UNIVERS TYPEFACE

This typeface was invented by a Swiss typography designer Adrian Frutiger in 1957. Univers is one of the neo- grotesque typefaces (without detail on the end of the strokes of letters or symbols) released in 1957 so that also includes Folio and Helvetica. These typefaces have the character trait of being simple in structure so they are easily legible.

But unlike the Helvetica, which is always compared to the Univers, the typeface has the advantage of having a variety of weights which gives it homogenity and steadiness making it a suitable typeface for almost any typographical need.

Univers is known as "The Super Curve" for its having more personality, warmth and elegancy compared to the Helvetica which is more cleaned out for modern consumption as letters are more unified in shape and width. Univers adjusts widths, curves and strokes making it soft , simple yet still modern.

Adrian Frutiger suggested adapting to an existing alphabet instead of developing a new font that would be suitable for the typesetting of longer texts. He used his old sketches from School of Applied Arts to create the typeface which was later produced by Mergenthaler Linotype Company. Altogether, there are 63 fonts including linotype univers and in basic commercial, 252. So apart from the Univers, he created other typefaces like President, Avenir, Phoebus, Ondine, Merdien, Egytienne, OCR.B, OCR.A, Serifa, Iridium, and many more. But all these faces did not get much popularity like the Univers.Infact it is hard to find any of the other faces on the system fonts.

However, Frutiger designed his own classification system, to eliminate naming, first he used it with the Univers but later adapted it to his other typefaces. It was used to describe the weight, width and position of the fonts but is very confusing and rather enjoy the type itself than the technical aspect.

Frutiger's univers enjoyed a lot of success in the 60's and 70's with,Royal Air Force, Swiss air, Deutsche Bank

Also previously used on the keycaps of Apple Keyboards.

Frutiger's typefaces for Windows and Mac OS can be purchased for €1.545,81 for the whole package of 252 fonts or smaller deals can be acquired too on linotype.com.

Adrian Frutiger's recently achieved an award in 2006 at the SOTA Typography awards presented annually since 2003 for his Univers. His recent works also include the Japanese technic of wood curving where he did works with the theme of the Creation story from Genesis in the Bible.

He also has a couple of books which have been published the last couple of years:

Type, Sign, Symbol (1980)
Signs and Symbols: Their Design and Meaning (1989)
The International Type Book (1990)
Geometry of Feelings (1998)
The Development of Western Type Carved in Wood Plates (1999)
Forms and Counterforms (1999)
Life Cycle (1999)
The Univers (1999)
Symbols and Signs: Explorations (1999)

For more information about him and the Univers and other typefaces he designed, there are a few good sources: linotype.com, typophile.com and wikipedia.org (though people really bash the site, i compared with other sources and the information given was accurate).

- hello
- my name is sandra nanteza, am from amsterdam and in rietveld art academy. I am doing a research on the **univers** typeface and I was wondering if there is some good info you could send me or some packages about the typeface or adrian frutiger.
I am making a presentation on this subject and i want to get the best of info you can contact me on this email address incase of anything, thank you

<div align="right">sandra nanteza</div>

Dear Ms. Nanteza,

thank you for your request to Linotype.

Unfortunately, we do not have special boschures of the Univers on offer. But please have a look under following links:

http://www.linotype.com/en/720/adrianfrutiger.html

http://www.linotype.com/1560/univers-family.html

I hope this helps. For further information, please do not hesitate to contact us again.

Best regards,
Nadja Beedle

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