Laura Worthington

THE

BOUCHERIE

Collection

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The

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BY LAURA WORTHINGTON

Capture the spirit of 19th-century
French advertising typography
in four complementary faces, plus
ornaments, frames, and catchwords.

Finding fonts that work together to capture the aesthetic of an age is one of the biggest challenges designers face. Doing so without resorting to tired cliché fonts is even harder. Boucherie captures the lively essence of 19th-century French advertising typography with a collection of original designs, rather than strict historical revivals. Use Boucherie to create typographic compositions that are at once fresh and familiar.

With Boucherie, Laura Worthington provides four distinct display types—plus ornaments, catchwords, and frames—that beautifully complement each other while expanding the utility of the Charcuterie collection on which they are based. Details like low, slanted horizontals and generously proportioned bowls recur throughout both Boucherie and Charcuterie, providing subtly familial visual cues. While Charcuterie featured rustic hand-drawn faces based on Laura's impressions of 19th-century

French type and lettering, Boucherie offers the reverse: smoothed, polished, cleaned-up versions of those impressions.

BOUCHERIE BLOCK

With its thick wedge serifs and steeply angled crossbars and terminals, Boucherie Block cuts a bold impression. Set it large and tight for searingly effective headlines.

BOUCHERIE SANS

A clean, all-caps sans-serif that balances formality and friendliness. The rounded M, E, and A, and subtly protruding crossbars, add a hint of signpainterly style.

BOUCHERIE CURSIVE

A friendly mononline script that suggests the careful penmanship of a boutique owner—or, with the swash variants, a practiced calligrapher.

Boucherie Flared

Much like Boucherie Sans, Boucherie Flared strikes a perfect balance between hand-drawn and glyphic letterforms. Set it in capitals for titles and headlines, or in U&lc for excellentreadability on menus and short blocks of text.

Boucherie Ornaments

140 graphical elements that beautifully echo and complement the strokes and shapes of Boucherie. Create harmonious identities and graphics with a variety of crests, ribbons, borders, and finials. Sprinkle arrows, crowns, and other pictographs as necessary.

Boucherie Catchwords

Catchwords helped typesetters and letterers save valuable space back in the day. Now they just look totally charming and retro. Choose words from from nine graphical styles that complement many of Boucherie's faces.

Boucherie Frames

Modular borders, corners, decorations, and cartouches let you wrap virtually anything you like in a decorative frame—that of course works perfectly with Boucherie's typefaces.

OPEN TYPE FAQ:

To access alternates and for any OpenType questions,

go to LauraWorthingtonType.com/faqs

Don't have access to Open Type features and the "extras"

in this and other fonts, or have Illustrator or InDesign

on your shelf? I recommend PopChar. It's only about $30,

is both Mac and Windows-compatible and a breeze to use.

Find it at http://www.ergonis.com/products