

EXT

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Helvetica
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Helvetica is a widely-used sans-serif typeface that is seen commonly in commercial wordmarks and public signage. Its creator is Max Miedinger. The later variant, Helvetica Neue is characterized as being more refined, manipulated with regards to weight and consistent with regards to height. Helvetica Neue is used today in Apple's iOS. D. Stempel AG is credited with revamping the typeface.