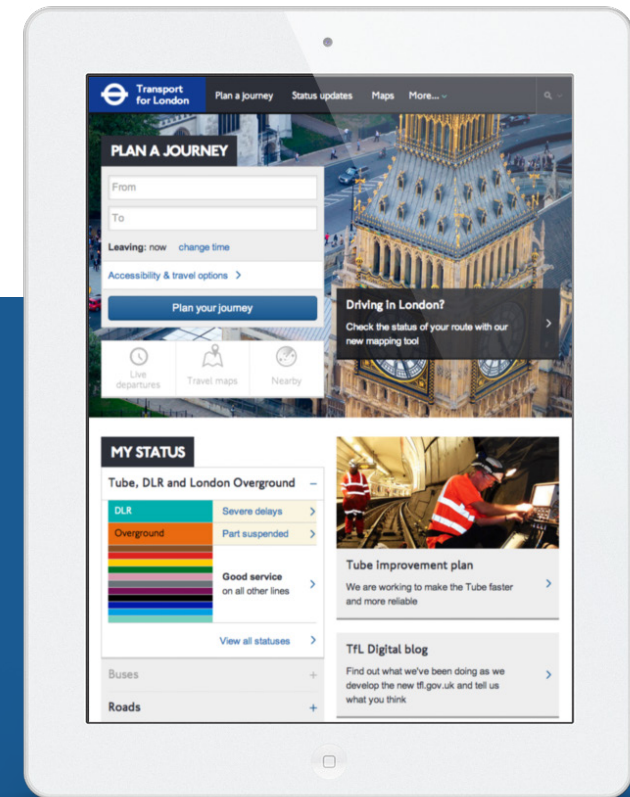




Transport for London

DESIGN STYLE GUIDE





PURPOSE

The Design style guide for tfl.gov.uk has been created to define the interactive visual language of TfL's website and digital services. It is a reference starting point for designers and **must** be followed when producing digital designs on behalf of TfL.



AUDIENCE

This document is aimed at:

- Content owners
- Designers
- Editors
- Developers
- Relationship managers
- Project managers



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OVERVIEW

The Design style guide covers the universal elements and user interface (UI) structure that are used to create each of the pages of the website and its applications. The patterns provide a consistent set of elements that can be used to help design each of the page types used across the site.

This guide is designed to help us work as one brand, and to make it easier to produce high quality communications, experiences and propositions both internally and externally.

These guidelines are intended to help everyone:

- Understand what sits at the heart of TfL
- Create experiences that bring the brand strategy to life
- Understand the look, feel and behaviour of the TfL brand
- Brief teams on the core elements of the digital design system
- Enable colleagues, agencies and partners to bring the online brand experience to life



DIGITAL EXPERIENCE PRINCIPLES

Our principles inform everything we do. Whether you're preparing content, designing an interface or developing an entire service, start by reading these.

1. **Anticipate users' needs**
2. **Make things easy**
3. **Keep it clear & simple**
4. **Design for on-the-move**
5. **Build trust**
6. **Continually improve**
7. **Think beyond functional**
8. **Do more with less**



1. Anticipate users' needs

Our transport services are for everyone – our digital services should be no different. Start with users - research, use personas, test often. Make accessibility a priority and don't create anything they don't really want. Instead, think about localised, personal solutions and only include features, functionality and content that's genuinely helpful.

2. Make things easy

Customers expect our transport services to be quick, efficient and easy to use. Their online journeys should be no different. Work hard to make things effortless and obvious, and keep the visual language and patterns consistent – this familiarises people with our services and takes the guesswork out of using them.

3. Keep it clear & simple

People expect our staff to be friendly and approachable. Our digital services should reflect this. Use plain English, get to the point and remember that, even online, we're talking to people - real people who are more likely to view us in a positive way if we are human, engaging and easy to understand.

4. Design for on-the-move

Our customers are always on the go - and we need to be right there with them. Think about when and where they're using our services. Are they checking their phone in a rush, at their desk planning a night out or on the sofa visiting Facebook? Consider context to keep things relevant, and ensure everything is as fast and lightweight as possible.



5. Build trust

We want everyone to get the most out of London, so giving them accurate, consistent information is key. Built on central APIs, our digital services should be integrated and up-to-date, reflecting what people are hearing from staff, seeing on screens and reading on Twitter. This builds trust and makes us London's best source of travel information.

6. Continually improve

Everything we do is essentially a work in progress, rather than an end in itself. Start small, test early and keep refining. Be receptive to feedback and learn from what others are saying or doing. Iteration encourages innovation, reduces the risk of failure and helps us build for future needs.

7. Think beyond functional

We're passionate about London and want our enthusiasm to rub off on our users. Our staff help do this when they share local knowledge, smile hello or surprise someone with a joke. Digital doesn't have to mean dry or merely functional. Look for opportunities to make our services engaging, fun and friendly to use.

8. Do more with less

Ultimately, we're building services with our customers' money and they, quite rightly, expect the best value. Be lean and efficient – focus on users' core concerns, use modular patterns and develop with APIs. This doesn't mean you shouldn't think creatively, it just means you should use your creativity to help deliver value for money.



DEFINING THE VISUAL DIRECTION

With the Experience principles as our foundation, the interactive visual language of TfL's website and digital services has been designed using these considerations:

- **Truly mobile** – think 'mobile first', how do we best deliver content to users given any possible device and context of use
- **Simple and intuitive** – clean, clear and usable
- **Modern and exciting** – a fresh design that inspires the user and acknowledges both our heritage and 21st century London
- **Accessible** – we must be compliant, lean and fast-loading
- **Consistent** – a well thought out and intuitive visual language across all devices, with a clear brand identity
- **Personal** – a welcoming, more customer-centric and human look, right through to the use of language and integration of social tools



CREATIVE DIRECTION: LOOK & FEEL

The interactive visual language has been designed to reflect the look of today's transport in London. The design is bright and spacious with a bold, modern feel. It provides a real impression of space as the page stands back allowing strong, bright colours to pick out the details the user needs.

The design has been kept clean and flat with large target areas. In order to maintain this, the look has minimised design flourishes such as shadows, double borders, gradients and tiny calls to action.

Although the site has been made to look modern and interactive it also has accessibility needs and is 'mobile first'. The design uses space, strong colour and large typography to guide the user.



1. TYPOGRAPHY



1. TYPOGRAPHY

New Johnston

New Johnston is the corporate and official font for TfL. It is used primarily for titles and subtitles but is also used in body copy and some calls to action on the website. The typeface should be set in mixed upper and lower case.

Copyright

New Johnston is the exclusive property of TfL and you need a license to use it. Please visit tfl.gov.uk/corporatedesign to apply for one.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£wW/.,'()::;
New Johnston Light

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

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



1. TYPOGRAPHY

Arial

Arial is used as the default font for all headlines and body copy. It is also used for buttons and CTAs. Font sizes and padding will change dynamically depending on screen resolution.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Arial Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Arial Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Arial Bold**



1. TYPOGRAPHY

Font sizes

Large bold type should be used to establish a clear information hierarchy. Font sizes and padding will change dynamically depending on screen resolution. These are the recommended type sizes to start with.

Headings

These are set in New Johnston Medium mixed upper and lower case.

Body text

Body text should be set in New Johnston Book mixed upper and lower case.

Tracking and leading

The typographic style relies on tight tracking, tight leading and large headers. Spacing around headers and body copy should be consistent. Either 10px or 20px above and to the left when content is contained or aligned to the grid (refer to baseline grid) when there is no container.

DESKTOP

50PT - HEADER 1

50PT - HEADER 1

50pt - Header 1 alt

24pt - Header 2

20pt - Header 3

18pt - Intro Body/pull quote

16pt - Header 4/CTA

14pt - CTA

16pt - Body 1

15pt - Text

14pt - Text

16pt - Body 2

15pt - Buttons/CTA

14pt - CTA

14pt - CTA

MOBILE

36PT - HEADER 1

36PT - HEADER 1

36pt - Header 1 alt



2. COLOUR PALETTE



2. COLOUR PALETTE

Primary colour specifications

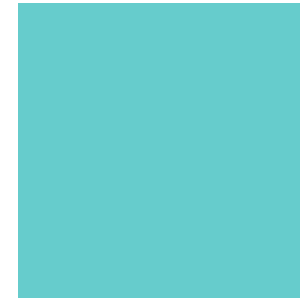
TfL Blue and Dark Grey/Blue are our lead colours and we use them dominantly in our communications. Our primary colours are used to place emphasis on brand-relevant elements.

PRIMARY



Primary Blue

Hex 1A5A92
R26 G90 B146



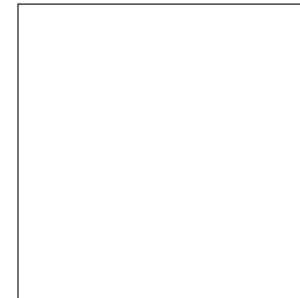
Turquoise

Hex 66CCCC
R102 G204 B204



Dark Grey/Blue

Hex 2D3039
R45 G48 B57



White

Hex FFFFFFFF
R255 G255 B255



Modified TfL Blue

Hex 113B92
R17 G59 B146

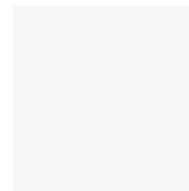


2. COLOUR PALETTE

Accent colour specifications

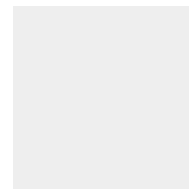
Occasionally we also use our Grey and Light Blue when we need to be more subtle. Our accent colours are used for contrasting content elements (font colour, highlights etc). We don't use individual colours to identify business offers or products specifically (ie Grey is not our exclusive business colour).

ACCENT



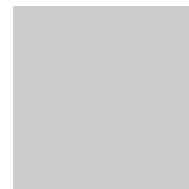
Light Grey 1

Hex F7F7F7
R247 G247 B247



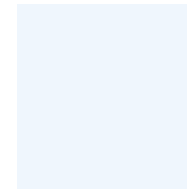
Light Grey 2

Hex EEEEE
R238 G238 B238



Mid Grey

Hex CCCCC
R204 G204 B204



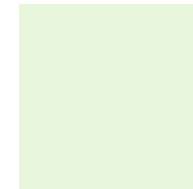
Light Blue

Hex EFF6FD
R239 G246 B253



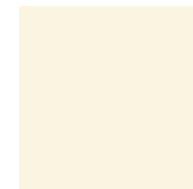
Mid Blue

Hex CCDDE8
R204 G221 B232



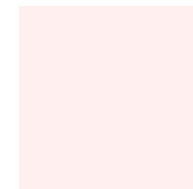
Green

Hex E7f6DC
R231 G246 B220



Warning Yellow

Hex FAF5E1
R250 G245 B225



Error Red

Hex FFEFEF
R255 G239 B239

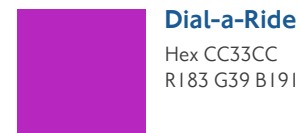
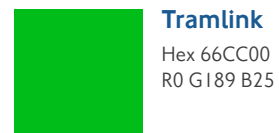
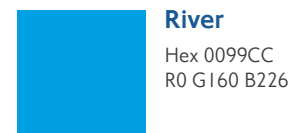
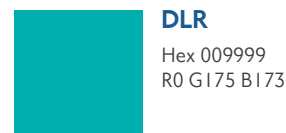
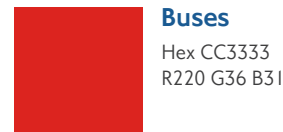


2. COLOUR PALETTE

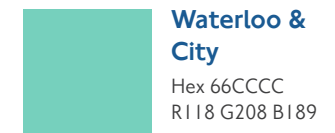
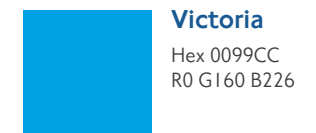
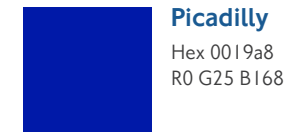
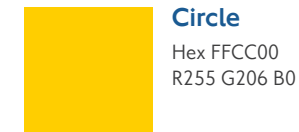
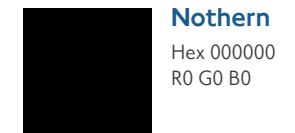
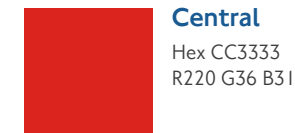
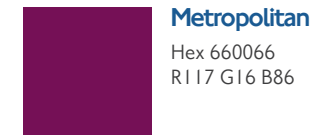
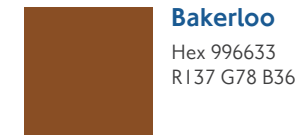
Additional colours

These include a range of secondary and brand-related colours to help people navigate.

TRANSPORT MODE SPECIFIC



UNDERGROUND LINE COLOURS



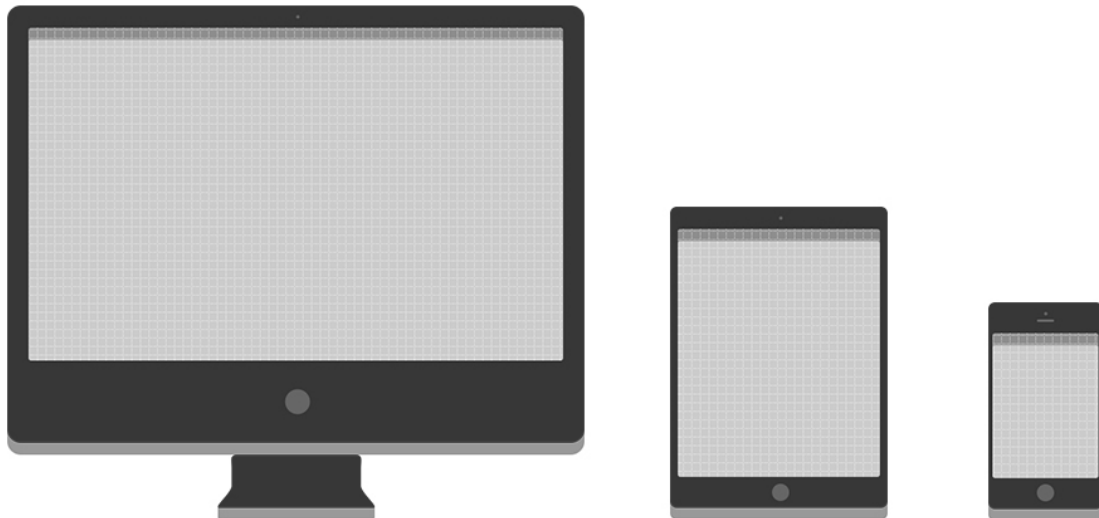


3. UI STRUCTURE

3.1 RESPONSIVE DESIGN

The TfL website has been designed responsively, which means the layout of the website has been progressively enhanced using flexible grids. Instead of multiple versions of markup language for each individual device screen resolution, responsive design proposes to use one HTML and CSS file to display content correctly.

What this means for design is that when creating visuals, we must provide direction for our three major device groups - desktop, tablet and mobile. The design of the website's core elements has been created to provide a coherent and consistent language, while optimising for the context of use according to the device the site is being viewed on.





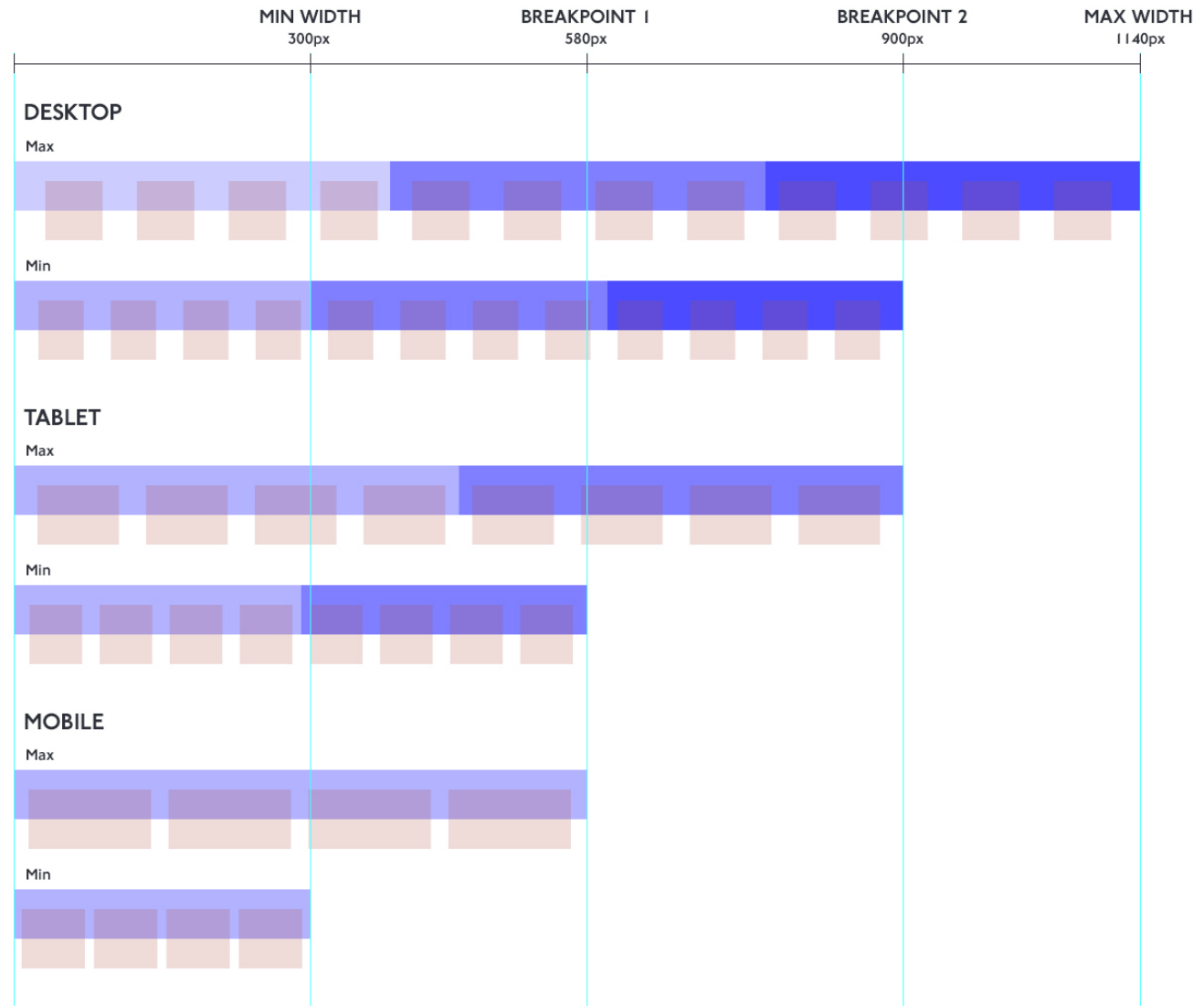
3.1 RESPONSIVE DESIGN

Breakpoints

The flexible grid caters for the three major device groups – desktop, tablet and mobile. From this we can then think of the site as three main columns (further divided into four). Starting at the desktop, we knock off a main column at each breakpoint as the width reduces.

As the site goes from desktop to tablet, the right-side navigation shifts to the bottom. Then, as we go down to mobile, everything stacks into one column.

Our breakpoints have been defined as 580px and 900px. 580px should be a strong breakpoint; below this the styles reflect a mobile nature (less page size etc). 900px is a minor breakpoint as we don't want the page to change too much because tablets can be orientated across this breakpoint. We try to keep changes to a minimum but still free up space.

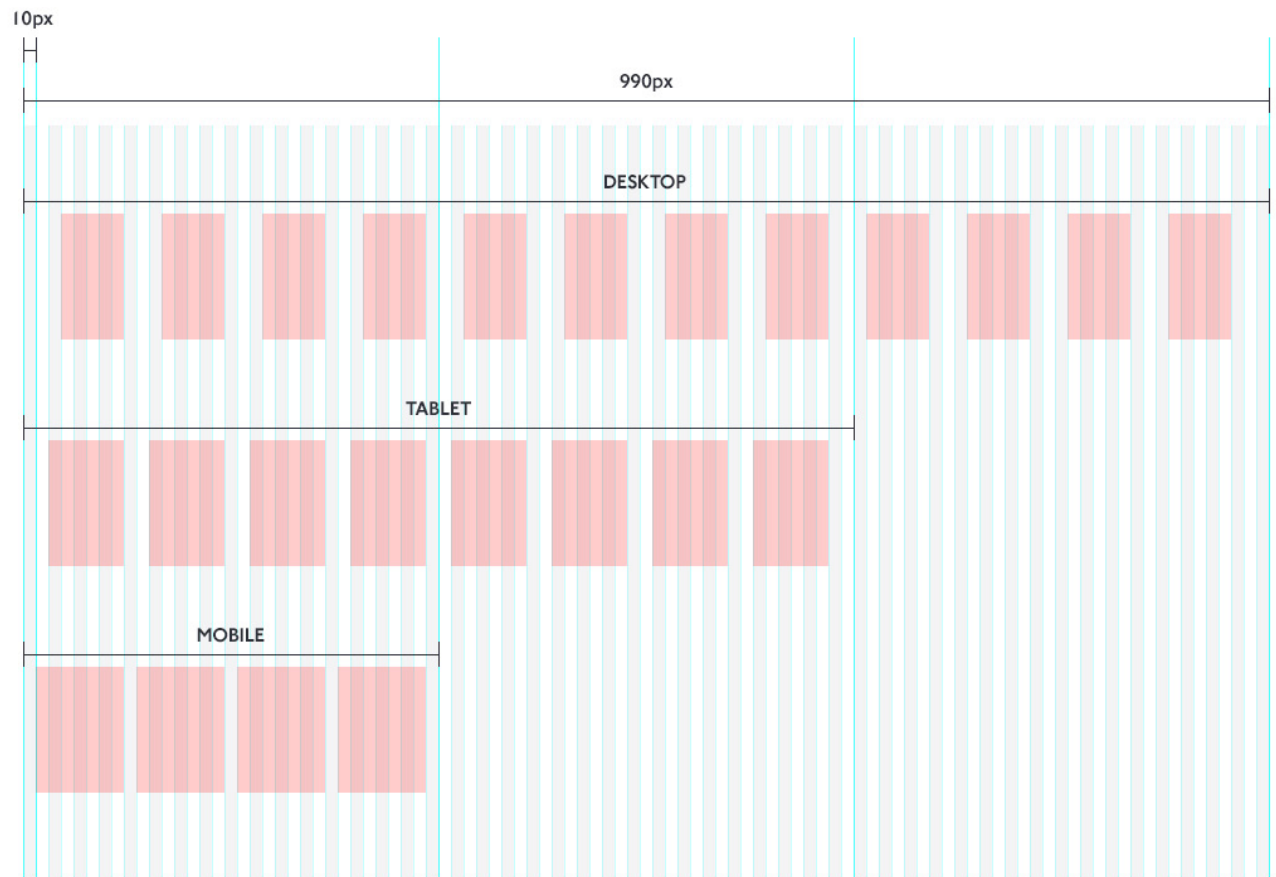




3.2 UNIVERSAL GRID

When designing, your starting point is the universal grid which we use throughout the TfL website for responsive design. It's divided into 10px vertical units with a max width of 990px.

The grid is composed of 12, eight and four flexible columns, according to the device group you are designing for.

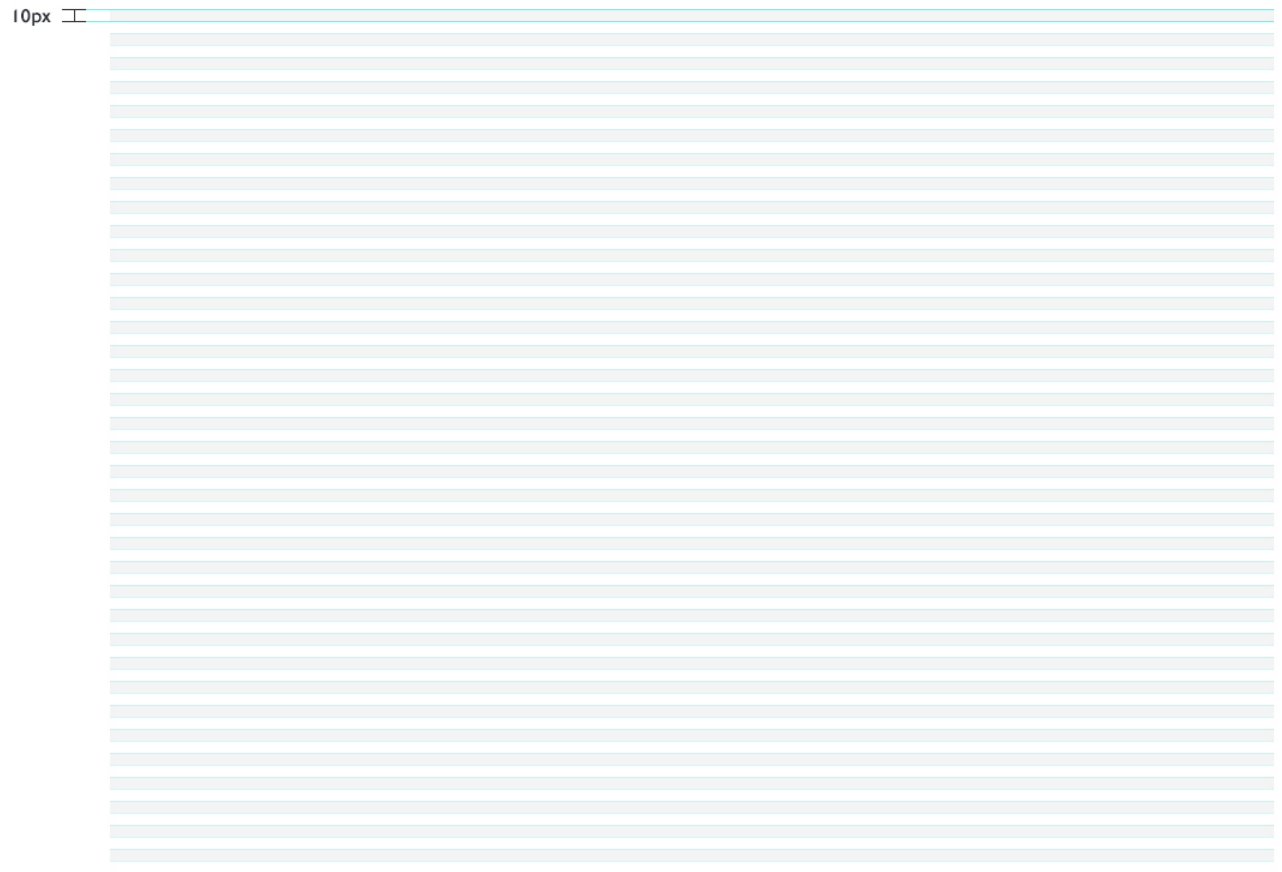




3.3 BASELINE GRID

We're also employing a 10px baseline grid to help with vertical alignment of page components.

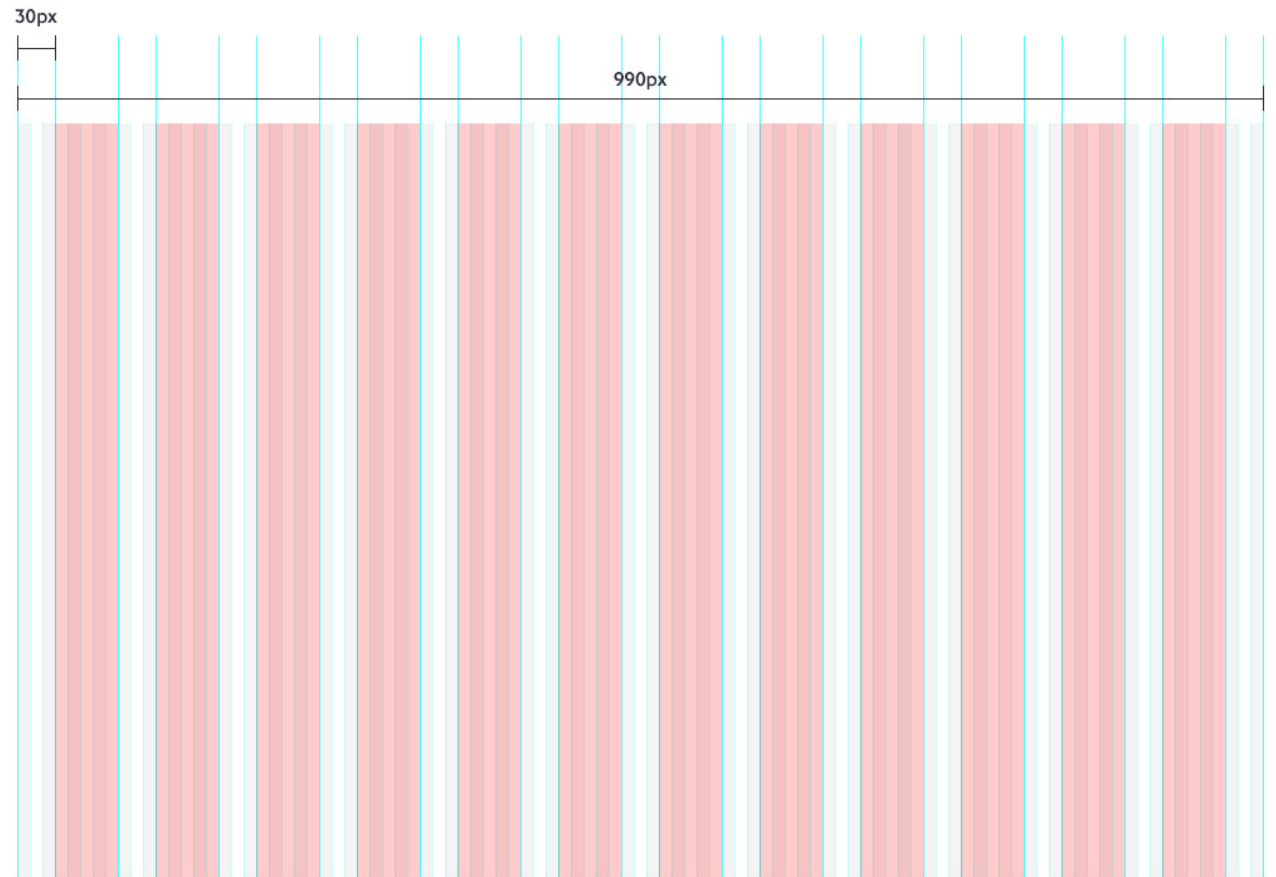
Strictly adhering to the baseline isn't necessary for all typography but it does help to create vertical rhythm on the page.





3.4 DESKTOP GRID

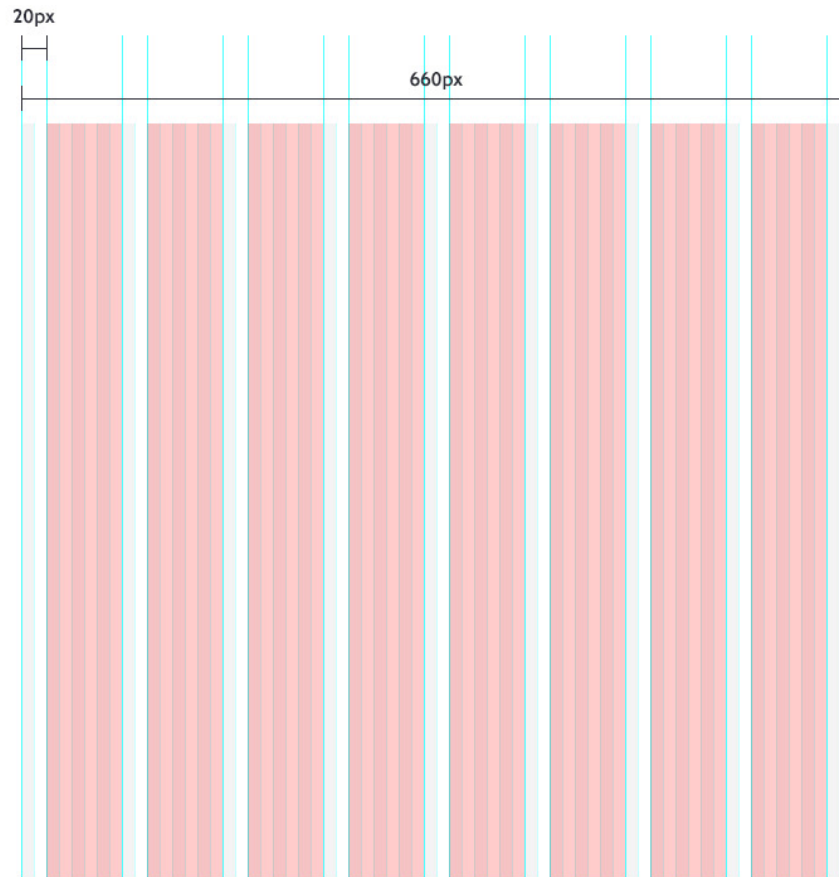
When creating the psd for desktop design, set the width to 990px. Then use 12 columns with a width of 50px and a gutter and margin of 30px.





3.5 TABLET GRID

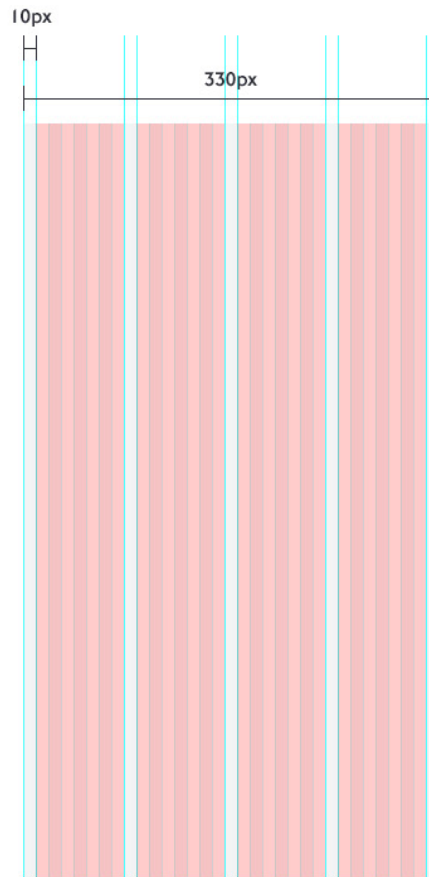
When creating the psd for tablet design, set the width to 660px. Then use eight columns with a width of 60px and a gutter and margin of 20px.





3.6 MOBILE GRID

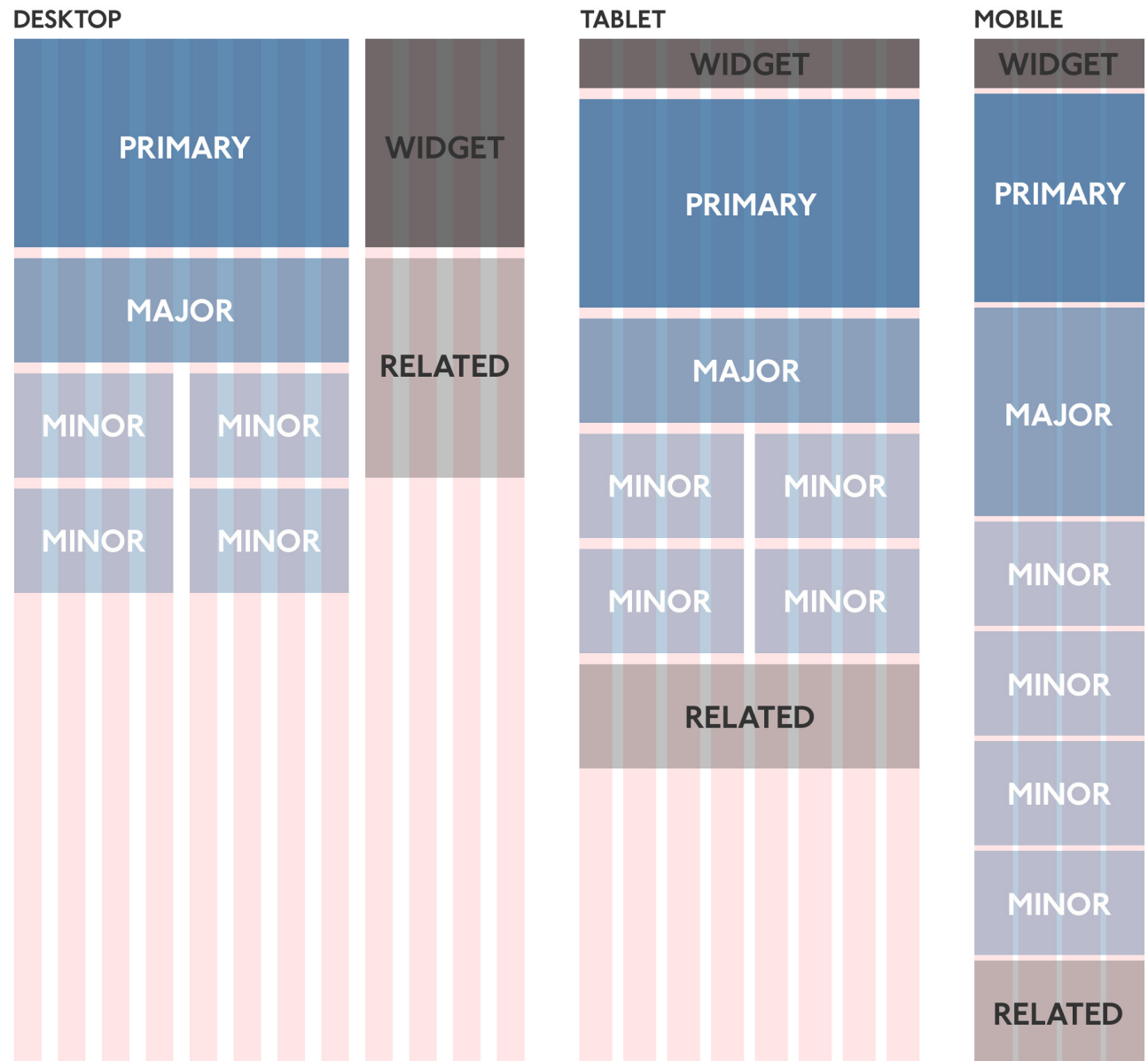
Finally, when creating the psd for mobile design, set the width to 330px. Then use four columns with a width of 70px and a gutter and margin of 10px.





3.7 PATTERN BEHAVIOUR

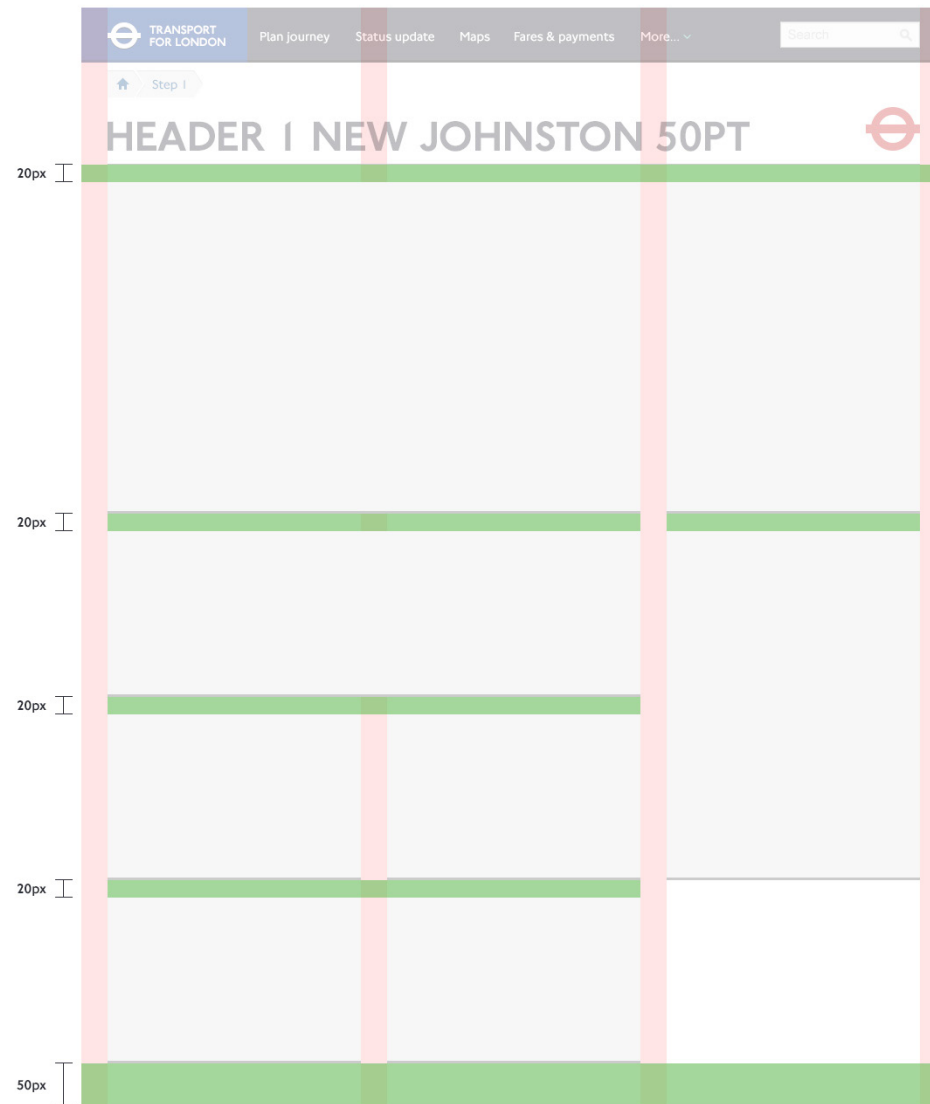
With our grid system in place, we design content modules to adapt across our breakpoints. At desktop, the main content modules span two columns, with the right-hand side assigned to navigation and related content. When going down to tablet, the column span of the main content remains the same (two columns), with right-hand content shifting to the bottom. This means there is a subtle change in design since tablet can be orientated across this breakpoint. At mobile, content modules stack into one column.





3.8 PADDING

In order to provide clear page structure, careful attention should be paid to the padding of elements and modules. Using both the universal and baseline grids, padding should be given equal and even weighting in increments of 10px.

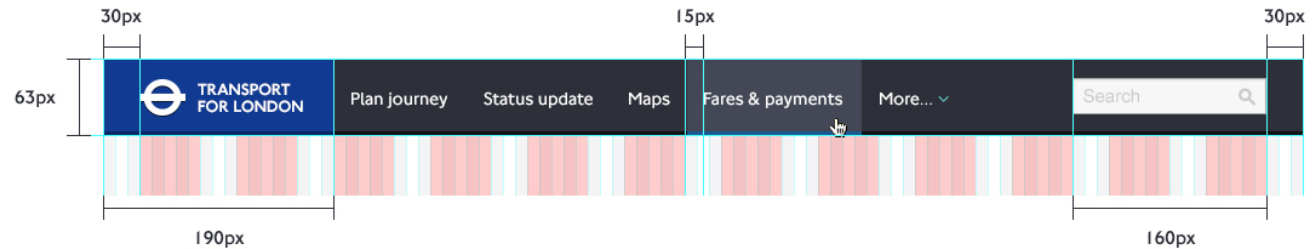




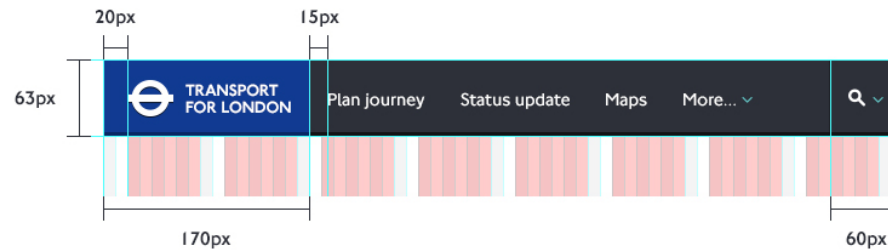
3.9 GLOBAL MASTHEAD

The global masthead is a navigational hub that directs users to all sections of the TfL site. Users can access primary navigation, brand elements and supporting browsing elements such as Search. The masthead adjusts responsively according to screen width.

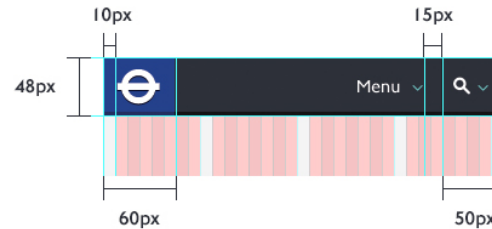
DESKTOP



TABLET



MOBILE





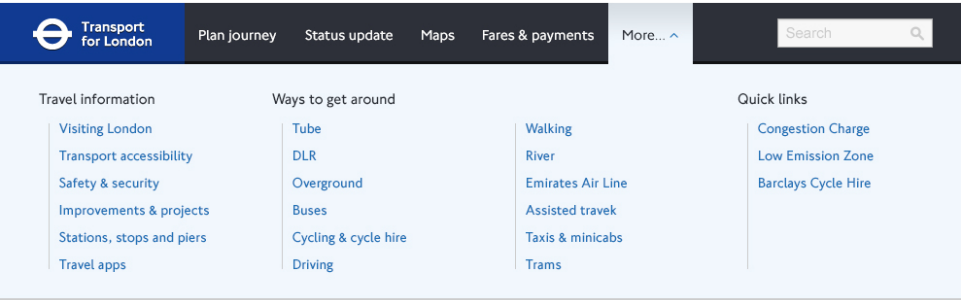
3.9 GLOBAL MASTEHEAD

Expanded

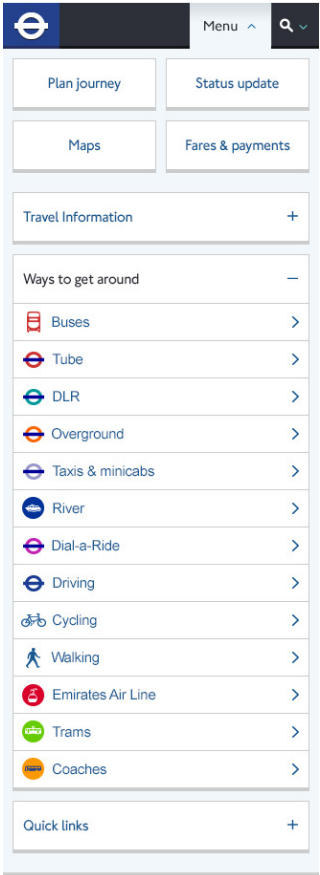
In its initial state at desktop, the masthead provides four anchor links, with additional links hidden under the ‘more’ option. On click, the expanded panel reveals a sub-set of links that directs users to further content and functional areas of the site.

As the masthead adjusts according to the screen width, links get placed into the expanded dropdown. At mobile, the entire menu is placed into the dropdown, with links reformatted into touch-friendly buttons.

DESKTOP



MOBILE

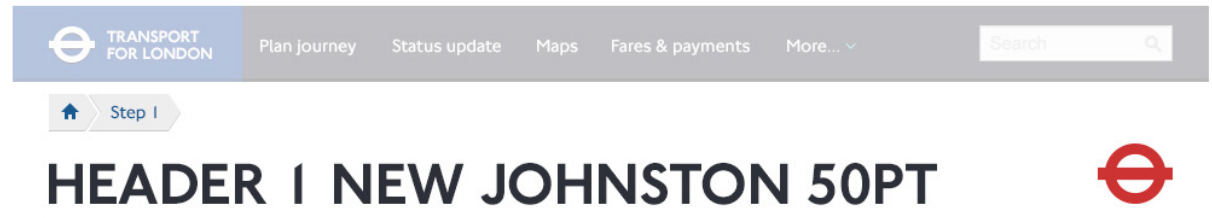


3.10 BREADCRUMBS, HEADERS AND ICONS

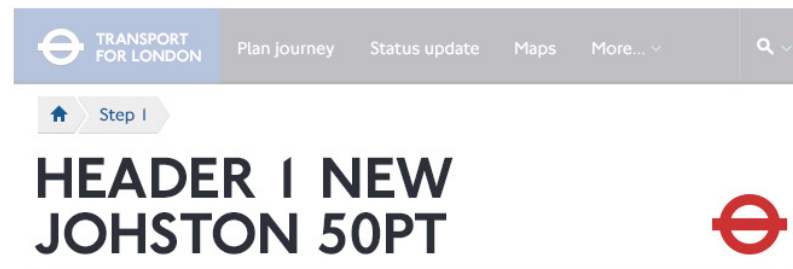
After the masthead has been set, the header area provides the flexibility to accommodate the breadcrumbs, page header and relevant supporting section icon.



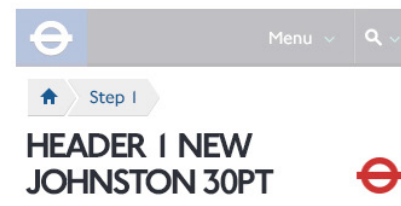
DESKTOP



TABLET



MOBILE

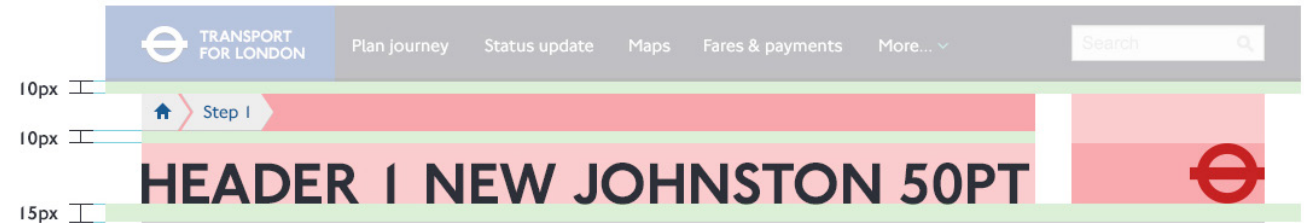


3.10 BREADCRUMBS, HEADERS AND ICONS

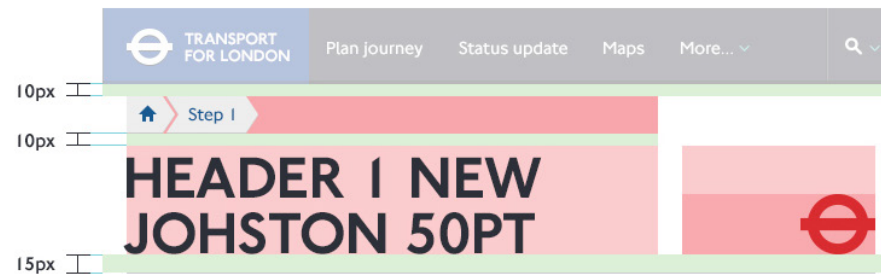
The three elements that make up the header area have clearly defined dimensions in order to ensure that they work in unison as they scale between device view. As page layouts adjust, element behaviour changes so that they do not creep out of their defined area.



DESKTOP



TABLET



MOBILE





3.10 BREADCRUMBS, HEADERS AND ICONS

Breadcrumb

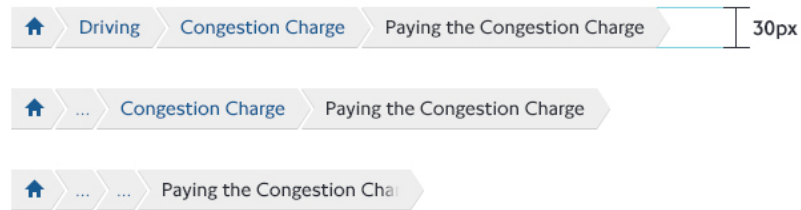
As screen width decreases and title length increases, breadcrumb titles both truncate or fade out in order to fit within the viewed screen width.

Header

Long page headers should wrap when they exceed the page width. There is no set character limit of page titles.

Icon

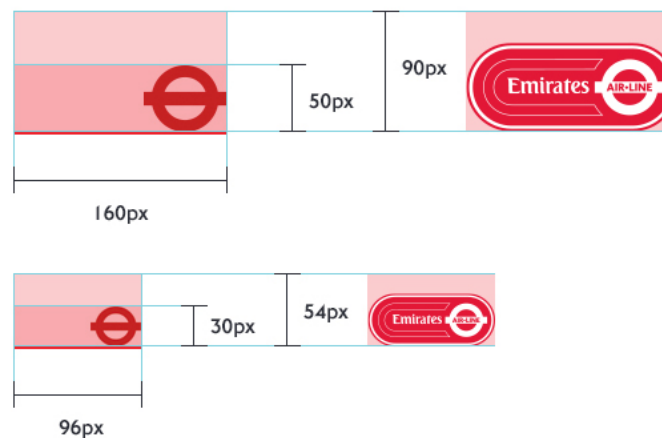
By default all supporting page icons should be placed with a maximum height of 50px (30px height for mobile). When a more detailed logo is required, that does not scale well below 50px, the logo area is increased to 90px (54px for mobile). The logo should stay below a maximum width of 160px (96px for mobile).



HEADER 1 NEW JOHNSTON 50PT

HEADER 1 NEW
JOHNSTON 50PT

HEADER 1 NEW
JOHNSTON 30PT





3.11 FOOTER

The footer has been built to be a strong foundation - one that contains a broad range of links, details of which can be found in our [IA principles](#). More importantly, it aims at optimising the site for search engines, therefore most links are text based.

DESKTOP

Careers

About TfL

Safety & security

Transparency

Publications & reports

TfL shop

Help & contact

Social media & email updates

Other Languages

Information for...

Media

Boroughs

Freight

Taxis & private hire

Bus operators

Coach drivers

Business & commercial

Schools & young people

Urban planning & construction

Suppliers & contractors

Open data users

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4. UI ELEMENTS



4.1 BUTTONS & CALLS TO ACTION

The buttons have been organised into a hierarchy of three levels of importance. For our most important calls to action (CTA), we use our primary blue colour that provides high colour contrast on the page. Secondary CTAs use a more muted colour (Light Grey), and remaining CTAs are text links followed by a chevron.

Rollovers (these become hit states on touchscreens) are used to add a dynamic feel and confirmation of the click-through action.

PRIMARY BUTTON



SECONDARY BUTTON



TEXT LINKS

More options

More options



4.1 BUTTONS & CALLS TO ACTION

Buttons and CTAs should be easily distinguishable from body copy using a combination of bold type and colour, along with underline or underline on hover.

Contrast is important to allow the CTAs to stand out, so several colour schemes have been used so that maximum attention is drawn to them. These are based on our primary and accent colours.

The screenshot displays a TfL journey planner interface. On the left, a grey box shows a journey time of **32 mins** and a blue **View Details** button with a mouse cursor. The main area shows a route starting with a dashed line to **Bank Underground Station** at **18:10**, indicated by a red circle with a blue bar. Below this, a red vertical line leads to **Bethnal Green Underground Station** at **18:15**. A **5 minutes** transfer is shown, with the **Central line** (in a red box) heading towards Epping, Newbury Park, Hainault or Debden. Links for **View all stops** and **View on a map** are present. An **Accessibility Details** section includes a **Show details...** link with a dropdown arrow. At the bottom, a **Replan route from current location** button and a **Later >** button are visible.



4.2 TABS

Tabbed functionality is a key mechanism for organising related content. Tabs are used to help break up content and keep the page structure simple and intuitive.

As another form of CTA tabs use high contrast in order to stand out and be easily distiguishable from the displayed content.

Most popular fares

Single fare finder

Full fares table

Fares from nearest station

St James Park

>

Circle line

District line

Victoria

>

Circle line

District line

Victoria line

View on map

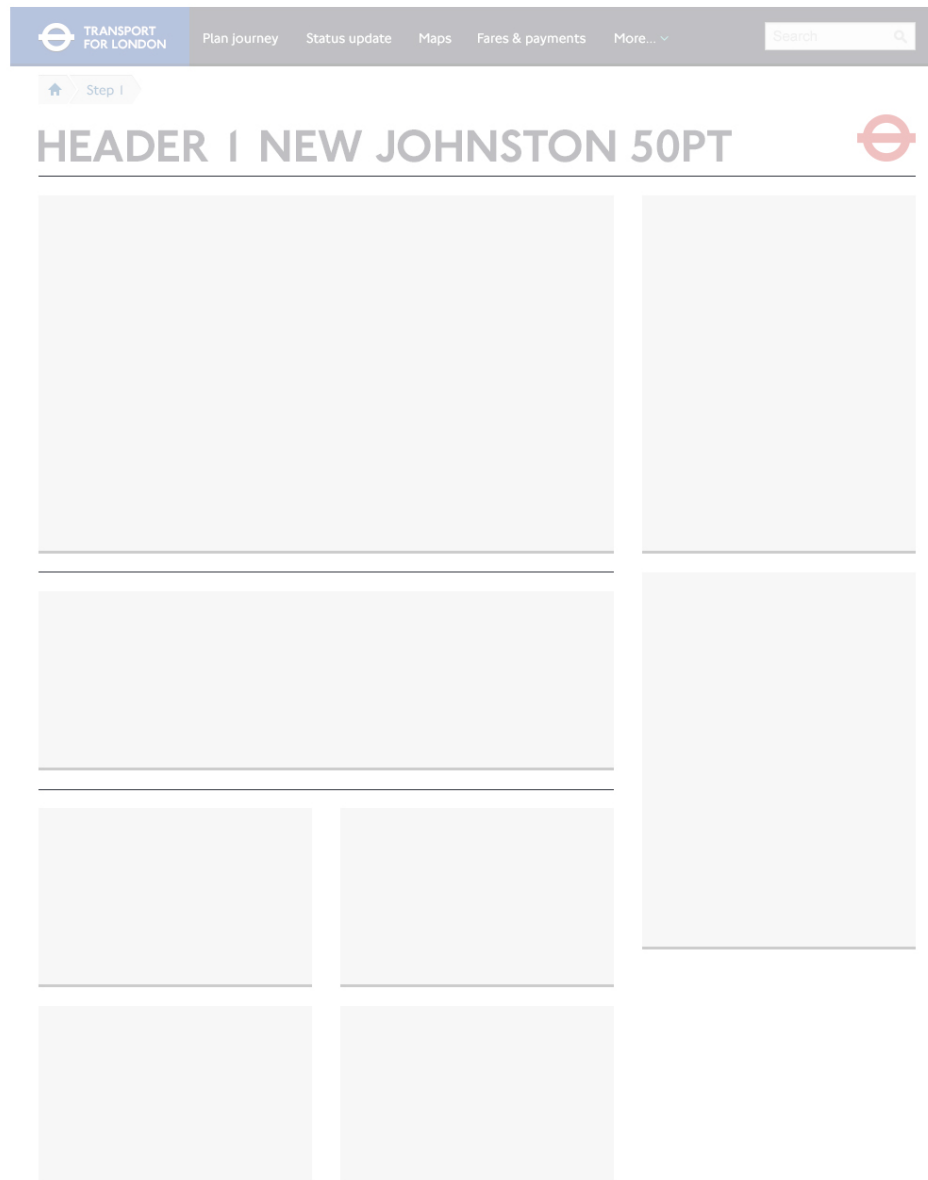
Tube, Overground & DLR - Not including National Rail

Zone	Peak	Off-Peak	Peak cap (inc. a journey before 09:30 mon-fri)	Off-peak cap (all travel after 09:30 mon-fri w/end & b/hol)
1 only	£2.10	£2.10	£8.40	£7.00
1 - 2	£2.80	£2.10	£8.60	£7.00
1 - 3	£3.20	£2.70	£10.60	£7.70
1 - 4	£3.80	£3.80	£10.60	£7.70
1 - 5	£4.60	£4.60	£15.80	£8.50
1 - 6	£5.00	£5.00	£15.80	£8.50



4.3 LINE DIVIDERS

Dotted lines create clear visual definition between modules. As a general rule, the lines should span the column width and should be spaced at 10px or 20px according to the baseline grid.



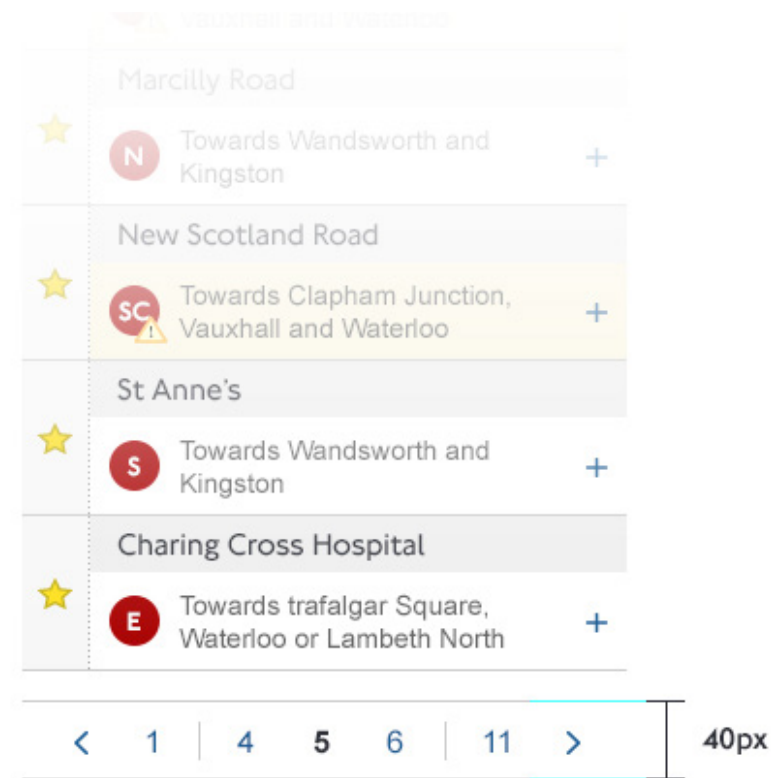


4.4 PAGINATION

Pagination gives users the ability to navigate large sets of results (eg a list of items and tables).

By default, pagination is activated when an item set is greater than 10.

If the list of items is very long with many pages, an extra navigation button allows the user to skip to the last page or the first page.





4.5 FORMS

The following are examples of the base form elements used when creating forms.

Combinations of these elements placed together on a page create a form for the user to complete. At the end of the page there should be a 'next page' link for multi-page forms and, at the end of the overall form, there should be a 'submit' button.

If possible and necessary, it is better to provide help close to the action so that users can access it where and when they need it most:

Highlight selected fields allows visual definition where the user is applying the information to.

In-line help should be used in cases where the offered help is specific for a certain element.

If any information required is mandatory, a red asterisk should be placed at the end of the question/request.



5. ICONOGRAPHY



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A new set of icons have been designed to work in harmony with the new visual language.

For the full set of icons please refer to our [Brand identity standard](#)*.

* tfl.gov.uk/toolkit-design





6. IMAGE SIZE RATIO



6. IMAGE SIZE RATIO

We recommend using 8:5 landscape-orientated images at any size that aligns with the grid.

For portrait-orientated images use an aspect ratio of 7:8.

For profile images, use an aspect ratio of 2:1.

For the full details of how to place imagery and photography refer to the [Digital photography standard](#)*.

* tfl.gov.uk/toolkit-design

Homepage hero wide (2:1)



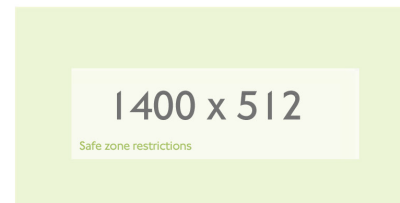
Plan a journey (4:3)



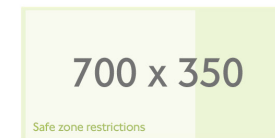
Homepage hero standard



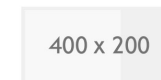
Section background (175:64)



Landing primary teaser (2:1)

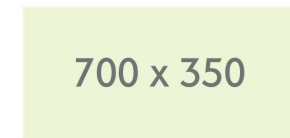


2 column

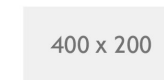


1 column

Landing/section secondary teaser (2:1)



2 column



1 column



Type: Guidelines
Owner: TfL Online Compliance
Department: TfL Online

Version history

Version	Date	Summary of changes
2.0	10/01/2014	New Section: Creative direction, padding, forms. Updated: Typography, Breadcrumbs, Buttons & CTAs, Line dividers
3.0	30/10/2014	Updated: Colour palette

Review history

Name	Title	Date	Comment
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