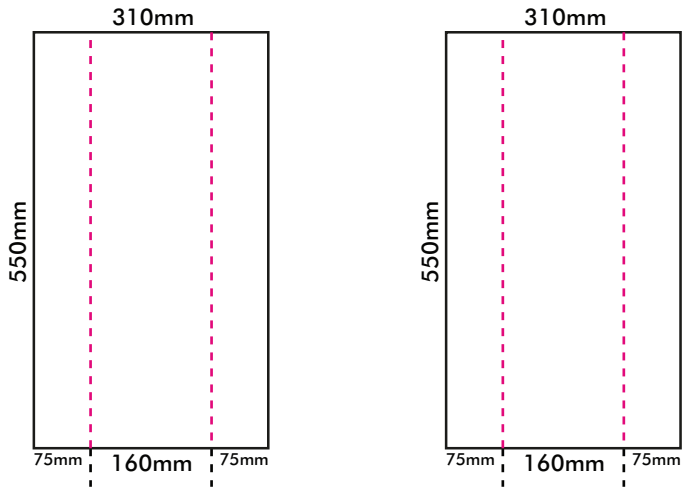
ELECTRONIC TICKET GATEWAYS

ExterionMedia
Engaging Audiences

1 Set to consist of:

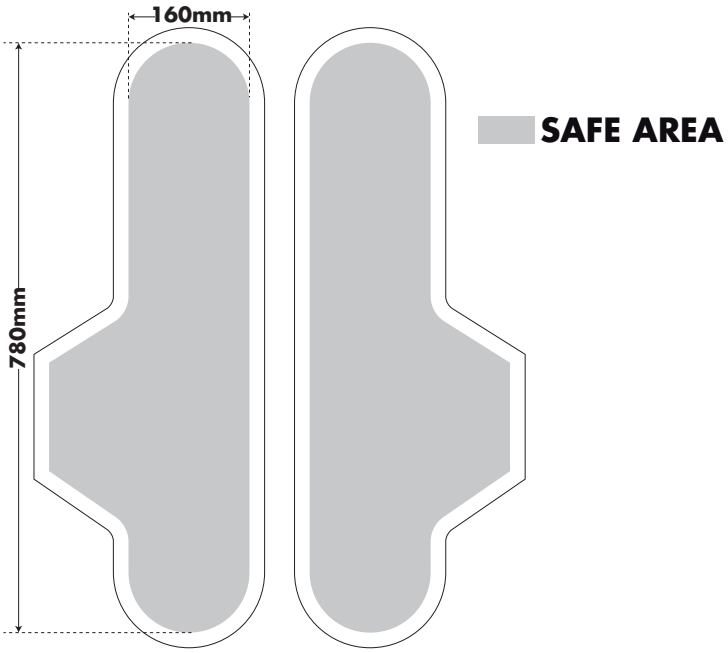


Ticket Gateways Artwork Guidelines

- No QR Codes, NFC Tags, web addresses or URLs.
- No direction signage is allowed, eg. arrows.
- No signs or symbols that could cause passengers to stop suddenly.
- Each creative has to be stand alone and be individual, as no artwork can work across a series of gateways.
- Font size must be no smaller than 14pt including legal copy. Trademarks are usually exempt.
- All designs must be approved by TFL, prior to final artwork being submitted.
- Nothing will be posted without their consent and approval.
- Artwork files to be supplied as Mac - Illustrator & InDesign files with all necessary links and fonts.
- All artwork to be set as CMYK. No RGB images can be used.
- Please supply artwork by disc with colour print outs, or electronically with pdf proofs.

ELECTRONIC TICKET GATEWAY PADDLES

1 Set to consist of:
(2 graphics)



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- No direction signage is allowed, eg. arrows.
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- Font size must be no smaller than 14pt including legal copy. Trademarks are usually exempt.
- All designs must be approved by TFL Revenue Policies, prior to final artwork being submitted.
- Nothing will be posted without their consent and approval.
- Artwork files to be supplied as Mac - Illustrator & InDesign files with all necessary links and fonts.
- All artwork to be set as CMYK. No RGB images can be used.
- Please supply artwork by disc with colour print outs, or electronically with pdf proofs.