There are few applications outside the range of Neue Haas Unica. It is an excellent choice for text and display content – in hard copy or on screen.

The 18-font Neue Haas Unica family is an extended, reimagined version of the original Haas Unica design, first released in 1980. Neue Haas Unica brings the original design into the 21st century to meet a wide range of digital and print requirements.

It is sophisticated and calm, meticulously refined, and beautifully crafted with subtle nuances.

Neue Haas Unica is a reimagining of the original Haas Unica, designed by Team ’77 in 1981. Intended as an alternative to Helvetica, the team conducted extensive research into existing grotesque designs prior to developing Unica.

Neue Haas Unica was designed to be more open, with letters that are narrower than Helvetica, which has often been compared to the original Haas Unica design. This helps ensure text readability at small sizes, and on displays with modest resolution.

Neue Haas Unica™

**FOUNDRY**
Linotype

**DESIGNER**
Toshi Omagari

**CLASSIFICATION**
Sans Serif Grotesque

**FAMILY**
Nine weights, from Ultra Light to Extra Black, each with an Italic complement

**ROOTS**

**FONT FACTS**
- Neue Haas Unica is a reimaging of the original Haas Unica, designed by Team ’77 in 1981. Intended as an alternative to Helvetica, the team conducted extensive research into existing grotesque designs prior to developing Unica.

**LEGIBILITY**

Neue Haas Unica was designed to be more open, with letters that are narrower than Helvetica, which has often been compared to the original Haas Unica design. This helps ensure text readability at small sizes, and on displays with modest resolution.

**HOW TO SPOT**

- J: Short curve on cap J
- R: Angled back leg of cap R curves into vertical
- a: Top of a bowl joins vertical with no curve
- TKL: Slightly condensed caps

**ALTERNATE CHOICES**

- Helvetica® Now
- Avenir® Next
- Classic Grotesque™
- Neue Frutiger®

**PERFECT PAIRINGS**

- Frutiger® Serif
- PMN Caecilia®
- Linotype Didot®
- Neue Swift®