

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

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MEDIUM 500PT

84

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BOLD INLINE 500PT



10PT

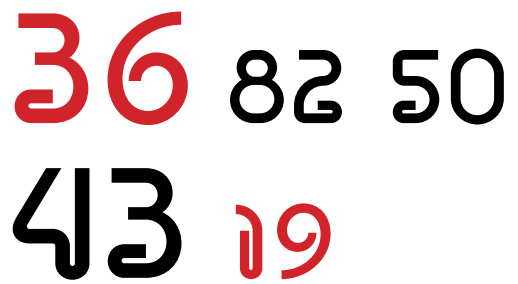
The name Doublethink comes from the book 1984 by George Orwell. It means 'the power of holding two contradictory beliefs, simultaneously, in one's mind and accepting both of them.' An appropriate name for a font produced in a Communist regime.

# Medium

54PT

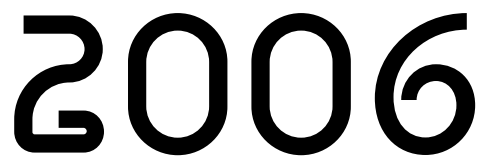


210PT



72PT

48PT



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.

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36 82 50

43 19

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72PT 48PT  
2006

90PT

Boji linije

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K G

210PT

720PT

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



The 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.\*

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24PT

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

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

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12PT

# Doublethink Medium

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  
 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  
 0 1 2 3 4 5 6 7 8 9

© ® ™ § † ‡ ¥ ¢ € % ‰ { } [ ] / \ | ¤ ? £ \$ ¤ Æ à á â ã ä å æ ç è é  
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# Doublethink Bold Inline

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  
 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  
 0 1 2 3 4 5 6 7 8 9

© ® ™ § † ‡ ¥ ¢ € % ‰ { } [ ] / \ | ¤ ? £ \$ ¤ Æ 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 ÿ  
 ÿ ŧ Œ œ š š Ÿ ſ ř ſ ß × < > + ÷ = - « » . , ; : ‘ “ ” ’ ’ ’ ’ ’ ^ ˇ