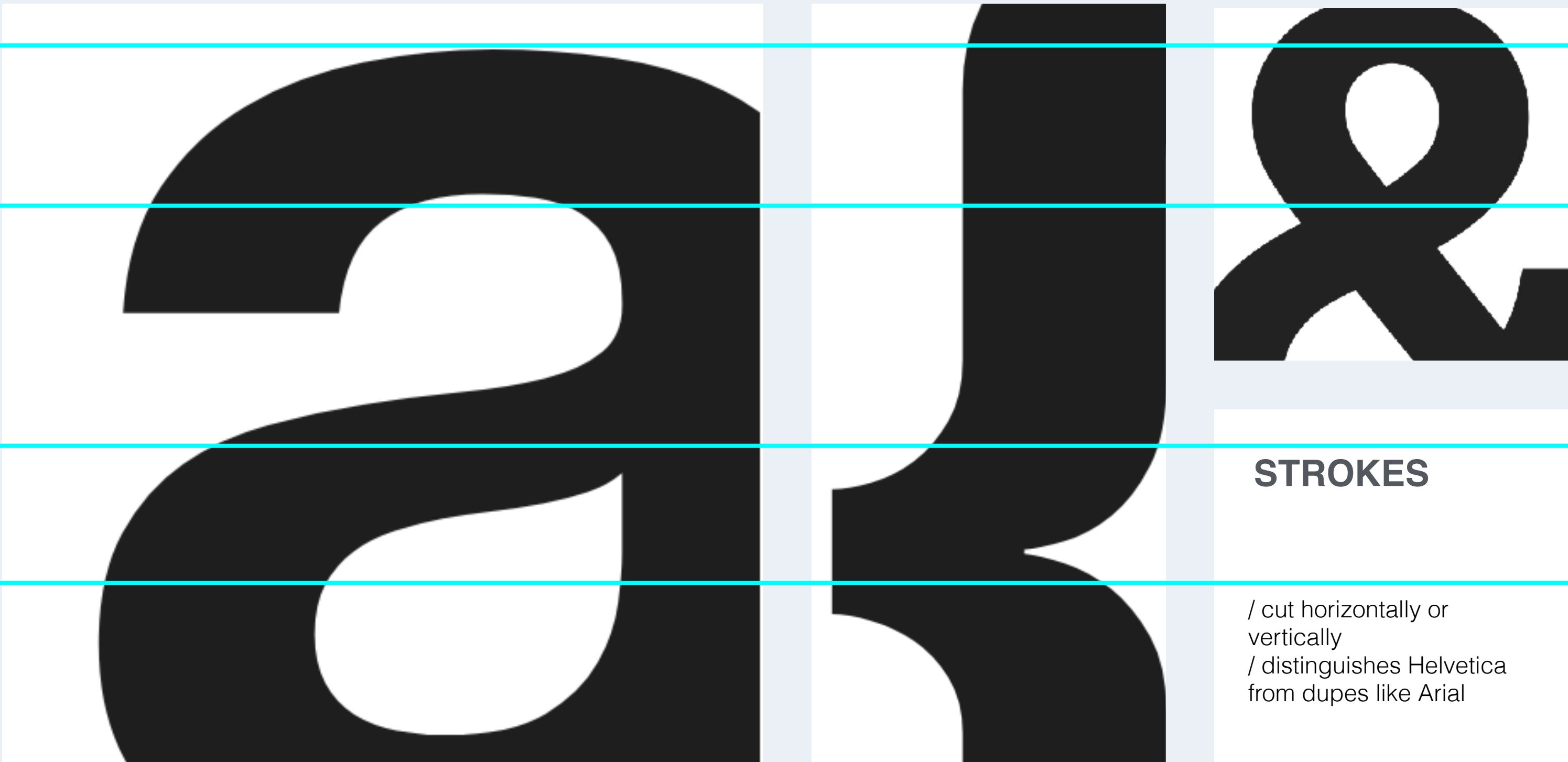# Helvetica

DESIGNED BY
Max Miedinger 1957

a J &

USAGE

/ Apple's iOS interface
/ NYC's MTA & Chicago's Transit Authority signage
/ NASA Space Shuttle orbiter

WIDTHS & WEIGHTS

/ 9 weights
/ three widths (normal, condensed, extended)
/ 51 fonts total

STROKES

/ cut horizontally or vertically
/ distinguishes Helvetica from dupes like Arial

PUNCTUATION

/heavier punctuation marks than Helvetica

"I don't care what it says, as long as it's in Helvetica"

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

HELVETICA – THE MOVIE

/ documentary by Gary Hustwit
/ released for Helvetica's 50th birthday (2007)