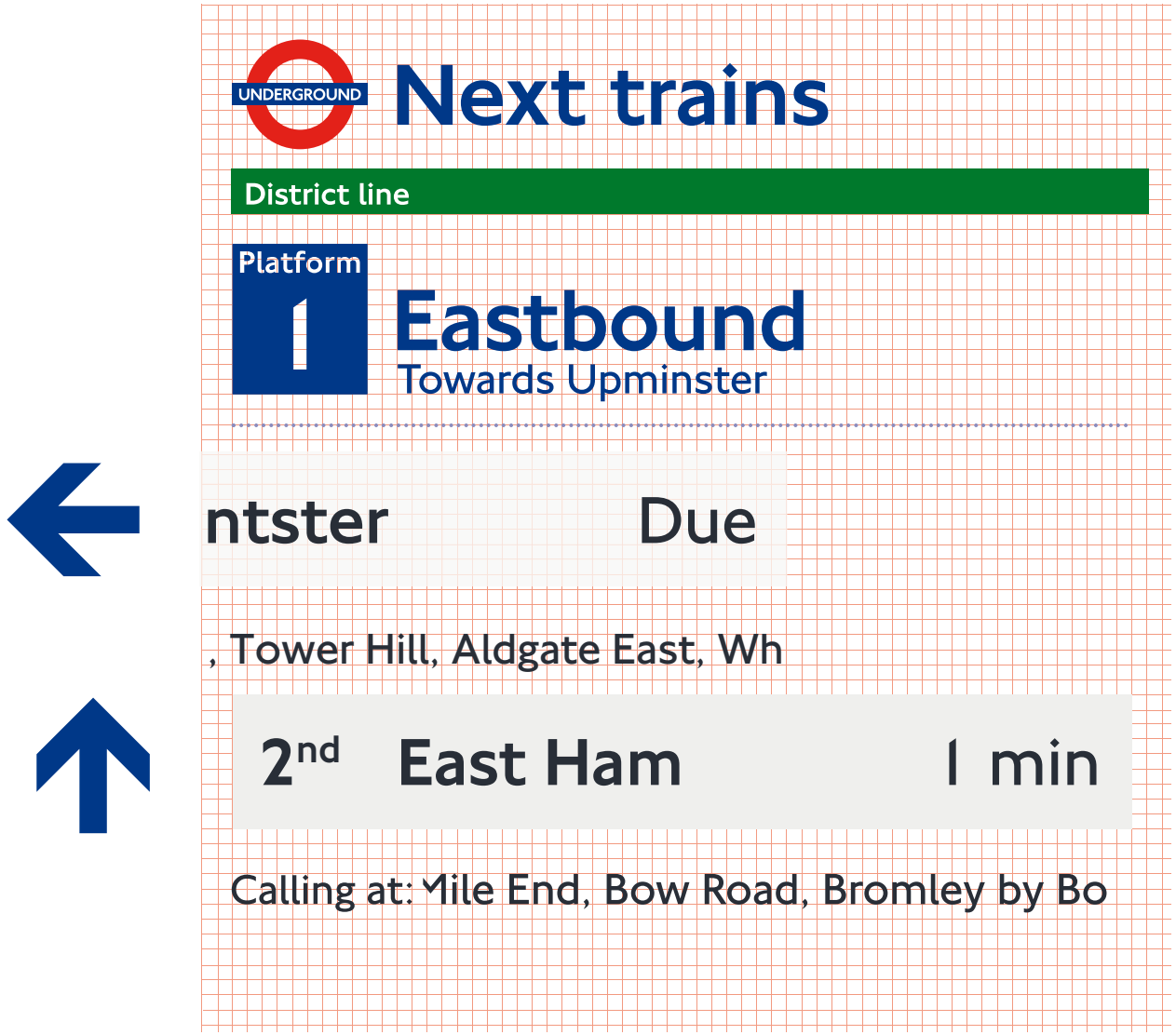
Train Operating Companies (TOCs) come under the National Rail mode. Neither the TOC logo or TOC banner is ever to be displayed on a display screen. Only the National Rail banner is used to represent TOCs.

Where more than one TfL mode is displayed the all-blue TfL roundel is to be used.

Only one TfL roundel is to be used to brand a piece.

TfL modes are always displayed first and each TfL mode is to be displayed in correct alphabetical order.




UNDERGROUND
Next trains
District line
Platform
1
Eastbound
Towards Upminster
ntster
Due
, Tower Hill, Aldgate East, Wh
2nd
East Ham
1 min
Calling at: Mile End, Bow Road, Bromley by Bo

3.1 Transitions and animations continued

Contents

There is only one style of transition and one style of animation that may be used to bring life to TfL's digital displays.

1 The wipe
The wipe is used to remove information from the screen without removing the entire widget. It travels from one side of an area to the other.

Once information has been wiped clear, the second piece of information is displayed.

2 The animated carousel
This is used to animate moving text where the text required is longer than the area allocated for display.

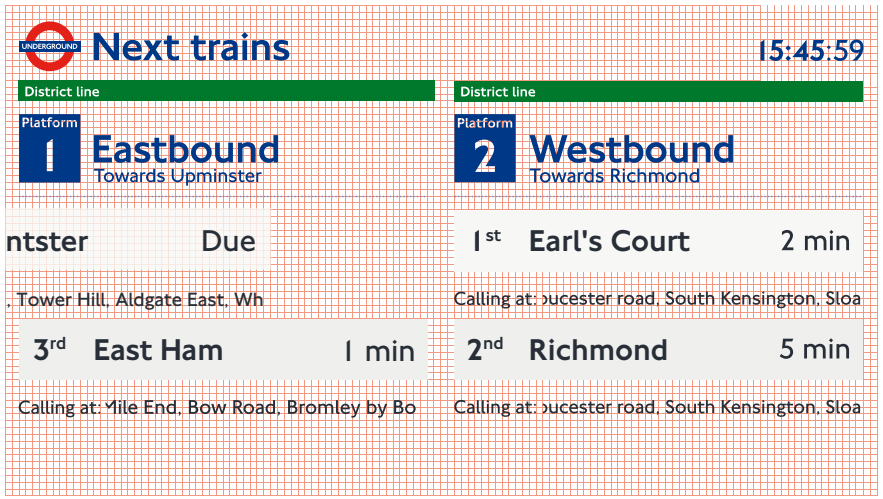
Text should always move from right to left.

For further information and clarification of transitions and animations please contact TfL Corporate Design.

The wipe

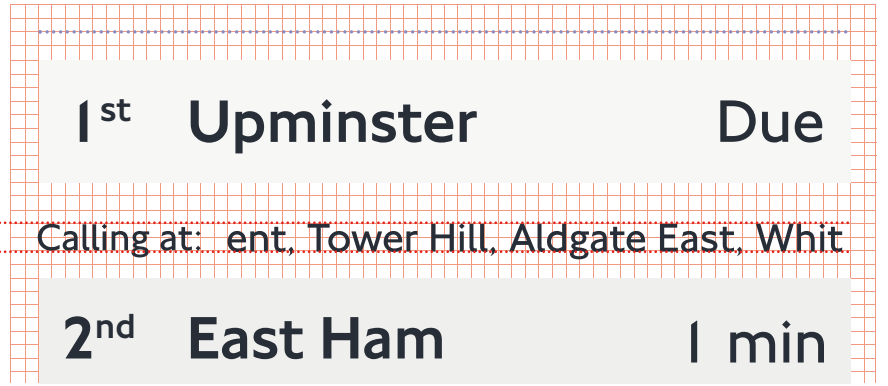
Wipe left...

...and then move up



The carousel

'Calling at' remains fixed and the station names rotate behind the fixed calling at.



4 Multiple screens and summary of departures

Contents

The following pages show how multiple screens can be used to display digital information.

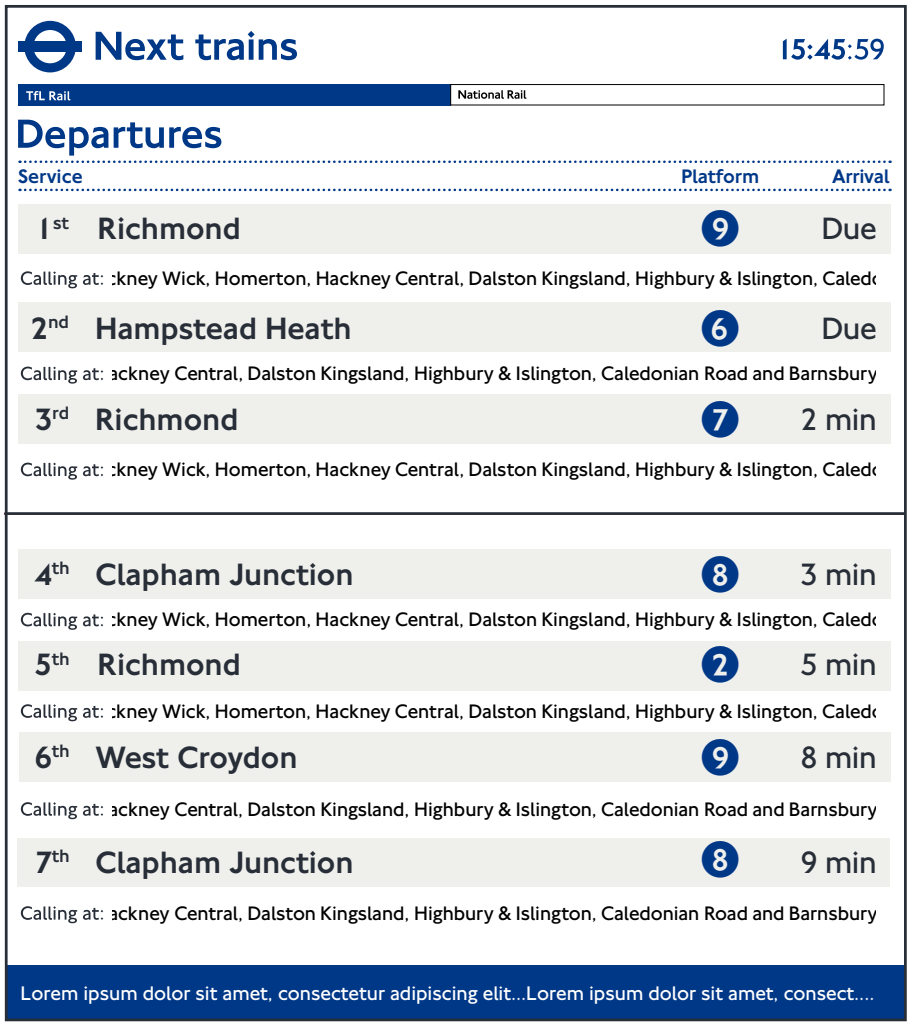
4.1 Mock-up 1

Contents

The mock-up here shows a single widget detailing train wait times over two screens.

Two rail modes display service times, service destinations, wait times and platform information.

A news feed widget is displayed in the footer at the bottom screen.



4.2 Mock-up 2

Contents

The mock-up here shows four widgets detailing train departures over two screens.

The screen on top displays London Underground District line eastbound and westbound order of arrival, service destination and wait times.

The screen at the bottom displays TfL Rail eastbound and westbound order of arrival, service destination and wait times.

News feed and social media widgets are displayed at the foot of both screens.

4.3 Mock-up 3

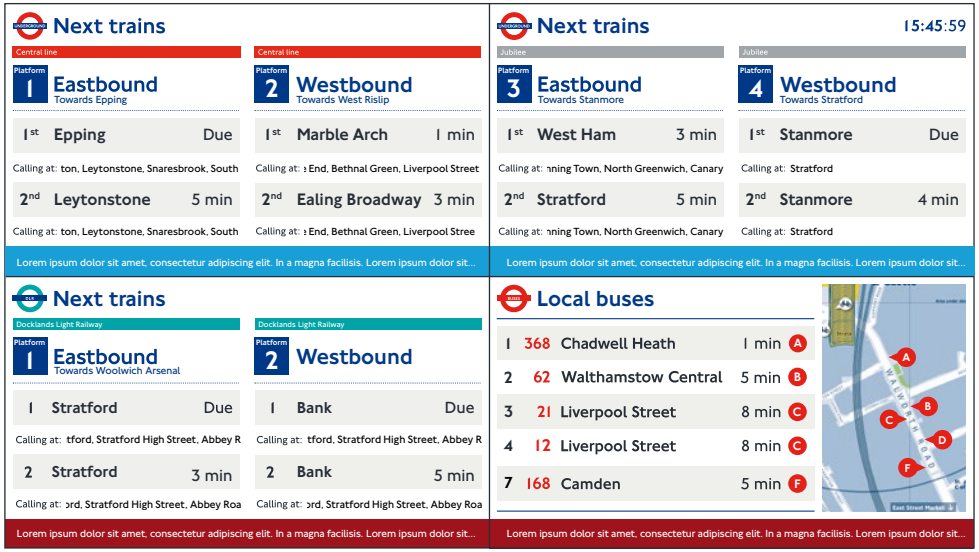
Contents

The mock-ups here show how four screens can be used to show four different grids (Example 1) or a single grid over four screens (Example 2).

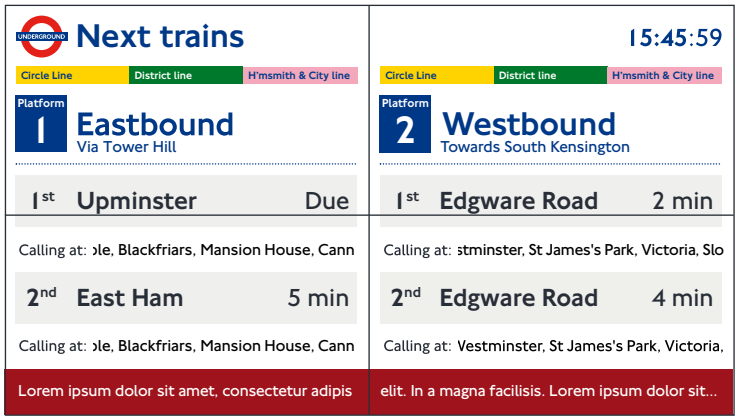
Example 2 may be used where, due to viewing distances, the information needs to be displayed at a larger size for legibility.

Separate news feed widgets are displayed at the foot of each screen in Example 1.

In Example 2 a single news feed widget is shown.



4 screens x 4 grids



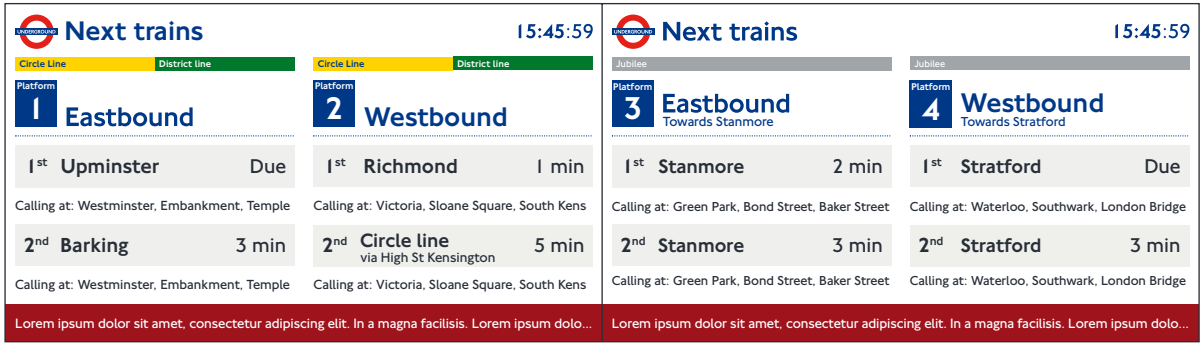
4 screens x 1 grid

4.4 Mock-up 4

Contents

The mock-up here shows four widgets detailing train departures over two screens (side by side).

Two separate news feed widgets are displayed at the foot of each screen.



5 Digital display examples

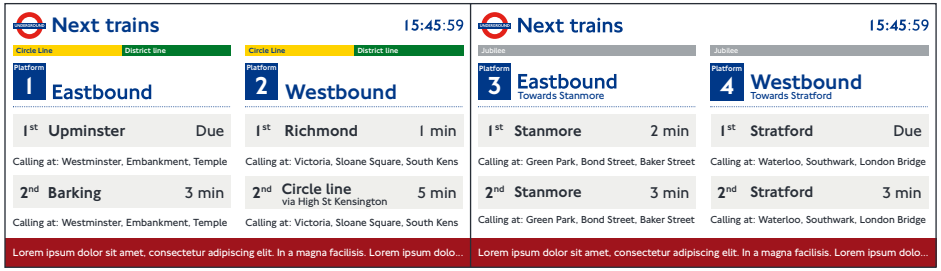
Contents

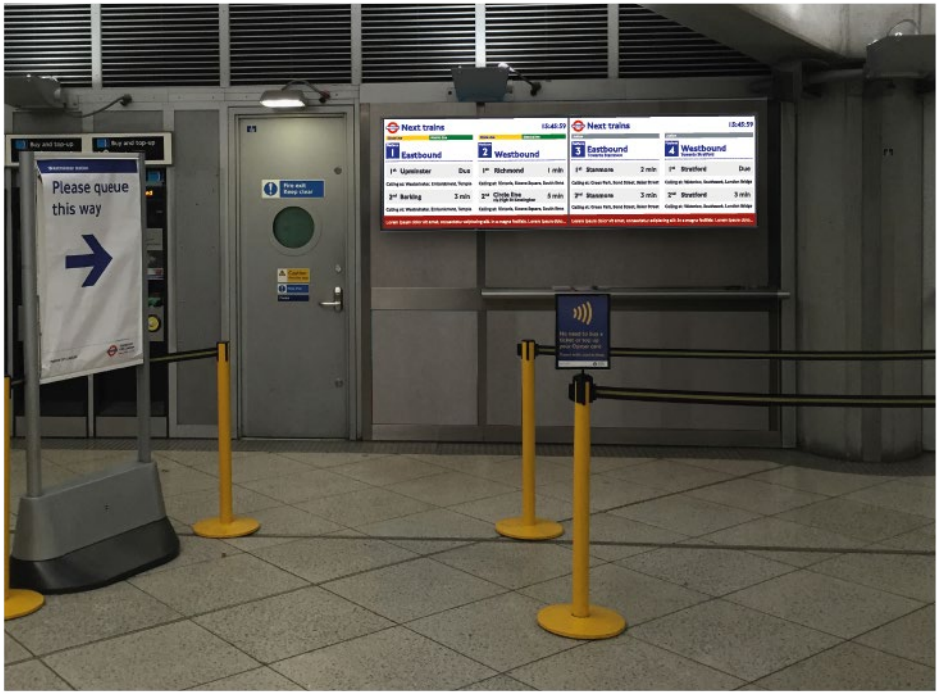
This section of the document illustrates digital displays in potential live situations.

5.1 Two landscape screens (station entrance)

Contents

The mock-up here shows the principles of this document applied to two London Underground departure boards.





5.2 Two landscape screens (station exit)

Contents

The mock-up here shows the principles in this document applied to a landmark finder and a bus arrival board.

5.3 Cycle Hire docking station

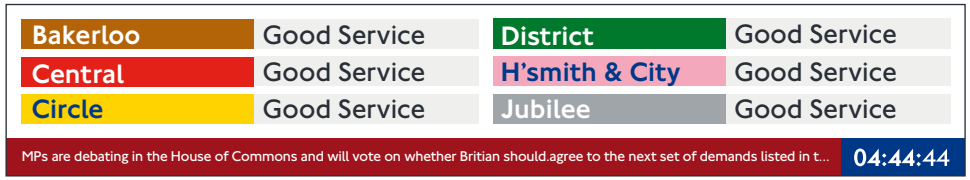
Contents

The mock-up here shows the principles in this document applied to a digital cycle hire update board.

5.4 In-train display

Contents

The mock-up here shows the principles in this document applied to an in-train display board.



For further information

Contents

These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact The TfL Graphics team.

Email: corporatedesign@tfl.gov.uk

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