

S h a n n o n K u n k e l

Udadausi Zanzibar



Udadisi, or curiosity, drives people to uncover the greatest contributions known to man in every aspect of life from medicine to design. It drives me to continue learning, growing, and truly living. In this book, we will take a design journey, sparked by curiosity, through the typography of Zanzibar written by the people on the island. After hearing a close friend describe the streets and sights of Zanzibar upon returning home from a year abroad, I was enthralled by her stories. There is so much out there in the world that most people don't ever get to experience because they don't let their curiosity roam.

To begin this research, I scoured the streets of Google Maps searching for handcrafted typography on the streets of Zanzibar. Originally, I thought finding such specimens would be difficult because most signage these days is printed, however, it was anything but. Handmade signs were prevalent throughout the streets - from graffiti on the sides of buildings to menus on restaurant storefronts. Vernacular culture was everywhere in the letter forms and I was so excited. I began collecting my type specimens, one for each letter of the alphabet, and laid them out in my spreads with no idea in mind. It wasn't until hearing one of my friend's stories that I figured out the direction I wanted this design to go. She told me of her first experience in the ocean once arriving on the island, where she traveled along the coast in a boat hand-made by a local. Zanzibar is a beautiful place and its unique style needed to be shown.

While this project was a joy to create, it was no easy feat. I struggled finding addresses on most buildings and image quality was not at its best. Setting that aside, it was a magical feeling searching the streets on Google Maps for vernacular culture and compiling my favorite specimens into this very special Wander Type book to share with you. I think my favorite part of this journey was listening to my friend's stories and learning new sayings in Swahili. My hope is that you take away from this book, if anything at all, an urge to be curious. Life is precious but never promised. Explore this great opportunity and be curious of the unknown.



To Tara
my fellow curious dreamer







This example of type is a serif typeface, which could also be considered a decorative serif. In this instance, the character is uppercase and the Roman type is set in caps. The way the letter 'E' is compressed between the 'A' and 'W' allows for the bold weight to stand out. Using the Latin alphabet, the type keeps its kerning tight.

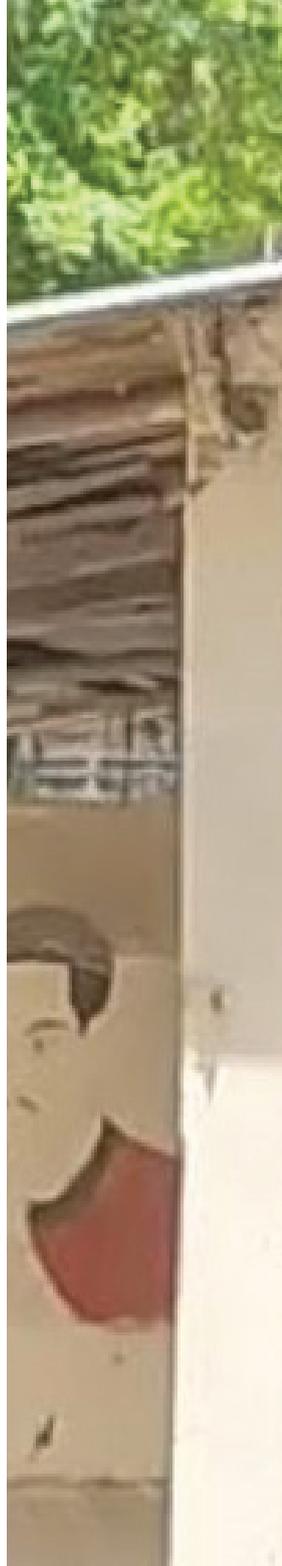
Si kila mwenye makucha huwa simba

- not all that have claws are lions.

Community Friends



Like a majority of the typefaces in Zanzibar, this example is a sans serif lowercase type. The specific character 'B' is oblique in nature, however, the rest of the type could be considered Roman. A regular width and optical kerning on this Latin type allows it to be easily legible.



OCHU *barber* Shop

TBS COSMETICS

C
O
S
M
E
T
I
C
S

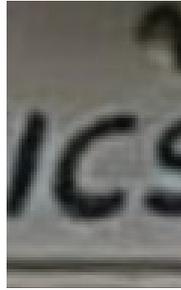
T
A
M
P
E
R

P
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M
B
O

V
O
C
H
A
Z
I
P
O

V
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D
D
O
N

The typography used in this shop's sign would be considered a rounded sans serif written in all caps. It has a very slight oblique style and regular width. I would consider this type weight demibold because it is thicker than the horizontal text below. The wider kerning allows each character to have its own space and design.



Makeup Services

Beauty Products



As the first cursive serif typeface I found, this lowercase example provides insight into the various influences on type that are in Zanzibar. The first two characters seem to be written as Roman while the rest of the type is italics. Legibility was aided by the regular width and book weight of the font as well as its kerning.

Sparletta - Pine Nut

Chai Tea

Banana Beer

Abdallah.

SOFT Drink



Ice Cream

TUNAUZA
VILEJA
KEKI
ICE CREAM
CHOCK STIC
VINYWAJI-
BARIDI

TUNACHUKUA
ODA KEKI
ZA
BIRTHDAY



This typeface is a round sans serif typeface. It uses capital and lowercase letters with a Roman style. While the text is thick and close to each other, I would still consider it to have a book weight and optical kerning.

Cake

Fudge Popsicles

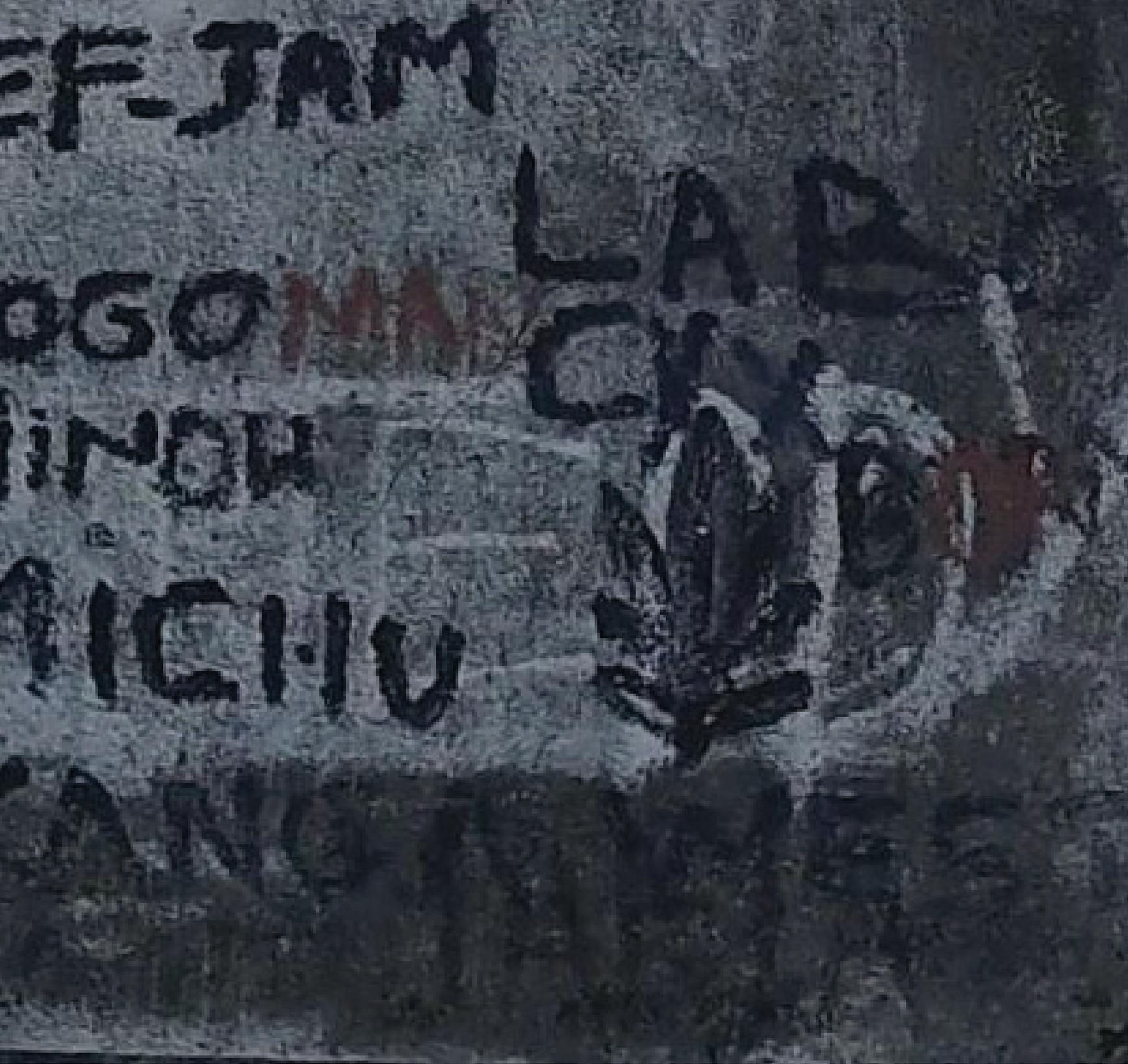
Cookies

Daima bidii, kamba hukata jiwe

- forever persists, a rope cuts stone.



'Fogoman' was written in a round sans serif typeface. All of the characters in the sample are written in caps and with a Roman style. The demi bold weight and metric kerning applied create a tight, sharp typeface that has a little character.



SHIRIKA LA MELI ZANZIBAR
TANGAZO LA MELI

MELI YA M.V. MAENDELEO
ITAFANYA SAFARI KWENDA
SIKU YA
TAREHE
TIKETI ZITAUZWA SIKU YA
SAA
ABIRIA KUPANDA MELINI SIKU YA
SAA
MELI ITAONDOKA SAA

This geometric sans serif typeface uses only caps throughout the sample. It's compressed width and demi bold weight make it look precise while its alternating Roman and oblique style add a sense of movement. Metric kerning allows for a concise type usable on signage or large prints.



Tickets

Shipping



This round sans serif typeface is quite unique. The text is written using all uppercase characters. Some might consider this type to be written in italics, however, it seems to be written on a curved type path. Its compressed width, bold weight, and optical kerning creates focal points within each character as well as as whole words.

Copying

Printing





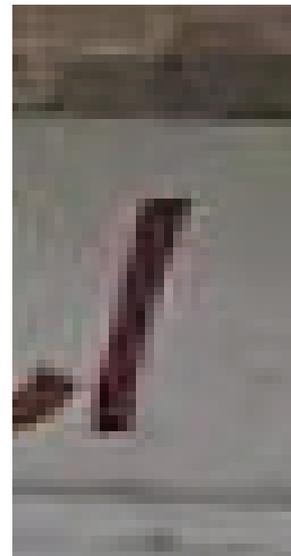
Cotton

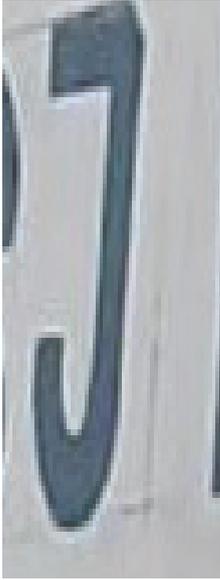
Wool

Clothing



'Kabaisa Pamba Kali' was written in a geometric sans serif typeface using all uppercase characters. The type has a slight italic style but could also be considered a Roman style type. As signage, a bold typeface with optical kerning increases legibility as well as draws awareness to the sign.





The tag was made using a sans serif typeface with all uppercase characters throughout. Each character has a regular width while words as a whole have a wide kerning. The bold weight in conjunction with its Roman style creates uniformity.

Mosque

Worship

Prayer

MASQUID



Telephone

Minutes



Dakiki's signage was written using a decorative sans serif typeface. This text specimen uses all uppercase characters, however, the size of each character is not consistent. The Roman style and regular weight of this typeface in conjunction with its optical kerning creates an easily legible sign.





The 'L' in this sign uses a Roman style sans serif typeface. Featuring all uppercase characters, this demo bold typeface focuses on regular width and optical kerning to create uniformity and cohesiveness within the signage.



Elfu huanzia moja

- a thousand begins with one



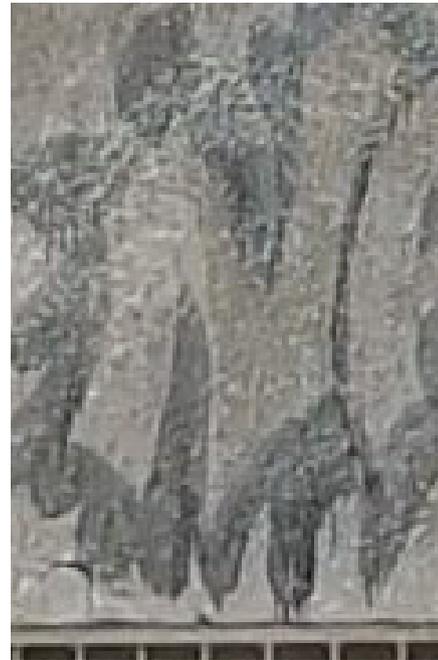
Graffiti is one of the most personal forms of art because style is unique to each individual. This round demi bold sans serif typeface uses lowercase characters in the roman style. Regular width and optical kerning showcase the curvature of the characters.

rounded
curved





'Nako' was written in a decorative sans serif typeface using uppercase characters. Its oblique style, compressed characters, and metric kerning create the illusion of tension and movement. Thick, poster weight type summons readers and draws attention to itself just like this character has done.



Graffiti **Art**

Mani/Pedi

Styling

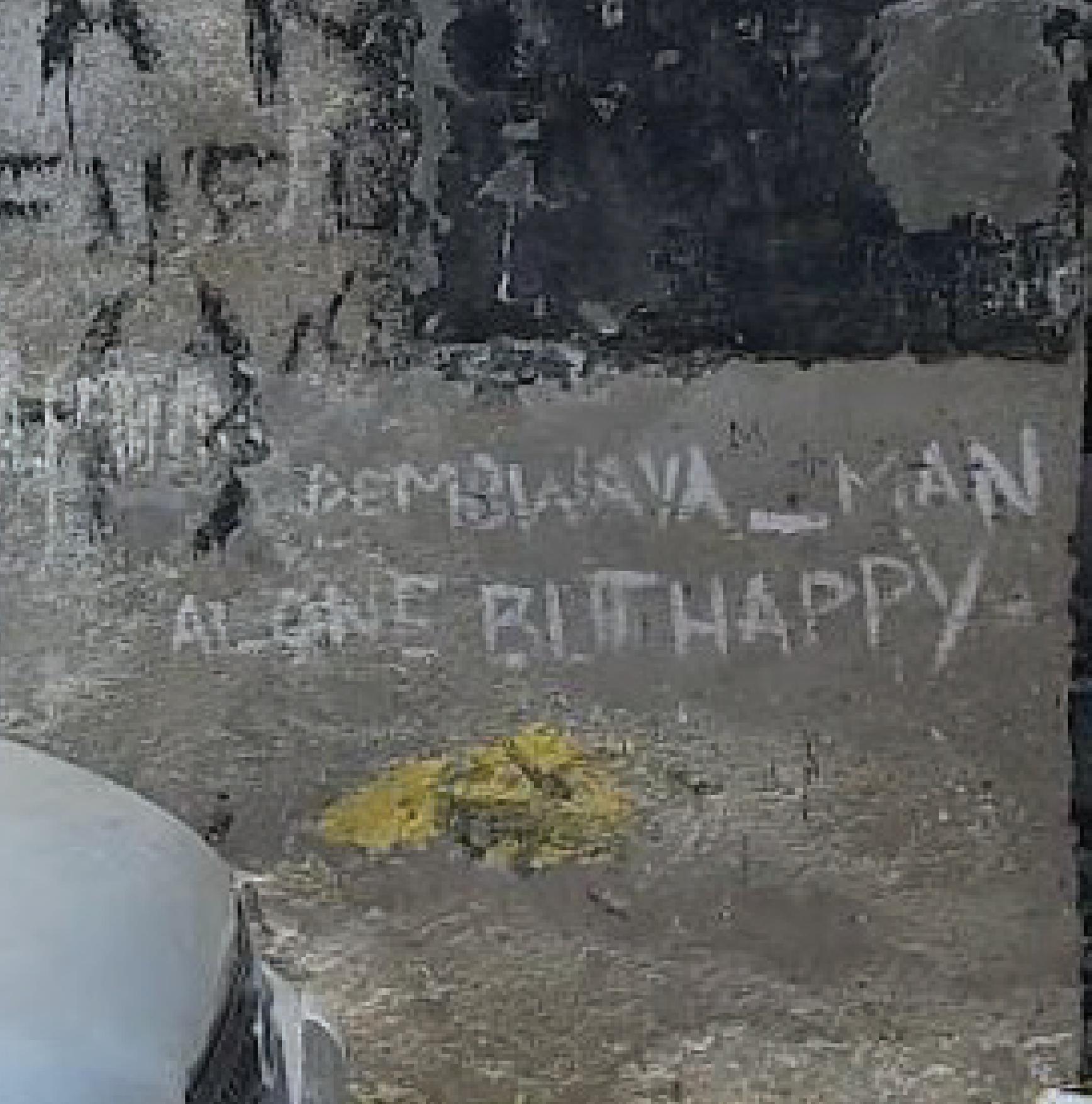
A trip to this saloon features a round sans serif typeface using a combination of uppercase and lowercase characters. The vertical arrangement of the characters creates a hierarchy and gives the eye a line to follow. Regular width, heavy weight, and optical kerning are key in making this storefront enticing.



as
as
ool
ool
on
on

WAVE MAGIC MASK
SCRUB YA GUNUNG
SUPER BANGUN

BUCCAPILLA
BARBER SHOP



Kupoteya njia ndiyo kujua njia

- to get lost is to learn the way

'Alone but happy' is graffitied on a wall in a sans serif typeface using all uppercase characters. The type has a regular width and optical kerning. Using a light typeface, creates a softer tone which fits the somber message of the text.





Soothing, clean, invoking: all adjectives to describe this decorative serif typeface which features uppercase and lowercase characters. For street signage the choice to use roman style and demi bold weight was a wise one. Regular width and metric kerning allow for easy legibility.

Natural
Water

Native
Springs

INNNA LLAH MAASWA

moji

muhammad

muhammad

an
Aqua

muhammad

muhammad

muhammad



ي ل ع ه ن م ا ن ل ك ت ا ة و ق د ا ح ت ا ل ا ص خ

- we relied on each other;
unity is power.

Carved into wood like a true village sign, this sans serif typeface features uppercase characters throughout. It is laid out in roman style with a regular width and optical kerning. The use of book weight type was probably determined by the tools that were used but seems like it fits best for the situation regardless.





Throttle

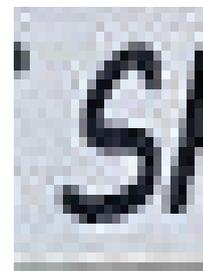
Brake Hose

Oil Filter



MOTORCYCLE SPARE PARTS

'ESOO', a motorcycle spare part company, used an uppercase sans serif typeface to create the main headline of their storefront signage. Its book weight allows for legibility as well as minimalism. The type also has a regular width and optical kerning.





This specimen features another original wood carving, however, a drastically different typeface. This sign uses a light geometric sans serif typeface with uppercase and lowercase characters. Its oblique style adds a dramatic flair which is on brand for a cinema. Width and kerning vary throughout characters.



ك ح ض ي
ن م ا ر ي ث ك
ا ر ي خ أ ك ح ض ي

- he who laughs last,
laughs the most.



'Umeme' means electricity in Swahili, one language spoken in Zanzibar. This advertisement for electricity uses a round uppercase sans serif typeface. It's vertical and centered alignment and roman style lead the eyes where they're meant to go through the hierarchy.

Electricity

Power

Light

**TUNAUZA
UMEME
HAPA**



**vodacom
M-pesa**

WAKALA

**VOBHA
AINA
ZOTE
ZIPO**



This thin uppercase sans serif typeface is a unique choice for the signage for an inn. In the United States, expensive luxuries, such as hotels or stores, have large bold, in your face sans serif typefaces for their signage so it's interesting to see a luxury have a toned down typeface.



راڈل ل سبق راجل ا

- choose your neighbors
before you choose your
home.



'Rainbow School' features a decorative sans serif typeface hand painted on the side of a school building. Its use of uppercase characters and bold weight type draws attention even from the side of the road. Optical kerning allows for enough space between characters to have a thin stroke and no clash.

Elimu haina mwisho

- education never ends



RAINBOW SCHOOL

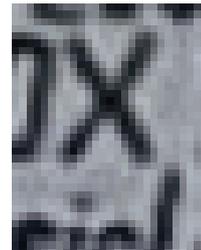


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KIKWAJUNI-ZANZIBA

linear

italics

Written just like on an envelope, this signage of an address and phone numbers features an uppercase demi bold sans serif typeface. The use of regular width and metric kerning makes the type concise and clear. The type is also centered in alignment.





Braiding

Cornrows



Beauty doesn't even begin to describe the typeface. This decorative sans serif typeface features all uppercase characters and one lowercase character. Its oblique style adds drama and momentum which is on brand for a hair salon. The demi bold weight draws attention to the sign while the regular width and metric kerning aid in its legibility.



SMZ
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IDARA YA MAFUNZO YA UALIMU
DEPARTMENT OF TEACHER EDUCATION
(DTE)
SLP 1205 SMZ +255 242 231009
ZANZIBAR

This precise sans serif typeface features all uppercase characters. Since there is so much information on the sign, a roman style combined with regular width and optical kerning creates an organized and clear finished product. The type is also center aligned and compressed.



Math
Science
History
Language
Art
Music



The specimens exhibit various typographic styles that date back centuries. There are three languages spoken on the island, English, Arabic, and Swahili, each having their own influence on the type. After looking at my research as a whole, I realized that a majority of the specimens are sans serif and rounded. There were no harsh accents or edges for the most part with an occasional dramatic ear added to uppercase letters. The smooth, rounded edges create a clean handwritten type. Uppercase letters also seem more prominent than lowercase in Zanzibar's street signage. Some text featured thicker weights such as Demibold, bold, and book while others feature a thin or light weight.

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Shannon Kunkel is a curious dreamer who loves to discover and create. She is a student at Nova Southeastern University pursuing a degree in graphic design. She enjoys everything adventure related including hiking, surfing, and cliff jumping.

She also has a drive for learning about other countries and their cultures. Living in Hawaii for two years allowed her to greatly appreciate the Hawaiian culture but African culture has always piqued her interest as well. So, when a close friend of hers moved to Zanzibar for a year and came back with amazing stories of her travels Shannon knew she needed to learn more.

