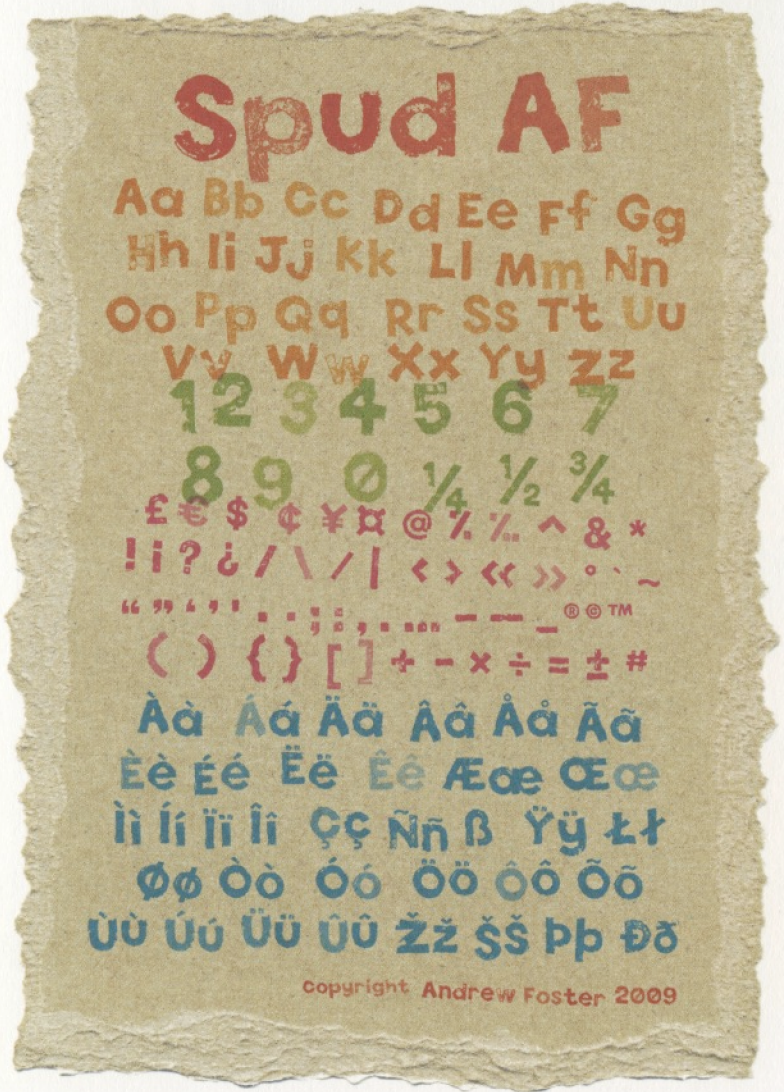

Left: Spud AF (2009) by the British illustrator and designer Andrew Foster is a font in which all the characters have been created by cutting and printing with potatoes. This grungy sans-serif face makes a virtue of its irregularities and imperfections.

Below: Ecofont, developed by Dutch creative communication agency Spranq, is designed to save ink and toner – between 15 and 20 per cent in comparison with other fonts. The challenge was to see how much of a letter could be removed without affecting readability.

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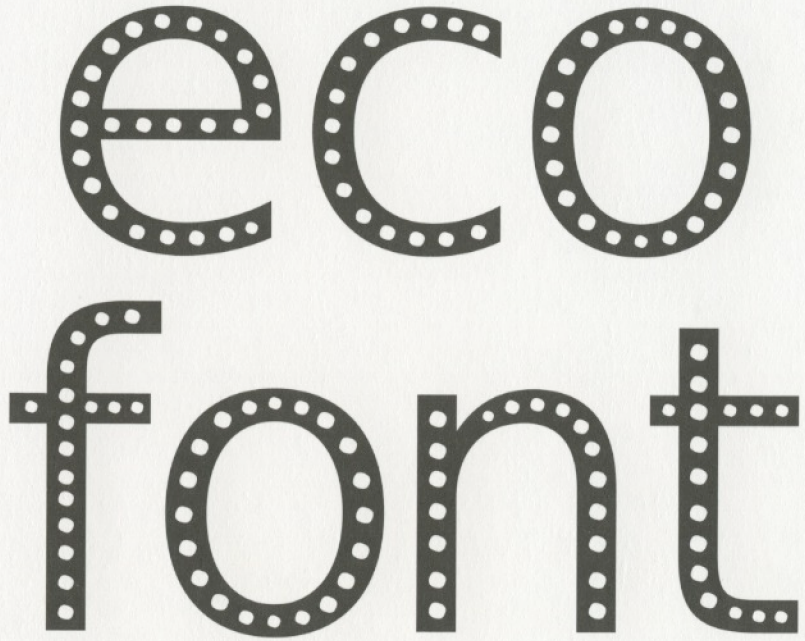

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