

ST. PETERSBURG

The Window to Europe, the Venice of the North, the City of White Nights



BY BRYAN RAMIREZ

A product of the imagination—and iron will—of Peter the Great, the city is a busy tableau of architectural whimsies (Neoclassical colonnades, palaces of yellow and mint green). Peter envisioned his imperial capital as a window into Europe, and it has long been a center of culture and sophistication, with some of the world's best art and ballet.

On the Neva River, Saint Petersburg is the second largest city in Russia and arguably its most breathtaking. Founded by

Tsar Peter the Great in 1703, St. Petersburg was the country's capital for a time.



St. Petersburg is a Russian port city on the Baltic Sea. It was the imperial capital for 2 centuries, having been founded in 1703 by Peter the

Great, subject of the city's iconic "Bronze Horseman" statue. It remains Russia's cultural center, with venues such as the Mariinsky Theatre hosting opera and ballet, and the State Russian Museum showcasing Russian art, from Orthodox icon paintings to Kandinsky works.

The Palace Bridge is a road and foot-traffic bascule bridge, that spans the Neva River in Saint Petersburg between Palace Square and Vasilievsky Island. It is drawn by night, making foot travel between various parts of the city virtually impossible

Process of St. Petersburg quiz:

For this St. Petersburg quiz, I tried to apply all, if not most of the typography principles. First of all, I created a 6 column and 6 row grid to make it easier to space and align the content. Next, I looked for a Russian typeface that would fit with the city itself. With keeping hierarchy in mind, St. Petersburg would be the headline. I used tracking and made it a bigger size than any other text of the page for it to be seen first. Also I added color to. Next, the sub head was “The Window to Europe. the Venice of the North, the City of White Nights” in which I made it a different font and smaller than the headline, yet still visible. Furthermore, following the grid, I inserted 3 images, with one bigger as it is a picture of the city. Then, I inserted the body copy with a 4th image in the middle column. I used tracking of 40 and the typeface Bodoni Book. I went to paragraph style and checked off hyphenation as that is what I wanted. I kept working with my text, body copy and images, aligning everything within my grid. Again, I used principles of typography such as hierarchy, legibility, leading, alignment, white space, and color.