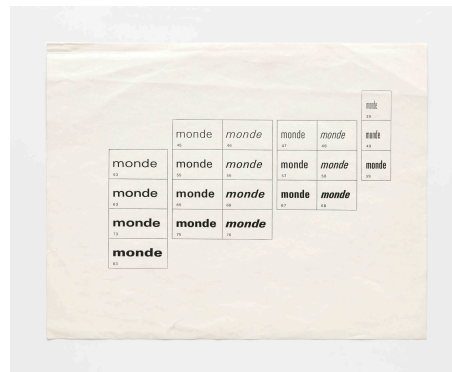


1



2

- 1 Schema Schriftfamilie, Monde (später in Univers umbenannt), um 1955, Gestaltung: Adrian Frutiger, Auftrag: Deberny et Peignot, Paris, FR, Donation: Schweizerische Stiftung Schrift und Typographie, Bern, CH. Abbildung: Museum für Gestaltung Zürich / ZHdK.
- 2 Schema Schriftfamilie, Monde (später in Univers umbenannt), 1957, Gestaltung: Adrian Frutiger, Auftrag: Deberny et Peignot, Paris, FR, Donation: Schweizerische Stiftung Schrift und Typographie, Bern, CH. Abbildung: Museum für Gestaltung Zürich / ZHdK.

The famous and frequently illustrated drawing was created in 1950–51. This school assignment by Adrian Frutiger (1928–2015) is the foundation for the groundbreaking Univers typeface he would later develop. The idea of a formally aligned family of fonts can already be discerned in this early draft.

Univers was in many respects seminal for the sans-serif fonts of the mid-twentieth century. It was the first typeface to be conceived from the outset in twenty-one coordinated styles. Up until then, typefaces had usually been produced in only one style, because the production of lead type involved processes that were both complex and costly. Depending on their success, a bold and/or italic style was created, and further styles were added if required. These additions did not necessarily have to be created by the same designer, which increased the risk of formal differences. The closed curves that end either horizontally or vertically but never diagonally are new in Univers and would be typical of the sans-serif typefaces of the twenty-first century. This also goes for the straight axis of the font, where the broadest and narrowest parts lay either

horizontally or vertically on top of each other. Frutiger avoided the issue of having to name the many styles by numbering them. This also was an advantage when selling the font on the international market. In order to depict the twenty-one styles clearly, Frutiger created a matrix. This is how he invented the widely known Univers Scheme, which was the foundation for many further typefaces, as well as the model for the numbering system used by Linotype. In 1962, Bruno Pfäffli created a kind of logo for the Univers typeface by reducing the Univers Scheme to the letter *u*. (Heidrun Osterer)

Studienarbeit (Vorprojekt der Univers), Groteskentwurf in drei Fetten, 1950 – 1951
Schriftentwurf: Adrian Frutiger
Mentorat: Walter Käch, Kunstgewerbeschule Zürich, CH
Material/Technik: Karton, Tintenzeichnung / Schriftfamilie: Ursprüngliche Grotesk
28.9 x 34 cm
Donation: Schweizerische Stiftung Schrift und Typographie, Bern, CH
Eigentum: Museum für Gestaltung Zürich / ZHdK

<https://www.eguide.ch/en/objekt/univers/>