

\...|.../

**VIRUS FONTS**

PRESENTS

**DELUX**

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**DELUX**  
*[PLAIN]* **Et** **DELUX**  
*[DELUX]*

**D**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.



*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 I I I G

R E E E E

F F F F F

A 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.

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

DELUX  
[DELUX]

UPPERCASE CHARACTERS

Δ Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ο Ρ Π  
Σ Τ Υ Φ Ψ Ω

LOWERCASE ALTERNATE CHARACTERS // LIGATURES

Α Ε Φ Ι ΑΕ Ω Π Λ

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  
Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß 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 ß

~ ¡! ~

À Á Â Ã Ä Å Æ Ç È É

Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × < ≤ ≥ > + ÷ = -

À Á Â Ã Ä Å Æ Ç È É

Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × < ≤ ≥ > + ÷ = -

À Á Â Ã Ä Å Æ Ç È É

Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × < ≤ ≥ > + ÷ = -

À Á Â Ã Ä Å Æ Ç È É

( ALTERNATE À Á Â Ã Ä Å Æ Ç È É CHARACTERS )

À Á Â Ã Ä Å Æ Ç È É

\ [ { 1 2 3 4 5 6 7 8 9 0 } ] /

~ ¡? ~

A 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

A 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