



The history of the Johnston typeface

A talk on Edward Johnston's Underground Lettering
– a century of influence on signs and identity by
Mike Ashworth

Tuesday 3rd April 2012 at 6.30pm

Nearly a century has passed since the commissioning in 1916 by the London Underground group of the Johnston typeface. With this famous 'sans' lettering still in use by Transport for London and indeed with it being used as the basis for much of the signage for the 2012 Olympics and Paralympics, this illustrated talk will take a look back at the introduction of Johnston to the capital's transport network and the role it has played in the evolution of the corporate identity of the Underground and other London transport modes.

Mike Ashworth is Design & Heritage Manager at London Underground and is responsible for customer-facing design of stations and trains. Previously a curator at the London Transport Museum, Mike has worked for the company for twenty years.

Venue

The Gallery, 75 Cowcross Street, Farringdon, London, EC1M 6EL

Click [HERE](#) to find the venue in Google Maps

Information

www.signdesignsociety.co.uk

Admission

Free to SDS members, and to non-members who have booked for the Seminar 2012: Dateline London. The world is coming. Non-members £15.

Entry

Entry to all Sign Design Society talks and events is by ticket only. Space is limited, so allocation is on a first come, first served basis. If you have any special requirements please let us know, well in advance.

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Tickets

Please apply for tickets as soon as you can and no later than Friday 30th March 2012.

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