



# I Love Type 07 - Helvetica

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## **I Love Type 07 - Helvetica** Victionary

Celebrated in recent years in a retrospective exhibition at NY MOMA and in Gary Hustwit's 2007 documentary 'Helvetica', the sans-serif typeface has legions of devoted fans - ranging from city governments and transit agencies to universities and museums, corporations, and broadcast agencies. Just a few contemporary uses include projects for: ABC, American Apparel, Apple, BMW, CNN, Jackass, Jeep, Lufthansa, Motorola, NASA, the NBA, and PBS. The NY subway and Chicago subway systems use Helvetica for their signage and it is the official typeface of the Canadian government and used by the U.S. government. This seventh volume in the well-received 'I Love Type' series has been eagerly awaited since the series was first announced, and does not disappoint.

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