

# universal geometric sans serif

## history

herbert bauer created universal in 1925 as part of the bauhaus trying to unify art, technology, and design. universal intended to eliminate complexity, by rejecting the idea of uppercase and lowercase, making the alphabet into a single case, making the type only use lowercase. it encompassed all of the ideals of the bauhaus as it moved toward function rather than tradition. the typeface was geometric, sans-serif, and reduced to the essential forms: circle, straight line, and 90° angle. bauer believed that typography should be to communicate clearly and efficiently, reflecting a new social order of equality and modernness. although never officially released during his lifetime, universal influenced generations of type design, becoming an inspiration to later minimalist fonts.

1925

1900-1985



## herbert bauer

### biography

herbert bauer was an austrian american designer, typographer, architect, and even a painter who became a leading figure in the bauhaus movement. born in austria in 1900, he trained under huge designers such as kandinsky and moholy-nagy at the bauhaus in germany. bauer favored function, and simplicity over decoration, firmly embracing the ideals of modernism. in 1925 he became the director of the printing and advertising workshop at the bauhaus, where he began to shape his modern visual communication. he rejected traditional typography conventions at the time, including the use of capital letter as you can see in his universal typeface. after fleeing nazi germany in the late 1930s, bauer settled in the united states where he continued to shape graphic design, corporate identity, and environmental design. bauer worked with a number of high profile clients including atlantic richfield, and exhibitions for institutions like the aspen institute.

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