




VIRUS FONTS

PRESENTS

DELUX



DELUX
[PLAIN]  DELUX
[DELUX]

 ELUX IS ONE OF THE STUDIO'S VERY EARLY FONTS. THE DRAWING AND CONSTRUCTION ARE VERY SIMPLE, ALMOST NAÏVE, INSPIRED BY TYPE FOUND ON OLD MILITARY AIRCRAFT AND REDRAWN WITH A CONTEMPORARY VOICE. THE NAME RELATES TO THE IDEA OF 'DESIGNER' BRANDS. OBJECTS ARE GIVEN DESIRABILITY BY ATTACHING A PERSON'S [DESIGNER'S] NAME. IT DOES NOTHING TO PROMOTE GOOD DESIGN AND IS USUALLY AN UNSUBTLE ATTEMPT TO CHARGE MORE MONEY.



\...|.../ 2 \...|.../

IT IS ALSO
115
ABOUT THE MILLIONS
54
OF USELESS COMMODITIES
42
THAT WE ARE PRESENTED WITH
36
IN OUR LIVES THAT WE HAVE ABSOLUTELY
27
NO NEED FOR AND DON'T EVEN GET PLEASURE
25
FROM LOOKING AT - INDIVIDUALLY WRAPPED POTS OF
21
COUNTRY STYLE JAM, LIMITED EDITION FRENCH IMPRESSIONIST
18
STYLE PORCELAIN FIGURINES, FLUFFY TOILET ROLL COVERS AND
17
OF COURSE AS SOME MISGUIDED INDIVIDUALS WOULD BELIEVE -
NEW TYPEFACES. ×

LIFE

ENHANCING

RESOURCE USING * ENVIRONMENT DESTROYING,
OZONE DEPLETING X LABOUR EXPLOITING,

:>>>>:<<<<<:>>>>:<<<<<:>>>>:<<<<<:>>>>:<<<<<:>>>>:<<<<<

GHETTO

CREATING

///+//x//+///x///+//x//+///x///+//x//+///x///+//x//+///x///+//x//+///x///+//x//+///x///

SPACE-JUNK MAKING, INEQUALITY PRODUCING, GOVERNMENT
CORRUPTING, BEAUTIFUL AND WONDERFUL DESIGNER LABEL
DELUX A RETRO-FUTURISTIC FONT AVAILABLE IN PLAIN AND
ULTRA TO SATISFY YOUR EVERY,

#.....#.#.....#.#.....#.#.....#.#.....#.#.....#.#.....#.#.....#

DESIRE

BECAUSE

Y Ø U

D E \$ E R V €

MORE

HYPHER-PACED LIFE



HURRY



**I WANT
EVERYTHING**



POW

K I J L G
R E E I
F F O R I
A A V Y



QUARTZ

MILLIONS OF USELESS COMMODITIES

5 PT.

MILLIONS OF USELESS COMMODITIES

8 PT.

MILLIONS OF USELESS COMMODITIES

10 PT.

MILLIONS OF USELESS COMMODITIES

12 PT.

MILLIONS OF USELESS COMMODITIES

14 PT.

MILLIONS OF USELESS COMMODITIES

18 PT.

MILLIONS OF USELESS COMMODITIES

24 PT.

MILLIONS OF USELESS COMMODITIES

30 PT.

MILLIONS OF USELESS COMMODITIES

36 PT.

MILLIONS OF USELESS COMMODITIES

48 PT.

MILLIONS OF USELESS COMMODITIES

60 PT.

MILLIONS OF USELESS COMMODITIES

72 PT.

MILLIONS OF USELESS COMMODITIES

84 PT.

HANDS OF USELESS

84 PT.

S OF USELESS BILL

72 PT.

S OF USELESS COMPUT

60 PT.

IONS OF USELESS PLASTIC BU

48 PT.

QUADRILLIONS OF USELESS PACKAGES

36 PT.

QUINTILLIONS OF USELESS BULLETS

30 PT.

SEXTILLIONS OF USELESS BOMBSHELLS

24 PT.

MILLIONS OF USELESS PLASTIC BOTTLES

18 PT.

MILLIONS OF USELESS COMPUTER CHIPS

12 PT.

MILLIONS OF USELESS BILLBOARDS

10 PT.

MILLIONS OF USELESS COMMERCIALS

8 PT.

DOZENS OF USELESS COMMODITIES

5 PT.

HUNDREDS OF USELESS TV CHANNELS

8 PT.

THOUSANDS OF USELESS COMMERCIALS

10 PT.

MILLIONS OF USELESS BILLBOARDS

12 PT.

BILLIONS OF USELESS COMPUTER CHIPS

14 PT.

TRILLIONS OF USELESS PLASTIC BOTTLES

18 PT.

QUADRILLIONS OF USELESS BOMBS

24 PT.

QUINTILLIONS OF USELESS BULLETS

30 PT.

SEXTILLIONS OF USELESS COMMODITIES

36 PT.

SEPTILLIONS OF USELESS COMMODITIES

48 PT.

OCTILLIONS OF USELESS COMMODITIES

60 PT.

NONILLIONS OF USELESS COMMODITIES

72 PT.

TENTILLIONS OF USELESS COMMODITIES

84 PT.

ONS OF USELESS COMMODITIES

DELUX
[PLAIN]

UPPERCASE CHARACTERS

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 ALTERNATE CHARACTERS // LIGATURES

A E F I

NUMBERS // MATHEMATICAL SYMBOLS

0 1 2 3 4 5 6 7 8 9 € € \$ ¥ ¢
∞ + × - ÷ < = > ≈ ° ≠

PUNCTUATION

! ? ! ! , . : ; “ ” “ ’ , , , < > « » - — _

LEGAL // OTHER SYMBOLS

[\] (/) { | } ! • ® © ™ @ # \$ % & ' *

NON-ENGLISH CHARACTERS

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð
Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ÿ Ł ł
Œ œ Š š Ÿ Ž ž

À *A* B *B* C *C* D *D* E *E* F *F* G *G*

H *H* I *i* J *J* K *K* L *L* M *M* N *N* O *O*

P *P* Q *Q* R *R* S *S* T *T* U *U* V *V*

W *W* X *X* Y *Y* Z *Z*

À *A* B *B* C *C* D *D* E *E* F *F* G *G*

H *H* I *i* J *J* K *K* L *L* M *M* N *N* O *O*

P *P* Q *Q* R *R* S *S* T *T* U *U* V *V*

W *W* X *X* Y *Y* Z *Z*