DESIGN for ALL

RESEARCH

TOWN SYSTEM

CONSULTANCY

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INTERACTION DESIGN

COMMUNICATION

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EasyReading™

High-legibility font, excellent for dyslexic readers
(Specific Learning Disabilities – SLD), great for everyone

Description

Reading is together with other human activities an energy-consuming task.

The EasyReading™ font renders reading more pleasant to dyslexic readers thanks to its peculiar graphic characteristics; it enhances reading fluency thus enabling the reader to concentrate more on the text content. The font has been designed with the "Design for All" approach, which does not present any extreme design as often happens with specific dyslexia fonts, which appear "exclusive" and not apt for unimpaired readers. EasyReading™ considers "diversity" not a "problem", rather an "asset" fostering words comprehension for all readers. EasyReading™ tackles the two main impairing issues as follows:

1) **The perceptual crowding** brought about by reduced spacing between letters, words and lines. EasyReading™ has wide calculated spaces that render line reading very fluent and prevent the reder from skipping lines.

2) **The perceptive misunderstanding** of shaped-alike letters brought about by a poor letter distinction. EasyReading is a hybrid serif/sans serif font, with an essential, highly characterised design featuring "peculiar" serifs only for letters looking alike.

Scientific research on the readability of the EasyReading™ font: EasyReading™ is the only specific font, on an international level, to have undergone independent scientific research on over 600 primary and secondary school pupils. The results obtained by doctor Christina Bachmann

This is the default spacing between letters, words and lines in the EasyReading™ font.

This is the default spacing between letters, words and lines in the Arial font.

EasyReading
EasyReading Italic
EasyReading Bold
EasyReading Bold Italic
EasyReadingXB
EasyReadingXB Black

EasyReading™   Arial

dbqp dbqp

(clinic psychologist and psychotherapist, Centro Risorse, Clinica Formazione e intervento in psicologia, Prato, IT) point out that: **"drawing upon statistically and clinically proven data, EasyReading™ can be considered an effective offsetting instrument for dyslexic readers and a facilitating font for all readers".**

The EasyReading™ font has been recognised eligible for funding by the Ministry of Economic Development through the foundation "Valore Italia Esposizione Permanente del Made in Italy e del Design Italiano" thanks to its innovative design.

Furthermore, it has been approved by the Italian Dyslexia Association (AID) thanks to its peculiar graphic characteristics helpful to dyslexic readers.

Specifications

Designer

Federico Alfonsetti

Patents (if any)

Brand and community model/design registered by EasyReading Multimedia

Glyphs

EasyReading™ is composed of 808 glyphs (it covers the alphabet of all Neo-Latin languages).

Styles

It includes 6 styles

Price

Licensed for personal and non-commercial purposes, not transferable: 19,00€ EasyReading™ is granted to companies for commercial purposes licensed for use by special contract.