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Building Information on a Grid: The Swiss Style (International Typographic Style)

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Think of subway route maps, airline logos, and airport signs, and you will notice something they share. Plain, unadorned letters sit neatly aligned to the left on a grid, and you can read them at a glance even from far away. If you trace the roots of such clean, orderly layouts, you arrive at a style refined by Swiss graphic designers in the 1950s. That style is the ‘Swiss Style (International Typographic Style).’ Put simply, the Swiss Style means ‘a graphic design style that arranges sans-serif type and photographs asymmetrically on an invisible grid, aiming to convey information objectively