

Challenge 1

We need to photograph a broad selection of typography and lettering examples (minimum 10) that illustrate what we believe define the identity of our hometown, nearest city or surrounding area.

We need to research and collect a broad range of examples taken from historical and contemporary reference points.

Our collection should be edited down to five examples you think best reflect the identity of your location.

We need to note down the exact location to include street name, building number, city/town, area postcode and, if possible, the longitude/latitude on Google maps as we want you to log your examples on the GeoType page on the MA Graphic Design website.

The aim of this challenge is for us to curate and examine vernacular letterforms. We need to collate diverse examples, such as hand drawn, printed, weathered, worn, industrial and pristine.

We need to analyse how effective the examples of type design communicate place and the identity of that area, and write a short (one hundred word) description for each letterform.

We also need to consider its material make up, role, use and application, with regard to its location eg a weathered sign over a disused shop, which would suggest the changing fortunes of the high street, or the industrial letterforms in a new bar, which suggest gentrification.

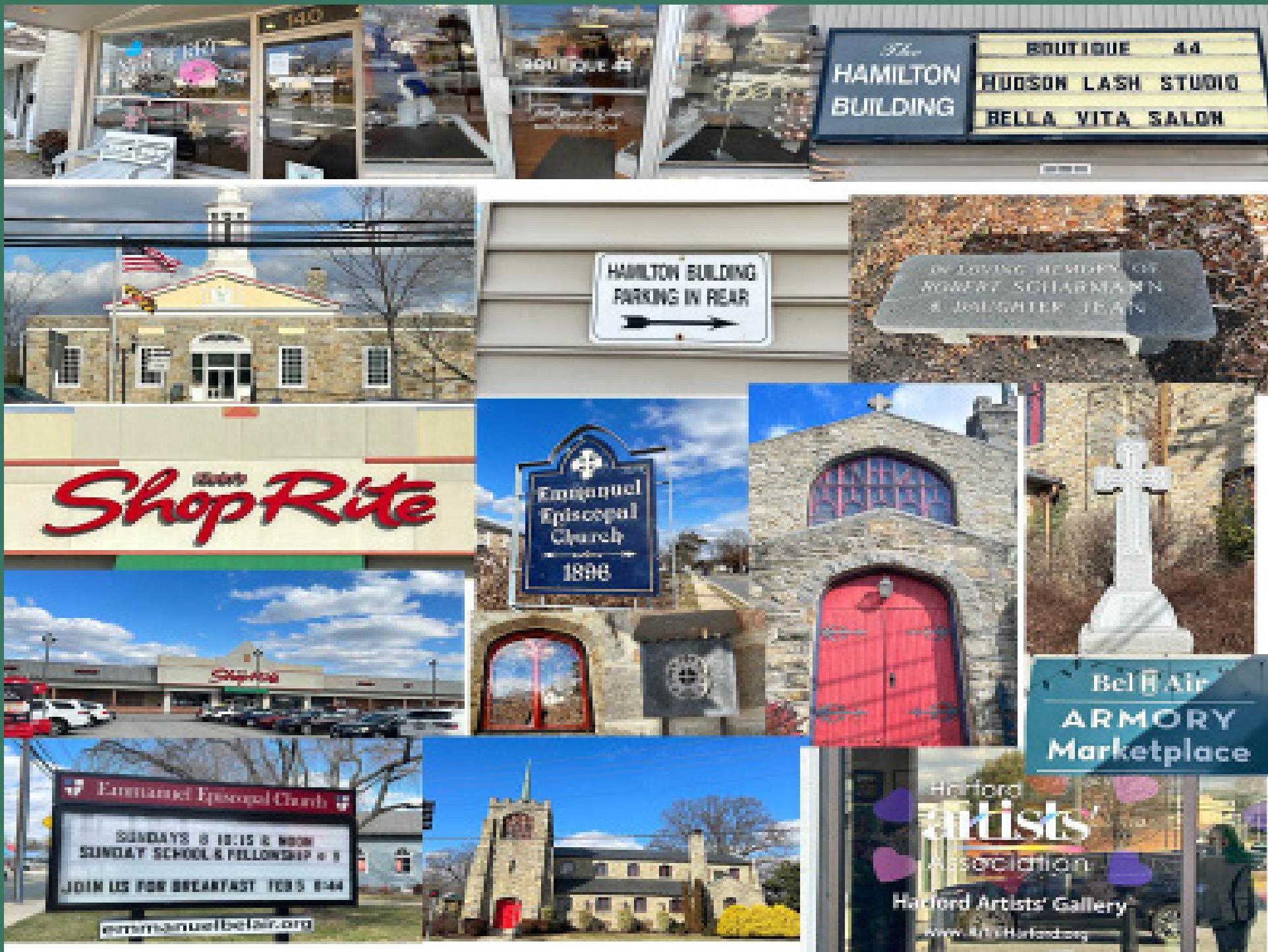


location - Bel Air, Maryland, USA

Part 1



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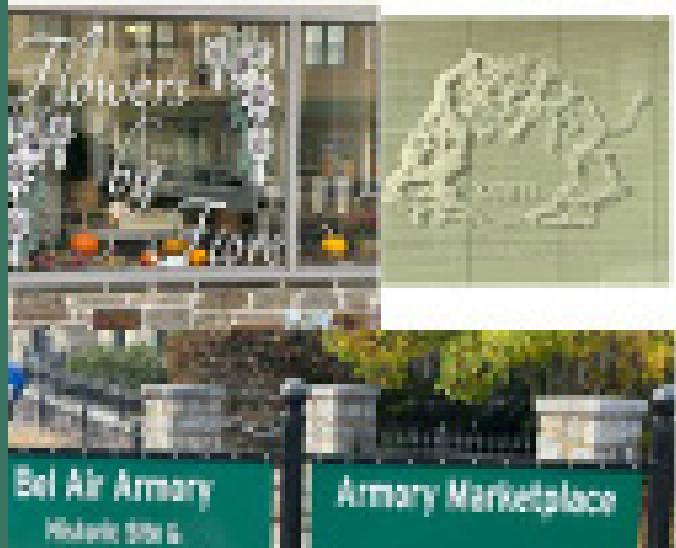
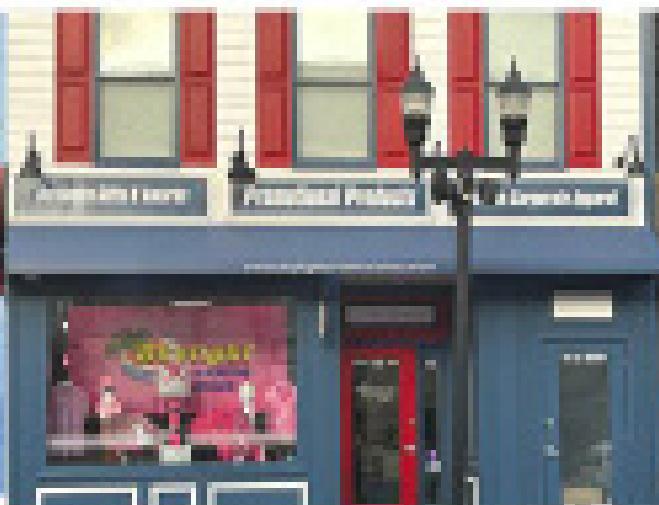




NOTICED. GET BUSINESS.



alphagraphics

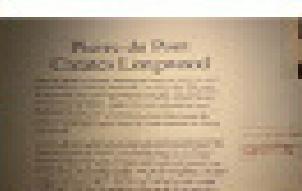
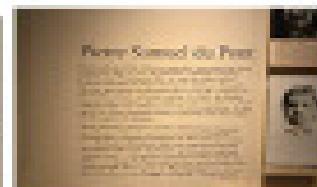
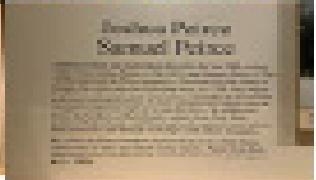
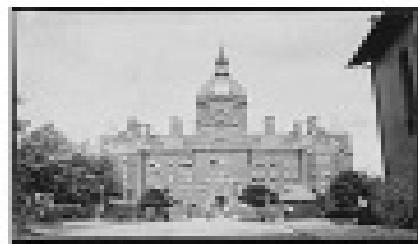
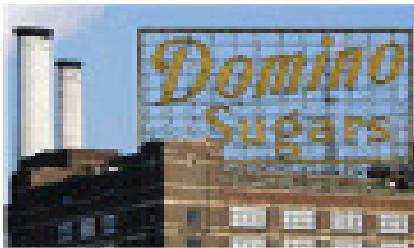
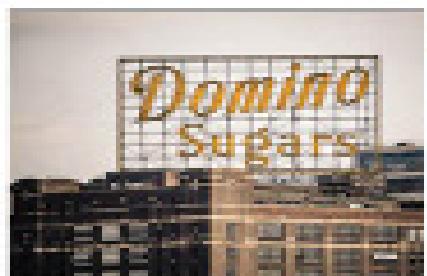


Bedford Armory
Historic Site

Armeny Marketplace



Part 1



Part 1



Part 2 - pick 5

1

Emmanuel Episcopal Church



Part 2 - pick 5

1

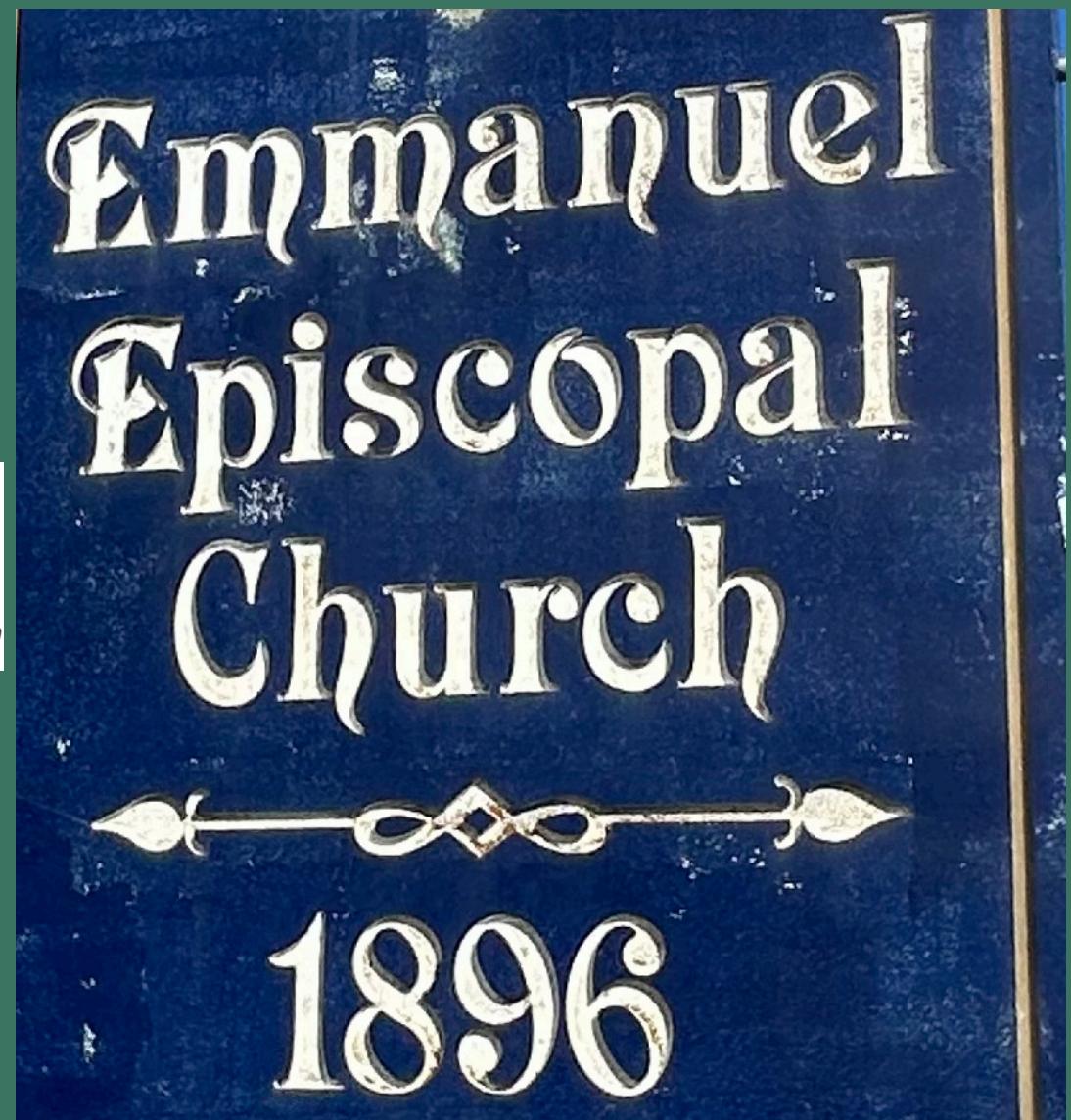
Emmanuel Episcopal Church

Wyatt and Nolting, a prominent Baltimore architectural firm, designed the church in 1896. Although it is called Gothic Revival, there is much of the Romanesque in it.

<https://emmanuelbelair.org/>

301 N. Main Street, Bel Air, MD

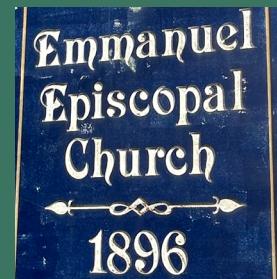
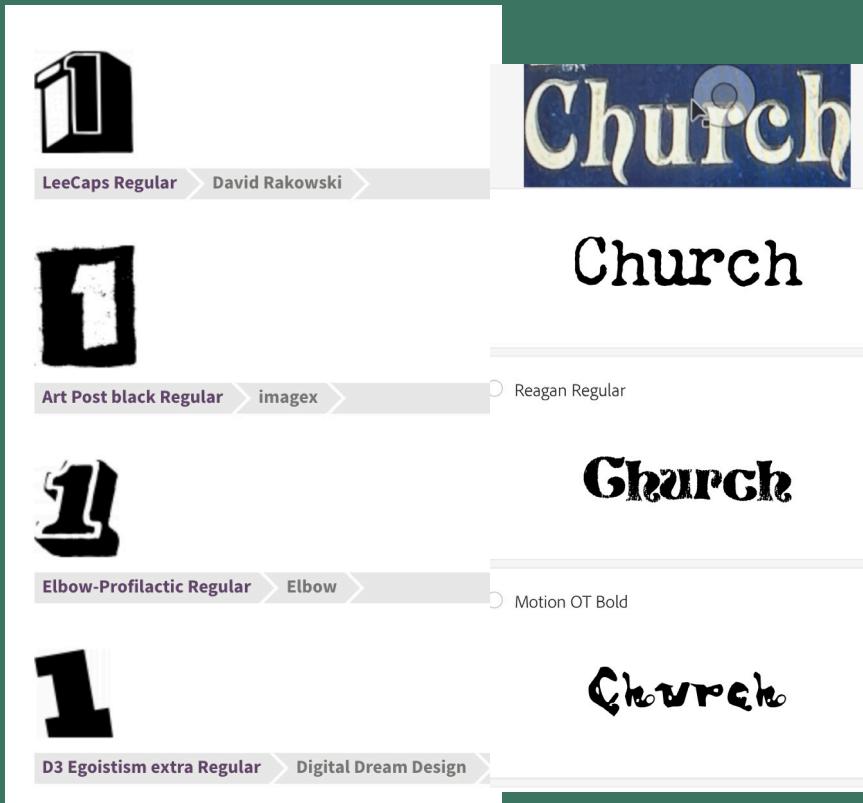
39.53987195307987, -76.35481897522659



Part 2 - pick 5

1

I found couple close matches for the font - I think Reagan regular looks very close - the curved leg in 'h' and the ball terminal in 's', 'a', and 'r'.



The serifs are nice and elegant.
I think the font is close to the Transitional serif typefaces.

The curved leg in 'h' is continuing below the baseline - this gives a unique look of the text.

I like the decorative line in capital 'E' - it gives a handwriting look.

The text is painted on metal - maybe years ago because we can see on some spots has started to disappear.

Part 2 - pick 5

2

Klein's ShopRite at Bel Air



From the 1978 opening of its first full service supermarket location in Forest Hill to the ribbon cutting of its eighth location in 2012, Klein's ShopRite grocery stores are interwoven in the fabric of Harford County. The company attributes its success to both persistence and local ownership. "Success is more than just remaining viable," said owner Howard Klein. "Rarely are you successful out of the gate. It takes persistence, a lot of hard work and constant attention to detail." He noted that living in Harford County allows the family to stay close to the marketplace and their employees. "Not every retailer lives within 15 miles of its stores. We have a collaborative relationship with our associates, they are well-prepared for their jobs, and they care about the company," he said. Klein's ShopRite employs 1,000 people in the County.
<https://harfordcountymd.gov/ArchiveCenter/ViewFile/Item/607>



The old logo uses very simple geometrical sans serif font - with long stem, bold, extra condensed and also has uniform strokes.

Another characteristic is the organic green color and the big spacing between the letters - so, the viewer can read it easier.

The new logo (after merging with another company) is very different - red fill color with thin black outline, and shading with small distance. The font looks like brush script.

Part 2 - pick 5

3

Bel Air Armory



Bel Air Armory was built in 1915 and resembles a medieval castle.

The rusticated exterior, built of Port Deposit granite, features two great octagonal towers with corbels and battlements and between them is a wide segmental-arched portal.

Following the Wars, the armory became primarily a community center which also housed town services, including the Red Cross, the county library and, until somewhat recently, a recruiting office for the modern Maryland Army National Guard.

In August of 2004, the Armory was donated to the Town of Bel Air. As caretakers of this iconic landmark, the Town has been dedicated to maintaining and renovating the building, and preserving its military, cultural, and community heritage. In November of 2015, the Town celebrated the 100th Anniversary of the historic building.

<https://www.belairmd.org/499/History>

Part 2 - pick 5

3

Bel Air Armory



The letters on the front of the building 'MNG' remind me of the old Roman style font.



Architectural lettering like this ones are designed to last as long as the building - so, even although the building has been renovated and the name changed, the original welcoming letters outside of it, are left to be there and make the connection with the past.

The serif font is bold and extra expanded.
Diagonal stroke and stem has the same width.

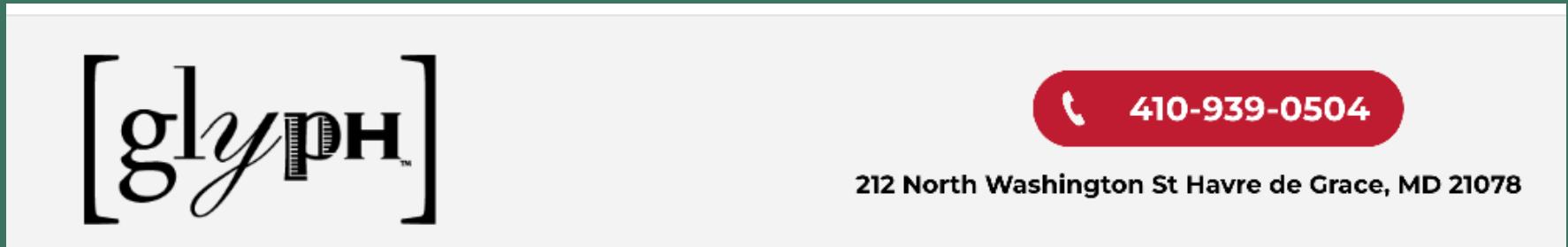


The font that is used today for signs outside the building is sans serif and very modern.
The Geometric style attracts the viewer and helps for better readability.
Looks like Gotham font.

Part 2 - pick 5

4

Glyph Design Studio



One of the meanings of glyph is a symbol (such as a curved arrow on a road sign) that conveys information nonverbally, so having 5 different types of letters carry the message that the company has wide range of creative services. The interesting is that they are all lower case - maybe because they want to send the message that they are available also for small companies.

"We started and continue to operate in the beautiful and historic town of Havre de Grace, Maryland. Glyph was established in 2012 by our Creative Director Don Starr, when he acquired two traditional letterpresses and more than 48 cases of metal type. We have grown quite a bit over the last few years, but we're stuck to the same core values that helped us cater to our customers' needs from day one.

Glyph is Focused on Your Success!"
<https://www.glyphdg.com/>

'G' looks like Times New Roman, 'l' I think is Bodoni (very thin serifs without bracket and heavy stem).

'Y' is script typeface, 'p' is display font and 'H' is Geometrical.

Part 2 - pick 5

5

Artists' Emporium Gallery



"Located in the Arts and Entertainment district of historic Havre de Grace, Maryland, The Artists' Emporium is the premiere destination for high-end fine art in Harford County.

The gallery, which encompasses more than 3,000 square feet of exhibition space, is the largest private fine art gallery in the state of Maryland.

Additionally, the gallery offers unique gift items for every occasion.

<https://www.artistsemporiumhdg.com/about>
220 N Washington Street, Havre de Grace, MD, United States,
21078

With sadness I learn that the gallery just closed permanently 3 weeks ago. The building is there - with a sign for rent.

This is beautiful Art Nouveau font that takes us back in time - I always enjoy seeing this style.

Looks a little like this one:

Art Nouveau BA
2 Products from Bannigan Artworks

fonts - week 1