

FF meta Serif

FF Meta is the **humanist** typeface which includes a serif and sans serif family designed by Erik Spiekermann.

S



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G

FF meta

Since Helvetica seems to be boring and bland, FF Meta was intended to be a complete antithesis of Helvetica.

Helvetica

Helvetica was originally called Die Neue Haas Grotesk,
and was created based on Schelter-Grotesk.

FF meta

Aa Bb Cc Dd

Aa Bb Cc Dd

Jj Kk Ll Mm

Jj Kk Ll Mm

Ss Tt Uu Vv

Ss Tt Uu Vv

Helvetica

Ee Ff Gg Hh Ii

Ee Ff Gg Hh Ii

Nn Oo Pp Qq Rr

Nn Oo Pp Qq Rr

Ww Xx Yy Zz

Ww Xx Yy Zz

FF Meta serif

Meta serif is not just an Meta-with-serifs, it's an entirely new design that carries solid, clean and modern deisgn from Meta.

Minion

Before the FF Meta serif was made, Spiekermann suggested Minion as a complement of serif font with FF Meta.

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
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

FF Meta serif

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
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

Minion

FF Meta has been adopted by numerous corporations and other organizations as a corporate typeface, for signage or in logos.

It took a lot of effort to make the FF meta serif. Because of the uniqueness of FF meta, it was hard to make a counterpart of it.

FF meta
12pt

FF meta
18pt

FF meta
24pt

FF meta
30pt

FF meta
36pt

FF meta
48pt

FF meta
60pt

FF meta
72pt

FF meta
84pt

FF meta serif
12pt

FF meta serif
18pt

FF meta serif
24pt

FF meta serif
30pt

FF meta serif
36pt

FF meta serif
48pt

FF meta serif
60pt

FF meta serif
72pt

FF meta serif
84pt

Helvetica of 90s