**P7**

**PLATFORM 7**

**Logo Design Notes**

Notes:

The inspiration is of British heritage, with shield or crest heraldry, filigree, crown and the PLATFORM 7 full logo underneath.

Further inspiration comes from British Royalty crest designs, Harry Potter, deep, rich, elegant, etc…

The NEW P7 PLATFORM 7 logo has 2 parts or sections:

**TOP PART:** P7 Shield

**BOTTOM PART:**  The current PLATFORM 7 train station sign logo.

The current PLATFORM 7 logo:



The overall design needs to have P7 on a shield, crown on top, filigree down the sides and the PLATFORM 7 logo sign underneath with single horizontal bar on top and double horizontal bars at the bottom. 4 “florets” are on the top and bottom bar.

* I’ve included images at the bottom of this Word Doc that are the source of this design.
* Also – there are some colour ideas at the very bottom of this Word Doc.

**P7 LOGO DRAFT**

This sketch is the draft design.



REQUESTS FOR DRAFT:

1. Please thin white border around the black PLATFORM 7 sign.
2. Please make the crown BLACK
3. Please make the base under the PLATFORM 7 sign - BLACK
4. Please make the horizontal rods on top & bottom of PLATFORM 7 sign – BLACK, but leave all florets light green.

**Note:**

**The overall shape is square, like image #1. Not rectangle like image #4. These images are just for the filigree detail, crown design and shield designs.**

**#1**



**#2**



**#3**



**#4**



**COLOUR**

The only colour other than BLACK & WHITE…is GREEN.

The green needs to be VERY vibrant, electric. Could be multi-shaded.







