



St Paul's Cathedral / Brand Identity

St Paul's Cathedral needed a new brand identity. The one that represented it lacked consistency. Logo elements and typefaces clashed. Different people within St Paul's had differing opinions about the look that best reflected the Cathedral. Surely a national icon deserved a quality of thought that did it justice.

Voyage spoke at length with the Dean and Chapter, and with various heads of department, to discover where opinions found common ground. With the help of one of the UK's leading typographic artists, we developed a classic/modern identity.

Evocative, clean and consistent, it's a proud identity that looks to the future, acknowledges a magnificent past, and is embraced by all.

What we did

- Brand Identity
- Brand Strategy
- Brand Guidelines
- Marketing Collateral
- Information Graphics
- Wayfinding
- Branded Environment
- Web Reskin
- Annual Report
- Department Logos
- Anniversary Logo

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