

# Interchange signs standard

Issue 4



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Greater London is served by one of the most extensive transport networks in the world. For many customers, their journey will involve at least one change of mode. At its simplest, this may be from a suburban train to a bus route. However, more complex transfer problems are found at major interchanges where five or more different transport modes may be found.

Good signs and information play a vital role in the process of improving the ‘seamless journey’ and enabling users to understand the networks and what they offer. This in turn fosters the belief that journeys can be made without undue difficulty or frustration.

London’s public transport system comprises many networks, operators and modes and to project the identities of all of them with equal emphasis would lead to an unmanageable and bewildering complexity of signs.

To overcome this problem, a hierarchy of identities has been agreed. This has sought to identify common ground between service providers, encouraging consistent use of

logos, pictograms and terminology wherever practicable and above all, minimising the risk of confusion.

This document has been developed in a way that allows use by a number of different bodies. It adopts styles that are sufficiently similar and consistent across the networks for the public to recognise and understand them when they change from one mode to another.

Success will be measured by the greater use of interchange facilities and public transport as a whole, with consequent benefits not only to the travelling public, but also to networks, operators, local authorities and the environment of the city.

Achieving this aim will require the active co-operation of all participating bodies to secure the thorough and consistent application of these standards across London’s interchanges.

If any queries arise that cannot be answered by reference to these standards, please contact TfL Corporate Design.



Some of the core transport networks have subdivisions of their identities. For example, London Underground has twelve separately named and colour-coded lines. London Buses has over thirty bus operators.

Operator and line identities are too numerous to be displayed as primary identification or directional signs at interchanges without causing an excessive proliferation of signs and confusion among passengers.

The visual identities of the modes listed on this page fulfil the function of identifying the core networks.

## Key points

- At station entrances, the core network identities only are to be displayed
- The operator or line identity can be introduced at the boarding area as appropriate and according to the standards agreed by each network
- Core network identities are displayed as primary identification and on directional signs at interchanges

## Modes that may be shown on totems

Totems are used to identify public transport modes only. They are not to be used for directional signage or denote any other facility.

The list below shows the modes of transport that may use their network logos on a totem. No other logo or pictogram may be displayed.

- National Rail
- London Underground
- London Buses
- London Tramlink
- London Overground
- London River Services
- Victoria Coach Station
- Docklands Light Railway

## 1.1 Policy statement continued

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### **Style of signage to be used**

The following policy for London Underground and London Overground is to be followed when signing at an interchange between the two modes.

### **Where a station is owned by London Underground, but has separate platforms for London Overground trains**

The totem outside the station will lead with an Underground roundel followed by an Overground roundel and National Rail logo (where the Overground network is not part of the National Rail network, no National Rail logo is to be used). Signage within the station will be done in the London Underground house style. On crossing the point where the London Overground platform starts, all signing will be done in the London Overground house style.

### **Where a station is owned by London Underground, but has shared platforms for London Overground trains**

The totem outside the station will lead with an Underground roundel followed by an Overground roundel and National Rail logo (where the Overground network is not part of the National Rail network, no National Rail logo is to be used). All other signage, including platform signage is done in the London Underground house style

Note that if an instance occurs where the ownership is with London Overground, but with London Underground usage, the rules above are reversed.

## 1.2 Planning



Consistent application of both verbal and visual elements will provide passengers with effective guidance through an interchange.

Use this checklist to help achieve this:

- Establish a clear and consistent hierarchy of information (eg network, line, platform)
- Establish the clearest and most consistent terminology for each group of signs
- Apply the correct principles of graphic elements and terminology
- Set out the signs in a logical and easily understandable sequence
- Ensure that the communication of information is clear and consistent
- Check that all directional signs provide complete and consistent guidance to each destination

## 1.3 Terminology



When directing to interchange facilities, the use of consistent terminology is vitally important to ensure that customers understand the network being signed. Only core networks (ie the modes listed on page 1) should be used on directional signing as these can be easily understood by customers.

Train operating company names should not be used, except where direction between operators splits within a station and no alternative exists.

The examples opposite show the correct terminology to be adopted at typical interchange situations.

Liverpool Street 

- 1 If space is limited, the term 'Station' may be omitted.

Underground 

- 2 Within a major interchange, the network name may be used to differentiate it from other transport services.

Aylesbury trains 

- 3 In some instances, a destination may be more easily understood than a network name.

Platforms 7-10 

- 4 Where specific platforms serve London Overground (or National Rail), platform numbers may be the clearest description

## 2 National Rail signage

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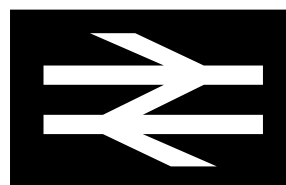
### Network logo

On totem or pole-mounted signs acting as the primary identifiers for a station, on illuminated signs and on street signs, the National Rail logo appears white on a red panel. On fascias and on directional signs, the positive version is used.

The National Rail logo should be reproduced using the NCS colour system. The NCS code for the red is NCS S 1085-Y80R.

On sign systems where elements are shown in a single colour, use the monochrome version.

For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.





## 2.1 National Rail signage continued

### Applications of visual identities

Once logos have been sized using the proportions given in Section 1.4, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site. At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.

There may be occasions when the presence of a concentration of bus stops around the station merits the addition of the London Buses roundel to the main identification sign. This is acceptable as long as it does not mislead customers to assume that access to bus services is within the station itself.



Totem showing the negative National Rail logo above the London Underground logo



Fascia showing a positive National Rail logo alongside the London Underground logo



Directional sign using the positive National Rail logo



Highway sign using the negative National Rail logo

## 2.2 National Rail signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Buses style



Typical sign in Docklands Light Railway style



Typical sign in London Underground style

### 3 London Underground signage



#### Network logo

The word 'Underground' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

The London Underground logo should be reproduced using the NCS colour system. The NCS code for the red is NCS S 1085-Y80R and for the blue NCS S 3560-R80B

On sign systems where elements are shown in a single colour, use the monochrome version.

For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

#### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used.



Standard



Alternative

### 3.1 London Underground signage continued

#### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site. At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.

There may be occasions when the presence of a concentration of bus stops around the station merits the addition of the London Buses roundel to the main identification sign. This is acceptable as long as it does not mislead customers to assume that access to bus services is within the station itself.



Totem showing the London Underground logo above the London Buses logo



Fascia showing the London Underground logo alongside the London Buses logo



Directional sign using the London Underground logo (note that there is no LU signs pictogram - the LU roundel is always displayed on its own)



Highway sign using the London Underground logo

## 3.2 London Underground signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in Docklands Light Railway style



Typical sign in London Buses style



Typical sign in National Railway style

## 4 London Buses signage

### Network logo

The word 'Buses' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

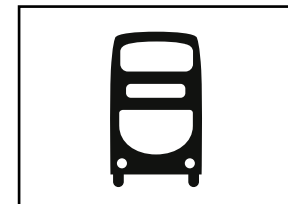
The London Buses logo should be reproduced using the NCS colour system. The NCS code for the red is NCS S 1085-Y80R.

On sign systems where elements are shown in a single colour, use the monochrome version.

For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used. On directional signs, use the bus pictogram alongside the London Buses roundel, unless space constraints make this impracticable.



Standard



Alternative

## 4.1 London Buses signage continued

### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site. At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.



Totem showing the London Buses logo above the London Underground logo



Fascia showing the London Buses logo alongside the London Underground logo



Directional sign using the London Buses logo and bus pictogram (mode pictograms should be used alongside their roundel, unless space constraints make this impracticable)



Highway sign using the London Buses logo

## 4.2 London Buses signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Overground style



Typical sign in National Railway style



## 5 London Tramlink signage



### Network logo

The word 'Tramlink' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

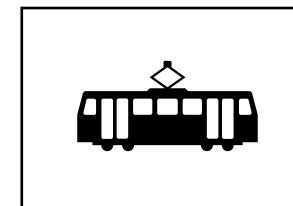
The London Tramlink logo should be reproduced using the NCS colour system. The NCS code for the green is NCS S 0580-G30Y.

On sign systems where elements are shown in a single colour, use the monochrome version.

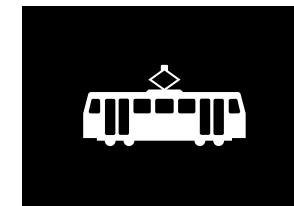
For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used. On directional signs, use the tram pictogram alongside the London Tramlink roundel, unless space constraints make this impracticable.



Standard



Alternative

## 5.1 London Tramlink signage continued



### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site. At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.

There may be occasions when the presence of a concentration of bus stops around the tram stop merits the addition of the London Buses roundel to the main identification sign.



Totem showing the London Trams logo above the National Rail logo



Fascia showing the London Trams logo and the National Rail logo



Directional sign using the London Trams logo and tram pictogram (mode pictograms should be alongside their roundel, unless space is too small for this impracticable)



Highway sign using the London Trams logo

## 5.2 London Tramlink signage continued

### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Buses style



Typical sign in National Railway style

## 6 London Overground signage

Contents



### Network logo

The word 'Overground' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

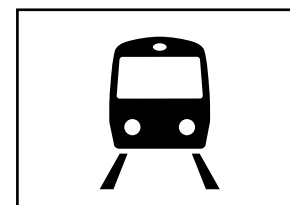
The London Overground logo should be reproduced using the NCS colour system. The NCS code for the Orange is NCS S 0585-Y50R.

On sign systems where elements are shown in a single colour, use the monochrome version.

For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used. On directional signs, use the tram pictogram alongside the London Tramlink roundel, unless space constraints make this impracticable.



Standard



Alternative

## 6.1 London Overground signage continued

### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site. At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.

At London Overground owned stations the Overground roundel must always be accompanied (and followed) by the National Rail logo. The exception to this rule is with stations from Dalston Junction to Surrey Quays. This stretch of line is not part of the National Rail network, therefore no National Rail logo is to be displayed at these stations

There may be occasions when the presence of a concentration of bus stops around the Overground station merits the addition of the London Buses roundel to the main identification sign.



Totem showing the London Overground logo along with the National Rail logo above the London Underground logo (where an Overground station is not part of the National Rail network, the National Rail logo is to be omitted)



Fascia showing the London Overground logo alongside the National Rail logo



Directional sign using the London Overground logo and Overground pictogram (mode pictograms should be used alongside their roundel, unless space constraints make this impracticable) - the National Rail logo is also shown where the Overground is part of the National Rail network



Highway sign using the London Overground logo - the National Rail logo is also shown where the Overground is part of the National Rail network

## 6.2 London Overground signage continued

### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Buses style



Typical sign in London Buses style where the Overground is not part of the National Rail network



Typical sign in Docklands Light Railway style

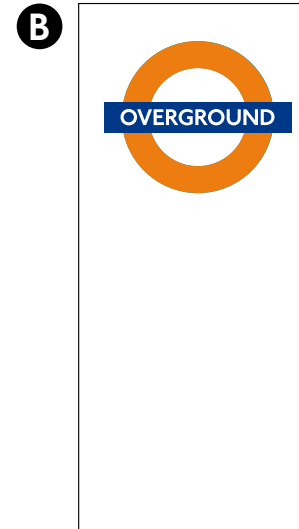
## 6.3 London Overground signage continued

Contents



### Overground totems

- A Overground totems should always be endorsed with the Overground roundel. As London Overground is part of the National Rail network, the National Rail logo should always follow the Overground roundel.
- B The exception to this rule is on the stretch of line from Dalston Junction to Surrey Quays. This stretch of line is not part of the National Rail network and so does not include the National Rail logo on the totem.
- C Where an Overground station interchanges with the rest of the National Rail network and that property is owned by National Rail, it is the National Rail logo that is displayed before the Overground roundel.



## 7 London River Services signage

Contents



### Network logo

The word 'River' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

The London River Services logo should be reproduced using the NCS colour system. The NCS code for the blue is NCS S 2060-B.

On sign systems where elements are shown in a single colour, use the monochrome version.

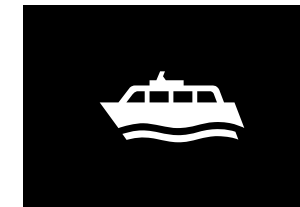
For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used. On most types of sign, use the river craft pictogram alongside the LRS roundel, unless space constraints make this impracticable.



Standard



Alternative



## 7.1 London River Services signage continued

Contents



### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site.



Totem showing the London River Services logo above the rivercraft pictogram



Fascia showing the London River Services logo and the London Buses logo



Directional sign using the London River Services logo and rivercraft pictogram



Highway sign to a pier - Note that as it is primarily used by tourists, the signage

## 7.2 London River Services signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style incorporating both the LRS logo and pictogram for clarity



Typical sign in London Buses style incorporating both the LRS logo and pictogram for clarity



Typical sign in National Railway style

## 8 Coach station signage



### Network logo

The word 'Coaches' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

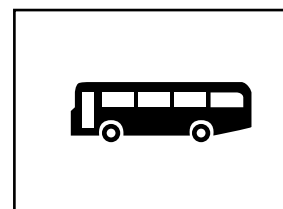
The Coaches logo should be reproduced using the NCS colour system. The NCS code for the blue is NCS S 1070-Y20R.

On sign systems where elements are shown in a single colour, use the monochrome version.

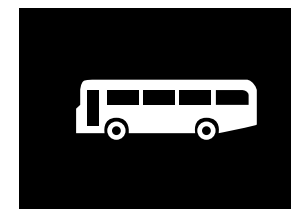
For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used. On directional signs, use the bus pictogram alongside the Coach stations roundel, unless space constraints make this impracticable.



Standard



Alternative

## 8.1 Coach station signage continued

Contents



### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site.



Totem showing the coach station logo above the London Underground logo



Fascia showing the coaches logo alongside the London Underground logo



Directional sign using the Coaches logo and coach pictogram



Highway sign using the coach station logo

## 8.2 Coach station signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in Docklands Light Railway style



Typical sign in National Railway style



### Network logo

The abbreviation 'DLR' is displayed in the bar on main identification signs. On secondary signs, such as directional slats, the name may be omitted if the wording cannot be printed clearly on a roundel less than 50mm wide.

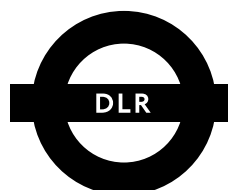
The Docklands Light Railway logo should be reproduced using the NCS colour system. The NCS code for the turquoise is NCS S 2050-B50G.

On sign systems where elements are shown in a single colour, use the monochrome version.

For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

There is no Docklands Light Railway pictogram to be included on signage.



## 9.1 Docklands Light Railway signage continued

Contents



### Applications of visual identities

Once logos have been sized using the proportions given in Section 14, they should be positioned together vertically or horizontally on a totem or fascia.

The first logo to be displayed on a totem or fascia will be determined by the ownership of the interchange site,

At interchanges based on railway stations, this often means that either the National Rail or London Underground logos will come first, followed by the other logos in order of customer usage.

There may be occasions when the presence of a concentration of bus stops around the station merits the addition of the London Buses roundel to the main identification sign.



Totem showing the Docklands Light Railway logo above the London Overground and National Rail logos



Fascia showing the Docklands Light Railway logo alongside the London Buses logo



Directional sign using the Docklands Light Railway logo (note that as there is no DLR signs pictogram, the DLR roundel is always displayed on its own)



Highway sign using the Docklands Light Railway logo

## 9.2 Docklands Light Railway signage continued

Contents



### Variations in sign style

Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Overground style



Typical sign in National Railway style



## 10 Taxi signage

Contents



### Logo

The taxi roundel is not to appear on totems or fascias. It should, however, appear at dedicated taxi stops along with the taxi pictogram.

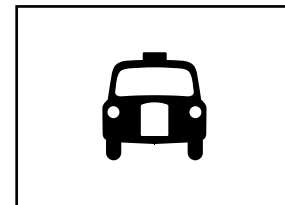
On secondary signs, such as directional slats, only the pictogram may be used.

The taxi logo and pictogram should be reproduced using the NCS colour system. The NCS code for the roundel purple is NCS S 2060-R70B. On sign systems where elements are shown in a single colour, use the monochrome version.

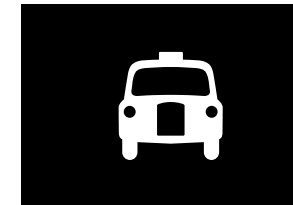
For guidance on the proportions to be used to reproduce the logo alongside other network identities on totems and fascias, see Section 14.

### Pictograms

These are used increasingly to provide information for those who may have difficulties with text. Pictograms may not be identical across all networks, but where possible the appropriate standard should be used.



Standard



Alternative

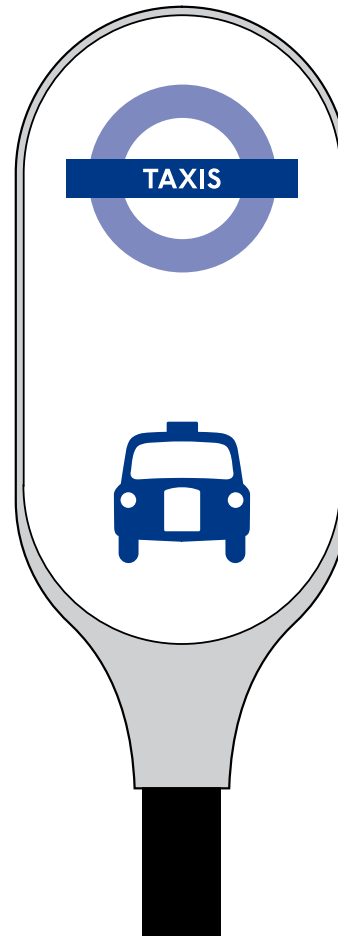
## 10.1 Taxi signage continued

Contents



### Applications of visual identities

Neither the taxi roundel nor the taxi pictogram are to appear on an interchange totem or fascia as taxis do not constitute a public transport network. However, where appropriate, a taxi rank sign may be installed outside a station.



← Taxi 

Directional sign using the taxi pictogram

Taxi rank using the Taxis logo and taxi pictogram

## 10.2 Taxi signage continued

### Variations in sign style

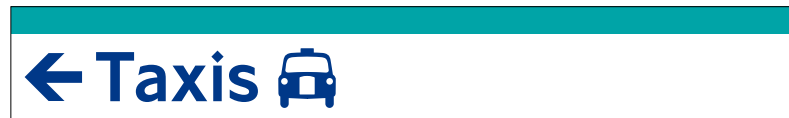
Each of the signs illustrated has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms will maintain continuity of communication. The styles shown on this page are illustrative only.



Typical sign in London Underground style



Typical sign in London Buses style



Typical sign in Docklands Light Railway style






# 11 Pictograms

Pictograms are used increasingly to provide information for those who may have difficulties with the text. The pictograms shown here are only some of those available to TfL.

All pictograms used within a TfL customer environment must be as illustrated within the TfL pictogram standard available via the TfL website - [tfl.gov.uk/corporatedesign](http://tfl.gov.uk/corporatedesign)

\* Denotes handed pictograms.

With handed pictograms the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing.

 River craft*	 River craft*	 Taxi	 Airport	 Bus (Print use only)
 Coach*	 Coach*	 Car*	 Car*	 London Overground
 Cycling*	 Cycling*	 Tram (On signage only)	 Tram (Print use only)	 Docklands Light Railway
 London Underground	 Victoria Coach Station	 National Rail		

## 11.1 Pictograms continued

### Position of pictograms within TfL signs

Where network logos or pictograms are to be incorporated in directional signs, they must appear at the opposite end to the arrow.

A space of 0.75 times the 'x' height is inserted between the logo/pictogram and text (please check with the relevant mode sign standard for exact measurements).

The height of both network logo and pictogram should be 1.25 times the cap height, and centred on the cap height. Pictograms should not be longer than 2.5 times the x height (the height will reduce proportionally).



## 11.2 Pictograms continued



### Types of network logos and pictograms

As directional signs within the TfL environment primarily direct to lines and platforms using names and colour, network logos (A) and pictograms (B) form a primary part of directional signing.

There are certain key messages which must always be accompanied by a network logo or pictogram. At international interchanges, such as Heathrow, pictograms may also be used to assist non-English-speaking customers.

We must not, however, confuse the role of network logos and pictograms with that of safety symbols (C).

Safety symbols are used as the primary signing element to communicate safety messages, as required by European legislation. Symbol colour, background colour, and background shape are all used to communicate the safety message.

Network logos are used to identify primary transport networks, such as National Rail or London Buses. These should always be displayed in the designated colour of the network, alongside the network name. Logos for individual operating companies, eg Silverlink, must not be used on directional signing.

The function of pictograms within the TfL environment is to clarify sign messages for non-English-speaking customers, and to represent symbolically, facilities such as toilets. Only approved TfL pictograms may be used, A range of approved TfL signing pictograms is detailed on the next page.

For a more comprehensive list of TfL pictograms please refer to the TfL pictogram standard.



## 12 Totems and fascias



### Policy for totems

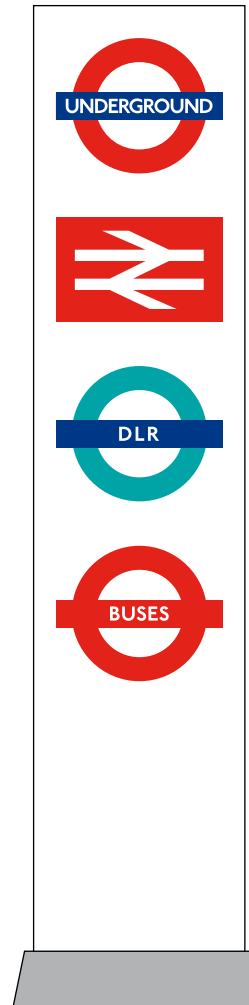
The purpose of a totem is to identify clearly and consistently the modes of transport available at or around a particular interchange.

Only the identities of the modes listed on page 1 are to be displayed on a totem.

Operator or line identities must never be displayed on totems. Such identities can be introduced at boarding areas as appropriate, according to the standards agreed by each mode.

Totems should be positioned in locations that allow all modes of transport at or around an interchange site to be clearly and easily recognised from a distance.

All public transport services at an interchange site are to be identified on a totem, provided that the service is one of the modes listed on page 1.

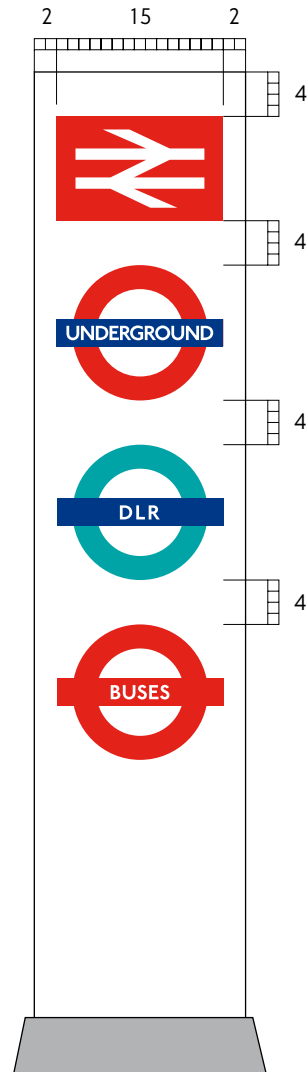


## 12.1 Totems and fascias continued



The visual identities of the modes are displayed together on totems at interchanges. Each one must be clearly visible, but also balanced fairly so that it neither overwhelms the others nor is overwhelmed by any one of them.

To achieve this balance, the logos are displayed together in fixed proportions, which are described on the next page.





## 12.2 Totems and fascias continued

### Proportions

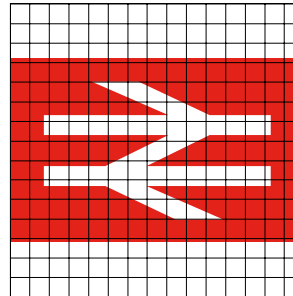
Each mode identity is sized on a square grid composed of 15 units in each direction as shown here. The TfL modes all use roundels and so they appear at identical sizes.

The National Rail logo is sized so that it can be reproduced in a balanced proportion alongside any of the TfL roundels.

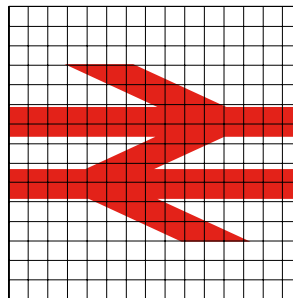
On totem signs, the reversed version of the National Rail logo on a red panel is used. The panel occupies the whole width of the grid and the logo is reduced in proportion.

On fascia signs and on directional signs, the positive version is used. In this case, the logo occupies the whole width of the grid

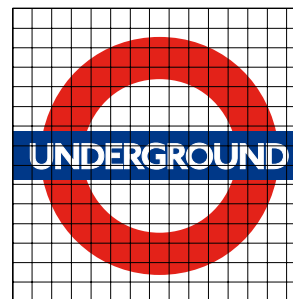
The actual measurements of the grid will be based on the size of the sign or background panel on which the logos will be displayed.



National rail logo reversed out of a panel sized on 15x15 grid



National rail logo (positive) sized on 15x15 grid



All TfL mode logos (represented here by an Underground roundel) sized on 15x15 grid

## 12.3 Totems and fascias continued

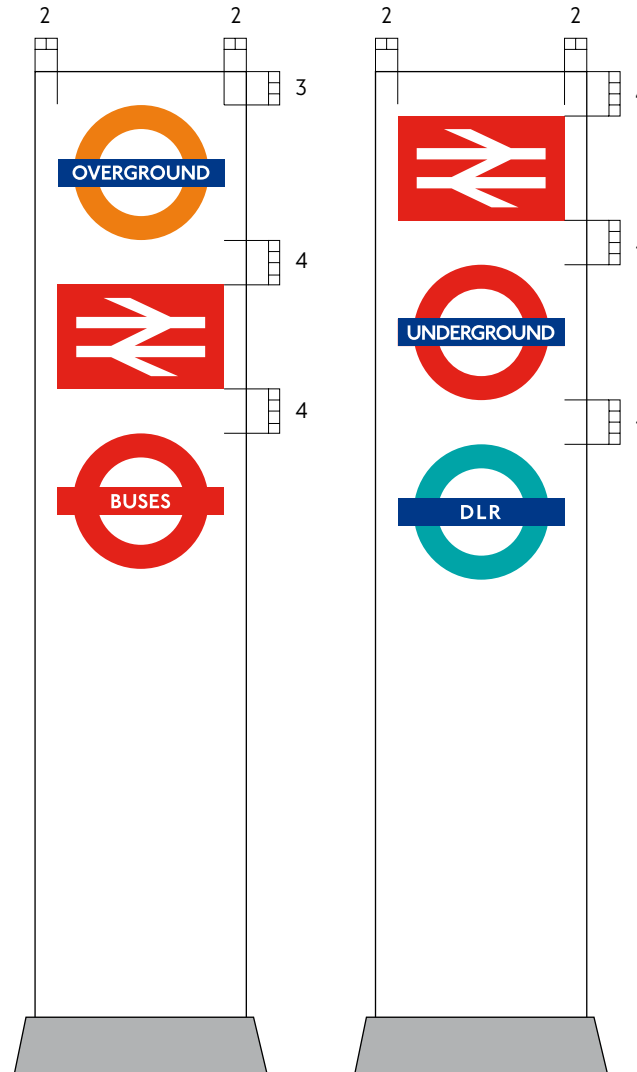


### Vertical positioning with roundel on top

Vertical positioning is achieved by placing the first logo below the top of the sign at a space equivalent to three squares of the grid on which it was sized. Each subsequent logo is separated from the one above it by four squares of the grid.

### Vertical positioning with National Rail logo on top

When the National Rail logo is placed at the top of a totem, the space from the top is increased to four grid squares to compensate visually for the straight edge of the logo.



## 12.4 Totems and fascias continued

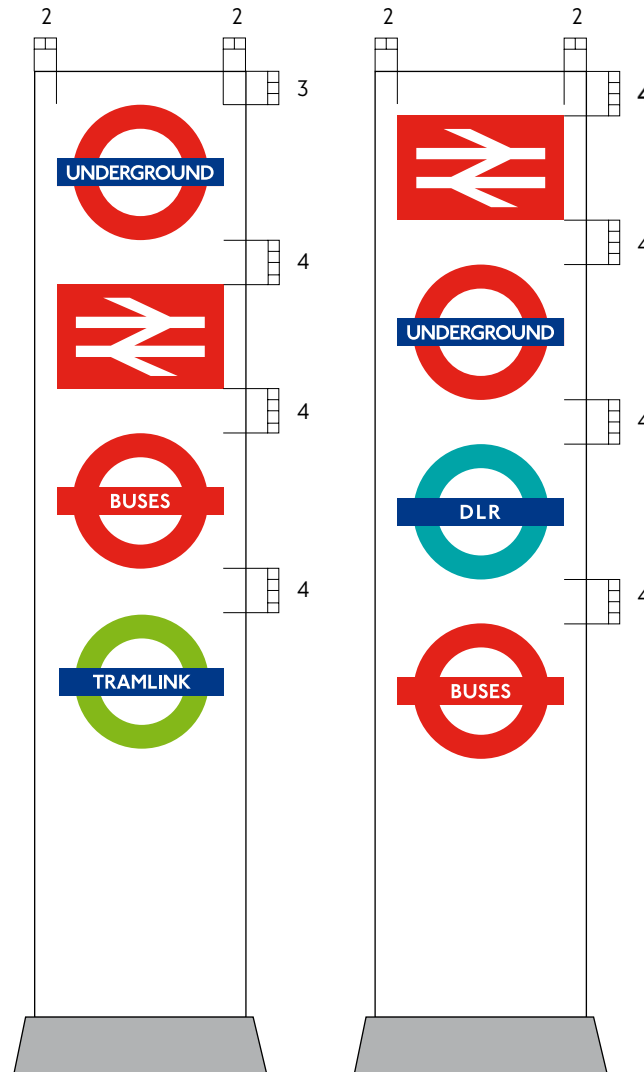


### Order of display

Once the logos have been sized, they should be positioned together vertically. The first logo to be displayed is determined by the ownership of the interchange site.

At interchanges based on railway stations this often means that either the National Rail logo or the London Underground logo will come first, followed by the other logos in order of customer usage.

There may be occasions when the presence of a concentration of bus stops around the station merits the addition of the London Buses roundel to the main identification sign. this is acceptable as long as it does not mislead customer to assume that access to buses is within the station site itself.



## 12.5 Totems and fascias continued

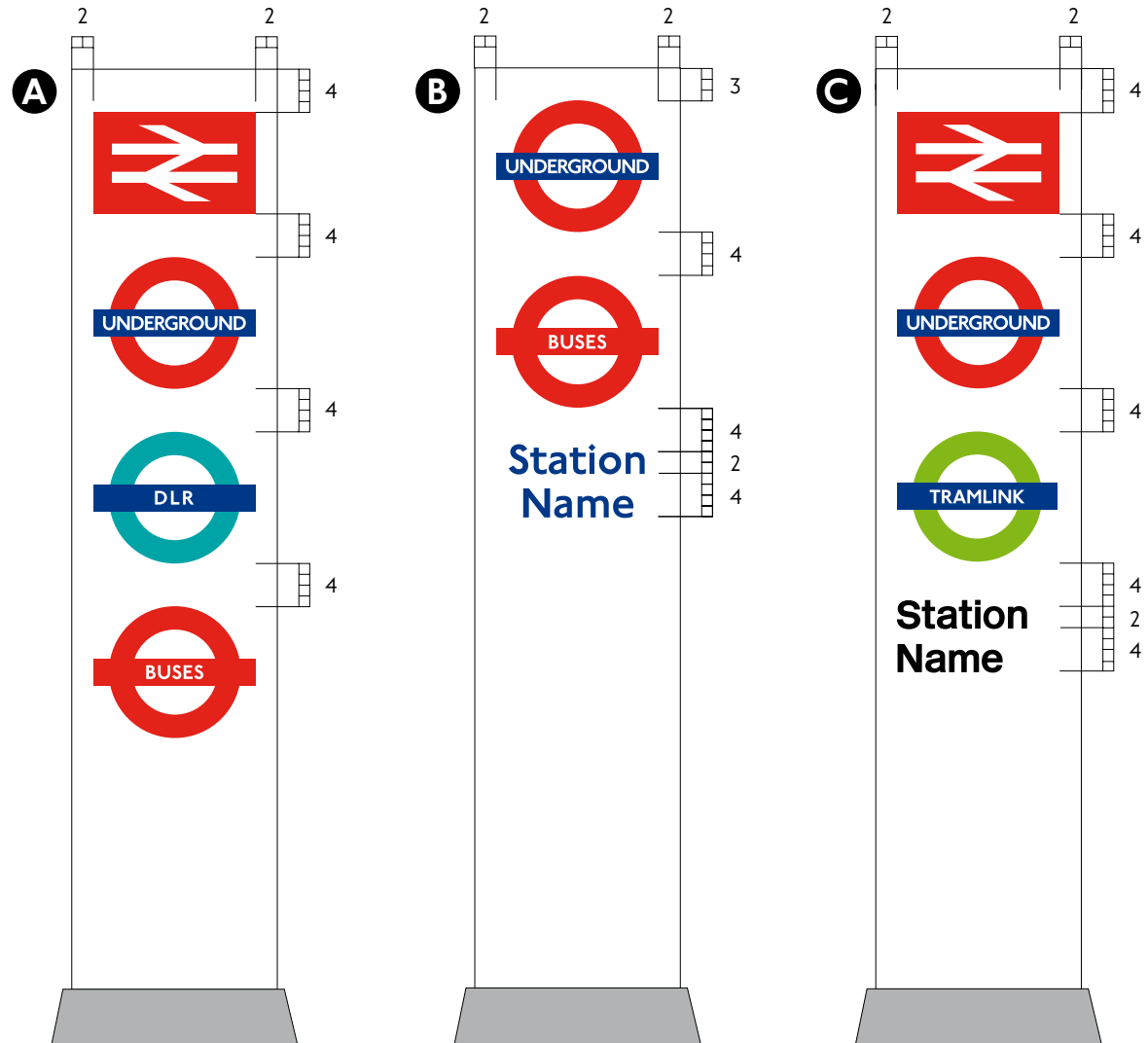
### Using station names

Station names should be displayed on all totems. The only exception is where a totem is situated close to a fascia displaying a clearly visible station name.

The words 'Station' or 'Pier' may be included after the location name eg Stratford Station or Westminster Pier (see individual mode sign standards for guidance) The name should be displayed in the style of the network owning the interchange site.

These examples illustrate how this might work:

- A Four networks presented together without a location name at a National Rail owned station where the station name is displayed on a fascia.
- B Two networks presented together at an Underground station. The station name appears centred in NewJohnston typeface.
- C Three networks presented together at a National Rail station. The station name appears ranged left in the National Rail alphabet.



## 12.6 Totems and fascias continued

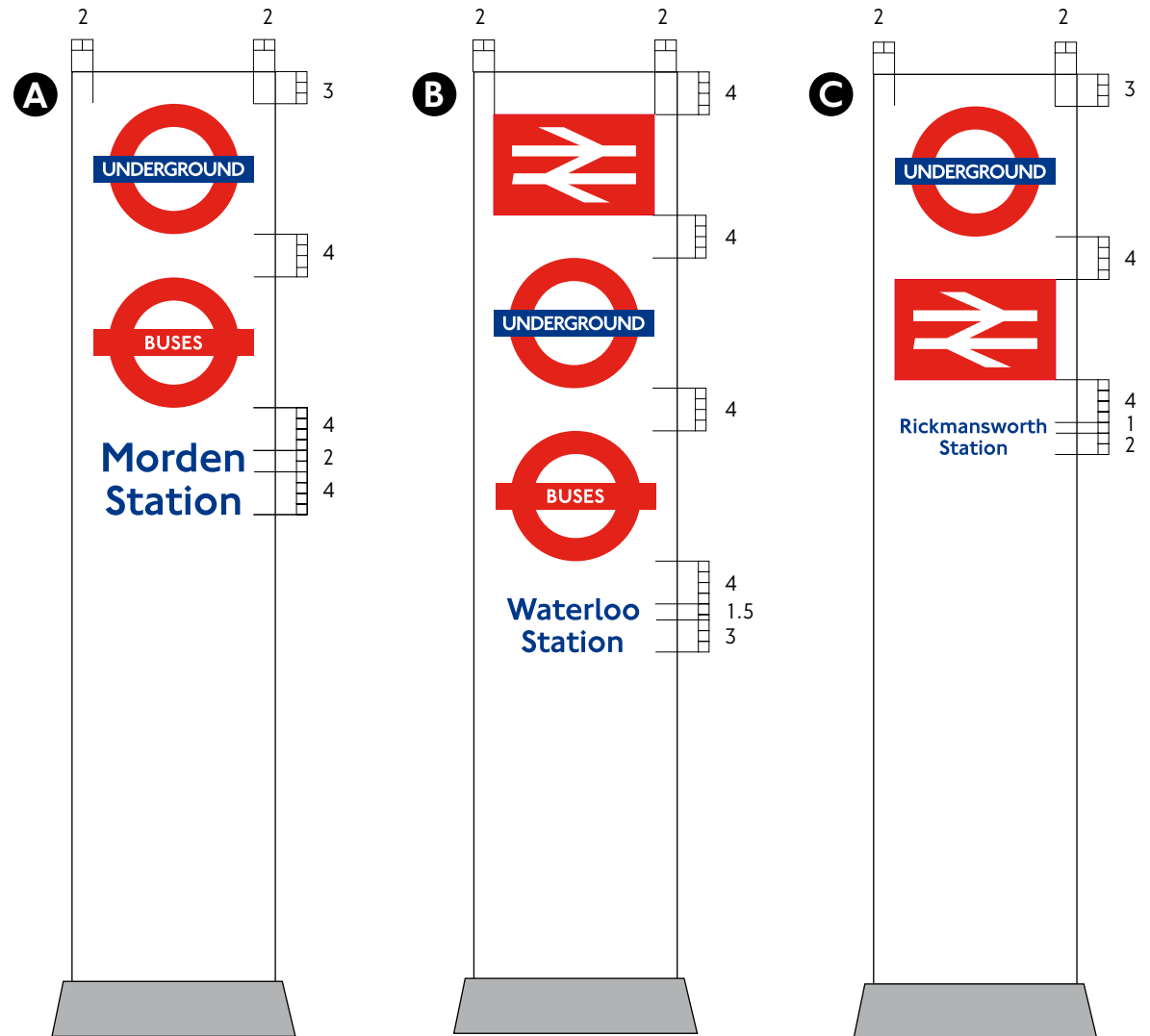
### Station Names at reduced sizes

Station names should not extend beyond the width of logos. They should aim to have an x height of 2 units and a line spacing of 4 units between baselines.

If this is not possible, then the x height should be reduced to 1.5 units and the line-spacing to 3 units.

Some long names, such as Rickmansworth, will only fit if the x height is reduced to 1 unit and the line-spacing to 2.5 units.

- A Example of a totem with a station name at the preferred size
- B Example of a totem with a station name at the reduced size
- C Example of a totem with a station name at the minimum size



## 12.7 Totems and fascias continued

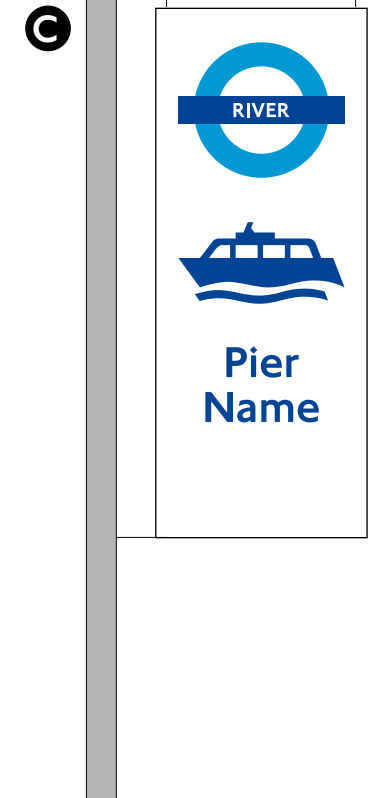
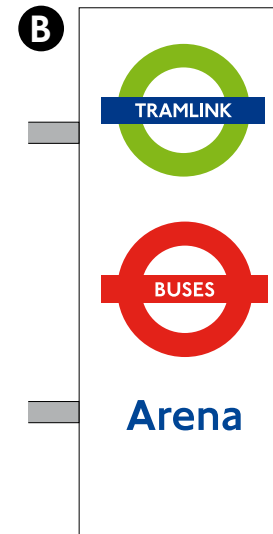
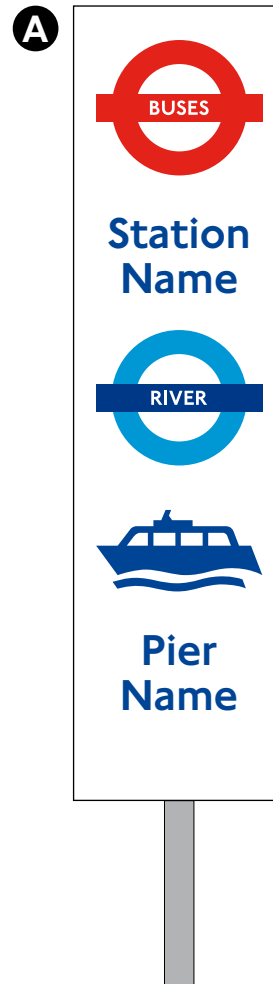
Contents



### Variations on totems

Most totems are ground mounted. however, they may also be pole mounted (A), wall mounted (B) or hung as a flag (C).

- A When including the London River Services logo alongside other modes on a totem, the pier name needs to be displayed as well as the station name.
- B Where a totem appears on a tram stop, the word 'stop' is omitted from the end of the stop name.



## 12.8 Totems and fascias continued

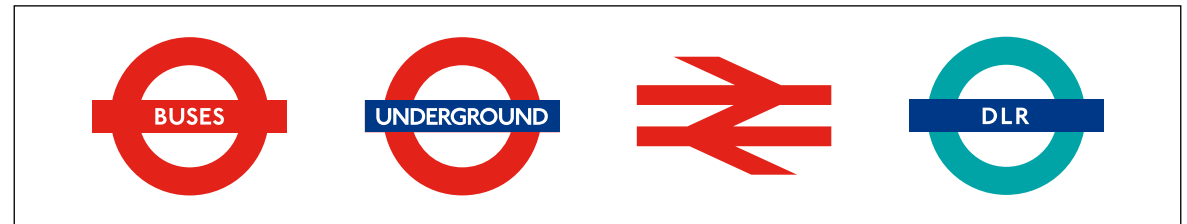
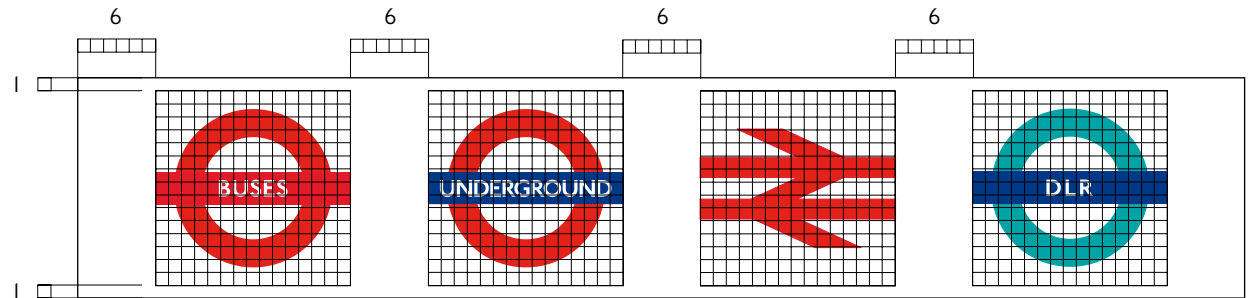
Contents



### Horizontal positioning on fascias

Horizontal positioning on fascias is achieved by leaving a space equivalent to 6 grid squares before the first logo and between each subsequent logo as shown.

Vertical alignment in this arrangement is achieved by centring top to bottom the entire grid of squares on which the logos were sized with a space equivalent to 1 grid square above and below.



# 13 Entrance and exit signs

## Signs to bus stops

When signing to and from bus stops that are considered to provide a viable interchange service from a station, the elements shown here should be incorporated on signing at station exits. Using these elements will ensure visual consistency and a logical information trail between the station and the bus stops.

Bus information should be incorporated within the signing at exit points from the station. It is essential that for each bus stop shown, the 'towards' destinations indicating

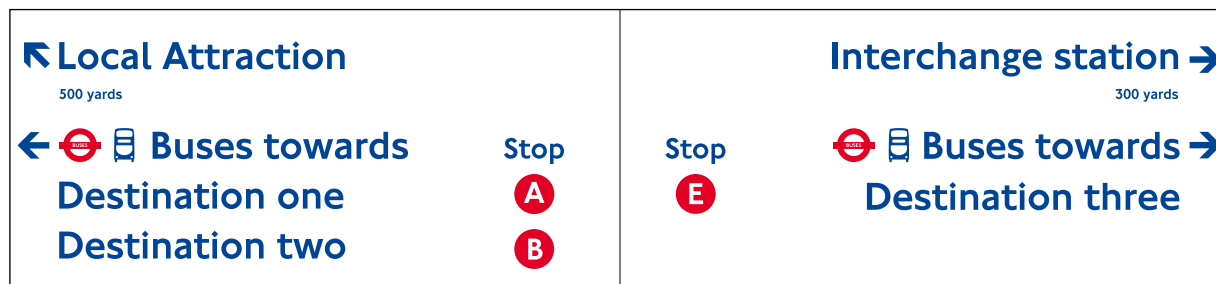
direction of travel are identical to those shown on the relevant bus stop direction panel.

Stop letters must always be shown as white capitals within a red disc. Specifications for the correct reproduction of these discs can be found in the London Buses signs standards.

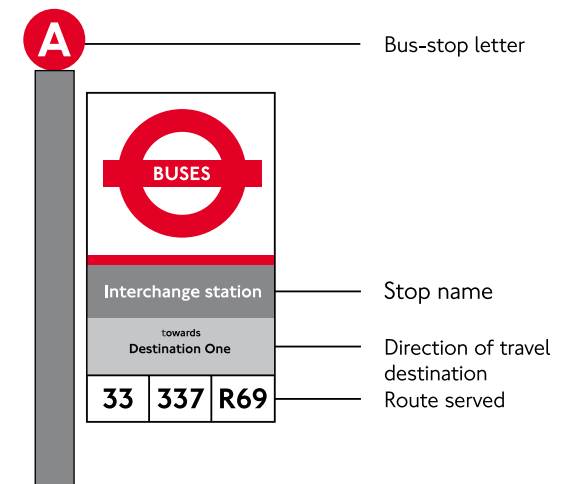
The distance to the stops or other nearby destinations should also be given. To make it absolutely clear which destinations may be reached on foot, and which by bus, the destinations within walking distance should be positioned at the top of the sign panel.

Where the walking distance is greater than 400 yards, this may be indicated in smaller type directly below the destination name.

It should also be added to all the other destinations for consistency, but in the interests of clarity, distances to bus stops should not be indicated.



A station exit sign





## 13.1 Entrance and exit signs continued

Contents



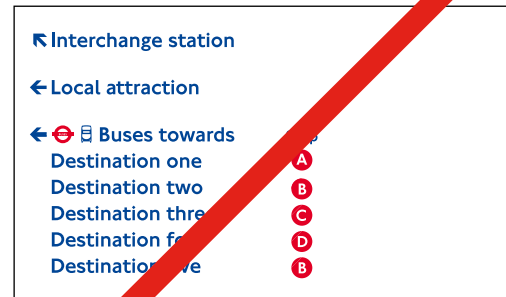
### Signs to bus stops continued

If too much space is taken up when including bus directions, avoid reducing the information contained within other primary messages as shown on the right where they have been reduced to the same type size as the bus destinations.

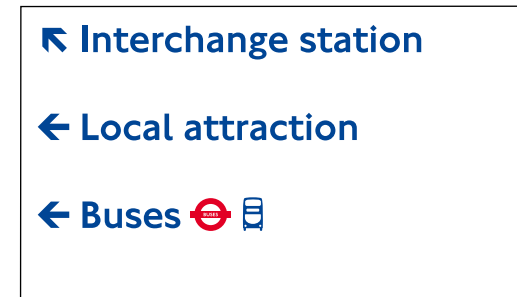
Where all bus services are in one direction, only the term 'Buses' (with symbol and arrow) should be displayed without reference to individual stops as shown on the far right.

If the stops are in different directions, the word 'Buses' (with pictogram and roundel) should be displayed at the same point size as other primary messages and directly below this, the 'towards' destinations with stop letter discs should be listed in a type size equivalent to 50% of the primary size. This will ensure that the term 'Buses' is visible from a distance and that passengers requiring more detailed information can approach the sign to read it.

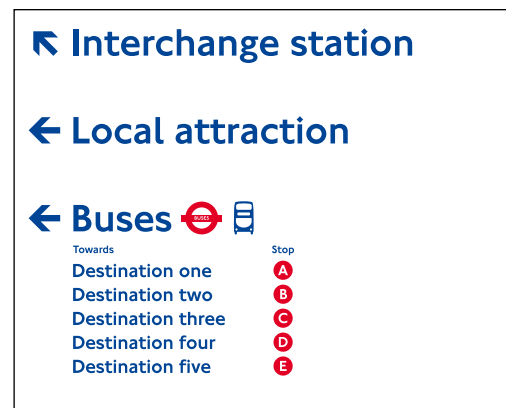
The illustrations show the bus destinations all ranged left or ranged right, but there may need to be a mixture of the two as shown on the previous page.



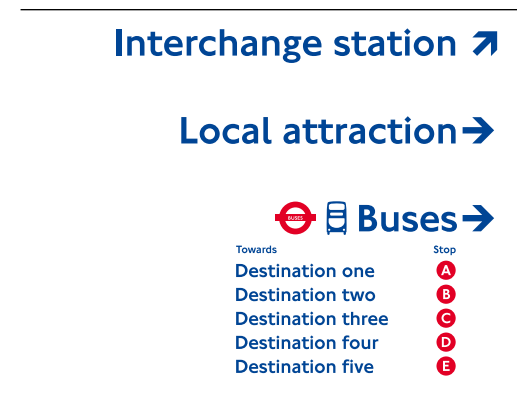
Incorrect version



Version for use when all bus stops are in the same direction



Correct version, ranged left



Correct version, ranged right

## 13.2 Entrance and exit signs continued

Contents



### Signs to and from cycle storage

Some interchange sites provide facilities for cyclists to park or store their cycles before continuing a journey by another mode of transport.

The positive pictogram should be used to depict parking or other facilities where cyclists leave their bikes. This pictogram should not be used on totem or fascia signs.

### Recommended sign terminology

These examples indicate the preferred options for sign terminology when providing directions to cycle facilities. Take care to select the most appropriate term and then apply it consistently throughout the interchange complex.

Signs have been shown here in a neutral style for clarity.



## 13.3 Entrance and exit signs continued

Contents



### Variation in cycle storage sign style

Each of these signs indicates facilities for cyclists and has its own distinctive style of colour, typography and layout, but the use of common terminology, logos and pictograms maintains continuity of communication across the range of networks.



Typical sign in Docklands Light Railway style



Typical sign in London Buses style



Typical sign in London Overground style

## 14 Interchange signs on the highway



If the position of a bus stop identified on station signing is not immediately visible when leaving the station, the route should be clearly marked by a trail of street directional signs.

Similarly, if a station entrance is not obvious from the bus stop, clear directions should be given using street signage.

While the actual style of the street directional signs will be in accordance with a relevant local authority standards and Highways regulations, the information and terminology should be identical to that used on the exit signs within the station. The signs on the right show in descending order: -

A Sign directing to a bus stop at street level.

B Typical sign directing to a rail station from a bus stop, where the route is not obvious. Note: National Rail logos only should be used. Train operating companies should not be shown.

C The direction of route for pedestrians to an Underground station .



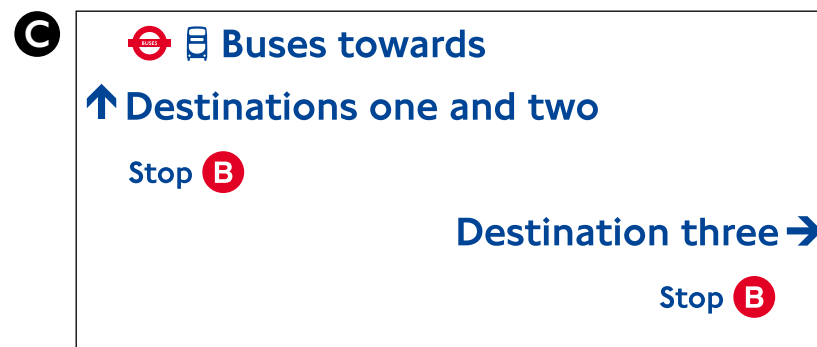
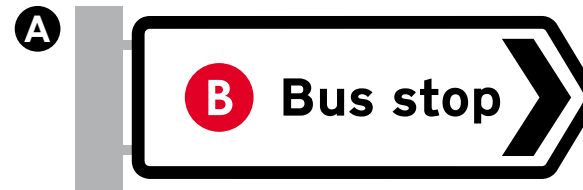
## 14.1 Interchange signs on the highway continued



These examples do not represent the exact style of any traffic signs, but are intended to illustrate the type of information to be included on them. All signs on the highway must comply with the Traffic Signs Regulations and General Directions (TSRGD). This also applies if the signs are produced in the style of a local authority.

For design queries and authorisation of traffic signs, please contact the Department of Environment, Transport and the Regions on **020 7944 2988**. For all other queries, contact TfL Corporate Design on **020 7941 4462**. The signs on the right show:

- A Street sign directing to a bus stop by the letter code only
- B When directions are given to more than one Transport for London mode, the plain blue TfL roundel (NCS S 3560-R80B) should be used.
- C Street sign directing to two bus stops by destination and stop letter. Proportions suit mounting on railings outside an Underground station and on Underground property.



## 15 Example interchanges

Contents



### Transferring from a National Rail station to a London Underground station Version 1

Customers may see the following sequence of sign types when moving from a National Rail train to a London Underground station where the interchange process is straightforward.

The signs are as follows: -

- A A directional sign in National Rail style on the station concourse pointing towards the Underground station
- B A London Underground roundel at the Underground station entrance
- C A canopy sign displaying the Underground station name



## 15.1 Example interchanges continued

Contents



### Transferring from a National Rail station to a London Underground station Version 2

Customers may see the following sequence of sign types when moving from a National Rail train to a London Underground station where the interchange process is more complicated.

The signs are as follows: -

- A At a National Rail station served by several London Underground lines, there may be separate entrances for some of these lines. In this case, the National Rail directional signs on the concourse will identify the separate Underground lines by name and line colour and direct passengers to the most convenient entrance for each one.
- B A London Underground roundel at the station entrance
- C A canopy sign displaying the Underground station name



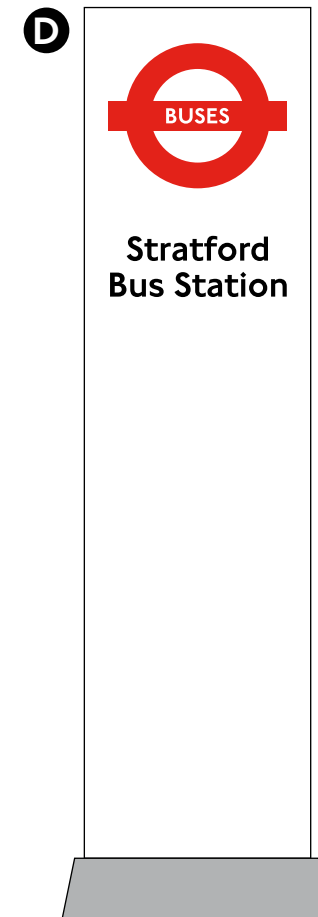
## 15.2 Example interchanges continued

### Transferring from a London Underground station to a London Buses bus station

Customers may see the following sequence of sign types when moving from a London Underground train to a London Buses bus station.

The signs are as follows: -

- A On the Underground station platform, directional signs linked to the station identification signs lead passengers towards the correct exit for bus services
- B Further directional signs along passageways assist passengers along the route
- C Once they have left the Underground station, there may be highway signs leading to the bus station if this is not immediately visible from the station exit.
- D The bus station is identified by a totem sign.





## 15.3 Example interchanges continued

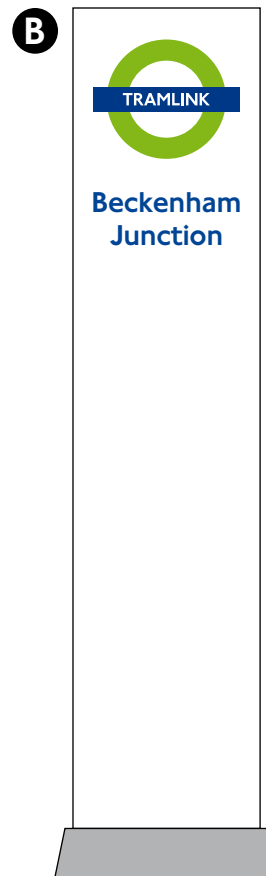


### Transferring from a National Rail station to a London Tramlink stop

Customers may see the following sequence of sign types when moving from a National Rail train to a London Tramlink stop.

The signs are as follows: -

- A Directional signs in National Rail style lead passengers from the platform and out through the station exit towards the tram stop.
- B The tram stop will be identified by either an individual stop sign or at a terminus by a totem sign as shown here. Note that as described in 3.6, the name does not include the word 'Stop'.



## 15.4 Example interchanges continued

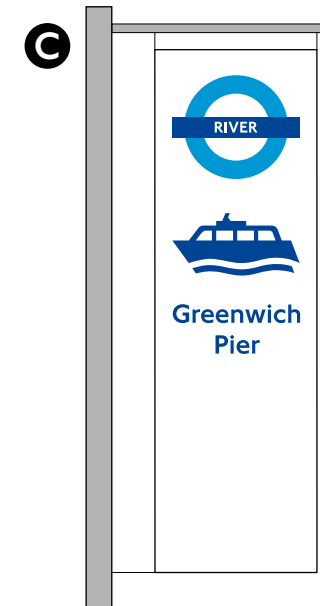


### Transferring from a Docklands Light Railway station to a London River Services pier

Customers may see the following sequence of sign types when moving from a Docklands Light Railway train to a London River Services pier. All signs carry both the London River Services logo and the river craft pictogram.

The signs are as follows: -

- A Directional signs in Docklands Light Railway style lead passengers from the platform and out through the station exit towards the pier.
- B Highway signs on the route to the pier continue to lead transferring passengers. As a pier is primarily used for tourists, it is in brown.
- C The main identification for the pier is a totem sign in the form of a flag.
- D The entrance to the pier is marked by a fascia sign.



## 15.5 Example interchanges continued

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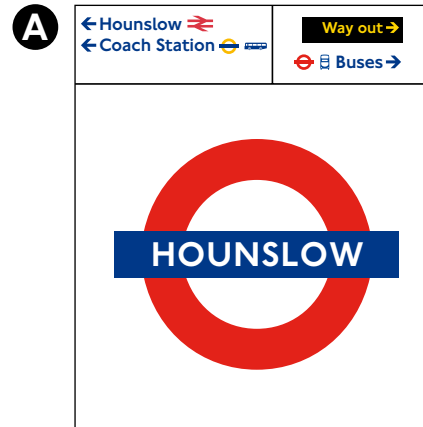


### Transferring from a London Underground station to a coach station

Customers may see the following sequence of sign types when moving from a London Underground train to Victoria Coach Station.

The signs are as follows: -

- A On the Underground station platform, directional signs linked to the station identification signs lead passengers towards the correct exit for the coach station.
- B Further directional signs along passageways assist passengers along the route.
- C Where the route continues through the adjacent National Rail station, directional signs in their style continue to lead passengers towards the coach station.
- D After leaving station premises, passengers are directed by highway signs using the same logo and terminology.
- E The coach station is identified by a fascia sign at its main entrance.



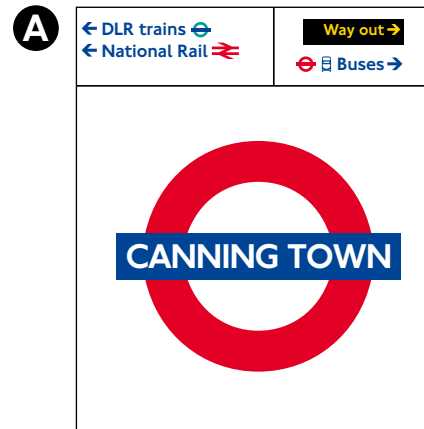
## 15.6 Example interchanges continued

### Transferring from a London Underground station to a Docklands Light Railway station

Customers may see the following sequence of sign types when moving from a London Underground train to a Docklands Light Railway train.

The signs are as follows: -

- A On the Underground station platform, directional signs linked to the station identification signs lead passengers towards the correct exit for the Docklands Light Railway.
- B Further directional signs along passageways assist passengers along the route.
- C Where the DLR platforms are located within the same overall station site, it may be clearest to direct passengers to individual platforms by signs in the DLR style.
- D An alternative to this is to provide direction by destination, once again using the DLR style of sign.



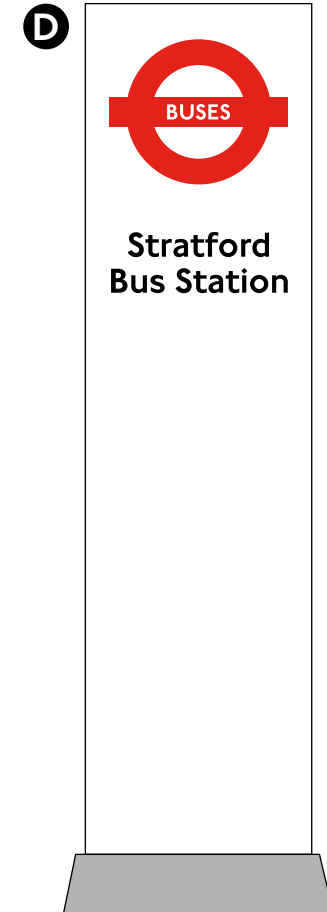
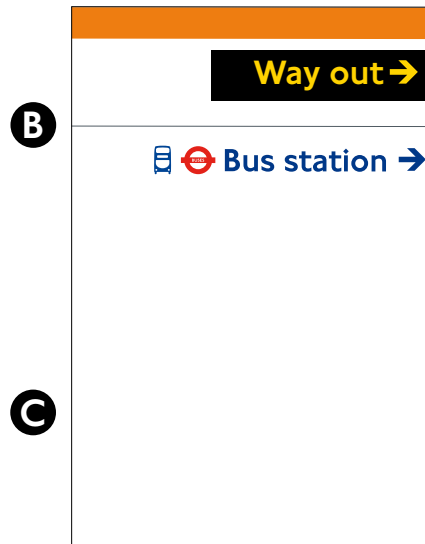
## 15.7 Example interchanges continued

### Transferring from a London Overground station to a London Buses bus station

Customers may see the following sequence of sign types when moving from a London Underground train to a London Buses bus station.

The signs are as follows: -

- A On the Overground station platform, a platform station name roundel identifies the station arrived at
- B Directional signs lead passengers towards the correct exit for bus services
- C Once they have left the Overground station, there may be highway signs leading to the bus station if this is not immediately visible from the station exit.
- D The bus station is identified by a totem sign.





Please refer to these documents for additional guidance on the correct design and application of signs:

- London Underground signs manual
- London Buses bus stations signs standard
- London Buses Bus stops signs standards
- London Tramlink signs standards
- London River Services signs standards
- London Overground signs standards
- Docklands Light Railway sign standards
- Transport for London pictogram standards
- Transport for London safety and related signing standards

Note that the Association of Train Operating Companies (ATOC), individual train operating companies and Network Rail also issue guidelines and standards for their signing. Please contact the relevant organisation for further information.

## For further information:

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These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Corporate Design.  
Telephone: **020 7126 4462**  
Internal extension: **64462**  
Email: **corporatedesign@tfl.gov.uk**

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

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