



HELVETICA *MOD*

A TYPE STUDY



ULTRA LIGHT CONDENSED, *LIGHT EXTENDED OBLIQUE*





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Mods were
obsessed
with clothes



UADROPHENIA **UADROPHENIA** QUADROPHENIA



EXTRA BLACK CONDENSED, HEAVY, ULTRA LIGHT CONDENSED, CONDENSED





The logo of the mod movement was a stylized target. A prime example of this is the logo of British fashion designer Ben Sherman, whose clothes were and continue to be associated with the movement.

Mod





They would typically choose scooters as their mode of transportation, either the

Lambretta^{or the} Vespa

These were sometimes adorned with many lights and mirrors and were intended to gain attention.



ULTRA LIGHT CONDENSED, **CONDENSED**, ULTRA LIGHT ITALIC





The *Vespa* is a line of motor scooters that was first manufactured in Genoa, Italy in 1946 by Piaggio & Co, S.p.A. *Piaggio* continues to manufacture the *Vespa* today, although the *Vespa* was a much more prevalent vehicle in the 1950s and 60s when it became the adopted vehicle of choice for the UK youth-culture known as **Mods**, and later Skinheads. The classic Vespas had uni-body chassis pressed from sheets of steel, with **bodywork** covering the legs for protection from rain and mud. The **engine** was covered completely by a **steel** cowling to appeal to a broader market of people, often turned off by the dirty/greasy stereotype often applied to motorcycles.

P i a g g i o r e v o l u t i o n i z e d

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ULTRA LIGHT, THIN CONDENSED OBLIQUE, LIGHT
EXTENDED, **HEAVY, BOLD**
ITALIC, BLACK EXTENDED





LAMBRETTA
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LAMBRETTA

HEAVY EXTENDED, THIN, **BLACK**, ULTRA LIGHT CONDENSED, LIGHT



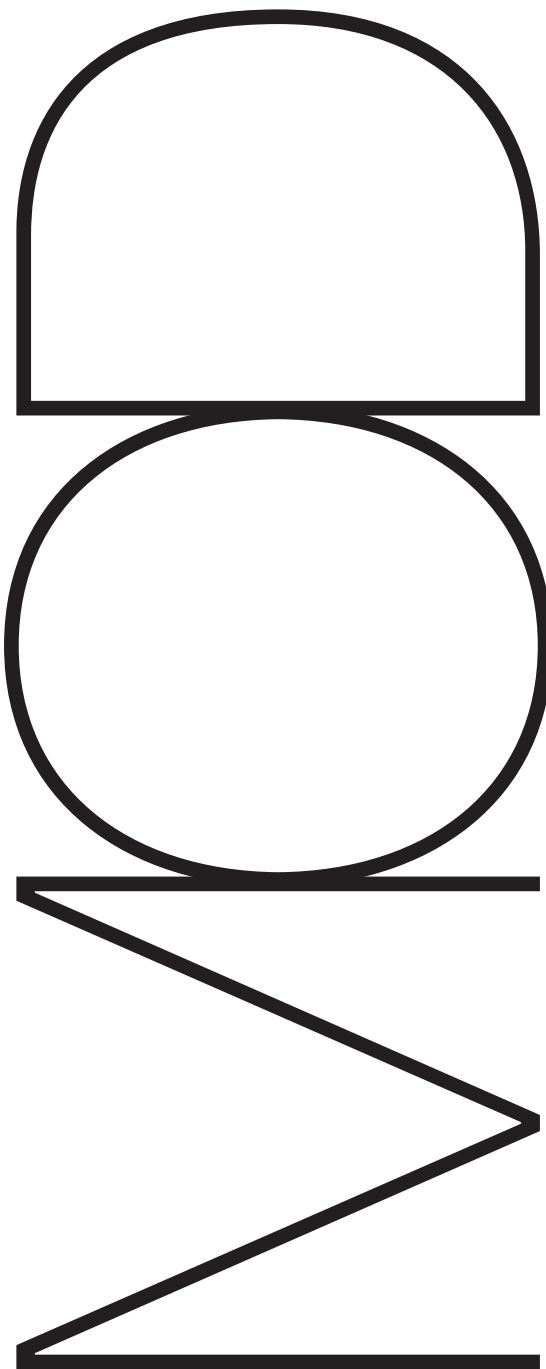


“Mod is clean living under difficult circumstances” - *Peter Meaden*



ULTRA LIGHT EXTENDED, THIN CONDENSED OBLIQUE





ULTRA LIGHT





The
Lambretta had unibody
chassis pressed from sheets of steel, the
early versions being available in 'closed' (fully cov-
ered mechanicals) and thus look-
ing like an unusual machine. The much greater
success of the 'open' version offered protec-
tion from the weather. The Lambretta had uni-
body chassis pressed from sheets of steel, the
'closed' (fully covered mechanicals) version
an unusual machine. The Lambretta was
confirmed as being available in 'closed' (fully
covered mechanicals) and thus looking like an
unusual machine. The Lambretta was confirmed
as being available in 'closed' (fully covered
mechanicals) and thus looking like an unusual
motorcycle version, but the much greater
success of the 'closed' version

EXTRA BLACK CONDENSED





has brought in an influx of both new younger converts
as well as returning original middle aged riders. Internationally,
industry who have started to make Retro or Cafe Racer bikes for
individuals to buy - especially in Japan where the market
leaders have their factories - thereby ensured that as a
motorcycling tradition, Rocker Movement was not going to die. It
might just have to suffer being re-marketed as a Paul "Mod"
Smith designed handbag by Triumph motorcycles instead.

Rising out of a largely underground scene, the Rocker
revival scene gathers worldwide media attention which
as well as returning original middle aged riders, internationally.
Finally, it has also gained the acceptance of the motorcycling
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THIN, ULTRA LIGHT



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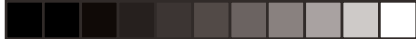




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ENTIRE HELMETICA NEUE FONT





ROCKER
ROCKER



EXTRA BLACK CONDENSED





DESIGNED BY
RYAN ARTELL

FOREVER MOD AT HEART

LIGHT CONDENSED, ULTRA LIGHT EXTENDED **BLACK CONDENSED**

