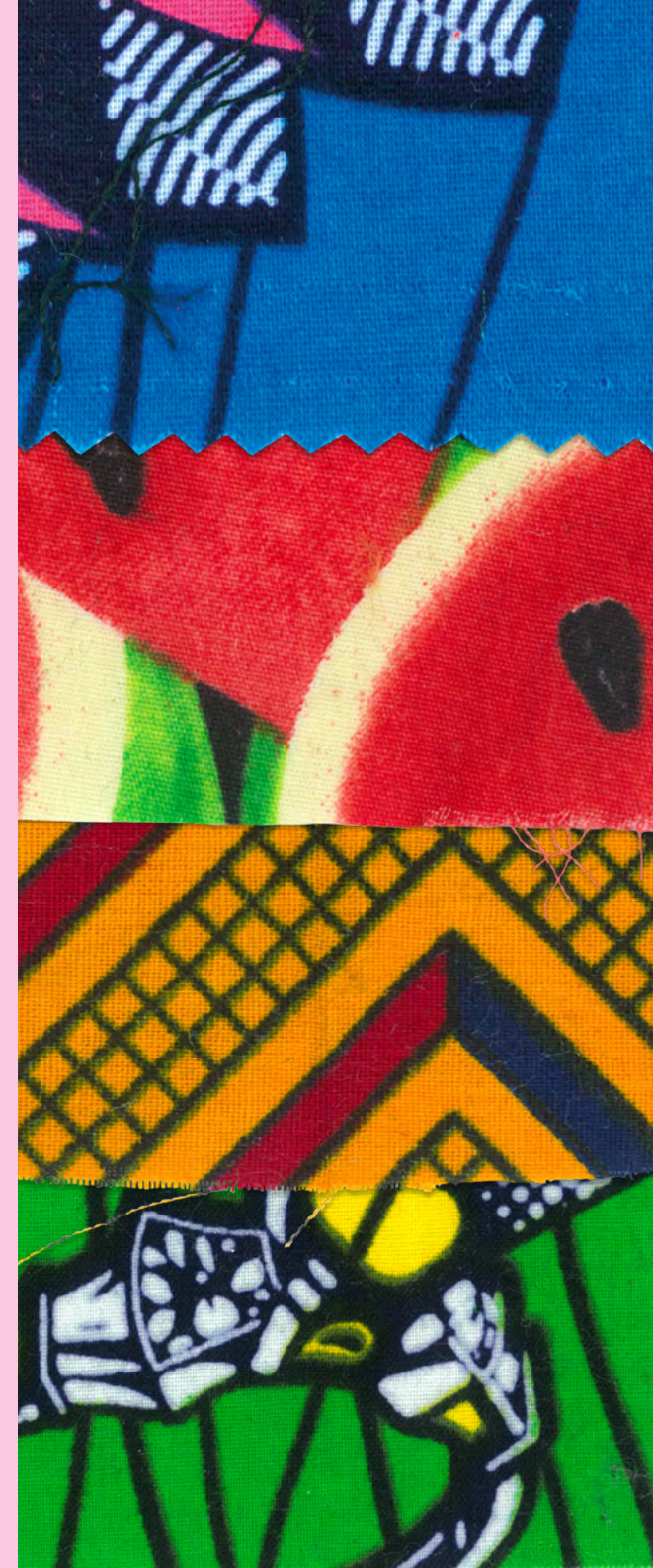




# Petticoat Lane

Vision and Design  
development - visual  
identity

Summary

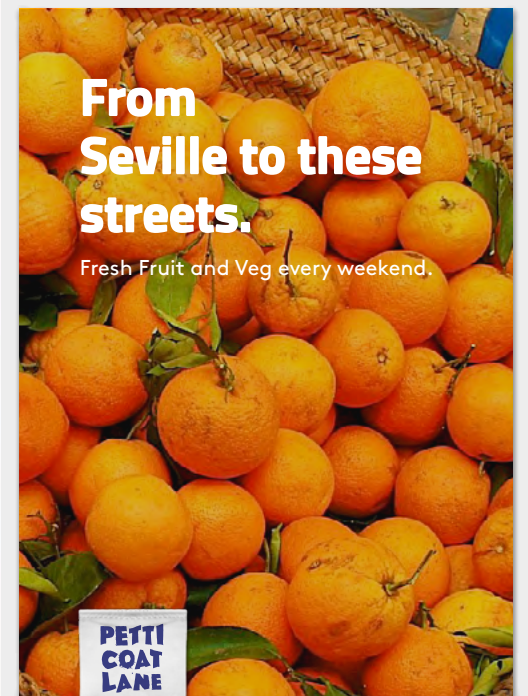




## Stage 1 Design Concept

PETTI  
COAT  
LANE

**PROPER MARKET. PROPER PRICES.**





Making of the logo





Landscape configuration

PETTICOAT  
LANE EST  
1650

Logo swatch lock-ups – Vector graphic in action





Brand awareness





Print ads (Timeout/Evening Standard mag etc.)



**PETTI  
COAT  
LANE**  
EST 1650

# EVERYTHING BUT THE KITCHEN SINK

See what you can find down the Lane.  
You might surprise yourself.  
Every Sunday 10am to 4pm.

[www.petticoatlane.co.uk](http://www.petticoatlane.co.uk)

3 minute walk from Liverpool street station  
Nearest bus stop (L) Liverpool street

f i

Outdoor ads



**PETTI  
COAT  
LANE**  
EST 1650

# TASTE THE WORLD!

From the streets of Tokyo to the streets of the  
East End. Let your taste buds travel the globe.  
Every Sunday 10am to 4pm.

[www.petticoatlane.co.uk](http://www.petticoatlane.co.uk)

3 minute walk from Liverpool street station  
Nearest bus stop (L) Liverpool street

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## Social media - stories of the market

