

ADVE 705 - ASSIGNMENT #1
Typography for Advertising Designers



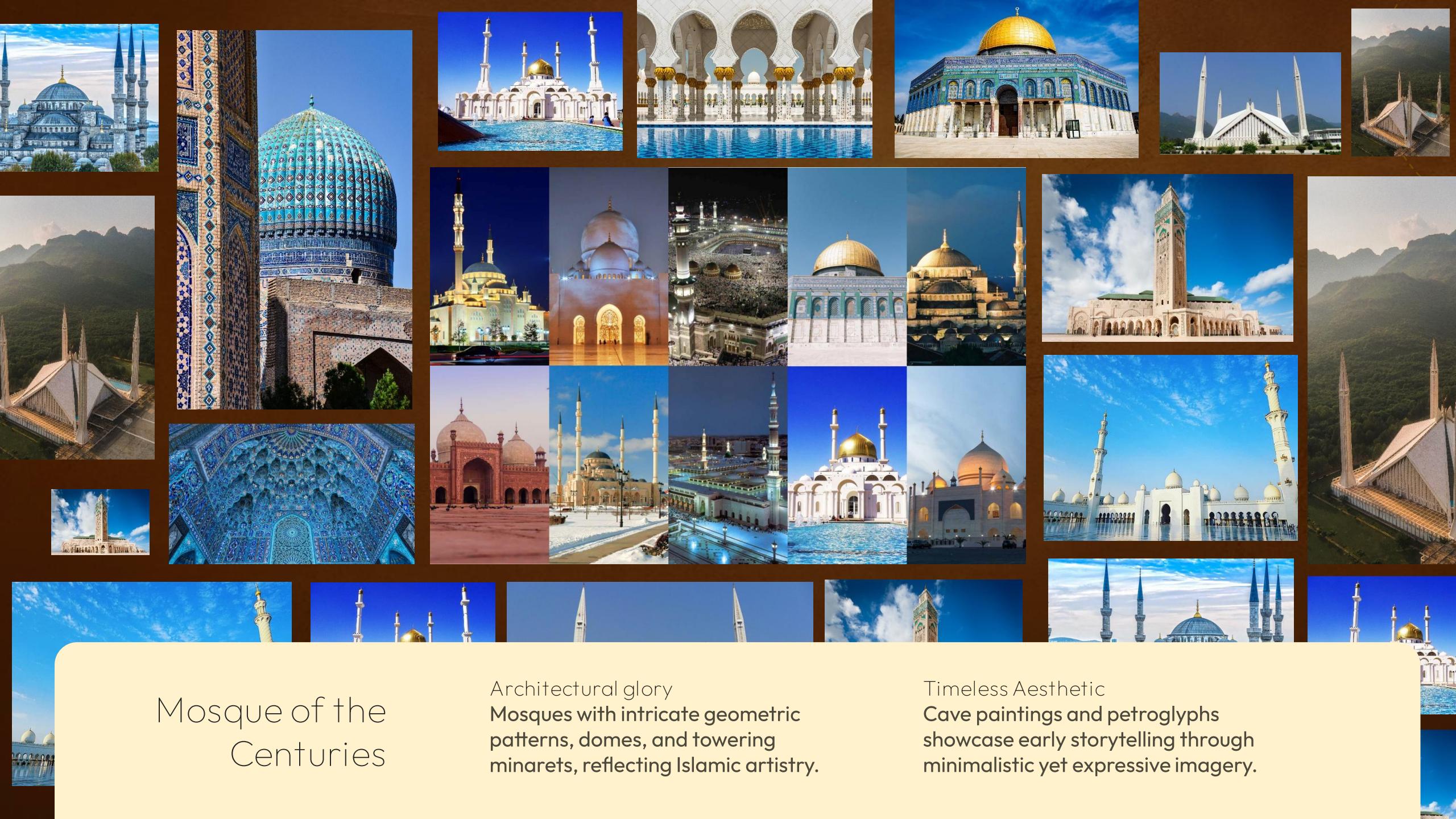
TYPOGRAPHIC SPECIMEN DECK

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 U 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 u w x y z

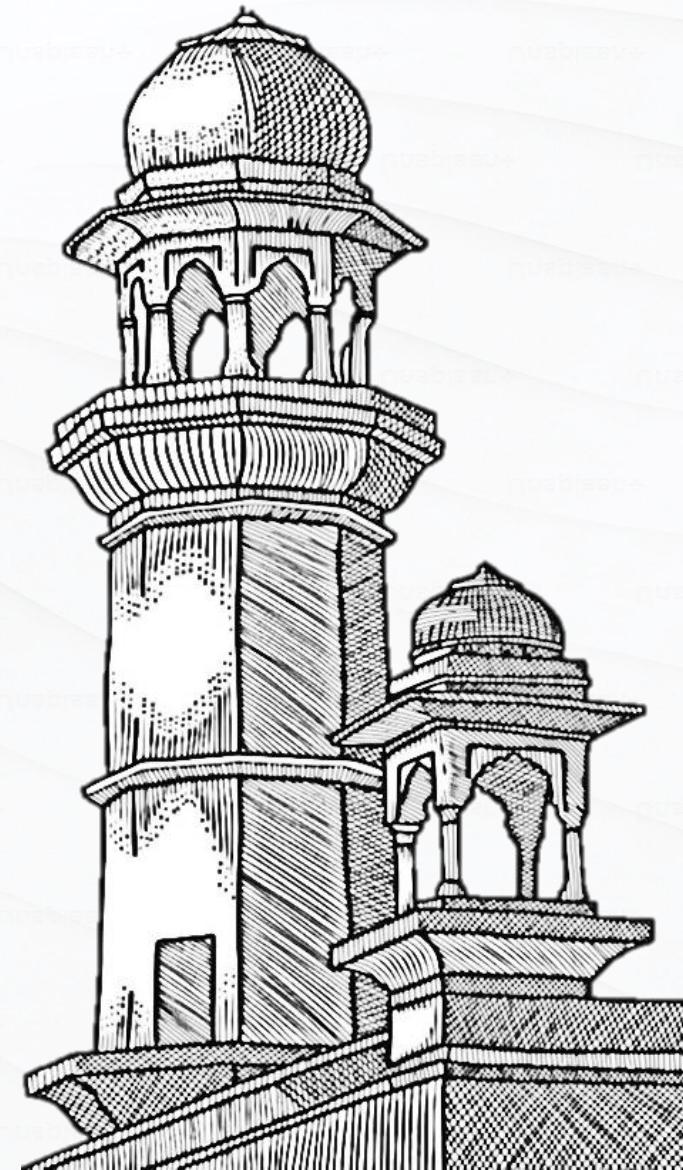
0 1 2 3 4 5 6 7 8 9

(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
Bruno Bernard

Family of
18 Fonts

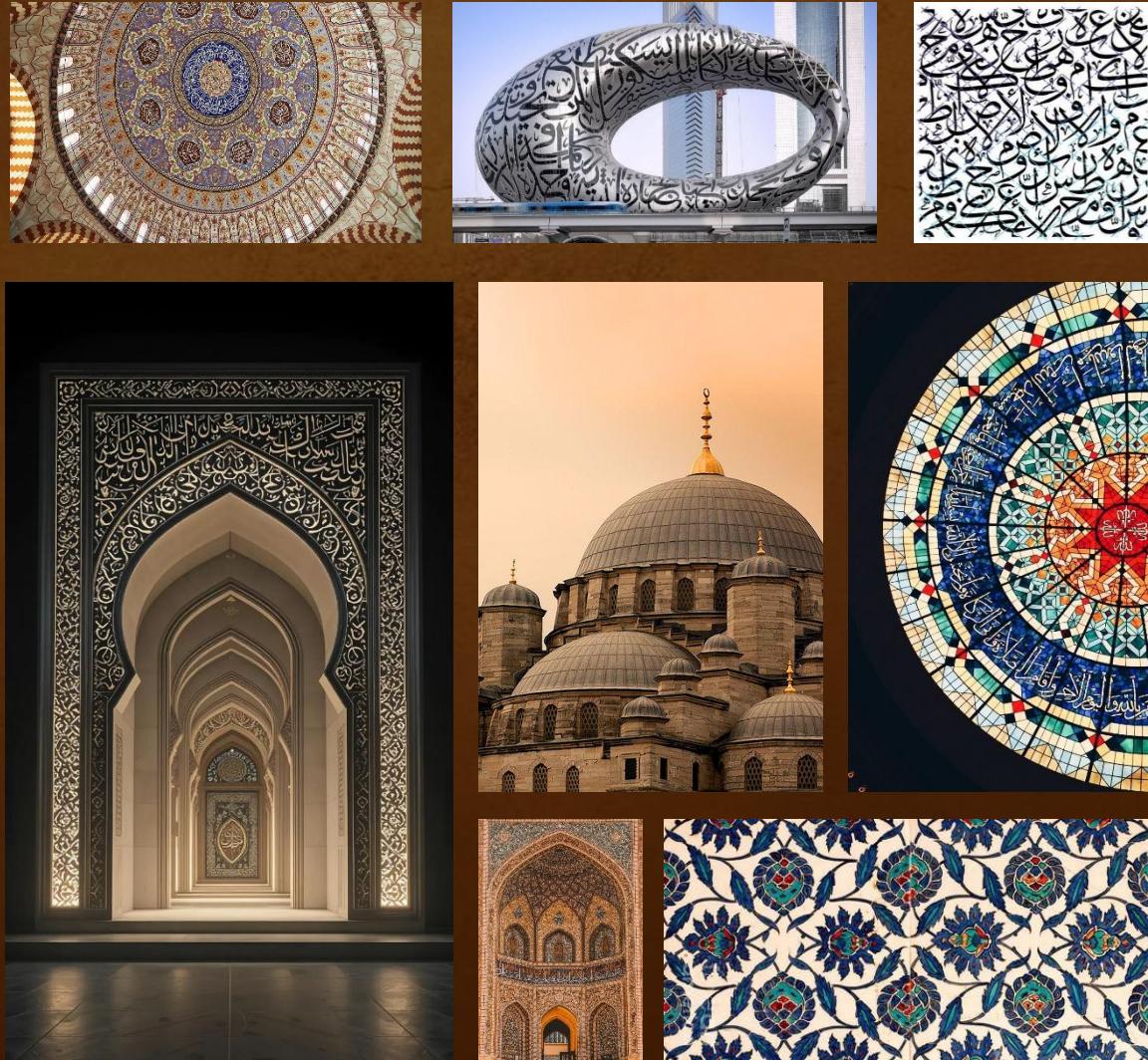
Published by
Alfab



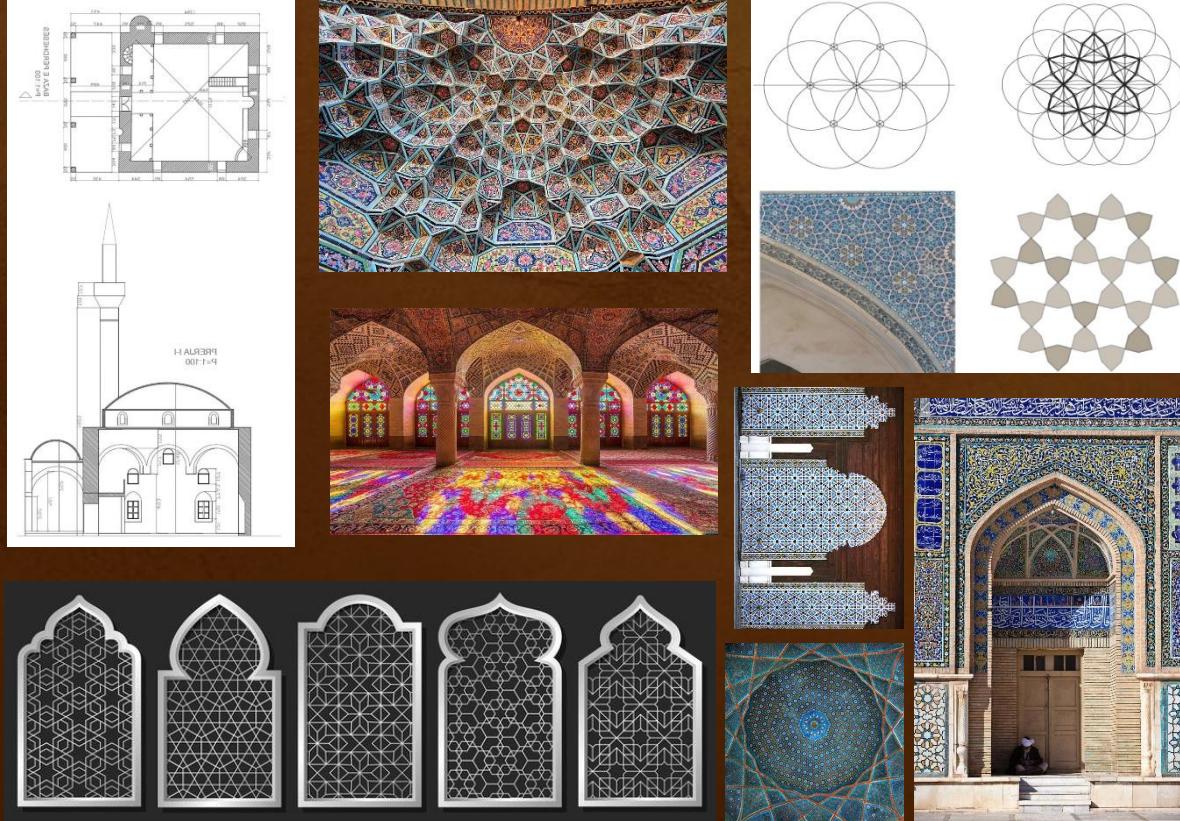
Mosque of the Centuries

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.

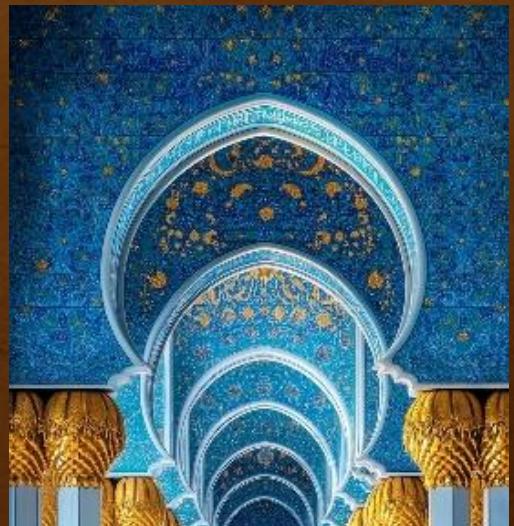
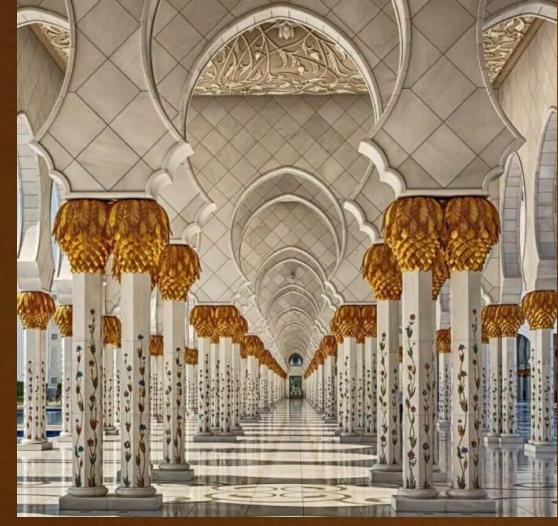
Mosque of the Centuries

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

Ai Generated



Hearts



Diamonds

composited



Spades



Clubs





U

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. | Adso 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



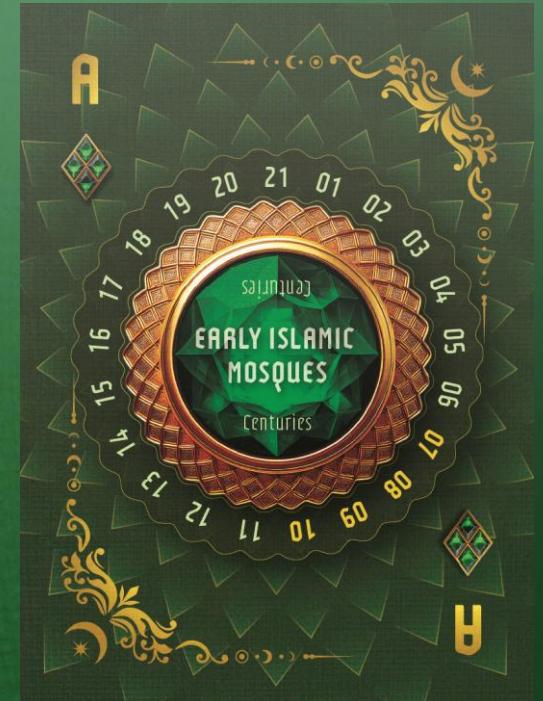
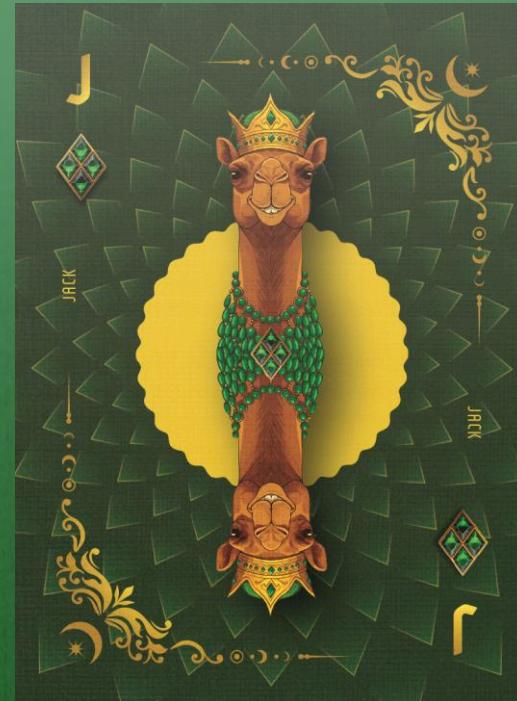
Green Color for the 1st Suite

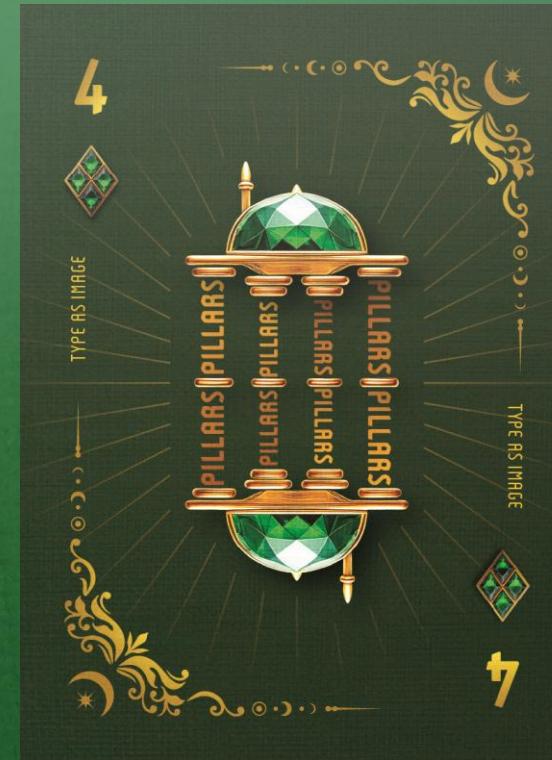
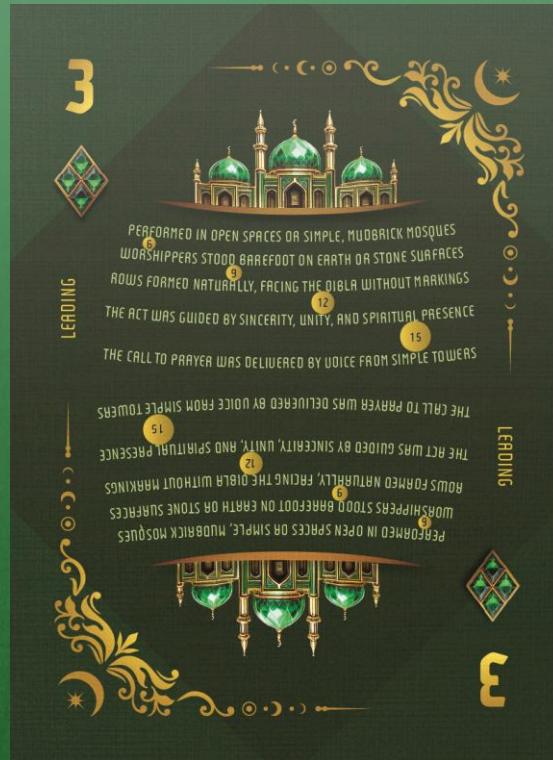
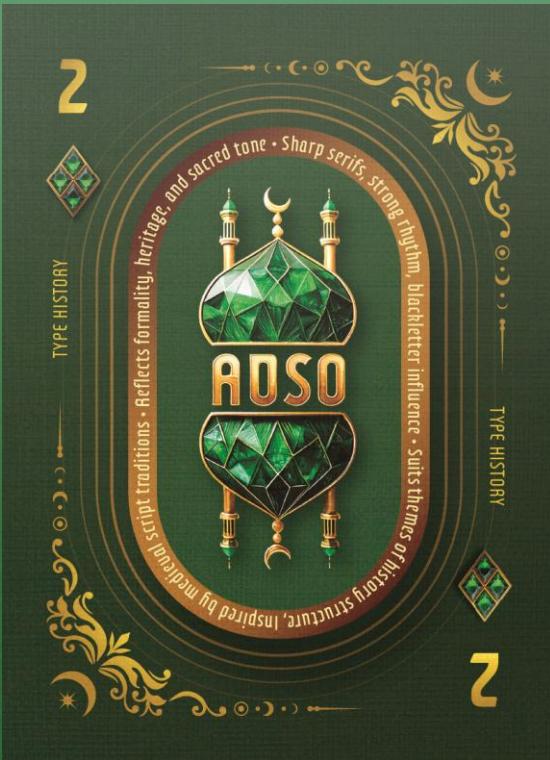


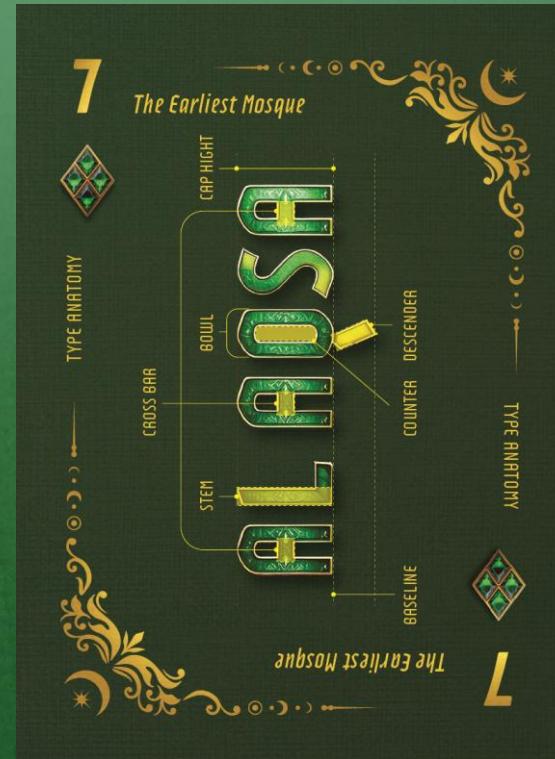
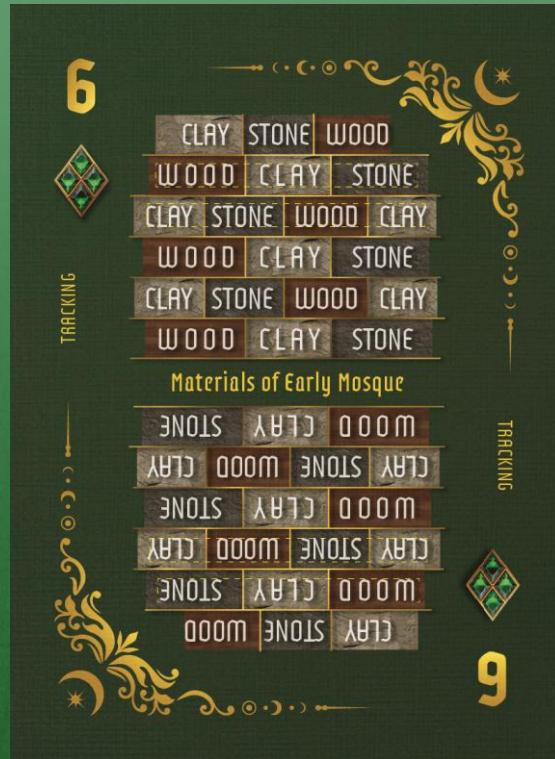
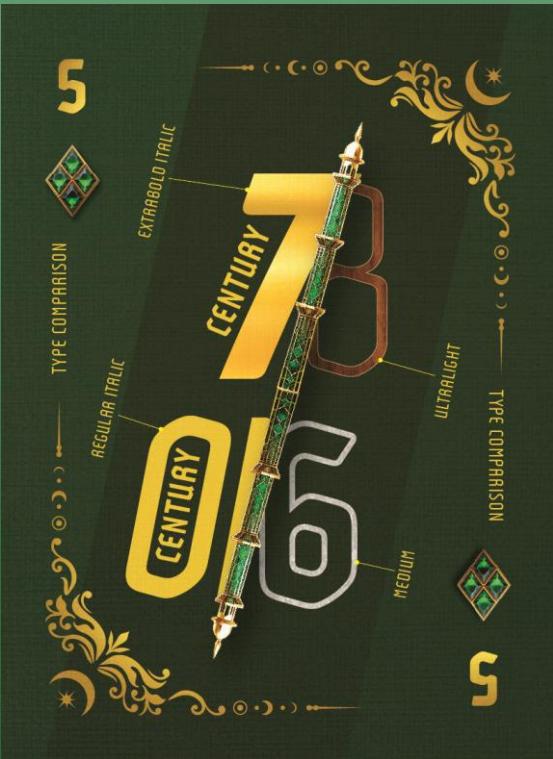
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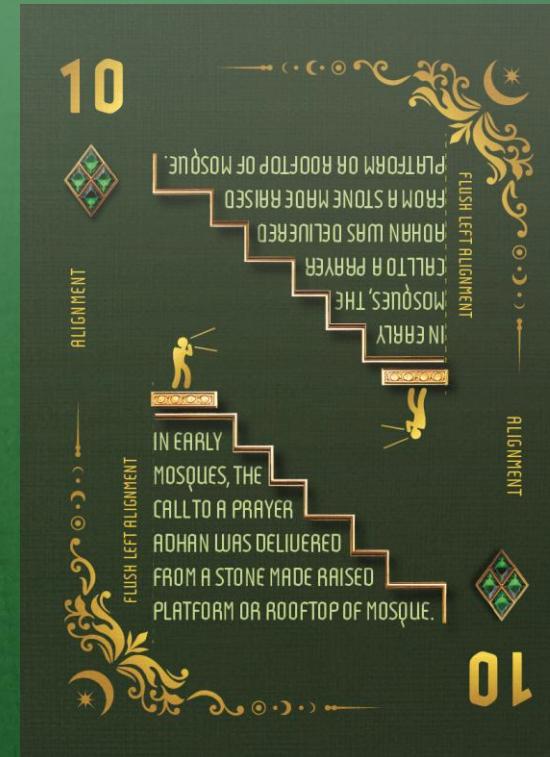
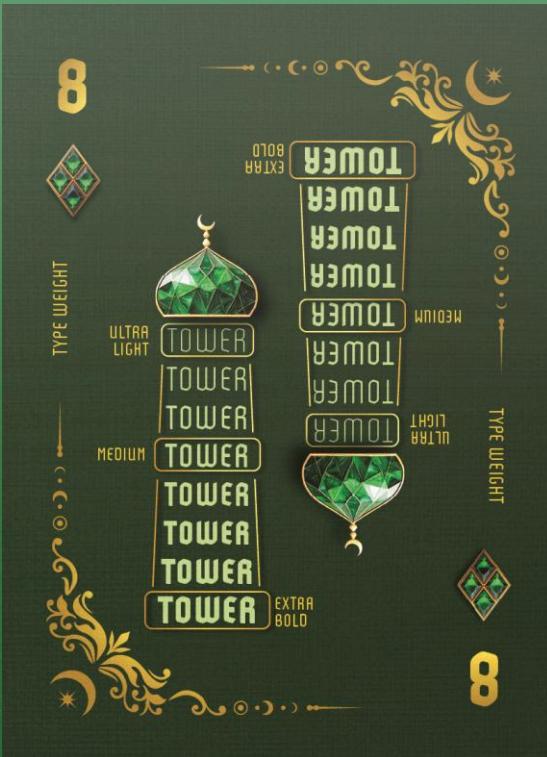
Suite 1: Diamond, Early Islamic Mosques, 7-10 Century

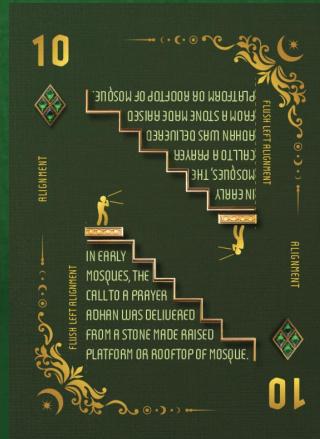
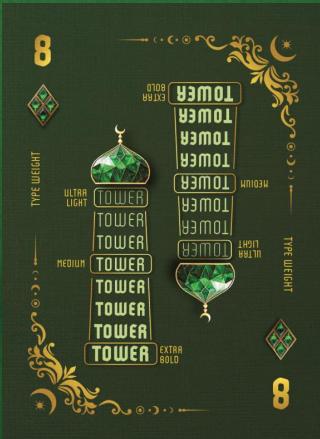
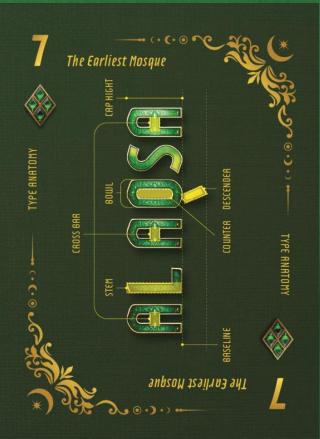
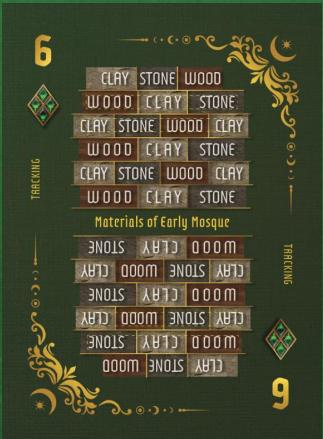
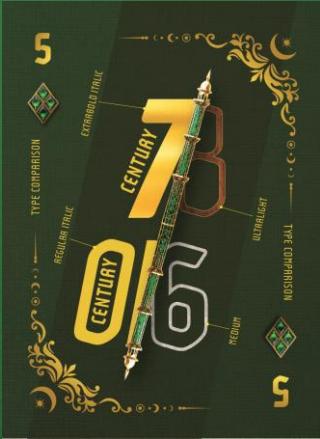
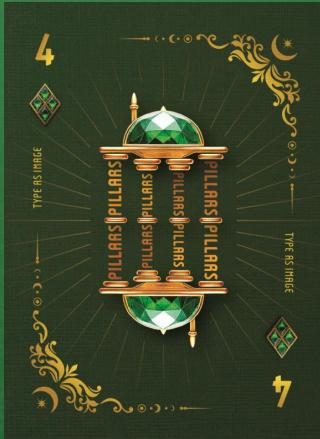
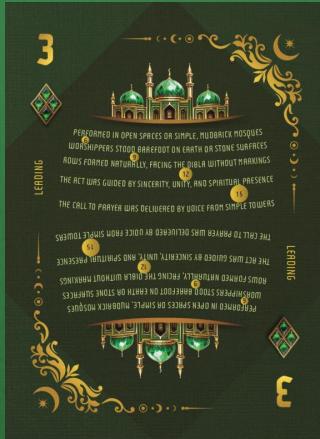
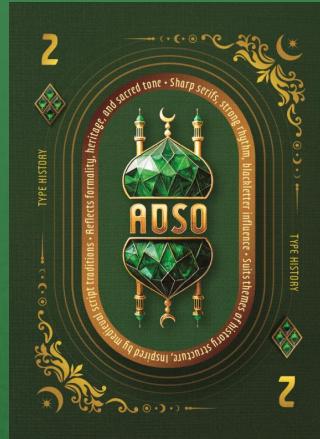
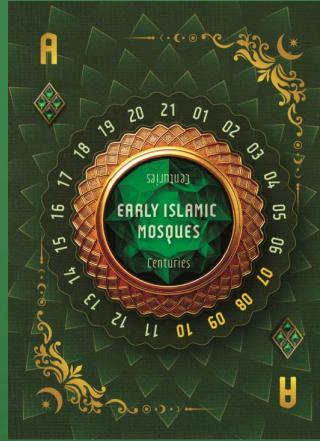
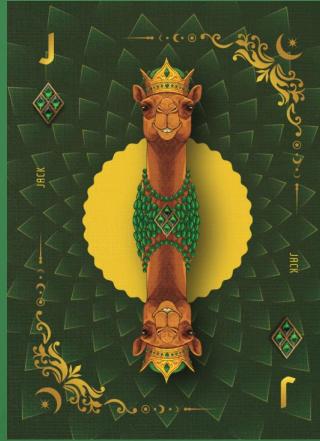
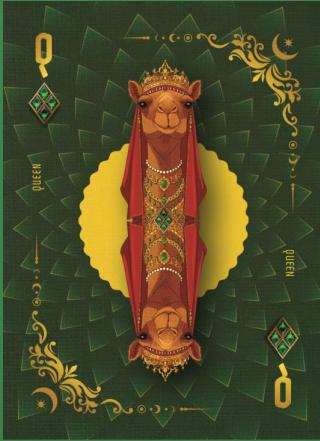
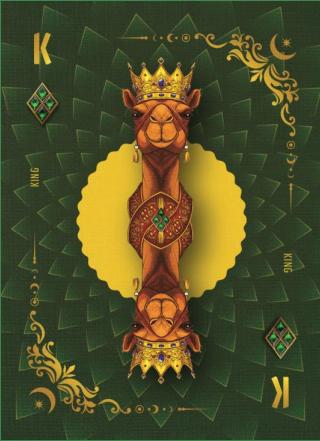
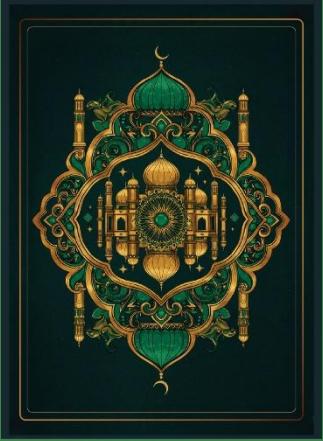




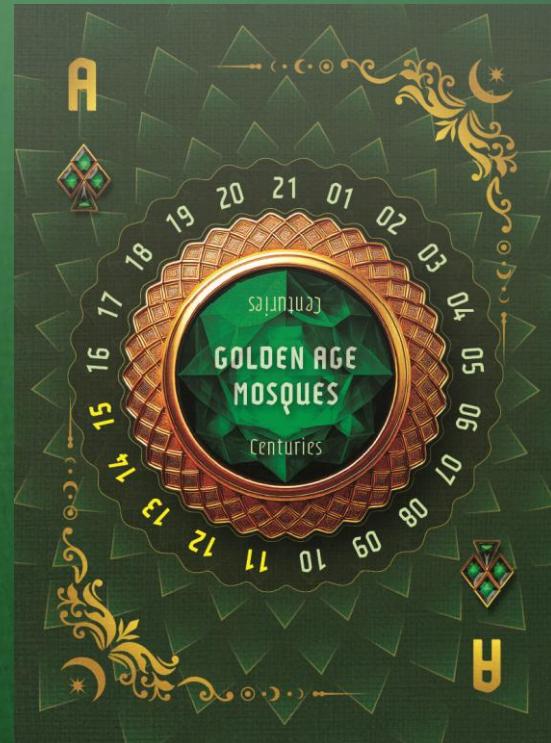


Suite 1: Diamond, Early Islamic Mosques, 7-10 Century

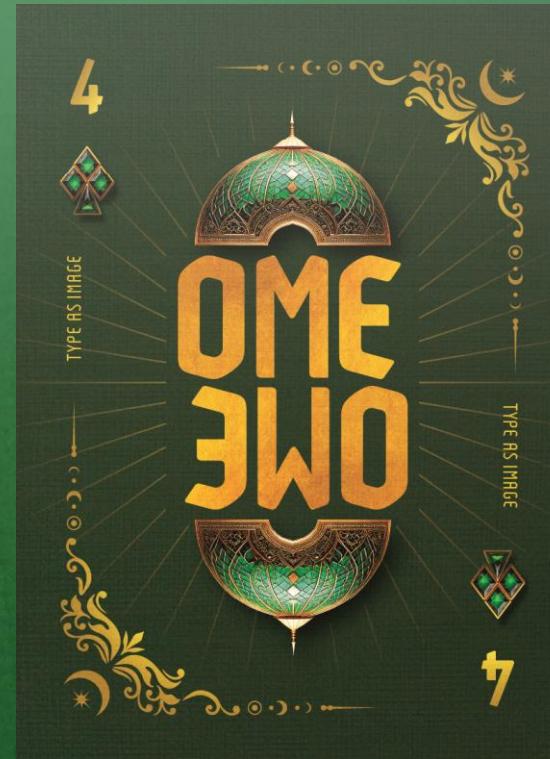


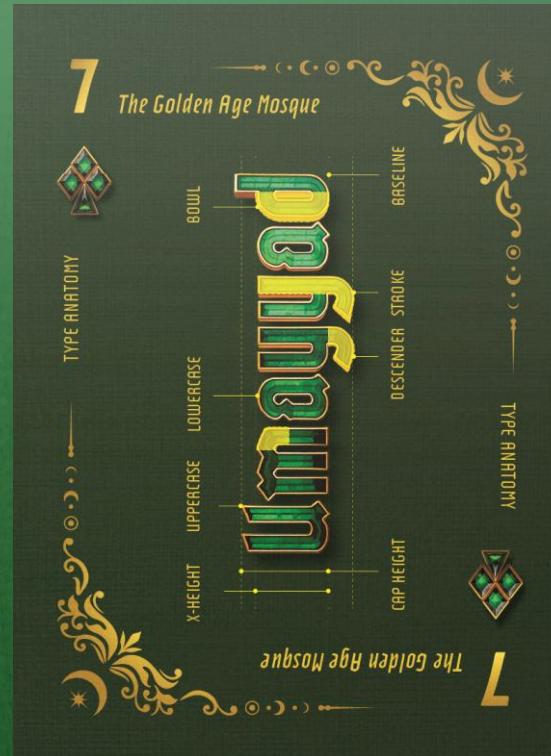


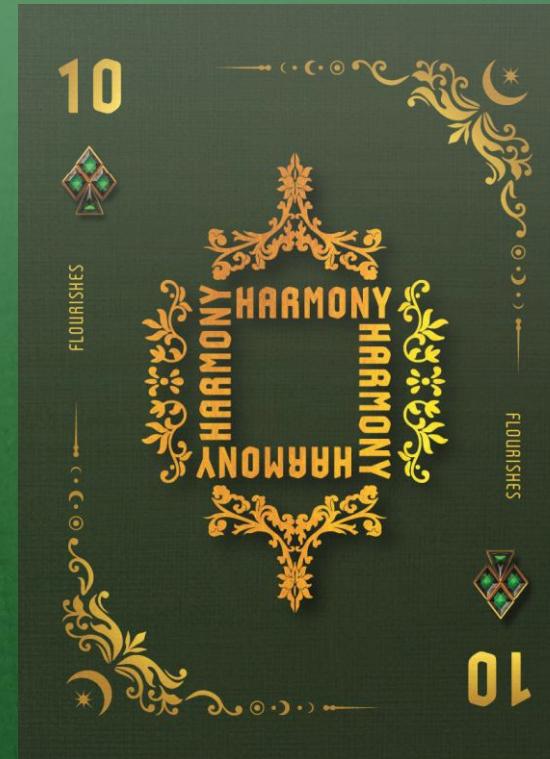
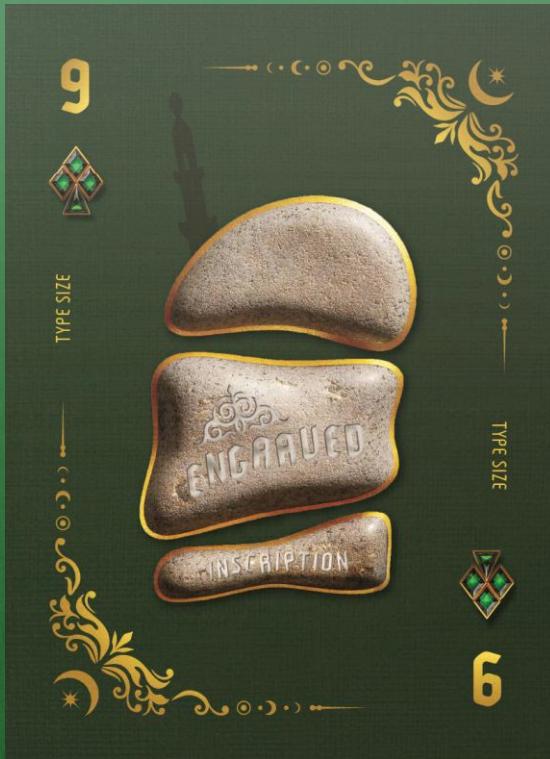
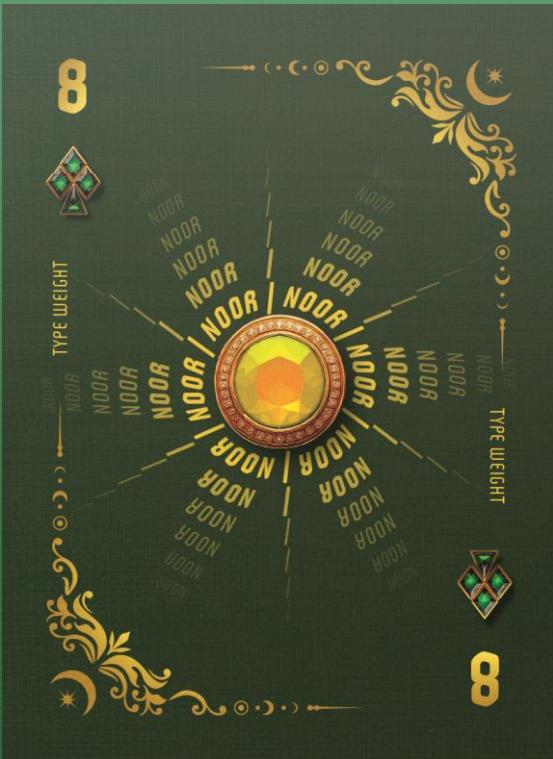
Suite 2: Spades, Golden Age Mosques, 11-15 Century

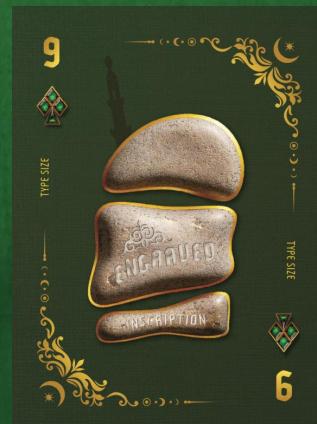
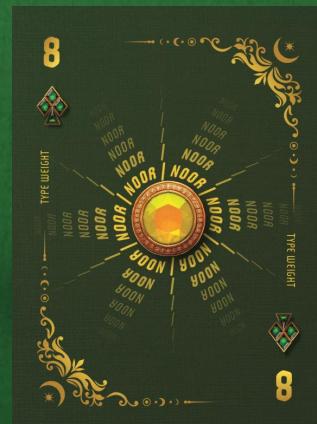
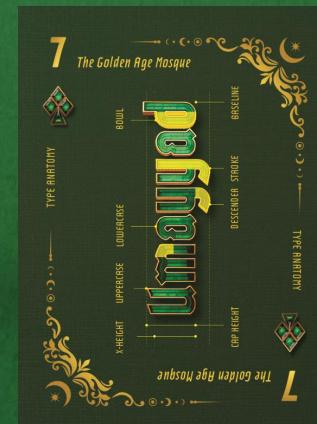
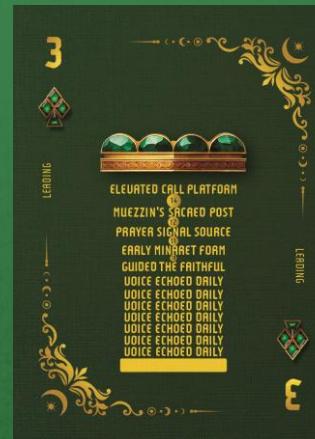
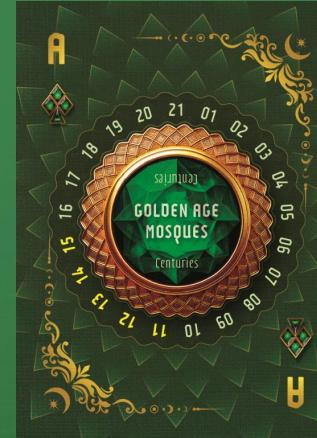
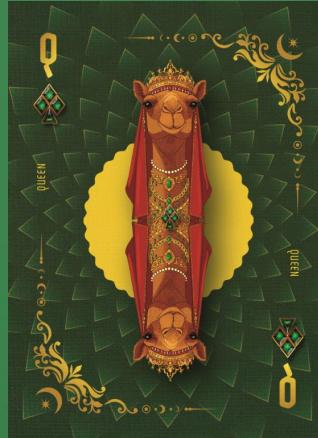
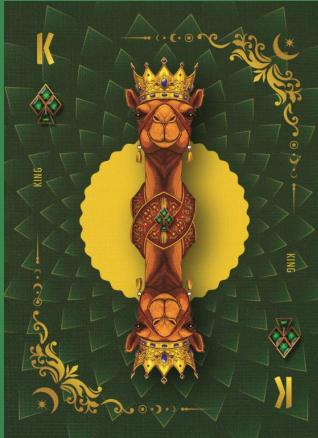
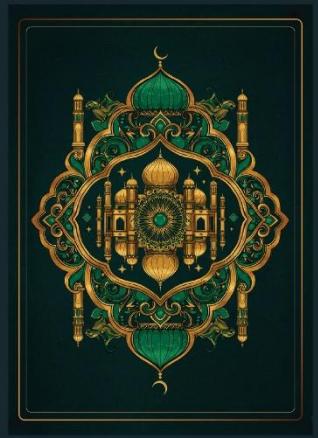


Suite 2: Spades, Golden Age Mosques, 11-15 Century

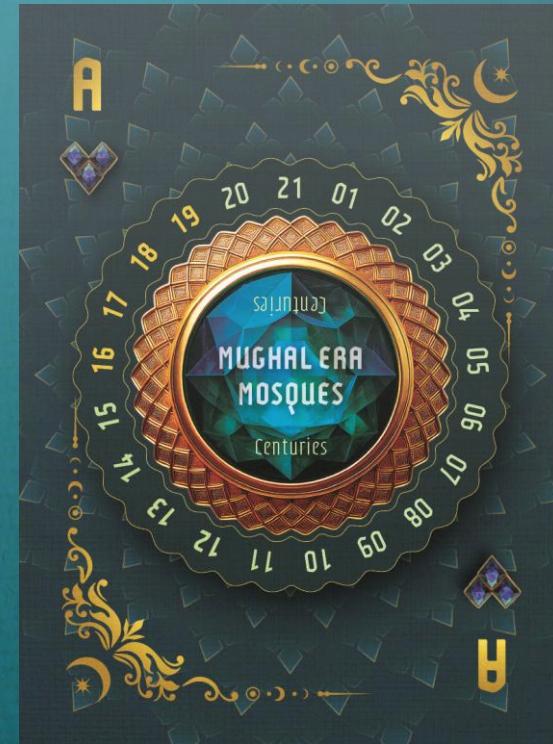
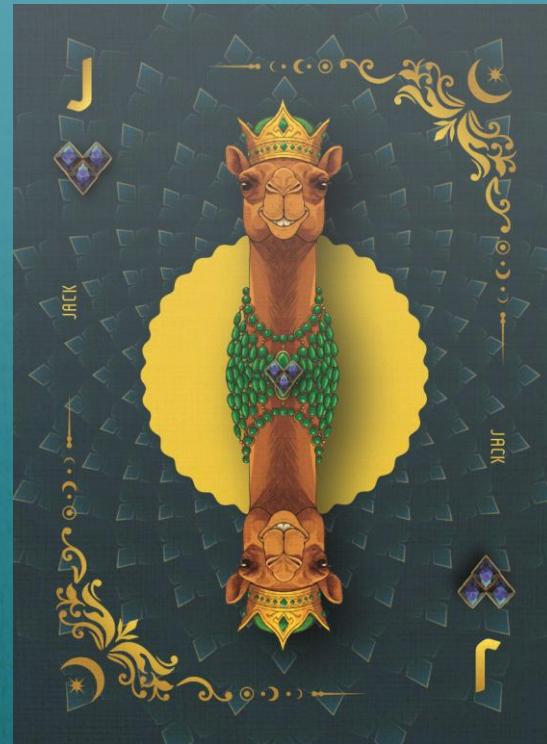


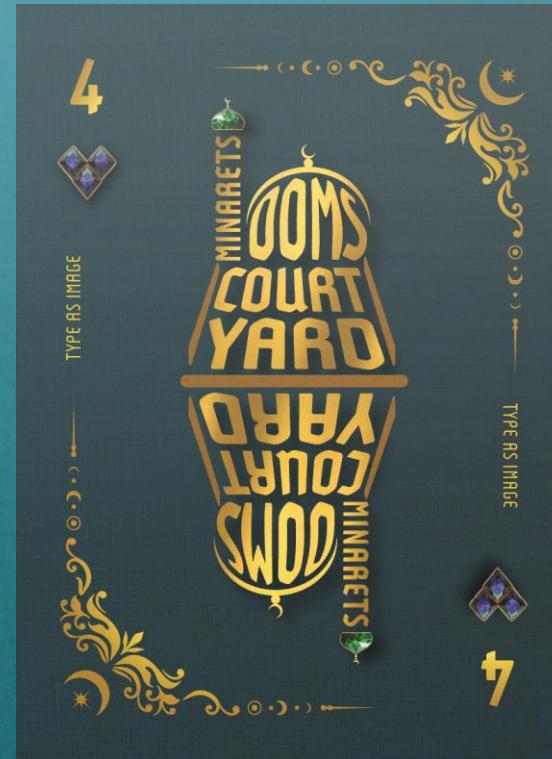
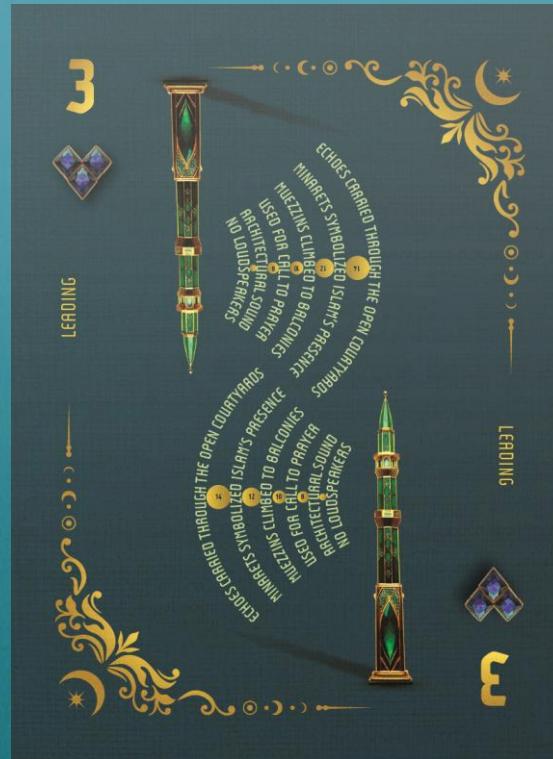
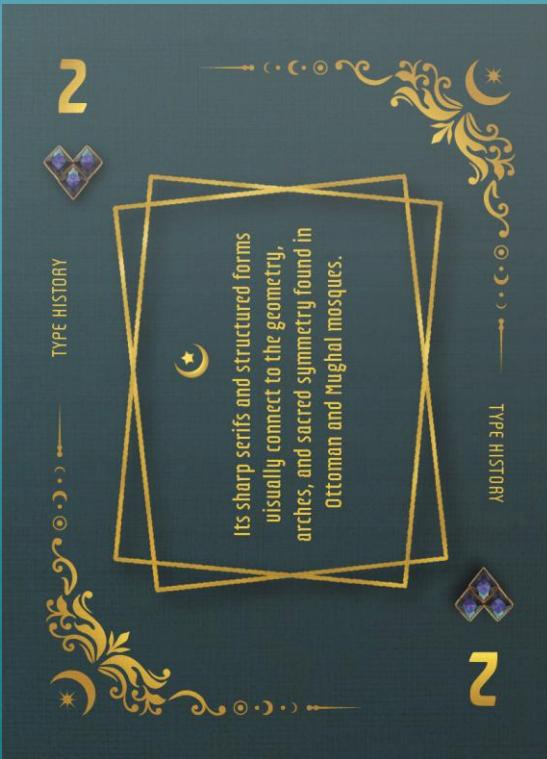


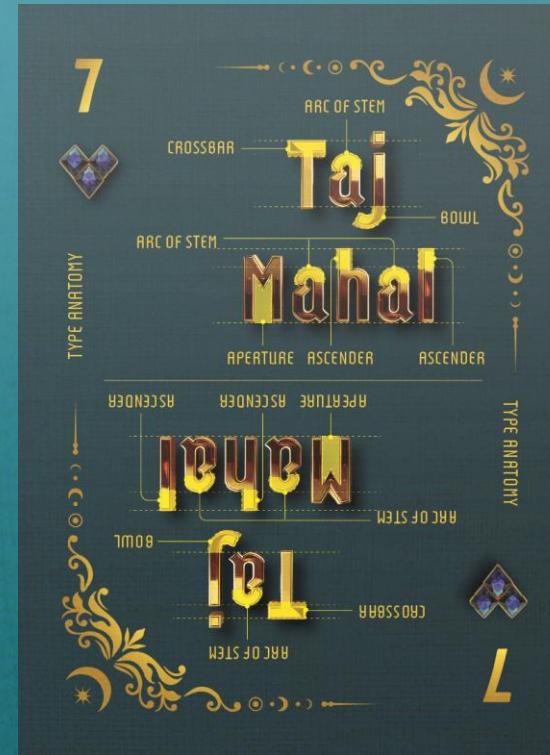
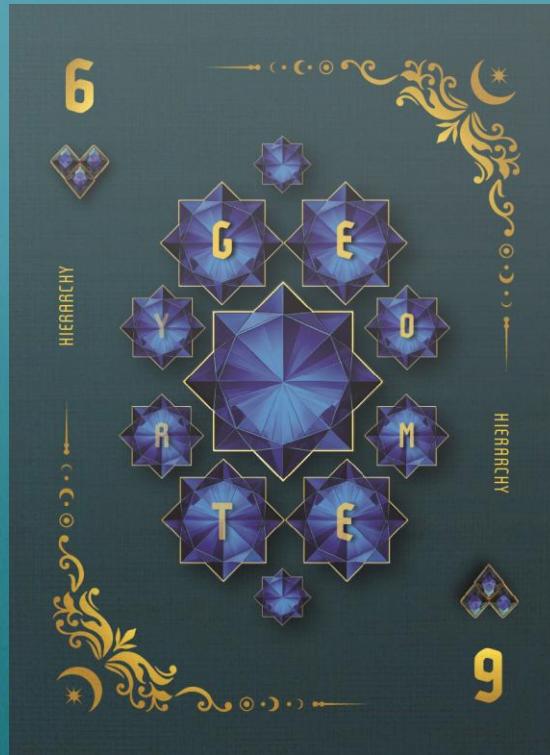
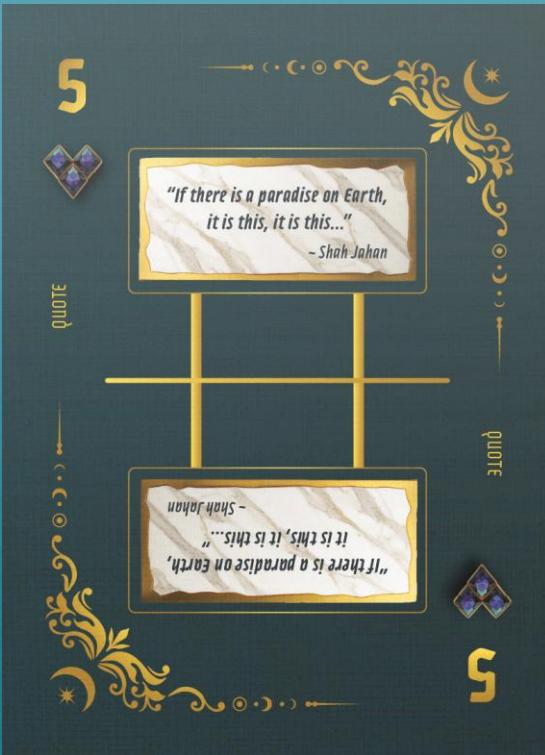




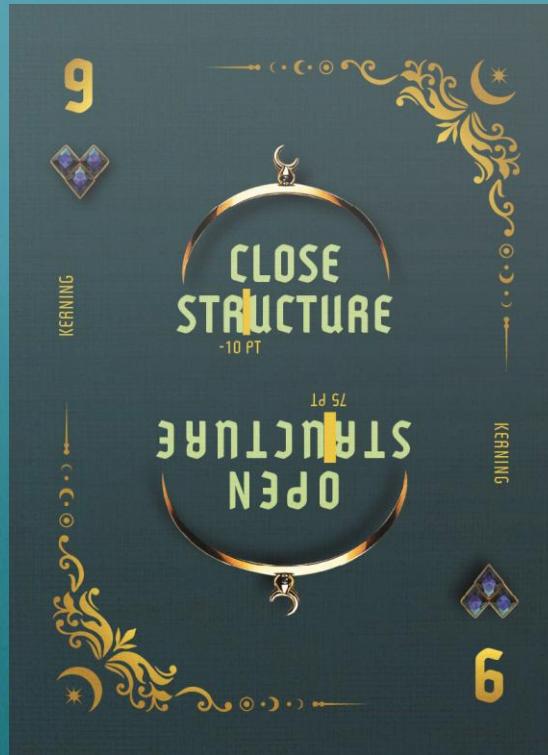
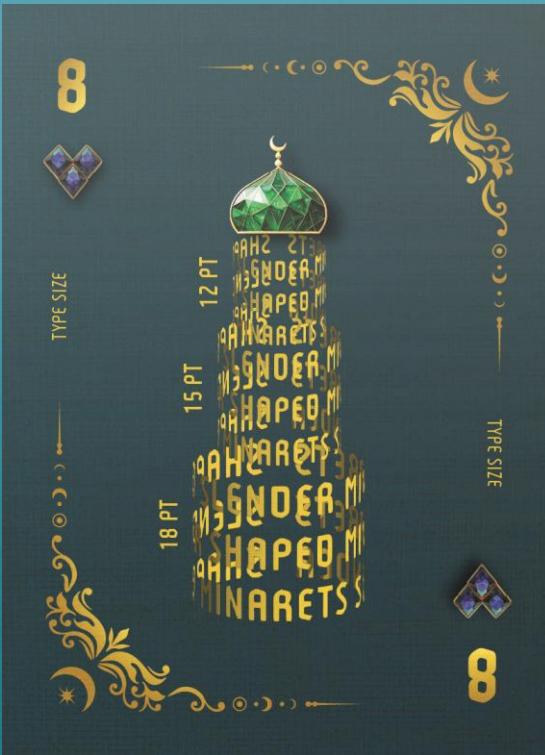
Suite 3: Heart, Mughal Eras Mosques, 16-19 Century

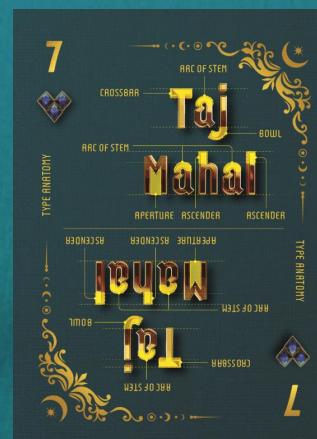
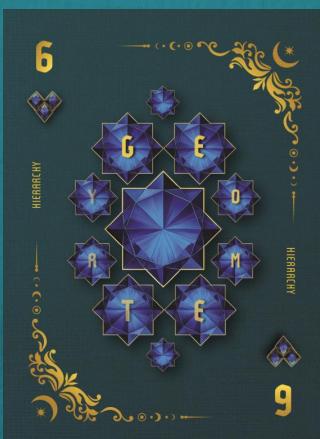
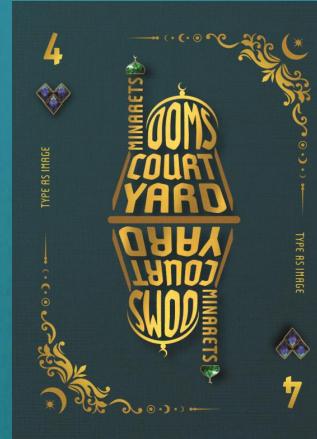
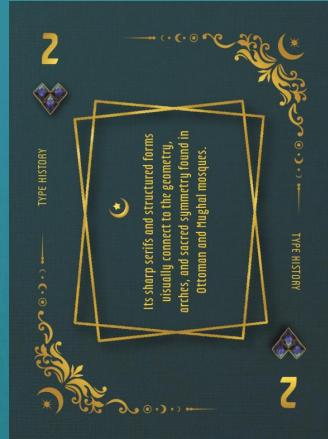
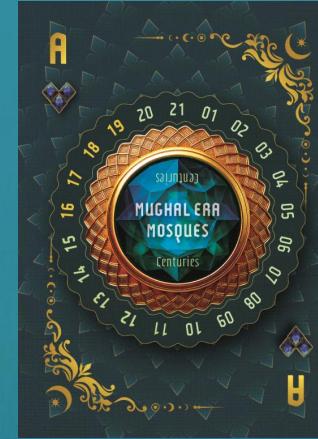
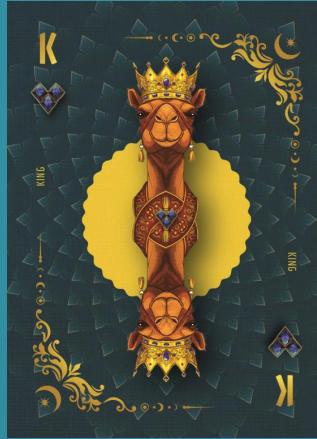
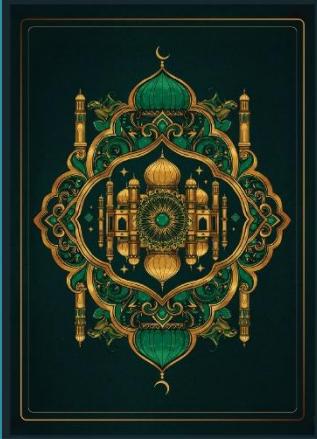




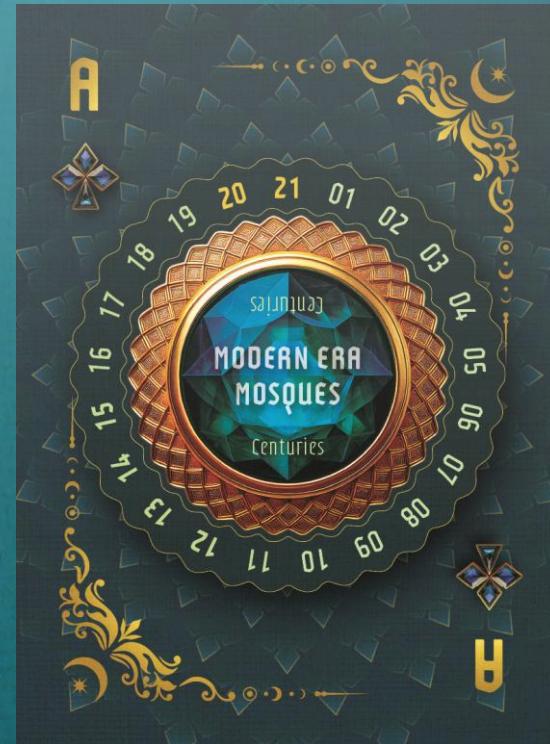
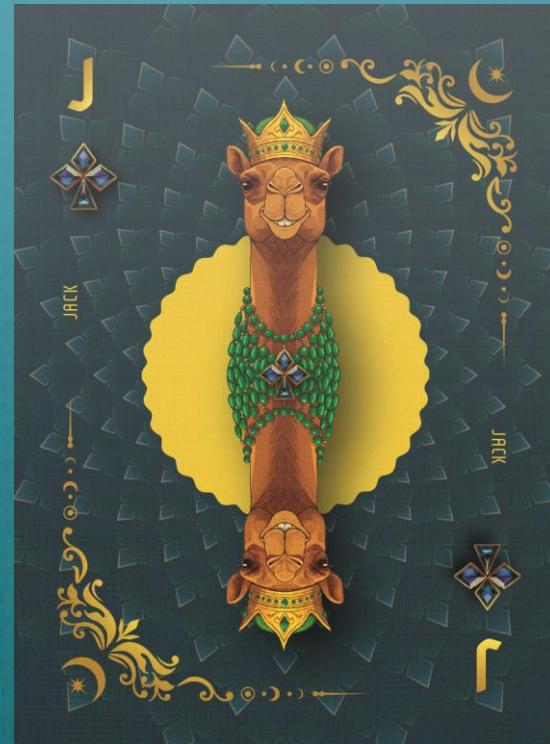


Suite 3: Spades, Golden Age Mosques, 11-15 Century

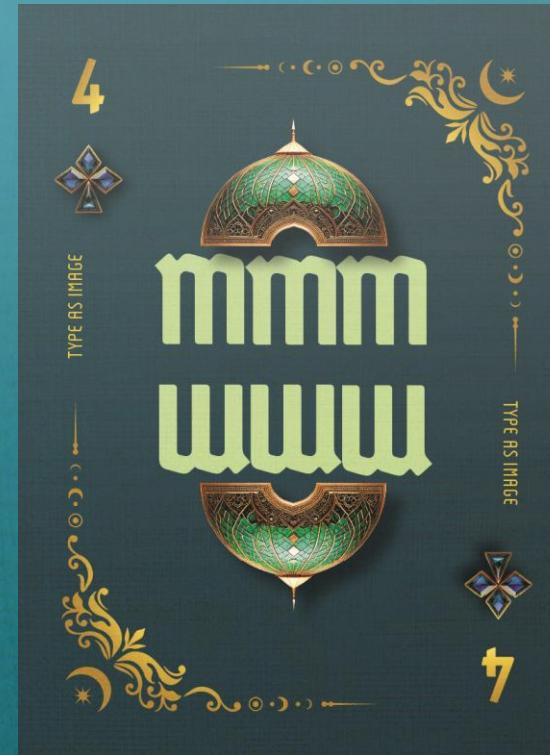
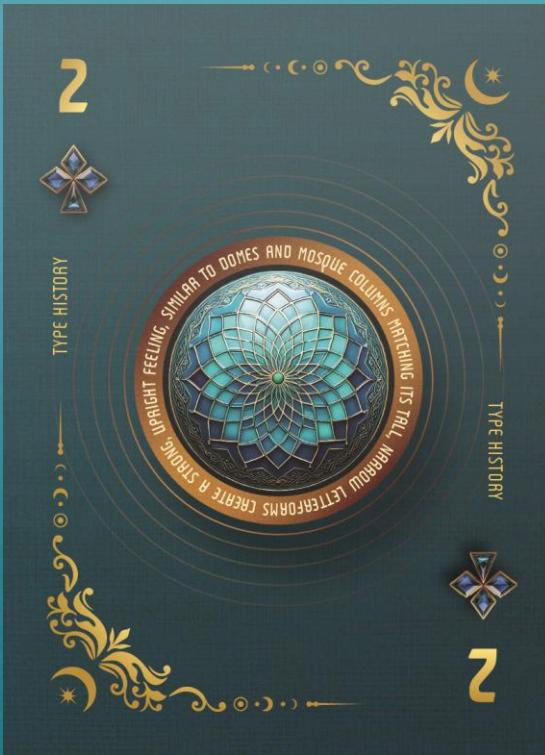




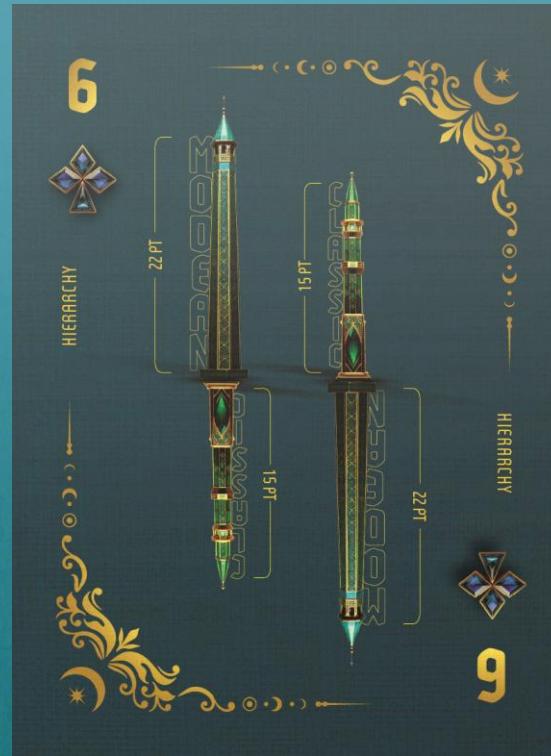
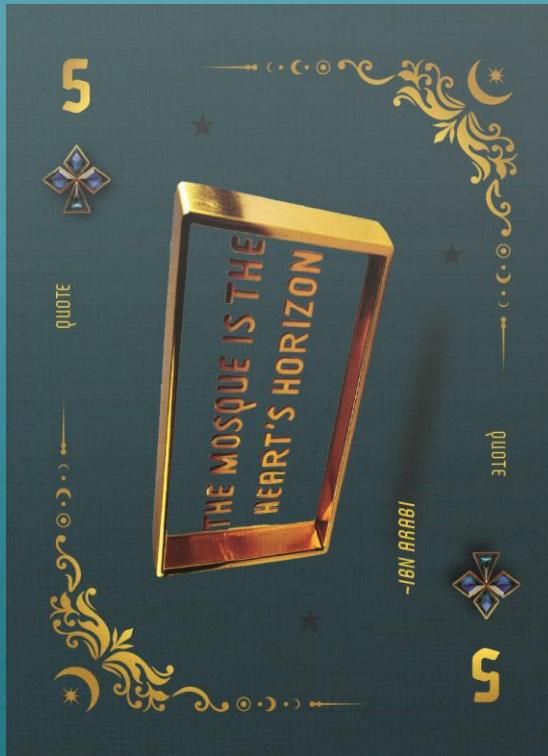
Suite 4: Clubs, Modern Eras Mosques, 20-21 Century



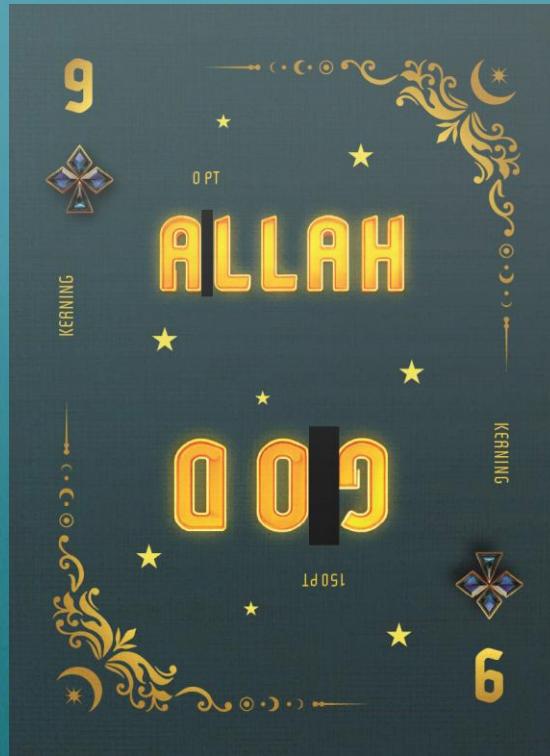
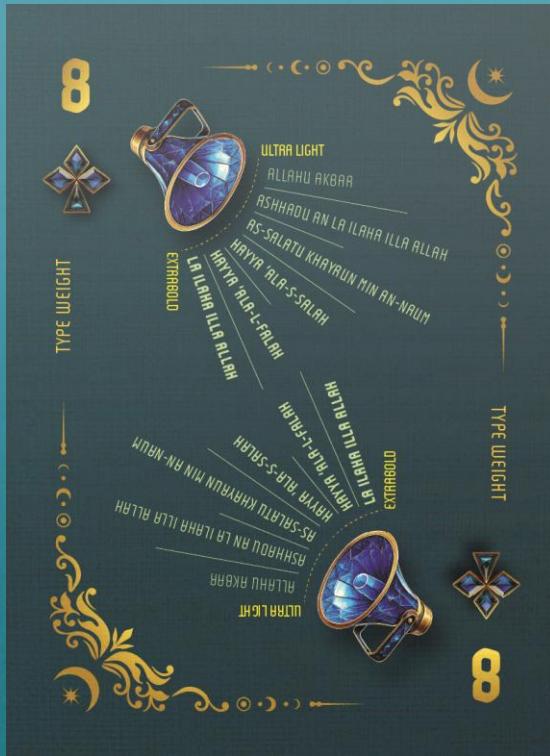
Suite 4: Clubs, Modern Eras Mosques, 20-21 Century



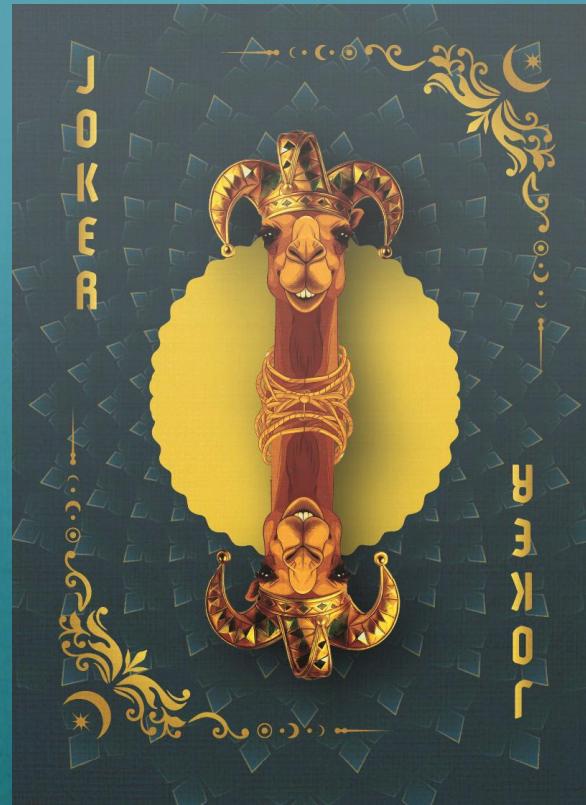
Suite 4: Clubs, Modern Eras Mosques, 20-21 Century



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











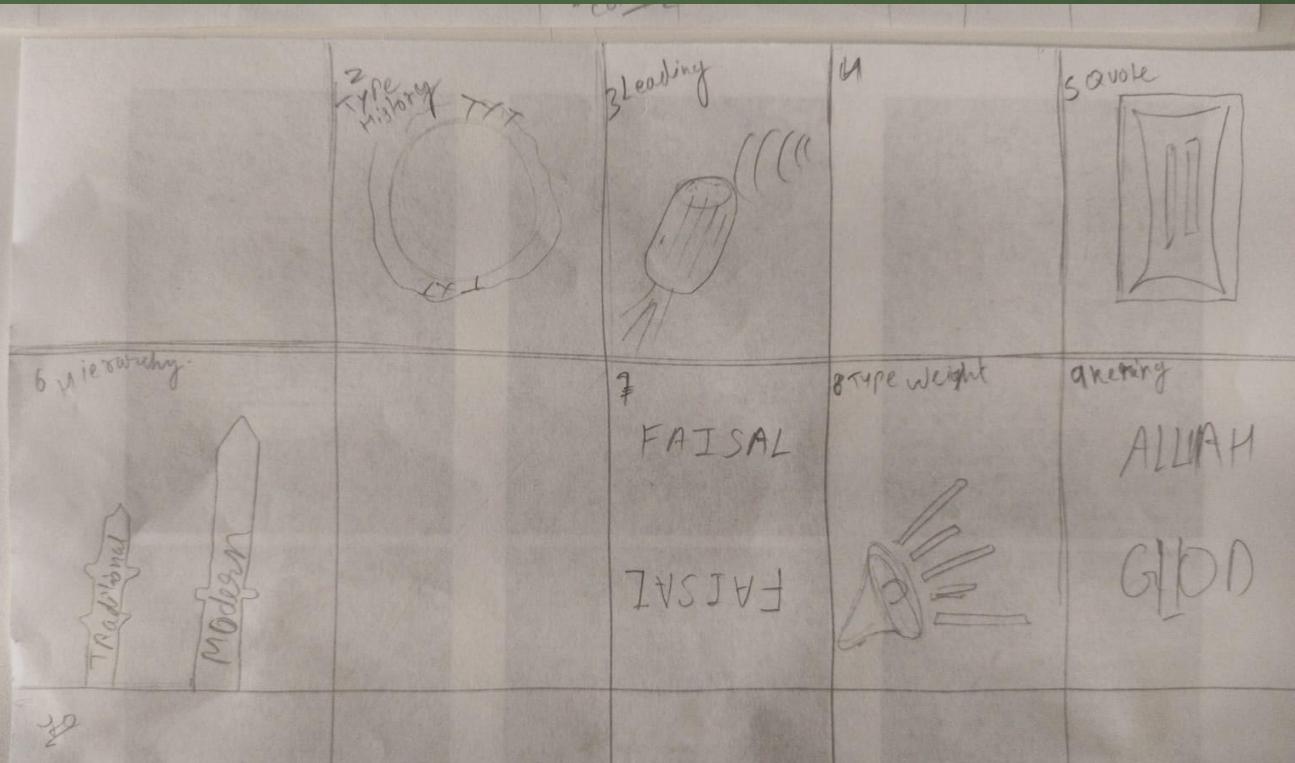
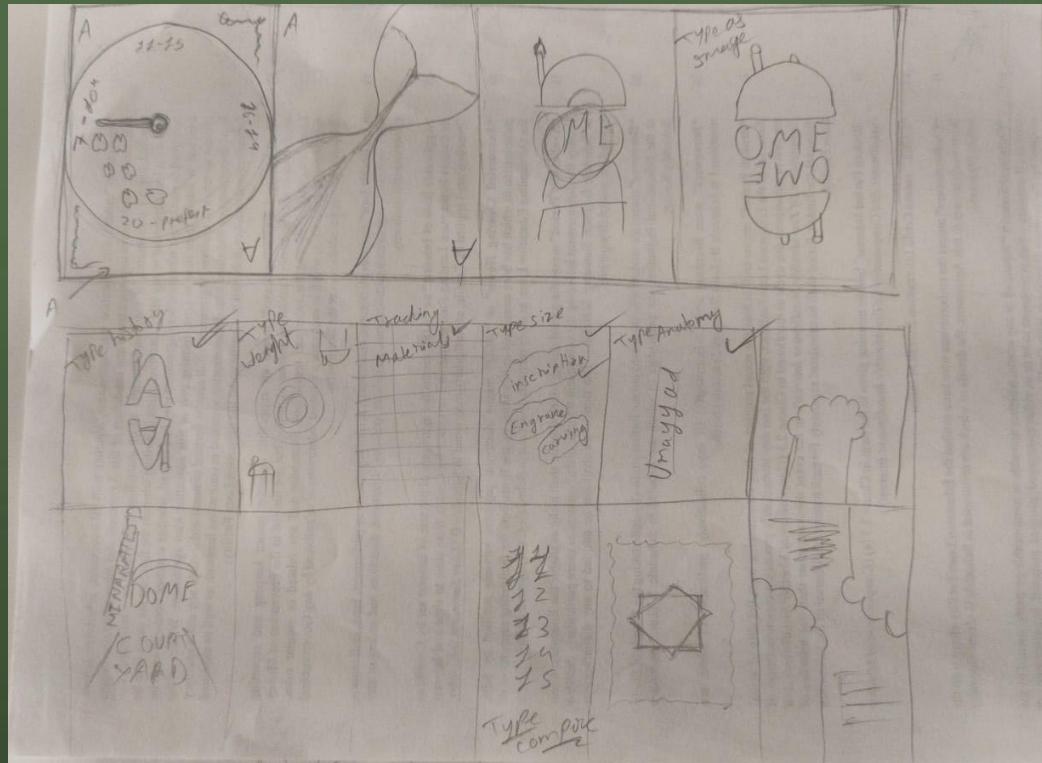






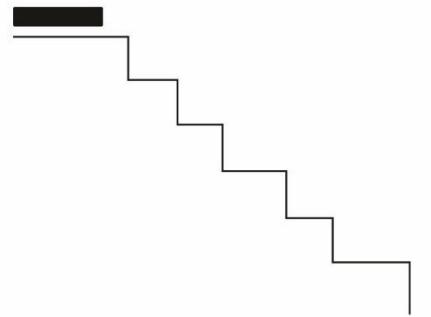


Design Process

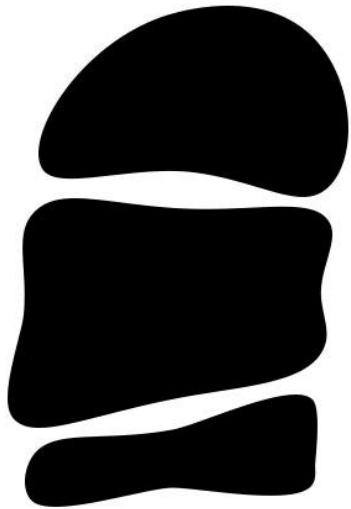


Design Process

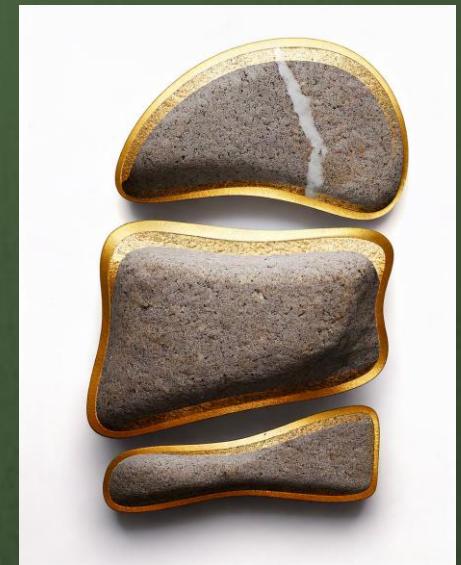
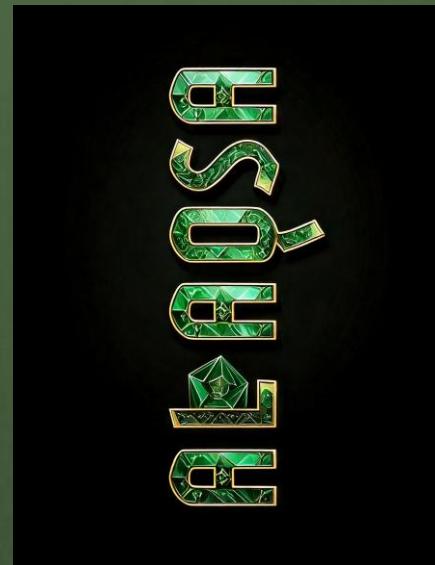
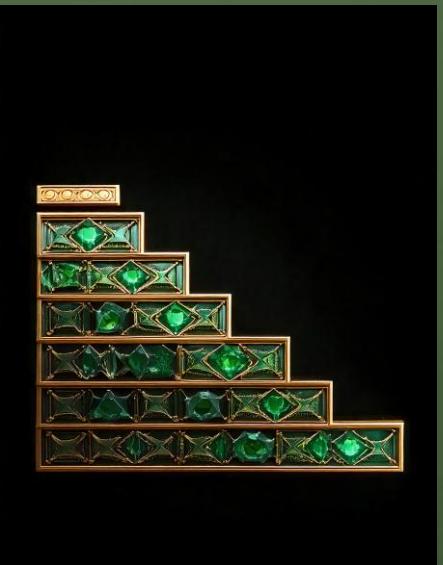
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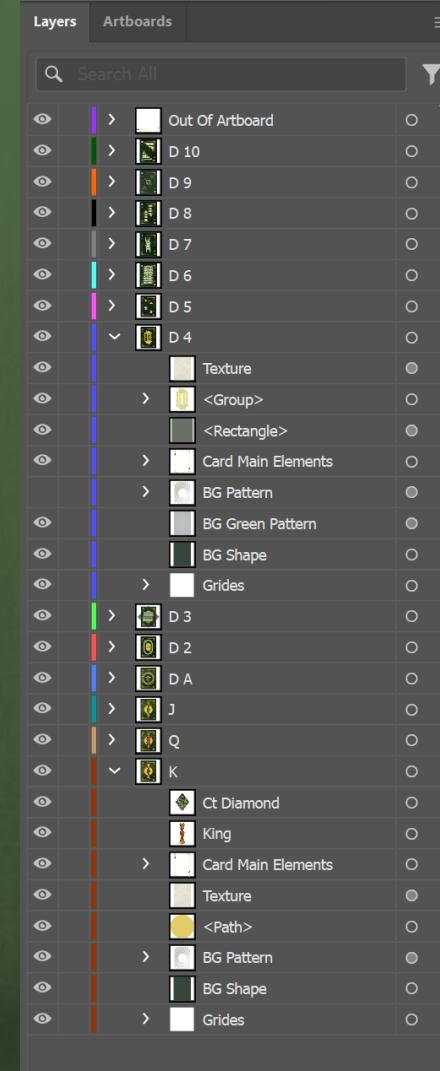
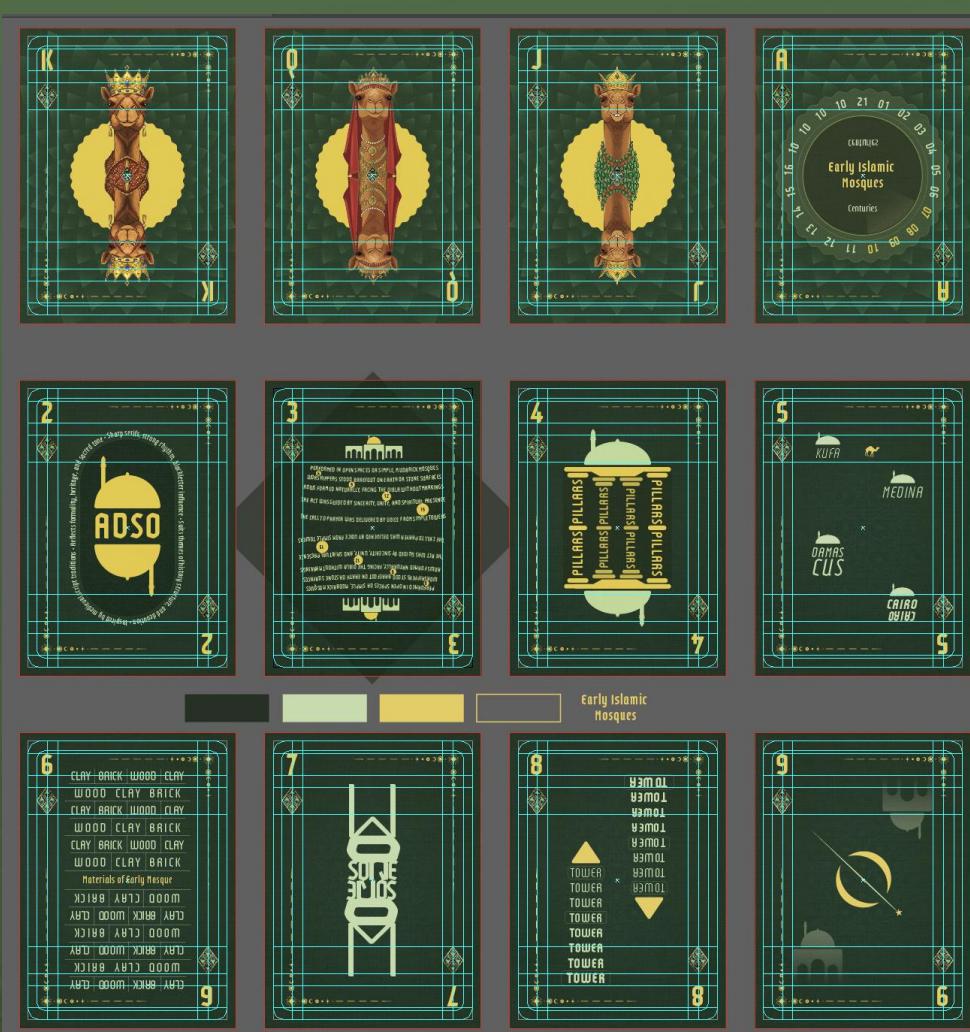
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Design Process

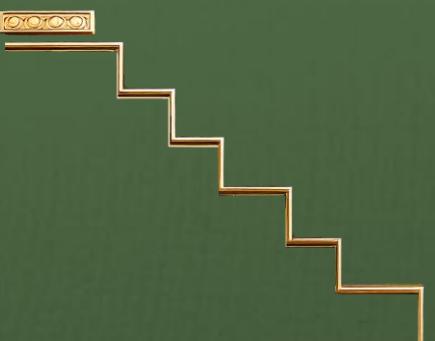


#Grid & Layering



Design Process

Taj
Mahal



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Thank You

