

Victoria Coach Station Stationery standard

Issue 2





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

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

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

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

I Basic elements

[Contents](#)



Introduction

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

1.1 Corporate typeface

Contents



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

tfl.gov.uk/corporatedesign

Headings

These are set in New Johnston Medium.

Body text

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

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

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

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

New Johnston Medium

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

New Johnston Light

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

New Johnston Book

A b

1.2 Roundel

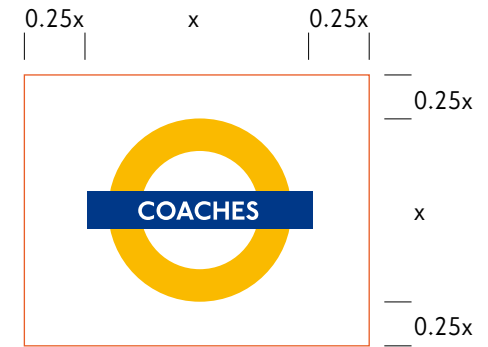


Roundel

This page shows the VCS roundel.

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

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



1.3 Logotypes

Contents



The main logotypes used is Victoria Coach Station. It is to be displayed in New Johnston Medium, mixed upper and lower case, using the colour Pantone 072.

The Transport for London logotype is to always accompany the VSC logotype. It is to be displayed in New Johnston Book, mixed upper and lower case, using the colour Pantone 130.

The MAYOR OF LONDON logotype is to be displayed in New Johnston Bold, all upper case, using the colour Pantone 072.

Victoria Coach Station

Transport for London

MAYOR OF LONDON

1.4 Colours



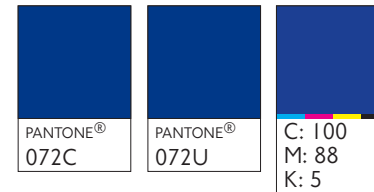
Mode colours

This page identifies the corporate colours used for VCS.

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

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

Corporate blue



Victoria Coach Station orange



2 Stationery specifications

Contents



Introduction

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

Please note all measurements are in mm.

All stationary artwork can be obtained from TfL Corporate Design,
telephone: **020 7126 4462**
or email: **corporatedesign@tfl.gov.uk**

2.1 Letterhead

Contents



Specification for print

Size 210 x 297

The example opposite shows the layout for VCS pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11pt
Colour: Pantone 130

Victoria Coach Station
New Johnston
Medium 20pt
Colour: Pantone 072

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

15

Transport for London
Victoria Coach Station

Your ref: B/001
Our ref: A/003

Client name
Company name
First line of address
Second line of address
Town or City name
County and POST C0D3

Victoria Coach Station
Department name
164 Buckingham Palace Road
SW1W 9TP
Phone 020 1234 5678
Fax 020 1234 5678
www.tfl.gov.uk

1 January 2009

Dear name

Corporate identity guidelines

The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Yours faithfully

Name
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678

Copy to: One Other

MAYOR OF LONDON

Victoria Coach Station Limited trading as Victoria Coach Station whose registered office is as above Registered in England and Wales
Company number 00205610
VAT number 756 2770 08
Victoria Coach Station Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.

Roundel
Width: 21m
Colour Pantone 130
Pantone 072

58

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and address
New Johnston
Book 10/12pt
Colour: Pantone 072
*Phone no: 12/18pt

PAD logo
Colour: Pantone 072

Legal
New Johnston
Book 8/9pt
Colour: Pantone 072

10

2.2 Letter template



Template example

Size 210 x 297

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

Please note, all measurements are in mm.

Heading

Arial Bold 12/14pt

Paragraph space: 1 line

Aligned left

Body copy

Arial 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/email /directline

Arial 12/14pt

Aligned left

Job title

Arial Bold 12/14pt

Aligned left

30		30
41	<p>Transport for London Victoria Coach Station</p>	
17	<p>Your ref: B/001 Our ref: A/003</p>	
41	<p>Client name Company name First line of address Second line of address Town or City name County and POST C0D3</p>	<p>Victoria Coach Station Department name 164 Buckingham Palace Road SW1W 9TP Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p>
15	<p>1 January 2009</p> <p>Dear name</p> <p>Corporate identity guidelines</p> <p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p> 	
	<p>Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>	<p>Victoria Coach Station Limited trading as Victoria Coach Station whose registered office is as above Registered in England and Wales Company number 00305610 VAT number 756 2770 08</p> <p>Victoria Coach Station Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p>
	<p>MAYOR OF LONDON</p>	

2.3 Continuation sheet



Template example

Size 210 x 297

The continuation sheet is also available as a template.

Continuation sheets are not pre-printed and the paper stock must match that of the letterhead sheet.

Please note, all measurements are in mm.

Body copy

Arial 12/14pt

Paragraph space: 1 line

Aligned left

Name Surname/ email/direct line

Arial 12/14pt

Aligned left

Job title

Arial Bold 12/14pt

Aligned left

30 | 30

20

21

Page 2 of 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim adminim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iustoodio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzridelenit augue dui dolore te feugait nulla facilisi.

Yours faithfully



Name Surname
Job Title
Email: name@tfl.gov.uk
Direct line: 020 1234 5678

Copy to: One Other

2.4 Compliment slip

Contents



Specification for print

Size 210 x 99

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

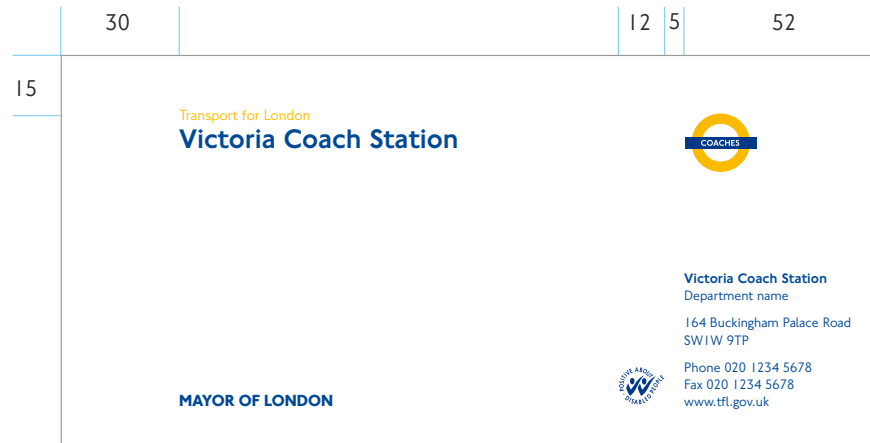
Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.

Transport for London
New Johnston
Book 11pt
Colour: Pantone 130

Victoria Coach Station
New Johnston
Medium 20pt
Colour: Pantone 072

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



Roundel
Width: 21mm
Colour Pantone 130
Pantone 072

Business unit
New Johnston
Medium 10/12pt
Colour: Pantone 072

PAD logo
Colour: Pantone 072

Department name and address
New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072
* Phone no: 12/18pt

2.5 Business card

Contents



Specification for print

Size 86 x 55

The example opposite shows the layout for all VCS business cards.

Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

Please note, all measurements are in mm.

Transport for London

New Johnston
Book 9/13pt
Colour: Pantone 130

Victoria Coach Station

New Johnston
Book 12/13pt
Colour: Pantone 072

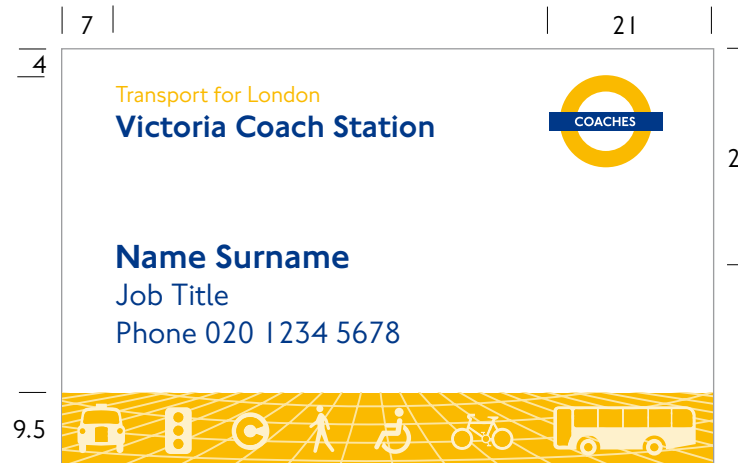
Reverse side

Business unit

New Johnston
Medium 10/12pt
Colour: Pantone 072

Department and Body text

New Johnston
Book 10/12pt
Paragraph space: 10/18pt
Colour: Pantone 072



Roundel
Width: 15
Colour Pantone 130
Pantone 072

Name

New Johnston
Medium 13/14pt
Colour: Pantone 072

Job title and Phone number

New Johnston
Book 12/14pt
Colour: Pantone 072



2.6 Fax cover sheet



Template example

Size 210 x 297

Please note that faxes do not use pre-printed paper. All faxes must use the VCS fax cover sheet template (available from Source) and printed directly from the desktop.

Please note, all measurements are in mm.

Transport for London

New Johnston
Book 11/20pt

Victoria Coach Station

New Johnston
Medium 20/20pt

Fax cover sheet

New Johnston
Book Bold 13pt

Subject title/ department

Arial Bold 12/14pt
Paragraph space: 1 line

Body text

Arial 12/14pt
Paragraph space: 1 line

Name Surname/email

Arial 12/14pt

Job title



Arial Bold 12/14pt

Legal (see individual letterheads for details)

New Johnston
Book 8/9pt

Mayor of London

New Johnston
Bold 14pt

30	27	60	27	52																
15	Transport for London Victoria Coach Station 																			
25	Fax cover sheet																			
17	<table border="0"> <tr> <td>To:</td> <td>[Recipient's name]</td> <td>From:</td> <td>[Sender's name]</td> </tr> <tr> <td>Company:</td> <td>[Company name]</td> <td>Return fax no:</td> <td>000 0000 0000</td> </tr> <tr> <td>Fax no:</td> <td>[Fax number]</td> <td>Phone no:</td> <td>000 0000 0000</td> </tr> <tr> <td>No of pages:</td> <td>[No of pages]</td> <td>Date:</td> <td>1 January 2009</td> </tr> </table>				To:	[Recipient's name]	From:	[Sender's name]	Company:	[Company name]	Return fax no:	000 0000 0000	Fax no:	[Fax number]	Phone no:	000 0000 0000	No of pages:	[No of pages]	Date:	1 January 2009
To:	[Recipient's name]	From:	[Sender's name]																	
Company:	[Company name]	Return fax no:	000 0000 0000																	
Fax no:	[Fax number]	Phone no:	000 0000 0000																	
No of pages:	[No of pages]	Date:	1 January 2009																	
50	Subject title [Body text]																			
10	Name Surname Job Title Email: name@tfl.gov.uk																			
Business Unit Limited trading as Business Unit Registration number 000000 VAT number 000000 Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London. (See individual letterheads for detailed legal information).		Business Unit Department Name First line address Second line address County POST COD3		Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk																
MAYOR OF LONDON 																				

Roundel

Width: 21mm
Colour: black

Fax headings

New Johnston
Book Bold 10/22pt

Fax information

Arial 12/22pt
Aligned left

PAD logo

Colour:black

Business Unit

New Johnston
Medium 10/12pt

Department name and address

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

2.7 Memo

Contents



Template example

Size 210 x 297

All memos must be set using the VCS memo template and printed directly from the desktop. Memo templates are available from Source.

For details on the Memo continuation sheet please see specifications or letterhead continuation sheet.

Please note, all measurements are in mm.

Transport for London

New Johnston
Book 11/20pt

Victoria Coach Station

New Johnston
Medium 20/20pt

Memo field headings

New Johnston
Book Bold 10/22pt

Memo information

Arial 12/22pt
Aligned left

Subject title

Arial Bold 12/20pt
Aligned left

Body text

Arial 12/14pt
Paragraph space: 1 line
Aligned left

Legal (see individual letterheads for details)

New Johnston
Book 8/9pt
Aligned left

Mayor of London

New Johnston
Bold 14pt

30	20	52
15	<p>Transport for London Victoria Coach Station</p>	
26	<p>To: [Recipient's name] From: [Sender's name] Our ref: [Reference] Your ref: [Reference] Phone: [Phone number] Date: 1 January 2009</p>	
75	<p>Subject title [Body text]</p>	
	<p>Name Surname Job Title Email: name@tfl.gov.uk</p>	
	<p>Business Unit Department Name</p>	
	<p>Business Unit Limited trading as Business Unit Registration number 000000 VAT number 000000 Business Unit Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London. (See individual letterheads for detailed legal information).</p>	
	<p>First line address Second line address County PD5T C0D3 Phone 020 0000 0000 Fax 020 0000 0000 www.tfl.gov.uk</p>	
10	<p>MAYOR OF LONDON</p>	

Roundel

Width: 21 mm
Colour: black

Name Surname/email

Arial 12/14pt
Aligned left

Job title

Arial Bold 12/14pt
Aligned left

PAD logo

Colour: black

Business Unit

New Johnston
Medium 10/12pt

Department and address

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

2.8 Envelopes



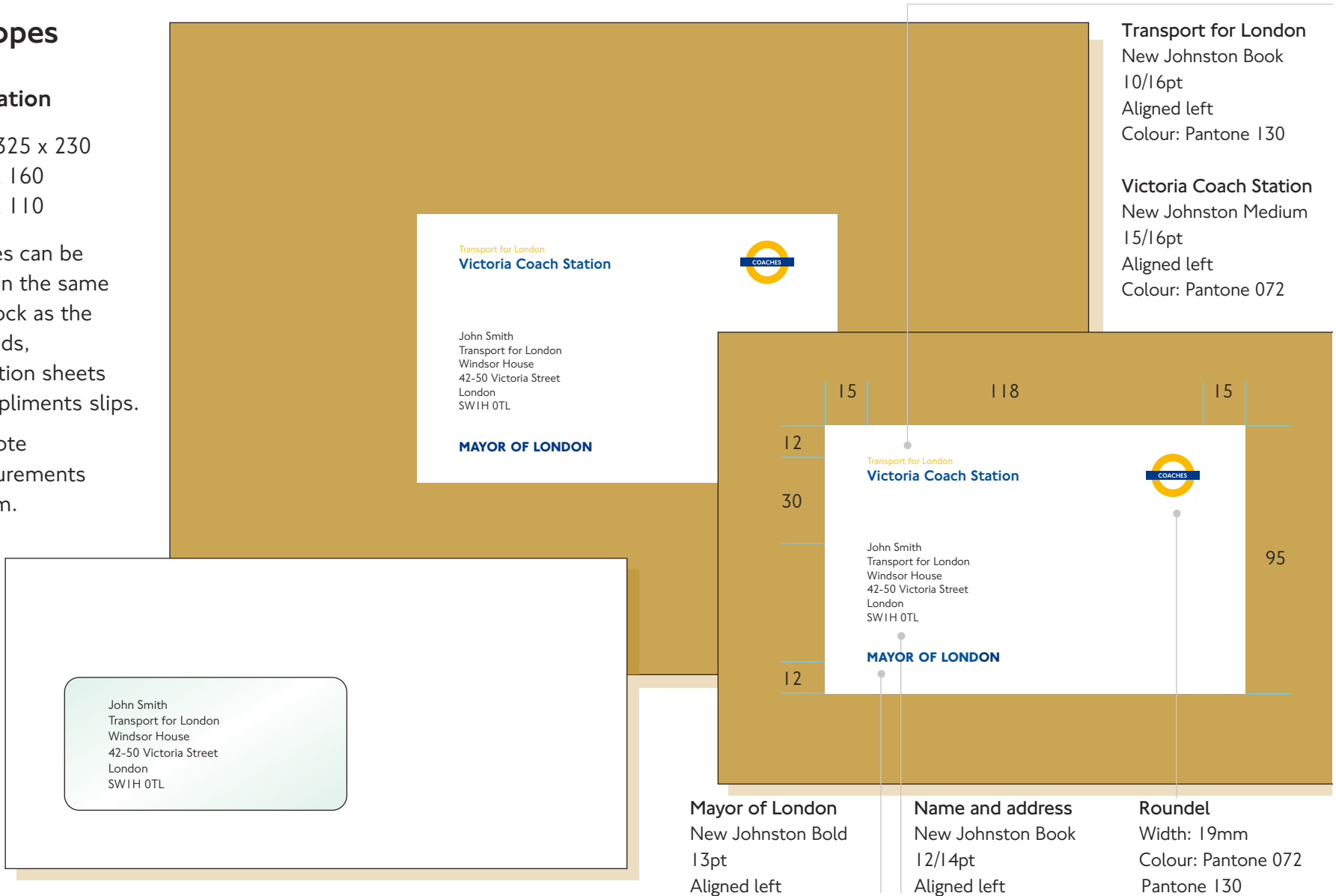
Envelopes

Specification

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

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

Please note all measurements are in mm.



2.9 Information pack

Contents



Press information

Specification for print

Size C4 220 x 305

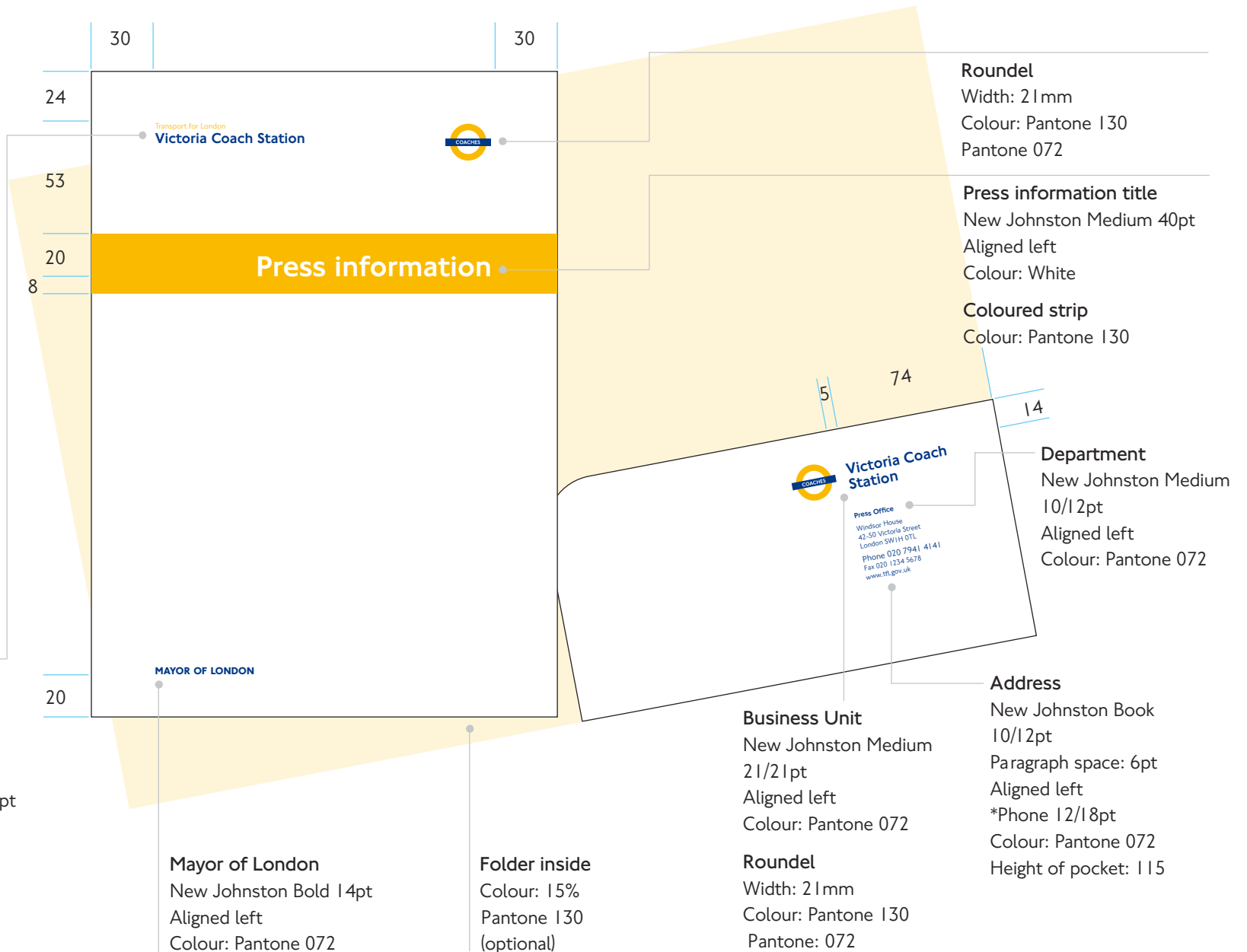
This design is for all VCS information packs.

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

Please note all measurements are in mm.

Transport for London
New Johnston Book 11/20pt
Aligned left

Victoria Coach Station
New Johnston Medium 20/20pt
Aligned left



Transport for London
New Johnston Book 11/20pt
Aligned left

Victoria Coach Station
New Johnston Medium 20/20pt
Aligned left

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

Folder inside
Colour: 15%
Pantone 130
(optional)

Business Unit
New Johnston Medium 21/21pt
Aligned left
Colour: Pantone 072

Roundel
Width: 21mm
Colour: Pantone 130
Pantone: 072

For further information

Contents



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

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Corporate Design.
Telephone: **020 7126 4462**
Internal extension: **64462**
Email: **corporatedesign@tfl.gov.uk**

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

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