

# Dial-a-Ride bus graphics standard

Issue 2



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## Foreword

This document details the graphics that are to be applied to London Dial-a-Ride buses. 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 are to be applied to a London Dial-a-Ride bus without prior agreement with the TfL Graphics team.

# I Basic elements

This section outlines the basic elements that are used to produce graphic notices for London Dial-a-Ride buses. This includes the use of the corporate typeface and colours.

For further information, see TfL 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 Dial-a-Ride 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 Dial-a-Ride bus interiors.

## 2.1 No smoking

**Artwork reference number**  
DAR\_INT\_01

**Position on bus reference**  
A

**Size**  
95 x 118mm

- Colours**
- Corporate Red (Pantone 485)
  - Black (Black 100%)





## 2.2 Customer contact

**Artwork reference number**  
DAR\_INT\_02

**Position on bus reference**  
B

**Size**  
406 x 273mm

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

### We'd like to hear from you

We value your feedback, suggestions and complaints which help to improve our service:

Web: [tfl.gov.uk/dialaride](http://tfl.gov.uk/dialaride)  
Phone: 0343 222 7777\*  
Writing: London Dial-a-Ride, PO Box 68799  
London SE1P 4RD  
Email: [DAR@tfl.gov.uk](mailto:DAR@tfl.gov.uk)

To take your comments further, please contact London TravelWatch, the independent statutory watchdog for transport users in and around London.

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

 24-hour travel information  
0343 222 1234\*  Check your travel  
[tfl.gov.uk/travel-tools](http://tfl.gov.uk/travel-tools)

\*Network charges may apply. See [tfl.gov.uk/terms](http://tfl.gov.uk/terms) for details.

### 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.



### CCTV cameras in operation

Images are being recorded in the interest of safety, security and crime prevention

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



### No alcohol

Drinking alcohol or carrying open containers of alcohol is prohibited on this bus

## 2.3 Seatbelts must be worn

**Artwork reference number**  
DAR\_INT\_03

**Position on bus reference**  
C

**Size**  
265 x 53mm

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



## 2.4 Wheelchair pictogram

**Artwork reference number**  
DAR\_INT\_04

**Position on bus reference**  
D

**Size**  
122 x 141mm

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



## 2.5 Emergency exit (front door)

**Artwork reference number**  
DAR\_INT\_05

**Position on bus reference**  
E

**Size**  
260 x 37mm

**Colours**  
• Safety Green (Pantone356)



## 2.6 Emergency exit - pull handle and push door (back door)

**Artwork reference number**  
DAR\_INT\_06

**Position on bus reference**  
F

**Size**  
260 x 95mm

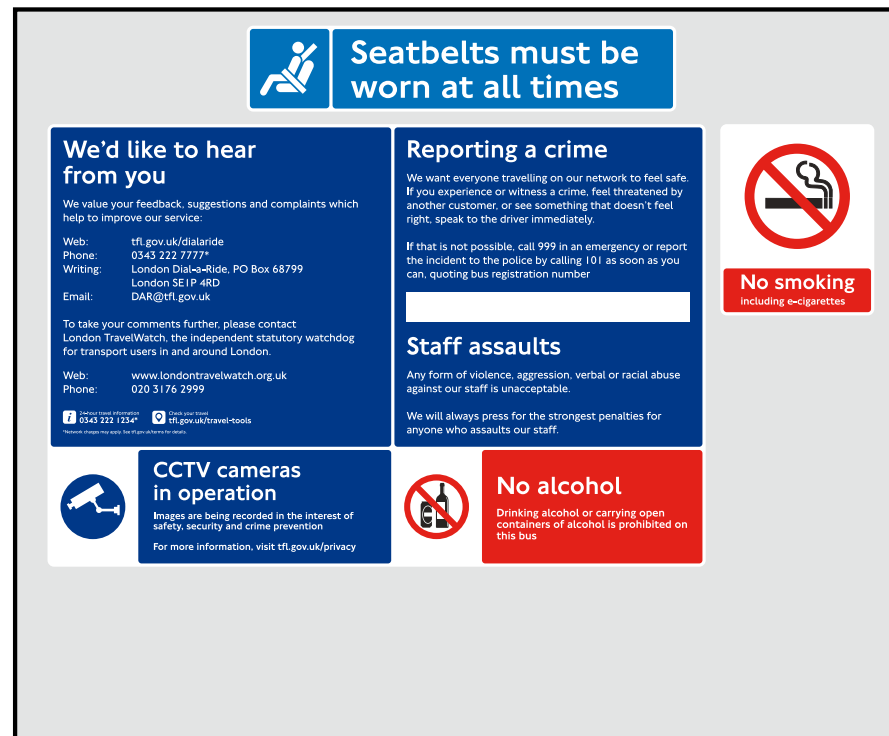
**Colours**  
• Safety Green (Pantone356)



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

This section of the document gives guidance on the positioning of all graphics on the London Dial-a-Ride bus interior.

### 3.1 Glass panel behind driver's cab (customer facing side)



**A No smoking**

DAR\_INT\_01

Vertically - right side of vinyl 20mm from right edge of glass panel.

Horizontally - top of vinyl 73mm from top of glass panel.

**B Customer contact**

DAR\_INT\_02

Vertically - left side of vinyl 20mm from left edge of glass panel.

Horizontally - top of vinyl 73mm from top of glass panel.

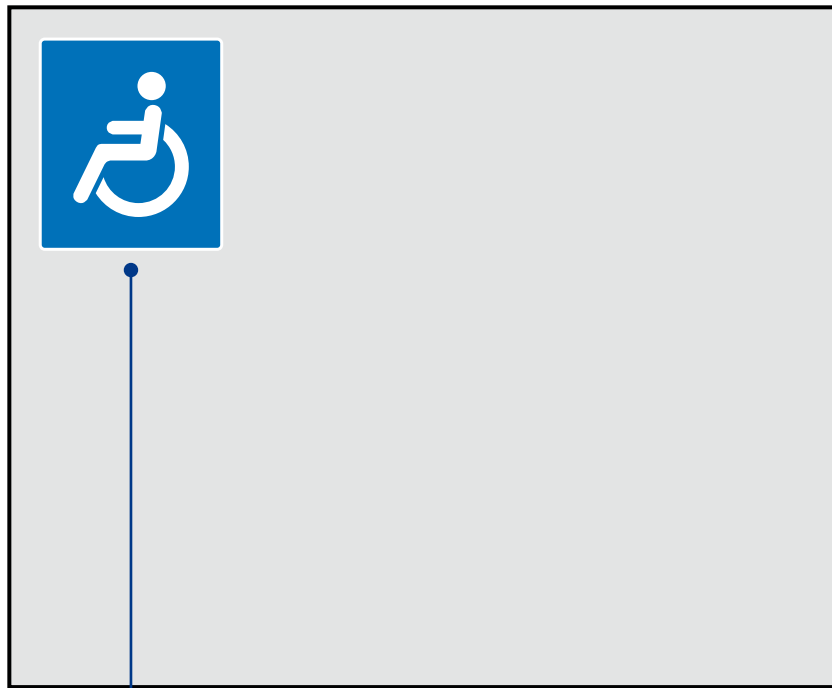
**C Seatbelts must be worn**

DAR\_INT\_03

Vertically - centred on glass panel.

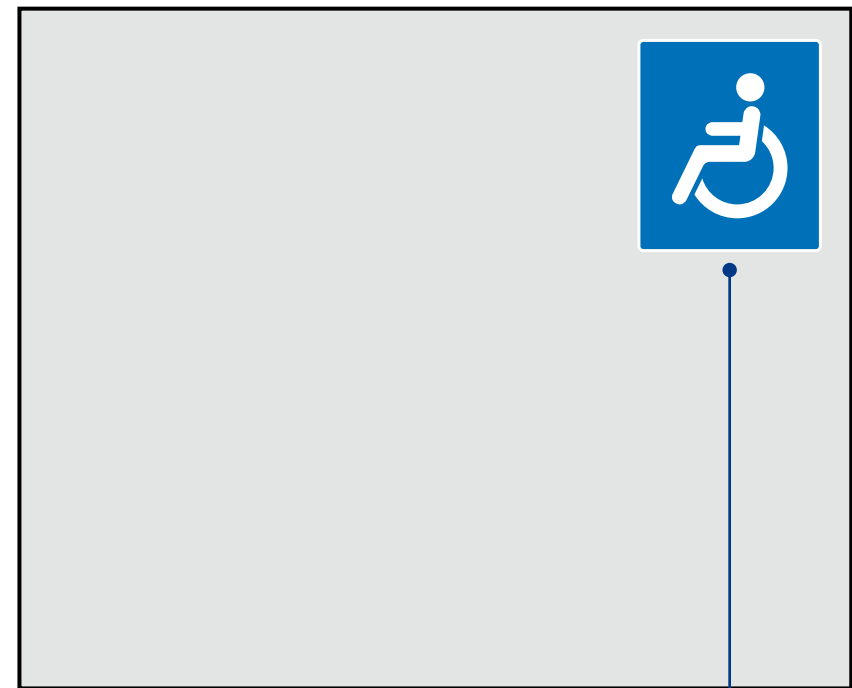
Horizontally - top of vinyl 10mm from top of glass panel.

## 3.2 Customer windows



Left-sided customer window  
(when facing forward)

D



Right-sided customer window  
(when facing forward)

D

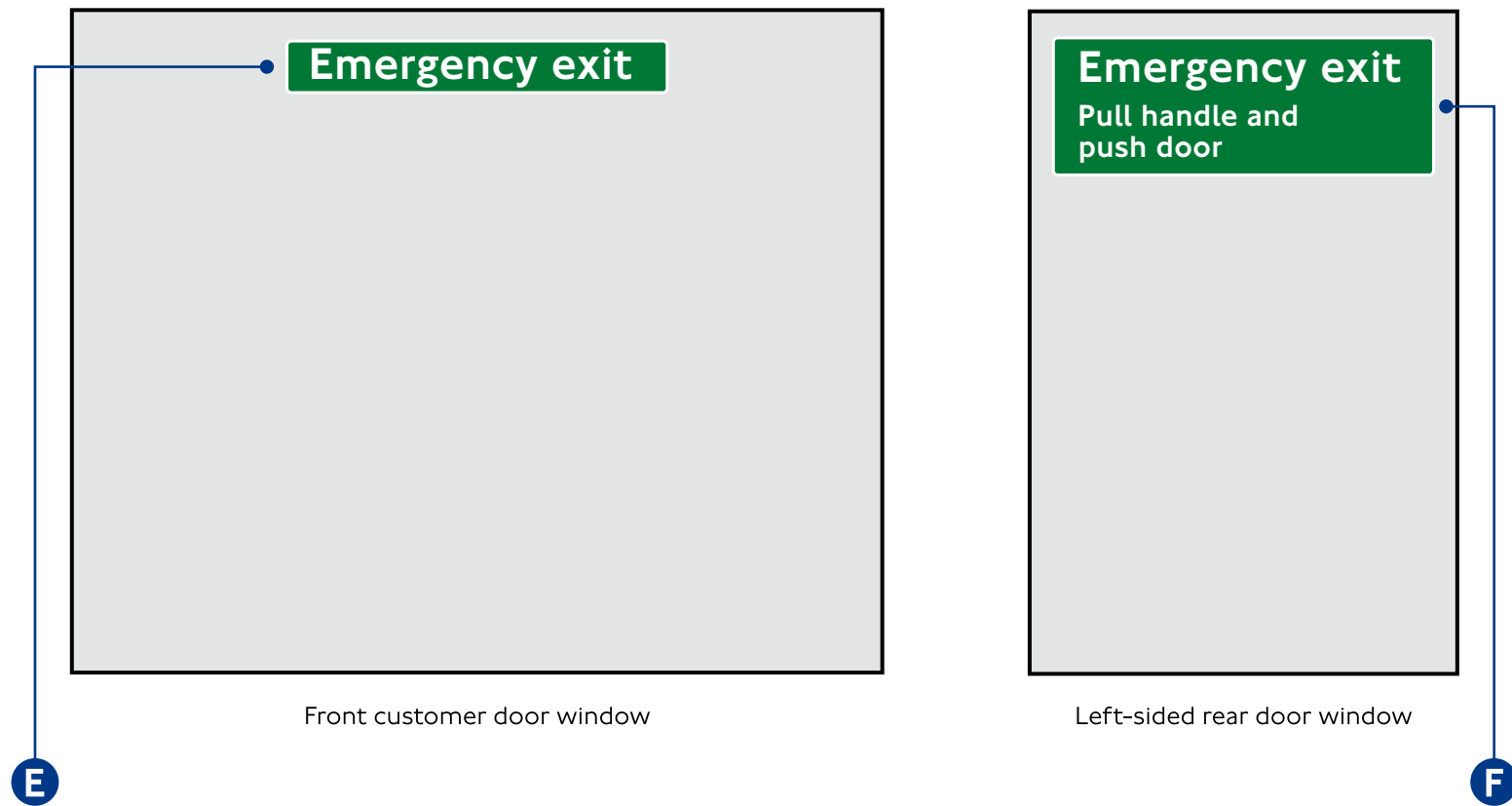
D Wheelchair pictogram  
DAR\_INT\_04

**Left-sided customer window**  
Vertically - left side of vinyl 20mm from window edge (or window blacking where appropriate).  
Horizontally - top of vinyl 20mm from window edge (or window blacking where appropriate).

**Right-sided customer window**  
Vertically - right side of vinyl 20mm from window edge (or window blacking where appropriate).  
Horizontally - top of vinyl 20mm from window edge (or window blacking where appropriate).



### 3.3 Customer doors



**E Emergency exit**  
DAR\_INT\_05  
Vertically - centred on front door window.  
Horizontally - top of vinyl 130mm from top of window (this vinyl must align with the exterior vinyl).

**F Customer contact**  
DAR\_INT\_06  
Vertically - centred on left-sided door window.  
Horizontally - top of vinyl 67mm from top of left-side door window (this vinyl must align with the exterior vinyl).

## 4 Bus exterior notices

The following pages illustrate the graphic notices that are to be applied to the London Dial-a-Ride 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.

## 4.1 Buses roundel

**Artwork reference number**  
DAR\_EXT\_01

**Position on bus reference**  
A2

**Sizes**  
Large (option A)  
490mm roundel bar width

Small (option B)  
240mm roundel bar width

**Colours**

- White  
(Red shown is for illustrative purposes only)



## 4.2 London Dial-a-Ride logotype

**Artwork reference number**  
DAR\_EXT\_02

**Position on bus reference**  
B2

**Size**  
1934 x 260mm

**Colours**

- White  
(Red shown is for illustrative purposes only)



### 4.3 Caution – Bus pulls in frequently

**Artwork reference number**  
DAR\_EXT\_03

**Position on bus reference**  
C2

**Size**  
A5

- Colours**
- Safety Yellow (Pantone 116)
  - Black 100%



## 4.4 Give way to the bus

**Artwork reference number**  
DAR\_EXT\_04

**Position on bus reference**  
D2

**Size**  
149 x 210mm

**Colours**

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



## 4.5 Emergency exit (front door)

**Artwork reference number**  
DAR\_INT\_05

**Position on bus reference**  
E2

**Size**  
260 x 37mm

**Colours**  
• Safety Green (Pantone356)

**Note**  
This artwork is the same as that used on the interior of the door.



## 4.6 Emergency exit - pull handle and pull door (back door)

**Artwork reference number**

DAR\_EXT\_06

**Position on bus reference**

F2

**Size**

260 x 95mm

**Colours**

- Safety Green (Pantone356)





## 4.7 Wheelchair entry

**Artwork reference number**  
DAR\_EXT\_07

**Position on bus reference**  
G2

**Size**  
260 x 110mm

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



## 4.8 Vehicle number

### Artwork reference number

DAR\_EXT\_08

### Position on bus reference

H2

### Size

55mm Cap height  
(234pt NJ Font Medium)

### Colours

- White  
(Red shown is for illustrative purposes only)



## 4.9 Press for entry

**Artwork reference number**  
DAR\_EXT\_09

**Position on bus reference**  
J2

**Size**  
70 x 15mm

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



## 4.10 Supplementary text (large text size)

**Artwork reference number**  
DAR\_EXT\_I0

**Position on bus reference**  
As and where required

**Size**  
20mm Cap height  
(85pt NJ Font Medium)

**Colours**  
• Black 100%

1 **56 psi** 2 **62 psi**

3 **Adblue** 4 **Diesel**

5 **ULW 3095 kg**

## 4.11 Supplementary text (small text size)

### Artwork reference number

DAR\_EXT\_II

### Position on bus reference

As and where required

### Size

10mm Cap height  
(43pt NJ Font Medium)

### Colours

- Black 100%

**1 To open in emergency  
pull handle and slide door**

DAR\_EXT\_IIA

**2 Heater fuel cut-off  
behind flap**

DAR\_EXT\_IIB

**4 Emergency engine  
stop on key**

DAR\_EXT\_IID

**3 Please ensure  
combustion heater  
is switched off  
before re-fuelling**

DAR\_EXT\_IIC

## 4.12 Address details

**Artwork reference number**  
DAR\_EXT\_I2

**Position on bus reference**  
As and where required

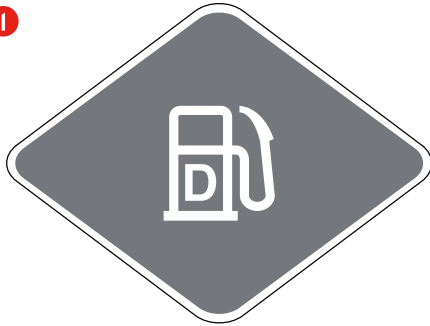
**Size**  
20mm Cap height  
(85pt NJ Font Medium)

**Colours**  
• Black 100%

**London Dial-a-Ride  
Progress House  
5 Mandela Way  
London SE1 5SS**

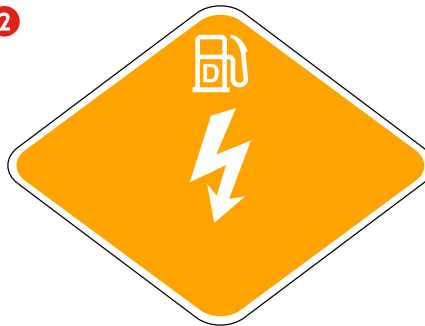
## 4.13 First responder

1



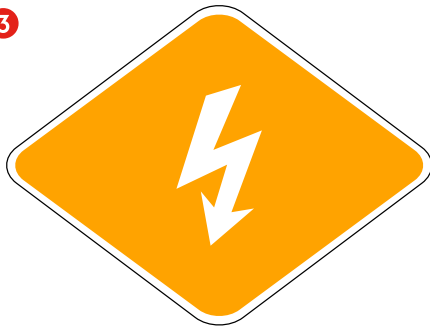
FIRSTRESP\_001A Diesel

2



FIRSTRESP\_002A Diesel/Electric hybrid

3



FIRSTRESP\_003A Electric

4



FIRSTRESP\_004A Hydrogen hybrid

## 4.13.1 First responder - diesel

### Artwork reference number

FIRSTRESP\_001

### Position on bus reference

K2

### Size

Standard (option A)

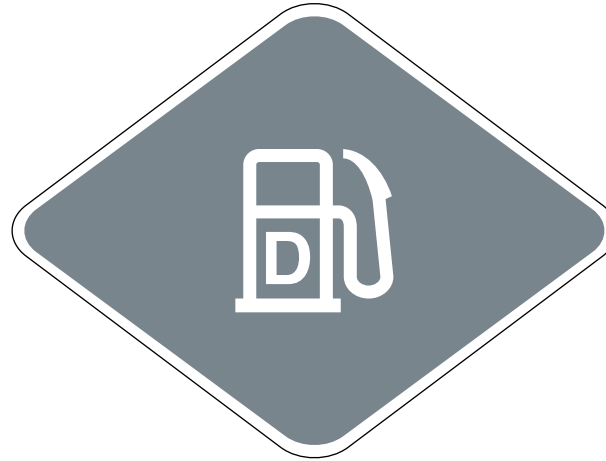
200 x 150

Large (option B)

400 x 300mm

### Colours

- Corporate Grey (Pantone 430)





## 4.13.2 First responder - diesel/electric hybrid

**Artwork reference number**

FIRSTRESP\_002

**Position on bus reference**

K2

**Size**

Standard (option A)

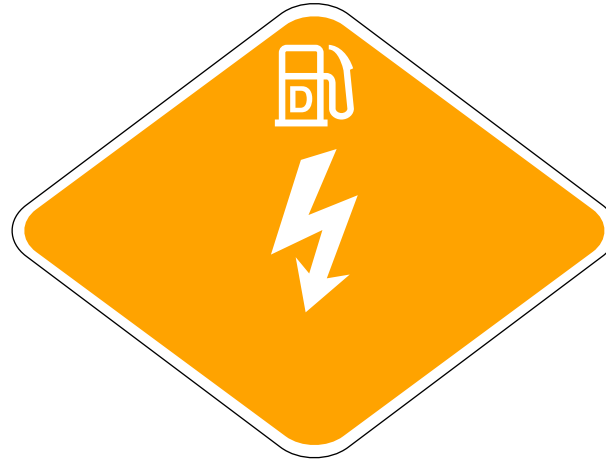
200 x 150

Large (option B)

400 x 300mm

**Colours**

- Responder Orange (Pantone 166)



### 4.13.3 First responder - electric

**Artwork reference number**  
FIRSTRESP\_003

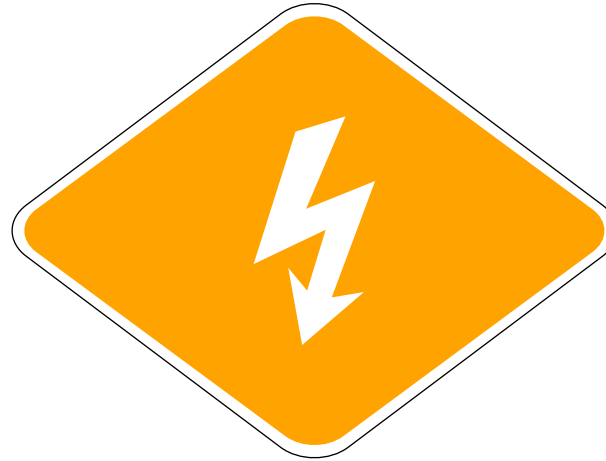
**Position on bus reference**  
K2

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

Large (option B)  
400 x 300mm

**Colours**

- Responder Orange (Pantone 166)



#### 4.13.4 First responder - hydrogen hybrid

**Artwork reference number**

FIRSTRESP\_004

**Position on bus reference**

K2

**Size**

Standard (option A)

200 x 150

Large (option B)

400 x 300mm

**Colours**

- Responder Blue (Pantone 2995)



## 4.14 Roof fleet number

**Artwork reference number**  
DAR\_EXT\_I3

**Position on bus reference**  
L2

**Size**  
350mm Cap height  
(1480pt NJ Font Medium)

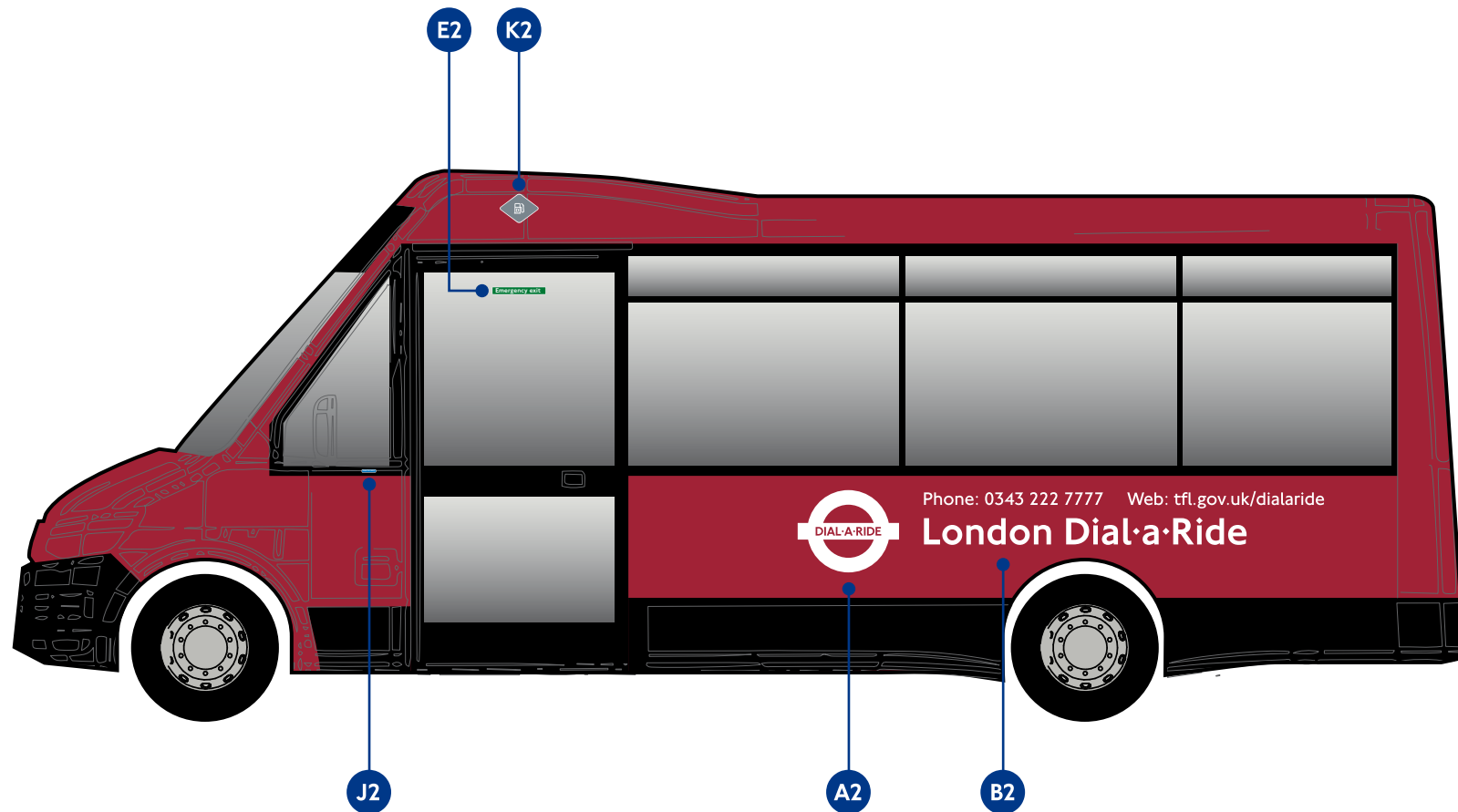
**Colours**  
• Black 100%

**D 1 2 3 4**

## **5 Positioning of bus exterior notices**

This section of the document gives guidance on the positioning of all graphics on the London Dial-a-Ride bus exterior.

## 5.1 Bus exterior (doorside elevation)



### A2 Roundel (large)

(DAR\_EXT\_01A)

Vertically - left side of vinyl 815 mm from panel edge (by front door).

Horizontally - top of vinyl 69mm from bottom of window.

### B2 London Dial-a-Ride logotype

(DAR\_EXT\_02)

Vertically - left side of vinyl 33mm from roundel bar.

Horizontally - top of vinyl (cap height of 'Phone') 80mm from bottom of window.

### E2 Emergency exit (front door)

(DAR\_INT\_05)

Vertically - centred on front door window.

Horizontally - top of vinyl 130mm from top of window (this vinyl must align with the interior vinyl).

## 5.1.1

### **J2 Press for entry**

(DAR\_INT\_09)

Vertically - centred above door opening button.

Horizontally - 10mm above bottom of window.

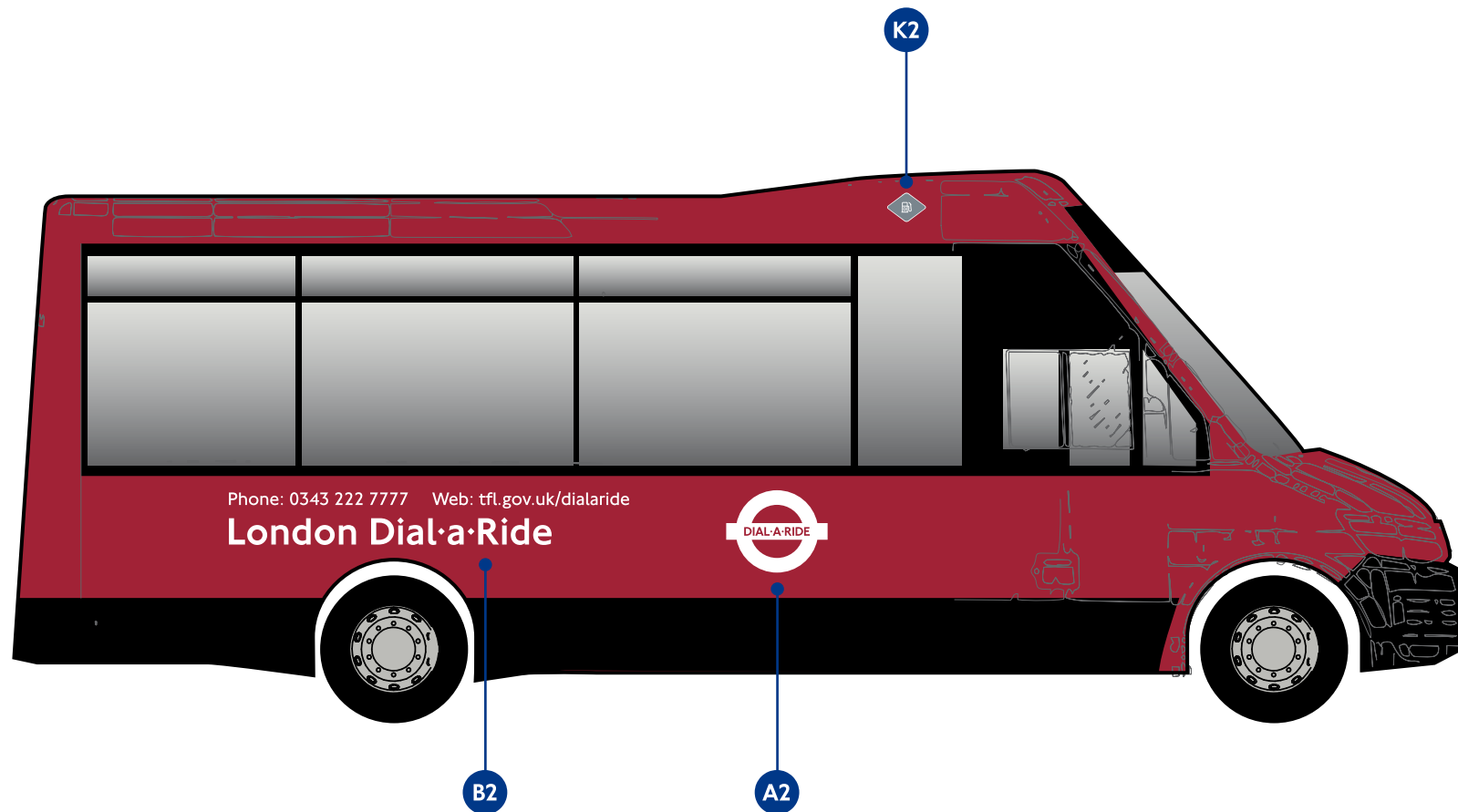
### **K2 First responder notice (standard)**

FIRSTRESP\_001A, 002A, 0033A or 004A

Vertically – centred above the front door.

Horizontally – centred between top of bus and top of front door.

## 5.2 Bus exterior (offside elevation)



### A2 Roundel (large)

(DAR\_EXT\_01A)

Vertically - right side of vinyl 465 mm from logotype vinyl (edge of small e in web address).

Horizontally - top of vinyl 69mm from bottom of window.

### B2 London Dial-a-Ride logotype

(DAR\_EXT\_02)

Vertically - left side of vinyl 715mm from left edge of last customer window (panel edge).

Horizontally - top of vinyl (cap height of 'Phone') 80mm from bottom of window.

### K2 First responder notice (standard)

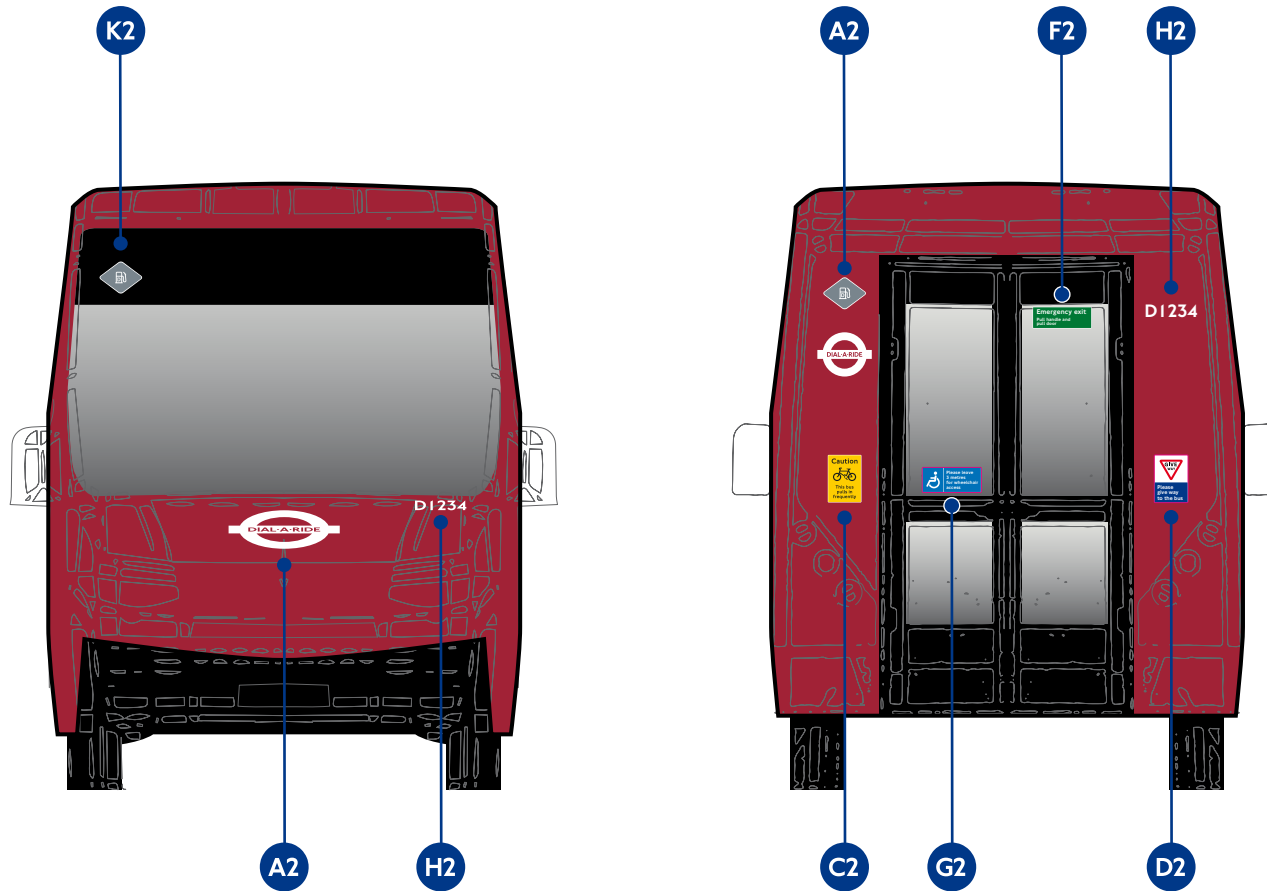
FIRSTRESP\_001A, 002A, 0033A or 004A

Vertically – centred above first customer window.

Horizontally – centred between top of bus and top of window.



### 5.3 Bus exterior (front and rear elevations)



**A2 Roundel (large - bonnet)**  
 (DAR\_EXT\_01A)  
 Vertically - centred on vehicle bonnet.  
 Horizontally - top of roundel 130mm from top of centre of bonnet.

**Roundel (small - rear)**  
 (DAR\_EXT\_01B)  
 Vertically - centred on left-hand panel.  
 Horizontally - top of vinyl 100mm from bottom of first responder vinyl.

**C2 Caution – bus pulls in frequently**  
 (DAR\_EXT\_03)  
 Vertically – centred beneath the roundel on left-hand panel.  
 Horizontally – top of vinyl 80mm from top of panel.

## 5.3.1

### **D2 Give way to the bus**

(DAR\_EXT\_04)

Vertically – centred beneath vehicle number on right-hand panel.

Horizontally – top of vinyl 880mm from top of panel.

### **F2 Emergency exit (pull handle and pull door - rear)**

(DAR\_EXT\_06)

Vertically – centred on right-side window.

Horizontally – top of vinyl 10mm below window blacking (this vinyl must align with the interior vinyl).

### **G2 Wheelchair entry**

(DAR\_EXT\_07)

Vertically – centred on left-side window.

Horizontally – bottom of vinyl 10mm from bottom of window..

### **H2 Vehicle number**

(DAR\_EXT\_08)

Vertically – centred on right-hand panel.

Horizontally – top of vinyl 220mm from top of panel.

### **K2 First responder notice (front)**

FIRSTRESP\_001A, 002A, 0033A or 004A

Vertically – centred on left-hand panel.

Horizontally – top of vinyl 100mm from top of panel.

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

FIRSTRESP\_001A, 002A, 0033A or 004A

Vertically – left side of vinyl 100mm from edge of window blacking.

Horizontally – bottom of vinyl 50mm from bottom of window blacking.

### **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.

## 5.4 Bus exterior (bus roof)



**K2 First responder - electric (large)**  
FIRSTRESP\_001B, 002B, 003B or 004B  
Vertically - centred on bus roof.  
Horizontally - bottom of vinyl  
400mm from rear of bus.

**L2 Roof fleet number**  
DAR\_EXT\_I3  
Vertically - centred on bus roof.  
Horizontally - bottom of number  
200mm above top of first responder  
notice.

**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 is 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.

## 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 2**

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