

Created by: Max Miedinger & Eduard Hoffman

Max Miedinger and Eduard Hoffman were responsible for the invention of the typeface that would redefine how the world would view the appearance of storefronts, advertisements, and whole corporations. The functionality of this typeface lent to its success, but the climate in which it was created had even more to do with the way it was made and its upcoming media influence. "Helvetica's success was rooted in this pragmatism and in the glorification of its origins, which did not refer to its creator, but rather to a nation and its legend of a neutrality that was adopted as a recommendation and an argument in favor of the typeface." (Müller, 10)

Hoffmann was very specific, and researched the cultural climate, and if people would be willing to use this new typeface. Being a businessman, he wanted to ascertain that his investment would out way the risks of taking on this endeavor. "As a businessman, he would also have recognized that sans serif typefaces played a major role in the business world." (Müller, 21)

"There is a kind of **poetic justice** in the word "Helvetica": it is a typeface that serves **both rich and poor**, that can advertise both a global company and a local kebab shop, and, as such, it essentially communicates the most fundamental of all **Swiss traits—neutrality**." (Müller, 65)

Since 1957