

Company: Transport Design Consultancy



Project: St Pancras International

The newly restored St Pancras International station presented many challenges for wayfinding strategy and signing design because of the unusual layout of the terminus, the use of the basement area (undercroft) and having to maintain the architectural integrity of the original building. To aid passenger orientation there is one standard signing system throughout the station, specifically developed for St Pancras to meet strict visual criteria established by English Heritage, and implemented across other International stations at Ebbsfleet and Stratford. All directional signs use illuminated text and graphics against a non-illuminated background. Using a similar technique to commercial signing, laser-cut letters are set into a metal face so only text and accompanying graphics are illuminated resulting in high quality signs with strong visual contrast. In many locations, signs have to fit between the original cast iron columns in the station undercroft, limiting the size of the signs. TDC commissioned typeface designers Dalton Maag to create a bespoke condensed font to accommodate directional text within the signs' available line length. Open and unambiguous character shapes aid the font's readability, ensuring compliance with accessibility criteria adopted by the Strategic Rail Authority. TDC developed all graphic standards and signage hardware for St Pancras in consultation with English Heritage, including the main exterior station name sign and guidelines for the control of all retail signing and the application of rail operator branding at service portals.

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