

Sans

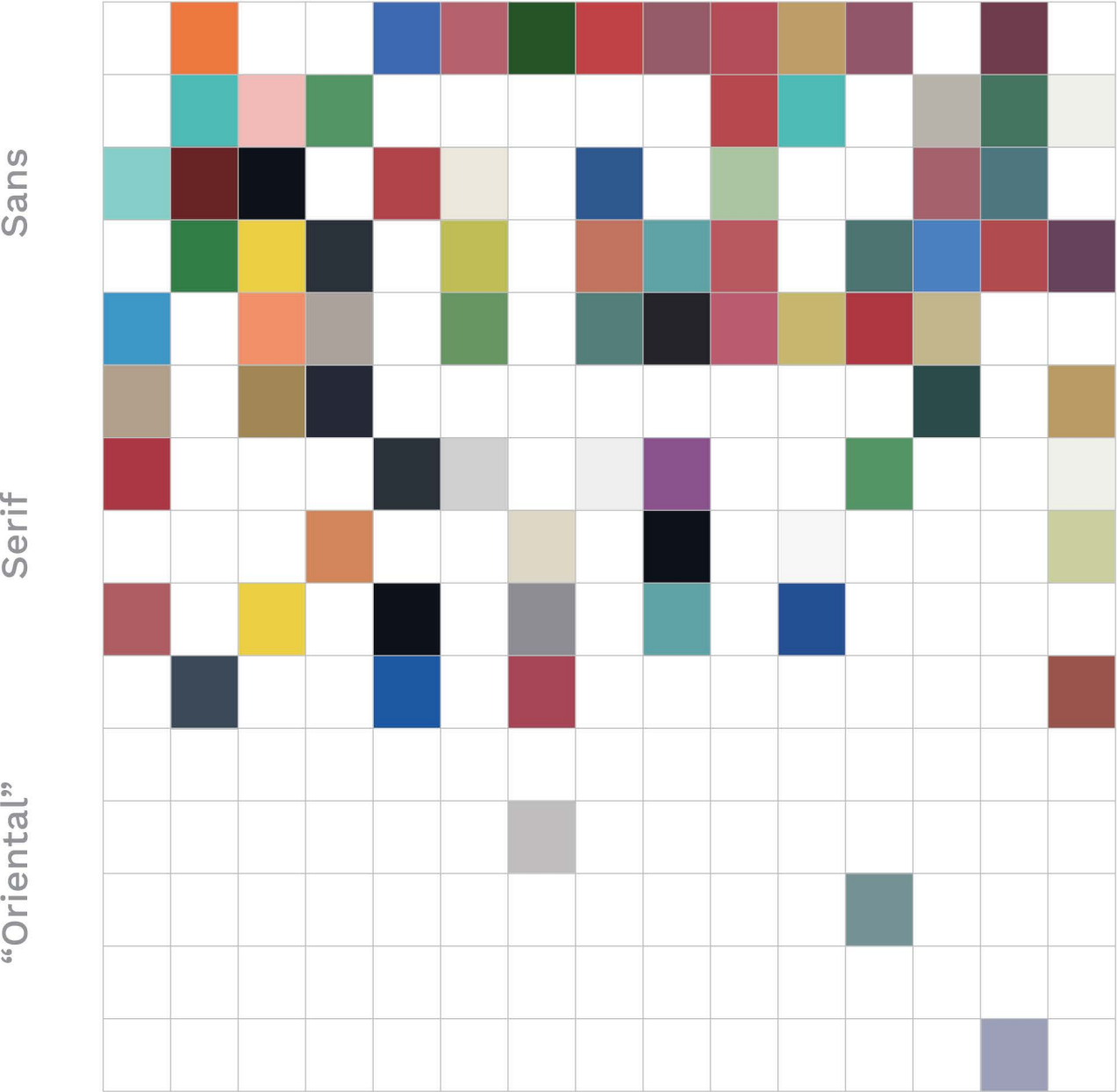
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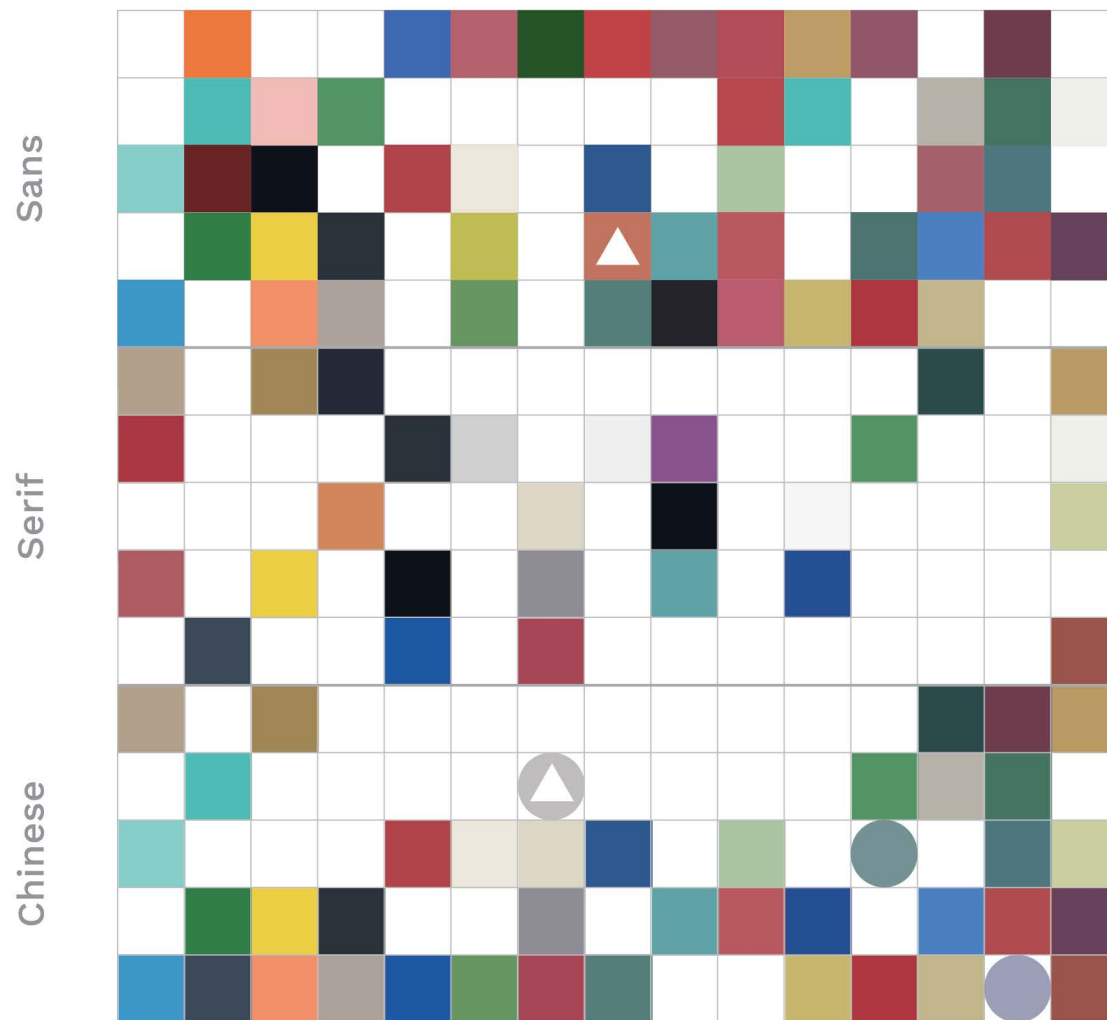
“Oriental”

Chinese

“Orient” var.

Typography of SF Grant St.
(Right Side)

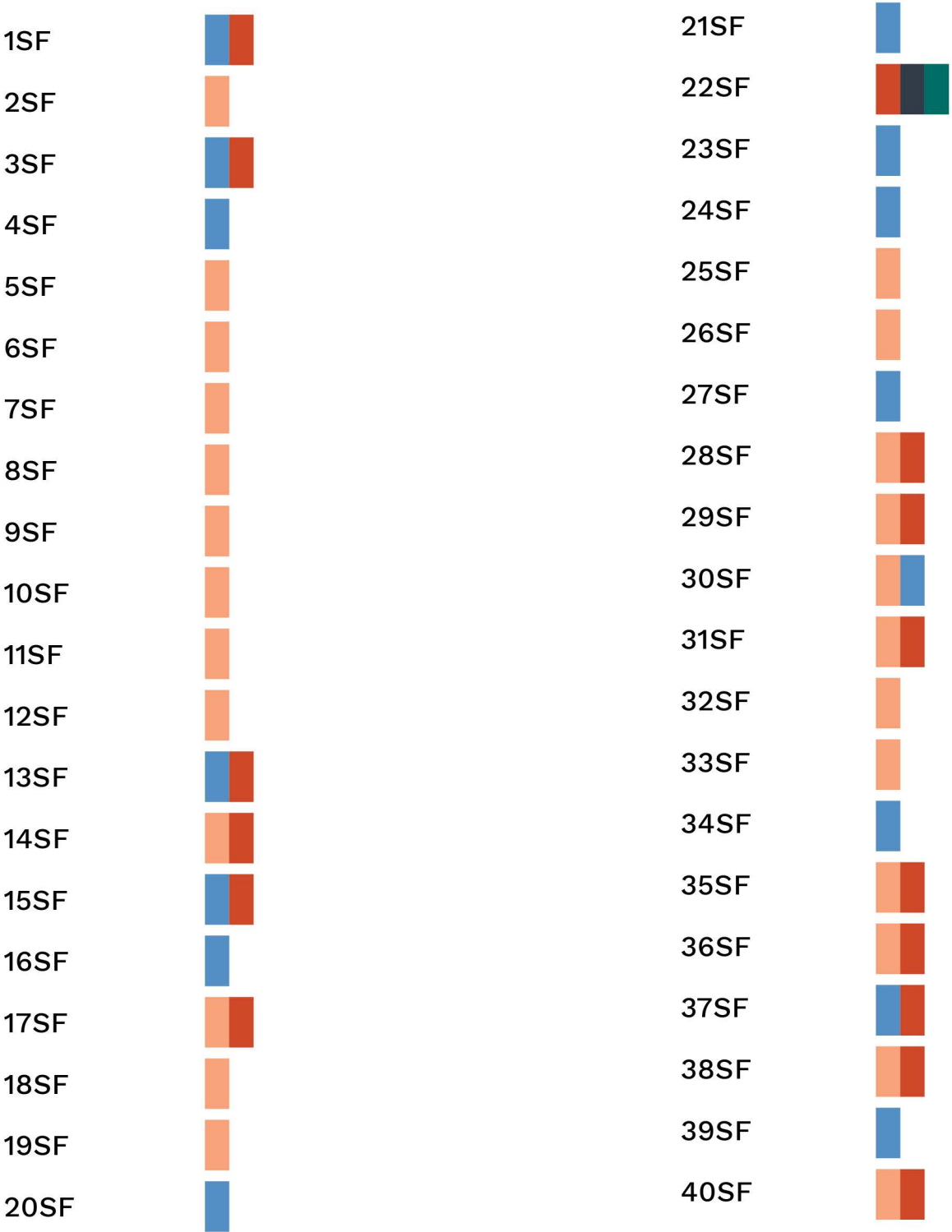


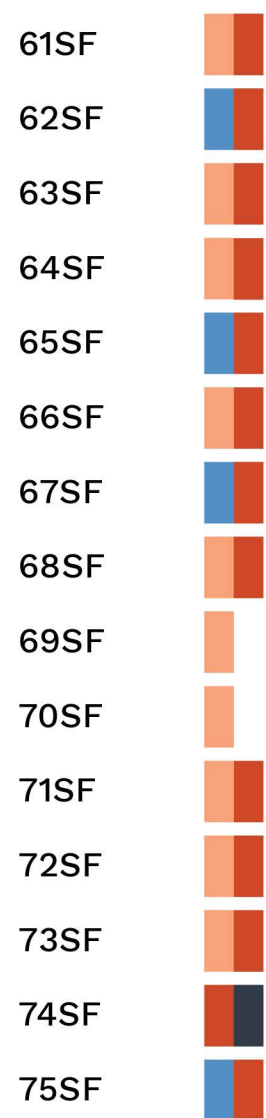
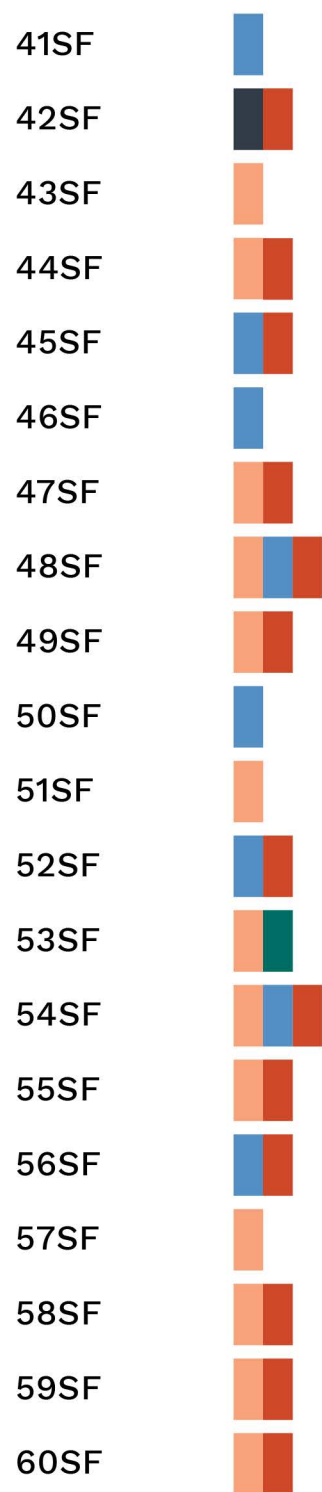


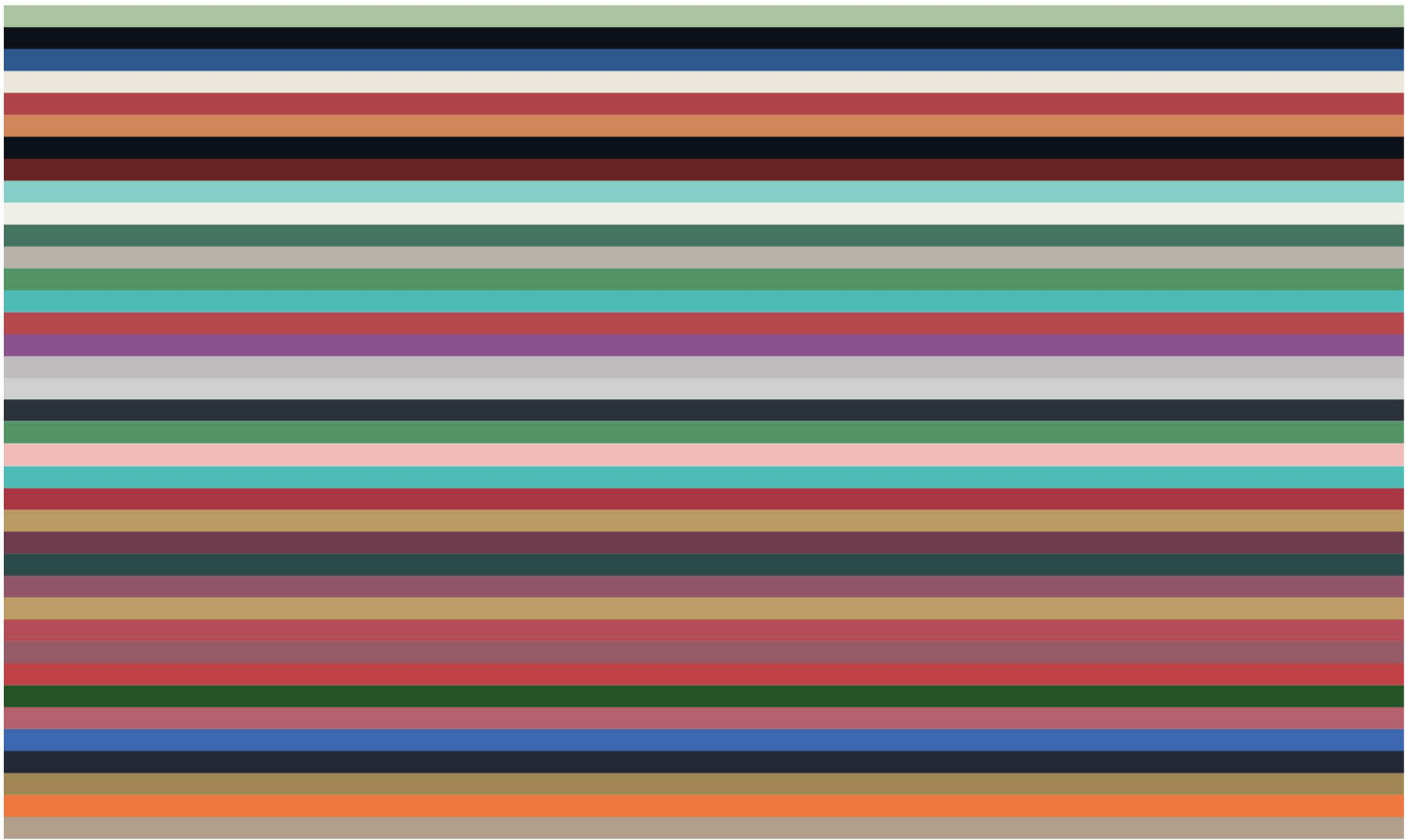
WHAT IS AN "ORIENTAL" TYPEFACE?

A stereotyped visual identity, usually modified Roman characters, to depict an Asian ethnicity. Often seen amongst Chinese-American restaurant signage. Stiff lines to represent the squareness of Chinese characters or perhaps to mimic the "choppiness" of Chinese dialects are typical motifs in these visual typographic stereotypes.

San Francisco Chinatown Signage
(Right Side of Grant St.)



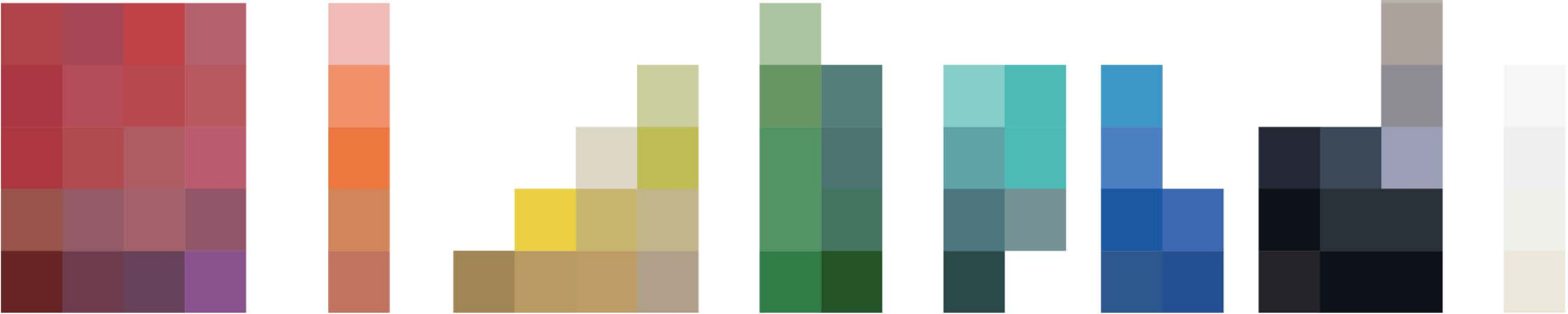




CMYK of SF Grant St.
(Right Side)



Colors of SF Grant St.
(Right Side)



What constitutes the right side?

Starting at Chinatown's welcome gate and down Grant St.

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