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THIS IS

DELUX

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DELUX
[PLAIN]  DELUX
[DELUX]

LIFE ENHANCING, RESOURCE USING, ENVIRONMENT DESTROYING, OZONE DEPLETING, LABOUR EXPLOITING, GHETTO CREATING, SPACE-JUNK MAKING, INEQUALITY PRODUCING, GOVERNMENT CORRUPTING, BEAUTIFUL AND WONDERFUL DESIGNER LABEL. DELUX: A RETRO-FUTURISTIC FONT AVAILABLE IN PLAIN AND **DELUX** TO SATISFY YOUR EVERY DESIRE.



DELUX

PLAIN DELUX

Dynamic and urgent in style, Delux draws influence from '50s science fiction pulp magazines and hand-painted military letterforms. Delux evokes an era when the future was neo-plastic, solid-state, isotopic bright (and everything was better with fins and chromium plating). Both retro-futuristic and nostalgic, Delux embodies a time when there was no melancholic longing for the past, just a naive burning optimism that 'things to come' would be better.

In its original form, Delux's name was applied as an ironic comment on the trend for creating 'designer' brands – whereby an object's desirability is separated from its original function by the attachment of a designer's name. The absurd paradox of this notion is that it does not acknowledge that every man-made object has been designed.

Delux: for your life-enhancing, resource-using, environment-destroying, ozone-depleting, labour-exploiting, ghetto-creating, space-junk making, inequality-producing, government-corrupting, beautiful and wonderful designer label.

Afar / Afrikaans / Albanian / Basque / Bosnian / Breton / Catalan / Crimean Tatar (Latin) / Croatian / Czech / Danish / Dutch / English / Esperanto / Estonian / Faroese / Finnish / French / Frisian / Friulian / German / Greenlandic / Hawaiian / Hungarian / Icelandic / Indonesian / Interlingua / Irish Gaelic / Italian / Karelian / Kirundi / Kurdish (Latin) / Ladin / Latvian / Lithuanian / Luxemburgish / Malagasy / Malay / Maltese / Māori Norn / Norwegian (Bokmål) / Norwegian (Nynorsk) / Occitan / Palauan / Polish / Portuguese / Rhaeto-Romance / Romani / Romanian / Sango / Sámi (Northern) / Scottish Gaelic / Serbian (Latin) / Shona / Slovak / Slovene / Sorbian / Spanish / Swahili / Swati / Swedish / Tagalog (Filipino) / Tahitian / Tokelauan / Tsonga / Turkish / Umbundu / Veps / Welsh / Wolof / Zulu

Complete: Basic Latin / Latin-1 Supplement / Latin Extended-A
Parts of: Mathematical Operators / Latin Extended-B / Latin Extended Additional / Spacing Modifier Letters / General Punctuation / Currency Symbols / Letterlike Symbols

frac / liga / salt / sso1

Designed by Jonathan Barnbrook
First published in 1997
Revised and expanded character set published in 2016

Delux features a set of stylistic alternates. When using Adobe Illustrator, stylistic alternates are accessed via the OpenType panel by selecting **Stylistic Alternates**. When using Adobe InDesign, stylistic alternates are accessed via the character panel by selecting **OpenType > Stylistic Sets > Set 1**. When using CSS, stylistic alternates are activated using the **font-feature-settings** property with a value of either **salt** or **ss01**.

À —————> A

EXCESSIVE

EXCESSIVE

FIRST-CLASS

FIRST-CLASS

HABITUAL

HABITUAL

INDISPENSABLE

INDISPENSABLE

LAVISHNESS

LAVISHNESS

PALATIAL

PALATIAL

QUARTZ

QUARTZ

SWANKY

SWANKY

WONDERFUL

WONDERFUL

STANDARD
CHARACTER SET

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

ACCENTED

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ALTERNATE

R E F H I J O Q S W

ACCENTED ALTERNATE

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PUNCTUATION

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LIGATURES

FL FI IJ U

STANDARD FIGURES

0 1 1 2 3 4 5 6 7 8 9

SYMBOLS

® © ™ § ¶ °

FRACTIONS

1/4 1/2 3/4 1 2 3

CURRENCY

\$ ¢ £ € ¥ f ¢

ORDINALS

R O

MATHEMATICAL

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IT IS ALSO

ABOUT THE MILLIONS

OF USELESS COMMODITIES

THAT WE ARE PRESENTED WITH

IN OUR LIVES THAT WE HAVE ABSOLUTELY

NO NEED FOR AND DON'T EVEN GET PLEASURE

FROM LOOKING AT - INDIVIDUALLY WRAPPED POTS OF

COUNTRY STYLE JAM, LIMITED EDITION FRENCH IMPRESSIONIST

STYLE PORCELAIN FIGURINES, FLUFFY TOILET ROLL COVERS AND

AS SOME MISGUIDED INDIVIDUALS WOULD BELIEVE - NEW TYPEFACES.

RESOURCE

USING LIFE ENHANCING

ENVIRONMENT DESTROYING

OZONE DEPLETING AND LABOUR

EXPLOITING GHETTO CREATING INEQUALITY

PRODUCING, GOVERNMENT CORRUPTING

BEAUTIFUL AND WONDERFUL DESIGNER LABEL

THOUSANDS OF USELESS TELEVISIONS MILLIONS OF USELESS

BILLBOARDS BILLIONS OF USELESS COMPUTER CHIPS TRILLIONS

OF USELESS PLASTIC BOTTLES QUADRILLIONS OF USELESS PACKAGES.

