



Enamel tube sign, with wooden frame.

## **NEXT STOP, WESTMINSTER**

**[Tube sign] Westminster.**

### **Author**

[LONDON TRANSPORT]

### **Publication date**

1908-1915]

### **Publisher**

London Transport,

### **Publication place**

[London,

### **Physical description**

Enamel tube sign, with wooden frame.

### **Dimensions**

1030 by 1550mm (40.5 by 61 inches).

### **Notes**

Rare pre-First World War station sign for Westminster tube station.

This large enamel sign can be dated to between 1908 to 1915, when the bull's-eye design, a solid red disk, with a horizontal bar containing the text, was adopted by all the various separate underground railway companies. It would be the first time that a coherent graphic design was adopted for the

whole of the disparately owned and run network.

The bull's-eye design would be superseded when, in 1915, the then Underground's publicity manager, Frank Pick, commissioned the calligrapher Edward Johnston to design a company typeface. His subsequent design: the red circle and blue bar. It is still in use to this day, and has rightly become synonymous with London and its famous transport system.

## **Bibliography**

## **Provenance**

**Price:** £15000

**Inventory reference:** 19461

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