

The
Postal
Museum

Licensing & merchandising

Style guide



Contents

- 3 Introduction
- 4 The GPO brand
- 5 Posters
- 7 Telegrams & greetings cards
- 8 Iconography
- 9 Films
- 10 Maps
- 11 Diagrams & illustrations
- 12 Paintings
- 13 Photography
- 14 Mail Rail
- 15 Contact us



Introduction

The Postal Museum is home to a unique collection of visually stunning and historically significant imagery available to license.

This includes poster and telegram artwork commissioned for the GPO (General Post Office) in the mid-20th century, when it was at the forefront of design and communications.

Also available for licensing are iconic images of the GPO brand: British pillar boxes, telephone kiosks, postal vehicles and other objects representing some of the most instantly recognisable imagery in the history of design.

We also hold over 100,000 fascinating and largely undiscovered photographs, as well as an extensive collection of more than 700 postal route maps starting from the 18th century.

Licensing enquiries

We licence images from our collection for use on products, publications, exhibitions, film and television, set dressing, websites and other media.

Please contact us using the form at:
postalmuseum.org/licensing



The GPO brand

In 1934, Sir Stephen Tallents commissioned designer MacDonald Gill to redesign the GPO logo, creating one of the earliest examples of branding. The logo incorporated the typeface Gill Sans, designed by MacDonald Gill's brother Eric Gill.

This, and other versions of the logo are available for licensing and may be used in combination with imagery from our collections.



Posters

We look after a collection of **over 6,000 posters** and some **original poster artwork** starting from the early 20th century.

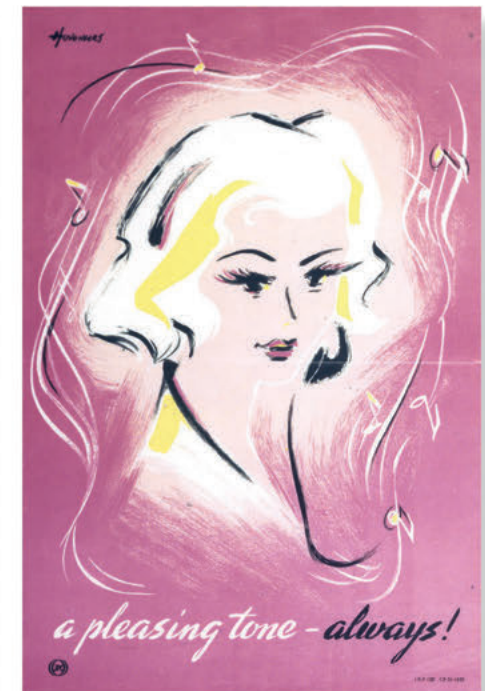
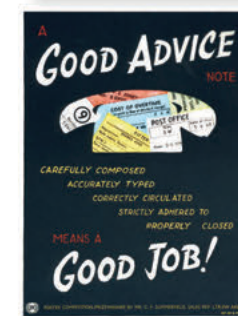
From the 1930s onwards the GPO was a leader in the field of poster design, commissioning some of Britain's best artists and designers. These were used for public information campaigns and for advertising services offered by the GPO.



Posters - continued

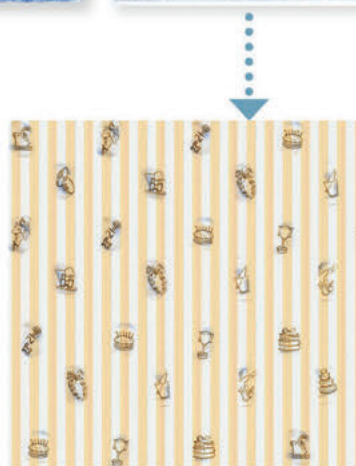
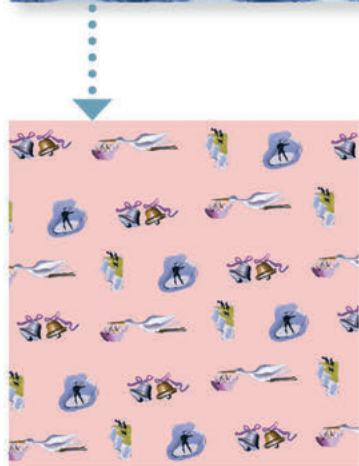
Notable artists from the collection include Barnett Freedman, Abram Games, Jan Lewitt and George Him, Edward McKnight Kauffer, Peter Huveeners, Hans Schleger (Zero), FHK Henrion, Tom Eckersley, and Hans Unger.

Their work and that of many other artists can now be explored and is available for licensing.



Telegrams & greetings cards

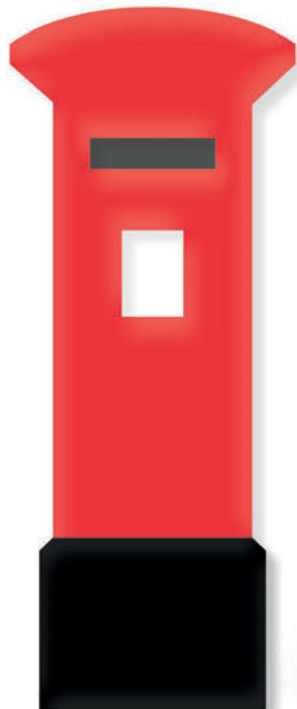
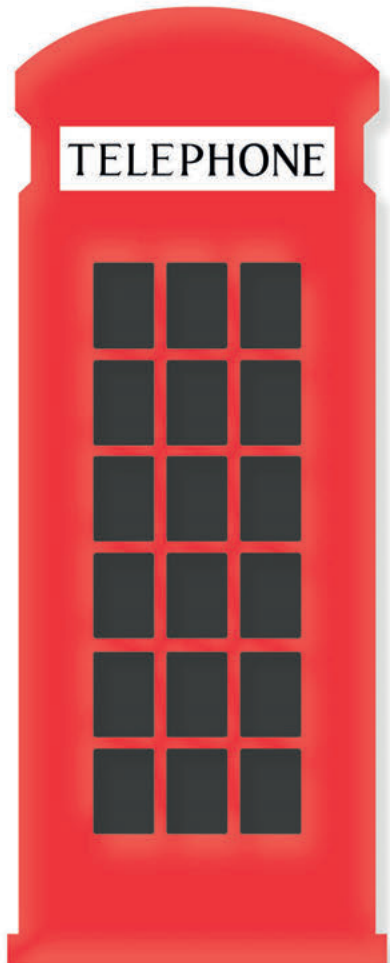
We have a collection of beautifully illustrated original telegrams from 1935 to 1982, with artwork for specific occasions and holidays. Notable designers include Eric Fraser, Balint Stephen Biro, John Strickland Goodall and Macdonald Gill.



Iconography

Icons of the British postal services include letterboxes, telephone kiosks, franking marks, and postal vehicles. Our collection includes many examples of each of these, showing how their designs changed over the years.

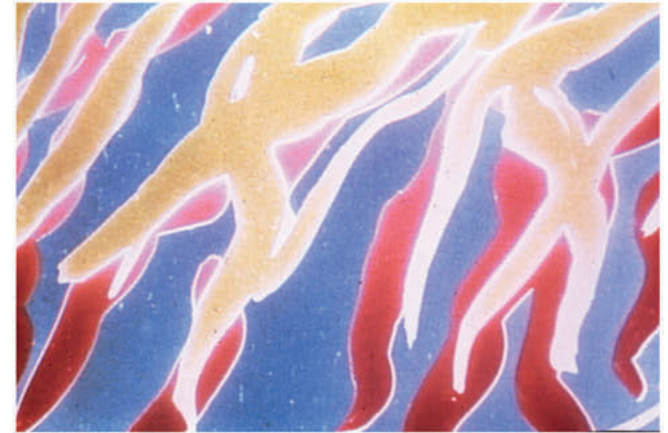
Most of this imagery can be reproduced and also used to inspire new products.



Films

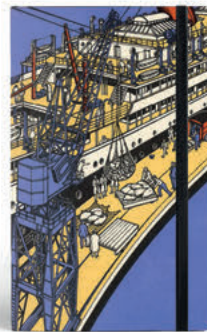
Films available for licensing in our collection include those produced by the iconic **GPO Film Unit**. Made up of many now celebrated talents of cinema and the arts, the creative impact of these films has been immense.

They provide a fascinating insight into the history of communications, documentary film, experimental film making and of course, postal history.



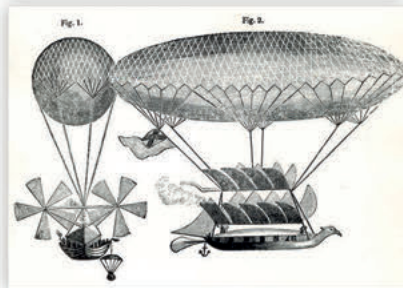
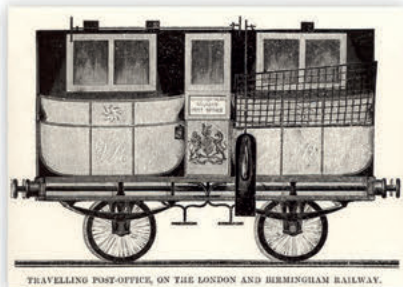
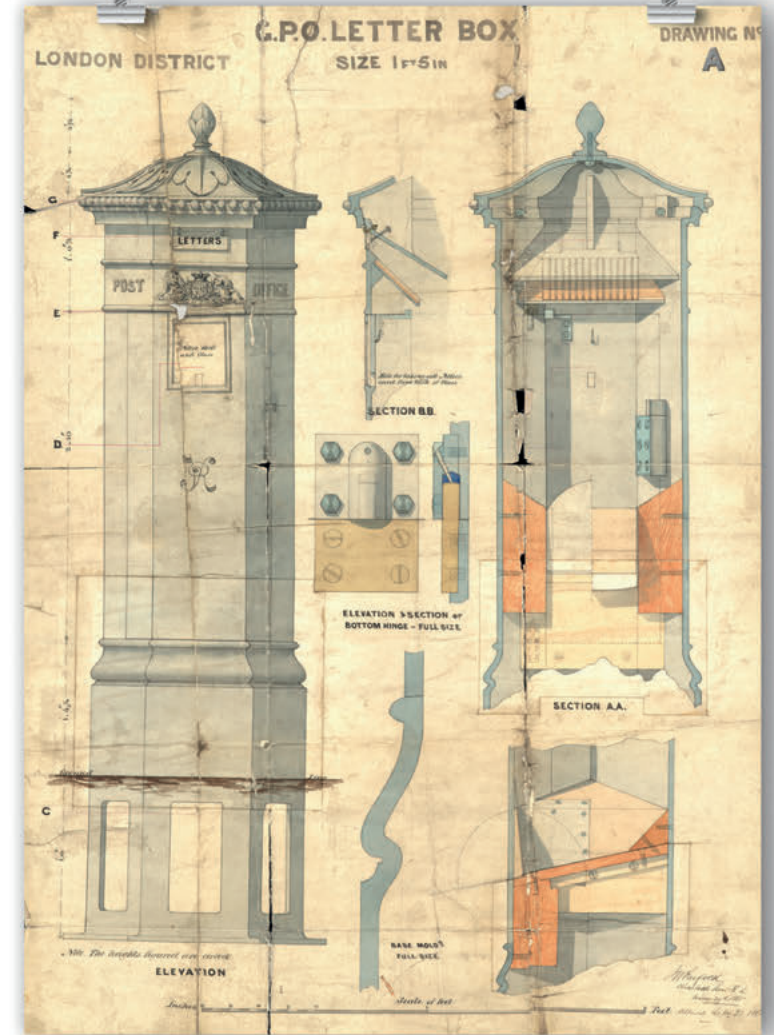
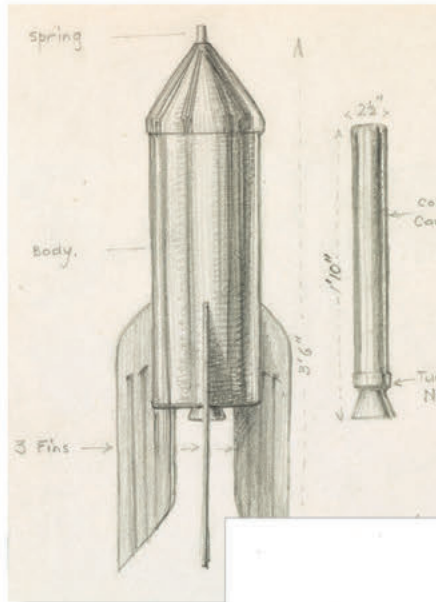
Maps

Our Archive holds **over 700 maps**, covering the period 1757-c.1990. The majority of maps in our collection date from the 19th century. We have maps showing the circulation of mail for all parts of Great Britain, as well as surveyors' maps and a few town maps.



Diagrams & illustrations

We have large number of illustrations used for past posters and other publicity materials. The Archive also holds a fascinating collection of sketches and plans for objects such as machinery, vehicles and pillarboxes.



Paintings

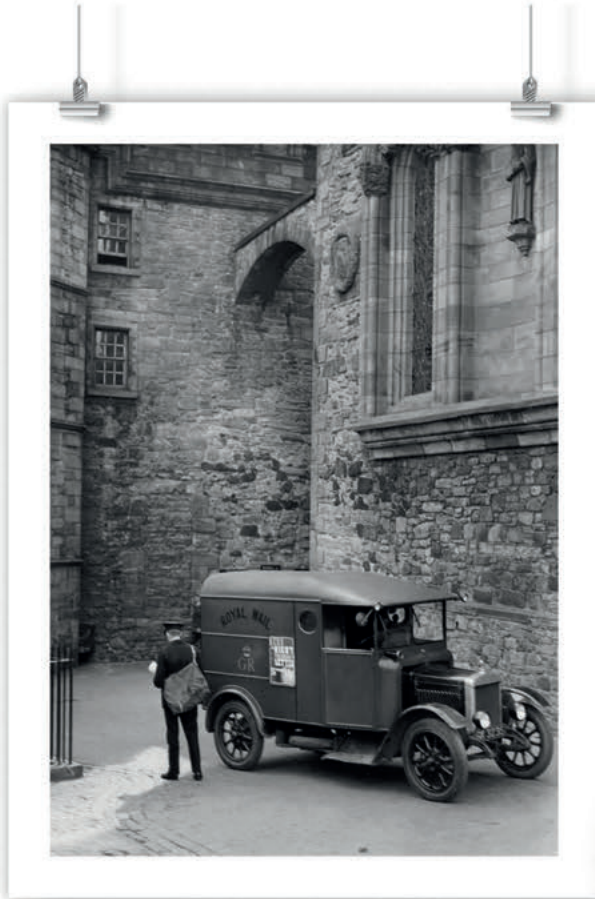
Our collection of paintings covers over three hundred years of postal activity. They show us how artists and their contemporaries perceived the postal service.

They cover a wide range of other subjects, from wartime, nationally known buildings, portraits of notable individuals, landscapes from around the country and more.



Photographs

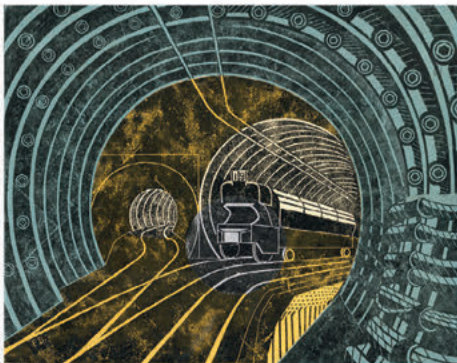
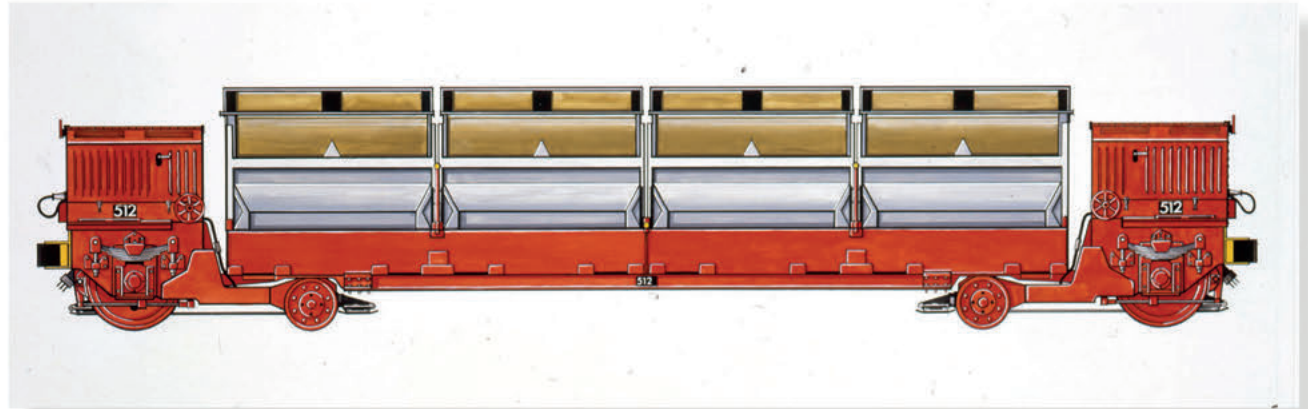
There are **over 100,000** photographs in The Royal Mail Archive, dating from the late 19th century through to the modern day. The majority of these come from the photograph library of the GPO which grew from the 1930s.



Mail Rail

Mail Rail transported mail under the streets of London from 1927 to 2003. We have a large collection of objects, photographs, and artwork relating to the history of Mail Rail.

You may also license the **Mail Rail branding** with your products. We will send a copy of our brand guidelines for Mail Rail after your initial enquiry, if you wish to do this.



Contact us

Licensing enquiries

We licence images from our collection for use on products, publications, exhibitions, film and television, set dressing, websites and other media. If you'd like to use one of our images or view the full range of what's in the collection, please contact us using the form at: postalmuseum.org/licensing

Stamp images

If you would like to license stamp artwork images, please contact Royal Mail on: stamp.team@royalmail.com