

HELVETICA NEUE

TYPE SPECIMEN BOOK

Helvetica is the most commonly used typeface on the planet, it can be seen anywhere. Major companies such as American Airlines, Mastercard, MTA, Energizer, Microsoft, and several more use Helvetica in their corporate identity. The idea was to spotlight a variation of this famous typeface, using it not only in text but as graphics as well. Everything in the book was designed using the Helvetica Neue typeface, showcasing its variety of uses along with its cleanliness and simplicity.

