

BRANDING GUIDANCE



STREETSPACE FOR LONDON

MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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Introduction

This document outlines the design elements of the new Streetspace for London brand. It contains basic guidance for creation of brand assets and examples of use.

Further guidance on applicability of use can be obtained by emailing design@tfl.gov.uk

The Basic elements of the Streetspace brand identity

The Streetspace logo

The logo has been created as digital artwork and should not be recreated or altered in any way. To obtain digital files, please contact TfL Design: design@tfl.gov.uk

The preferred use of the logo is the primary colour version for two or more colour printing. The black and white version should only be used when colour printing is not available.

Please ensure legibility and compliance with your accessibility guidelines.

The Streetspace logo should never be reproduced in print at a width less than 48mm.

Colour logo - primary use



Mono logo



Colour logo - on white



Mono logo - on white



Minimum exclusion zone - Cap height of 'S' from Streetspace



Stacked version - colour



Stacked version - mono



Stacked version - colour



Stacked version - mono



The Streetspace logo - lockup

In some instances, the Streetspace for London logo will need to be displayed as a standalone element - for example on a press release.

In these instances, the lockup version should be used, with the option to have a Borough logo incorporated as shown.

The lockup has been created as digital artwork and should not be recreated or altered in any way. To obtain digital files, please contact TfL Design: design@tfl.gov.uk

Colour logo lockup with Borough logo - primary use



Logo lockup with Borough logo



Colour logo lockup - primary use



Logo lockup



Streetspace colours

Signs

Streetspace signage will use the primary colours of blue (Pantone 299), Grey (Pantone 432) and white.

Communication materials

For all other printed materials, such as posters and leaflets, use the Streetspace primary colours of blue and grey and refer to other relevant guidelines as required.

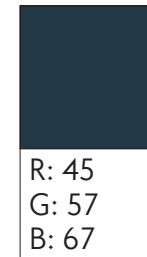
Whilst the primary background colour is blue for all on street items, it is acceptable to put the Streetspace logo on other coloured backgrounds, as long as there is at least 40% colour contrast. Examples would include advertising and Hi-vis.

Colours for use in the production of all Streetspace materials

Primary logo colour – Pantone 299



Primary logo colour – Pantone 432



Streetspace typeface

The primary font for Streetspace is Arial.

Type
face

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Example designs

Barrier jackets / Scrim



Barrier Jacket - Road facing

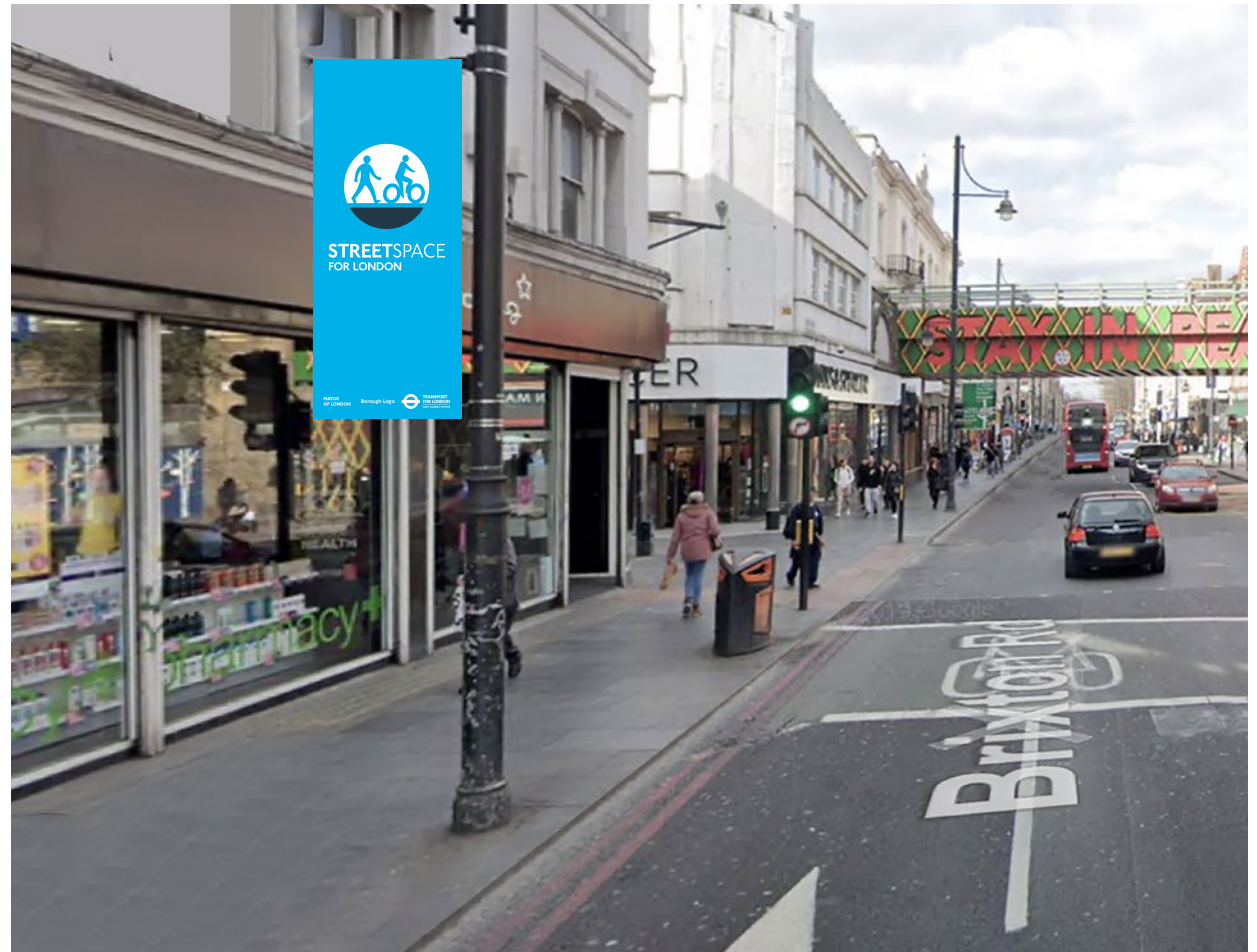


Barrier Jacket - Pavement facing



Scrim

Vertical / pole banners

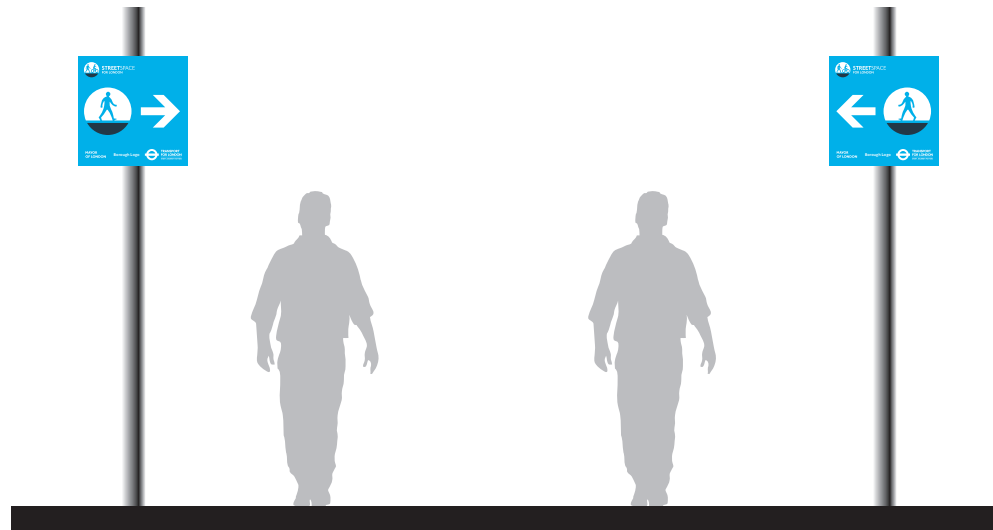


Example installation on lamp column

Other format examples



Pole mounted sign for pedestrian routes



Pole mounted signs - example installation



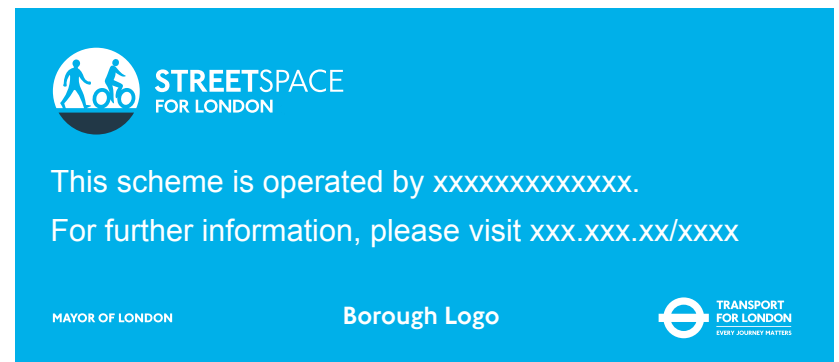
Toblerone



Road marking stencil (shared space)



Road marking stencil (pedestrians)



Contact information sign

