

# Staff name badge standard

Issue 7

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## Foreword

Following pages illustrate the only staff badges that are to be used by TfL staff (both operational and office based).

There is a design for each transport mode and a corporate services (TfL) version to choose from.

If in doubt of any rule contained within this document then please email [corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)

# I Typeface

Our typeface is Johnston I00, which should be set in mixed upper and lower case.

**Note:**

All text on staff badges uses Pantone 072 blue (CI00 M97 Y3 K3) unless reversed out of blue as with the language badges.

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

Johnston I00 Medium

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

Johnston I00 Regular

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

Johnston I00 Light

## 2 Colours

These colours should be used on TfL staff name badges.

The colours represent the different transport modes that TfL is responsible for.

### Transport for London

Pantone 072  
CI00 M97 Y3 K3

### London Buses

Pantone 485  
C6 M98 Y100 KI

### London Dial-a-Ride

Pantone Purple  
C35 M88 Y0 K0

### London Trams

Pantone 368  
C59 M2 Y100 K0

### DLR

Pantone 326  
C86 M2 Y4I K0

### IFS Cloud Cable Car

Pantone N/A  
C65 M8I Y0 K0

### London Overground

Pantone I58  
C3 M66 Y99 K0

### London Underground

Pantone 072  
CI00 M97 Y3 K3

### Elizabeth line

Pantone 266  
C67 M83 Y0 K0

### London Coaches

Pantone I30  
C2 M38 Y100 K0

### London River Services

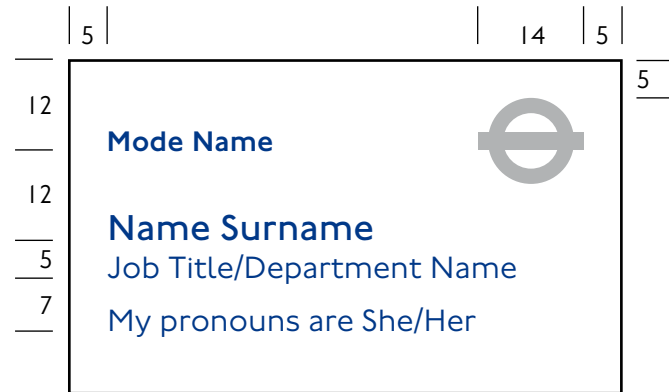
Pantone 299  
C8I MI8 Y0 K0

### Santander Cycles

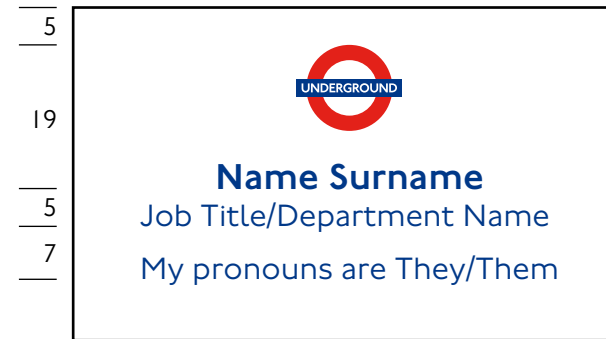
Pantone N/A  
C0 M93 Y100 K0

### 3 Standard badge measurements

#### Modal badge dimensions



#### London Underground badge dimensions



Badge dimensions: 73 x 44mm

Mode name: Johnston I00 Medium 11/12pt

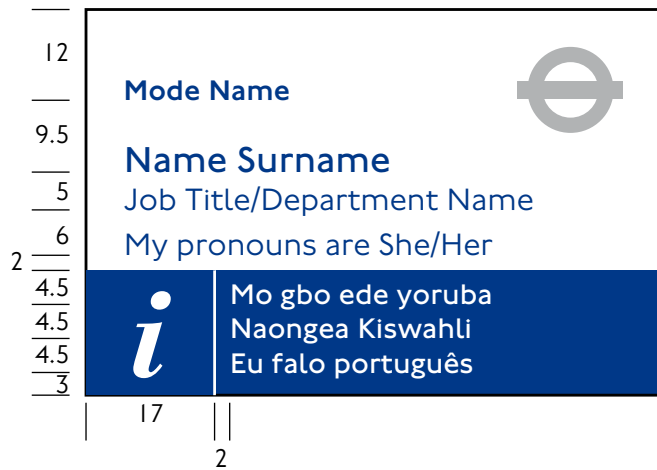
Name Surname: Johnston I00 Medium 14/14pt (Note: if the name exceeds 24 characters the point size can be reduced)

Job Title/Department: Johnston I00 Light 12/12pt

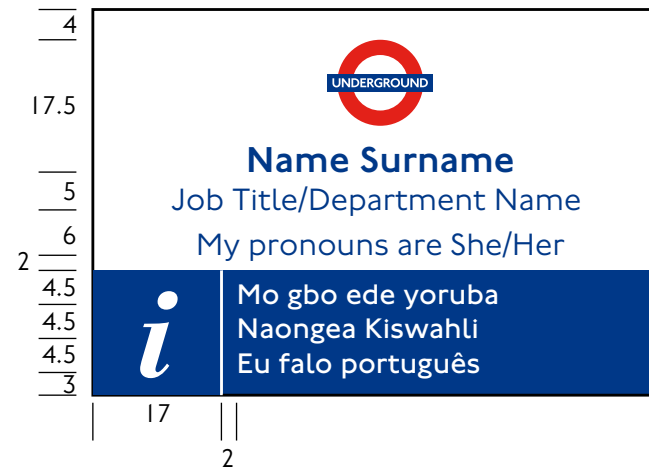
My pronouns are: Johnston I00 Light 12/12pt

## 4 Language badge measurements

### Modal language badge dimensions



### Underground language badge dimensions



Badge dimensions: 76 x 51mm

Mode name: Johnston I00 Medium 11/12pt

Name Surname: Johnston I00 Medium 14/14pt (Note: if the name exceeds 24 characters the point size can be reduced)


Job Title/Department: Johnston I00 Light 12/12pt

My pronouns are: Johnston I00 Light 12/12pt


Languages: Johnston I00 Regular 11pt

Vertical white stroke: 1pt


## 5 Example badges

**Transport for London** 


**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**DLR** 

**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**Elizabeth line** 


**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London Buses** 

**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London Coaches** 


**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London Dial-a-Ride** 


**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London Overground** 

**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London River Services** 

**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her

**London Trams** 

**Name Surname**  
Job Title/Department Name  
My pronouns are She/Her



## 5.1



**Name Surname**

Job Title/Department Name

My pronouns are She/Her



**Name Surname**

Job Title/Department Name

My pronouns are She/Her



**Name Surname**

Job Title/Department Name

My pronouns are She/Her

**well@tfl**



**Name Surname**

Job Title/Department Name

My pronouns are She/Her

## 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 7**

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