Adrian Frutiger designed Serifa, an Egyptian and/or slab-serif typeface, in 1964 for the Bauer foundry which released the font in 1967. Serifa is largely based off Univers, which is a sans-serif typeface created by Frutiger earlier in 1954. Frutiger based Serifa off the geometric shapes of Univers and added square serifs, squatter x-height, and squarer caps. Serifa differs slightly from most slab-serifs in that it is not as blocky; it has more humanistic forms and it's highly readable. Due to these characteristics Serifa is suitable for text and larger displays such as headings.

Sources:
http://typedia.com/explore/typeface/serifa/
http://graceolson24.blogspot.com/2010/10/biography-of-font-designer-adrian.html