London Buses

Enviro 400 electric bus exterior graphics standard

Issue 3

For new and refurbished buses. Current livery to be adapted as closely as possible to the positions shown within.

MAYOR OF LONDON

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

Contents

Foreword

This document details the exterior graphics that are to be applied to the Enviro 400 electric bus. 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). 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 (with the exception of emergency notices on non–New Routemaster buses) are to be applied to London Buses without prior agreement with London Buses and the TfL Graphics team.

1   Basic elements

This section outlines the basic elements that are used to produce graphic notices for London Buses. This includes the use of the corporate typeface and colours.

For further information, see the design standards at 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 Buses fleet to produce graphic notices.

The Pantone Matching System is to be used for print purposes.

Corporate Blue

Pantone 072

Corporate Red

Pantone 485

Black

Black 100%

Safety Yellow

Pantone 116

Safety Green

Pantone 356

Safety Blue

Pantone 300

Responder Grey

Pantone Cool Grey 9

Responder Orange

Pantone 137

Responder Blue

Pantone 2995

2 Bus exterior notices

The following pages illustrate the graphic notices that are to be applied to the 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.

2.1   Buses roundel

Artwork reference number
BEX_0I

Position on bus reference
A2

Size
490mm roundel bar width

Colours
•   White

Note
Red background is shown for illustrative
purposes only.

2.2   Wheelchair accessibility

Artwork reference number
BEX_02

Position on bus reference
B2

Size
134mm diameter

Colours
• Safety Blue (Pantone 300)

2.3   Walking stick accessibility

Artwork reference number
BEX_03

Position on bus reference
C2

Size
134mm diameter

Colours
- Safety Blue (Pantone 300)

2.4   Fleet number

Artwork reference number
BEX_04

Position on bus reference
D2

Size
70mm cap height (298pt)

Colours
- White

Note
This is an example only. Each bus has its own unique fleet number.

Red background is shown for illustrative purposes only.

2.5   Caution – Bus pulls in frequently

Artwork reference number
BEX_05

Position on bus reference
E2

Size
A5

Colours
· Safety Yellow (Pantone 116)
· Black 100%

Caution

This bus pulls in frequently

2.6   Cleaner Air for London

Artwork reference number
BEX_07

Position on bus reference
G2

Size
750mm width

Colours
• CMYK process

Note
Red background is shown for illustrative purposes only.

2.7 Operator name, address and bus weight

Artwork reference number
BEX_09

Position on bus reference
M2

Size
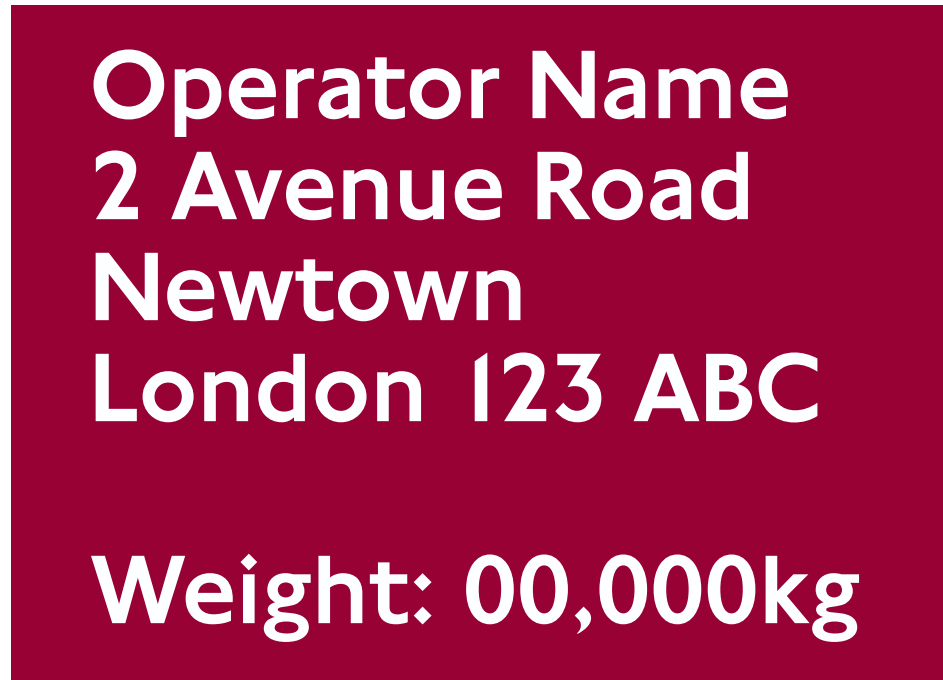20mm cap height on 10mm cap height
leading (85/85pt)

Colours
• White

Note
This is an example only.

Operator name, address and bus weight
text is generated by the manufacturer
or operator using the Johnston 100
Medium font in mixed upper and lower
case (never all upper case). The Johnston
100 font is to be applied for via the TfL
website: tfl.gov.uk/corporatedesign

Red background is shown for illustrative
purposes only.

**Operator Name
2 Avenue Road
Newtown
London 123 ABC**

Weight: 00,000kg

2.8 Operator logos

Artwork reference number
BEX_I0

Position on bus reference
N2

Sizes
Abellio
750mm width

Arriva
750mm width

Go Ahead-London
750mm width

HCT Group
750mm width

Metroline
750mm width

RATP
750mm width

Stagecoach
750mm width

Uno
625mm width

Operator logos used on this bus

2.8.1

Sullivan Buses
500mm width

Colours
• White

Note
These are examples only.

All bus operator logos must be displayed in white only.

Red background is shown for illustrative purposes only.

2.9   Bus roof identification number

Artwork reference number
BEX_11

Position on bus reference
O2

Size
350mm cap height (1490/1490pt)

Colours
- Black 100%

Note
This is an example only.

AAA
0000

2.10   USB charging on board this bus

Artwork reference number
BEX_51

Position on bus reference
S2

Size
250mm diameter

Colours
• Corporate Blue (Pantone 072)

Note
To be applied on buses that have USB
charging capability.

2.11   The speed of this bus is restricted

Artwork reference number
BEX_52

Position on bus reference
T2

Size
122 x 233mm

Colours
- Corporate Blue (Pantone 072)
- Corporate Red (Pantone 485)

The speed of this bus is restricted to the local limit

2.12 I am an electric bus

Artwork reference number
BEX_53

Position on bus reference
U2

Size
Large (option A)
1198 x 601mm

Medium (option B)
898 x 451mm

Small (option C)
617 x 310mm

Colours
· Electric Blue (Pantone 2985)
· White
(Red shown is for illustrative
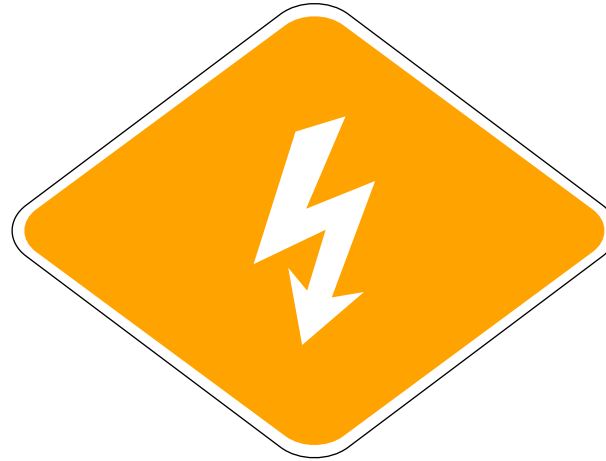purposes only)

2.13   First responder - electric

Artwork reference number
FIRSTRESP_003

Position on bus reference
X2

Sizes
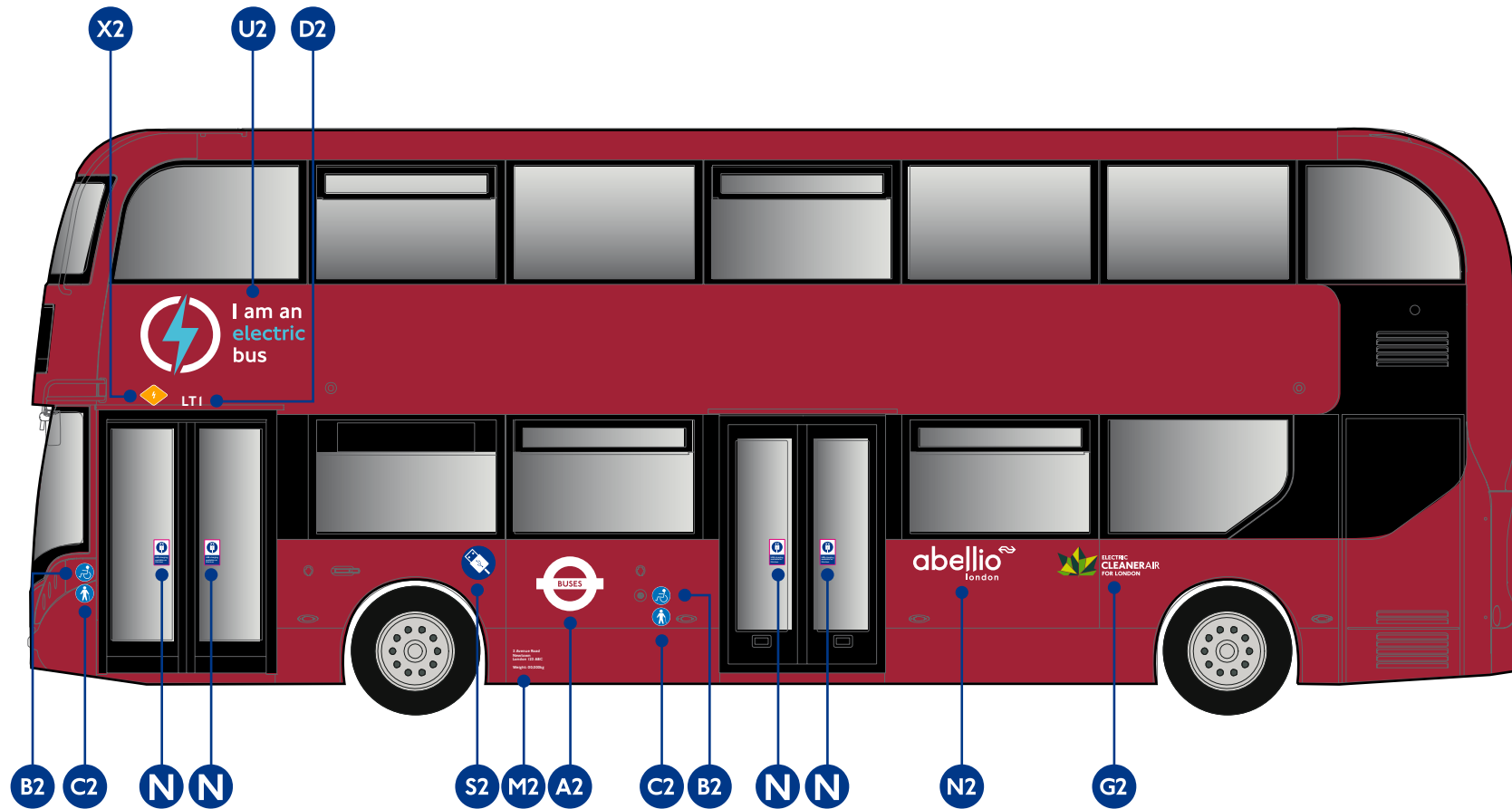Standard (option A)
200 x 150

Large (option B)
400 x 300mm

Colours
•   Responder Orange (Pantone 137)

3   Positioning of bus exterior notices

This section of the document gives
guidance on the positioning of all
graphics on the bus exterior.

3.1   Enviro 400 electric (doorside elevation)

A2 Roundel
(BEX_01)
Vertically – centred between edge of wheel arch and wheelchair access button.
Horizontally – centred on upper panel.

B2 Wheelchair accessibility (front)
(BEX_02)
Vertically – placed nearside as shown, aligned with Walking stick accessibility vinyl.
Horizontally – placed 10mm above Walking stick accessibility vinyl.

Wheelchair accessibility (centre)
(BEX_02)
Vertically – centred 10mm away from wheelchair access button.
Horizontally – centred 10mm above Walking stick accessibility vinyl.

3.1.1

C2 Walking stick accessibility (front)
(BEX_03)
Vertically – centred beneath wheelchair vinyl.
Horizontally – top of sign 10mm below wheelchair vinyl.

Walking stick accessibility (centre)
(BEX_03)
Centred beneath wheelchair vinyl.
Horizontally – top of sign 10mm below wheelchair vinyl.

D2 Fleet number
(BEX_04)
Vertically – left side of text 100mm from first responder notice.
Horizontally – base line of text aligns with bottom of first responder vinyl.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

G2 Cleaner Air for London
(BEX_07)
Vertically – text placed on wheel arch panel, leaf placed on panel next to wheel arch panel.
Horizontally – top of leaf 50mm below bottom of window blacking.

M2 Operator address and bus weight
(BEX_10)
Vertically – left side of text 50mm from panel edge.
Horizontally – base line of last line of text 100mm above bottom of bus.

N2 Operator logo
(BEX_11)
Vertically – right side of vinyl 300mm from Cleaner Air for London leaf.
Horizontally – top of leaf 50mm below bottom of window blacking.

S2 USB charging available
(BEX_51)
Vertically – right side of vinyl 75mm from panel edge.
Horizontally – top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (large)
(BEX_53A)
Vertically – left edge of vinyl 50mm from CCTV camera.
Horizontally – top of vinyl 40mm from bottom of window blacking above.

X2 First responder - electric (standard)
(FIRSTRESP_003A)
Vertically – left edge of vinyl aligns with left edge of I am an electric bus vinyl.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

N USB charging available
(This notice is applied to the inside of the door glass)
(BIN_14)
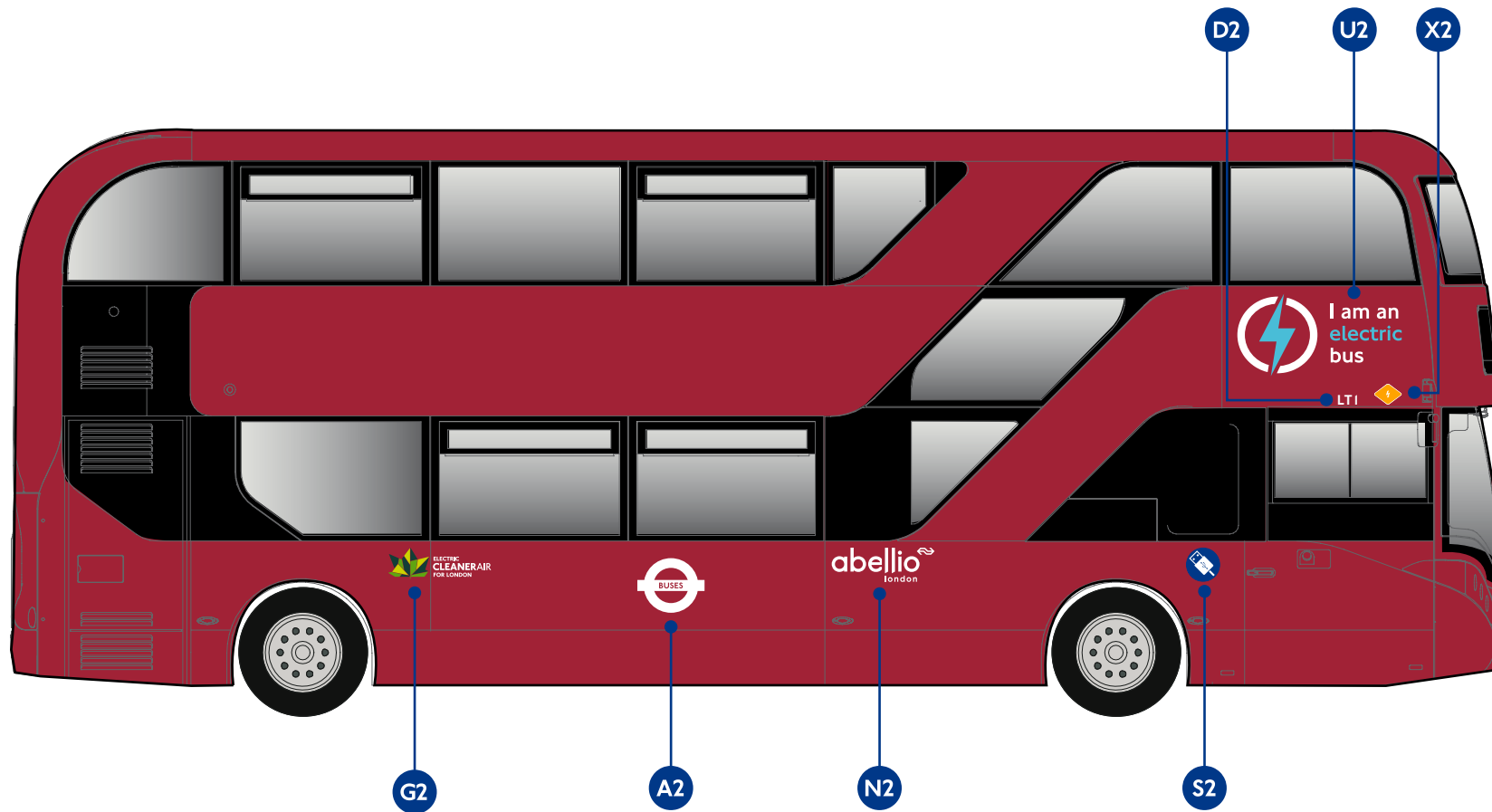Placed close to the inside edge of each bus door. Top of vinyl aligned with bottom of passenger windows.

3.1.2

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.

3.2   Enviro 400 electric (offside elevation)

A2 Roundel
(BEX_01)
Vertically – left edge of roundel aligned with left edge of customer window above.
Horizontally – centred on upper panel.

D2 Fleet number
(BEX_04)
Vertically – right side of text 100mm from first responder notice.
Horizontally – base line of text aligns with bottom of first responder vinyl.

Note
In addition to the doorside and offside fleet numbers, a fleet number may also be placed on the front and rear of the bus in appropriate locations.

3.2.1

G2 Cleaner Air for London
(BEX_07)
Vertically – leaf placed on wheel arch panel, text placed on panel next to wheel arch panel.
Horizontally – top of leaf 50mm below bottom of window blacking.

N2 Operator logo
BEX_11
Vertically – left side of vinyl 30mm from panel edge.
Horizontally – top of leaf 50mm below bottom of window blacking.

S2 USB charging available
(BEX_51)
Vertically – left side of vinyl aligns with edge of wheel arch.
Horizontally – top of vinyl 50mm below bottom of window blacking.

U2 I am an electric bus (large)
(BEX_53A)
Vertically – right edge of vinyl 50mm from CCTV camera.
Horizontally – top of vinyl 40mm from bottom of window blacking above.

I am an electric bus (medium)
(BEX_53B)
Only to be used if the advertising panel is extended and prohibits the large version of this vinyl from being used .

Vertically – left side of vinyl 10mm from advertising panel.
Horizontally – top of vinyl 115mm from bottom of window blacking above.

X2 First responder - electric (standard)
(FIRSTRESP_003A)
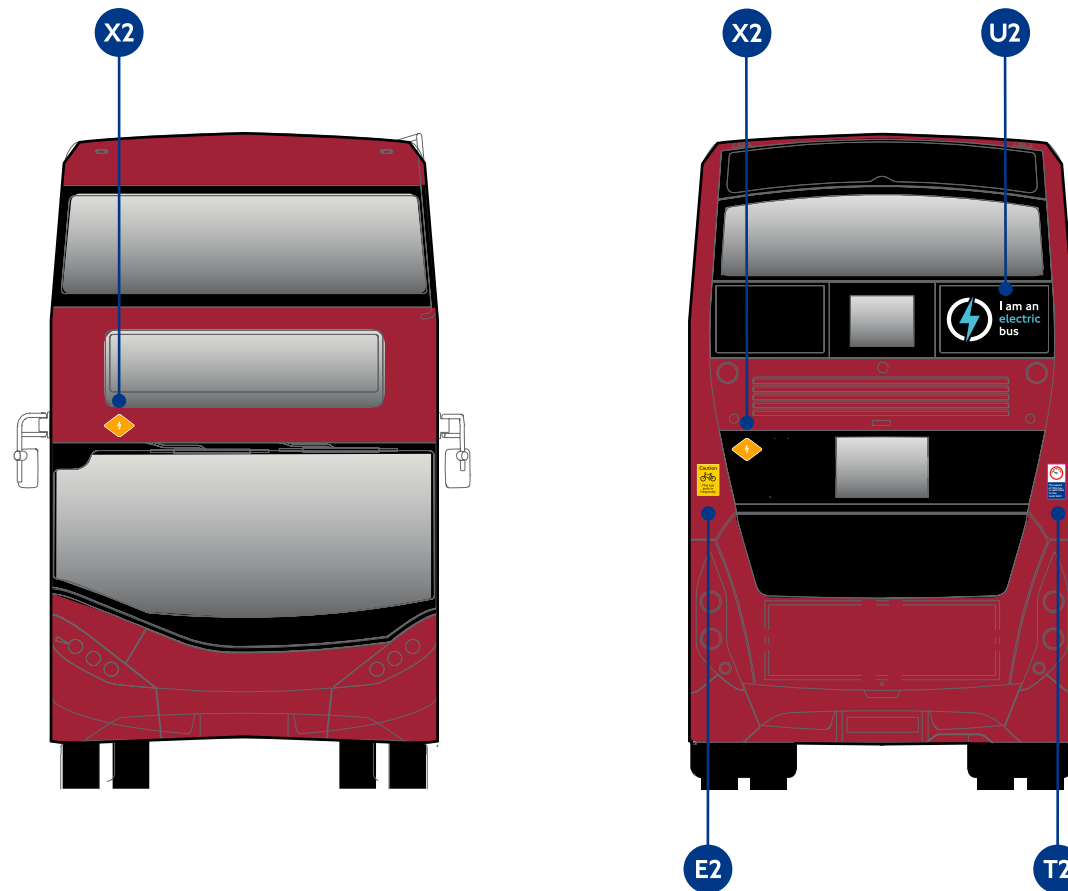Vertically – right edge of vinyl aligns with right edge of I am an electric bus vinyl.
Horizontally – bottom of vinyl 30mm (approx) above front door frame.

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.

3.3   Enviro 400 electric (front and rear elevations)

X2

X2   **U2**

I am an electric bus

E2   **T2**

E2 Caution – bus pulls in frequently
BEX_05
Vertically – placed at rear of bus on the nearside.
Horizontally – placed at eye level for cyclists (1700mm approx from ground level).

T2 The speed of this bus is restricted
BEX_52
Vertically – placed at rear of bus on the farside.
Horizontally – top of vinyl aligns with top of cycling 'Caution' notice.

U2 I am an electric bus (small)
(BEX_53C)
Vertically - centred on right side of window blacking between route number and panel end.
Horizontally - centred on window blacking.

3.3.1

X2 First responder - electric (standard) - front
(FIRSTRESP_003A)
Vertically - left edge of notice aligns with left edge of destination panel.
Horizontally - centred between bottom of destination panel and top of driver's front window.

First responder - electric (standard) - rear
(FIRSTRESP_003A)
Vertically – left side of vinyl 50mm from panel left edge.
Horizontally – top of vinyl 50mm from top of window blacking.

3.4   Bus roof (all models – single and double–deck buses)

O2 Bus roof identification number
BEX_11
Vertically – centred on bus roof.
Horizontally – base line of bottom
line of text 980mm from rear of bus.
Base line of top line of text 1,510mm
from rear of bus.

X2 First responder - electric (large)
(FIRSTRESP_003B)
Vertically - centred on bus roof.
Horizontally - top of vinyl 70mm
below base line of bottom row of
text.

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.

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

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