

Signage preserves a city's memories



► The shop signs with English letters designed by Zhao. — Yao Yao

▼ Vertical neon shop signs on Nanjing Road Pedestrian Mall have been city icons since the 1930s. — CFP



▲ Signboard of a snack bar. — Yao Yao



▲ Zhao specializes in creating distinctive signatures for shops by using different styles of fonts on various materials, such as wood or metal. — Yao Yao