Adrian Frutiger designed Serifa, an Egyptian and/or slabserif typeface, in 1964 for the Bauer foundry which released the font in 1967. Serifa is largely based off Univers, which is a sansserif typeface created by Frutiger earlier in 1954. Frutiger based Serifa off the geometric shapes of Univers and added square serifs, squatter xheight, and squarer caps. Serifa differs slightly from most slabserifs in that it is not as blocky; it has more humanistic forms and it's highly readable. Due to these characteristics

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

Serifa is suitable for text and larger displays such as headings.