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K V K P r O Z Δ C V K V K V K V K V K V

Δ ρ ρ Δ ρ ρ Δ ρ ρ Δ ρ ρ Δ ρ ρ Δ ρ ρ

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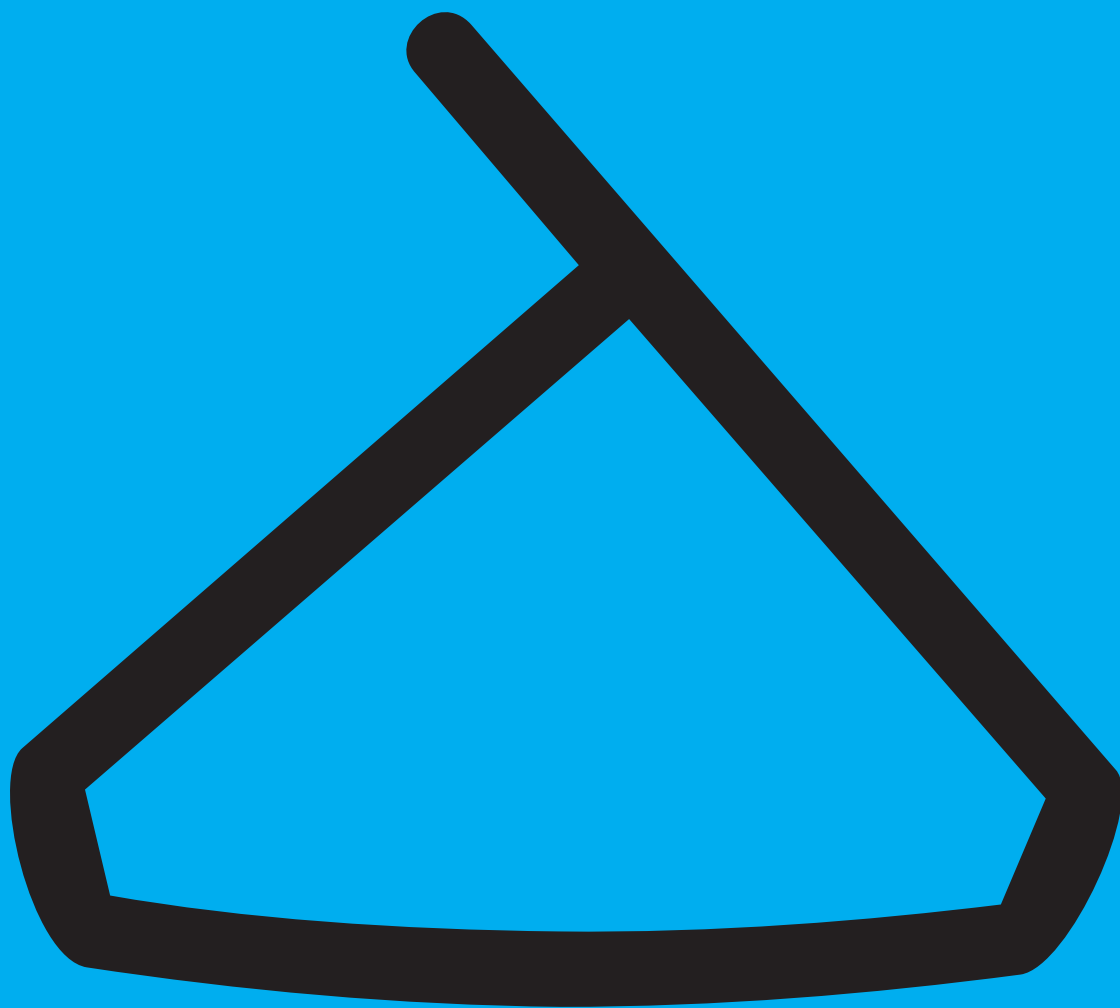
Γ Γ L Γ Γ L Γ Γ L Γ Γ L Γ Γ L Γ Γ L

t 4 f h x t 4 f h x t 4 f h x

U O C G U O C G U O C G U O C G

K V K V K V K V K V K V K V K V

PROZAC WAS AN EXPERIMENT
TO MAKE A UNIVERSAL ALPHABET
WITH AS FEW SHAPES AS
POSSIBLE. AFTER MUCH WORK WE
MANAGED TO GENERATE THE
WHOLE FONT USING JUST SIX
SHAPES WHICH ARE FLIPPED OR
ROTATED. THE NAME PROZAC
COMES FROM THE AESTHETIC
OF THE FONT. IT LOOKS LIKE IT
WAS DESIGNED BY SCIENTISTS
IN A 'UTOPIAN' GENETICALLY
ENGINEERED SOCIETY. WE
ALSO WANTED TO HINT AT
THE RELATIONSHIP BETWEEN
SIMPLIFYING LETTERFORMS AND
THE COMPLEXITY OF MEANING
CONVEYED THROUGH WORDS.



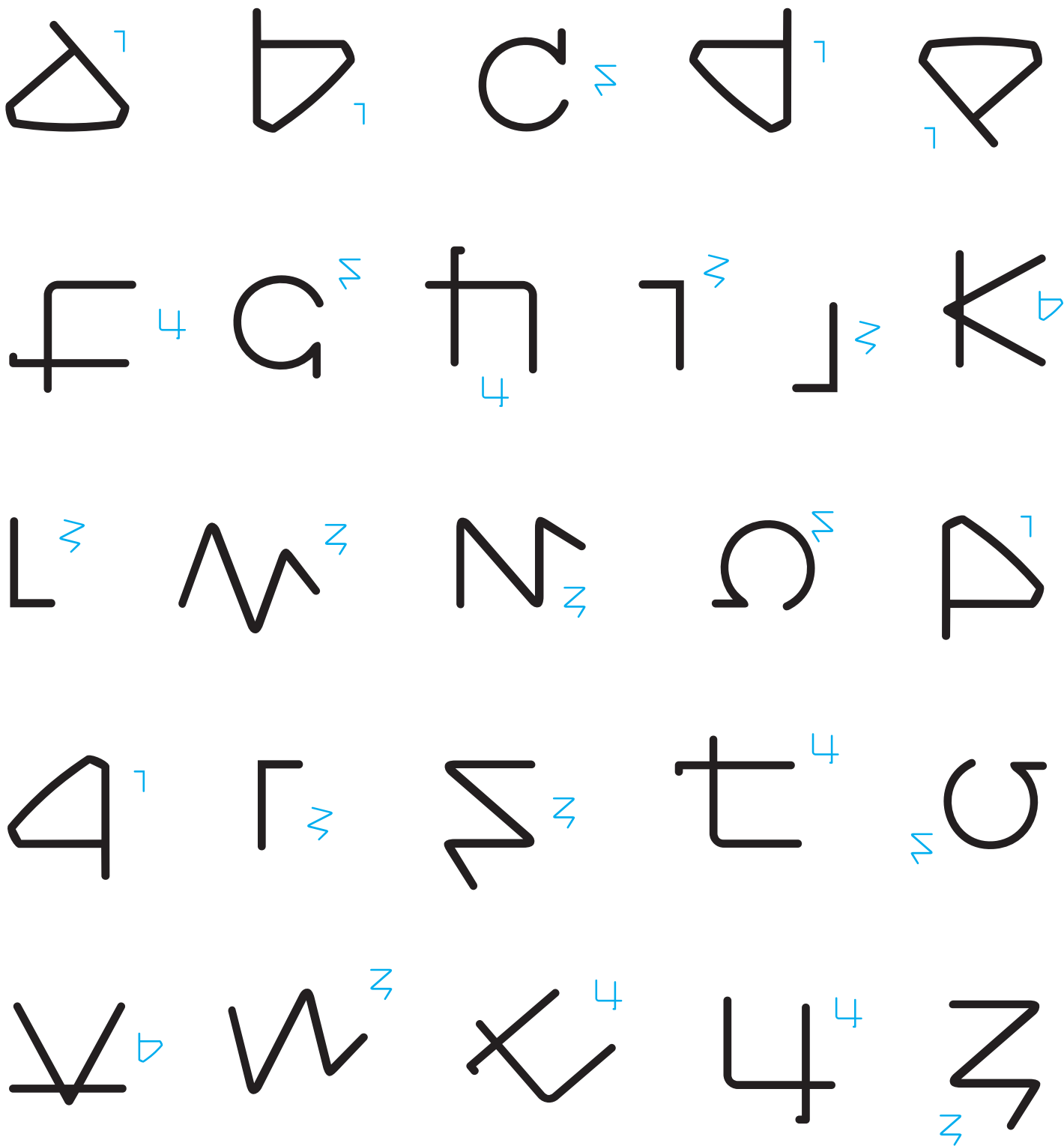
U N T V Q T S D L

(S T M P L T F T Q D)

Δ L P H Δ B Q T

t h e - n o n - c o m m u n -
f r o m - t h e - d r u g
p r o z a c . - t h e
p h a r m a c o u t i c a l
d e s t h e t i c - o f - t h e
l e t t e r f o r m s -
l i n k e d - w i t h -
t h e - n o n - . - 1
s p e c u l a t e d - t h a t
m a y b e - s i m p l i f i e d
l e t t e r f o r m s - w o u l d
r e s u l t - i n -
s i m p l i f i e d
c o m m u n i c a t i o n .
s i m i l a r - i n - e f f e c t
t o - t a k i n g - a
t r a n s q u i l l i s e r .

P Γ Ω Z Δ C M Δ X



Δ Γ Ω ζ Δ C M Δ X



do the

letter-

forms we

use of-

fact the

meaning

of the

words?

W T X

W T X

W T X