

Swiss Style

Art & Design

The International Typographic Style: grid, sans-serif, objectivity.

A Swiss and German school of graphic design from about 1950, built on the modular grid, asymmetric layout, flush-left sans-serif type, and photography in place of illustration.

FROM
about 1950

TYPE
Helvetica, Univers, 1957

- Müller-Brockmann, Ruder, Hofmann, Gerstner, Vivarelli.
- The Basel and Zurich schools, from about 1950.
- Grid Systems in Graphic Design, 1981.
- Helvetica and Univers were both released in 1957.
- Objectivity claimed as a design value.
- Became the corporate identity language of the 1960s.

LOOK FOR IT

Ruder taught that a grid exists to be filled with judgement, not to fill itself.

The claim of neutrality does not survive scrutiny. A grid encodes a hierarchy, and a hierarchy is a set of choices.