FONT FAMILY: Traceria
CLASSIFICATION: Serif
RELEASE: 2025
DESIGN: Guillermo Gil
FOUNDRY: EntasisType

TUSCAN DISPLAY TYPEFACE

THE TITLE AS VISIBLE ARCHITECTURE

TRACERÍA

S P E C I M E N

ABCDEF GHIJKLM NOPQRST UVWXYZ

41pt | Regular

VISIBLE ARCHITECTURE TITLES DO MORE THAN IDENTIFY A SUBJECT. THEY ESTABLISH SCALE, ATMOSPHERE AND MEMORY. TRACERIA TURNS CAPITAL LETTERS INTO CONSTRUCTED FORMS. DIVIDED SERIFS, LATERAL EXPANSION AND ORNAMENTAL RHYTHM MAKE EACH WORD OCCUPY THE PAGE AS AN IMAGE.

HISTORICAL MEMORY, CONTEMPORARY CONTROL

TRACERIA IS A TUSCAN-INFORMED DISPLAY TYPEFACE DESIGNED FOR TITLES, NAMES AND LARGE-SCALE COMPOSITION. ITS DIVIDED SERIFS AND EXPANDED PROPORTIONS GIVE CAPITAL FORMS A STRONG ARCHITECTURAL RHYTHM. THE DESIGN DRAWS ON NINETEENTH-CENTURY ORNAMENTAL TYPE SPECIMEN CULTURE, BUT IT DOES NOT REPRODUCE A HISTORICAL ARTEFACT. IT REORGANISES THAT VISUAL LOGIC FOR CONTEMPORARY COVERS, POSTERS, EXHIBITIONS AND CULTURAL IDENTITIES. TRACERIA IS INTENDED FOR DISPLAY SETTINGS, NOT FOR RUNNING TEXT.

THE TITLE BECOMES THE IMAGE

TRACERIA'S DIVIDED SERIFS INTERRUPT THE CONVENTIONAL TERMINAL AND EXTEND THE LETTER LATERALLY. THESE OPENINGS CREATE RECOGNISABLE SILHOUETTES WHILE INTRODUCING A CONTROLLED ORNAMENTAL TENSION. THE EFFECT BECOMES CLEAREST AT LARGE SIZES, WHERE THE SERIF IS PERCEIVED NOT AS A DECORATIVE ADDITION BUT AS PART OF THE LETTER'S UNDERLYING STRUCTURE.

142 pt Regular

OPENLEA

113 pt Regular

TERMINALS

100 pt Regular

STRUCTURAL

117 pt Regular

ORNAMENT

165 pt Regular

CUTTER

TRACERIA DOES NOT DE-
PEND ON WEIGHT ALONE TO
ESTABLISH PRESENCE. ITS
PROPORTIONS SPREAD THE
WORD ACROSS THE HORI-
ZONTAL FIELD, ALLOWING
NAMES AND TITLES TO OC-
CUPY ARCHITECTURAL, EDI-
TORIAL AND SPATIAL COM-
POSITIONS.
THIS BREADTH REQUIRES
DELIBERATE LINE LENGTH
AND TRACKING. THE TYPE-
FACE PERFORMS BEST WHEN
THE COMPOSITION GIVES
EACH WORD SUFFICIENT
ROOM.

Tracería Regular Specimen

REPEATED TERMINALS CREATE A SEQUENCE OF OPENINGS, INTERRUPTIONS AND PROJECTIONS. THE RHYTHM CHANGES ACCORDING TO THE LETTERS INVOLVED: SOME WORDS PRODUCE A CONTINUOUS HORIZONTAL STRUCTURE, WHILE OTHERS ALTERNATE BETWEEN COMPACT MASSES AND EXTENDED EDGES.

TRACERIA SHOULD THEREFORE BE SPACED BY WORD AND CONTEXT, NOT BY APPLYING A SINGLE TRACKING VALUE MECHANICALLY.

191 pt Regular

BEGONIA

154 pt Regular

STRELITZIA

180 pt Regular

SAKURA

166 pt Regular

POINSETTIA

138 pt Regular

CALÉNDULA

85 pt Regular

ARCHITECTURE

150 pt Regular

MEMORY

160 pt Regular

OBJECTS

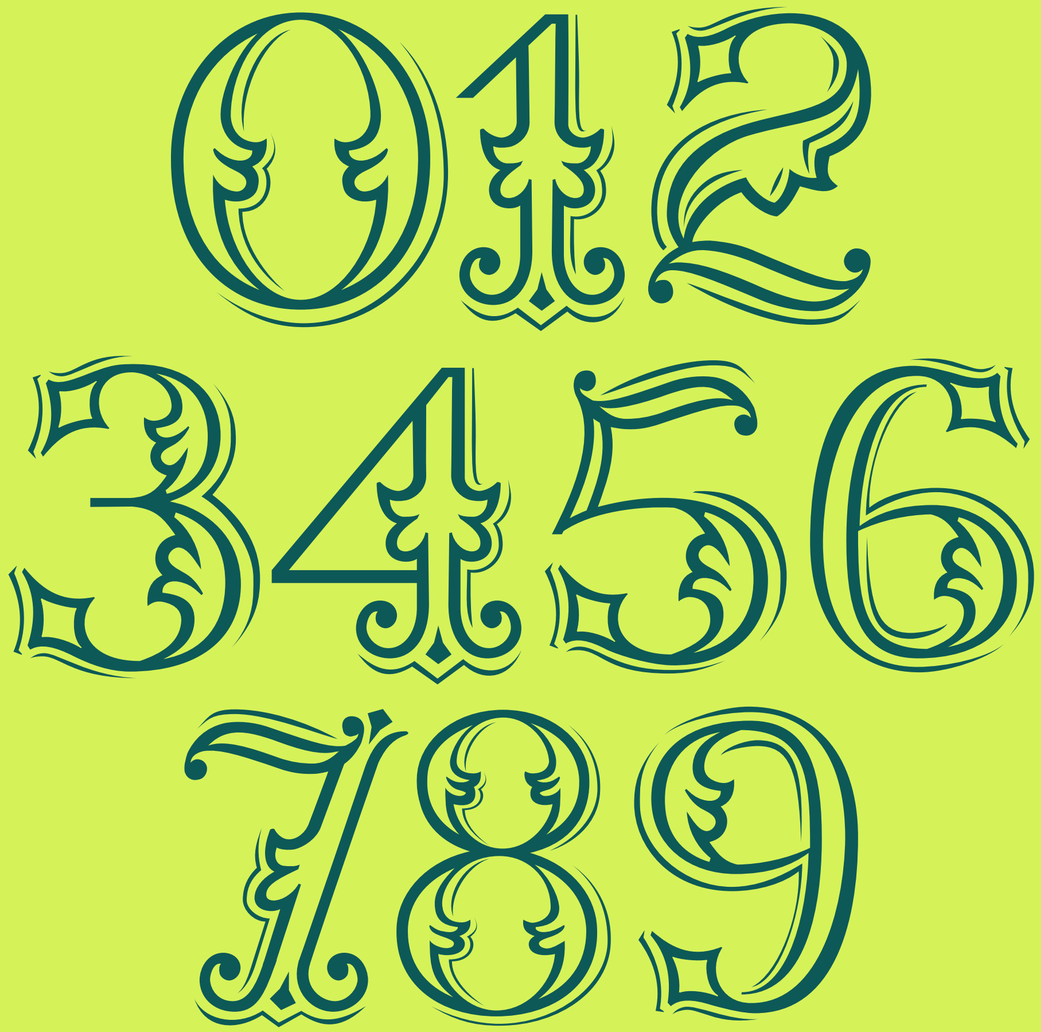
191 pt Regular

ORNAMENTS

140 pt Regular

GALLERY

Traceria Regular Specimen



BF
BF

60
ART
ANARCHY

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