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## Role of Display Type in Signage Design, India

Nanki Nath and Ravi Poovaiah

Elements and principles of display typography influence the visual ergonomics in signage. Display type on signage acts as a visual tool. It is used to disseminate information effectively. This signage as part of streets in India presents a vibrant collection of forms, text and saturated colors. Signage in India represents a modest appreciation, assimilation and seamless breadth of a culture that has attained a monopoly in terms of local context and the unique display of type<sup>1</sup>. In context of visual design, it attracts the readers/viewers and also develops a mood with use of different typefaces (Nath and Poovaiah, 2013).

Large-scale signage design projects in a country like India involve multi-disciplinary roles of visual communication designers, architects, urban planners and government bodies. A compendium of case studies of various such projects done in India have been accumulated to gather the established principles, functions and approach of display type design on signage.

This talk aims to bring forth an overview on the scientific nomenclature of display typography such as the anatomy of standard Latin and Devanagari typography. It will also highlight fabrication materials and related technical logistics that govern the ergonomic requirements of readability and legibility functions of signage design in India.

**Keywords:** *Signage Design, Display Typography, Visual Ergonomics of Type, Anatomy of a typeface, Visual Design, Visual Culture, India*

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<sup>1</sup> Nath, N. and Poovaiah, R. (2013). *Pragmatic and Syntactic trends in Display Typography on the shop signs of Abdul Rehman Street, Mumbai*, Web Proc. of Typography Day, IIT Guwahati (Typography Day, 2013), IIT Guwahati, Assam, India, pp. 17.