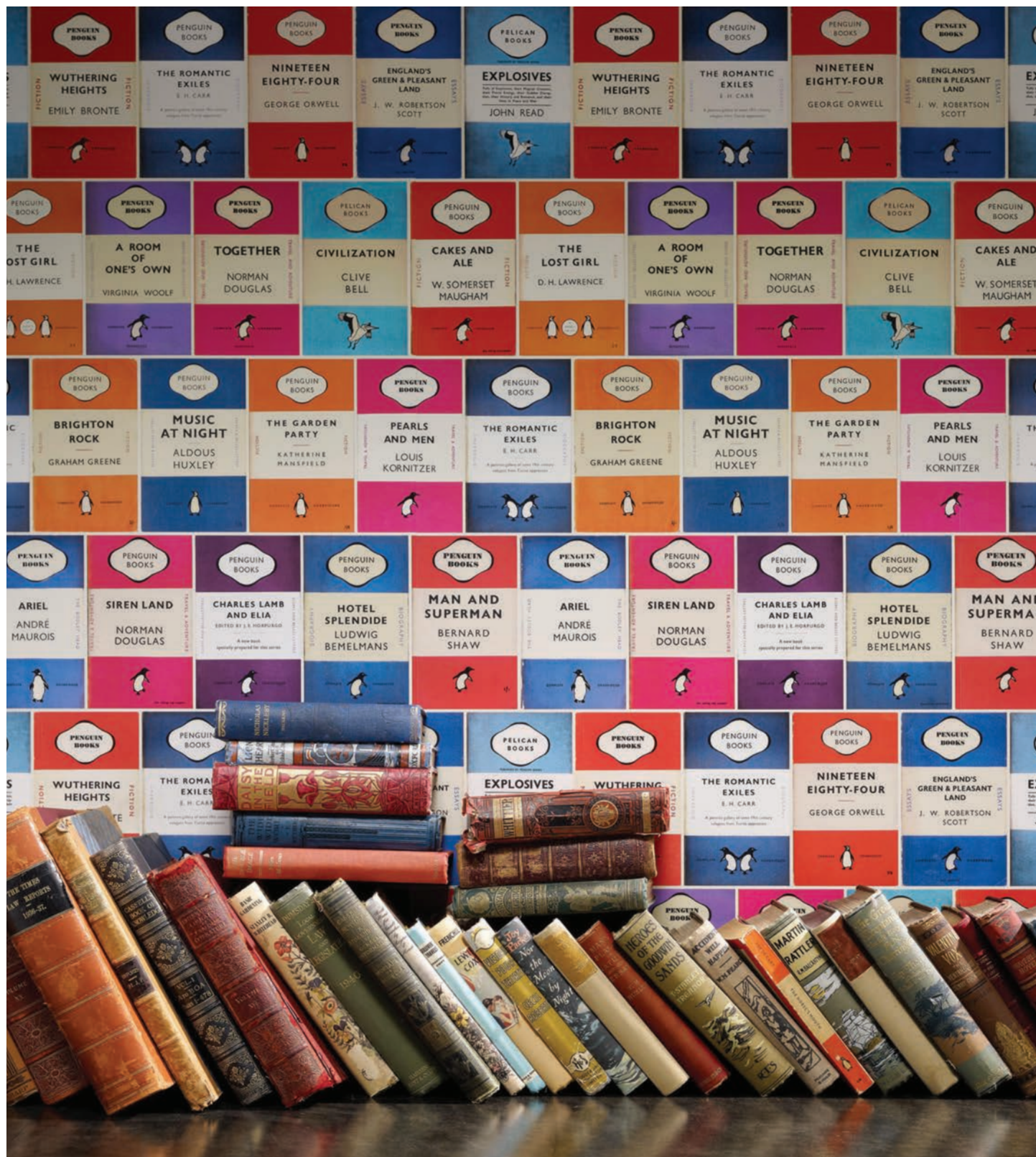


## OSBORNE &amp; LITTLE

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Osborne & Little is delighted to introduce PENGUIN LIBRARY,  
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# OSBORNE & LITTLE

## PENGUIN LIBRARY

Penguin is synonymous with beautiful design and has played an important role in the development of graphic design, typography and illustration for over 75 years. Its iconic tri-band book jacket has ingrained itself in public design consciousness, recognised around the world from London and New York to Beijing and Rio. This design heritage dates back to the origins of the company, when its founder Allen Lane launched the first ten paperbacks in 1935. They broke the mould in a number of ways. First, they were designed for the masses and priced at 6d, the price of a packet of cigarettes. Second, they were quality titles, previously unobtainable unless you had significant money to spend or a library card. Third, they were designed and packaged attractively in order to encourage not just traditional bookshops, but also railway stations, tobacconists and chain stores, to display them.



The Penguin tri-band design was the work of Edward Young, a 21 year-old office junior who went on to become the company's first Production Manager, who was also dispatched to London zoo to sketch a penguin for the now well-recognised and much-loved logo. The template he created consisted of three horizontal stripes: upper and lower bands colour-coded by genre (orange for fiction, blue for biography, green for crime, cerise for travel and adventure, for example) and a central white panel containing the author and, of course, they came printed with the iconic Penguin logo. The distinctive simplicity was a radical departure from the more ornate approach of its competitors and spoke volumes about the new company.

This classic tri-band book cover design subtly changed in its early years. The Penguin imprint, initially Bodoni Ultra Bold, was substituted with Gill Sans typeface and the Penguin logo was re-drawn several times, gently evolving from the original life-like penguin seen on the *Ariel* cover, becoming a dancing penguin as shown on *A Room of One's Own*, to the affable penguin featured on *Brighton Rock* which is similar to that used today. Two non-fiction titles *Civilisation* and *Explosives* are shown on the wallpaper, identified by the famous Pelican imprint logo and pale blue covers.

The **PENGUIN LIBRARY** wallpaper is a collage of front covers of those iconic early paperbacks from this famous publishing house and includes *Ariel*, the very first Penguin paperback published in 1935. The book covers were chosen for their diversity of colour and to illustrate the breadth of Penguin's publishing backlist. Great care was taken in the design to truly represent the original paperbacks in all their, sometimes well-read and a little worn, glory. The resulting **PENGUIN LIBRARY** wallpaper is a glorious colourful 'conversational piece' which we hope will be received with as much affection as the books themselves.

### Publication information:

- Ariel* by Andre Maurois (Published 1935)
- Civilization* by Clive Bell (Published 1938)
- Explosives* by John Read (Published 1942)
- Brighton Rock* by Graham Greene (Published 1943)
- A Room of One's Own* by Virginia Woolf (Published 1945)
- Together* by Norman Douglas (Published 1945)
- Man and Superman* by George Bernard Shaw (Published 1946)
- Wuthering Heights* by Emily Bronte (Published 1946)
- Music at Night* by Aldous Huxley (Published 1950)
- Pearls and Men* by Louis Kornitzer (Published 1947)
- Cakes and Ale* by William Somerset Maugham (Published 1948)
- Charles Lamb and Elia* edited by J.E. Morpurgo (Published 1948)
- England's Green and Pleasant Land* by J.W. Robertson Scott (Published 1948)
- Hotel Splendide* by Ludwig Bemelmans (Published 1948)
- Siren Land* by Norman Douglas (Published 1948)
- The Romantic Exiles* by E.H Carr (Published 1949)
- The Lost Girl* by DH Lawrence (Published 1950)
- Nineteen Eighty Four* by George Orwell (Published 1960)
- The Garden Party* by Katherine Mansfield (Published 1951)