

A
Contemporary
Orion
Geometric
Script



Thank You!

If you've just purchased Orion — or are thinking about it — *Thank You!* This brochure will try to explain a little about some of the historical precedents for this font (which will help put it into proper perspective) as well as provide you with a complete character set.

Orion was designed by letterforms artist Michael Doret. The idea for this font first began to take shape during a chilly morning at a flea market in Paris in the early spring of 2002. There Michael found and purchased a baked enamel sign of roughly 1930s vintage to add to his collection. He was intrigued by the seven letters of the script he saw spelling out the name "Gevaert". Gevaert was a German company specializing in the manufacturing of dyes until it joined forces in 1964 with the Belgian company Agfa to become **Agfa-Gevaert** — a film and graphics giant.



Ever the fan of Art Deco and geometry, Michael was interested in the idea of creating a straight up-and-down, geometric, connecting script. Some research turned up a few logos that had a similar feel (see next page), but he discovered that there had never been a font design that had the wonderful characteristics of these letterforms. That's how Orion became Michael's first digital font design project, starting a chain of events that led to the formation of Alphabet Soup Type Founders.

Some Historical Perspective

The logos reproduced below are all European (French, Italian, Spanish), and all from the late '20s and '30s. This style was popular in Europe, but didn't make it to the USA. What these typographic logos have in common is their strong leaning towards geometric forms (characteristic of the Art Deco style) and their strict angular connectors. What was unique about them were the various attempts to turn that geometry on its ear, adding a bit of whimsy and flair to the strict geometry.

The most extreme example of this is "Théâtre Moderne" with its bold, swooping initial caps, and its unique "r". "Principino" is another good example with it's almost lightning-like staccato rhythm being punctuated by the unexpected huge circular dots over the "i"s.



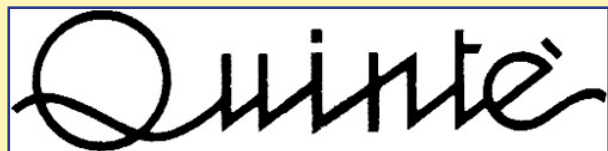
Ballot



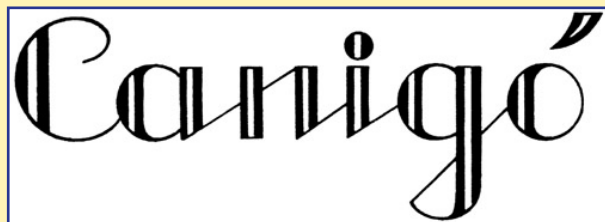
Voiello



Théâtre Moderne



Quinte



Carrigó




Principino

This quirkiness is what intrigued me about this style, and this is where I felt the challenge: to create a font consistent with the principles of the Art Deco style, yet which had a certain unexpected "fun" component. The challenge was also (as in any connecting script) to design it in a way in which every lowercase letter connects seamlessly with every other lowercase letter. But in this case I wanted to do this in a way that kept the font simple and easy to use — without special characters and alternates.

I'm quite pleased with the end result. The font is unique, the lowercase characters connect seamlessly, and best of all, it's been described as a font where "every word becomes its own logo". Again, thank you for selecting this font. As always, your comments and examples of this font in use are always welcomed: AlphabetSoup@MichaelDoret.com

Orion

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