

# Heive

# ticat

# Neue

**Max Miedinger  
1957**

portfolio designed by  
blake turner

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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

! ? @ # \$ % : ; , . < > "''  
^ & \* ( ) - \_ = +

1 2 3 4 5 6 7 8 9 0

1/4 1/2 3/4

Helvetica Neue  
55 Roman  
WMax Miedinger, Eduard Hoffmann  
Blake Turner

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

! ? @ # \$ % : ; , . < >

“ ^ & \* ( ) - \_ = +

1 2 3 4 5 6 7 8 9 0

¼ ½ ¾

Helvetica Neue  
85 Heavy  
Max Miedinger, Eduard Hoffmann  
Blake Turner

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

! ? @ # \$ % : ; , . < > " ^  
& \* ( ) - \_ = +

1 2 3 4 5 6 7 8 9 0

¼ ½ ¾

Helvetica Neue  
97 Black Condensed  
Max Miedinger, Eduard Hoffmann  
Blake Turner

Helvetica Neue  
Regular

**Examining anatomy of letters with descenders**



The X-height remains consistent for straight edges. When looking at the same quality for the bowls, the X-height appears to ascend slightly above the line. The bowls also slightly extend below the baseline.

Helvetica Neue  
55 Roman  
Max Miedinger, Eduard Hoffmann  
Blake Turner

**37 Thin Condensed**

OMG

The condensed version of this font gets taller as well as skinnier in its width.

**55 Roman**

OMG

The Roman variation of Helvetica has very even stroke width that only rarely changes throughout the letter.

**95 Black**

OMG

As the typeface gets bolder, the counters become more compact. This can be seen clearly when comparing the O's and G's to the previous fonts.

Helvetica Neue  
37 Thin Condensed, 55 Roman, 95 Black  
Max Miedinger, Eduard Hoffmann  
Blake Turner

### 85 Heavy

#### Counter Width



The counter width difference between 85 Heavy and 83 Extended is subtle, but when looking at the entire letter it can be seen how much of a difference it makes optically. With the height of the letters remaining constant, 83 Heavy Extended has a more circular counter, whereas 85 Heavy's is skinnier.

### 83 Heavy Extended

#### Vertex Angle



Because 83 Heavy Extended stretched horizontally, the angles of all vertex's are also changed. While not an equalateral triangle, 83 Heavy Extended's vertex forms a more equal triangle.

Helvetica Neue  
Regular & Bold  
Max Miedinger, Eduard Hoffmann  
Blake Turner

Elegant

Clean

*THRILLING*

Helvetica Neue  
55 Roman  
Max Miedinger, Eduard Hoffmann  
Blake Turner

**THRILL / N G**

Helvetica Neue  
96 Black Italic  
Max Miedinger, Eduard Hoffmann  
Blake Turner

THE MOST

# THRILLING

EVENT OF YOUR LIFETIME

Join us around  
the globe on the...

WORLD'S FASTEST  
**ROLLER  
COASTER**

Helvetica Neue  
96 Black Italic  
Max Miedinger, Eduard Hoffmann  
Blake Turner

THRILLING

Helvetica Neue  
96 Black Italic with digital manipulation  
Max Miedinger, Eduard Hoffmann  
Blake Turner