



TfL Corporate Archives Subject Guides

Subject Guide No 2: Sources on the Roundel and Trade Marks 1906-1986

This Guide identifies the key historical documents dealing with the development, registration and use of the 'roundel' in defining the corporate identity of the Transport for London Group of companies and London Underground Ltd. With the exception of the material held at the London Metropolitan Archives all the records listed below are held by TfL's Corporate Archives.

Chronology

1906-1908	The red disc device appears
1910	Used in advertising and ticketing
1912	Photograph at London's Transport Museum (LTM) shows one of the earliest uses of the device
1914	Poster at LTM shows the device
1916	Edward Johnston, artist and typographer, redrafts the device for Frank Pick, then Commercial Manger, Underground Group
1920's	Charles Holden, architect, uses the device in station buildings

Underground Electric Railway Companies of London Ltd

Board Papers at London Metropolitan Archives include the following: -

Archives ref	Content description
1297/UERI/8	Minutes of General Manager Conferences – on the first page this gives details of the development of the rectangular Underground sign

	(but not the roundel)
I297/UER4/1	Register of Patents and Trade Marks

Frank Pick Papers

Frank Pick's personal file indexes from the period 1928-1940 show that there was a file entitled 'Roundel'. Unfortunately this does not survive. The following files indicate indirect references to the use of the roundel at individual stations.

Archives ref	Content description
LT000455/003	00/10/1926 - 00/05/1927 <u>Miscellaneous Correspondence (1927)</u> 1927 Correspondence regarding Bond Street Station, including with Lilley & Skinner re easement claim over works, and Grosvenor Estate for permission for works to be carried out. Also with Charles Holden re plans for station, including the front elevation - this refers to difficulties with matching shades of blue for the roundel between enamel and glass.
LT000509/004/01	29/06/1931 <u>Underground Standard Station Name for Compromise Platforms</u> 29/06/1931 Shows mounted Roundel with lamps. Station name 'Sudbury Town' used. Attached to memo from the Chief Engineer Railways re Standard Station Name Board and Lighting, 21/11/1933.
LT000509/014	00/05/1930 - 00/12/1931 <u>Station Design, Art Panels, Passages, Subways, Platforms</u> The file opens with an extract of a New Works Meeting copied to Holden stating Pick's desire to develop a distinctive style of station architecture in suburban areas using brick, with 'Portland stone' standard scheme reserved for central or terminal stations. The file then details the progress of the development of the standard scheme, particularly for Art Panels - i.e., poster sites; Passages, Subways, and Platforms; also positioning of the roundel; stairwells; booking hall; lighting; preferred building and surfacing materials. It also includes: correspondence with Holden; scale drawing of floor plan - possible layout for Ealing Common or similar stations from J P Thomas.

LT000509/144	25/06/1931 - 12/05/1933 <u>Trafalgar Square Station</u> Widening of the Strand and rebuilding of subway; also re the railings incorporating the roundel and Underground sign at Piccadilly Circus Station and Trafalgar Square by John Murray, including agreement by the LCC and Commissioners of Crown Lands as the railings were in direct proximity to new South Africa House which was due to open a month later - 22/06/1933. See Also 124/T Trafalgar Square Station.
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Assistant Company Secretary

Archives ref	Content description
LT000097/024	[00/11/1986] <u>Print design standards LRT</u> A report on design direction for poster and publicity material, notably the roundel and Johnston typeface, but also graphics and posters.
LT000099/26	<u>Patents</u> Various patents not in chronological order, includes bar and circle device (roundel). Includes correspondence with Cleveland & Company on patents 1937 and internal memos 1936-1938 from W L Agnew, H T Carr and A H Grainger.
LT000100	<u>London Passenger Transport Board (LPTB) and Predecessors: Assistant Company Secretary: Correspondence and Memoranda Concerning Travel Passes</u> In 1933 a selection of passes was brought together in order to design the new passes for the London Passenger Transport Board. Included in this are a number of examples of the roundel.

Passenger Services Directorate

Archives ref	Content description
A0820/020	<u>00/00/1981 - 00/00/1988 Signs - L.T. Roundel</u> [Roundel guidelines attached, including a sheet of negatives covering every size of roundel]

Public Affairs

Archives ref	Content description

LT000044/089	<p data-bbox="488 29 1345 100"><u>00/10/1946 - 11/05/1976 Design Features and General Architecture</u></p> <p data-bbox="488 141 1345 212">Sub Item: Design Magazine with article on London Transport design</p>
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Corporate Marketing Director Files

Archives ref	Content description
LT000895/144	<p data-bbox="488 432 1034 465"><u>1986 - Trade Marks – Use of the Roundel</u></p> <p data-bbox="488 499 1345 622">Internal and external correspondence. Re renewal of registration; use of Green Line and Roundel International Identity; use of roundel in advertising etc.</p>
LT000895/136	<p data-bbox="488 656 778 689"><u>1986 - Design General</u></p> <p data-bbox="488 723 1345 801">Use of roundel in advertising; corporate guidelines on use of roundel and New Johnston typeface (inc. draft copy of report).</p>
LT000895/150	<p data-bbox="488 835 786 869"><u>LRT Corporate Identity</u></p> <p data-bbox="488 902 1345 1149">Includes internal correspondence, mainly re corporate guidelines in the use of the New Johnston Typeface. Includes a Report by Bank and Miles 12/1988 'New Johnston on microcomputers'; there is also a chart showing correct use of London Regional Transport corporate identity and roundels (in colour and black and white).</p>