

Aa

Neue Haas Unica™

FOUNDRY

DESIGNER

CLASSIFICATION

Linotype

Toshi Omagari

Sans Serif Grotesque

FAMILY

Aa

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

a small second display
GRAPHICAL
real-time clock (RTC)
RENDERING SYSTEM
ON-SCREEN DISPLAY
VCR to program recording

BEST PRACTICES



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.

ROOTS



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.

FONT FACTS



- 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.

LEGIBILITY

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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

🔍

JShort curve on cap J

RAngled back leg of cap R curves into vertical

aTop of a bowl joins vertical with no curve

TKLSlightly condensed caps

ALTERNATE CHOICES

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Helvetica® Now

Avenir® Next

Classic Grotesque™

Neue Frutiger®

PERFECT PAIRINGS

♥

Frutiger® Serif

PMN Caecilia®

Linotype Didot®

Neue Swift®