

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The bull’s-eye design would be superseded when, in 1915, the then Underground’s publicity manager, Frank Pick, commissioned the calligrapher Edward Johnston to design a company typeface.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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