

**Date: 24 January 2018**

**Item: Customer Information Strategy: Signage and Wayfinding**

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**This paper will be considered in public**

**1 Summary**

1.1 On 2 March 2017, we presented TfL's Customer Information Strategy to the Panel. This paper, and accompanying presentation, provides an overview of our approach to signage and wayfinding as a core component of that strategy. We go into particular detail on accessibility; an example of our standards on this is included along with the brief we have developed to review our current approach. We do not cover other very important elements of navigating the system, such as journey planning and the availability of helpful and visible staff.

**2 Recommendation**

2.1 **That the Panel is asked to note the paper.**

**3 Background**

3.1 Effective signage and wayfinding are crucial to the operation of transport. Customers regard it as central to supporting ease of movement and navigation. It provides the opportunity to connect transport services to the local community and good signage is essential to encouraging people with accessibility needs to use public transport.

3.2 We take into account the entire customer journey, from finding the service customers need to actually undertaking their journey.

**4 Action to Improve Journeys**

4.1 We have identified a number of areas where we can improve. This includes undertaking an audit of accessibility signage in priority stations to make this better and more intuitive, the introduction of new onward journey information to link transport services and promote more active travel and a full review of our approach to accessibility information to make it easier for everyone to use the network.

4.2 Accessibility signage and wayfinding has been developed, building on improvements introduced during the London 2012 Games. We are reviewing our entire approach to this. We will be seeking input from the Customer Service and Operational Performance Panel and the Independent Disability Advisory Group as part of this review; we will also continue to draw on customer complaints and advice from representatives of London's diverse communities.

**List of appendices to this report:**

Appendix 1 – Signage and Wayfinding – Our Approach  
Appendix 2 – Accessible Signing Audit Brief  
Appendix 3 – Accessible Signing Standard

**List of Background Papers:**

None

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24 January 2018

Appendix I

# Signage and Wayfinding Our approach

Customer Service  
and Operational  
Performance Panel



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- Introduction
- Principles of Good Signage
- Customer Information Strategy
- Standards and Guidance
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# Introduction

An effective signage and wayfinding (S&W) system allows all users to quickly identify where they are, provide visual re-assurance and ensure they know when they have arrived at their destination. It is viewed by customers as core to the service as a basic hygiene factor and has to be accurate and well maintained.

S&W is a core component of our TfL-wide Customer Information Strategy and all other relevant strategies and policies are aligned with it to ensure an integrated end-to-end system.



# Customer Information Strategy\*: The principles of good signage

## 1. One voice

Communicate as a 'joined up' organisation with a consistent design approach.

## 2. Human

Design signage that fits how people think, i.e. the use of colour and geographical directions.

## 3. Helpful

Provide enough information for customers to make their own journey decisions

## 4. Predictive

Know enough about customers and the system to help predict and deliver what they need at the right place and time

## 5. Always on

Remain relevant and accessible to customers in a dynamic 24-hour environment

## 6. For all customers

Ensure the system is inclusive of all customers and their needs

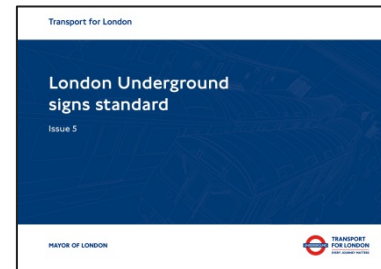
\* Source : TfL Customer Information Strategy and Programme – March 2017



# Standards and Guidance

A suite of detailed standards provides specific technical rules and guidance for all applications.

These are used by our project teams and suppliers to ensure that our individual projects provide a consistent S&W outcome.



# Obtaining the views of our customers

We undertake regular in-depth research into the efficacy of customer information, including signage and wayfinding, to benchmark our performance.

Headlines from this research – involving customers, stakeholders and staff – are positive. Transport environments can be very complex, involving multiple forms of transport and the good news is that our signage and wayfinding performs well in most respects.

We are constantly looking at how to make public transport more attractive, improve and ensure that we are providing the correct signage to all of our users, including those who require additional assistance, reassurance and support.

This shapes our plans, which are detailed towards the end of this presentation.

See Annex for an example of research undertaken at Stratford Station.

“There are signs everywhere so it would be hard to get lost”\*\*

“Effective signage can have a **positive impact on customer flow**, and contribute to the sense of order within the station”\*\*

“Overall journey experiences were positive, the number of signs provided reassurance while consistency in style provide direction”\*

“Signage was felt to be clear, well placed and legible throughout”\*

\* Source : 2CV Research - June 2015

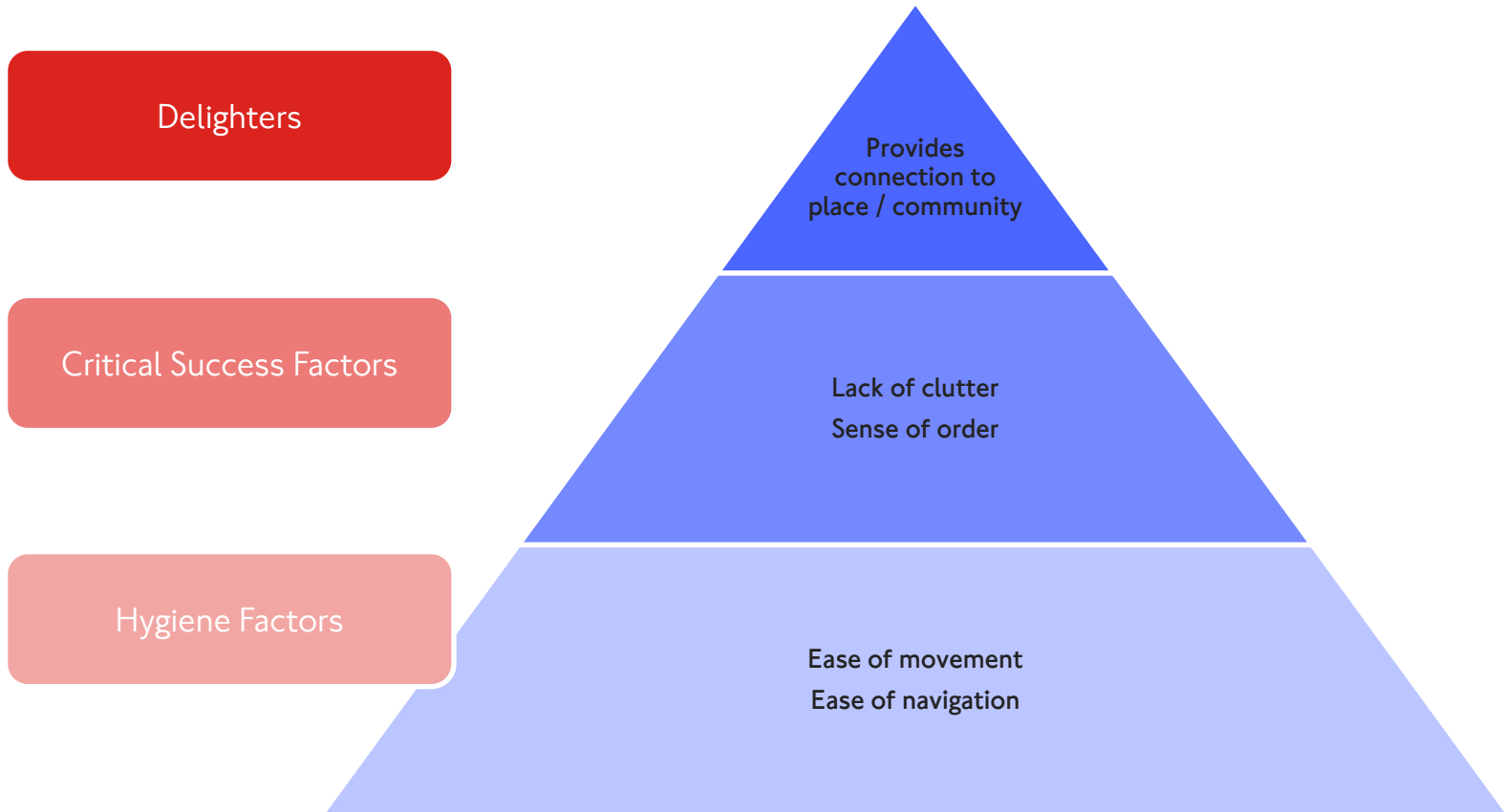
\*\* Source : SPA Research - July 2014





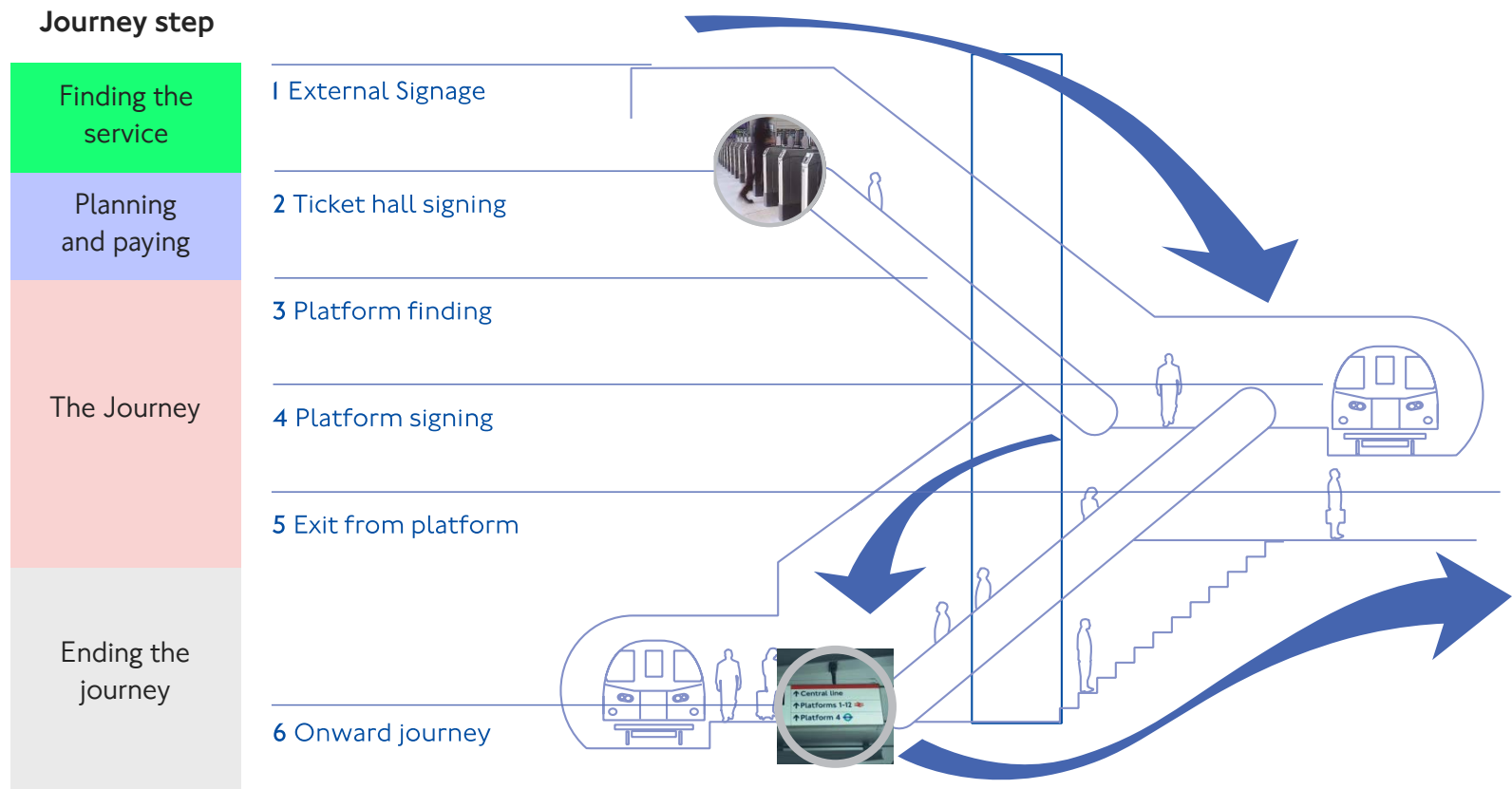
# Station Environments

The importance of good Signage and Wayfinding.



# Customer Journey

The illustration below is representative of a journey a customer would make when travelling through our network, and the types of signage they would encounter at each point. Whilst this illustration shows a London Underground journey the same steps are consistent across all forms of public transport.





# Customer Journey – Finding the Service

## External signage

**External signs initially identify transport environments. The main elements are the roundel and the fascia that contains the station name. Generally, the roundel provides identification of transport that is available and its entrance.**

A roundel must always be present at an entrance to the services i.e. stations, bus stops or a pier. They may show a number of roundels if more than one service operates from that location.

These external signs must function in very busy environments where other signs and visual clutter can present a challenge to ease of recognition.



# Customer Journey - Planning and Paying



**At this stage in the customer journey, we provide S&W to enable customers to start their journey, i.e. purchase a ticket, seek help or further information and reassure them that they are in the right place. This involves confirmation of the lines or other forms of transport e.g. buses that are available.**

We have a range of products tailored for specific environments. This can include ceiling-mounted signs or signage above dedicated “information zones”.

Where a station has step free routes, signs encourage the use of lifts for those with accessibility needs and customers with luggage or buggies. Some complex stations can require the use of several lifts, and dedicated signage and information for these routes are displayed at each lift and within the station. These are being improved to make them more straightforward and intuitive.

Signs then guide customers to their onward journey using line names and colours, enabling customers to move quickly through the decision points.



# Customer Journey – The Journey

Finding the right service.

Having passed through the gateline, customers will now follow a trail of signs to the correct service. It is essential that this is clear and unambiguous, with an emphasis on key points of decision making.

Signs are orientated to face customers' movement wherever possible and are of a consistent text size and format to make them as legible as possible from a distance. At all changes in direction or decision points, signs should be clear and unobstructed on approach. If too much information is displayed, signs become more cluttered and cause confusion

Where there are long routes, repeated signs are used at frequent intervals to reassure customers that they are going in the right direction.



# Customer Journey – The Journey

## Platform signing

These appear on the platform as either wall-mounted or free-standing signs to inform a customer which station and platform they are on.

On platforms which are underground, a smaller version of the platform signs are also on the trackside wall along with route maps which confirm the station. We have a range of products including roundels or a platform name frieze and these are used depending on the stations architectural features.

At stations where there are a large number of customers visiting unfamiliar locations, for example tourist destinations, we supplement arrival information with wayfinding based on the Legible London design used at street level.

Where a station or platform provides step-free access, a supplementary signage system provides targeted, magnified information on the correct route to take to and from the platform and where level boarding is provided.

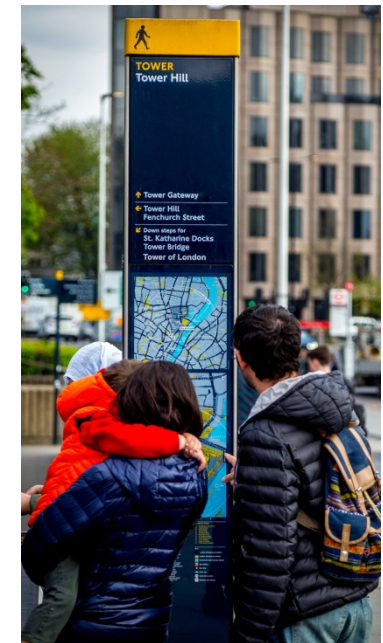


# Customer Journey – Ending the Journey

## Onward journey

This provides customers with reassurance that they have arrived at their destination and provides information to continue their journey. For all stations, the signing provided at the point of exit to street displays the way out and for multi-exit stations can also provide information about where the customer will exit, for example the street name. At bus and Tram stops, the Bus flag will have the name of the stop, other transport options or the name of the area. This information is also made available during the journey via visual and audio information – for example iBus.

To avoid customers becoming overwhelmed with information, we have developed a hierarchy of exit information. This uses primary overhead signing with exit numbers and primary names and, where relevant, specific attraction signage, backed by associated lists and Legible London maps carrying comprehensive information on the surrounding area.



# Action plan

Introduction of 'Wonderwall' digital real time information at Elizabeth line Stations.

## Ongoing

Undertake detailed audit of step-free signage schemes\* installed across the LU network that will create a comprehensive action plan. (See Appendix B for brief)

**March 2018**

Review of better integration with wider Urban Realm, Walking and Cycling and Network Rail interchanges.

**August 2018**

\* See Appendix 3 for the current Accessible Signage Standard



**Bond Street - Before**



**Bond Street - After**

Bond street in-lift signage showing changes made after customer feedback that will help to inform the step-free audit and subsequent action plan.





## Signage and Wayfinding Research



## Annex

## Stratford as a Transport Hub\*

**Objective** How can TfL create cohesive and customer friendly transport hubs, using Stratford as a benchmark

### Key findings

- Overall, Stratford performs well across the key 'hub' metrics (signage and information, sense of order, safety and comfort, staff, more than transport, strong identity), and is seen by customers as a great hub; 92% of customers agree that *Stratford station enables customers to use different types of transport, and interchange between them as easily as possible.*
- The framework for evaluating a transport hub has now been developed into a checklist, to be used for other transport hubs to help evaluate their performance and highlight areas for improvement. This will enable TfL to create consistently high performing hubs across the network.

Signage was felt to be clear, well placed and legible throughout

Overall journey experiences were positive, the number of signs provided reassurance while consistency in style provide direction

\* Source : 2CV Research – June 2015



# Stratford as a Transport Hub\*

*What customers want from a transport Hub: Pit-Stop, Spending Time, Meeting Place, Connecting to the network, Destination*

*It meets functional and emotional needs: **Sense of order**, Safety and comfort, **Signage & information**, More than transport, Strong identity, Staff*

## Signage & Information

Consistent look & feel of sign posting and maps

Information that is not over-whelming for customers, so they feel informed

## Sense of order

Well-organised that enables customers to seamlessly interchange

Information that is not over-whelming for customers, so they feel informed

“There are signs everywhere so it would be hard to get lost”

“There are so many lines, you can get pretty much anywhere”

\* Source : 2CV Research – June 2015



# Stratford as a Transport Hub



## Key findings

- Customer awareness of Tube lines was generally high. A hub needs to ensure that signage is adequate at sign-posting across all modes and lines
- The station could feel crowded and confusing
- There was a huge volume of information and signage - although meeting customer needs, the sheer volume can feel confusing
- There is a different look and feel of signage as it comes from different transport providers
- Customers wanted to see signage streamlined and simplified
- Effective signage can have a positive impact on customer flow and contribute to a sense of order

## What we did

- Signposted the various customer information screens
- Installed flexible/switchable signs that can improve customers flows in the peak
- Removed unnecessary signs and duplicated information
- Improved signs to other services and modes
- Worked with other transport operators to streamline the look and feel of signs and information
- Installed new signs to key destinations in the area

\* Source : 2CV Research – June 2015



Following consultations with stakeholder groups and internal reviews, improvements to step-free signing are planned across the network. Existing signs have been fitted by various projects since the 1990s at step free stations, but when standards have been updated these have not been implemented retrospectively, so a variety of formats and symbol exist on the network. There are also stations where step-free signing may be inadequate due to poor positioning of signing or operational changes which have not been properly reflected in the associated signing.

To enable us to assess the appropriate actions to address this, a full audit is required of all step-free stations on the network to establish where improvements can be made, and to identify any new ideas for improving standards.

**You should be viewing everything from the customer's perspective; i.e. wheelchair users (lower to the ground) as well as less mobile customers and people with luggage/pushchairs**

For each station, all points of the customer journey should to be examined, from identifying entrances, boarding trains at the right point, to arriving at a station and finding the correct exit for the onward journey out of the station. Particular attention should be paid to areas where directions for step-free routes deviate from regular routes, these being primary areas for customer confusion. Signing and information should be assessed against the standards, which reflect our current recommended policies for improvement.

The key issues to be identified are:

- Inconsistencies with existing step-free signing compared current standards.
- Areas where signing is lacking or confusing
- Suggested alternatives or improvements to current standards/policies (see next page)

Each area and sign position is to be photographed, and details recorded in relation to the effectiveness and any suggested improvements eg size, position, to enable improvements to be assessed and costed.

Where there are decision points or areas of confusion without signing, the general area to be photographed including areas where signs can be added (show overall areas rather than specific wall space).

The contractor to submit an A4 PDF document for each station detailing all proposed sign improvements, or recording existing relevant sign positions. All existing lift and accessible signing should be clearly shown, indicating sign condition, with any proposed changes noted.

Sign positions to be logically numbered and shown on an overall plan, indicating orientation. For each position a medium resolution photograph to be included (100mm wide on page approx), showing the sign position, annotated if required.

A description of the works to be noted, sufficient for costing but not for full manufacture.

An indicative layout to be drawn up sufficient for costing but not as final artwork - scale will depend on sign size but must be clearly legible. Where signs are a direct repetition eg. platform edge door vinyls, only one instance should be included with the qualities listed and individually numbered positions shown on plan.

TfL will supply PDF plans of the station areas, but these may require a degree of graphic tidying for scheme annotation.

Proposals for all stations should be supplied to TfL no later than March 31st 2018, with a first tranche of proposals to reach us by 31st January 2018 to enable us to plan implementation.

## Directional wayfinding to lifts

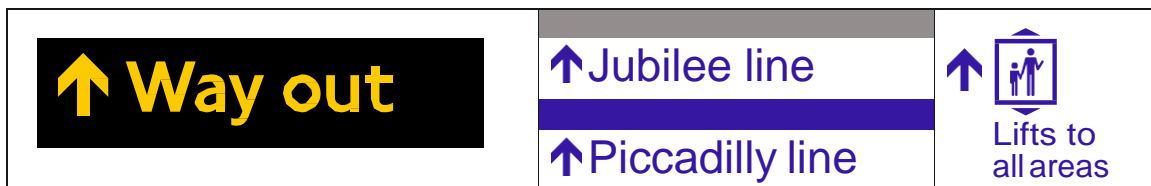
Throughout the station there should be a trail of clear directional signs showing routes to lifts. Signing at decision points must be unambiguous and should include supplementary text where appropriate. For graphic guidance refer to attached supplement "Lifts signing interim standard".

### Typical layouts showing key principles



Single lift symbol together with "Lift/s" should be displayed with associated text unless areas served are obvious.

Where space is constrained, "lift" may form part of supplementary text to ensure maximum visibility of symbol.



Where existing wayfinding to lifts is present but in earlier Corporate style (wheelchair/pushchair symbols), these should be updated to comply with current standards as detailed above.

### Directional signing specifically for level access routes

Separate and independent from the primary signage, produce a scheme to detail a step-free wayfinding trail from station entrance to platform (boarding point), and from platform to exit, to clearly indicate step-free routes and to be optimally positioned for wheelchair users (1.4m from FFL to top of sign). These signs should be a) sited at all decision-points, b) where directions to different lifts are not obvious, c) where overhead signing needs re-enforcement, and d) also as repeaters to provide reassurance on long routes, to accentuate step-free routes.

The route from lift exit to level access platform boarding point (and reverse) is particularly important and signs should be fitted opposite lift exits and on the trackside walls opposite platform entry points. Where platform edge doors (PED) are fitted, these signs should be anti-pick vinyl on the glass (50% larger than existing).

Where there are step-free interchange routes between platforms, the signage trail must lead from platform boarding point to platform boarding point as appropriate.

In addition to directional signs, line-wide level access boarding list signs should be fitted close to and within lifts to clarify boarding arrangements at accessible stations along the line.

'Accessible' style step-free signs should match those already installed post-2012 Games, and be of vinyl applied to aluminum substrate. The existing module of 400 x 200mm should be expanded if necessary, in order that more complex messages containing multiple line names should be broadly compliant with TfL guidelines for minimum viewing distance.

### Typical accessible sign layouts



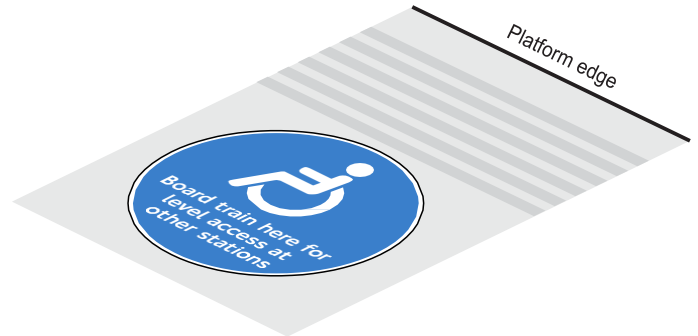
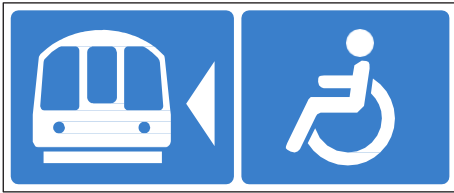
## Accessible signs on platforms

At all level access boarding points, circular floor signing should be fitted together with overhead signing (subject to sightlines).

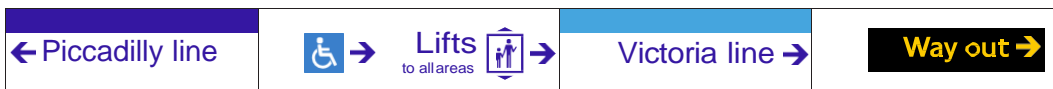
Where a platform frieze is fitted, this should display the direction to the lift/s along the entire platform length and an additional symbol and arrow fitted to clarify route for wheelchair users. This blue wheelchair symbol and arrow must be separate from the lift directions to ensure customers with luggage are not deterred from using the lift. (For subsequent directional signs the blue symbols are wall mounted to avoid clutter/confusion).

Where not frieze is fitted, wall mounted blue signs must give a clear direction from the specific alighting point to the lift/s.

### Overhead boarding point sign

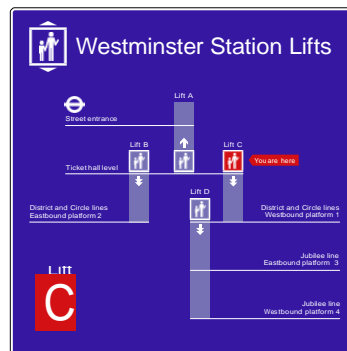


Frieze panels should incorporate both lift and blue accessible directions, to supplement wall - mounted signs



## Lift signing

Above each lift there should be a fascia sign showing the areas served and where appropriate a lift code (where schematic lift signs are present). At lift entry points and within lifts there should be line-wide level access boarding list signs and lift schematic diagrams (where applicable) in accordance with the interim standards. The lift buttons should also have clear signing indicating areas served from each floor.



Lift schematic sign

Train to platform access at step-free Piccadilly line stations	
Station	Access from train when arriving
Action Town	Stepgap between train and platform
Caledonian Road	Manual boarding ramp - Please contact staff before boarding train (see below)
Earl's Court	Level access via platform hump
Finsbury Park	Interchange with Victoria line only - Level access via platform hump
Green Park	Level access via platform hump
Heathrow T1 2,3	Level access via platform hump
Heathrow T4	Level access via platform hump
Heathrow T5	Stepgap between train and platform
Hillingdon	Stepgap between train and platform
Hounslow East	Manual boarding ramp - Please contact staff before boarding train (see below)
Hounslow West	Level access via platform hump
King's Cross St. Pancras	Level access via platform hump
Oakwood	Level access via platform hump
Sudbury Town	Stepgap between train and platform
Uxbridge	Stepgap between train and platform

To request a manual boarding ramp at the station where you intend to get off, please press the Assistance button on any Help Point and ask a member of staff before you board the train.

### Lift fascia sign



### Line wide boarding sign

## List of step-free access stations to be surveyed with dates

- |                                      |                                |
|--------------------------------------|--------------------------------|
| 1 – Waterloo 10/11 Jan               | 41 – Amersham 2/3              |
| 2 – London Bridge 12 & 15 Jan        | 42 – Willesden Junction 19/2   |
| 3 – King's Cross 16 & 17 Jan         | 43 – Upney 15/1                |
| 3 – Bond Street TBC                  | 44 – Kilburn 13/2              |
| 5 – Westminster 18 & 19 Jan          | 45 – Uxbridge 23/2             |
| 6 – Tottenham Court Road 22 & 23 Jan | 46 – Finchley Central 2/3      |
| 7 – Stratford 19 & 22 Jan            | 47 – Acton Town 21/2           |
| 8 – Hammersmith 24 & 25 Jan          | 48 – South Woodford 26/1       |
| 9 – Southwark 26/1                   | 49 – Heathrow T4 8/3           |
| 10 – Earl's Court 2/2                | 50 – Dagenham Heathway 12/1    |
| 11 – Liverpool Street 5/2            | 51 – Kensington Olympia 14/2   |
| 12 – Canary Wharf 29/1               | 52 – Kew Gardens 22/2          |
| 13 – Farringdon 6/2                  | 53 – Woodford 29/1             |
| 14 – Blackfriars 7/2                 | 54 – Rickmansworth 26/2        |
| 15 – Green Park TBC                  | 55 – Sudbury Town 9/3          |
| 16 – Elephant and Castle 5/2         | 56 – Kingsbury TBC             |
| 17 – Hammersmith 24 & 25 Jan         | 57 – Caledonian Road 1/3       |
| 18 – Brixton 12/2                    | 58 – West Finchley 5/3         |
| 19 – Fulham Broadway 16/2            | 59 – Hounslow East 12/3        |
| 20 – West Brompton 15/2              | 60 – Woodside Park 6/3         |
| 21 – Bermondsey 30/1                 | 61 – Epping 1/2                |
| 22 – Barking 16/1                    | 62 – Pinner 20/2               |
| 23 – North Greenwich 1/2             | 63 – High Barnet 7/3           |
| 24 – Wimbledon TBC                   | 64 – Stanmore 15/2             |
| 25 – Southfields 19/2                | 65 – Oakwood 8/3               |
| 26 – Wembley Park 14/2               | 66 – Hainault 24/1             |
| 27 – Hendon Central 27/2             | 67 – Wood Lane 13/2            |
| 28 – Borough 2/2                     | 68 – Hounslow West 13/3        |
| 29 – Canada Water TBC                | 69 – Elm Park 11/1             |
| 30 – Edgware 26/2                    | 70 – Chalfont and Latimer 28/2 |
| 31 – East Ham 17/1                   | 71 – Chorleywood 27/2          |
| 32 – Morden 5/3                      | 72 – Debden 30/1               |
| 33 – Richmond 23/2                   | 73 – Hillingdon 22/2           |
| 34 – Heathrow T1 23 6/3              | 74 – Theydon Bois 31/1         |
| 35 – Canning Town 31/1               | 75 – Ruislip 21/2              |
| 36 – West Ham 18/1                   | 76 – Chesham 1/3               |
| 37 – Upminster 10/1                  | 77 – Barkingside 23/1          |
| 38 – Golders Green 28/2              | 78 – Roding Valley 25/1        |
| 39 – Harrow and Wealdstone 16/2      |                                |
| 40 – Heathrow T5 7/3                 |                                |

### Criteria:

Step Free Station  
Local Hospital  
Station usage



# Accessible signage standard



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## Foreword

Whilst there are now many key accessible stations on the London Underground network, the system is not yet fully accessible resulting in some complex routes and access arrangements.

To incorporate all this additional information within existing directional signing will result in cluttered and possibly confusing layouts with reduced legibility, compromising the effectiveness of signing for all user groups.

The purpose of accessible signing is to provide a distinctive and separate signing trail to enable customers with impaired mobility to confidently navigate through the transport network.

# I. Intrinsic features

To enable the accessible signing to be easily distinguished visually from other types of signing on the networks, key visual features are adopted to ensure customers can view the signs as a coherent trail when finding their way through the network.

Colour, format, symbols and position are all key factors in the accessible signing system and care must be taken to follow the principles detailed.

**Colour :**  
Accessible blue (Pantone 3005) should be used as the background colour for all signs with white symbols text and border.

**Format :**  
For directional signs, a modular 200x200 tile format should have been adopted to allow signs to be flexible enough to be placed in the optimum visible positions in all situations.

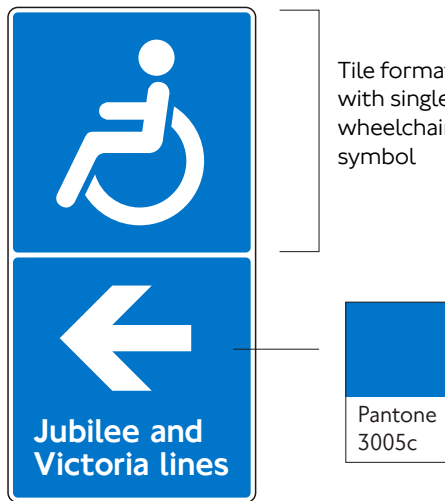
**Symbols :**  
The use of a single wheelchair symbol allows the sign graphic to be consistently large without being compromised by other symbols.

Whilst routes aren't exclusively for wheelchair users, the mark is clearly understood as representing accessibility.

**Position :**  
Signs should be ideally positioned at a consistent height of 1300mm from floor level to the top edge of the signs. This ensures they are visible and legible for wheelchair users, and avoids the confusion with other directional signs.



Accessible floor marking



Modular directional tile



## 2. Accessible directional tiles

The accessible routes to services and access points will often deviate from the regular routes through the station, which can lead to considerable confusion when such directions are integrated within already busy directional signs.

To ensure there is a consistent trail of directions, modular accessible signs should be used throughout the entire journey, from entering the station to boarding the train. These signs are not only used where step-free routes deviate from regular routes, but consistently for all accessible routes.

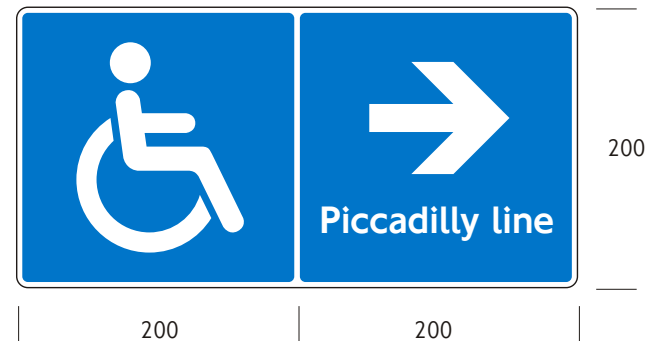
Signs should be fitted at each decision point or change in direction within step-free routes. For long subways repeater signs should be fitted at regular intervals. Format will depend on available space, but should be constant within a single junction.

The signs are based around a 200 x 200mm wheelchair tile, combined horizontally or vertically with a similar directional tile, displaying the areas served by the route.

This format ensures flexibility allowing signs to be fitted in restricted spaces, such as columns or the sidewalls of cross passages.



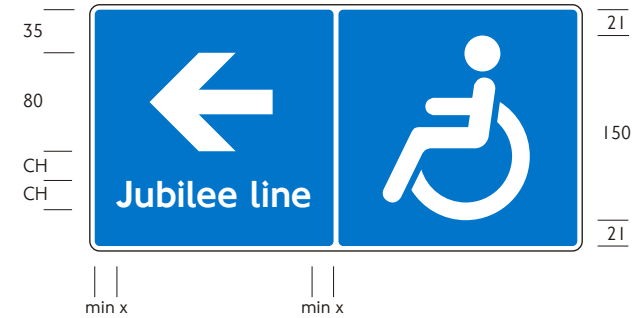
Typical accessible directional tile signs



### 3. Horizontal format

Standard directional signs should be horizontal format, with wheelchair facing arrow and text. Text should be as large as possible within the available space, ensuring the relationship between graphic elements follows the rules as shown in the examples below.

Single line format



Double line format



Text is always ranged left irrespective of arrow directions to aid legibility over several lines.

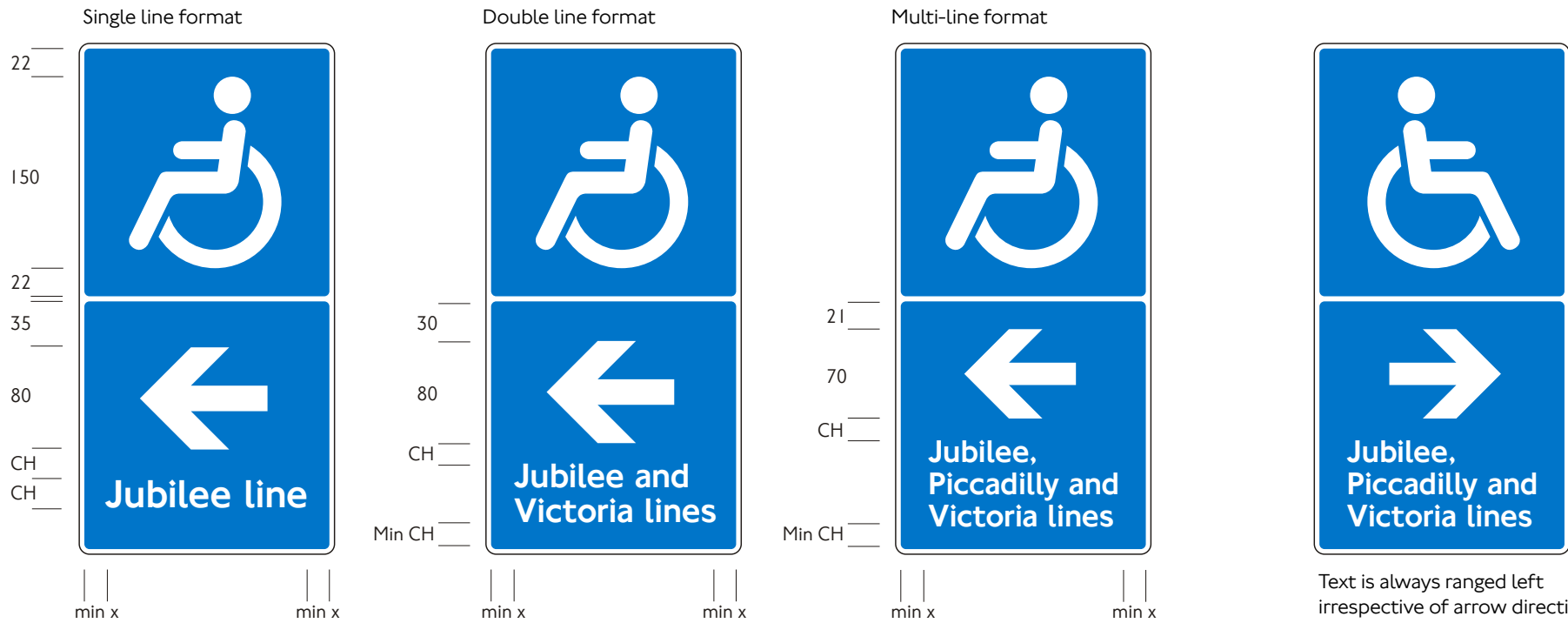


Multi-line format



## 4. Vertical format

Where horizontal signs cannot be accommodated due to width constraints or limited visibility, vertical format signs should be used. Text should be as large as possible within the available space, ensuring the relationship between graphic elements follows the rules as shown in the examples below.



## 5. Message format and terminology

Accessible routes throughout a station will generally involve a series of lifts which can be potentially confusing, so it is important that the format and terminology is consistent.

Directions should be based around the final destination rather than the intermediate areas served by the lifts eg. when leaving a station, a customer is looking for the route to the exit rather than the ticket hall (Example 1).

The term lift may be omitted if the sign message will be more legible, and symbols can be positioned on separate lines. Arrows may be used in canted form based on the standard size rotated (Example 2).

When directing to other modes, the symbols should only be shown in white using the monochrome symbol versions as detailed in the TfL Interchange Sign Standard (Example 3).

For a complex station, the directional sign towards a lift at platform level should show all destinations served including accessible interchange services which may be outside the station at street level. (Example 4).



Typical messages  
for illustration only



## 6. Lift signage

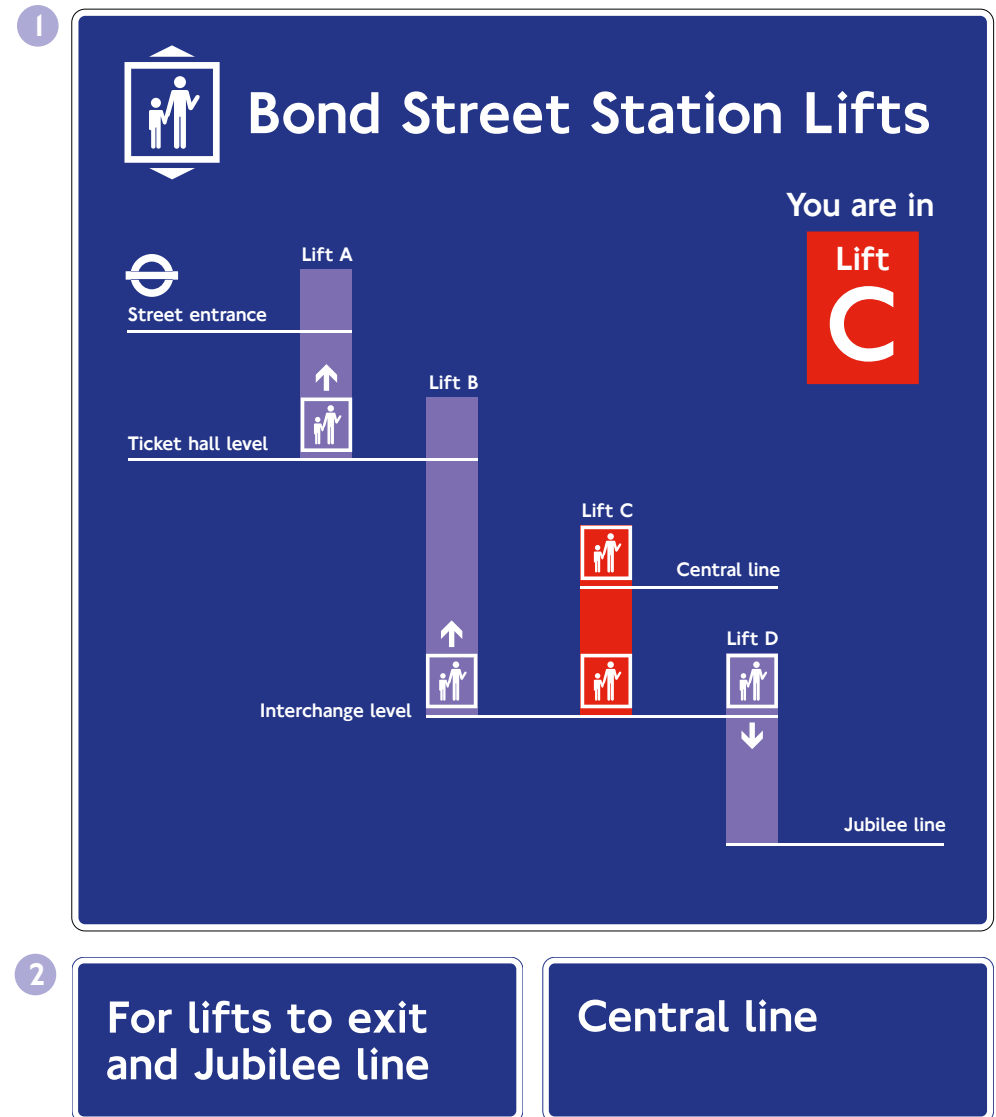
Due to the layouts of most existing stations, where lifts have been added to provide step-free access, the journey from entrance to platform will require a customer to use several lifts.

Where stations have a series of lifts providing level access to several lines, it can be very confusing to customers as to which lift to use and whether the lift will take them all the way to their platform or exit.

At any station where the route using lifts is not obvious, schematic station signs (Example 1) should be displayed indicating the areas served by each lift on a generic station diagram.

The codes used for each lift should where possible be alphabetical and are only referenced on the schematic signs. Letters are used so as not to be confused with platform numbers.

To ensure customers can clearly understand the areas served by each lift level, a label (Example 2) should be fitted alongside each button.



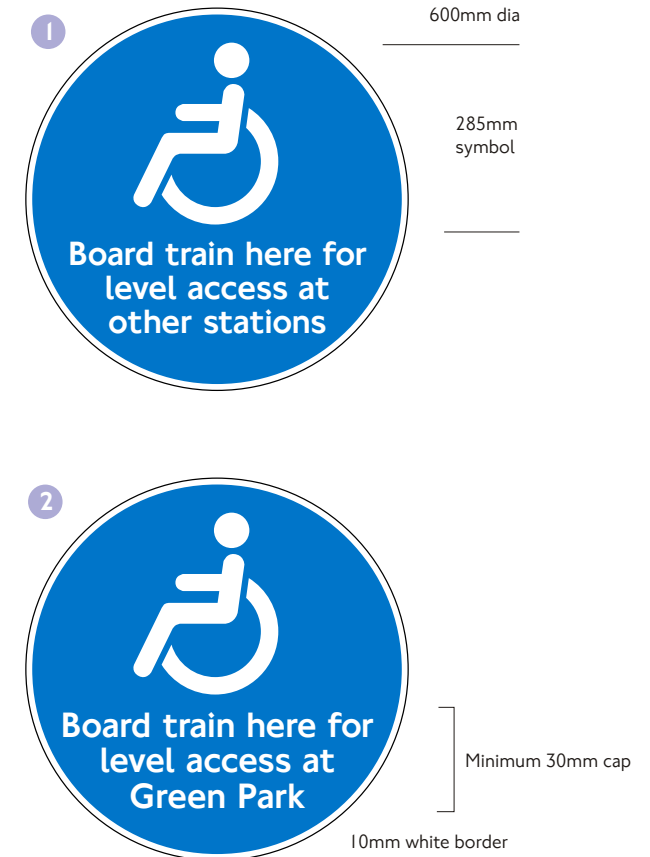
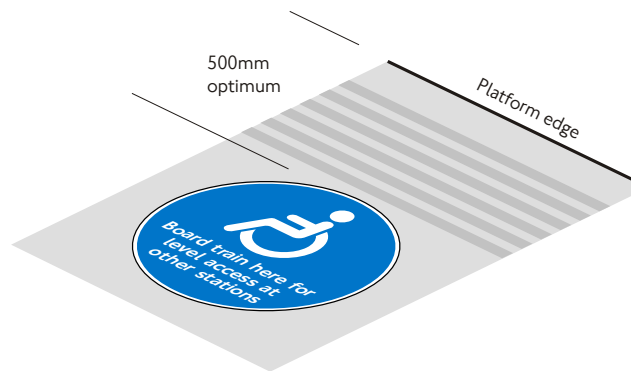
## 7. Accessible boarding points - Floor signs

At many accessible stations there are particular points along the platform where wheelchair users should board the train to ensure level access when boarding and alighting. This may be a raised boarding hump along an area of the platform, or a specific boarding point along a level platform.

It is particularly important where a wheelchair user is boarding the train from a platform that is completely flat, (one can board the train at any set of doors), and where their intended destination station has a raised hump. Unless they board at the appropriate point to coincide with the alighting hump, they will be unable to leave the train without assistance. In some instances the boarding points may vary for different destination stations where the alighting humps coincide with different carriages.

A range of sign types is therefore required to cover all instances. All signs should be centred on the appropriate sets of doors, 500mm from the platform edge, or the closest flat area of that platform. Example 1 opposite shows the standard floor sign for a generic boarding point.

Example 2 shows the standard format for a station specific boarding point where a platform has more than one level access boarding point.



## 8. Accessible boarding points - Directional signs

Where there are accessible boarding points on platforms there should be a clear trail of signs from the platform entry point to the boarding point position.

These should take the form of boarding point directional signs based on the 400 x 200mm tile format. When signs are fixed to columns or return walls of cross passages the vertical format should be used. The text displayed may be adapted to suit a particular platform, if this is seen as helpful to the customer, providing the same terminology is used.

Where there are platform humps which are used for getting off the train only, these can cause considerable confusion as they appear to be the boarding point. (If a customer boards here they will not coincide with the humps at their destination station). On these arrival humps a prohibition sign should be positioned on the floor in front of each set of doors within the hump extent, directing left or right to the correct boarding point. When directing right the symbol and line remain directing left. These must be accompanied by a trail of directional signs at regular intervals along the platform.

400 x 200



Standard format accessible directional tile signs directing to boarding points

400 x 200



Floor sign positioned at arrival hump

600mm dia



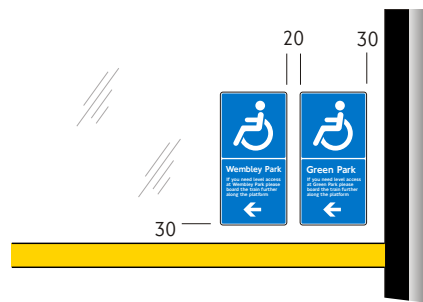
Symbols and line direction identical when directing right

## 9. Accessible boarding points - Stations with platform edge doors

Where platform edge doors are present on platforms, care must be taken to highlight the boarding points which coincide with the level access humps at the destination stations.

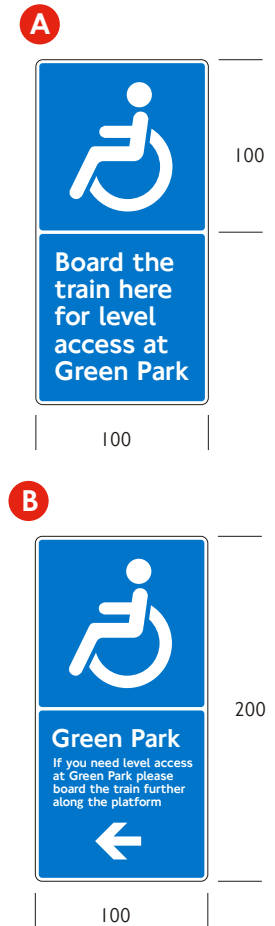
Smaller module directional signs 100 x 200mm should be applied at each set of access doors giving clear directions to the boarding point/s. These should be on the closest side only to avoid directing to the immediate doors. (Sign B)

Where there are separate boarding points, two separate signs should be used along the platform length to clarify the separation. At the boarding point in addition to the boarding point floor sign (Sign C), two rectangular “board here” signs (Sign A) should be applied to the outer edges of the opening PED doors in the positions detailed.



Text size will depend on specific message but should be as large as possible to aid legibility

When directing to two separate boarding points, separate signs should be used to clarify



## 10. Accessible boarding points - Lift signs

Where there are accessible boarding points on platforms, vinyl notices should be positioned in all station lifts highlighting the presence of the boarding points.

Signs should be positioned so as to be as visible as possible in two opposite positions in each lift, at a height of 1.3m to the top edge.

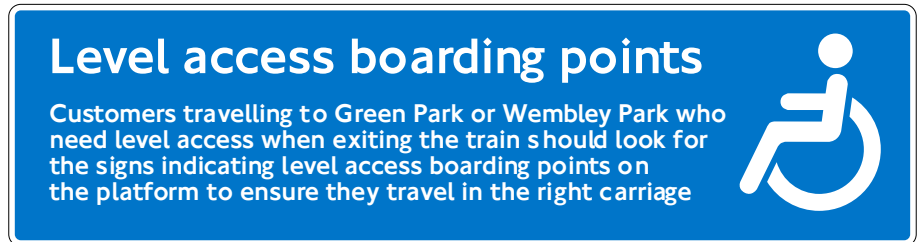
The message will depend on the specific station, but must be clearly and concisely worded to ensure any particular factors easily understood, and the messages approved by LU S&SD. Typical examples are illustrated on this page.

Typical messages  
for illustration only

300 x 80



300 x 80



300 x 80



## II. Accessible boarding points - Line-wide level access boarding lists

Where lines have some step-free stations with fixed level access points for arriving customers, and others requiring manual boarding ramps, this must be clearly indicated to enable the appropriate action to be taken.

A line directory sign detailing the specific access at each step-free station should be positioned in the following locations:

- Adjacent to each lift access point
- Within each side of lift car
- Opposite lift exit at platform level
- Adjacent to line diagrams at platform level
- On platform wall at level-access boarding point

The exact format of the sign will depend on the specific line but should follow the size and format illustrated to ensure consistency, the same layout being used for all station along a given line. Only step-free stations should be shown to ensure sign is legible as possible, and stations should be listed in alphabetical order.

300 x 450



Content is illustrative only

## For further information

This manual intends to outline basic principles only and therefore cannot cover every application or eventuality.

All TfL corporate design standards are available from the TfL website:  
**[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)**

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Marketing Services:

Email: **[corporatedesign@tfl.gov.uk](mailto:corporatedesign@tfl.gov.uk)**  
Website: **[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)**

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