

Design Gallery

Miscellaneous Shop Signs

Miscellaneous Shop Signs – Mohammad Ali Road, Mumbai

by

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Link:

<https://dsource.in/gallery/miscellaneous-shop-signs>



Mohammad Ali Road envisages a gamut of shop signs displaying interesting display of Urdu as well as Arabic scripts. The expressions are captured with intricate skill and craftsmanship, in flat colours or handcrafted metallic letterforms. The textured panel backgrounds carrying these captivating scripts create the unique Mughal poetry of the place.



Big size display of Arabic Script for the name attracts attention. The unique feature is the use of motif of a Mosque dome structure as an elemental unit of the script.



The Arabic Script as a dense interaction of letterforms create a beautiful pattern which rhymes well with the rhythm created in the cursive display of shop name in english.



The fluid and stylized treatment given to urdu letterforms gives the shop signboard a distinct identity. It enhances the visual aesthetics of the sign.



The transformation of the curvaceous character of the urdu script to an italicized, digitized geometric character intrigues a designer's mind.



A separate panel to display name in urdu has a high cultural context. Ironically, the colour used to display the name of a perfume shop is a burnt umber (dark brown) which creates interest.



A shop of Ayurvedic medicine displays the translated name in urdu inside the official shape of Hamdard brand on the board. The resulting image creates an interesting visual rhetorical figure.



Use of fluorescent green to display the shop name in big size Urdu letterforms catches the eye. It is a huge sign-board with white, shining hand-painted background making a visual impact in the streetscape.



Use of embossed machine-cut letters with a metallic finish against an unusual background of rich light blue on the signboard calls for attention.



Hand-painted sign in combination of red and blue colours, with white dropshadows for letter, takes back to the period of old hand-painted signs in primary colours.



Use of display typeface for english name against a calligraphic identity of Urdu script create an interesting harmony as well as a contrast between two different visual styles.



Arabic script against a textured wooden background adds subtle beauty to its inherently poetic character. The logo displays the word Trademark along with the figure adding visual interest.



The tweak in the letterforms creates impressions of a letterform, lowercase “j” of English when observed for a longer time. This adds a new semantic dimension to the identity designed within the script.