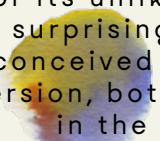




G



SUD



Sud was designed in 2015 by Jérémy Schneider as part of the 2015-2016 identity of the « Théâtre des Bouffes du Nord » in Paris. The font is particular for its unlikely widths, where some letters tend to surprisingly expand or trim themselves. It was conceived together with Nord, a bolder sister version, both intending to harmoniously co-exist in the graphic identity of the theater.

Display - One weights
One style - Regular

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.

H O T a

R O U N D

F L U I D

S O U N D

• CHROMATIC
INK • ERRATIC •
STAGE • FUGUE
• AQUARELA
• WORLDSTOCK
• QUATUOR •

Sud Typeface



'SOON THERE
WAS ENOUGH
DAYLIGHT
FILTERING IN
TO SEE THEIR
WAY CLEARLY'

0 1 2
3 4 5 6
7 8 9

1876 - INTENDED
FOR THE CAFÉ-CONCERT
REPERTOIRE,
THE THÉÂTRE DES
BOUFFES DU NORD
IS BUILT ON EXISTING
FOUNDATIONS,
SUPPOSED TO BE THOSE
OF A BARRACKS
WHOSE PROJECT
WAS ABANDONED.