

Corporate identity

# Stationery standards



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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of London Trams. It is essential that London Trams maintains a high standard for co-ordinated design in every aspect of its operations.

With over **4** million passengers every day, Transport for London runs one of the busiest and most complex transportation systems in the world.

This book sets the standards for stationery items used within London Trams. Templates for each item can be obtained from TfL Corporate Design.



Charles Monheim  
Director, Customer Relations

## Basic elements

### Introduction

This section gives guidance on the basic elements that make up the London Trams Stationery standards. The information covered includes the use of the corporate typeface, roundels and logotypes.

More detailed information can be found in the London Trams Basic elements and the London Trams Desktop publishing standards.

## Corporate typeface

London Trams’s primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

New Johnston		
<p> <b>ABCDEFGHIJ                      KLMNOPQR                      STUVWXYZ                      abcdefghijklm                      nopqrstuvwxyz                      1234567890%                      (,.-:;!?){"'",".}                      [+ -= / @ £ \$ ^ &amp; *]                      Å Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï                      Ó Ô Õ Ö Ø Ù Ú Û Ü                      à á â ã ä å æ ç è é ê ë ì í î ï                      ò ó ô õ ø ù ú ü</b> </p>	<p>It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.</p>	<p> <b>New Johnston Light</b>  <i>New Johnston Light Italic</i>                      New Johnston Book  <i>New Johnston Book Italic</i>                      New Johnston Book Bold  <i>New Johnston Book Bold Italic</i>                      New Johnston Medium  <i>New Johnston Medium Italic</i>                      New Johnston Bold  <i>New Johnston Bold Italic</i> </p>

**A b**

**New Johnston**

## Roundel

This page shows the London Trams roundel.

For detailed guidance on the correct use of the roundel and for master references, refer to the London Trams Basic elements standards.

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within an area equivalent to 0.25 its width ( $x$ ) all around it. This exclusion zone is indicated here by the dotted box around the grey roundel.



London Trams

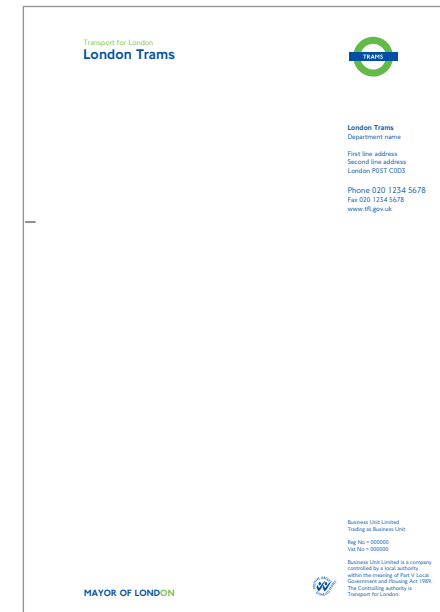
## Logotypes

This page shows the logotype used by London Trams.

# London Trams

### Transport for London logotype.

To reinforce its identity on stationery produced by its business units, the TfL logotype is associated with the London Trams logotype as shown below.



Details of the size and position of the logotypes on each of the main stationery formats are shown in the specifications that follow.

## Colours

### London Trams colours

This page identifies the London Trams colours.

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

For colour conversion to CMYK, RGB, websafe and NCS values please refer to the TfL and London Trams Colour standards.

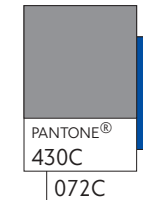
London Trams



Corporate blue



London Travel Information



Textphone



## Stationery specifications

### Introduction

The following pages show how London Trams stationery should incorporate roundels, logotypes and Mayoral endorsement. They specify the layouts for standard stationery including letters, memos and fax headers. All the measurements are fixed and must be adhered to at all times on both pre-printed and locally printed material.

# Letterhead




## Specification for print

Size 210 x 297

The example opposite shows the layout for London Trams pre-printed letterheads.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

<p>15</p>	<p>30</p>	<p>52</p>	<p><b>Roundel</b> Width: 21mm Colour: Pantone 072 Pantone 368</p>
<p><b>Transport for London</b> New Johnston Book 11pt Aligned left Colour: Pantone 368</p> <p><b>London Trams</b> New Johnston Medium 20pt Aligned left Colour: Pantone 072</p>	<p><b>Transport for London</b> <b>London Trams</b></p> <p>Your ref: B/001 Our ref: A/003</p> <p>Client name Company name First line of address Second line of address Town or City name County and POST COD3</p> <p>26 January 2002</p> <p>Dear name</p> <p><b>Corporate identity guidelines</b></p> <p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>	 <p><b>London Trams</b> Department name</p> <p>172 Buckingham Palace Road London SW1W 9TN</p> <p>Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p>	<p>58</p> <p><b>Business unit</b> New Johnston Medium 10/12pt Aligned left Colour: Pantone 072</p> <p><b>Department &amp; address</b> New Johnston Book 10/12pt Paragraph space: 10/18pt Aligned left Colour: Pantone 072</p> <p>* Phone no: 12/18pt</p>
<p><b>Mayor of London</b> New Johnston Bold 14pt Aligned left Colour: Pantone 072 Pantone 368</p>	<p><b>MAYOR OF LONDON</b></p>	<p>A division of London Bus Services Limited whose registered office is as above</p> <p>Registered in England and Wales Company number 391 4787 VAT number 756 2770 08</p> <p>London Buses Services Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p> 	<p><b>PAD symbol</b> Colour: Pantone 072</p> <p><b>Legal</b> New Johnston Book 8/9pt Aligned left Colour: Pantone 072</p>


## Letterhead continued

### Template example

Size 210 x 297

All letters must be set using the London Trams letterhead template and printed onto pre-printed letterheads.

Please note all measurements are in mm.

30	30
41	<p>Transport for London <b>London Trams</b></p> 
17	<p>Your ref: B/001 Our ref: A/003</p>
41	<p>Client name Company name First line of address Second line of address Town or City name County and POST COD3</p> <p>London Trams Department name 172 Buckingham Palace Road London SW1W 9TN Phone 020 1234 5678 Fax 020 1234 5678 www.tfl.gov.uk</p>
15	<p>26 January 2002</p> <p>Dear name</p> <p><b>Corporate identity guidelines</b></p> <p>The first direct contact most outsiders have with Transport for London other than by telephone, is when they receive a letter. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Surname Job Title Email: name@tfl.gov.uk Direct line: 020 1234 5678</p> <p>Copy to: One Other</p> <p>A division of London Bus Services Limited whose registered office is as above Registered in England and Wales Company number 391 4787 VAT number 756 2770 08 London Buses Services Limited is a company controlled by a local authority within the meaning of Part V Local Government and Housing Act 1989. The controlling authority is Transport for London.</p> <p>MAYOR OF LONDON</p> 

**Headings**  
New Johnston Medium 12/14pt  
Paragraph space: 1 line  
Aligned left  
Colour: Black

**Body copy**  
New Johnston Book 12/14pt  
Paragraph space: 1 line  
Aligned left  
Colour: black

**Name Surname/email/direct line**  
New Johnston Book 12/14pt  
Aligned left

**Job title**  
New Johnston Book Bold 12/14pt  
Aligned left

## Continuation sheet

### Template example

Size 210 x 297

The continuation sheet is also available as a template. Continuation sheets are not pre-printed and the paper stock must match that of the letterhead sheet.

Please note all measurements are in mm.

#### Body copy

New Johnston Book 12/14pt  
 Paragraph space: 1 line  
 Aligned left  
 Colour: Black

#### Name Surname/ email/direct line

New Johnston Book 12/14pt  
 Aligned left

#### Job title

New Johnston Book Bold 12/14pt  
 Aligned left

30	
20	
21	Page 2 of 2
	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours faithfully</p>  <p>Name Surname  <b>Job Title</b>                  Email: name@tfl.gov.uk                  Direct line: 020 1234 5678</p> <p>Copy to: One Other</p>

## Compliment slip

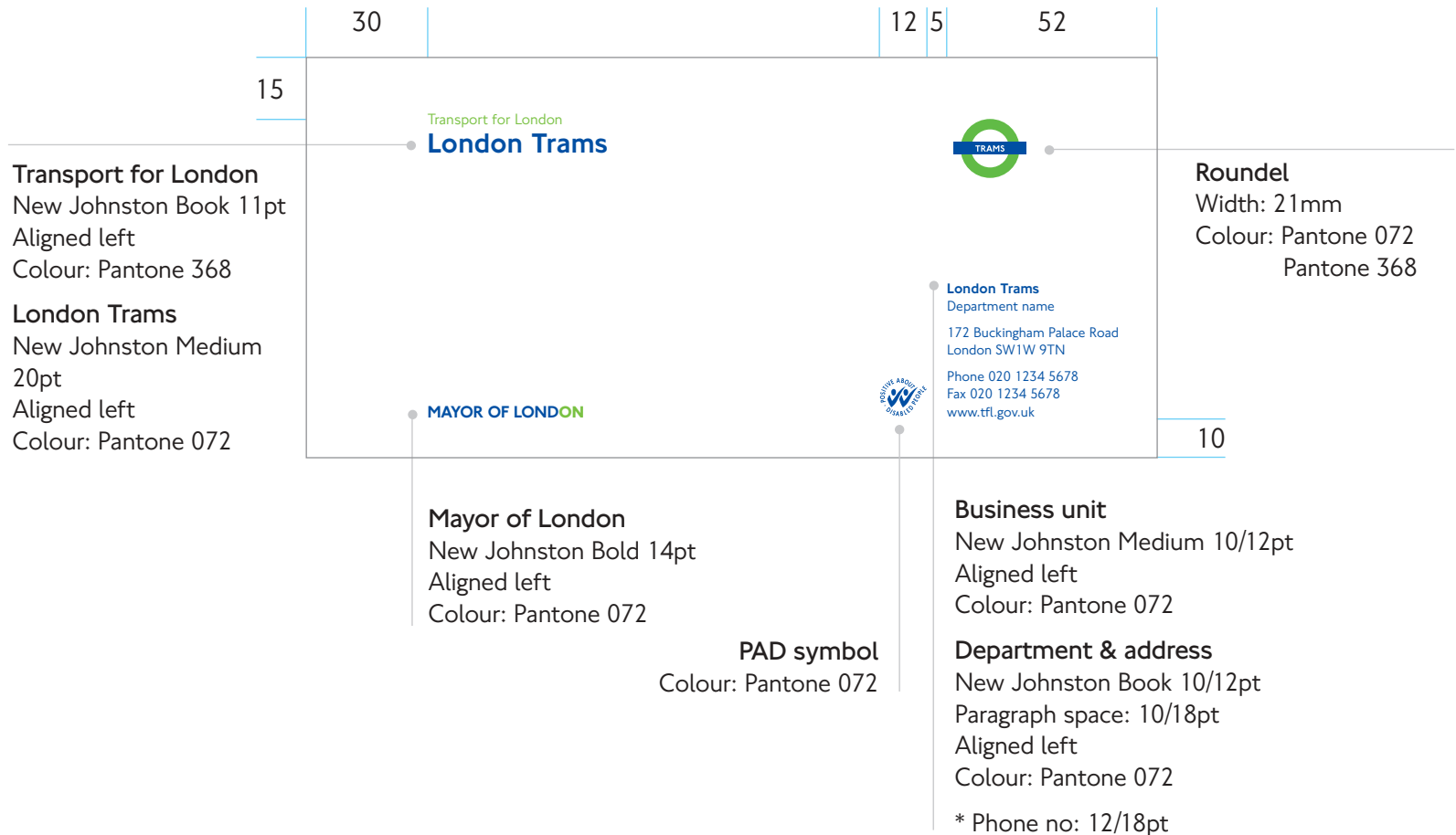
### Specification for print

Size 210 x 99

The example opposite shows the layout for London Trams pre-printed compliment slips.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.



## Business cards

### Specification for print

**Size** 86 x 55

The example opposite shows the layout for all London Trams business cards. Information is printed on both sides.

Artwork for print can be obtained from TfL Corporate Design.

Please note all measurements are in mm.

The diagram illustrates the layout of a business card with dimensions 86mm x 55mm. The front side (top) features the Transport for London logo and name, contact information, and a roundel. The reverse side (bottom) features the company name, address, and contact details. Dimensions are indicated by lines: 7mm for the top margin, 8mm for the left margin, 21mm for the right margin, and 24mm for the bottom margin.

<p><b>Transport for London</b> New Johnston Book 9/13pt Aligned left Colour: Pantone 368</p> <p><b>London Trams</b> New Johnston Medium 12/13pt Aligned left Colour: Pantone 072</p>	<p>7</p> <p>8</p> <p>24</p> <p>21</p>	<p><b>Roundel</b> Width: 15 Colour: Pantone 072 Pantone 368</p> <p><b>Name</b> New Johnston Medium 13/14pt Aligned left Colour: Pantone 072</p> <p><b>Qualification letters (optional)</b> New Johnston Light 13/14pt Colour: Pantone 072</p> <p><b>Title and Phone number</b> New Johnston Book 12/14pt Aligned left Colour: Pantone 072</p>
<p><b>Reverse side</b> <b>Business unit</b> New Johnston Medium 10/12pt Aligned left Colour: Pantone 072</p> <p><b>Department &amp; Body text</b> New Johnston Book 10/12pt Paragraph space: 10/18pt Aligned left Colour: Pantone 072</p>	<p>7</p> <p>8</p>	

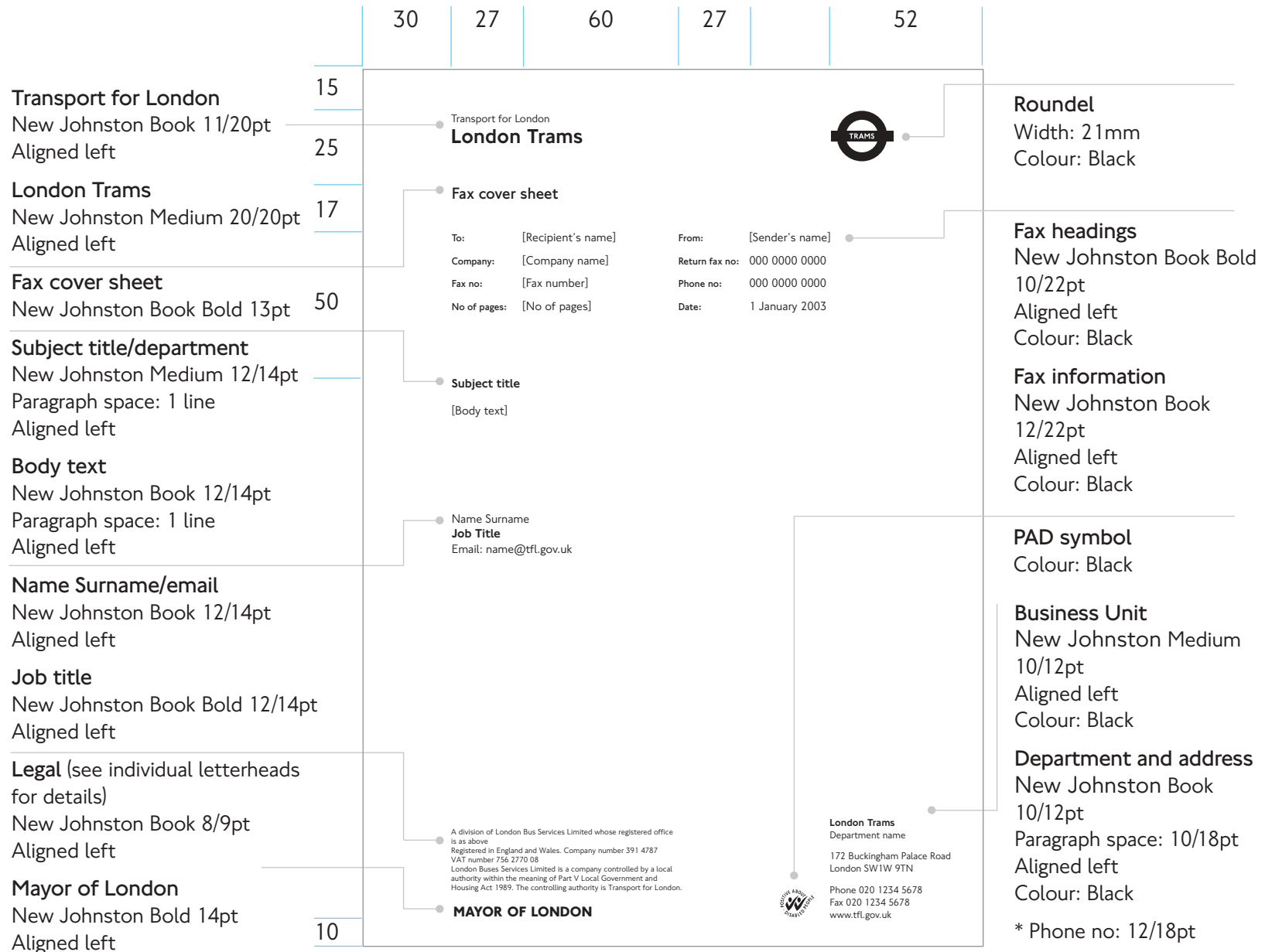
**Fax cover sheet**

**Template example**

Size 210 x 297

All faxes must be set using the London Trams fax cover sheet template and printed directly from the desktop.

Please note all measurements are in mm.





## Press information

### Specification for print

Size C4 220 x 305

This design is for all London Trams information packs.

The size allows for holding A4 documents. The pocket should have a capacity of 5mm.

Please note all measurements are in mm.

**Transport for London**  
New Johnston Book 11/20pt  
Aligned left

**London Trams**  
New Johnston Medium 20/20pt  
Aligned left

**Mayor of London**  
New Johnston Bold 14pt  
Aligned left  
Colour: Pantone 072  
Pantone 368

**Folder inside**  
Colour: 10%  
Pantone 368  
(optional)

**Business Unit**  
New Johnston Medium 21/21pt  
Aligned left  
Colour: Pantone 072

**Roundel**  
Width: 21mm  
Colour: Pantone 072  
Pantone 368

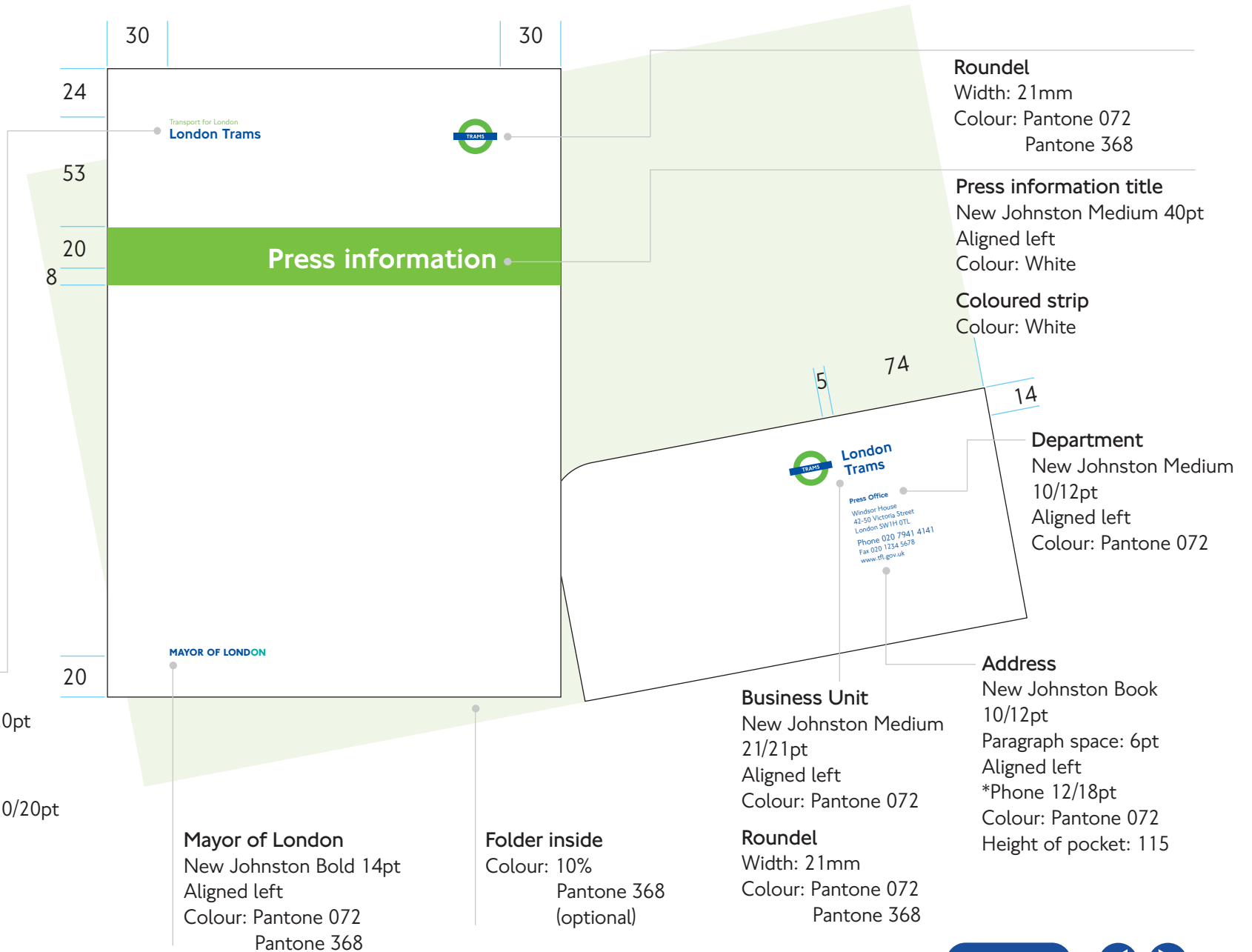
**Roundel**  
Width: 21mm  
Colour: Pantone 072  
Pantone 368

**Press information title**  
New Johnston Medium 40pt  
Aligned left  
Colour: White

**Coloured strip**  
Colour: White

**Department**  
New Johnston Medium 10/12pt  
Aligned left  
Colour: Pantone 072

**Address**  
New Johnston Book 10/12pt  
Paragraph space: 6pt  
Aligned left  
\*Phone 12/18pt  
Colour: Pantone 072  
Height of pocket: 115



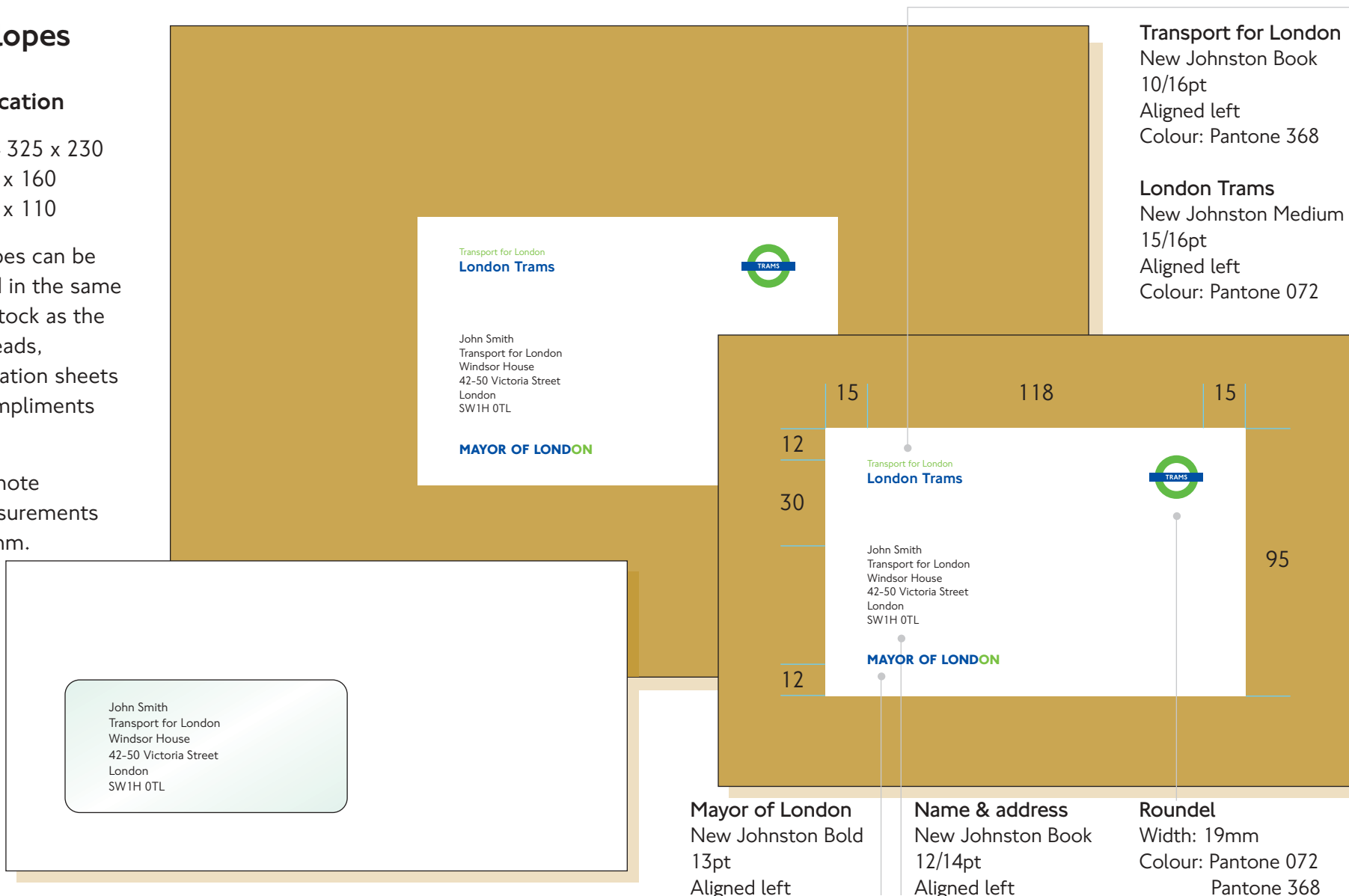
## Envelopes

### Specification

Size C4 325 x 230  
 C5 225 x 160  
 DL 220 x 110

Envelopes can be ordered in the same paper stock as the letterheads, continuation sheets and compliments slips.

Please note all measurements are in mm.



**Transport for London**  
 New Johnston Book  
 10/16pt  
 Aligned left  
 Colour: Pantone 368

**London Trams**  
 New Johnston Medium  
 15/16pt  
 Aligned left  
 Colour: Pantone 072

**Mayor of London**  
 New Johnston Bold  
 13pt  
 Aligned left

**Name & address**  
 New Johnston Book  
 12/14pt  
 Aligned left

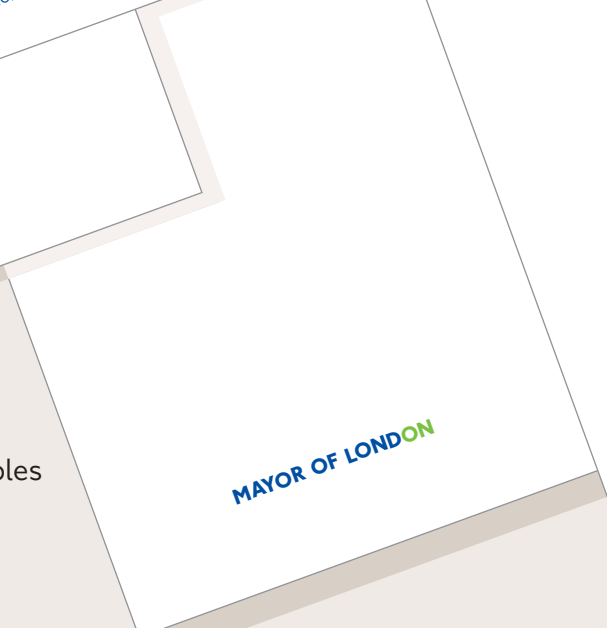
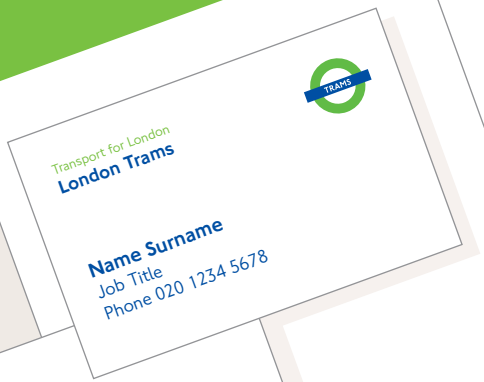
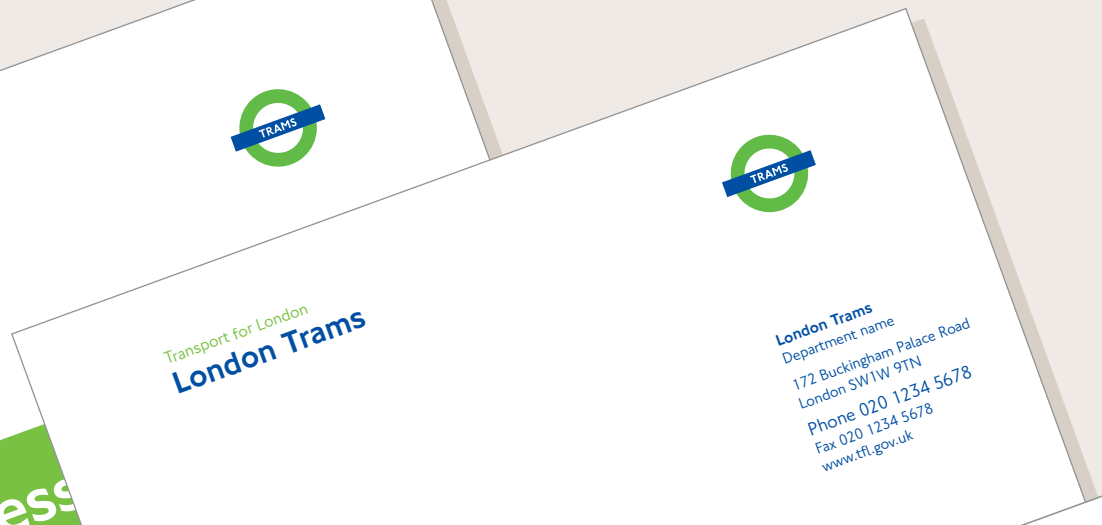
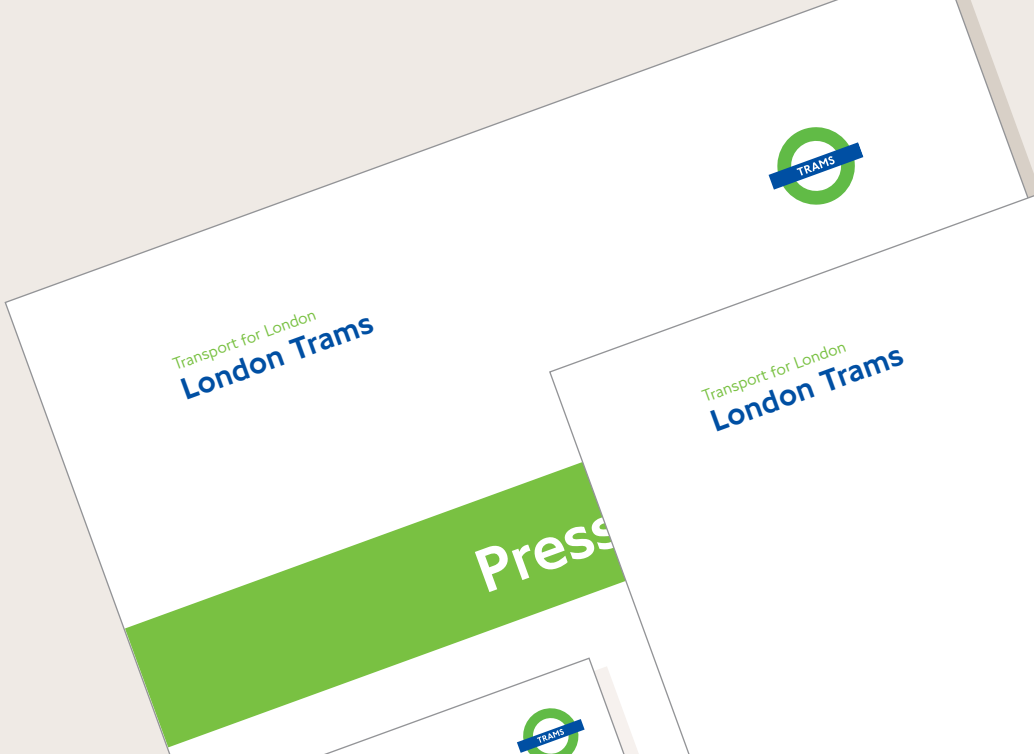
**Roundel**  
 Width: 19mm  
 Colour: Pantone 072  
 Pantone 368

## Stationery examples

### Introduction

London Trams has its own dedicated stationery with required legal information. The following page should be used to assist with ordering stationery and may be personalised with appropriate address details.

Note that address details will determine how the legal information at the foot of the required piece of stationery is worded. For example, if the postal address is the same as the registered office then the legal information should state that the registered office '...is as above'. If, however, the postal address differs from the registered office address then the full registered office address will need to be stated amongst the legal information



**London Trams**  
Stationery set examples

## **For further information:**

These standards intend to 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 TfL Corporate Design.

**Telephone: 020 7941 4481 (auto 688 4481)**

Suggestions for improving this document should be directed through the change control process. Contact TfL Corporate Design.

All TfL corporate design standards are available from the TfL internet site.

**[www.tfl.gov.uk/corporatedesign](http://www.tfl.gov.uk/corporatedesign)**

