Design and Designers of Nigerian Postage Stamp

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Abstract
Conceptually, codified signs and symbols are the two most apparent forerunners of postage stamp, divergently displayed by some of the world’s foremost civilizations. Many of whom are contributors to the world artistic tradition; among them are Egypt, Persia, Greek, Rome, Ifè and Old Òyó of Southwestern Nigeria. Necessity however, led the British government to officially launch postage stamp; a small piece of paper with adhesive cum design surface in the year 1840; a development that brought among other things standard in generation and distribution of mails globally. An experience Lagos, Nigeria has been enjoying since 1874 being a colony of Britain. 1914 however, was significant in the history of Nigeria because her amalgamation was commemorated with an official postage stamp. It is however regrettable that after a century of indigenous operation, she is yet to meet global practices where practitioners are recognized among others. This paper examines the emergence, designs, productions, themes and designers of postage stamp in Nigeria.

Keywords: philatelic, post office, postage stamp, postage stamp design, postage stamp designers

Introduction
Before the advent of Western letter posting and courier services, many of the great kingdoms and empires of the world had well established methods of passing message through codified signs and symbols within and across provincial or national boarder. In Ancient Egypt, there was evidence of corps of royal couriers that were used to disseminate the decree of the Pharaohs as early as 2,400 BC (Wikipedia, 2014a). Old Òyó Empire also had an effective dissemination of official and confidential messages of the Alaafin; paramount ruler of Òyó (Aláàfin) and other prominent Versailles Chiefs /Báálè(s)j; these messages were strictly disseminated by the royal messengers otherwise known as Ilarís (Johnson, 1920: 62 and 512). Dongaris are the Emirate messengers of Hausaland, saddle with the responsibility of carrying messages in ancient Northern Nigeria from place to place (thewillnigeria.com 2010).

The advent of writing precisely the Western alphabets brought about the introduction of letter writing as a means of communicating with distant political, business partners, relatives, pen pal among others; the latter spread to other parts of the world. The term modern post office has been in use since 1650 shortly after the legalisation of private mail service in England in 1635. The post office offers various mail related services and route the items through specific designated post office for receipt or delivery. Before the introduction of adhesive postage stamp, mail was usually post-paid for by recipient, a system that was associated with irresolvable problem. The cost of delivering mail were not recoverable by the postal service when the recipient were unable or unwilling to pay for delivered items and the senders had no incentive to restrict the number of pages, size or weight of sent item and the cost of their sent items (Wikipedia, 2014b).

This led to the innovation and eventual invention of various ink and hand stamps that were made from wood or cork, used to imprint and confirm the payment of the postage on the mail. There were several attempts to reform and improve postal system in United Kingdom. However, the idea of adhesive postage stamp was first proposed in 1837 by Rowland Hill as one of the many postal reforms in Britain. Hill also suggested that mail must be prepaid and charges should be based on the weight of the mail instead of the number of pages or the size of the item being sent and that the rates must be low enough to allow ordinary citizens to mail letters (Carlton, 2009 and Wikipedia, 2014b).

Postage stamp is a small adhesive printed label that shows a national identity (historical events, natural features, social, economic and cultural activities) and a denomination (value) affixed to letter or parcel to indicate evidence of payment of the mail for delivery. It is usually issued by government or any agency that is representing a government, such as government post office. Stamp is a means of communication which publicise the history, arts and culture of a country. Nonetheless, the hobby or business of studying postal history and the collection of stamps and postcards is known as philately (Carlton, 2009, Amaefule, 2012 and Wikipedia, 2014b).

The first officially issued adhesive postage stamp is a one penny (plate 1) also known as “Penny Black” released in Great Britain. The penny black which features a portrait of Queen Victoria on a black background was issued on 1 May, 1840 and released for official use from 6 May of the same year. Few days after the first adhesive stamp was issued, the hobby of stamp collection, philately was born; a trend where stamp usage goes beyond postage into design aesthetics, historical documentation, economic value and as souvenirs. Britain’s stamps often featured monarchical reign and denominational values; none has the name of the country, a privilege reserved for the nation that invented postage stamp. This idea of adhesive postage stamp later diffused
to Brazil in 1843, United States of America in 1847 and by 1860, more nations had also adopted the use of postage stamps. Till date, the penny black remains highly regarded by philatelists across the globe because of its historic significance (Carlton, 2009 and Wikipedia, 2014b).

Virtually all the postage stamp designs imitated British concept by depicting the portrait of reigning kings, queens, presidents and other political figures of their countries on their stamps while some countries used their national symbols and identities as well as historical events with the names of their countries. However, non-portrait postage stamp design became popular by the end of the nineteenth century. Presently, colourful pictorial stamps created to commemorate important events as well as socio-economic activities, cultural and monumental heritages are issued and have received high patronage by philatelists across the globe (plates 2 and 3). However, various stakeholders of postage stamps like the initiator of the new stamp, artists and administrative officials are usually involved in the choice of theme and method of printing stamps (Carlton, 2009 and Wikipedia, 2014b).

In Nigeria, postal service was established in Lagos in 1852 and Calabar in 1891 by the British government to promote legitimate trade in the regions. The introduction of post office in Lagos first brought to light the “hand struck stamp” with inscription “Paid in Lagos” in 1859 which was followed with postage stamp in form of adhesive label, issued on 10 June, 1874; designed and printed abroad, mostly decorated with British monarchs. This practice was on until 1969 when stamps were designed, printed and issued in Nigeria (thewillnigeria.com 2012).

Although, postal service, postage stamps and philatelic activities are well established in Nigeria for decades, there is still inadequate public enlightenment on the part of Nigeria’s operators in term of postage stamp design, collection, documentation and other philatelic services (Amaefule, 2012). Apparently, the total number of postage stamps released annually in Nigeria is low compared to that of South Africa, United Kingdom and the United States of America (NIPOST, 2001 and Hudgeons, Hudgeons Jr. and Hudgeons Sr., 2005). However, postage stamps have documented a lot of the Nigeria’s historical events, socio-economic and cultural activities as well as natural and monumental heritages in Nigeria but those designs and their designers have not been given sufficient scholastic attention. Recent technological advancement in information dissemination such as the various social media has shifted the attention of potential and prospective philatelists from postal service, postage stamps and philatelic activities. This paper therefore examines emergence of postage stamp, production, philatelic activities as well as design and designers in Nigeria.

**Emergence of Postage Stamp in Nigeria**

Early postage stamps of Nigeria include the first modern State of Nigeria, issued on 1 June 1914 in commemoration of the amalgamation of Northern and Southern Protectorates. Other definite and commemorative stamps are that of independence and Republican Nigeria, all of which were designed and printed overseas (Wikipedia, 2013, Nigerian Philatelic Service, 1994). Many of these early stamps were rendered with a dominant portrait of her British Colonial masters and sometimes with a combination of the latter with notable Nigerian personality, royal paraphernalia, monumental features, antiquities, indigenous vocations, animals and plants among others (plates 4, 5, 6 and 7). Colours of these stamps varied from monochrome to four colours separation with exception of Nigeria’s First Independence Anniversary Commemoration which is printed with seven colours (plate 8).

However, the first set of Nigerian designed and printed postage stamps were as a result of the inability of the foreign non-governmental agencies handling it to function satisfactorily and effectively for Nigerian Postal Service (NIPOST); a scenario that led to the establishment of Nigerian Philatelic Service in 1969 (plate 9).
Some stakeholders were sent abroad to study the art of designing, producing as well as distributing and collecting stamps in order to ensure effective performance of philatelic activities in the country (Nigerian Philatelic Service, 1994).

The need to improve the standard in quality of stamps and philatelic service brought about the inauguration of the Nigerian Postal Service Stamps Selection Committee (NPSSSC) that was saddled with the responsibility of accepting and receiving proposal for issuance of new stamps, their themes, subject and strategised suitable means of short-listing stamp designs often by open competition or commission to reputable artists conversant with the art of stamp designing. They are also responsible for recommending design(s) and choice of colour on the submission of final colour trials by the Nigerian Security Printing and Minting Company Limited, the sole printer of postage stamp in Nigeria. (Nigerian Philatelic Service, 1994, Nigerian Security Printing and Minting Company Limited, n.d: 9).

The NPSSSC was also put in place to provide adequate philatelic service in order to publicise the sales of Nigerian Postage Stamps to stamp collectors, philatelists and stamp dealers throughout the world. Especially First Day of issue; a specialised philatelic value added product in which a set of stamps released are affixed on envelope and stamps are then date-stamped. The detailed information about the newly launched stamps, date of release, denominations, dimensions, quantities released and the artists who designed each stamp also are usually published and released on this day (plates 10 - 12). Selling current stamps (mint and cancelled), souvenir sheets, stamp albums of various sizes as well as provision of local and international philatelic service are also the duty of the bureau. (Nigerian Philatelic Service, 1994, nigerianphilatelicservice.com, 2014, Nigerian Security Printing and Minting Company Limited, n.d: 9).

The quest to promote philately in the country brought about the establishment of the National Philatelic Promotion Council (NPPC) in 3 September, 1992 and the admission as the 78th member-nation of the International Federal Philately in 1996 (Amafuele, 2012 and nigerianphilatelicservice.com, 2014).
Design and Production of Postage Stamps in Nigeria

Stamp design in recent time is multi-dimensional with varied shape and size. However in Nigeria, postage stamps are often in rectangular shapes; though some countries have stamps issued in circular, triangular, pentagonal and other irregular shapes. Nonetheless, the main components of a stamp include image, denominational values, country name with exception of United Kingdom and perforations frame that separate each stamp on a row. The images and caption found on the postage stamps show the subject matters and often the reason why the stamps are released to the public, which also account for why they are saved by the collectors and historic enthusiasts (Wikipedia, 2014b).

In Nigeria, the designing and production of new postage stamp starts wherever there is an order from government agency, corporate organization or Nigerian Postal Service otherwise known as the initiator unlike the United State of America where there is advertisement for the public to submit new stamp entries three years ahead of when the stamps will be issued (Rofkin, 2014). Nigerian Postal Service Stamps Selection Committee (NPSSSC) or the initiator (public or private organisation) is responsible for deciding the means of making visual design for the proposed stamp(s) either through open stamp design competition or by commissioning artists who are conversant with the art of stamp design particularly from the Nigerian Security Printing and Minting Company Limited and Nigerian Postal Service. The colour rough stamp visuals would be submitted to the bureau for approval. After the approval of the design and various choice of colour scheme on the designs, the production starts when the order is confirmed and the cost is paid by the initiator(s) of the stamp(s).

The first generation of stamp designs in Nigeria were done manually by drawing with hand or tracing pictorial objects on paper and later painted with water or poster colours, its end product is known as camera ready stamp design. The standard size for coloured camera ready stamp design is 222 X 129mm. It is often photo-converted by reducing it six times with long vertical camera in a dark room to get a unit stamp size placed on a white boarded to 40 X 24.5mm and this has been Nigeria’s standard practice since the commissioning of Nigerian Philatelic Service; exceptions are obvious in stamp designs with 80 X 24.5mm and 40 X 49mm. The reduced designed stamps would then be reproduced and arranged in 4 panel of fifty to a sheet (10 by 5) with
perforation gauge in between them to separate each stamp to make a set of two hundred stamps. The process will then proceed to colour separation stage of CYMK (Cyan, Magenta, Yellow and Black) on exposed films that were developed through chemical processes to produce negative for plate making and finally printed on watermarked paper in four colours of one pass through offset lithography process for adequate colour registration by the Nigerian Security Printing and Minting Company Limited, Lagos (Nigerian Security Printing and Minting Company Limited, n.d: 5 and 9).

The emergence of computer technology has brought tremendous development to graphics production techniques in recent time, making design and printing of documents easier and has also helped in the improvement of postage stamp design. The use of computer was introduced into postage stamp design in Nigeria in the early 1990s. This made the cumbersome manual processes of layout design and composition easier by scanning picture into computer to get actual image and design. Moreover, photo-conversion (reduction, duplication and arrangement) of stamps on a sheet during pre-press stage are more accurately and conveniently done with the use of computer. Presently, stamp designs are done with the aid of computer which makes the processes simpler and easier. Stamps are now designed to the actual size, colour, reproduce and arranged in a set of fifty which could be printed through the image-setter, computer-to-film, computer-to-plate, computer-to-print/digital printing or computer-to-press/direct imaging (Afolabi 2011: 9-11, 108-126). Moreover, United State Postal Service has approved several online sites to sell their home printing stamp service where individual can customise their own postage stamps with specified softwares and the print directly on stamp paper, postcard or envelope with printer in this recent time.

Types and Themes

There are various types of postage stamps in Nigeria. They include definitive (designed to portray national geographical, socio-cultural and economic development and monumental features usually released every ten years, sometimes imprinted with the name of the artist(s) who designed them and withdrawn from sales after five years), commemorative (issued to celebrate events of national, international and organizational significance) and special (features various plants, animals, cultural elements and other occurrences that are uniquely found in the country).

Themes of the Nigerian postage stamps are in diverse subject matters, serving as a source of enlightenment to the general public and a repository of her historical antecedents, social, political, economic and cultural heritages as well as national and monumental features. The subject matters on these Nigerian postage stamps can be grouped into socio-political activities, cultural heritage, geographical and monumental features, zoomorphic and floral.

Socio-political Images: The postage stamps in this category are of various types and large in number. They can be further grouped into heroes and heroines, religious, symbol of achievement and unity, health, education, sport, dignity of labour, service to the nation, hospitality, family matters, moral values, social issues among others which were issued in commemorative, definitive or special stamps. The themes that represent heroes and heroines (personalities that have performed special roles in the historical development of this country), symbol of achievement and unity were basically issued in commemoration of independence, national and international organizations as well as government and corporate establishments achievements. Examples include Celebration of Nigeria’s Independence, State House Wedding, Anniversaries of World Health Organisation (WHO), Economic Community of West African States (ECOWAS), Organisation of African Unity (OAU), Organization of Petroleum Exporting Countries (OPEC), Central Bank of Nigeria (CBN), International Institute of Tropical Agriculture (IITA), Guaranty Trust Bank etcetera. Health matters were equally depicted on the stamps released on World Health Organisation (WHO), United Nations Children Emergency Funds (UNICEF) and other health organizations’ celebration. Sport which is one of the unifying events in the world is also featured prominently in Nigerian postage stamp design in commemoration of tournaments in which “Team Nigeria” participated. Service to the nation and humanity, dignity of labour, importance of education are also represented on postage stamps to commemorate government and non-governmental initiatives like National Youth Service Corps (NYSC), Boys Scout and Boys Brigade, Girls Guide. Family life matters and human empowerment initiatives were also shown in stamps released in promoting peaceful living in the society, Better Life for Rural Women, Family Support Programme among others (plates 13 - 27). Social vices are also shown on stamps to educate the public about the danger of social vices such as apartheid, brutality among others in the society.
Cultural Heritage: Various cultural activities, antiquities, indigenous and contemporary art and craft, hair-do, religious activities as well as notable cultural festivals in Nigeria are documented on the postage stamps.
These stamps have educated the public about the ethnic diversity and ways of life of the people as well as the historical events across the country (plates 28-30).

Geographical and Monumental Features: National historical sites are the subject matter of these postage stamps. Monumental buildings such as first story building in Nigeria, old and new Legislative building, Nigerian Postal Service (NIPOST), National Museum and Nigerian Philatelic Service headquarters, Muritala Muhammed International Airport, FESTAC building, National and Abuja Stadia, among others. Monumental bridges, as well as landscapes, seascape and other tourist centres across the country were also featured on these stamps (plates 31-33).

Zoomorphic and Floral: Distinctive species of animals and plants that are found in Nigeria as well as other parts of the world have also being depicted on the postage stamps. These themes reveal the natural beauty and endowments of Nigeria (plates 34-36).

Designers
There are many reputable Nigerian artists who are involved in the designing of postage stamps in Nigeria. Majority of these artists had one time or the other worked in the Nigerian Security Printing and Minting Company Limited and Nigerian Postal Service as staff or commissioned artists. Few among them are Gabriel Oluwasegun Akinola, Airat Olaide Adeyeye, Samuel Ayomavbe Eluare, Clement Ogebor, Hilda Tortsereju Woods, Olukoya Dele Ogunfowora, Felix Olusola Abdul, Vincent Bala Leneke, Moses O. Noren, N. A. Lasisi, Francis Isibor, Godrick N. Osuji, S. O. Nwasike, Taiwo Faluyi among other, some of whom profiles are detailed below.

Gabriel Oluwasegun Akinola was born on 11 June, 1950. He graduated from Ahmadu Bello University,
Zaria in 1978 with Bachelor of Arts degree, first class honours specialising in Graphic Design. He joined the
service of the Nigerian Security Printing and Minting Company Limited, Lagos, Nigeria in 1979, where headed
the Design Section of Security Unit of the Mint as a Senior Manager before retiring from the company to form
his own printing establishment, Softwords Nigeria Limited, Surulere, Lagos. He has many security documents
including postage stamps to his credit. Notable among his stamps are 20k - African reptile: long snouted
crocodile (Crocodylus Cataphractus issued in 1986, 10k - 25th Anniversary of Nigerian Security Printing and
among others.

Airat Olaide Adeyeye was born on 28 December, 1943. She bagged Ordinary National Diploma (Art
and Design) in 1973 from London College of Printing and holds a Higher National Diploma (Printing, Art and
Design) in 1977 from Camberwell College of Art and Craft, London. She further bagged Postgraduate Diploma
in Visual Communication (Electronic Graphics) from Goldsmiths’ University of London in 1991. She was
employed into the Nigerian Security Printing and Minting Company Limited through De La Rue Company,
England in 1978 and started working in 1979. She worked in Pre-production (commercial) Unit before her
transfer to Design Section where she retired as Assistant General Manager (Security Document) in 2002. She is
the first Nigeria female to design postage stamp. Airat won some postage stamp competition; she also attended
and participated in many conferences and exhibitions on postage stamp design within and outside the country.
Presently, she is Chief Executive Officer and Managing Director of Spectrum Gallery, Ajah, Lagos (Spectrum
Gallery, 2006). Few among her commissioned postage stamp include 10k – 12th African Cup of Nations Soccer
Competition: Cup of Nation and 30k – 12th African Cup of Nations Soccer Competition: Footballer in 1980, 50k
- 40th and 25th Anniversary of United Nations and Nigeria in 1985, 20k, 55k and 60k – Silver Jubilee
Celebration of Nigeria’s Independence in 1985, 10k and 20k – International Year of Peace in 1986, 25th
Anniversary of Nigerian Security Printing and Minting Company Limited in 1988, 50k and N1.50k –
(Olymphelex ‘92) Barcelona Olympic Game in 1992, N1.50k, N5 and N10 - commemoration stamps of 25th
Anniversary of Nigerian Philatelic Service in 1994 (plates 40 - 42) among others.

Hilda Toritsereju Woods was born on 5 March, 1958. She graduated from University of Ife, Ile-Ife in
1981 with Bachelor of Arts degree in Fine Art, specialising in Textile Design. She worked at the Nigerian
Security Printing and Minting Company Limited between 1983 as Graphic Artist/Security Document Designer
and retired as Manager (Design Section) in 2003 before taking up a lecturing appointment in the Department of
Fine and Applied Arts, Ladoke Akintola University of Technology, Ogbomoso where she is teaches Textile
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Sam Ayomavbe Eluare was a self trained artist who worked as a dance instructor and textile designer in Kano between 1958 and 1968. He started working with Nigerian Security Printing and Minting Company Limited as a designer in 1969 as a designer in Design Section and he retired as an Assistant Manager (Design Section) in 1999. He had several stamps to his credit which include 10k – Etubom Costume, 5k – Modern Nigeria Housing Estate, 10k - Nigerian Insects: Goliath Beetle, 20k - Nigerian Insects: Common Wasp, 30k - Nigerian Insects: Carpet Beetle in 1986, N5 - Family Support Programme Commemorative Postage Stamp: Caring for the Family in 1995 to mention few (plates 55 - 57).

Conclusion
The contributions of the Nigerian Philatelic Service to stamp design, production and collection cannot be underestimated. Its quest at inculcating the habit of stamp collection among the Nigerian youth led to the establishment of the programme tagged “Stamp in School” where a lot of school pupils and young people have been initiated into the world of stamp by participation. Also is her encouragement and sponsorship of stamp production and launching of newly issued stamp in collaboration with corporate organizations; this is coupled
with participation in both national and international stamp exhibitions and trade fairs in order to create public awareness about philately. However, there is need to re-strategised new measures of stimulating public interest in postage stamps activities in the country especially through open stamp design competitions, local stamp fairs and stamp newsletter. Advocacy for creative designs of the Nigeria’s national flag, coat of arm and map by designers in multi-dimensional perspectives will not only inject patriotism but help to promote loyalty and love for fatherland.

References

Hilda Toritsereju WOODS was a Security Document Designer at the Nigerian Security Printing and Minting Company, Lagos for two decades; before taking-up a lecturing job in the Fine and Applied Arts Department, Ladoke Akintola University of Technology, Ogbomoso, Nigeria where she teaches Drawing, African Crafts and Textile Design.