#hel vet ica

> **"The meaning is in the content of the text and not in the typeface."**
>
> - Wim Crouwel

THIN
LIGHT
MEDIUM
BOLD
HEAVY
BLACK

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

0 1 2 3 4
5 6 7 8 9
[ ] ( ) ! @
$ % & *

1957

Switzerland

Developed by the Haas'sche Schriftgiesserei (Haas Type Foundry) of Münchenstein, Switzerland, its release was planned to match a trend: a resurgence of interest in turn-of-the-century "grotesque" sans-serifs among European graphic designers, that also saw the release of Univers by Adrian Frutiger the same year. In 1960, its name was changed by Haas' German parent company Stempel to Helvetica in order to make it more marketable internationally; it comes from the Latin name for the pre-Roman tribes of what became Switzerland.

"Legibility, in practice, amounts simply to what one is accustomed to."

- Eric Gill

Regular
Italic
Bold

0 1 2 3 4
5 6 7 8 9

[ ] ( ) ! @
$ % ^ &
*

Gill Sans

1928

Great Britain

In 1914, Gill met the typographer Stanley Morison, and began working for the Monotype Corporation - an independent English company based in Surrey. After reviving several classical type styles to serve as the foundation of the new Monotype typeface library, Morison wanted to develop a modern face that could compete with the popular and successful new sans serif fonts, such as Futura. Morison saw lettering by Gill that used many of the same letterforms as Edward Johnston's signage typeface, used for the London Underground system. It struck Morison that a typeface based on this alphabet would be highly marketable. Thus, Eric Gill was given the job of creating Gill Sans.

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

Rockwell is a distinctive version of a
geometric slab serif design, which
has retained its popularity since
its appearance in the 1930s. When it was
released, Rockwell had several
unique characteristics, including
differences in spacing, letter weight and
subtle changes in glyph formation.

"Rockwell is at its core,
simple geometry."

ROCK WELL

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
[ ] ! @ # $ % ^ & * ( )

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
[ ] ! @ # $ % ^ & * ( )

BODONI

W

" Plenty of white space and
generous line spacing,
and don't make the type size
too miserly. Then you
will be assured of a product
fit for a king. "

- Giambattista Bodoni

The Bodoni typeface has been used for a wide variety of different
materials. In the eighteenth century it was used in Italian
books to 1960s periodicals. In the 21st century, the late manner
versions were used in advertising. The early manner versions were
used for fine book printing. There is a list of about 15
different companies that uses the Bodoni typeface or one of its
variants. It can be seen used in Mama Mia posters. It is
also one of the two typesets used in the Hilton Hotel restaurant
and bar menu. Another place its can be seen is in the
Nirvana logo. The list of uses for the Bodoni typeface goes on,
but that was just to name a few.