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# Orientation

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**Orientation, a stencil typeface designed by Sandrine Nugue, makes a striking impression from the first glimpse. Dramatic, direct, and playful, it balances bold strokes and purposefully simplified letterforms which create a truly original effect.**

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**PUBLISHED**  
2018

**DESIGNED BY**  
SANDRINE NUGUE

**6 STYLES**  
3 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIP/T/SUBSCRIPT  
STYLISTIC ALTERNATES

Orientation was commissioned by Paris-based designer Thanh Phong Lê with the simple brief of creating a geometric typeface that could be fabricated as stencils for the wayfinding system of a new student housing building in Roubaix, France. Orientation was subsequently expanded to a full family of three weights with matching italics. As the weight range progresses from light to bold, the characters become increasingly abstract, even pushing the bounds of legibility, but in the context of words they are surprisingly readable.

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Orientation Light

*Orientation Light Italic*

**Orientation Regular**

***Orientation Regular Italic***

**Orientation Bold**

***Orientation Bold Italic***

Frankvæma  
REQUIRING  
Atmosphere

ORIENTATION LIGHT, 100 PT

*Significance*  
*PROLOGUE*  
*Raffigurava*

ORIENTATION LIGHT ITALIC, 100 PT

**Sequence**  
**PLANÈTE**  
**Tectónica**

ORIENTATION REGULAR, 100 PT

***Objection***  
***AIRPORT***  
***Anunțată***

ORIENTATION REGULAR ITALIC, 100 PT

**Kalmuck**  
**THEORY**  
**Capacity**

ORIENTATION BOLD, 100 PT

***Telúrica***  
**FORSØK**  
**Measure**

ORIENTATION BOLD ITALIC, 100 PT [ALTERNATE I]

**CONTRIBUTORS**  
**Proporcionalidad**

ORIENTATION LIGHT, 70 PT

***RITROVAMENTO***  
***Antroposočijalni***

ORIENTATION LIGHT ITALIC, 70 PT [ALTERNATE R]

**ZYGOMORPH**  
**Weißrusland**

ORIENTATION REGULAR, 70 PT

***CHIPMAKING***  
***Formørkelser***

ORIENTATION REGULAR ITALIC, 70 PT [ALTERNATE I]

**CHROMATIC**  
**Achiziționat**

ORIENTATION BOLD, 70 PT

**VEISTOKSIN**  
**Tessellation**

ORIENTATION BOLD ITALIC, 70 PT

**Fuses Old & Avant Garde Style**  
**DISTINCT USER PERMISSION**  
**Kształtowanie stref zabudowy**

ORIENTATION LIGHT, 40 PT

***Ang kahulugan at saklaw nito***  
**COLLÈGES DES BEAUX-ARTS**  
***Newly independent judiciaries***

ORIENTATION LIGHT ITALIC, 40 PT [ALTERNATE J]

**New Summer Collection**  
**DEPLOYED RESOURCES**  
**110 arquitectos del siglo**

ORIENTATION REGULAR, 40 PT

***Kontext erkennbar wird***  
**HIGHWAY 101, IN MARIN**  
***More than 142,460 calls***

ORIENTATION REGULAR ITALIC, 40 PT [ALTERNATE W w]



**Ships fully assembled**  
**ÖVERENSSTÄMMELSE**  
**Raising another 7.56%**

ORIENTATION BOLD, 40 PT [ALTERNATE I]

***Artificial intelligence***  
**IMPRESA NACIONAL**  
***Njegove građevine su***

ORIENTATION BOLD ITALIC, 40 PT

La sua produzione di tappeti, tessuti, mobili, quindi  
**MANAGED TO REDUCE FUEL CONSUMPTION 4%**  
 Rooted deeply in prestigious Washington law firms

ORIENTATION LIGHT, 24 PT [ALTERNATE R]

*By 1982 their first full-scale orbiter was rolled out*  
**APPRENTISSAGE ET INFLUENCES ARTISTIQUES**  
*Manages all influences of aerodynamic turbulence*

ORIENTATION LIGHT ITALIC, 24 PT [ALTERNATE B R I w 2]

**Arts-and-craftsbeweging namen ze toch**  
**MIAŁA ZNACZĄCY WPŁYW NA ROZWÓJ**  
**14 neighborhood improvement districts**

ORIENTATION REGULAR, 24 PT

*Repertoire of contemporary furnishings*  
**NORDØST AF NORDKANALEN, I ØST AF**  
**Construi o casă după propriul său design**

ORIENTATION REGULAR ITALIC, 24 PT

**Endüstri devriminin sosyal, ahlaksal**  
**VISZONT LÉNYEGÉBEN KLASSZIKUS**  
**Sähköstä 72% tuotetaan fossiilisilla**

ORIENTATION BOLD, 24 PT [ALTERNATE I %]

**Klofnar svo afur við Færeyjahrygg**  
**HAN VAR URSPRUNGLIGEN MÅLARE**  
**Utamanya adalah karya seni dibuat**

ORIENTATION BOLD ITALIC, 24 PT

**Nyky aikaistamiseksi**

ORIENTATION LIGHT, 60 PT

**Quintuplication**

ORIENTATION REGULAR, 60 PT

**Confectionatã**

ORIENTATION BOLD, 60 PT

*Pseudoscientifically*

ORIENTATION LIGHT ITALIC, 60 PT

*Geschwindigkeit*

ORIENTATION REGULAR ITALIC, 60 PT

*Collaboration*

ORIENTATION BOLD ITALIC, 60 PT





**OPENTYPE FEATURES**  
FAMILY WIDE

ALL CAPS  
opens up spacing, moves  
punctuation up

PROPORTIONAL LINING  
default figures

FRACTIONS  
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR  
for making arbitrary fractions

NUMERATOR  
for making arbitrary fractions

LANGUAGE FEATURE  
Română (Romanian) s accent

**OPENTYPE FEATURES**  
ROMAN & ITALIC

STYLISTIC SET 01  
alternate W w (Light + Regular)

STYLISTIC SET 02  
alternate W w (Bold)

STYLISTIC SET 03  
alternate j (Light + Regular)

STYLISTIC SET 04  
alternate l (Light + Regular)

STYLISTIC SET 05  
alternate l (Bold)

STYLISTIC SET 06  
alternate % (all weights)

STYLISTIC SET 07  
alternate B R S 2 & (Light)

## DEACTIVATED

¿New «Chips» @ £4.65?

\$21,460 €1.895 ¥78,431

21/03/10 and 2 1/18...

x<sup>158</sup> + y<sup>23</sup> × z<sup>18</sup> - a<sup>4260</sup>

x<sub>158</sub> ÷ y<sub>23</sub> × z<sub>18</sub> - a<sub>4260</sub>

0123456789 0123456789

0123456789 0123456789

CONȘTIINȚA științifice

## DEACTIVATED

Whistleblower bulwarks

Wasn't overwhelming

Readjusting conjectures

All film in a single frame

Final control realized

Between 6-19% of GDP

S&P BRW 250 Small Cap Index

## ACTIVATED

¿NEW «CHIPS» @ £4.65?

\$21,460 €1.895 ¥78,431

21/03/10 and 2 1/18 <sup>461</sup>/<sub>920</sub>

x<sup>158</sup> + y<sup>23</sup> × z<sup>18</sup> - a<sup>4260</sup>

x<sub>158</sub> ÷ y<sub>23</sub> × z<sub>18</sub> - a<sub>4260</sub>

0123456789 0123456789

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**STYLES INCLUDED IN COMPLETE FAMILY**

Orientation Light  
Orientation Light Italic  
Orientation Regular  
Orientation Regular Italic  
Orientation Bold  
Orientation Bold Italic

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**SUPPORTED LANGUAGES**

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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**CONTACT**

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**ABOUT THE DESIGNER**

**Sandrine Nugue** (born 1985, France) is an independent type & graphic designer based in Paris. She attended the post-graduate type design program at L'École supérieure d'art et de design (Ésad) in Amiens, where she designed the Ganeau type family. She divides her time between her type design and graphic design practice, while also lecturing and teaching workshops in France and abroad. In 2015, she designed a free type family named Infini, the first public commission by The Centre National des Arts Plastiques. It received the Certificate of Excellence in Type Design of Type Directors Club of New York. In 2018, she was awarded a prize as young designer by the city of Paris. The same year, she organized a dance performance on the Piazza at the Centre Pompidou with Fotokino.

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