

# What the Helvetica?

Answer each of the following questions on the line provided. Questions are in order. Pay close attention. Don't fall behind and bother the person sitting next to you!

1. Who are the people that "put the wires into our heads?" \_\_\_\_\_
2. What city subway system uses Helvetica on directional signs? \_\_\_\_\_
3. In what year did Helvetica emerge? \_\_\_\_\_
4. Creating order is: \_\_\_\_\_
5. The letter must type designers begin designing with: \_\_\_\_\_
6. Helvetica was born at this type foundry: \_\_\_\_\_
7. The country from which Helvetica originates: \_\_\_\_\_
8. Does the IRS use Helvetica? \_\_\_\_\_
9. The more a designer uses Helvetica. . . \_\_\_\_\_
10. What is "ABH?" \_\_\_\_\_
11. What "disease" spread in the 1980s? \_\_\_\_\_
12. What magazine tried a lot with design and typography? \_\_\_\_\_
13. There's a fine line between simple, clean and powerful and simple, clean and: \_\_\_\_\_
14. What period broke typography in the late 1990s? \_\_\_\_\_
15. Helvetica contains a: \_\_\_\_\_
16. If you don't have a sense of design, this isn't going to give it to you: \_\_\_\_\_
17. People are starting to see graphic communication as an expression of their own: \_\_\_\_\_