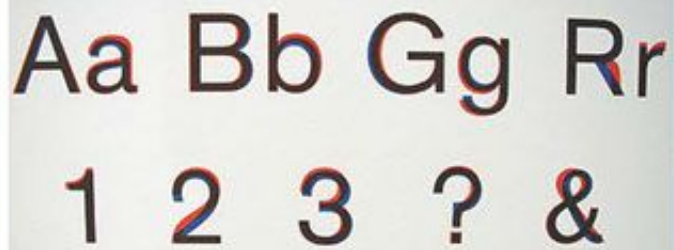

2

grid

The Swiss style of graphic designers strive to create clean uniform design elements while at the same time paying close attention to geometric shapes. The use of a grid is the prominent structure that makes the Swiss style so impactful ending, up in well structured and balanced designs. The most common grid utilized is the 5 column grid. Some attributes of the Swiss graphic design style include a keen attention to details, precision, craftsmanship, technical training /education, quality printing, and inventive typography.

The style focuses mainly on typography and the layout of content rather than texture and illustration. The contrast between font size is also a key element in the Swiss style of design due to its ability to create a visual impact on the hierarchy of the information.

There are two main sans-serif typefaces that are used in the Swiss style which are Akzidenz-Grotesk and Helvetica. Traditionally, the Swiss style is known for setting the tone with type in a lowercase setting but on occasion you will see capital letters being used by certain artist. The oversized words act as the entry point to the hierarchy of the content. This can also be defined as the interface of the content.



Aa Bb Gg Rr
1 2 3 ? &

Helvetica 1957
Akzidenz Grotesk 1896

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