HELVONI

WHERE THE HISTORY MEETS THE MODERNITY

1798

BODONI X HELVETICA

1957

ABCDEFGHIJK
LMNOPQRST
UVWXYZ
0123456789
?!&()* .,:;+- ^ /"

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT. CRAS RUTRUM, ORCI AC SOLLICITUDIN TRISTIQUE, MASSA ARCU CONSECTETUR FELIS, VOLUTPAT CONVALLIS LOREM ERAT NEC FELIS. FUSCE EU FINIBUS NUNC. UT IN PLACERAT MI. UT BIBENDUM MI VEL ORNAREELEMENTUM. VIVAMUS ET SEMPER TELLUS. AENEAN ID ENIM SED NISL ALIQUET ULTRICIES.

24 pt

HELVETICA IS A NEO-GROTESQUE DESIGN, ONE INFLUENCED BY THE FAMOUS 19TH CENTURY (1890S) TYPEFACE AKZIDENZ-GROTESK AND OTHER GERMAN AND SWISS DESIGNS.

BODONI TYPEFACE IS NAMED AFTER ITS CREATOR, GIAMBATTISTA BODONI. HE WAS AN EXPERT PRINTER WHO RAN A PRINTING-OFFICE UNDER THE DUKE OF PARMA.

21 pt

HELVETICA IS A NEO-GROTESQUE DESIGN, ONE INFLUENCED BY THE FAMOUS 19TH CENTURY (1890S) TYPEFACE AKZIDENZ-GROTESK AND OTHER GERMAN AND SWISS DESIGNS.

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18 pt

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14 pt

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12 pt

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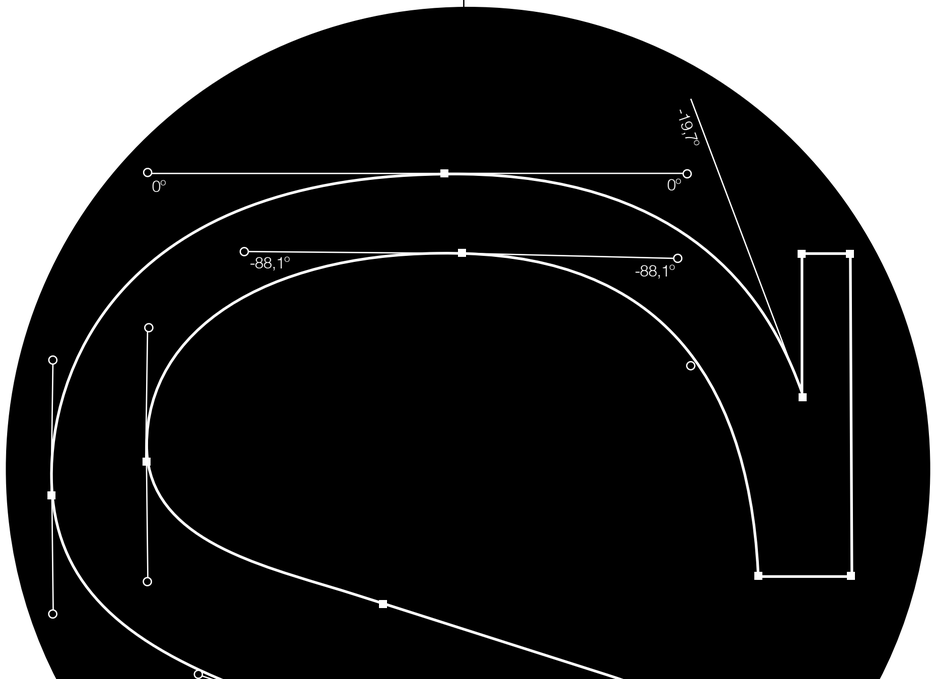
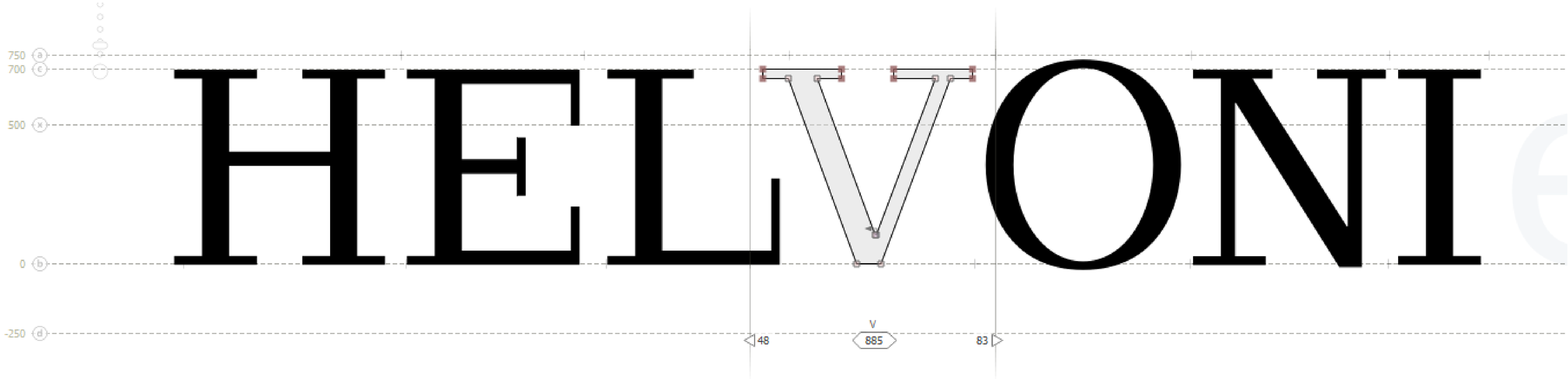
MMMMMMMM VVVVVVVV

OOOOOOO SSSSSSS

BSQ

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HELVONI
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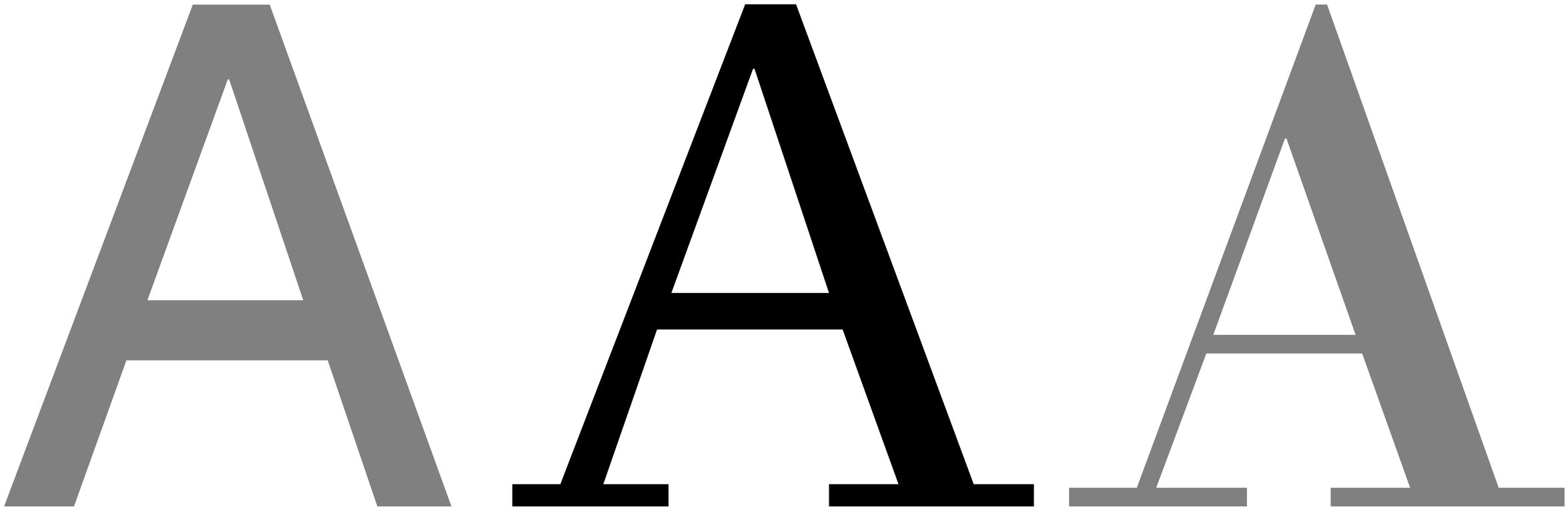

HELVETICA HELVONI BODONI

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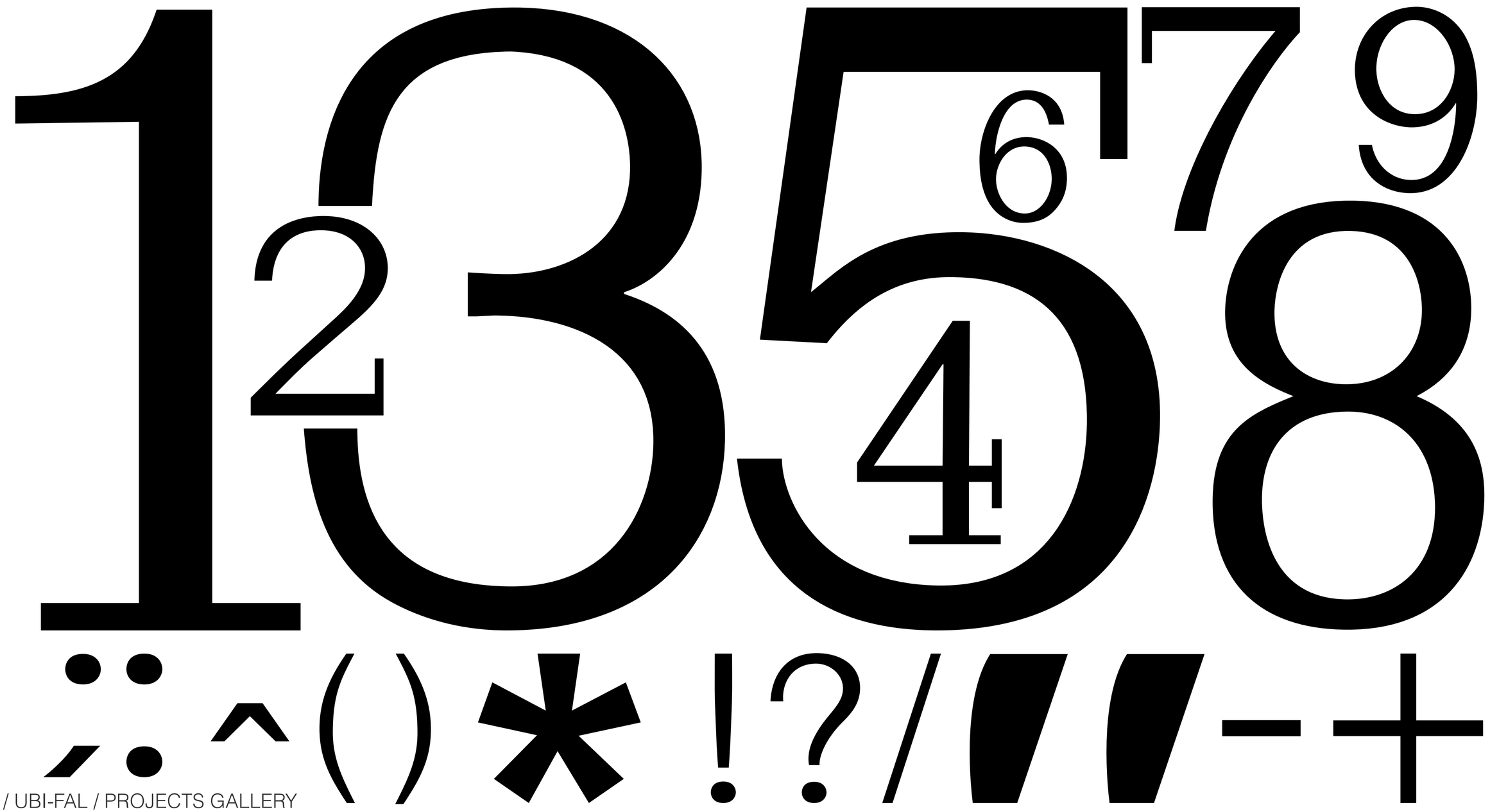
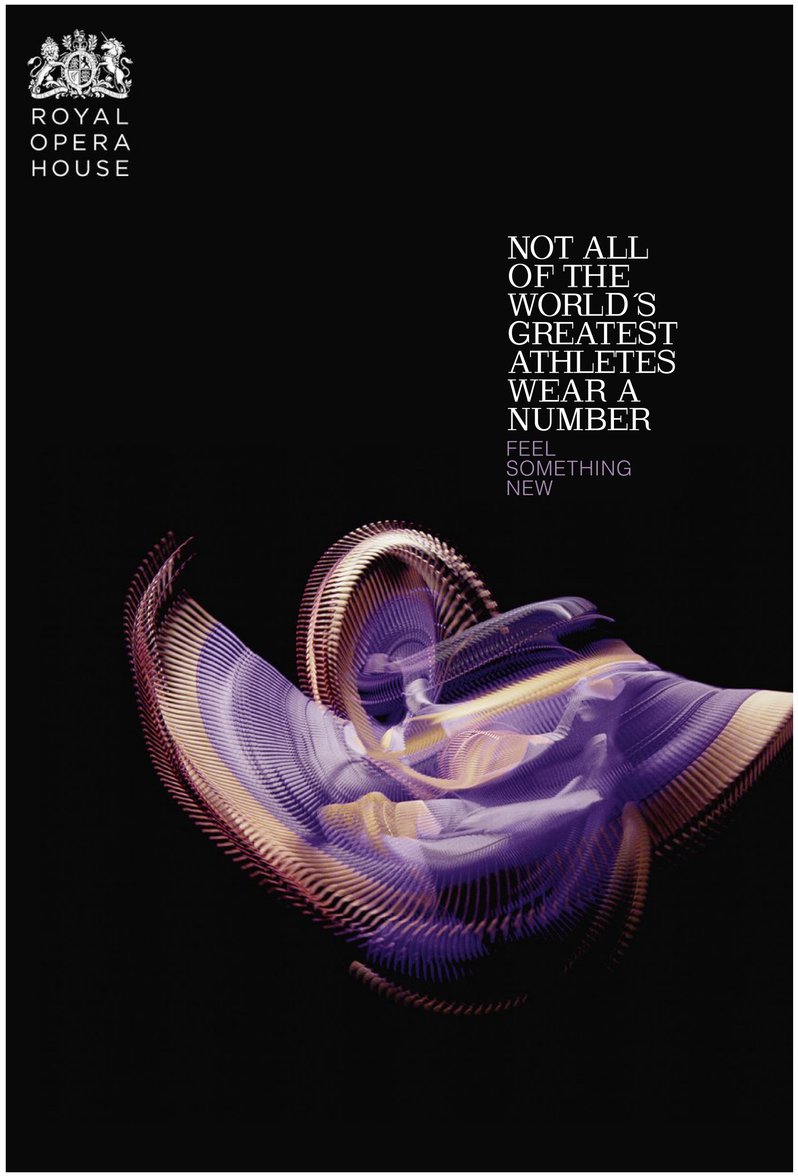


⁚ ^ ( ) * ! ? / ‖ − +


HELVONI


Clear Channel
MEET THE CAST:
ABCD
EFGHIJK
LMNOP
QRSTUV
WXYZ
MEET THE MOVIE:
HELVETICA X BODONI
HELVONI
A UNION OF HISTORY WITH MODERNITY THROUGH THE REPRESENTATION OF TWO OF THE MOST FAMOUS FONTS EVER CREATED.
TWO FONTS WITH FEW CHARACTERISTICS IN COMMON COME TOGETHER TO CREATE ONE.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NOT ALL
OF THE
WORLD´S
GREATEST
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WEAR A
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Subway
NO
TURNS
8AM-8PM
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IS FOR THE 17 VERSION
OF MY SELF
"LOGO"
"VIRGIL ABLOH"
ARTISTIC DIRECTOR OF LOUIS VUITTON'S MENSWEAR COLLECTION
A LEGACY LEFT BEHIND


50 YEARS
Just the right amount of everything.
hello.
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LOUIS VUITTON
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MEET THE CAST:
ABCD
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HELVETICA X BOLOGNI
A UNION OF HISTORY WITH MODERNITY. THROUGH THE REPRESENTATION OF TWO OF THE MOST FAMOUS FONTS EVER CREATED. TWO FONTS WITH FEW CHARACTERISTICS IN COMMON COME TOGETHER TO CREATE ONE.
50 YEARS
Just the right amount of everything.
hello
ROYAL OPERA HOUSE
NOT ALL OF THE WORLD'S GREATEST ATHLETES WEAR A NUMBER
FEEL SOMETHING NEW.
MING OF
13/04
VIRGIL ABLOH
COMING OF AGE
13/04

U.PORTO

FACULDADE DE BELAS ARTES
UNIVERSIDADE DO PORTO

ID+ RESEARCH INSTITUTE FOR DESIGN, MEDIA AND CULTURE

12 ET

THANK YOU!

Author (student): **Rui Marques**
Follow-up (professor): **Antero Ferreira**

• Faculty of Fine Arts of the University of Porto • Communication Design
• Design I • Alphabet-Image • Duration: 3 weeks • 2021-2022

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