

BAUHAUS 1919

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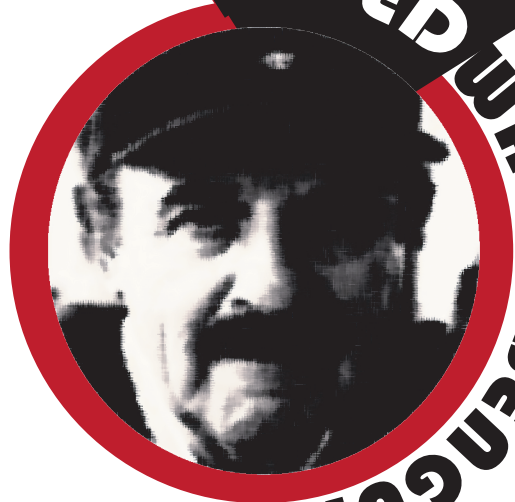
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The Bauhaus occupies a place of its own in the history of 20th century culture, architecture, design, art and new media. One of the first schools of design, it brought together a number of the most outstanding contemporary architects and artists and was not only an innovative training centre but also a place of production and a focus of international debate. At a time when industrial society was in the grip of a crisis, the Bauhaus stood almost alone in asking how the modernisation process could be mastered by means of design.

Herbert Bayer of the Bauhaus School in Dessau, Germany designed the inspiration for ITC Bauhaus, known as the Universal typeface, while he was teaching there in 1925. Ed Benguiat and Vic Caruso redrew the typeface in 1975.



ED BENGUIAT

ITC Bauhaus is a rounded sans serif design whose forms were developed from the straight edge and compass. ITC Bauhaus can be used in period pieces reminiscent of the 1920s and the Art Deco era: its simple, clean lines and not-quite-closed counterforms make it noticeable in display settings.

1975