

Helvetica

Home

Brief intro, characteristics, importance of the typeface, and type specimen.

"Helvetica can't do everything...it can be really weak in small sizes. Shapes like 'C' and 'S' curl back into themselves, leaving tight "apertures"—the channels of white between a letter's interior and exterior... The lowercase 'e', the most common letter in English and many other languages, takes an especially unobliging form. These and other letters can be a pixel away from being some other letter."

-Tobias Frere-Jones

History

Why it was designed and how it got its name. Info about derivative designs throughout history.

Digital-period font designer Ray Larabie has commented that in the 1970s "everyone was modifying Helvetica with funky curls, mixed-case and effects".^[159] Indeed, in one 1973 competition to design new fonts, three of the 20 winners were decorative designs inspired by Helvetica.

Media coverage (cultural relevance)

List/description of its use in advertising, logos, museum exhibitions, etc.

Variants

The variants and their descriptions (Helvetica Light, Helvetica Inserat, Helvetica Compressed (1966), Helvetica Rounded (1978), Helvetica Narrow, Helvetica Textbook, Language variants, Helvetica World).

Neue Helvetica (1983)

Neue Helvetica weights, variants, and descriptions. Type specimen and examples.

Neue Haas Grotesk (2010)

Description, type specimen, and examples.

Helvetica Now (2019)

Description, type specimen, and examples.

Helvetica Derivative Designs

Descriptions and type specimens of the fonts (Forma, Manoptica, Helvetica Flair, Coolvetica, etc.).