



“ Pietersen has been dismissed for being a South African egomaniac ”
Simon Barnes

From The Times

January 10, 2009

Microtrends: the Ecofont

A simple way to save the planet

Murad Ahmed

Feeling guilty about that long-haul flight? Not recycling enough? Been releasing too much methane lately? Well, now you can help save the world, one letter at a time.

- The Ecofont is a font with tiny circles left blank inside the characters. This uses less ink and reduces the volume of printing supplies consumed.
- The idea was the brainchild of Dutch designer Colin Willems, who began thinking of various ink-saving options and grappled with the question of how much of a letter could be removed while maintaining its readability. The best results came with using small circles. "After lots of late hours (and coffee)," as the website, www.ecofont.eu, puts it, "this resulted in a font that uses up to 20 per cent less ink."
- It's unlikely to be employed for, say, books, any time soon. But it may well be ideal for the vast amounts of throwaway printing that we all do.
- The font is free to download and use. When it comes to protecting the environment, every little helps.

TECH CENTRAL

Latest posts on the blog

MY PROFILE | SHOP | JOBS | PROPERTY | CLASSIFIEDS

MOST READ MOST COMMENTED MOST CURIOUS

TODAY

- > How to meet a man at 40
- > World's first flying car prepares for...
- > Third shark attack in 24 hours prompts panic...
- > Revealed: the environmental impact of Google...



FOCUS ZONE

Social Entrepreneurs:

The inside track on current trends in the charity, not for profit and social enterprise sectors

