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Swiss industry, particularly pharmaceuticals and mechanical engineering, were matched by those of the country's graphic designers, who produced their advertising and technical literature.

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The Origins of Swiss Design Swiss Design got its start in post World War II Switzerland, though historians prefer the name International Style of Design. It was hardly limited to Switzerland and even found some of it's greatest success in the development of logos and visual

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branding for U.S. corporations.

Swiss Design: The Guiding Principles That Influence Flat ...

Originating in Russia, Germany and The Netherlands in the 1920s, Modernist graphic design and typography found a firm foothold in Switzerland. By the 1950s Switzerland had developed a

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uniquely clear graphic language, evident not just in posters but in pharmaceutical labelling, tourist brochures, train tickets, timetables, passports and bank notes.

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Swiss Design Often referred to as the International Typographic Style or the

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International Style, the style of design that originated in Switzerland in the 1940s and 50s was the basis of much of the development of graphic design during the mid 20th century.

Swiss Design : Design Is History - Design history

During the 1950s a design movement

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emerged from Switzerland and Germany that designers call Swiss Design, and historians call the International Typographic Style. Its objective of clarity won converts throughout the world. The Swiss style was a major force in graphic design in the 50s through the 80s. It still holds much power today, especially...

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Swiss | Graphic Design History

The International Typographic Style, also known as the Swiss Style, is a graphic design style that emerged in Russia, the Netherlands, and Germany in the 1920s and was further developed by designers in Switzerland during the 1950s. The International Typographic Style has had profound influence on graphic design as

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a part of the modernist movement,
impacting many design-related fields
including ...

International Typographic Style - Wikipedia

In a nutshell, Swiss Design was a
movement that took hold in the 1950s in
two Swiss art schools, the

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kunstgewerbeschule in Zurich, led by Josef Müller-Brockmann, and the Allgemeine Gewerbeschule in Basel, led by Armin Hofmann. Both of these instructors had studied with the great Ernst Keller in Zurich before World War II.

What Exactly Is Swiss Design,

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Anyway?

Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965 Intentionally displaying a sub-Swiss style, all the type is in variations of Univers. The book was initiated by the design writer Rick Poynor, to be part of a series on the history of graphic design in various countries.

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Swiss Graphic Design | Yale University Press

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The book suggestion of this week is

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about the "Swiss Style", the book is titled Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 and it's an incredible source of references and inspiration about this movement that was extremely important in the history of modernism and it's been one still, extremely important and used for designers for web and mobile.

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If you're a designer in the 21st century, chances are you've studied the International Typographic Style (more commonly known as 'Swiss Style'). Let's take a moment to honor some of modern design's most influential

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principles, typefaces and artists who
started this central-European trend.

**Swiss Style: The Principles, the
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Richard Hollis. (Yale University Press,
2006. 260 pp.). The book Swiss Graphic

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Design written by Richard Hollis is about the growth and expansion of Swiss design, not only across Europe, but internationally. In Hollis' book, he aims to inform the reader about "...those who formed the style, the ideas that influenced them and the successive generations who were attracted to a radical progressive movement ...

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