

This is

> False Idol

a typeface created in 1997



This typeface is based on bad rubdown lettering from 1970s pornographic magazines and home-made religious leaflets distributed in central London. The letterforms it was based were trying to mimic a feeling of 'glamour' but succeeded in just looking seedy. Somehow that seediness is kind of beautiful and has made it one of our most popular fonts.

in two weights

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I could not think of anything more pathetic than looking at the typography rather than the images in a porn mag, but I am afraid that was the basis for false idol. *(I hope my mother isn't reading this)...*

REGULAR *Italic*

Based on the bad
rub-down lettering
seen in 1970s porno-
graphic magazines.

False Idol

irregular

Pornographic magazines are of course pieces of graphic design and I often wryly wonder if the modernists couldn't have chosen a better example of transparent message conveyance...

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False Idol

is also

available

in

Stables

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pornographic magazines.

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* * *

I Hope My Mother Isn't

Reading This.

~



Seedy 36 82

RUBB DOWN

Kind of Beautiful
Trying to mimic a feeling of glamour

! ?

{ : : ' / > Porno

GRAPHIC

GLAMOUR

Religious
leaflets

v

1970

*A A A A A A A B B B B B
 C C C C C D D D D D D D D D
 E E E E E E E E F F F F G G G G
 G G G G G H H H H I I I I J J
 K K K K K L L L L L M M
 N N N N O O O O O P P P P P
 Q Q Q Q R R R R R S S S S S S
 T T T T U U U U U V V V V V V
 X X X Y Y Y Y Y Y Y Z Z Z
 a a a a a a b b b b b b b b b b
 c c c c c c c d d d d d d d d d e e
 f f f f f f f g g g g g g h h h h h
 i i i i j j j j j k k k k k k k k k
 l l l l l l l m m m m m m m m m
 n n n n n n n o o o o o o o o o p p p
 q q q q q r r r r r r r r r r s s s s s s s s s
 t t t t t t t u v v v w w w x x x y y y z z z*

