

1 H 2 E 3 L 4 V 5 E 6 T 7 I 8 C 9 A 0

\$B:D^FG&)JK%MNOPQRS@U*WXYZ

The typeface Helvetica was designed by Max Miedinger (<http://www.linotype.com/522/maxmiedinger.html>) in 1957. (<http://www.youtube.com/watch?v=8-TpEsSjhgA>).

It originally was called Neue Haas Grotesk, but to make sure that this typeface could attract more international interest, it was eventually called after the latin word for Switzerland, Helvetica. (<http://en.wikipedia.org/wiki/Switzerland>).

This typeface was inspired on the typeface 'Akzidenz Grotesk'. http://www.bertholdtypes.com/bq_library/AkzidenzGrotesk.html. It was a sans-serif typeface that was initially, and through some still, seen as anonymous, neutral and without Character. On the other hand, the characterless aspect about Helvetica was appreciated by many because the Form of the typeface was modest and submissive so that all the attention was attracted to the meaning of the word.

Helvetica was universally embraced for a time by both the corporate and design worlds as a nearly perfect typeface to be used for anything and everything. "When in doubt, use Helvetica" was a common rule.

Because Helvetica was considered too expensive by Microsoft, the company created their own typeface, Arial. (<http://www.ms-studio.com/articles.html>) Arial appears to be a loose adaptation of Monotype's venerable Grotesque series, redrawn to match the proportions and weight of Helvetica. At a glance, it looks like Helvetica, but up close it's different in a lot of ways. To find out if you, yourself, can discover the differences between Helvetica and Arial, go to: <http://www.iliveonyourvisits.com/helvetica/>

Gary Hustwit <http://www.youtube.com/watch?v=tQ2ySs60hPI> made a documentary on the typeface Helvetica. the Documentary is a feature-length independent film about Typography, graphic design and global visual culture. It looks at the Proliferation of one typeface as part of a larger conversation about the way typefaces affect our lives (<http://www.helveticafilm.com>).

This documentary reveals all secrets and interesting details about the revolutionairy typeface Helvetica, so to get all neccessary (and unnesessary) information about the typeface Helvetica you should just hurry yourself to the closest videostore and rent the movie!

(<http://www.ilocal.nl/rubriek/videotheken/amsterdam>)

Thierry Abels

