



A LITTLE  
KINDNESS

Sam Hughes

Regular 10pt

The homeless people here have worked with me and allowed me to design the typefaces with their handwriting. I aim to bring visibility and encourage discussion about the condition of homeless people. I hope that, in exchange for the free typeface, people will open up the dialogue, think about the experience and lives of homeless people.

In digitising the font, the temptation was to re-design it to make it typographically stronger and more balanced. But that is not the point. A LITTLE KINDNESS' typeface is not meant to be beautiful. Its beauty is those homeless people work hard to get off the street.

Regular 10pt

SAM HUGHES based on Sam's cursive handwriting. It marries up subtlety with simplicity thereby strengthening legibility of this beautiful cursive typeface. It can be used to write a long copy or just several words. These humble and winsome characters are sure to be a winning addition to your flock of fonts.

Regular 12pt

## Family Extent 24pt

## Uppercase

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

### Lowercase

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

## Numbers

1234567890

## Symbols

Thin

AaBbCc 123

Light

AaBbCc 123

## Regular

AaBbCc 123

Semibold

AaBbCc 123

Bold

Aa Bb Cc 123

Semibold 36pt

“We’re not all drunks and alcoholics. One of the hardest things is that people are instantly assuming you’re a junkie.”

Semibold 30pt

“We’re not all drunks and alcoholics. One of the hardest things is that people are instantly assuming you’re a junkie.”

Semibold

Semibold

Semibold 24pt

“We’re not all drunks and alcoholics. One of the hardest things is that people are instantly assuming you’re a junkie.”

Semibold 18pt

“We’re not all drunks and alcoholics. One of the hardest things is that people are instantly assuming you’re a junkie.”

Semibold 14pt

"We're not all drunks and alcoholics.  
One of the hardest things is that  
people are instantly assuming  
you're a junkie."

Semibold 12pt

"We're not all drunks and alcoholics. One  
of the hardest things is that people are  
instantly assuming you're a junkie."

Semibold 11pt

"We're not all drunks and alcoholics. One of  
the hardest things is that people are instantly  
assuming you're a junkie."

Semibold 10pt

"We're not all drunks and alcoholics. One of  
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Semibold 9pt

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# HOMELESS

TRYING TO SURVIVE  
SPARE  
WHAT YOU CAN  
ANYTHING HELPS  
THANK YOU !  
GOD BLESS

## A LITTLE KINDNESS

Sam Hughes Type specimen book  
Typiface designed by Sam Hughes  
Specimen book designed by Shuang Zhou

[www.alittlekindness.net](http://www.alittlekindness.net)

MA Graphic Media Design  
London College of Communication

Shuang Zhou 2018

