

Univers is a groundbreaking typeface designed by Swiss typographer Adrian Frutiger, one of the most influential type designers of the 20th century. Frutiger is most known for creating Univers and other iconic typefaces like Frutiger and Avenir. He devoted his life to the art of type design, commonly thinking of himself as an architect for graphic designers. He studied at Kunstgewerbeschule, an art university in Zurich, followed by an apprenticeship in Interlaken, and later worked as artistic director at Deberny & Peignot, where he eventually developed Univers.

Univers remains to be one of the most enduring typefaces of the 20th century. It originated while Frutiger was continuing his education under the guidance of Walter Kach in 1949. It wasn't released until 1957 by Deberny and Peignot, where Frutiger was working as an artistic director at the time. Frutiger was the first craftsman to create a numerical classification scale for typefaces, Frutiger called the scale the Frutiger Numbering System. The scale relates numbers to boldness, lightness, contentedness and how expanded the type is. The normal default Univers is number 55, where the characters are perfectly proportioned

Univers was inspired by Roman typefaces but reinterpreted through Grotesque style, emphasizing clarity and neutrality. The typeface was designed for mass culture and became very popular across all Swiss design. It can be found on Swiss signage, brands and is used within the Swiss post office. The typeface has also been used on prints of the periodic table, the CATIPILLAR logo, branding for the 1972 Summer Olympics, in FedEx and Ebay logos. Univers has quickly become a favorite for branding, signage, and editorial design because it offers consistent proportions and its clean, functional aesthetic.

Univers has distinctive features, like the straight tail on the lowercase "y" and the angled top on the "t," which reflects a careful balance of functionality and elegance. Univers avoids eccentricities and perfectly blends thick and thin strokes. Frutiger's design philosophy of simplicity, correctness, and visual harmony continues to influence graphic design today.

1957

Univers

1 2 3 4 5 6 7 8 9 0

Aa Gg Tt Yy

Aa Gg Tt Yy

