
Orientation

Orientation, a stencil typeface designed by Sandrine Nugue, was first commissioned by Paris-based graphic designer Thanh Phong Lê for the wayfinding system of a student apartment building being built in Roubaix, France. Orientation is dramatic, direct, and playful, balancing bold strokes and a highly inventive form of minimalism.

PUBLISHED
2018

DESIGNED BY
SANDRINE NUGUE

6 STYLES
3 WEIGHTS W/ ITALICS

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

Typefaces are commonly used for applications beyond the typical screen and printed page, but it is less common that a typeface begins its life intended for a different medium. Orientation shows the influence of being developed first for stencilled signage. Nugue's process began with playing with the shapes of the counters and the angle of the 'cut', or joins, of strokes. As the typeface goes 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.

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
Formørkelsen

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...

x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰

x₁₅₈ ÷ y₂₃ × z₁₈ - a₄₂₆₀

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?

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STYLES INCLUDED IN COMPLETE FAMILY

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

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

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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