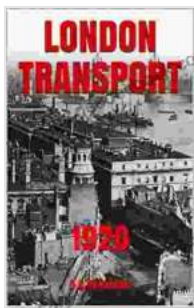


London Transport 1920 Robinson: A Comprehensive Overview of Its History, Design, and Influence

The London Transport 1920 Robinson is an iconic logo that has come to symbolize the city of London. It is a simple yet elegant design that has been in use for over a century. The logo was designed by Edward Johnston in 1919 and has undergone several modifications over the years.



LONDON TRANSPORT: 1920 by D C Robinson

★★★★★ 5 out of 5

Language : English
File size : 23151 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 20 pages



History of the London Transport 1920 Robinson

The London Transport 1920 Robinson was created as part of a wider rebranding of the London Underground. At the time, the Underground was a sprawling network of privately-owned lines with no统一的branding or signage. In 1919, the government created the London Passenger Transport Board (LPTB) to consolidate the Underground lines and improve their efficiency.

The LPTB hired Edward Johnston to create a new logo for the Underground. Johnston was a renowned calligrapher and type designer. He had previously created the typeface for the London Underground, which is still in use today. Johnston's design for the logo was simple and geometric, featuring a red circle with a blue bar running through it. The circle represented the Underground's tunnels, while the bar represented the tracks.

The London Transport 1920 Robinson was an immediate success. It was easy to recognize and remember, and it helped to create a unified identity for the Underground. The logo was also used on buses and other forms of public transport, and it soon became synonymous with London Transport.

Design of the London Transport 1920 Robinson

The London Transport 1920 Robinson is a minimalist design that has stood the test of time. It is composed of three simple elements: a red circle, a blue bar, and the words "London Transport" in white. The circle and bar are arranged in a way that suggests movement and speed, which is appropriate for a transportation logo.

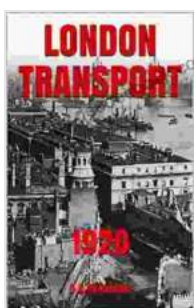
The colors of the logo are also significant. Red and blue are the traditional colors of London, and they have been used on the Underground's signage since the early days.

Influence of the London Transport 1920 Robinson

The London Transport 1920 Robinson has had a profound influence on transportation design around the world. Its simple and effective design has been copied by many other transportation companies, including the New York City Subway, the Paris Metro, and the Tokyo Metro.

The London Transport 1920 Robinson is more than just a logo. It is an enduring symbol of London and its transportation system. It is a design classic that has stood the test of time and continues to inspire designers today.

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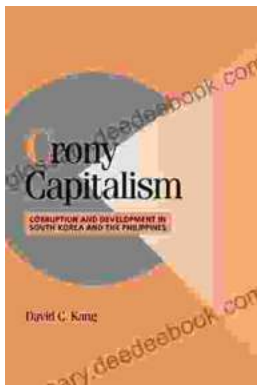
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