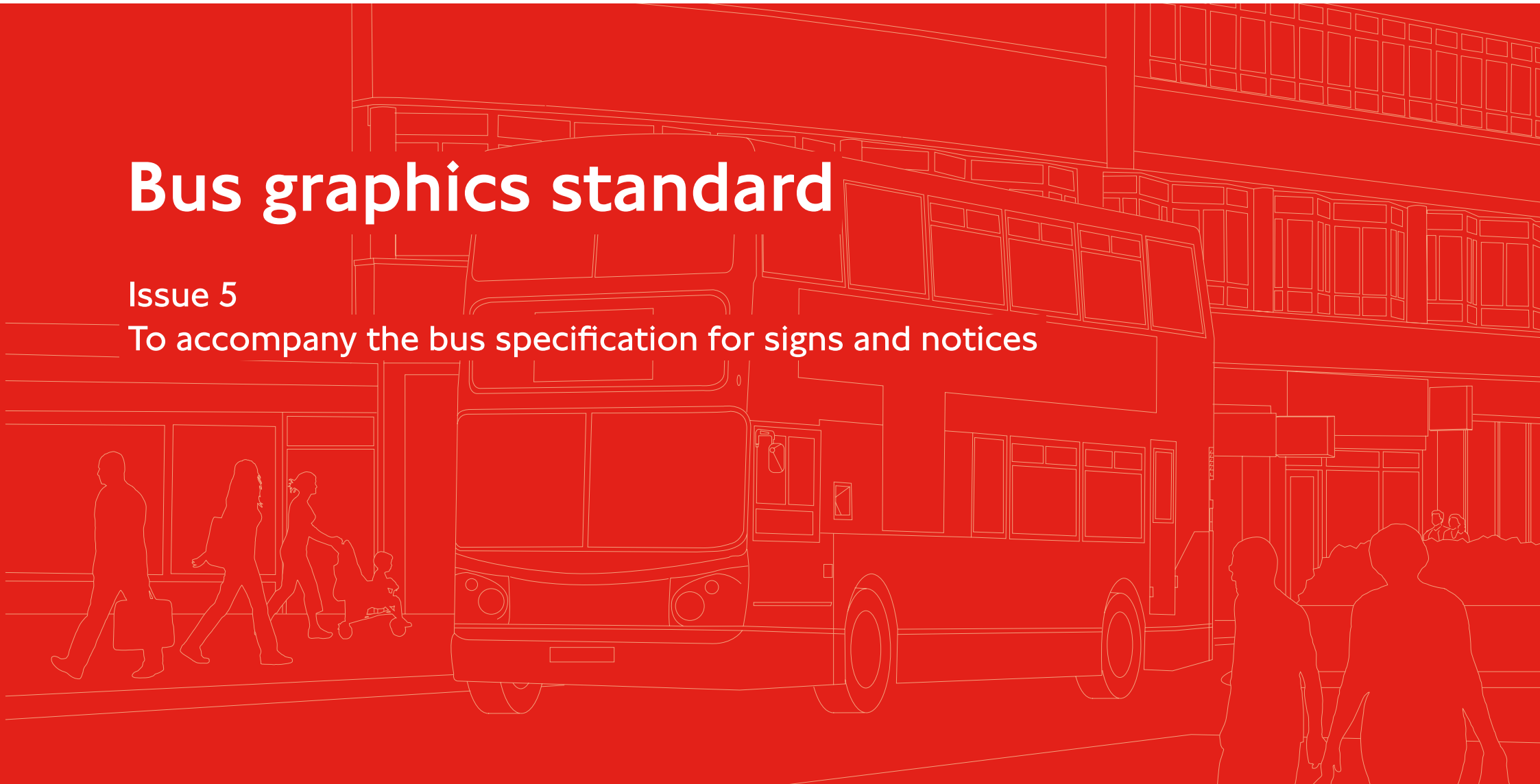


# Bus graphics standard

Issue 5

To accompany the bus specification for signs and notices



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## Foreword

This document details all graphics that are to be applied to buses within London. Where necessary, technical descriptions and intended locations are provided.

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

### **Note**

The notices within this document are correct at the time of going to print. Notices may be updated at any time.

No additional notices (with the exception of emergency notices on non-New Routemaster buses) are to be applied to London Buses without prior agreement with London Buses and the TfL Graphics team.

# I Basic elements

This section outlines the basic elements that are used to produce graphic notices for London Buses. This includes the use of the corporate typeface and colours.

For further information, see the design standards at [tfl.gov.uk/corporatedesign](https://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 bus notices unless specifically stated otherwise.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890£/.,“()::;**

**New Johnston Medium**

## 1.2 Colours

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

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

**Corporate Blue**

Pantone 072

**Safety Yellow**

Pantone 116

**Responder Grey**

Pantone Cool Grey 9

**Corporate Red**

Pantone 485

**Safety Green**

Pantone 356

**Responder Orange**

Pantone 137

**Black**

Black 100%

**Safety Blue**

Pantone 300

**Responder Blue**

Pantone 2995

## **2      Bus interior notices**

The following pages illustrate the graphic notices that are to be applied to bus interiors.

## 2.1 Priority wheelchair and baby buggy



BIN\_OIA\_RF



BIN\_OIB\_LF



BIN\_OIC\_RF



BIN\_OID\_LF



## 2.1.1 Priority wheelchair and baby buggy (right-facing)

**Artwork reference number**  
BIN\_01A\_RF

**Position on bus reference**  
J

**Size**  
588 x 194mm

**Colours**  
• Safety Blue (Pantone 300)



## 2.1.2 Priority wheelchair and baby buggy (left-facing)

**Artwork reference number**  
BIN\_01B\_LF

**Position on bus reference**  
J

**Size**  
588 x 194mm

**Colours**  
• Safety Blue (Pantone 300)



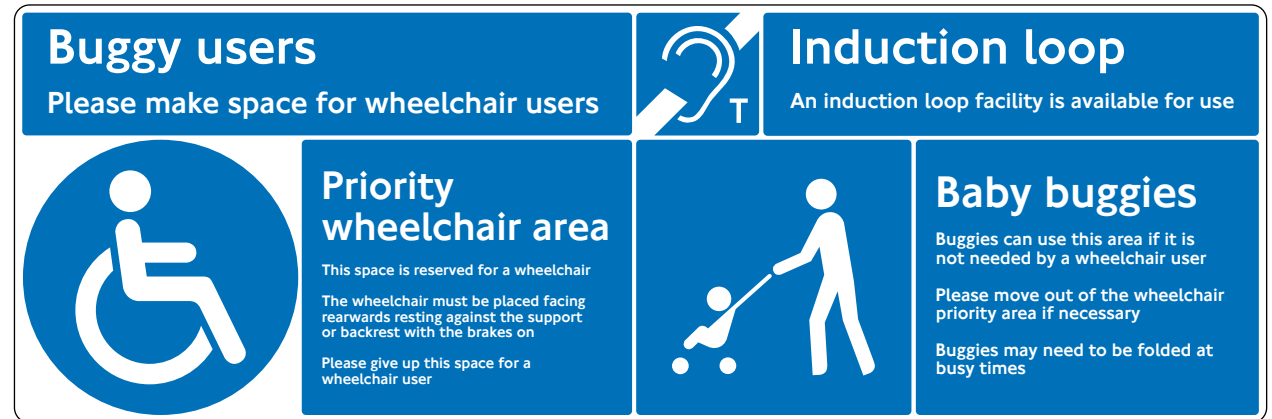
## 2.1.3 Priority wheelchair and baby buggy/induction loop (right-facing)

Artwork reference number  
BIN\_01C\_RF

Position on bus reference  
J

Size  
588 x 194mm

Colours  
• Safety Blue (Pantone 300)



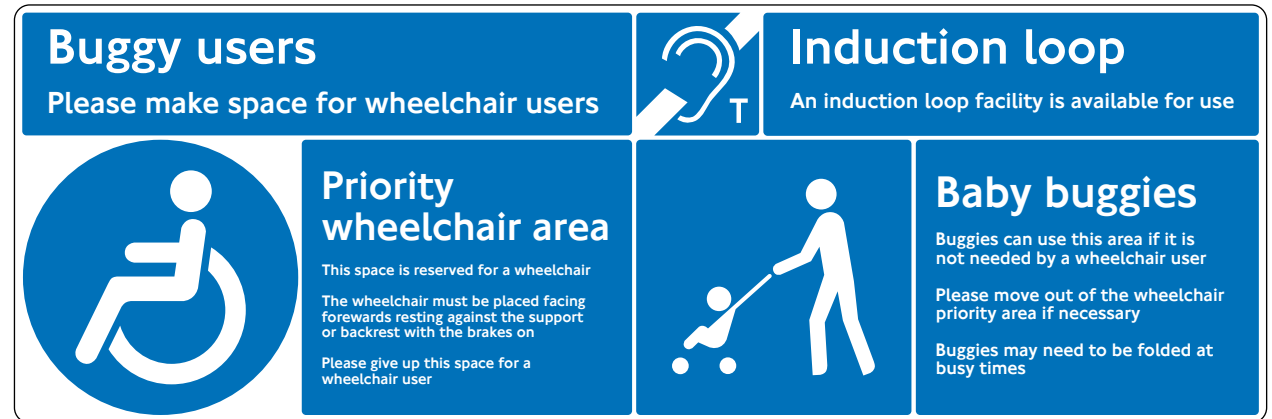
## 2.1.4 Priority wheelchair and baby buggy/induction loop (left-facing)

Artwork reference number  
BIN\_01D\_LF

Position on bus reference  
J

Size  
588 x 194mm

Colours  
• Safety Blue (Pantone 300)



## 2.2 Priority seats



BIN\_02A



BIN\_02B

## 2.2.1 Priority seat (standard)

**Artwork reference number**  
BIN\_02A

**Position on bus reference**  
K

**Size**  
170 x 220mm

**Colours**  
• Safety Blue (Pantone 300)



## 2.2.2 Priority seat/induction loop

**Artwork reference number**  
BIN\_02B

**Position on bus reference**  
K

**Size**  
170 x 270mm

**Colours**  
• Safety Blue (Pantone 300)



## 2.3 Do not stand beyond this point

**Artwork reference number**

BIN\_03

**Position on bus reference**

C

**Size**

194 x 79mm

**Colours**

- Corporate Red (Pantone 485)





## 2.4 For your safety

### Artwork reference number

BIN\_04

### Position on bus reference

M

### Size

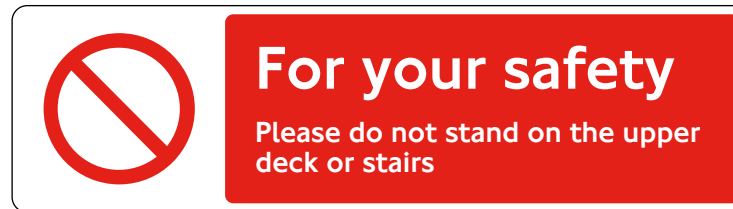
194 x 54mm

### Colours

- Corporate Red (Pantone 485)

### Note

Only to be used on double-deck bus



## 2.5 No smoking

**Artwork reference number**

BIN\_05

**Position on bus reference**

L

**Size**

95 x 118mm

**Colours**

- Corporate Red (Pantone 485)
- Black 100%

**Note**

Not to be used on New Routemaster.



## 2.6 Lower deck multi-notice

**1**

<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>	<p><b>Reporting a crime</b></p> <p>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, speak to the driver immediately.</p> <p>If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number.</p>
<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>Staff assaults</b></p> <p>Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.</p> <p>We will always press for the strongest penalties for anyone who assaults our staff.</p>
<p><b>No smoking including e-cigarettes</b></p>	<p><b>No e-scooters or e-unicycles</b></p> <p>allowed on TfL premises or services</p> <p>Failure to comply may result in prosecution</p>
<p><b>No alcohol</b></p> <p>Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p>	

BIN\_07A

**2**

<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>	<p><b>No smoking including e-cigarettes</b></p>	<p><b>No alcohol</b></p> <p>Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p>	<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>Reporting a crime</b></p> <p>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, speak to the driver immediately.</p> <p>If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number.</p>
<p><b>No e-scooters or e-unicycles</b></p> <p>allowed on TfL premises or services</p> <p>Failure to comply may result in prosecution</p>	<p><b>Induction loop</b></p> <p>An induction loop facility is available for use</p>			<p><b>Staff assaults</b></p> <p>Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.</p> <p>We will always press for the strongest penalties for anyone who assaults our staff.</p>

BIN\_07B

## 2.6.1 Lower deck multi-notice (standard)

### Artwork reference number

BIN\_07A

### Position on bus reference

D

### Size

386 x 309mm

### Colours

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

### Note

Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.

**£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

**CCTV cameras in operation**  
Images are being recorded in the interest of safety, security and crime prevention  
This scheme is controlled by

**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, speak to the driver immediately.  
If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number

**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.

**No smoking including e-cigarettes**

**No alcohol**  
Drinking alcohol or carrying open containers of alcohol is prohibited on this bus

**No e-scooters or e-unicycles**  
allowed on TfL premises or services  
Failure to comply may result in prosecution

## 2.6.2 Lower deck multi-notice (landscape)

### Artwork reference number

BIN\_07B

### Position on bus reference

E and F

### Size

850 x 190mm

### Colours

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

### Note

Always to be used on the New Routemaster and in instances on non-New Routemasters where the bulkhead version cannot be used.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.



## 2.7 Upper deck multi-notice

**1**

<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>	<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>Reporting a crime</b></p> <p>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, speak to the driver immediately.</p> <p>If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number</p>
<p><b>No smoking</b></p> <p>including e-cigarettes</p>	<p><b>No e-scooters or e-unicycles</b></p> <p>allowed on TfL premises or services</p> <p>Failure to comply may result in prosecution</p>	<p><b>Staff assaults</b></p> <p>Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.</p> <p>We will always press for the strongest penalties for anyone who assaults our staff.</p>

BIN\_08A

**2**

<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>	<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>Reporting a crime</b></p> <p>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, speak to the driver immediately.</p> <p>If that is not possible, call 999 in an emergency or report the incident to the police by calling 101 as soon as you can, quoting bus registration number</p>	<p><b>Audio recording</b></p> <p>Audio recording is in operation in the driver's cab area</p> <p>This scheme is controlled by</p>
<p><b>No smoking</b></p> <p>including e-cigarettes</p>	<p><b>No alcohol</b></p> <p>Drinking alcohol or carrying open containers of alcohol is prohibited on this bus</p>	<p><b>No e-scooters or e-unicycles</b></p> <p>allowed on TfL premises or services</p> <p>Failure to comply may result in prosecution</p>	<p><b>Staff assaults</b></p> <p>Any form of violence, aggression, verbal or racial abuse against our staff is unacceptable.</p> <p>We will always press for the strongest penalties for anyone who assaults our staff.</p>

BIN\_08B

**3**

<p><b>For your safety</b></p> <p>Please do not stand on the upper deck or stairs</p>	<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>No smoking</b></p> <p>including e-cigarettes</p>
<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>		

BIN\_08C

**4**

<p><b>For your safety</b></p> <p>Please do not stand on the upper deck or stairs</p>	<p><b>CCTV cameras in operation</b></p> <p>Images are being recorded in the interest of safety, security and crime prevention</p> <p>This scheme is controlled by</p>	<p><b>No smoking</b></p> <p>including e-cigarettes</p>
<p><b>£80 penalty fare or prosecution</b></p> <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey</p>	<p><b>Audio recording</b></p> <p>Audio recording is in operation in the driver's cab area</p> <p>This scheme is controlled by</p>	

BIN\_08D

## 2.7.1 Upper deck multi-notice (standard)

### Artwork reference number

BIN\_08A

### Position on bus reference

G

### Size

630 x 203mm

### Colours

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

### Note

Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.



## 2.7.2 Upper deck multi-notice (audio)

### Artwork reference number

BIN\_08B

### Position on bus reference

G

### Size

744 x 203mm

### Colours

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

### Note

Not to be used on New Routemaster.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.





## 2.7.3 Upper deck multi-notice (NRM standard)

### Artwork reference number

BIN\_08C

### Position on bus reference

H

### Size

513 x 129mm

### Colours

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

### Note

For New Routemaster only.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.



## 2.7.4 Upper deck multi-notice (NRM audio)

### Artwork reference number

BIN\_08D

### Position on bus reference

H

### Size

513 x 129mm

### Colours

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

### Note

For New Routemaster only.

Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used.



## 2.8 Capacity

### Artwork reference number

BIN\_09

### Position on bus reference

F

### Size

250 x 90mm

### Colours

- Corporate Blue (Pantone 072)

### Note

Numbers to be inserted as follows:

- Font: Johnston I00 Regular
- Point size: 59pt
- Colour: White

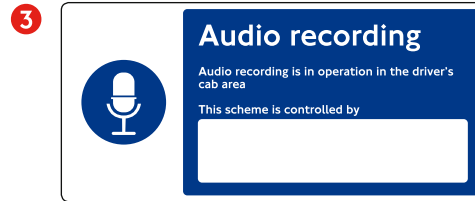
This notice should be obtained from the TfL label supplier. Please contact TfL Design ([corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)) for further details.



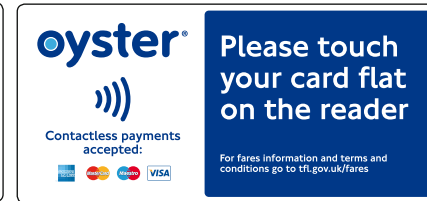
## 2.9 Contactless payments



BIN\_I0A



BIN\_I0C



BIN\_I0B



BIN\_I0D

## 2.9.1 Contactless payments (standard)

**Artwork reference number**

BIN\_I0A

**Position on bus reference**

B

**Size**

200 x 92mm

**Colours**

- Corporate Blue (Pantone 072)
- CMYK process

**Note**

On some buses, this notice may need to be positioned below the card reader (never place above the reader).



## 2.9.2 Contactless payments/induction loop

### Artwork reference number

BIN\_I0B

### Position on bus reference

B

### Size

200 x 92mm

### Colours

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

### Note

These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).



## 2.9.3 Contactless payments/audio

### Artwork reference number

BIN\_I0C

### Position on bus reference

B

### Size

405 x 92mm

### Colours

- Corporate Blue (Pantone 072)
- CMYK process

### Note

These are two separate notices applied to a single backing sheet to ensure consistent spacing between the two vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).



## 2.9.4 Contactless payments/induction loop/audio

### Artwork reference number

BIN\_I0D

### Position on bus reference

B

### Size

405 x 153mm

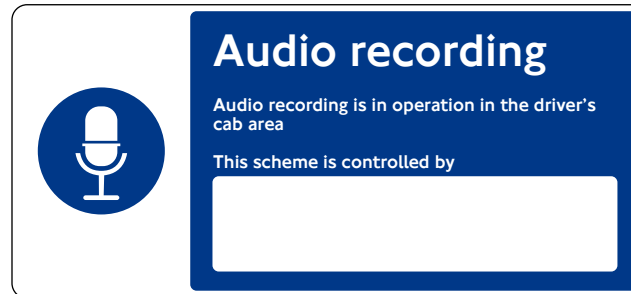
### Colours

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

### Note

These are three separate notices applied to a single backing sheet to ensure consistent spacing between the three vinyls when applied to the bus.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).





## 2.9.5 Audio recording

### Artwork reference number

BIN\_06

### Position on bus reference

A

### Size

200 x 92mm

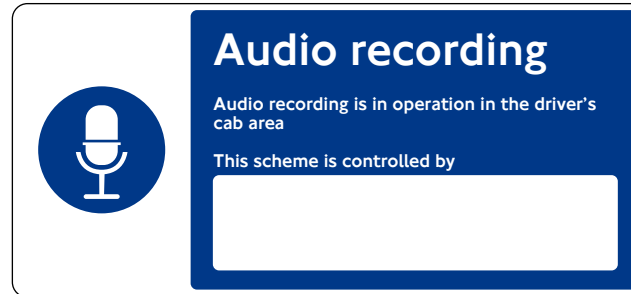
### Colours

Corporate Blue (Pantone 072)

### Note

This notice is only to be used when it is not possible to use the combined Contactless payments/Audio notice or the combined Contactless payments/Induction loop/Audio notice.

On some buses, this notice may need to be positioned below the card reader (never place above the reader).



## 2.10 Registration number/fleet number

### Artwork reference number

BIN\_I2

### Position on bus reference

○

### Size

200 x 80mm

### Colours

- Corporate Blue (Pantone 072)

### Note

Details of the registration number, fleet number and vehicle height are to be obtained from the TfL label supplier. Please contact TfL Design ([corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)) for further details.

<b>Reg no:</b>	
<b>Fleet no:</b>	
<b>Height:</b>	

## 2.11 Stand clear of inward-opening door (NRM)

### Artwork reference number

BIN\_I3

### Position on bus reference

P

### Size

352 x 102mm

### Colours

- Safety Yellow (Pantone 116)
- Black 100%

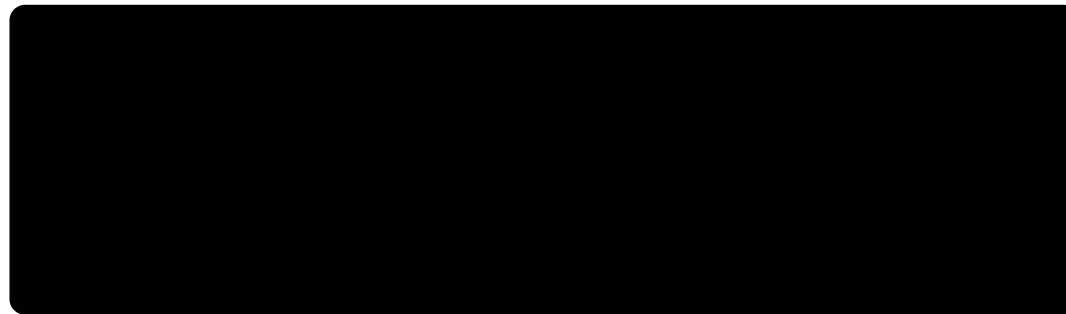
### Note

This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only.

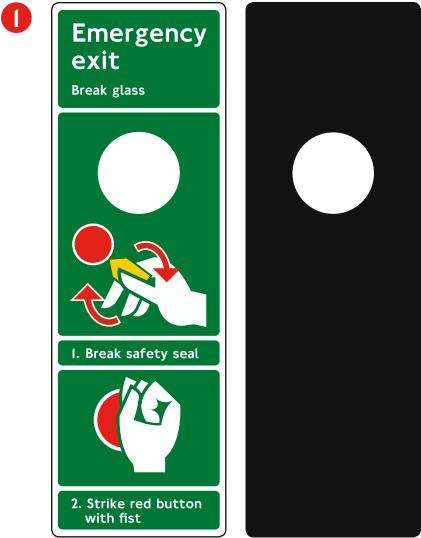


Front



Rear

## 2.12 Emergency notices (NRM internal)



BIN\_41A



BIN\_41B (same design on both sides of this double sided vinyl)



BIN\_41C



BIN\_41D



BIN\_41E



BIN\_41F (same design on both sides of this double sided vinyl)

## 2.12.1 Emergency exit – break glass/safety seal (NRM)

### Artwork reference number

BIN\_41A

### Position on bus reference

Q

### Size

75 x 232mm

### Colours

- Safety Yellow (Pantone 116)
- Corporate Red (Pantone 485)
- Safety Green (Pantone 356)
- Black 100%

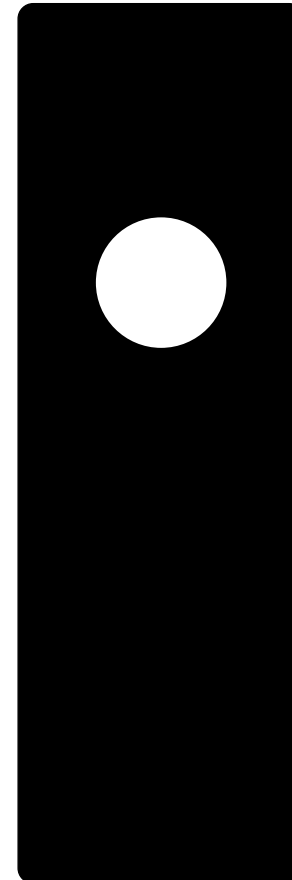
### Note

This is a double-sided notice with black on the reverse side. The message faces into the bus.

For New Routemaster only.



Front



Rear

## 2.12.2 Emergency exit (NRM)

**Artwork reference number**

BIN\_41B

**Position on bus reference**

R

**Size**

182 x 30mm

**Colours**

- Safety Green (Pantone 356)

**Note**

This is a double-sided notice with the same artwork on the reverse side.

For New Routemaster only.



Front



Rear

## 2.12.3 Emergency door release – push/pull here (NRM)

**Artwork reference number**

BIN\_41C

**Position on bus reference**

S

**Size**

80 x 64mm

**Colours**

- Safety Green (Pantone 356)

**Note**

This is a double-sided notice with different artwork on the reverse side.

For New Routemaster only.



Front



Rear

## 2.12.4 Emergency door release/emergency door control – left-facing (NRM)

**Artwork reference number**

BIN\_41D

**Position on bus reference**

T

**Size**

142 x 64mm

**Colours**

- Safety Green (Pantone 356)

**Note**

This is a double-sided notice with different artwork on the reverse side.

For New Routemaster only.



Front



Rear



## 2.12.5 Emergency door release/emergency door control –right–facing (NRM)

**Artwork reference number**

BIN\_41E

**Position on bus reference**

U

**Size**

142 x 64mm

**Colours**

- Safety Green (Pantone 356)

**Note**

This is a double–sided notice with different artwork on the reverse side.

For New Routemaster only.



Front



Rear

## 2.12.6 Emergency exit – break glass in an emergency (NRM)

**Artwork reference number**

BIN\_41B

**Position on bus reference**

V

**Size**

192 x 40mm

**Colours**

- Safety Green (Pantone 356)

**Note**

This is a double-sided notice with the same artwork on the reverse side.

For New Routemaster only.



Front



Rear

## 2.13 Beware of opening door floor vinyl (NRM)

**Artwork reference number**

BIN\_51

**Position on bus reference**

To appear on the floor in the area by the curved door at the rear of the bus

**Size**

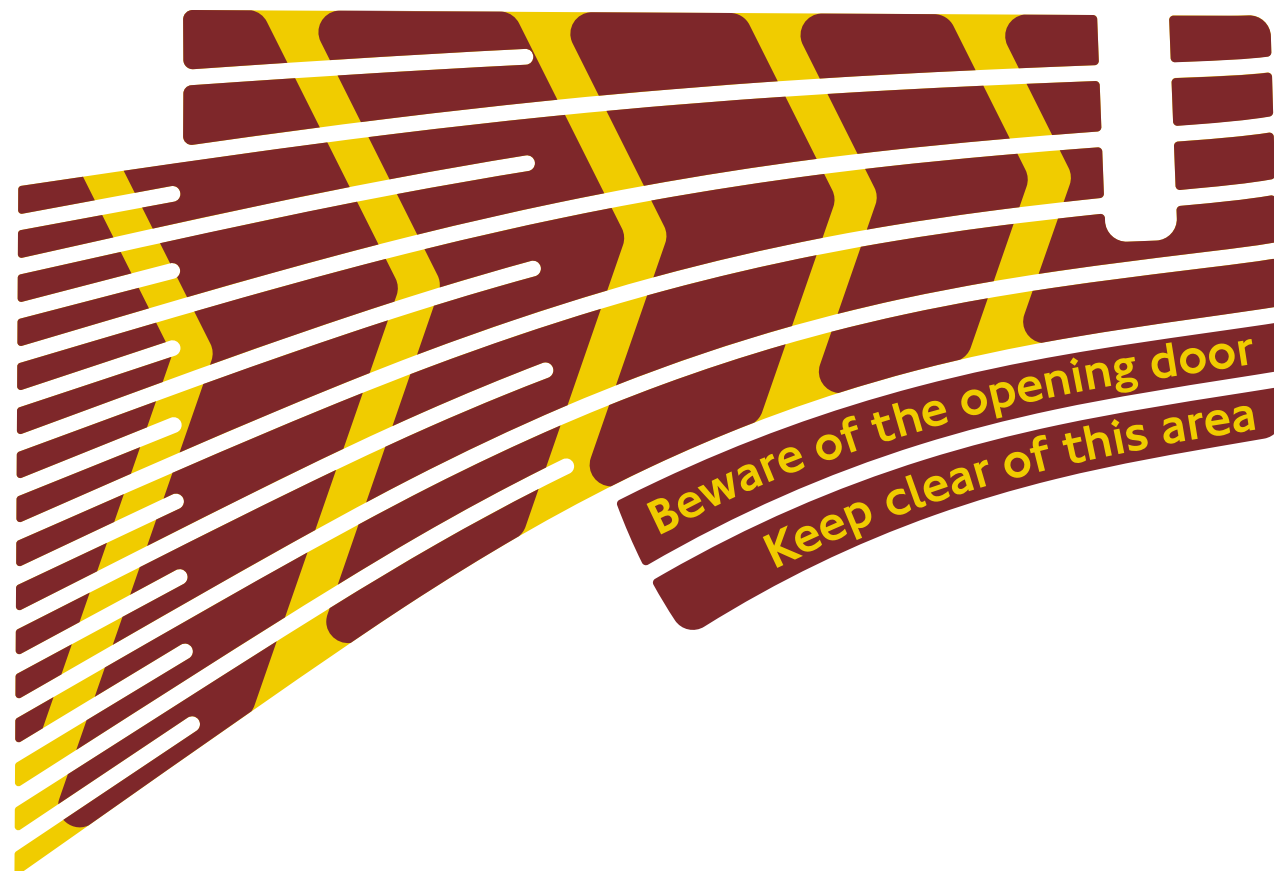
885 x 605mm (approx)

**Colours**

- CMYK

**Note**

Only to be used on New Routemasters with inward opening doors.



## 2.14 Please speak into the microphone

**Artwork reference number**

BIN\_58

**Position on bus reference**

W

**Size**

64mm diameter

**Colours**

- Safety Yellow (Pantone 116)
- Black 100%

**Note**


This notice is not customer facing.



## 2.15 Customer experience

**1**

### WELCOME aboard



What we offer you	How we can help each other	We'd like to hear from you
<ul style="list-style-type: none"> <li>Knowledgeable and friendly drivers on low-emission buses</li> <li>Low-level buses with a wheelchair space and ramps</li> <li>Free travel mentoring to help you travel more confidently</li> <li>Free 'Please offer me a seat' badges</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/accessibility">tfl.gov.uk/accessibility</a></p>	<ul style="list-style-type: none"> <li>Allow customers off the bus first and move down inside to make space for others</li> <li>Press the bell before your stop to give the driver plenty of notice</li> <li>Look up and offer your seat to anyone who may need it more than you</li> <li>Be kind to your driver. They play a vital role in keeping London moving</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/using-buses-in-london">tfl.gov.uk/using-buses-in-london</a></p>	<p>We value your feedback, suggestions and complaints which help to improve our service:</p> <p>Web: <a href="http://tfl.gov.uk">tfl.gov.uk</a> Phone: 0343 222 1234</p> <p>To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.</p> <p>Web: <a href="http://londontravelwatch.org.uk">londontravelwatch.org.uk</a> Phone: 020 3176 2999</p> <p>Bus Registration: <input type="text"/></p> <p>Scan to find out more information about our services</p> 

MAYOR OF LONDON


[tfl.gov.uk/travelwatch](http://tfl.gov.uk/travelwatch)
[0343 222 1234](https://www.facebook.com/tfl)
[Download the TfL Go app](https://www.youtube.com/watch?v=...)


**TRANSPORT FOR LONDON**  
KEEP LONDON MOVING

BIN\_60A

**2**

### WELCOME aboard



What we offer you	How we can help each other	We'd like to hear from you
<ul style="list-style-type: none"> <li>Knowledgeable and friendly drivers on low-emission buses</li> <li>Low-level buses with a wheelchair space and ramps</li> <li>Free travel mentoring to help you travel more confidently</li> <li>Free 'Please offer me a seat' badges</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/accessibility">tfl.gov.uk/accessibility</a></p>	<ul style="list-style-type: none"> <li>Allow customers off the bus first and move down inside to make space for others</li> <li>Press the bell before your stop to give the driver plenty of notice</li> <li>Look up and offer your seat to anyone who may need it more than you</li> <li>Be kind to your driver. They play a vital role in keeping London moving</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/using-buses-in-london">tfl.gov.uk/using-buses-in-london</a></p>	<p>We value your feedback, suggestions and complaints which help to improve our service:</p> <p>Web: <a href="http://tfl.gov.uk">tfl.gov.uk</a> Phone: 0343 222 1234</p> <p>To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.</p> <p>Web: <a href="http://londontravelwatch.org.uk">londontravelwatch.org.uk</a> Phone: 020 3176 2999</p> <p>Bus Registration: <input type="text"/></p> <p>Scan to find out more information about our services</p> 

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[0343 222 1234](https://www.facebook.com/tfl)
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**TRANSPORT FOR LONDON**  
KEEP LONDON MOVING

BIN\_60B

**3**

### WELCOME aboard



What we offer you	How we can help each other	We'd like to hear from you
<ul style="list-style-type: none"> <li>Knowledgeable and friendly drivers on low-emission buses</li> <li>Low-level buses with a wheelchair space and ramps</li> <li>Free travel mentoring to help you travel more confidently</li> <li>Free 'Please offer me a seat' badges</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/accessibility">tfl.gov.uk/accessibility</a></p>	<ul style="list-style-type: none"> <li>Allow customers off the bus first and move down inside to make space for others</li> <li>Press the bell before your stop to give the driver plenty of notice</li> <li>Look up and offer your seat to anyone who may need it more than you</li> <li>Be kind to your driver. They play a vital role in keeping London moving</li> </ul> <p>For more information, please visit <a href="http://tfl.gov.uk/using-buses-in-london">tfl.gov.uk/using-buses-in-london</a></p>	<p>We value your feedback, suggestions and complaints which help to improve our service:</p> <p>Web: <a href="http://tfl.gov.uk">tfl.gov.uk</a> Phone: 0343 222 1234</p> <p>To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.</p> <p>Web: <a href="http://londontravelwatch.org.uk">londontravelwatch.org.uk</a> Phone: 020 3176 2999</p> <p>Bus Registration: <input type="text"/></p> <p>Scan to find out more information about our services</p> 

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**TRANSPORT FOR LONDON**  
KEEP LONDON MOVING

BIN\_60C

**4**

### WELCOME aboard



What we offer you	How we can help each other	We'd like to hear from you
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**TRANSPORT FOR LONDON**  
KEEP LONDON MOVING

BIN\_60D

## 2.15.1 Customer experience (standard)

### Artwork reference number

BIN\_60A

### Position on bus reference

X

### Size

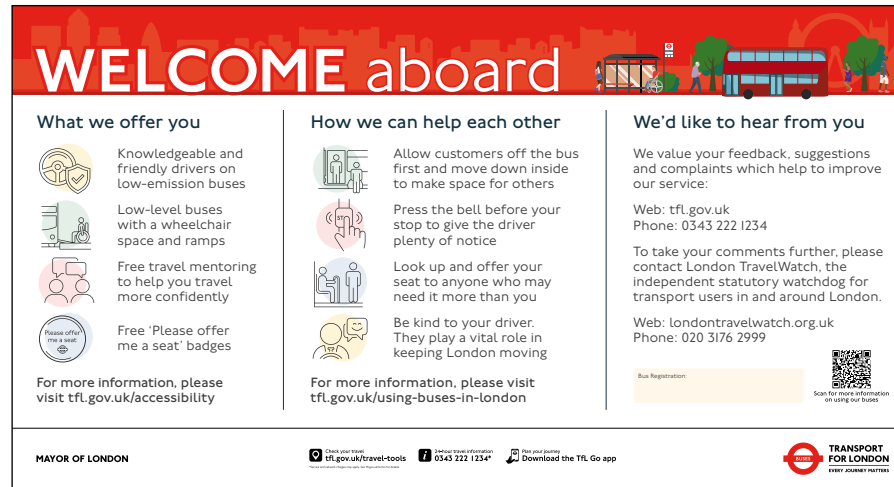
600 x 320mm

### Colours

• CMYK

### Size

Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used



**WELCOME aboard**

**What we offer you**

- Knowledgeable and friendly drivers on low-emission buses
- Low-level buses with a wheelchair space and ramps
- Free travel mentoring to help you travel more confidently
- Free 'Please offer me a seat' badges

For more information, please visit [tfl.gov.uk/accessibility](http://tfl.gov.uk/accessibility)

**How we can help each other**

- Allow customers off the bus first and move down inside to make space for others
- Press the bell before your stop to give the driver plenty of notice
- Look up and offer your seat to anyone who may need it more than you
- Be kind to your driver. They play a vital role in keeping London moving

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Web: [londontravelwatch.org.uk](http://londontravelwatch.org.uk)  
Phone: 020 3176 2999

Bus Registration:

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**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

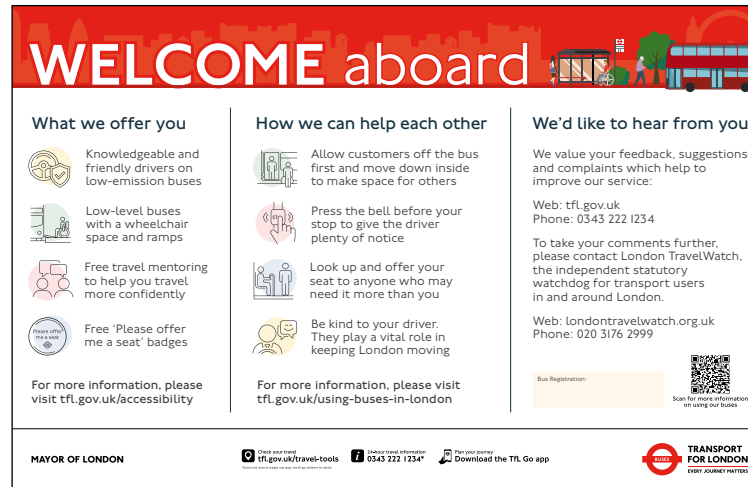
## 2.15.2 Customer experience (small)

Artwork reference number  
BIN\_60B

Position on bus reference  
X





Size  
500 x 320mm

Colours  
♦ CMYK







**WELCOME aboard**

**What we offer you**

-  Knowledgeable and friendly drivers on low-emission buses
-  Low-level buses with a wheelchair space and ramps
-  Free travel mentoring to help you travel more confidently
-  Free 'Please offer me a seat' badges

For more information, please visit [tfl.gov.uk/accessibility](http://tfl.gov.uk/accessibility)

**How we can help each other**

-  Allow customers off the bus first and move down inside to make space for others
-  Press the bell before your stop to give the driver plenty of notice
-  Look up and offer your seat to anyone who may need it more than you
-  Be kind to your driver. They play a vital role in keeping London moving

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Web: [londontravelwatch.org.uk](http://londontravelwatch.org.uk)  
Phone: 020 3176 2999


Bus Registration:





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 Check your travel [tfl.gov.uk/travel-tools](http://tfl.gov.uk/travel-tools)

 About travel information [0343 222 1234](tel:03432221234)

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 **TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

## 2.15.3 Customer experience (alternate)

Artwork reference number  
BIN\_60C

Position on bus reference  
Y

Size  
660 x 203mm

Colours  
• CMYK



**WELCOME aboard**

**What we offer you**

- Knowledgeable and friendly drivers on low-emission buses
- Low-level buses with a wheelchair space and ramps
- Free travel mentoring to help you travel more confidently
- Free 'Please offer me a seat' badges

For more information, please visit [tfl.gov.uk/accessibility](http://tfl.gov.uk/accessibility)

**How we can help each other**

- Allow customers off the bus first and move down inside to make space for others
- Press the bell before your stop to give the driver plenty of notice
- Look up and offer your seat to anyone who may need it more than you
- Be kind to your driver. They play a vital role in keeping London moving

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Phone: 020 3176 2999

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**MAYOR OF LONDON**

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## 2.15.4 Customer experience (NRM)

Artwork reference number  
BIN\_60D

Position on bus reference  
Z

Size  
850 x 190mm

Colours  
• CMYK

**WELCOME aboard**

**What we offer you**

- Knowledgeable and friendly drivers on low-emission buses
- Low-level buses with a wheelchair space and ramps
- Free travel mentoring to help you travel more confidently
- Free 'Please offer me a seat' badges

For more information, please visit [tfl.gov.uk/accessibility](http://tfl.gov.uk/accessibility)

**How we can help each other**


- Allow customers off the bus first and move down inside to make space for others
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Web: [londontravelwatch.org.uk](http://londontravelwatch.org.uk) Phone: 020 3176 2999

Bus Registration 

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**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

## 2.16 Welcome aboard



BIN\_061A



BIN\_061B



BIN\_06C

## 2.16.1 Welcome aboard (standard)

Artwork reference number

BIN\_61A

Position on bus reference

AA

Size

430 x 380mm

Colours

• CMYK



## 2.16.2 Welcome aboard (small)

**Artwork reference number**

BIN\_61B

**Position on bus reference**

AA

**Size**

200 x 200mm

**Colours**

- CMYK



## 2.16.3 Welcome aboard (NRM)

**Artwork reference number**  
BIN\_61C

**Position on bus reference**  
AA

**Size**  
430 x 280mm

**Colours**  
• CMYK



## 2.17 Customer intercom



BIN\_62A



BIN\_62B

## 2.17.1 Customer intercom (NRM- single arrow)

### Artwork reference number

BIN\_62A

### Position on bus reference

To be located in appropriate location within the driver's cab

### Size

100 x 40mm

### Colours

- Corporate Blue (Pantone 072)

### Note

This vinyl is the only version to be used on NRM buses.

It may also be used on non-NRM buses depending on the function of the intercom.



## 2.17.2 Customer intercom (double arrow)

### Artwork reference number

BIN\_62B

### Position on bus reference

To be located in appropriate location within the driver's cab

### Size

100 x 40mm

### Colours

- Corporate Blue (Pantone 072)

### Note

This vinyl is to be used on non-NRM buses only.

The function of the intercom will determine whether this version or the single arrow version should be used.



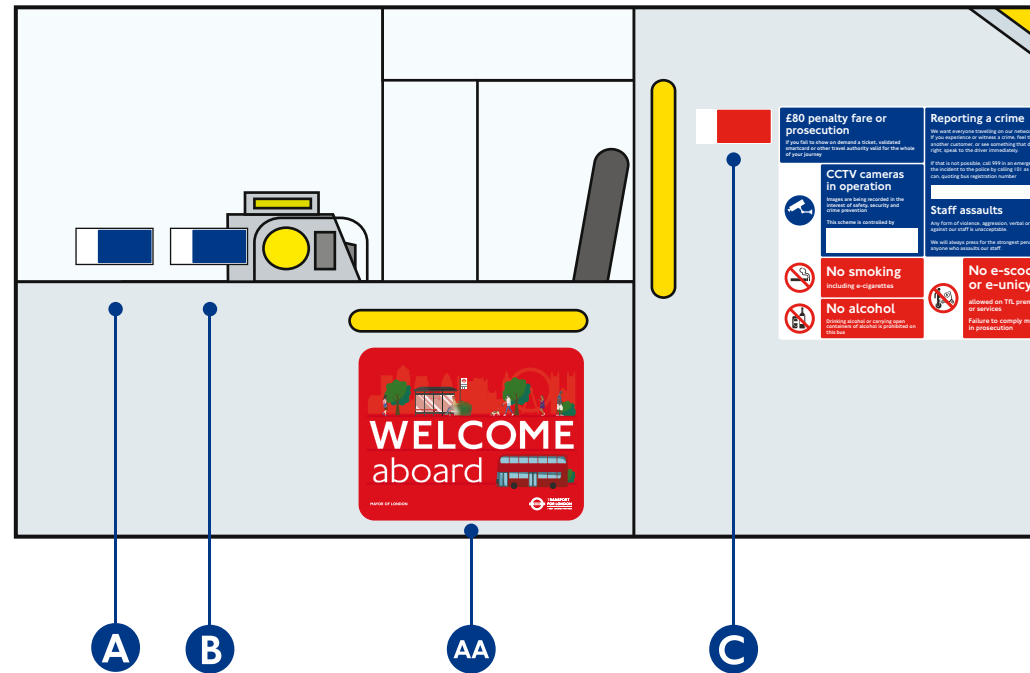


### **3 Positioning of bus interior notices**

This section of the document gives guidance on the positioning of all graphics on the interior of a bus.

Where there is more than one option for the placement of a vinyl in a location, please seek guidance as to which version of the vinyl is to be used.

### 3.1 Lower-deck



**A Audio recording**

BIN\_06

Vertically – placed on driver’s assault screen 10mm to the left of the Contactless payments vinyl.

Horizontally – bottom of both vinyls to be aligned.

**B Contactless payments**

BIN\_10A

Vertically – placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader.

Horizontally – bottom of both vinyls to be aligned.

**Contactless payments/Induction loop**

BIN\_10B

Vertically – placed on driver’s assault screen 10mm to the right of the Audio recording vinyl and to the left of the card reader.

Horizontally – bottom of both vinyls to be aligned.

**Contactless payments/Audio**

BIN\_I0C

Placed on driver's assault screen to the left of the card reader.

**Contactless payments/Induction loop/Audio**

BIN\_I0D

Placed on driver's assault screen to the left of the card reader.

**C Do not stand beyond this point**

BIN\_03

Placed on the bulkhead in a clear area behind the driver's seat.

**AA Welcome aboard (standard)**

BIN\_6IA

Placed on driver's cab door/cab door area so that it is immediately visible on entering the bus.

**Welcome aboard (small)**

BIN\_6IB

(Only to be used when the standard version cannot be used)  
Placed on driver's cab door/cab door area so that it is immediately visible on entering the bus.

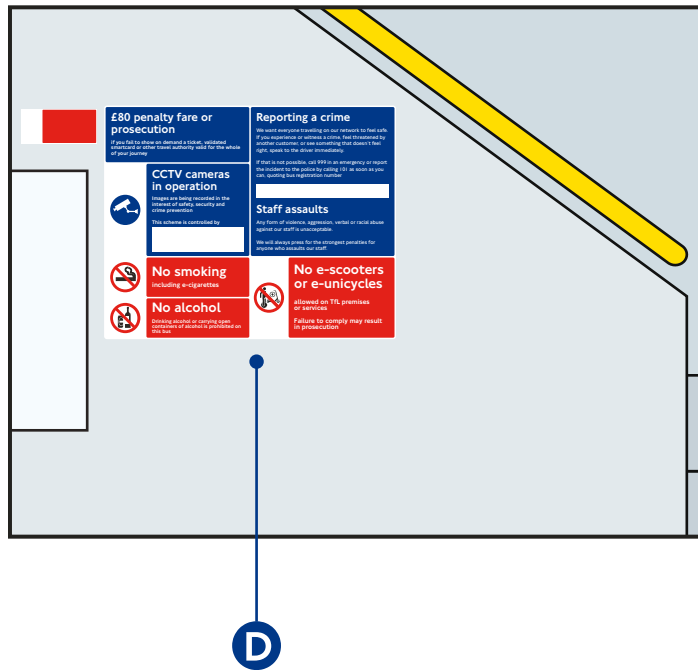
**Welcome aboard (NRM)**

BIN\_6IC

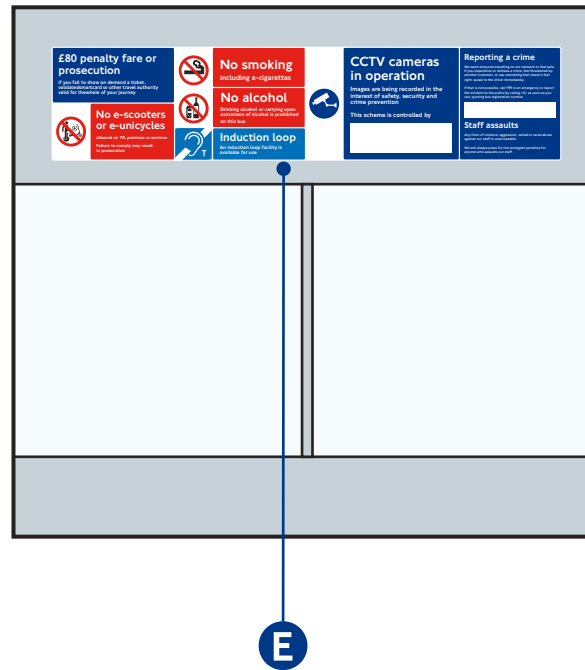
(Only to be used on NRMs)

Placed on driver's cab door/cab door area so that it is immediately visible on entering the bus.

Non-New Routemaster standard location



Non-New Routemaster alternative location



**D Lower deck multi-notice (standard)**  
 BIN\_07A  
 (Bulkhead version - This is the preferred option to be used on the lower deck of a non-New Routemaster bus. Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

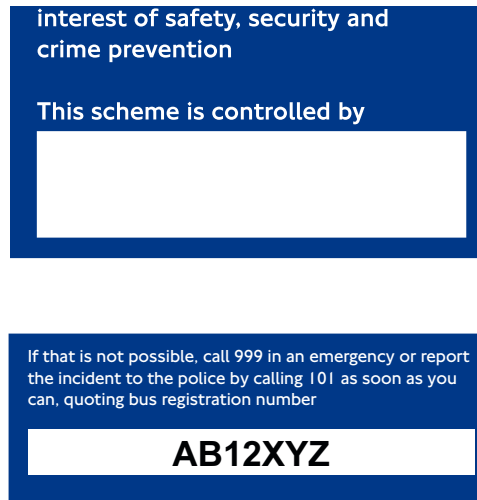
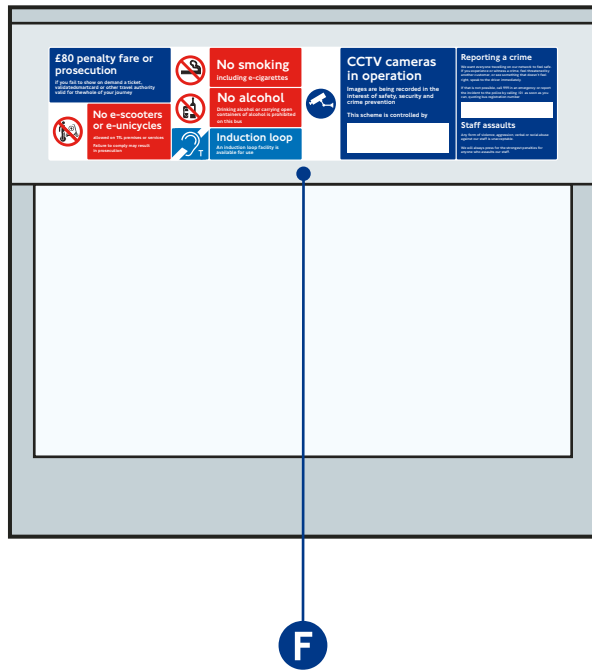
Placed on the bulkhead in a clear area behind the driver's seat 10mm from the Do not stand beyond this point notice.

**Note**  
 This notice must not be placed on the glass area of the bulkhead.

**E Lower deck multi-notice (landscape)**  
 BIN\_07B  
 (Coving version - Use when option D is not possible on a non-New Routemaster bus. Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed in coving above window in wheelchair bay area.

New Routemaster location



**F Lower deck multi-notice (landscape)**

BIN\_07B

(NRM version - Only to be used on NRM buses)

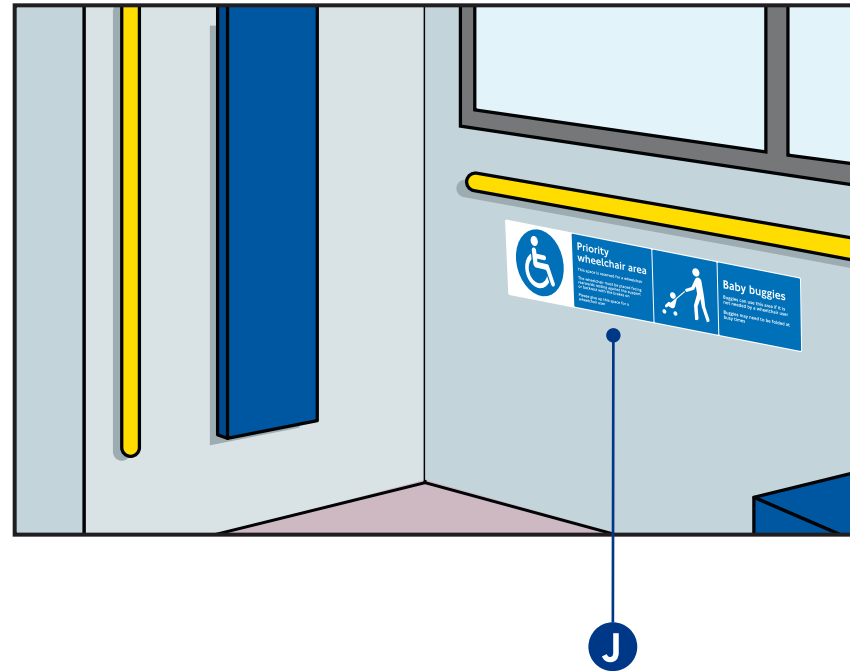
Centred on rear of destination blind above the first customer window on the doorside lower deck.

**Note**

Each combined multi-notice should have the vehicle registration number included as shown.

The CCTV message should also display the operator name and contact telephone number.

All text is printed on a Dymo label printer. Font type and size details are available from the TfL label supplier.



Guidance to be sought when deciding which version of the notices on this page is to be used.

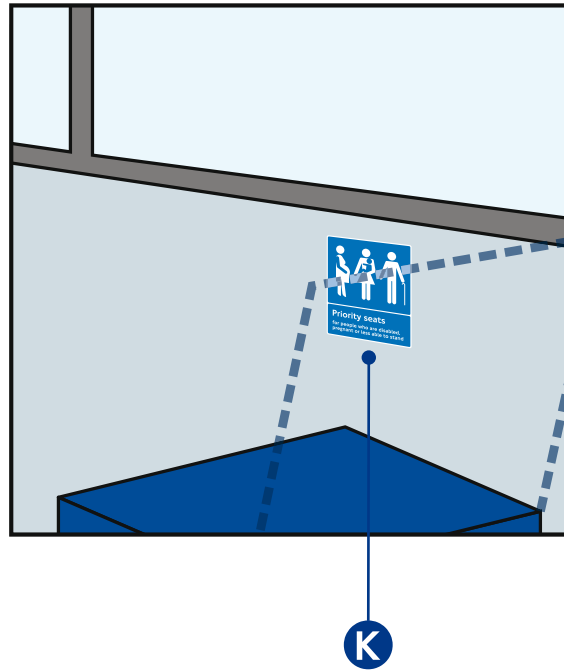
All notices on this page are placed under the window in the wheelchair bay area.

**J Priority wheelchair and baby buggy (right-facing)**  
BIN\_01A\_RF

**Priority wheelchair and baby buggy (left-facing)**  
BIN\_01B\_LF

**Priority wheelchair and baby buggy/ Induction loop (right-facing)**  
BIN\_01C\_RF

**Priority wheelchair and baby buggy/ Induction loop (left-facing)**  
BIN\_01D\_LF



Guidance to be sought when deciding which version of the notices on this page is to be used.

Both notices on this page are placed alongside the first four individual forward-facing seats (only two notices per bus).

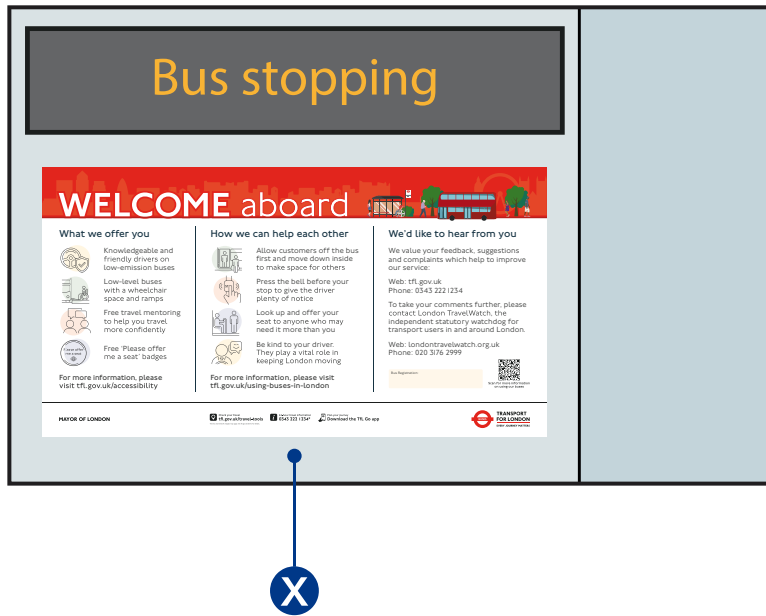
**K Priority seat (standard)**

BIN\_02A

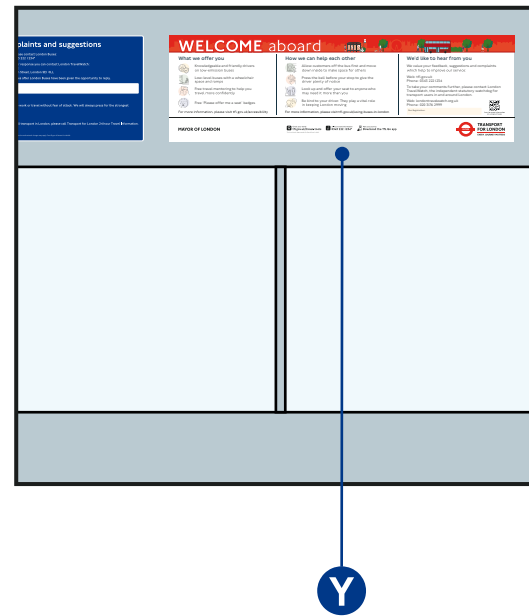
**Priority seat/Induction loop**

BIN\_02B

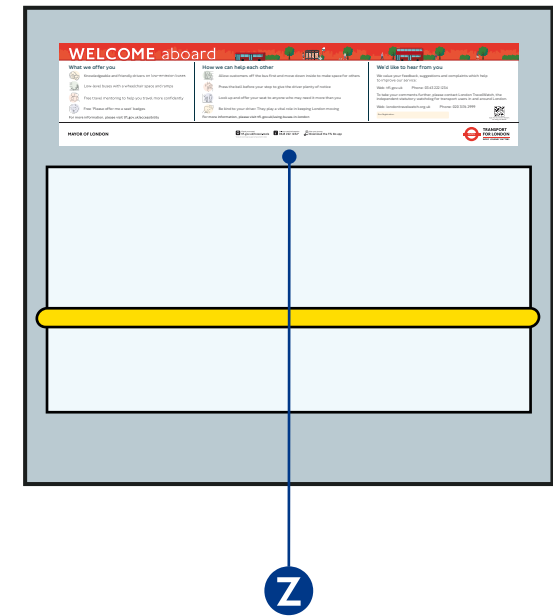
### Non-New Routemaster standard location



### Non-New Routemaster alternative location



### New Routemaster location



Guidance to be sought when deciding which version of the notices on this page is to be used.

All notices on this page are placed in the wheelchair bay area.

**X Customer experience (standard) BIN\_60A**  
 (This is the preferred option to be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Centred below the next stop indicator digital display.

**Customer experience (small) BIN\_60B**  
 (Only to be used when the standard version cannot be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Centred below the next stop indicator digital display.



**Y Customer experience (alternate)**

BIN\_60C

(Only to be used when neither the standard version or small version can be used. Seek guidance from the TfL Graphics team if in doubt as to which version of the customer experience notice should be used)

Placed in coving above window in wheelchair bay area.

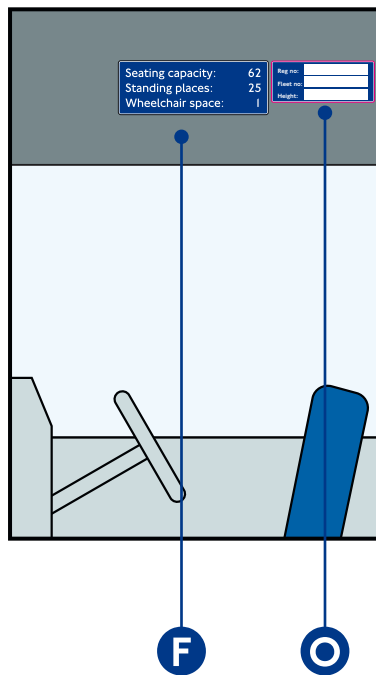
**Z Customer experience (NRM)**

BIN\_60D

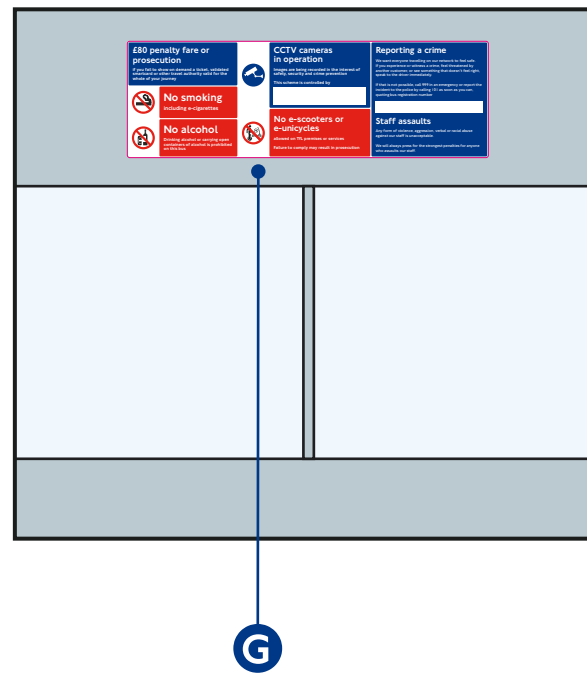
(This version to be used on all NRMs)

Placed in coving frame area above window in wheelchair bay area.

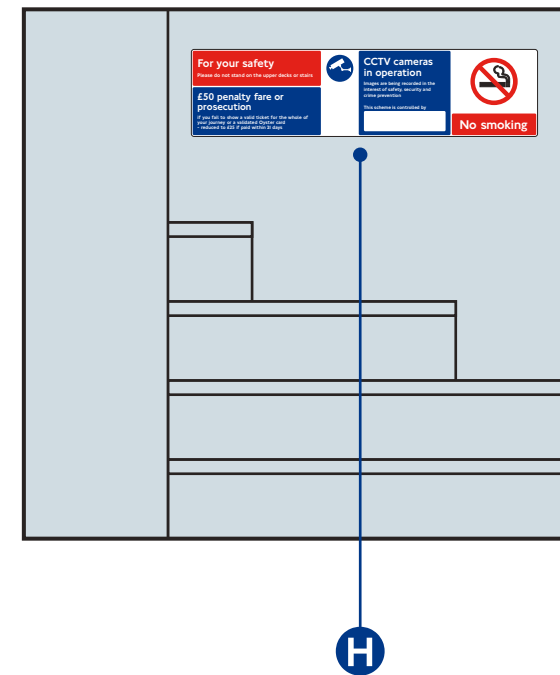
## 3.2 Driver's cab and upper-deck



**F Capacity**  
BIN\_09  
Placed centred 20mm above driver's side window.



**G Upper deck multi-notice (standard)**  
BIN\_08A  
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)  
  
Placed in coving directly opposite the top of stairs.



**Upper deck multi-notice (audio)**  
BIN\_08B  
(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)  
  
Placed in coving directly opposite the top of stairs.

**H Upper deck multi-notice (NRM standard)**

BIN\_08C

(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

Placed centred on panel at top of stairwells.

**Upper deck multi-notice (NRM audio)**

BIN\_08D

(Seek guidance from the TfL Graphics team if in doubt as to which version of the multi-notice should be used)

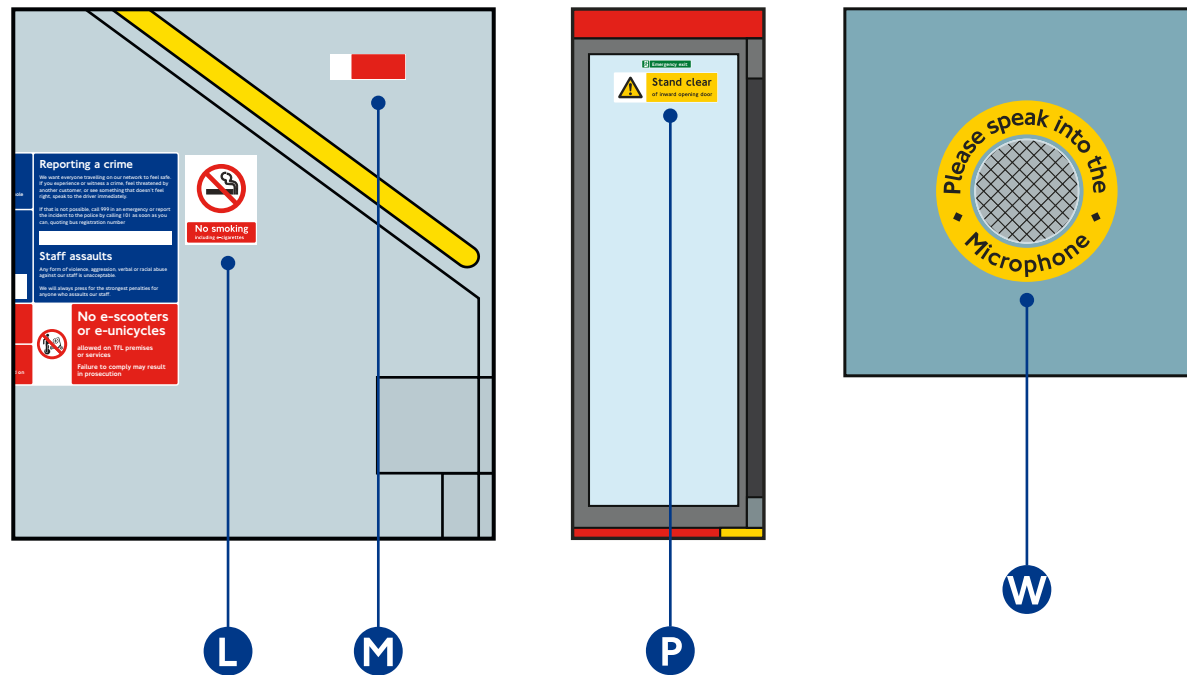
Placed centred on panel at top of stairwells.

**O Registration number/Fleet number**

BIN\_12

Placed in the driver's cab in an easy to view position for the the driver.

### 3.3 Lower deck, stairwell, doors and driver's cab



#### L No smoking

BIN\_05

Placed on the bulkhead behind the driver's seat 10mm from the lower combined notice.

#### M For your safety

BIN\_04

Placed in stairwell so that it can be seen by passengers as they start to climb the stairs.

#### P Stand clear of inward-opening door

(To be used on NRM's only)

BIN\_13

Centred 10mm below Emergency exit.

#### W Please speak into the microphone

(To be used on NRM's only)

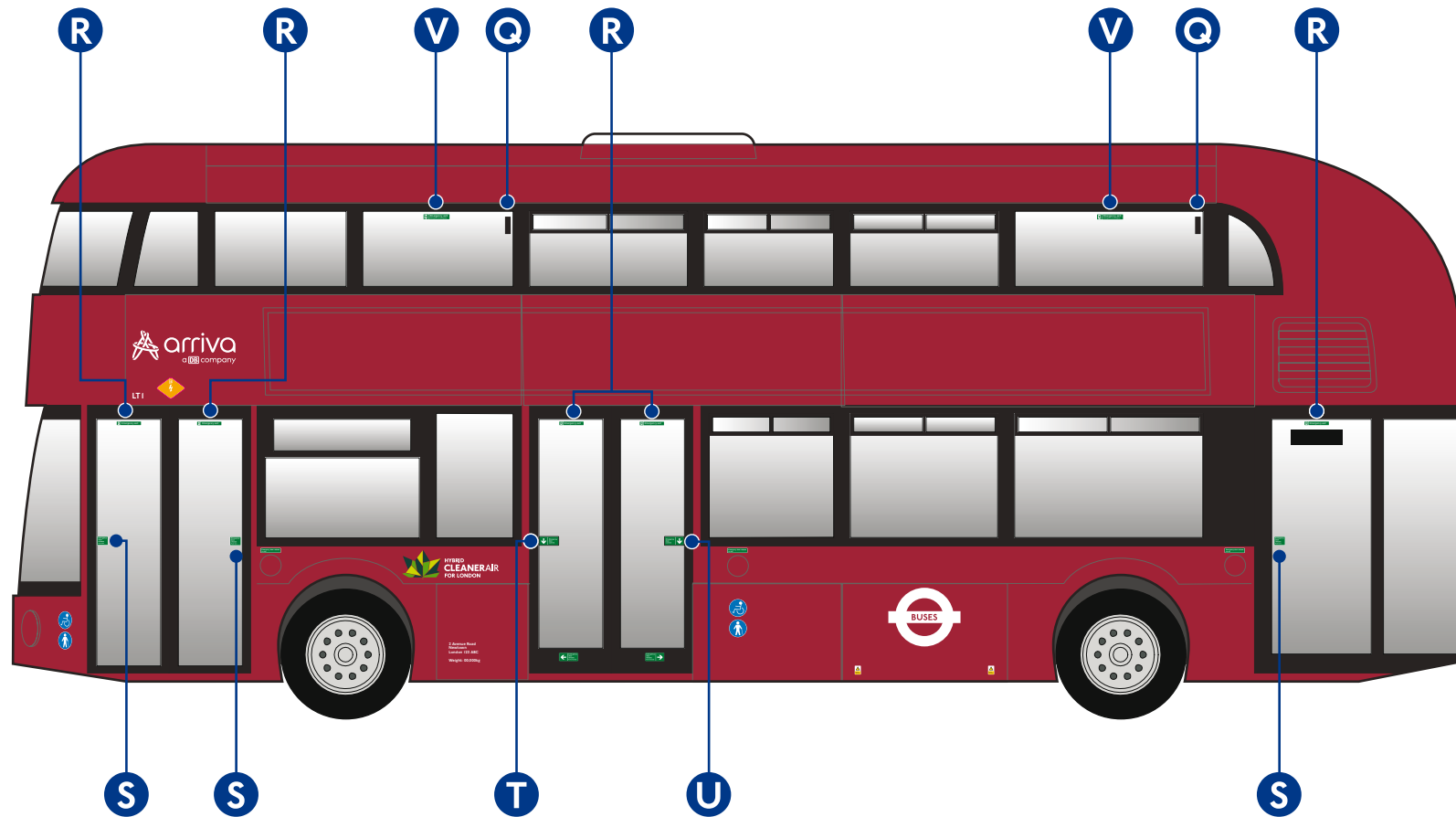
BIN\_58

Centred around driver's microphone.

#### Note

This notice faces inwards. The back of the notice is black and is applied to the glass. It is the black side of the notice that is seen from outside of the bus.

### 3.4 Emergency notices (NRM doorside elevation)



The following highlighted vinyls are applied to the inside of the window.

**Q Emergency exit – Break glass**  
 BIN\_41A  
 Aligned to fit over red button.

**R Emergency exit**  
 (in all instances)  
 BIN\_41B  
 Vertically – centred on door glass panel.  
 Horizontally – top of sign 60mm from top of door glass panel.

### 3.4.1

**S Emergency door release Push/Pull here**

(Front and rear doors)

BIN\_4IC

Vertically – aligned with edge of outer black glass rendering (all sides).  
Horizontally – top of sign aligned with bottom of lower deck passenger window.

**T Emergency door control/Emergency door release (Left side)**

BIN\_4ID

Vertically – aligned with edge of black glass rendering.  
Horizontally – top of sign aligned with bottom of lower deck passenger window.

**U Emergency door control/Emergency door release (Right side)**

BIN\_4IE

Vertically – aligned with edge of black glass rendering.  
Horizontally – top of notice aligned with bottom of lower deck passenger window.

**V Emergency exit - Break glass in an emergency**

BIN\_4IB

Vertically – centred on window.  
Horizontally – top of sign 60mm from top of window.

### 3.5 Emergency notices (NRM offside elevation)



The following highlighted vinyls are applied to the inside of the window.

**Q Emergency exit – Break glass**  
BIN\_41A  
Aligned to fit over red button.

**V Emergency exit - Break glass in an emergency**  
BIN\_41B  
Vertically – centred on window.  
Horizontally – top of sign 60mm from top of window.

## 4 Bus exterior notices

The following pages illustrate the graphic notices that are to be applied to bus exteriors.

Where there is more than one option for the placement of a notice in a location, please seek guidance as to which version of the notice is to be used.



## 4.1 Buses roundel

### Artwork reference number

BEX\_01

### Position on bus reference

A2

### Size

490mm roundel bar width  
(Standard size – to be used on all double-deck buses. Also to be used on the doorside of single-deck buses and in most instances on the offside of a single-deck bus).

350mm roundel bar width  
(May only be used on the offside of a single-deck bus where space constraints prohibit the use of the 490mm wide roundel. The 490mm wide roundel must always be used on the doorside of a single-deck bus).

### Colours

- White

### Note

Red background is shown for illustrative purposes only.



## 4.2 Wheelchair accessibility

**Artwork reference number**  
BEX\_02

**Position on bus reference**  
B2

**Size**  
134mm diameter

**Colours**  
• Safety Blue (Pantone 300)



## 4.3 Walking stick accessibility

**Artwork reference number**  
BEX\_03

**Position on bus reference**  
C2

**Size**  
134mm diameter

**Colours**

- Safety Blue (Pantone 300)



## 4.4 Fleet number

### Artwork reference number

BEX\_04

### Position on bus reference

D2

### Size

70mm cap height (298pt)

### Colours

- White

### Note

This is an example only. Each bus has its own unique fleet number.

Red background is shown for illustrative purposes only.



## 4.5 Caution – Bus pulls in frequently

**Artwork reference number**  
BEX\_05

**Position on bus reference**  
E2

**Size**  
A5

**Colours**

- Safety Yellow (Pantone 116)
- Black 100%



## 4.6 Danger 600 volts – NRM

**Artwork reference number**

BEX\_06

**Position on bus reference**

F2

**Size**

45 x 65mm

**Colours**

- Safety Yellow (Pantone 116)
- Black 100%

**Note**

For New Routemaster only.



## 4.7 Cleaner Air for London

Artwork reference number  
BEX\_07

Position on bus reference  
G2

Size  
Various

Colours  
• CMYK process

Note  
Red background is shown for illustrative purposes only.



## 4.8 Supplementary messages (examples only)

1 Fuel

BEX\_08\_F1

2 Adblue

BEX\_08\_F2

3 Emergency  
engine stop  
under flap

BEX\_08\_F3

4 Coolant

BEX\_08\_F4

### Note

The supplementary messages on this page are mandatory for the New Routemaster.

Supplementary messages for all other bus types must be generated using Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for by the manufacturer or bus operator via the TfL website: [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)



## 4.8.1 Fuel – NRM

### Artwork reference number

BEX\_08\_F1

### Position on bus reference

H2

### Size

20mm cap height (85pt)

### Colours

- White

### Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

Red background is shown for illustrative purposes only.



## 4.8.2 Adblue – NRM

### Artwork reference number

BEX\_08\_F2

### Position on bus reference

J2

### Size

20mm cap height (85pt)

### Colours

- White

### Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

Red background is shown for illustrative purposes only.



### 4.8.3 Emergency engine stop – NRM

**Artwork reference number**

BEX\_08\_F3

**Position on bus reference**

K2

**Size**

20mm cap height on 10mm cap height leading (85/85pt)

**Colours**

- White

**Note**

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

Red background is shown for illustrative purposes only.



## 4.8.4 Coolant – NRM

### Artwork reference number

BEX\_08\_F4

### Position on bus reference

L2

### Size

20mm cap height (85pt)

### Colours

- White

### Note

All supplementary messages are generated by the manufacturer or operator using the Johnston 100 Medium font in mixed upper and lower case (never all upper case). The Johnston 100 font is to be applied for via the TfL website: [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

Red background is shown for illustrative purposes only.



Coolant

## 4.9 Operator name, address and bus weight

### Artwork reference number

BEX\_09

### Position on bus reference

M2

### Size

20mm cap height on 10mm cap height  
leading (85/85pt)

### Colours

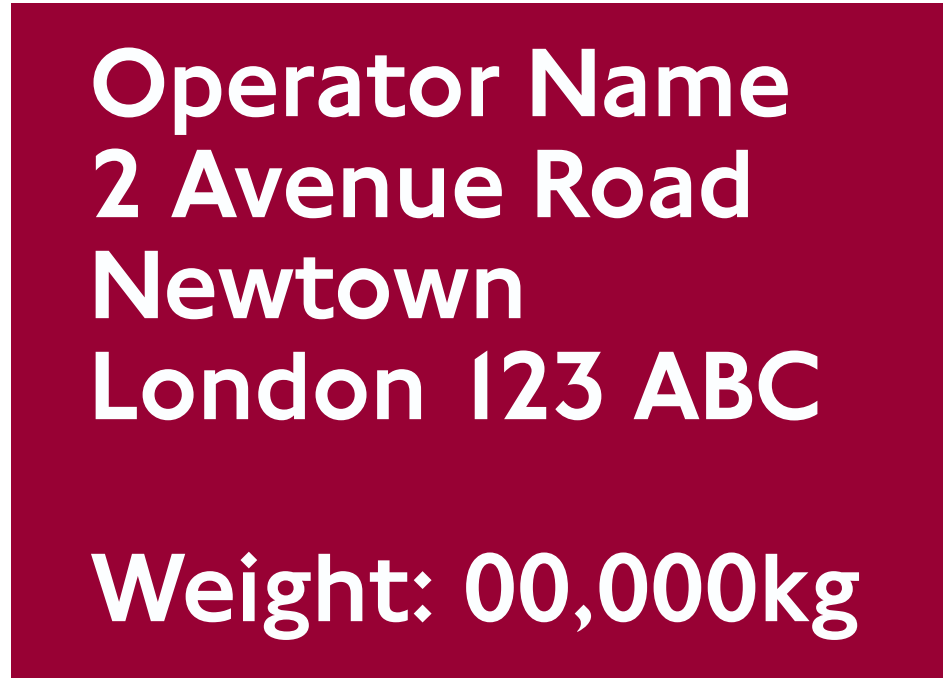
- White

### Note

This is an example only.

Operator name, address and bus weight text is generated by the manufacturer or operator using the Johnston I00 Medium font in mixed upper and lower case (never all upper case). The Johnston I00 font is to be applied for via the TfL website: [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

Red background is shown for illustrative purposes only.



## 4.10 Operator logos

### Artwork reference number

BEX\_I0

### Position on bus reference

N2

### Size

Logos to be scaled to give parity with the roundel. Operator logo must not dominate the roundel. Agreed size of each operator logo will be determined by TfL.

### Colours

- White

### Note

These are examples only.

All bus operator logos must be displayed in white only.

Logos should not be displayed at more than a width size of 750mm.

Red background is shown for illustrative purposes only.



## 4.11 Bus roof identification number

**Artwork reference number**

BEX\_11

**Position on bus reference**

O2

**Size**

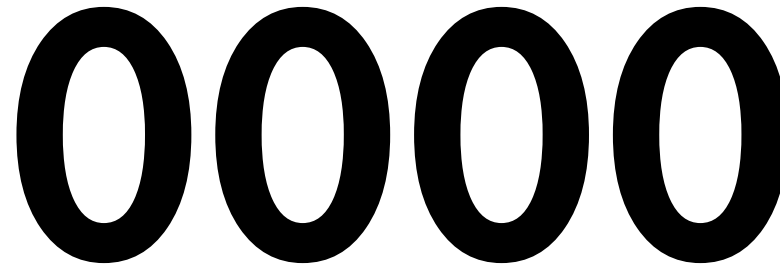
350mm cap height (1490/1490pt)

**Colours**

- Black 100%

**Note**

This is an example only.



## 4.12 Emergency notices (external) – NRM



BEX\_41A



BEX\_41B



BEX\_41C



## 4.12.1 Emergency door release – NRM

**Artwork reference number**

BEX\_41A

**Position on bus reference**

P2

**Size**

148 x 36mm

**Colours**

- Safety Green (Pantone 356)

**Note**

For New Routemaster only.



## 4.12.2 Emergency door release pull and slide (left-facing – NRM)

**Artwork reference number**

BEX\_41B

**Position on bus reference**

Q2

**Size**

142 x 64mm

**Colours**

- Safety Green (Pantone 356)

**Note**

For New Routemaster only.



### 4.12.3 Emergency door release pull and slide (right-facing – NRM)

**Artwork reference number**  
BEX\_41C

**Position on bus reference**  
R2

**Size**  
142 x 64mm

**Colours**  
• Safety Green (Pantone 356)

**Note**  
For New Routemaster only.



## 4.13 USB charging on board this bus

**Artwork reference number**

BEX\_51

**Position on bus reference**

S2

**Size**

250mm diameter

**Colours**

- Corporate Blue (Pantone 072)

**Note**

To be applied on buses that have USB charging capability.



## 4.14 The speed of this bus is restricted

**Artwork reference number**

BEX\_52

**Position on bus reference**

T2

**Size**

122 x 233mm

**Colours**

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

**Note**

Only to be applied to New Routemasters with ISA technology..



## 4.15 I am an electric bus

**Artwork reference number**  
BEX\_53

**Position on bus reference**  
U2

### **Sizes**

Large (option A)  
1198 x 601

Medium (option B)  
898 x 451

Small (option C)  
617 x 310mm

X small (option D)  
400 x 201mm

XX small (option D)  
317 x 159mm

### **Colours**

- Electric Blue (Pantone 2985)
- White  
(Red shown is for illustrative purposes only)



## 4.16 I am a hydrogen bus

### Artwork reference number

BEX\_54

### Position on bus reference

U2

### Sizes

Large (option A)

1121 x 601

Medium (option B)

841 x 451

### Colours

- CMYK  
(Red shown is for illustrative purposes only)



## 4.17 Front door boarding (NRM buses only)



BEX\_55A



BEX\_55B



## 4.17.1 Front door boarding (rear door)

**Artwork reference number**  
BEX\_55A

**Position on bus reference**  
V2

**Size**  
112 x 181

**Colours**

- Corporate Red (Pantone 485)
- Black 100%



## 4.17.2 Front door boarding (centre doors)

**Artwork reference number**  
BEX\_55B

**Position on bus reference**  
W2

**Size**  
112 x 181

**Colours**

- Corporate Red (Pantone 485)
- Black 100%



## 4.18 Stand clear of the opening doors

**Artwork reference number**  
BEX\_56

**Position on bus reference**  
X2

**Sizes**  
112 x 148mm

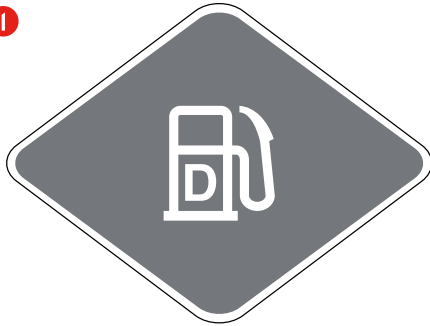
**Colours**

- Safety Yellow (Pantone 116)
- Black 100%



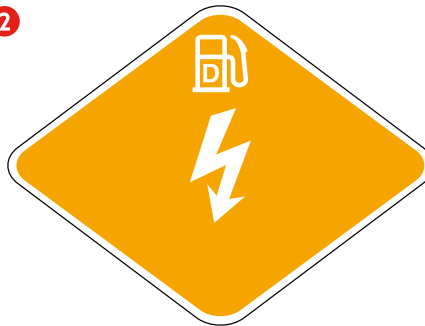
## 4.19 First responder

1



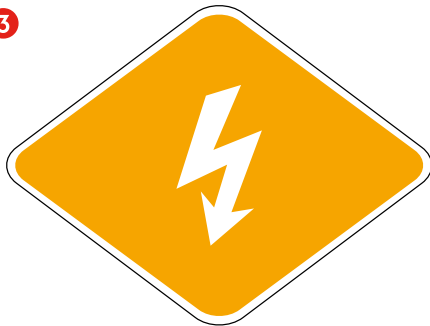
FIRSTRESP\_001A Diesel

2



FIRSTRESP\_002A Diesel/Electric hybrid

3



FIRSTRESP\_003A Electric

4



FIRSTRESP\_004A Hydrogen hybrid

## 4.19.1 First responder - diesel

### Artwork reference number

FIRSTRESP\_001

### Position on bus reference

Y2

### Sizes

Standard (option A)

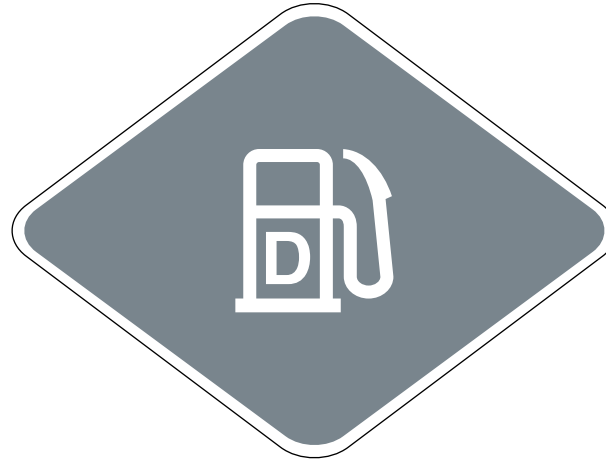
200 x 150

Large (option B)

297 x 210mm

### Colours

- Corporate Grey (Pantone 430)



## 4.19.2 First responder - diesel/electric hybrid

**Artwork reference number**

FIRSTRESP\_002

**Position on bus reference**

Y2

**Sizes**

Standard (option A)

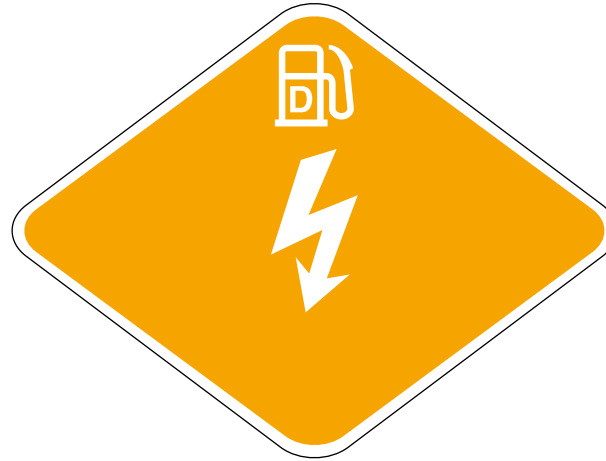
200 x 150

Large (option B)

297 x 210mm

**Colours**

- Responder Orange (Pantone 166)



### 4.19.3 First responder - electric

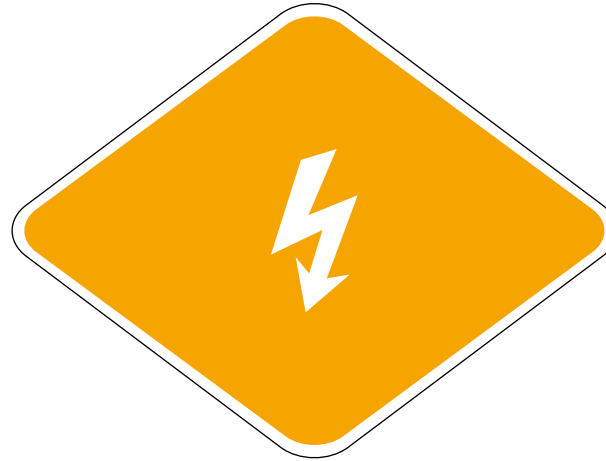
**Artwork reference number**  
FIRSTRESP\_003

**Position on bus reference**  
Y2

**Sizes**  
Standard (option A)  
200 x 150

Large (option B)  
297 x 210mm

**Colours**  
• Responder Orange (Pantone 166)



#### 4.19.4 First responder - hydrogen hybrid

**Artwork reference number**

FIRSTRESP\_004

**Position on bus reference**

Y2

**Sizes**

Standard (option A)

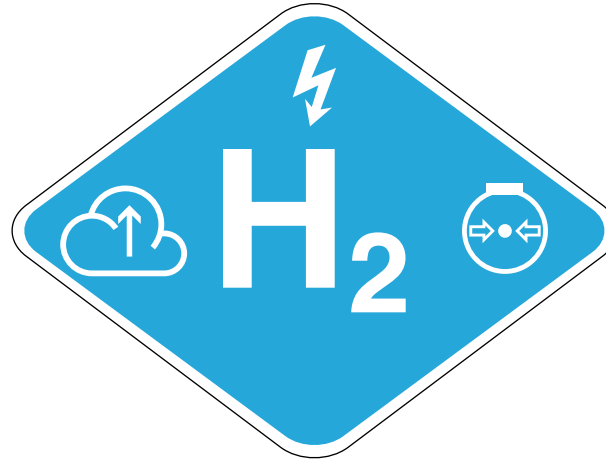
200 x 150

Large (option B)

297 x 210mm

**Colours**

- Responder Blue (Pantone 2995)





## 4.20 USB charging

**Artwork reference number**

BEX\_57

**Position on bus reference**

Z2

**Size**

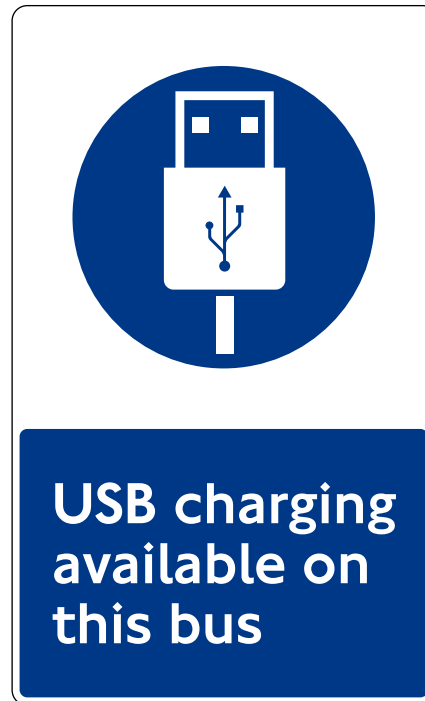
112 x 185mm

**Colours**

- Corporate Blue (Pantone 072)

**Note**

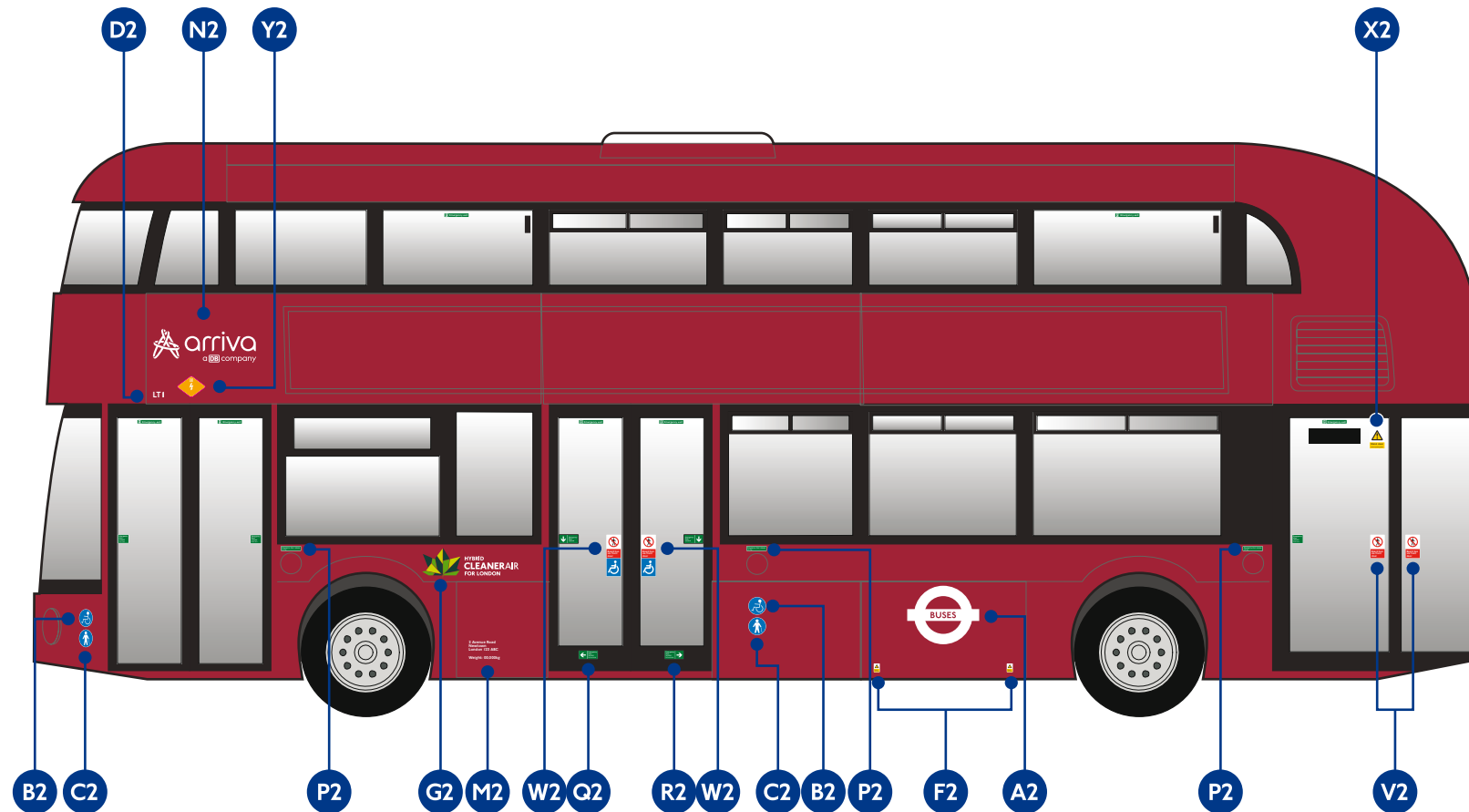
To be used on buses with USB charging but where no Contactless payments/Bus saver ticket notice is displayed on the doors.



## **5 Positioning of bus exterior notices - New Routemaster**

This section of the document gives guidance on the positioning of all graphics on the New Routemaster bus exteriors.

## 5.1 New Routemaster (doorside elevation)



### A2 Roundel

BEX\_01

Vertically – centred on rear centre window panel.

Horizontally – top of roundel 1mm below top of panel (before panel bends).

### B2 Wheelchair accessibility (front)

BEX\_02

Vertically – 110mm from edge of headlight (between headlight and front door frame).

Horizontally – bottom of notice 10mm above centre line of headlight.

### Wheelchair accessibility (centre)

BEX\_02

Vertically – centred in line with emergency access panel above.

Horizontally – centred in line with side indicator light.

## 5.1.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically – centred beneath wheelchair notice.

Horizontally – top of sign 20mm below wheelchair notice.

### **Walking stick accessibility (centre)**

BEX\_03

Vertically – centred beneath wheelchair notice.

Horizontally – top of sign 20mm below wheelchair notice.

### **D2 Fleet number**

BEX\_04

Vertically – left side 40mm from panel edge.

Horizontally – base line of text 30mm (approx) above front door frame.

### **F2 600 volts**

BEX\_06

Vertically – 55mm from panel edge (both sides).

Horizontally – 80mm from panel bottom (both sides).

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – between front wheel arch and side indicator light.

Horizontally – centred on panel beneath lower deck passenger window.

### **M2 Operator address and bus weight**

BEX\_10

Vertically – 100mm (approx) from panel edge.

Horizontally – base line of last line of text 100mm (approx) above bus bottom.

### **N2 Operator logo**

BEX\_11

Vertically – left side 40mm from panel edge.

Horizontally – bottom of logo 100mm above first responder notice.

### **P2 Emergency door release (bus body – front, centre and rear)**

BEX\_41A

Vertically – centred above emergency door release cap.

Horizontally – centred between bottom of window and emergency door release cap.

### **Q2 Emergency door release – pull and slide LF (middle door – left side)**

BEX\_41B

Vertically – centred below door release slots (both sides).

Horizontally – centred between door release slot and bottom of door (both sides).

### **R2 Emergency door release – pull and slide RF (middle door – right side)**

BEX\_41C

Vertically – centred below door release slots (both sides).

Horizontally – centred between door release slot and bottom of door (both sides).

## 5.1.2

### **V2 Front door boarding (rear door)**

BEX\_55A

Vertically – inside edges 10mm from window blacking.

Horizontally – top of vinyl aligned with bottom of passenger windows.

### **W2 Front door boarding (centre doors)**

BEX\_55A

Vertically – inside edges 10mm from window blacking.

Horizontally – top of vinyl aligned with bottom of passenger windows.

### **X2 Stand clear of the opening door**

BEX\_56

Vertically – right side 10mm from window blacking.

Horizontally – top of vinyl aligned with bottom of passenger windows.

### **Y2 First responder notice (standard)**

FIRSTRESP\_002A

Vertically – centred above the front door.

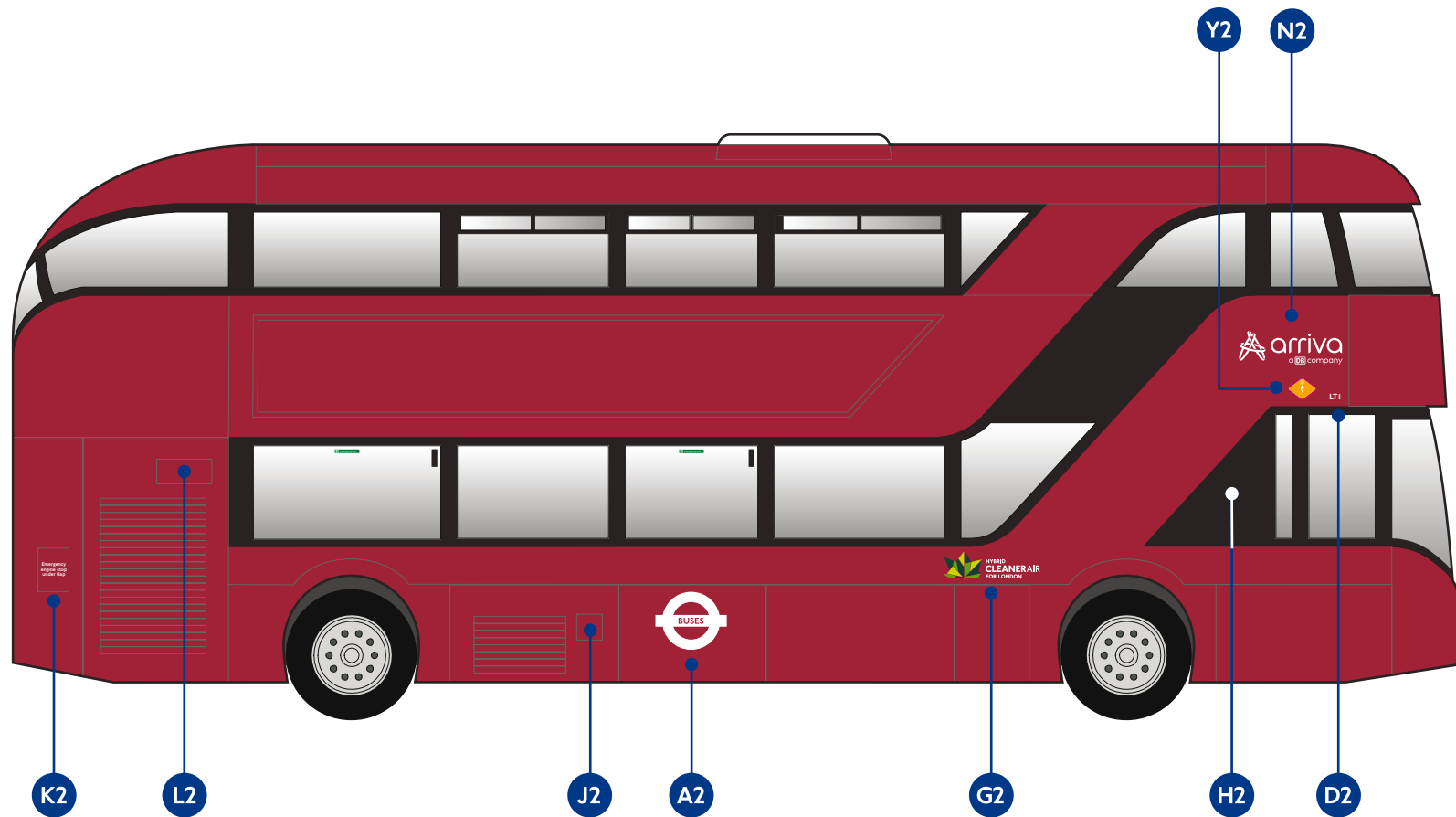
Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 5.2 New Routemaster (offside elevation)



### A2 Roundel

BEX\_01

Vertically – 90mm from centre panel right edge.

Horizontally – top of roundel 1mm below top of panel (before panel bends)

### D2 Fleet number

BEX\_04

Vertically – right side 30mm from drain hole.

Horizontally – base line of text 30mm above front door frame.

### G2 Cleaner Air for London logo

BEX\_07

Vertically – centred on first full panel to left of front wheel.

Horizontally – centred on panel beneath lower deck passenger window.

## 5.2.1

### **H2 Fuel**

(Not shown – on underside of flap)  
BEX\_08\_F1\_Fuel  
Vertically – centred above fuel hole.  
Horizontally – 20mm above fuel hole area.

### **J2 Adblue**

(Not shown – on underside of flap)  
BEX\_08\_F2\_Adblue  
Vertically – centred on Adblue panel.  
Horizontally – base line of text  
40mm from top of panel.

### **K2 Emergency engine stop**

BEX\_08\_F3\_EmergencyEngineStop  
Vertically – centred on emergency engine stop panel.  
Horizontally – centred on emergency engine stop panel.

### **L2 Coolant**

BEX\_08\_F4\_Coolant  
Vertically – centred on coolant panel.  
Horizontally – centred on coolant panel.

### **N2 Operator logo**

BEX\_II\_OperatorLogos  
Vertically – right-hand side aligned with right side of fleet number.  
Horizontally – bottom of logo 100mm above first responder notice.

### **Y2 First responder notice (standard)**

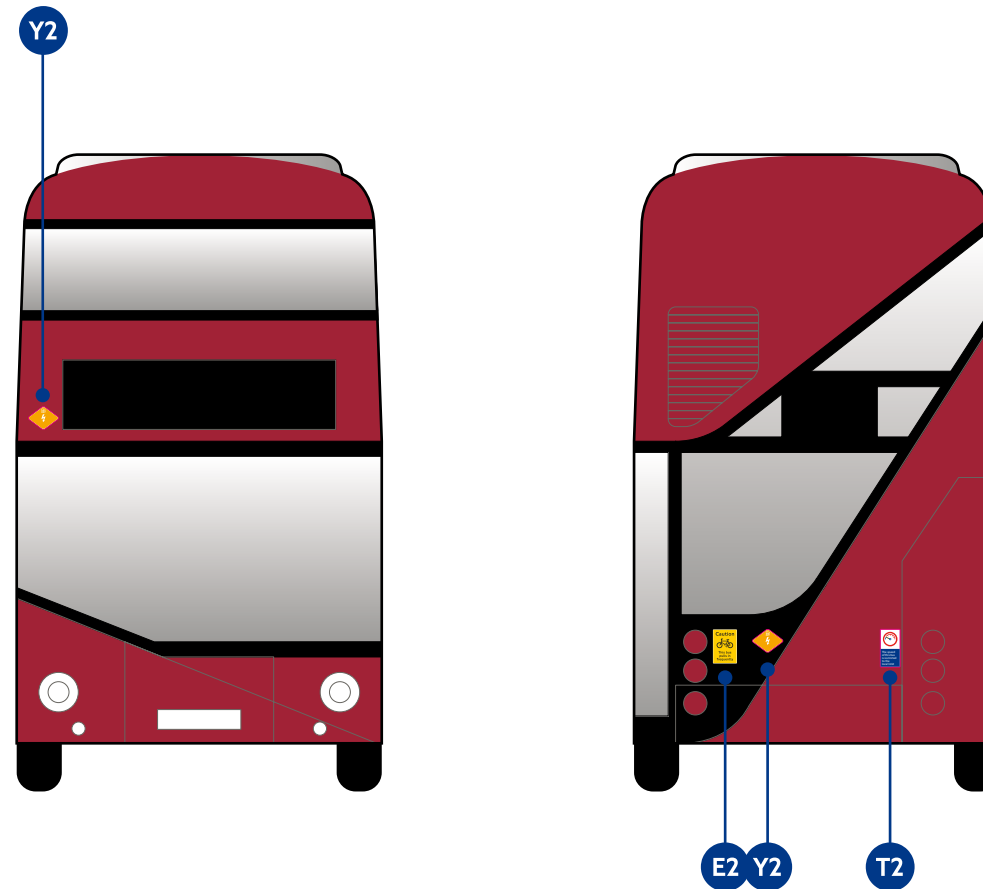
FIRSTRESP\_002A  
Vertically – 100mm to the left of the fleet number.  
Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 5.3 New Routemaster (front and rear elevations)



**E2 Caution – bus pulls in frequently**  
BEX\_05  
Vertically – 20mm from indicator lights.  
Horizontally – top of vinyl 20mm from top of panel.

**T2 The speed of this bus is restricted**  
BEX\_52  
(Only to be applied to NRM with ISA technology for T2)  
Vertically – 20mm from panel edge.  
Horizontally – top of vinyl aligns with top of cycling 'Caution' notice.

**Y2 First responder notice (standard - front)**  
FIRSTRESP\_002A  
Vertically – 30mm from the left side of the destination blind.  
Horizontally – bottom of vinyl aligns with bottom of the destination blind.



## 5.3.1

### **First responder notice (standard - rear)**

FIRSTRESP\_002A

Vertically – centred between the caution/cycling vinyl and the end of the blacking area towards the lower rear of the bus.

Horizontally – top of vinyl aligns with the top of the caution/cycling vinyl.

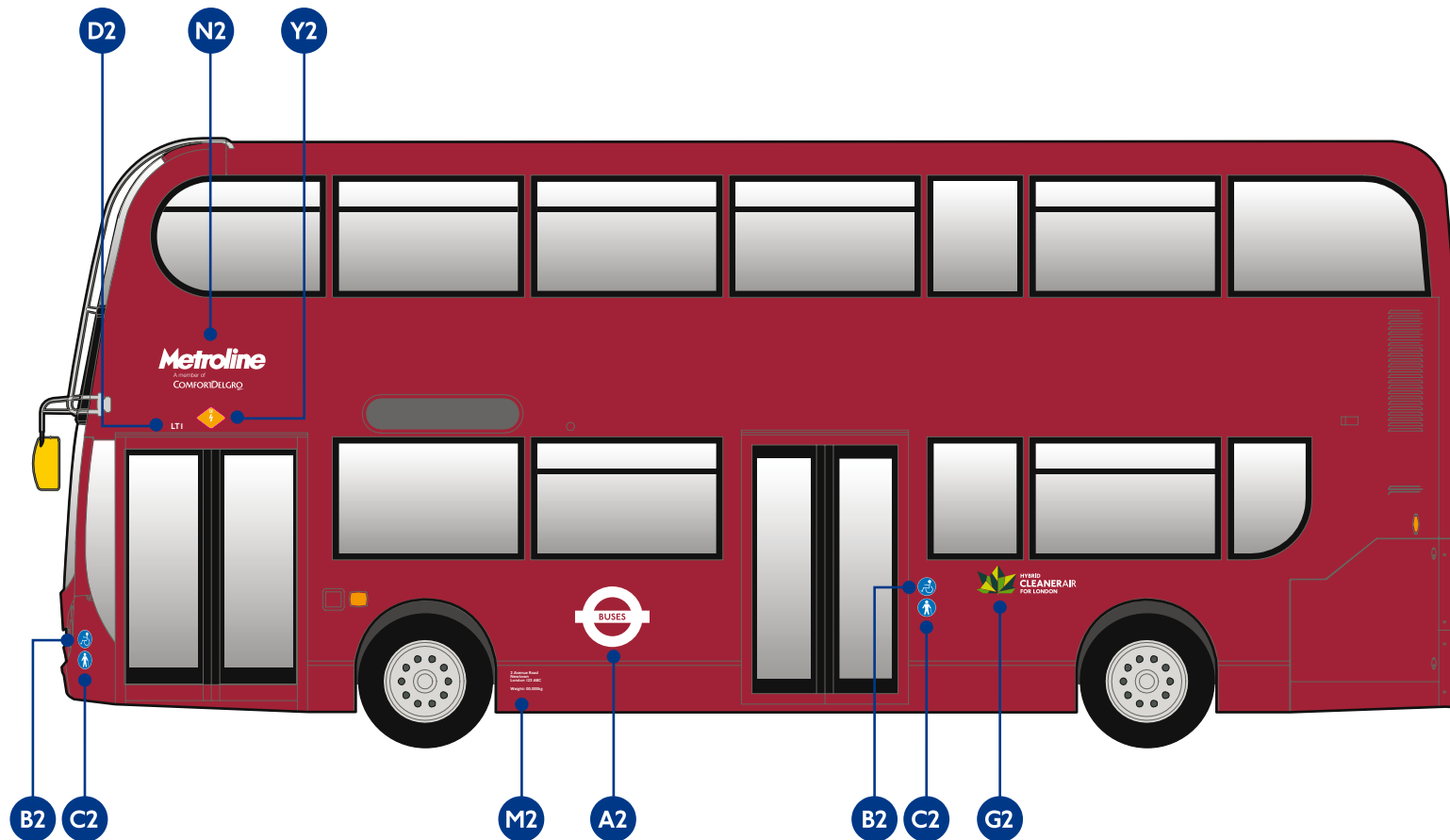
### **Note**

No operator branding is to appear on the front or rear of the bus.

## **6 Positioning of bus exterior notices - Generic non-electric double deck bus**

This section of the document gives guidance on the positioning of all graphics on generic non-electric double deck bus exteriors.

## 6.1 Generic non-electric double deck bus (doorside elevation)



### A2 Roundel

BEX\_01

Vertically – centred between centre door and front wheel arch.

Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus.)

### B2 Wheelchair accessibility (front)

BEX\_02

Vertically – placed nearside as shown, aligned with Walking stick accessibility vinyl.

Horizontally – placed 10mm above Walking stick accessibility vinyl.

### Wheelchair accessibility (centre)

BEX\_02

Vertically – centred 10mm away from wheelchair access button.

Horizontally – centred 10mm above Walking stick accessibility vinyl.

## 6.1.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically – centred beneath wheelchair vinyl.

Horizontally – top of sign 10mm below wheelchair notice.

### **Walking stick accessibility (centre)**

Vertically – centred beneath wheelchair notice.

Horizontally – top of notice 10mm below wheelchair notice.

### **D2 Fleet number**

BEX\_04

Vertically – right side of text 100mm from first responder vinyl.

Horizontally – base line of text 30mm (approx) above front door frame.

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – in front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).

Horizontally – top of leaf 50mm below bottom of window.

### **M2 Operator address and bus weight**

BEX\_10

Vertically – 100mm (approx) from panel edge.

Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

### **N2 Operator logo**

BEX\_11

Vertically – centred above front door.

Horizontally – bottom of logo 100mm above first responder notice.

### **Y2 First responder notice (standard)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above the front door.

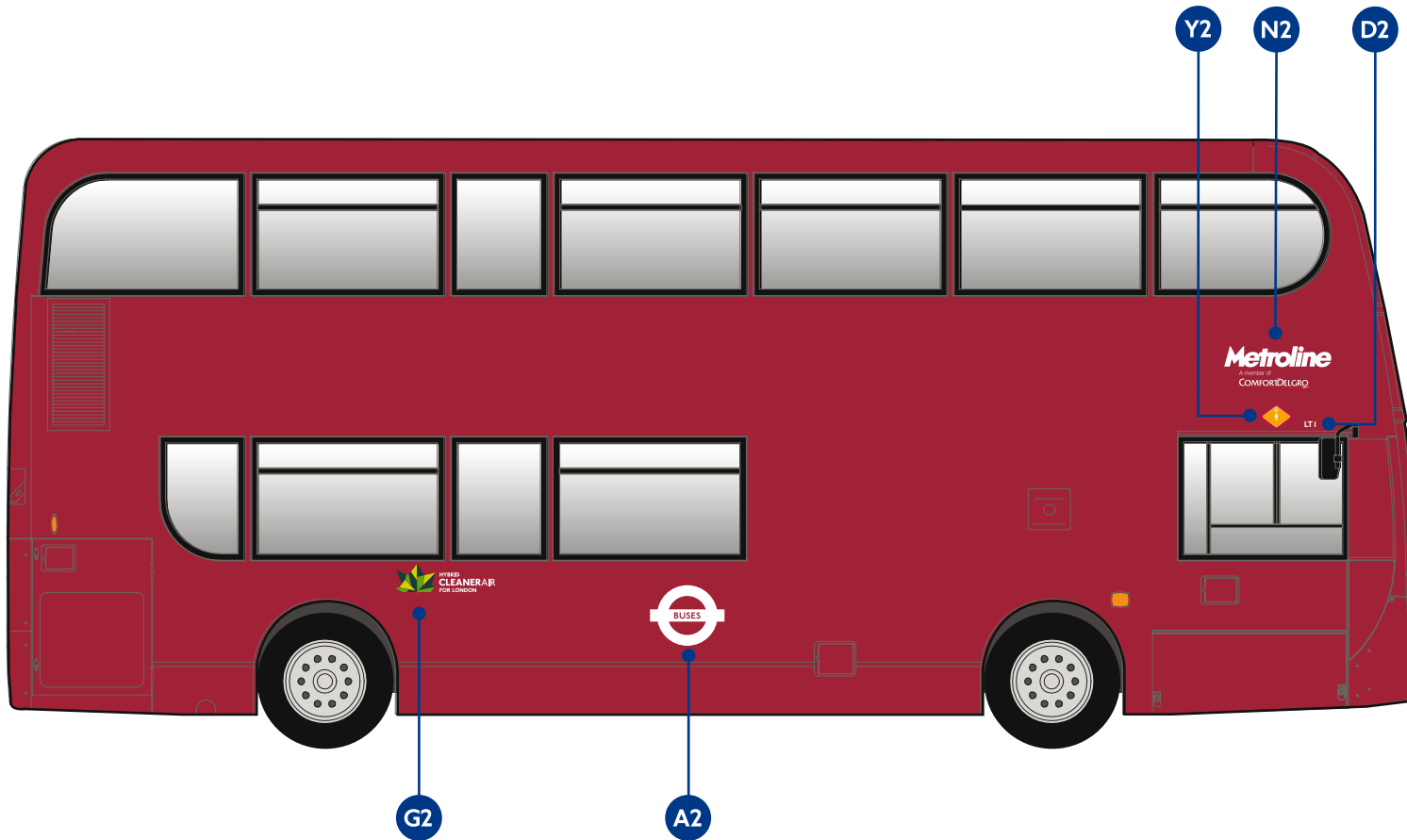
Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 6.2 Generic non-electric double deck bus (offside elevation)



### A2 Roundel

BEX\_01

Vertically – centred between rear wheel arch and front wheel arch.  
Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

### D2 Fleet number

BEX\_04

Vertically – left side of text 100mm from first responder vinyl.  
Horizontally – base line of text 30mm (approx) above window frame edge.

### G2 Cleaner Air for London logo

BEX\_07

Vertically – in front and aligned with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).  
Horizontally – top of leaf 50mm below bottom of window.

## 6.2.1

### **N2 Operator logo**

BEX\_II

Vertically – centred above driver's cab window.

Horizontally – bottom of logo 100mm above first responder notice.

### **Y2 First responder notice (standard)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above driver's cab window.

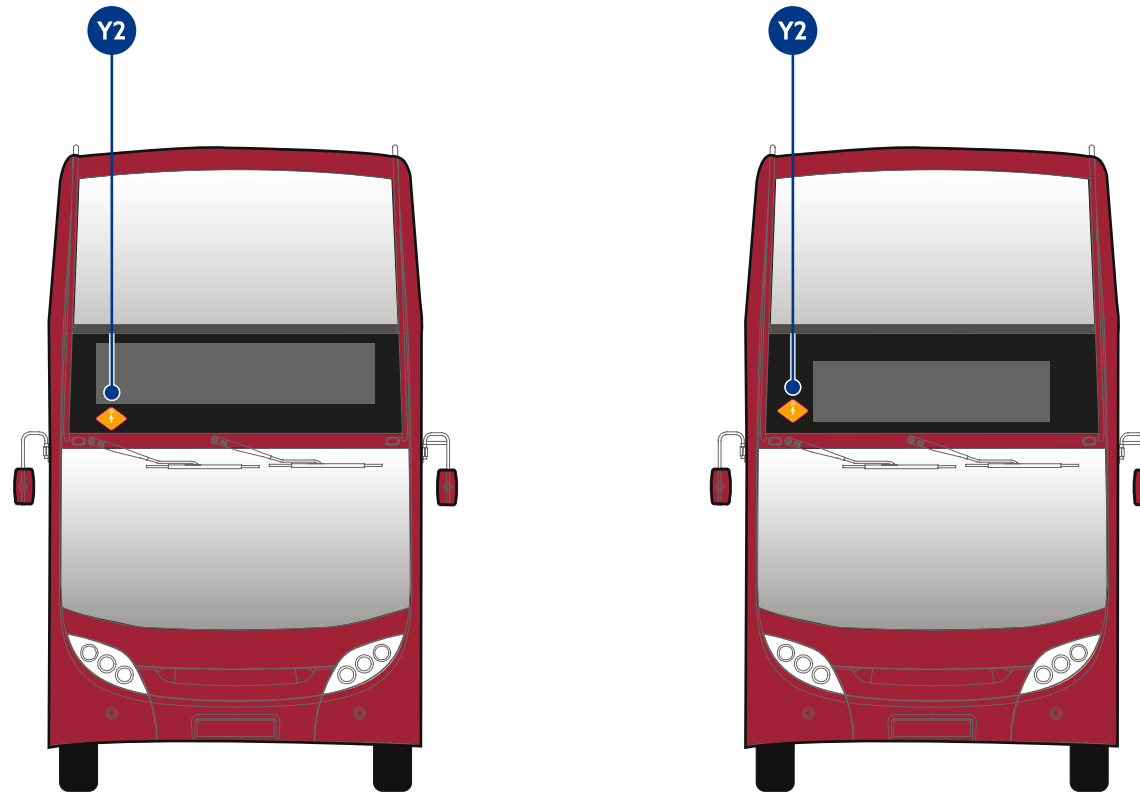
Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing notices across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 6.3 Generic non-electric double deck bus (front elevation)



#### Y2 First responder notice (standard - preferred position)

FIRSTRESP\_001A, 002A or 004A

Vertically – left side of vinyl aligns with left side of destination blind.

Horizontally – centred between bottom of destination blind and top of lower front windscreen.

#### First responder notice (standard - secondary position)

FIRSTRESP\_001A, 002A or 004A

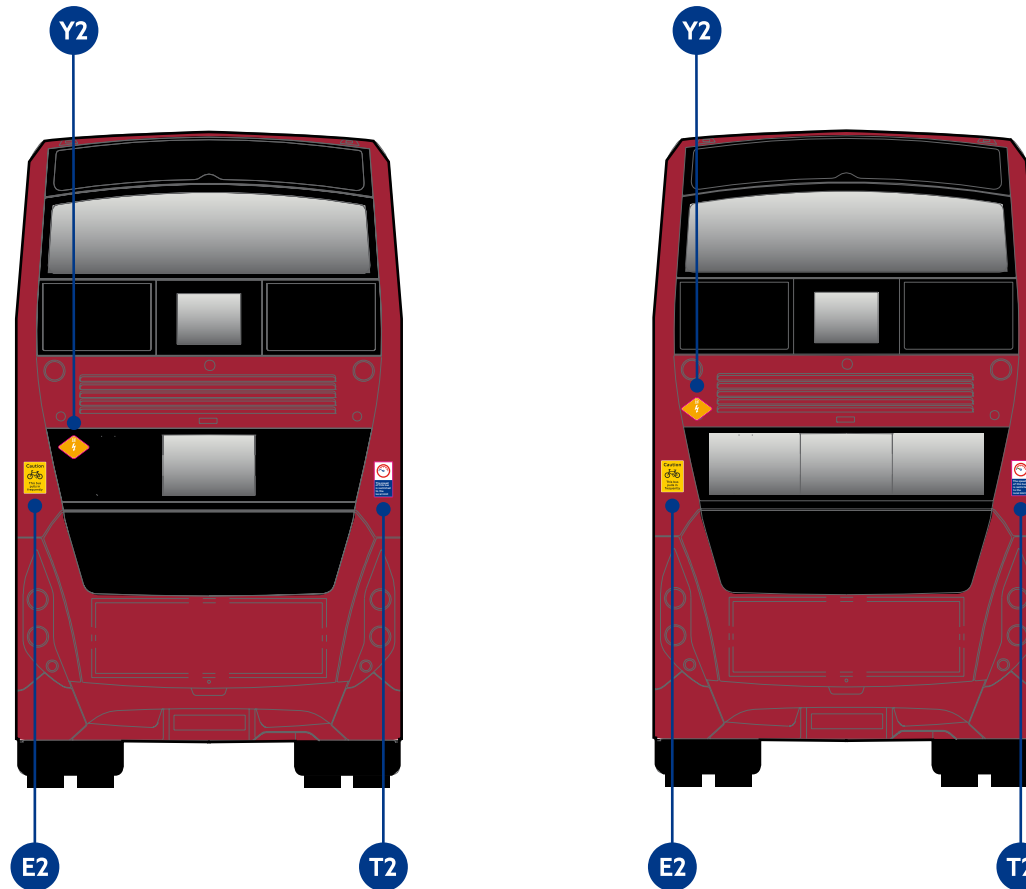
Vertically – 30mm from the left side of the destination blind.

Horizontally – bottom of vinyl aligns with bottom of the destination blind.

#### Note

No operator branding is to appear on the front or rear of the bus.

## 6.4 Generic non-electric double deck bus (rear elevation)



**E2 Caution – bus pulls in frequently**  
BEX\_05  
Vertically – placed at rear of bus on the nearside.  
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2 The speed of this bus is restricted**  
BEX\_52  
Vertically – placed at rear of bus on the offside.  
Horizontally – top of vinyl aligns with top of cycling 'Caution' notice.

**Y2 First responder notice (standard - preferred position)**  
FIRSTRESP\_001A, 002A or 004A  
Vertically – left of lower rear window.  
Horizontally – 30mm (approx) from top of window blacking.



## 6.4.1

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – left side of rear of bus.

Horizontally – 30mm (approx) above rear window.

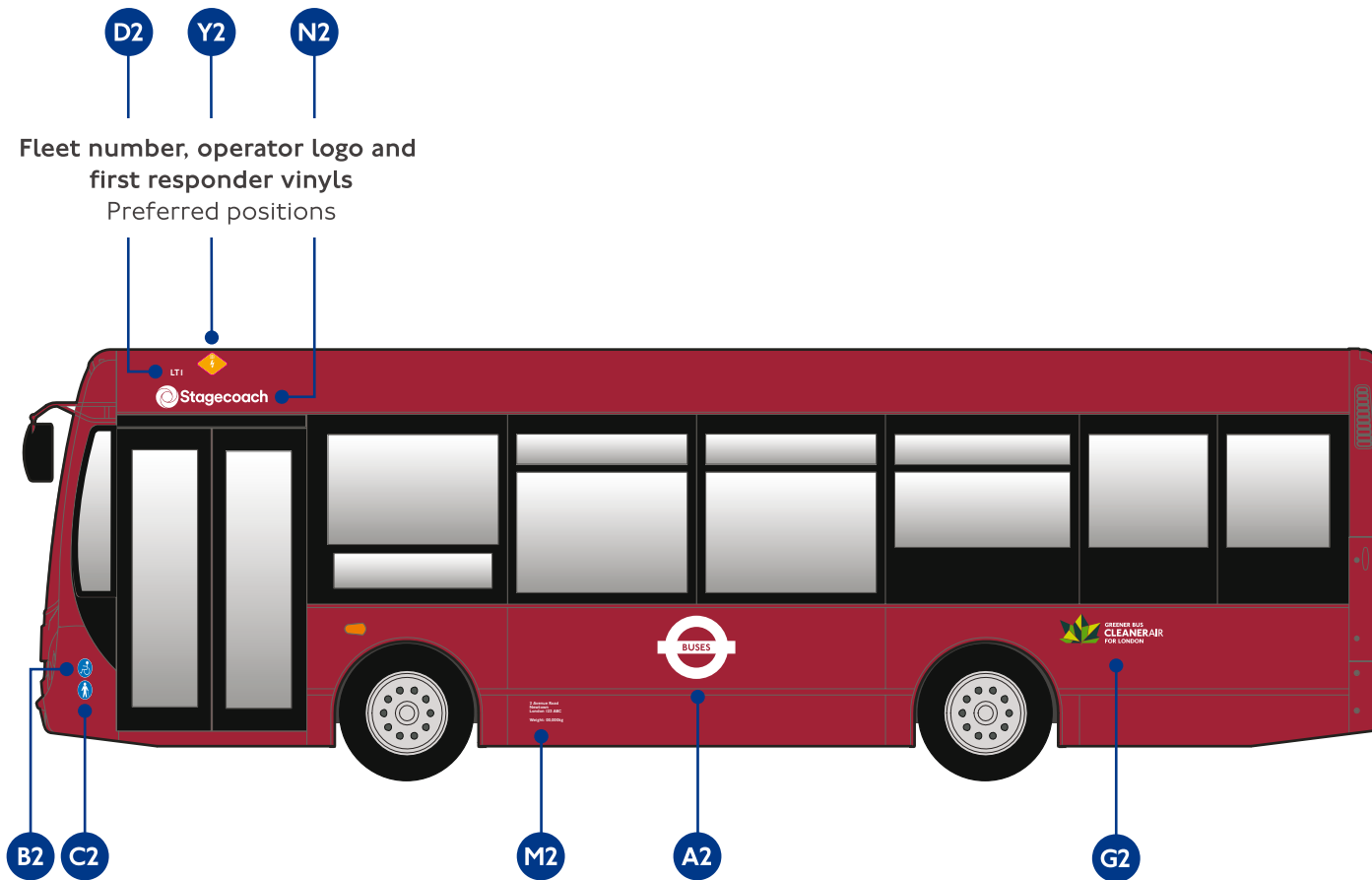
### **Note**

No operator branding is to appear on the front or rear of the bus.

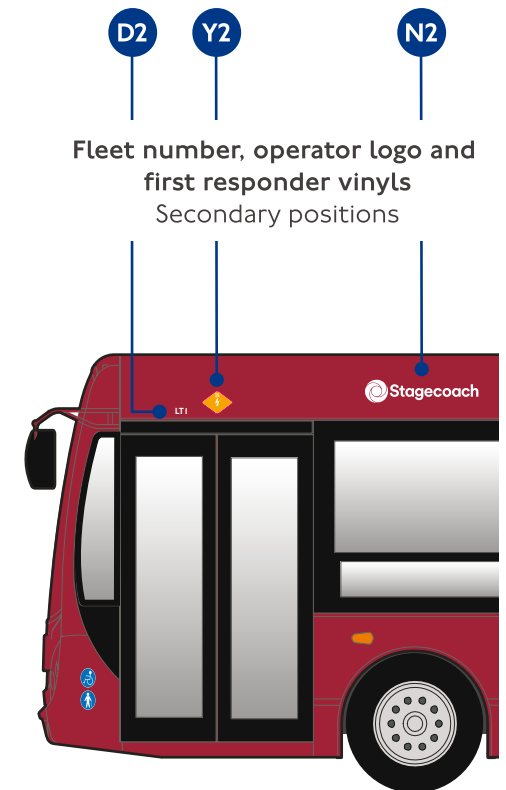
## **7 Positioning of bus exterior notices - Generic non-electric single deck buses**

This section of the document gives guidance on the positioning of all graphics on generic non-electric single deck bus with single door exteriors.

## 7.1 Generic non-electric single deck bus with single door (doorside elevation)



Fleet number, operator logo and first responder vinyls  
Preferred positions



Fleet number, operator logo and first responder vinyls  
Secondary positions

### A2 Roundel

BEX\_01

Vertically – centred between front wheel arch and rear wheel arch.  
Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

### B2 Wheelchair accessibility

BEX\_02

Vertically – placed nearside as shown aligned with 'Walking stick accessibility' vinyl.  
Horizontally – placed 10mm above 'Walking stick accessibility' vinyl.

### C2 Walking stick accessibility

BEX\_03

Vertically – centred beneath wheelchair vinyl.  
Horizontally – top of sign 10mm below wheelchair notice.

## 7.1.1

### **D2 Fleet number (preferred position)**

BEX\_04

Vertically – right side of text 100mm from first responder vinyl.

Horizontally – base line of text 100mm above operator logo.

### **Fleet number (secondary position)**

BEX\_04

Vertically – right side of text 100mm from first responder vinyl.

Horizontally – base line of text 30mm (approx) above front door frame.

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).

Horizontally – top of leaf 50mm below bottom of window.

### **M2 Operator address and bus weight**

BEX\_10

Vertically – 100mm (approx) from panel edge.

Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

### **N2 Operator logo (preferred position)**

BEX\_11

Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Operator logo (secondary position)**

BEX\_11

Vertically – centred above first doorside customer window.  
Horizontally – centred above first doorside customer window.

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above operator logo above the front door.  
Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

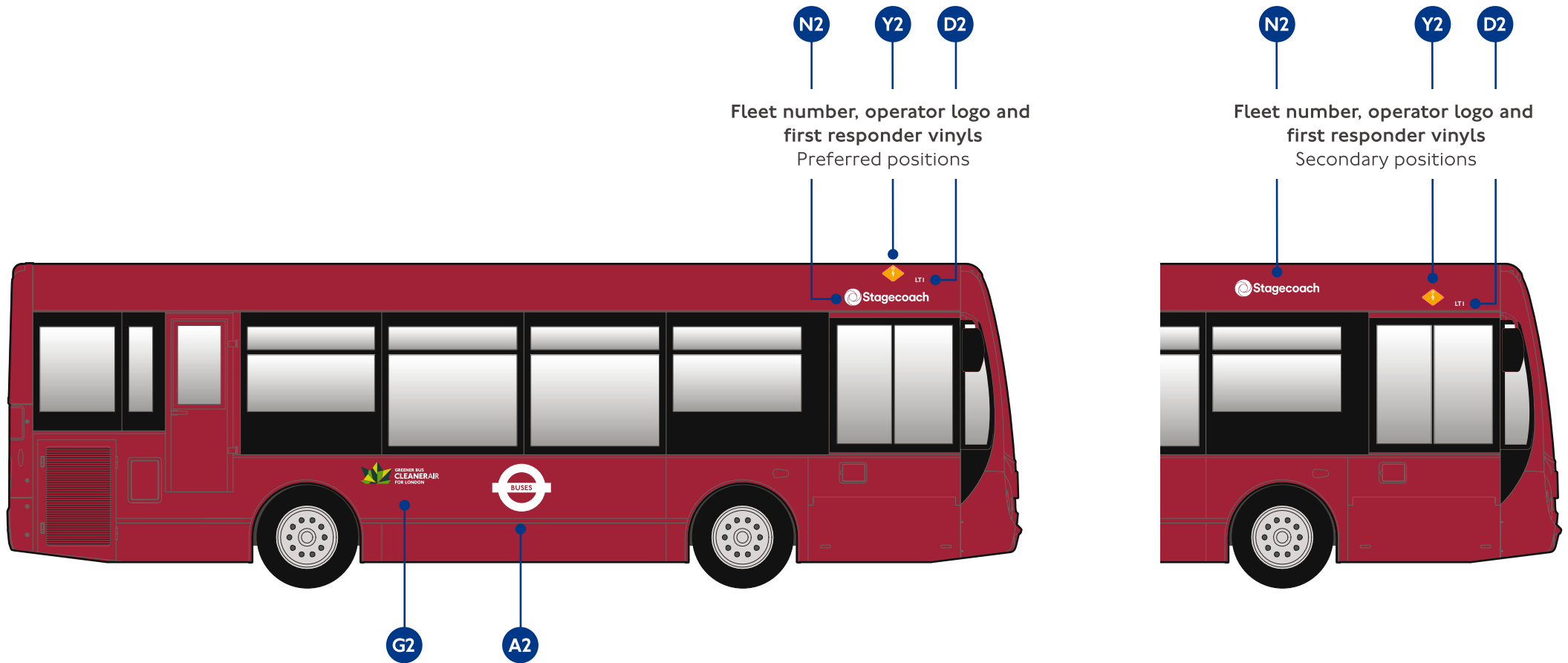
Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 7.2 Generic non-electric single deck bus with single door (offside elevation)



### A2 Roundel

BEX\_01

Vertically – centred between rear wheel arch and front wheel arch.  
Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

### D2 Fleet number (preferred position)

BEX\_04

Vertically – left side of text 100mm from first responder vinyl.  
Horizontally – base line of text 100mm above operator logo.

### Fleet number (secondary position)

BEX\_04

Vertically – left side of text 100mm from first responder vinyl.  
Horizontally – base line of text 30mm (approx) above window frame edge.

## 7.2.1

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – in front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).

Horizontally – top of leaf 50mm below bottom of window.

### **N2 Operator logo (preferred position)**

BEX\_II

Vertically – centred above driver's cab window.

Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Operator logo (secondary position)**

BEX\_II

Vertically – centred above first doorside customer window.

Horizontally – centred above first doorside customer window.

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above operator logo above the front door.

Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above front door.

Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 7.3 Generic non-electric single deck bus with double doors (doorside elevation)



#### A2 Roundel

BEX\_01\_BusRoundel

Vertically – centred between centre door and front wheel arch.

Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

#### B2 Wheelchair accessibility (front)

BEX\_02

Vertically – placed nearside as shown aligned with Walking stick accessibility vinyl.

Horizontally – placed 10mm above Walking stick accessibility vinyl.

#### Wheelchair accessibility (centre)

BEX\_02

Vertically – centred in line with wheelchair access button – 10mm away.

Horizontally – centred 10mm above Walking stick accessibility vinyl.

## 7.3.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically – centred beneath wheelchair vinyl.

Horizontally – top of sign 10mm below wheelchair notice.

### **Walking stick accessibility (centre)**

Vertically – centred beneath wheelchair notice.

Horizontally – top of sign 10mm below wheelchair notice.

### **D2 Fleet number (preferred position)**

BEX\_04

Vertically – right side of text 100mm from first responder vinyl.

Horizontally – base line of text 100mm above operator logo.

### **Fleet number (secondary position)**

BEX\_04

Vertically – right side of text 100mm from first responder vinyl.

Horizontally – base line of text 30mm (approx) above front door frame.

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – behind and aligned with rear wheel arch (where space prohibits this, may be aligned in front of rear wheel arch).

Horizontally – top of leaf 50mm below bottom of window.

### **M2 Operator address and bus weight**

BEX\_10

Vertically – 100mm (approx) from panel edge.

Horizontally – base line of last line of text 100mm (approx) above bottom of bus.

### **N2 Operator logo (preferred position)**

BEX\_11

Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Operator logo (secondary position)**

BEX\_11

Vertically – centred above first doorside customer window.  
Horizontally – centred above first doorside customer window.

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above operator logo above the front door.

Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above front door.  
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

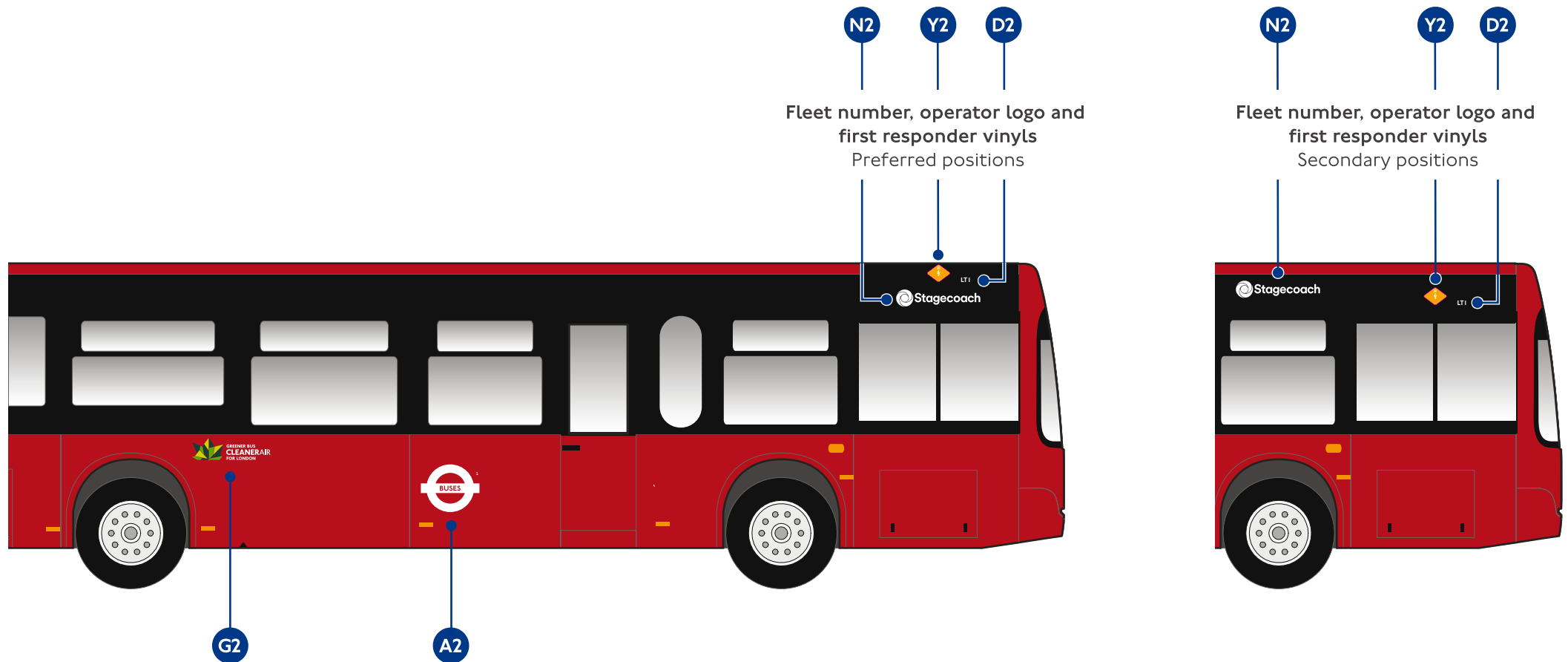
### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.



## 7.4 Generic non-electric single deck bus with double doors (offside elevation)



### A2 Roundel

BEX\_01

Vertically – centred between rear wheel arch and front wheel arch.  
Horizontally – centred between bottom of window and top of skirting panel (if no skirting panel exists, then bottom of bus).

### D2 Fleet number (preferred position)

BEX\_04

Vertically – left side of text 100mm from first responder vinyl.  
Horizontally – base line of text 100mm above operator logo.

### Fleet number (secondary position)

BEX\_04

Vertically – left side of text 100mm from first responder vinyl.  
Horizontally – base line of text 30mm (approx) above window frame edge.

## 7.4.1

### **G2 Cleaner Air for London logo**

BEX\_07

Vertically – in front and with rear wheel arch (where space prohibits this, may be aligned behind rear wheel arch).

Horizontally – top of leaf 50mm below bottom of window.

### **N2 Operator logo (preferred position)**

BEX\_II

Vertically – centred above driver's cab window.

Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Operator logo (secondary position)**

BEX\_II

Vertically – centred above first doorside customer window.

Horizontally – centred above first doorside customer window.

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above operator logo above the front door.

Horizontally – bottom of vinyl aligns with the base line of fleet number.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – centred above front door.

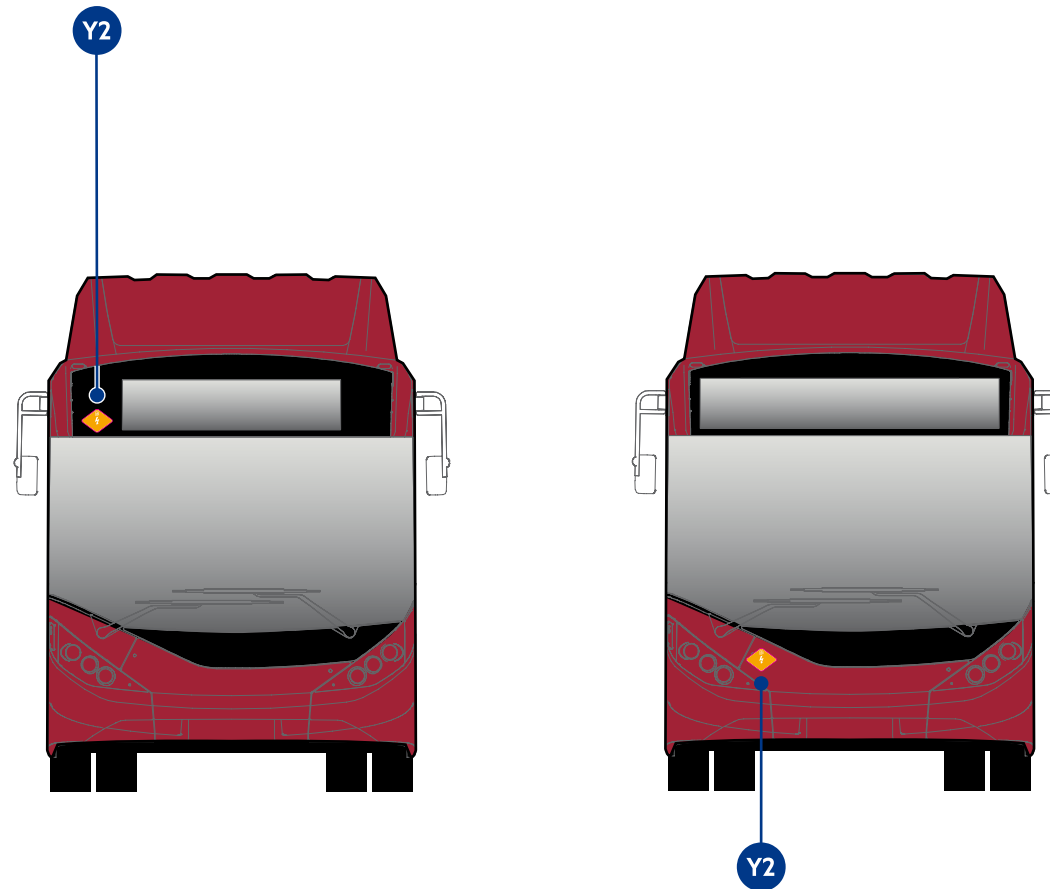
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 7.5 Generic non-electric all single deck buses (front)

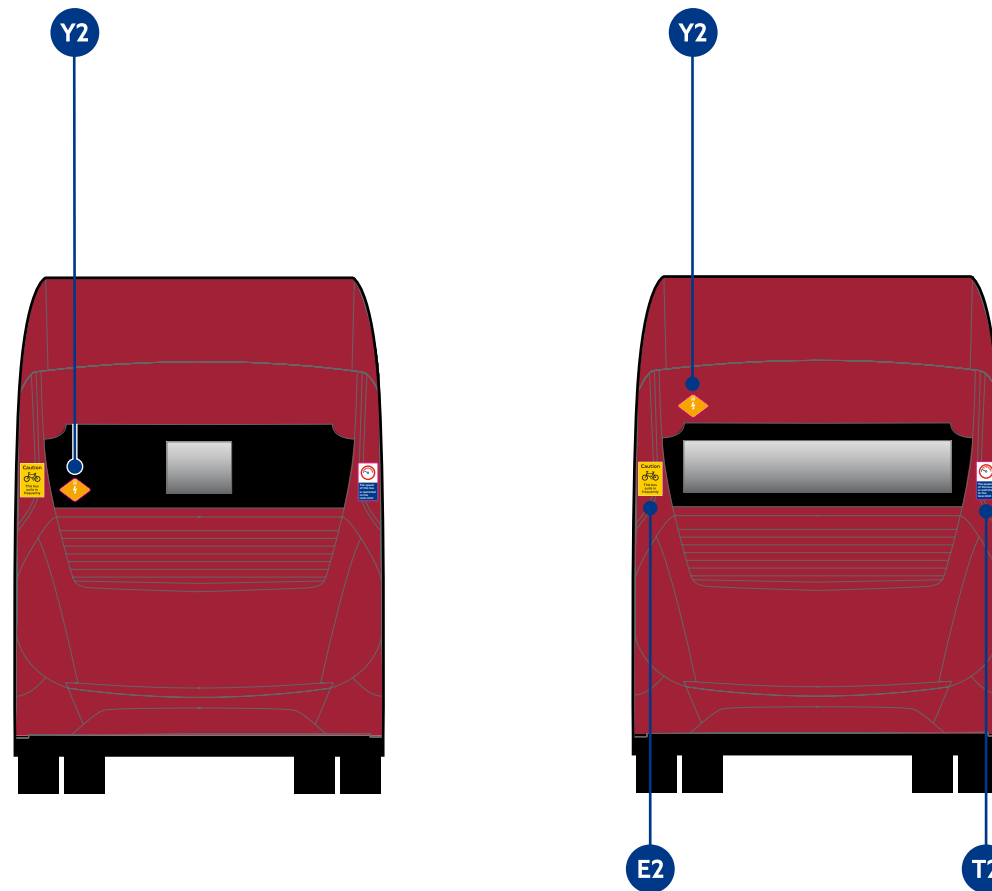


**Y2 First responder notice (standard - preferred position)**  
FIRSTRESP\_001A, 002A or 004A  
Vertically – 30mm from the left side of the destination blind.  
Horizontally – bottom of vinyl aligns with bottom of the destination blind

**First responder notice (standard - secondary position)**  
FIRSTRESP\_001A, 002A or 004A  
Vertically – where space permits on the left side of the front of the bus.  
Horizontally – top of vinyl 30mm (approx) below bottom of front windscreen.

**Note**  
No operator branding is to appear on the front or rear of the bus.

## 7.6 Generic non-electric all single deck buses (rear)



**E2 Caution – bus pulls in frequently**  
BEX\_05  
Vertically – placed at rear of bus on the nearside.  
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2 The speed of this bus is restricted**  
BEX\_52  
Vertically – placed at rear of bus on the offside.  
Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**Y2 First responder notice (standard - preferred position)**  
FIRSTRESP\_001A, 002A or 004A  
Vertically – left of lower rear window.  
Horizontally – 30mm from bottom of window blacking.

## 7.6.1

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – left side of rear of bus.

Horizontally – 30mm above rear window.

### **Note**

No operator branding is to appear on the front or rear of the bus.

## 8 Positioning of bus exterior notices - Generic electric double deck bus

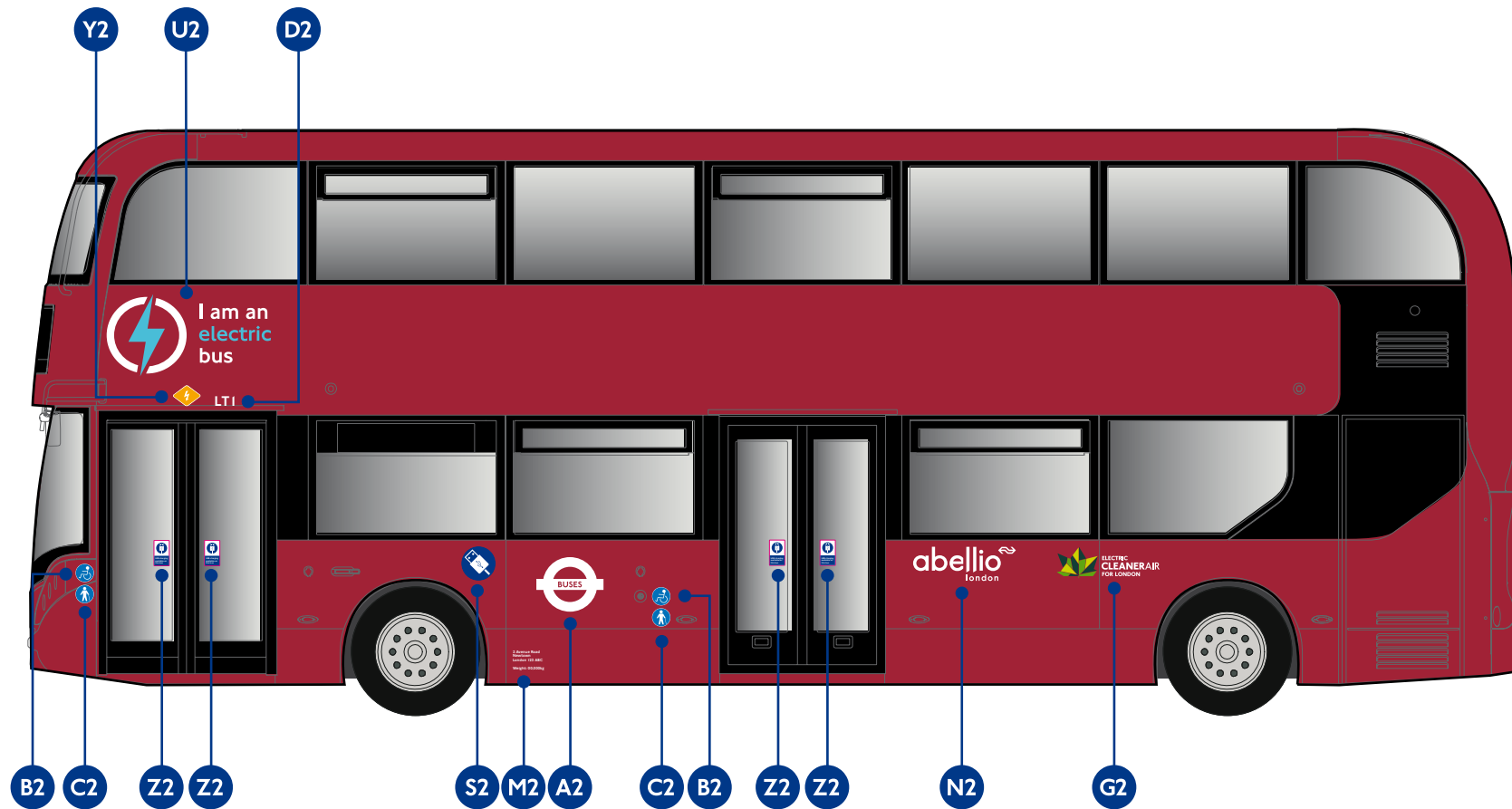
This section of the document gives guidance on the positioning of all graphics on generic electric double deck bus exteriors.

### **Note**

Bespoke design standards for each electric bus model is available via the TfL website ([tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)).

If the electric bus model that you require cannot be found, please contact the TfL Graphic Design team ([corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)).

## 8.1 Generic electric double deck bus (doorside elevation)



### A2 Roundel

BEX\_01

Vertically - centred between edge of wheel arch and wheelchair access button.

Horizontally - centred on upper panel.

### B2 Wheelchair accessibility (front)

BEX\_02

Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.

Horizontally - placed 10mm above Walking stick accessibility vinyl.

### Wheelchair accessibility (centre)

BEX\_02

Vertically - centred 10mm away from wheelchair access button.

Horizontally - centred 10mm above Walking stick accessibility vinyl.

## 8.1.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically - centred beneath wheelchair vinyl.

Horizontally - top of sign 10mm below wheelchair vinyl.

### **Walking stick accessibility (centre)**

BEX\_03

Centred beneath wheelchair vinyl.

Horizontally - top of sign 10mm below wheelchair vinyl.

### **D2 Fleet number**

BEX\_04

Vertically - left side of text 100mm from first responder notice.

Horizontally - base line of text aligns with bottom of first responder vinyl.

### **Note**

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

### **G2 Cleaner Air for London**

BEX\_07

Vertically - text placed on wheel arch panel, leaf placed on panel next to wheel arch panel.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **M2 Operator address and bus weight**

BEX\_10

Vertically - left side of text 50mm from panel edge.

Horizontally - base line of last line of text 100mm above bottom of bus.

### **N2 Operator logo**

(BEX\_11)

Vertically – right side of vinyl 300mm from Cleaner Air for London leaf.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **S2 USB charging available**

BEX\_51

Vertically - right side of vinyl 75mm from panel edge.

Horizontally - top of vinyl 50mm below bottom of window blacking.

### **U2 I am an electric bus (large)**

BEX\_53A

Vertically - centred above front door.

Horizontally - centred between bottom of upper window and first responder notice.

### **Y2 First responder - electric (standard)**

FIRSTRESP\_003A

Vertically – centred above front door.

Horizontally – bottom of vinyl aligns with base line of fleet number.

### **Z2 USB charging available**

BEX\_57

Placed close to the inside edge of each bus door. Top of vinyl aligned with bottom of passenger windows.



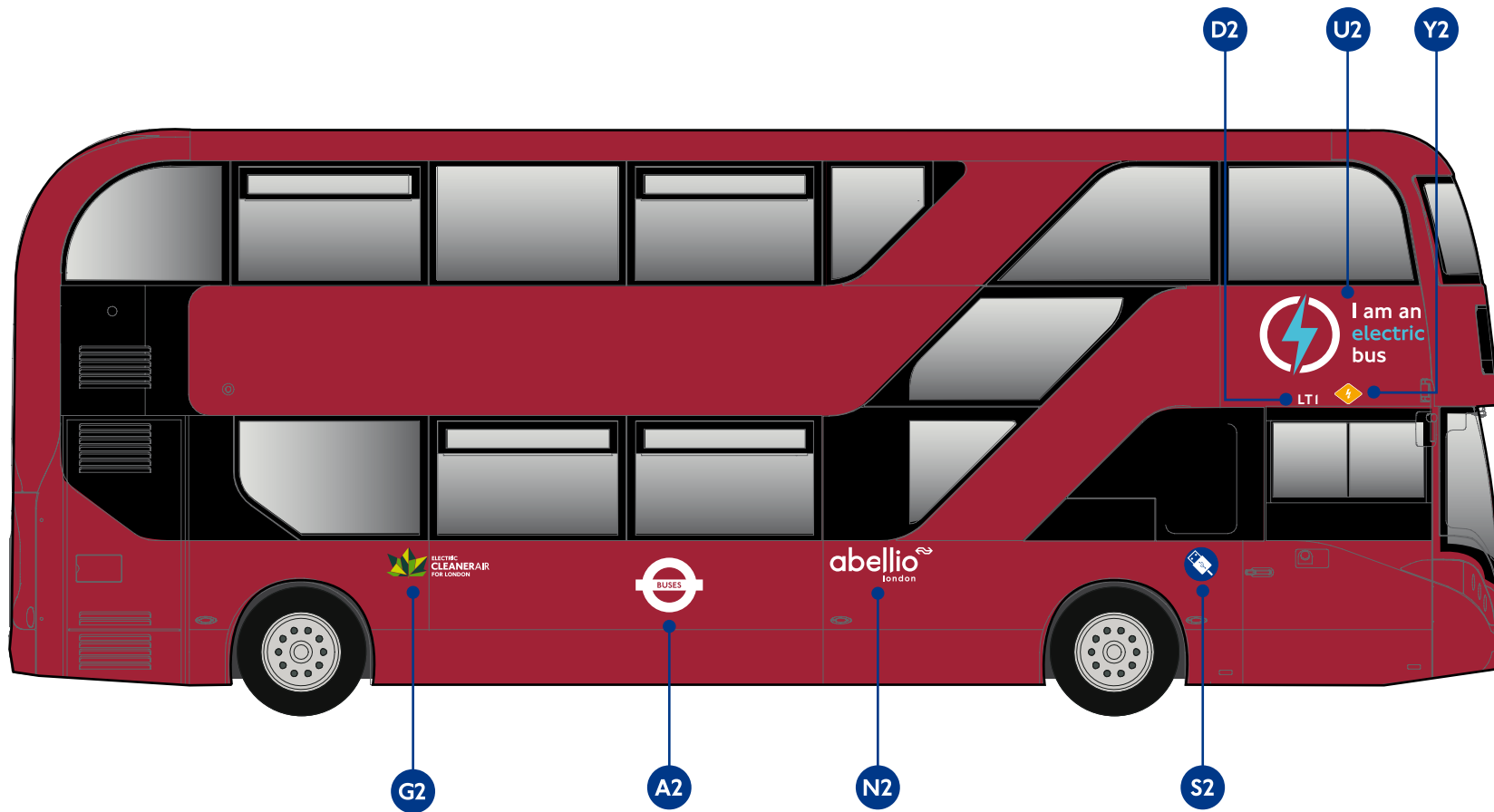
## 8.1.2

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 8.2 Generic electric double deck bus (offside elevation)



### A2 Roundel

BEX\_01

Vertically - left edge of roundel aligned with left edge of customer window above.

Horizontally - centred on upper panel.

### D2 Fleet number

BEX\_04

Vertically - right side of text 100mm from first responder notice.

Horizontally - base line of text aligns with bottom of first responder vinyl.

### Note

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

## 8.2.1

### **G2 Cleaner Air for London**

BEX\_07

Vertically - leaf placed on wheel arch panel, text placed on panel next to wheel arch panel.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **N2 Operator logo**

BEX\_11

Vertically - left side of vinyl 30mm from panel edge.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **S2 USB charging available**

BEX\_51

Vertically - left side of vinyl aligns with edge of wheel arch.

Horizontally - top of vinyl 50mm below bottom of window blacking.

### **U2 I am an electric bus (large)**

BEX\_53A

Vertically - centred above driver's cab window.

Horizontally - centred between bottom of upper window and first responder notice.

### **Y2 First responder - electric (standard)**

FIRSTRESP\_003A

Vertically – centred above driver's cab window.

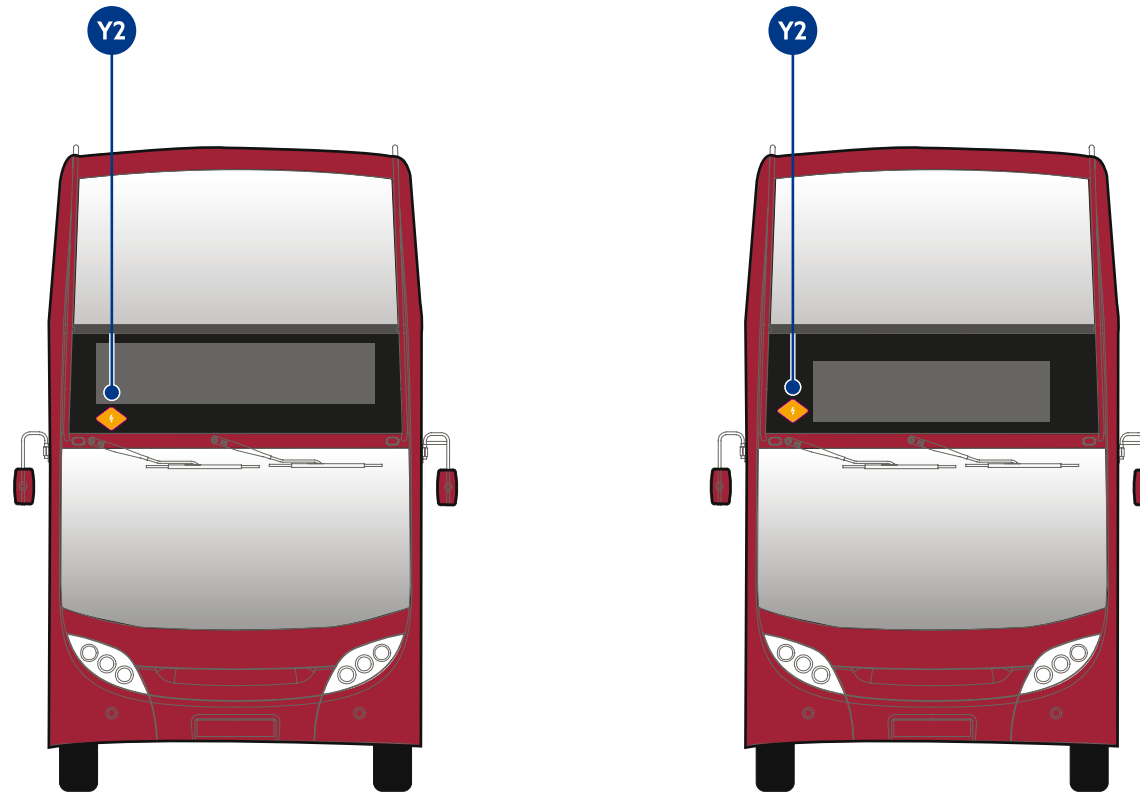
Horizontally – bottom of vinyl aligns with the base line of fleet number.

#### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 8.3 Generic electric double deck bus (front elevation)

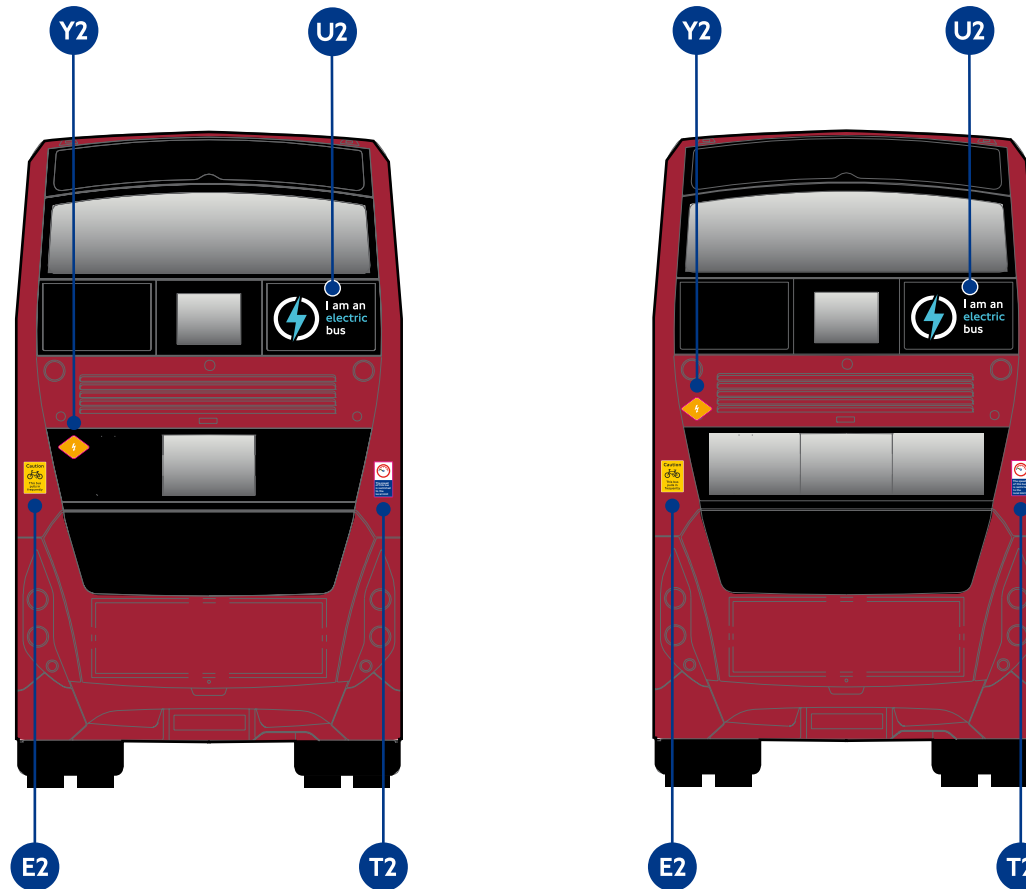


**Y2 First responder notice (standard - preferred position)**  
FIRSTRESP\_003A  
Vertically – left side of vinyl aligns with left side of destination blind.  
Horizontally – centred between bottom of destination blind and top of lower front windscreen.

**First responder notice (standard - secondary position)**  
FIRSTRESP\_003A  
Vertically – 30mm from the left side of the destination blind.  
Horizontally – bottom of vinyl aligns with bottom of the destination blind.

**Note**  
No operator branding is to appear on the front or rear of the bus.

## 8.4 Generic electric double deck bus (rear elevation)



**E2 Caution – bus pulls in frequently**  
 BEX\_05  
 Vertically – placed at rear of bus on the nearside.  
 Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2 The speed of this bus is restricted**  
 BEX\_52  
 Vertically – placed at rear of bus on the offside.  
 Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**U2 I am an electric bus (small)**  
 BEX\_53C  
 Vertically - centred on right side of window blacking between route number and panel end.  
 Horizontally - centred on window blacking.

## 8.4.1

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_FIRSTRESP\_003A

Vertically – left of lower rear window.

Horizontally – 30mm from top of window blacking.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_003A

Vertically – left side of rear of bus.

Horizontally – 30mm above rear window.

### **Note**

No operator branding is to appear on the front or rear of the bus.

## 9 Positioning of bus exterior notices - Generic electric single deck bus

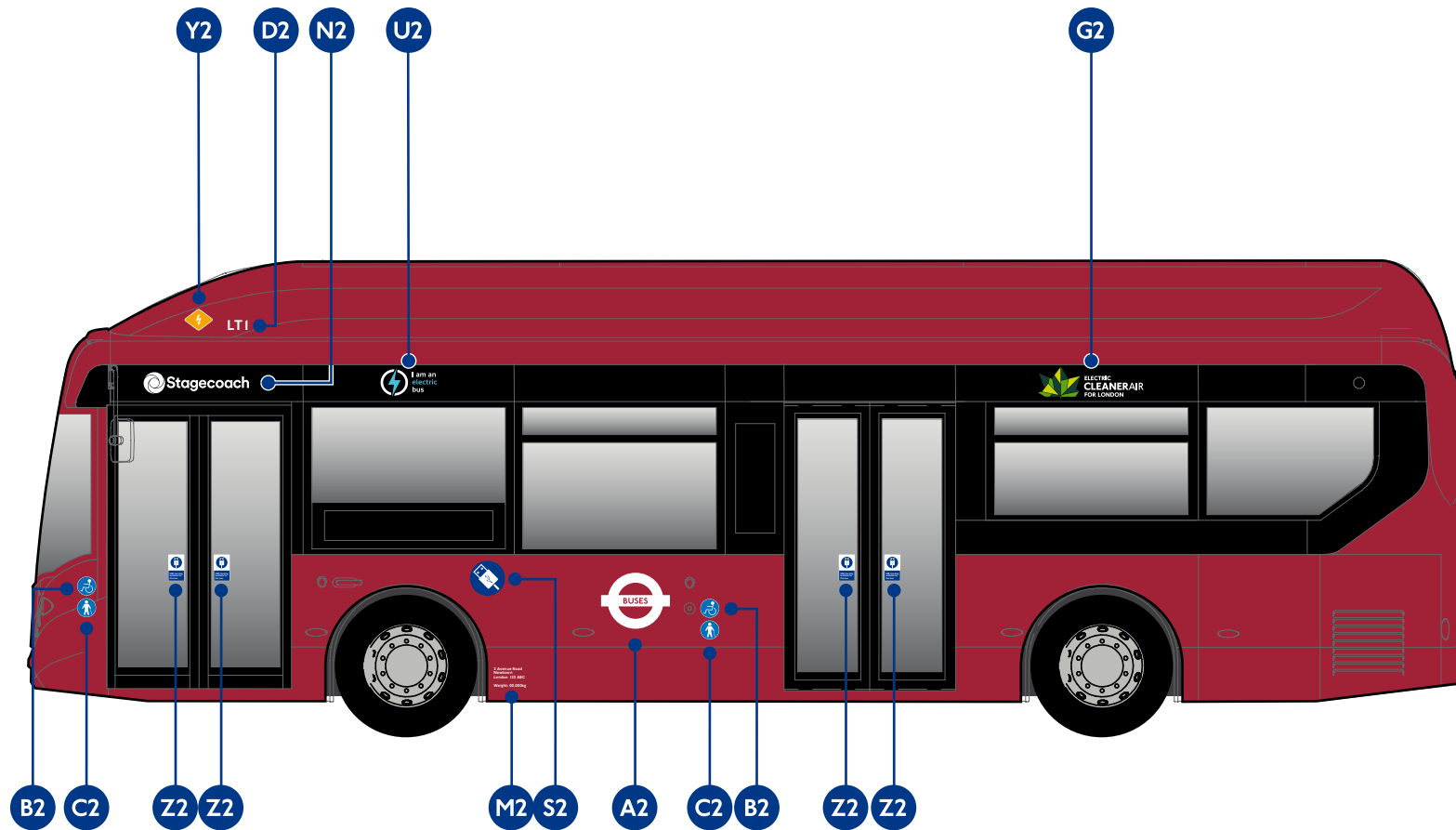
This section of the document gives guidance on the positioning of all graphics on generic electric single deck bus exteriors.

### **Note**

Bespoke design standards for each electric bus model is available via the TfL website ([tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)).

If the electric bus model that you require cannot be found, please contact the TfL Graphic Design team ([corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)).

## 9.1 Generic electric single deck bus (doorside)



### A2 Roundel

BEX\_01

Vertically - centred between wheel arch and middle door.

Horizontally - centred on panel.

### B2 Wheelchair accessibility (front)

BEX\_02

Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.

Horizontally - placed 10mm above Walking stick accessibility vinyl.

### Wheelchair accessibility (centre)

BEX\_02

Vertically - centred 10mm away from wheelchair access button.

Horizontally - centred 10mm above Walking stick accessibility vinyl.



## 9.1.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically - centred beneath wheelchair vinyl.

Horizontally - top of sign 10mm below wheelchair notice.

### **Walking stick accessibility (centre)**

BEX\_03

Centred beneath wheelchair notice.

Horizontally - top of sign 10mm below wheelchair notice.

### **D2 Fleet number**

BEX\_04

Vertically - left side 100mm from first responder vinyl.

Horizontally – base line of text 50mm from bottom of top red panel frieze.

#### **Note**

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

### **G2 Cleaner Air for London**

BEX\_07

Vertically - centred above third doorside customer window.

Horizontally - centred on black panel.

### **M2 Operator address and bus weight**

BEX\_10

Vertically - 50mm (approx) from panel edge.

Horizontally - base line of last line of text 100mm (approx) above bottom of bus.

### **N2 Operator logo**

BEX\_11

Vertically - centred above front door.  
Horizontally - centred on panel above front door.

### **S2 USB charging available**

BEX\_51

Vertically - right side aligned with right edge of first customer window on wheel arch panel.

Horizontally - top of vinyl 50mm below bottom of window blacking.

### **U2 I am an electric bus (extra small)**

BEX\_53D

Vertically - centred above first doorside customer window.

Horizontally - centred on black panel.

### **Y2 First responder - electric (standard)**

FIRSTRESP\_003A

Vertically - centred above front door on top red panel frieze

Horizontally – bottom of vinyl 50mm from bottom of top red panel frieze.

#### **Note**

Bottom of first responder vinyl must be at least 100mm from top of operator logo.

### **Z2 USB charging available**

BEX\_57

Placed close to the inside edge of each bus door. Top of notice aligned with bottom of passenger windows.

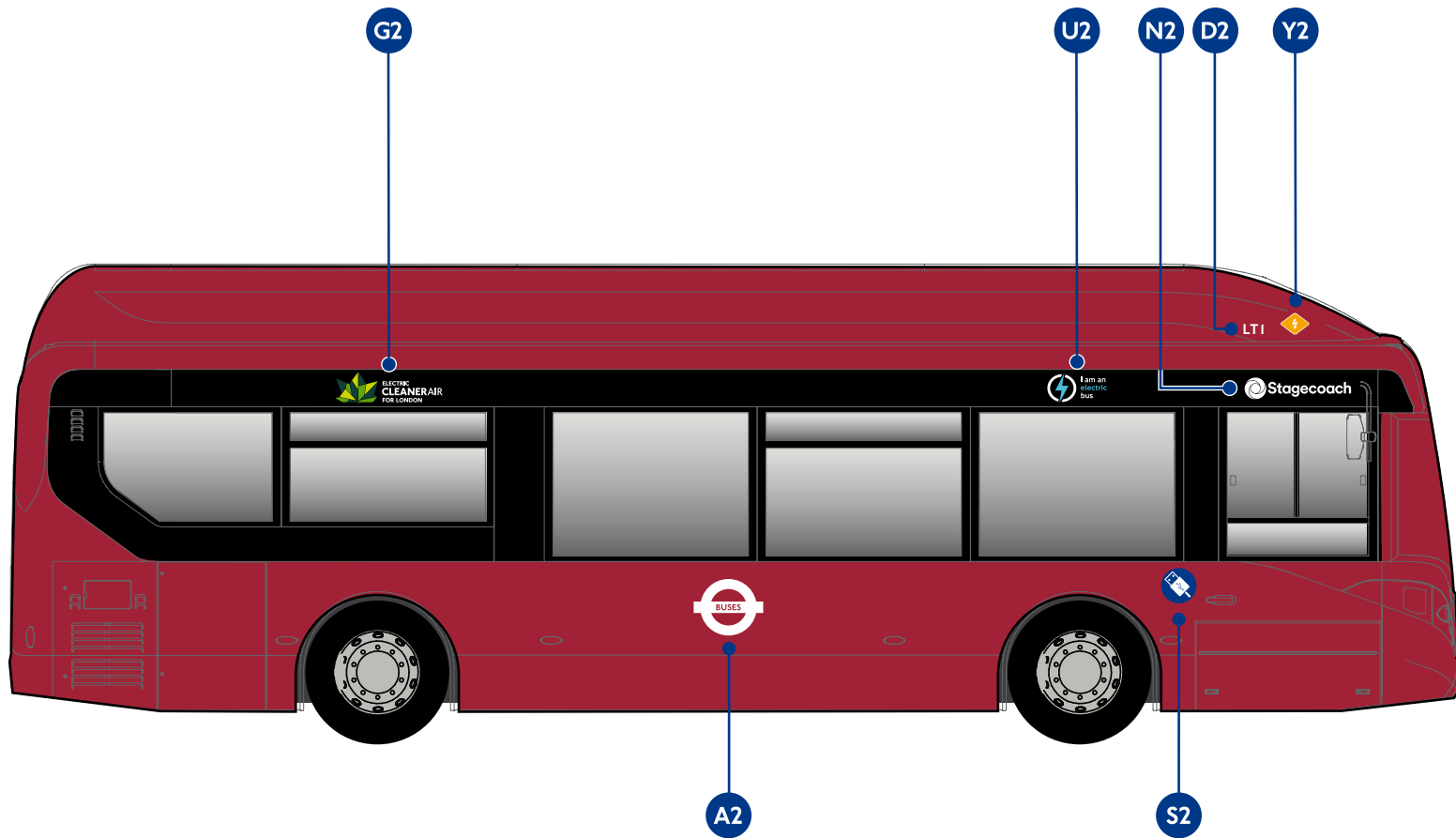
## 9.1.2

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 9.2 Generic electric single deck bus (offside)



### A2 Roundel

BEX\_01

Vertically - centred between front and rear wheel arches.

Horizontally - centred on panel.

### D2 Fleet number

BEX\_04

Vertically - right side 100mm from first responder vinyl.

Horizontally - base line of text 50mm from bottom of top red panel frieze.

### Note

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

## 9.2.1

### **G2 Cleaner Air for London**

BEX\_07

Vertically - centred above fourth offside customer window.

Horizontally - centred on black panel.

### **N2 Operator logo**

BEX\_11

Vertically - centred above driver's cab window.

Horizontally - centred on panel above driver's cab window.

### **S2 USB charging available**

BEX\_51

Vertically - left side aligned with right edge of front wheel arch.

Horizontally - top of vinyl 50mm below bottom of window blacking.

### **U2 I am an electric bus (extra small)**

BEX\_53D

Vertically - centred above first offside customer window.

Horizontally - centred on black panel.

### **Y2 First responder - electric (standard)**

FIRSTRESP\_003A

Vertically - centred above driver's cab window.

Horizontally - base line of text 50mm from bottom of top red panel frieze.

#### **Note**

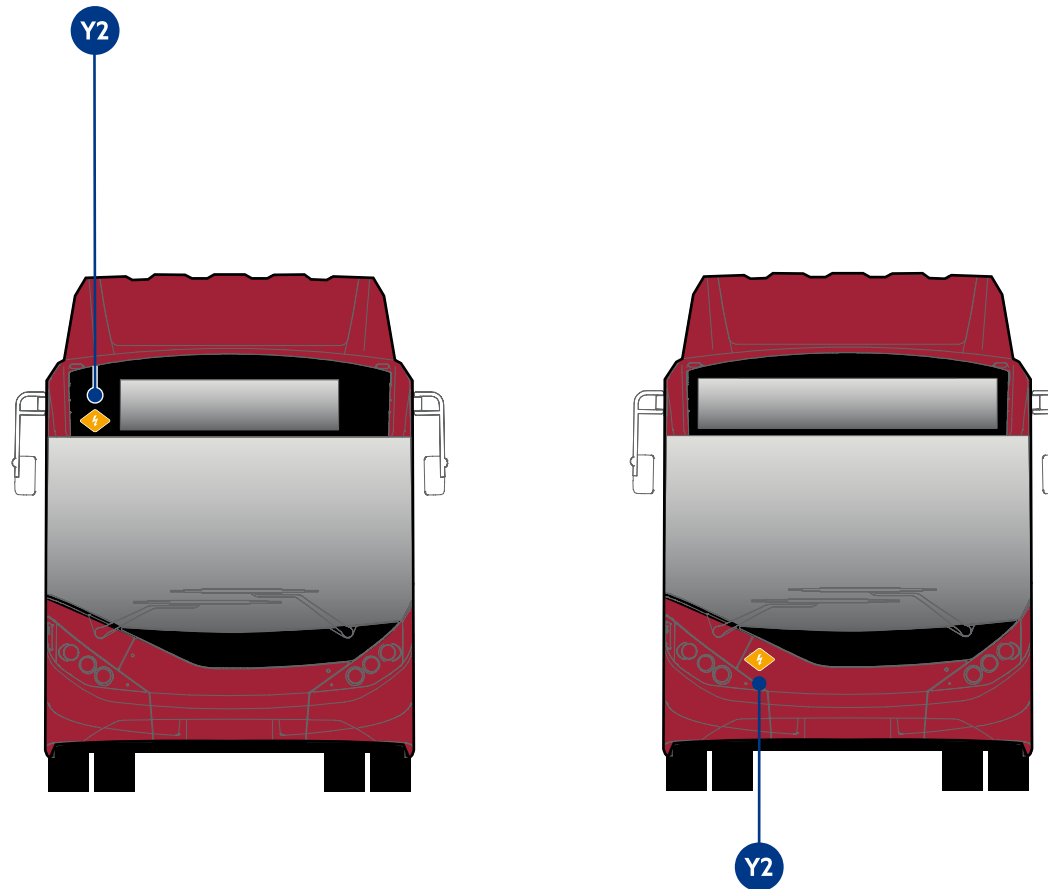
Bottom of first responder vinyl must be at least 100mm from top of operator logo.

#### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 9.3 Generic electric single deck bus (front elevation)

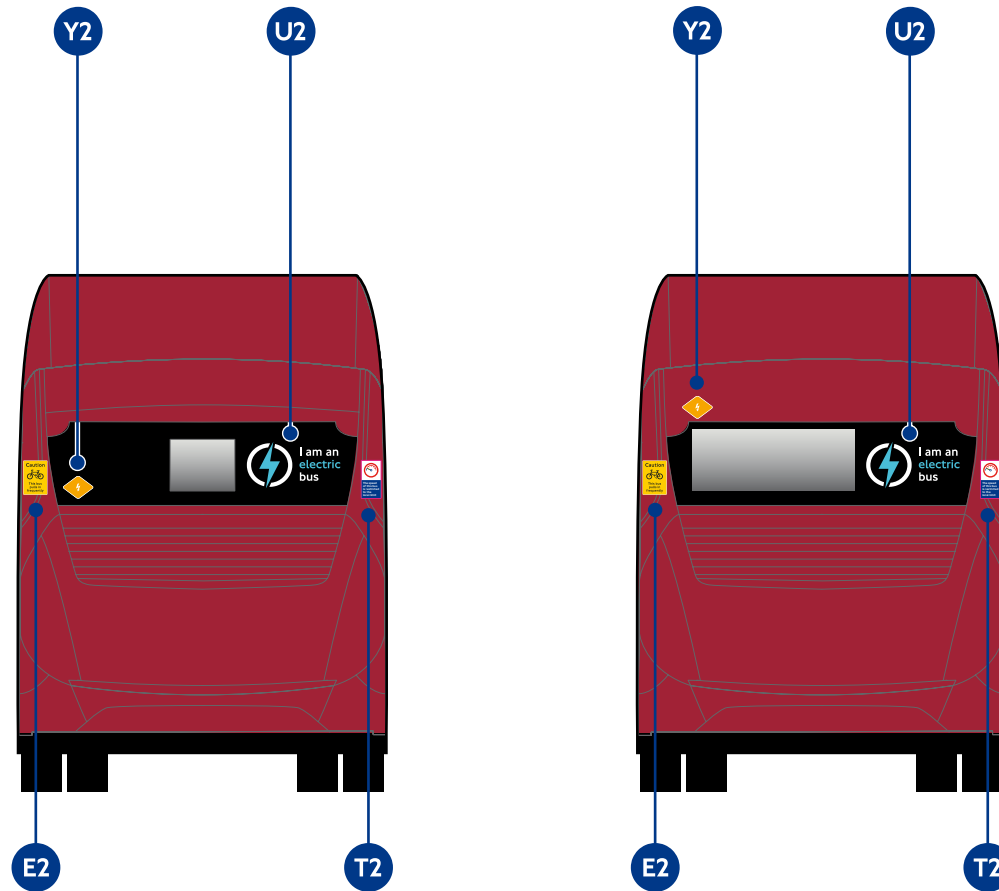


**Y2 First responder notice (standard - preferred position)**  
FIRSTRESP\_003A  
Vertically – 30mm from the left side of the destination blind.  
Horizontally – bottom of vinyl aligns with bottom of the destination blind

**First responder notice (standard - secondary position)**  
FIRSTRESP\_003A  
Vertically – where space permits on the left side of the front of the bus.  
Horizontally – top of vinyl 30mm (approx) below bottom of front windscreen.

**Note**  
No operator branding is to appear on the front or rear of the bus.

## 9.4 Generic electric single deck bus (rear elevation)



**E2 Caution – bus pulls in frequently**  
 BEX\_05  
 Vertically – placed at rear of bus on the nearside.  
 Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2 The speed of this bus is restricted**  
 BEX\_52  
 Vertically – placed at rear of bus on the offside.  
 Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**U2 I am an electric bus (small)**  
 BEX\_53C  
 Vertically - centred on right side of window blacking.  
 Horizontally - centred on window blacking.

## 9.4.1

### **Y2 First responder notice (standard - preferred position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – left of lower rear window.

Horizontally – 30mm from bottom of window blacking.

### **First responder notice (standard - secondary position)**

FIRSTRESP\_001A, 002A or 004A

Vertically – left side of rear of bus.

Horizontally – 30mm above rear window.

### **Note**

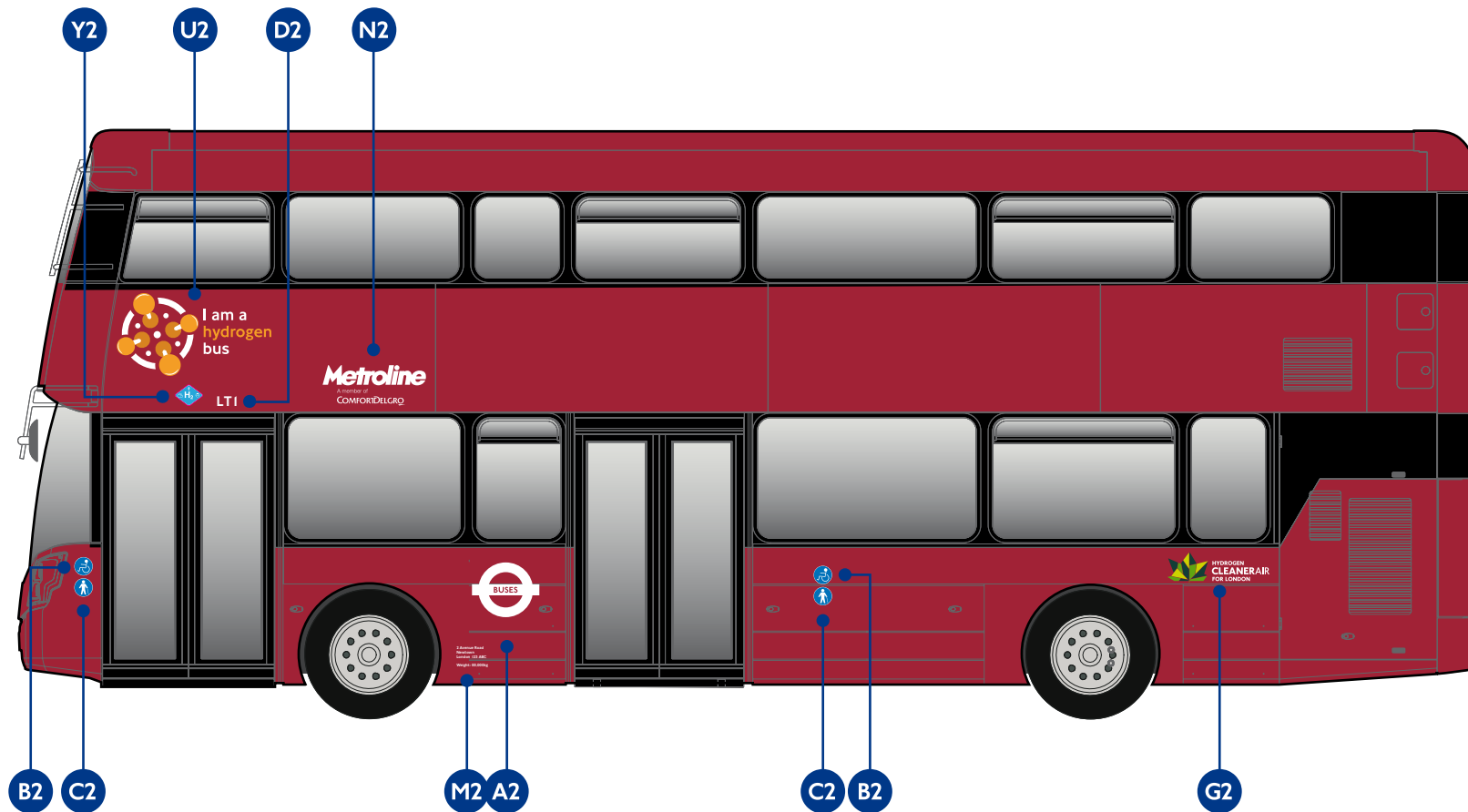
No operator branding is to appear on the front or rear of the bus.

## **10 Positioning of bus exterior notices - Wrightbus Streetdeck H2 hydrogen bus**

This section of the document gives guidance on the positioning of all graphics on the Wrightbus Streetdeck H2 hydrogen bus exterior.



## 10.1 Wrightbus Streetdeck H2 hydrogen bus (doorside)



### A2 Roundel

BEX\_01

Vertically - centred between wheel arch and centre doors.

Horizontally - centred between window blacking and bottom of bus (panel configuration may require roundel being cut along roundel bar).

### B2 Wheelchair accessibility (front)

BEX\_02

Vertically - placed nearside as shown, aligned with Walking stick accessibility vinyl.

Horizontally - placed 10mm above Walking stick accessibility vinyl.

### Wheelchair accessibility (centre)

BEX\_02

Vertically - centred 10mm away from wheelchair access button.

Horizontally - centred 10mm above Walking stick accessibility vinyl.

## 10.1.1

### **C2 Walking stick accessibility (front)**

BEX\_03

Vertically - centred beneath wheelchair vinyl.

Horizontally - top of sign 10mm below wheelchair notice.

### **Walking stick accessibility (centre)**

(BEX\_03)

Centred beneath wheelchair notice.

Horizontally - top of sign 10mm below wheelchair notice.

### **D2 Fleet number**

BEX\_04)

Vertically - left side of text 100mm from first responder notice.

Horizontally - base line of text aligns with bottom of first responder vinyl.

### **Note**

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

### **G2 Cleaner Air for London**

BEX\_07

Vertically - aligned with wheel arch.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **M2 Operator address and bus weight**

BEX\_10

Vertically - 100mm (approx) from panel edge.

Horizontally - base line of last line of text 100mm (approx) above bottom of bus.

### **N2 Operator logo**

BEX\_11

Vertically - centred over first customer window.

Horizontally - bottom of logo in line with bottom of fleet number (30mm above front door frame).

### **U2 I am a hydrogen bus (large)**

BEX\_54

Vertically - centred above front door.

Horizontally - centred between bottom of upper window and first responder notice.

### **Y2 First responder - hydrogen hybrid (standard)**

FIRSTRESP\_004A

Vertically - centred above front door.

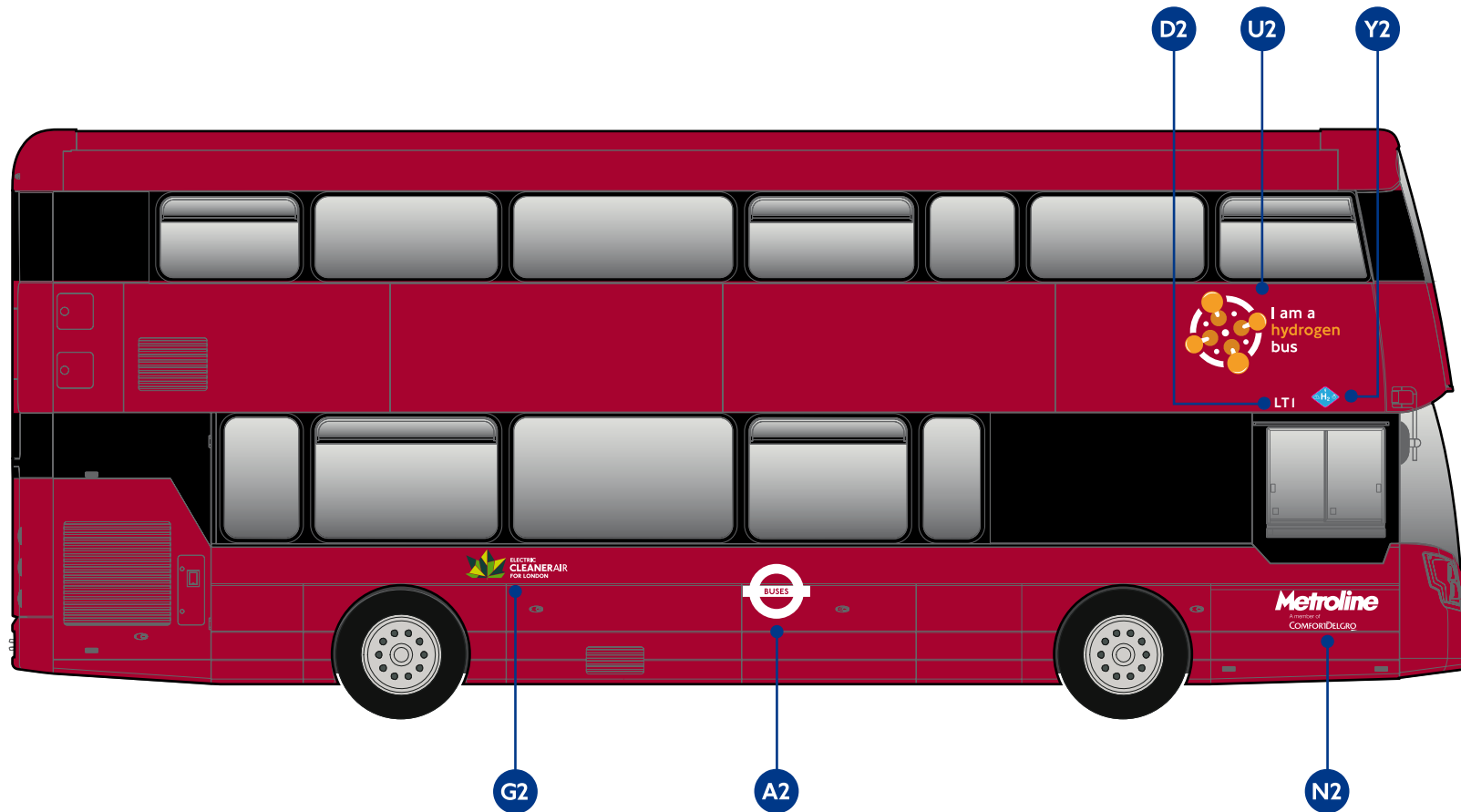
Horizontally - bottom of vinyl 30mm (approx) above front door frame.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

## 10.2 Wrightbus Streetdeck H2 hydrogen bus (offside)



### A2 Roundel

BEX\_01

Vertically - centred between wheel arches.

Horizontally - centred between window blacking and bottom of bus (panel configuration may require roundel being cut along roundel bar).

### D2 Fleet number

BEX\_04

Vertically - right side of text 100mm from first responder notice.

Horizontally - base line of text aligns with bottom of first responder vinyl.

### Note

In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

## 10.2.1

### **G2 Cleaner Air for London**

BEX\_07

Vertically - 200mm from I am an electric bus mark.

Horizontally - top of leaf 50mm below bottom of window blacking.

### **N2 Operator logo**

BEX\_11

Vertically – centred beneath driver’s window.

Horizontally – centred on panel.

### **U2 I am a hydrogen bus (large)**

BEX\_54

Vertically - right side of vinyl aligns with right side of first responder vinyl.

Horizontally - centred between bottom of upper window and first responder notice.

### **Y2 First responder - hydrogen hybrid (standard)**

FIRSTRESP\_004A

Vertically - centred above front door.

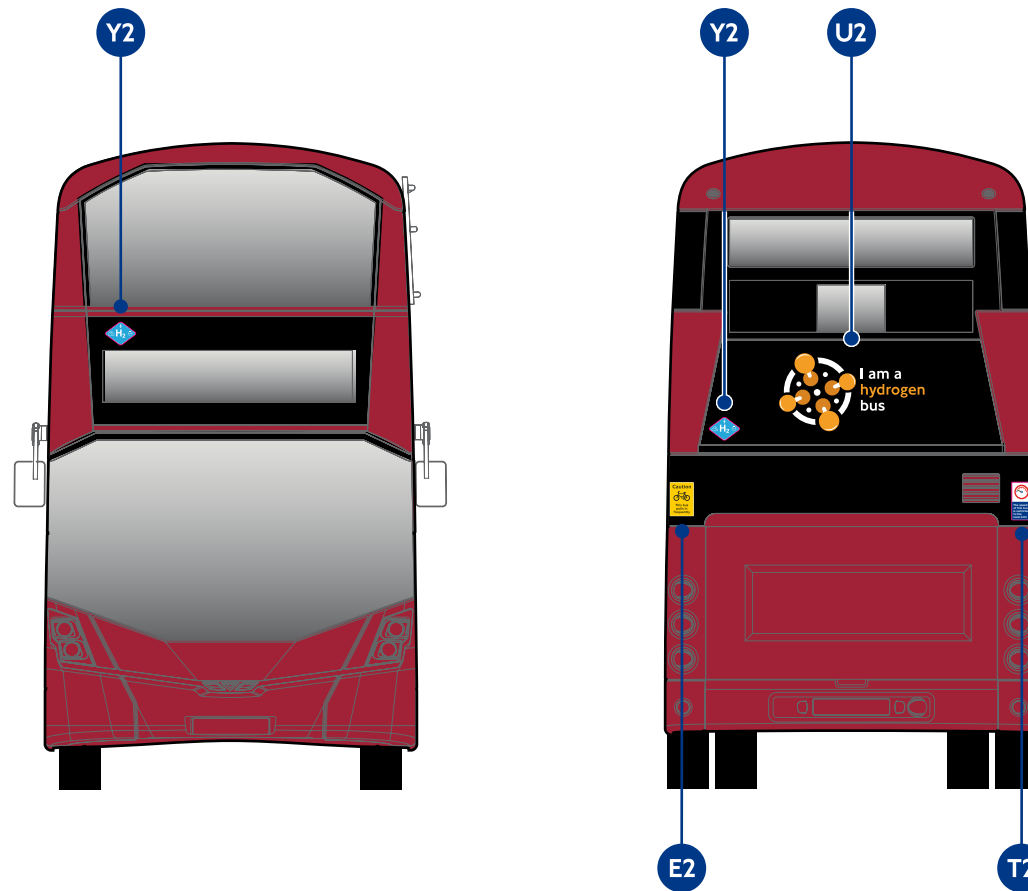
Horizontally - bottom of vinyl 30mm (approx) above front door frame.

### **Note**

Where possible, please try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

There may be times, however, where placing across more than one panel is unavoidable. In such instances, take care where the vinyl is cut.

### 10.3 Wrightbus Streetdeck H2 hydrogen bus (front and rear elevations)



**E2 Caution – bus pulls in frequently**  
 BEX\_05  
 Vertically – placed at rear of bus on the nearside.  
 Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

**T2 The speed of this bus is restricted**  
 BEX\_52  
 Vertically – placed at rear of bus on the farside.  
 Horizontally – top of vinyl aligns with top of cycling ‘Caution’ notice.

**U2 I am a hydrogen bus (medium)**  
 BEX\_53  
 Vertically - centred on blacking panel beneath route number.  
 Horizontally - centred on blacking panel below route number.

## 10.3.1

### **Y2 First responder notice (standard - front)**

FIRSTRESP\_003A

Vertically – left side of vinyl aligns with left side of destination blind.

Horizontally – centred between top of destination blind and bottom of upper front windscreen.

### **First responder notice (standard - rear)**

FIRSTRESP\_002A

Vertically – left side of vinyl 30mm from edge of blacking panel below route number.

Horizontally – 30mm from bottom of blacking panel below route number.

### **Note**

No operator branding is to appear on the front or rear of the bus.

## II Positioning of bus exterior notices - Bus roof (all models – single and double-deck buses)



### O2 Bus roof identification number

BEX\_II

Vertically – centred on bus roof.

Horizontally – base line of bottom line of text 980mm from rear of bus.

Base line of top line of text 1,510mm from rear of bus.

### Y2 First responder - electric (large)

FIRSTRESP\_001B, 002B, 003B, 004B)

Vertically - centred on bus roof.

Horizontally - top of vinyl 70mm below base line of bottom row of text.

### Note

Where buses do not have a flat roof, please aim to place the notices on a flat area of the roof as close to the back end of the bus as possible.

Please also try to avoid placing vinyls across more than one panel. If necessary, adjust slightly the positioning of a vinyl so that it sits on an entire panel.

## 12 Damaged notices

Damaged or vandalised notices (such as those shown on this page) are to be replaced as early as possible. They are to be completely removed and any adhesive residue cleaned off before a new notice is applied.

New notices must not be placed over existing notices.

All notices should be ordered from the TfL bus notices supplier.





## 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](mailto:corporatedesign@tfl.gov.uk)

### **Issue 5**

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