



## **Use of TfL Private Hire branding by licensed private hire operators**

Transport for London (TfL) receives numerous requests from licensed private hire operators wishing to use TfL branding and the Private Hire roundel on printed materials and websites. To assist operators a set of design standards and guidelines about using such branding has been created.

These standards and guidelines are intended to ensure:

- the correct roundel and wording are used
- the roundel and wording are correctly positioned
- the correct typeface/font is used

The TfL branding and roundels are widely recognised and trusted symbols for Londoners and visitors to London and it is essential that these are used correctly and consistently. Incorrect or unauthorised use of the TfL branding and roundels risks reputational damage to TfL and the organisation incorrectly using the branding or roundels.

TfL appreciates that operators may wish to use the TfL branding or private hire roundel on its company literature, advertising, website or other materials. However operators should note that the TfL branding, including the roundel, are registered trademarks of TfL and all printed and electronic material should, therefore be produced in accordance with the design standards and guidelines. If operators want to use the TfL branding or private hire roundel they must only use the artwork supplied by TfL and this must not be altered in any way.

Licensed operators must ensure that these guidelines are given to their printer and before any materials are produced or distributed TfL must see a printer's proof. Only once the printer's proof has been approved by TfL can these items be printed and distributed.

Operators must not:

- use any previous versions of the Public Carriage Office (PCO) logo
- alter TfL branding or Private Hire roundel in any way
- change the wording
- print or distribute material that uses the TfL branding without first obtaining approval from TfL
- use the TfL branding if they cease trading or their licence ceases to be valid for any reason.

Action may be taken against any operator using the incorrect TfL branding or printing or distributing material that has not been seen and approved by TfL.

**All operators are reminded that they are not permitted to use the terms 'cab(s)', 'taxi(s)' or any words closely resembling these terms in advertisements and that they must comply with section 31 of the Private Hire Vehicles (London) Act 1998**

Further information and the application form to request permission to use the TfL branding is available at [tfl.gov.uk/pco](http://tfl.gov.uk/pco) in the Operators section.

TfL is happy to assist operators with any queries they may have and printer's proofs and queries regarding the use of TfL branding should be submitted to:

Email: [lic.research@pco.org.uk](mailto:lic.research@pco.org.uk)

Fax: 020 7126 1898

Post: Private Hire Operator Marketing Information

Public Carriage Office

15 Penton Street

Islington

London

N1 9PU



**John Mason**  
**Director Taxi and Private Hire**

**26 October 2009**

For previous PCO Notices visit [tfl.gov.uk/pco](http://tfl.gov.uk/pco)