



c. 1960

Book Description

18–11. Bruno Pläffli of Atelier Frutiger, composition with the letter u, c. 1960. All twenty-one variations of Univers can be used together to achieve dynamic contrasts of weight, tone, width, and direction.

My Description

I chose this image because I like the design of it and how it shows the variety of different styles and way you can use the letter u. I also think its cool how they made movement using only the letter u and making it look really interesting.