

ALBERT YOUNG CHOI, PH.D.
TYPOGRAPHY
IN THE STREET
ENVIRONMENT
WITH THE
NATIONAL
STANDARD
DESIGNS

SAT, AUGUST 31ST AT 9:50 AM
TYPECON2019 "NICE"
HILTON, MINNEAPOLIS, MINNESOTA
PRESENTED BY
THE SOCIETY OF TYPOGRAPHIC
AFICIONADOS





Designs for the People



Public Designs for
the New Address
System

P

Aesthetic Value for
the Street
Environment

A

Visual Standard
for the Public
Designs

V

Extend National
Identity with Visual
Experience

E

NATIONAL
STANDARD
DESIGNS

COOPERATIVE NETWORK

KATS

KIDP

MTIE

MOIS

KTO

KOTI

Engineers

OPERATIVE NETWORK

Forms
Shapes
Typography
Colors
Contents

Street Name Signs
Building Number Signs
Information Signs
Directories

NATIONAL STANDARD DESIGNS

MICRO DESIGN STUDIES

MACRO DESIGN STUDIES

Info Hierarchy
Aesthetic Values
Durability
Economy
Installations

Design Guideline
Manual
Templates
Strategy

RESEARCH SUPPORT

Univ. College of the Creative Arts (UK)

Hong Kong Polytechnic University (China)

California State University Northridge (USA)

Bridgewater State College (USA)

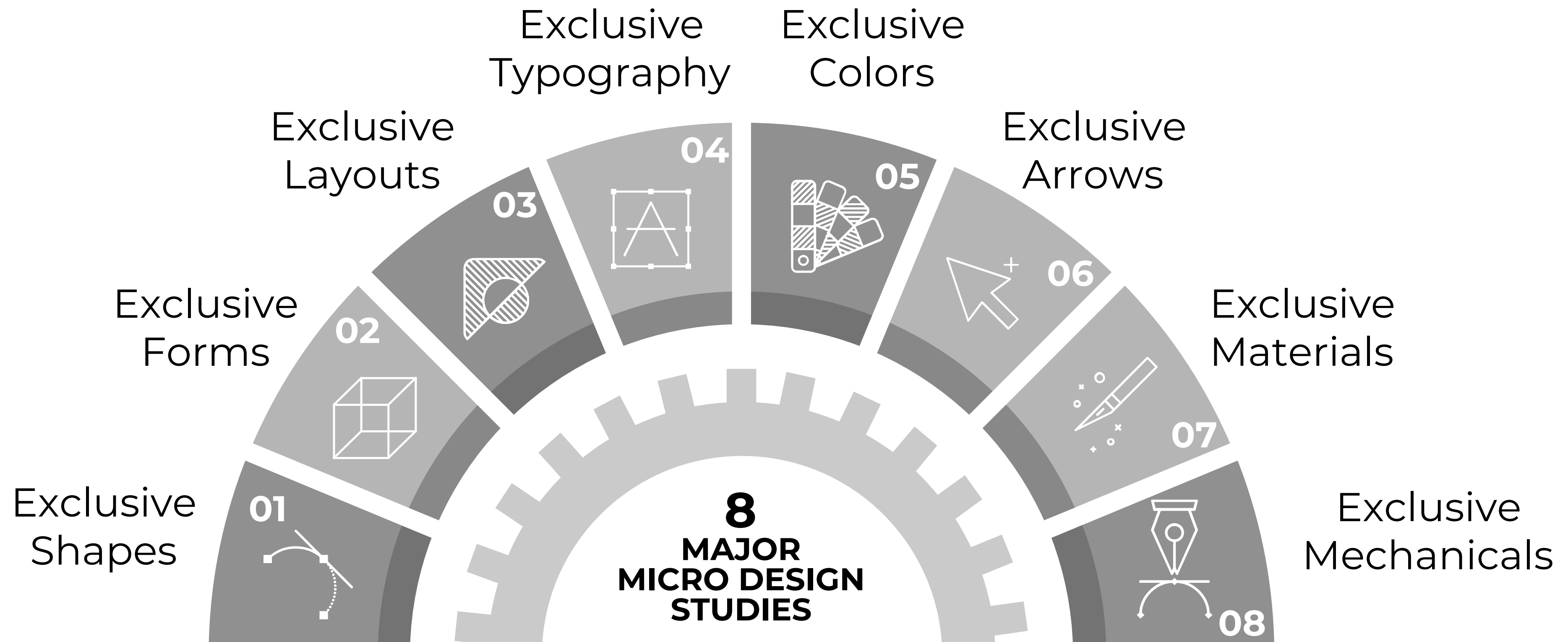
KOREA GOVERNMENTS & PROFESSIONALS

OVERSEAS UNIVERSITIES & PROFESSIONALS

FUNCTION & AESTHETIC

NEW ADDRESS SYSTEM IN KOREA

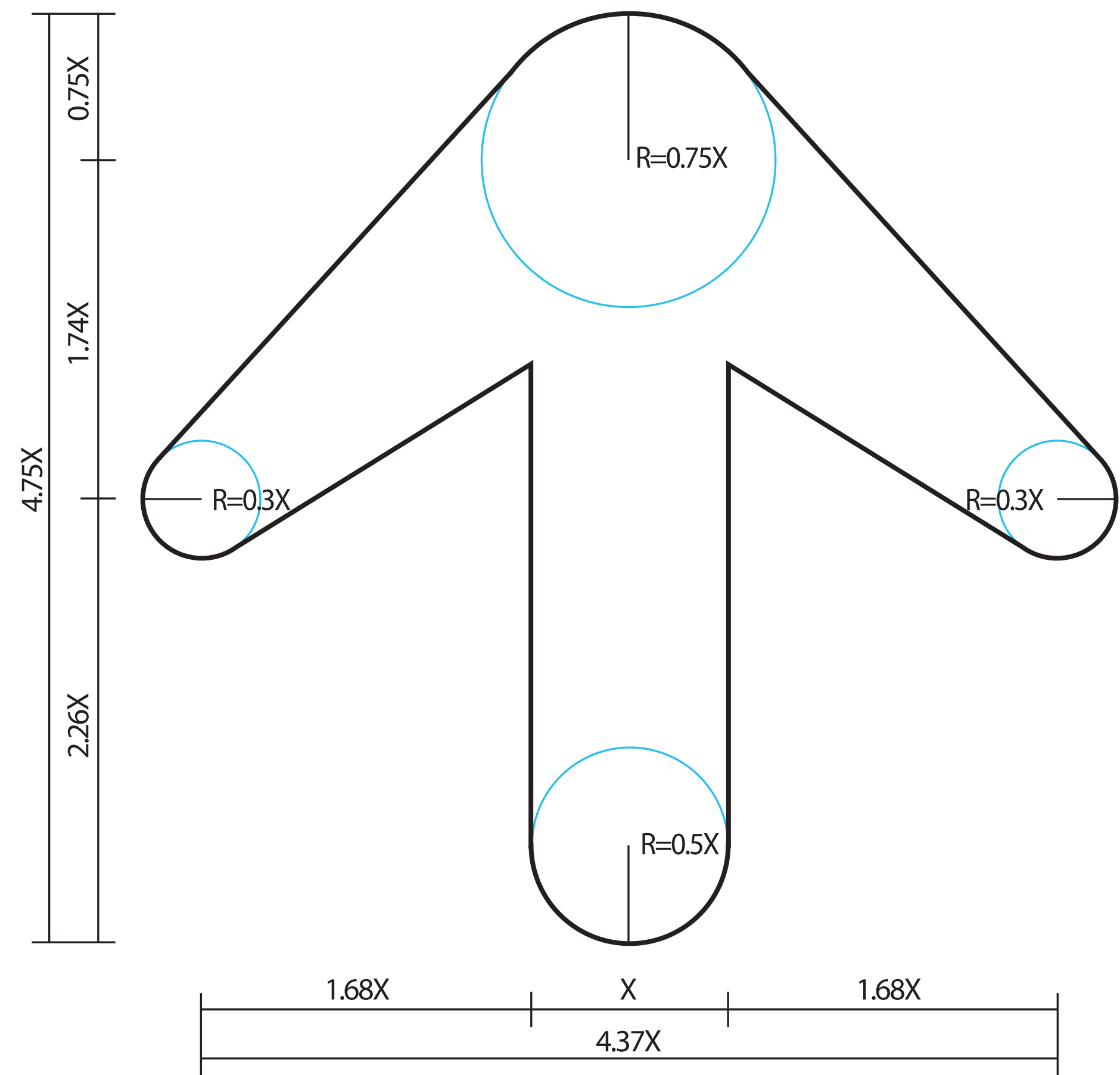
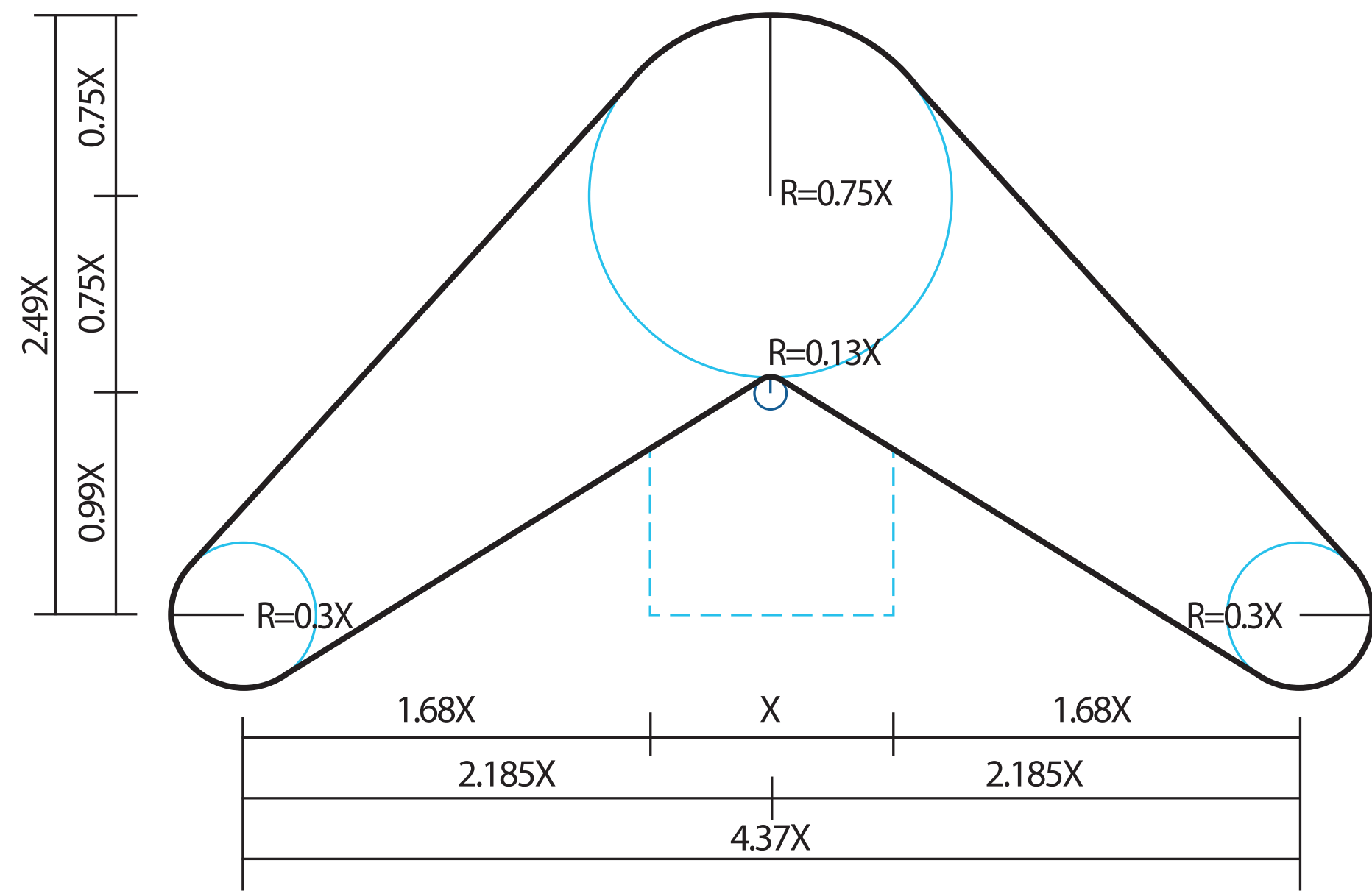
FEATURES	LOT NAME ADDRESS (OLD)	STREET NAME ADDRESS (NEW)
NOTATION	<ul style="list-style-type: none"> • Land and Lot 	<ul style="list-style-type: none"> • Street Name and Building Number
FUNCTION	<ul style="list-style-type: none"> • Land management • Property Protection 	<ul style="list-style-type: none"> • Position Information • Address Signification
CHARACTERISTICS	<ul style="list-style-type: none"> • Inconvenient wayfinding • Random address arrangement • Overlapped address • Disordered Logistics Industry 	<ul style="list-style-type: none"> • Easy wayfinding • Predicted address arrangement • Predicted address • Ordered Logistics Industry
HISTORY	<ul style="list-style-type: none"> • 1918 during the Japanese colonial era 	<ul style="list-style-type: none"> • July 29, 2011 National Court Notice • January 1, 2014 Full implementation of Street Name Address



FOR EXCLUSIVE DESIGNS

MICRO DESIGN STUDIES

Natural Lines and Shapes



Letter Sizes and Spaces

EYESIGHT & READABILITY TEST

SURVEY TARGET

30 people with 0.2~0.5 Eyesight

Based on the Korea Road Traffic Act (0.5 or above)

SURVEY OBJECTIVES

Best type size and reading distance

USERS Distance Type Size (mm)	FOR PEDESTRIANS				FOR DRIVERS						TYPE SIZE CRITERIA
	10m		20m		30m		40m		50m		
	Regular Sans Serif	New Sans Serif	Regular Sans Serif	New Sans Serif	Regular Sans Serif	New Sans Serif	Regular Sans Serif	New Sans Serif	Regular Sans Serif	New Sans Serif	
40	X	X	X	X	X	X	X	X	X	X	
50	X	X	X	X	X	X	X	X	X	X	
60	X	○	X	X	X	X	X	X	X	X	
70	○	○	X	X	X	X	X	X	X	X	70 for Directory Signs
80	○	○	X	X	X	X	X	X	X	X	
90	○	○	X	○	X	X	X	X	X	X	
100	○	○	○	○	X	X	X	X	X	X	100 for Pedestrians
125	○	○	○	○	X	X	X	X	X	X	
140	○	○	○	○	X	○	X	X	X	X	140 for Drivers 35
150	○	○	○	○	X	○	X	X	X	X	
175	○	○	○	○	○	○	X	X	X	X	184 for Drivers 45
200	○	○	○	○	○	○	X	X	X	X	
225	○	○	○	○	○	○	X	○	X	X	
250	○	○	○	○	○	○	○	○	X	○	
275	○	○	○	○	○	○	○	○	○	○	
300	○	○	○	○	○	○	○	○	○	○	300 for Drivers 70

END POINTS STREET NAME SIGN FOR PEDESTRIANS



END POINTS STREET NAME SIGN FOR PEDESTRIANS					
ROMAN LETTERS	BUILDING NUMBERS				
	1 DIGIT	2 DIGITS	3 DIGITS	4 DIGITS	
9	700	700	700	700	ROMAN 100% LETTERSPACE 0PT
10	700	700	700	700	
11	700	700	900	900	ROMAN 100% LETTERSPACE 0PT
12	700	900	900	900	
13	900	900	900	900	ROMAN 100% LETTERSPACE 0PT
14	900	900	900	900	
15	900	900	900	1050	ROMAN 100% LETTERSPACE 0PT
16	900	900	1050	1050	
17	1050	1050	1050	1050	ROMAN 100% LETTERSPACE 0PT
18	1050	1050	1050	1050	
19	1050	1050	1050	1050	ROMAN 100% LETTERSPACE -100PT
20	1050	1050	1050	1050	
21	1050	1050	1050	1050	ROMAN 60% LETTERSPACE -100PT
22	1050	1050	1050	1050	
23	1050	1050	1050	1050	ROMAN 60% LETTERSPACE -100PT
24	1050	1050	1050	1050	
25	1050	1050	1050	1050	ROMAN 50% LETTERSPACE -120PT
26	1050	1050	1050	1050	
27	1050	1050	1050	1050	ROMAN 50% LETTERSPACE -120PT
28	1050	1050	1050	1050	
29	1050	1050	1050	1050	ROMAN 50% LETTERSPACE -120PT
30	1050	1050	1050	1050	
31	1050	1050	1050	1050	ROMAN 50% LETTERSPACE -120PT
32	1050	1050	1050	1050	
33	1050	1050	1050	1050	ROMAN 50% LETTERSPACE -120PT
34	1050	1050	1050	1050	

DIRECTION STREET NAME SIGN FOR PEDESTRIANS



DIRECTION STREET NAME SIGN FOR PEDESTRIANS					
ROMAN LETTERS	BUILDING NUMBERS				
	1 DIGIT	2 DIGITS	3 DIGITS	4 DIGITS	
9	950	950	950	950	
10	950	950	950	1150	ROMAN 100% LETTERSPACE 0PT
11	950	950	950	1150	
12	950	950	1150	1150	
13	950	950	1150	1300	
14	950	950	1150	1300	ROMAN 100% LETTERSPACE 0PT
15	950	1150	1150	1300	
16	950	1150	1150	1300	
17	1150	1150	1300	1300	
18	1150	1150	1300	1300	
19	1150	1300	1300	1300	ROMAN 100% LETTERSPACE -100PT
20	1150	1300	1300	1300	
21	1150	1300	1300	1300	
22	1300	1300	1300	1300	
23	1300	1300	1300	1300	
24	1300	1300	1300	1300	
25	1300	1300	1300	1300	
26	1300	1300	1300	1300	
27	1300	1300	1300	1300	
28	1300	1300	1300	1300	ROMAN 60% LETTERSPACE -50PT
29	1300	1300	1300	1300	
30	1300	1300	1300	1300	
31	1300	1300	1300	1300	
32	1300	1300	1300	1300	
33	1300	1300	1300	1300	
34	1300	1300	1300	1300	

END POINTS STREET NAME SIGN FOR DRIVERS



ROMAN LETTERS	END POINTS STREET NAME SIGN FOR DRIVERS				
	1 DIGIT	2 DIGITS	3 DIGITS	4 DIGITS	
9	1950	1950	1950	2250	ROMAN 100% LETTERSPACE 0PT
10	1950	2250	2250	2250	
11	2250	2250	2250	2250	
12	2250	2250	2250	2250	ROMAN 100% LETTERSPACE 0PT
13	2250	2250	2250	3050	
14	2250	2250	2250	3050	
15	2250	2250	3050	3050	ROMAN 100% LETTERSPACE 0PT
16	2250	3050	3050	3050	
17	3050	3050	3050	3050	
18	3050	3050	3050	3050	ROMAN 100% LETTERSPACE -100PT
19	3050	3050	3050	3050	
20	3050	3050	3050	3050	
21	3050	3050	3050	3050	ROMAN 60% LETTERSPACE -100PT
22	3050	3050	3050	3050	
23	3050	3050	3050	3050	
24	3050	3050	3050	3050	ROMAN 60% LETTERSPACE -100PT
25	3050	3050	3050	3050	
26	3050	3050	3050	3050	
27	3050	3050	3050	3050	ROMAN 50% LETTERSPACE -100PT
28	3050	3050	3050	3050	
29	3050	3050	3050	3050	
30	3050	3050	3050	3050	ROMAN 50% LETTERSPACE -100PT
31	3050	3050	3050	3050	
32	3050	3050	3050	3050	
33	3050	3050	3050	3050	ROMAN 50% LETTERSPACE -100PT
34	3050	3050	3050	3050	

DIRECTION STREET NAME SIGN FOR DRIVERS



ROMAN LETTERS	DIRECTION STREET NAME SIGN FOR DRIVERS				
	1 DIGIT	2 DIGITS	3 DIGITS	4 DIGITS	
9	2750	2750	2750	3350	
10	2750	2750	2750	3350	
11	2750	2750	3350	3350	ROMAN 100% LETTERSPACE 0PT
12	2750	2750	3350	3350	
13	2750	3350	3350	3850	
14	2750	3350	3350	3850	
15	2750	3350	3350	3850	
16	3350	3350	3850	3850	ROMAN 100% LETTERSPACE 0PT
17	3350	3350	3850	3850	
18	3350	3350	3850	3850	
19	3350	3850	3850	3850	
20	3850	3850	3850	3850	
21	3850	3850	3850	3850	ROMAN 100% LETTERSPACE -100PT
22	3850	3850	3850	3850	
23	3850	3850	3850	3850	
24	3850	3850	3850	3850	ROMAN 60% LETTERSPACE -100PT
25	3850	3850	3850	3850	
26	3850	3850	3850	3850	
27	3850	3850	3850	3850	
28	3850	3850	3850	3850	
29	3850	3850	3850	3850	
30	3850	3850	3850	3850	
31	3850	3850	3850	3850	ROMAN 60% LETTERSPACE -50PT
32	3850	3850	3850	3850	
33	3850	3850	3850	3850	
34	3850	3850	3850	3850	

Comfortable Negative Spaces

Structures

Round Corner

Round corners make smooth street name sign form

Visual Boundary Line

White border provides visual separation from the various surrounding building materials and objects

Margin Space

White space separates visual elements into a clean and organized layout.

Directional Shape

Utilized the curve shape of traditional clothes to smooth shape of the street name sign.



Contents

Street Name (Hangeul)

The street name is a recurring element and is the largest of the contents of the sign.

Street Name (Roman)

The street name is a recurring element and 70% of the height of the street name in Hangeul.

Building Number

Current location point guide
One direction sign: 45% of Korean street names
Two directions sign: 70% of Korean street names

Structures

Round Corner

Round corners make smooth street name sign form

Visual Boundary Line

White border provides visual separation from the various surrounding building materials and objects

Margin Space

White space separates visual elements into a clean and organized layout.

Directional Shape

Utilized the curve shape of traditional clothes to smooth shape of the street name sign.



Contents

Street Name (Hangeul)

The street name is a recurring element and is the largest of the contents of the sign.

Street Name (Roman)

The street name is a recurring element and 70% of the height of the street name in Hangeul.

Building Number

Current location point guide
One direction sign: 45% of Korean street names
Two directions sign: 70% of Korean street names

Storytelling and Communication

Structures

The Shape of a House

Contents

Visual Element Boundary Line
It serves as visual identification of the building's number and is used for repeated content or discriminating against share the contents.

Image Space
Add local symbol images in some cases

Visual Boundary Line
White border provides visual separation from the various surrounding building materials and objects

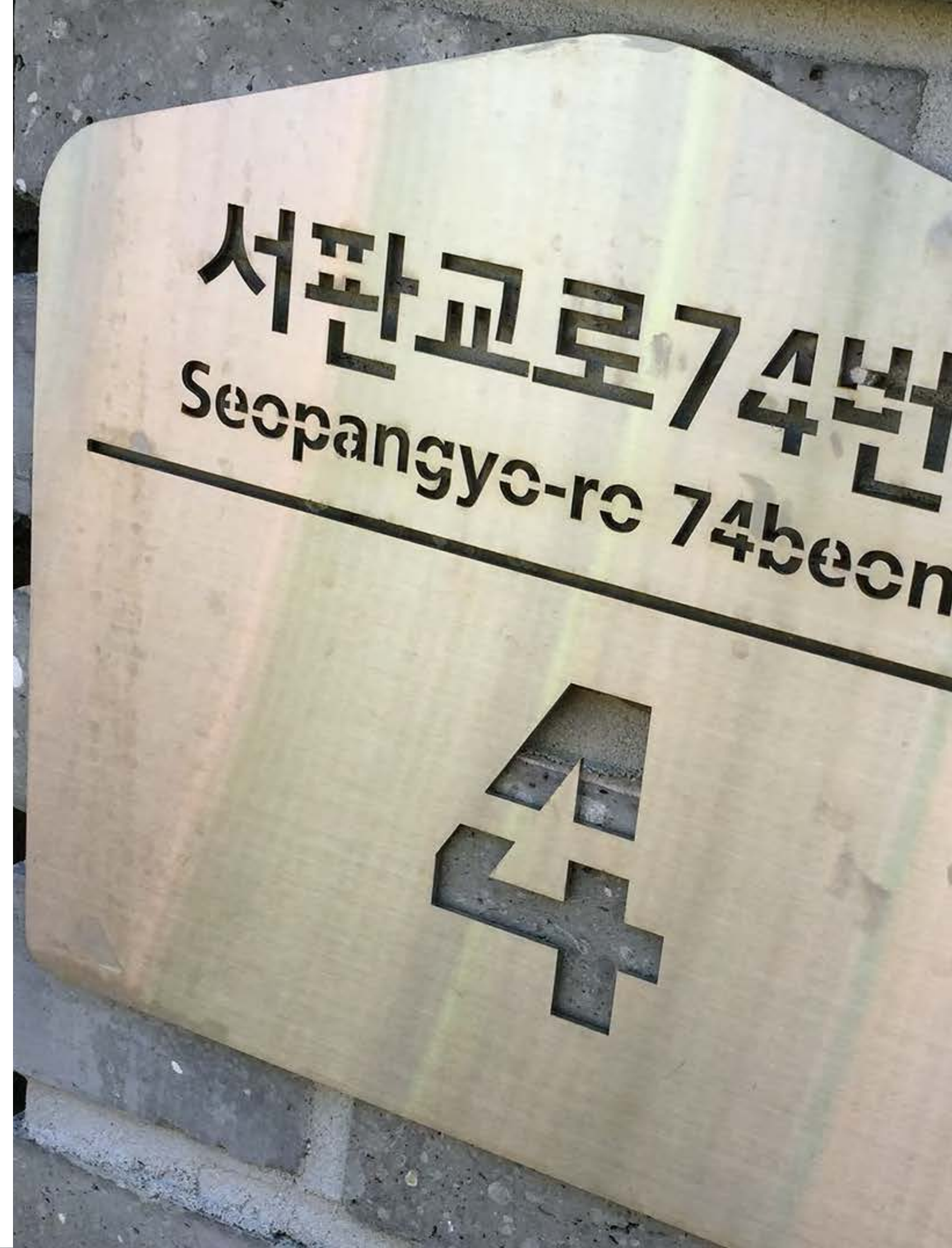
Round Corner
Round corners make smooth building number sign form



Street Name (Hangeul)
Street names are recurring elements and are smaller than building numbers to highlight unique building numbers.

Street Name (Roman)
Street Name Indication for Foreigners

Building Number
Building number is the essential part of the building number plate and the priority for the visual hierarchy.



Structures

The Shape of a Package

Contents

Visual Boundary Line
Blue border provides visual separation from the various surrounding building materials and objects

Image Space
Add local symbol images in some cases

Round Corner
Round corners make smooth building number sign form



Street Name (Hangeul)
Street names are recurring elements and are smaller than building numbers to highlight unique building numbers.

Street Name (Roman)
Street Name Indication for Foreigners

Building Number
Building number is the essential part of the building number plate and the priority for the visual hierarchy.



Structures

The Shape of a 'Gad'

Contents

Round Corner

Round corners make smooth building number sign form

Image Space

Add local symbol images in some cases

Visual Boundary Line

Brown border provides visual separation from the various surrounding building materials and objects

Visual Element Boundary Line

It serves as visual identification of the building's number and is used for repeated content or discriminating against share the contents.



National Standard Pictogram

Use national standard pictogram markers for tourist areas to help tourists predict the location.

Building Number

Building number is the essential part of the building number plate and the priority for the visual hierarchy.

Street Name (Hangeul)

Street names are recurring elements and are smaller than building numbers to highlight unique building numbers.

Street Name (Roman)

Street Name Indication for Foreigners



Structures

The Shape of a Shield

Contents

Visual Element Boundary Line

It serves as visual identification of the building's number and is used for repeated content or discriminating against share the contents.

Image Space

Add local symbol images in some cases

Visual Boundary Line

Blue border provides visual separation from the various surrounding building materials and objects



National Standard Pictogram

Use national standard pictogram markers for tourist areas to help tourists predict the location.

Building Number

Building number is the essential part of the building number plate and the priority for the visual hierarchy.

Street Name (Roman)

Street Name Indication for Foreigners

Street Name (Hangeul)

Street names are recurring elements and are smaller than building numbers to highlight unique building numbers.





한지길
Hanji-gil 117 → 1

7
태조로
Taejo-ro 3





0445

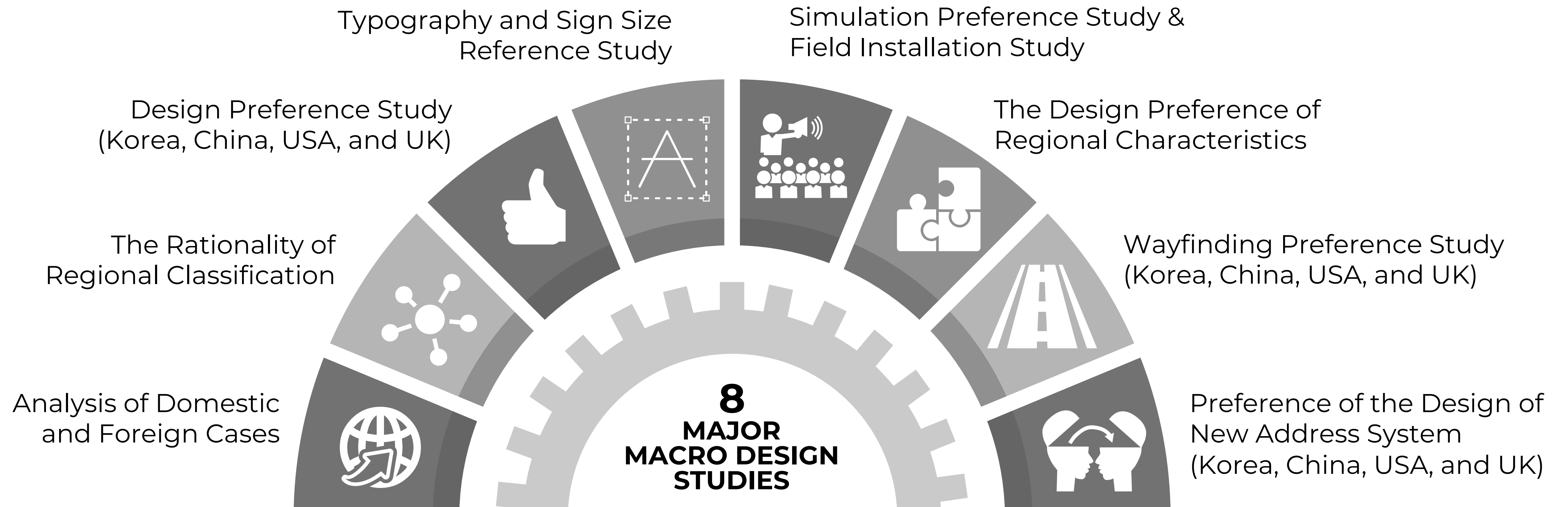


태포로
Taepo-ro
33

아기자기
Village

조각마이

스카프



FOR STANDARD DESIGNS

MACRO DESIGN STUDIES

FOR THE IDENTITY

TYPOGRAPHY IN THE STREET ENVIRONMENT

Local culture and environment of Korea are diverse. Diverse and unique local culture and the environment coexist to make Korea culture. Based on this perspective, the Street Name Signs and Building Number Signs need a unique design system with a strong visual expression.





아이디 031-719-7525 3F

약손명기 에스텍 5F

고운결안의원 5F

인텔리지치과 4층

726-2275 4층

윌링스약성 5층

항공비엣

여중중 세무사 5F

분당재활의학과 3F

EMS X GYM 3F

IS BAR cafe 2F

분당연세보청기 719-9119

분당재활통증물리치료 3F

장산건강의학원

바디원 전신아로마발 712-9998

스포츠아로마 40,000 50,000

엠알엠 영어전문학원

교육상담 716-0406

최단기간 최단원생 등록 단4가지 영어로 단8주 -내함으로 영어특매!

MS

CHOPHAIR

지대영

이원전신아로마발 4시공용 예약: 712-8

스포츠아로마 6F 50,000

엠알엠 영어전문학원

전체 재학생 중 100명 돌파! 고3만 무려 3만 합도적 강의력 입증!

정신과 의원

동안성

변호사 김기홍

FINASTYLE

이원전신아로마발

스포츠아로마 6F 50,000

엠알엠 영어전문학원

전체 재학생 중 100명 돌파! 고3만 무려 3만 합도적 강의력 입증!

정신과 의원

동안성

변호사 김기홍

FINASTYLE

이원전신아로마발

스포츠아로마 6F 50,000

엠알엠 영어전문학원

전체 재학생 중 100명 돌파! 고3만 무려 3만 합도적 강의력 입증!

정신과 의원

동안성

변호사 김기홍

FINASTYLE

이원전신아로마발

스포츠아로마 6F 50,000

엠알엠 영어전문학원

전체 재학생 중 100명 돌파! 고3만 무려 3만 합도적 강의력 입증!

정신과 의원

동안성

변호사 김기홍

FINASTYLE

29<1 성남대로 343번길
Seongnam-daero 343beon-gil

한샘교회
무설 월드 교육 및 청소년 상담 센터(무료)
문의: 070-4696-1659
아셀건강센터
굿샘영어 중/고등부 703-9994
분당 장안중, 양영중 예비 중1반
모든 고등학교 내신, 수능 내신절저

개현 씨드수학 고등수학, 수능전문
031-781-31...
MCC 교과 과정 전문
국어 수학 영어 KIS SIS Math, G
중고등 교과 과정 전문 Bio, Ph
수능 (수능반) 701-9897(국제반) Econ

하 나 수학 3F 308호
707-2601
지 한의원 3F
7-701-9413

국어 수학 영어 내신 / 수능 / TEPS
707-9305
내신 수능 TEPS

bank of Robbings

1<45 돌마로 476번길
Dolma-ro 476beon-gil

어떻게 할까요!! 708-8786
아카데미라운지 서현독서실 5F
아트&하트
독학 Foot & Tanning
굿샘 개우 (아이즈) 122-31
상설문의 (031) 703-9994

뮤엄영어 서현학원 701-5323
수학전문화원 715-1384
Core Math
코어매쓰 초/중/고 수학전문
내신·수능·수리논술 715-1384

후 과
분당월드 합동사무소
분당법 푸른과

산학협력
생당 사랑교회

인 만두

Asiana Cuisine

불정론
Buljeongnon-ro

양토농카림과자점

산학협력수학

별문정모제스카

등시신호





14[←] 강남대로 69길
Gangnam-daero 69-gil

1700

3278

경인대 · 영통지

서울 강남구 논현동



7 **운중로 233번길** 11
Unjung-ro 233beon-gil

55 **운중로 277번길** 51
Unjung-ro 277beon-gil

WASHENJOY

24

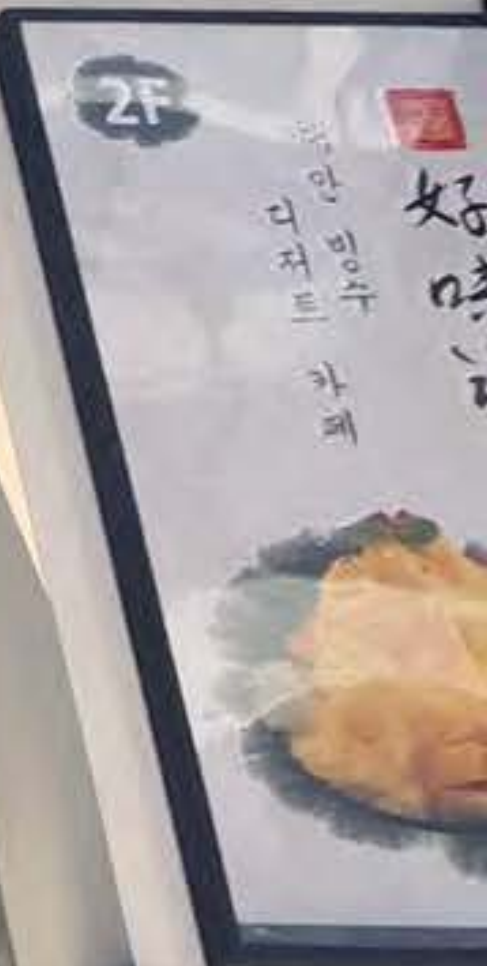
24



강남대로156길 52→1
Gangnam-daero 156-gil



飛鳥
ASKA
아스카





윤보선 대통령 가옥
(Former President) Yun Po-sun's House
100m

북촌로 1길 32→1
Bukchon-ro 1-gil

북촌로 1길 32→1
Bukchon-ro 1-gil

25

오감

1217 일림로 1219
Ilrim-ro(St)



14 이순신광장로 18
Isunsingwangjang-ro(St)

9 여객선터미널길
Yeogaekseonterminal-gil



64 오목대길 62
Omokdae-gil 62





BOEHANA
CLOTHING CAFE & RESTAURANT

24시

양화로10길 64-11
Yanghwa-ro 10-gil

박용석의
FASHION OPEN

HOLLYS COFFEE

닭갈비
연습장 B1

24N 6735

FOR THE IDENTITY

DESIGN AS CULTURE CODES

The aesthetic value of Korea is a harmony between the beauty of the curvilinear line and the honesty of the straight line. The basic form of designs emphasizing the bipolar harmony between 'Eum' and 'Yang' of Korea. It differentiates from the world and helps to improve the national brand image and pride.





J. WELL
제이 웰
신수동 (Sinsoodong) 330-1

강남대로 162길
40
Gangnam-daero 162 gil

퇴계로
Toegye-ro
216

한국서비스대상
명예의 전당 현정 은행


신한은행
SHINHAN BANK

초무르역지저



8-1000

미추리

시즌 2

2월 15일(금) 밤 11시 10분

첫 방송







Thank You



You are always welcome to contact me.

ALBERT YOUNG CHOI, PH.D.
PROFESSOR
HANYANG UNIVERSITY ERICA CAMPUS
SOUTH KOREA



facebook.com/Albertyoungchoi



linkedin.com/in/albert-young-choi



instagram.com/albertychoi



albert@albertyoungchoi.com



albertyoungchoi.com