

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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1970s

pornographic magazines.

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* * *

I Hope My Mother Isn't

Reading This.

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Seedy 36 82

RUBB DOWN

*Kind of Beautiful
Trying to mimic a feeling of glamour*

! ?

{ : : ' / > Porno

GRAPHIC

GLAMOUR

*Religious
leaflets*

v

1970

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