Creative Brief

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1. Project overview

I want my site to be informational and interesting, allowing people to learn about something new that they are all familiar with, but might not have thought much about before.

2. Resources

Copy and images can be taken from https://en.wikipedia.org/wiki/Helvetica. Images like examples of it in use as well as type specimens can also be taken from Google or Pinterest.

3. Audience

The intended audience is anyone interested in learning more about Helvetica, its history, evolution, and/or importance. I want it to be an easy-to-follow and informational for anyone.

4. Message

Like the audience, I want it to be informational overall. I want the importance of the typeface to come across, even if we might not usually think about things like Helvetica's history or impact.

5. Tone

I want the website to be welcoming and simple, reflecting the typeface itself.

6. Visual Style

I want the visual style to be very simple, with a strong use of negative space and minimal colors.

Here is some stylistic inspiration:

Helvetica® 1957

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz

"The Benchmark Sans" **Designed by Max Miedinger** Released in 1957

Technical / Grotesque Sans Serif Product I.D. LV126276OP Material No. 287126276

Helvética

1957 Neue Haas Grotesk Haas Foundry Era

1961 Helvética Stempel Foundry Era

1983 Helvética Neue Linotype Era

Haas Type Foundry

Light

Regular

Italic

Light Italic

Bold

Bold Italic









Meet the cast:

BCD

Now see the movie:

Helvetica

A documentary film by Gary Hustwit













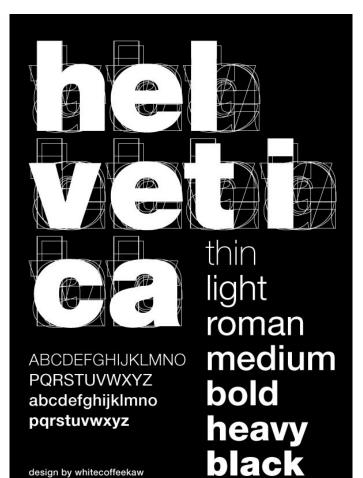












neue haas grotesk

the legendary revival.

Thin

Bold Black

*this is not

the summit music hall denver, co.

thursday december 31 8:00 pm / all ages

with guests boldtype poor me american blackout

