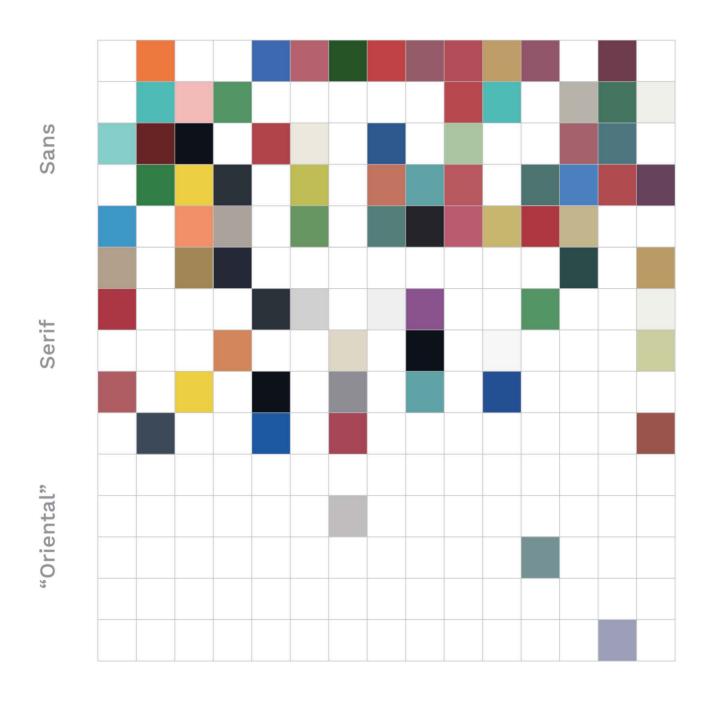
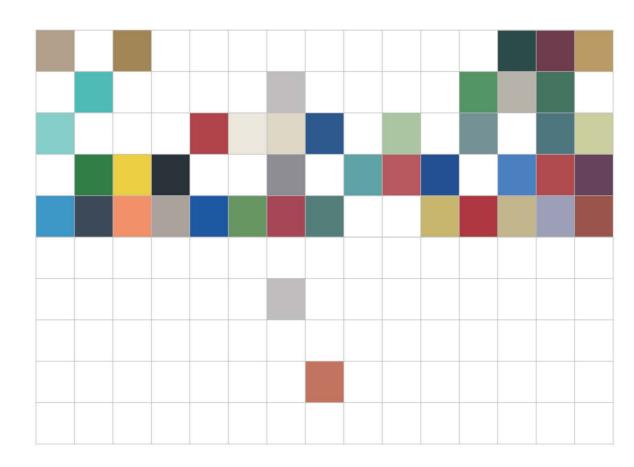


Typography of SF Grant St. (Right Side)

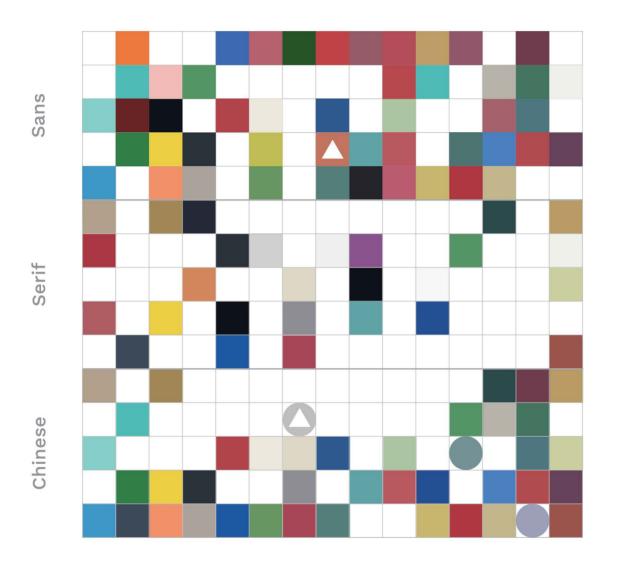


"Orient" var.

Chinese



1			
			75







WHAT IS AN "ORIENTAL" TYPEFACE?

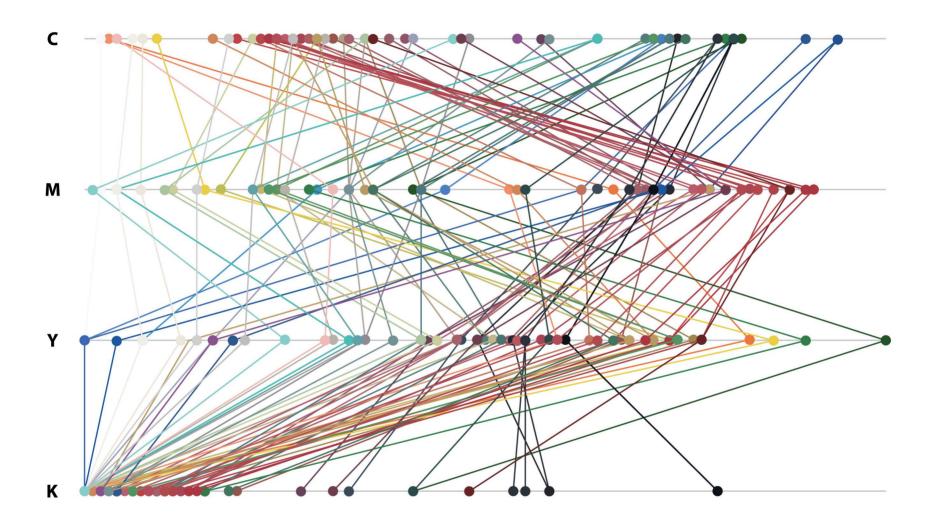
A stereotyped visual identity, usually modified Roman characters, to depict an Asian ethnicity. Often seen amongst Chinese-American restaurant signage. Stiff lines to represent the squareness of Chinese characters or perhaps to mimic the "choppiness" of Chinese dialects are typical motifs in these visual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

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

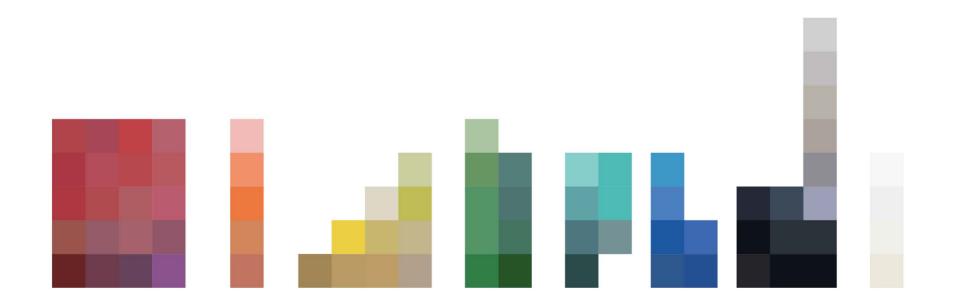
1SF		21SF	
2SF		22SF	
3SF		23SF	
4SF		24SF	
5SF		25SF	
6SF		26SF	
7SF	i	27SF	
8SF	i	28SF	
9SF	i	29SF	
10SF		30SF	
11SF		31SF	
12SF		32SF	
13SF		33SF	
14SF		34SF	
15SF		35SF	
16SF		36SF	
17SF		37SF	
18SF		38SF	
19SF		39SF	
20SF		40SF	Ī
_00.			







Colors of SF Grant St. (Right Side)



What constitutes the right side?

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

20 5 10 9 7 6 14 4