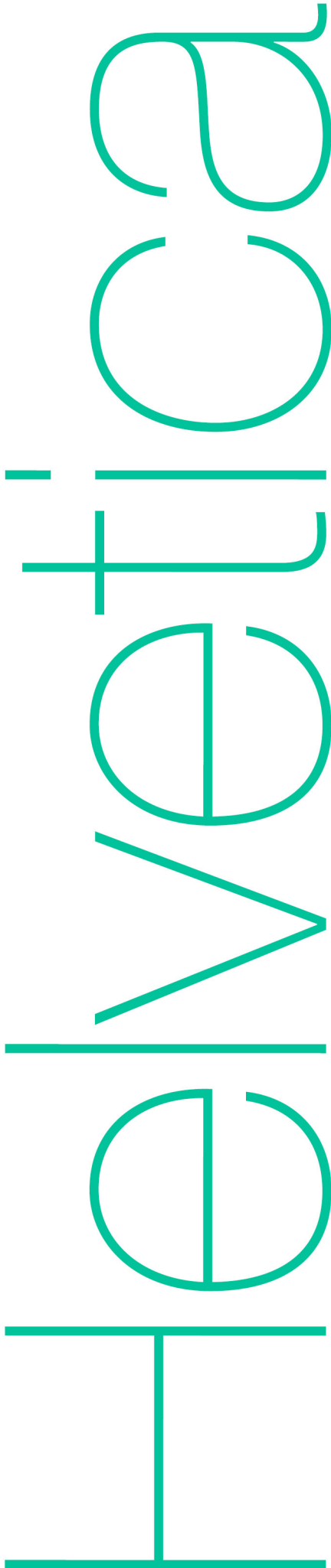
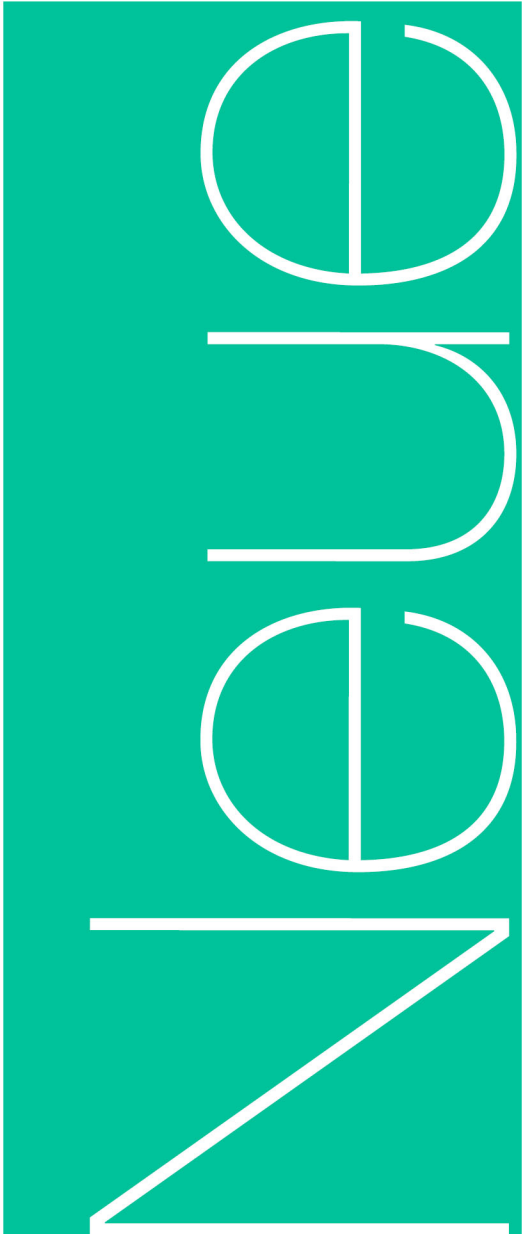


Some of the font's main characteristics are: tall x-height, making it easier to read in smaller sizes; narrow "t" and "f"; concave curved stem for "7"; bracketed top flag for "1". It also has an oblique style and a two-storied "a", which are typical features for a neo-grotesque font.

Neue Helvetica Std 25 Ultra Light is a sans-serif font that has a numerical design classification scheme, increased spacing in the digits and heavier punctuation mark, which improves the legibility. It is a part of the Helvetica typeface, which was designed by Max Miedinger and is one of the most popular typefaces in the World. D. Stempel AG redesigned and digitized "Helvetica" typeface into "Neue Helvetica" for Linotype and made it a self-contained font family with 59 different font weights. It is available as both web and desktop font.



ULTRA
LIGHT

The numbers refer to the weight of each font and comes from Adrian Frutiger's Univers family numbering system. The first digit stands for the thickness of the stroke and the second one is for the width and orientation of the font. Neue Helvetica 55 Roman is at the heart of the numbering system, thus Neue Helvetica Std 25 Ultra Light has the same width and orientation but with significantly much lighter stroke.