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Hardcover - Illustrated, 1 Dec. 2007 by Lars

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Helvetica Forever: Story of a Typeface.

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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

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ubiquity, become such a well-known, almost iconic 'brand'.

Book: Helvetica Forever | Wallpaper\*

Helvetica forever : story of a typeface.

[Victor Malsy; Lars Müller; Axel Langer; Indra Kupferschmid;] -- Designed in 1957, the Helvetica font is an icon of Swiss graphic design, which was a model of sober, functional communication throughout the world in the 1950s & 60s.

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