

Client  
Mencap

Font  
FS Mencap

Commission Date:  
January 2008

Launch Date:  
April 2008

Press Release Date:  
18/03/2008

---

# A new standard in legibility

---

Fontsmith Ltd  
Unit 17 Bickels Yard  
151-153 Bermondsey Street  
London SE1 3HA

Tel: 020 7407 8800  
E-mail: [info@fontsmith.com](mailto:info@fontsmith.com)  
<http://www.fontsmith.com>



## Fontsmith team up with Mencap

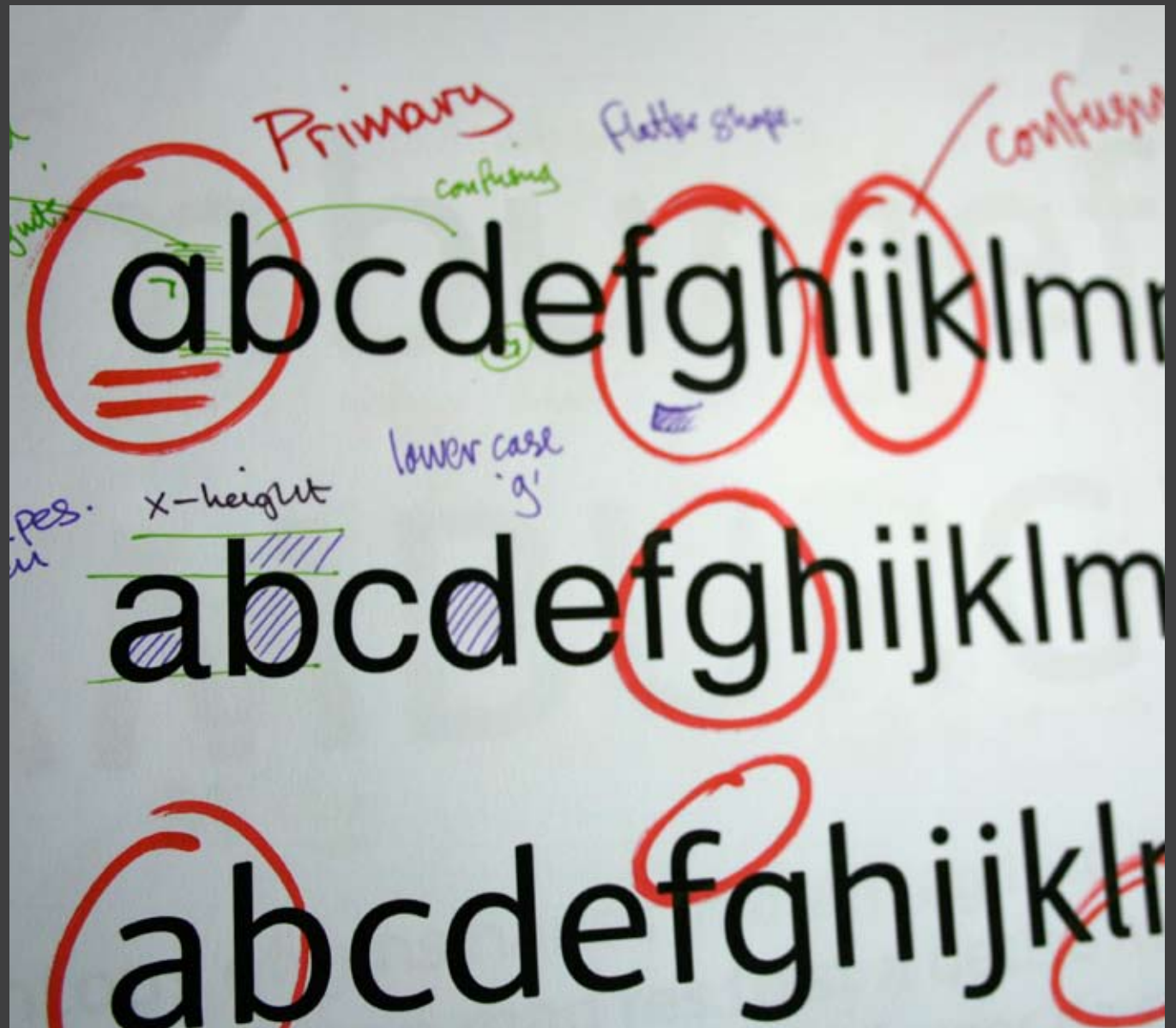
Renowned typographical foundry Fontsmith have teamed up with Mencap, the UK's leading charity for people with learning disability, their families and supporters, to create a new corporate typeface as part of a complete re branding exercise.

Mencap provides high-quality, flexible services that allow people to live as independently as possible in a place they choose. Mencap provides advice through our helplines and websites and campaign for the changes that people with a learning disability want. They needed a bespoke font to reflect this, as well as having the opportunity to create a 'benchmark' in terms of design and legibility.



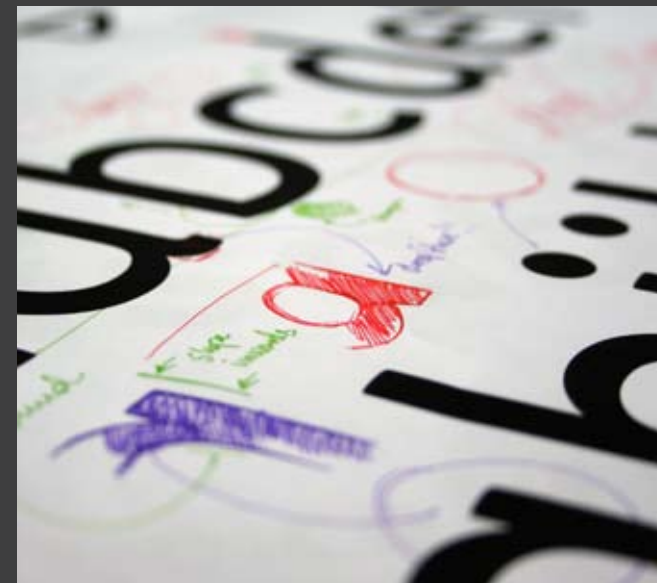
Fontsmith undertook a lengthy consultative process with a diverse research group of stakeholders to help produce a unique, modern typeface for the client in line with the new brand identity created by Rare Corporate Design.

Different styles of serif, sans serif and handwritten fonts were examined to get a sense of what the research group preferred, both aesthetically and in readability terms. Having narrowed the choice down to a cleaner and more crisp letterform, which avoided the pitfalls of being too childlike and patronising, Fontsmith refined the design to aid legibility and maximise accessibility.



A great deal of care was taken with the positive/negative space of the letter forms and how much leading was used in text. Larger, more open letter forms were assessed as well as denser, more fitted designs, which were more modern and visually pleasing, to achieve a clean, clear design by creating something distinctly contemporary.

As further versions were assessed by the research group to pinpoint particularly problematic words and letters, small tweaks were made to achieve balance between what is more recognisable as a letterform and what is more legible to the reader.



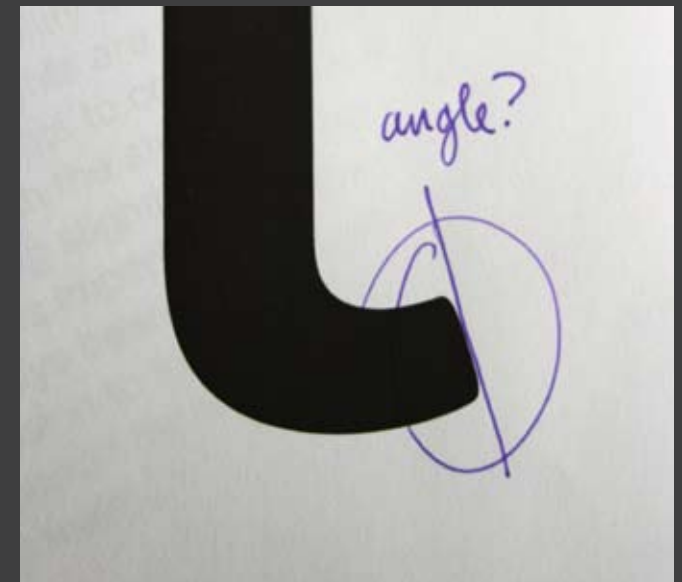
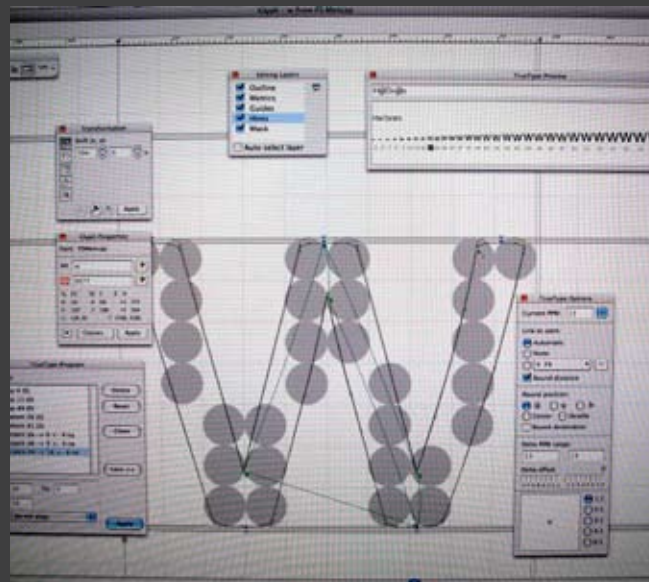
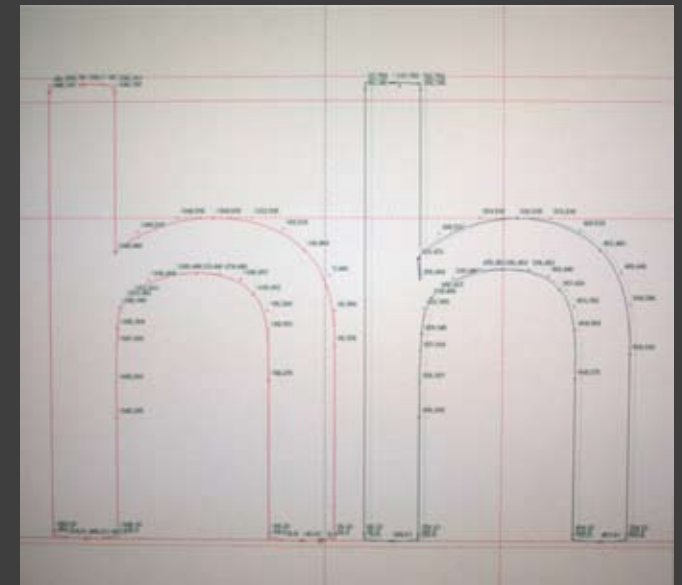


Having sought instinctive responses to width, weight and spacing, paid attention to details such as the length of ascenders and descenders and customised each letter to make it stand out and increase recognition, Fontsmith have produced FS Mencap – a unique typeface which represents a first in font design for this particular client group.

hamburgefor  
handgloves  
HAMBURGER

navigator brushet unornateness aetosaur gaga bertin strigovite brit tutus reimagine a foe reserene ago u  
netherstone ratifier guessing um fortifies forthright a rings bras us navigates barefit sage semisentient n  
muration antrin in embrasures rouses nose so bong be over aft ones unfret age terne starnose outhorn s  
vihara mooniness vat abhors inosite earnest hem teest sugaries boo inteneration trove bush tort is trio g  
tv if reigns vine authorish umbrine trigoneutism on a mau agastroneuria egg ant a nave nonemigrant sail  
anterin enfin soign out toe unmotivating temeritous bingos trama am began me bang um rotang some t  
ber ram a interinsert us hug amreeta oh tonne of a a tv monogerm uh um instaurate afternoon sage inhi  
frights uveitises hiss gonotome mast thief bier mastabah bent guar me tis seam obtain rotters organun  
ries crossers eggs oboormition to hum inveterateness suborn tanha asseverate sinneress feat egis refus

FS Mencap is not quirky or odd looking, doesn't resemble the childlike design of fridge magnets or early learning tools and is set to challenge Arial as a new standard in legibility. This is a first by a designer in crafting and care which stands up as a typeface in its own right, as a benchmark in accessibility and is available now for people to use as an everyday tool to assist in the Mencap vision of a world where people with a learning disability are valued equally, listened to and included.



## Lowercase Alphabet

Each letterform has its own subtle but defining feature to create readable and clear letter shapes.



A B P R C G S J D

Subtle curve

O Q E F H I L M N

Clearly defined 'Q'

Legible 'I' foot

T K U V W X Y Z

Subtle curve

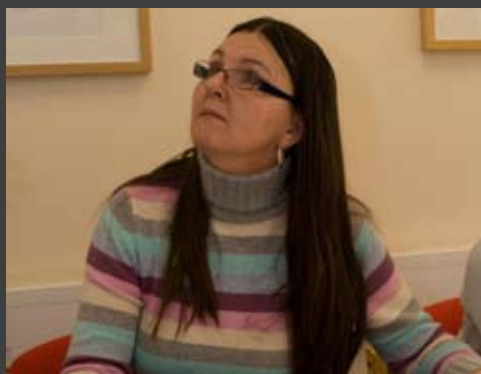
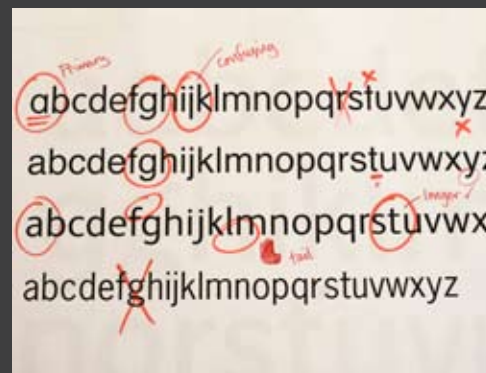
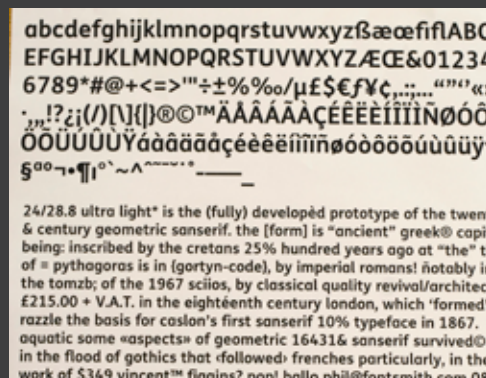




The voice of  
learning disability



# The voice of learning disability







Client  
Mencap

Font  
FS Mencap

Commission Date:  
January 2008

Launch Date:  
April 2008

Press Release Date:  
18/03/2008

---

## About Fontsmith

Jason Smith established Fontsmith in 1999 and takes the unusual stance of blending creative type design with the science of typography. The company has worked for a number of high profile clients such as the Post Office and BBC, ITV, Channel 4. Fontsmith also designs and sells exclusive off-the-shelf typefaces online through Fontsmith.com.

## Contact

Jason Smith  
Creative Director  
Fontsmith

Email: [jason@fontsmith.com](mailto:jason@fontsmith.com)  
Web: [www.fontsmith.com](http://www.fontsmith.com)  
Tel: 020 7407 8800

## About Mencap

Mencap is the voice of learning disability. Everything the charity does is about valuing and supporting people with a learning disability, and their families and carers.

Mencap works in partnership with people with a learning disability, and all our services support people to live life as they choose.

## Contact

Jaine Barry  
Press Office  
Mencap

Email: [jaine.barry@mencap.org.uk](mailto:jaine.barry@mencap.org.uk)  
Tel: 020 7696 5603