

VERTIGO

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created by r. goldberg

This typeface is based off the 1958 movie “Vertigo” by Alfred Hitchcock. It was created with the idea of inducing a slight sense of vertigo on the viewer while keeping a certain amount of legibility in the letter forms. In the uppercase set the vertical height has long, tall stems and narrow letters. The lowercase and numeral set has the emphasis placed on the accents to the letters, but still keeping long stems. The effect of the tall uppercase letters used alongside the almost fearful and stunted lowercase set gives the sense of a paradoxical viewpoint, which helps carry over the theme of the font. In all sets the weight of the stroke is kept the same to further the cohesiveness of the typeface.

This typeface is meant for decorative purposes in headlines and the like; it is not meant for full body copy. It can give emphasis to words and help carry over a feeling or mood.

VERTIGO

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERTIGO
FEELS KINDA:
TORTURED With
Neurotic SECRETS

A B C D E F G H I J K L M N

vertigo

is a quick brown mox
that jeers at lazy
dogs afraid of aliens

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

1 2 3 4 5 6 7 8 9 0

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For further information, please contact:

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