



News

博報堂 広報室

HAKUHODO

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Hakuhodo develops Tsutawaru Font (communicative fonts) : Universal design-based typefaces that communicate to more people

To be offered from September 2009, alongside a new Tsutawaru Kokoku (communicative advertising) service

Tokyo—September 10, 2009—Hakuhodo has used universal design principles to develop Tsutawaru Font (communicative fonts), new typefaces designed to convey information to more people, including the aged and people with disabilities. The new typefaces are set to go on sale in mid-September.

To coincide with the launch of Tsutawaru Font, Hakuhodo will also introduce Tsutawaru Kokoku (communicative advertising), a new service for clients that utilizes Tsutawaru Font and other proprietary Hakuhodo know-how.

Many people—not just people of advanced aged and those with disabilities—feel that the print on product packages, instruction manuals, product pamphlets and the like is too small and hard to read. Additionally, simple text input errors and misreading of figures, PIN numbers, times, prices and financial figures are significant risks for companies.

Hakuhodo Universal Design, a specialist unit established within Hakuhodo in June 2009, worked with TypeBank Co., Ltd. and Keio University to design Tsutawaru Font based on universal design principles. Designed to prevent misreading and increase readability, Tsutawaru Font typefaces have been scientifically proven to be easier to read in demonstration experiments conducted by Professor Yasushi Nakano of Keio University and a self-evaluation survey (See Note 1 overleaf). Sales to client companies and local government authorities will begin in mid-September.

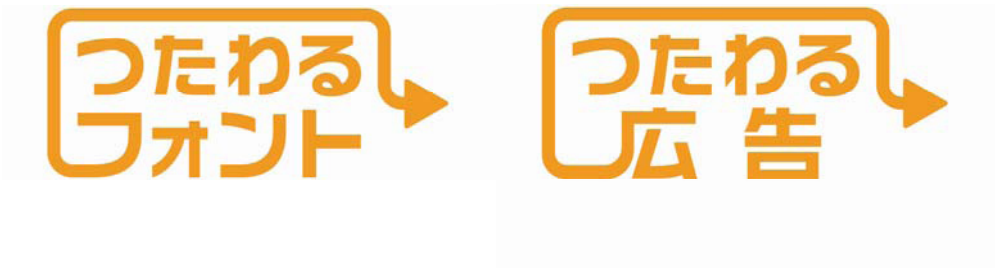
Hakuhodo Universal Design will also offer Tsutawaru Kokoku (communicative advertising), a new service for developing advertising creative that communicates to more people. Tsutawaru Kokoku is advertising that features strong design to maintain clients' brand image, while also leveraging universal design principles to erase reader dissatisfaction and stress by making ads easier to read and understand. Tsutawaru Kokoku is created by highly specialized in-house creators with layout design, color management, emoticon, copywriting and other proprietary know-how, using Tsutawaru Font typefaces to prevent misreading and improve readability.

With Tsutawaru Kokoku, not only can individual printed materials be made to conform to universal design principles, but all other client-*sei-katsu-sha*¹ touchpoints as well, whether magazine and newspaper ads, in-train ads, fliers, posters, pamphlets, and instruction manuals—increasing recognition and understanding among greater numbers of people, and reducing communication loss for clients.

Hakuhodo will continue to develop higher quality services grounded in our *sei-katsu-sha* insight philosophy.

■ Logos:

- Tsutawaru Font
- Tsutawaru Kokoku



■ Typeface lineup: 15 fonts from the Gothic, Typos, Gothic Rounded and Mincho font families

■ Sample font

Design makes it easier to differentiate between easily mistaken forms such as similar-looking alphanumeric characters, while maintaining the original forms of the letters and numerals.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ |
| O | 7 | Z | 8 | A | 6 | 5 | 1 | 3 | 6 |
| C | I | | | | S | 8 | I | 6 | q |
| G | I | | | | | 9 | I | S | g |
| | | | | | | b | | B | |

¹ *Sei-katsu-sha* are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Note 1

Tsutawaru Font and Tsutawaru Kokoku Self-Assessment Survey

In a survey comparing Tsutawaru Font typefaces with traditional fonts, around 70% of respondents (reference value) reported that Tsutawaru Font typefaces were easier to read.

Survey period: September 2-3, 2009

Survey method: Internet survey

Respondents: 500 males and females aged 20–60 living in the Greater Tokyo area

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