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Helvetica is far and away the most widely used of all typefaces; according to a survey by the Berliner Fontshop-Archiv, it tops the list of the hundred best fonts of all time. This publication retraces Helvetica s fifty-year history, compares it to the well-known sans serif fonts of the twentieth century, and examines the phenomenon of its unparalleled spread.

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## **Helvetica Forever Story Of A Typeface**

Helvetica Forever: Story of a Typeface, also published by Müller, together with Victor Malsy, is the book for them. Beautifully designed, as one would expect, the book attempts to tackle the great paradox at the heart of Helvetica - how could a typeface designed for modest, almost invisible ubiquity, become such a well-known, almost iconic 'brand'.

## **Book: Helvetica Forever | Wallpaper\***

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