monolinear

मोनोलिनियर

branded

ब्रांडेड

digital

डिजिटल

authored

लेखक हुए

visions of the future in mumbai metro signage

As with Mumbai's architecture, its signage expresses the city's development. The first line of the Reliance Mumbai Metro was opened in July of 2014. While Metro signage is made using digital typography, the city's existing transportation signage is frequently painted by hand. From a formal analysis comparing the Devanagari letters of the two signage systems, four characteristics emerge. The Devanagari letters of the Mumbai Metro are monolinear, digital, branded, and authored. These four characteristics point to the fundamental shift in Mumbai's transportation signage.

catherine leigh schmidt