

ADVE 705 - ASSIGNMENT #1
Typography for Advertising Designers



TYPOGRAPHIC SPECIMEN DECK



Prof. Judy Salzinger

Presents by





Mosque of the Centuries

Architectural glory
Mosques with intricate geometric patterns, domes, and towering minarets, reflecting Islamic artistry.

Timeless Aesthetic
Cave paintings and petroglyphs showcase early storytelling through minimalistic yet expressive imagery.

Typeface

Adso

Style

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

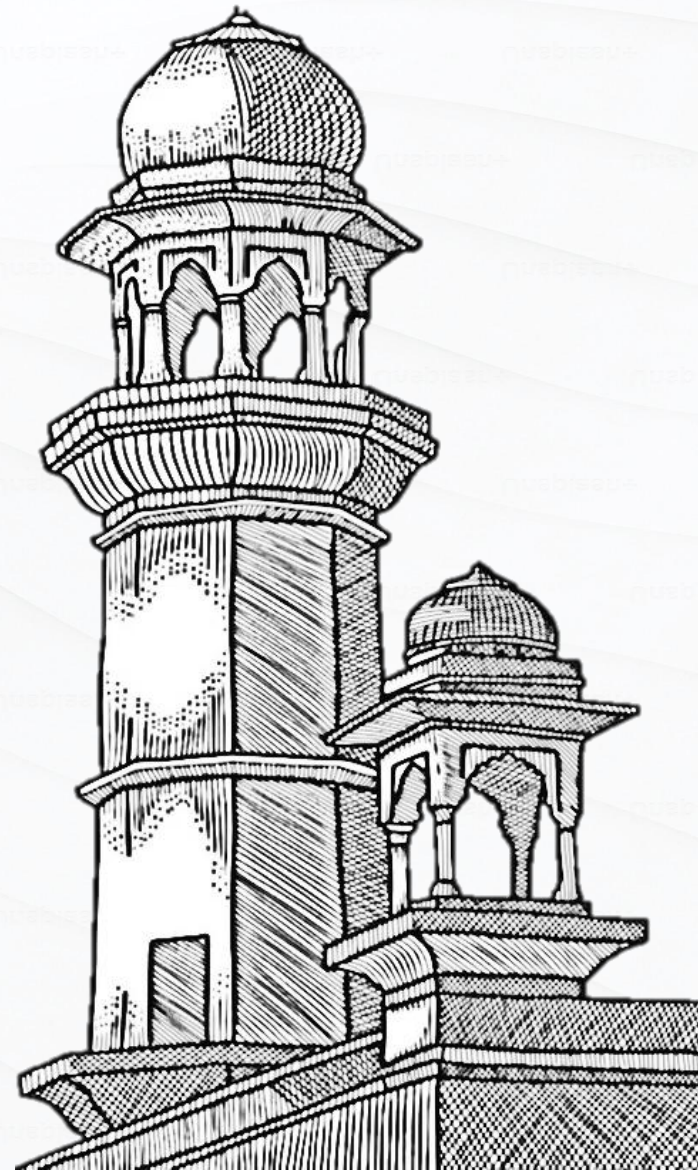
0 1 2 3 4 5 6 7 8 9

(Sample) Bruno Bernard designed Adso between 2005 and 2010. Combining the modernity of uncluttered shapes with the noble beauty of Blackletter structures, it is a robust yet refined display typeface.

Designed by
Bruna Bernard

Family of
18 Fonts

Published by
Alfab



Mosque of the Centuries

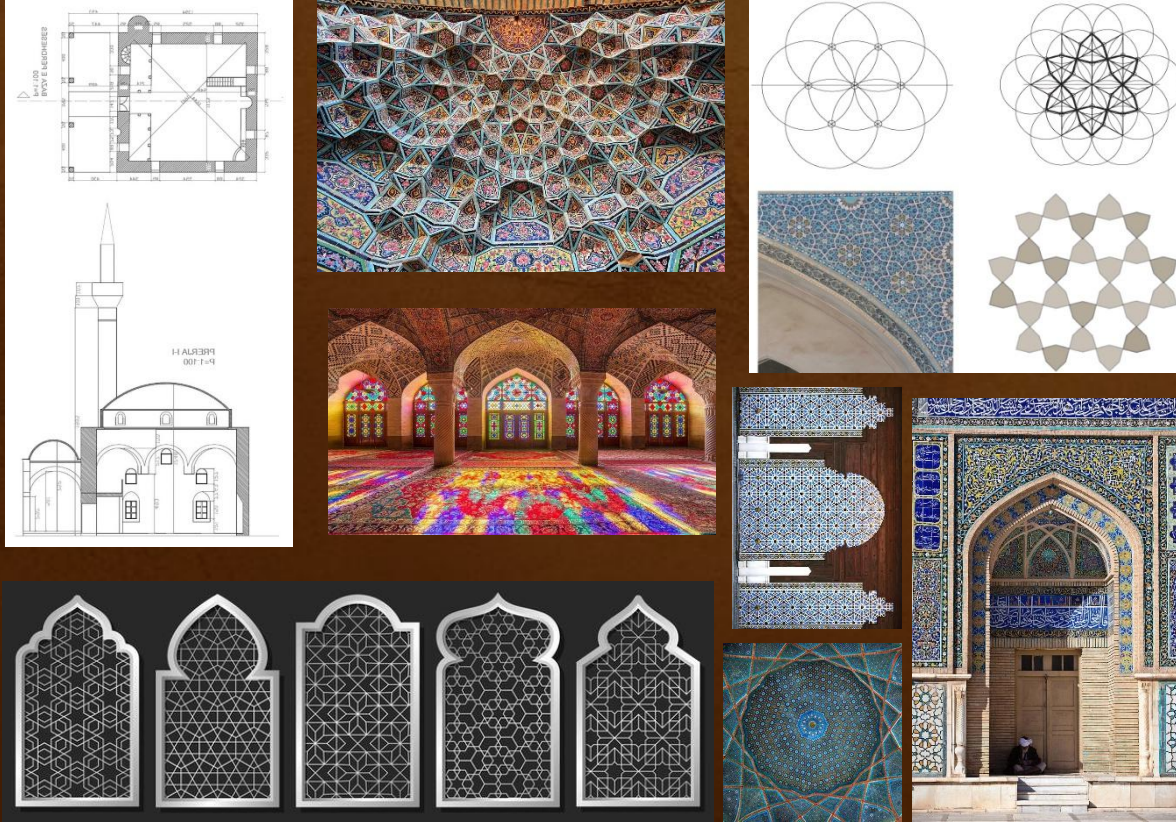


Calligraphic Harmony

Mosques are deeply connected to old calligraphy, which aligns beautifully with typography, making them a natural fit for a type specimen book.



Mosque of the Centuries



Geometric Influence

The structured, rhythmic patterns in mosque architecture mirror the precision and balance found in well-crafted typefaces.

Mosque of the Centuries

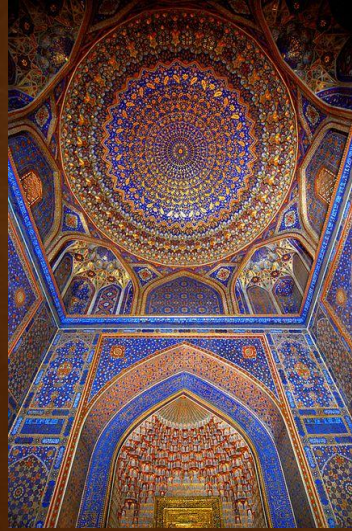


Cultural & Aesthetic Depth

The vibrant yet calming color palettes, decorative motifs, and historical richness of mosques provide a strong visual narrative for showcasing typefaces.



Color Reference



Card Symbols

Composited

Ai Generated



Hearts

Diamonds

Spades

Clubs



B



A

Card Deck System

Diamond	Early Islamic Mosques <i>(7th–10th century)</i>	Simple, functional spaces like the Quba Mosque and Great Mosque of Kairouan. Mudbrick, no ornamentation.	Raw letterforms, monospaced or geometric sans-serif. Strong structure.
Spades	Golden Age & Classical Period <i>(11th–15th century)</i>	Flourishing domes, calligraphy, symmetry – examples include Al-Aqsa, Sultan Ahmed, and Cordoba Mosque.	Flowing scripts, decorative ligatures, expressive serif fonts.
Heart	Ottoman & Mughal Eras <i>(16th–19th century)</i>	Grand scale, bulbous domes, high ornamentation, complex geometry. Taj Mahal, Badshahi Mosque.	Also font with bold contrast, ornamented or structured grid.
Clubs	Modern & Contemporary Mosques <i>(20th century–present)</i>	Use of glass, steel, abstract forms — e.g., Faisal Mosque, Cambridge Mosque.	Clean & Variable fonts, experimental and futuristic type.

Card Deck Setting



K – King Camel
Q – Queen Camel
J – Funny Camel

A – Century Clock
2 – Type History
3 – Leading
4 – Type as Image
5 – Quote
6 – Hierarchy
7 – Type Anatomy
8 – Type Size
9 – Kerning
10 – Numbers



K – King Camel
Q – Queen Camel
J – Funny Camel

A – Century Clock
2 – Type History
3 – Leading
4 – Type as Image
5 – Type Comparison
6 – Tracking
7 – Type Anatomy
8 – Type Wight
9 – Type Size
10 – Flourishes



K – King Camel
Q – Queen Camel
J – Funny Camel

A – Century Clock
2 – Type History
3 – Leading
4 – Type as Image
5 – Quote
6 – Hierarchy
7 – Type Anatomy
8 – Type Wight
9 – Kerning
10 – Numbers



K – King Camel
Q – Queen Camel
J – Funny Camel

A – Century Clock
2 – Type History
3 – Leading
4 – Type as Image
5 – Type Comparison
6 – Tracking
7 – Type Anatomy
8 – Type Wight
9 – Type Stress
10 – Flush Left Align

Final Final Designs

Presents by  **SHAHNAWAZ
SHAIKH** 

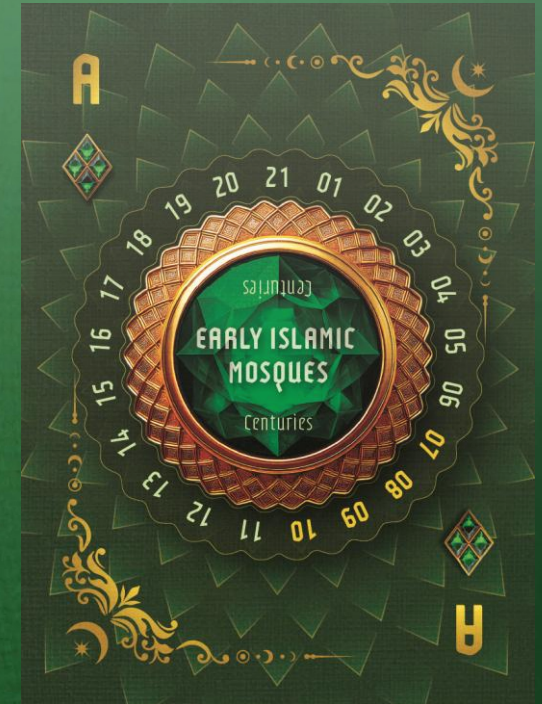
Green Color for the 1st Suite

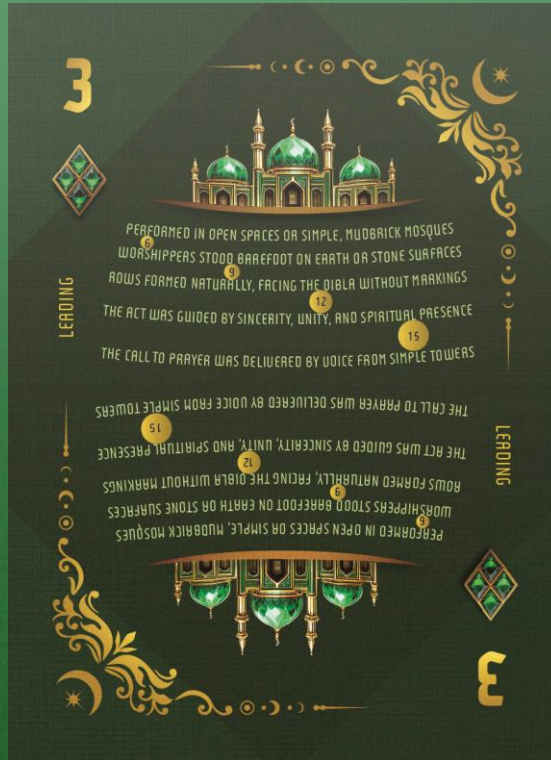
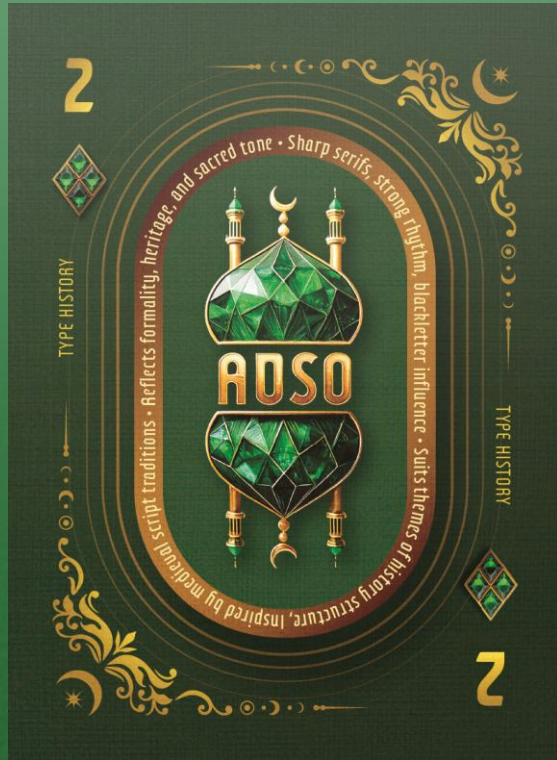


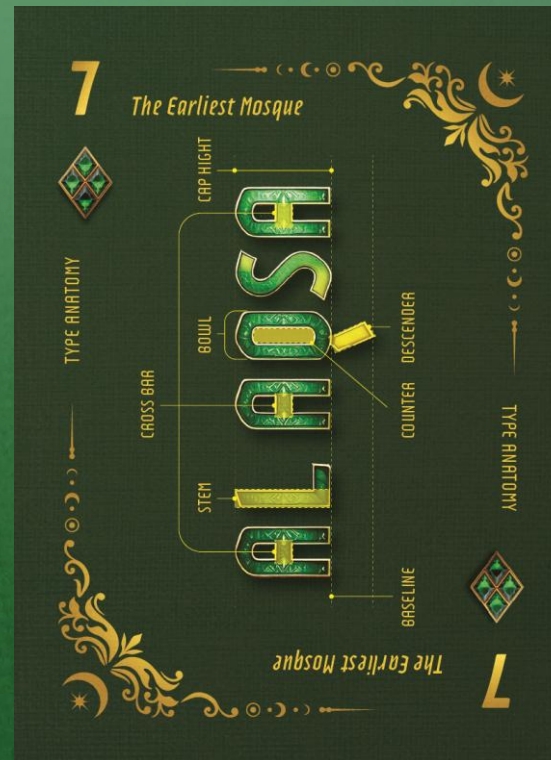
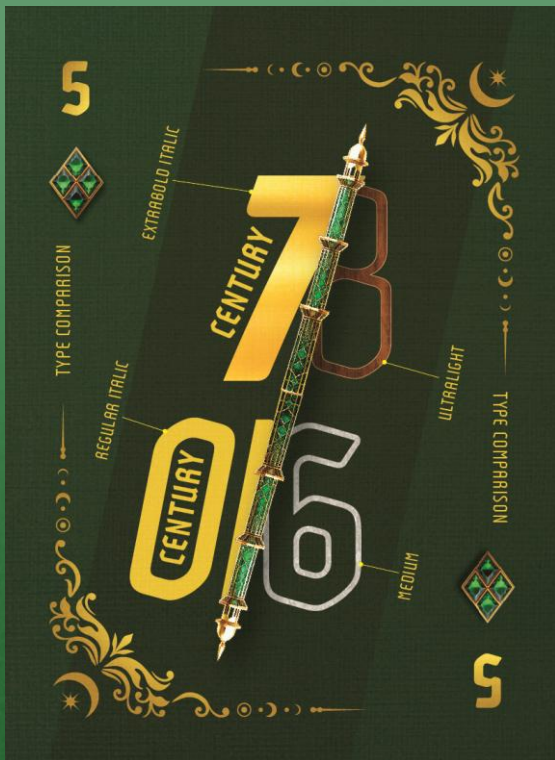
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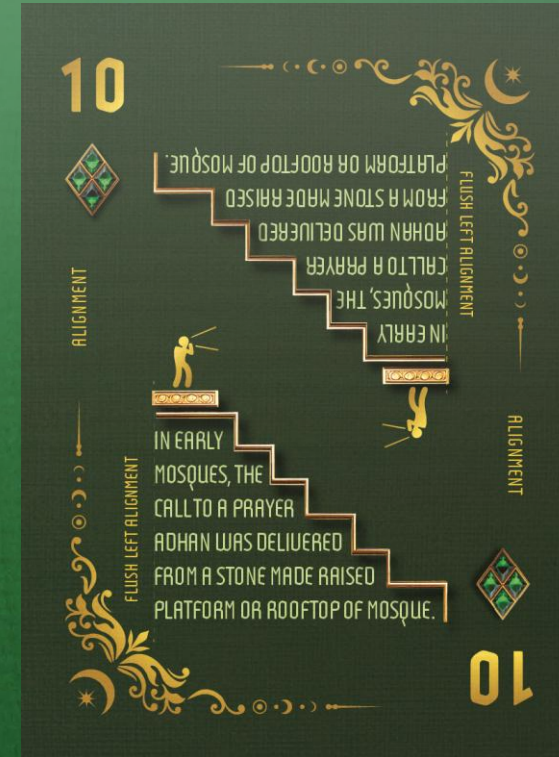
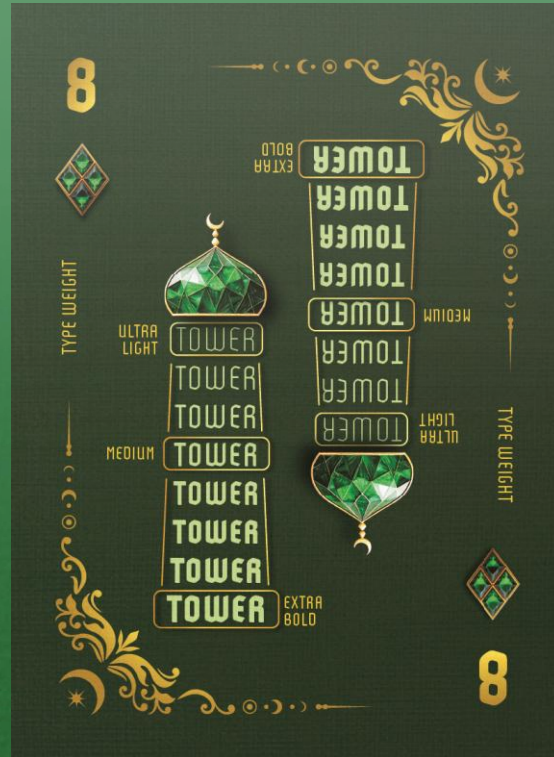
Suite 1: Diamond, Early Islamic Mosques, 7-10 Century

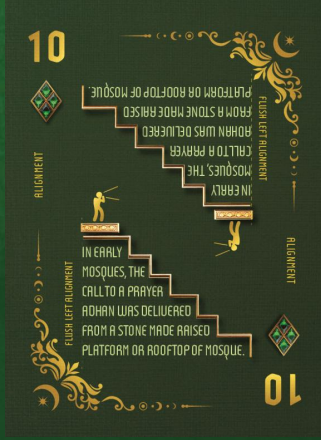
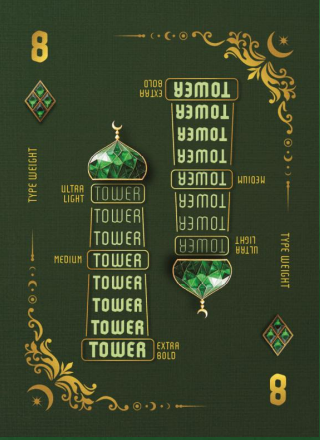
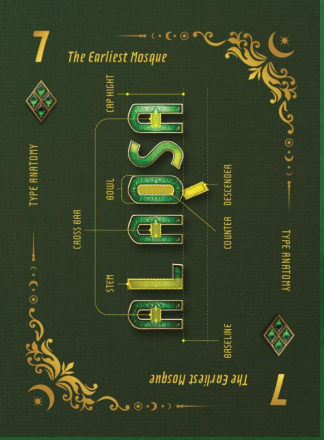
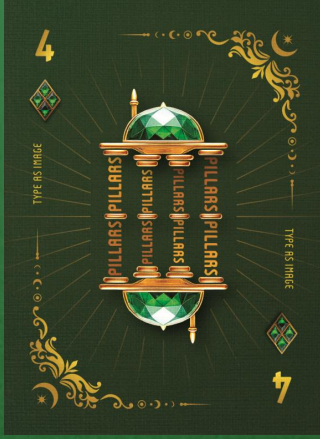
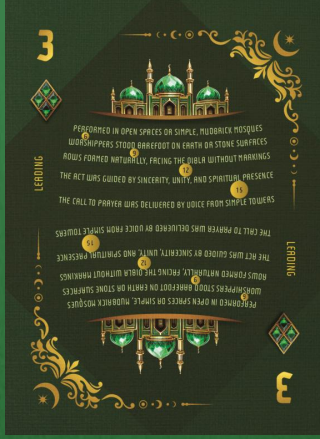
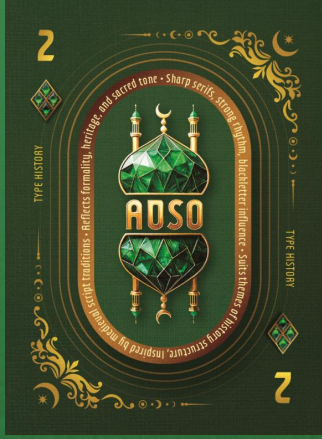
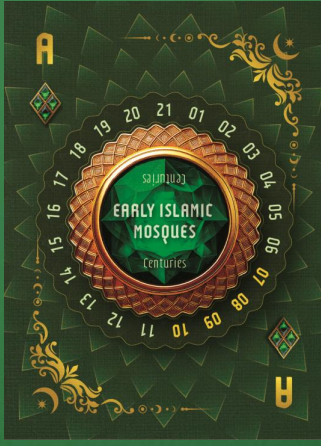
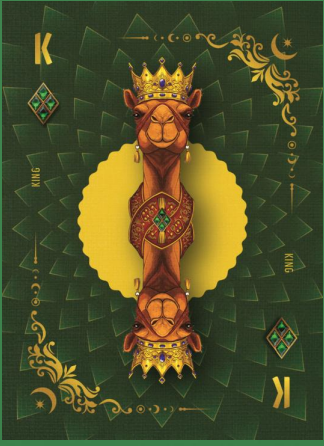
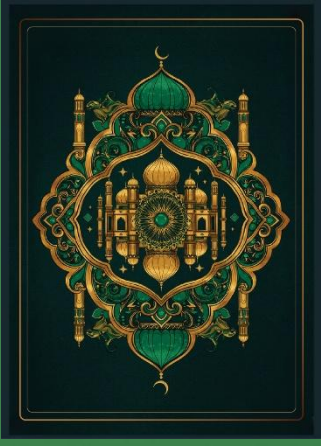




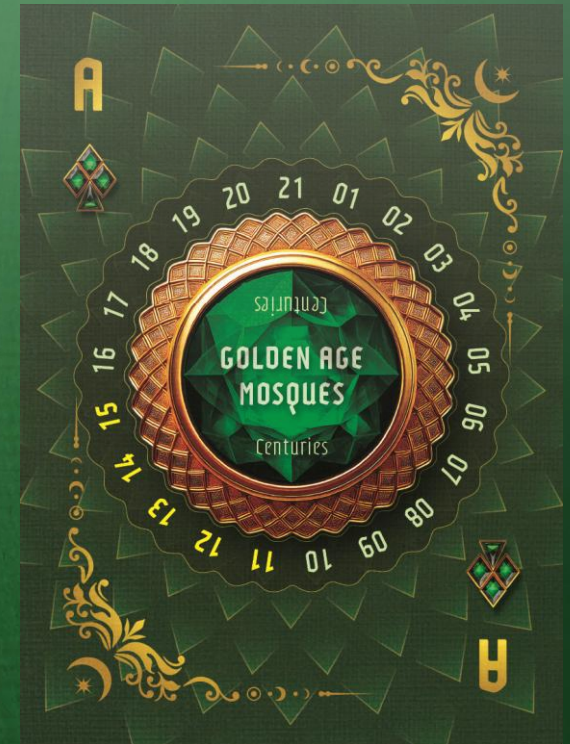
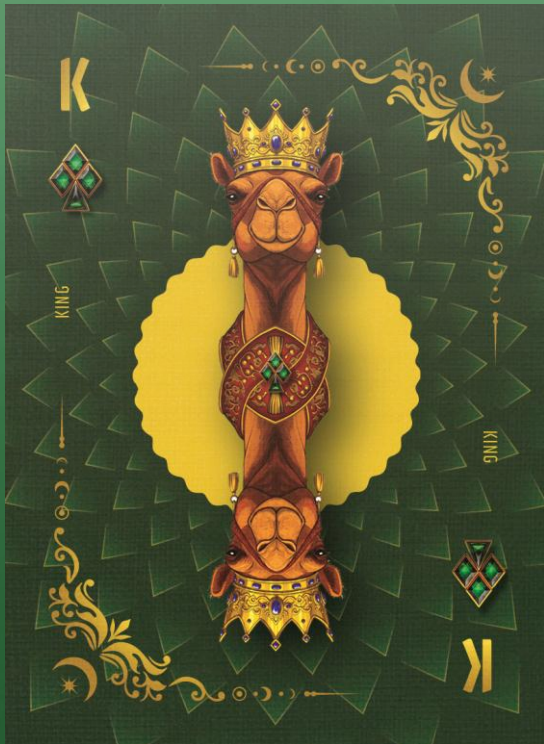


Suite 1: Diamond, Early Islamic Mosques, 7-10 Century



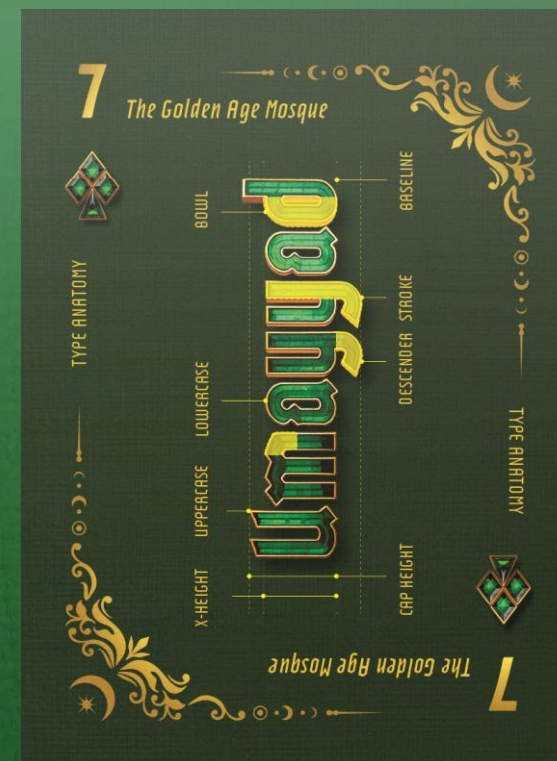


Suite 2: Spades, Golden Age Mosques, 11-15 Century

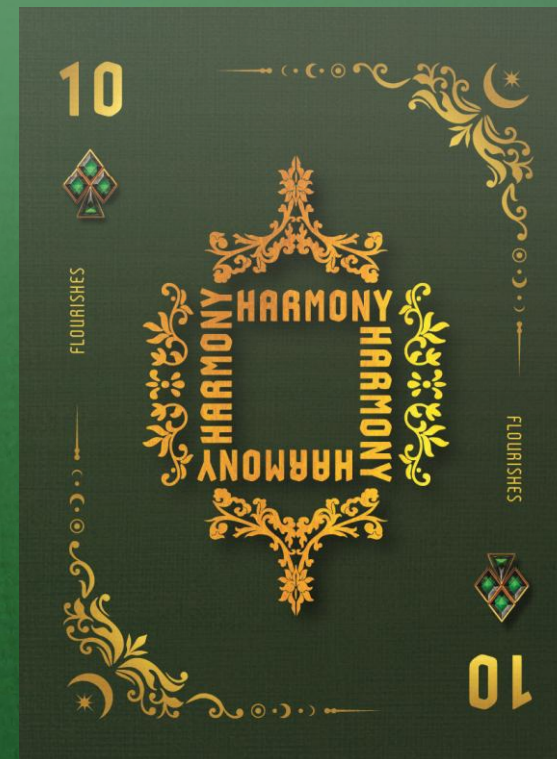
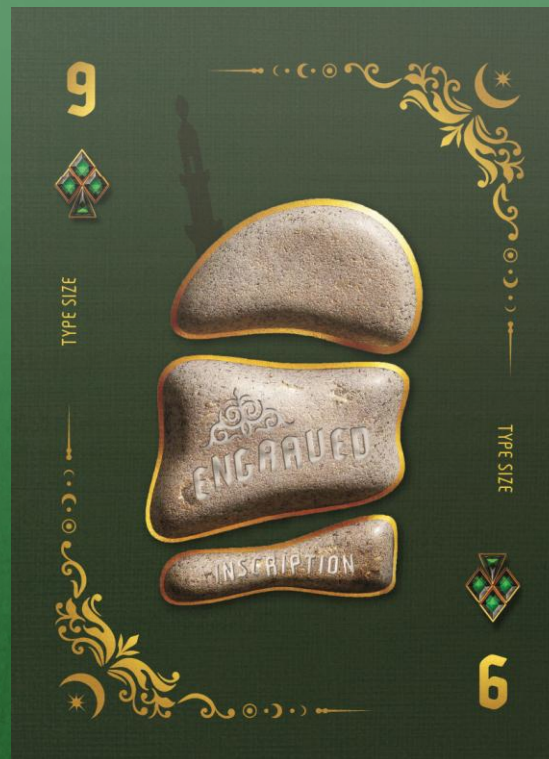
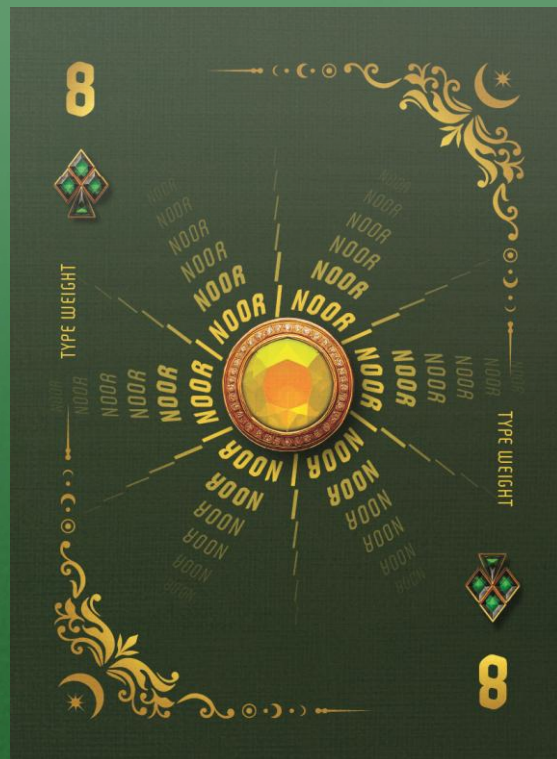


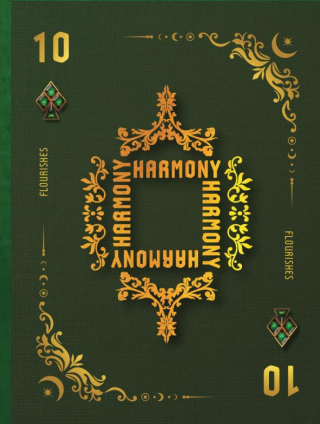
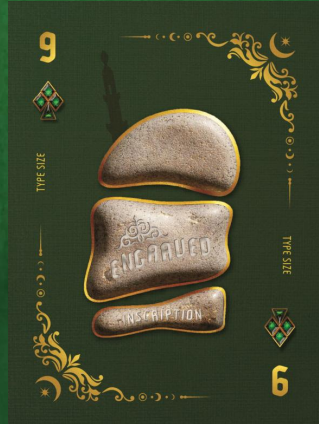
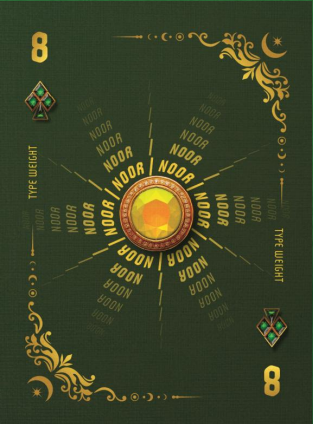
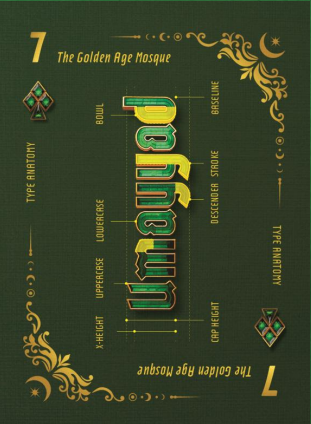
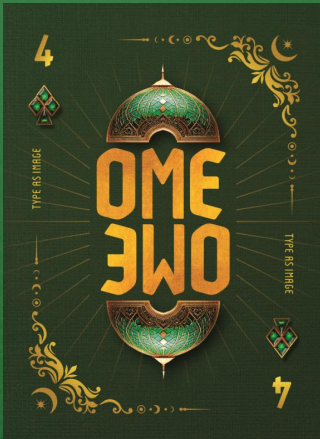
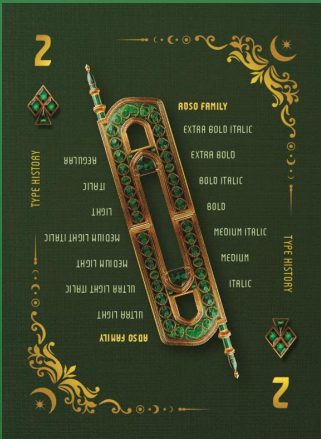
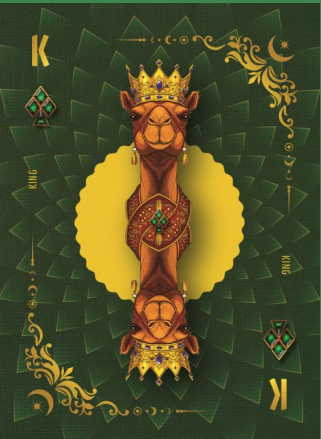
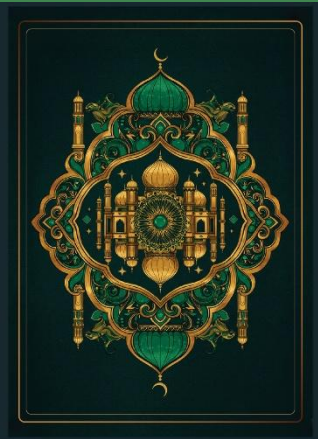


Suite 2: Spades, Golden Age Mosques, 11-15 Century

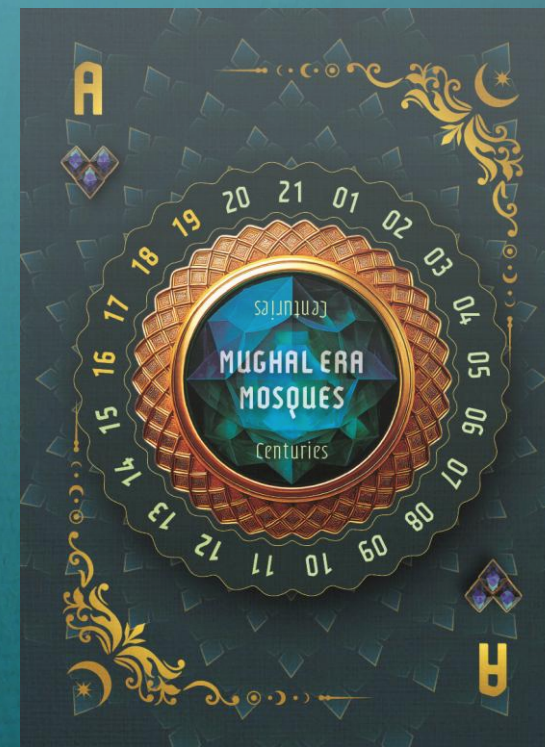


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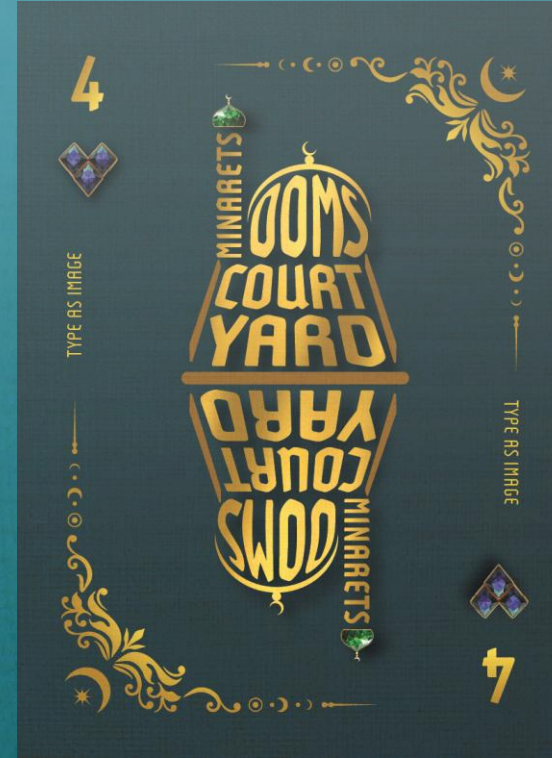




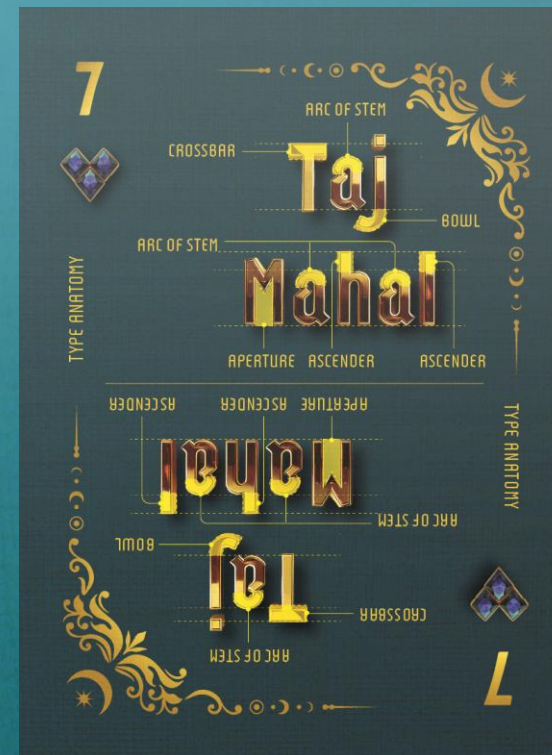
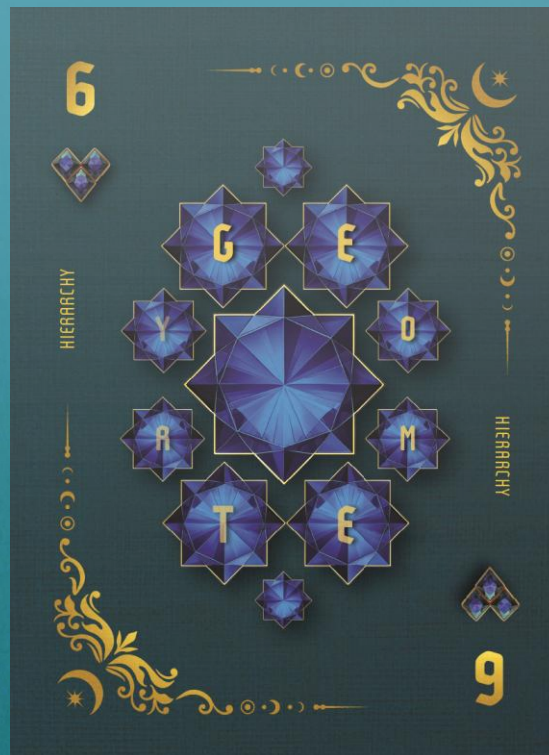
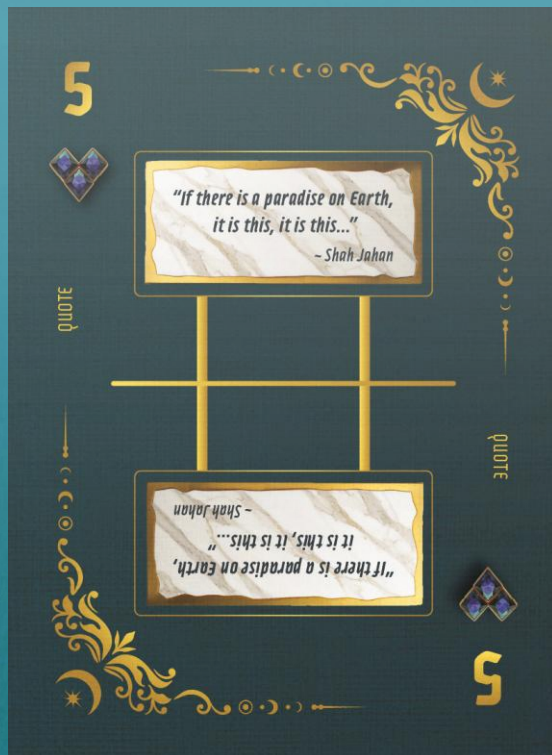
Suite 3: Heart, Mughal Eras Mosques, 16-19 Century



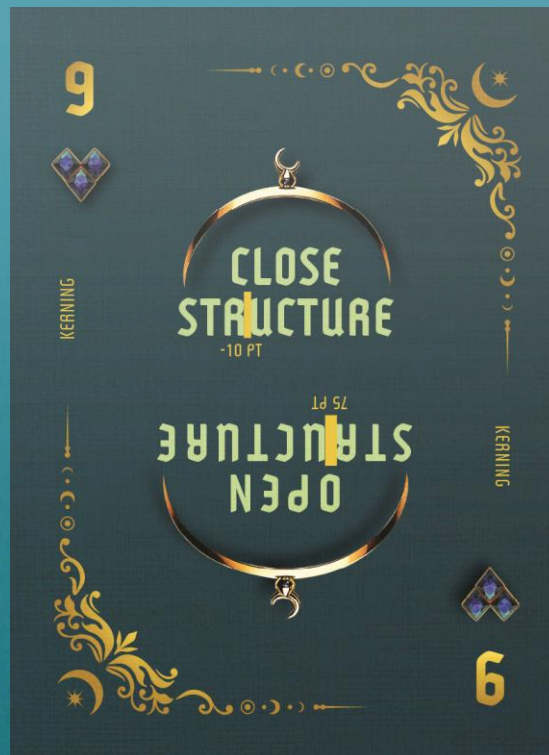
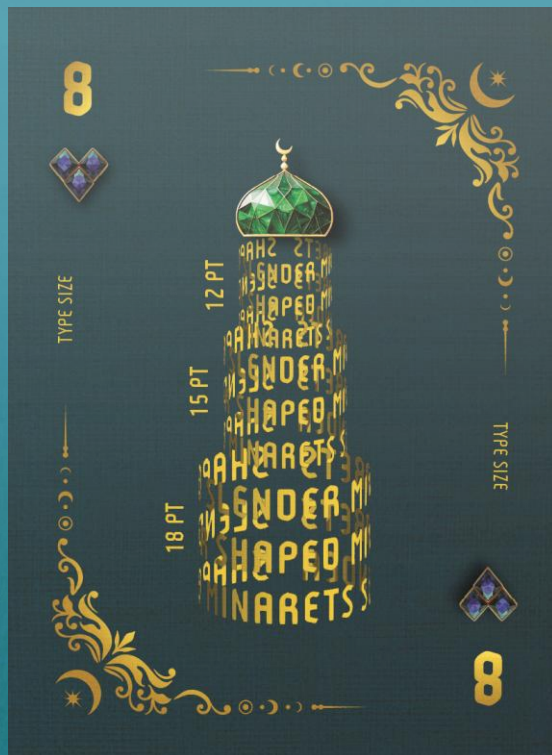
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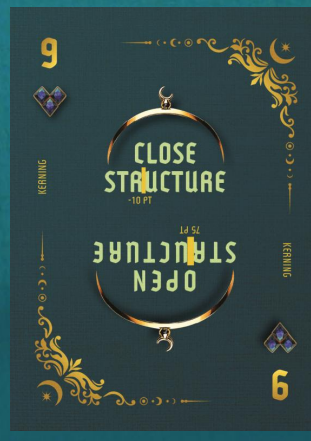
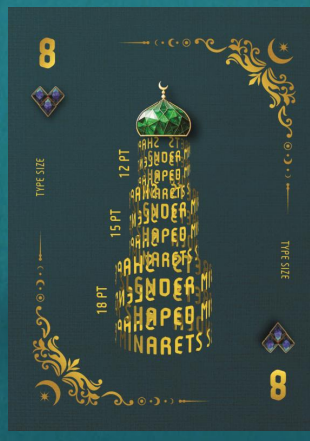
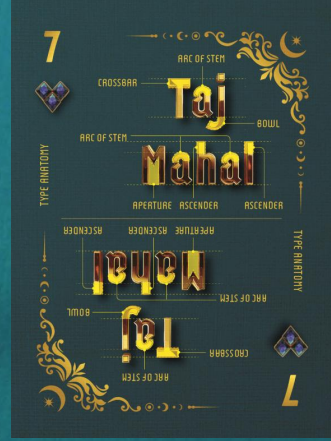
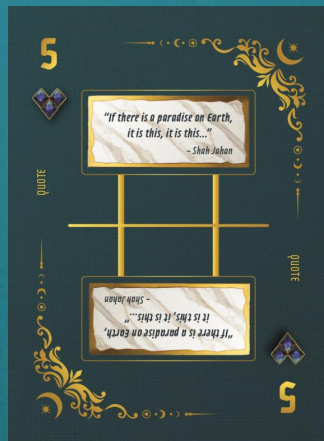
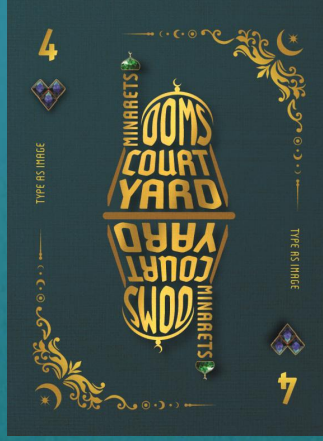
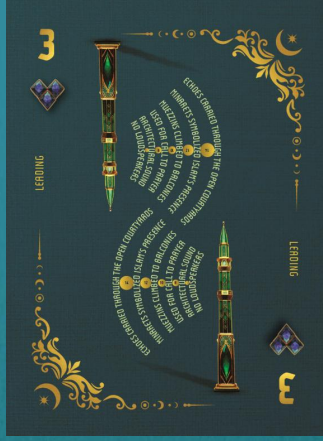
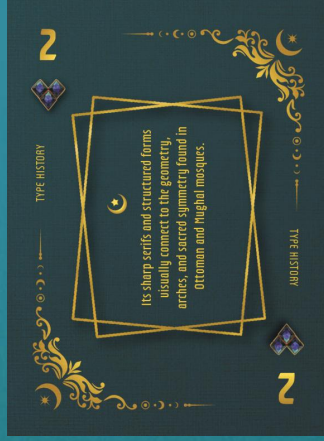
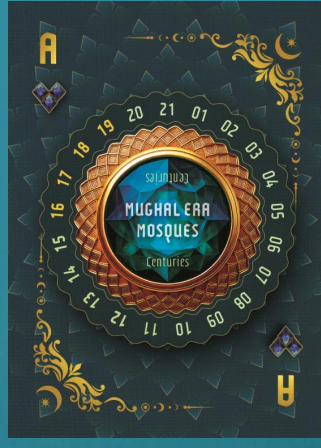
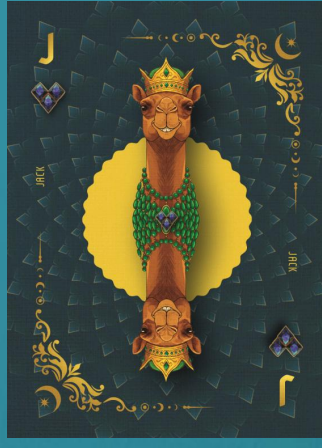
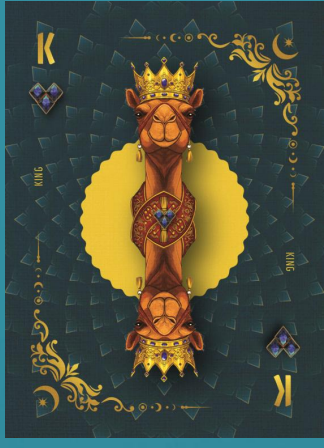
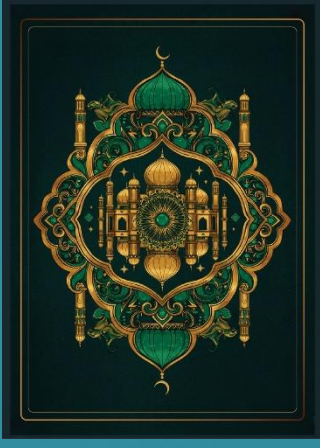


Suite 3: Spades, Golden Age Mosques, 11-15 Century

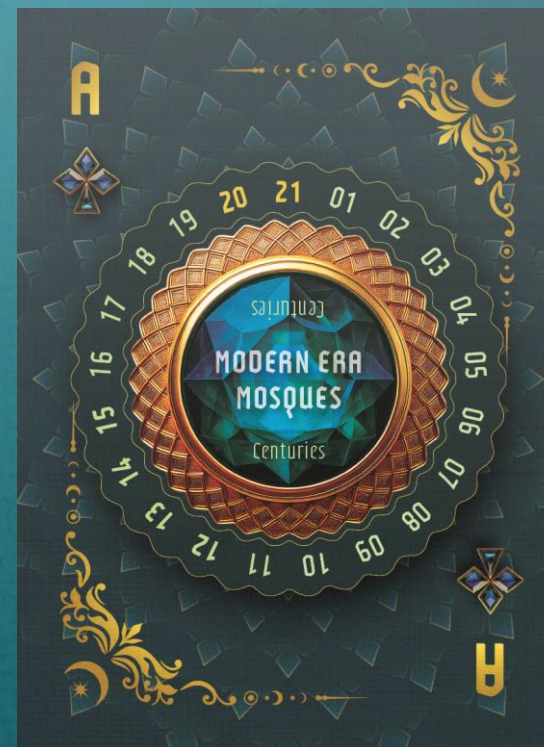


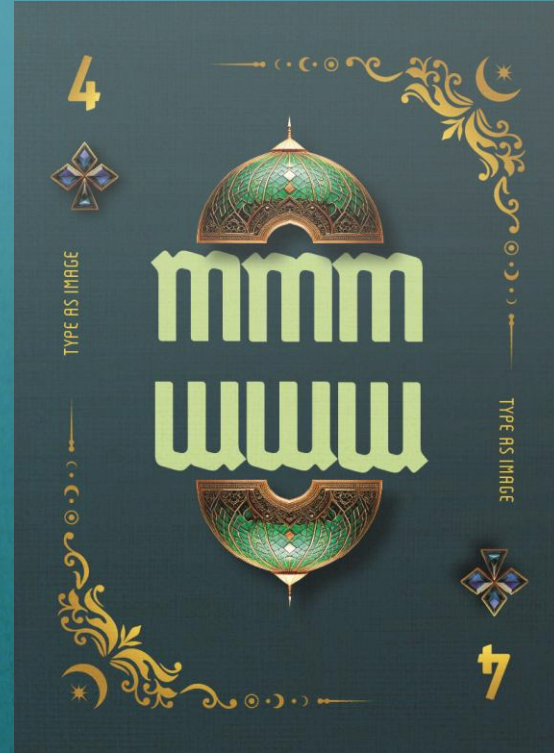
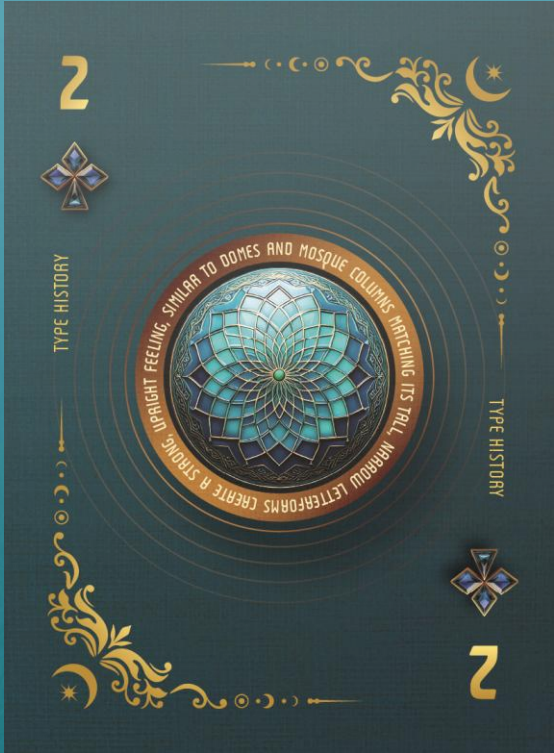
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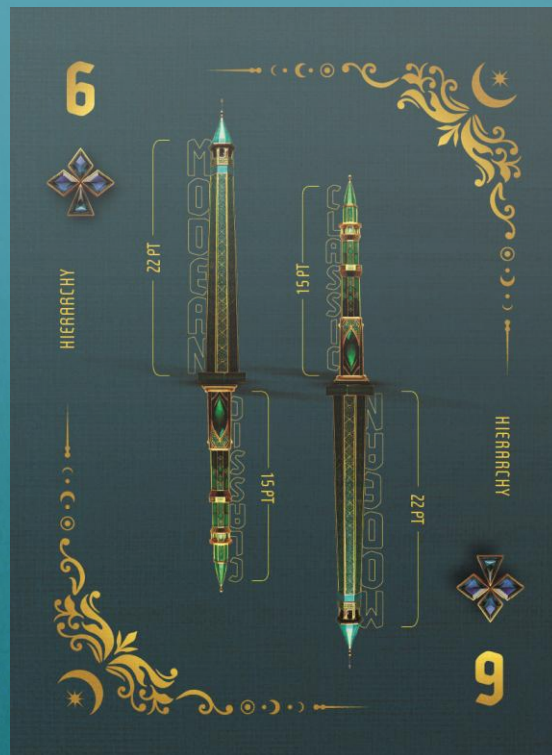


Suite 4: Clubs, Modern Eras Mosques, 20-21 Century

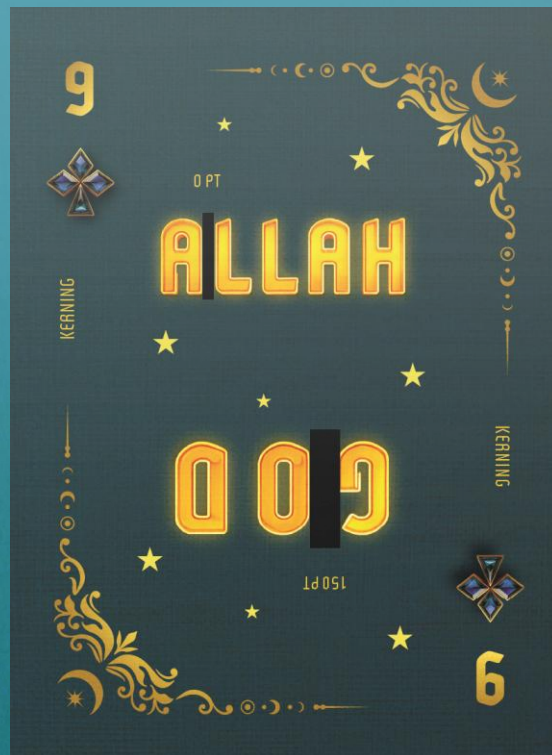


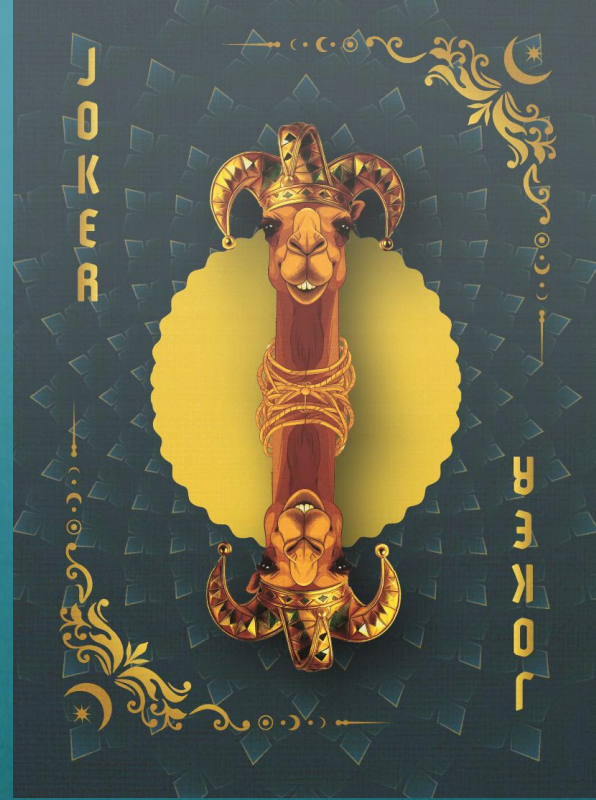


Suite 4: Clubs, Modern Eras Mosques, 20-21 Century

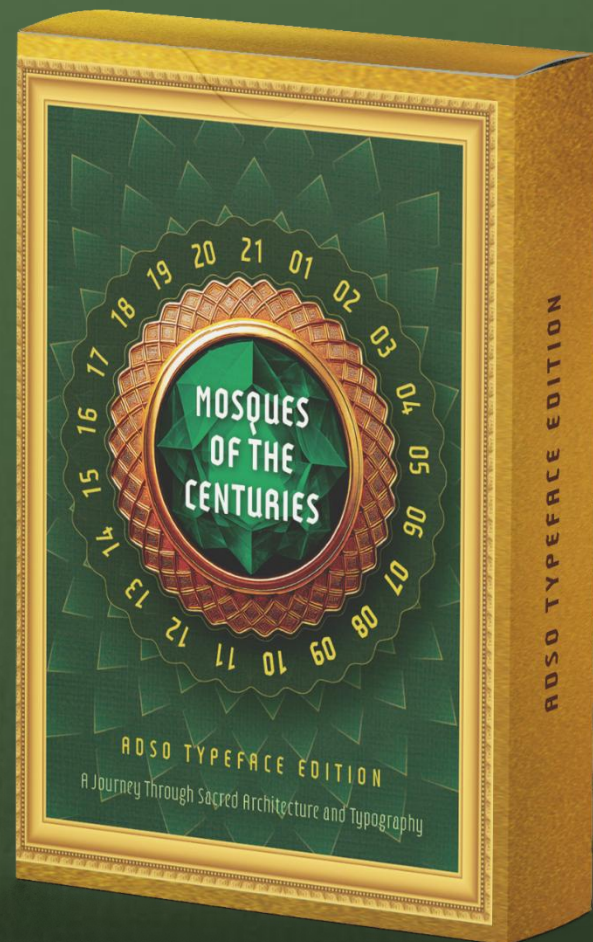
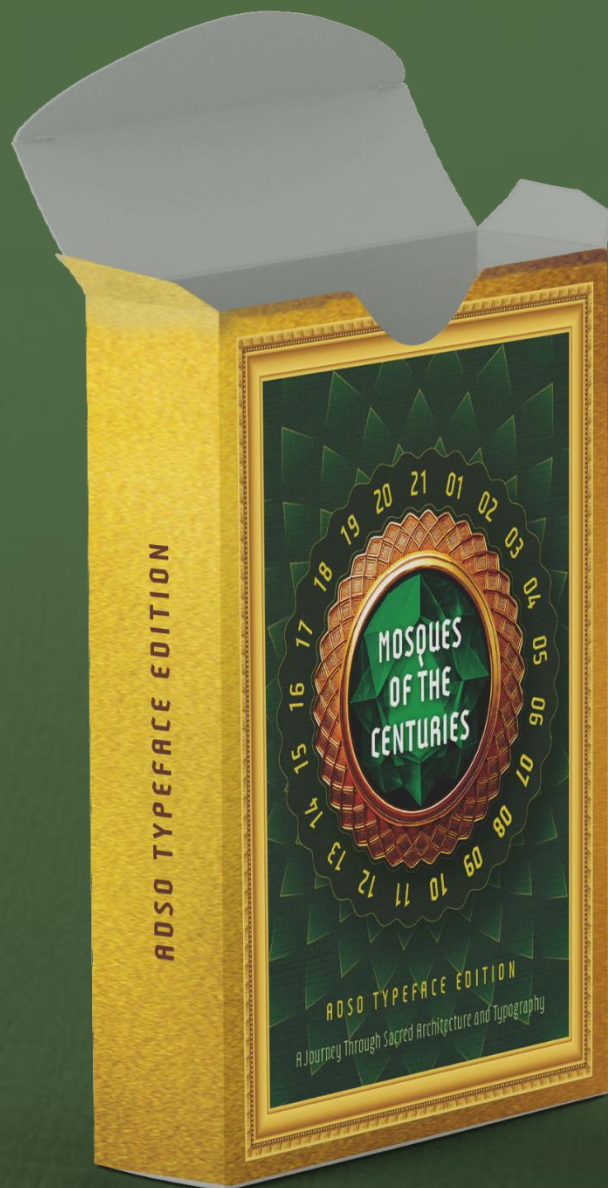


Suite 4: Clubs, Modern Eras Mosques, 20-21 Century



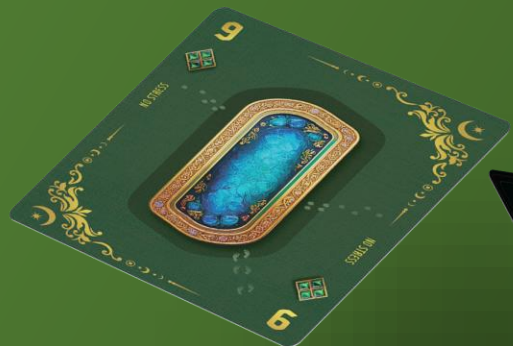


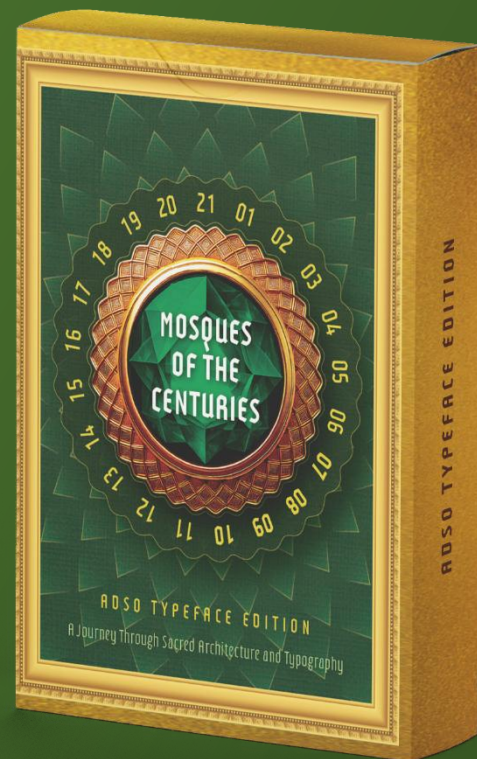
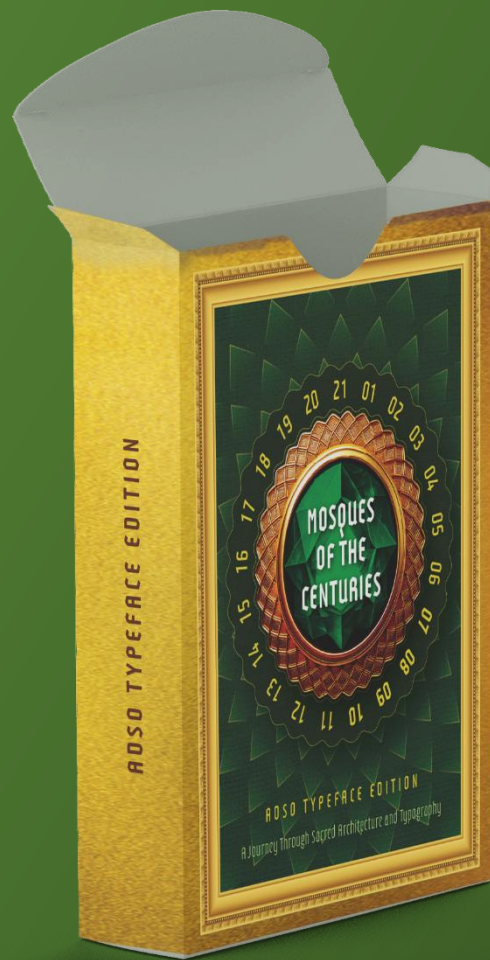




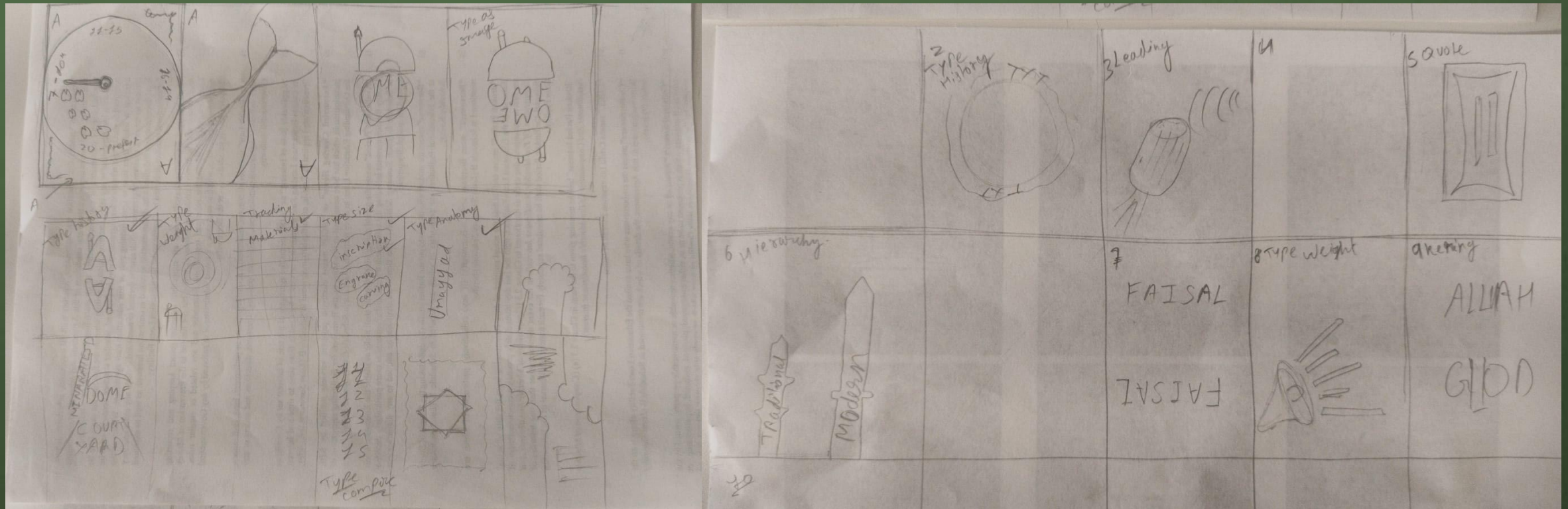






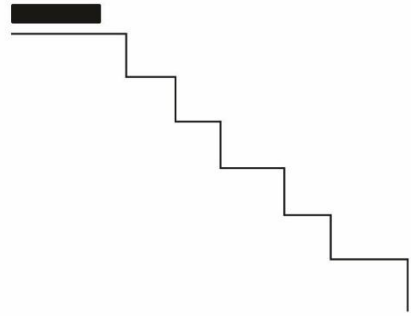


Design Process

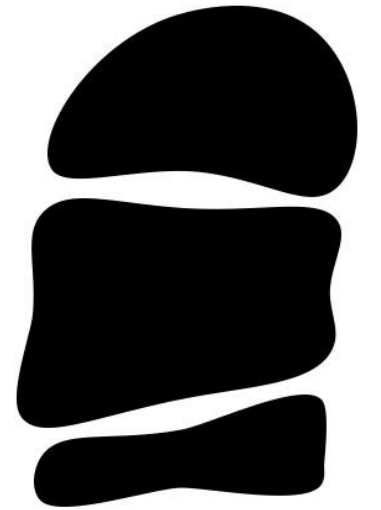


Design Process

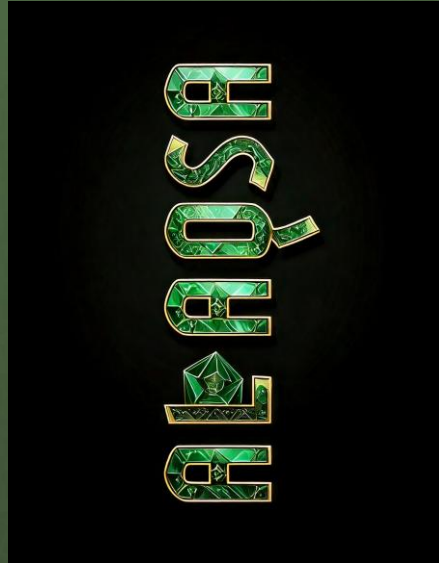
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Mahal



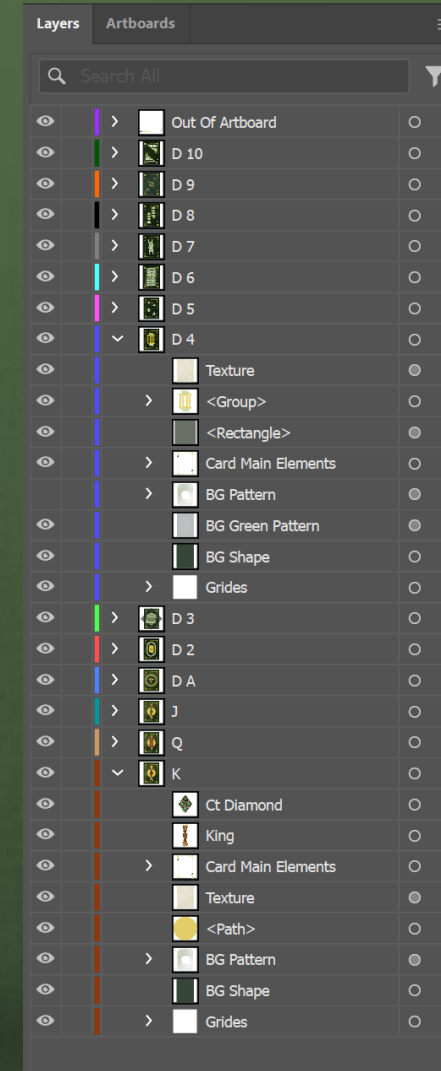
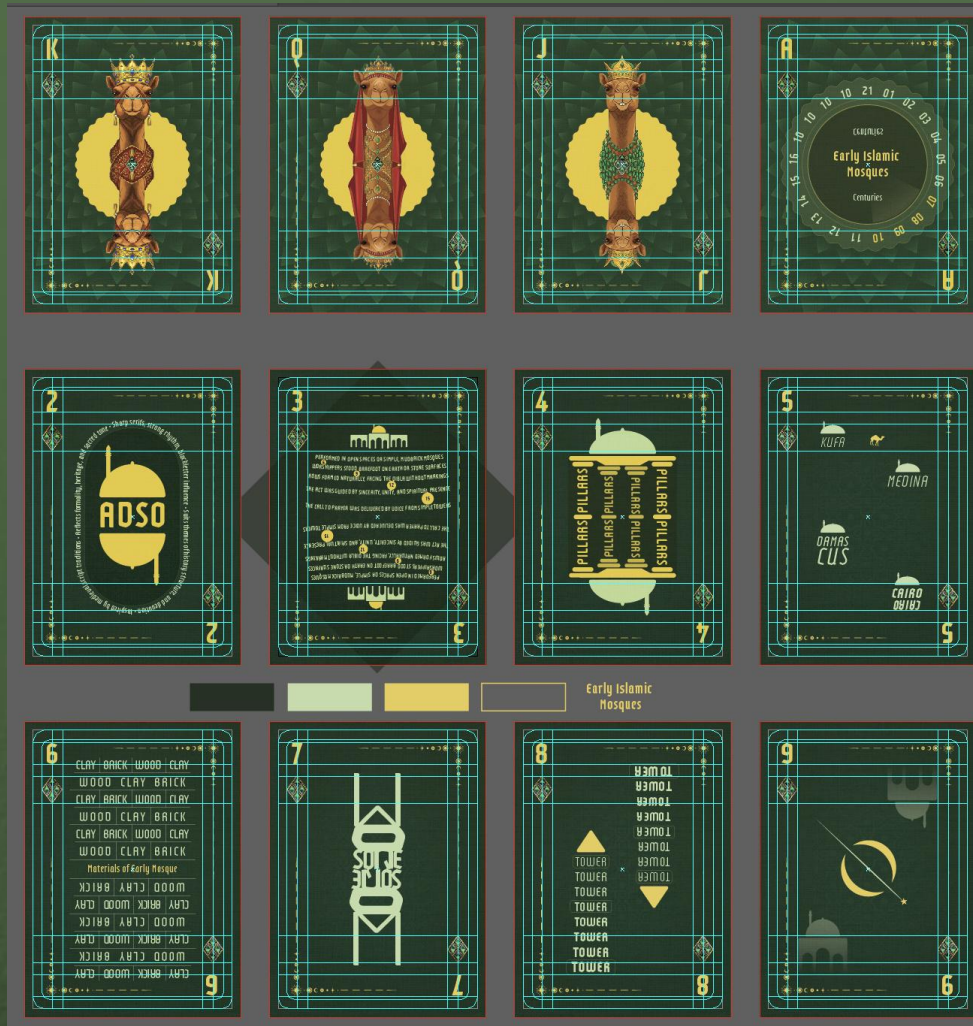
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Design Process

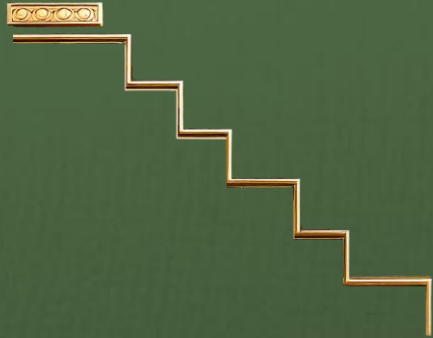


#Grid & Layering



Design Process

Taj
Mahal



ES
SO
DE
L
DE



Thank You

