





NORD

Nord, originally designed for the 2015-2016 identity of the « Théâtre des Bouffes du Nord » in Paris, is a bold font punctuated by the irregular widths of its letters. Nord's softness and quite delicate style originates from its rounded angles. It was conceived together with Sud, a thinner sister version, both intending to harmoniously co-exist in the graphic identity of the theater.

Display - One weights  
One style - Regular

Uppercases

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

Lowercases

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Punctuations  
&  
case-sensitive  
forms

¿ ? ¡ ! / \ | ! ! . , : ; · " ' ‘ ’ “ ” , „ …  
<< >> < > - - — ( ) [ ] † ‡  
¶ § ¤ @ © ® Æ Œ · · \*

Figures

0 1 2 3 4 5 6 7 8 9  
€ \$ ¢ £ ¥ #

Mathematical  
symbols

∞ + - ± × ÷ = ≠ ~ ≈ < > ≤ ≥  
¬ □ ◇ Δ Ω ∫ √ Σ Π π μ

Accented  
letters

Á Â Ã Ä Å Æ Ç È É Ê Ë  
Ì Î Ñ Ó Ô Ö Ò Õ Ú Û Ü Ù  
Ŵ Ŷ ŷ Ÿ Ý ÿ ŷ Ÿ

60pts

**ON SE DÉFAIT  
D'UNE NÉVROSE,  
ON NE GUÉRIT  
PAS DE SOI.**

---

40pts

**JE SOUSCRIS  
VOLONTIERS  
AU VERDICT  
D'UN ÉMINENT  
PSYCHANALYSTE.**

---

20pts

**JE TROUVE QU'ILS ONT L'AIR BÊTE,  
ET JE N'AIME PAS LES TOUCHER MAIS  
JE M'Y FORCE: C'EST UNE ÉPREUVE  
ET PUIS IL FAUT QU'ILS M'AIMENT:  
CET AMOUR EMBELLIRA LEUR VIE.**

---



**WIDE  
SOFT.  
CUSTOM  
COLD**



**THE ROOM  
FACED  
NORTH  
AND WAS  
DIFFICULT  
TO HEAT.**



**CUSTOM  
MACBETH  
THÉÂTRE  
2014  
LA CHAPELLE  
QUATUOR  
PARIS.**



0 1 2  
3 4 5 6  
7 8 9

**FOUNDED IN 1876,  
THE THEATRE HAD  
AN ERRATIC EXISTENCE  
AND SEEMED THAT  
IT WOULD NEVER GET  
OFF THE GROUND.  
IN 1974 PETER BROOK  
TOOK OVER  
AND DECIDED  
TO REHABILITATE  
THE OLD BUILDING.**