

WANDER TYPE  
PROJECT

# Sayulita, Mexico

Pueblo

Magico

*By: Vivian Duran*





WANDER TYPE PROJECT

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PUEBLO MAGICO



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# NIRVANA SPA

Nirvana Spa uses two different type classifications for its signage:

- A Sans Serif typeface is used in all-caps for the business' name, which is painted on the ceiling of the front balcony of the building. Its large x-height makes this sign visible and legible from the street since the spa is on the second floor. The size and weight of the letters are consistent. One distinctive characteristic of this typeface is the high position of the crossbar in the letter "A."
- A casual Script typeface is used to display each of the services the Nirvana Spa offers. These signs are painted above each sliding door that enters the balcony. This typeface features decorative stems and descenders.



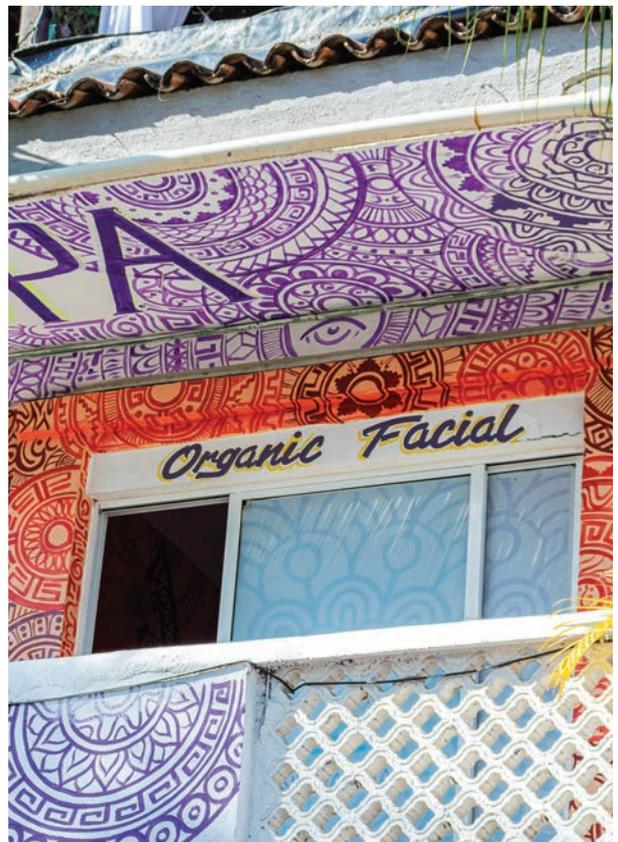
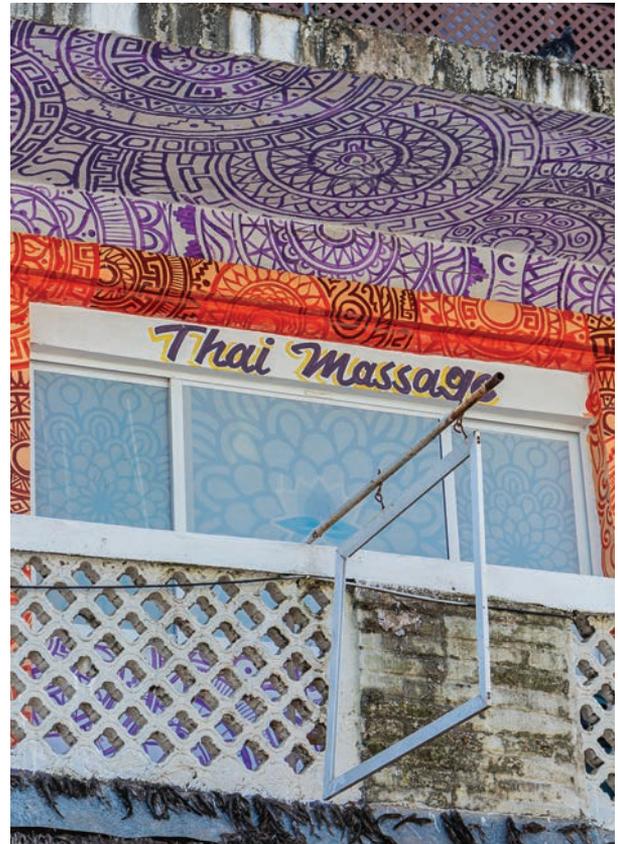
♥ Atmospheric

♥ Adroit



**Location**

C. Gaviota 8, 63734 Sayulita, Nay., Mexico



# EL ORIGINAL CAFÉ SAYULITA



This sign is painted above the main door of El Original Cafe Sayulita, a colorful and authentic restaurant located on Main street. This particular sign combines different type characteristics in its four words:

- The word “El” is written in all caps with a Roman letter.
- The word “original” combines both Roman and Italics letters. In this word, most of the letter “g” loop remains above the baseline, while the letter “l” has a short x-height that does not cross the midline.
- In the word “café,” the letter “c” has a forward-slanted axis. The descender of the letter “f” goes a little past the baseline.
- The word “Sayulita,” letter “y,” has a long x-height making it look like a capital letter.

♥ Authentic

♥ Fluid

📍 Location  
Av. Revolución # 22,  
63734 Sayulita, Nay., Mexico



# HOSTEL LA REDONDA

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Hostel La Redonda features three different visuals with its business' name. Each one of these pieces uses a different typeface style. What I found interesting is that all three visuals are in very close proximity, all located inches away from the main door.

The first visual is a mural painted on the front wall of the hostel (see photo below). This piece features a rounded slab serif typeface with very tight tracking.

♥ *Colorful*

♥ *Decorative*



## Location

Manuel N. Navarrete 14, Colonia Centro, 63734 Sayulita, Nay., Mexico



The second visual is a sign that hangs right above the main door of the hostel. This sign seems to be made using a relief wood carving technique where the letters project from the surface. This piece features a condensed sans serif typeface with regular tracking between the characters.



The third visual is a small tile plate located right next to the main door. The sign reads, "Welcome to La Redonda Hostal." It features an elegant script typeface that contrasts strongly with the other two visuals since they suggest a laid-back atmosphere.

# BUNGALOWS JAQUELINE

This incredible mural is painted on the sidewall of hotel Bungalows Jaqueline. Some elements in this mural, such as the turtles and the text, are raised from the flat wall using cement, tiles, and rocks.

The sign section containing the hotel's name "Bungalows Jaqueline" has a curved baseline. In contrast, the last line, "Sayulita Nay," has a straight baseline. The typeface in this sign is a sans serif that features an extensive tracking in the word "Bungalows."

♥ *Astonishing*

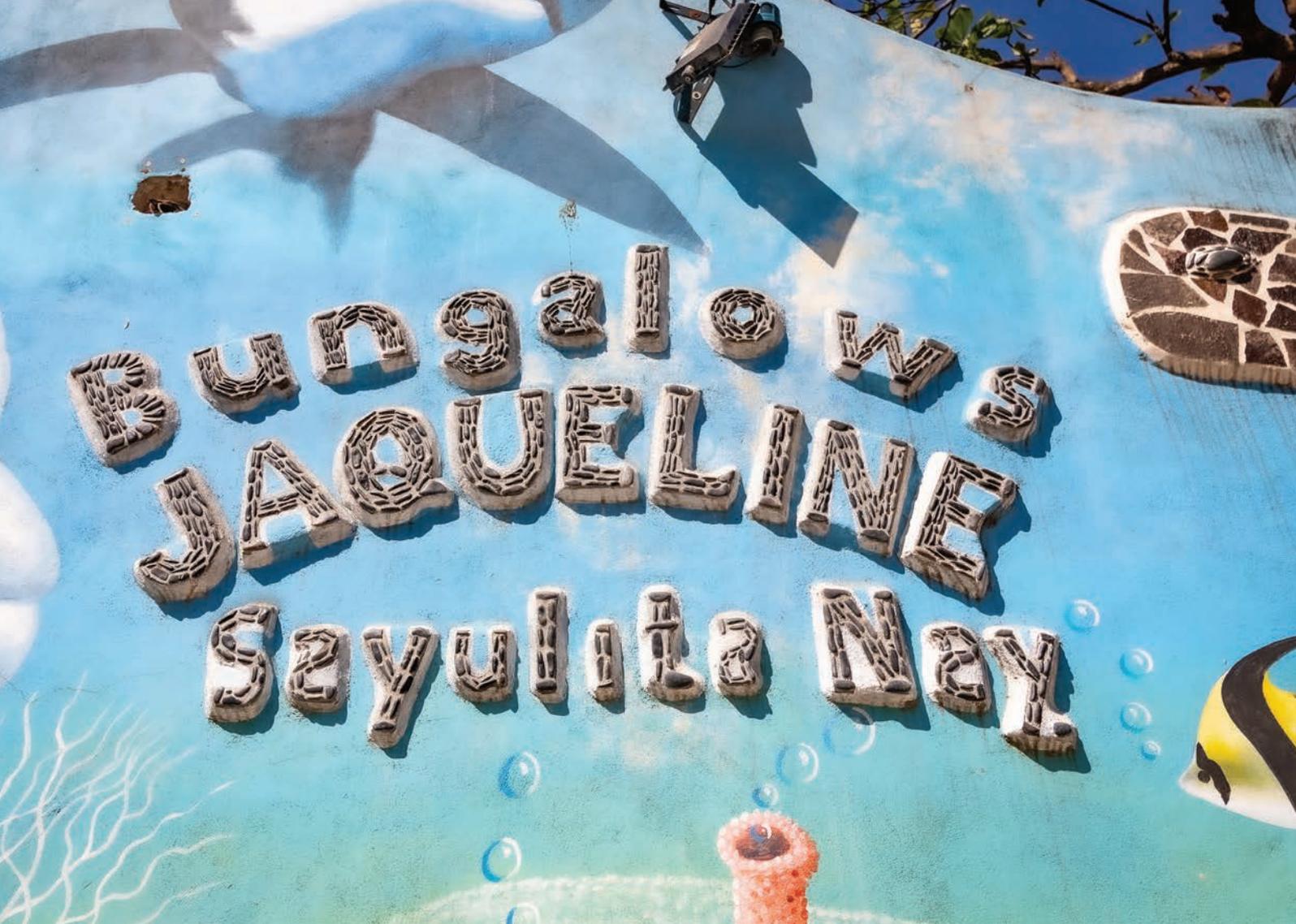
♥ *Brilliant*



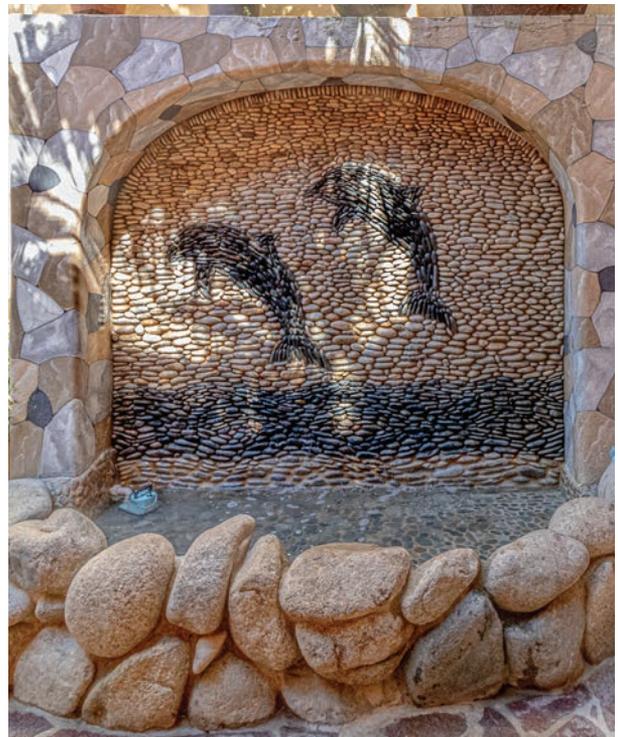
## Location

Av. Revolución 52, 63732  
Sayulita, Nay., Mexico





The rocks and tiles used in the mural are incorporated in multiple accents around the establishment.







# LAUGHING JAGUAR

The sign for the store Laughing Jaguar uses a relief wood carving technique where the letters and the jaguar project from the surface. Some additional details such as the grass, and the decoration on the jaguar are carved on the wood. The typeface used on this sign is very distinctive since the different lines, shapes, and sizes of each character create a unique rhythm. The strokes on letters “L” “A” and “U” in the word “laughing” are tilted in different angles, making each letter fit in the tight kerning of the words.

♡ *Playful*

♡ *Vibrant*



## Location

Av. Revolución 53, 63734  
Sayulita, Nay., Mexico



## CASA FELIZ

This residential property is called Casa Feliz (Happy House). It is common in Sayulita to see houses with a Talavera ceramic name plaque on their facade.

The typeface used in this plaque is a handwritten cursive script. A distinctive characteristic of this typeface is the elongated spine of letter "s."

♥ *Romantic*

♥ *Elegant*



### Location

C. Marlin 12, 63732  
Sayulita, Nay., Mexico

There is a marlin fish carved on the wooden exterior door of Casa Feliz, which is located on Marlin Street. The details and craftsmanship of this door are extraordinary.



# TIANGUIS SIGN

This set of signs promote the famous tianguis of Sayulita, and different interest that can be enjoyed by the public. These signs are located in a highly visible area, on the median strip of Sayulita's main street. The signs are hand-painted on wood sheets and nailed vertically to a wooden stick attached to a light pole. Although the native language is Spanish, signs include English words for tourists and visitors. The typeface on the signs is bold, rounded, all-caps, sans serif. In most signs, the characters have a thick, black stroke that defines the words by increasing the contrast against the wood.

♥ *Urban*

♥ *Straightforward*



## Location

Av. Revolución  
1863728 Sayulita,  
Nay., Mexico



TIANGUIS

• FOOD •

ARTESANIA  
HANDICRAFT

CINE

• JUEVES-THURSDAY •

10am-5pm







**Sayulita** is a beach village located on Mexico's Pacific coast. This beautiful town is one of the 132 Mexican Magic Towns (Pueblos Mágicos), a designation awarded to those communities that over time have maintained their original architecture, traditions, history, and culture. Sayulita certainly has **magic**. It is well known for its popular surfing beaches, vernacular architecture and artistic facades, marvelous food, unique shops, and laid-back bohemian atmosphere that forces you to slow down a bit and appreciate life's important moments. This book explores some of Sayulita's distinctive typography where natural elements such as wood, rock, and plants along with hand-painted scripts and vibrant colors, will merge you into this town's unique atmosphere and rich culture.