

Fossil



Fishing

• ROBERTSON & SONS •

GENERAL MERCHANTS

BOOKBIN

- J. L. GILL. -

THE GLASGOW DAIRY COY.

High Street

CROSS CURRICULAR LEARNING RESOURCE

RESOURCE FOR:
LESSON 2
SIGNAGE

LOOK AT THE IMAGE OVERLEAF

Can you guess from the sign what kind of shop it is?

What do you think of the style of the sign, the font, the colours?

What would you change about the design and why?

Image overleaf:

Examples of different types of signage, including traditional handpainted, applied lettering and the more quirky sculptural.

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KINGS

Book Shop

you came here!

BOOKS

High Street

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Image overleaf:

The Book Shop, Main St, Callander

Where shops lack a fascia, a hanging sign and lettering in the window can be equally effective. Hanging signs were banned in many places in the late 18th century but were revived in the latter 19th century.

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The image shows the entrance to a store named Jarvis Brothers. A white mat with the name 'Jarvis Brothers' in a black, cursive font is placed on the sidewalk. Behind the mat is a red carpet with a decorative border and a gold monogram in the center. The store's entrance is a dark wood door with glass panels. To the right, a window display features a white coat on a mannequin and other clothing items. To the left, a curved window display shows more clothing. The store is located on a sidewalk made of light-colored paving stones.

Jarvis Brothers

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Image overleaf:

60 Castle Street Forfar

Mosaic and marble entrances were fashionable in the Edwardian period. Incorporating the name of the owner was popular and suggested permanence and quality.

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Whiskies

Ales.



Scottish

High Street

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Image overleaf:

Gills, Crieff

Window advertising of products sold in the shop was a subtle form of advertising used in the early 20th century. Leaded opaque glass with gold lettering makes for an attractive shopfront.

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Joseph Walker

Joseph Walker

High Street

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Image overleaf:

Walkers shop, Aberlour

Script lettering is suspended in front of the plate glass window. Its simplicity reflects a high quality and thoughtfully designed post-war shopfront of bronze and travertine marble.

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MAKER

JAMES P. JACKSON

High Street

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Image overleaf:

Jewellers Haddington

Traditional hand-painted lettering with a shadow effect is striking and effective. This shop has no fascia and the lettering is painted straight onto the building wall.



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High Street

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Image overleaf:

Linthouse Urban Village shops, Govan

Mixed materials of mosaic and creative artwork can liven the streetscape and make a lasting impression. These designs were done by local art students as part of a local project.

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STARK. CHEMIST



High Street

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Image overleaf:

20 High St, Gatehouse of Fleet

V-Cut and gilded lettering for fascia signs was fashionable in the late 19th and early 20th century. The elegant lettering was protected by a glass front. These signs are now a rare sight in our High Streets.

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MUNRO
PHARMACY

20


Chubb

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Image overleaf:

Munro Pharmacy Haddington

Three dimensional signs such as the mortar and pestle were used by shopkeepers from the early 19th century. Today pharmacies often retain these signs to indicate their location in the street.



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