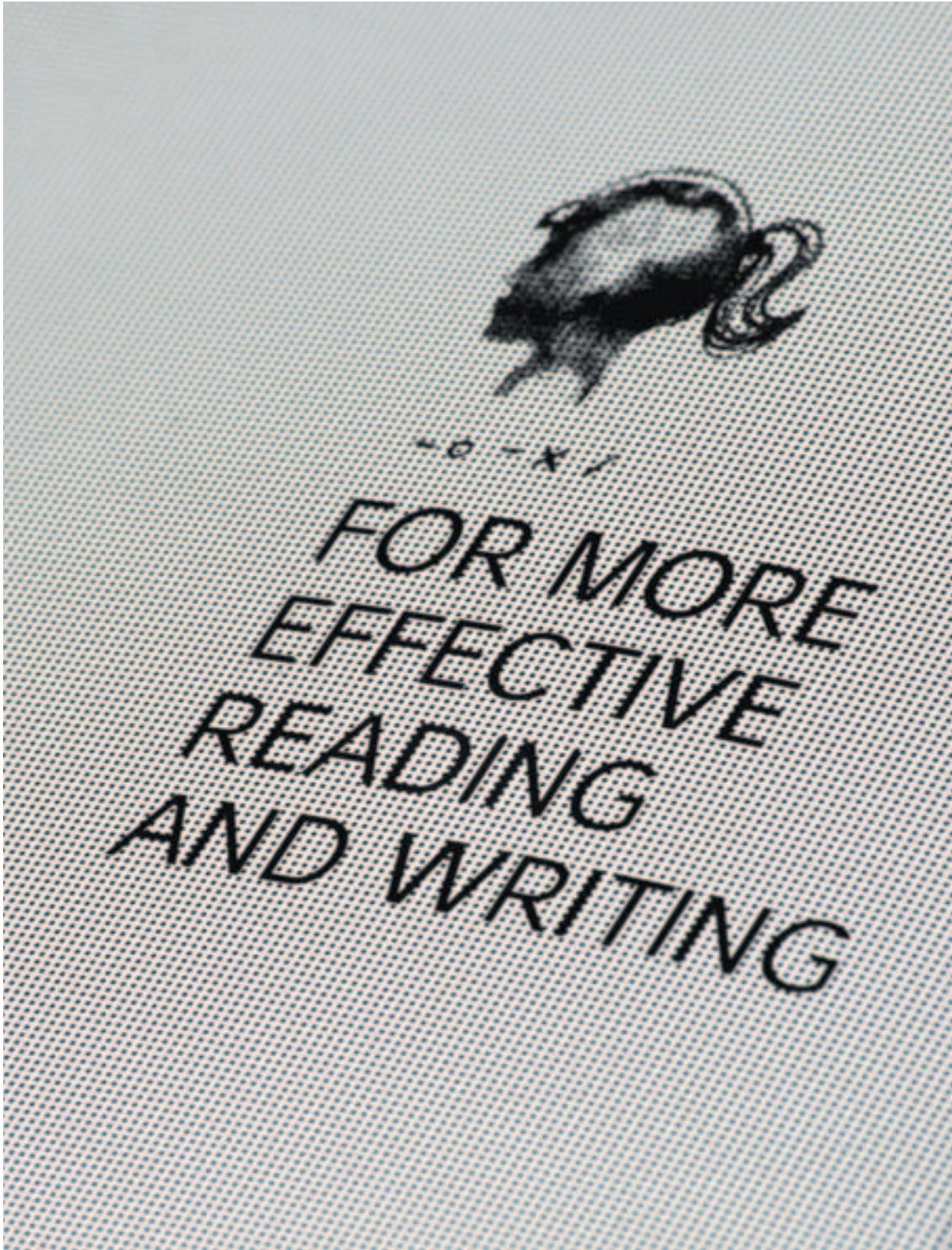


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FOR MORE EFFECTIVE READING AND WRITING

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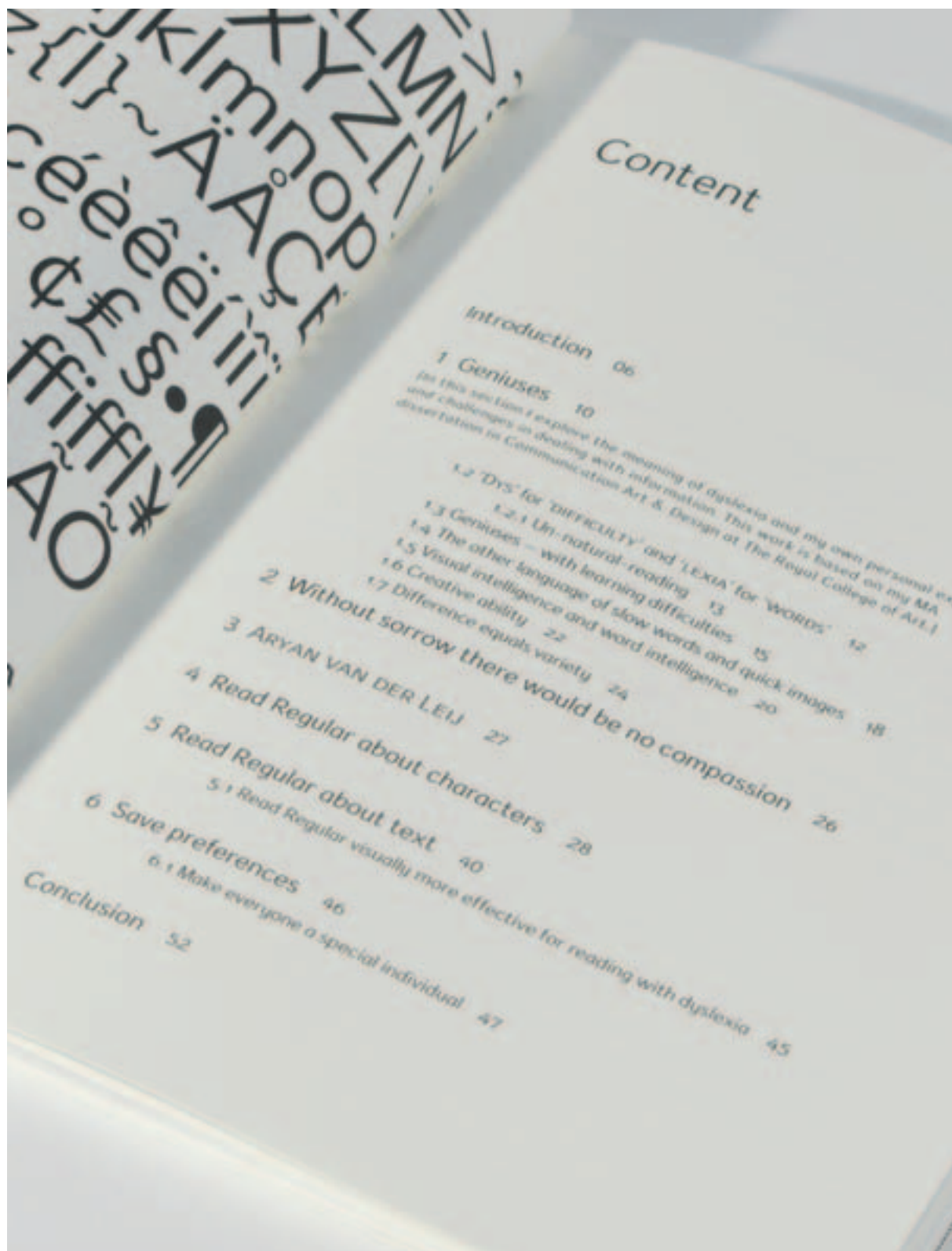
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Introduction

Britain has two million severely dyslexic individuals, including some 375,000 schoolchildren. 10% of people using 'Romance' languages are coping with a reading difficulty.

Dyslexia is a combination of abilities and difficulties that affect the learning process, displaying a wide range of difficulties. Dyslexia can occur despite normal intellectual ability and teaching and it is independent of socio-economic or language background.

The British Dyslexia Association

There has been growing innovation to combat dyslexia, especially for children, in the form of computer software. However, relatively little design research has been done in the area of typography and type design that might support dyslexics. Read Regular is a typeface designed specifically to help people with dyslexia read and write more effectively.

Read Regular aims at preventing a neglect of dyslexia, creating a more confident feeling regarding the problems that occur with dyslexia.



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10/14 Read Regular is developed as the main typeface including READ SMALLCAPS and Read Space. **SMALLCAPS IS A BIT OF EVERYTHING, DESIGNED TO EMPHASIZE TEXT &** Space is focusing on the younger reader by creating space around the characters.¶

12/16 Growing up to admiration, adoration and ambition. It's a bit of everything. **GROWING UP TO ADMIRATION, ADORATION AND AMBITION. IT'S A BIT OF EVERYTHING.** Growing up to admiration, adoration and ambition. It's a bit of everything.¶

14/18 Desire feeds off despair and desperation and grows through determination and disappointment. **DESIRE FEEDS OFF DESPAIR AND DESPERATION AND GROWS THROUGH DETERMINATION AND DISAPPOINTMENT.** Desire feeds off despair and desperation and grows through determination and disappointment.¶

16/20 Bewilderment will keep us from boredom. **BEWILDERMENT WILL KEEP US FROM BOREDOM.** Bewilderment will keep us from boredom.¶

18/22 Without sorrow there would be no compassion. **WITHOUT SORROW THERE WOULD BE NO COMPASSION.** Without sorrow there would be no compassion.¶

8/12 Read Regular™ visualizing uncomplicated typography.¶

10/14, 12/16, 14/18, 16/20, 18/22, 8/12

Read Regular™

7/7

FOR MORE EFFECTIVE READING AND WRITING

