





---

**FAMILY**

---

**WEIGHTS | DARK**

---

**WEIGHTS | LIGHT**

---

**ABOUT**

The typeface Olympukes (Olympics + puke = Olympukes) was born out of frustration with the pictograms designed for the modern Olympic Games. Existing symbols were fine for the Games' events, but did not reflect the attendant skulduggery, manipulation and greed endemic to the business of the Olympiad. Enter Olympukes, a series of pictograms which takes on the ultimate designer's commission and reflects the complex contradictions of the modern Olympics in a witty way.

Please note that Barnbrook is in no way affiliated with, or has received any endorsement from, the International Olympic Committee, the organising committees of the Olympic Games, or any national Olympic committee.

---

**CREDITS**

Designed by Jonathan Barnbrook and Marcus Leis Allion  
First published in 1997

0 1 2 3 4 5

<b>A</b>			THE OLYMPICS IS PRIMARILY ABOUT MAKING MONEY	<b>N</b>			BORING MILLIONAIRE TENNIS PLAYER
<b>B</b>			HOST NATION BRIBES	<b>O</b>			OPPORTUNISTIC MANAGERS AND PUBLICISTS
<b>C</b>			CRAP OLYMPIC MASCOT	<b>P</b>			ALL OPENING CEREMONIES LOOK THE SAME
<b>D</b>			STADIUM NOT QUITE FINISHED ON TIME	<b>Q</b>			UNETHICAL POLITICAL IDEOLOGIES IGNORED
<b>E</b>			BRITAIN IS RUBBISH AT SPORT	<b>R</b>			WATCHING OLYMPICS PURELY FOR SEXUAL PURPOSES
<b>F</b>			CRAP IDENTITY BY COMMERCIAL DESIGN GROUP	<b>S</b>			ZERO COVERAGE OF DISABLED OLYMPICS
<b>G</b>			CARPET BOMBING ADVERTISING	<b>T</b>			AMERICAN BIASED TV COVERAGE
<b>H</b>			BRIBABLE JUDGE	<b>U</b>			ZERO VIEWER SPORT
<b>I</b>			MEDAL WON THROUGH THE USE OF PHARMACEUTICALS	<b>V</b>			BIASED JUDGE
<b>J</b>			CHINESE BLATANT STEROID CONSUMPTION	<b>W</b>			OBSCURE SPORT THAT IS IGNORED UNTIL YOUR COUNTRY WINS A MEDAL
<b>K</b>			RICHER COUNTRIES HAVE AN INCREASED CHANCE OF WINNING	<b>X</b>			LOADS OF SHAGGING IN THE OLYMPIC VILLAGE (PROBABLY)
<b>L</b>			PUBERTY DELAYED GYMNAST	<b>Y</b>			OLYMPIC BID IS MONEY NOT SPENT ON EDUCATION, HOSPITALS, HOUSING
<b>M</b>			ABUSE OF HUMAN RIGHTS IGNORED BY HOST COUNTRY	<b>Z</b>			POLITICAL BOYCOTT

a	 	TERRORIST ASSEMBLY POINT	n	 	SPORT ON EVERY BLOODY CHANNEL
b	 	OBSESSED FAN ASSEMBLY POINT	o	 	OVER ZEALOUS TRAINER
c	 	STEROID INJECTING ASSEMBLY POINT	p	 	FOCUS IS ON MONEY RATHER THAN SPORT
d	 	AMERICAN TOURIST ASSEMBLY POINT	q	 	EAST EUROPEAN PERFECT GYMNAST
e	 	OBSCURE CRAP SPORTS	r	 	POLITICS THROUGH SPORT
f	 	SPORT PERSONALITIES UNDUPLY INFLUENCING CHILDREN	s	 	TAKE THE MONEY AND RUN
g	 	SPORT PERSONALITIES USED TO ENDORSE UNHEALTHY PRODUCTS	t	 	DENIAL OF TAKING DRUGS AT PRESS CONFERENCE
h	 	EXTORTIONATELY PRICED MERCHANDISE	u	 	OPENING CEREMONY LASTS FOREVER
i	 	FEMALE ATHLETE THAT USED TO BE A MAN	v	 	UNFAIR TECHNOLOGICAL ADVANTAGE
j	 	STADIUM BUILT WITH THE USE OF SLAVE LABOUR	w	 	DROWNING IN ADVERTISING
k	 	OLYMPIC COMMITTEE MEMBER	x	 	REVEALING SPORTS WEAR
l	 	'GIFT' FOR OLYMPIC COMMITTEE MEMBER	y	 	PROFESSIONAL MILLIONAIRE SPORTS PERSON TRYING TO WIN GOLD
m	 	UNHEALTHY ARMCHAIR SPORTS PERSON	z	 	REFERS TO "READ ME" FILE SENT OUT WITH FONT EXPLAINING THE LICENCE







