

Optare Metrodecker electric bus exterior graphics

Issue 2

For new and refurbished buses. Current livery to be adapted as closely as possible to the positions shown within.

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Foreword

This document details the exterior graphics that are to be applied to the Optare Metrodecker electric bus. 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). 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

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

Corporate Red

Pantone 485

Black

Black 100%

Safety Yellow

Pantone 116

Safety Green

Pantone 356

Safety Blue

Pantone 300

Responder Grey

Pantone Cool Grey 9

Responder Orange

Pantone 137

Responder Blue

Pantone 2995

2 Bus exterior notices

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

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.

2.1 Buses roundel

Artwork reference number
BEX_01

Position on bus reference
A2

Size
490mm roundel bar width

Colours
• White

Note
Red background is shown for illustrative purposes only.



2.2 Wheelchair accessibility

Artwork reference number
BEX_02

Position on bus reference
B2

Size
134mm diameter

Colours
• Safety Blue (Pantone 300)



2.3 Walking stick accessibility

Artwork reference number
BEX_03

Position on bus reference
C2

Size
134mm diameter

Colours

- Safety Blue (Pantone 300)



2.4 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.



2.5 Caution – Bus pulls in frequently

Artwork reference number
BEX_05

Position on bus reference
E2

Size
A5

Colours

- Safety Yellow (Pantone 116)
- Black 100%



2.6 Cleaner Air for London

Artwork reference number

BEX_07

Position on bus reference

G2

Size

750mm width

Colours

- CMYK process

Note

Red background is shown for illustrative purposes only.



2.7 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

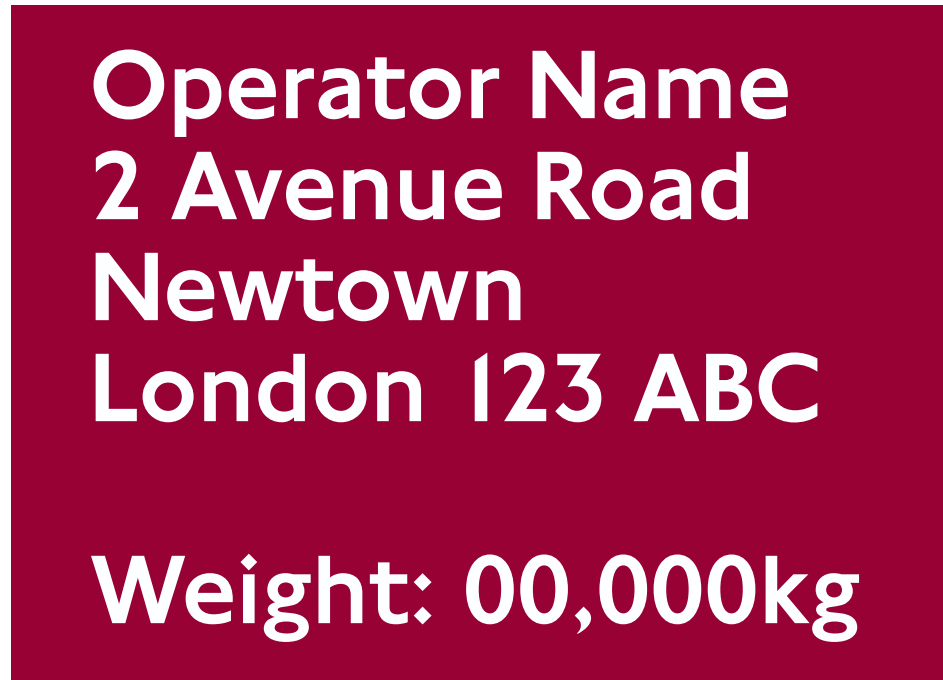
- White

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

Red background is shown for illustrative purposes only.



2.8 Operator logos

Artwork reference number

BEX_I0

Position on bus reference

N2

Sizes

Go Ahead-London

750mm width

Metroline

750mm width

RATP

750mm width

Colours

- White
(Red shown is for illustrative purposes only)

Note

All bus operator logos must be displayed in white only.



Operator logos used on this bus

2.9 Bus roof identification number

Artwork reference number

BEX_II

Position on bus reference

O2

Size

350mm cap height (1490/1490pt)

Colours

- Black 100%

Note

This is an example only.

AAA

0000

2.10 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.



2.11 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)



2.12 I am an electric bus

Artwork reference number
BEX_53

Position on bus reference
U2

Size
Large (option A)
1198 x 601

Small (option C)
617 x 310mm

Colours

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



2.13 First responder - electric

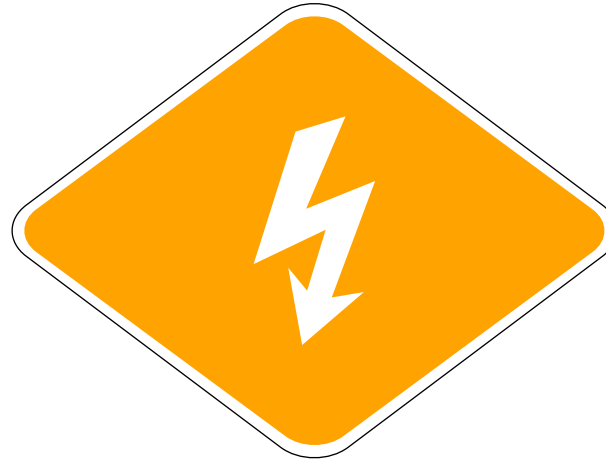
Artwork reference number
FIRSTRESP_003

Position on bus reference
X2

Sizes
Standard (option A)
200 x 150

Large (option B)
400 x 300mm

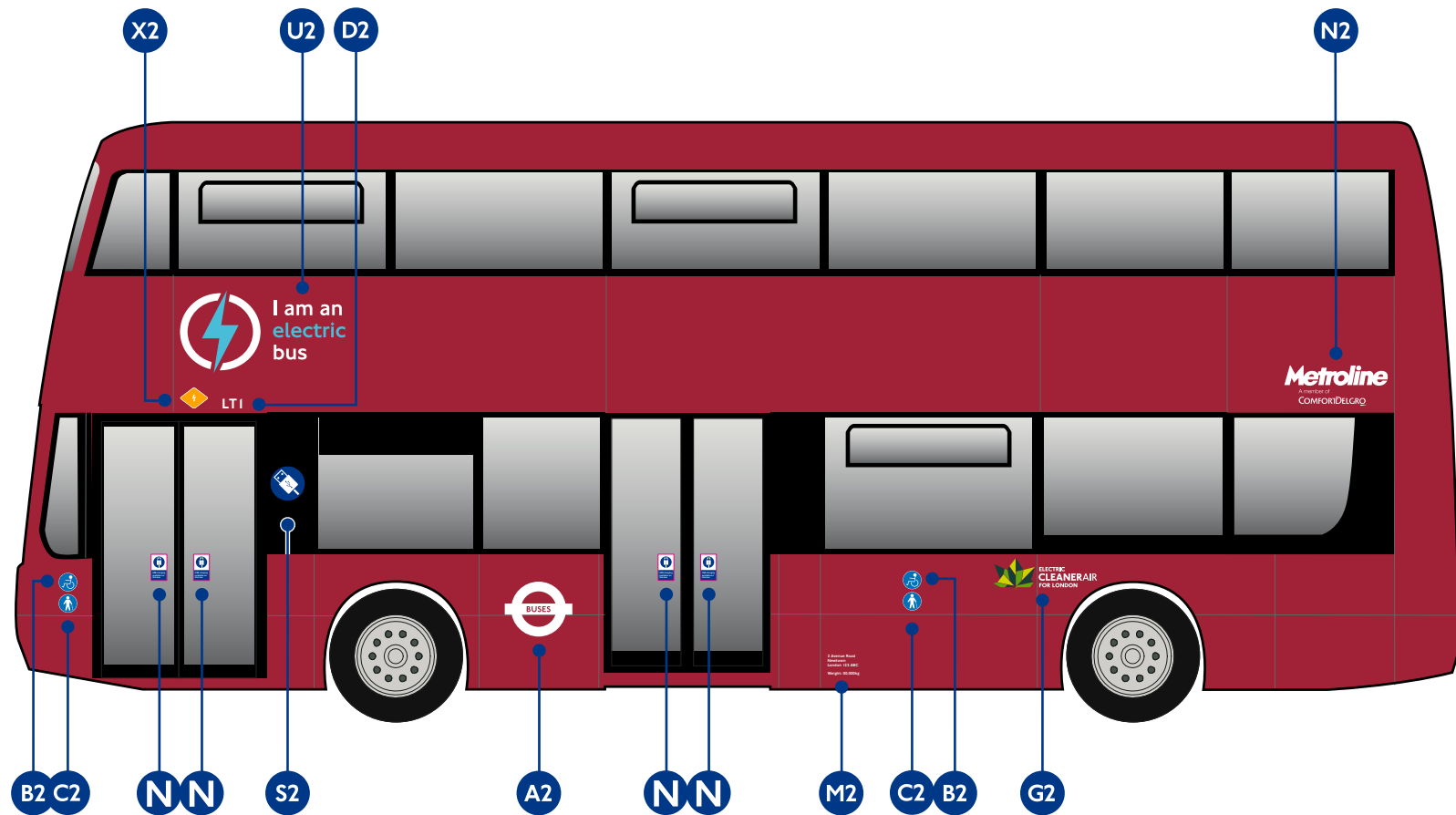
Colours
• Responder Orange (Pantone 137)



3 Positioning of bus exterior notices

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

3.1 Optare Metrodecker electric (doorside elevation)



A2 Roundel

(BEX_01)

Vertically - centred between edge of wheel arch and centre doors.

Horizontally - bottom of roundel bar sits on bottom of upper panel (this roundel may be split at panel divide).

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.

3.1.1

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 - 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 10mm from panel edge.

Horizontally – bottom of vinyl 50mm above window blacking below.

S2 USB charging available

(BEX_51)

Vertically - centred on window blacking.

Horizontally - centred on window blacking.

U2 I am an electric bus (large)

(BEX_53A)

Vertically - left edge of vinyl 10mm from panel edge.

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

X2 First responder - electric (standard)

(FIRSTRESP_003A)

Vertically - left edge of vinyl aligns with left edge of I am an electric bus vinyl.

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

N USB charging available (This notice is applied to the inside of the door glass)

(BIN_14)

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

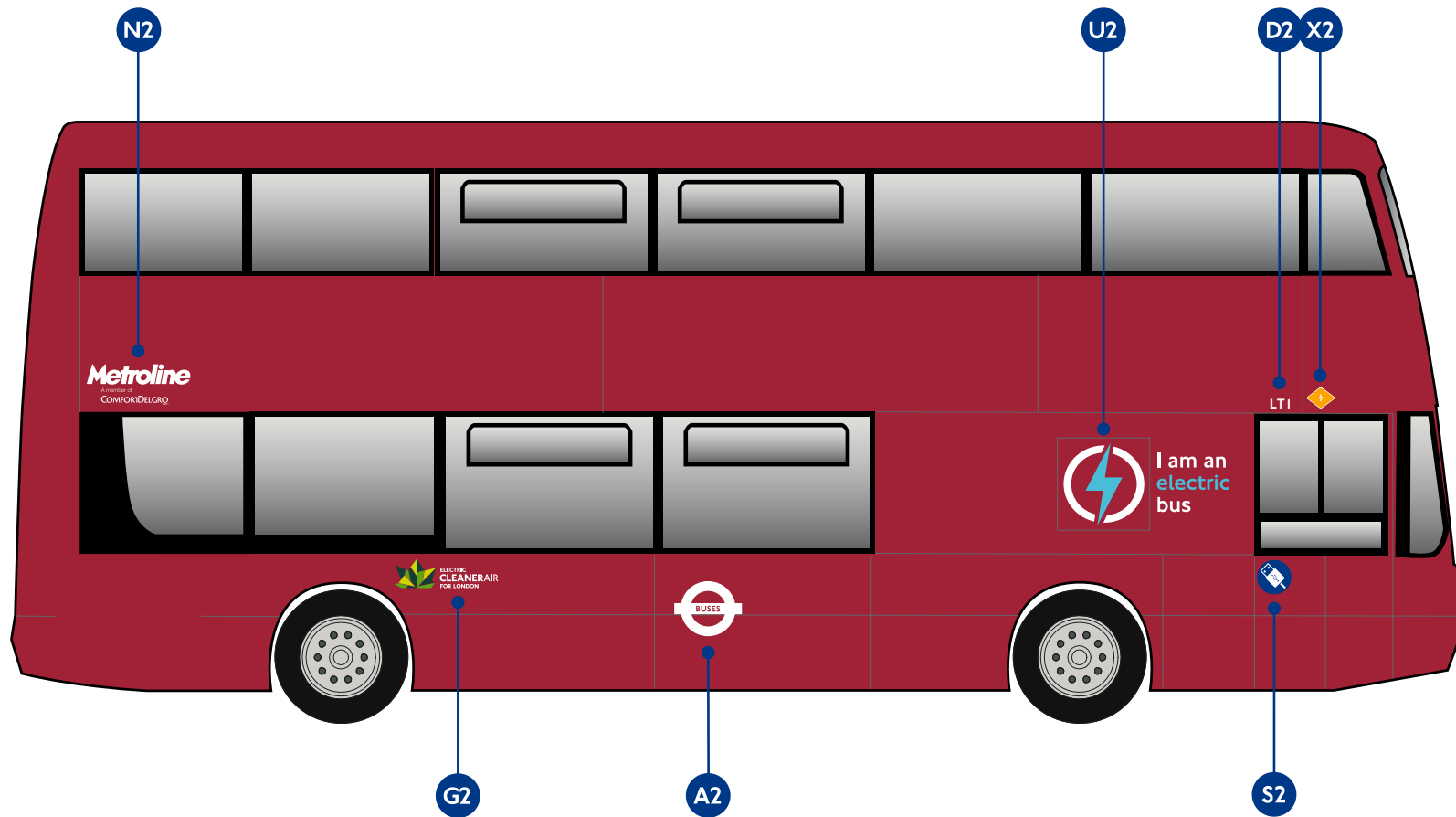
3.1.2

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.

3.2 Optare Metrodecker electric (offside elevation)



A2 Roundel

(BEX_01)

Vertically - centred between wheel arches.

Horizontally - bottom of roundel bar sits on bottom of upper panel (this roundel may be split at panel divide)..

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.

3.2.1

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 10mm from panel edge.

Horizontally – bottom of vinyl 50mm above window blacking below.

S2 USB charging available

(BEX_51)

Vertically - left side of vinyl 30mm panel edge.

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

U2 I am an electric bus (large)

(BEX_53A)

Vertically - circular graphic centred on air tank panel door.

Horizontally - circular graphic centred on air tank panel door.

X2 First responder - electric (standard)

(FIRSTRESP_003A)

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

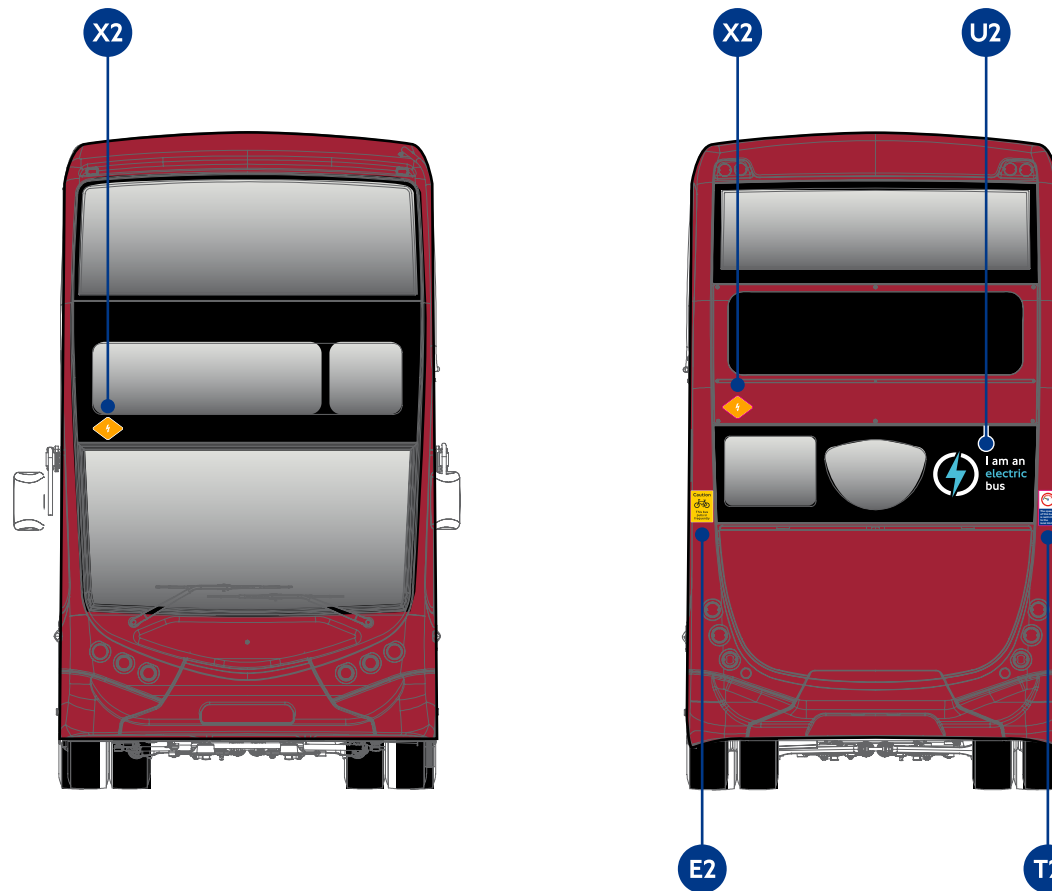
Horizontally - bottom of vinyl 30mm (approx) above front door frame.

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.

3.3 Optare Metrodecker electric (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 an electric bus (small)
 (BEX_53C)
 Vertically - centred on right side of window blacking between rear window and panel end.
 Horizontally - centred on window blacking.

3.3.1

X2 First responder - electric (standard) - front

(FIRSTRESP_003A)

Vertically - left edge of notice aligns with left edge of destination panel.

Horizontally - centred between bottom of destination panel and top of driver's front window.

First responder - electric (standard) - rear

(FIRSTRESP_003A)

Vertically – left side of vinyl 50mm from panel left edge.

Horizontally – bottom of vinyl 50mm from bottom of panel.

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.

3.4 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.

X2 First responder - electric (large)

(FIRSTRESP_003B)

Vertically - centred on bus roof.

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

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.

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

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