Bluegrass develops a sharing platform for 'Fonts for the future'

Bluegrass worked as technical partner to creative agency Joe Public. They were tasked with creating an online platform for One School at a Time, a non-profit organisation that aims to improve the level of education in South African schools, backed and owned by Joe Public.

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Their 'Fonts for the Future' initiative is a collection of fonts created using underprivileged learners' handwriting, with purchased fonts funding the education of these learners.

One School at a Time launched a tweet-to-purchase campaign around Fonts for the Future at the 2015 Design Indaba in Cape Town, where visitors to the conference and expo could tweet relevant hashtags and in turn receive a free font.

Bluegrass Digital created the back-end mechanism to make this possible by consolidating a database of those that tweeted and automatically emailing a link to access their new font.

"This is a great initiative, addressing a key issue in South Africa. With close to 100 fonts being given away at the Design Indaba we are pleased with the success of the campaign. We look forward to continued work with both Joe Public and One School at a Time." added Bluegrass MD, Nick Durrant.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse portfolio of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

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