

# DATALEGREYA

## DIGITAL DESIGN WORKSHOP FIGS EDIT TYPEFACE THAT MELTS TEXT AND DATA VISUALISATION

Datalegreya is a typeface which can interweave data curves with text. It is designed by Figs, on the basis of open source font Alegreya Sans SC Thin by Argentine typographer Juan Pablo del Peral.

Datalegreya can be used in all contexts where small space is available to synthetically display graphical data: connected objects, embedded displays, annual reports, weather report, stock prices, etc.

Most connected objects feature a small sized screen, and all of them are about data. By its hybrid design aimed

to displaying text and data in compact spaces, Datalegreya brings a realistic and elegant solution to this ever growing market's specific issues.

It doesn't need any specialized software: users just have to install it in the operating system and launch any software able to display OpenType fonts, such as Microsoft Word, Apple TextEdit, Adobe Suite etc.

Standards compliance makes it equally available on the web or software embedded.



## THE FONT THAT LOVES CONNECTED OBJECTS

This project comes from Digital design studio Figs's research & development process, which aims on how digital data can impact graphical design.

For example, Datalegreya, can be used to display stock prices, to superimpose a music title with its audio volume, to display air temperature all along the day, or to display tides amplitude... From fitness wristband to modern cars head-up displays, through smart bathroom scale... Democratization of connected objects induces the multiplication of small sized screens, mainly dedicated to displaying data.

Datalegreya brings a typographic response to the specifics problems of these small screens: a suitable format for consulting real time data, a quick and synthetic reading, all in a small footprint.

From an industrial point of view, the fonts simplicity of implementation induces an economy of means and resources: no need to write a single line of code to display a curve graph.



## HOW DOES IT WORK ?

To use it, one just have to insert after each letter a special character followed by a number. The font automatically replaces this simple code by the signs that will display the curve corresponding to the selected values.

Under the hood, Datalegreya makes use of OpenType advanced features: multiple substitutions grant the possibility to replace several signs by one unique character.

BIN||2GO ▶ BINGO

Also, contextual substitutions which allow to choose a character variant depending on the preceding character. This feature makes Datalegreya able to connect the curves between each characters of the sentence.

BIN||2GO ▶ BINGO

Combination of these technical possibilities unlocks advanced use of the font, such as adding auto positioning legend information on the axis of the graph.

Each sign has 16 variants of curve. Following the tradition of typography, each declination is hand drawn, and its design is given a specific care.

Three mutually compatible variants of the font are available (Thin, Gradient, Dot), allowing to manage visual hierarchy, to set emphasis, or variations in the layout design.



## AVAILABLE FOR DOWNLOAD

Datalegreya is now available for a free download and keeps the original licence of the Alegreya, especially its sharealike and attribute properties.

The download, its user manual and various tools for generating data are available at the following url :

📄 [www.figs-lab.com/datalegreya](http://www.figs-lab.com/datalegreya)

If you have any question about the project, please feel free to contact us at this adress :

✉ [contact@figs-lab.com](mailto:contact@figs-lab.com)

## figs

*Figs is a digital design workshop specialized in the design of user experience and the bespoke user interfaces conception. The workshop conceives interactive digital objects for Web services, travelers information, video games, applications, or museography, upon varied mediums such as tablets, laptops, specialized mobile terminals, game consoles...*

*Architects of digital technology, Figs embodies the values which support Art professions: culture, craftsmanship, ability to listen, bespoke realization. From this perspective, the workshop aims to preserve state-of-the-art realization by constantly looking for innovation whether it is in the practices or in the techniques of implementation.*

