



# St Pancras International...

## Brand roll-out and launch

St Pancras wanted to be seen as more than a place to get on and off a train. It wanted to be somewhere retailers could establish a unique presence and where the public could meet, shop, eat and socialise.

With diverse audiences to engage, from high-end boutiques to the general public, St Pancras needed a consistent focus on an evocative brand identity (created by Lewis Moberly) and clear, logical route to implementing all aspects of the campaign.

Following work that included brand roll-out, photography, window graphics, exhibition graphics and literature, and a consumer campaign, St Pancras International was unveiled by The Queen with all but one of the units let.

St Pancras now stands as a proud destination, of equal stature to the many places that line its departure boards.

## What we did

- Brand Identity Roll-out
- Sub-brand Zones
- Marketing Collateral
- Brochures
- Photography
- Wayfinding
- Hoarding
- Station Posters
- Advertising
- Event Support
- Information Graphics

**voyage.**  
celebrating creative bravery