

The Universal Typeface



Unifying the world's handwriting into a universal typeface. Explore existing contributions, or add your own writing to the experiment.



theuniversaltypface.com

What is it about?

The website, theuniversaltypface.com, represents a united form of imagery which allows interaction of consumers of “BIC” as well as potential consumers to recognize commonalities of handwriting.

BIC is providing an interesting perspective of how the “average” handwritten letter appears.

It is a marketing plan that brings potential consumers together with relation to everyday life. We as humans are always expanding and reinventing however we remain close and similar through old-fashioned abilities.

WE AT BIC ARE PROUD OF OUR CRISTAL BALLPOINT PEN – THE BEST SELLING PEN EVER.

In fact, with over 100 billion produced, it can truly be considered the universal pen.

This made us wonder: if there's a universal pen, could we create a universal handwriting? With your help, we are trying to find out.

This experiment allows individuals from all over the world to contribute their handwriting. A specially developed algorithm then calculates an average, allowing us to merge contributions into a single, ever-changing and always evolving typeface.

If you haven't contributed yet, be sure to make the time for doing so.

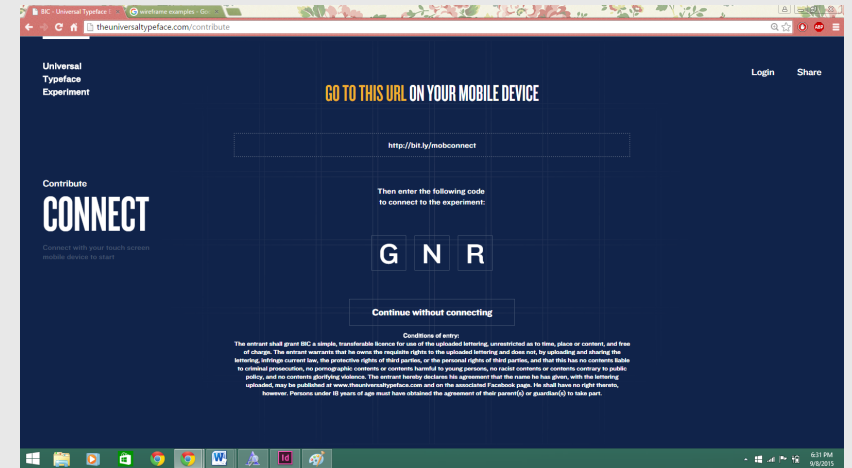
NOW YOU CAN CONTRIBUTE TO THE UNIVERSAL TYPEFACE USING THE UNIVERSAL PEN.



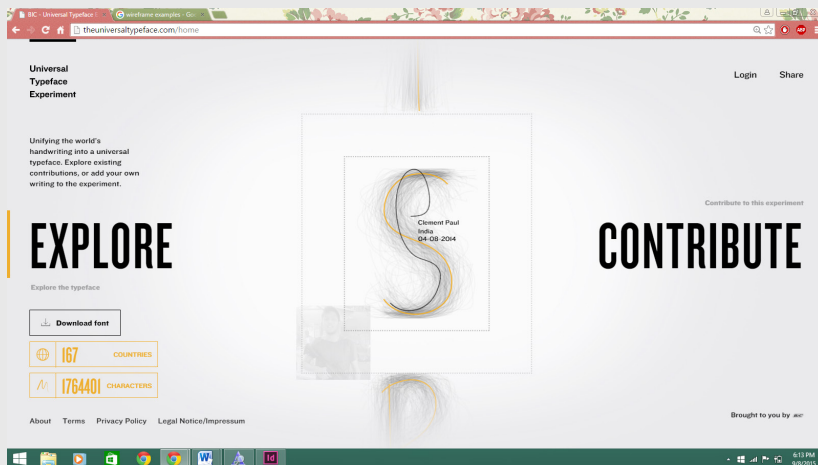
**INTRODUCING
THE BIC®
CRISTAL
STYLUS!**

Visual Language

- Symmetrical
- Geometric
- Bold Typefaces; Sans serif
- Minimal color; predominant use of white space
- Yellow highlight color
- Contemporary, modern



Darker, blue interface when the user is actively interacting through contribution.



Clean, white interface when the user is a passive explorer of the website.

Screenshot

Universal
Typeface
Experiment

Login Share

Unifying the world's
handwriting into a universal
typeface. Explore existing
contributions, or add your own
writing to the experiment.

EXPLORE

Explore the typeface

Download font



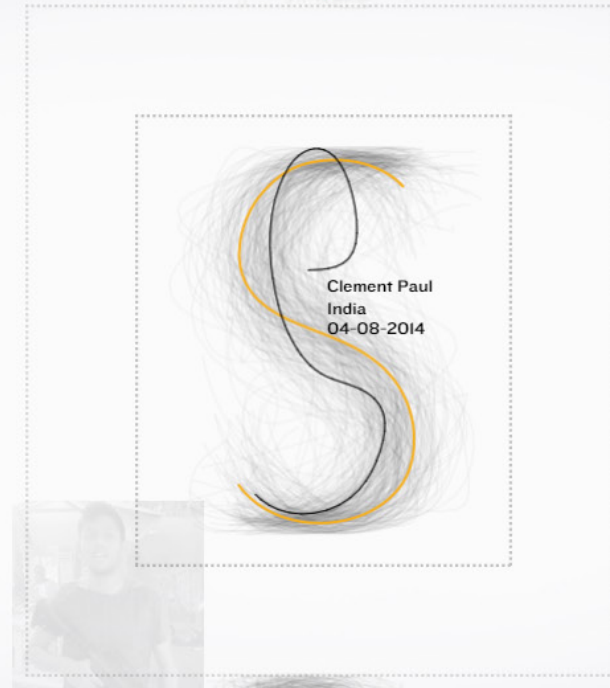
167

COUNTRIES



1764401

CHARACTERS



Contribute to this experiment

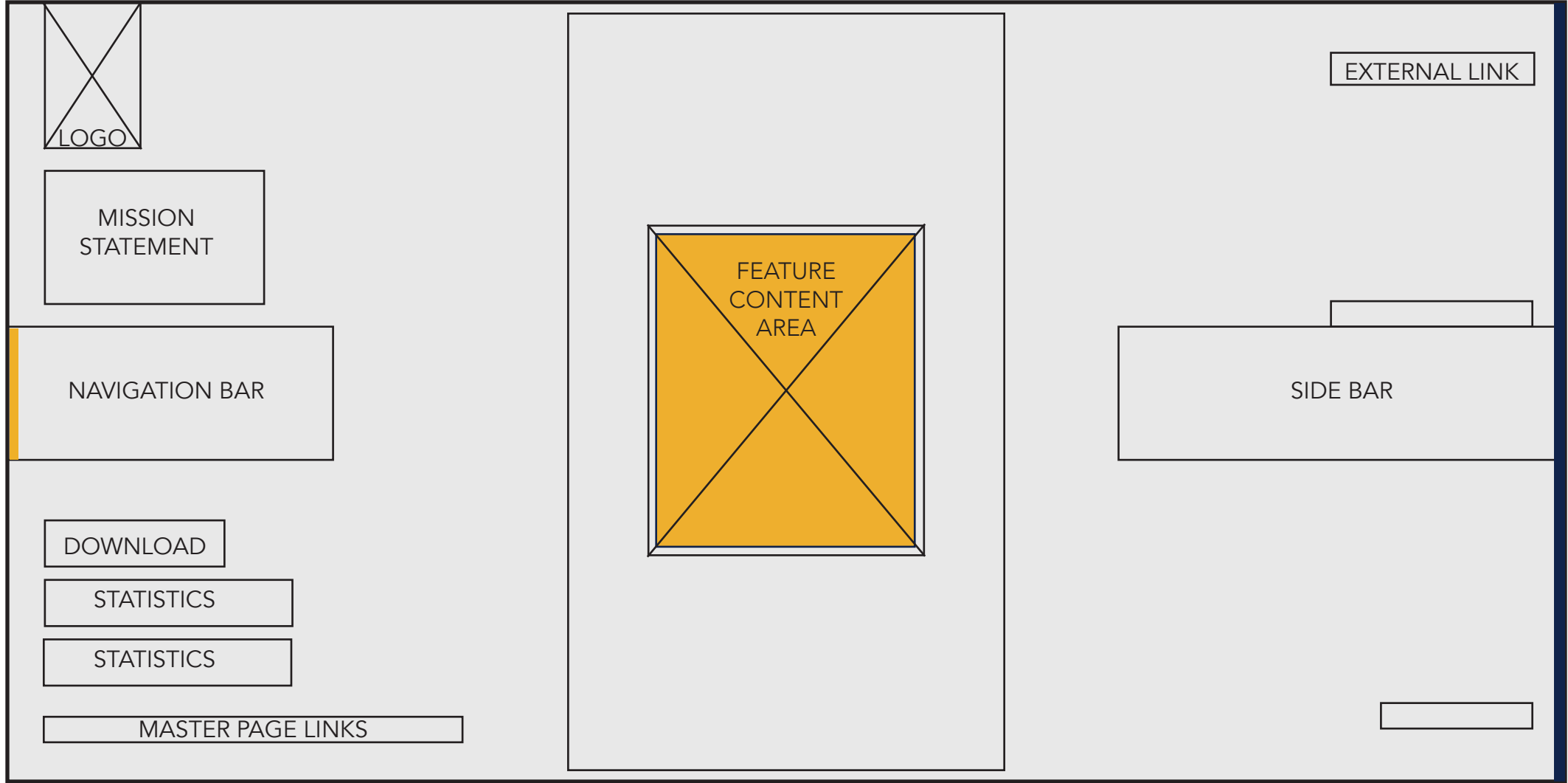
CONTRIBUTE

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HOMEPAGE

Wireframe



HOMEPAGE

Screenshot

Universal
Typeface
Experiment

Login Share

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typeface. Explore existing
contributions, or add your own
writing to the experiment.

Sam Bunger
United States
04-08-2014

Contribute to this experiment

GENDER AGE COUNTRY HANDEDNESS INDUSTRY

Explore the typeface

 Download font



167

COUNTRIES



1764606

CHARACTERS

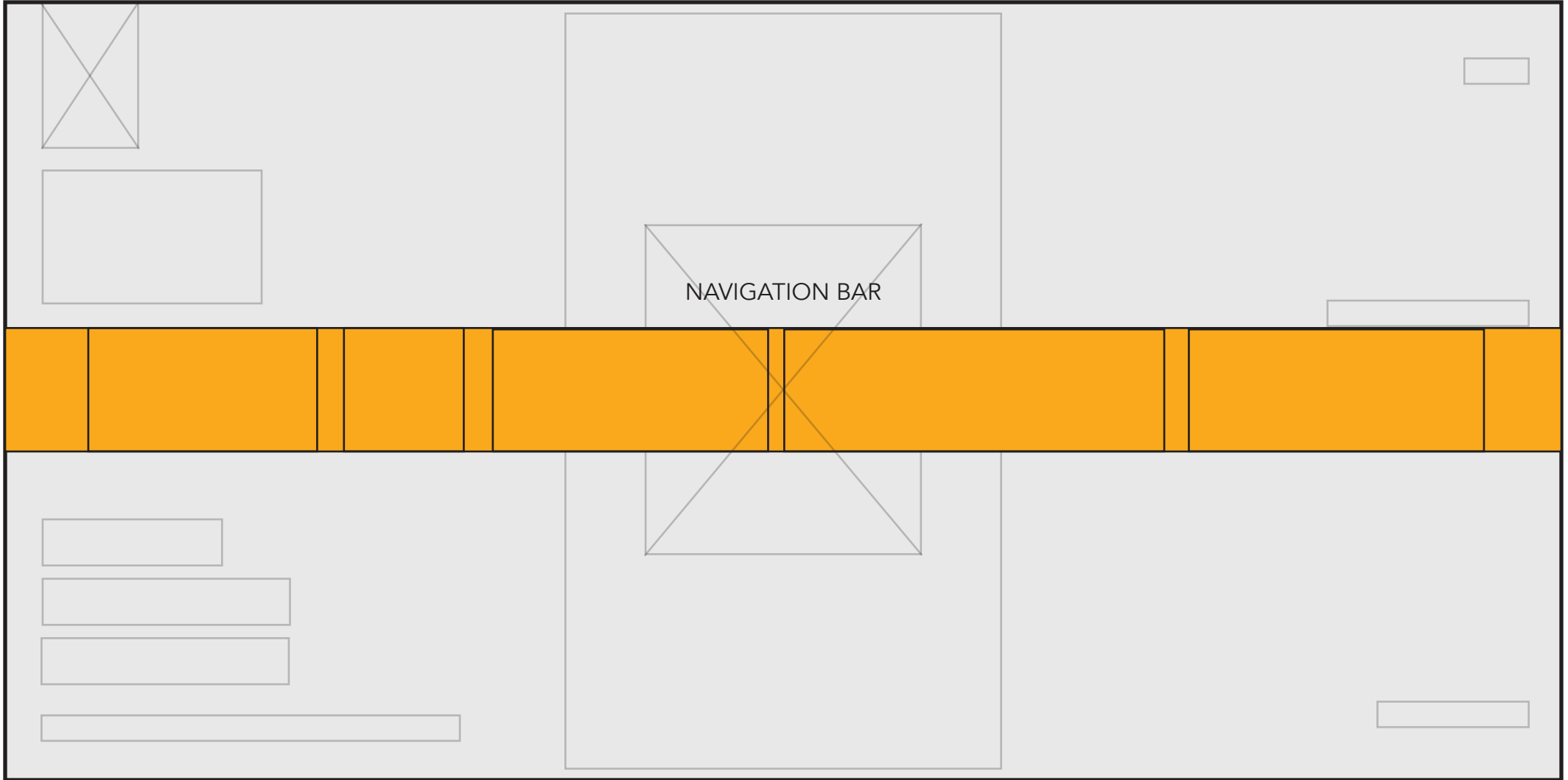
[About](#) [Terms](#) [Privacy Policy](#) [Legal Notice/Impressum](#)

Brought to you by *siic*

theuniversaltypface.com/explore/gender

NAVIGATION BAR

Wireframe



NAVIGATION BAR

Login

Take part in the Universal Typeface
Experiment by [contributing](#) your handwriting.

Collected data for

MALE

999279 CHARACTERS

HANDEDNESS

[View all](#) ▾

92% RIGHT-HANDED

AGE

[View all](#) ▾

49% 30 - 44

INDUSTRY (TOP 5)

[View all](#) ▾

51% CREATIVE INDUSTRY

COUNTRY (TOP 5)

[View all](#) ▾

18% CANADA

The website not only presents an interesting concept of creating a universal typeface but it also organizes the statistics of all the people who contribute.

It is broken up into different categories:

- Gender
- Age
- Country
- Handedness
- Industry

All the data is organized in a way that is clear and easy to understand.

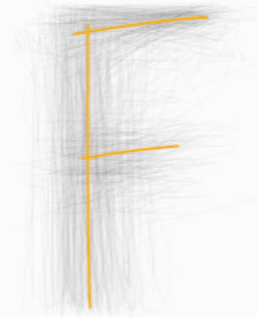
They chunk information into clear sections.

< Back to home

Explore / Gender

GENDER

You are exploring the
typeface by gender



MALE

999279 characters

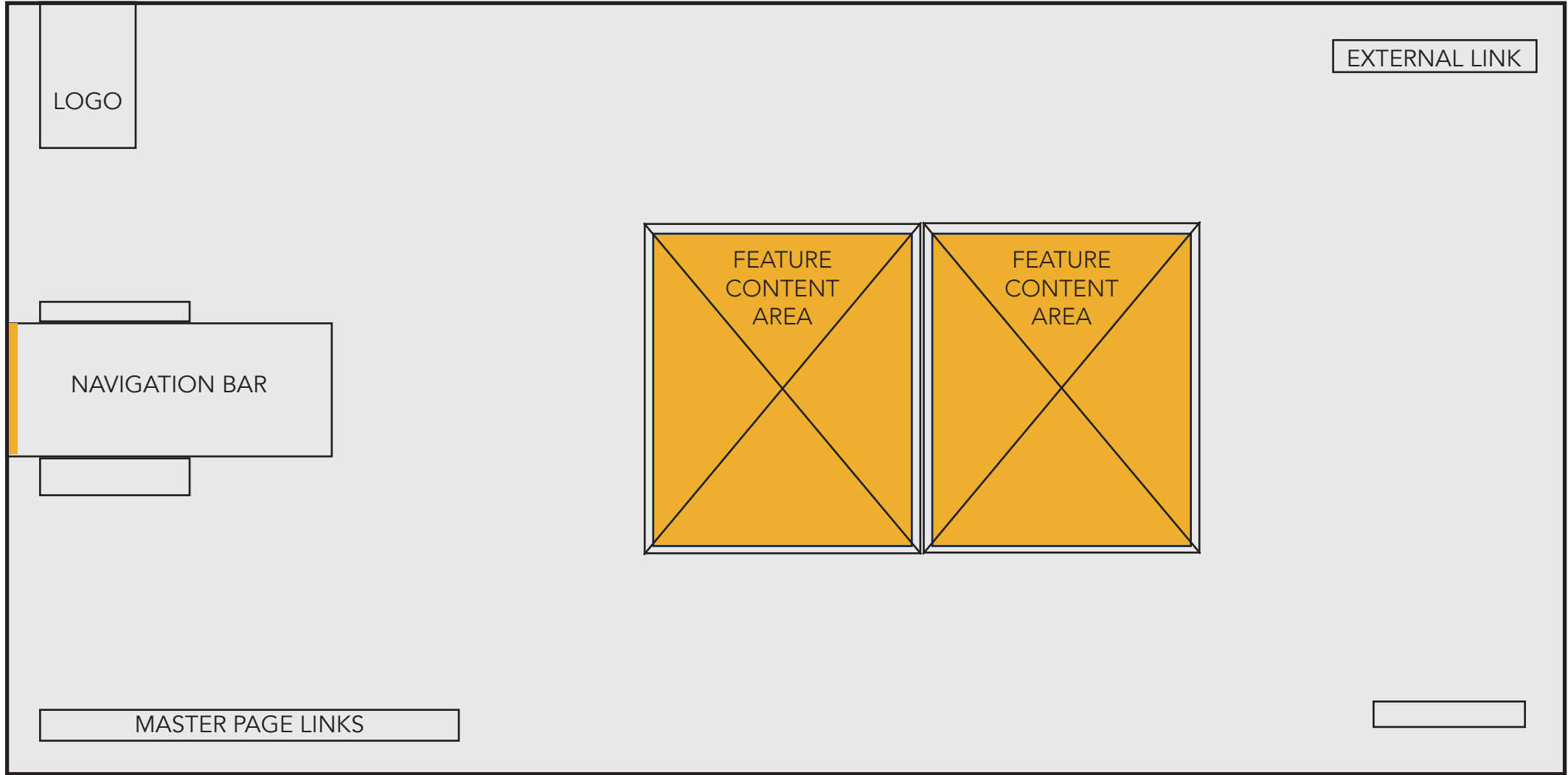


FEMALE

541984 characters

EXPLORE-GENDER

Wireframe



EXPLORE-GENDER

Screenshot

Universal
Typeface
Experiment

< Back to home

Explore / Gender / Male

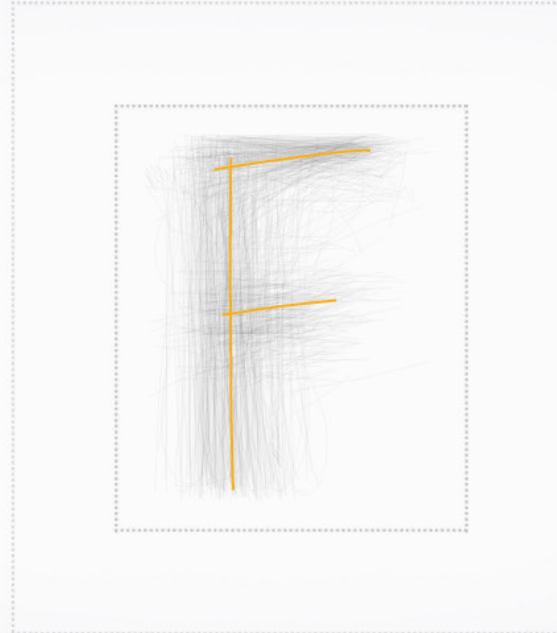
MALE

You are exploring the
typeface by gender

↓ Download Male font

📌 Share Male font

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Login

Take part in the Universal Typeface
Experiment by [contributing](#) your handwriting.

Collected data for
MALE

999279 CHARACTERS

HANDEDNESS

[View all](#) ↓

92% RIGHT-HANDED

AGE

[View all](#) ↓

51% 30 - 44

INDUSTRY (TOP 5)

[View all](#) ↓

52% CREATIVE INDUSTRY

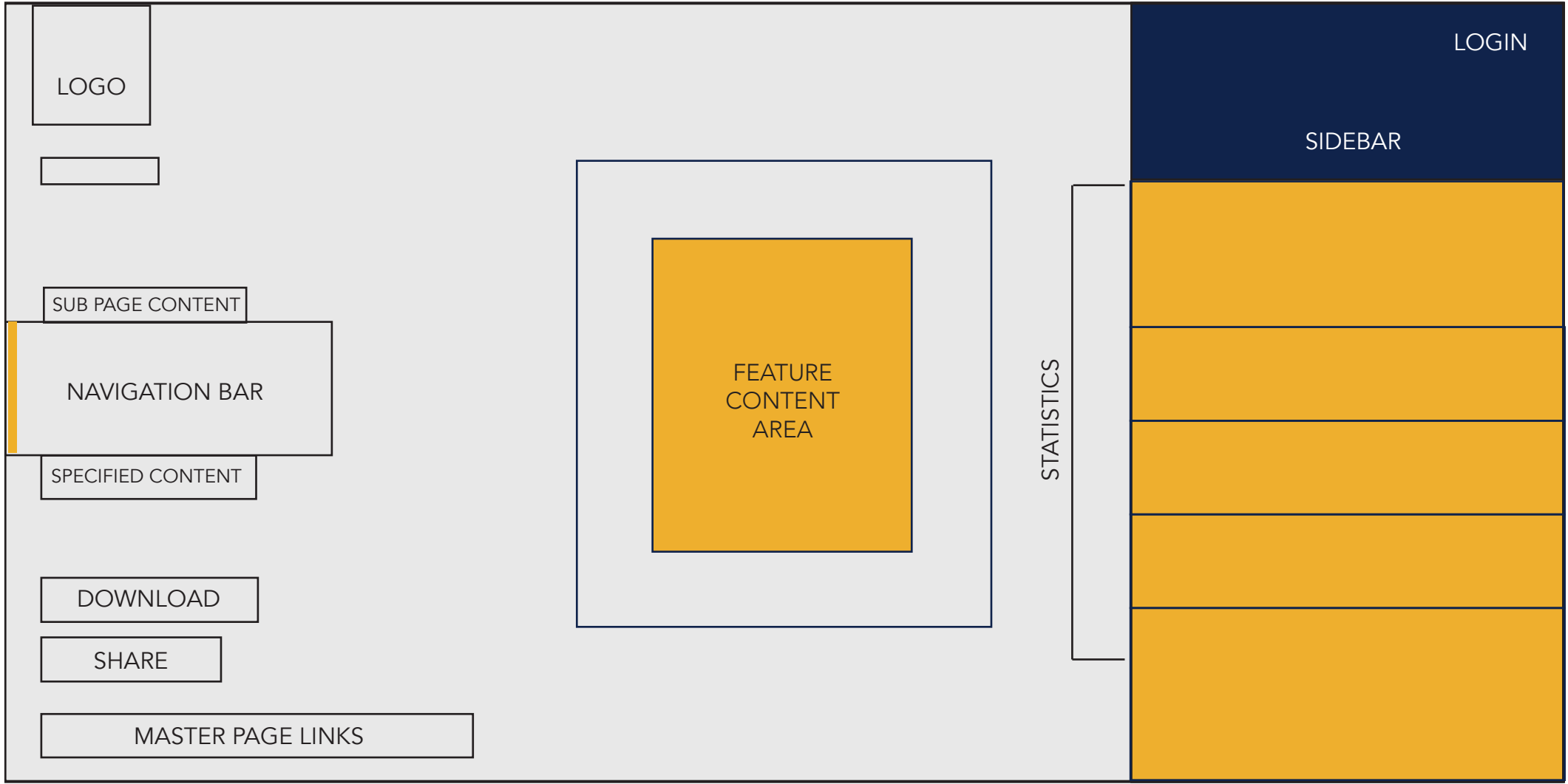
COUNTRY (TOP 5)

[View all](#) ↓

19% CANADA

EXPLORE-GENDER-MALE

Wireframe



EXPLORE-GENDER-MALE

How is it interactive?

- Intro video:

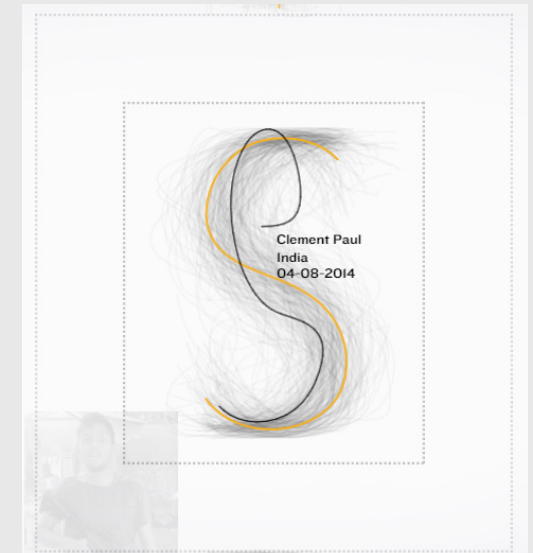
When you first enter the site, a video with audio plays which introduces the concept behind the site.

- The central image (authentic handwritten type), automatically scrolls vertically. The user can also scroll using their mouse.

- When your cursor hovers over “EXPLORE”, a navigation bar (highlighted in yellow) instantly appears. When it hovers over “CONTRIBUTE” a side bar links you to another page appears.

- Movement of the cursor over the letterforms allows the user to recognize individual contributions.

-The user can contribute in real time through their mobile device or through the desktop site. Some users can provide personal information and a photo.

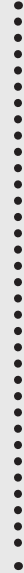


Desktop

vs.

Mobile

- More interactive:
You have the ability to view the different handwritings of many people simply by hovering over the image.
- When minimizing, the content of the site adapts to a certain extent. The content begins to overlap if it is condensed too much.

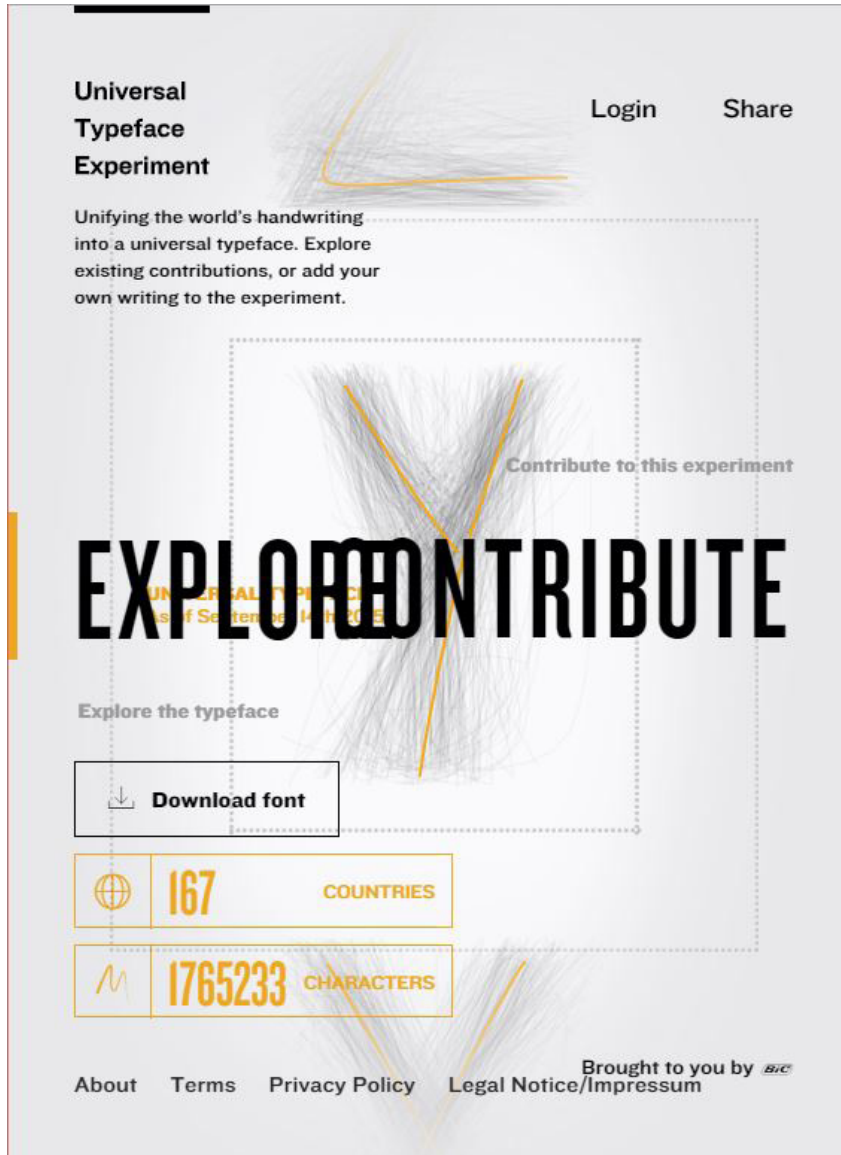


- Limited interaction:
No hovering ability simply because mobile requires direct contact to the screen.
- There's no landscape mode. You have to view the site upright.

How desktop and mobile connects:

Upon opening the homepage, the “contribute” navigation bar, links the consumer to a page which provides a mobile-specific website and three-digit code. This code allows the user to login through a mobile device to connect and contribute.

Once connected, the user can scribble with the use of their tactile device. Their writing is then reflected onto the main site in real time.



Desktop

The content overlaps if the window is minimized too much in desktop view.

Mobile

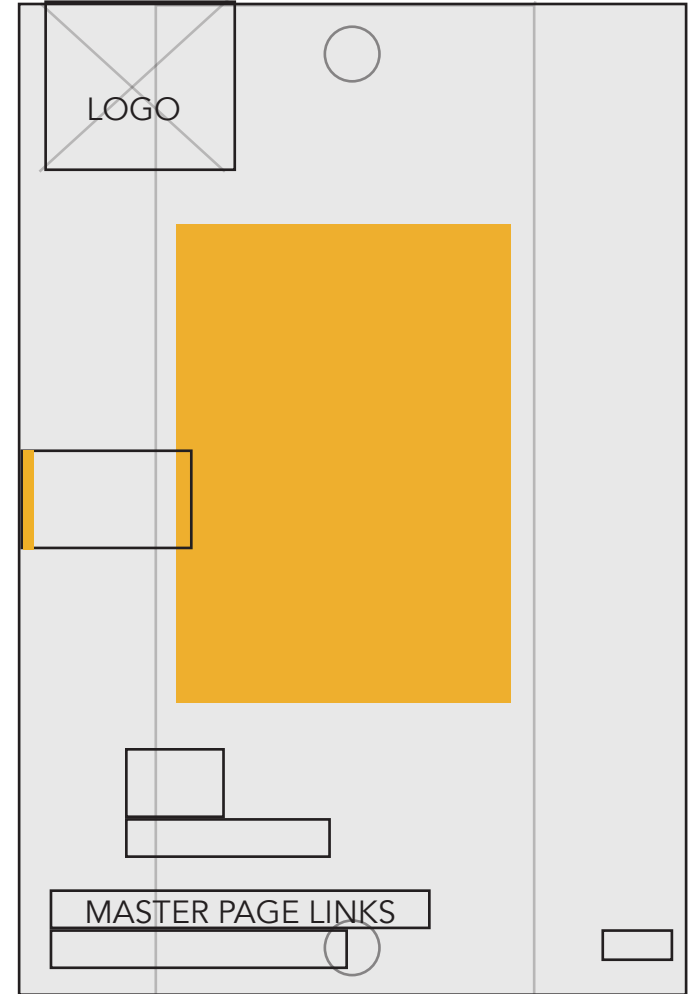
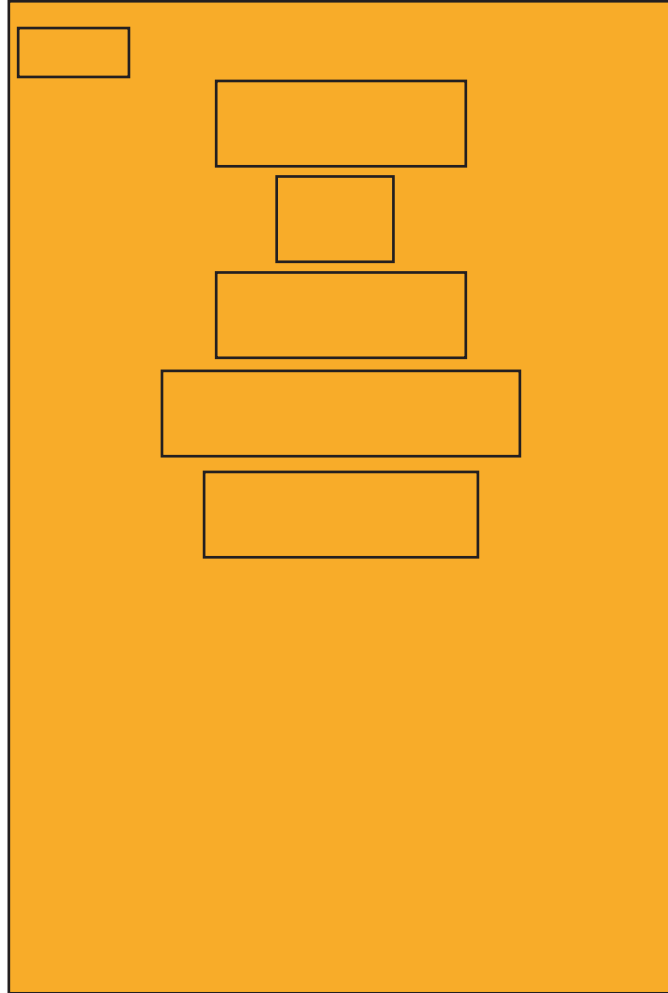
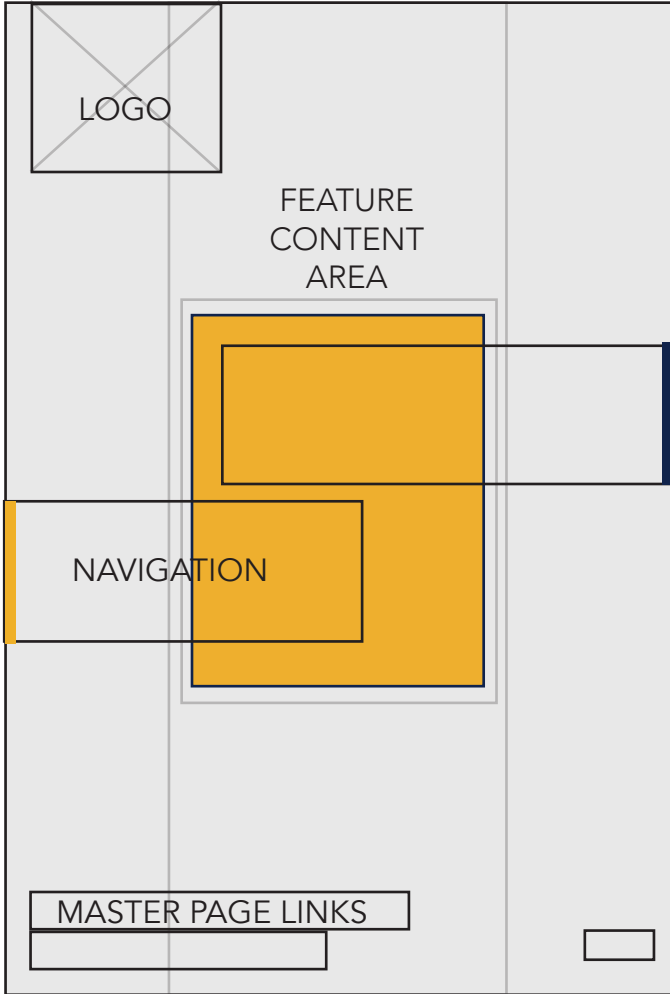
The content is separated evenly to keep its legibility in the portrait view of the mobile site.





Screenshot

MOBILE



Universal
Typeface
Experiment

Login Share

GO TO THIS URL ON YOUR MOBILE DEVICE

<http://bit.ly/mobconnect>

Contribute

CONNECT

Connect with your touch screen
mobile device to start

Then enter the following code
to connect to the experiment:

G N R

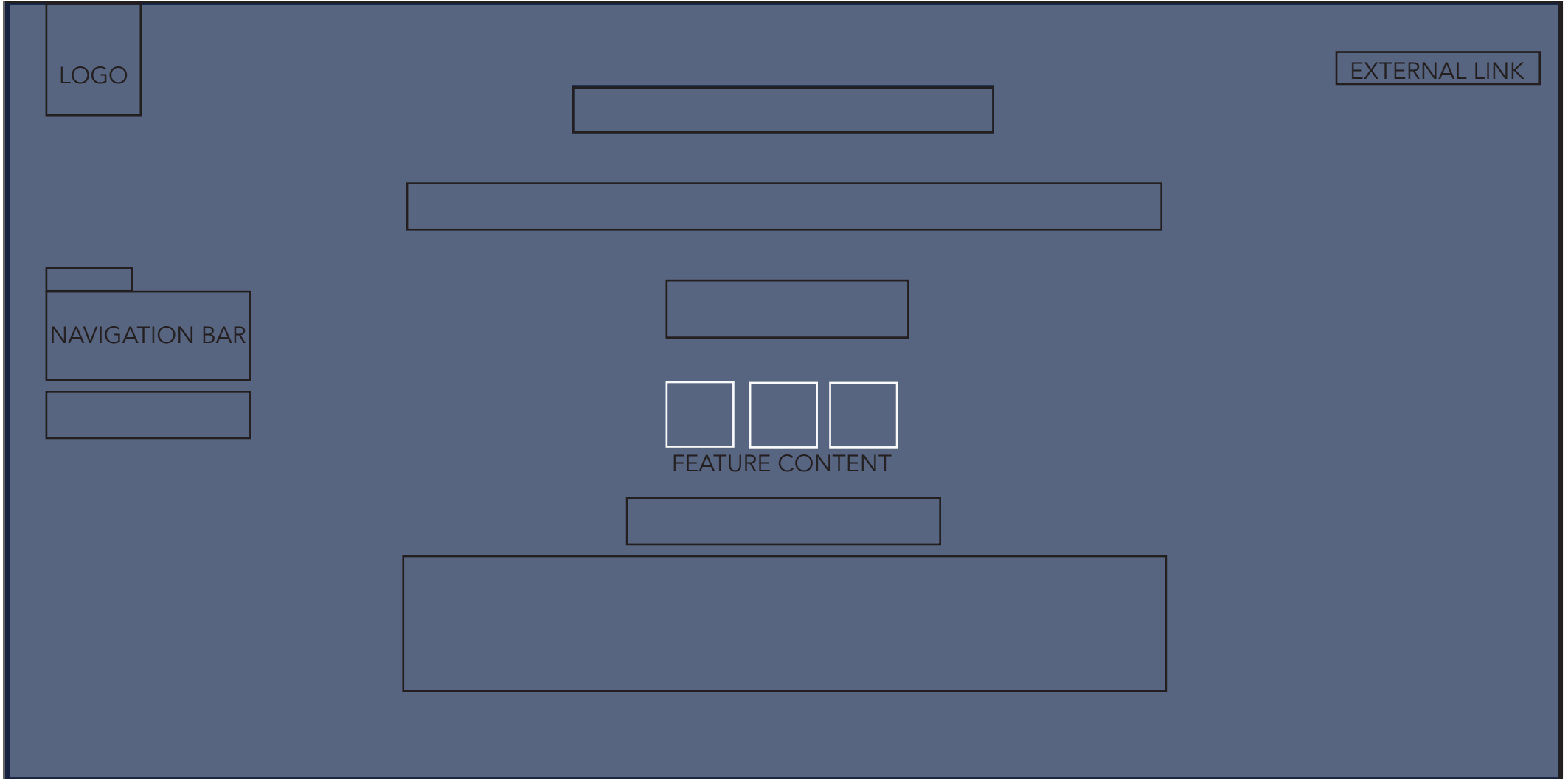
Continue without connecting

Conditions of entry:

The entrant shall grant BIC a simple, transferable licence for use of the uploaded lettering, unrestricted as to time, place or content, and free of charge. The entrant warrants that he owns the requisite rights to the uploaded lettering and does not, by uploading and sharing the lettering, infringe current law, the protective rights of third parties, or the personal rights of third parties, and that this has no contents liable to criminal prosecution, no pornographic contents or contents harmful to young persons, no racist contents or contents contrary to public policy, and no contents glorifying violence. The entrant hereby declares his agreement that the name he has given, with the lettering uploaded, may be published at www.theuniversalitytypeface.com and on the associated Facebook page. He shall have no right thereto, however. Persons under 18 years of age must have obtained the agreement of their parent(s) or guardian(s) to take part.

CONNECT

Wireframe



CONNECT

Universal
Typeface
Experiment

Login Share

Contribute

DRAW

Draw your letters to contribute
to the Universal Typeface

Erase Next

Q

1/5

Z

K

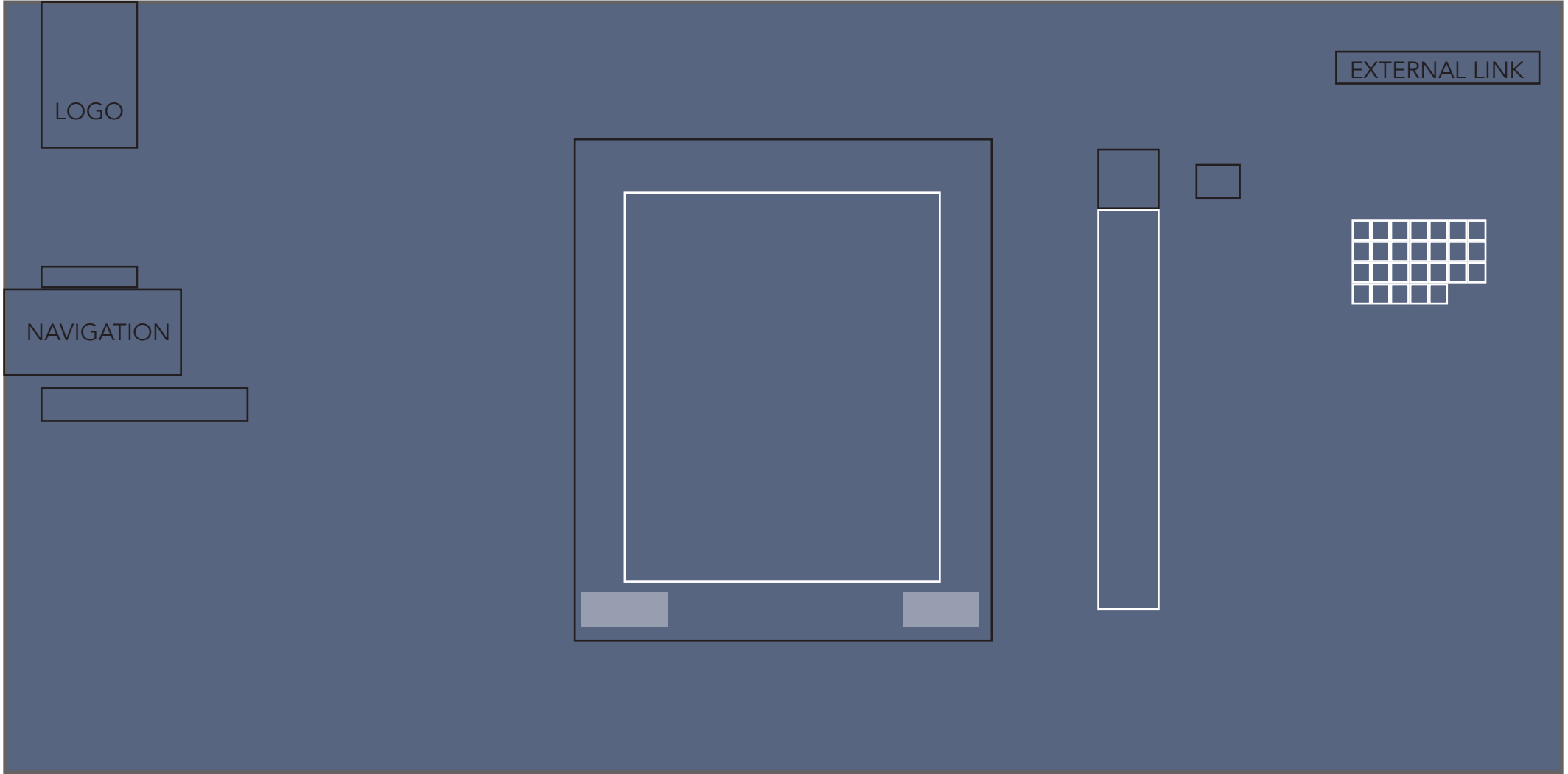
M

O

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

CONTRIBUTE-DRAW

Wireframe

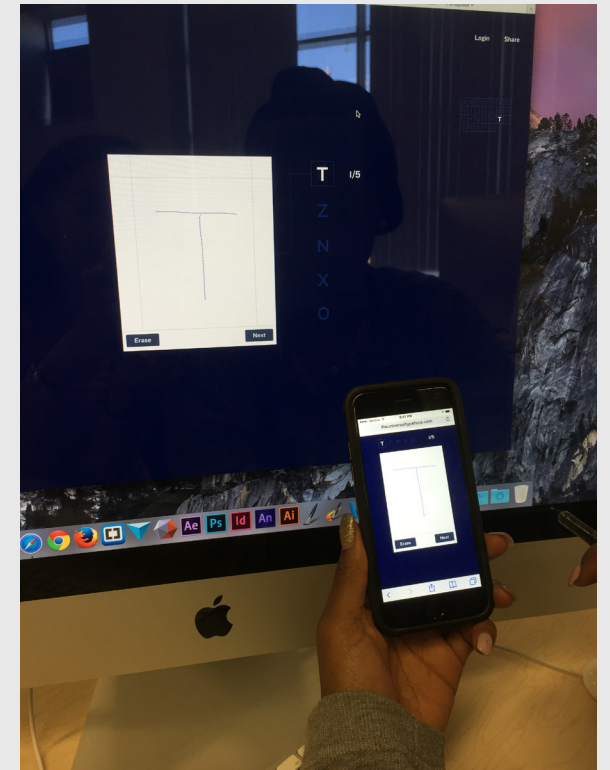
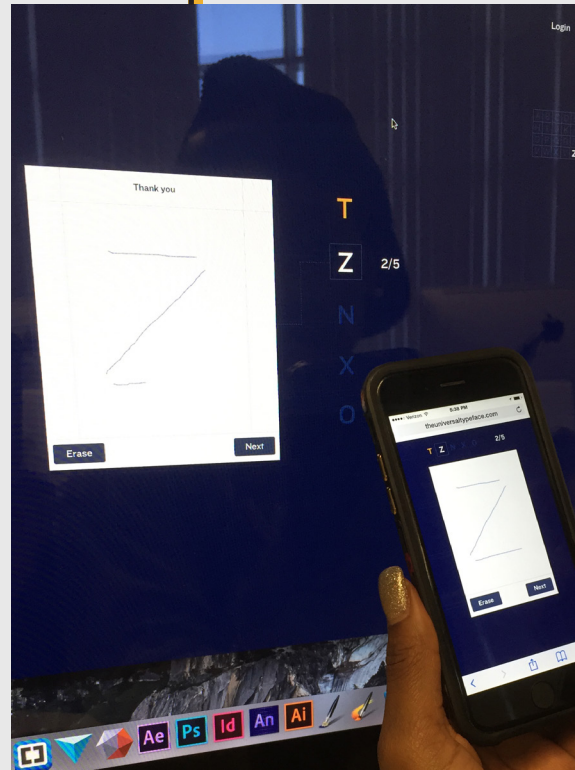


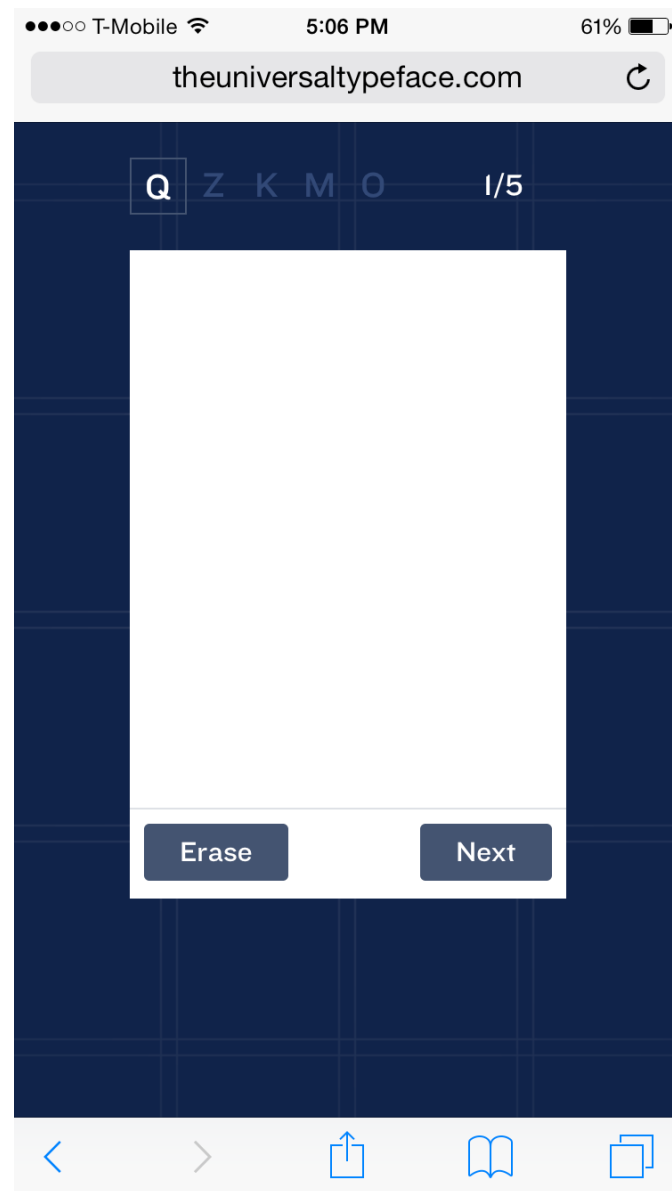
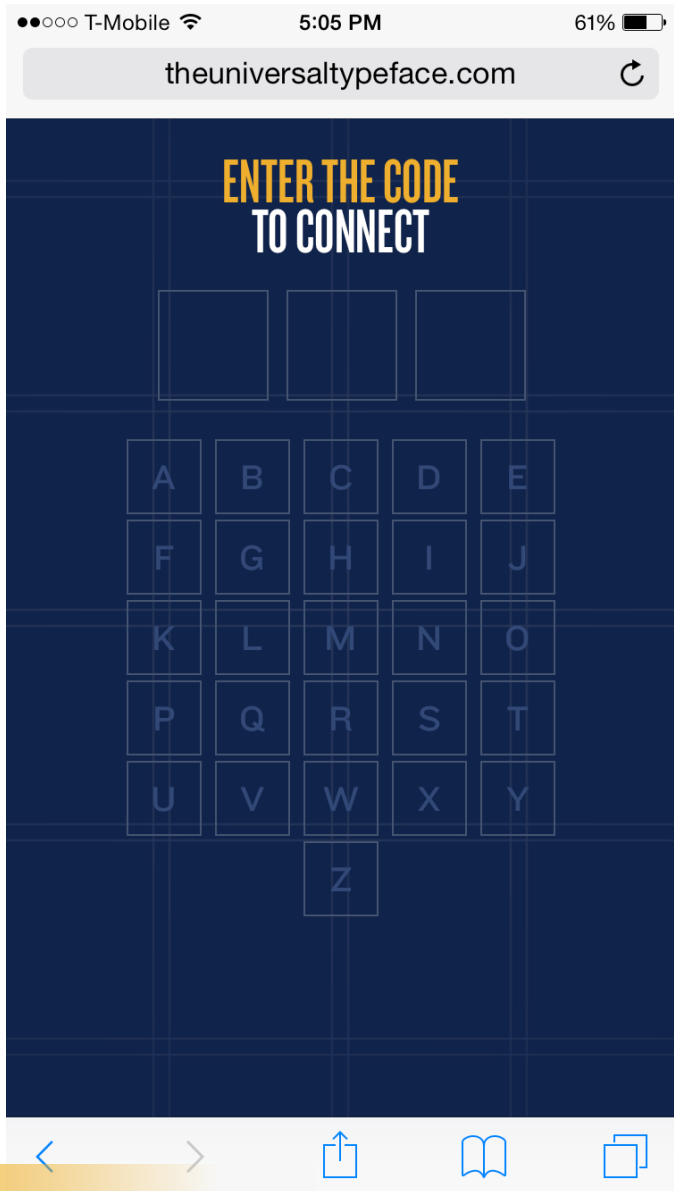
CONTRIBUTE-DRAW



After drawing the letter on the mobile device, the actual drawing will appear on the desktop screen.

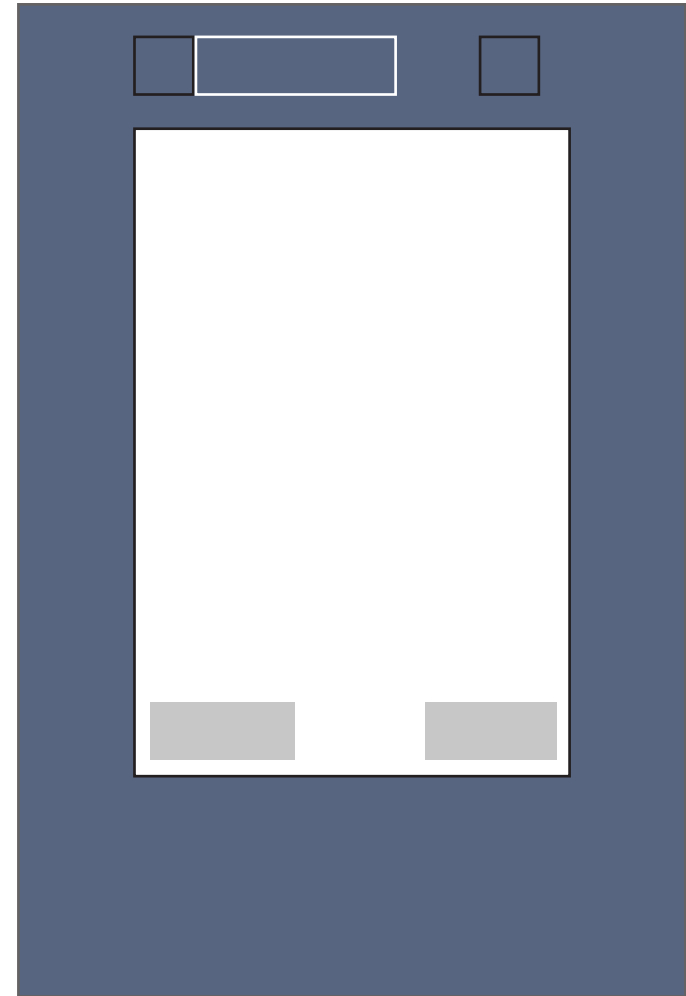
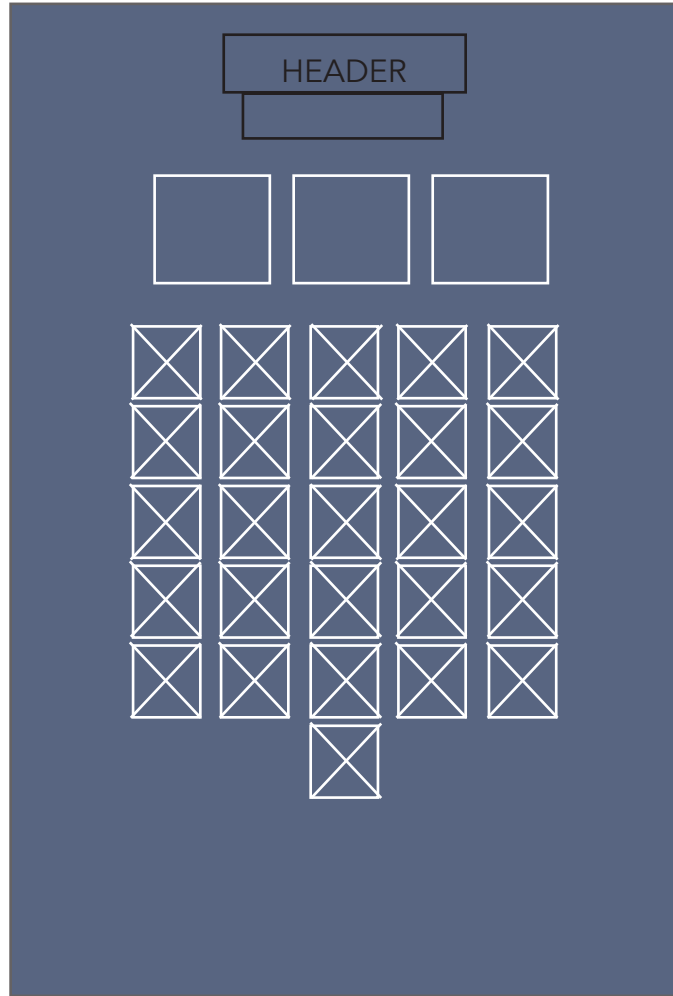
Connecting mobile to desktop is a quick and easy, user-friendly process.





Screenshot

CONTRIBUTE-DRAW (MOBILE)



User Experience

Designer:

The concept of the site itself is something that immediately draws in the attention of the designer.

The interactivity of contributing to the experiment is also a plus.

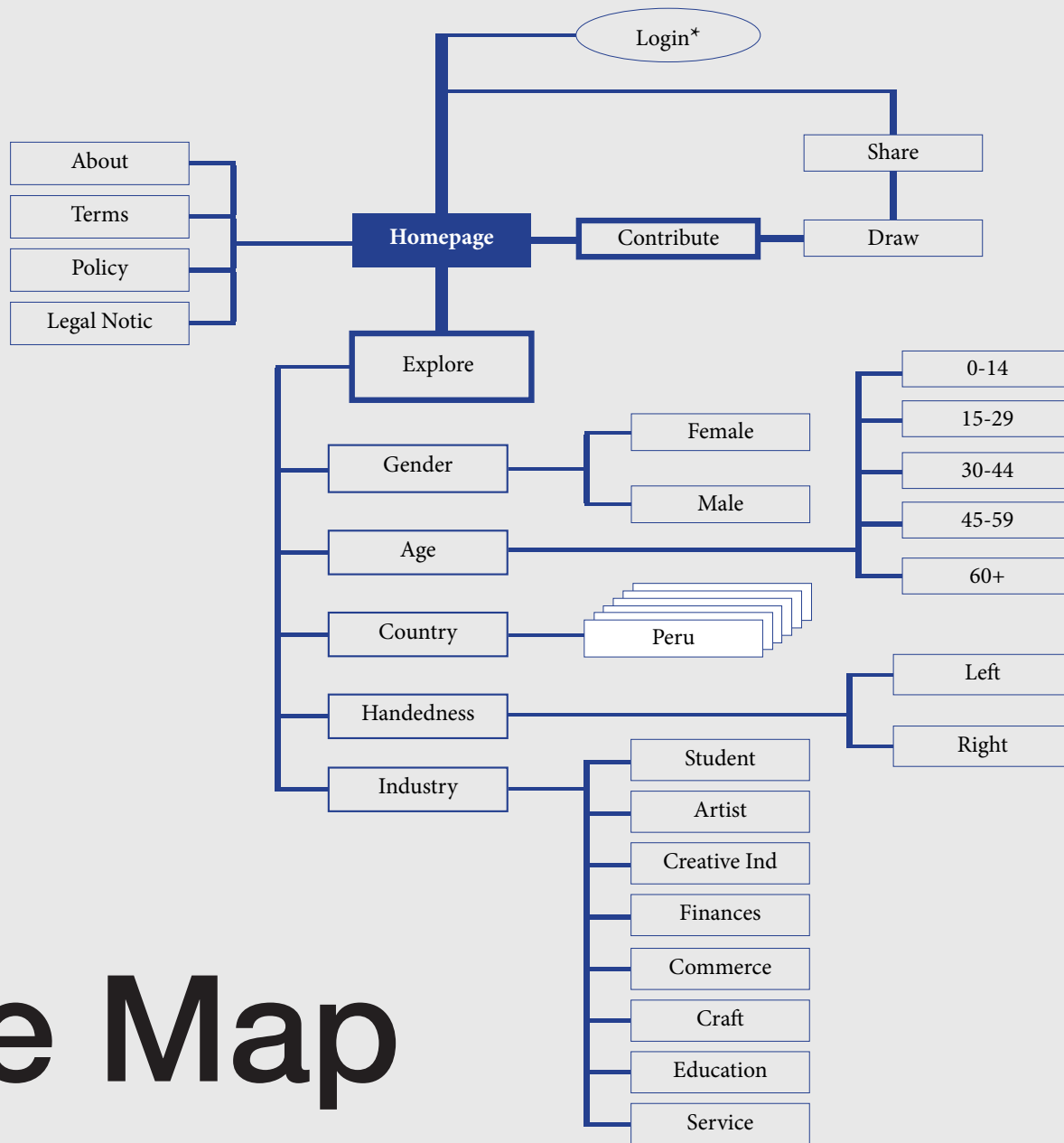
Very clean and organized within a grid system. Nice use of color to highlight important components. Effective entrypoint.

Non-Designer:

Being about universality is an interesting concept which can appeal to everyone.

The interface is simple enough to use. Very clean.

The site looks simple but it goes very in depth so it is a bit too much to explore. A lot of flipping through.



- Landing Page
- Navigator
- Pages
- Sub Pages
- Numerous Sub Pages
- External Link
- * Appears on pages

Site Map