h *is for* **heinemann**
Nice and easy for anyone
concerned with legibility

i *is for* **impala**
Your reading will come on
in leaps and bounds

e *is for* **eye**
You don't need eagle
eyes to decipher the
Heinemann font

n *is for* **number**
Count on us for legibility

e *is for* **elephant**
Our font comes in a special,
ultra-heavy, Black cut

m *is for* **mouse**
It can be reduced
considerably without
compromising legibility

a *is for* **apple**
Have you ever seen an
alphabet chart without one?
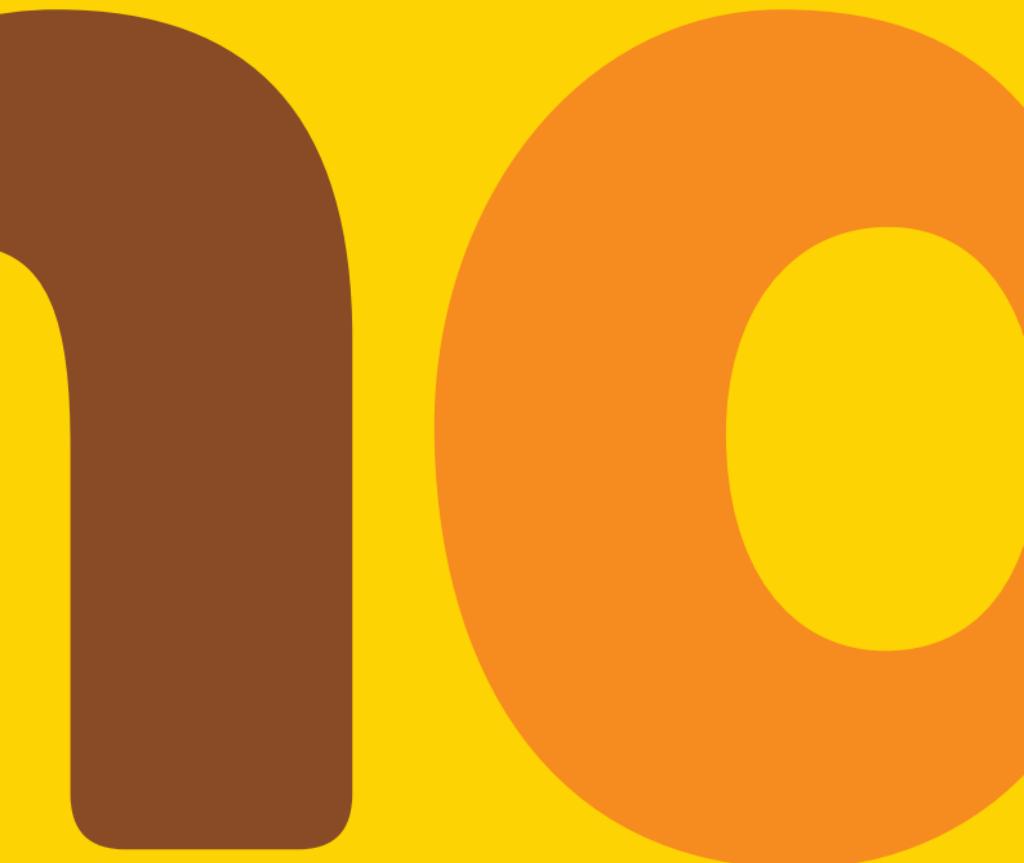
n *is for* **nest**
Our font family
consists of 12 cuts

n *is for* **nut**
After 8 years of testing,
we think we've cracked it

heinemann fonts
nice and easy

Heinemann Roman
Heinemann Roman Italic
Heinemann Bold
Heinemann Bold Italic
Heinemann Black
Heinemann Black Italic
Heinemann Special Roman
Heinemann Special Roman Italic
Heinemann Special Bold
Heinemann Special Bold Italic
Heinemann Special Black
Heinemann Special Black Italic

Buy Heinemann Fonts
Call Fontworks on +44 (0)20 7226 4411
email sales@type.co.uk
or visit www.type.co.uk

We often forget that each letter is an image. And not recognising what it represents inevitably impedes our reading.

We have developed these fonts in consultation with children, literacy advisers, primary school teachers and teachers of children with special needs and dyslexia.

They have been tested and improved over an eight year period. They have become our favourite for use in print and electronic products and are now available in response to hundreds of requests from publishers, designers and teachers.

It's been a great pleasure developing these fonts and we're proud to see them go out and make their way in the world.

We hope you enjoy them.

heinemann fonts
nice and easy

h

Heinemann Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Heinemann Roman Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Normal 'a's and 'g's

One of our first priorities was getting the 'a'
and 'g' right. No funny typographical ones
which are too fiddly for our taste.

great

Heinemann Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Heinemann Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Rounded corners

We wanted to avoid the harsh edges of
many typefaces. This has produced
a warmer, friendlier font, where 'o' and 'k'
are happy together.

ok
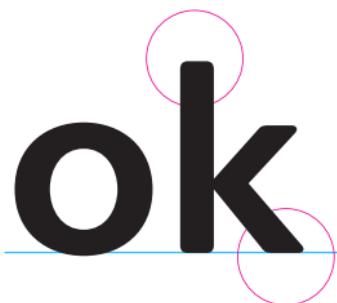
Heinemann Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Heinemann Black Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Different 'I's and 'l's

If it reads wrong, it is wrong. We made sure
our capital 'I' and lower case 'l' don't look
similar, preventing words like 'Illustration'
or 'Illicit' from looking silly.

. , ; : . ¿ ? ¡ ! - – — ( ) [ ] { } … ' ' " " „ « »
' " # & % ‰ / | \ * † ‡ § • ¶ µ ƒ @ ® © ™
$ € £ ¥ + − ÷ × = < > ≤ ≥ ± ¹ ² ³ ½ ¼ ¾
áÁ àÀ âÂ äÄ ãÃ åÅ éÉ êÊ ëË èÈ çÇ íÍ îÎ ïÏ ìÌ
óÓ ôÔ òÒ öÖ õÕ úÚ ûÛ ùÙ üÜ ñÑ ýÝ ÿŸ šŠ žŽ
ðÐ þÞ łŁ fi fl ¢ ß œÆ øØ œŒ
^ _ ~ ° ª º ¬ ‹› ¦ ¦ ` ´ ¨ ˆ ˜ ˙ ˚ ¸ ˝ ˛ ˇ

Odds and ends

We thought you might find these useful.

é†©.

Heinemann Special Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Heinemann Special Roman Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Minding 'p's and 'q's

One of the most common letter recognition
difficulties with dyslexia are 'q' and 'p'.
Heinemann helps prevent this.

qp
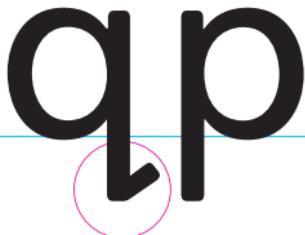
Heinemann Special Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Heinemann Special Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Special 'b's and 'd's

In the Special cut, our 'b' and 'd' get
a special treatment.

bad

Heinemann Special Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Heinemann Special Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Kerning

We've adjusted the kerning on specific pairs.
Our 'rn's won't appear as 'm's.

kern

Heinemann Roman
Heinemann Roman Italic
Heinemann Bold
Heinemann Bold Italic
Heinemann Black
Heinemann Black Italic
Heinemann Special Roman
Heinemann Special Roman Italic
Heinemann Special Bold
Heinemann Special Bold Italic
Heinemann Special Black
Heinemann Special Black Italic

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(all fonts are available in OpenType format)

fW font**WORKS**

heinemann fonts
nice and easy

h