

Heathrow Express by **Glazer**.™

Visual Identity

Heathrow Express is the high-speed rail link between Heathrow airport and London Paddington. The client approached us to implement a wide-ranging corporate identity programme.

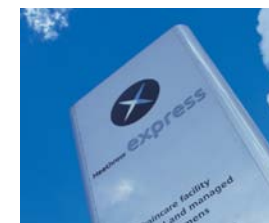
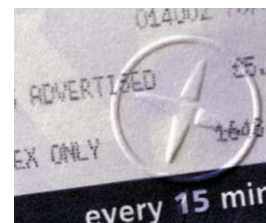
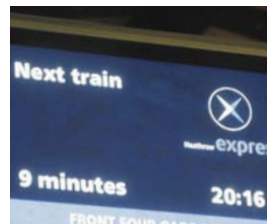
The extent and complexity of this programme displays our considerable ability and knowledge in managing an identity project of this scale. We handled all corporate applications and promotional communications for the brand, including train livery, uniforms, directional signage, brochures, stationery and marketing material.

The sub-brands we created for the First Class service, Quiet Zone, Baggage Express, Hotel Express and Express TV ensured consistency and coherence within the brand as a whole.

In recognition of our contribution to the success of Heathrow Express, we were awarded the Grand Prix at the Design Business Association's Design Effectiveness Awards.



Heathrow **express**



Grand Prix - DBA Design Effectiveness Awards

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