

# Max Miedinger

In 1957, the font Helvetica, was developed by Edward Hoffmann and Max Miedinger. Many world renowned coporations, like Coca Cola, changed their marketing image then, and become more "hip"

In the Cokes ads, art directors used that bold Helvetica font and coined the now famous advertising slogan...  
*"Coke, it's the real thing."*

Those words were so simple and very effective to Coca Cola's brand and profits. Helvetica, the font, provided that excellent, clear and easy lettering font to cut through the clutter and bring a modernism style into the soft drink 50's market place.

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# Helvetica.

# It's the real thing.