

# Elizabeth line

## DESIGN IDIOM

Issue 3

## INTRODUCTION

This document is intended to provide overall design guidance for all elements of the Elizabeth line project - from rolling stock through to station refurbishment - and everything in between. The Elizabeth line has pledged to deliver a step-change in the customer experience for this type of rail service, and one of the key enablers of this is a high quality experience driven through consistency of ambience and environment.

The key areas that need to be drawn together to deliver this are as follows and should be referenced in all design briefs and delivered through all design outputs.

### Identity

Delivery of a consistent Elizabeth line brand through the creation of a highly distinguishable modern and contemporary transport mode that is responsive to local context.

### Clarity

Create an understandable environment for passengers from the start to end of their journey.

### Consistency

Implementing a coherent line wide design language established through a set of common materials and components as part of an integrated Elizabeth line identity within the TfL family.

### Inclusivity

Ensure the Elizabeth line is for everyone.

### Sustainability

Ensuring best practice design that; minimises waste, maximises inherent material qualities, reduces energy consumption and is cost effective.

### Security

Provide safe and secure design solutions.

### People Focused

Design to balance functional and people needs.

### THE ELIZABETH LINE DESIGN VISION

The Elizabeth line will integrate with, and be respectful of, the fabric of the city, ensuring that the facilities - and their urban context - form one coherent environment that builds upon the successes of London's public transport system and delivers a step-change in the customer experience.

Designs for the Elizabeth line are to promote a consistent passenger experience as part of a clear identity shaped by the approach to the following:

#### The Elizabeth line Brand

- The use of the Elizabeth line roundel, modal colour and Johnston 100 font
- The brand values of Transport for London.

#### The Elizabeth line Modal Identity

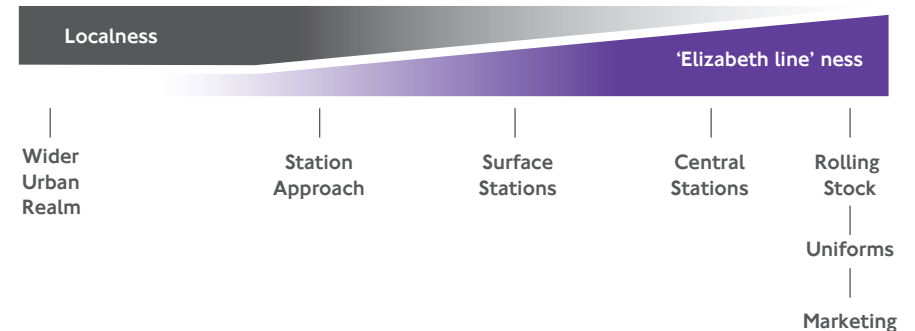
- All parts of the passenger experience must be clearly identifiable as the Elizabeth line mode.
- The nature of the modal identity may be variable according to the local conditions and needs of application.
- Where the passenger experience can be entirely controlled by the Elizabeth line as a mode or there are no local constraining factors or considerations there shall be the strongest level of modal identity.
- Established by the designed environment and application of the Modal Roundel, colours, materials and typeface.

#### The Elizabeth line Materials Palette

- Drawn from the Elizabeth line design principles palette
- Simple and self-finished materials as far as practicable
- Robust, hardwearing, simple to clean, maintain and repair
- Complementary
- Used coherently and consistently
- Considerate of and responsive to the area of use and location

#### Design idiom flexibility

The degree to which the Elizabeth line Design Idiom is applied is dependent on the output. The following chart illustrates how this should be applied through the design briefs and outputs.



## **THE ELIZABETH LINE BRAND**

The brand for the Elizabeth line needs to be viewed as a combination of the Roundel and all of the brand values that underpin the Customer Service Strategy.

We can not simply rely on placing the Elizabeth line Roundel on a train, station or uniform to provide the level of integration we require in order to deliver our vision for a railway that delivers a step-change.

We must be able to cover up the Roundel and still see a synergy with the rest of the Elizabeth line network.

The following pages describe in detail the physical manifestation of the Elizabeth line brand via the Elizabeth line Roundel.

### THE ELIZABETH LINE BRAND

#### The Elizabeth line Roundel

The Elizabeth line can be viewed as the newest addition to the Transport for London family, a brother or sister to London Underground or London Buses.

It retains the familial appearance of its siblings, and uses a bold and assurant purple as its modal colour.



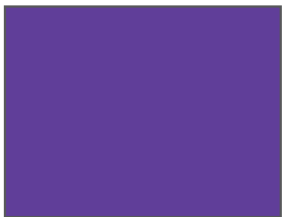
### THE ELIZABETH LINE BRAND

#### Colour palette - core elements

The consistent use of the Elizabeth line colour palette is vital to ensure the brand is fully recognisable across all aspects of the Elizabeth line service. As an organisation, Transport for London uses colour to assist customers in their recognition of a mode, wayfinding systems and provision of customer information through consistent and considered use of modal and individual line colours.

The core Elizabeth line colour palette is detailed below, and these colours are to be used for the prime manifestation of the Elizabeth line Brand and the primary signifier of the service.

#### Core Palette



#### Elizabeth line Purple

Pantone 266c  
CMYK : 70,80,0,0  
RGB : 105,80,161  
LaB : 40,25,-41  
HEX : 6950a1



#### TfL Blue

Pantone 072c  
CMYK : 100,88,0,5  
RGB : 28,63,148  
LaB : 28,14,-52  
HEX : 1c3f94



#### White

The rationale for the selection of these colours is as follows:

**Elizabeth line Purple** - Modal colour and the primary way of quickly identifying the Elizabeth line service across multiple touchpoints.

**TfL Blue** - Provides the reassurance and integration with the rest of the Transport for London family and is a constant feature across all other TfL rail modes.

**White** - Provides a focus for the other colours and adds balance and order, avoiding overuse of the other brand colours.

The correct and consistent application of the core colour palette will ensure our customers experience a consistent service and will provide a seamless integration with other parts of the Transport for London, and National Rail networks, whilst providing a clear identity which inherits the strong brand values of London Underground and the wider Transport for London family.

## ELIZABETH LINE

Design Idiom

### THE ELIZABETH LINE BRAND

Colour palette - core elements ratio of use

The use of colours needs to be regulated and formulated - as overuse of any one of the core colours could create confusion in the customers mind and dilute the power and impact of the brand.

The ratio of use should ideally be as follows and replicates the ratio as manifested in the Elizabeth line Roundel - which in itself is the purest representation of the brand.

It is recognised that this ratio will need to be altered dependent on the application at hand - but to maintain brand impact it should be followed as closely as possible.

Elizabeth line Purple - Pantone 266 - 40%
TfL Blue - Pantone 072 - 25%
White - 35%



**THE ELIZABETH LINE BRAND**

Colour palette - Transport for London modes

Transport for London uses colour as one of the primary signifiers and means of differentiation of individual modes.





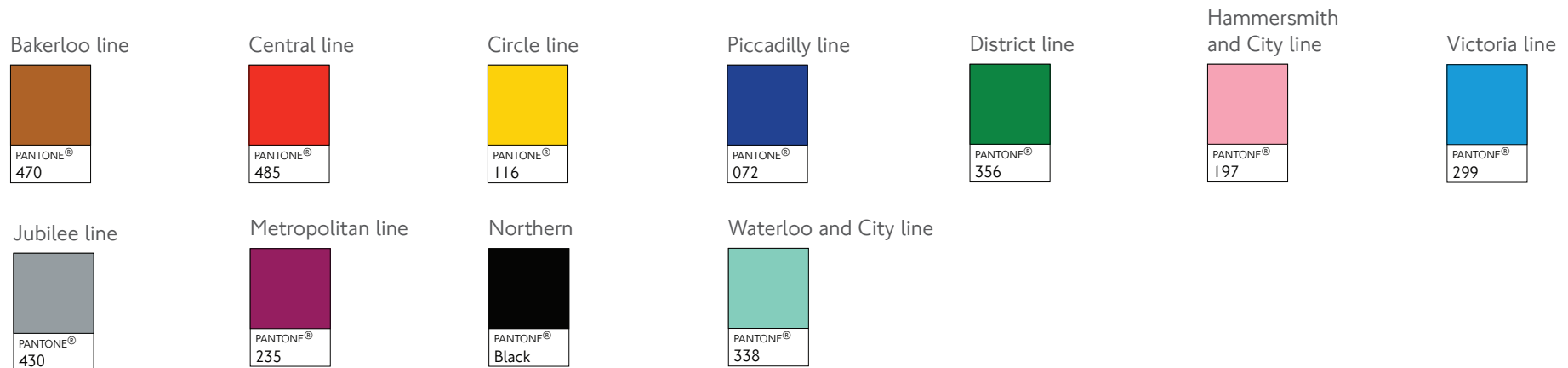
# ELIZABETH LINE

## Design Idiom

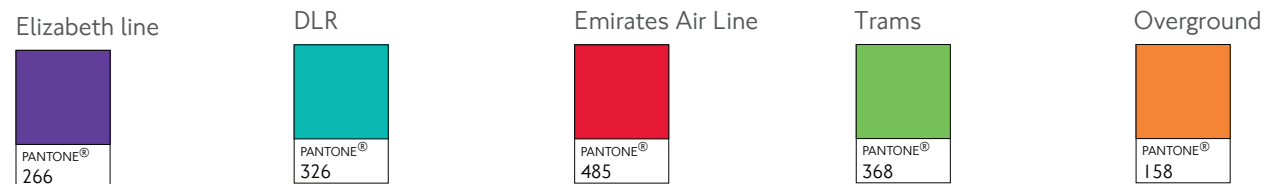
### THE ELIZABETH LINE BRAND

#### Colour palette - Underground and Rail individual line colours

The line colours for London Underground are as follows:



The line colours for the other Rail modes when displayed on either the Tube or ATOC map are as follows:

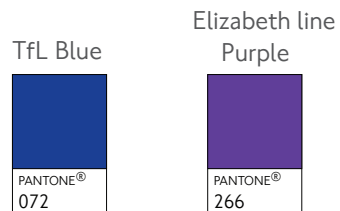


## THE ELIZABETH LINE BRAND

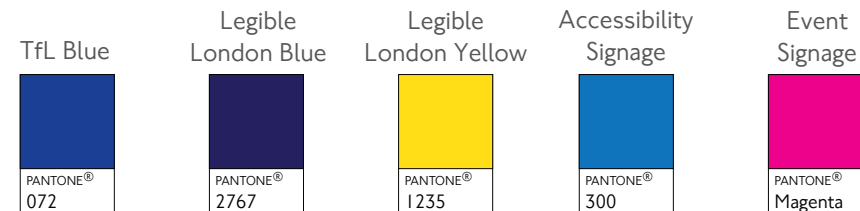
### Colour palette - secondary palette for services and facilities

As well as the core brand colours, the Elizabeth line requires a defined secondary colour palette to easily identify services and facilities for customers and staff.

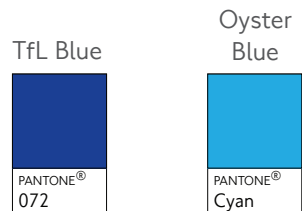
#### Customer Information



#### Signage & Wayfinding



#### Ticket Machines



## ELIZABETH LINE

Design Idiom

### THE ELIZABETH LINE BRAND

The Elizabeth line typeface

The typeface used by the Elizabeth line is Johnston 100. It is exclusive to Transport for London modes and services and underpins our brands.

#### Headings

These are set in Johnston 100 Medium.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Johnston 100 Medium

#### Body text

This should be set in Johnston 100 Light or Johnston 100 Regular.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Johnston 100 Regular

#### 12pt or below

Johnston 100 Light.

#### Above 12pt

Johnston 100 Regular.

#### Calls to action

Johnston 100 Light or Regular, depending on the point size.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Johnston 100 Light