

Helvetica is a contemporary typeface of Swiss origin. Although typefaces without serifs were used in the nineteenth century, it was not until the twentieth century that they became widely used. Helvetica was introduced in 1957 by the Haas typefoundry and was first presented in the United States in the early 1960's.

Although Helvetica has a large x-height and narrow letters, its clean design makes it very readable. Sans serif types in general have relatively little stress and the strokes are optically equal. Because there is no serif to aid the horizontal flow that we have seen is so necessary to comfortable reading, sans serif type should always be leaded.

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CLOSE ALTERNATIVE LIB-
ERATION SANS

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