

The success of Max Miedinger

Max Miedinger is a Swiss designer most well known for his creation of the typeface Helvetica. Helvetica heavily impacted the world of typography during the 1950s, becoming an extremely popular element that would be chosen to use in countless of designs. Despite it being decades since it's invention, Helvetica still retains its strong presence in our media to this day. Max Miedinger creativity and skill led to him successfully creating the typeface. Helvetica's continued relevance in the design world today showcases how noteworthy Max Miedinger career is.

Max Miedinger position as a Swiss designer gave him the unique insight needed to create Helvetica. He was born in Zurich, Switzerland in December 24, 1910. He worked as a typesetter starting at the age 16 for Jacques Bollman at a book printing office. In the 1920s he attended classes in the He attended classes at Kunstgewerbeschule in Zürich and eventually the School of Arts and Crafts after four years of being Bollman's apprentice (Matthews, William). He became a typographer in the advertising section of known as Globus, which was a franchise of department stores, in 1936 when he was 26 years old. He worked at Globus for ten years before being hired to the company Haas Type Foundry in Munchenstein in 1946. He created his very first typeface known as Pro Arte which was a condensed slab serif in 1954(Helvetica Forever). Miedinger then decided to become a freelancer in 1956. Eduard Hoffman, head of the Haas Type Foundry, eventually commissioned Miedinger to design another sans serif typeface in 1957 after noticing his impressive work from when he used to work at Hoffman's company. Hoffman commissioned this work in order to have a unique typeface that could be used in promotional material for the Haas Type

Foundry. Schelter-Grotesk and Haas Normal Grotesk were among the types in the Grotesk typeface family commonly used among Swiss designers. Miedinger design goal was to create a more modern and clean version of these old 20th century types which eventually led to Miedinger creating the typeface which was known at the time as Neue Haas Grotesk until it was renamed to Helvetica, which is Latin for "Switzerland", to have a wider appeal. Miedinger continued to work as a freelancer until his death in March 8, 1980 (N. , Neale) Miedinger strong background as a typographer, his connections to the Haas Type Foundry, and his knowledge of popular typefaces are all reasons that contributed to his ability to create Helvetica.

Because of Helvetica's neutral appearance and eligibility, it became a go-to font for graphic designers. It was simplistic sans-serif type that was easy to read and had broad appeal and usage. Helvetica has equal horizontal line strokes, a large x-height, and tight line spacing (Zubkova, Anna). The font on its own has no inherent personality, which allows the designer to shape the meaning of their work with little worry that it will clash with the font. All of these qualities has allowed Helvetica to still have a strong presence in the modern world. You can find the usage of the typeface almost everywhere that utilizes graphic designs. The famous New York City subway system uses Helvetica exclusively for maps, signs, and other information for subway travelers. The United States government uses the font for all government related documents and forms. Many large franchises use Helvetica for their company's name or logo such as Target, Microsoft, CVS, American Apparel, North Face, and countless more. Many iconic designs that our culture is familiar with today has incorporated Helvetica as a typeface. There is even a 2007 documentary about the typeface and its impact. The electronic company Apple also uses Helvetica as the typeface for many of its products. Helvetica's popularity is due to it being easy to read and a sleek modern version of older typefaces, fitting for our ever changing society today. Helvetica can be found everywhere in our media which is a giant testament to the success of Miedinger. Many designers including myself would want their work to have a lasting impression not

only to designers but to consumers in any setting. Also as a designer, Helvetica is an easy typeface to use when designing things personally as it does not overpower the designs you are trying to create, whatever message I may be trying to get across is enhanced by the help of Helvetica unlike other typefaces. Miedinger helvetica gains the recognition that any designer would hope to receive but he was able to maintain people's interest in the design he created decades later.

Max Miedinger success was achieved by his carefully crafted work on the typeface Helvetica which has become the default typeface for the graphic design world. Miedinger specific experiences in his career of being a designer is what allowed him to make Helvetica an extremely popular typeface. Helvetica is simplistic and easy to use and understand. As a designer my goal is to create things that are not only practical but also memorable and long lasting as Miedinger has achieved through his work.

Credits

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