DRAFT

Hoardings Guidelines

Issue 3 – February 2019

MAYOR OF LONDON

TRANSPORT FOR LONDON

EVERY JOURNEY MATTERS

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Introduction

Hoardings are used to ensure the safety of our workforce and protect our customers.

Hoardings also provide us with a temporary media opportunity to showcase to our customers why we're undertaking the work and highlight the benefits that will be delivered. They also help brighten and improve the environment whilst construction work is taking place.

We have created a set of hoarding designs that deliver:

- a consistent tone of voice and design, supporting the 'One TfL' positioning and putting customers at the heart of decision making
- flexibility to meet a variety of individual business needs and messaging requirements
- greater impact on our key reputation metrics, particularly customer care and momentum as, the more improvements customers see, the more likely they are to think we are on the way up
- cost management via a reduction in ad hoc design spend
- transparency, by being clear with customers that we reinvest all our income to run and improve services

Customer insights

Awareness of works on the TfL network is largely driven by journey disruption and this can be painful for customers, so hoardings are a way to mitigate this negativity.

We know that customers...	Our response
Are me-centric; they want to know how and why they will be affected, and how they will benefit from the works	Use concise, customer-focused messages, including dates for completion
Are not receptive to detailed information when they are in A to B journey mode	Do not overload customers with information and provide a search term to find out more
Have a preference for imagery that is positive and uplifting	Use large, appealing, eye-catching designs, using CGI of the future improvement wherever possible
Are not interested in seeing what it looks like 'behind the scenes'; some customers even find this unnerving	Avoid use of engineering images, pictures of work men, diggers etc

Source: TIP Hoardings: Embankment, Victoria & Bond Street Stations. Research Report prepared for LU by 2CV. December 2014

Key principles

Our hoarding designs allow for flexibility, whilst retaining consistency in our overall identity.

Outlined below are the key principles we have used to create the hoardings strategy:

1. Flexible – the design approach allows for varying sizes of images to be used across any size of hoarding.

2. Consistent – the new style allows for a consistent look and feel for all hoardings across the network.

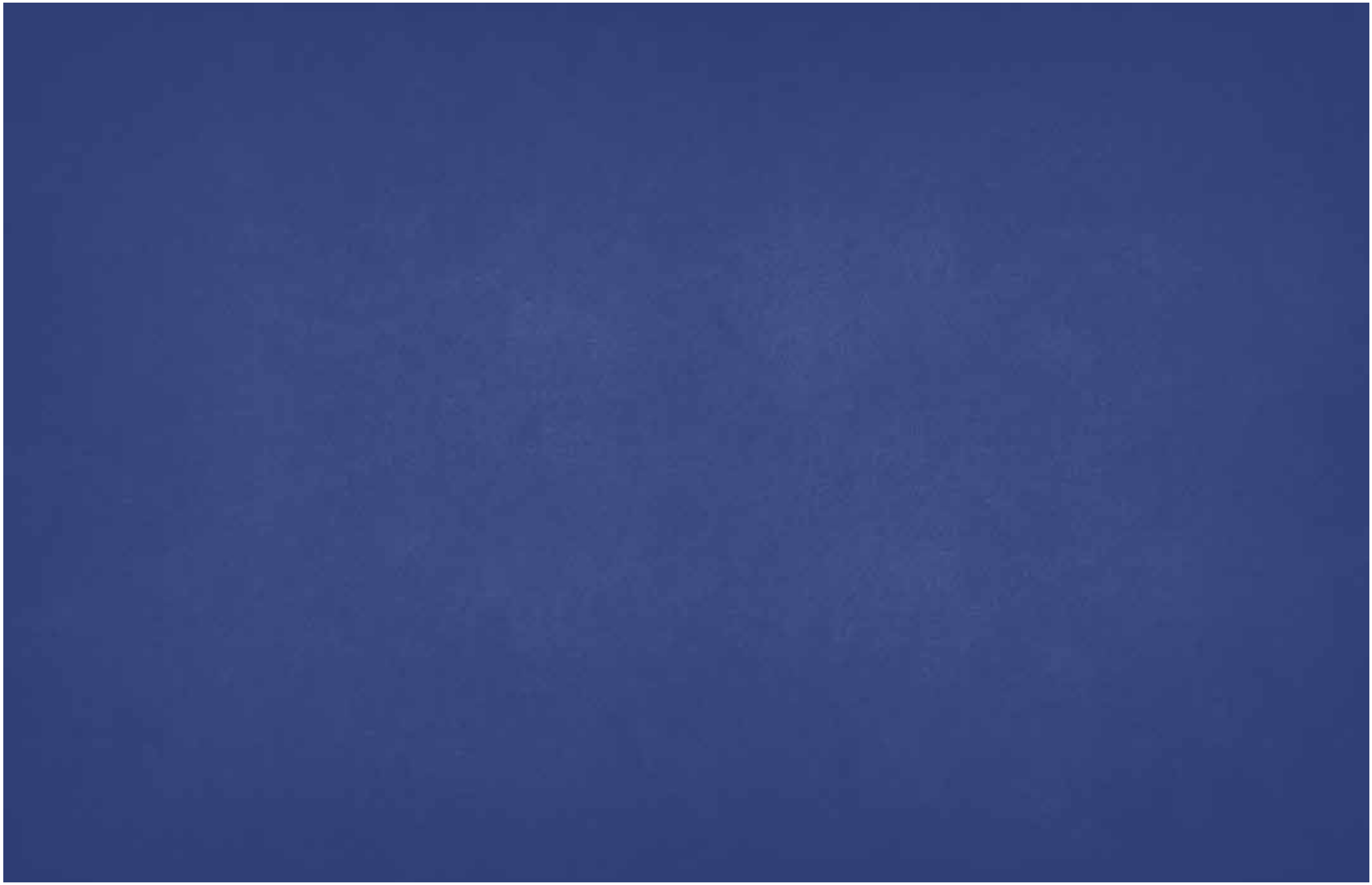
3. Cost effective – having agreed templates saves on design costs for individual projects.

4. Tone of voice – should be open and honest, so our customers feel that we care about them and their journey, whilst also being straightforward and uncomplicated, and consistent with our TfL Editorial Guidelines.

5. Duration – given the costs involved, the decision to produce panels is based on duration of work and number of customers exposed to the site. Three months is the duration for most hoarding design installations.

6. Budget – hoardings are funded by the projects; both the initial design, production and maintenance.

Hoardings design system

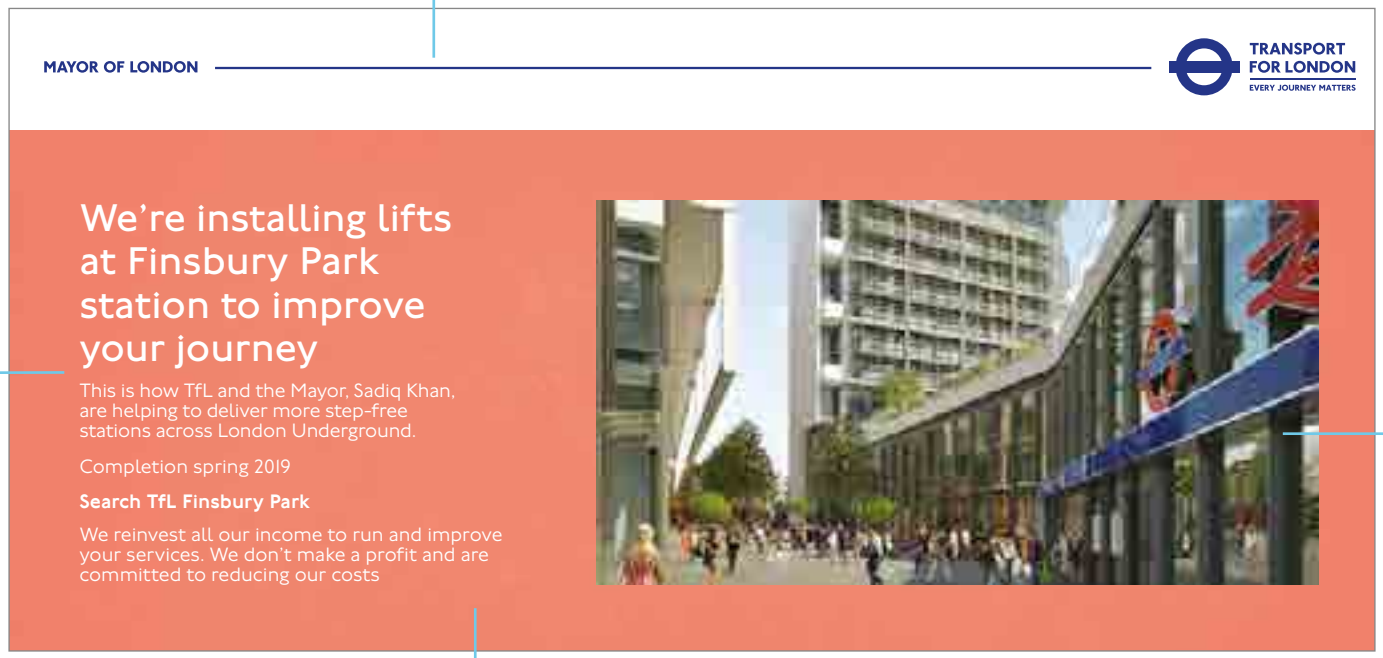


Landscape format

A landscape design allows for imagery to always be placed on the right with copy left aligned.

The image uses as much of the right hand space as possible.

1 Branding and third party contractor logos (see pages 9 and 10)



2 Copy, tone of voice and typography (see pages 11 and 12)

3 Imagery (see pages 13 to 19)

4 Colour and background textures (see page 20)

Portrait format

In portrait format, the copy is left aligned and the image is most commonly centred.

1 Branding and third party contractor logos (see pages 9 and 10)

2 Copy, tone of voice and typography (see pages 11 and 12)

3 Imagery (see pages 13 to 19)

4 Colour and background textures (see page 20)

1 Branding

Hoardings should be branded with the pan-TfL corporate roundel (rather than modal specific) so customers can easily and effectively identify a range of improvement projects across our network.

Branding appears at the top of the hoarding to ensure it is visible.

The only exception is when hoardings are on lift/escalator incline panels and the branding strip is positioned at the bottom (see page 22), as this is likely to be seen alongside other relevant communications.

A dividing line should be present between the Mayor of London and Transport for London logos. This will have the same weighting as the dividing line that exists in the TfL logo above Every Journey Matters.

1 Third party contractor logos

For works being undertaken by third party contractors and local boroughs, several brand names and/or logos may be added as a secondary identifier within the branding strip at the discretion of TfL. This needs to be agreed with the Corporate Design team.

No other contractors' names/logos/'house' colours shall appear on the main hoarding.

The logos sit together centred between the Mayor of London logo and the TfL logo as shown.

If several third party logos are featured there is no need for the connecting line as it will make the branding strip too cluttered.

2 Copy and tone of voice

Key considerations for copy

Headline – the headline should be customer benefit led and focus on what we're doing and why, highlighting the benefits of the improvement/upgrade for the customer.

In longer dwell time sites, where there is more information to communicate, the hoarding can feature support copy to detail the customer benefits, but this should be kept to a minimum and no more than two sentences.

Mayoral commitment – when a project supports a Mayoral commitment, we reference this clearly. When referring to the Mayor in hoardings we should always say 'the Mayor, Sadiq Khan'.

Completion dates – hoardings should always contain a project completion message that refers to the season it is due to be completed in. Using a season protects against any project slippage. Where hoardings are installed for a short time frame (less than 3 months) the completion month can be used instead.

Call to action – a search-term should be provided directing to where more detailed information can be found.

How we invest our income – our customers are becoming more aware of the fact that we reinvest all our income; however, they do not see the direct link as to where exactly the income is being invested. Reference to reinvestment should therefore always be included so customers can understand where and what their money is being spent on. Standard reinvestment wording is provided below and shown in the examples throughout this document.

Reinvestment wording

NB: the reinvestment wording should not be used for capital/ investment projects where external funding has been provided.

We reinvest all our income to run and improve your services. We don't make a profit and are committed to reducing our costs.

2 Typography

The corporate typeface is Johnston 100 and must be used on all hoardings. The three weights to be used are shown here.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Johnston 100 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Johnston 100 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Johnston 100 Light

All headlines in Johnston 100 Regular

Completion date in Johnston 100 Light

CTA in Johnston 100 Medium

Reinvestment line in Johnston 100 Light

3 Imagery

Customers want to see the future state of projects rather than the ongoing works, so we should look to use aspirational and visionary CGIs wherever possible. In the absence of a CGI, a bank of illustrations, or supporting ‘royalty free’ photography should be used. Usage is described in more detail over the following pages.

Landscape formats

The image should appear as large as possible on the right hand side

Portrait formats

When there is only one image available to use, this should be placed under the headline to ensure that it is highly visible.

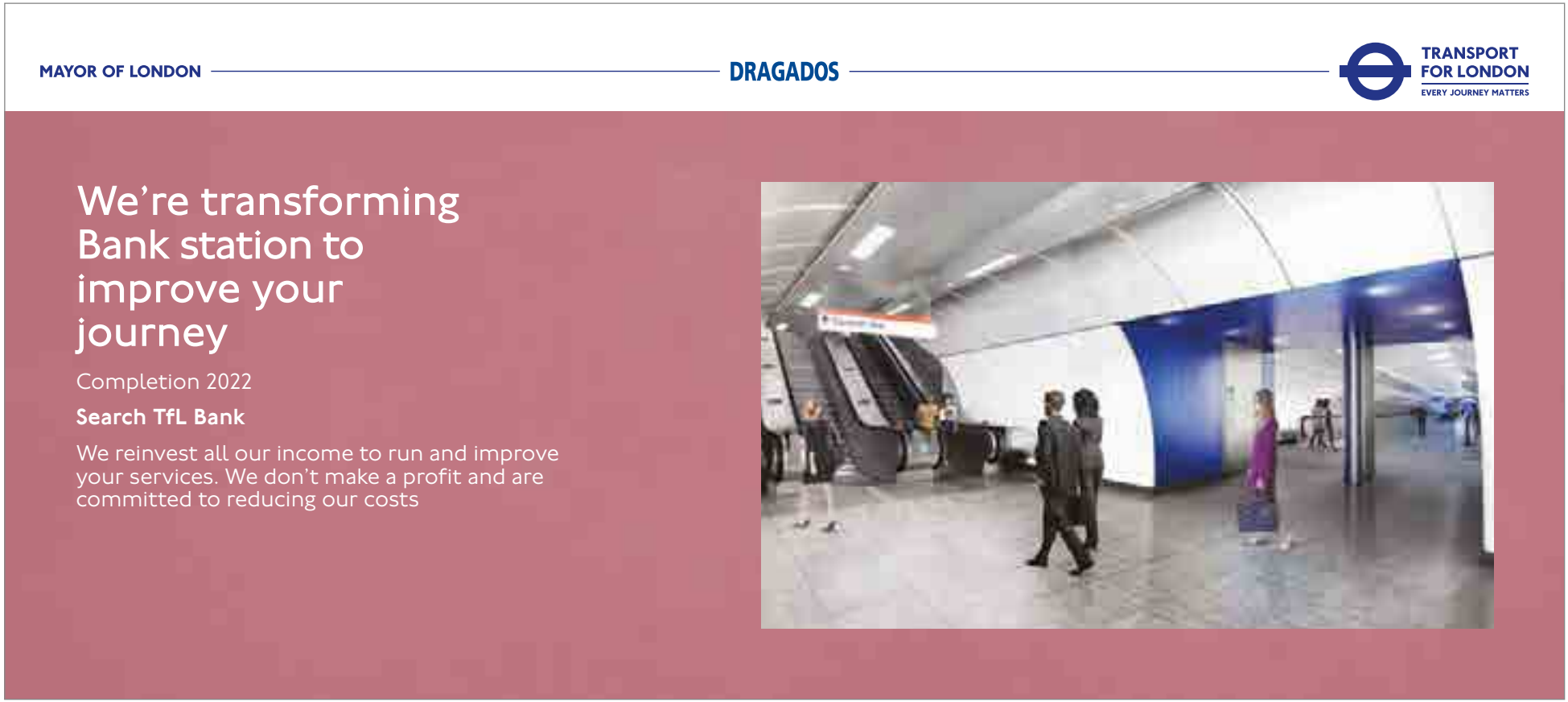
When there is more than one image available, these should be stacked on top of each other. These should use all of the right hand side from the bottom up. There should be no more than three images used.

3 Imagery – large site hoardings

Large site hoardings, e.g. between 2m and 5m wide, road facing locations

1st choice

CGIs or artist's impressions should be used if they are available as customers prefer to see the future state of projects and the improvements being made.

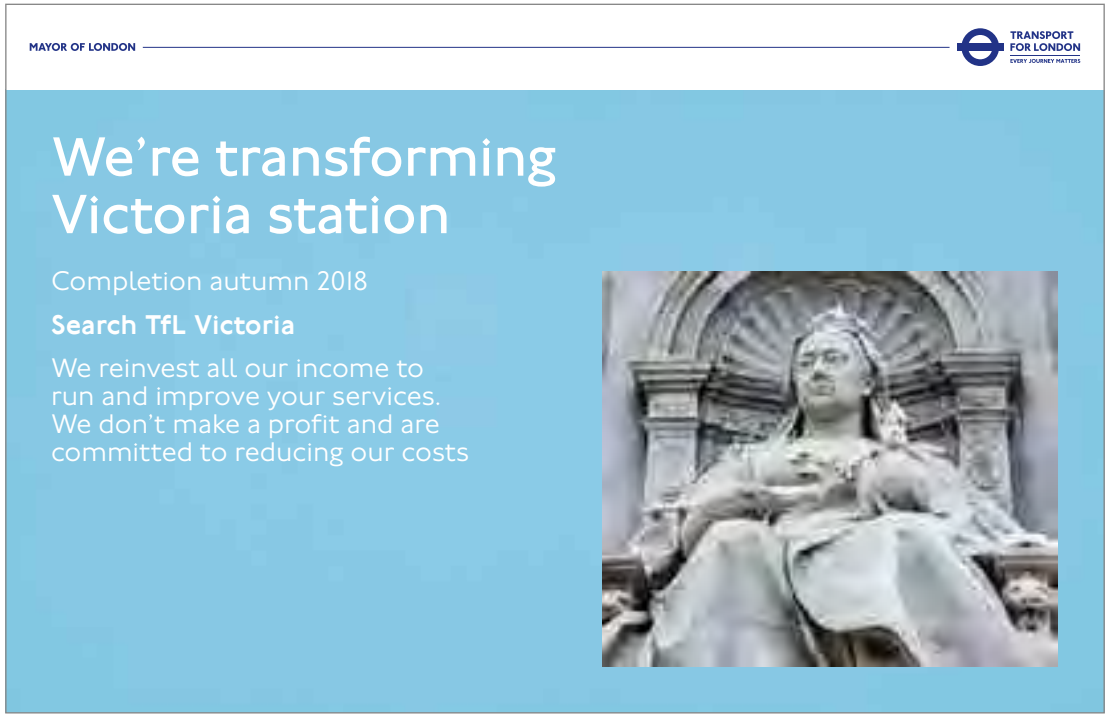


Example shown: Bank station XXm H x XXm W

3 Imagery – large site hoardings

2nd choice

Where CGIs are not available, ‘royalty free’ photography relevant to the local area can be used.



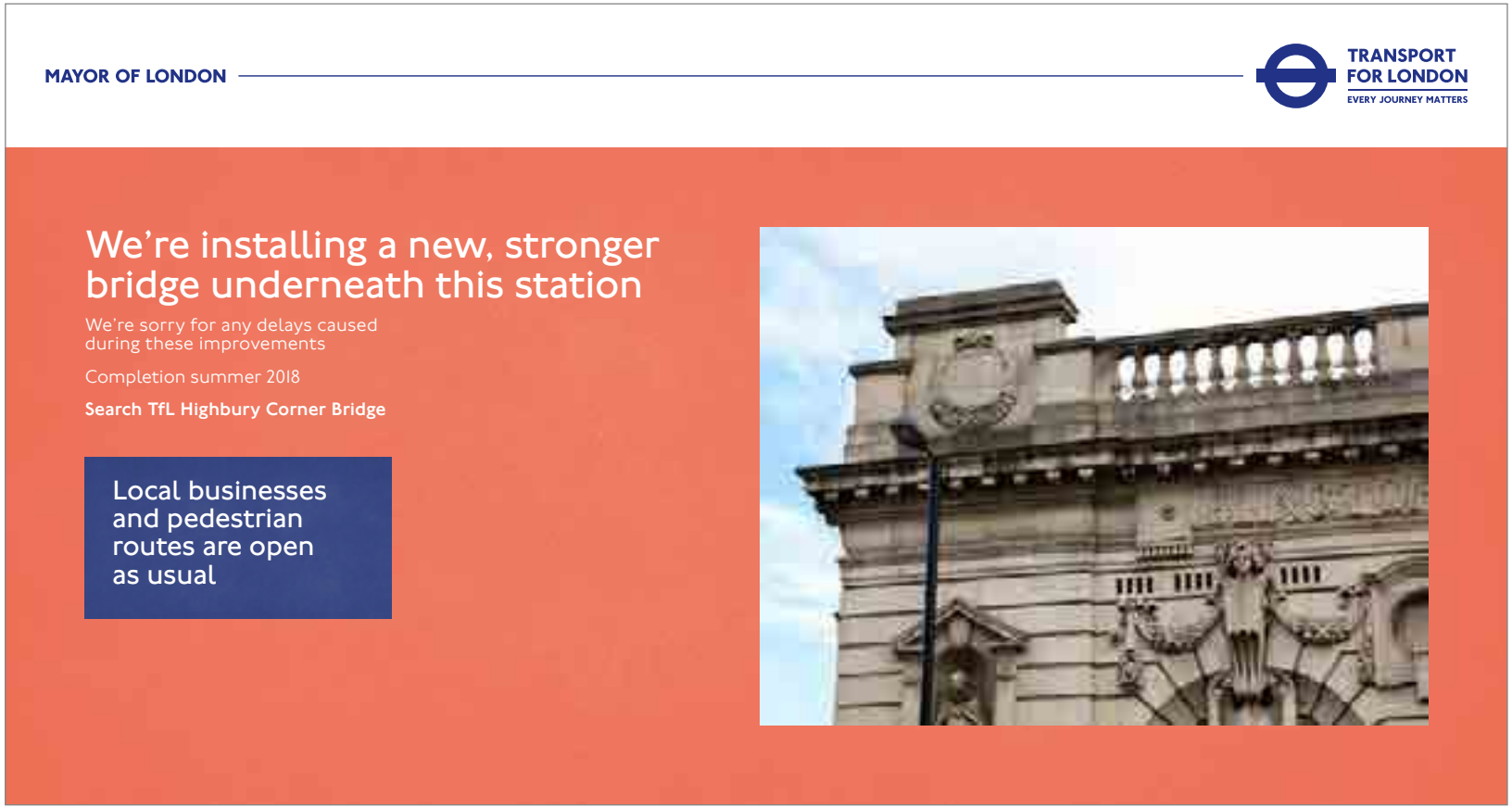
Locally relevant ‘royalty free’ imagery
Example shown: Victoria station

3 Imagery – large site hoardings

3rd choice

Where CGIs or ‘royalty free’ photography are not available, local area photography can be arranged using TfL Visual Services.

Please contact paul.curtis@tfl.gov.uk



3 Imagery – small-scale projects

Small size hoardings, e.g. Quick win (QW) or Large quick win (LQW) formats

1st choice

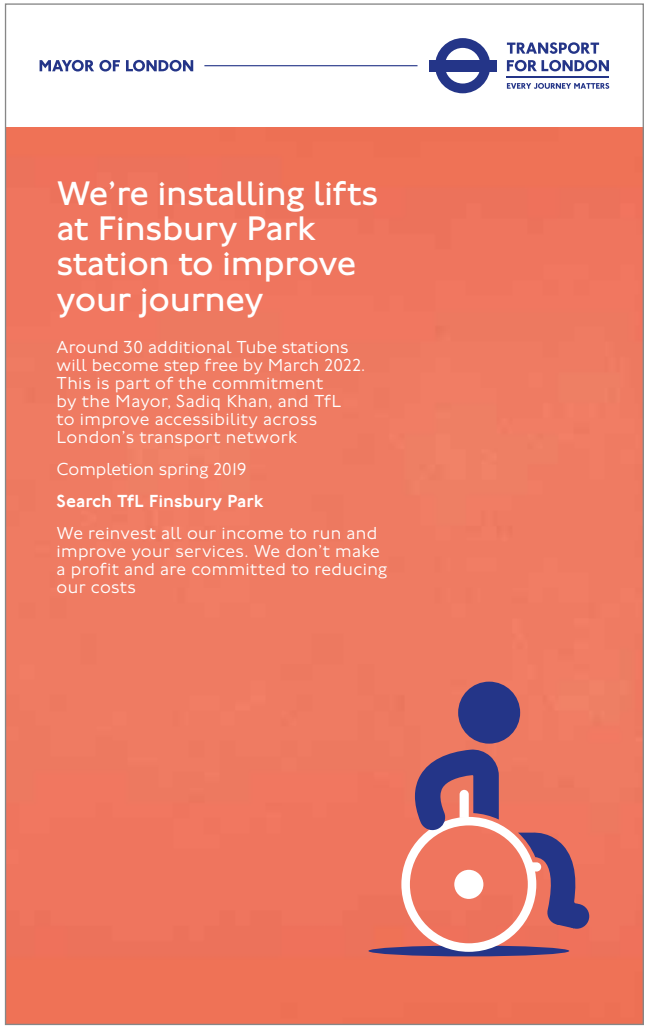
CGIs or artist's impressions should be used for major station upgrades and when hoardings are external facing (see page 12).

2nd choice

Where CGIs are not available, illustrations can be used to communicate station upgrades and small-scale improvements, eg. new lift/lift refurbishment, stairs/escalator improvements, step-free accessibility, etc. An appropriate illustration should be selected from the approved set on page 15.

Please note

We do not recommend using 'royalty free' local area photography in small size hoardings. Messaging within these formats is likely to relate directly to the specific improvement and this would be better supported by a CGI or the appropriate illustration relating to the work in progress.



3 Imagery – small-scale projects

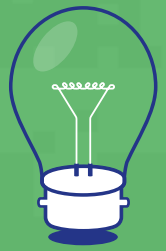
Use for minor station improvement works

Use for minor station improvement works

Use for minor station improvement works

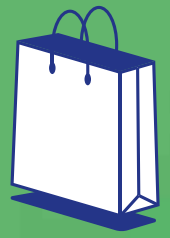
Use for escalator improvement works

Use for minor improvements to cycling facilities



Use for station lighting and security improvement works

Use for improvements to step-free access



Use for improvements to retail environments

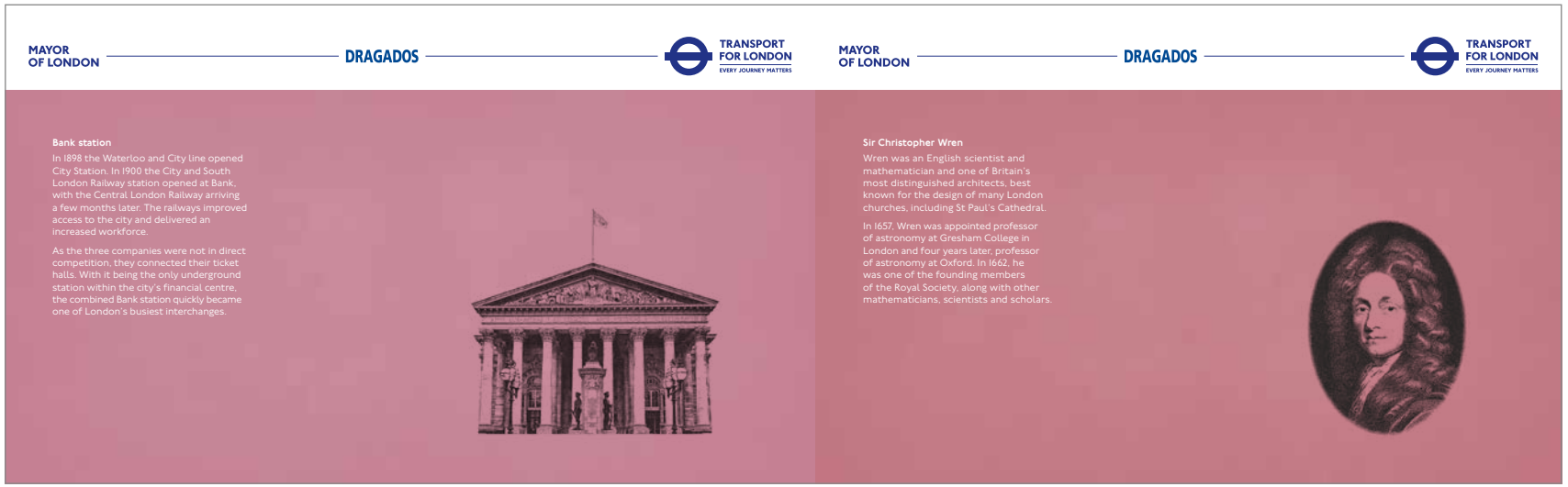
Long-term, large-scale projects

1st choice

CGIs or artist's impressions should be used (see page 12).

Alternatively...

Where there is a large-scale station transformation project in progress with a high volume of hoardings surrounding the works for long periods (ie. 12 months and above), bespoke hoarding designs can be developed. These can utilise CGIs or artist's impressions, and can also incorporate illustrations and supporting copy based on local or historical themes or points of interest.



Locally themed illustrations
Example shown: Bank station

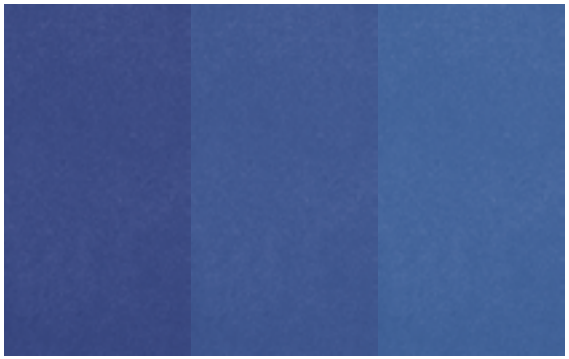
4 Colour palette and background textures

A background colour should be selected from the specific hoarding colour palette. The colours do not relate to any modal or line colours to ensure hoardings are not directly associated with them. Colours should be selected to complement the environment and the supporting imagery.

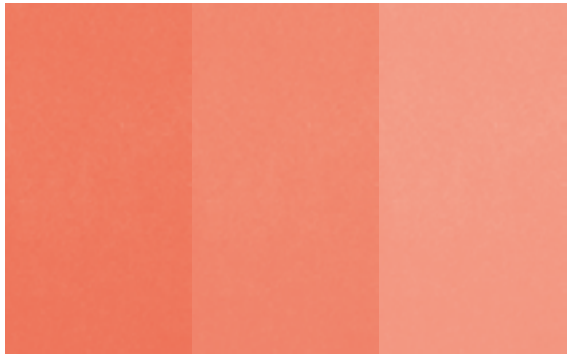
Six main colours have been chosen and each have two tints of this shade to be used when there are multiple hoardings in a single environment.

All colours are overlaid with a very subtle texture.

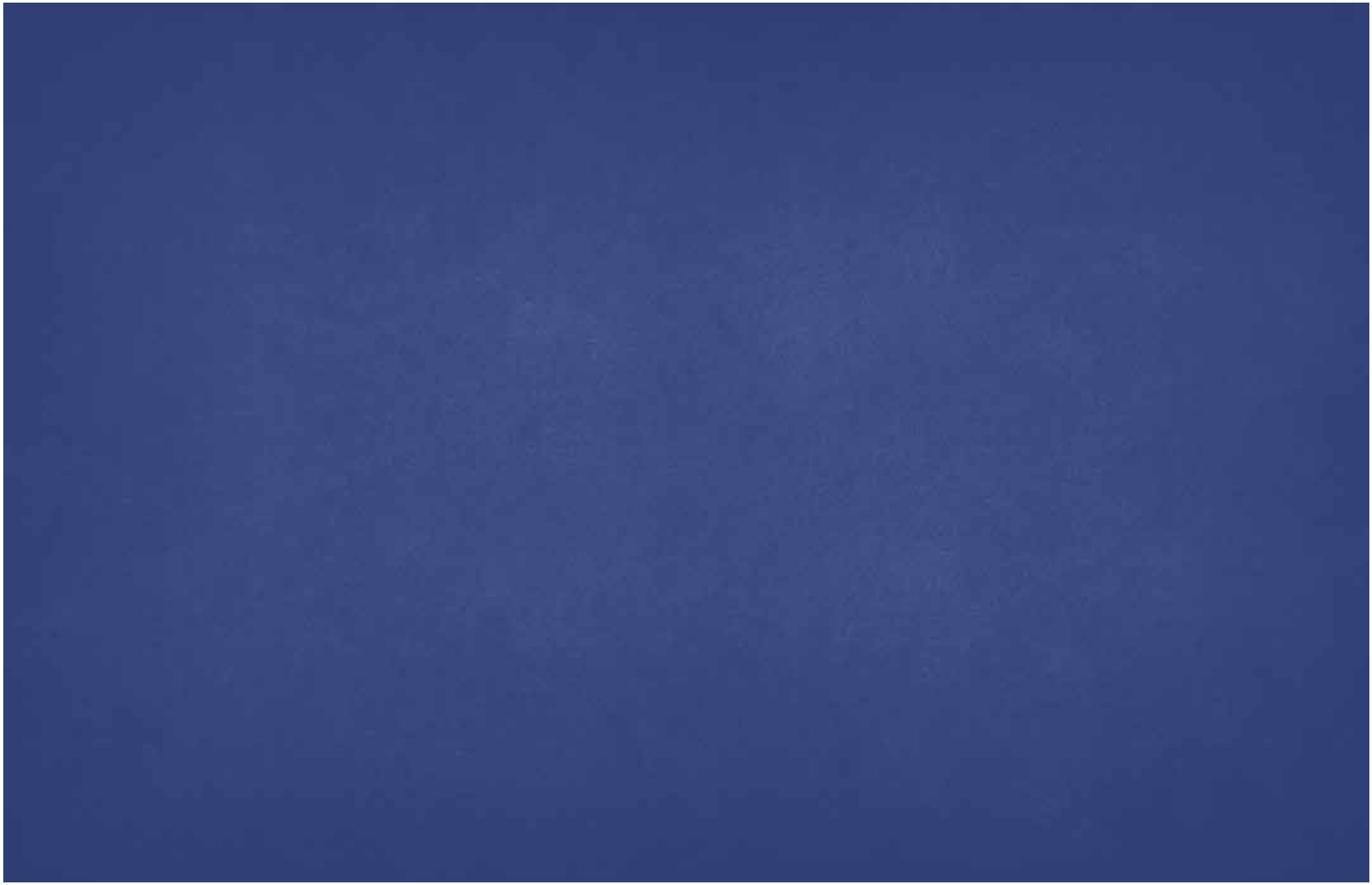
It is recommended that colours with a high percentage of magenta should not be used in external environments as the colour could fade in direct sunlight.



Retail sites only



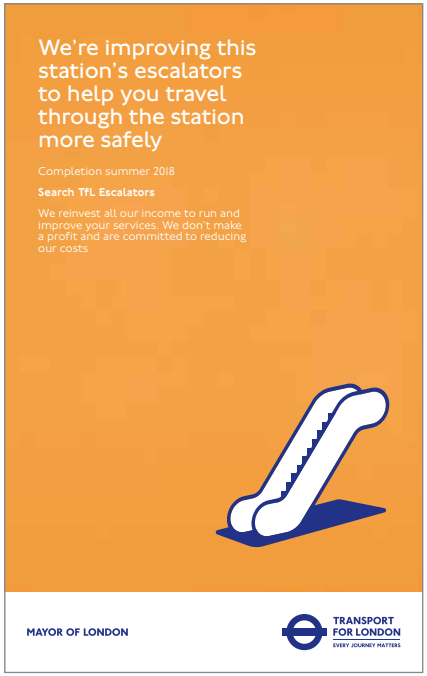
Hoarding applications

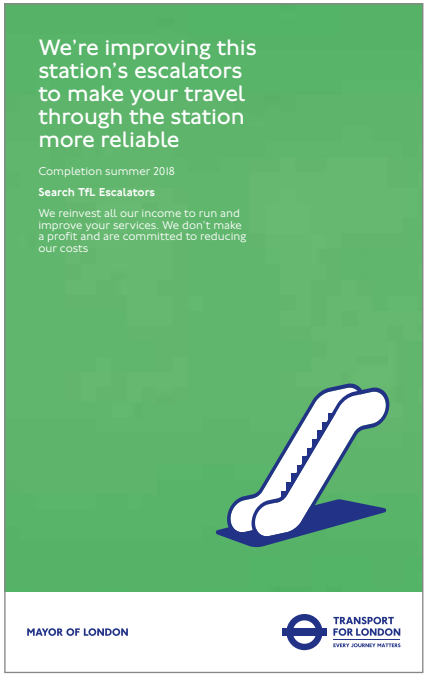


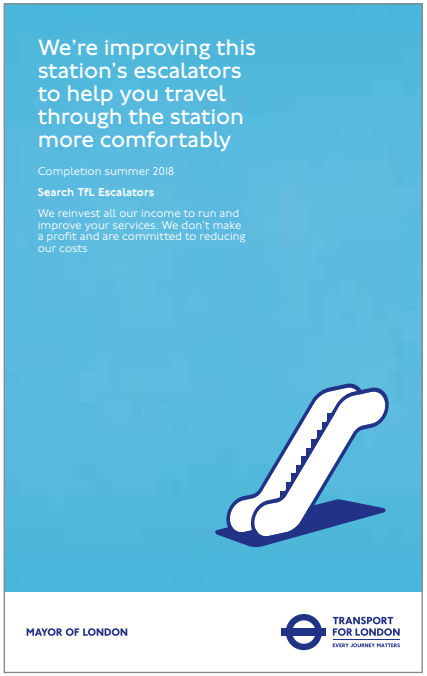
Lift & Escalator Panels (LEPs) – individual sites

LEPs have the logo bar placed at the bottom of the layout and **do not** feature the connecting line. This is to ensure consistency within the environment where other improvements communications will be seen (e.g. DR posters, digital posters).

Posters can be placed individually at the top or bottom of an escalator and feature the escalator illustration. Alternate messaging can be used if more than one poster site is available.



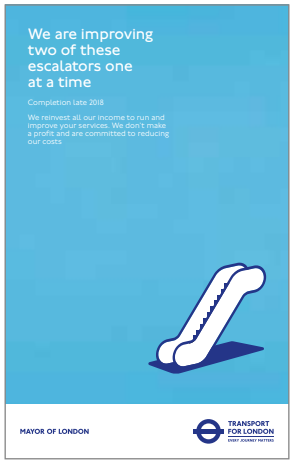


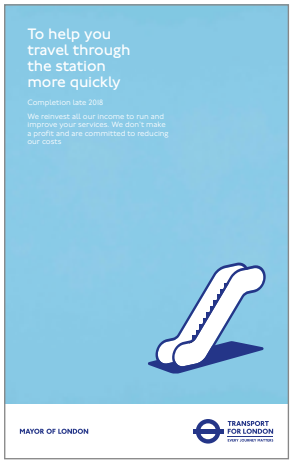


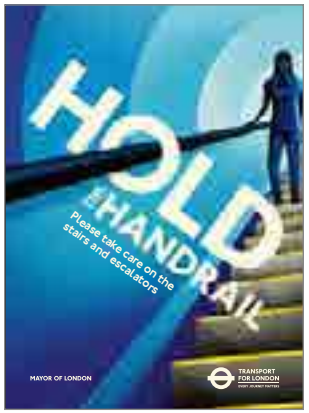
Lift & Escalator Panels (LEPs) – storyboard

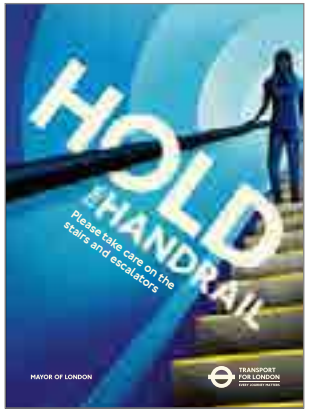
Where multiple positions are available on an escalator incline, alternate messaging can be used to enhance the media format.

Where possible, the ‘Hold the handrail’ poster should intersperse the LEPs to reinforce the safety message.









Progress updates

Three to six months is the duration for most hoardings, but with lift/escalator incline panels it's just six weeks. A cost-efficient alternative is to use a progress update poster to provide information on the work.

There are two types of posters that can be used depending on where they are positioned within the station:

1. Posters in fast-paced environments

Where customers might have less time, a short succinct message is used to explain the work that has been completed and the summary of works still in progress.

An image of the completed works should be used (please request a photo from TfL Visual Services). If the completed works are not visible then a 'royalty free' image should be used instead.

Progress update posters always feature this descriptor

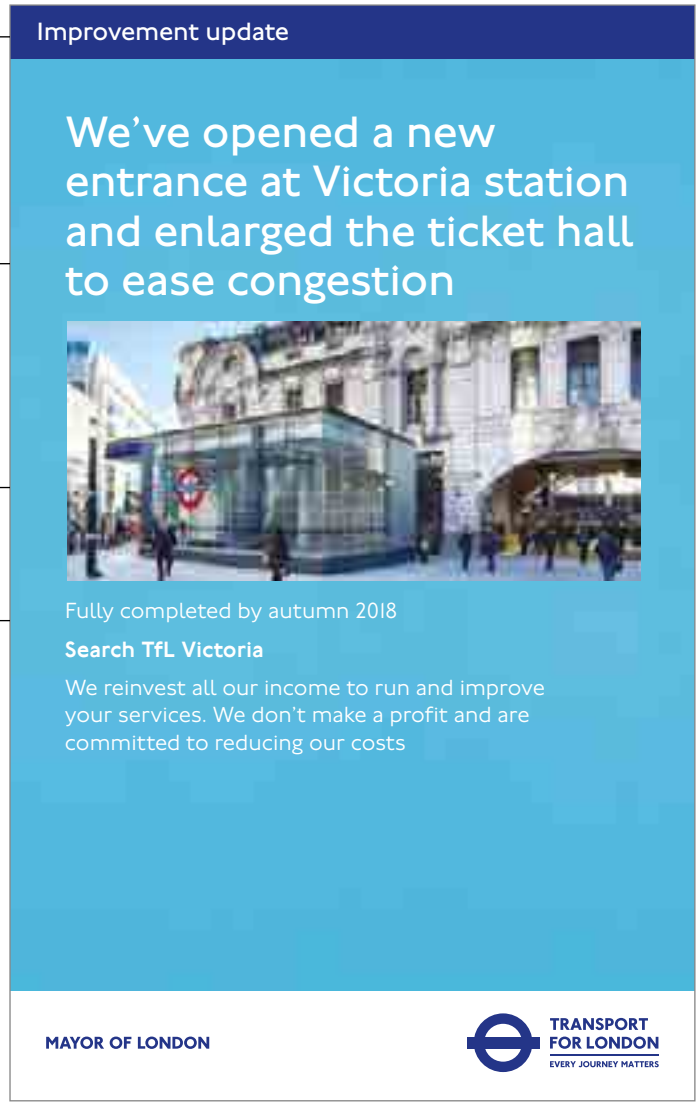
Main message should focus on the work completed and the customer benefit. The station name should also appear within the message

Use an image of the work completed

Completion date

Call to action (CTA) (In bold)

Reinvestment line



Progress updates

2. Posters in slow-paced environments

Where customers have a longer dwell time, additional information can be included within the poster.

An image of the completed works should be used (please request a photo from TfL Visual Services). If the completed works are not visible then a 'royalty free' image should be used instead.

Progress update posters always feature this descriptor

Main message should focus on the work completed and the customer benefit. The station name should also appear within the message

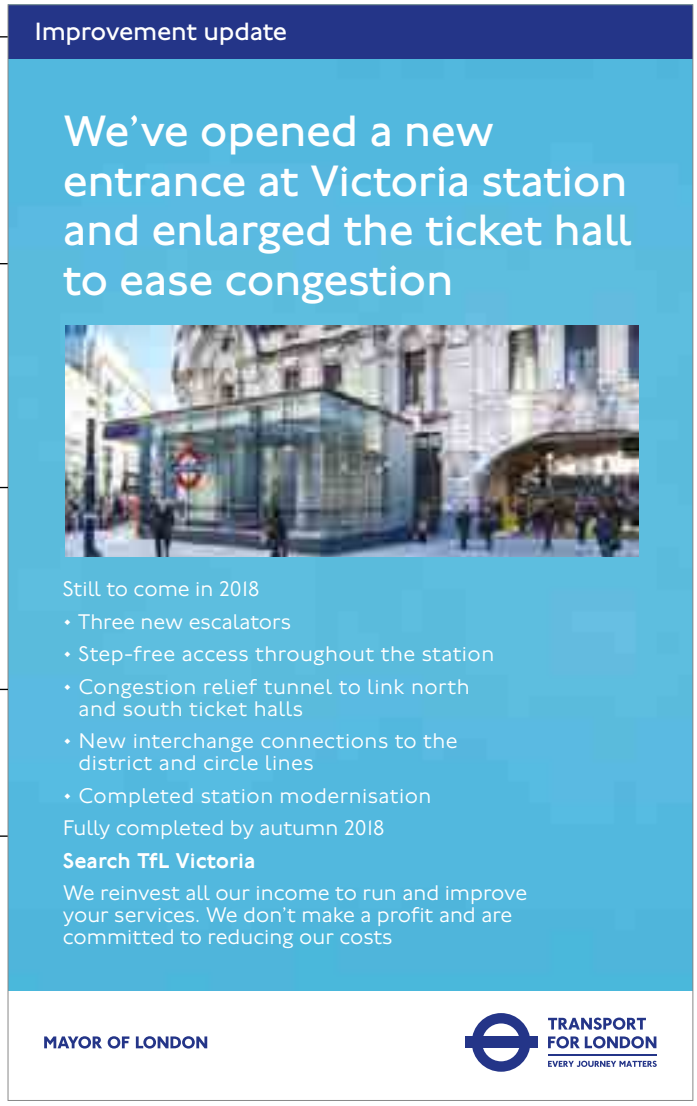
Use an image of the work completed

Additional information on the works completed is displayed in bullet point format

Completion date

Call to action (CTA) (In bold)

Reinvestment line

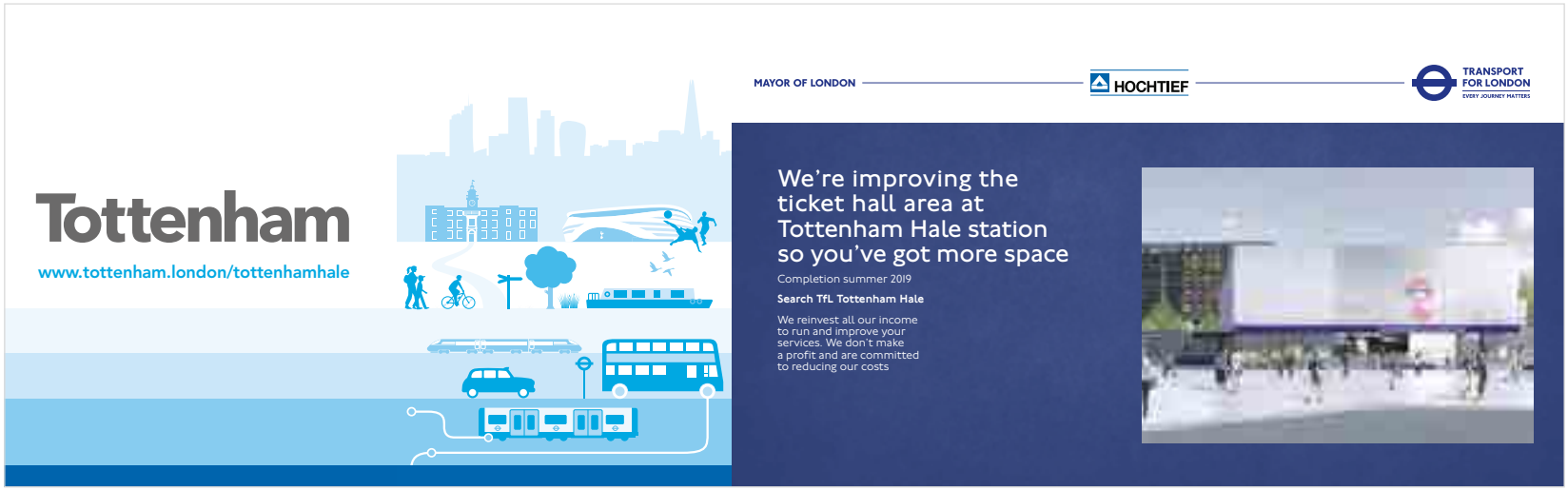


Application onto third party hoardings

When our design is combined with a third party hoarding, the guidelines for a landscape hoarding format should be followed and the design integrated within the third party background.

The background colour of the hoarding should be chosen to complement the background colour of the third party design.

The example shows the hoarding treatment at Tottenham Hale station, where Haringey Council provided space within their hoarding design.

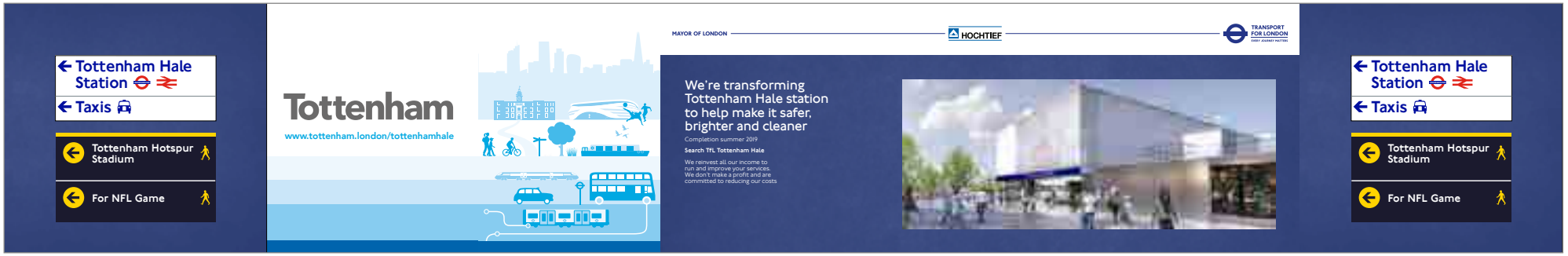


Example shown: Tottenham Hale station, XXm H x XXm W

Legible London, wayfinding and directional signage

When required, Legible London and other wayfinding and directional signage systems can be integrated into the hoarding design.

The priority should be the clarity of the customer information and the size and positioning of the wayfinding system on the hoardings must reflect this.



See Legible London sign artwork guidelines for detailed information

Road facing hoardings

Road facing hoardings require a different approach as they are used in environments where messaging needs to be read quickly by motorists and cyclists, potentially from a distance slightly further away.

- Copy should be kept to a minimum and should be as informative and factual as possible.
- An apology for delays caused should also be included.
- Secondary copy needs only to consist of the search term and the completion date.
- The reinvestment wording is not required on road facing hoardings.
- A CGI should always feature as part of the hoarding and should appear as large as possible in the space available.

The background colour should always be the dark blue from the colour palette (page 20) to ensure legibility and also to overcome excessive weathering in outdoor environments.

There are three typical road facing hoarding formats:

- Interblock road hoarding
- Heras fencing panel
- Large format hoarding

Road facing hoardings – Interblock road hoarding

Interblock road hoardings are typically Im x Im size, but sizes can vary. It is therefore recommended that the hoarding design should use two panels, so the signage size would be 2m W x Im H.

Road facing format	Typical size	Equivalent OOO format	Viewing distance	Viewing time	Suggested point size (cap height)	Cap height in mm
Interblock road hoarding	2m W x 1m H	6-sheet: 1200mm W x 1800mm H (portrait)	High street (pedestrian): 3-6 metres	3-5 seconds	200 pt headline	47mm

page design to be reviewed - TBC

Road facing hoardings – Heras fencing panel

Heras fencing panels are typically 3.5m W x 2m H, but sizes can vary.

Road facing format	Typical size	Equivalent OOO format	Viewing distance	Viewing time	Suggested point size (cap height)	Cap height in mm
Heras fencing panel	3.5m W x 2m H	16-sheet: 2032mm W x 3048mm H (portrait)	On street (motorist): 10 metres	3-5 seconds	500 pt headline	118mm

page design to be reviewed - TBC

Road facing hoardings – Large format hoarding

These are typically 5m W x 2m H or larger. Where the hoarding length exceeds 5m it is recommended that different messages are used along its length.

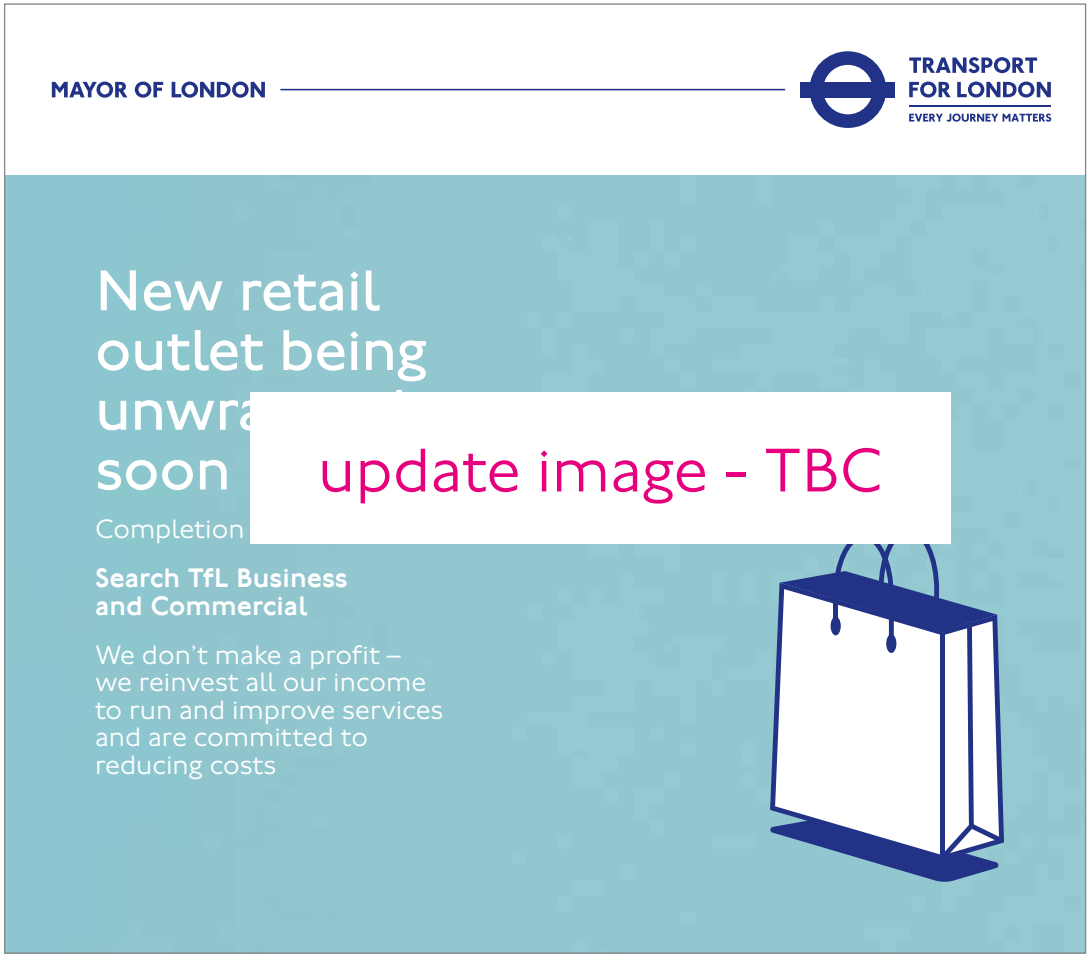
Road facing format	Typical size	Equivalent OOO format	Viewing distance	Viewing time	Suggested point size (cap height)	Cap height in mm
Large format hoarding	5m W x 2m H	48-sheet: 6096mm W x 3048mm H	On street (motorist): 26 metres	5-15 seconds	750 pt headline	176mm

page design to be reviewed - TBC

Retail hoardings

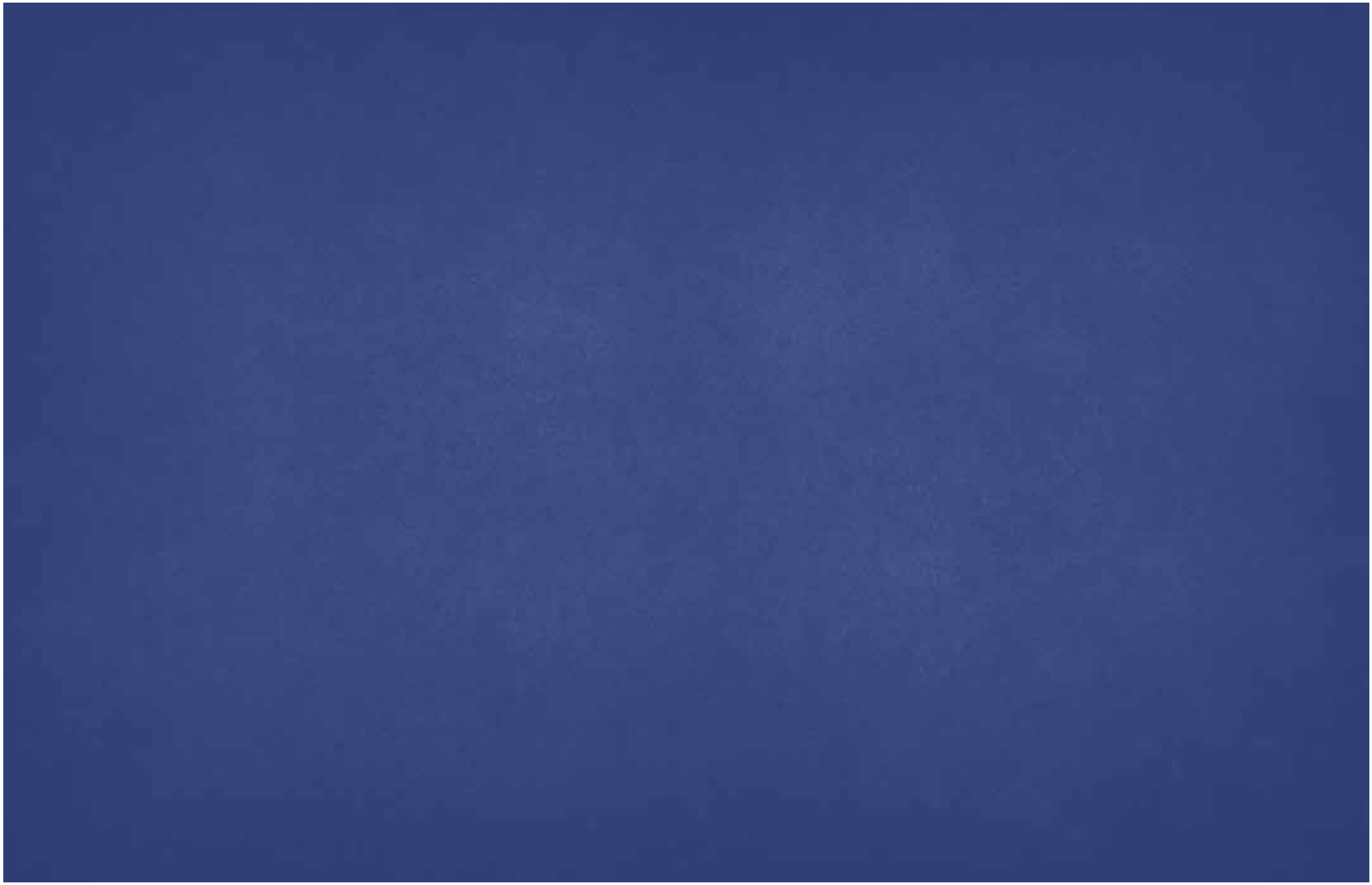
Retail hoardings are used when a commercial or retail unit on our estate is vacant or being improved. They follow the same design style as all hoardings but use a special background colour, see page XX for details.

The carrier bag illustration should be used to denote its retail or commercial use.



Example shown: XXXXXXXXXXXXX

Logistics



Production and maintenance timings

Content TBC by TfL

Prior to any work commencing, the project needs to supply a completed brief to TfL Marketing. This must include – customer benefits of the project, size of hoardings required, duration of project, the identified budget source.

Maintenance

- If hoardings are up for longer than three months, hoardings' supplier will feedback outcome of survey to Marketing. It will be the responsibility of the project to cover the costs for replacement panels or cleaning – a further ad hoc approval budget form will need to be completed to cover these costs
- For London Underground (LU), maintenance of the hoardings has been added into the Hoardings Standard http://onespace.tfl.gov.uk/lu_/cms/CMSLibrary/SI/SI354.pdf
- Surveys will need to be carried out at three month intervals thereafter to determine need for cleaning or repairs

Timings	Large sites	Smaller sites
The hoardings supplier we use is Links Signs, but depending on the scale and likely costs of the project, you may need to instruct for tender (including survey) and supplier response	5 – 10 working days depending on the size of the site	5 working days
Artwork Creation: • Marketing team brief design agency • Costing proposal prepared • Messaging and imagery agreed • Designs and rendered mock-ups supplied to Marketing	10 working days depending on whether site visits are required and the size of the site (and site access)	5 – 10 days depending on whether site visits are required and the size of the site (and site access)
Approvals: • Hoardings design sent by Marketing to project team for accuracy checking	5 working days	5 working days
Production and Install: • Supplier produces panels • Access arranged • Installation • Installation report supplied	10 – 20* working days *Should a site require a road closure additional time will be required	10* working days

Contractual obligations

Safety standards

There are certain safety standards that need to be adhered to on hoardings. These include but are not limited to:

- Work access
- Relevant safety licenses
- Signage if applicable for customers
- Vents/obstructions etc
- Lighting

Please seek guidance on mandatory inclusions from the Project Manager.

Content TBC by TfL

Example costs

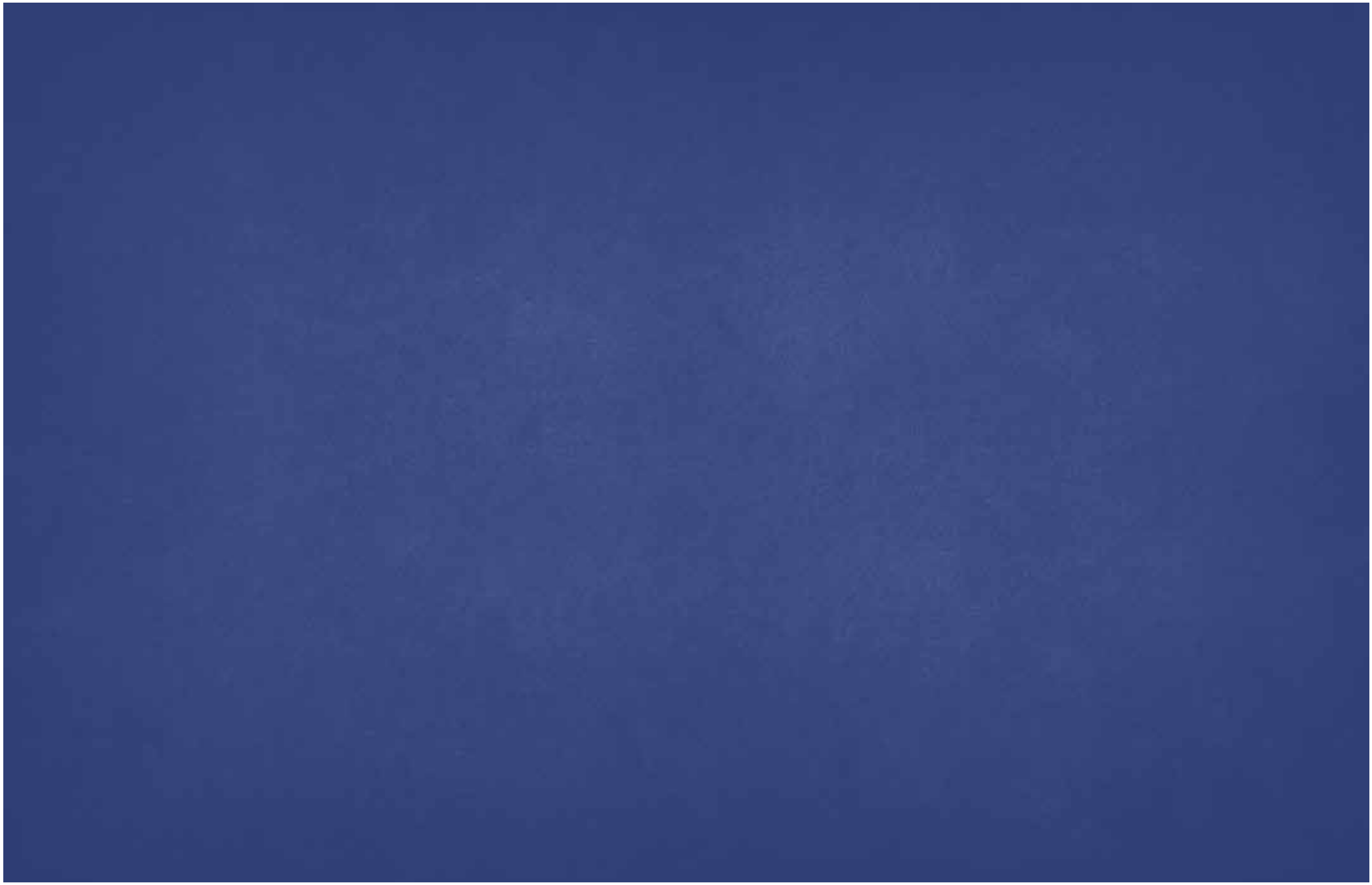
Content TBC by TfL

The example costs in the table below are based on standard design and installation requirements. Please contact the recommended suppliers (see back page) to obtain a formal quotation. See the Hoardings Briefing document for guidance with this process.

Size and format	Design and artwork cost (per item)* excluding any illustrations	Construction cost (per item)	Installation cost
Small (>2m wide/Quick Wins and Large Quick Win formats)			Installation is based on 'per shift' costs, of a SPC (Site Person in Charge) and assistant. £640 per shift. Surveys are £250 per survey and £100 per site visit.
DR – 1016 x 635mm portrait:			
DR QW's external	£750	£140	
Large – QW – 1850 x 1155mm portrait:			
Large QW's external	£750	£260	
DR QW's section 12	£750	£265	
Large QW's section 12	£750	£375	
The design and artwork costs above are to create a single master hoarding artwork using copy and image supplied.			
If different versions of the master artwork are required, each adapt would be charged at £375 each. Minor revisions to an existing artwork would be charged at £75 each.			
Medium (between 2m and 5m wide)			Installation is based on 'per shift' costs, of a SPC (Site Person in Charge) and assistant. £640 per shift. Surveys are £250 per survey and £100 per site visit.
Storyboard – up to 5m landscape:			
SB external	£850	£1,300	
SB section 12	£850	£1,700	
Large (over 5m wide)			Installation is based on 'per shift' costs, of a SPC (Site Person in Charge) and assistant. £640 per shift. Surveys are £250 per survey and £100 per site visit.
Full wraps	TBC		
External per metre		£300	
Section 12 per metre		£410	

*Any change in brief or specification may incur additional costs.
Removal costs of hoardings are not detailed and should be reviewed on a case by case basis.

Appendix



The Hoardings creation process

Content TBC by TfL

Complete briefing form and submit to Marketing

(If hoardings plans are provided)
Costing proposal prepared

(If hoardings plans are not provided)
Survey instructed

(If over £100k production and installation)
Instruct for tender

Agreement of finance in principle and marketing ad hoc process started

Marketing to brief Design Agency

TfL Hoardings Brief : Please add title here

Author Please add your name and area of the business (including mode)

1. What is the project?

2. Timings and key dates

Messaging and imagery to be agreed

Designs and rendered mock-ups supplied to Marketing

Marketing send designs to project team for approval

On approval, print ready files are sent to supplier

Supplier produces panels

Access arranged

Installation

Installation report supplied

3 month Hoarding maintenance survey

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
Additional ticket hall	We're building a new ticket hall, to speed up your journey through the station
	We're building a new ticket hall, to improve your journey through the station
	We're building an extra ticket hall, to increase capacity at this station
	We're building an extra ticket hall, to make your journey through this station smoother
	We're building a new ticket hall, to improve your journey through [station] in preparation for the Elizabeth Line
	In preparation for the Elizabeth Line we're building an extra ticket hall, to increase capacity at [station]
	In preparation for the Elizabeth Line we're building an extra ticket hall, to make your journey through this station smoother
Additional entrance to station	We're adding a station entrance, to reduce congestion
	We're adding a station entrance, so you've got more space
	We're building a new entrance, to give your more space and choice
	We're building a new entrance, to give you more space at [station name]
	We're building a new entrance, so it's easier to get in and out
	We're adding a new entrance, to help you travel through the station more easily

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
More accessible ticket gates	We're adding wider gates, to make this station more accessible
	We're adding accessible ticket gates, as part of our commitment to make the network more accessible
	We're adding accessible ticket gates, for customers with mobility impairments, pushchairs or bulky luggage
	We're adding accessible ticket gates, as part of our commitment to make the network more accessible in preparation for the Elizabeth Line
New escalators	We're improving this station's escalators to help you travel through the station more safely
	We're improving this station's escalators to make your travel through the station more reliable
	We're improving this station's escalators to help you travel through the station more comfortably

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
More ticket machines	We’re installing improved ticket machines, to make your journey easier
	We’ve added improved ticket machines, to make your journey easier
	We’re installing ticket machines that offer guidance in 17 languages, to make everyone’s journey easier
	We’ve added ticket machines that offer guidance in 17 languages, to make everyone’s journey easier
	We’re installing ticket machines that make it easier to check your Oyster card and get refunds
	We’ve added ticket machines that make it easier to check your Oyster card and get refunds
	Our new ticket machines make it easier to check your Oyster card and get refunds
	Coming soon: new ticket machines that make it easier to check your Oyster card and get refunds
	We’re installing new ticket machines to make your journey easier, in preparation for the Elizabeth Line
	In preparation for the Elizabeth Line, we’re installing new ticket machines to make your journey easier

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
Lift refurbishment	We're installing energy-efficient lifts, to make your journey easier (and greener)
	We're improving our lifts, to make your journey easier
	We're improving the reliability of our lifts to make your journey easier
	We're improving our lifts, to make them faster and more energy-efficient
	We're updating our lifts, to improve your journey through the station
	We're installing new lifts to give you step-free access at [station] in preparation for the Elizabeth Line
	We're installing new lifts at [station] as part of our commitment to providing step-free access at every station in preparation for the Elizabeth Line
	Please bear with us while we install new lifts to make this station more accessible, in preparation for the Elizabeth Line
	Please bear with us while we install new lifts at [station], in preparation for the Elizabeth Line
Cycle-parking	We're adding XXX storage spaces, so it's easier to park your cycle
	We're adding new racks, so XXX people can park their cycles

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
TfL Rail	We're making improvements at [station] in preparation for the Elizabeth Line
	We're making improvements at stations along TfL Rail in preparation for the Elizabeth Line. To find out more visit www.tfl.gov.uk/tflrail
	Works at [station] will continue until [date]. We're sorry for any delays caused to your journey
	Find out more at tfl.gov.uk/tflrail
Extended platforms for longer trains	We're extending our platforms, so longer trains can use this station
	We're extending our platforms, so longer, more spacious trains can use this station
	We're extending our platforms, so longer, more comfortable trains can use this station
	We're extending our platforms, so a wider range of trains can use this station
	We're extending our platforms, so our new fleet of spacious trains can use this station
	We're extending our platforms, so it's easier for longer trains to use this station
	We're extending platforms at [station] so longer, more spacious trains can use this station, in preparation for the Elizabeth Line
	In preparation for the Elizabeth Line
	We're extending platforms at [station] so longer, more spacious trains can use this station

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
Wider passageways	We're widening walkways, to make your journey through the station easier We're widening walkways, to reduce congestion We're widening walkways, to speed up your journey through the station
New Elizabeth Line interchange	We're building an accessible link between the Underground and the new Elizabeth Line, to make your journey as easy as possible We're building an accessible walkway and lift system, so travelling between the Underground and the new Elizabeth Line is easier for all customers We're building an accessible walkway and lift system, to make your journey between the Undeground and the new Elizabeth Line as easy as possible
New Underground station	We're building a brand new Underground station, to make it easier to get around the capital We're building a new, fully accessible Underground station, to make it easier to get around London

Tone of voice – Additional headline options

Content TBC by TfL

Improvement	Headline options
River – pier extensions	We're extending this river pier, so more boats can call
	We're extending this pier, so more river boat services can call
	We're extending this pier, so a wider range of river boat services can call
	We're making this pier longer, so more boats can stop by
	We're making this pier longer, so more river boat services can call
Road – apologies	We're sorry for any delays caused during these road improvements.
	Find out more at tfl.gov.uk/location
	We're [action, eg: widening this road] to [benefit, eg: improve traffic flow]. We're sorry for any delays caused during these improvements
	Find out more at tfl.gov.uk/location
	These roadworks will continue until [date]. We're sorry for any delays caused to your journey
	Find out more at tfl.gov.uk/location
	[CGI of road improvements]
	[Location] improvement works once completed. Find out more at tfl.gov.uk/location

Tone of voice – Additional headline options

Content TBC by TfL

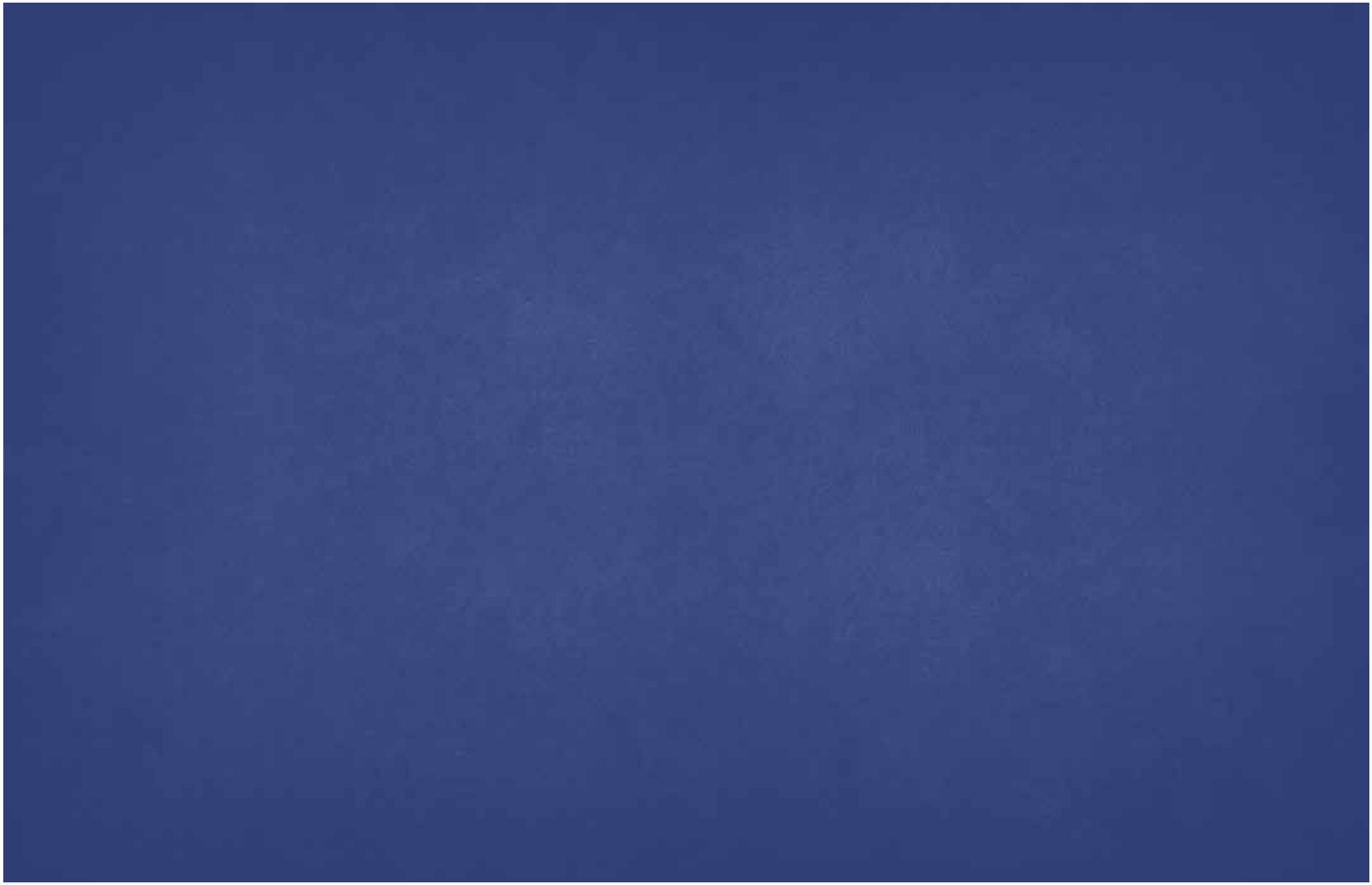
Improvement	Headline options
New bus station	We're building a new, fully accessible bus station to make your journey easier We're building a new bus station to make the area a better place to live and work in We're building a new bus station, as part of wider improvements to the local area We're building a new bus station with better lighting and CCTV, to improve passenger safety We're building a new bus station with better lighting and CCTV, to give you extra peace of mind while you travel
Mayor reference	This is part of the Mayor, Sadiq Khan's, commitment to… TfL and the Mayor, Sadiq Khan, are helping to…
Cycle routes, cycle safety (including Cycle Superhighways)	This is part of the commitment by the Mayor, Sadiq Khan and TfL, to help make cycling in London easier This is part of the commitment by the Mayor, Sadiq Khan and TfL, to help make cycling in London safer This is how the Mayor, Sadiq Khan and TfL, are helping to make cycling safer for Londoners

Tone of voice – Additional headline options

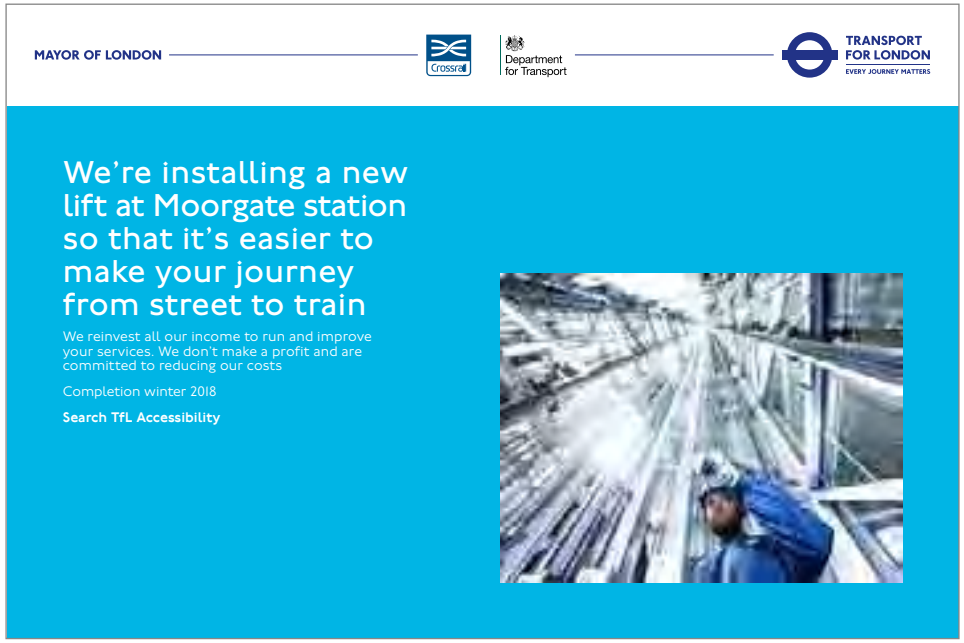
Content TBC by TfL

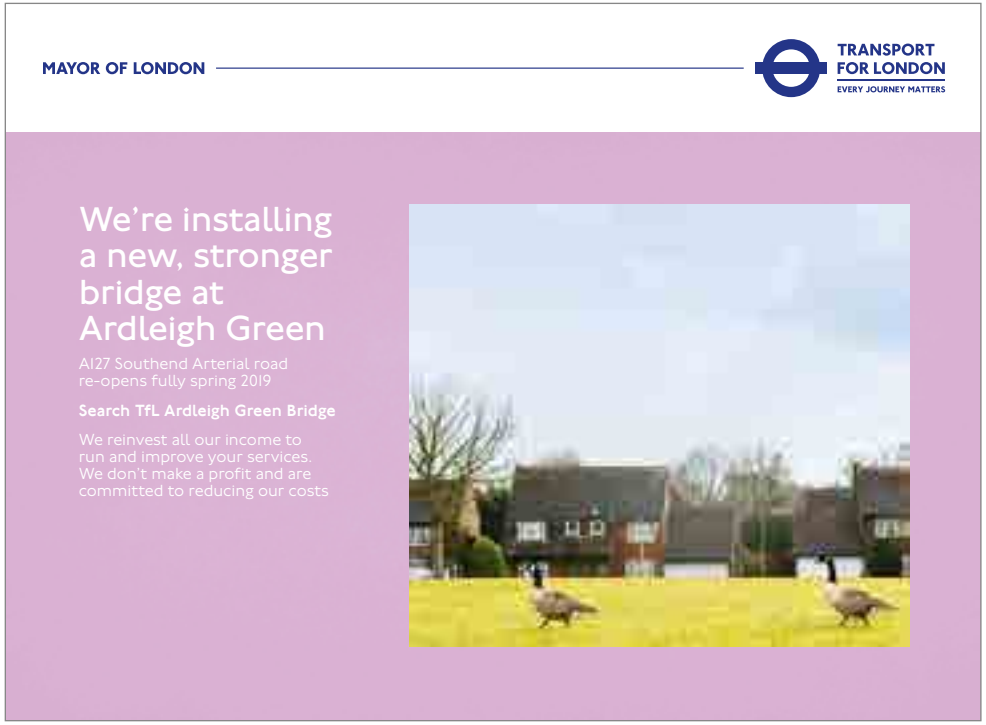
Improvement	Headline options
Accessible transport for all Buses	Just another way that TfL and the Mayor, Sadiq Khan, are helping to provide more accessible buses for wheelchair users This is how TfL and the Mayor, Sadiq Khan, are helping to provide more accessible buses for wheelchair users This is part of the Mayor, Sadiq Khan's, commitment to introducing more accessible transport by providing buses with more space for wheelchair users
Step-free stations	Just another way that TfL and the Mayor, Sadiq Khan, are helping to deliver more step-free stations across London Underground, Overground and TfL rail stations This is how TfL and the Mayor, Sadiq Khan, are helping to deliver more step-free stations across London Underground, Overground and TfL rail stations This is part of the Mayor, Sadiq Khan's, commitment to providing more step-free stations across London Underground, Overground and TfL rail stations

Examples

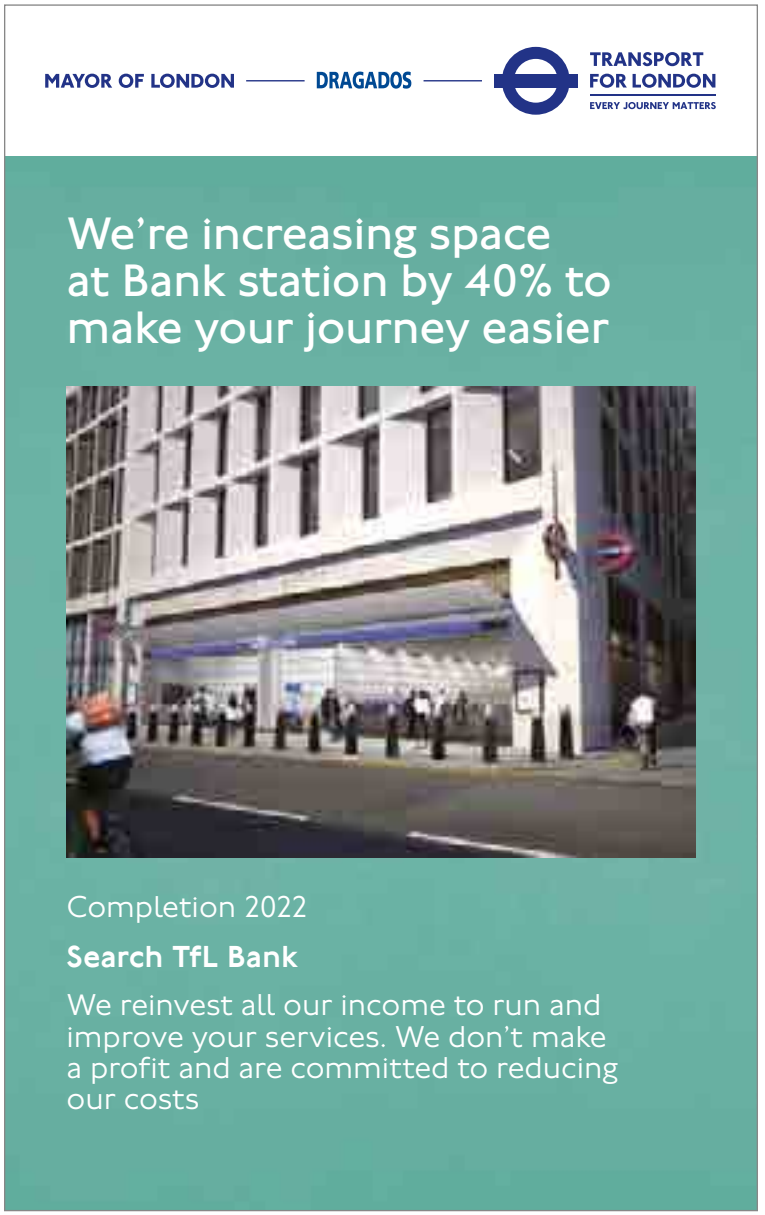


Examples – landscape format





Examples – portrait format



Contact details

Customer marketing and behaviour change

hoardings@tfl.gov.uk

Suppliers

For the latest list of suppliers please contact Sheenal Priestley
sheenalpriestly@tfl.gov.uk

Design agency

OTM Create – Matt Cowan
020 3031 6000
hoardings@otmcreate.com

LU Hoarding Standards

For any queries about LU hoarding standards please contact Chris Bonner
chrisbonner@TfL.gov.uk

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