

DOUBLE THINK

originally drawn in the
1960s in Yugoslavia as
a logo for the shopfronts
of the state-owned
clothes company

STANDARD KONFEKCIJA

by Vinko Ozic-Pojic.

NOW AVAILABLE IN

medium & bold inline

no

MEDIUM 500PT

84

BOLD INLINE 500PT

Large red stylized letter 'r' graphic.

10PT

The name Doublethink comes from the book 1984 by George Orwell. It means 'the power of holding two contradictory beliefs, simultaneously, in one's mind and accepting both of them.' An appropriate name for a font produced in a Communist regime.

Medium

54PT

Large stylized letters 'A' and 'e' in black and red.

210PT

Large stylized numbers '36 82 50' and '43 19' in black and red.

72PT

48PT

Large stylized numbers '2006' in black.

90PT

600PT

the shops
NO LONGER EXIST,
HAVING ALL BEEN CLOSED
AROUND 2001, AFTER THE **FALL**
OF COMMUNISM. THERE ARE
NOT MANY THAT HAVE MOURNED
THE PASSING OF COMMUNISM,
BUT **VIRUS** CAN'T HELP FEELING
THAT A HUGE AMOUNT OF
VALUABLE **VISUAL CULTURE**
HAS BEEN **THROWN AWAY**
ALONG WITH EVERY-
THING ELSE.

36 82 50

43 19

72PT

48PT

2006

90PT

K G

210PT

Q

720PT

Boji
Inginge

72PT

STANDARD KONFEKCIJA ITSELF STARTED OFF AS A MILITARY FABRIC COMPANY AND THEN BECAME THE FIRST FASHION BRAND IN COMMUNIST YUGOSLAVIA. IT IS FAMOUS FOR HAVING THE FIRST EVER PLASTIC CARRIER BAG IN THE COUNTRY AT THE TIME A MUCH COVERED ITEM. IT WAS ALSO HIGHLY UNUSUAL FOR ITS USE OF ORANGE AS ITS MAIN COLOUR, **RATHER THAN THE OFFICIAL RED.**

11PT



he power of holding two contradictory beliefs in one's mind simultaneously, and accepting both of them... To tell deliberate lies while genuinely believing in them, to forget any fact that has become inconvenient, and then, when it becomes necessary again, to draw it back from oblivion for just so long as it is needed, to deny the existence of objective reality and all the while to take account of the reality which one denies – all this is indispensably necessary. Even in using the word doublethink it is necessary to exercise doublethink. For by using the word one admits that one is tampering with reality; by a fresh act of doublethink one erases this knowledge; and so on indefinitely, with the lie always one leap ahead of the truth.*

24PT

*GEORGE ORWELL (1949). NINETEEN EIGHTY-FOUR.

Martin Secker & Warburg Ltd, London, part 2, chapter 9, pp 220

12PT

