Content Outline

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Project Focus: Helvetica

"Even if you've never heard of it, Helvetica has been part of your life. This typeface is, very literally, everywhere: computer screens, billboards, buildings, street signs and posters." My website will focus on highlighting this popular typeface, how it rose to popularity, its usage, and more. My website will have multiple pages although most emphasis will be on the home page.

- **Home page/Overview**
- **Test out the typeface**
  - (If I am able to figure out how to code this)
  - Ex. https://www.frostype.xyz/tester
- **Popular Usage**
  - Look at the font in action in notable examples
  - Apple, Target, The North Face, etc.
- **Variations of font**
- **History/creators/development**
  - Demonstrated with a vertical scroll timeline
- **Sources**
  - https://mymodernmet.com/helvetica-typeface/
  - https://hypebeast.com/2020/2/behind-the-hype-helvetica-font-history-branding-cultural-significance
  - https://medium.com/melted-design/helvetica-the-story-of-the-most-famous-swiss-typeface-3f83d8fd5647