



Private Hire Operator Branding Request Form

Please provide the following details:

Name	
PHV Operator Licence Number	
PHV Operator Name	
Address	
Postcode	
Telephone number	
Email address	

Please circle the artwork you require:

Letterhead	Compliment Slips
Business Cards	Website
Other (Please specify)	

This form must be fully completed before any artwork is released
Once complete return to:

Private Hire Operator Marketing Information

4th Floor – Yellow Zone
Palestra, 197 Blackfriars Road
Southwark, London
SE1 8NJ



Terms and Conditions for usage of Transport for London (TfL) and Public Carriage Office (PCO) branding and artwork

Standards

A set of design standards and guidelines has been created to assist licensed private hire operators using TfL and PCO branding on stationery, and those producing artwork on behalf of licensed private hire operators.

The roundel is the registered trade mark of Transport for London and may not be reproduced without their prior written permission. The standards ensure:

- the correct positioning of branding elements; and
- the correct use of corporate typefaces

Any materials produced which feature the PCO branding must only use the artwork supplied by the PCO and this must not be altered in any way.

All printed and electronic material must be produced in accordance with the design standards and guidelines. Operators are advised to seek guidance on any material or designs if they are uncertain about whether it complies with these requirements.

Action may be taken against any operator producing and distributing material that does not comply with the design standards and guidelines. Please note: Any use of any TfL and/or PCO branding that does not comply with our standards and guidelines will have to be removed or destroyed with immediate effect and we may ask for evidence of such action to be provided at your expense.

Similarly, action may be taken against you if you continue to use the TfL or PCO stationery artwork for purposes unconnected with your trade as a licensed private hire operator, where you cease to trade as a licensed operator, or your licence ceases to be valid for any reason.

Any queries regarding the use of the PCO stationery artwork can be submitted to lic.research@pco.org.uk

Please sign and print your name below to confirm that you have read, understood and agree to the terms and conditions detailed above. If you do not agree to these terms you will not be permitted to reproduce or use the TfL and/or PCO branding on any materials other than those items provided to you by the PCO.

Signature	
Print Name	
Date	