



Fleet Operator Recognition Scheme design standards

Issue 1

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These guidelines set out how other organisations can use the FORS logo and FORS logo variants. It includes templates for some FORS promotional products that can be used by Partners.

The guidelines set out the basic principles for using the FORS logo and brand. Before using these guidelines you should check that you are familiar with which FORS logo variant you should be using and where it can be applied (see section 1.4). If you are developing a new product to promote FORS, you must follow these principles. If in doubt contact us using the details at the back of this publication.

1 Basic elements

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This section gives guidance on the basic elements that make up the FORS identity. The information covered includes the use of the logo and its variants.

The FORS logo or appropriate FORS logo variant can be used online as long as the guidelines are followed.

1.1 FORS logo – colour

This page shows the FORS primary logo. The full colour logo is the preferred version, however, where necessary a black and white version is available.

A keylined version of the logo (shown) is also available for use on dark or similar coloured backgrounds.

Exclusion zone

A minimum area around the FORS logo must be kept clear of other text or graphic elements. This is to ensure it is reproduced clearly and legibly. A minimum distance of X, where X is equal to quarter the width of the logo, should be left clear all around the logo.

Unacceptable usage

The FORS logo must not be distorted, re-drawn, re-coloured, or modified in any way. It must not be placed on a background that impairs legibility.



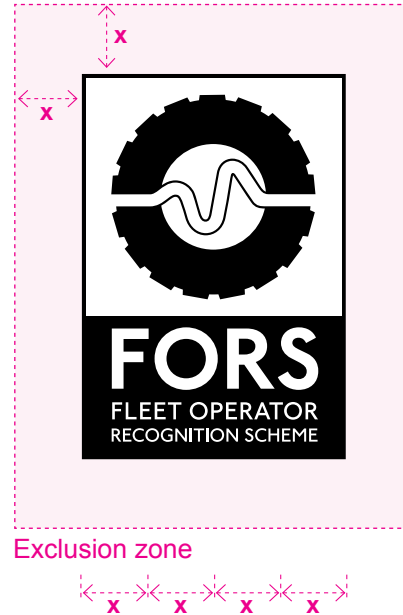
1.2 FORS logo – black and white

On some occasions a black and white version of the logo may be required.

Exclusion zone

A minimum area around the FORS logo must be kept clear of other text or graphic elements. This is to ensure it is reproduced clearly and legibly. A minimum distance of X, where X is equal to quarter the width of the logo, should be left clear all around the logo.

There is a White Out version for use on darker coloured backgrounds. Make sure you use the most appropriate version for the background colour.



1.3 FORS logo variants



There are seven FORS logo variants.

When using these logos, organisations should follow their own brand guidelines using the FORS logo variants as secondary branding only.

The Certification Body logo must have its Certification Body registration number aligned to the left underneath at all times.

The text used to display the Certification Body registration number is Arial Regular. It is to be displayed at no smaller than 9pt.

Levels of accreditation (for use by fleet operators)



Status (for use by other organisations)



No. 000123

1.4 Who can use which logo?

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Association with FORS	FORS logo/logo variants that can be used	Section of these guidelines which are relevant
Gold	Gold logo variant only	3.1 Letterhead 3.2 Vehicle (may alternatively use the FORS primary logo)
Silver	Silver logo variant only	3.1 Letterhead 3.2 Vehicle (may alternatively use the FORS primary logo)
Bronze	Bronze logo variant only	3.1 Letterhead 3.2 Vehicle (may alternatively use the FORS primary logo)
Associate	Associate logo variant on promotional material Appropriate accreditation logo variant (Gold, Silver, Bronze) should be used for fleet related material)	3.1 Letterhead 3.2 Vehicle (may alternatively use the FORS primary logo)

1.4.1 Who can use which logo? (continued)



Association with FORS	FORS logo/logo variants that can be used	Section of these guidelines which are relevant
Certification Body	<p>Certification Body logo variant on promotional material, and on materials relating to the service for which Certification Body status has been granted</p> <p>When relevant, the Associate logo variant may be used on promotional material</p> <p>Appropriate accreditation logo variant (Gold, Silver, Bronze) should be used for fleet related material</p>	<p>3.1 Letterhead</p> <p>3.2 Vehicle (may alternatively use the FORS primary logo)</p>
Approved	<p>Approved logo variant on training materials or other material relating directly to the subject for which Approval has been granted</p> <p>FORS primary logo on PowerPoint presentations</p> <p>Appropriate accreditation logo variant (Gold, Silver, Bronze) should be used for fleet related material</p>	<p>2.9 PowerPoint presentations (using FORS primary logo)</p> <p>3.1 Letterhead</p> <p>3.2 Vehicle (may alternatively use the FORS primary logo)</p>

1.4.2 Who can use which logo? (continued)



Association with FORS	FORS logo/logo variants that can be used	Section of these guidelines which are relevant
Partner	Partner logo variant as secondary branding only Appropriate accreditation logo variant (Gold, Silver, Bronze) should be used for fleet related material FORS primary logo for material using FORS as the lead brand (sections 2.1 – 2.8 of this document)	2.1 DL sized materials 2.2 A5 sized materials 2.3 A4 sized materials 2.4 A3 sized materials 2.5 Display stand materials 2.6 Business card 2.7 Postcard 2.8 Display stand 2.9 PowerPoint presentation 3.1 Letterhead 3.2 Vehicle (may alternatively use the FORS primary logo)

1.5 Unacceptable usage

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Examples of unacceptable usage

The FORS logo must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.

Patterned backgrounds which interfere with the logo must not be used.

The mark must remain as a whole and cannot be broken up into separate components.



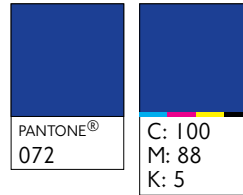
1.6 Colours



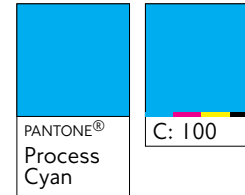
This page identifies the FORS colours.

These colours refer to colour reproduction using the Pantone® Matching System on coated or uncoated paper.

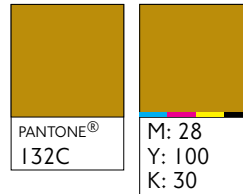
FORS blue



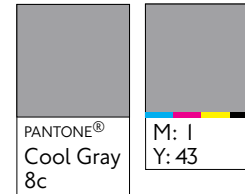
FORS cyan



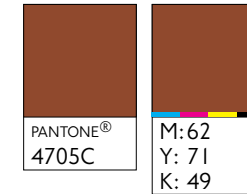
Gold



Silver



Bronze



Gold special use



Silver special use



Bronze special use



1.7 Typography



The typeface of FORS is Arial, which should be set in mixed upper and lower case.

Arial is the only typeface to be used for corporate publications, posters, forms and all other external facing material.

Headings

These are set in Arial Bold mixed upper and lower case.

Body text

Body text should be set in Arial regular mixed upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

Arial Bold

2 Application of the FORS brand

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The layouts that follow illustrate how the FORS brand should be used across a range of printed material.

Guidelines 2.1 - 2.8 should be used by Partners only. Only the FORS logo should be used on these materials (accompanied by your organisation's own logo as indicated). FORS logo variants should not be used on material within this section.

Other organisations should refer to their own brand guidelines, using the relevant FORS logo or logo variant as secondary branding only.

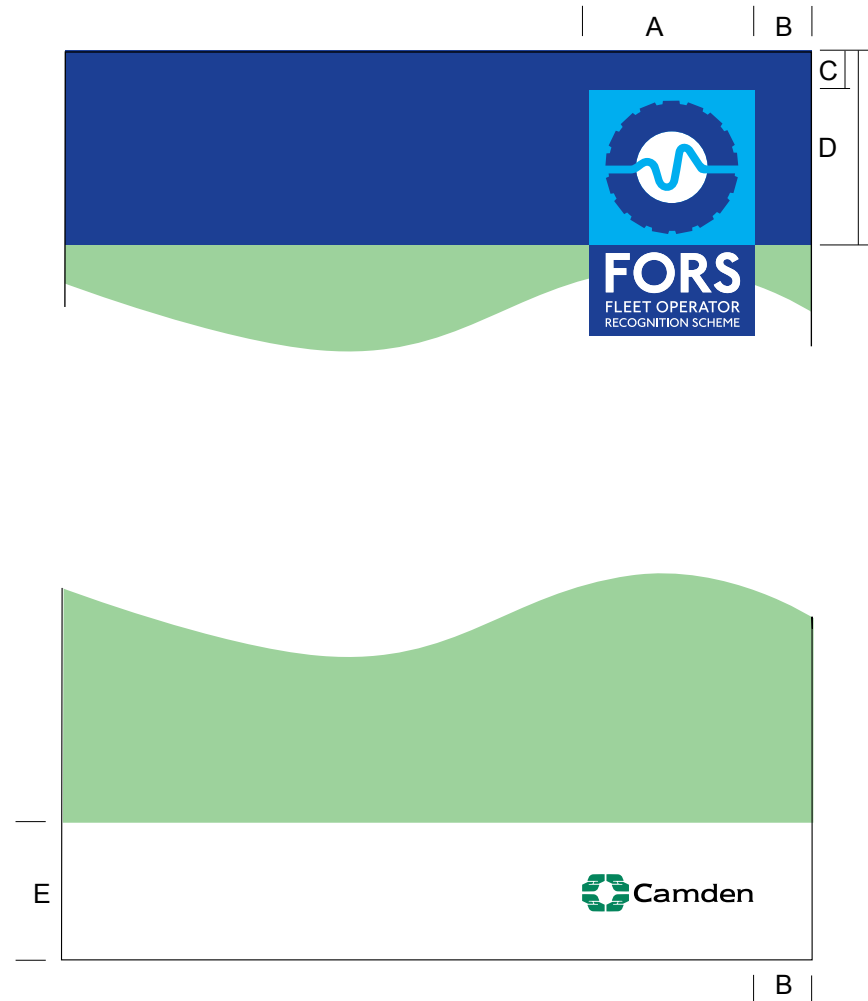
2.1 DL sized materials

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A	FORS logo width	22.5mm
B	Right side margin	7.5mm
C	Height of clear space between top of front cover and top of FORS logo	5.25mm
D	Height of FORS strip	25.75mm
E	Height of clear endorsement strip at foot of cover	22.5mm

The partner organisation's logo should be placed alongside the right side margin, positioned vertically central of the endorsement strip.

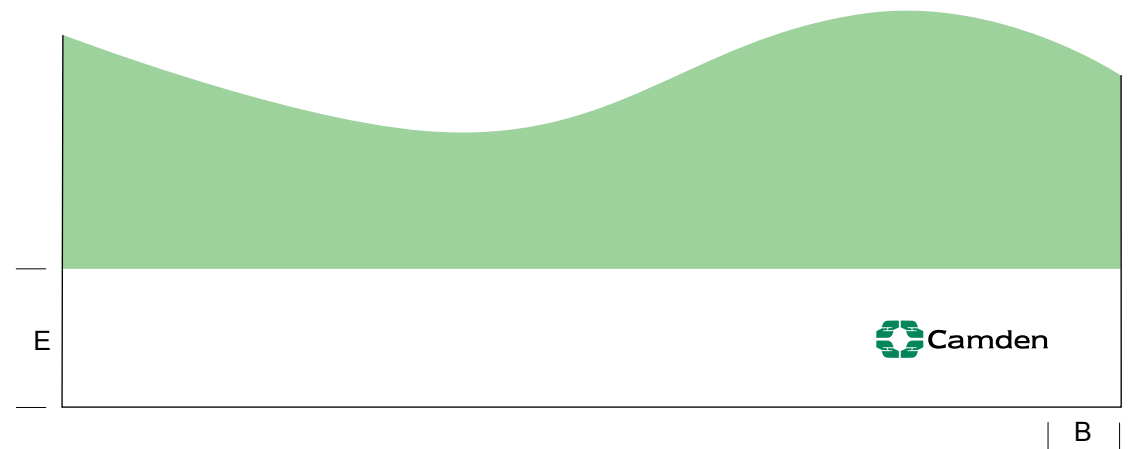


2.2 A5 sized materials



A	FORS logo width	22.5mm
B	Right side margin	10mm
C	Height of clear space between top of front cover and top of FORS logo	4.85mm
D	Height of FORS strip	25.75mm
E	Height of clear endorsement strip at foot of cover	22.5mm

The partner organisation's logo should be placed alongside the right side margin, positioned vertically central of the endorsement strip.

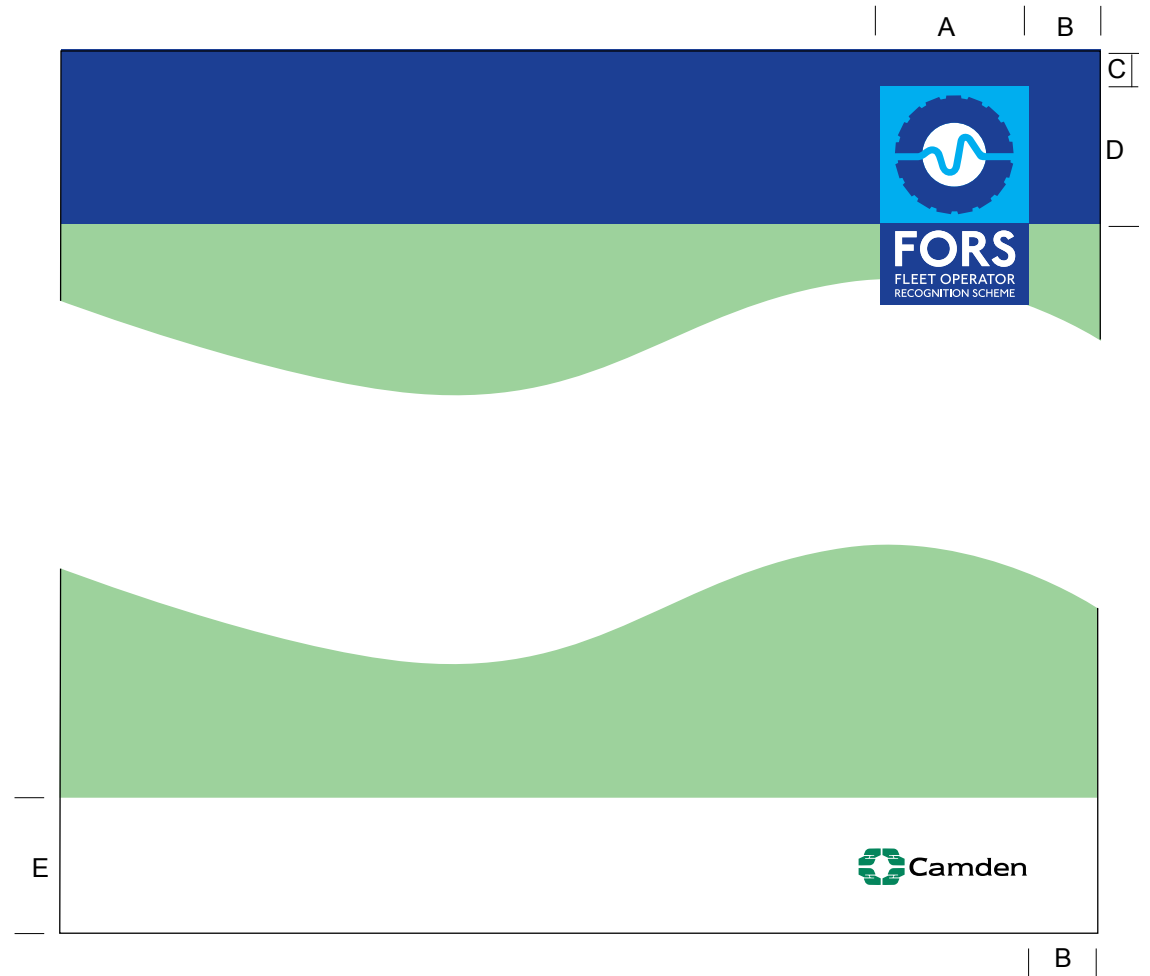


2.3 A4 sized materials



A	FORS logo width	30.5mm
B	Right side margin	15mm
C	Height of clear space between top of front cover and top of FORS logo	7mm
D	Height of FORS strip	35.25mm
E	Height of clear endorsement strip at foot of cover	31.5mm

The partner organisation's logo should be placed alongside the right side margin, positioned vertically central of the endorsement strip.

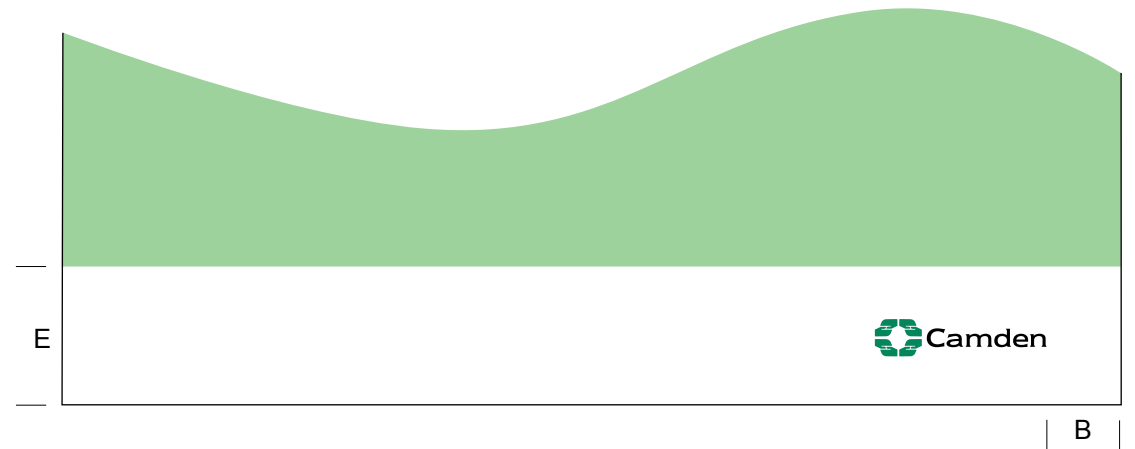


2.4 A3 sized materials



A	FORS logo width	46mm
B	Right side margin	20mm
C	Height of clear space between top of front cover and top of FORS logo	9mm
D	Height of FORS strip	52mm
E	Height of clear endorsement strip at foot of cover	39.5mm

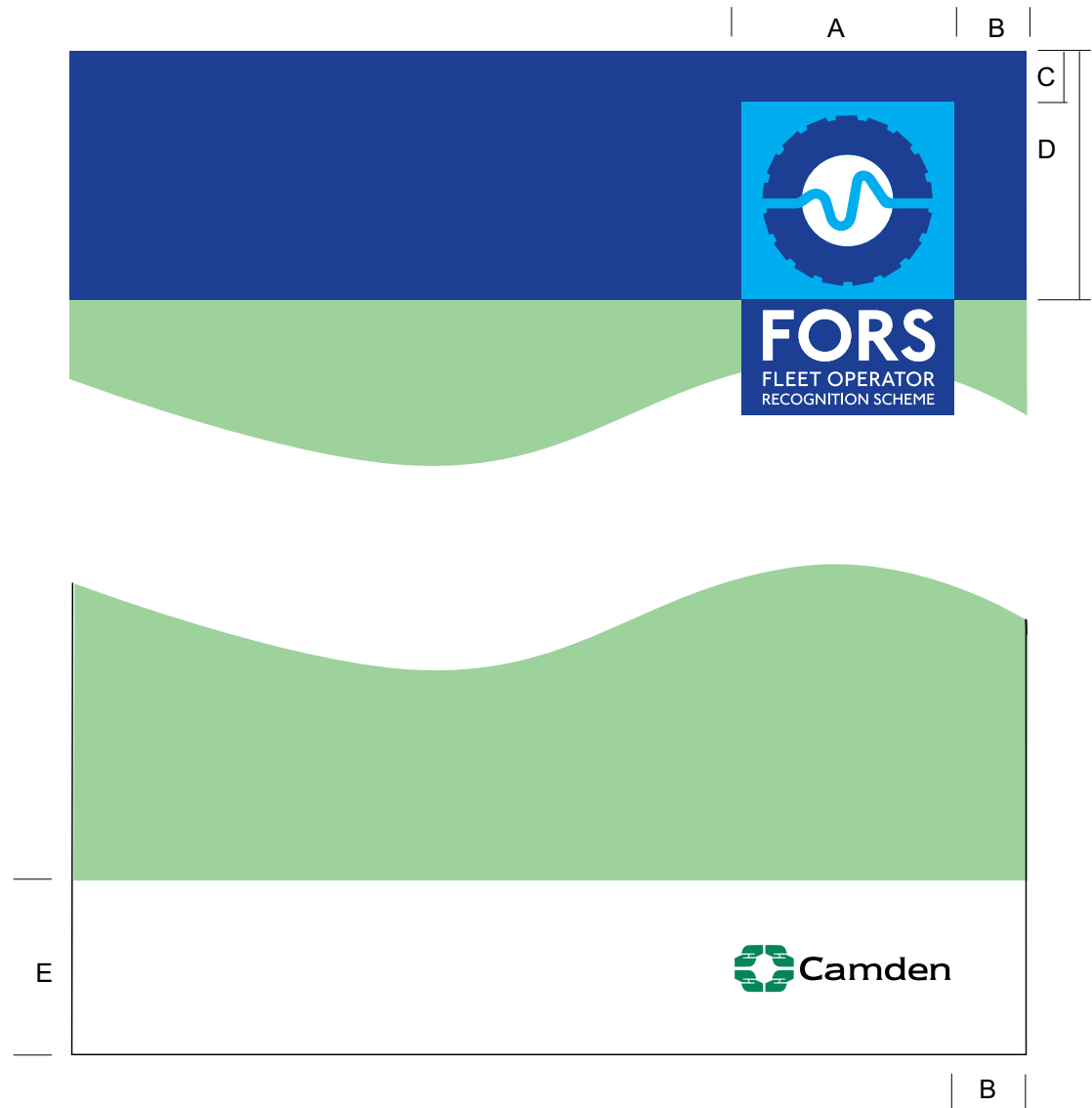
The partner organisation's logo should be placed alongside the right side margin, positioned vertically central of the endorsement strip.



2.5 Display stand materials

A	FORS logo width	150mm
B	Right side margin	50mm
C	Height of clear space between top of banner and top of FORS logo.	34.5mm
D	Height of FORS strip	50mm
E	Height of clear endorsement strip at foot of banner	132mm

The partner organisation's logo should be placed alongside the right side margin, positioned vertically central of the endorsement strip.



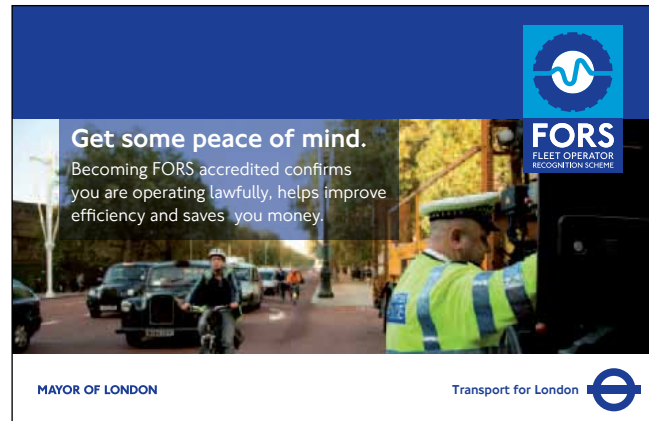
2.6 Business card example

Here is an example of a business card, produced in partnership between FORS and Transport for London.

The FORS branding and partner's logo should be applied as shown earlier in this chapter.

In the central, horizontal panel Arial Regular and Arial Bold is used for text at a minimum size of 7pt. To give the text some definition, a transparency box of 50 per cent FORS blue may be placed behind if the text appears on an image. The text would then be reversed out of white.

FORS blue and FORS cyan are the colours that should be used in the layout. Imagery should be clear and bright.



2.7 Postcard example

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Here is an example of a postcard, produced in partnership between FORS and Transport for London.

The FORS branding and partner's logo should be applied as shown earlier in this chapter.

In the central, horizontal panel Arial Regular and Arial Bold is used for text at a minimum size of 12pt. To give the text some definition, a transparency box of 50 per cent FORS blue may be placed behind if the text appears on an image. The text would then be reversed out of white.

FORS blue and FORS cyan are the colours that should be used in the layout. Imagery should be clear and bright.



2.8 Display stand example



Here is an example of a display stand, produced in partnership between FORS and Transport for London.

The FORS branding and partner's logo should be applied as shown earlier in this chapter.

In the central, horizontal panel Arial Regular and Arial Bold is used for text at a minimum size of 50pt.

FORS blue and FORS cyan are the colours that should be used in the layout. Imagery should be clear and bright.



2.9 PowerPoint presentation example

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Here is an example of a FORS PowerPoint presentation, produced in partnership with Camden council.

The FORS PowerPoint template is available by contacting FORS using details at the back of this guide.

Title slide



Text slide



3 Application of the FORS logo variants

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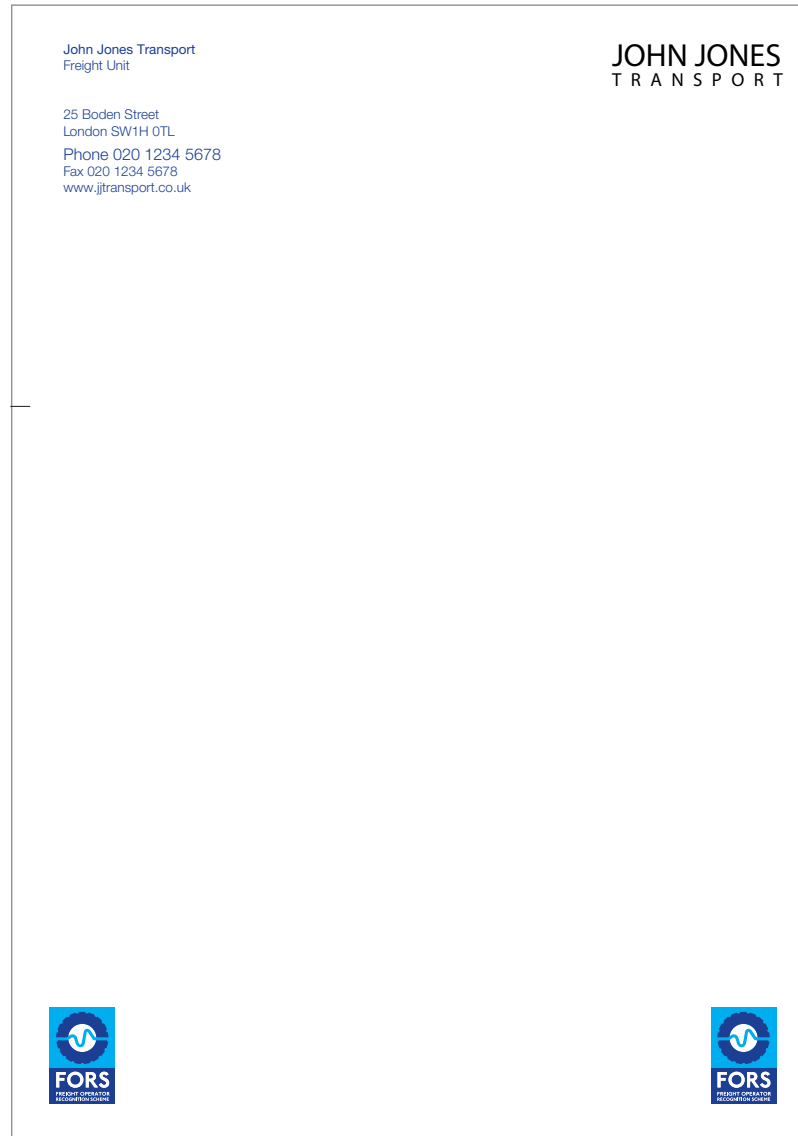
The examples that follow illustrate how the FORS logo variants should be applied by a member to their existing stationery and vehicles.

3.1 Letterhead example



The example opposite illustrates how to apply the appropriate FORS logo variant on a member's letterhead.

The preferred application of the FORS logo variant is in the bottom left hand corner. However, if that space is not available then the bottom right hand corner is to be used.

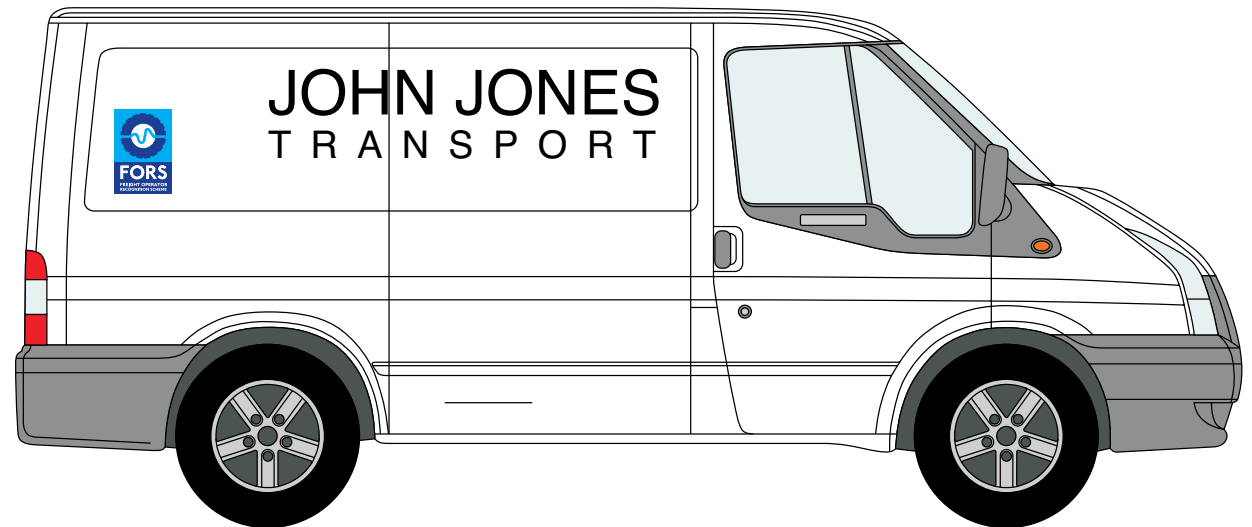
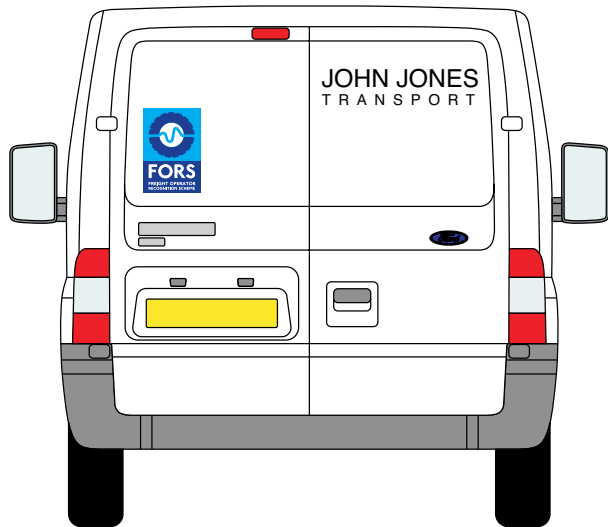


16mm

3.2 Vehicle example

The preferred position of the appropriate FORS logo variant on the exterior of a vehicle is the rear. If however, there is no space on the vehicle then it may be placed on the vehicle side. In such instances, two vinyls will be needed, one for each side of the vehicle.

The logo is supplied as a 210mm wide vinyl which includes a 5mm wide border.



For further information

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These standards outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact FORS@tfl.gov.uk.