

SHOUTING LETTERS

Wednesday by 1.45 we Students of Design For Retail Experience went for study trip to Total super market which was in Gopalan Mall in Mysore road.

Our main aim was to observe typography which we see in everyday life. We reached there by 2.30.the first view was on the Total logo which was made very big in front of the mall which was very prominent and because of that Gopalan mall name written was not that striking to eyes because Total logo was standing out and was visible from a long distance.

Total was written in sans serif font in red color, in that letter O was stylized and given yellow and white color in a spiral manner which make a feel of motion. Outside the mall there was McDonalds and Café Coffee day, because these both names have played a good role in refilling our stomach in past days, when we see again we feel hungry.

By 2.45 we were inside. the first information that we can see is “way to car parking” which was written in white and green which was not standing out in terms of an information board, because of the color i felt it was silent .Inside it was a big hall full of different products placed here and there which was little bit confusing. That floor was mostly clothing, foot wares and some furniture, cupboard items. Every were we saw price tags. The interesting thing was that the price tags were written lowercase and in light violet colour.We were able to see some offer tags standing out because of their font size and colour.Mostly we saw such tags in cloth section where there was good offers. In such tags mostly the words 50% flat off were given big so that it stands out and will be visible from a long distance.

The information boards such as exit, rest room were not given much importance which we feel very odd. The exit was written in the same violet color which was used to written the products section board. Exit was written small compared to other information board and was very difficult to figure out from a long distance. Either side of the path ways products were placed and in some junctions there were no sign boards indicating what products are placed in the row. I observed in the shoe section that the shoe brands were mixed up under brand names, for example reebok was written and in the rack every brand was kept which was confusing a little bit for me.

The next step was to find the escalator to the first floor as we were looking for the sign boards we saw there was no signboards visible for a person some were inside the shop because the signboard was only visible from the entrance place.

First floor was the section for fast moving consumer goods, vegetables, electrical and gift sections. The entire climate changed in the first floor because most of the product shelf's were above the eye level blocking the vision and making difficult to read the signage's .Moving forward we saw some area lighted and colored in green indicating that it was the section for vegetables and the min advantage was that even though the signage written vegetables was not visible from a distance the entire application of color for that section was standing out making it noticeable.

By the end of the day we got ideas how signage's should be in a bigger space making it readable, noticeable from a longer distance. The main area that we found while putting the signage was that it should stand out from the surrounding. This can be achieved by giving good contrast. Color, size and the placement plays a good role behind a good signage.
