

Design Gallery

Modern Shop Signs

Modern Shop Signs - Abdul Rehman Street, Mumbai

by

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



Abdul Rehman Street is one of the oldest and historically significant streets of South Mumbai. Popularly known as a wholesalers mecca in South Mumbai, the street envisages a great variety of wholesale products, local culture, flavours and colours. The street consists of buildings and shops since late 19th century till early 21st century. Shop signs here present changes in the kind of information display, graphic representations and use of novel materials to create panel forms, expressive backgrounds, three-dimensional lettering, three-dimensional metaphoric forms.



Bilingual identity for the watch shop has a minimalistic approach in composition and the typography creates a strong identity.





Hand-painted signs of 80s have the typical visual language of depicting hand-drawn flat figures. The shop shutter when closed repeats the painted products of the shop in bigger size, advertising the identity.



Semantically, the letterforms define snackness of the food items available at the shop. The hindi name matches the english name in terms of letter shape, size, colour as well as weight.



The stylized, exaggerated text amplified further with an equally tall wall acting as the sign panel defines modernity, majestic feel, luxury associated with modern bags.



Primary colours make the board stand-out amidst other bag shops. The use of illustrative product images helps associate the essence of the name with the product image.



Material expression creates the identity of the shop. The use of crystals mark *crystalness*, gives meaning to the shop name.



This signboard uses three-dimensionally embossed images as part of the sign panel to depict the product identity of the shop.



Use of symbolic figure of the potential customer with the product establishes one concept, one audience identity. The same gets reflected in the use of bilingual text for shop name.



The use of expressive letters for the name, their style resembling the letter strokes of Urdu letters creates a different visual identity for the shop.



The iconic images displaying the products in a radial, random fashion on an adjacent board to the main signboard creates an interesting visual hierarchy.



The engraved letters, presented radially as rings on the base foundation stone of the shop's pillar a new space acting as sign space. It intrigues whether such a sign is noticed by pedestrians.



The visual image of a name has a word image and a typographic image. The notion is beautifully practiced in the way type has been used in the name as well as the typographic division of space on the panel.