Transport for London

# Santander Cycles
# basic elements standard

Issue 2

MAYOR OF LONDON

Santander CYCLES

# Contents

# Foreword

A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Santander Cycles maintains a high standard for coordinated design in every aspect of our operations.

This document gives guidance on the basic elements that make up the Santander Cycles visual identity. The information covers the corporate typeface, the visual identity of Santander Cycles and the corporate colours.

# 1    Corporate typeface

The typeface used by TfL is Johnston 100. It is exclusive to TfL and should be applied for by third parties via the TfL website: tfl.gov.uk/corporatedesign

**Headings**
Headings are always to be set in Johnston 100 Medium.

**Body copy**
Body copy should always be set in Johnston 100 Light when displayed at 12pt or below. When displayed at above 12pt, Johnston 100 Regular must be used.

**Point sizes**
The minimum point size used on a piece is determined by the distance it is expected to be viewed from.

TfL has set minimum point sizes for each standard poster size. The minimum point sizes are compulsory and are detailed later in this document.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

**Johnston 100 Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

Johnston 100 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

Johnston 100 Light

## 2    Typographic policy

In consultation with the Royal National Institute of Blind People (RNIB), TfL has developed a 'clear print' strategy for setting type in a way that makes it accessible to many visually impaired people.

The main directives of this policy are:

- Text should always be set in mixed upper and lower case (never all upper case – even with headings)

- Minimum point sizes to depend on viewing distances (TfL also takes into account the size of poster or leaflet)

- Text should always be ranged left (ragged right) and never justified, or ranged right

- Text on posters may be centred, but only where the body copy does not exceed three lines

- Headings are to be centred only where body copy is centred – centred headings should not exceed more than three lines of text

- Text should be set horizontally and never vertically, at an angle or following a curve

- Do not use italics

- To emphasise a word, use a different type weight

- Ensure good colour contrast between text and background colour

- Do not adjust the character spacing of the font (tracking)

- Do not reduce line spacing (leading)

- Do not indent the first line of a paragraph

- Use additional leading to achieve clear separation of paragraphs

- Bullet point indentations are allowed so long as text follows the indent

- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)

- Creative typefaces may be used for headlines on campaign posters, but only where headlines are included as part of the creative execution

- If using a creative typeface for a headline, avoid highly stylised typefaces such as ornamental, decorative or handwriting styles. Stylised typefaces should never be used for body copy or for calls to action

- The use of terminology on all material must comply with the TfL editorial standards

- 	(tfl.gov.uk/corporatedesign)

# 3    Santander Cycles roundel

Each TfL transport mode has its own, unique roundel.

The Santander Cycles roundel is displayed on this page.

Ideally, the roundel should be placed against a plain white background. However, when non-white backgrounds are required, the version of the roundel displaying the thick white keyline must be used.

The value of the roundel itself cannot be overestimated as it is one of the world's best-known symbols.

To preserve its value, the rules for its reproduction and application must be strictly adhered to.

Only the full colour versions of the Santander Cycles roundel may be used. Black and white-out versions of the roundels may only be used by exception and with the agreement of the TfL Graphics team.

## 3.1

The Santander Cycles roundel is only ever used on its own on the top caps of docking stations, to help identify the docking station from distance, and on the front carrier panel of the Santander Cycles cycle.

- The roundel must not be re-drawn, distorted or modified in any way

- The roundel must not be placed on a background that impairs legibility

- Patterned or busy backgrounds, which interfere with the roundel, must not be used

- A roundel containing the mode name within the bar is not to be displayed below a width size of 12mm

**Exclusion zone**
To ensure clarity and impact when reproducing the roundel, no other graphic elements should be placed within a minimum area, equivalent to 0.25 its bar width (x), all around it.

The area marked 0.25 (x) indicates the exclusion zone where no other graphic elements should be placed.

0.25 (x)          X          0.25 (x)

0.25 (x)

**CYCLES**

0.25 (x)
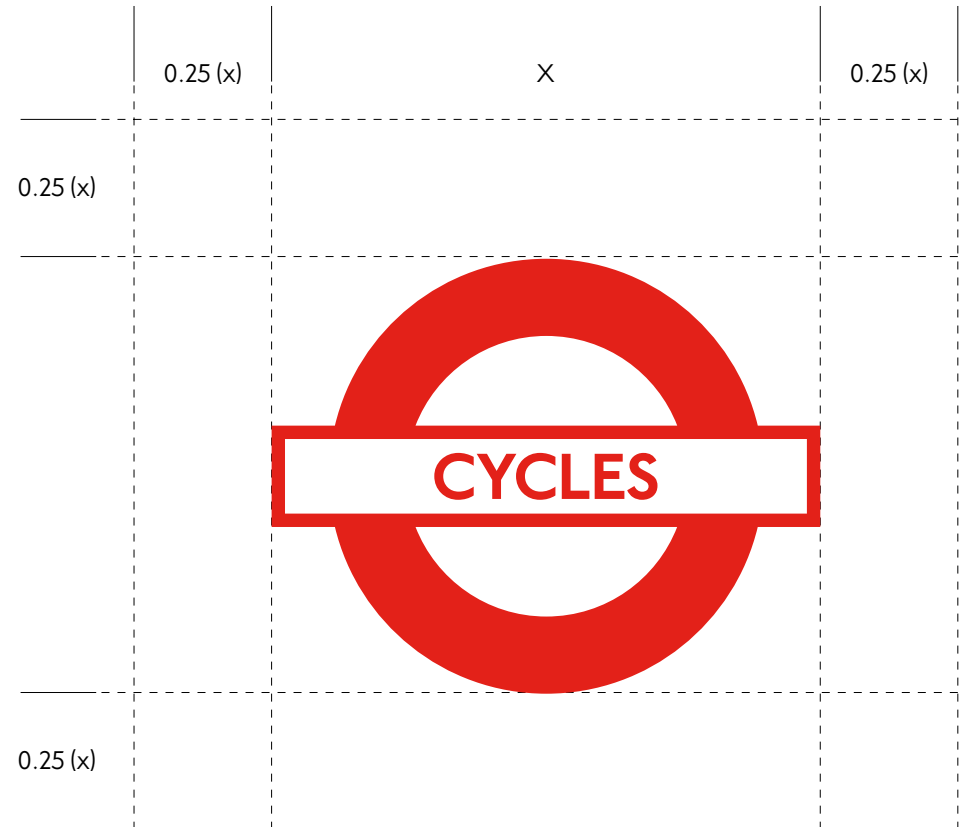
# 4      Santander Cycles sponsorship mark

The Santander Cycles sponsorship mark should always appear on all Santander Cycles outputs.

- The mark must not be re-drawn, distorted or modified in any way

- The mark must not be placed on a background that impairs legibility

- Patterned or busy backgrounds, which interfere with the mark, must not be used

- A mark containing the mode name within the bar is not to be displayed below a width size of 42mm

**Exclusion zone**
To ensure clarity and impact when reproducing the mark, no other graphic elements should be placed within a minimum area, equivalent to 0.25 the roundel bar width (x), all around it.

The area marked 0.25 (x) indicates the exclusion zone where no other graphic elements should be placed.

## 5      TfL logotype

The Transport for London logotype
should appear in the top-left corner on
all Santander Cycles outputs.

Always aim to use the full colour version
of the logotype. Where the background
does not offer sufficient colour
contrast, the white-out version of the
logotype may be used.

The black version of the logotype may
only be used by exception and with the
agreement of the TfL Graphics team.

**TRANSPORT
FOR LONDON**

**EVERY JOURNEY MATTERS**

**TRANSPORT
FOR LONDON**

**EVERY JOURNEY MATTERS**

**TRANSPORT
FOR LONDON**

**EVERY JOURNEY MATTERS**

# 6    Mayor of London logotype

On all printed outputs, the Mayor's endorsement 'Mayor of London' should be displayed as shown. It is always to be positioned in the bottom-left corner of a piece.

The capital letter height of the 'MAYOR OF LONDON' logotype should always measure the same as the depth of the roundel bar.

The capital letter height of the Mayor's endorsement should always be aligned vertically with the roundel. It should be ranged left with the left-hand margin of any layout.

The Mayor's endorsement should always appear in corporate blue (Pantone 072). Where appropriate, it may be displayed in black or reversed out in white.

A two-line version of the Mayor's endorsement is also available. It should only be used where absolutely necessary.
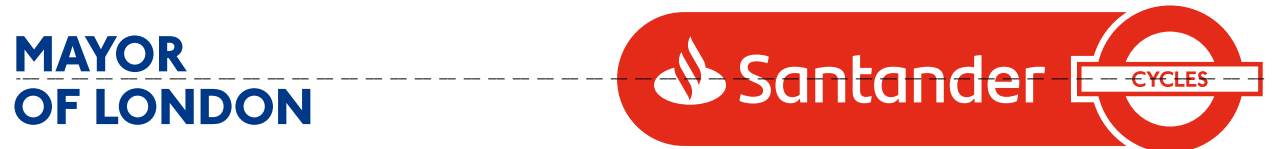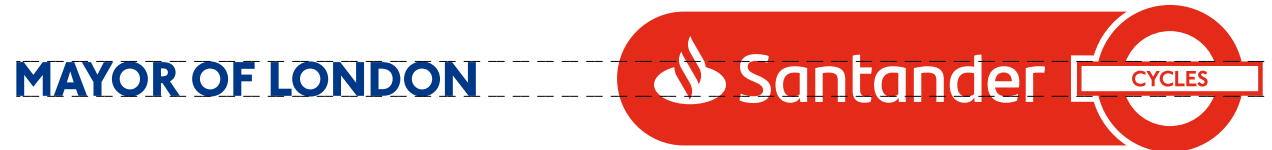
# 7    Colours

**Artwork reference**
TfL_PF006

**Position reference**
A

**Size**
II5 x 37mm

**Colours**
•    Pantone 072 Blue

**Note**
Placed on entry side of the gate only.

**CMYK**

C0 M93 YI00 K0

**NCS**

NCS S I085-Y80R

**RGB**

R220 G36 B3I

**Pantone**

**Note**
The Pantone Matching System
is not to be used for Santander Cycles

# 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