"Wisdom is not a product of schooling but of the lifelong attempt to acquire it."

Albert Einstein to J. Dispentiere
March 24, 1954

Installation on PC & Mac

How do you install a font?

1. Download the font file.

2. Locate the downloaded file on your hard disk.

3. Double click the file (A window pops up with an install button.)

4. Press the install button.

!! Success the fonts are now installed. !!

The Albert Einstein font will appear at the top of your font menu with the name for example:

Albert Einstein

or

Sigmund Freud

or

Ciseaux Matisse

in every application on your computer that supports font selection.

(Optional Troubleshooting: In some cases you maybe have to restart your text processing software or even restart your computer. If you are having trouble with Word on a Mac please find additional information at the end of this document.)

!Please note that the prototype font will not work in emails!

…Unless both sender and receiver have installed the font. The technical situation is like this: a text is stored in a file with the instruction: display text in a certain font. If the font is not present on the computer of the receiver the software (email client) will render the text in another font for example: Arial or Times.

To send out a message through email written with the Albert Einstein font I recommend the following:

1.) Word ➽ print as PDF ➽ insert PDF in the mail

2.) Screenshot ➽ (Mac = hold down keys = cmd + shift + 4) ➽ mark section of screen you'd like to capture ➽ the picture is stored on your desktop, drag and drop it into your mail.

Office for Mac

Can't find the font in Microsoft Word/ Office (Mac)

If you're using Word on a Mac you might wonder why the font does show up in all programs but not in the Word font menu.

Microsoft Office creates a separate font folder when it is installed — a newly installed font will not appear in the font menu in MS Office programs unless they are in this folder.

Open the font folder that is located in your computer's main library. It should be under: Macintosh HD ➤ Library ➤ Fonts.

Once you have the font folder open you should see a folder labeled "Microsoft" place the font in that folder. The Font will now appear in the Word font menu.
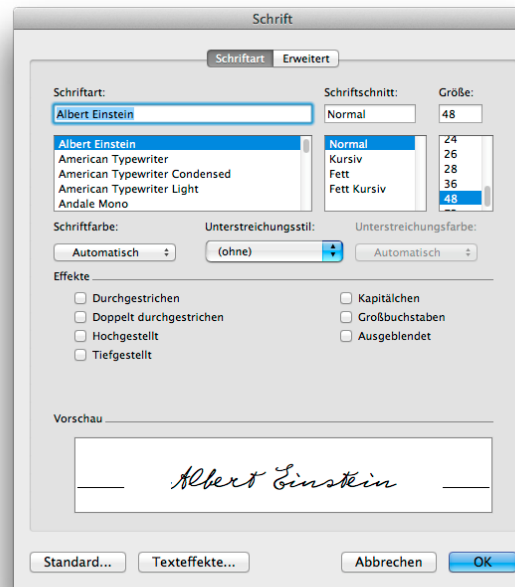
For further information regarding **Office** have a look at this Website:

http://www.officeformachelp.com/office/ font-management/

A Tip for Microsoft Word for Mac

There is an extended Font menu in Word. This can be accessed through the menu Format ➤ Fonts (first option) or simply by using this shortcut:

**COMMAND (clover or cmd key) + D**

This will open a menu that shows all available fonts on your system, not just the ones that Word preferred. (The images show the menu in German, in English it will look similar)

The Albert Einstein font will appear in the upper part of that font list, or simply enter

"Albert" to highlight the font. Press OK and the font is available in your document. But you have to repeat this for every new document.

Now the next step is interesting for Pen Pal Backers, take a look at the "Erweitert" or Extended typography section. By clicking on the top tab this menu will appear:
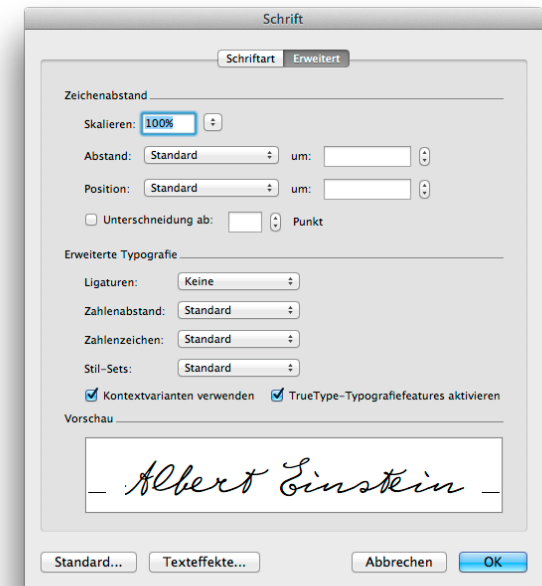
Here it is important to make a check at "Kontextvarianten verwenden" or in english contextual alternates - this activates the altering mechanism of the Sigmund Freud Typeface and later also in the Albert Einstein font (after I implemented a first set of altering alphabets.)
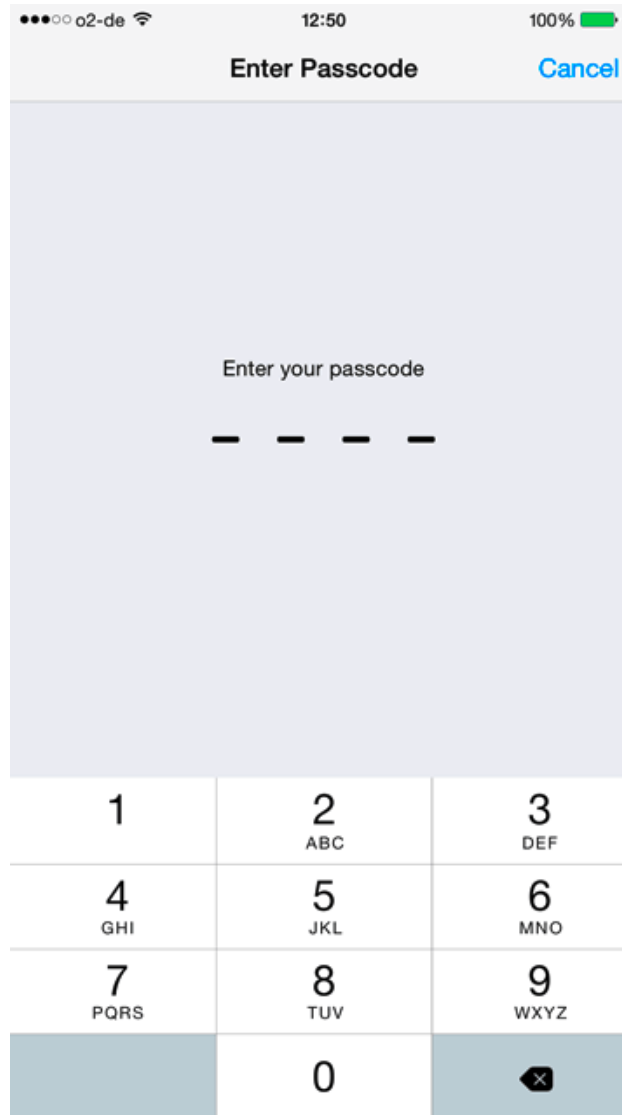
Installation on iPhone / iPad

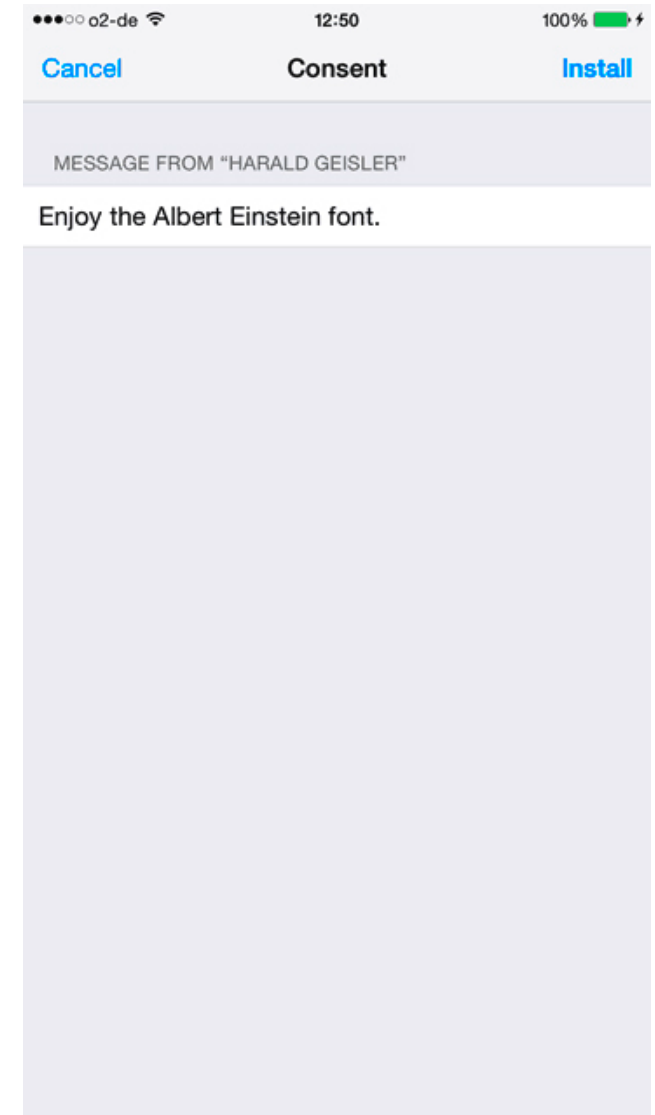**The installation process is simple and straight forward:**

1.) You open the link on your device using Safari and wait about 5 - 10 seconds until the font installer is completely downloaded. Then this screen will appear, and you can select "**Install**":
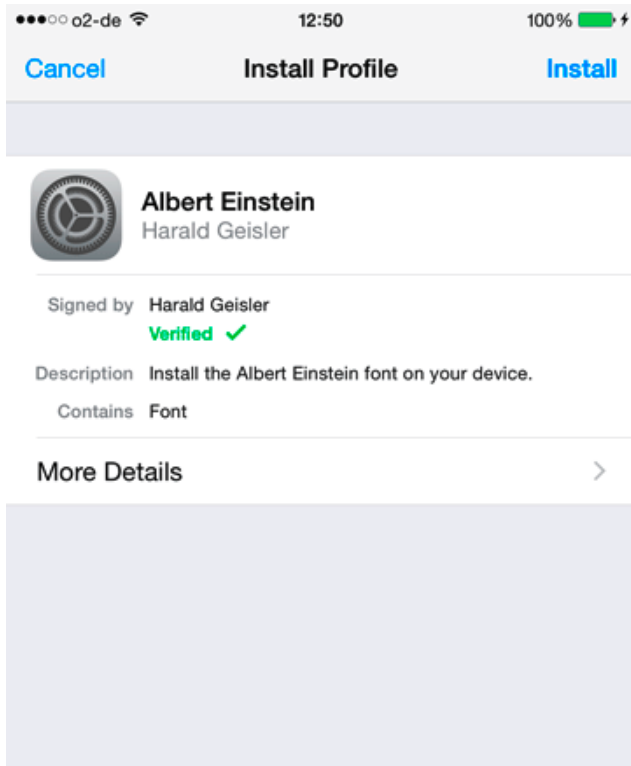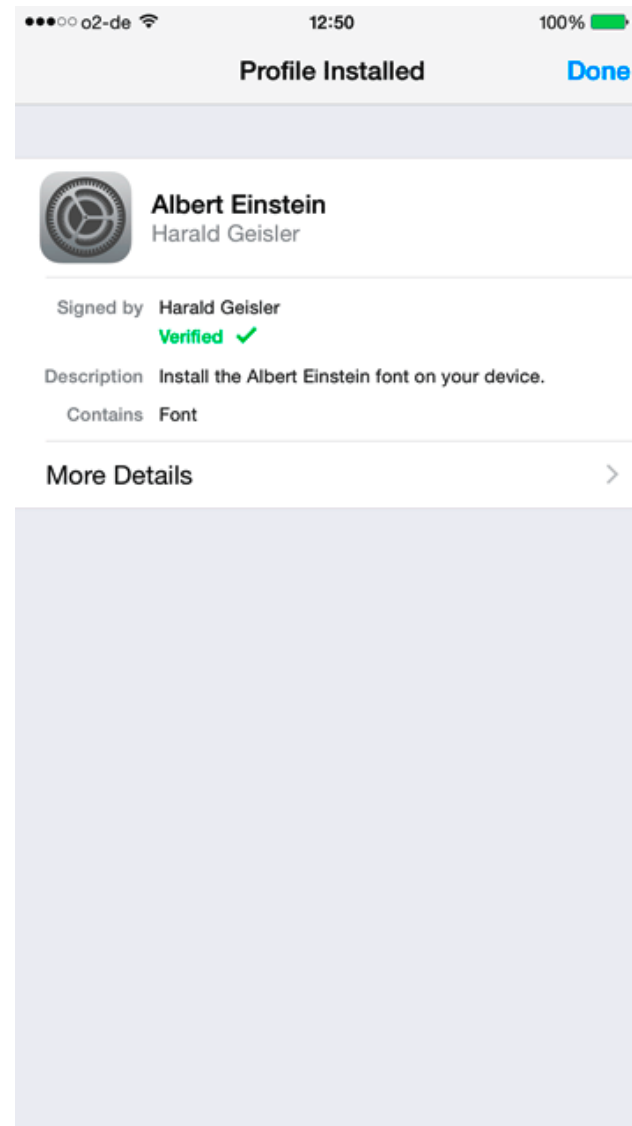
2.) Then simply enter your **passcode**:

3.) Press **Install**

4.) Press Install at the **bottom** again:
(yes, I know it is repetitive):

5) **Success!**

How to use the Albert Einstein Prototype on an iPad or iPhone?

Good question. The font is not an app, it is just a font installed on your device. The font is now part of the system and accessible to all apps that support selections of fonts. To access the font you need an app that supports selection of system fonts.

For example Apple Keynote or Pages (both of which are free on the AppStore if you have an iPhone 5s or later), and I found a free app called Citrix QuickEdit that also works perfectly with the Albert Einstein Font.

Both apps further allow to save PDFs of your writing. So you can write a letter in Pages or QuickEdit and directly email your text set in the Albert Einstein font to a friend or colleague, yes(!) the mail will then appear set in the Einstein font.

Microsoft Word for iPad and iPhone also works very good with the font, but it does not support PDF export.

Android

Regarding Android, a colleague and fellow backer went to Google I/O in May this year and what he told me is that unfortunately Google does not plan to allow installation of custom fonts. A high-school friend who works at Google put me in touch with the Typography department earlier this year and also from this side there are no plans in the foreseeable future that this will happen. The only option would be to code an app for Android which would have the font embedded. I am not familiar with Android programming so I can not foresee the amount of work that would go in such an endeavor.

The reason why I am offering this for iOS is that I have done it before with the Sigmund Freud Typeface and was able calculate this into the process. I do too see the demand to bring this font (and all my others) to Android, but at the moment it is outside of my resources to plan this in a responsible manner.

Bug Hunting

You downloaded the prototype and found something that you feel could be improved, seemed odd, maybe a digital glitch or an error or something just didn't work.

I like to know about it, **but** in order to process your tip correctly I need a lot of information from you. For example in which software the error occurred and which operating system you are using. So I have set up this Bug Hunting form to make it easier for you to get in touch with me and easier for me to process your valuable hint.

So if you found something that in your opinion could be improved, please let me know through this form:

https://haraldgeisler.typeform.com/to/uDMW7p

Thank you!
Harald

FAQ

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1.1 When will I receive the Albert Einstein font prototype?

You will receive the font prototype on Monday June 15th, directly after the campaign ends. You will also receive each update of the prototype, between the end of the campaign and the release of the

font in 2016.

1.2 When will I receive the completed Albert Einstein font?

Now that we have achieved our "stretch goals" the release of the font will require more time to develop. We expect to release the final version of the font by March 2016.

1.3 How can I download the font?

You will receive an email with directions of how to download the prototype. The same is true for the final font.

2.1 Is this project legal?

Yes! We have received permission from the Einstein Estate, represented by Corbis.
3.1 Does the Albert Einstein font contain mathematical symbols?

The final Albert Einstein font will include numbers and basic mathematical symbols, including a set of Greek letters. To improve the versatility of the font, we have created a "Physicist" reward so that experts can request mathematical symbols. With these options, we hope that the font can be used to write basic Physics equations, such as those taught in high school courses without calculus.

3.2 Can the font be used with LaTeX?

We are currently investigating how to make the font usable for professional scientists via LaTaX. This would be an exciting and unprecedented collaboration! We will update the campaign as soon as we know more.

4.1 Who is working on the project?

The Albert Einstein font is being developed by Harald Geisler and Liz Waterhouse.

4.2 How many designers are involved?

One! Harald Geisler is the only designer. Liz Waterhouse is a dancer with a degree in physics, assisting with the non-typographic work (writing, administration, press, communication etc).

4.3 How was the font invented?

We were sitting at a café in Frankfurt with a mutual friend (Melanie Zimmerman) brainstorming ideas for interesting projects. Harald had recently graduated from art school and Liz suggested making a handwriting font. Then we started throwing out names. Liz suggested Albert Einstein. After researching the handwriting of a couple alternatives, Einstein was chosen because of the beauty of his penmanship. The even rhythm and flowing curves were both aesthetically appealing and helpful t.

5. How did you get permission to look at Einstein`s manuscripts?

Easy, the archive is online.

6.1 What is your next project?

We are looking to expand our repertoire to produce a font from a female genius. Any suggestions?

6.2 What do you hope to achieve?

We would like to change a broad public`s relationship to typography, by renewing people`s awareness of the beauty of handwriting and handwritten notation. Making good, digital handwriting fonts, while producing forms of typographic education, are our ways to do this.

The Albert Einstein font is a tribute to an innovative thinker. It is also a tribute to beautiful penmanship. We hope that the Albert Einstein font will remind people to look carefully at what they read and write, and not always to consume type as something available. They should pick up a book, learn a bit about Einstein, and wonder about how he wrote down his thoughts, maybe even to adapt their handwriting to involve a special letter. We have choice in how we write. We also hope the font will inspire people with their own thought-making and creativity.

Ideally, this font will make people interested in font design, who never thought about it before. Then maybe they will use it in ways we never imagined, or start to design their own fonts or interactive interfaces for thinking.

CREDITS