

Typography Based on Identity

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Key words:
Typography – Identity – Culture – Expression

Typography with Identity

Today there are a lot of exercises to create a new typography.

After some easy or difficult steps students can design new types.

Sometimes useable for any kind of text and some others are a little difficult to be used in normal text and have to be used in titles, as an image for logo or just for decoration.

We cannot limit our students in their creation process, only design for one purpose.

But... we decide to create a new kind of type according to our realities or related to our cultures it means with **Identity**.

Typography with Identity

Peru has a wonderful multicultural heritage because of our pre-Columbian history and all the immigration process that has occurred since the discovery and conquest by the Spaniards.

But there is more, for example in one moment of our history we have received strong influence from the Africans, Japanese, Chinese, Italians, Germans and many others that fill our country with many cultures

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FUSION

Typography with Identity

This phenomenon never stops because we continue receiving different migratory movements from the outside and there are other very important from the inside.



Typography with Identity

Peru has a territory with a diverse geography; we have the Amazon, the mountains, the coast beside to the Pacific Ocean, inclusive several kinds of weathers that make our country reach in diversity from different point of view.



Typography with Identity

**MULTICULTURAL
COUNTRY**

Typography with Identity

How can we construct Identity in a multicultural country?

1. Recognize who I am. I have to accept what kind of person I am and make a process of self-knowledge.
2. Construct the person who I aspire to be.
3. Investigate and analyze the cultural inheritance, the characteristics, transformations, fusions and development that this has suffered.
4. Interaction with other people, how to relate successfully to the society and how to accept it. This final action develops our sense of tolerance and makes us real human beings.

Typography with Identity

For example I start defining myself then my family identity after that I define my community identity, then a city identity, a county, a region, state and finally country.



Typography with Identity

Another important meaning is to understand and practice **Social Inclusion**; nobody must stay outside when we construct a Group Identity.

That's the new design's philosophy in Peru; we are talking about the new social design's concept based on recognition of all society's members, if we want to construct a better world with **equality, justice** and **freedom** we must start accepting all society's members.

Typography with Identity

Creating typography with identity

Create types is not complicated,

The most important thing is to create new ones that at the same time can generate identity. Talk about identity is to feel identification is to have a sense of belonging.

Today many designers create different typographies for any occasion. Every day we have in the internet new typographies at different prices, but how many of them really represent a culture, history, countries, or group of people?

Typography with Identity

What I propose is to create letters that at the same time we can use it to identify us as Peruvians and to do that we can use all visual and historical resources.

We are reach country in old and living cultures and that allowing us to use infinitive resources that serve us as inspiration for this purpose.

Choose a living culture or an ancient pre Colombian culture, collecting all the visual and historic information. We study their beliefs, cosmogony, cosmology, aesthetic aspects, ceramic, architecture and all their cultural manifestations.

Typography with Identity



Picture reference: Nazca Culture

Typography with Identity



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Typography with Identity



NAZCA

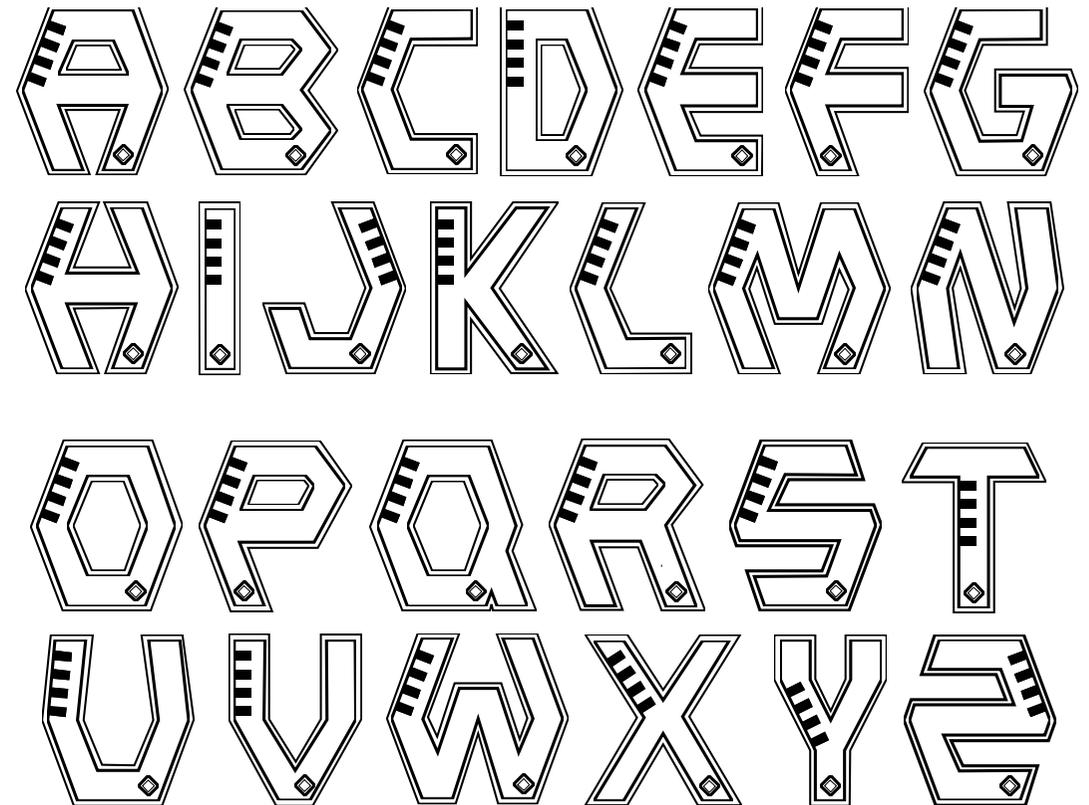
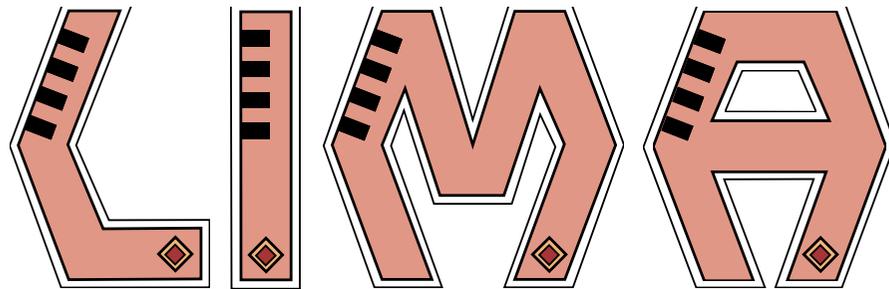
Picture reference: Nazca Culture

Typography with Identity



Picture reference: Lima Culture

Typography with Identity



Picture reference: Lima Culture

Typography with Identity



Picture reference: Sican Culture

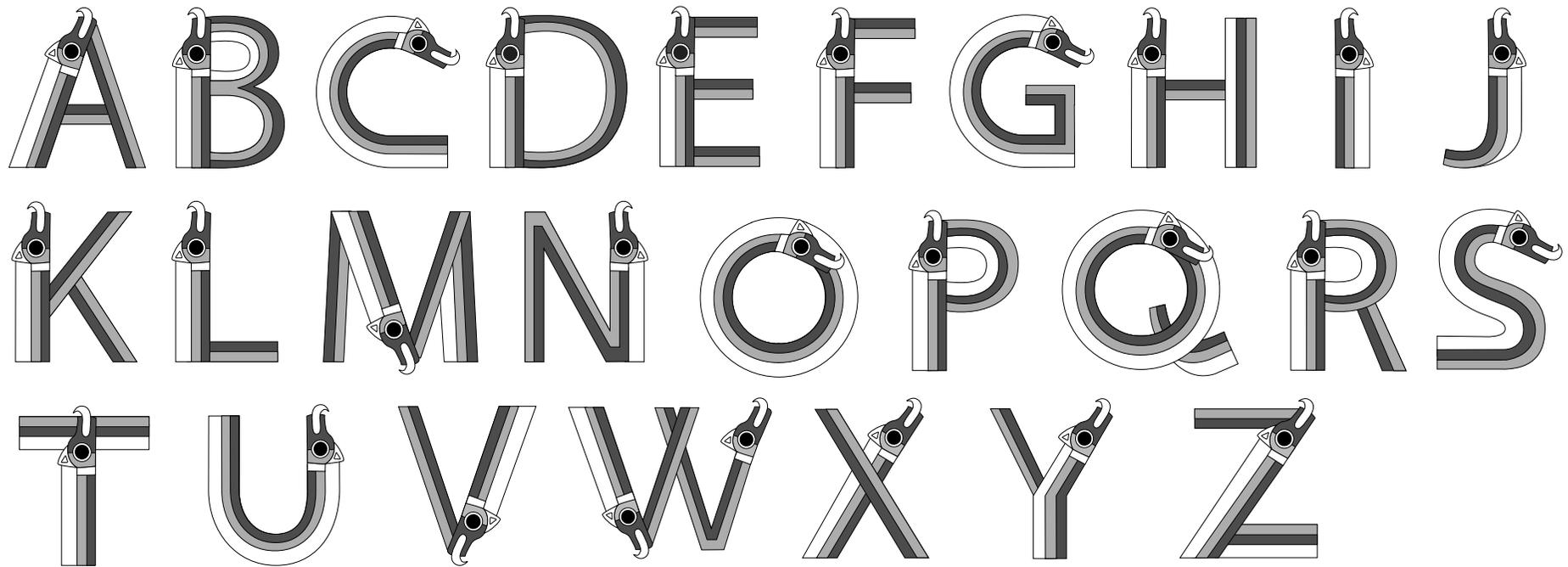
Typography with Identity



SICAN

Picture reference: Sican Culture

Typography with Identity



Picture reference: Sican Culture

Typography with Identity



Picture reference: Sican Culture

Typography with Identity



N A Z C A

Picture reference: Nazca Culture

Typography with Identity



CHIMU

Picture reference: Chimu Culture

Typography with Identity



CHAVIN

Picture reference: Chavin Culture

Typography with Identity



CHIMU

Picture reference: Chimu Culture

Typography with Identity

Conclusions

We use philosophy based on the concept of slow design, who remarks the fact of explore in local culture to use as inspiration and reference for design.

Visual communicators today transmit a message inclusive and accessible to all actors in our society, especially when it is composed of different races, ethnicities, beliefs and ideologies.

Create typographies is not just a matter of design new letters it is also an instrument to construct identity.

Typography with Identity

Conclusions

We develop in our students an interest in research, data interpretation and study of our identity.

Future designer must be able to think of a kind of society with its own identity and have the instruments to help in their construction.

Visual communicators should be able to conceptualize a design with social discourse that promotes tolerance, progress and equity to support the unified development of Peru and its culture.

Do design is also do policy because it permit us reach changes and deeply transformations in our society.



Thank you!

Rafael Vivanco