

# START WITH A SOLID FOUNDATION



This is the original - like a reflex, you should be able to create a layout like this. The international typographic style was based on bare bones typography and grid - it helps to create a solid foundation. From here, you can begin to embellish.



Adding decoration after you have established a solid foundation should improve your work. This example uses two font families (univers and helvetica) but like the old saying goes, when mixing fonts, use two that are very similar or two that are very different.

Take a good look at your work and don't settle for the default settings in your software or fonts - be the boss. It may not be obvious, but the headline with helvetica had the word spacing condensed to 70%, and the one with Universe was increased to 120% (in InDesign, go to "justification" in the paragraph palette menu). Also the "G's" in "Grafik" and "Graphic" in the headline have been manually aligned with a little kerning, and coincidentally, they line up with the left side of column 2.