Book of Proceedings

matéria matter do of Type Typo

12th Typography Meeting

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(Eds.)

HELVONI

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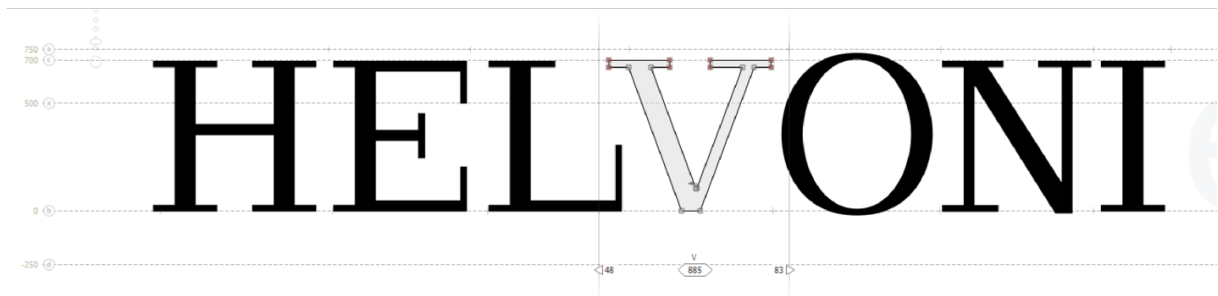jferreira@fba.up.pt

Concept Description

This project is based on the creation of a typographic font that synthesizes and unites two of the greatest historical fonts, Helvetica and Bodoni. Two completely different and opposing sources come together in a single form, the HELVONI. A versatile font, for everyday use but also strong enough to stand out in larger scale graphics applications as well as in more delicate situations. An academic project built with the teacher's guidance, made over 1 month and which includes all uppercase base characters, signs and numbers.

The focus in demonstrating possible applications of the font was to highlight the versatility of typography, in terms of scale, hierarchy, color, graphic stain and formal richness. In this way, applications can be found in large mockups, with great highlights, always with a lot of dynamics, always in order to unite the modern with the classic. The font presentation itself can be transformed into a video format through animation of elements and promotional posters.

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FACULDADE DE BELAS ARTES
UNIVERSIDADE DO PORTO

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materia of Type
matéria do Type
12º Encontro
de Tipografia

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HELVONI

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HELVETICA HELVONI BODONI

2021–22
Design I
Alphabet–Image
Communication Design
Faculty of Fine Arts of the University of Porto

WHERE THE HISTORY MEETS THE MODERNITY

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12th Typography Meeting: Matter of Type

Executive Committee: Joana Casteleiro-Pitrez, Luís Frias, Sara Velez
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Design: Luís Frias, Daniel Baldaia, Geovanna Almeida, João Bravo
Keynote Speakers: João Bicker, Martin Lorenz, Kiel D. Mutschelknaus, Juliane Nöst, Andrew Johnson
Workshops: Marco Heleno, Martin Lorenz, Ângelo Gonçalves & Vítor Quelhas, Paul Antonio, Pedro Amado & Fábio Duarte Martins, Kiel D. Mutschelknaus

A meeting by the University of Beira Interior and LabCom – Communication and Arts, in collaboration with ATIPO – Portuguese Typography Association.

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