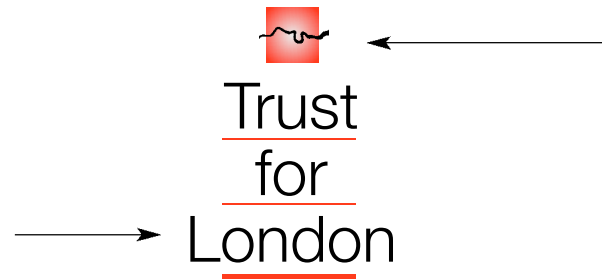


TfL Corporate Logo Style Guide

Colour version

The Trust for London logo consists of three elements – the Trust for London title to appear in black as well as the river Thames in black. Then the rules, patch in red. The relation between these two should not be altered or distorted.

Title to appear in Helvetica Neue light font, kerned close, in black and centred as three decks.
Each word is to be underscored with rule in red. Pantone 1788.



Square patch red colour (Pantone 1788) patch as circular blend 10% Angle – 10% black. River Thames in black.

Supporting ▶ London's ▶ Communities ▶

The tag-lines 'Supporting London's Communities' are to centre under the logo in Helvetica Neue bold. The arrows appear in soft red.

Each of three rules in 100% red (Pantone 1788) to run the width of the word 'Trust'. The base third rule is to be three times the thickness of other two fine rules.

The Pantone Red when displayed in CMYK
Cyan 0% Yellow 91% Magenta 87% Black 0%.

Black and white version

On mono version rules to appear in 50% grey from black.



Square patch 50% grey patch from the black to be as circular blend 10% Angle – 10%. River Thames to appear in black.

TfL logo positioning



The logo for TfL requires a clear area around it so it is not overpowered by other logos, text, illustrations or photographs – visualise an X of the same size around the logo.