

Jade

The tournament brief:

Wayfinding font

our internal brief:

an experimental and experiential wayfinding font meant to be used in places for kids within the autism spectrum, that are able to develop language skills, and for kids with learning adversities.

Many learning and therapy centers use the fonts for their materials, that exist mostly in their computers or in some websites that allow them to use stuff from the Google fonts catalogue, a lot of times we see them using Arial, Comic Sans, Times New Roman because its what they have available and what they believe to be the most, either readable or friendly for the kids, but, are they really? maybe. Can a font fit their needs better? We believe so.

taking into account:

readability:

basic shapes, open counters, big-ish x height.

Reproduction:

usually at home printing, inkjet usually on poor quality paper

has to withstand unusual conditing, water spillage, paper bending, a lot of touncing of the material.

Size.

easily recognizable letterforms, highly visible diacritics and punctuation

Application:

a lot of time this fonts are used for signage in the space, but also as a companion to sequence cards with images meant to teach the kids certain processes for their everyday life.

Accesibility for parents and therapists.

114pt. Lower case alphabet

@abcdefghijklmnopqrstuvwxyz;
“”
H?!()p

114pt. Upper case alphabet

A B C D E F G H I

J L M N O P Q R

S T U V H & H

100pt. Figures

123457890

2021

nóó00 iI1l

08

50pt. Basic character set overview

@abcdefghijklmnopqrstuvwxyz; ,

;n“l” l H?! () „, Hq

ABCDEFGHIJ LMNOPQRST

UV H&H

12345 78908,

0≈ 8

UC and LC control characters

opnvoonononn OOHOOHHDIVH

opnvoonononn OOHOOHHDIVH

opnvoonononn OOHOOHHDIVH

opnvoonononn OOHOOHHDIVH

opnvoonononn OOHOOHHDIVH

UC spacing proof - every glyph between control characters

HAHBHCHDHEHFHGH HHHIHJH HLHMHNHOHHHPHQHRHSHTHUVH H H H H
OAOBOCODOEFOGOHOIOJO OLOMONOOOOOPOQOROSOTOUOVO O O O O

HAHBHCHDHEHFHGH HHHIHJH HLHMHNHOHHHPHQHRHSHTHUVH H H H H
OAOBOCODOEFOGOHOIOJO OLOMONOOOOOPOQOROSOTOUOVO O O O O

HAHBHCHDHEHFHGH HHHIHJH HLHMHNHOHHHPHQHRHSHTH
HUVH H H H H
OAOBOCODOEFOGOHOIOJO OLOMONOOOOOPOQOROSOTO
OUOVO O O O O

HAHBHCHDHEHFHGH HHHIHJH HLHMHNHOH
HPHQHRHSHTHUVH H H H H
OAOBOCODOEFOGOHOIOJO OLOMONO
OOOPOQOROSOTOUOVO O O O O

LC spacing proof - every glyph between control characters

nanbncndnenfngnhninjknlnmnnnonnnpnqnrrnsntnvnwnxnynzn;n n n n n n n n n n(n)n n n n,
n n
oaobocodoeofogohoiojokolomonooooopoqorosotouovowoxoyozo o;o op op“o o o”o?o!o o o o o(o)o opp-opp

nanbncndnenfngnhninjknlnmnnnonnnpnqnrrnsntnvnwnxnynzn
oaobocodoeofogohoiojokolomonooooopoqorosotouovowoxoyozo
n;n n n n n n n n n n(n)n n n n-n n
o;o op op“o o o”o?o!o o o o o(o)o opp-opp

nanbncndnenfngnhninjknlnmnnnonnnpnqnrrnsntnvnwnx-
nynzn
oaobocodoeofogohoiojokolomonooooopoqorosotouovowoxoyozo
n;n n n n n n n n n n(n)n n n n-n n
o;o op op“o o o”o?o!o o o o o(o)o opp-opp

nanbncndnenfngnhninjknlnmnnnonnnpnqnrrn-
sntnun

nvwnxnynzn

oaobocodoeofogohiojokolomonooooopoqoroso-
touovowoxoyo

n;n nn nn“n n n”n?n!n n n n n(n)n nn-
o;o oo oo“o o o”o?o!o o o o o(o)o ooo-ooo

16-32pt LC kerning proof - every glyph between every glyph

aaabacadaeafagahaiajakalamanaoapaqarasatauavawaxayaza

babbbcbdbefbgbhbibjbkblmbnbnbobpbqbrbsbtbubvbwbxbybzb

cacbcccdcefcgchcicjckclcmncocpcqcrcsctcucvcwxcyczc

dadbdcdddedfdgdhdidjdkdlmdndodpdqdrdsdtdudvdwdxdydzd

eaebecedeeefegeheiejekelemeneoepeqereseteuevewexeyeze

fafbfcfdfefffgfhfifjfkflfmfnfopfqrfsftfufvfwfxfyfzf

gagbgcgdgegfgggghgigjgkglgmgngogpgqgrgsgtgugvgwgxgygzg

hahbhchdhehfghghhhihjhkhllmhnhoqhphqhrhshthuhvhwhxhyhzh

iaibicidieifigihiiijikiliminioipiqirisitiuiviwixiyizi

jajbjcjdjejfjgjhjijjjkljmjnjojpjqjrjsjtjujvjwvxjyjjzj

kakbkckdkekfkghkhkikjkkklkmknkokpkqkrksktkukvkwkxkykzk

lalblcldlelflglhliljklklmlnlolplqlrlsltlulvlwlxlylzl

mambmcmdmemfmgmhmimjmkmlmmnmompmqmrmstnumvmwmxmymzm

nanbncndnenfngnhninjnknlnmnnnonpnqnrrnsntnunvnwnxnynzn

oaobocodoeofogohoiojokolomonooopoqorosotouovowoxoyozo

16-32pt LC kerning proof continued – every glyph between every glyph

papbpcpdpepfpgphpipjpkplmpnppopppqprpsptpupvpwpxpypzp

qaqbqcqdqeqfqgqhqiqlqqlmqnqoqpqqqrqsqtquqvqwqxqyqzq

rarbrcrdrerfrgrhrirjrklrmnrnrprqrrrsrtrurvrwxryrzt

sasbscsdsesfsgshsisjskslsmsnsospsqsrssstsusvswsyszs

tatbtctdtetftgthtitjktltmtntotptqtrtstttutvtwtxtytzt

uaubucudueufuguhuiujukulumunuoupuqurusutuuvuwuxuyuzu

vavbvcvdvevfvghvivjvklvmvovvpvqvrsvtvuvvvwxvyvzv

wawbwcwdwewfwgwhwiwjwkwlmwnwowpwqwrwswtwuwwwwwxwywzw

xaxbxcxdxexfxgxhxixjxkxlmxnxoxpxqxrxsxtxuxvxwxxxxyxzx

yaybicydyeyfygyhyiyjykylymynyoypyqyrysytyuyvywyxyyyzy

zazbzczdzezfgzhzizjzklzmznzozpzqzrzsztzuzvzwzxzyzzz

16-32pt UC-LC words

Aardvark Ablution Acrimonious Adventures Aeolian Africa Agamemnon Ahoy Aileron Ajax Akimbo
Altruism America Anecdote Aorta Aptitude Aquarium Arcade Aspartame Attrition Aurelius Avuncular
Awning Axminster Ayers Azure Banishment Benighted Bhagavad Biblical Bjorn Blancmange Bolton
Brusque Burnish Bwana Byzantium Cabbala Cetacean Charlemagne Cicero Clamorous Cnidarian
Conifer Crustacean Ctenoid Culled Cynosure Czarina Dalmatian Delphi Dhurrie Dinner Djinn Document
Drill Dunleary Dvorak Dwindle Dynamo Eames Ebullient Echo Edify Eels Eftsoons Egress Ehrlich
Eindhoven Eject Ekistics Elzevir Eminence Ennoble Eocene Ephemeral Equator Erstwhile Estienne
Etiquette Eucalyptus Everyman Ewen Exeter Eyelet Ezekiel Fanfare Ferocious Ffestiniog Finicky Fjord
Flanders Forestry Frills Furniture Fylfot Garrulous Generous Ghastly Gimlet Glorious Gnomon Golfer
Grizzled Gumption Gwendolyn Gymkhana Harrow Heifer Hindemith Horace Hsi Hubris Hybrid Iambic
Ibarra Ichthyology Identity Ievgeny Ifrit Ignite Ihre Ikon Iliad Imminent Innovation Iolanthe
Ipanema Irascible Island Italic Ivory Iwis Ixtapa Iyar Izzard Janacek Jenson Jitter Joinery Jr
Jungian aiser enilworth haki indred londike nowledge ohlrabi raken udzu vetch wacha
yrie Labrador Lent Lhasa Liniment Llama Longboat Luddite Lyceum Mandarin Mbandaka McIntyre
Mdina Mendacious Mfg Mg Millinery Mlle Mme Mnemonic Moribund Mr Ms Mtn Munitions Myra

16-32pt UC-LC words continued

Narragansett Nefarious Nguyen Nile Nkoso Nnenna Nonsense Nr Nunnery Nyack Oarsman Oblate
Ocular Odessa Oedipus Often Ogre Ohms Oilers Okra Olfactory Ominous Onerous Oogamous Opine
Ornate Ossified Othello Oubliette Ovens Owlsh Oxen Oyster Ozymandias Parisian Pb Pd Penrose
Pfennig Pg Pharmacy Pirouette Pleistocene Pneumatic Porridge Pp Principle Psaltery Ptarmigan
Pundit Pyrrhic Qaid Qed Qibris Qom Quill Ransom Rb Rd Renfield Rheumatic Ringlet Rm Ronsard
Rp Rte Runcible Rwanda Rye Salacious Sbeitla Scherzo Serpentine Sforza Shackles Sinful Sjoerd
Skull Slalom Smelting Snipe Sorbonne Spartan Squire Sri Stultified Summoner Svelte Swarthy Sykes
Szentendre Tarragon Tblisi Tcherny Tennyson Thaumaturge Tincture Tlaloc Toreador Treacherous
Tsunami Turkey Twine Tyrolean Tzara Ubiquitous Ucello Udder Ufology Ugric Uhlan Uitlander Ukulele
Ulster Umber Unguent Uomo Uplift Ursine Usurious Utrecht Uvula Uxorious Uzbek Vanished Vd
Venomous Vindicate Voracious Vrillier

Contextual text for concept in spanish

14pt

El autismo es una incapacidad relativa al desarrollo mental que típicamente aparece durante los tres primeros años de vida. Es resultado de un trastorno neurológico que afecta el funcionamiento del cerebro. El autismo y sus comportamientos asociados pueden ocurrir en 1 de cada 59 individuos. El autismo es cuatro veces más frecuente en los niños que en las niñas y no conoce las fronteras raciales, étnicas y sociales. El ingreso económico, el modo de vida y los niveles educativos de la familia, no afectan la posibilidad de que estos casos se ocurran. Se estima prudentemente que actualmente cerca de 15,000,000 personas en los Estados Unidos sufren de alguna forma o otra de autismo. Esta tasa de incidencia lo ubica como la tercera incapacidad más común de desarrollo, aun más común que el Síndrome de Down.

Como el Autismo Afecta el Desarrollo Mental?

El autismo impacta al desarrollo normal del cerebro en áreas relacionadas con la interacción social y las habilidades comunicativas. Los niños y adultos con autismo típicamente tienen deficiencias en la comunicación verbal y no verbal, en las interacciones sociales y en las actividades de ocio y juego.

Este trastorno les dificulta comunicarse con otros y convertirse en miembros independientes de la comunidad. Pueden exhibir movimientos repetitivos del cuerpo (sacudimiento de la mano o balanceo del cuerpo), respuestas inusuales a la gente o apego a objetos y resistencia a cualquier cambio de rutinas. En algunos casos, muestran agresividad y o un comportamiento con tendencias a hacerse daño a sí mismos.

La Importancia de Difundir Conocimiento Sobre el Autismo

La mayoría del público, incluso muchos profesionales de las disciplinas médicas, educativas y vocacionales, todavía no se han enterado de cómo el autismo afecta a la gente, y no saben trabajar efectivamente con individuos con autismo. La realización de un diagnóstico adecuado es difícil para el médico practicante con entrenamiento limitado o poca exposición al autismo, ya que las características de dicho trastorno varían mucho. Una breve observación en un solo medio ambiente no puede presentar un cuadro verdadero de las habilidades y patrones de comportamiento de un individuo. A primera vista, puede parecer que la persona con autismo tiene un trastorno de desarrollo intelectual, una incapacidad de aprendizaje o problemas de audición. Sin embargo,

English text

14pt

ON THE ENDS OF GOOD AND EVIL B THE ROMAN ORATOR,POLITICIAN AND PHILOSOPHER MARCUS TULLIUS CICERO FOR AN QUALIT ILO ATT JU But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of 2014 the great explorer of the truth,the master-builder of human happiness No one rejects, dislikes, or avoids pleasure itself,because it is pleasure,but because those who do not know how to pursue pleasure and or rationally encounter consequences that are extremely painful Nor again is there anyone 19 7 who loves or pursues or desires 5238 to obtain pain of itself, because it is pain,but occasionally circumstances occur in which toil and (pain can procure) him some great pleasure Quality means to take a trivial example,“which” of us ever undertakes laborious physical exercise,except to obtain some advantage from it! But who H&M has any right to find fault with a man 95 who chooses to enjoy a pleasure that has no annoying consequences,or one who avoids a pain that produces no resultant pleasure?

1 pt

ON THE ENDS OF GOOD AND EVIL B THE ROMAN ORATOR,POLITICIAN AND PHILOSOPHER MARCUS TULLIUS CICERO FOR AN QUALIT ILO ATT JU But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system,and expound the actual teachings of 2014 the great explorer of the truth,the master-builder of human happiness No one rejects, dislikes, or avoids pleasure itself,because it is pleasure,but because those who do not know how to pursue pleasure and or rationally encounter consequences that are extremely painful Nor again is there anyone 19 7 who loves or pursues or desires 5238 to obtain pain of itself, because it is pain,but occasionally circumstances occur in which toil and (pain can procure) him some great pleasure Quality means to take a trivial example,“which” of us ever undertakes laborious physical exercise,except to obtain some advantage from it! But who H&M has any right to find fault with a man 95 who chooses to enjoy a pleasure that has no annoying consequences,or one who avoids a pain that produces no resul-

sample words

dweeb gjelden merrick misreckonings under-
skrev redde clubhuis guardavamo hut val-
di benefitted sniffers usucapion manulearii
dropegen cantes hansel oldalán canyon ver-
scheur entrexoque alue carcinogens varovai-
sia Hammett scisse summae latterlig vir-
illescent samtali locale cosmo stuffing-box
annue drad varans munez uklidnil top-draw-
er csináljuk finn brostada achillea dell sug-
gestioneu subordinating umarmen városok
prorogatur estomac handselling grains nu-
cleosome interrompen weeing nápadom mag-
amnál augurken malingerer overtone horse-
back trackroad guava komatik foregleam
morsels Salvadorians brutalization tárgya-
kat theo cote neared ironikus pari bounc-
es rehearsings heppu disples mantua-maker
anagrammatize anetic kaleidoscope chaleco
couvent hnakkanum beverly rivage self-im-
molation nice tosin speak deoxidise sermon-
ical beneque amico supersaturate visualiza-
tion taxa watched tunbellied squeakeries
camelotu bukik helen november harcot
tancuje crystallitis swanherds Monotro-

pa engrais jets overlegne svertingi reisende
akadályt sternalgia milionár verlek kleden
revessegau ebbero vultu missa tortát over-
matched Autos ro-ros populis duetti medios
graduality zink popmobility Prue psykiatriske
kjósum bewigs metterlo cultivate herkkua posi-
tie spud-bashing shoeblack gambling captain
liquored deciek spaghetti placidly imbrana-
to dissembles lounged burd pyorrhoeic real-
lie cue grises bode woodless guild impetres
sufficio tidsalder dau fallo gradation goor in-
scriptive boogschutters bemoan nectarines
radomes galningen onomatopoeias mielip-
iteesi sargassos mutilates batologitze kat-
sokaas hannah Redaktion svuotare solici-
tudes jsme resolvedness playbus braes there
tardaste aret ongewoons stello protestar su-
osque perjink pavonazzo suunnittelen mar-
ginals verbind mysli harper virogene cia
Saracenism Idris submerge hexametrises ex-
superare minging Francophobia Mundgeruch
mino probos ajatukseni indigos karácsonyt
tenant illaksi associates tripehound subsis-
to tolsey de-ice relevo paresse Laurence vino

capitalize sample words

Epigramatitze Pavo Anagrammatised Crooks
Geobserveerd Valore Speciality Gedraaid Pow-
er-Diving Postiches Respectabilise Pro Haute-
Loire Hazel Rokka Nevypadá Saliis Contest-
er Nictating Rotterne Oblivions Reproachful
Snorkeled Outtalk Broad-Gauge Inlayers Sal-
aisuus Scorretto Smintheus Svedok Jouw No-
mograms Servare Livings Reliquaires Sta-
lagmites Scrounges Adjunctive Puolueen
Self-Expression Phare Reinvolved Narazi-
la Geckoes Embryological Cloud Przypadek
Salamandrian Letter-File Gegenseitig En-
caenia Deprecators Mafia Unconciliatory
Mishears Evadesquin Self-Generating Incom-
patibly Schumann Danton Umiddelbar Plug-
ger Ambrós Dissenter Veggie Aurions Istas
Forks Mythologie Fanfare Bivvies Repellences
Comprenderlo Thermotactic Ganyotaire Sol-
omonian Rólega Tauchte Blattered Gebieter
Proletarianizes Pochopte Tossen Fatigue-Par-
ties Feints Gravure Gavanye Discrucior Pro-
hibitively Hundido Ingresse Rhipidions Boxe
Curvo Naktar Frigga Carbonisations Lec-
ta Geraakt Preselection Closers Concinnavit

Apricots Caddis Bullets Hullaházban Drago-
nish Conloquatur Prochronism Condemna-
tion Ryas Oppholdt Szedtem Ruthfully Vel-
lo Growled Hoskins Davida Hauk Rationesque
Bedriegers Venereologists Balitantes Antwerp
Indocile Semen Moan Marimba Excluder Im-
ponis Cadum Posily Tahdomme Chaste Mon-
uments Chirrs Triphysite Embourgeoise Plas-
terstone Abbonamento Jacinths Margaret
Rhymeless Vliegstuigen Rustici Laciniata Ilu-
minado Fashion Newsed Plentifully Utstill-
ing Sublations Coparceners Lancets Celulares
Endmost Paralipses Bals Allie Johan Grenzen
Auricles Emmeline Steer Chartist Jacobs Gim-
nasia Turner Mids Colmar Tailpiece Tar Arbe-
jde Unavertible Eixavuirar Unrimed Hlakka
Sunn Full-Charged Scraighing Orbe Coccidia
Ictic Brun Cizinec Obsign Commune Exudative
Favrile Fairways Lowered Ingeniosa Timentes
Oplichters Semmoinen Abituare Teixar Cha-
maeleons Linke Bister Oubli Laut Bewogen Ar-
mez Bigae Valentinian Pokkers Spiando Jater
Iain Round-Top Tárcáját Eva Unzealous Lam-
basted Dubitare Franzy Resolvas Austerely