



NEWSPEAK IS BASED
ON ARCHITECTURAL
FORMS FROM

STALINIST

RUSSIA

AND THE CYRILLIC ALPHABET

LETTERFORMS

PRESENTED WITH A

DECADENT

VISUAL LANGUAGE AND A

MINISTER

POLITICAL **UNDERTONE**

NEWSPEAK

LIGHT
HEAVY

Newspeak is a display typeface based upon Soviet architectural forms from the Stalinist period (spanning the 1930s—'50s). Stalinist architecture is now considered unsightly and without aesthetic merit, yet it has a strange beauty, hinting at an unrealised utopia (while its function was to buttress a brutal dictatorship). Inspiration was also drawn from the Cyrillic alphabet which, to kids growing up in Western Europe in the '70s and '80s, was a cipher for an alternative way of living – Cyrillic letterforms represented the exotic, familiarity-twice-removed universe of Eastern Bloc states. When you visited a communist country you were confronted with unfamiliar typography that reinforced your sense of alienation and unease that there existed a real, if imperfect, working alternative to consumerism.

The name Newspeak comes from the fictional language in George Orwell's novel *Nineteen Eighty-Four*. Newspeak is a controlled language, with a heavily-reduced dictionary, used by the totalitarian state Oceania to limit freedom of thought, and to prevent citizens from straying from approved ideology: If words do not exist to describe a concept, then that concept cannot be imagined. Newspeak represses concepts that pose any threat to the regime such as freedom, self-expression, individuality and peace. The name was chosen as an acknowledgement of how typography, as a representation of language, can communicate the subtle nuances of thought.

The poster published to accompany the typeface release featured a picture of former British Prime Minister, Tony Blair. There remains an obvious connection between the language of Newspeak and the way that Blair's reimagined UK Labour party (dubbed 'New Labour') manipulated the media to a degree never seen previously and changed the way that all British political parties interacted with the media and the general public. New Labour's iron grip on language and image exerted control over the perception of Tony Blair and also to present neoliberal policies as social democracy.

Afar / Afrikaans / Albanian / Basque / Bosnian / Breton / Catalan / Crimean Tatar (Latin) / Croatian / Czech / Danish / Dutch / English / Esperanto / Estonian / Faroese / Finnish / French / Frisian / Friulian / German / Greenlandic / Hawaiian / Hungarian / Icelandic / Indonesian / Interlingua / Irish Gaelic / Italian / Karelian / Kirundi / Kurdish (Latin) / Ladin / Latvian / Lithuanian / Luxemburgish / Malagasy / Malay / Maltese / Māori Norn / Norwegian (Bokmål) / Norwegian (Nynorsk) / Occitan / Palauan / Polish / Portuguese / Rhaeto-Romance / Romani / Romanian / Sango / Sámi (Northern) / Scottish Gaelic / Serbian (Latin) / Shona / Slovak / Slovene / Sorbian / Spanish / Swahili / Swati / Swedish / Tagalog (Filipino) / Tahitian / Tokelauan / Tsonga / Turkish / Umbundu / Veps / Welsh / Wolof / Zulu

Complete: Basic Latin / Latin-1 Supplement / Latin Extended-A
Parts of: Mathematical Operators / Latin Extended-B / Latin Extended Additional / Spacing Modifier Letters / General Punctuation / Currency Symbols / Letterlike Symbols

frac / liga / salt / sso1

Designed by Jonathan Barnbrook
First published in 1997
Revised and expanded character set published in 2016

ΔΒCDEFGHIJKLΠΠN
ΘΡQΡSΤU V W X Y Z

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® © TM Σ ∫ °

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ACCENTED

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ALTERNATE

A B D E F I M N O S T

ACCENTED ALTERNATE

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PUNCTUATION

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STANDARD FIGURES

III23456789

FRACTIONS

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SYMBOLS

® © TM **FX** 0

ORDINALS

do

CURRENCY

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MATHEMATICAL

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GUNDER

MINILLIV

POLITBUREO

RUSSII

AMBIVALENT

CRIMETHINK

REALITY

110 PT

NWSPK

156 PT

LSSR

72 PT

FACECRITE

156 PT

PI5I

30 PT

THE NΔΠΠE NEΛΛΣPEΔK
CΘΠΠEΣ FRΘΠΠ THE ΠΨVEL
1984 BY GEΘRGE ΘRLΛELL

18 PT

Δ LANGUAGE INVENTED SO THAT PEΠPLE
CANΠΨ+ EXPRESS THEMSELVES IN Δ
ΛΔV ΘUTSIDE THE ΠΨLHICAL DΨC+RINE
ENFORCED BY THE DIC+Δ+ΨRSHIP IN ΠΨWER

89 PT

EQUAL

160 PT

SEC

59 PT

THINKFOL

59 PT

ИДУСАМ

41 PT

NEW HISTORY

78 PT

VERIFY

18 PT

NEWSPEAK WAS DESIGNED NOT
TO EXTEND BUT TO DIMINISH
THE RANGE OF THOUGHT, AND
THIS PURPOSE WAS ASSISTED
BY CUTTING THE CHOICE OF
WORDS DOWN TO A MINIMUM

