

Support vehicle livery standard

Issue 9

Contents

Foreword

1 Basic elements

2 Livery design

3 Chapter 8 livery requirements

Further information

Foreword

The Transport for London support vehicle livery standard is designed to assist those responsible for procuring support vehicles on behalf of Transport for London and its operating modes.

The rules within this document are mandatory and ensure that Transport for London's support vehicles have a consistent look and feel.

If in doubt of any rule contained within this document then please email corporatedesign@tfl.gov.uk

I Basic elements

This section of the document gives guidance on the basic elements that make up the Transport for London support vehicle livery standard.

The information covered includes the use of the corporate typeface, logos and colours.

Further information can be found in design standards available on the TfL website (tfl.gov.uk/corporatedesign).

I.I 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 support vehicle graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

New Johnston Medium

1.2 Colours

These colours should be used on the TfL fleet of support vehicles to produce graphic notices.

The colours represent TfL's official blue, safety colours for mandatory safety signs as well as the colours used on our Cleaner Air for London branding.

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

Corporate Blue

Pantone 072

Safety Yellow

Pantone 116

CAFL Dark Green

Pantone N/A (C82 M0 Y64 K70)

Safety Red

Pantone 485

Safety Green

Pantone 356

CAFL Mid Green

Pantone N/A (C59 M0 Y100 K7)

Black

Black 100%

Safety Blue

Pantone 300

CAFL Light Green

Pantone N/A (C29 M0 Y100 K0)

1.3 TfL mark

The TfL mark shown here is to appear on both sides of all support vehicles. A smaller version of the mark is to appear at the rear of support vehicles.

Only the all blue TfL mark may be displayed on a support vehicle. No modal marks may be used.

Artwork reference number

SUPVEH_001

Position on vehicle reference

A

Size

Large

775mm width

Medium

660mm width

Small

376mm width

Extra small

295mm width

Colours

- Corporate Blue (Pantone 072)



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

1.4 Modal roundels

A roundel is to be positioned on the bonnet of a support vehicle. It is the only instance in which the roundel is displayed by itself.

Only the roundels shown on this page are to be used on our support vehicles.

Artwork reference number

SUPVEH_002

Position on vehicle reference

B

Size

320mm roundel bar width

Colours

- Corporate Blue (Pantone 072)



1.5 First responder notices

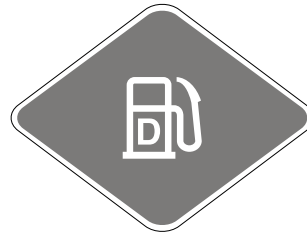
First responder notices are to be displayed on all TfL support vehicles. For non-heavy commercial vehicles (eg cars and vans) the appropriate first responder notice should be applied close to the fuel cap and in a corresponding location on the other side of the vehicle. a third first responder notice is to be placed on the left side of the rear of the vehicle.

The appropriate first responder notice shown on this page should be used.

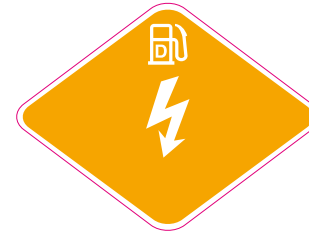
Artwork reference number
FIRSTRESP_001 to FIRSTRESP_010

Position on vehicle reference
C

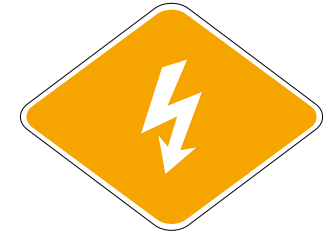
Size
200mm width



Diesel



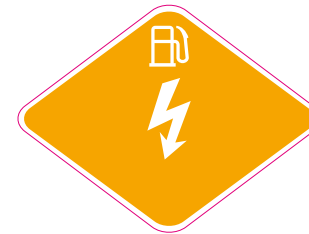
Diesel Electric Hybrid



Electric



Petrol



Petrol Electric Hybrid



Hydrogen Hybrid



Compressed Natural Gas



Liquid Petroleum Gas



Liquid Natural Gas

1.5.1

Colours

- Diesel and diesel electric hybrid
(Pantone Cool Grey 9C)
- Electric
(Pantone 137)
- Petrol and petrol electric hybrid
(Pantone 1815)
- Hydrogen hybrid
(Pantone 300)
- Compressed Natural Gas, Liquid
Petroleum Gas and Liquified Natural
Gas
(Pantone 2421)

1.6 Fuel type and capacity text

The fuel type must always be stated close to the fuel cap. Underneath the fuel type, the capacity of the fuel tank should be stated (if appropriate). Text should be set in mixed upper and lower case for both fuel type and capacity.

Artwork reference number

SUPVEH_005

Position on bus reference

D

Size

Fuel type: 25mm cap height
(106pt NJ Font Medium)

Capacity: 10mm cap height
(42pt NJ Font Medium)

Colours

- Corporate Blue (Pantone 072)

Note

Text should always be displayed in Pantone 072 blue when placed against a white background.

The distance between the text baseline of the fuel type and the text baseline of the fuel capacity is 18mm.

Diesel
Capacity 75ltrs

1.7 Tyre pressure text

Tyre pressure measurements are centred above each tyre on the vehicle.

Artwork reference number

SUPVEH_004

Position on vehicle reference

E

Size

10mm cap height
(42pt NJ Font Medium)

Colours

- Corporate Blue (Pantone 072)

Note

Text should always be displayed in Pantone 072 blue when placed against a white background.

The image shows the text '28 PSI' in a large, bold, blue sans-serif font. The '2' and '8' are significantly larger than the 'PSI' part, which is in a smaller, all-caps font. The entire text is centered horizontally.

Example only

Notice shown is for illustrative purposes only.

1.8 Fleet number

Fleet numbers are placed on the front wing panels on both sides of a vehicle.

Artwork reference number

SUPVEH_006

Position on vehicle reference

F

Size

25mm cap height
(106pt NJ Font Medium)

Colours

- Corporate Blue (Pantone 072)

Note

Text should always be displayed in Pantone 072 blue when placed against a white background.

The image shows the fleet number '65 18F' in a large, bold, blue sans-serif font. The characters are spaced out horizontally. The '6' and '5' are the largest, followed by the '1', '8', and 'F'.

Example only

Notice shown is for illustrative purposes only.

1.9 Tracking device text

The tracking device text must be placed on the rear of all vehicles. It should be placed on the right side towards the bottom of the body.

Artwork reference number

SUPVEH_007

Position on vehicle reference

G

Size

21mm cap height
(89/105pt NJ Font Medium)

Colours

- Corporate Blue (Pantone 072)

Note

Text should always be displayed in Pantone 072 blue when placed against a white background.

**This vehicle is
fitted with a
tracking device**

Example only

Notice shown is for illustrative purposes only.

1.10 Cleaner Air for London mark

The Cleaner Air for London (CAFL) mark is to be applied to all TfL support vehicles that use a method of technology that improves upon petrol or diesel fuel.

The type of technology used to power the car is stated within the CAFL mark. Some examples are shown here.

The width size of the CAFL mark is always displayed at two thirds the TfL mark width size (eg 600mm TfL mark width equals 400mm CAFL mark width).

Artwork reference number

SUPVEH_003

Position on vehicle reference

H

Size

516mm width

Colours

- CMYK process



I.II Limited to 70mph

The Limited to 70mph vinyl may be applied to the rear offside door of a van.

It should not be applied to cars.

Artwork reference number
SUPVEH_008

Position on vehicle reference
J

Size
93mm width

Colours

- Corporate Red (Pantone 485)
- Black (100%)



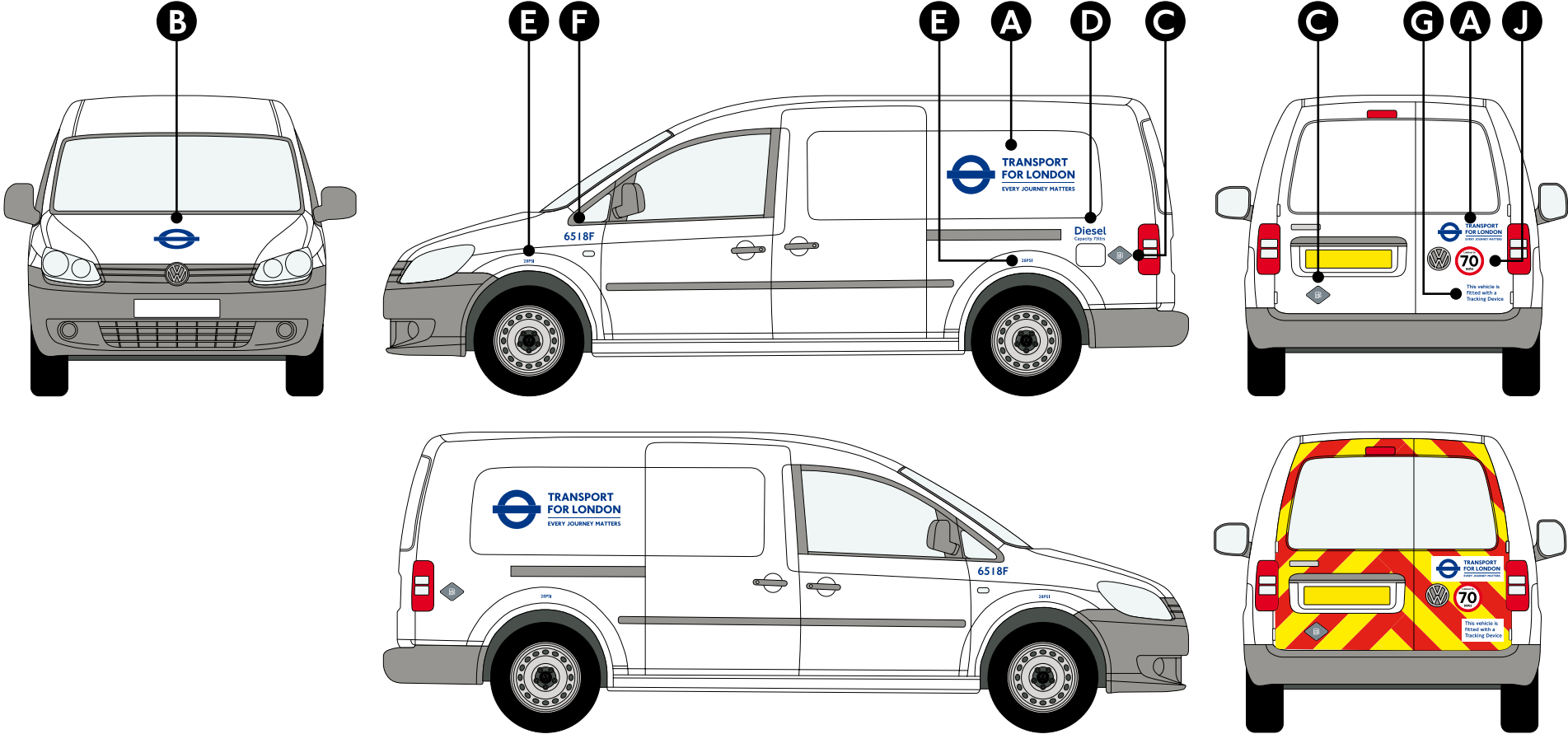
2 Livery design

The following pages show how the various elements of the support vehicle livery are to be applied to a support vehicle.

The base colour of all TfL's support vehicles is white. No other colour is to be used for TfL support vehicles.

The examples shown within this document are for a TfL branded vehicle. However, the rules shown apply to vehicles for all TfL's transport modes.

2.1 Generic van livery



A TfL mark (large - side of vehicle)
Width: 775mm

TfL mark (small - rear of vehicle)
Width: 376mm

B TfL roundel
Width: 320mm

C First responder notice
Width: 200mm

D Fuel type text
106pt

Capacity text
42pt

2.2 Generic van livery with Cleaner Air for London mark



E Tyre pressure text
42pt

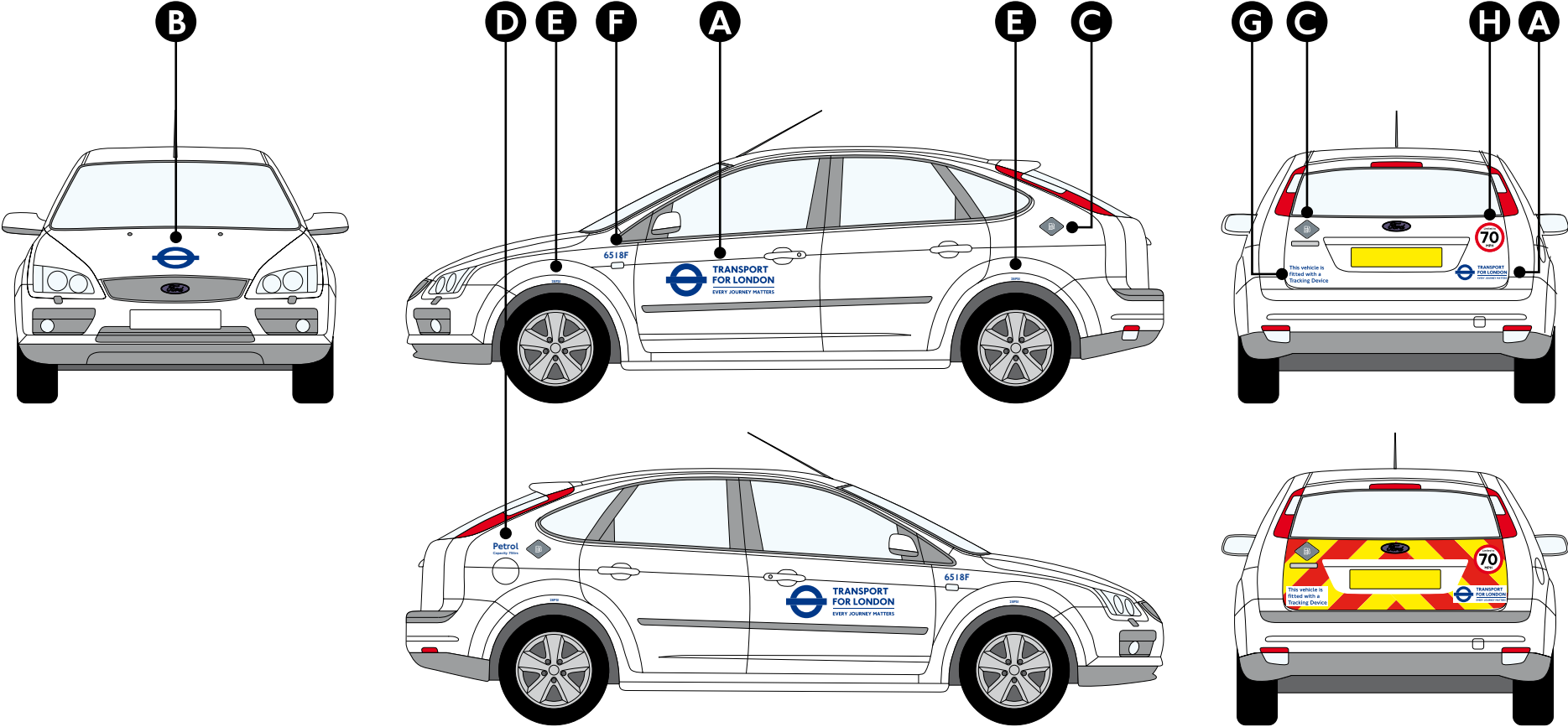
F Fleet number text
106pt

G Tracking device text
89/105pt

H Cleaner Air for London mark
Width: 516mm

J Limited to 70mph
93mm diameter

2.3 Generic car livery



A TfL mark (medium - side of car)
Width: 660mm

B TfL roundel
Width: 320mm

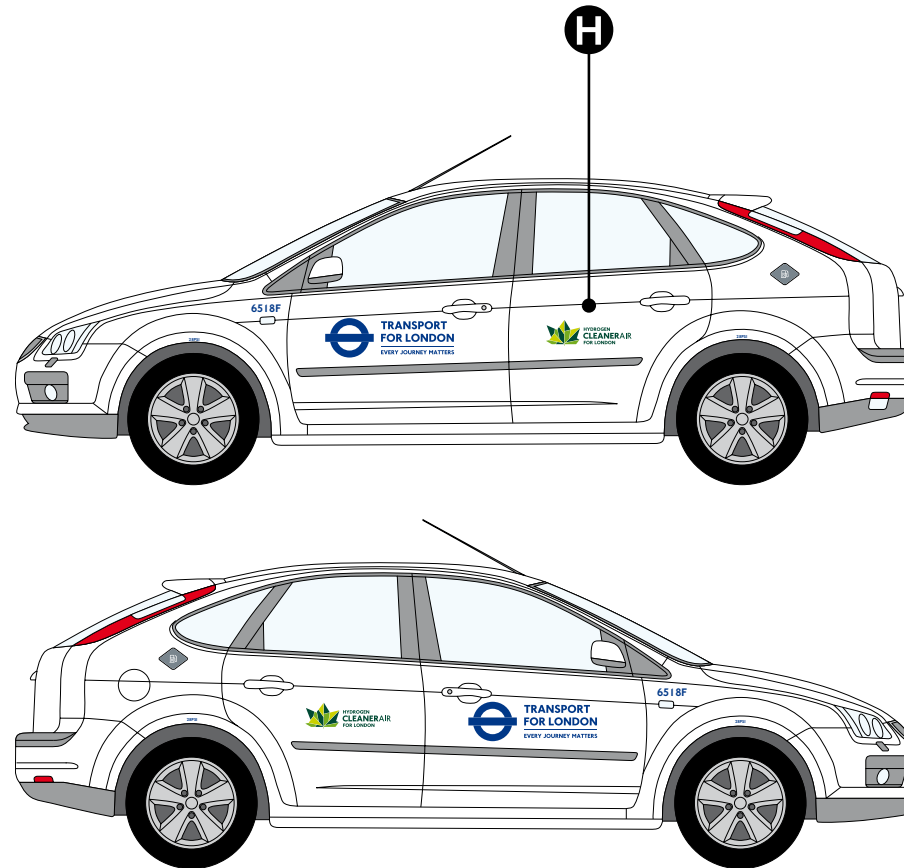
D Fuel type text
106pt

TfL mark (extra small - rear of car)
Width: 295mm

C First responder notice
Width: 200mm

Capacity text
42pt

2.4 Generic car livery with Cleaner Air for London mark



E Tyre pressure text
42pt

F Fleet number text
106pt

G Tracking device text
89/105pt

H Cleaner Air for London mark
Width: 516mm

J Limited to 70mph
93mm diameter

3 Chapter 8 livery requirements

Chapter 8 of the Department for Transport's Traffic Signs Manual details rules that relate to the livery requirements for vehicles stopping on UK roads for works or inspection.

A number of TfL branded vehicles are used for this type of work.

Chapter 8 details the specifications for applying chevrons to the rear of vehicles as well as the rules around when type R65 roof mounted lightbar or beacon/s are to be installed.

The Chapter 8 documentation is a weighty and fairly complex piece of literature published by the Department for Transport that deals with legal requirements for temporary situations and road works (under which all vehicles operating on highways fall). It is available from the Department for Transport website.

The rear chevrons must be displayed in class R3B Red and non-reflective fluorescent yellow.

In addition to the chevrons at the rear, TfL Chapter 8 vehicles also display a yellow visibility strip along both sides of the vehicle.

The preferred material to use for the yellow strip is 3M Diamond Grade 4083 Fluorescent Yellow Green.

When a Highway Maintenance vinyl is required to be applied to a vehicle, it should display text in non-reflective black on a non-reflective or reflective yellow background.

The size of Highway Maintenance vinyl will be dependant on the vehicle make and type.

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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