

Helvetica_{neue}

18pt Regual

ABCDEabcde12345\$ @&

18pt Bold

ABCDEabcde12345\$ @&

18pt Oblique

ABCDEabcde12345\$ @&

18pt Bold Oblique

ABCDEabcde12345\$ @&

Max Miedinger



- Born 24.12.1910 in Zurich, Switzerland.
- Died 8.3.1980 in Zurich, Switzerland.
- Type Designer

1926-30: trains as a typesetter in Zurich, after which he attends evening classes at the Kunstgewerbeschule in Zurich.

1936-46: typographer for Globus department store's advertising studio in Zurich.

1947-56: customer counselor and typeface sales representative for the Haas'sche Schriftgießerei in Münchenstein near Basle.

From 1956 onwards: freelance graphic artist in Zurich.

About the Font

Developed and continuously refined by the Haas'sche Schriftgiesserei AG and then D. Stempel AG, both fully owned subsidiaries of Linotype. The key design concepts were drawn by Max Miedinger in 1957.

Apple and Adobe later obtained the licenses from Linotype for the Neue Helvetica font, which is still one of the most popular typefaces worldwide.

The font Helvetica (Latin for Swiss) has the objective and functional style which was associated with Swiss typography in the 1950s and 1960s. The font is perfect for international correspondence: no ornament, no emotion, just clear presentation of information. Helvetica font is still one of most popular sans-serif fonts.

Helvetica font, the typeface par excellence, can look back on a colorful life. Originally designed for hand composition, it has been adapted over the years for all methods of composition: from hot metal line composition, and opto-mechanical phototypesetting of the first generation, to digital typesetters.

Alternativ Fonts

FF Bau - The warm Helvetica (Christian Schwartz, 2002 [1880]):

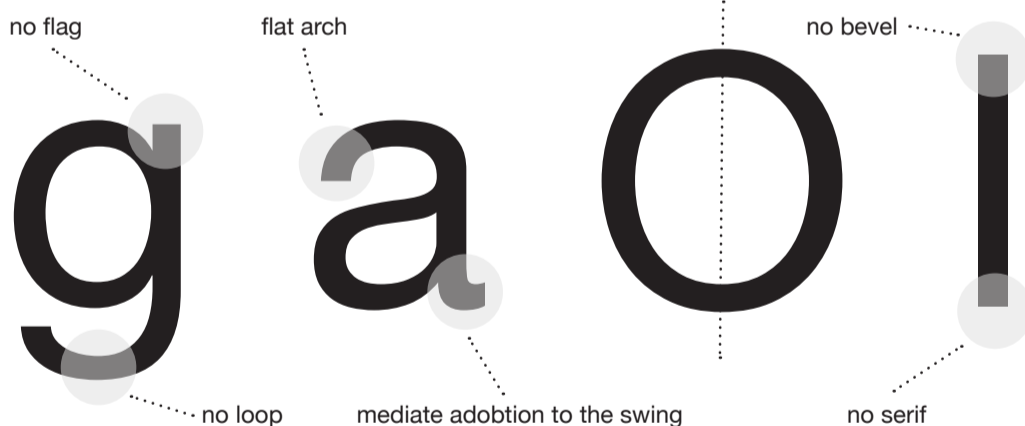
Rollerskating
Rollerskating

Charlet Book - The elegant Helvetica (Ken Barber):

Rollerskating
Rollerskating

Replica - The edget Helvetica (Norm, 2008):

Rollerskating
Rollerskating



Politics

neutral

are

journal

good
clear

Garamond Adobe



Claude Garamond

- Born c. 1480 in Paris, France.
- Died 1561 in Paris, France.
- Type founder, publisher, punch cutter, type designer.

1510: trains as a punch cutter with Simon de Colines in Paris.

1520: trains with Geoffroy Tory.

1530: Garamond's first type is used in an edition of the book „Paraphrasis in Elegantiarum Libros Laurentii Vallae“ by Erasmus. It is based on Aldus Manutius' type De Aetna, cut in 1455.

1540: King Francis I commissions Garamond to cut a Greek type. Garamond's ensuing Grec du Roi is used by Robert Estienne in three sizes exclusively for the printing of Greek books.

The Garamond family

The typefaces Garamond produced between 1530 and 1545 are considered the typographical highlight of the 16th century. Opinion varies regarding the role of Claude Garamond in the development of the range of contemporary typefaces that bear his name. What is accepted is the influence his work had on other typefaces from the late Renaissance to the present. Fonts named Garamond, or Garamont, are related to the alphabets of Claude Garamond as well as to the work of Jean Jannon (1580–1635 or 1658), much of which was attributed to Garamond. In comparison to the earlier Italian letterforms, Garamond has finer serifs and a generally more elegant image. A typeface based on the work of Jean Jannon was introduced at the Paris World's Fair in 1900 as "Original Garamond," whereafter many type foundries began to cast similar types, beginning a wave of revivals that would continue throughout the 20th Century. Most Garamond fonts are well-known for their readability, elegance and character.

18pt Regual

ABCDEabcde12345\$€@&

18pt Bold

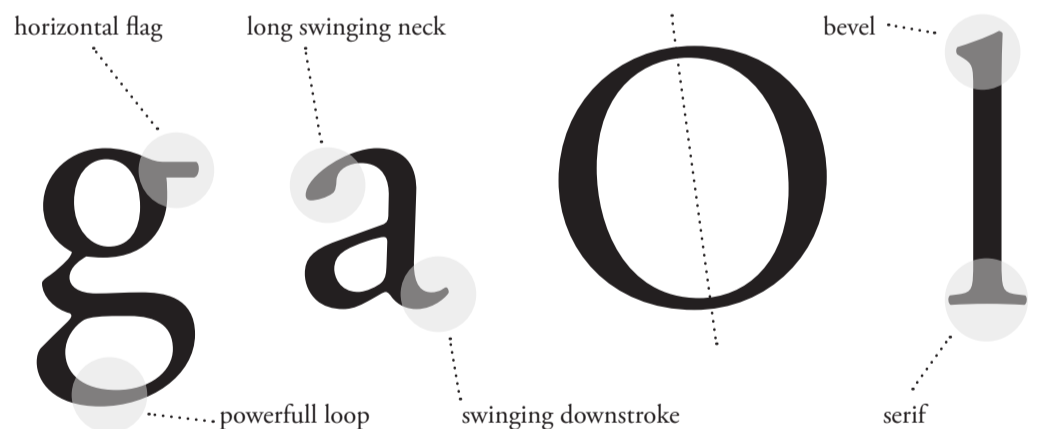
ABCDEabcde12345\$€@&

18pt Oblique

ABCDEabcde12345\$€@&

18pt Bold Oblique

ABCDEabcde12345\$€@&



Alternativ Fonts

DTL Documenta - Contemporary and elegant (Frank E. Blokland, 1986):

Rageful snow
Rageful snow

Fabiol unpolished und characteristic (Robert Strauch, 2005):

Rageful snow
Rageful snow

FF Absara edged - modern (Xavier Dupr , 2006):

Rageful snow
Rageful snow

elegant
readability
character
modern