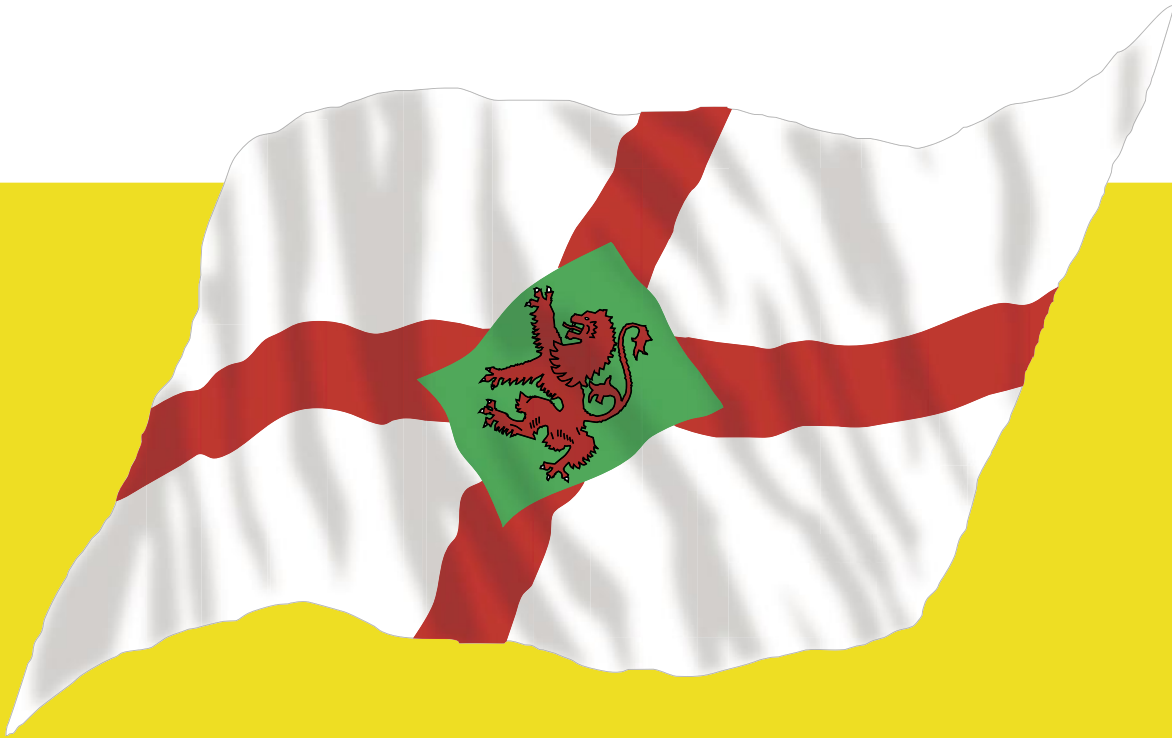




BP Shipping



the history of our flag



clean seas



safe ships



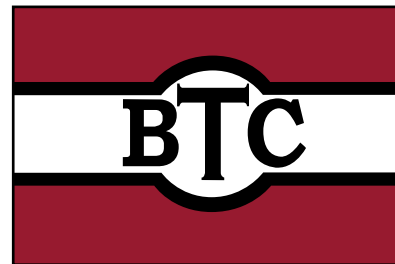
commercial success

history of the BP Shipping house flag



From the 19th century to this day all merchant ships fly the house flag of the ship's owner. The house flags of the great steamship lines became familiar and important symbols in the ports and harbours of the world. The growth of these companies was one of the driving forces of trade throughout the 19th century and vital to the development of world trade networks.

The origins of BP Shipping date back to 1909, when the parent company, the Anglo-Persian Oil Company, was formed. Six years later, the British Tanker Company of London, was formed to manage the company's fleet using the triband house flag.



Sir John Cadman joined BTC and upon becoming Chairman in September 1926, he drew attention to the Board that the Persian colors were not represented on either the funnel or house flag.



The new house flag carried the St George's Cross on a white background with a green lozenge across its intersection, bearing a golden lion, 'passant guardant', a symbol of Persia. This remained until 1954, when a red lion 'rampant', substituted the golden beast. The new funnel was red with broad black top and equal green and white bands below the black, thus embodying the Persian colors.

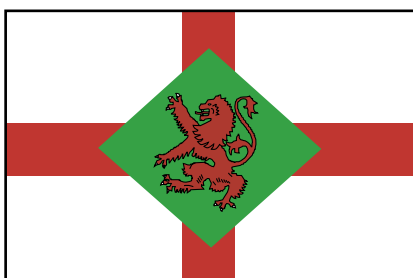
In Nov 1954, the Anglo-Iranian Oil Company – which the Anglo-Persian Oil Company was now known as – was renamed British Petroleum. In 1955 the British Tanker Company was renamed BP Tanker Company.

To symbolize the close links between the newly named BP and the Tanker Company it was decided to place the green and yellow BP shield on either side of the funnel whilst retaining the green and white bands on the red funnel background in memory of the Persian connection.

In 1968 the funnel was again changed to increase the identification with the Company. The green and white bands between the red funnel and its black top were abolished, removing the last Persian symbol leaving the BP Shield more prominent. At the same time the house



flag, which still had a Persian look, was replaced by a simple house flag bearing the shield in green and yellow on a white background.



In 1981 BP Tanker Company was renamed to BP Shipping Ltd and reflected more closely the company's wider shipping and maritime involvement, and in 1984 the red lion 'rampant' was reintroduced on the company house flag.