

cootyle

Casey D.  
Joellen A.

Casey D.  
Joellen A.

## How it came to be

The Swiss or International Style emerged in the 1950s in Switzerland as a response to the chaotic and asymmetric layouts of the time. It sought to create a universal graphic expression through simplicity and readability. The style was heavily influenced by the modernist ideals of functionalism and was driven by a desire to convey information with clarity and in the most aesthetically neutral manner. It emphasized cleanliness, readability, and objectivity, heavily relying on grid systems for layout and aligning elements to achieve a sense of organized information.

## Key influences

This style was shaped by modernist ideals and Bauhaus principles of functionality and geometric shapes. Influences from Russian Constructivism and De Stijl, which emphasized abstract compositions and a minimalist color palette, also contributed. This style is known for its precision, grid-based layouts, and use of sans-serif typography.

# Helvetica

Developed in 1957 by Max Miedinger with Eduard Hoffmann, Helvetica is perhaps the most quintessential Swiss font, known for its clean, modern lines and excellent readability.

# Akzidenz-Grotesk

Predating Helvetica, this font influenced the later designs of many Swiss Style typographers with its objective and clear appearance

# Univers

Designed by Adrian Frutiger in 1957, Univers is celebrated for its comprehensive family of weights and widths, making it extremely versatile for design

# designers

# Adrian Frutiger

A renowned Swiss typeface designer known for creating Univers and Frutiger, among others. His typefaces are celebrated for their clarity and versatility, significantly impacting global typography and signage design.

# Armin Hofmann

A key figure in the Swiss Style, is famed for his graphic simplicity and influential teaching at the Basel School of Design. His work, particularly in posters, is noted for its stark contrasts and rigorous composition.

## Rosemary Tissi

*Recognized for her contribution to Swiss graphic design, blending precise typography with dynamic, grid-based layouts. Her innovative use of form and color showcases a modern extension of classic Swiss design principles.*

# oauhaus

## Grids + Asymmetry

*The teaching of grid systems at the Bauhaus, aimed at creating structured and balanced designs, was integral to the Swiss Style. This approach allowed for precise alignments and rational layouts, which are hallmarks of the*

## Typography & Color

*Bauhaus's influence is also evident in the Swiss Style's typography and restrained color palette. The focus on sans-serif fonts and limited colors promotes legibility & simplicity, key aspects of both design philosophies.*

## Functionality & Minimalism

*The Bauhaus emphasized practical, usable art that integrates form and function. This principle profoundly influenced the Swiss Style, which prioritizes functionality and minimalism in graphic design, focusing on the essentials of communication.*