

The digital revival of the Neue Haas Grotesk™ typeface restores the essence and nuance of the original, iconic 1950s family.

# neue haas grotesk

TEXT

a	a	a	a	a	a
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DISPLAY

a	a	a	a	a	a	a	a
a	a	a	a	a	a	a	a

**handset metal composition**

BACK TO ITS ROOTS

**warmth and verve**

*a mainstay of typographic communication*

*from an elegant thin to a*

**COMMANDING BLACK**

# Neue Haas Grotesk Text

55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz

56 ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz*

65 MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz**

66 MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz***

75 BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz**

76 BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz***

# Neue Haas Grotesk Display

15 ULTRA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz

16 ULTRA THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz*

25 THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz

26 THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz*

35 EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz

36 EXTRA LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz*

45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz

46 LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz*

55 ROMAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz**

56 ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz***

# Neue Haas Grotesk Display

65 MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz**

66 MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz***

75 BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz**

76 BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz***

95 BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz**

96 BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz***



# Neue Haas Grotesk Text

8/10 55 ROMAN

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble and just as

8/10 56 ITALIC

*Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of gold, wrought in crystal-clear glass, thin as a bubble and just as transparent. Pour*

8/10 65 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and

8/10 66 MEDIUM ITALIC

*Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and just as*

8/10 75 BOLD

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a**

8/10 76 BOLD ITALIC

***Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have goblets before you. One is of solid gold, wrought in exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour***

10/12 55 ROMAN

Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink

10/12 56 ITALIC

*Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink*

10/12 65 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep crimson in color. You have two goblets before you. One is of solid gold, wrought in exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your

10/12 66 MEDIUM ITALIC

*Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink*

10/12 75 BOLD

**Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour**

10/12 76 BOLD ITALIC

***Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour***

# Neue Haas Grotesk Text

12/14 55 ROMAN

Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in color. You have two goblets before you. One is of solid go

12/14 56 ITALIC

*Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of*

12/14 65 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your own vintage for this imaginary demonstration so that it be a deep shimmering crimson in color. You have two goblets before you. One

12/14 66 MEDIUM ITALIC

*Imagine that you have before you a flagon of wine. You may choose your own vintage for this demonstration so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gol*

12/14 75 BOLD

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a deep shimmering crimson in color. You have two goblets be before you**

12/14 76 BOLD ITALIC

***Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in color. You have two goblets be before you. One is of solid gol***

18/20 55 ROMAN

Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a deep shimmering crim

18/20 56 ITALIC

*Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this imaginary demonstration, so that it be a deep shimmering*

18/20 65 MEDIUM

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a deep shimmering**

18/20 66 MEDIUM ITALIC

***Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in***

18/20 75 BOLD

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in**

18/20 76 BOLD ITALIC

***Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in***

## Neue Haas Grotesk Display

18/20 15 ULTRA THIN & 16 ULTRA THIN ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this *imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before*

18/20 25 THIN & 26 THIN ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this *imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before*

18/20 35 EXTRA LIGHT & 36 EXTRA LIGHT ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this *imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before*

18/20 45 LIGHT & 46 LIGHT ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this *imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before*

18/20 55 ROMAN & 56 ITALIC

Imagine that you have before you a flagon of wine. You may choose your favorite vintage for *this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two*

18/20 65 MEDIUM & 66 MEDIUM ITALIC

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in color. You have two goblets be**

18/20 75 BOLD & 76 BOLD ITALIC

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in color. You have two goblets be**

18/20 95 BLACK & 96 BLACK ITALIC

**Imagine that you have before you a flagon of wine. You may choose your favorite vintage for this demonstration, so that it be a shimmering crimson in color. You have two goblets be**

## Neue Haas Grotesk Display

24 POINT

Imagine that you have before you a flagon of wine. You  
*Imagine that you have before you a flagon of wine. You*  
Imagine that you have before you a flagon of wine. You  
*Imagine that you have before you a flagon of wine. You*  
Imagine that you have before you a flagon of wine. You  
*Imagine that you have before you a flagon of wine. You*  
Imagine that you have before you a flagon of wine. Yo  
*Imagine that you have before you a flagon of wine. You*  
Imagine that you have before you a flagon of wine.  
*Imagine that you have before you a flagon of wine.*  
**Imagine that you have before you a flagon of wi**  
***Imagine that you have before you a flagon of wine***  
**Imagine that you have before you a flagon of wi**  
***Imagine that you have before you a flagon of wi***  
**Imagine that you have before you a flagon of w**  
***Imagine that you have before you a flagon of wi***

## Neue Haas Grotesk Display

30 POINT

Imagine that you have before you a flagon of  
*Imagine that you have before you a flagon of*  
Imagine that you have before you a flagon of  
*Imagine that you have before you a flagon of*  
Imagine that you have before you a flagon of  
*Imagine that you have before you a flagon of*  
Imagine that you have before you a flagon  
*Imagine that you have before you a flagon o*  
Imagine that you have before you a flago  
*Imagine that you have before you a flagon*  
**Imagine that you have before you a flag**  
***Imagine that you have before you a flag***  
**Imagine that you have before you a fla**  
***Imagine that you have before you a fla***  
**Imagine that you have before you a fl**  
***Imagine that you have before you a fl***