

**MARCUS L-D
CREATIVE**

Hello.



art direction
creative concepts
studio management
branding and identity



CLIENT

seller / property development

DISCIPLINES

creative direction

branding

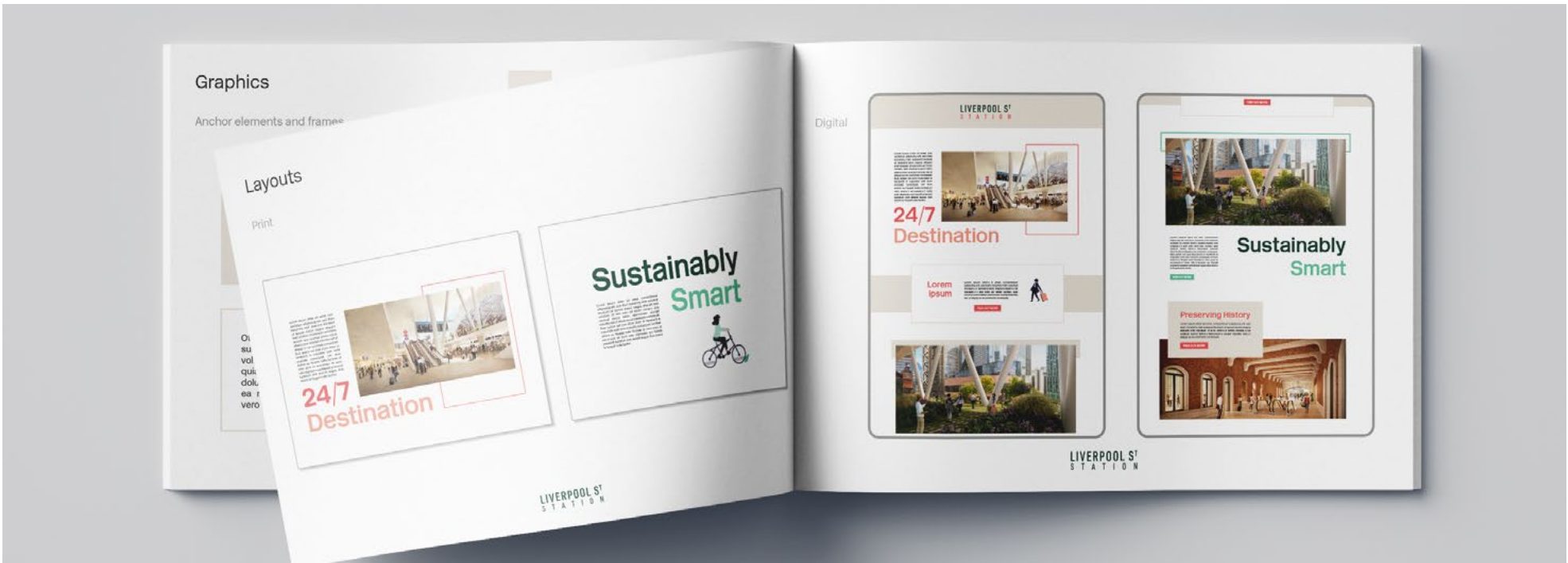
graphic design

BACKGROUND

having been asked to support seller with their liverpool street station project by way of graphics and communications, they decided to revise their branding and asked me to propose concepts to do so.

once decided on a direction for the brand, i developed the identity, colour palette and typographic style, supported by a custom icon set and open source illustrations via the undraw library - adapting where needed.

the redevelopment of liverpool street station will impact a lot of people, therefore a number of consultations, both physical and online are taking place, which all require relevant collateral to be designed.



Liverpool Street station's history

The history of Liverpool Street station, and its railway fellow, the Great Eastern Railway, is intertwined with that of the Great Eastern Railway, formed in 1825 during the great expansion of Britain's railway network.

Both are Grade II listed and contain important historic architecture that will be protected and preserved, becoming more publicly accessible as a result of our plans.



The original station entrance with access down to the platform level



A railway terminus in the heart of the City of London

When the Great Eastern Railway was formed it quickly drew up plans for a new terminus in the heart of the City, which would become Liverpool Street station.

The terminus was planned and completed station opened July in 1825 and the old St Dunstons station was closed and turned into a goods yard. The station's facilities were designed by engineer Robert Stephenson in a style with suburban railways operating from the other platforms, made possible because of the large size.

The platforms were constructed at lower ground level, lower than the surrounding area. In order to avoid the need for a deep cutting, where the connection was short level, the station has retained this feature design.

The original Victorian terminal was built of wrought iron and glass standing at the top. Its transfer over the suburban street accounts immediately gives the station a Victorian feel quality. The roof is glass, allowing some natural light to pass into the concourse and platform.



Map of the original street street and Liverpool Street station

LIVERPOOL STREET



The new ground floor connects seamlessly into the new station

LIVERPOOL STREET

A transformational vision

The intention is to deliver a new fully accessible and inclusive integrated travel hub with a best in class passenger experience, and a landmark, iconic, high quality commercial and leisure destination.

We have worked with Network Rail and Transport for London to develop this proposal. The approach necessary to achieve the vision which includes step free access throughout, requires an investment of £200 million and will be funded by the construction of a new office building and replacement hotel on top of the existing station concourse, its entrance and the existing ticket hall.



Provide a world-class fully accessible transport hub



Create new jobs and boost economic growth



Create a 24/7 destination for visitors, commuters and the local community



Provide a new sustainable gateway to the City



Provide new green spaces for public use



Keep the station open and functioning throughout the project



Ensure the station can cope with projected growth in passenger numbers



Deliver at no cost to passengers or the tax payer

LIVERPOOL STREET

Increased station capacity and improved accessibility

Reducing congestion offering greater connectivity and enhanced accessibility

Upper concourse

← x2 →

15,000 sq m

Escalators

100

Step-free access

100%

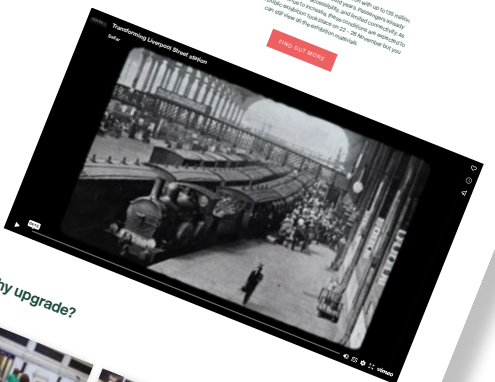
Gateable capacity

60%



LIVERPOOL STREET

Forming the passenger experience for millions of station users



Find out more



A city destination offering new public realm and green spaces

Outstanding certification

To build the sustainability credentials of the scheme, Green Building Certification with the BREEAM system will be achieved. The measures are closely targeted to understanding and addressing the specific needs of the station and its users.



Stay Informed

Enter your email address to keep up to date and informed on our plans. Please enter your email below.



Why upgrade?



Over 1.5 acres of new green space open to the public

We would like your views on what the station and local area needs



Have your say on the upgrade of Liverpool Street station

Our first public exhibition has now ended. Thank you for helping the team to receive our feedback on the upgrade of Liverpool Street station.

Have your say

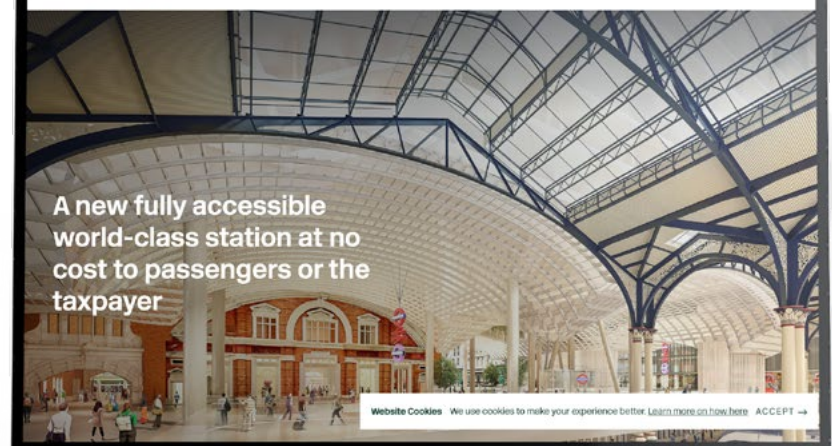
You can view the exhibition boards from our public consultation event below



Welcome to the public exhibition

Stay Informed

Enter your email address to keep up to date and informed on our plans. Please enter your email below.



A new fully accessible world-class station at no cost to passengers or the taxpayer

Website Cookies We use cookies to make your experience better. Learn more on how here ACCEPT

MacBook Pro

HIGHLIGHTS

the liverpool street station project has been a very intense programme of work, accounting for multiple stakeholders, brands and sensitivities when it comes to confidentiality and dealing with ever evolving updates.

having the opportunity to brand such a huge impact project has been incredible, and the client was so happy with the results, they have asked for my time with future work.

the public exhibition went well and a storefront design of mine has also been installed on their office windows, where they will host meetings about the project as it develops.

i am excited to see how the project evolves across the timeline until delivery by 2030.





CLIENT

solo60 / private gym network

DISCIPLINES

digital marketing

branding and tov

social content

graphic design

member engagement

BACKGROUND

my role as marketing manager at solo60 comprises of looking after regular comms, social media and campaigns to promote the gym to members and professional trainers. in it's 3rd year as a start up we have also been developing the tov to add more personality, and start introducing more direct member contact.

as a strategy to combat the classic gym trends of membership decline during q2/q3, we have also been creating subscription options for high-use members to create recurring revenue, and develop a professional support membership, including partnerships to help pt's increase their revenues.



SOLO LOGO

SOLO LITE

£125/MONTH

SOLO BLACK

£205/MONTH



HOG ALL THE EQUIPMENT IT'S YOURS

With our SOLO membership, you get access to all the gym's equipment, including our premium cardio and strength training machines, free weights, and more.

EVERYTHING YOU NEED, WITHOUT EVERYONE YOU DON'T

Discover pricing

NO CONTRACTS, NO COMMITMENTS, NO BRAINER.

PASS THE SOAP

WHY SOME COMPANY?

SOLO PRO

FROM £99/MONTH

SHOWCASE

WE'LL SPOT YOU

MORE OPPORTUNITIES

MORE PROFIT

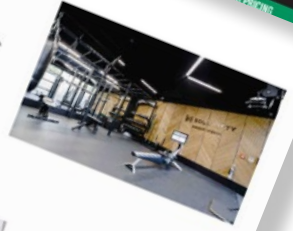
GROW MORE THAN YOUR MUSCLE

ANY QUESTIONS? CHECK YOUR FORM HERE

SUBSCRIBE FOR FREE STUFF

WORLD CLASS WELLNESS SPACES

Discover pricing



PROFESSIONAL

Train clients completely uninterrupted



BUILDING COLLABORATIVE PARTNERSHIPS

Discover pricing



FLEXIBILITY WITHOUT NEEDING TO STRETCH

Discover pricing

LIFT. CAMERA. ACTION.

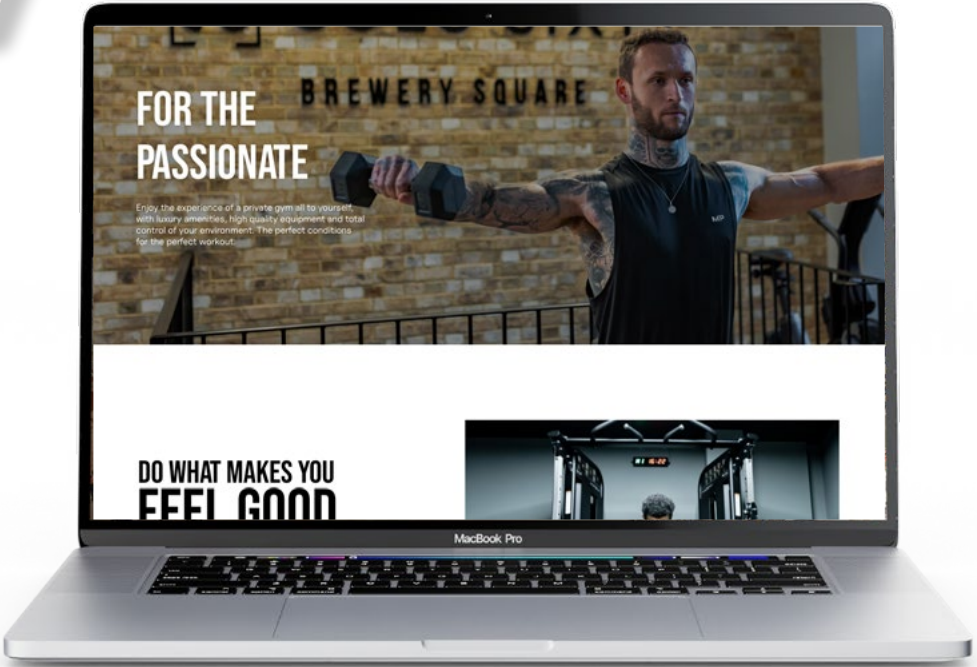
Discover pricing

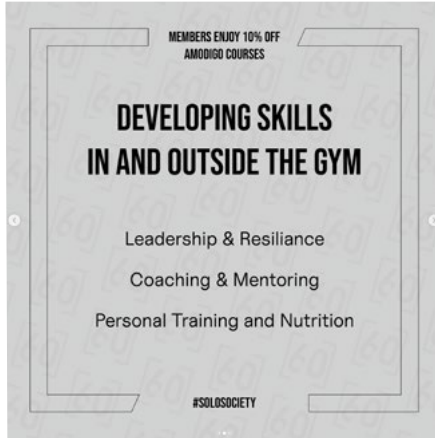
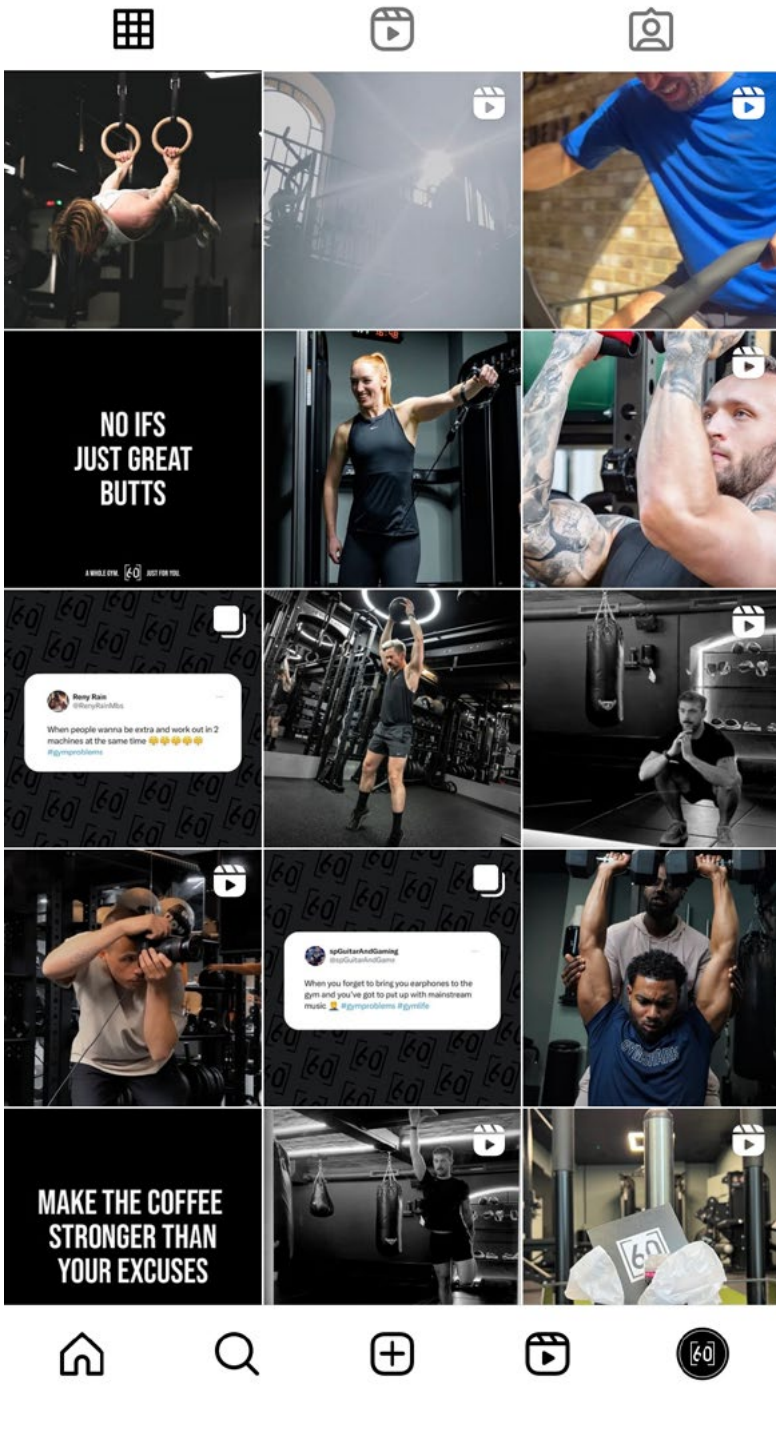


SIT BACK AND RELAX LET US DO THE HEAVY LIFTING

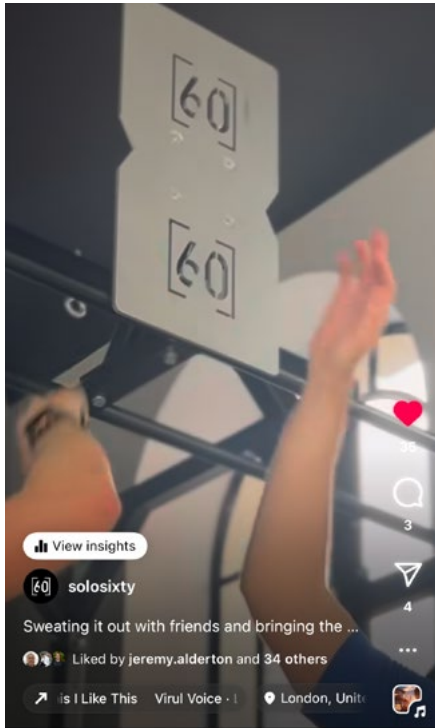
Discover pricing

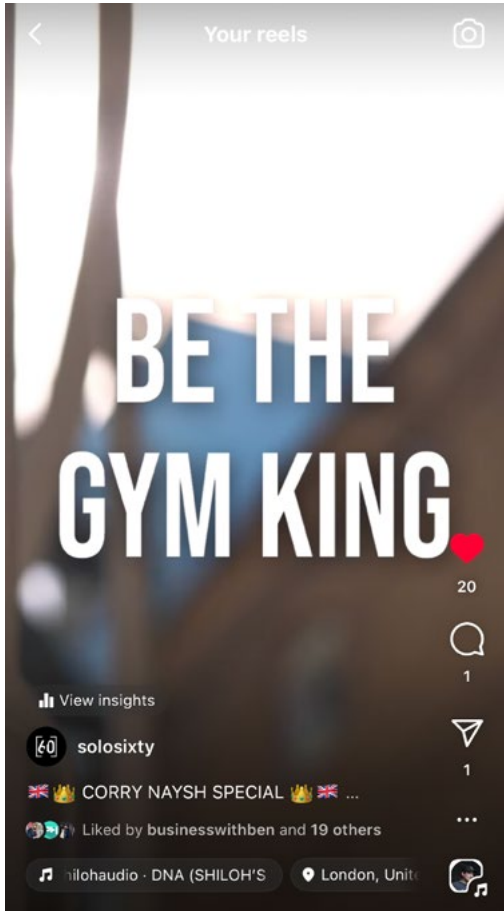
NO CONTRACTS, NO COMMITMENTS, NO BRAINER.



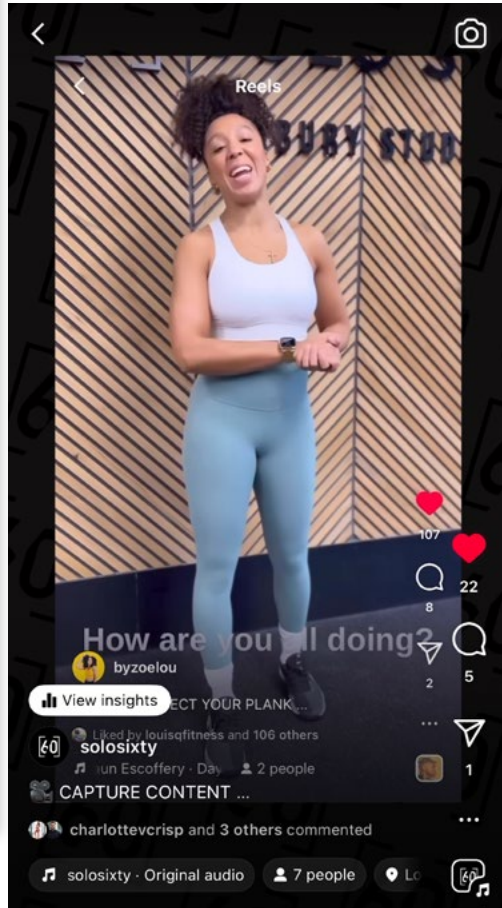


**BANK
CORNHILL HOUSE**

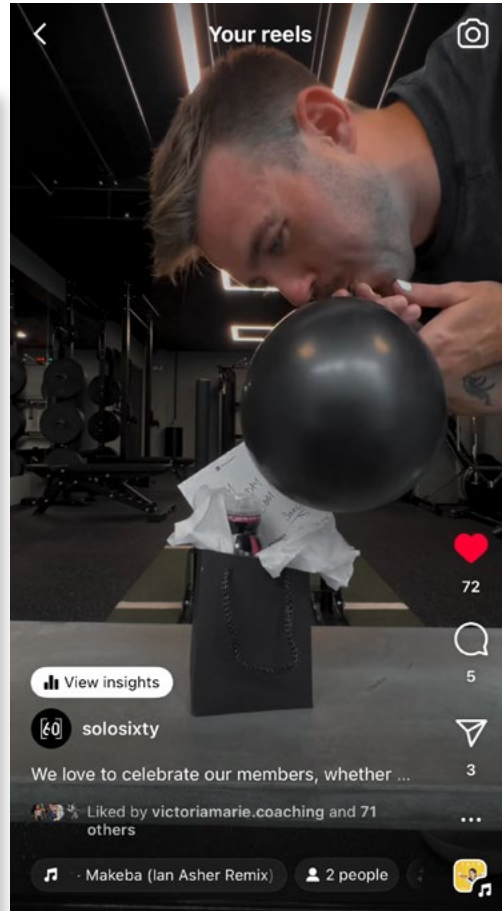




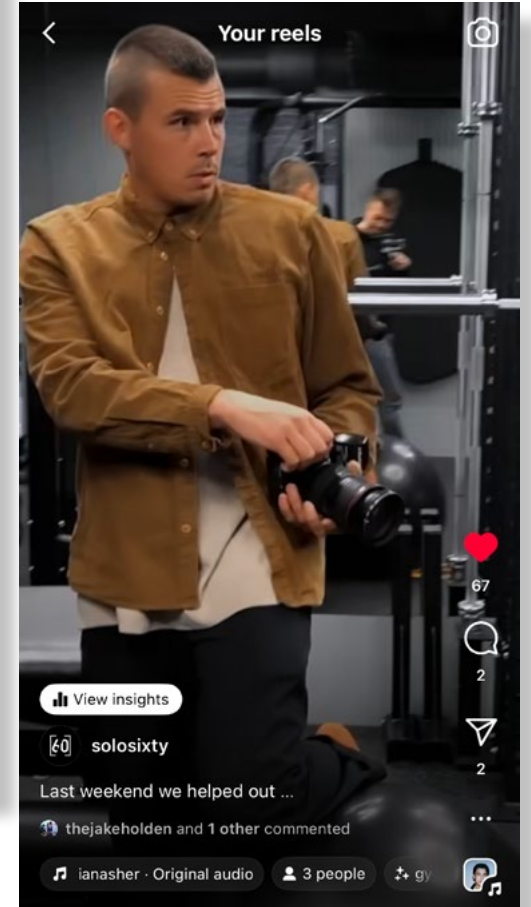
[play reel](#)



[play reel](#)



[play reel](#)



[play reel](#)

HIGHLIGHTS

i love working in the fitness industry and have a personal passion for wellness and fitness, from my own experience. solo60 is a great product and the pace of a start-up allows me lots of diverse work.

the tone of voice development has been a particular fun process, adding playful touches and engaging members in a casual and human way has made a big difference in how the brand is developing. using this to inform the design and delivery of our website and app has seen a real journey taking shape.

getting to know our professionals and their clients' goals has given me the opportunity to create 'social moments' on photoshoot days (pictured) and show members we are supporting them, even behind all the technology. engaging members in developing our subscription models is really rewarding too, understanding what the true value of solo60 is for them.

scoping campaigns and partnerships to run in future has also helped to develop our offering for professionals and add a new dimension to the businesses product offering.

in my short time, i already feel like i have had huge impact on the brand and it's development for the growth it's currently experiencing.





CLIENT

self brief / wedding branded

DISCIPLINES

branding

graphic design

printing

BACKGROUND

when planning our wedding, my husband and i wanted to execute our creativity to brand and deliver an experience for all our guests.

in particular, we wanted our grooms parties to feel extra special, and decided to create a special package for each of them.

utilising our black and white theme, we curated products to include within a shirt box to open, presenting the question/invitation once opened, followed by some gifts of appreciation.





HIGHLIGHTS

a project clearly very personal to me. the luxury of being my own client meant that the attention to detail and the focus on the vision was very strong.

i most enjoyed learning the process of foiling, without needing the traditional letterpress equipment, to be able to create the silver elements of the invitations.

seeing the concept in my head come to life as a complete set after all the trial and error, curating the gifts and finessing the details of the printing was incredibly rewarding, as well as being able to present these to the grooms parties.





CLIENT

gestra ag / engineering

DISCIPLINES

creative direction

branding

graphic design

photography

BACKGROUND

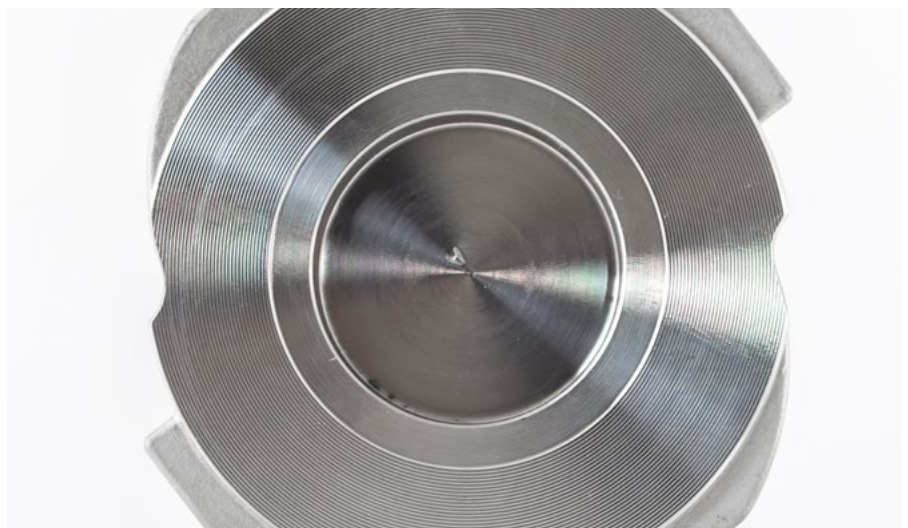
after being acquired, gestra needed to revive their brand identity and show the industry they were back stronger than before.

i was privileged to lead the year long rebrand, running workshops with c-suite directors, engaging the workforce in the branding process, creating key messaging and delivering the rollout ready for showcasing at the largest industry show in frankfurt.

the logo was inspired by their heritage identities, colour palettes were developed with longevity in mind and creating essential brand guidelines and graphic systems for branded materials allowed for future flexibility while the brand matures.

1902 ————— 1980





HIGHLIGHTS

this project was one of the biggest tests when it came to putting branding theory into practice, a hugely rewarding experience to see it work and i was very fortunate to work with open minded teams willing to allow the creative and messaging to develop naturally.

i particularly loved engaging with the factory floor staff, who were all so excited for the company identity to return. they not only gave us great feedback, but also submitted their own sketches for logo creative and inspiration ideas too.

designing and adapting the identity for applications on products themselves was also a welcome challenge, designing for machined and printed product faceplates, ensuring precision to the millimetre.

the launch was a huge success and it always makes me very happy when i see updates on linkedin from the company knowing the impact it's had.





CLIENT

still moving media / production studio

DISCIPLINES

creative concepts

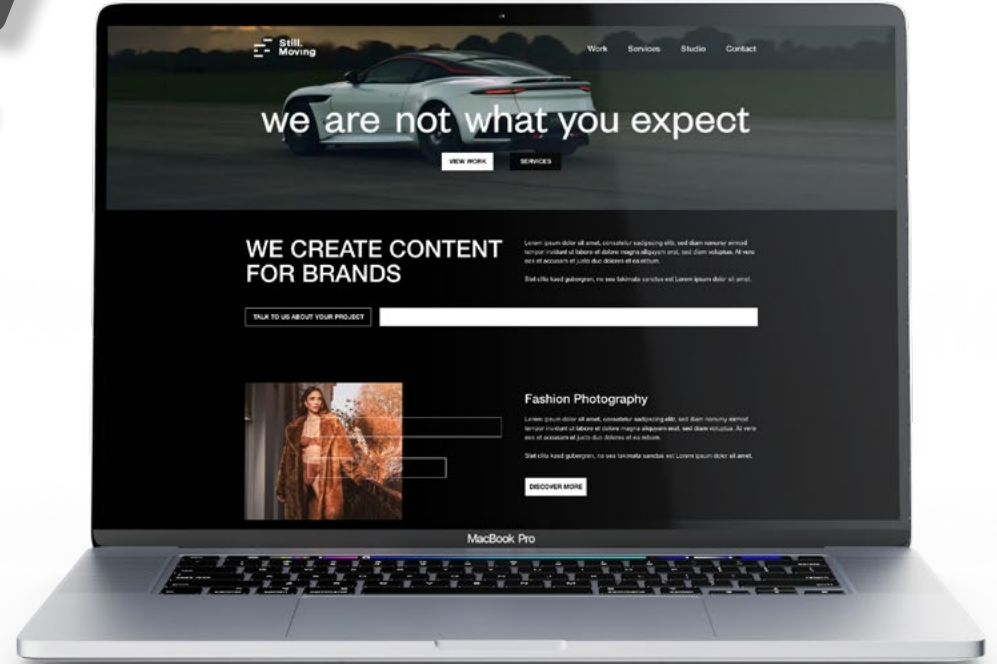
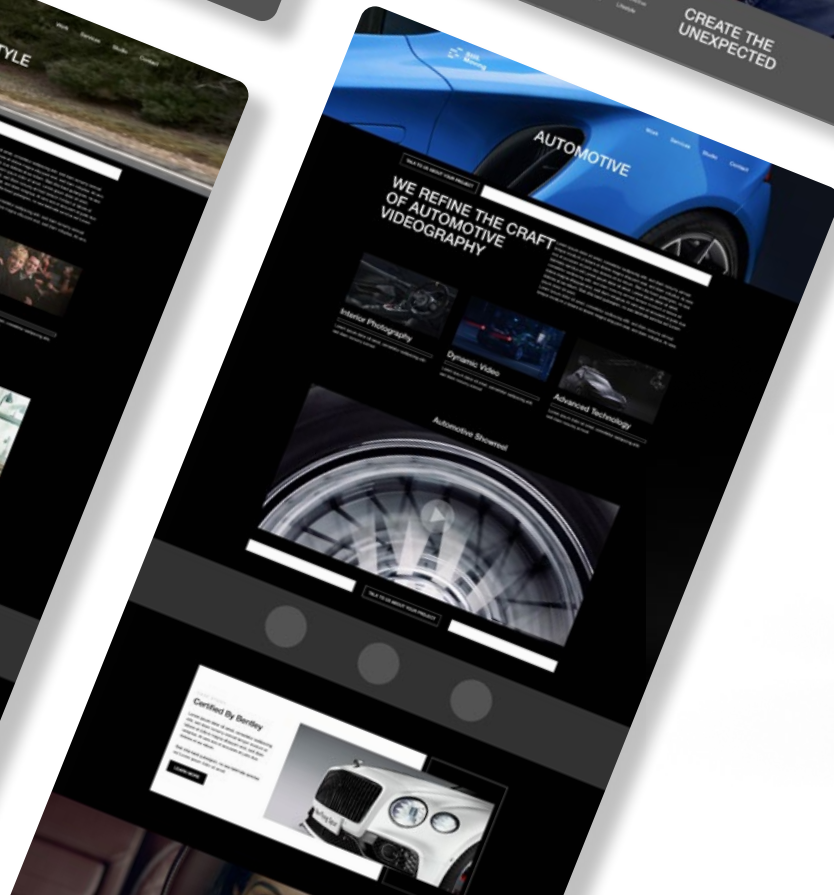
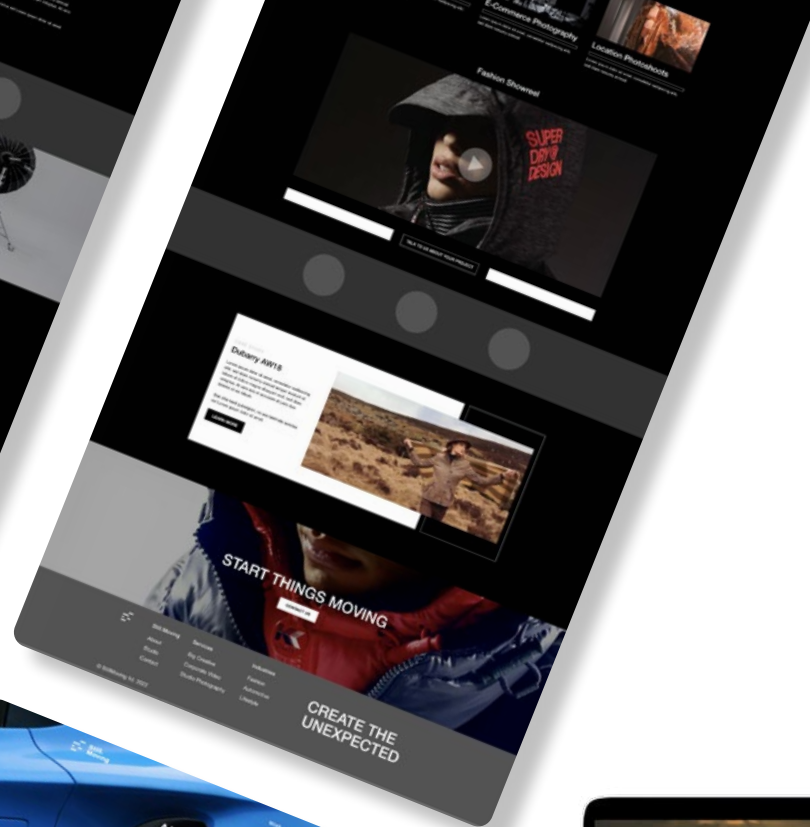
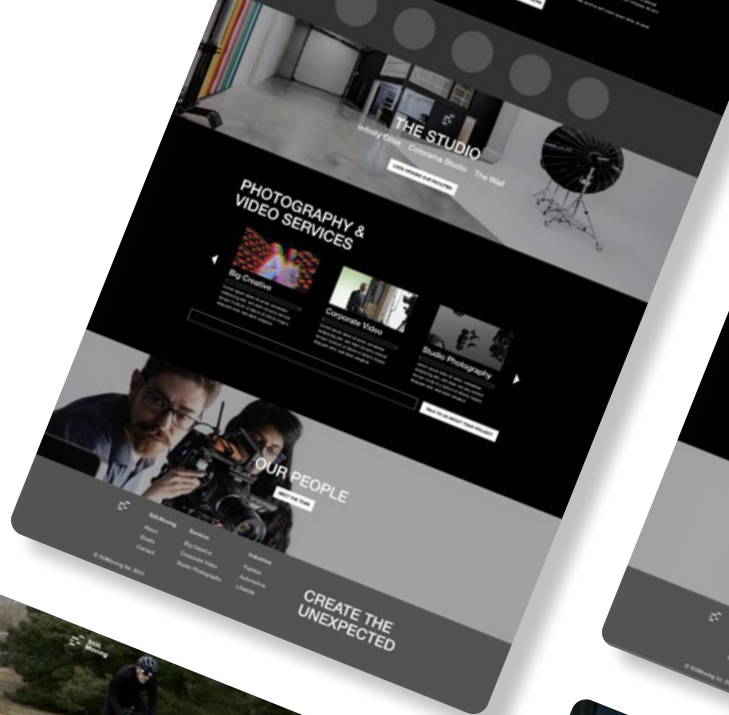
digital design

photography

BACKGROUND

i worked with still moving for about 4 months, once a week to gain exposure to the production environment and increase my experience working on live briefs in photography and videography for clients.

in exchange, i offered help with my background in branding and marketing to position the studio in the right way to talk to their target industries and produce collateral that showcases their work and expertise.



MEET THE MOTOCRANE

FULLY CREWED
ST ARM
20HP
360° IN 8 SEC
3 MONITORS

[Highlights, features & benefits of using the motocrane]
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06 AUTOMOTIVE. Still.
Moving



Specialised Camera Tracking
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Camera Chase Vehicle
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Film, TV & Commercial
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DISCOVER
MORE

07 AUTOMOTIVE.



BRAND VIDEOS SOCIAL CONTENT CAMPAIGN SHOOTS BTS PRODUCTION STORYTELLING E-COMMERCE LOCATION PHOTOSHOOTS PRODUCT PHOTOGRAPHY

CB
[Testimonial] Simus, ut eligeni odio. Et ad
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NAME
COMPANY **CB**

04 FASHION. Still.
Moving



02 FASHION.

EXPERIENCE

[Introduction statement about experience in the fashion industry]
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Still.
Moving

HIGHLIGHTS

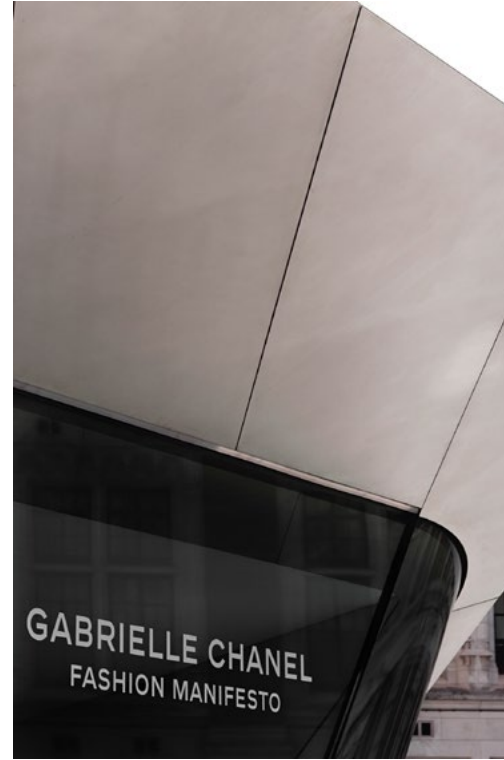
the opportunity to be on set regularly, whether it be in the studio or on location, has been crucial to my development in creative and art direction. i really enjoying being submerged in a team that puts creative front and centre, in order to produce the best work for the client.

i have always enjoyed photography and can exercise a lot of my own skills, as well as learning even more about the details that make the difference, especially working at the levels for high end automotive and fashion.

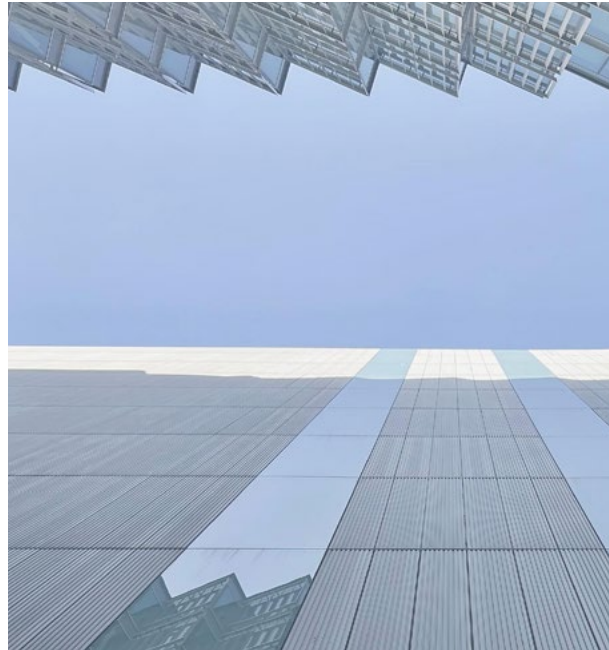
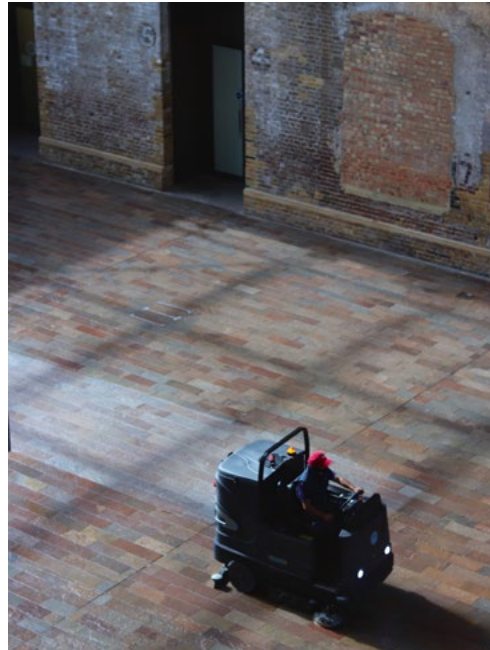
the beauty of working with the studio is their clients are generally happier letting the creative tell the story, more often than marketing driven briefs focused on heavier copy based campaigns.

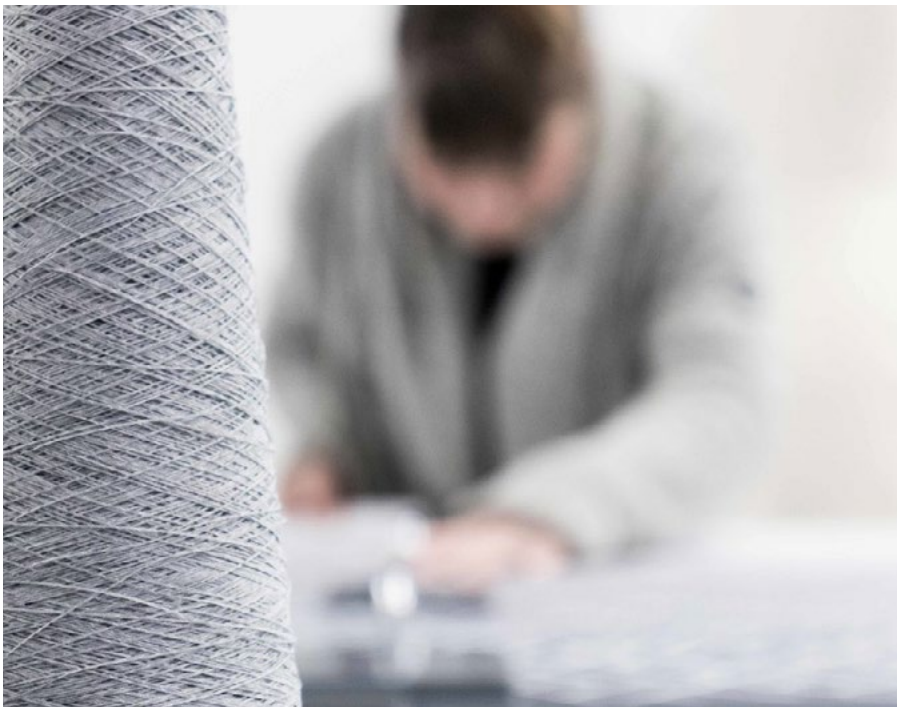


PHOTOGRAPHY

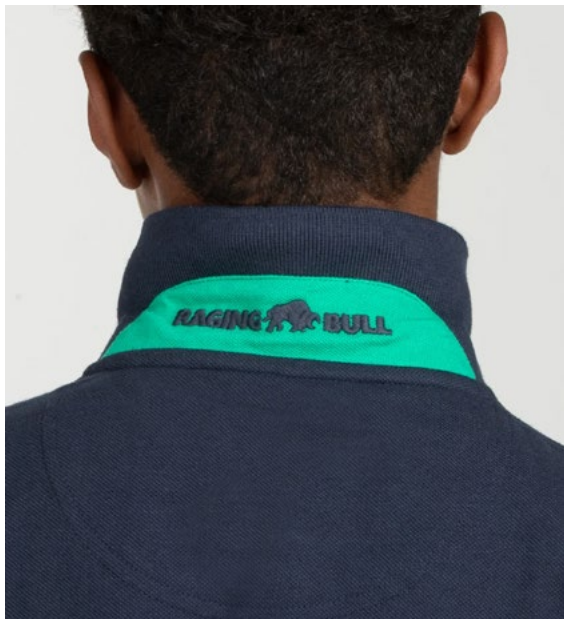


various architecture
personal interest





documenting process
fashion masters
student project



product details
raging bull kidswear
ecom



general activity
cheltenham literature
festival 2022



gym members
photography
f45 cheltenham

THANK YOU

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