

Helvetica is one of the most famous typefaces in the whole world. It is very popular amongst corporate logos, such as Target, Toyota, Verizon Wireless, BMW, Microsoft, Verizon Wireless and American Airlines. It is also used by the U.S. government and NASA.

Helvetica was created at the Haas'sche Schriftgiesserei (Haas Type Foundry) in Switzerland by Max Miedinger in 1956. Haas was driven to create a new sans-serif type-face because he wanted the new type-face to compete with Akzidenz-Grotesk in the Swiss Market.

The new design was intended to create a neutral typeface which consisted of much clarity. The aim of the typeface was to have no intrinsic meaning in its form and to be used on a wide variety of signage.

Haas' German parent company Stempel to Helvetica (meaning Swiss in Latin) changed the typeface's name in 1960. The name was changed in order to make it more marketable internationally. Helvetica has been featured across the globe. From April 2007 to March 2008, the Museum of Modern Art in New York City celebrated the many uses of the typeface and had an exhibit called "50 Years of Helvetica."

Helvetica was designed in post-war Europe. A large amount of companies were looking to find a change that would remake themselves and help them move on from the war. Helvetica has a very simple design which allows people to read it more easily. A lot of money has been invested into Helvetica, and that is why many corporations still use it and love it.

The original plan was to name Helvetica, Helvetia (Latin for Switzerland). It was not named Heletia because the designers did not want to name it after a country. Helvetica is known for its neutrality and that is one of the greatest things about the typeface. Today there are 34 different font weights in the original Helvetica family.

Helvetica is often confused with the font Arial. The character widths of Helvetica and Arial are the same. Unlike Arial, Helvetica uses mostly horizontal and vertical strokes. Arial uses diagonal strokes.

Helvetica is also one of the most commonly used sans-serif typefaces. It is clean and very simple. Helvetica will forever be a favorite for many companies.

Helvetica Neue Medium  
ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]<>?"/";;

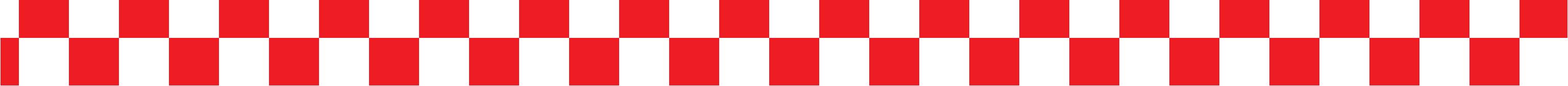
*Helvetica Bold Oblique*  
ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]<>?"/";;

Helvetica Neue Condensed Bold  
ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]<>?"/";;

**Helvetica Neue Bold**  
ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]<>?"/";;

Helvetica Neue Regular  
ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*(){}[]<>?"/";;

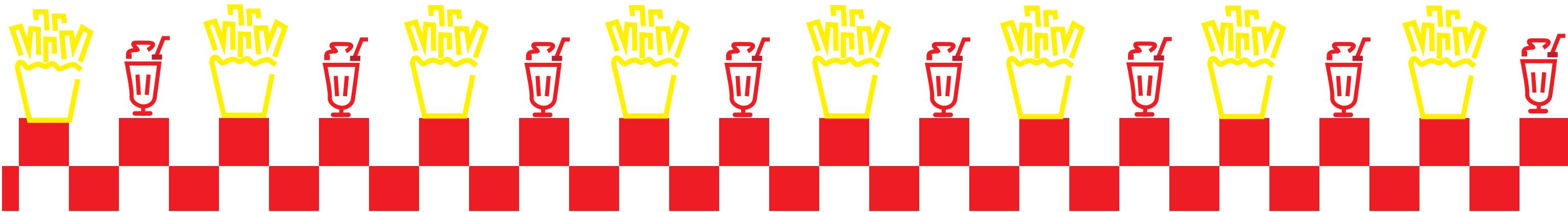




[Cheeseburger and Fries]

The diagram illustrates various typographic metrics using the word "Cheeseburger and Fries" as a reference. The text is rendered in a bold, black font, with the letter 'a' in "and" highlighted in yellow. The following labels point to specific features:

- Ascender: Points to the top stroke of the letter 'e'.
- Counter: Points to the vertical opening of the letter 'e'.
- Cap Height: Points to the top of the letter 'L'.
- Dot: Points to the dot of the letter 'i'.
- Bar: Points to the vertical stroke of the letter 'F'.
- Descender: Points to the bottom stroke of the letter 'g'.
- X-Height: Points to the baseline of the letter 'x'.



# Special Characteristics



narrow T & F



square-looking S



2- Story a



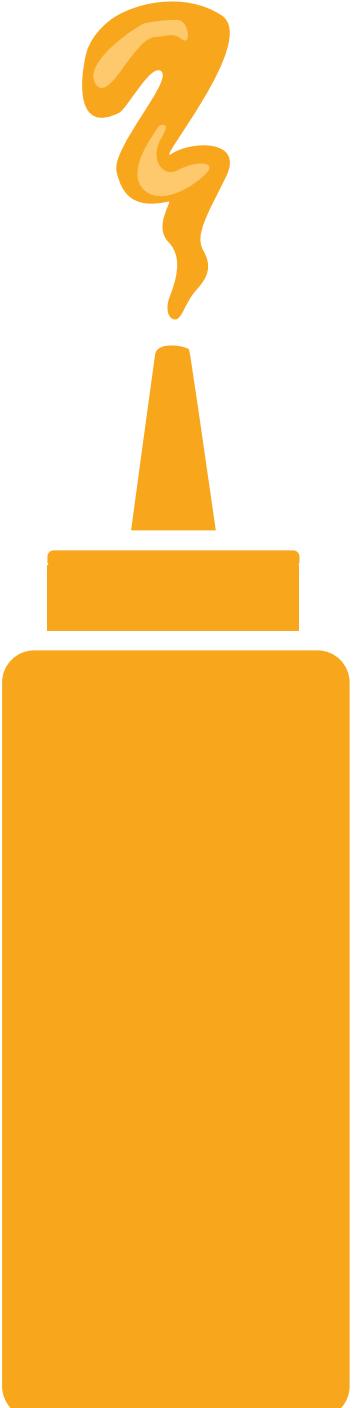
tight spacing between letters



rounded off square tail of R



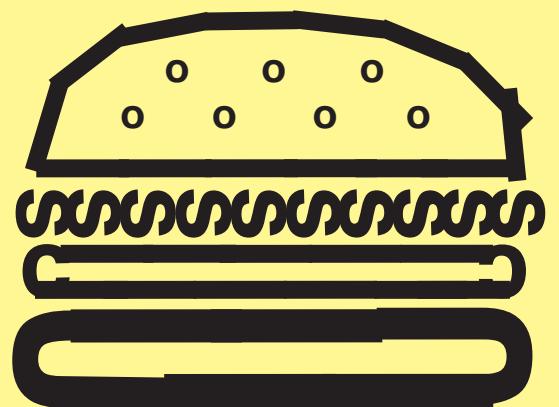
Large X-Height



## BURGERS

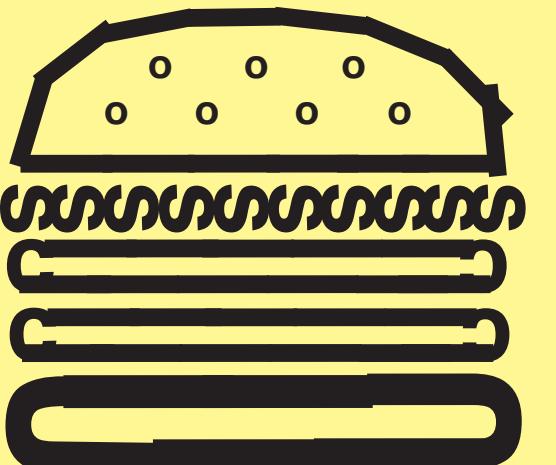
HAMBURGER

\$ 6.29



DOUBLE-DOUBLE

\$ 7.29



## SHAKES

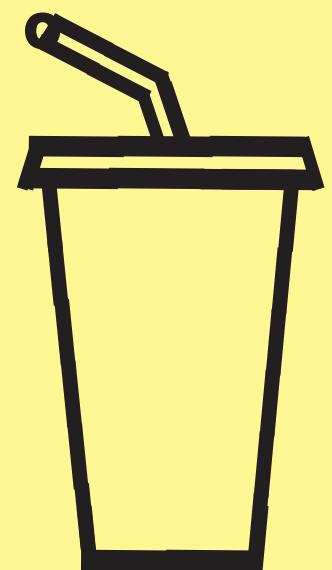
LARGE

\$ 2.69



MEDIUM

\$ 2.30



SMALL

\$ 1.50

