

Grids and layout

Or: build your house on a strong foundation

Adrian Frutiger, 1928-2015



Adrian Frutiger, 1928-2015

Egyptienne (1956)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

Univers (1957)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

OCR-B (1968)

abcdefghijklmnopqrstuvwxyz
1234567890
The quick young fox jumped over

Frutiger (1976)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

Centennial (1986)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

Avenir (1988)

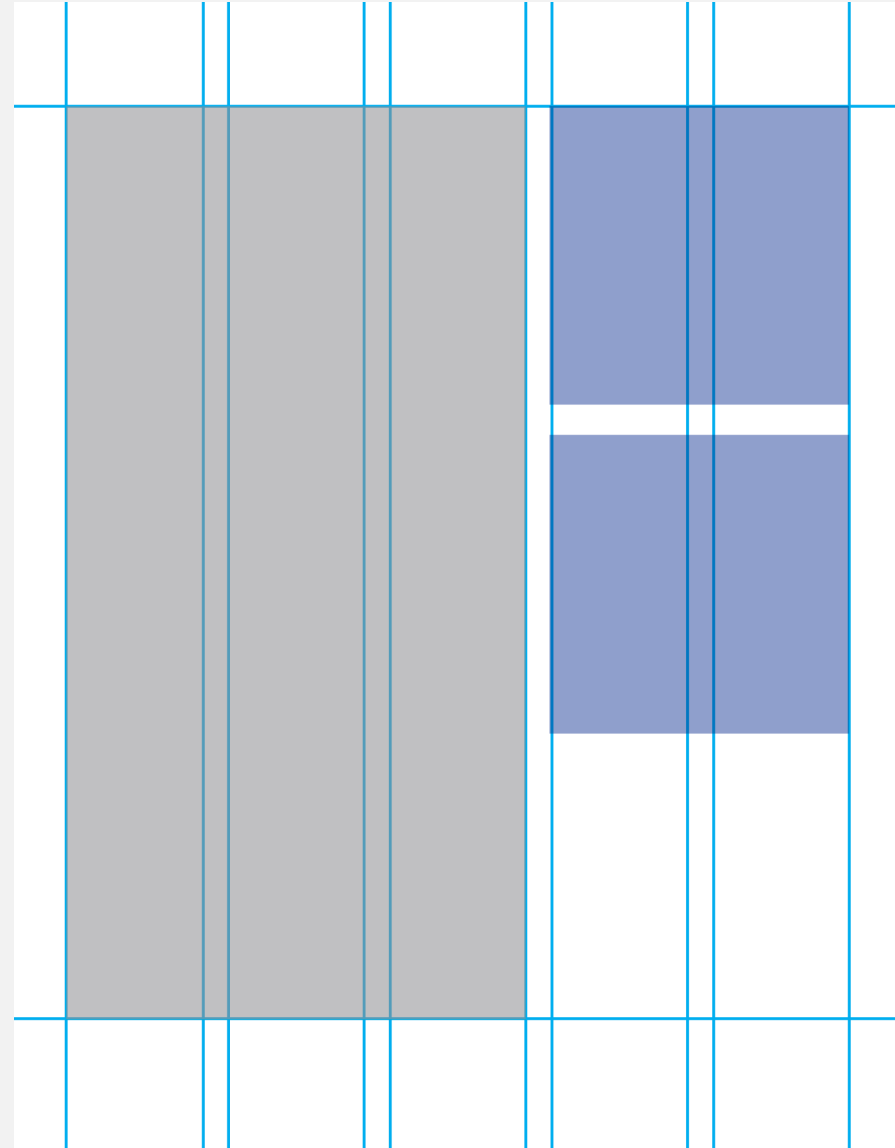
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

What are grids and why do I care?

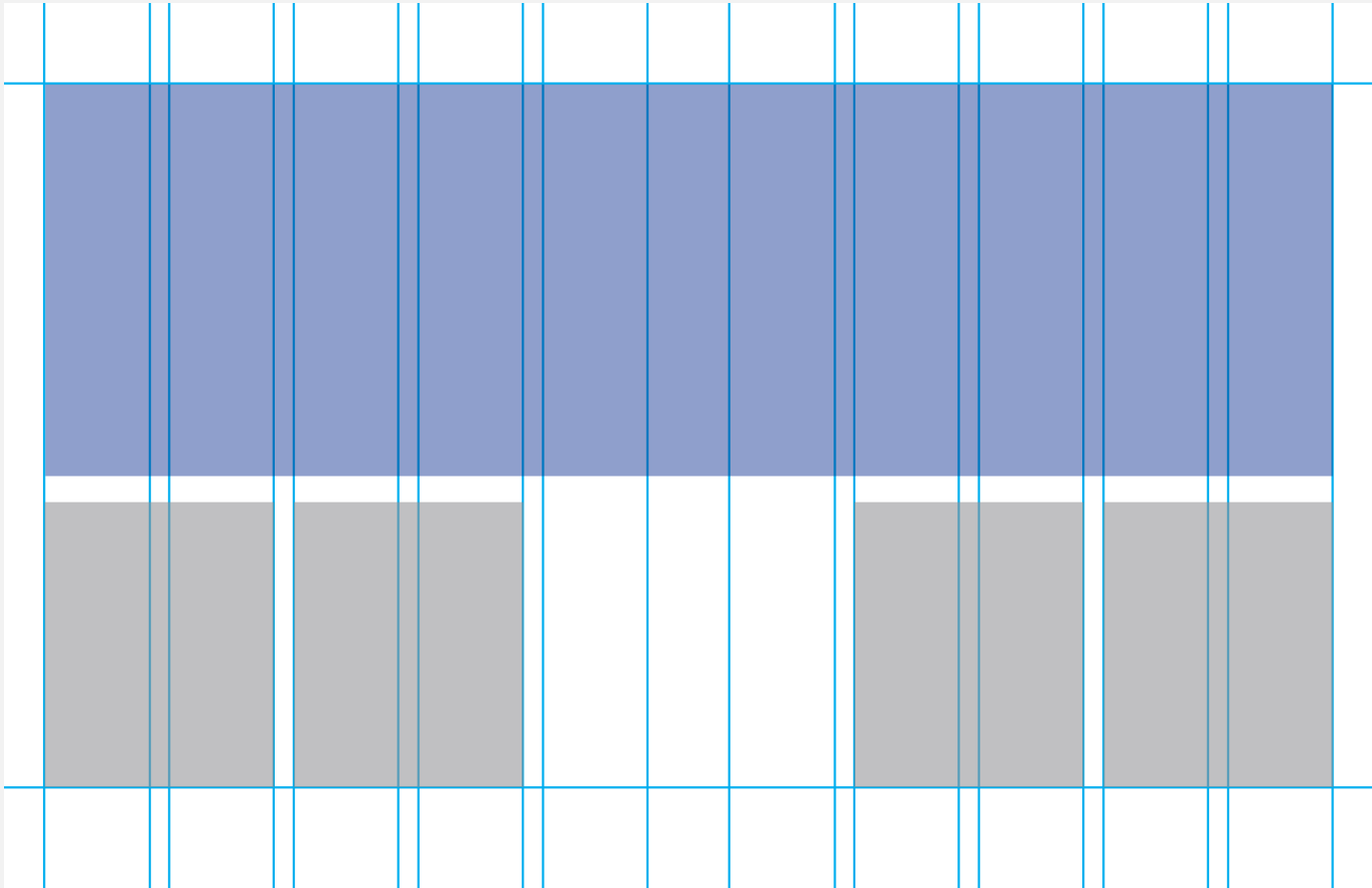
- Grids add consistency
- Grids add structure
- Grids add flexibility

- Grids offer you the ability to **BREAK THE GRID**

Wow, grids!



Think about spreads vs. pages

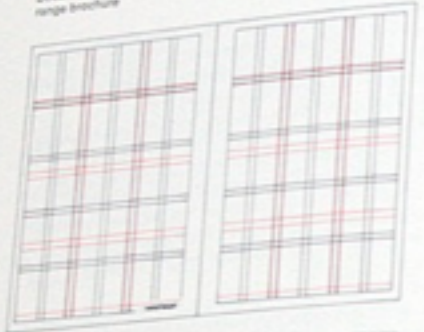


Let's look at InDesign

The Swiss grid

Das Raster-system in Erscheinungsbild

- 1 Grid for catalogues, brochures and leaflets
- 2 Double page out of a product range brochure



- 1 Raster für Kataloge, Prospekte und Einzelblätter
- 2 Doppelseite aus dem Produkte-Programm-Prospekt



Leading companies have defined their corporate image in terms of its formal and colour aspects and recorded them in a design manual to which the staff responsible for such matters must refer. Before a grid can be devised for a corporate image, all the firm's documents to which the design is going to apply must be made available.

In the conception of the design, thought must be given to uniformity of printed matter, forms, external notices, TV spots, exhibitions, etc. Particular importance also attaches to the selection of colour as a characteristic of the firm.

If the firm wishes to have a new device or a word trademark devised, the role of such a device in the light of the corporate image to be designed.

- 3/4 Front and back page of a brochure featuring a company's range of products
- 5/6 Inside and outside page of an accessories brochure



- 3/4 Vor- und Rückseite eines Produkte-Programms-Prospektes
- 5/6 Innen- und Außenseite des Zubehör-Prospektes



Bedeutende Firmen haben das Erscheinungsbild mit seinen formalen und farblichen Aspekten in Form eines Design-Manual festgelegt und als verbindliche Richtlinie für die dafür verantwortlichen Mitarbeiter bestimmt. Bevor der Raster für ein Erscheinungsbild konzipiert werden kann, müssen alle Unterlagen des Unternehmens, die gestaltet werden sollen, zur Verfügung stehen.

Wenn das Unternehmen ein neues Signal oder eine Wortmarke entwerfen haben möchte, muss das Signal oder die Wortmarke auch im Hinblick auf das zu konzipierende Erscheinungsbild

the grid system in corporate identity

Das Raster-system im Erscheinungsbild

- 7-14 Title pages of product brochures



The cover pages of all brochures are, like the inside pages, designed on the grid which has been laid down for all printed matter. The size and kind of typeface remain the same. For the cover of brochures devoted to the whole product range special photographic subject matter has been chosen which distinguishes them pictorially from the brochures for individual products. The products are presented along with their fields of application: one-family house, housing development, district, school, industry etc. The photos align with the illustrations on the inside pages and

the display faces with the titles on the following pages. Grid with 30 fields. Typeface: display sans serif. 4 colours. Format: A 4, 29.7 x 21 cm.

Die Umschlagseiten aller Prospekte sind, analog den Innenseiten, auf der Basis des für alle Drucksachen verbindlichen Rasters gestaltet. Schrifttype und Schriftgrößen bleiben sich gleich. Die Broschüren mit dem gesamten Produkte-Programm haben für den Umschlag eine spezielle Fotothematik, die sich einheitlich von der Bildkonzeption der Prospekte für die einzelnen Produktdarstellungen unterscheidet. Die Produkte sind mit ihren Anwendungsbereichen Einfamilienhaus, Siedlung, Quartier, Schule, Industrie usw. präsentiert.

Die Fotos alinieren mit den Abbildungen auf den Innenseiten, ebenso die Titelschriften mit den Titeln der folgenden Seiten. Raster mit 30 Feldern. Schrift: Akzidenz-Grotesk. 4farbig. Format: A 4, 29.7 x 21 cm.

What is the Swiss Grid?

- Rose to prominence after the Second World War
 - Uses a clear, concise grid structure
 - Sans-serif type used almost exclusively
 - Photography instead of illustration
 - Non-justified type
-
- Basically a response to the overblown, highly decorated advertising design of the day.

Modular grid systems

The U.S. Park Service



more comfortable than shorts. Your uniformed National Park Service tour leader, trained in cave guiding, will explain the origin of Wind Cave and compare it with other caverns. He will explain its wind, or "breathing," the properties and origin of limestone and calcite, and the crystal formations, chert layers, and fossils. The fee for each trip does not apply to adult-escorted children under 12 years of age, or to groups of elementary and high school students and accompanying adults responsible for their safety and conduct.



sea in the Mississippian period some 300 million years ago. Since deposition of this limestone, several periods of elevation and subsidence have occurred. During periods of submergence, the Pahasapa limestone was covered by other sediments, several hundred feet thick. The final uplift of the land here from beneath the sea began at the end of the Cretaceous period, some 60 million years ago. During this time, geologists believe, the formation of Wind Cave began. The limestone layer, subjected to uplift or warping, became fractured. Cracks close together served as the pattern for the characteristic "boxwork." The boxwork was formed when rainwater seeped down from the surface through decaying vegetation, absorbing carbon dioxide, which made the water acid and capable of dissolving limestone (calcium carbonate). This carbon-dioxide-bearing water took some of the limestone into solution; then, evaporation of the water caused the calcium carbonate to be deposited in the cracks and crevices below as calcite (the crystal form of calcium carbonate). Later the more soluble limestone, between the calcite plates, dissolved, leaving the formation of calcite "fins" we call boxwork. Besides the predominant boxwork formation, displays of unusual "frostwork" and "popcorn" are found. About 1¼ miles of the 4½ miles of explored passages are electrically lighted along trails that descend some 326 feet to the lowest point. But most of this honeycomb of underground chambers remains in primitive condition and much is unexplored.

extensive diary in which he named the rooms, interesting formations, and chief routes, estimated distances, and kept a record of explorations. A plaque now marks his grave near the cave entrance. In 1892, the elder McDonald, along with several others, including John and Charles Stabler, formed the "Wonderful Wind Cave Improvement Company" and took over the property. This company opened passages and built stairways. These were years of controversy, much of it in the courts, between the Stabler and McDonald families over ownership of the land. However, both families continued to operate the cave and guide visitors until administration of the area was assumed by the U.S. Department of the Interior. On January 9, 1903, President Theodore Roosevelt signed a bill establishing Wind Cave National Park.



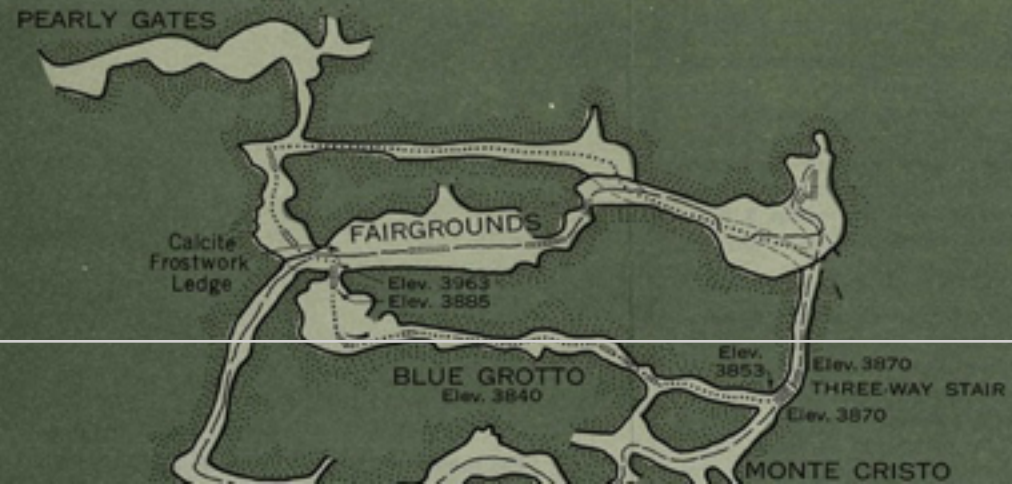
Camping. Please use the designated campground and keep it clean and sanitary. Place empty cans and garbage in containers provided for that purpose. *Cave trips.* You are not permitted to enter the cave unless conducted by a uniformed National Park Service representative.

YOU and the BISON It is reckless and dangerous to approach a bison on foot; it may turn impulsively and inflict serious injury. Do not feed, tease, frighten, or molest this animal in any way; such foolhardy acts are violations of park regulations. Stay on the road in your car to observe the bison.

Hunting is not allowed in this wildlife sanctuary. Firearms are permitted within the park only if they are packed to prevent their use. *Pets* must be physically restrained at all times. They are not allowed in the cave or public buildings within the park. *Traffic.* Drive carefully at all times to protect yourself, other visitors, and wildlife. Please obey the speed limits posted along park roads. Do not drive off established roads; doing so damages the grasslands.

UNDERGROUND CAVERNS • WIND CAVE

- Surface Features
- Upper level. Approximate limits of elevation, 4080 to 3930 feet.
- Intermediate level. Approximate limits of elevation, 3930 to 3880 feet.
- Lower level. Approximate limits of elevation, 3880 to 3840





One of the loveliest seasons is early summer when Lassen's remarkable wildflower show begins. Among the earliest are the beautiful crimson-colored snowplants. These are soon followed by paintbrush, monkeyflowers, lupines, penstemons, bleedinghearts, and many others—a continuous display from June until late September.

There are over 700 varieties of plants in the park. For plant identification we recommend the *Flowers of Lassen*, *Trees and Shrubs of Lassen*, and *A Flora of Lassen Volcanic National Park*. These and other sales publications are available at the Manzanita Lake Visitor Center and park headquarters. (A list may be obtained from the Loomis Museum Association, Lassen Volcanic National Park, Mineral, Calif. 96063.)

Please leave the plants undisturbed for others to enjoy. They are protected for all to see.



Wildlife. National Parks are sanctuaries for the animals inhabiting them; as a consequence, the animals' instinctive fear of man has lessened. In mountain meadows on summer evenings, the black-tailed deer may sometimes be approached quite closely. Ground squirrels and chipmunks are numerous and usually unafraid of people. The raucous Steller's jays and tiny mountain chickadees will clean up crumbs from your picnic table.

Remember, however, that the animals are still wild and must not be fed, petted, or molested. If annoyed, **deer may strike out with sharp front hooves and can inflict serious injury.** The friendly squirrels and chipmunks may bite if you try to feed them, which can result in infection. *Dangerous diseases are sometimes transmitted from these animals to humans.*

Animals you might see along the roadside are marmots, tree squirrels, coyotes, and martens—and porcupines occasionally at night. Pikas, or conies, can be heard or seen on rocky hillsides; beaver, and sometimes bear, are found in Warner Valley.

More than 150 species of birds have been found in the park. The variety of habitat offers nesting sites, food, and cover for many different groups. Mallards and coots raise their families on Manzanita Lake; several species of woodpeckers may be seen or heard busily searching for food; and both golden and bald eagles sometimes soar majestically overhead.

the country as a blacksmith, he acquired a large parcel of land near the present town of Vina, Calif. During the gold rush days he guided emigrants from the east across the mountains into the Sacramento Valley, using the peak as a landmark and his rancho as a hostel.

Lassen Peak and Cinder Cone were designated as National Monuments on May 6, 1907. Eruptions in 1914 and 1915 drew nationwide attention to the mountain and expedited the establishment of the National Park on August 9, 1916.

The Indian story and history of the park are presented in *Indians of Lassen*, *Lassen—His Life and Legacy*, and *A Pictorial History of Lassen Volcano*.

programs are held at Manzanita Lake, Summit Lake, and Butte Lake campgrounds; talks on Indian lore are given at the museum; and an illustrated program is shown every half hour at the visitor center. Schedules are posted and are available at the visitor center and at ranger stations.

Self-guiding trails are near Butte Lake, Bumpass Hell, Sulphur Works, Warner Valley, and the Manzanita Lake Visitor Center. Guide leaflets are available at the respective trails. Pushbutton audio stations are located at Chaos Jumbles, Devastated Area, and the Lassen Peak trail parking area, telling the story of these features.

Driving. Many of the important features of the park can be seen from the Park Road, which half encircles Lassen Peak. Numbered posts are keyed to brief descriptions in the Park Road Guide—for sale at entrance stations.

Be careful of the many sharp curves, and do not exceed speed limits (maximum 45 miles per hour). Watch for animals crossing the road, particularly at night. Help prevent fires—use your ashtray; deposit all trash in a litter-bag until you come to a trash barrel.

Camping and picnicking. Four campgrounds and five picnic sites are located along the Lassen Park Road. Others are at Butte Lake, Juniper Lake, Horseshoe Lake, and Warner Valley. The campgrounds at Manzanita Lake, Summit Lake, and Butte Lake have modern conveniences and spaces for trailers (no hookups for electricity, water, or sewage). Camping is available from mid-May to October—depending on the length of the winter season

volcanoes, and lava flows. Trails are well marked and easily followed. The booklet *Lassen Trails* and a copy of the topographic map of the park are helpful in deciding which trails to take in an allotted time. For your own safety and to help maintain the trails, please avoid taking shortcuts. No pets or vehicles, including bicycles, are allowed on the trails.

Fishing. Many of the lakes and streams in the park are stocked with rainbow, brook, and brown trout. You may fish anywhere except in Emerald Lake, Manzanita Creek, and within 150 feet of the inlet to Manzanita Lake. You'll need a California fishing license, obtainable at Manzanita Lake Lodge. Complete fishing regulations should be read before starting to fish.

Boating. Rowboats, canoes, and other craft may be used on any lake except Reflection, Emerald, Helen, and Boiling Springs. (Motorboats are prohibited on all lakes in the park.) Follow the safety rules of boating; large lakes can become quite rough in windy weather.

Firearms must be sealed, cased, broken down, or otherwise packed to prevent their use while in the park.

Pets are allowed in the park if they are kept under physical restraint at all times and do not create a nuisance.

As a reminder. So that others may enjoy what you have seen, do not break any formation or take any mineral or rock specimen; do not injure, molest, or disturb any animal or plant.



LASSEN VOLCANIC NATIONAL PARK



DISTANCES IN THE PARK

From southwest entrance	Feature	From northwest entrance
Miles		Miles
0.0	Southwest boundary. Raker Memorial Gateway.	29.7
.6	Southwest entrance station. Obtain auto permit and declare firearms on entering.	29.1
2.0	Sulphur Works. Thermal area, steam vents, mud pots, self-guiding trail.	27.7
4.0	Road winds about Diamond Peak. Fine vistas.	25.7
6.7	Emerald Lake. Rainbow trout can be seen from the shore. No fishing.	23.0
7.1	Bumpass Hell Self-guiding Trail. 1.3-mile walk to largest hot springs area in the park; 1 1/2- to 2 1/2-hour round trip; alpine flowers along trail.	22.6
7.2	Lake Helen. Named for Helen Beards, first white woman to climb Lassen Peak, 1864.	22.6
7.9	Lassen Peak Trail. A 2 1/2-mile trail to summit, elevation 10,457 feet. 3- to 5-hour round trip. Naturalists conducted hike in summer. Take your time hiking at this high elevation!	21.8



Massimo Vignelli

- Born in 1931
- Founded the US office of Unimark International
 - Ford Motor Company
 - New York Transit Authority
 - Knoll
 - Bloomingdale's





big
brown
bag

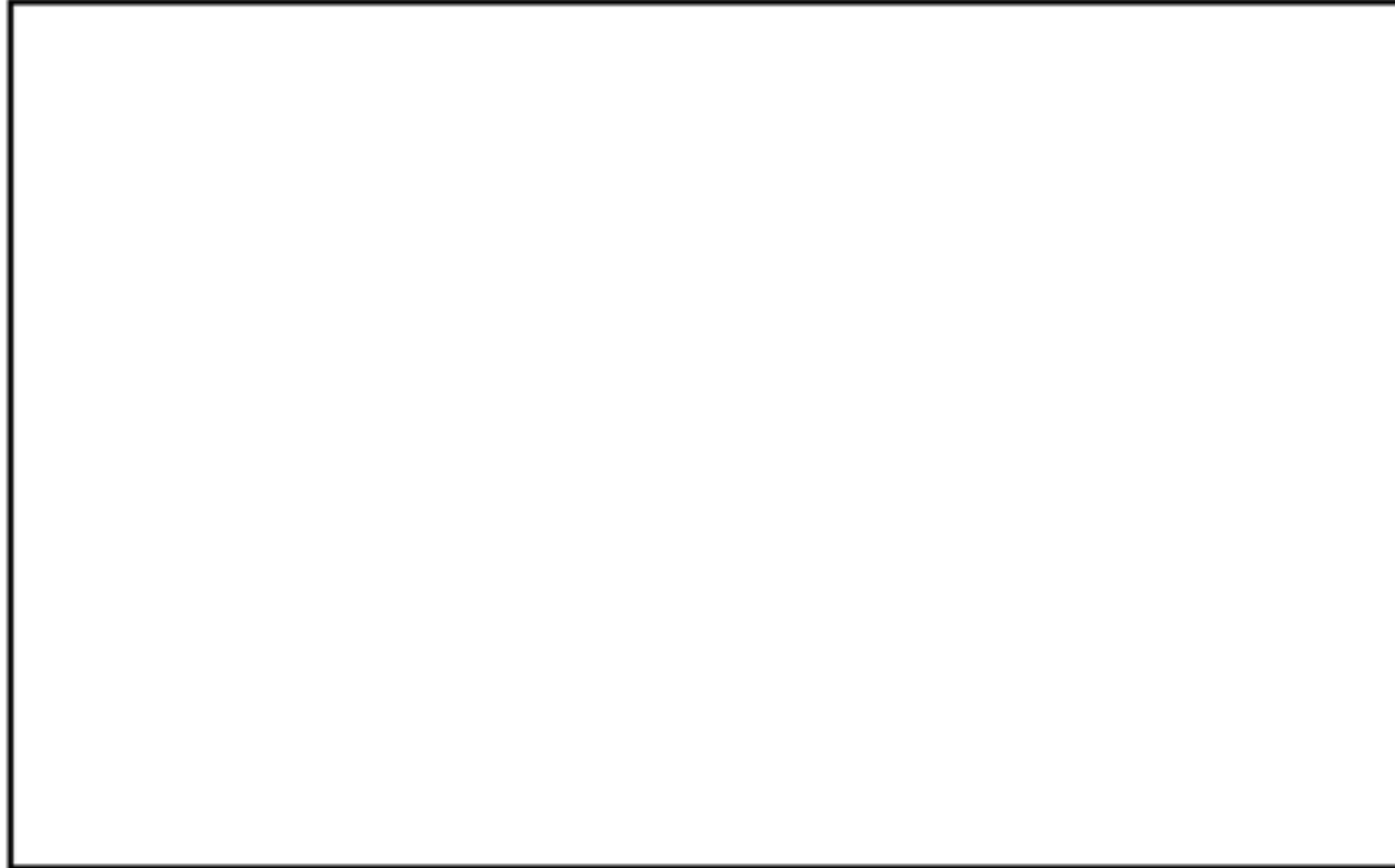


Manhattan

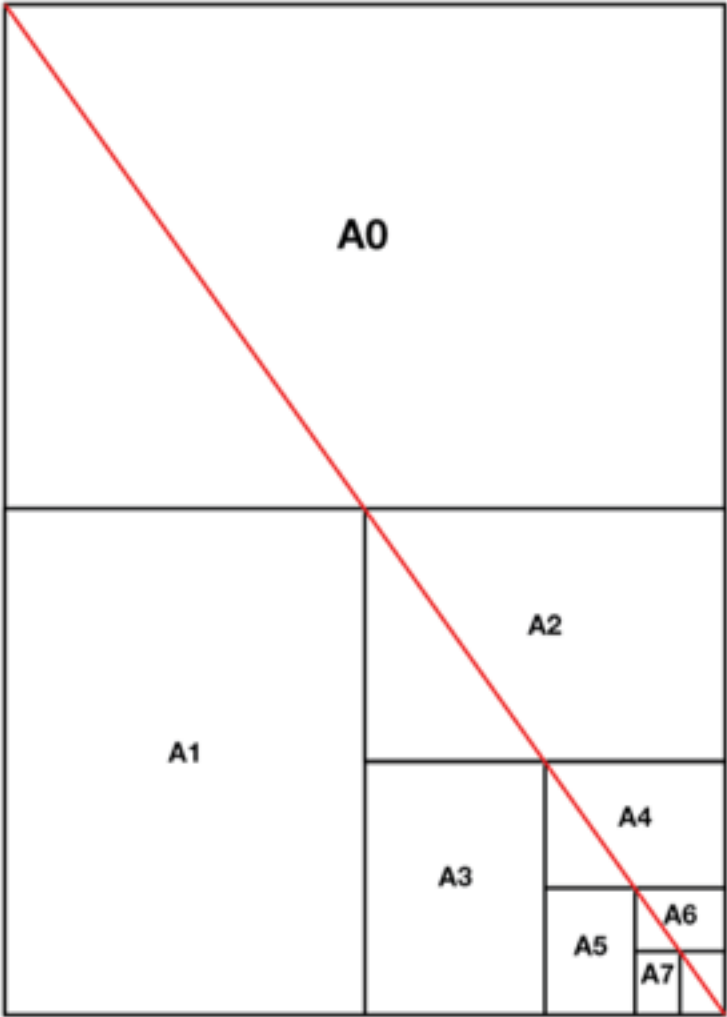
Queens

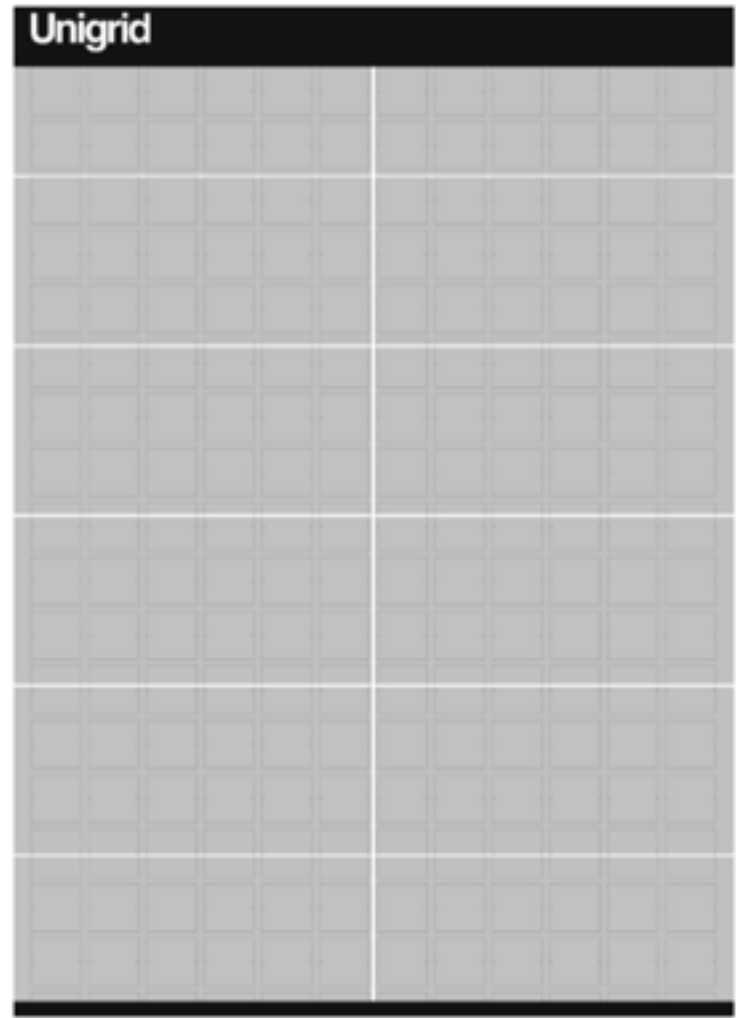
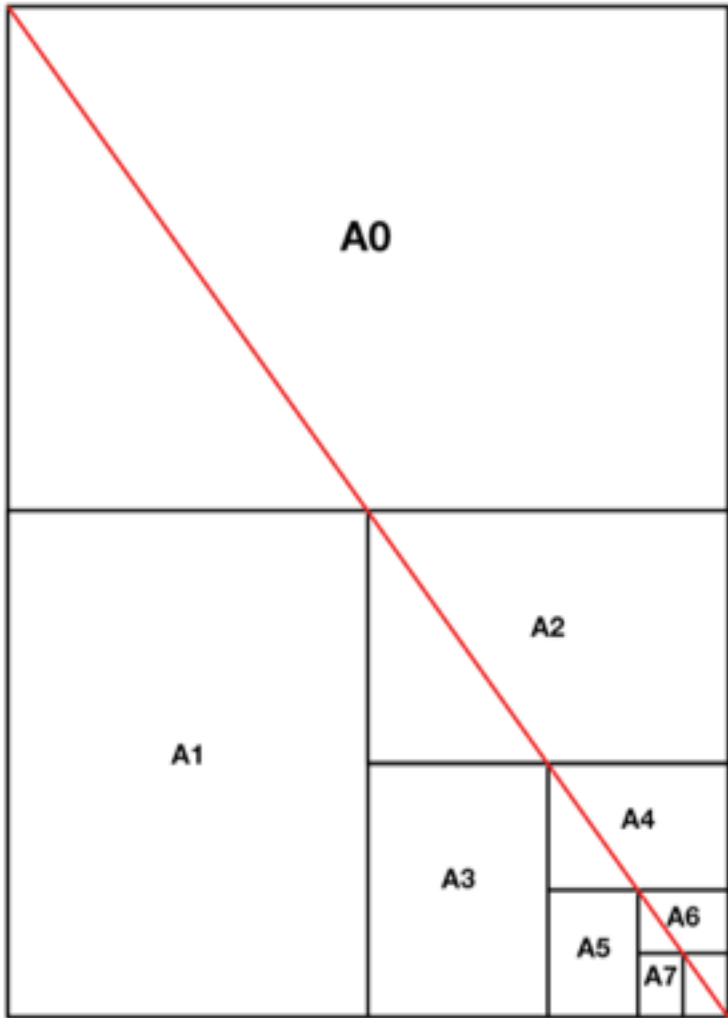
Jamaica Bay

The Golden Section



The A paper sizing standard







Site Bulletins

Unigrid

Moultrie

JNEM

Denali

Crater Lake

Crater Lake

North Cascades

Big Bend

Juan Rodriguez Cabrillo

Klondike Gold Rush

Philadelphia and the New Nation

Park Name

The National Capital

Birthplace of a Nation

Benjamin Franklin and His City

The World of

Birthplace of the Nation

The History

The Mountain

Get to St George
Utah about
7 there time
we lost 1 hour.
Went for swim - clean
Beautiful place. Ate
chili drank our 1/2
champagne - bed about
10:30

traveled
151.7

red rocks bluffs
looks like wiley
Cyote country
Went through 4 mile
pass that was incredible
from the Virgin river
which has the red brown
color of the rocks.

Aug 16 Sat. 37158.8
Day 15. 37022.1
136.7

Up at 5:30. left camp
at 7:10 for Zion Nat
too far to travel then
to Bryce.

Visitor center then through
Park - Red cliffs mile long
tunnel on way to Bryce at
10:00

Got to camp site about
1245. Beautiful pine
wood site called sunset.
Ate lunch set up tent
looked at lodge + sunrise
point. Went for 1/2 mile

like down the canyon
Navajo trail and up.
Ooww was lovely - up was
tough. Made pancake
Dinner about 6. Got
chillier bed at nine.
Kids in tent with lots
of warm clothes.

Utah very clean
Red limestone piles & piles
& columns of rock. Very
pretty.

Bryce Canyon

Vignelli:

“The grid represents the basic structure of our graphic design, it helps to organize the content, it provides consistency, it gives an orderly look and it projects a level of intellectual elegance that we like to express.”

-Canon

Canon, p.22

6x6 Grid

rid

4x8 Grid

Grids are also fundamental for web design

- [Skeleton](#) responsive framework
- [The Washington Post](#)

Bibliography

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