

Taxi Livery Specification – Guildford Borough Council

Guide for Suppliers

1. Introduction

- 1.1 On the 9 December 2015, Guildford Borough Council introduced a new Taxi and Private Hire Policy, which included a livery standard requiring the body of all taxi vehicles to be pantone 321 by the 1 January 2018.
- 1.2 In addition, all changes of vehicle on existing taxi vehicle licences and taxi vehicles licensed for the first time after 9 December 2015 must meet the requirements.
- 1.3 The Council maintains a list of approved suppliers who are able to meet the livery specification. The list available at www.guildford.gov.uk is subject to additions and removal of suppliers at any time.

2. Livery Standard

- 2.1 The Policy details the livery standard (appendix 1) and appendix 2 is a copy of the text and graphics.
- 2.2 Vehicles must only be wrapped in pre-printed cast vinyl wrap in pantone 321 (PMS 321c) meeting the material specification below:
 - Avery - cast vinyl (material description) Supreme WF
 - 3M - wrap film series 1080
- 2.3 Livery must be applied to the entire painted body of the vehicle visible with the doors closed. Body coloured parts (e.g. mirror, handles and bumpers) must also have the livery applied.
- 2.4 All manufacturer badges (e.g. Volkswagen Passat) model/engine information (e.g. TDI, Bluemotion) and any other fittings (e.g. roof signs) are to be removed and reapplied over the top of the wrapped body.
- 2.5 The livery supplier is able to confirm the vehicle plate number, required to meet the specification, by the vehicle proprietor presenting a current vehicle plate. Suppliers can also contact the Licensing Team directly to check taxi vehicle plate numbers.
- 2.6 Vehicle proprietors must provide documentary evidence that an approved supplier has completed the livery to the standard detailed in the specification.

3. Payment and Council contribution

- 3.1 The cost of vehicle livery may vary as suppliers directly set prices.

- 3.2 The vehicle proprietor is directly responsible for all payments to suppliers and ensuring an approved supplier applies the livery to the specification.
- 3.3 The Council will contribute 25% of the total cost, up to £315 for any vehicle that is liveried before the 9 July 2016. After this date, there will be no further contribution from the Council.
- 3.4 After a vehicle meeting the livery specification has been licenced, the proprietor is eligible to apply for a refund until the 9 July 2016. The refund is not payable to the supplier. To obtain a refund the vehicle proprietor must:
- complete the refund application form
 - provide evidence that the licenced taxi has met the livery specification
 - provide documentary evidence of the total amount paid to an approved supplier for livery of the licenced vehicle.
- 3.5 The wrapping supplier will provide the vehicle proprietor with advice and guidance on the preparation, application and care of the wrapping vinyl.
- 3.6 The vehicle proprietor is liable for the cost of repairs and replacement wrapping at all times.
- 3.7 The Council is not responsible for any damage to the vehicle or loss of income caused by the vehicle being wrapped.

4. Queries and Questions

- 4.1 Please contact the Licensing Team with any questions or queries regarding the livery standard at:

Phone: 01483 505050
Email: Licensing@guildford.gov.uk

Appendix 1 - Extract from Taxi and Private Hire Policy

1. Vehicle Appearance

- 1.1 All taxi vehicles licensed at the commencement of this policy need to fully comply with these requirements by 1 January 2018.
- 1.2 In addition, all changes of vehicle on existing taxi vehicle licences and taxi vehicles licensed for the first time after 9 December 2016 must meet the requirements.

Hackney Carriages (Taxis)

- 1.3 Vehicles must have a full external Pantone 321 coloured livery.
- 1.4 The words "Licensed Taxi" should be displayed on the front passenger and driver's doors.
- 1.5 The Livery must meet the specification and evidence of this must be provided with the application. The Council will issue the livery specification and graphics to livery providers.
- 1.6 The dimensions and specification for the logo are:

Guildford Borough G logo

Colour: White

Font/Dimensions: G logo to be supplied in tiff file

Lettering for 'Guildford Borough Council'

Text: First letter in word capitals

Typeface: Arial

Colour: White

Font/Dimensions: 80

Lettering for 'No: X Licensed Taxi'

Text: First letter in word capitals

Typeface: Arial

Colour: White

Font/Dimensions: 137