

CLUCK

# CLUCK CLUCK DISPLAY

**CLUCK CLUCK DISPLAY IS A TYPEFACE DESIGNED  
TO APPEAR HAPPY AND FREE IN ITS VISUAL EXPRESSION.  
IT IS DESIGNED SPECIFICALLY FOR THE HAPPY CHICKEN PROJECT  
– AN INITIATIVE THAT HELPS CONSUMERS PICK ON THE GO  
CHICKEN PRODUCTS FROM MORALLY SOUND FARMING.  
HAPPY CHICKENS HAVE HAD A HEALTHY LIFE WITH NUTRITIOUS  
FEED, PLENTY OF ROOM AND LOTS OF EXERCISE.**



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**ANTIBIOTICS!?**  
**DON'T BE A**  
**DUMB CLUCK!**



HAPPY  
CHICKEN  
TASTE  
BETTER

THE EXTENSIVE SELECTION OF ALTERNATE CHARACTERS  
PROVIDES THE DIVERSITY NEEDED TO TYPE HEADLINES  
WHICH FEEL VARIED AND ALIVE.

CAP HEIGHT

750

E E E E

BASELINE

0

E

E.001

E.002

E.003





**PEOPLE  
DON'T KNOW  
THE ORIGIN OF  
70-80% OF  
THE CHICKEN  
THEY EAT.**