

Stationery standard

Issue 4

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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of Transport for London (TfL). It is essential that TfL maintains a high standard for co-ordinated design in every aspect of its operations.

This document sets the standards for stationery items used within TfL. The information covers the corporate typeface, the visual identity, the corporate colours and the stationary specifications.

Stationary templates can be obtained from TfL Corporate Design telephone: **020 7126 4462** or email: **corporatedesign@tfl.gov.uk**

For more guidance on TfL Corporate standards, please visit the TfL website, **tfl.gov.uk/corporatedesign**

I Basic elements

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Introduction

This section gives guidance on the basic elements that make up the TfL Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.

1.1 Corporate typeface

Contents



The typeface used by TfL is New Johnston. It is exclusive to TfL and should be applied for via the TfL website:

tfl.gov.uk/corporatedesign

Headings

These are set in New Johnston Medium.

Body text

This should be set in New Johnston Book or New Johnston Light.

Book has been designed specifically for clarity and legibility at 12pt (or below).

At sizes above 12pt, New Johnston Light should be used for body text.

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

New Johnston Medium

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

New Johnston Light

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

New Johnston Book

A b

1.2 Roundel

Contents

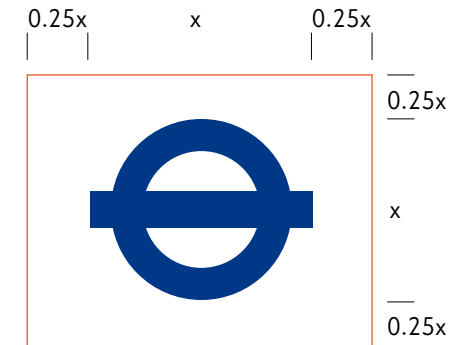


Roundel

This page shows the TfL roundel.

For detailed guidance on the correct use of the roundel refer to the TfL basic elements standards.

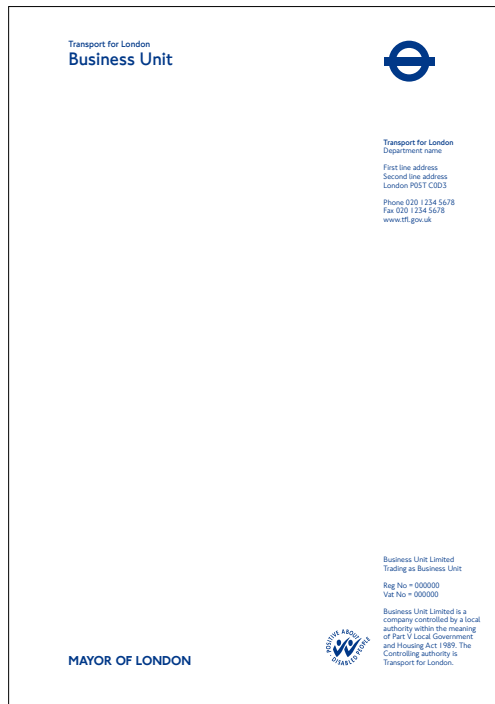
The orange box indicates the exclusion zone where no other graphic elements should be placed. The exclusion zone is always one quarter (0.25) of the width of the roundel bar (x).



1.3 Logotypes

Transport for London logotype.

To reinforce its identity on stationery produced by its business units, the TfL logotype is associated with the business unit logotype as shown below.



Details of the size and position of the logotypes on each of the main stationery formats are shown in the specifications that follow

This page shows the logotypes used by TfL.

Transport for London
Transport Trading Limited
London Travel Information
Lost Property Office

1.4 Colours



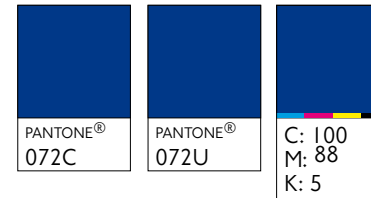
Mode colours

This page identifies the corporate colours used for TfL.

The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

For all other colour references within the TfL group please refer to the TfL colour standards tfl.gov.uk/corporatedesign

Corporate blue



2 Stationery specifications

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Introduction

The following pages show how TfL stationery should incorporate roundels, logotypes and Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements are fixed and must be adhered to at all times on both pre-printed and locally printed material.

2.1 Letterhead

Contents



Specification for print

Size 210 x 297

The example opposite shows the layout for TfL pre-printed letterheads. Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

Transport for London
New Johnston Book 11pt
Aligned left
Colour: Pantone 072

Transport Trading Limited
New Johnston Medium
20pt Aligned left
Colour: Pantone 072

Mayor of London
New Johnston Bold 14pt
Aligned left
Colour: Pantone 072

15	30	52	
	<p>Transport for London Business Unit</p> <p>Your ref: B/001 Our ref: A/003 Client name Company name First line of address Second line of address Town or City name County and POST CODE 26 January 2002</p> <p>Dear name</p> <p>Corporate identity guidelines</p> <p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678 Copy to: One Other</p> <p>MAYOR OF LONDON</p>	 <p>Transport for London Department name</p> <p>First line address Second line address London P05T C0D3</p> <p>Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p> <p>Business Unit Limited Trading as Business Unit</p> <p>Reg No = 000000 Vat No = 000000</p> <p>Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The Controlling authority is Transport for London.</p>	<p>Roundel Width 21mm Colour: Pantone 072</p> <p>58</p> <p>Department and addresses New Johnston Book 10/12pt Paragraph space 10/18pt Aligned left Colour: Pantone 072</p> <p>Business unit New Johnston medium 10/12pt Paragraph space 10/18pt Aligned left Colour: Pantone 072</p> <p>Legal New Johnston Book 8/9pt Aligned left Colour: Pantone 072</p> <p>PAD symbol Colour: Pantone 072</p>
10	12 5		

2.1.1 Letterhead continued



Specifications for third party endorsements

The examples on this page show the layout for TfL pre-printed letterheads where third party endorsements are necessary for London Travel Information, Lost Property and London's Transport Museum.

Please note all measurements are in mm.

London Travel Information

10	<p>MAYOR OF LONDON</p>  					<p>A division of Transport Trading Limited whose registered office is Windsor House 42-50 Victoria Street London SW1H 0TL</p> <p>Registered in England and Wales Company number 3914810</p> <p>VAT number 756 2770 08 Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p>
		12	5	10.5	5	

Lost Property

10	<p>MAYOR OF LONDON</p>  					<p>A division of Transport Trading Limited whose registered office is Windsor House 42-50 Victoria Street London SW1H 0TL</p> <p>Registered in England and Wales Company number 3914810</p> <p>VAT number 756 2770 08 Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p>
		12	5	6.5	5	

2.1.2 Letterhead continued

Contents



Template example

Size 210 x 297

All letters must be set using the TfL letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

Headings

New Johnston Medium 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Body copy

New Johnston book 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Name Surname/ email/direct line



New Johnston Medium 12/14pt

Aligned left

Job title

New Johnston Medium 12/14pt

Aligned left

30	30
41	<p>Transport for London Business Unit</p> 
17	<p>our ref: B/001 Our ref: A/003</p> <p>Client name Company name First line of address Second line of address Town or City name County and POST C0D3</p> <p>26 January 2002</p> <p>Dear name</p> <p>Corporate identity guidelines</p> <p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p> 
41	<p>Transport for London Department name</p> <p>First line address Second line address London PO5T C0D3</p> <p>Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p>
15	<p>Business Unit Limited Trading as Business Unit</p> <p>Reg No = 000000 Vat No = 000000</p> <p>Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The Controlling authority is Transport for London.</p>  

2.2 Continuation sheet



Template example

Size 210 x 297

All letters must be set using the TfL letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

Body copy

New Johnston book 12/14pt

Paragraph space: 1 line

Aligned left

Colour: black

Name Surname

/email/direct line

New Johnston Medium 12/14pt

Aligned left

Job title

New Johnston Medium 12/14pt

Aligned left

30	30
20	<p style="text-align: right;">Page 2 of 2</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>
21	

2.3 Compliment slip

Contents



Roundel

Width: 21mm

Colour: Pantone 072

Specification for print

Size 210 x 99

The example opposite shows the layout for TfL pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

Transport for London

New Johnston Book 11pt

Aligned left

Colour: Pantone 485

Transport Trading Limited

New Johnston Medium 20pt

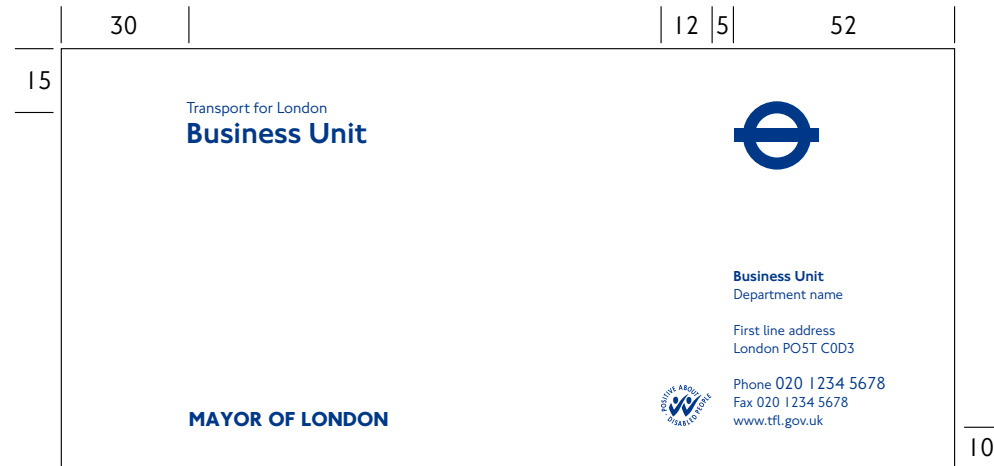
Aligned left

Mayor of London

New Johnston Bold 14pt

Aligned left

Colour: Pantone 072



PAD symbol Business unit

Colour: Pantone 072

New Johnston Medium 10/12pt

Aligned left

Colour: Pantone 072

Department and address

New Johnston Book 10/12pt

Paragraph space: 10/18pt

Aligned left

Colour: Pantone 072

* Phone no: 12/18pt

2.4 Business card

Contents



Specification for print

Size 86 x 55

The example opposite shows the layout for TfL pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

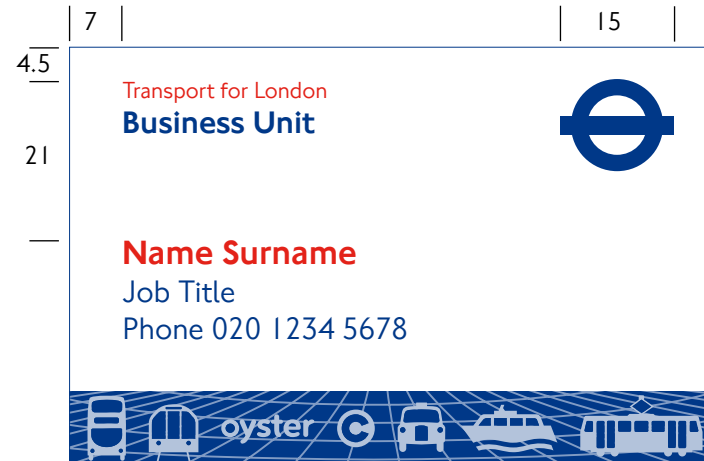
Please note all measurements are in mm.

Transport for London
New Johnston Book 9/13pt
Aligned left
Colour: Pantone 485

Transport Trading Limited
New Johnston Book 12/13pt
Aligned left
Colour: Pantone 072

Transport for London
New Johnston Medium 10/12pt
Aligned left
Colour: Pantone 485

Transport Trading Limited
New Johnston Book 12/13pt
Aligned left
Colour: Pantone 072



Roundel
Width: 21mm
Colour: Pantone 072

Name
New Johnston Book 9/13pt
Aligned left
Colour: Pantone 485

Qualification letters (optional)
New Johnston Book 12/13pt
Aligned left
Colour: Pantone 072



Title and Phone number
New Johnston Book 12/14pt
Aligned left
Colour: Pantone 072

2.5 Fax sheet cover



Template example

Size 210 x 297

All faxes must be set using the TfL fax cover sheet template and printed directly from the desktop.

Please note all measurements are in mm.

Transport for London

New Johnston Book 20/20pt
Aligned left

Business Unit

New Johnston Book 20/20pt
Aligned left

Fax cover sheet

New Johnston Bold Book 13pt
Aligned left

Subject title/department

New Johnston Medium 12/14pt
Paragraph space: 1 line
Aligned left

Body text

New Johnston Book 12/14pt
Aligned left

Name Surname/email

New Johnston Book 12/14pt
Aligned left

Job title

New Johnston Book 12/14pt
Aligned left

Legal (see individual letterheads for details)

New Johnston Book 8/9pt
Aligned left

Mayor of London

New Johnston Bold 14pt
Aligned left

	30	27	60	27	52												
15	<p>Transport for London Business Unit</p>																
25	<p>Fax cover sheet</p>																
17	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">To: [Recipient's name]</td> <td style="width: 33%;">From: [Sender's name]</td> <td style="width: 33%;"></td> </tr> <tr> <td>Company: [Company name]</td> <td>Return fax no: 000 0000 0000</td> <td></td> </tr> <tr> <td>Fax no: [Fax number]</td> <td>Phone no: 000 0000 0000</td> <td></td> </tr> <tr> <td>No of pages: [No of pages]</td> <td>Date: 1 January 2003</td> <td></td> </tr> </table>					To: [Recipient's name]	From: [Sender's name]		Company: [Company name]	Return fax no: 000 0000 0000		Fax no: [Fax number]	Phone no: 000 0000 0000		No of pages: [No of pages]	Date: 1 January 2003	
To: [Recipient's name]	From: [Sender's name]																
Company: [Company name]	Return fax no: 000 0000 0000																
Fax no: [Fax number]	Phone no: 000 0000 0000																
No of pages: [No of pages]	Date: 1 January 2003																
50	<p>Subject title [Body text]</p>																
10	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;"> <p>Name Surname Job Title Email: name@tfl.gov.uk</p> </td> <td style="width: 40%; text-align: right;"> <p>Business Unit Department Name</p> <p>First line address Second line address County POST COD3</p> <p>Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk</p> </td> </tr> </table>					<p>Name Surname Job Title Email: name@tfl.gov.uk</p>	<p>Business Unit Department Name</p> <p>First line address Second line address County POST COD3</p> <p>Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk</p>										
<p>Name Surname Job Title Email: name@tfl.gov.uk</p>	<p>Business Unit Department Name</p> <p>First line address Second line address County POST COD3</p> <p>Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk</p>																
	<p>MAYOR OF LONDON</p>																

Roundel

Width: 21mm
Colour: black

Fax headings

New Johnston Book Bold
10/22pt
Aligned left
Colour: Black

Fax information

New Johnston Book
12/22pt
Aligned left

PAD symbol

Colour: Black

Business unit

New Johnston Medium
10/12pt
Aligned left
Colour: Black

Department and address

New Johnston Book
10/12pt
Paragraph space: 10/18pt
Aligned left
Colour: Black
* Phone no: 12/18pt

2.6 Memo

Contents



Template example

Size 210 x 297

All memos must be set using the TfL memo template and printed directly from the desktop.

Please note all measurements are in mm.

For Memo continuation sheet please see specifications for letterhead continuation sheet on page 2.3.

Transport for London

New Johnston Book 20/20pt
Aligned left

Memo field headings

New Johnston Bold Book 10/22pt
Aligned left
Colour: Black

Memo information

New Johnston Book 12/22pt
Aligned left
Colour: Black

Subject title

New Johnston Book 12/14pt
Aligned left

Body text

New Johnston Book 12/14pt
Aligned left

Legal (see individual letterheads for details)

New Johnston Book 8/9pt
Aligned left

Mayor of London

New Johnston Bold 14pt
Aligned left

30

20

52

15

26

75

10

Transport for London
Business Unit



To: [Recipient's name]
Company: [Company name]
Our ref: [Reference]
Your ref: [Reference]
Phone: [Phone number]
Date: 1 January 2009

Subject title
[Body text]

Name Surname
Job Title
Email: name@tfl.gov.uk

Business Unit Limited trading as Business Unit
Registration number 0900000 VAT number 0900000
Business Unit Limited is a company controlled by a local authority
within the meaning of Part V Local Government and Housing Act 1989.
The controlling authority is Transport for London.
See individual letterheads for detailed legal information.

MAYOR OF LONDON



Business Unit
Department Name
First line address
Second line address
County P05T C0D3

Phone 020 0000 0000
Fax 020 0000 0000
www.tfl.gov.uk

Roundel

Width: 21 mm
Colour: black

Name Surname/email

New Johnston Book Bold
12/14pt
Aligned left

Job title

New Johnston Book Bold
12/14pt
Aligned left

PAD symbol

Colour: Black

2.7 Envelopes



Specification

Size C4 325 x 230
 C5 225 x 160
 DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.



2.8 Information pack

Contents



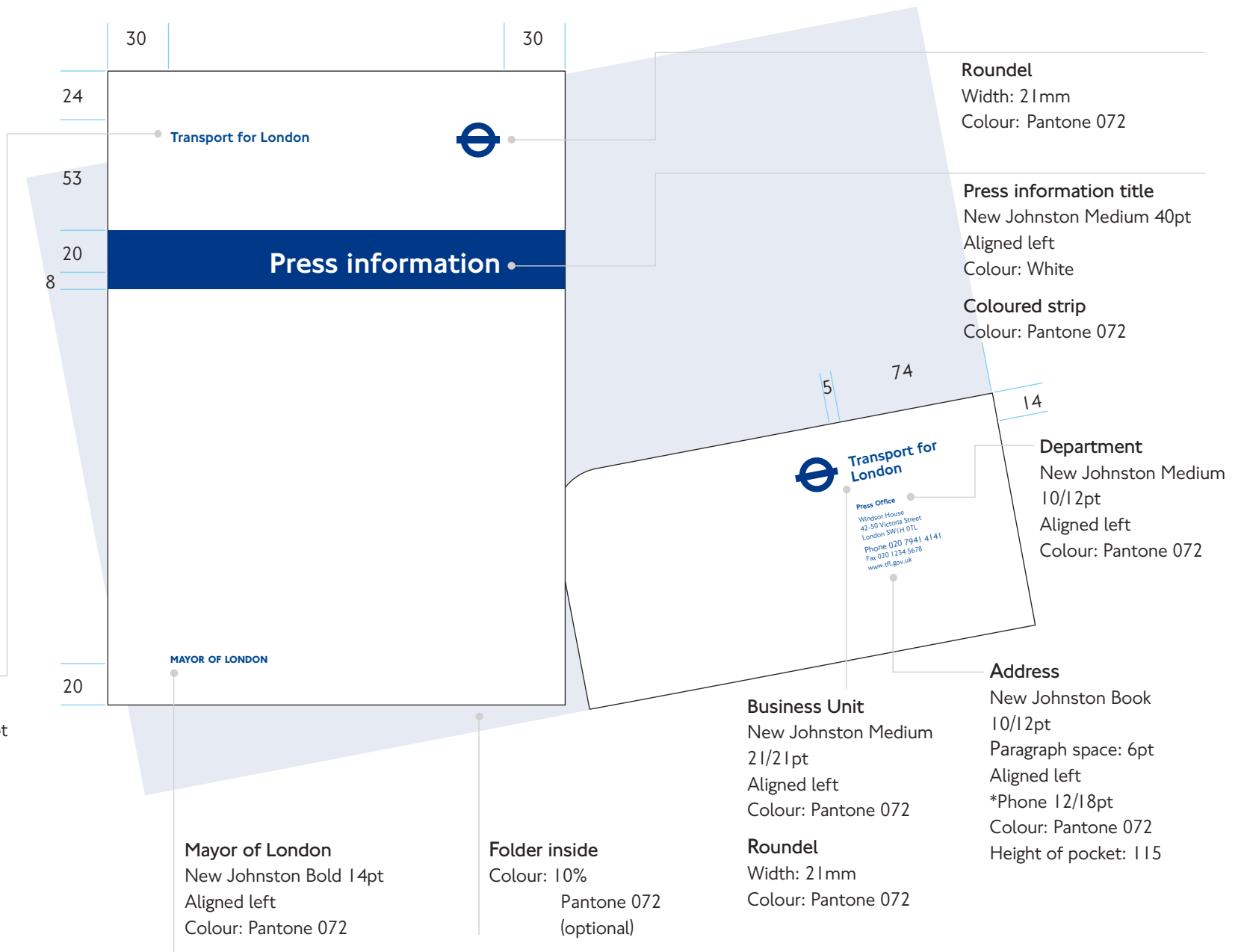
Specification for print

Size C4 220 x 305

This design is for all TfL information packs

The size allows for holding A4 documents. The pocket should have a capacity of 5mm.

Please note all measurements are in mm.



3 Stationery examples

Contents



Introduction

TfL has its own dedicated stationery with required legal information. The following page should be used to assist with ordering stationery and may be personalised with appropriate address details.

Note that address details will determine how the legal information at the foot of the required piece of stationery is worded. For example, if the postal address is the same as the registered office then the legal information should state that the registered office '...is as above'.

If, however, the postal address differs from the registered office address then the full registered office address will need to be stated amongst the legal information.

Contents



Transport for London



Transport for London



Transport for London
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk

Press



Transport for London
Business Unit

Name Surname
Job Title
Phone 020 1234 5678



Transport for London

Transport for London
Department name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk



MAYOR OF LONDON

Transport for London
Department Name
Windsor House
42-50 Victoria Street
London SW1H 0TL
Fax 020 1234 5678
Email anybody@tfl.gov.uk



MAYOR OF LONDON



VAT number 756 2769 90

MAYOR OF LONDON

TfL
Stationery set examples

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Transport for London
London Travel Information




Press

Transport for London
London Travel Information





Transport for London
 Department name
 Windsor House
 42-50 Victoria Street
 London SW1W 0TH
 Phone 020 1234 5678
 Fax 020 1234 5678
 www.tfl.gov.uk

Transport for London
London Travel Information



Transport for London
 Department name
 Windsor House
 42-50 Victoria Street
 London SW1W 0TH
 Phone 020 1234 5678
 Fax 020 1234 5678
 www.tfl.gov.uk

MAYOR OF LONDON

Transport for London
London Travel Information

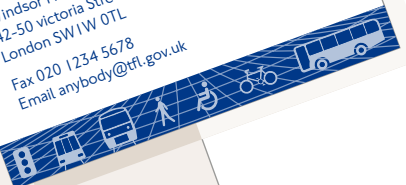


Name Surname
 Job Title
 Phone 020 1234 5678



oyster

London Travel Information
 Department Name
 Windsor House
 42-50 victoria Street
 London SW1W 0TL
 Fax 020 1234 5678
 Email anybody@tfl.gov.uk



MAYOR OF LONDON

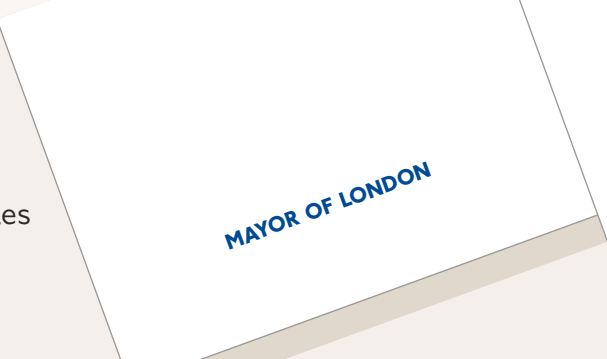
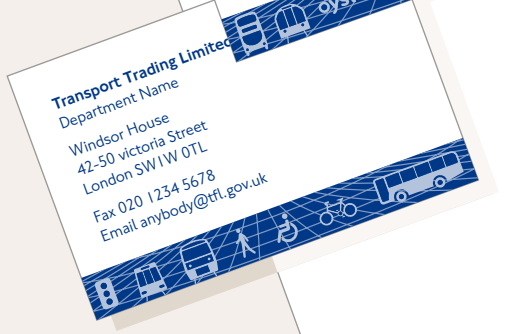
MAYOR OF LONDON




A division of Transport Trading Limited whose registered office is as above
 Registered in England and Wales
 Company number 3914810
 VAT number 756 2770 08
 Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.

TfL Stationery set examples

Contents



TfL
Stationery set examples

Contents



Transport for London
Lost Property Office



Transport for London
Lost Property Office

Name Surname
Job Title
Phone 020 1234 5678

Lost Property Office
Department Name

Windsor House
42-50 victoria Street
London SW1W 0TL
Fax 020 1234 5678
Email anybody@tfl.gov.uk

Transport for London
Lost Property Office



Transport for London
Department name
200 Baker Street
London NW1 5RZ
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk



Transport for London
Lost Property Office

Transport for London
Department name
200 Baker Street
London NW1 5RZ
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk



MAYOR OF LONDON

A division of Transport Trading Limited whose registered office is Windsor House 42-50 Victoria Street London SW1H 0TL Registered in England and Wales Company number 5914810 VAT number 756 2770 08 Transport Trading Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.



MAYOR OF LONDON

TfL Stationery set examples

MAYOR OF LONDON

For further information:

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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 TfL Corporate Design.
Telephone: **020 7126 4462**
Internal extension: **64462**
Email: **corporatedesign@tfl.gov.uk**

All TfL corporate design standards are available from the TfL internet site.
tfl.gov.uk/corporatedesign

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