

: Since 1868 :

St Pancras
INTERNATIONAL

Style Guide
150th Anniversary

The story so far

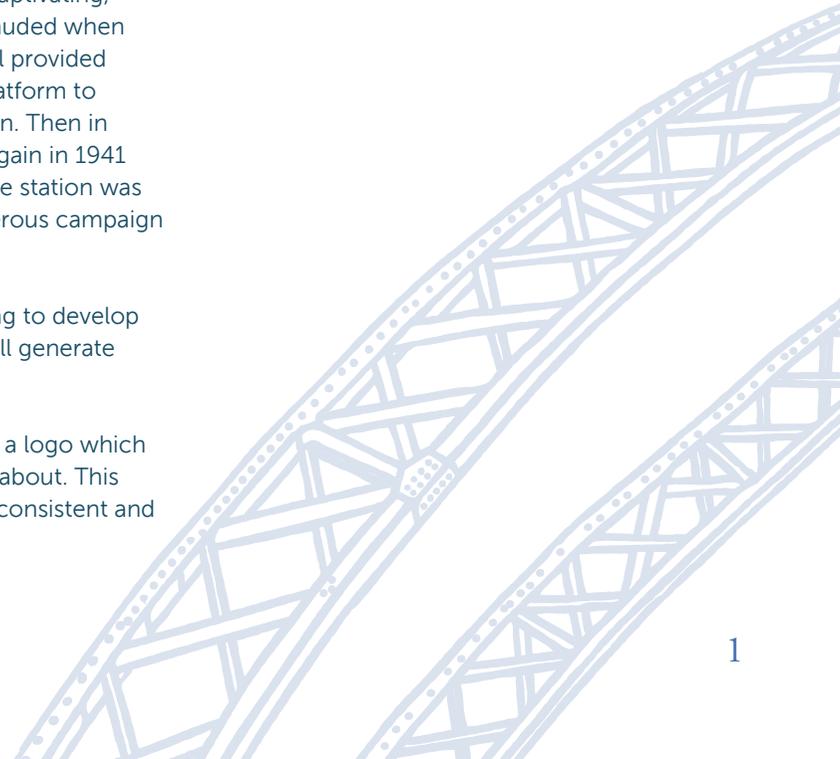
St.Pancras Station was opened in 1868 and is one of the wonders of Victorian engineering. Along with the former Midland Grand Hotel, it is a masterpiece of Gothic Revival architecture and one of the most elegant stations in the world.

Today the station is a Grade I listed building and acts as a gateway to Europe with Eurostar trains running on the high speed line providing a 2 hour journey time to Paris. More than just a train station, St.Pancras has a hotel, a large mix of retailers and an array of cafes, bars and restaurants attracting 48 million visits a year. Fortnum and Mason provides something special for visitors, with St.Pancras hosting the first UK store outside of their Piccadilly flagship and in Searcy's it has the longest champagne bar in Europe. The art, culture and music events that occur in the station are also a large part of what makes the station so special; the now famous pianos line the central concourse of the station with artists such as Elton John and Ed Sheeran entertaining fans in recent years and the annual Terrace Wires piece gives visitors something to marvel at. The number of events that occur, such as the free piano lessons, poetry and drawing classes, encourage visitors to engage with the station and even learn a new skill. It is all of this that has meant St.Pancras is consistently ranked as the number 1 station in the UK and by being innovative and pushing the boundaries in terms of what a train station should be, customers' journeys are greatly enhanced when travelling through the station.

And although the station's past has not always been so glamorous, it has been captivating; the station was designed to impress, the unique design of the station roof was lauded when completed and copied throughout the world. In the early years, the ground level provided nearly 4 acres of storage space for Burton brewers with a special lift from the platform to lower the beer barrels which changed the nature of beer consumption in London. Then in the war, 6 bombs were dropped on the hotel and station in February 1918 and again in 1941 resulting in a large hole in the station roof and platform, whilst in the 1960s the station was threatened with demolition but was saved following a public outcry and a vociferous campaign spearheaded by Sir John Betjeman.

In 2018 the station will celebrate its 150th year and to mark this HS1 Ltd is looking to develop and launch a range of high quality, licensed St.Pancras branded products that will generate revenue and reinforce St.Pancras' position as an iconic London destination.

This style guide provides licensees with a template of some images, colours and a logo which we feel embodies St.Pancras International and showcases what the station is all about. This should be followed in order to ensure that St.Pancras licensed products remain consistent and portray the brand.



Processes

How we like things to work

We believe that, wherever possible, face-to-face contact is invaluable.

St.Pancras International is working in conjunction with **Golden Goose** who, acting as brand custodians, are responsible for implementing and managing many of the commercial aspects of the brand extension project as well as coordinating the product development and approval processes.

Before embarking on the design process, we recommend holding a briefing session with everyone involved in the product and packaging process.

This meeting will aim to clarify a number of key points:

- ✓ Ensure thorough understanding of our core brand principles,
- ✓ Review and discuss product development criteria,
- ✓ Agree overall design direction and development critical path (from concept to launch)
- ✓ Clarify lines of communication and ways of working/best practice.

Approval process

The use of the St.Pancras International trade marks and associated imagery, patterns and prints must be approved in writing by St.Pancras International and Golden Goose prior to the production and sale of any product manufactured by licensees.

All product, packaging, advertising, catalogues, point of sale, trade fair stands and any supporting promotional material that includes the St.Pancras International trade marks (or associated material) must be submitted at the specified artwork stage for review and receive written approval before production or distribution.

All submissions must be sent to Golden Goose using this email address: phillippag@goldengoose.uk.com

Licensees should allow adequate time for the approval process in their critical path including allowance for sample shipping.

- ✓ Product concepts or initial draft sketches
- ✓ Packaging concepts/artwork
- ✓ Final product artwork/proofs
- ✓ Pre-production samples
- ✓ Final manufactured product or packaged samples

It is important that licensees never assume that approval has been given to any product or packaging submission unless specifically notified in writing.

Licensees are obliged to supply, at no charge to St.Pancras International or Golden Goose, an agreed quantity of production samples (subject to individual contract) as soon as they are available. Please ensure that the samples are provided in full and final packaging.

The key stages for product and packaging approvals are as follows:

Legal notices

Ensuring that our products are legally protected.

As a rule, the following trade mark notice must appear on all brand extension product, packaging, advertising and brochures etc.

Please note that there may be instances where the notice changes and licensees will be advised if this is the case.

Full version

The St Pancras International logo is a trade mark of HS1 Ltd and is used under licence by [insert licensee name here].

Shortened version, when space is an issue:

Produced under licence from St Pancras International

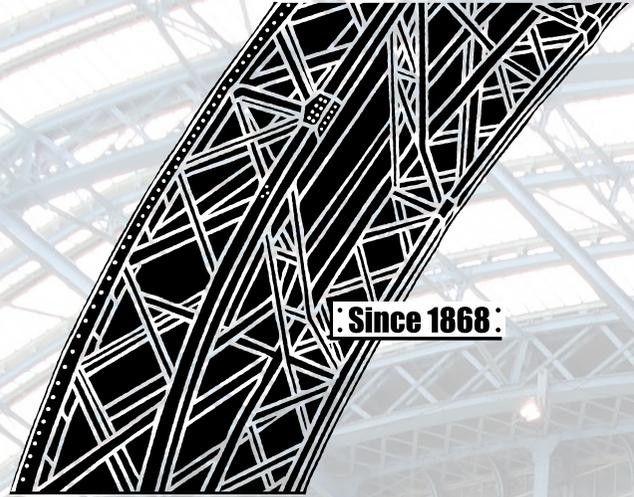
In instances where St Pancras International is asserting copyright ownership of any packaging or designs:

© 20XX St Pancras International.

Customer guarantee

In addition to statutory product information requirements, please ensure it is clearly marked on pack who customers should contact if they are not entirely happy with their purchase, by including the text below on your packaging:

If you are not entirely happy with your purchase please contact [insert licensee name, website, email and telephone number].

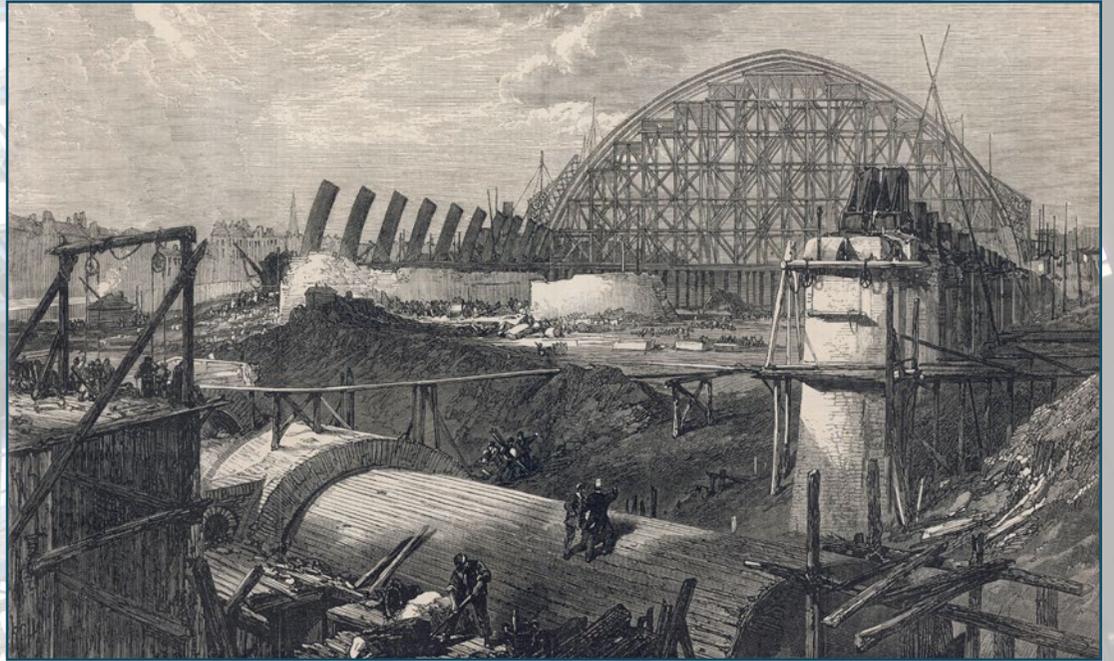


Since 1868:

St Pancras

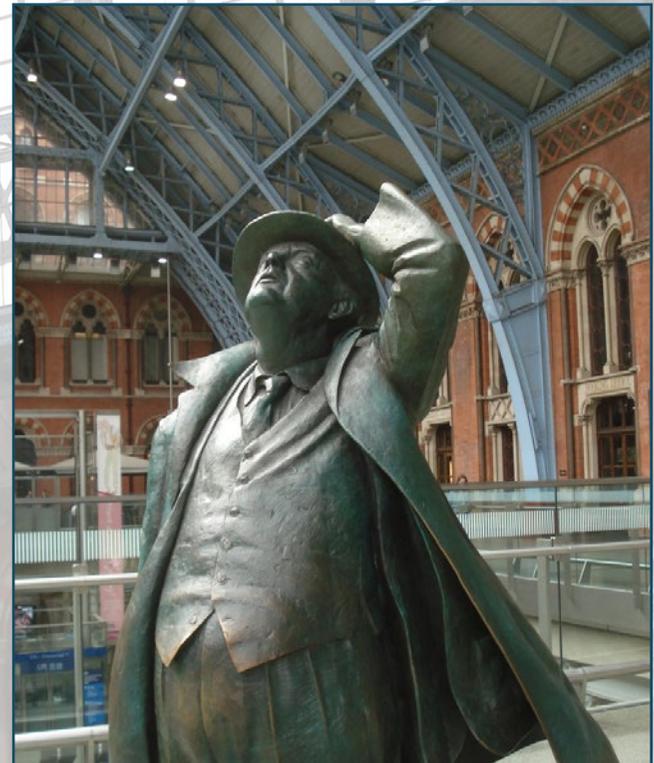
INTERNATIONAL

ME1- 10000407



MIDLAND RAILWAY,
ST. PANCRAS. The largest single span
Passenger Station roof in the world.

ME4-10127154



VTA_Betjeman

Typefaces

Adobe Garamond
Pro Regular
Adobe Garamond Pro Italic

Adobe Garamond Pro
Garamond is a serif typeface originally created by Claude Garamond in the 16th century, a beautifully proportioned classical typeface. Providing a contrast to the sans serif Museo, it may be used for headings and titles in both Roman and Italic.
Adobe Garamond™ was designed by Robert Slimbach in 1989 based on the true Garamond.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 12345678910
abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 12345678910*

Museo sans 300
Museo sans 700

Museo sans, a geometric, versatile sans serif face, highly legible and suitable for body copy.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 12345678910
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ 12345678910**

Museo condensed 300
Museo condensed 700

Museo condensed will provide a useful option when space is at a premium on tags and packaging for example.

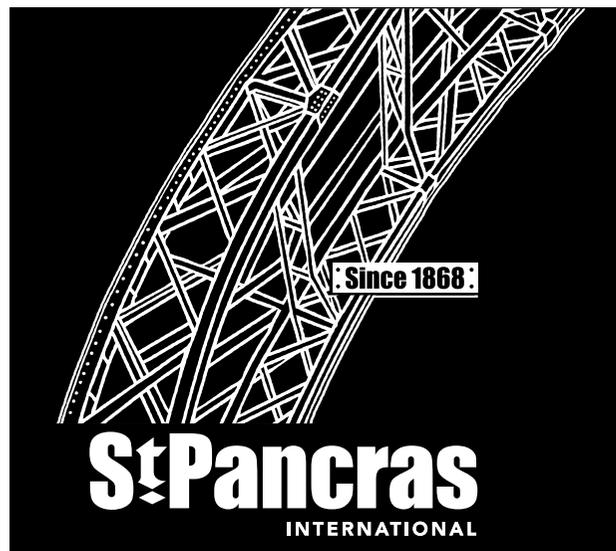
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 12345678910
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ 12345678910**

St.Pancras International branding preceding and during 150th Anniversary

Inspired by the magnificent Barlow
roof. Strong but visually delicate,
it includes the St.Pancras International
logo and construction date.

150 is incorporated into the design
for the anniversary year.

Black & white



Reversed



St.Pancras International
branding preceding
and during
150th Anniversary



Colour

The full colour version
of the licensing brand device.

These colours should
be reserved for this graphic.



St.Pancras International branding guide lines

Minimum size

The minimum size at which the device can be reproduced is 25mm in width.

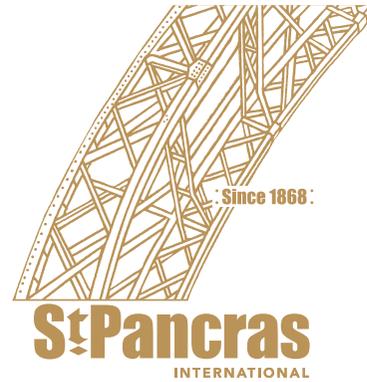


Foil

There may be occasion when the use of foil would be appropriate.

A cmyk gold is also specified.
C22 M37 Y72 K9

Embossing and engraving are also options that might be explored.



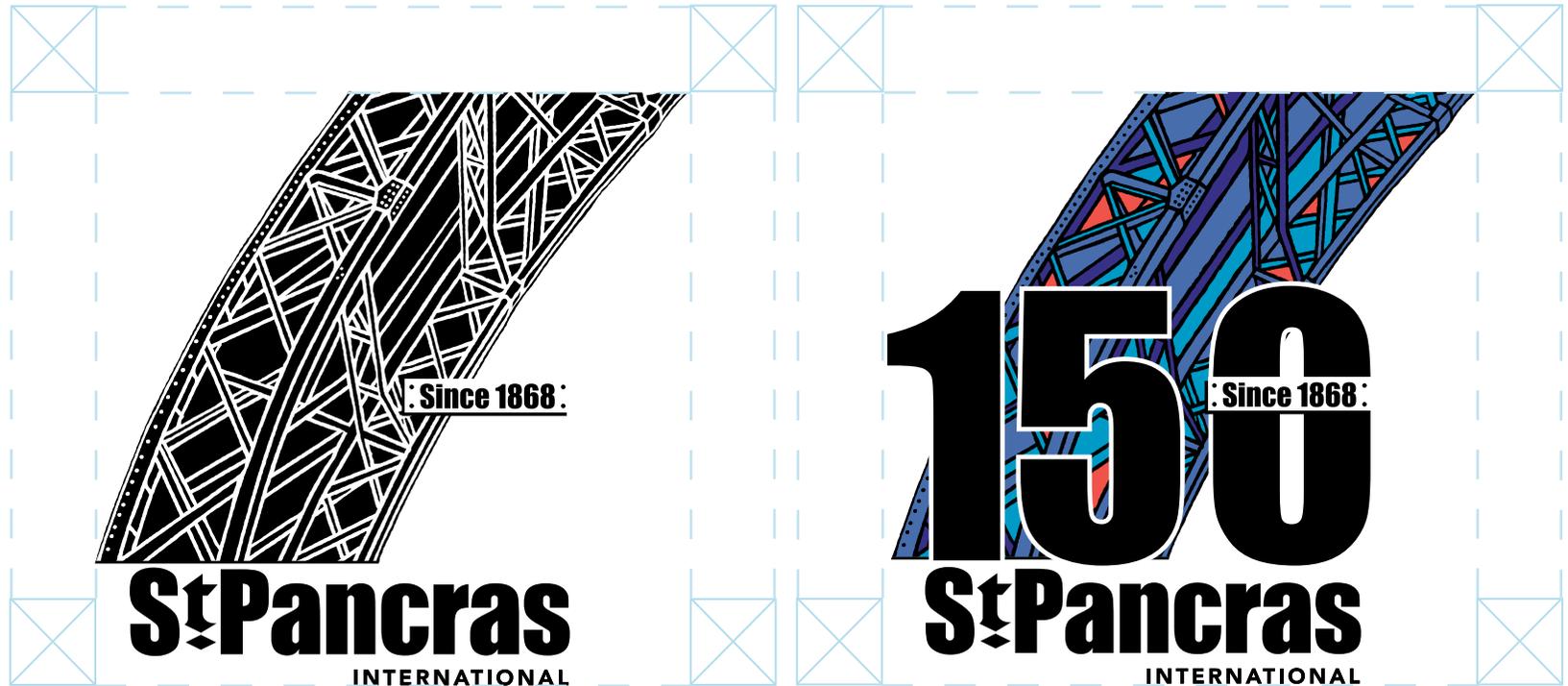
Quiet zone

The device should always be surrounded on all four sides by a quiet zone. This should remain free of any other element, type, or image to ensure legibility.

This is calculated on the Cap height of the capital letters in St.Pancras.

Exception

When the design would benefit from the device bleeding in the top right hand corner. For example tags and labels.



Our colours

Colour palettes

Our colour palettes have been carefully selected for use on a variety of product groups and for specific customer profiles.

The palettes should be used as stand alone selections, please do not mix or combine our palettes.



St. Pancras International 150 (SP) Inspired by the colours of the station, brick, stone and the ironwork roof



Barlow (B) W H Barlow was the Chief Engineer on the St. Pancras project



International (IN) St. Pancras International became the gate way to Europe in 2007



Gilbert Scott (GS) Architect of the Midland Hotel, a masterpiece of Victorian Gothic Revival Architecture



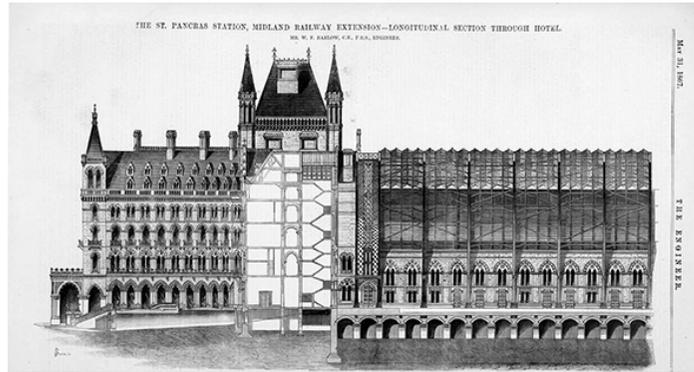
Butterley 18 (BT) The Butterley Company from Derbyshire, produced the intricate ironwork for the Barlow train shed



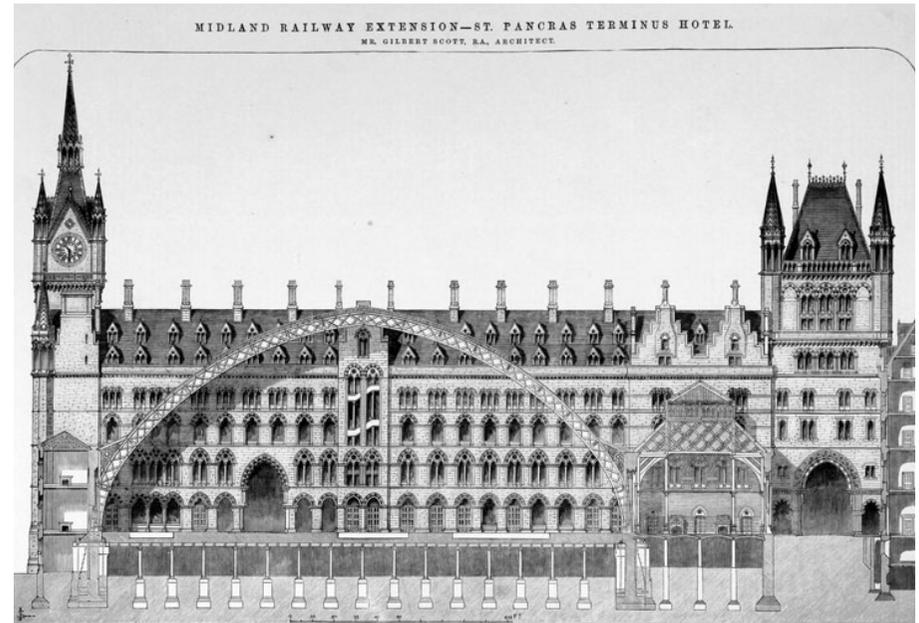
Cmyk gold

Barlow images

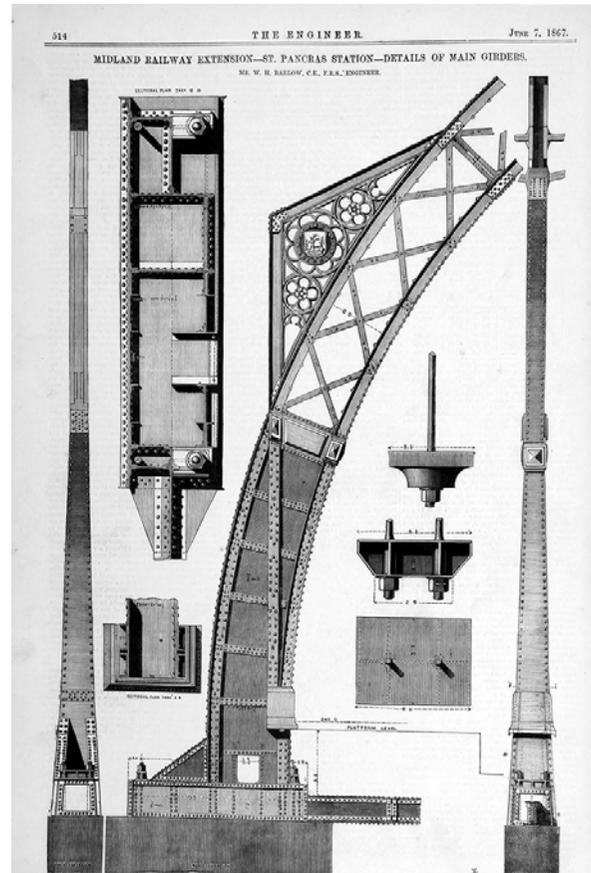
From The Engineer 1867.



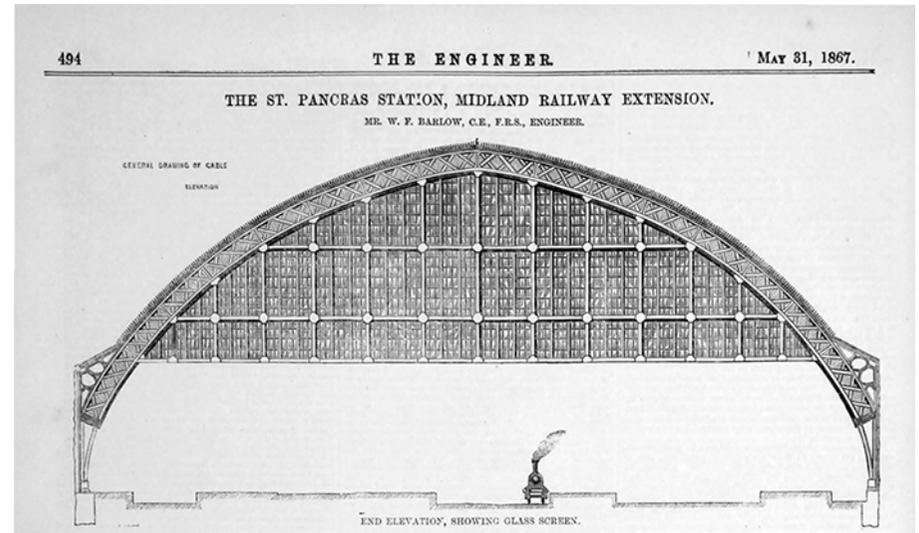
EN1-1867p483



EN2-1867p540



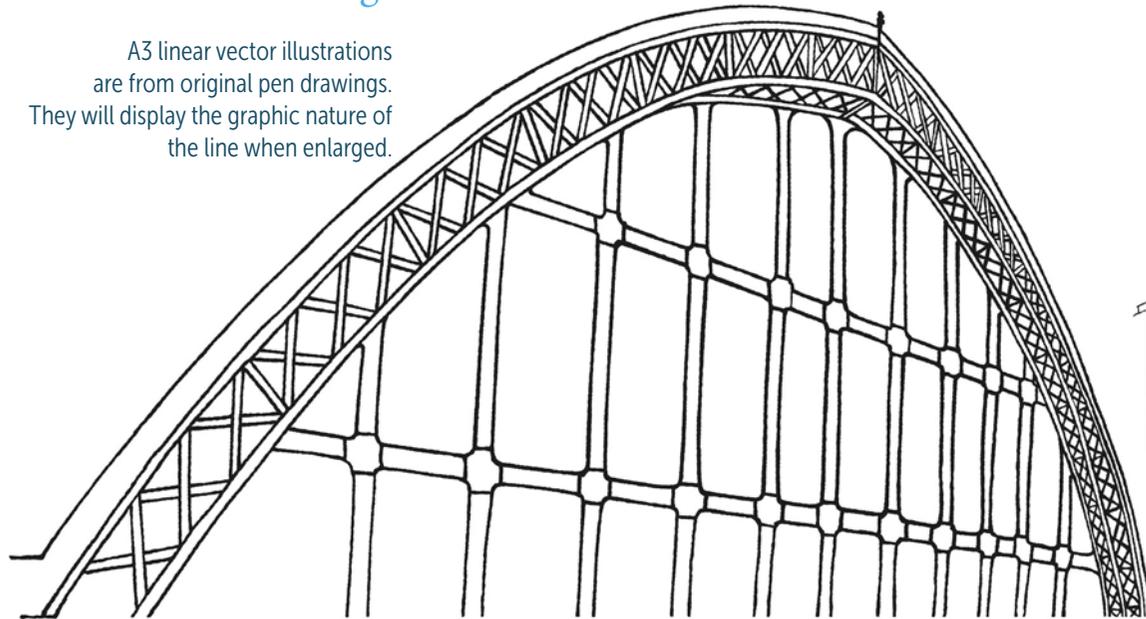
EN3-1867p514



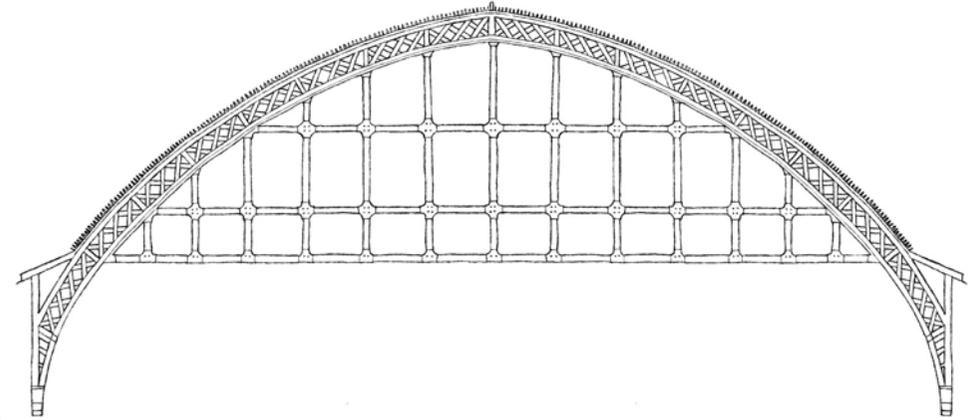
EN4-1867p494

Our vector drawings

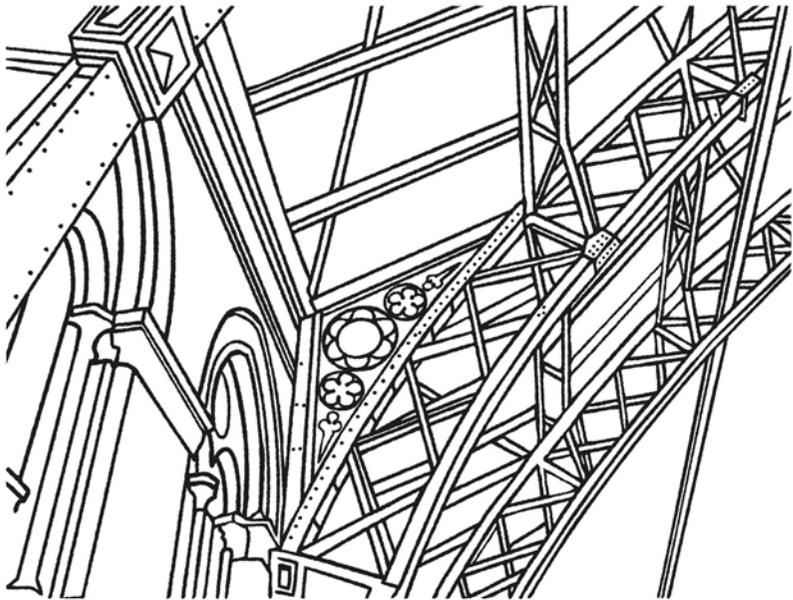
A3 linear vector illustrations are from original pen drawings. They will display the graphic nature of the line when enlarged.



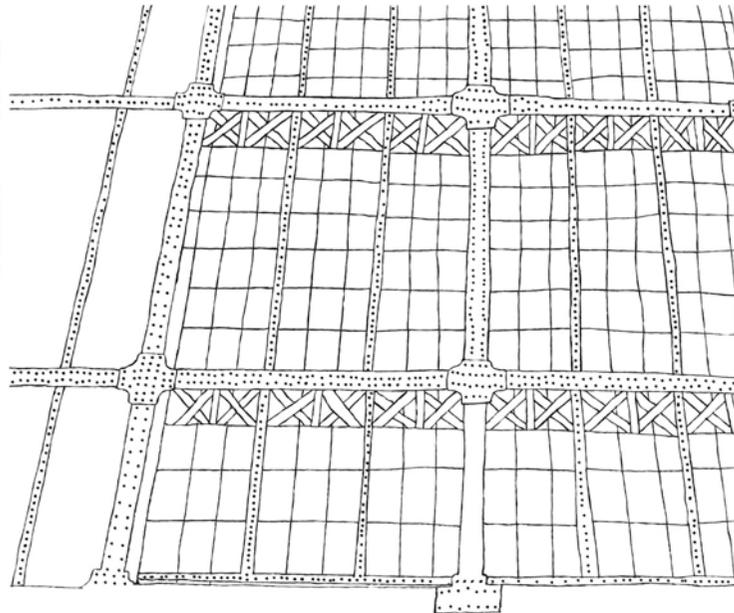
AA 1



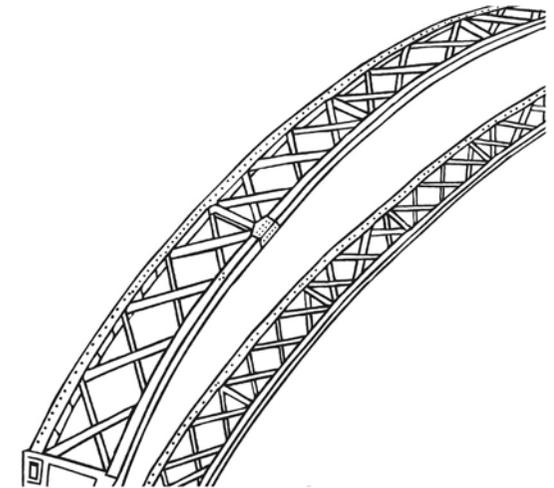
AA 2



AA 3



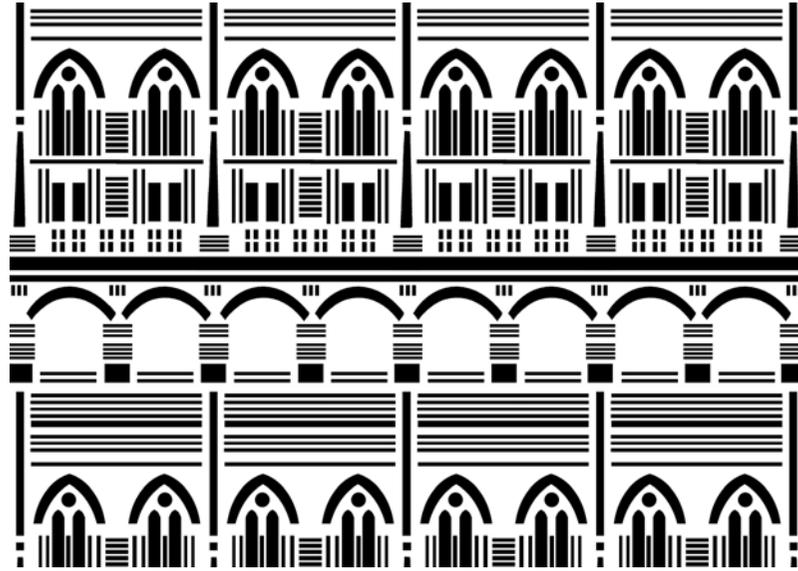
AA 4



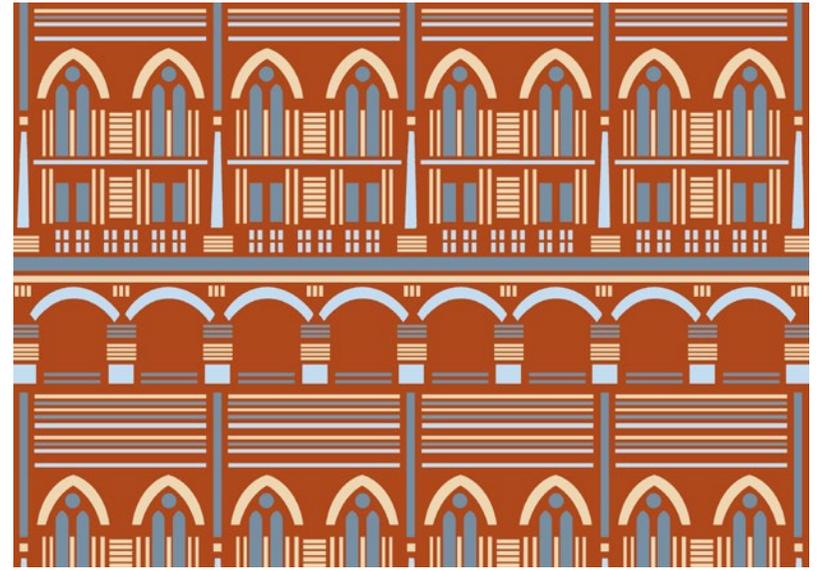
AA 5

Our vector
pattern repeats

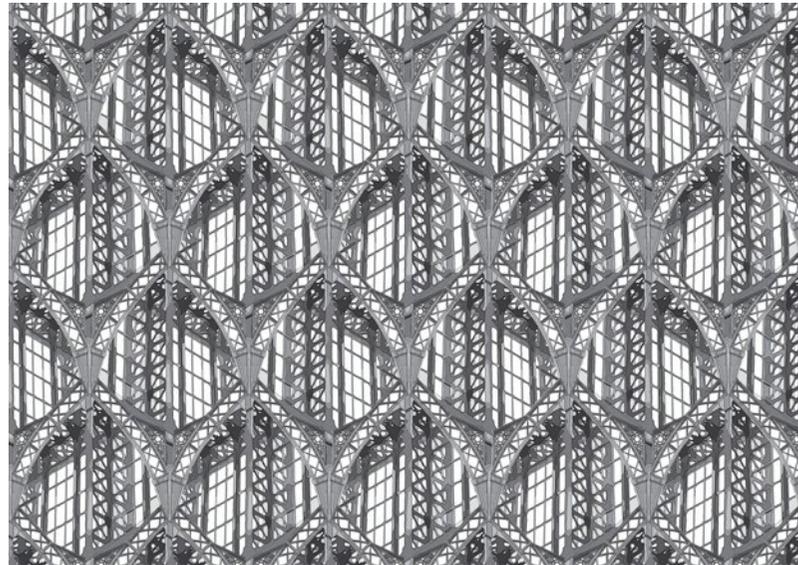
Available as A3 vector files



JL1



JL2



AB1 (greyscale)



AB2

Brand tags

The use of swing tags, base stamps, and embroidered tags will promote and encourage brand recognition.



Base stamps,
embossed and printed

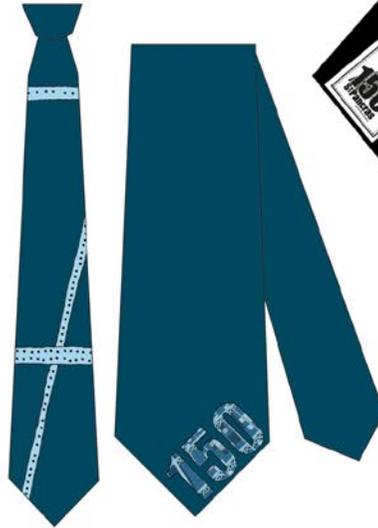
St.Pancras International 150

Warm brick and cream stone
teamed with the Barlow
blue roof and the sky beyond.



Barlow

From the rich black shadows to the pastel blues seen in full sunlight, this is the end wall palette.



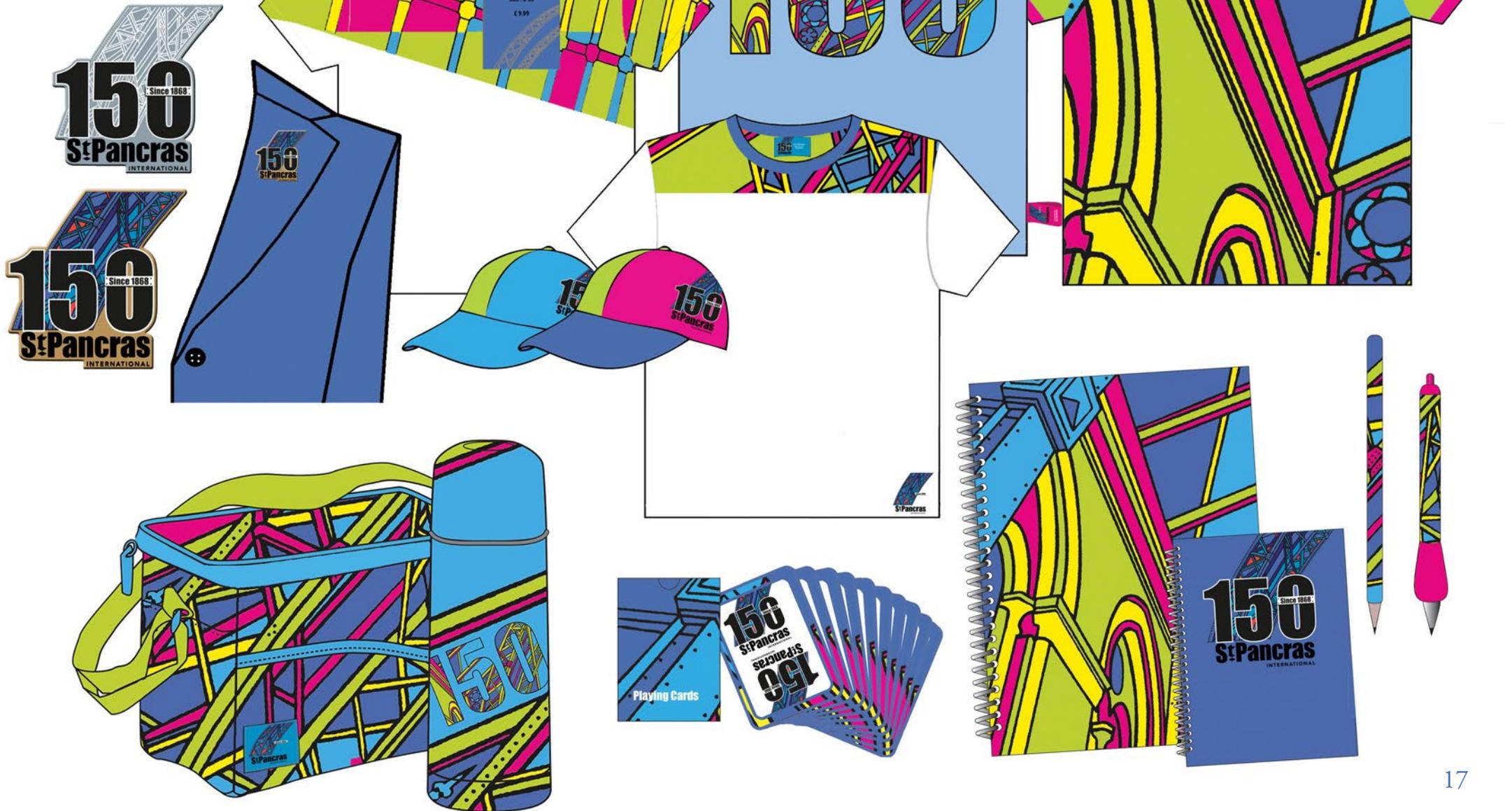
Ordish

Inspired by the original drawings from The Engineer, Ordish offers a strong, enduring palette.



International

Bright, sharp colours appealing to the younger visitor.



Gilbert Scott

The first train into St Pancras was the 10.05pm overnight from Leeds. Gilbert Scott reflects the soft muted tones seen on the Yorkshire Moors.



Butterley 18

Rich wine, dusky pink, grey raspberry teamed with light grey, charcoal and cream. Projected colours for 2018.



Further information and credits

Pictures & photographs

Page 3

VTA_Roof - St.Pancras International Station 2016
ME1-10000407 Building St. Pancras Station, Illustrated London News 15 Feb.
1868 p160 Engraving
ME4-10127154 Midland Railway Postcard c 1905 St.Pancras platforms
VTA_Betjeman - Sir John Betjeman statue 2016

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Luci.gosling@maryevans.com +44 (0)20 8318 0034

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Barlow Images of Midland Railway Extension 1867
EN1-1867p483 - Longitudinal section through hotel, Mr W. F. Barlow, CE F.R.S., Engineer
EN2-1867p540 - St.Pancras Terminus Hotel Mr. Gilbert Scott, RA, Architect
EN3-1867p514 - Details of main girders
EN4-1867p494 - End Elevation and glass screen
Please contact The Engineer (Centaur Media Plc) in order to request permission to use any images referenced as EN on St Pancras International 150th products.
www.theengineer.co.uk +44 (0)20 7970 4849

St. Pancras International Licensing Assets

Contact HS1 for high resolution or vector files ready for reproduction.

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