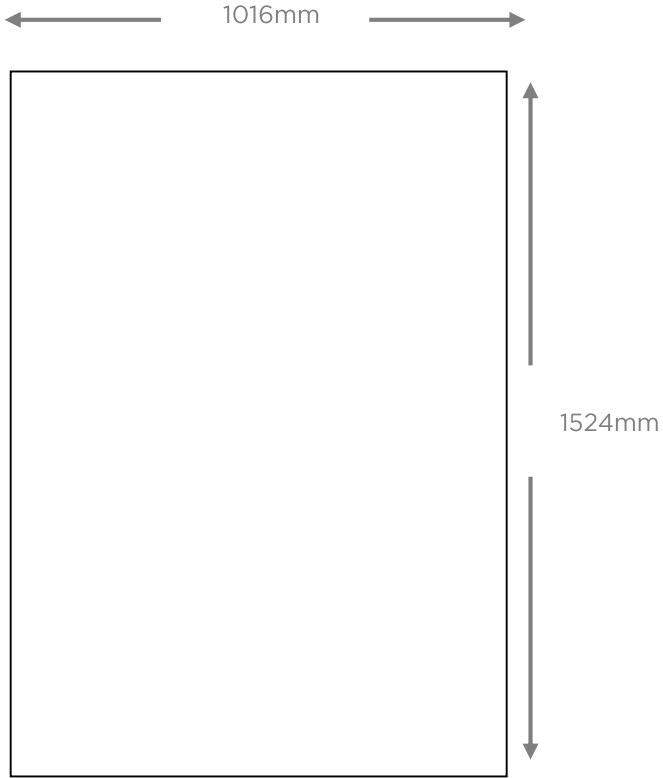


4 Sheet

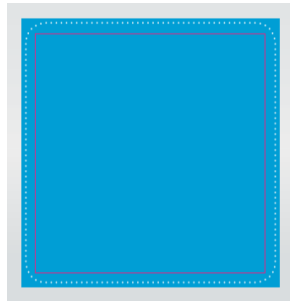


Panel Area: 1524mm deep x 1016mm wide

Safe Area: 1444mm deep x 936mm wide (all copy must be bled to edges)

Train Card Panels

Square



Type Area - 395mm x 395mm

C2C Type area - 378mm x 378mm

Trim Size - 400mm x 400mm

Bleed Size - 405mm x 405mm

Please note: Slightly different display areas apply on First Great carriages (see dotted line) and C2C carriages (see italic for alternative type area specs)

Landscape

Thameslink,
Greater Anglia

Type Area - 554mm x 210mm

Trim Size - 564mm x 220mm

Bleed Size - 574mm x 230mm

Landscape

SWT Suburban,
London Overground

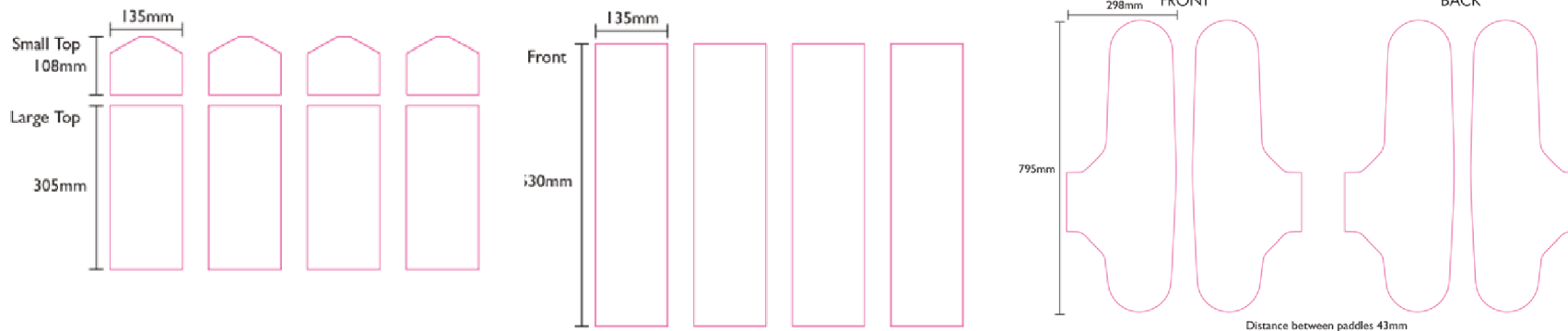
Type Area - 564mm x 240mm

Trim Size - 609mm x 280mm

Bleed Size - 614mm x 285mm

Ticket Gateways

1 Set to consist of:



Ticket Gateways Artwork Guidelines

- No QR Codes, NFC, 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 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 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.

